

Strolling Along Carolina Beach

There are many things to attract your attention as you stroll along Carolina Beach. Of course, you want to go swimming, sunbathing, and I hope you like it as much as I did. If you like to lie around and get a good start on a summer tan, the beach is clean and the sun is delightfully warm, it just seems to take all the

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DAY'S IDEAL GIFT SHOP

Main Boardwalk — Carolina Beach, N. C.

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IN BUSINESS 25 YEARS

On Carolina Beach, N. C.

WELCOME TO

**Carolina Beach
SURF & SAND SHOP**

BEACH WEAR & SOUVENIRS

FRONT BOARDWALK

CAROLINA BEACH, N. C.

MCLAWHORN'S RESTAURANT

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Carolina Beach, N. C.

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DELICIOUS FRIED CHICKEN

START THE DAY WITH OUR

GOOD MORNING BREAKFAST

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COTTAGES—LOTS

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Carolina Beach, N. C.

CAROLINA BEACH

The Playground
of
Vacationland



JOIN US FOR "FUN FOR YOU IN '32"

To Vacationers and Fun Seekers —

Your Invitation to Glorious Recreation!

AT CAROLINA BEACH, N. C.

Carolina Beach invites you to visit — and fall in love with — the perfect seashore resort! The Playground of Vacationland. Here you'll find everything you seek for Summer pleasure. Four miles of white gleaming sand on North Carolina's finest beach. Clear, invigorating water, sparkling with sea breezes. You can rest, and be rejuvenated — or play to your heart's content, with exceptional compensation. . . . Fishing off shore, or from the Carolina Beach famous fishing pier thrills the sportsman. . . . Dancing, boating, speed Boat or Island Waterway Cruise. . . . Bridge over dunes. . . . Amusement parks. . . . Movies. Fine hotels, motels, attractive tourist homes, overnight camps and camping grounds. . . . Shops. . . . Churches. . . . Historic Tours. . . . Excellent Restaurants. . . . all at reasonable cost. Write for FREE illustrated booklet. . . . Chamber of Commerce, Dept. Carolina Beach, N. C.

winter ills out of your system. But if you don't like swimming or sun bathing, there is still plenty to do. There is always fishing. When I was there, the blue fish were running — a day early. Dan Holt, the manager of the Carolina Beach Pier, said that the run started a day earlier than last year. Large schools of blue fish were making passes at live bait and later started taking lures — and they were in a fighting mood, too. The Pier has been remodelled and you meet all kinds of ardent fishermen there.

If the salt air makes you hungry, you can find anything you want to eat from hamburgers and hot dogs to a complete sea-food dinner. You can get a good meal at McLawhorn's Restaurant — sea food or steak or chicken — a meal that will fill you up. They serve a very good breakfast, too. If you want something lighter, you ought to try Fort's Place, or the Carolina Beach Drug Store, or Center Drug — they all serve refreshing drinks and sandwiches. Or if you just are hungry for some good doughnuts, do go to Britt's Do-Nut Shop. I ate at the Gateway Grill for a meal of succulent fried chicken.

You won't need to take bathing things with you — or any beach accessories — you can get any kind of bathing suit you want. Register's has Jantzen suits. And the Surf and Sand Shop has all kinds of beach togs. I got chilly during the afternoon and I got a grand Thermo-Jac from the Trading Post — they come in all colors, and the salt air won't rust the zippers. If you just go for the day and want a place to change, you can at Batson's Bath House.

Of course, you'll want to take some souvenirs home — be sure to see those at Day's Ideal Gift Shop. If you are visiting someone there, why not take your hostess some

flowers from Lucy Herring? Or you might get her a present from Goldenberg's Dept. Store.

I met some nice kids from school — having a fraternity house party. They challenged me to a contest at one of Earl Dail's numerous concessions — no, I won't tell you who won that either. But try that Batts Ball game he has. You might be better than you thought you were. They went on to play Bingo at the Carolina Bingo place and were still gripped by the excitement when I left.

There are so many amusements for children that it would be an ideal place to take your family. If you want to rent a cottage for a week or a month of the whole season, go to George Applewhite — he has been in business for years, or try Cliff Lewis. Both of these places have business property to

rent if you decide that is where you want to invest some money. One of the business men from the Beach told me you could often get 20 per cent on your investment. Where can you do better? Should you join the Carolina Beach family and get a cottage, you will want to know about Beach's Hardware Stores on Cape Fear Boulevard.

One thing I liked about Carolina Beach is the people I met and talked with there. They were enthusiastic about their home and eager that I should like it, too. I am going back there for a vacation myself — perhaps I will tell you all about it then. There is enough to do to suit any taste, and it is a delightful place just to rest and do nothing — enjoy the sun and the sand and the air, and come back to work invigorated and refreshed. The roving reporter.

WELCOME TO

CAROLINA BEACH

Batson's Bath House

MAIN BOARDWALK

Carolina Beach, N. C.

WELCOME TO CAROLINA BEACH

**GOLDENBERG'S
DEPT STORE**

OPPOSITE RAME'S HOTEL

Exclusive Beach Wear

FOR MEN, WOMEN & CHILDREN

WELCOME TO CAROLINA BEACH

Britt's Do-Nut Shop

MAIN BOARDWALK

Carolina Beach, N. C.

VISIT

GATEWAY GRILL

JUST NORTH OF FIRST TRAFFIC LIGHT

Carolina Beach, N. C.

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COUNTRY HAM

Open 24 Hours Per Day

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BINGO

BY THE SEA

"CASH PRIZES EVERY GAME"

CAROLINA BINGO

OCEAN FRONT BOARDWALK

Carolina Beach, N. C.

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DIAMONDS"

Every Diamond Insured
No Charge for Credit
Refundable Deposit
Wilmington's Largest

At Carolina Beach

Armed Forces Day will be held this Saturday, May 17, at Carolina Beach. Capt. L. H. Baker, United States Coast Guard Commander, Fifth Coast Guard District, will have Cutter No. 6527 arrive at Carolina Beach before 8 a.m. The vessel will be open for the inspection of the general public as the guests of the U. S. Coast Guard.

A Junior tobacco show and sale for 4-H, FFA, and WPA members living in the Eastern Belt will be sponsored this year by the Wilson tobacco market.

Write for illustrated booklet Dept. 1 Chamber of Commerce

WELCOME TO

CAROLINA BEACH

**FORT'S
PLACE**

BEER & SOFT DRINKS

FRONT BOARDWALK

Carolina Beach, N. C.

VISIT

CENTER DRUG STORE

OPPOSITE BUS STATION

CAROLINA BEACH, N. C.

Complete Soda Fountain Service

Kodaks—Films and Developing

WELCOME TO

CAROLINA BEACH

BENJAMIN MOORE PAINTS, FLOOR COVERING AND

HOUSEWARE, PLASTIC FURNITURE

Beach's Paint & Hardware Store

Cape Fear Boulevard, Carolina Beach, N. C.

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Proprietor

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Size 10-12-14-16-18-20 @ \$1.25

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Color another color too, if you like—from five various red, blue, green, blue, pink, blue or silver navy.

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