

## Advertisement for Grandfather Mountain

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This color photograph shows a sign advertising the Mile High Swinging Bridge and Grandfather Mountain. It says "Carolina's Top Scenic Attraction."

For more on advertising North Carolina and its natural sites go to <https://blogs.lib.unc.edu/morton/index.php/essays/selling-north-carolina...>



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Morton, Hugh M. *Grandfather Mountain Advertisement*. 1955. Photograph. UNC Chapel Hill: Hugh Morton Collection of Photographs and Film. [https://dc.lib.unc.edu/cdm/ref/collection/morton\\_highlights/id/1424](https://dc.lib.unc.edu/cdm/ref/collection/morton_highlights/id/1424) (Accessed November 7 2018).

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**Read the related article:** Selling North Carolina, One Image at a Time  
Grandfather Mountain: Commerce and Tourism in the Appalachian Environment

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