

The most beautiful  
place on Earth  
for YOUR HOME



*and the place is*

# BEAVER LAKE

ASHEVILLE, NORTH CAROLINA

*"The Land of the Sky"*

LAKEVIEW PARK INC. OWNERS





JOHN NOLEN  
*Greatest City-Planner*

IT is a logical presumption that anyone who would employ a Rubens has a fair subject to paint. And by the same thought, those who enlist the pre-eminent services of John Nolen may be assumed to have a sublime place for this great artist-engineer to embellish and perfect to the uses of man's habitation.

The owners of Beaver Lake were more than willing to give Dr. Nolen a free hand to employ his best talents in the layout and arrangement of their holdings. On his part, Dr. Nolen applied to the task those superior qualities of genius and enthusiasm that were inevitably inspired by the scenic and climatic setting of his labors, plus the confidence and co-operation that were accorded him by the owners.

And the result was—the most beautiful place on earth for your home.

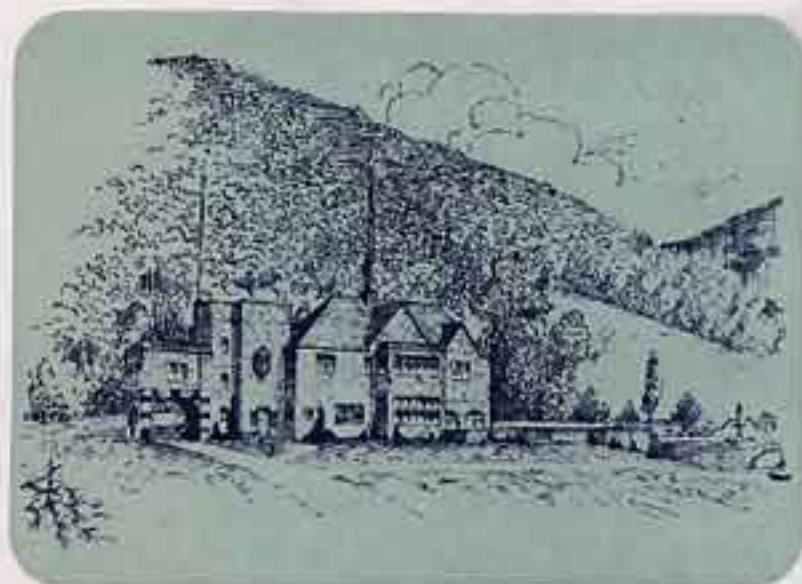


#### LAKEVIEW PARK, Inc.

THOSE indefatigable collectors of information regarding men's honor and the extent of their possessions, the commercial rating agencies, will testify to the responsibility of the name which is printed above this paragraph.

Prospective purchasers who will no doubt wish to be assured in this respect, may obtain the facts upon request of any bank or credit bureau.

In their personal relation to Beaver Lake, the gentlemen who created it are all established residents of Asheville, and each is rather decidedly convinced that this group has added to Asheville its crowning glory and its most irresistible charm for folk who would locate their firesides among ideal conditions and surroundings.



THE WALLACE B. DAVIS RESIDENCE

## Why One Would Choose to Live in Asheville

ONE would choose to live in Asheville because that city has a half-mile-high altitude of 2,500 feet above the sea, and this is the altitude at which the organic and physical functions of human life reach the most perfect adjustment. One would therefore live longer in Asheville.

One would choose to live in Asheville because its combination of Southern latitude with bracing mountain airs produces weather that is delightful from each year's end to the other; weather without extremes of heat or cold, aridity or humidity, rain or drouth. One would

therefore live more comfortably in Asheville.

One would choose to live in Asheville because it is a gay and famous year-round playground city, to which hundreds of thousands of visitors annually journey for recreation, sports, amusements and pleasures of every description. One would therefore live more happily in Asheville.

Health and extended years, then, joined into the physical satisfaction of a benign and pleasing clime and capped by the joys of a perpetual vacation-mecca—these are the attractions which cannot fail to induce one to choose to live in Asheville.



