

These Prophets Knew Their Facts!

NEARLY TWO YEARS AGO, ROGER BABSON, FAMOUS THROUGHOUT THE WORLD FOR THE ACCURACY OF HIS PREDICTIONS, CALLED ATTENTION TO THE IDEAL LOCATION OF WILMINGTON, N. C. AND THE UNUSUAL CIRCUMSTANCES WHICH MADE IT THE LOGICAL YEAR-ROUND RESORT CENTER OF THE UNITED STATES.

IN A STATEMENT MADE AFTER A FIRST-HAND ANALYSIS ON THE GROUND HE SAID: "WILMINGTON, TO MY MIND, IS ONE OF THE MOST EXCELLENTLY LOCATED SPOTS ALONG THE ATLANTIC COAST FOR A YEAR-ROUND RESORT: YOUR WINTER AND SUMMER CLIMATE IS EXCELLENT, AS THE METEOROLOGICAL FIGURES ATTEST. YOUR CITY'S OPPORTUNITY CANNOT BE EXCELLED. FOR INSTANCE, ATLANTIC CITY IS CONSIDERED A YEAR-ROUND RESORT, AND IS PATRONIZED AS SUCH, BUT THE WINTERS ARE SEVERE.

"Your location is ideal for both summer and winter; your coast line is adjacent to the great Gulf Stream and your winters are not severe and your summers not extremely hot. Therefore, you can draw tourists from the north in winter and the south in summer.

"You probably realize that your location is little more than a night's ride from New York—and thousands would come down and spend weeks and months here in this wonderful climate.

You will never have trouble getting tourists to come down, once they are cognizant of your delightful weather."

Recently the New York Times sent an expert industrial analyst to the south to study future development. Facts and resources were studied carefully.

Here is one of his findings:

"Somewhere along the Atlantic Seaboard, in the vicinity of Wilmington, N. C., there will rise in the near future the all-year-round resort center of the United States."

Factors Which Assure Enormous Growth

1. Cleanest beach on the Atlantic ocean. No oil or debris from ships.
2. Fast interurban car service to down town Wilmington, nine miles away.
3. Connected to mainland by automobile boulevard causeway.
4. At the point picked by Roger Babson and by New York Times expert as the most perfect location in the United States for a year-round resort center.
5. Adjacent to every sport of sea, link and lawn—sailing, boat racing, yachting, deep sea and still water fishing, bathing, tennis, golf, hunting all around you.
6. Year-round home site at the ocean, near a large city by a beach famous throughout the south.
7. Improved streets, sidewalks, sewers, parks, plazas at no additional cost to property holders; a "City Beautiful" Plan by Prof. Arthur Cowell.
8. Water, gas and electricity at your property line.
9. Proper building restrictions which guard against the blight of shacks.
10. Financial assistance in the building of your home.

Shore Acres Resulted From An Economic Law

This development was made absolutely essential by the over-flow population of Wrightsville Beach, near Wilmington, long famous as the south's premier seashore resort, the improvement of Harbor Island, a few rods across Banks Channel from Wrightsville Beach, was undertaken by leading New York and Wilmington financiers and business men who saw the need of meeting the constantly growing demand for more room.

These lots offer an unusually attractive investment in addition to their value as year-round residential and villa sites.

Composing the directorate are:

A. E. FITKIN.
THOMAS W. DAVIS.
J. V. GRAINGER.
FRED W. DICK.
T. B. WILLARD.
FRED A. MATTHES.
E. PAUL YOUNG.

Numbered among the stockholders are some of the more prominent business and professional men of the state.

The management and directorate of Shore Acres Company are men rigidly careful in their search for meritorious investments. That they have invested in this property means it has the "O. K." of the highest authorities.

Wide boulevards, parks and plazas, improved streets, sidewalks and sewers—all at no additional cost to the property owners—mark Shore Acres as the south's most unusual development. Gas and water mains and electric wires at your own property line.

The entire property was laid out according to a "City Beautiful" plan, drafted by Prof. Arthur Cowell, professor of landscape architecture at Pennsylvania State College, who made the survey in person.

Every lot will be dressed with a rich top soil free of charge to encourage individual landscaping.

The streets of Shore Acres are connected to the mainland by the wide automobile boulevard causeway recently dedicated by Governor McLean, as the final link in North Carolina's "Mountains to the Sea" highway system.

This is the first development of a contemplated five-year program, and fewer than 300 lots remain available.

SHORE ACRES COMPANY

Wilmington, North Carolina

Shore Acres Company:

Send me my FREE COPY of your beautiful book with full color reproductions of Thornberry's wonderful water colors and the story of Carolina's Famous Isle of Romance.

(Write Name and Address on Margin)