ASHEVILLE, NORTH CAROLINA

business center, has pool, public tennis courts and benches. Montford Park (Montford Avenue) has flower gardens, fountain, seats and tennis court. There are five golf courses, one of which is a Municipal Golf Club.

Asheville has 15 public schools, including one senior high school and one junior high school. It also has the Asheville Normal School, Asheville School for Boys, St. Genevieve of the Pines and Biltmore Junior College.

B - Economic Factors or Influences which support the Community.

In or about 1923 some of the civic organizations conceived the idea that the city should be industrialized and that the health features and climate, which had been widely advertised, should not be stressed. In accordance with this idea, every effort was put forth to bring industry into this section, with some success, and health seekers were discouraged. As a result, the greatest industry of Asheville and vicinity was greatly damaged, and offset only in part by additional industry being located in the community. This does not mean that all of the health features have been destroyed because there is still a very large income derived from health seekers. Neither should it be inferred that the industrial feature is minimized, as it was the industries that carried the community over the depression.

The major industrial plants that contribute to the welfare of the City of Asheville are the American Enka Corporation*, a rayon manufacturing plant which has been expanding considerably and in 1937 employed approximately 3200, with an annual payroll exceeding $2,000,000. The plant of this Corporation is located approximately 3 miles from the city limits on the west side of Asheville and most of its employees live in West Asheville. The Beacon Blanket Company and Sayles-Biltmore Bleacheries are both large concerns, combined employment being about 1500 people, and are located just a short distance outside the city limits of Asheville on the Eastern side of the Swannanoa River. In addition to these there is also the Champion Fibre Company at Canton, North Carolina, one of the largest manufacturing concerns in the United States with its $2,000,000 annual payroll, which contributes materially

*Originally located here because the chemical content of the water supply suited their needs very well. In other localities, the water had to be treated chemically in order to be usable for the manufacturing process, but here no such treatment is necessary.