THE DR. J. A. SINCLAIR HOME

## The Home-Making Appeal of Beaverdam Valley

PICTURE a placid Blue Ridge glen three miles long and one mile wide, with towering mountain ramparts to North, East and West, pointing toward the dawn at its head and open the other way to sweeping sunsets—that's Beaverdam Valley.

Industry shall never intrude its unwelcome presence into Beaverdam Valley. No snorting locomotive will spray its soot into the perfect azure above. No noisy disturbance may destroy its tranquil existence. No greed or grasping commercialism can ever rob this pastoral picture of its essential peace and charm.

Beaverdam Valley, therefore, is allotted to a single use and destiny. It is a sylvan center of homes, forever and aye. And this is the appeal which our chosen dell bespeaks with convincing truth.

BEAVER LAKE



*'in the Land of the Sky'*



THE BEAVER LAKE HOME OF MR. W. N. GARNETT

**B**EAVER LAKE is located at the only point at which the Valley is broad enough to contain a considerable community, including the generous lake itself and an 18-hole golf course—just two miles from the center of Asheville and within easy walking range of trolley, school and churches.

An exceedingly important asset is the famous Dixie Highway, here a link of the vast state-built-and-maintained motor road system of North Carolina, which passes through the heart of Beaver Lake.

Finest of the charms of Beaver Lake is its gently curving and undulating topography, almost like a succession of billowing waves, with homesites on the crests and winding streets and parkways between. A very remarkable landscape indeed.

*The Especial  
Desirability  
of Our  
Own  
Location*



RESIDENCE OF JUDGE J. D. MURPHY

## The General Plan and Layout of Beaver Lake

WITH the same seemingly aimless arrangement as the carved lines of a rich platinum mounting wind around a handsome diamond, its boulevards and ornamental areas encircle the blue-white gem of sparkling waters that is the center and glory of Beaver Lake. And as the setting best portrays the art of the jeweler's craft, so the apparently random but studied layout of Beaver Lake reveals the genius of the great John Nolen.

The map on the double-page center hereof shows a very maze of roadways. But it fails to illustrate how these meandering paths follow easy and natural grades, and how pleasingly they border lovely nooks and open spaces. These joint triumphs of engineering and aesthetic talent must remain for one fully to appreciate when he visits Beaver Lake.

BEAVER LAKE



*"in the Land of the Sky"*



MR. RUSSELL C. DAVIS' BEAVER LAKE HOME

**T**HE street-paving of Beaver Lake is really permanent, being laid on a firm clay foundation, having a six-inch concrete base, reinforced curb and a two-inch asphaltic topping—all absolutely standard and lasting.

There are ample mains to supply the pure and appetizing mineral-free Asheville water, fire plugs and adequate sewers. And the light and 'phone connections are handled in underground conduits, from which distribution is effected at the center of the blocks instead of the front. The street lighting is carried on artistic standards which were especially designed to harmonize with the atmosphere of Beaver Lake.

The cost of installation of all the utilities of Beaver Lake was borne by the owners, hence buyers have no assessments to pay.

**Purely  
Practical  
Utilities and  
Conveniences**





GRACE EPISCOPAL CHURCH

**LAKE VIEW PARK**  
ASHEVILLE, NC  
A COMMUNITY - OWNED  
PROJECT BY CLEARED.



BEAVER LAKE



*in the Land of the Sky*



THE D. L. MERTWEIDER RESIDENCE

## Safeguards that Preserve Beaver Lake's Qualities

**B**EAVER LAKE prohibits the use of residential lots for any purpose other than the erection and maintenance of private homes. All buildings are required to conform to reasonable artistic standards of style and harmony. Every building, whether dwelling, garage, servant-quarters or outhouse, must be neatly designed and substantially constructed. And all construction must be located on the area of each lot within the building-lines that have been established over the entire property.

Beaver Lake wishes to impose no restrictions upon the owner who would beautify his place with due regard for his neighbors' rights. This consideration, alone, is the motive which reserves to the developers the right to enforce sensible, necessary safeguards in the common interest and welfare.



