

## 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](http://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](http://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	\$ 8,400.00
8 thru 10	8,400.00
11	3,400.00
12 thru 15	7,400.00
16 & 17	3,400.00
18 thru 20	7,400.00
21	8,400.00
22	7,400.00
24	11,900.00
25	12,700.00

1971 lot prices in Pine Knoll Shores

**GRAND OPENING- YOU'RE INVITED!**  
Choice home sites - including many on a beautiful 80-ft. wide, winding canal - in the new addition to

# PINE KNOLL SHORES

PROPERTY OF THE THEODORE ROOSEVELT FAMILY ON BOGUE BANKS

BETWEEN THE OCEAN AND THE SOUND  
ACROSS FROM MOREHEAD CITY

NOTHING ELSE LIKE IT ON THE CAROLINAS' COAST!

WE'RE HOLDING OPEN HOUSE TO EXHIBIT THE EXCITING NEW APPEARANCE OF THIS EXCEPTIONAL BEACH COMMUNITY

**SATURDAY JUNE 17**

Already noted for its wooded beauty and excellent situation, Pine Knoll Shores has been added to the list of still within walking distance of both the Ocean and the Sound... many desirable sites directly on a new man-made waterway, suitable for use by residents, boats or easy access to Bogue Sound and beyond.

This and other Roosevelt property on Bogue Banks comprise almost 2000 acres, with a total of nearly 12 miles of Ocean and Sound frontage.

Residential sites like these are rare along the Atlantic Coast. Here you can enjoy a graceful, unobstructed life in a community of comfortable homes and nice people.

**REASONABLY PRICED, EASY TERMS**

**FREE COLOR TV SET!**  
Get a registration form at the Pine Knoll Shores office during the show/outing and be eligible for this fine prize - an all color television set. You do not have to be present at the showing to win. Nothing to buy.

Enjoy a beach view and impact the national real estate market for your "vacation or relaxed retirement."

**NO OBLIGATION - NO HIGH PRESSURE**

We're proud of this outstanding beach community and want you to see it. Test your friends - ask them to take it with you.

**DON'T MISS IT! PLAN TO BE HERE!**

**SATURDAY JUNE 17**



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

**PINE KNOLL SHORES GOLF COURSE IS BRINGING SANTA EARLY!**

**MEMBERSHIPS 1/2 PRICE**

**SANTA PROCLAIMS**

EVERY PERSON EVERY BUSINESS EVERY FAMILY that takes a membership during this drive

give to the school of his choice in per cent of his membership dues or any class, youth, hand or handicraft program or any other school activity and to any school he chooses. **1000 SAKES A CARTERET COUNTY SCHOOL.**

When you renew your membership determine in what you want to donate the 10 per cent to... do it now!

**\$225.00 LIFE-TIME PLEASURE**

Use Your Pine Knoll Shores Golf Course

**PINE KNOLL SHORES GOLF COURSE**  
SALTER PATH ROAD - OPPOSITE THE ATLANTIS LODGE  
**MAKE SOMEONE HAPPY PLUS YOUR SCHOOL, TOO!**

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

**Pine Knoll Shores**  
On Bogue Banks, Off Morehead City, N. C.

**SELECT YOUR SITE NOW - BUILD YOUR SUMMER OR RETIREMENT HOME SOON IN THE CAROLINA'S FINEST BEACH COLONY**

Pine Knoll Shores is being developed through careful planning and engineering to insure the maximum enjoyment of its residents and visitors. Amenities include scenic fishing, golfing, tennis and swimming on Bogue Sound. Many lovely homes have already been built and others are under construction. All lots are within walking distance of both the Ocean and the Sound. The beauty, tranquility and the unexpected weather provide a unique residential appeal.

Nearby Morehead City provides all your facilities such as banks, restaurants, stores, churches, schools and a year-round high school. We invite you to see the area. We'll have plans ready without commitment, plus all the amenities of modern utilities. Come and see Pine Knoll Shores at your first opportunity. Take the drive to Atlantic Beach from right on the Bogue. Then stroll past the Great Bay Club - Home of Pine Knoll Shores.

**SEE YOUR REALTOR OR WRITE:**  
**PINE KNOLL SHORES**  
Morehead City, N. C.

2011-03-04

Advertising brochure from 1957

**COMING SOON in 2023 . . .**

**A Self-Guided Pine Knoll Shores History Tour**  
**Bike • Walk • Ride • Have Fun!**