

**"A City is no Greater
Than Its
Chamber of Commerce"**



**WE CONGRATULATE
HENDERSONVILLE**

and the

Chamber of Commerce

Buy Here and Save

Giving you your money's worth has always been our stock in trade. The opening of the Summer season brings even Greater Values and Bigger Savings than formerly. Raw material prices are lower—manufacturers' prices are lower—our prices are lower. Here's where your dollar goes farthest!

**WE STUDY THE NEEDS OF
OUR COMMUNITY**

Every article of merchandise in this store was selected by us to meet your local needs and was priced to give the utmost possible in value. Behind us, making possible the widest selection, as well as rock bottom prices, stands a staff of expert buyers in constant touch with the markets of the world—and a modern merchandising system that eliminates all items of unnecessary cost.

TO TRADE WITH US IS AN ECONOMY.

J. C. Penney Co. Inc.
DEPARTMENT STORE

Main Street
Hendersonville, N. C.

SENTINEL OF THE GORGE



Chimney Rock, spectacular monolith, attracts visitors from all over the world and is reached over excellent motor road, just 18 miles east of Hendersonville.

From the top of Chimney Rock a breath-taking, stupendous, en-circling panorama unfolds! Mighty crags and towering cliffs, the water-torn Hickory Nut Gorge of great depth, range on range of the Blue Ridge mountains softened by mystic haze, and far below the emerald waters of incomparable Lake Lure, with the Piedmont plain stretching to the eastward.

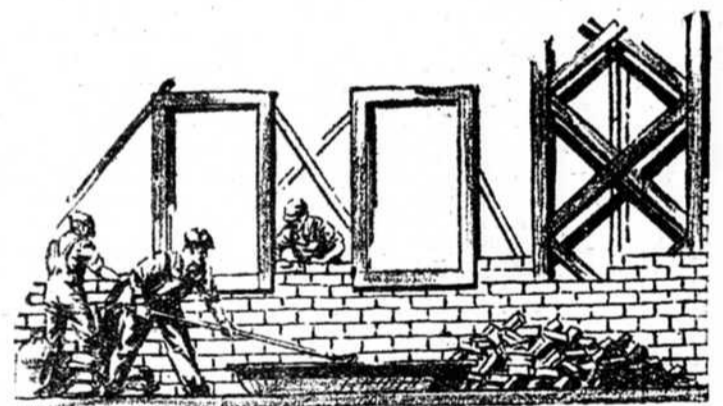
It was on the top of the great cliff back of Chimney Rock that the dance of the fairies was seen many years ago, so well described by the historian, Dr. Sondley. The Bottomless Pools nearby still refuse to divulge their Ku Klux story of reconstruction days. The reason for the rumblings of "Shakin' Bald" are a sealed book since the mighty cliff fell in 1878. Then there is the mystery of the "Moonshiner's Cave" and its battered still, wedged between crevices of granite. It was through this Cherokee country that DeSoto first penetrated.

The "Chimney" is the last word of the spectacular, rising sheer 315 feet above the parking place.

How was it formed? No one knows. The curious pot-holes on its top are the tell-tales that water once poured over its summit! For the geologists or the casual observer this pile of age-old stone itself is full of mystery. And it is all easily accessible by trails, stairways and frequent seats and shelters. Everywhere there are flowers, trees, and tangled shrubs in profusion and remarkable variety.

To visit Sky Line Trail and "Appian Way," one ascends the stairway to the top of the mountain above Chimney Rock. En-route the Opera Box, then the Devil's Head—a remarkable likeness in granite to his Satanic Majesty. Exclamation Point, the top of it all. Then one takes the new Sky Line Trail to the Falls, looping back along the face of the precipice by the "Appian Way." Here are Inspiration Point, Hickory Nut Falls—400 feet in height—Nature's Shower Bath, Ground Hog Slide, etc. Then very near Chimney Rock are the Needle's Eye, Pulpit Rock, Moonshiner's Cave, the Circular Stairway, and the "Rock Pile."

USE FACE BRICK



Made in Henderson County

- FOR BEAUTY
- FOR DIGNITY
- FOR PERMANENCE
- FOR HIGHER RESALE VALUE
- AT NO UPKEEP COST

**LET US CITE YOU A NUMBER OF BUILDINGS
IN WHICH ETOWAH FACE BRICK
WAS USED**

MOLAND-DRYSDALE CORP.

Etowah, N. C.