THE STONE SEAT AND THE LAKE

**I**N a region whose terrestrial formation contains no geological faults, upthrust masses of rock, natural depressions or cavities, nor ancient craters to fill, a lake is a rare object to find and a joyful vision to behold.

Beaver Lake contains sixty-seven acres of water. Its greatest depth is nearly forty feet. Its length is three-fourths of a mile. It is fed by the flow of Beaverdam Creek, a crystal mountain rivulet supplied by countless springs which pour forth into the valley above.

So nicely proportioned in size to the adornment and recreational uses of a single community and its limited population, and in itself so sparklingly pure and lovely, Beaver Lake is a fitting crown for the scenic and climatic preeminence of this section.

*A Lovely  
Lake in  
a Land of  
Speeding  
Waters*

BEAVER LAKE



*in the Land of the Sky*



THE BEAVER LAKE GOLF COURSE

And  
Donald Ross  
Designed  
the Golf  
Links

THE famous Donald Ross would likely write himself considerably in debt to Beaver Lake. For Beaver Lake gave him the opportunity to add to his renown and again to prove the keen golfing sense from which his fame was derived.

To say that the latest Donald Ross course is better than this or that great course would merely be invidious. But to repeat Mr. Ross' own opinion, authoritatively places the Beaver Lake course equal in rank with the finest courses on earth today.

The Beaver Lake Country Club will acquire the privileges of bathing, boating, fishing and water sports on the Lake, along with golf and other land sports, and the owners of Beaver Lake have pledged themselves to provide a Club of luxurious and distinguished style.

BEAVER LAKE



*in the Land of the Sky*



A SKETCH OF THE SWIMMING POOL

**F**ILTERED and germ-free water for swimming is a luxury usually confined to indoor pools in the larger clubs.

But at Beaver Lake it is introduced to the open countryside, in a mountain setting surpassingly grand, with genuine sunlight in which to luxuriate and a true ocean sand-beach upon which to romp and rest.

Masonry walls of massive granite enclose the pool at Beaver Lake. Surface drainage is carefully diverted. The water is continuously filtered, chlorinated, aerated and introduced to the pool through an attractive grotto and splashing waterfall—all the machinery for these purposes being noiselessly operated by electricity.

The swimming pool at Beaver Lake embraces a full acre in size and is clearly among the largest and costliest in America.

*A Swimming  
Pool  
as Fine as  
Can Be*

BEAVER LAKE



*In the Land of the Sky*



THE TEA HOUSE AT BEAVER LAKE

*Shall You  
Visit Our  
Charming  
Tea House?*

FOR no other purpose than to add to the pleasure of life in Beaver Lake, and with the possibility of profit only a remote and quite unlikely prospect, a dwelling that stood near the Swimming Pool was converted into a delightfully rustic and inviting lakeside Tea House.

Having placed its management in highly competent hands, the owners of Beaver Lake require of the Tea House the sole task of living up to its name and doing credit to its mission.

The Tea House at Beaver Lake serves luncheon, afternoon tea and dinner. Its environment has a remarkably stimulating effect upon the appetite. Its meals and its cheerfully hospitable atmosphere, the owners hope, will never fail to please its patrons, whether residents of Beaver Lake or merely casual visitors hereabout.

BEAVER LAKE



*'in the Land of the Sky'*



THE BEAVER LAKE OFFICE

Beaver Lake derives its larger value from a trinity of major factors which are thus very briefly summarized:

1. Beaver Lake is essentially a part of the growing and brilliant resort City of Asheville, yet entirely removed from possible contact with all unpleasant phases of crowded urban life.

2. Beaver Lake offers scenic and climatic attractions that unqualifiedly challenge comparison from any point or region beneath the sun.

3. Beaver Lake, itself, is inherently what it is . . . a distinctive and distinguished residential section. And every adjunct of art, engineering and physical improvement has been added to its original perfection to make Beaver Lake, truly—the most beautiful place on earth for your home.

Such is the logic that Beaver Lake presents to buyers.

*The Logic  
of One's  
Investment in  
Beaver Lake*



A BEAVER LAKE BUS

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