History of Pine Knoll Shores

(Continued from page 12)

By the 1960s, ads were appearing in local publications as well as around the state. The History Committee thought that *Shoreline* readers might like to see some of the original ads marketing "Carolina's finest beach colony." Take a look, and decide for yourself whether you would be tempted to buy a choice home site for your little cottage by the sea.

To learn more about the town's history, visit the History Committee's blog site at pineknollhistory. blogspot.com.

Sources: "A Brief History of Atlantic Beach," by James N, "Cap'n Jim" Willis III; "Summer Capital by the Sea"; "The Atlantic Hotel (1988-1933)," Digital Public Library of America, Digital Heritage Center, June 10, 2014; "Links and Bridges," by Walt Zaenker, pineknollhistory.blogspot.com; photos and ads from the Pine Knoll Shores History Archives.

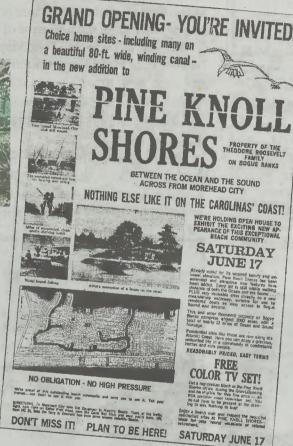
Early Advertising for Pine Knoll Shores



Pine Knoll Shores Waterway in an early advertising booklet—Photo reproduced by Amy Hahn

BLOCK FF	
1 thru 6 8 thru 10	\$ 8,400.00
-11	8,400.00 3,400.00
12 thm 15	7,400,00
18 thru 20	7,400.00
22	8,400.00 7,400.00
24 25	11,900.00

1971 lot prices in Pine Knoll Shores





Concept sketch for a billboard advertising Pine Knoll Shores by A. C. Hall, town planner and owner of the Atlantis Lodge



The Pine Knoll Shores Golf and Country Club opened with 9 holes in 1970.—From the History Committee Archives



Advertising brochure from 1957

