

# FAIRHOPE

*"on Mobile Bay"*

**Largest Town in Baldwin County**

Home of Famous School  
of Organic Education and  
of the Fairhope Single Tax  
Corporation

New 1,800 feet Electrically  
Lighted Recreation  
Wharf

100 Acres Public Parks  
and 2 Miles of Bathing  
Beaches. All Modern Facilities  
and Paved Streets

Excellent Schools and  
Churches

Electric, Water and Sewer  
Systems Owned and Operated  
by the Town

Paved Highways Lead  
Direct to Fairhope

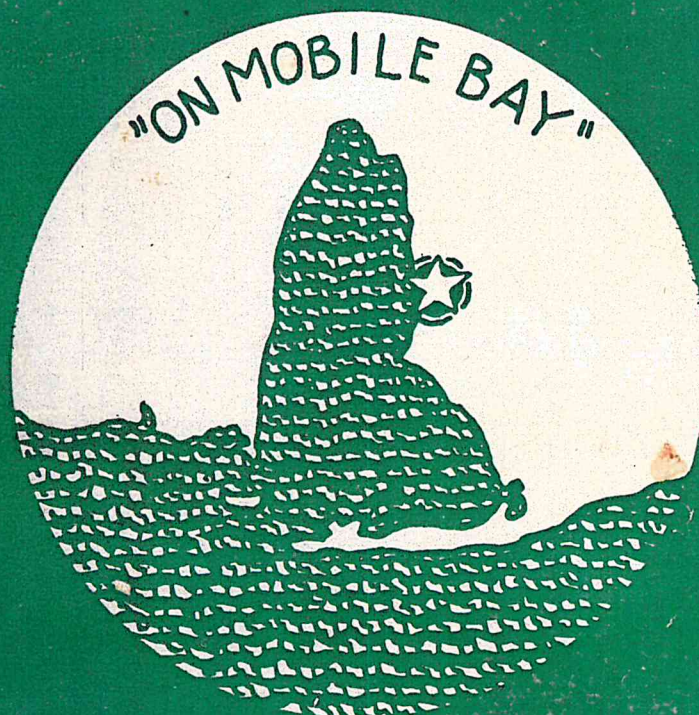
9 Hole Municipal  
Golf Course

(Reasonable Green Fees)

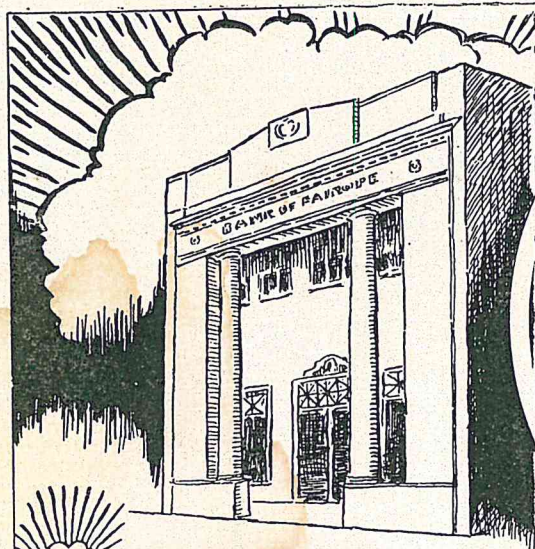
**A Summer and  
Winter  
Resort of  
Note**



# FAIRHOPE, ALABAMA



**AN OUTSTANDING SUMMER & WINTER RESIDENCE RESORT**



**THE BANK OF FAIRHOPE.**

ONE OF THE OUTSTANDING BANKS  
OF BALDWIN COUNTY, IN SOUTH ALA-  
BAMA, IS FURNISHED THROUGHOUT  
WITH COMPLETELY MODERN BANK-  
ING EQUIPMENT.

*Inquiries regarding Fairhope and  
vicinity invited*

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# FAIRHOPE, ALABAMA

"ON MOBILE BAY"

A POCKET-GUIDE TO FAIRHOPE AND THE EASTERN  
SHORE OF MOBILE BAY

PUBLISHED IN THE INTEREST OF FAIRHOPE BY THE  
FAIRHOPE CHAMBER OF COMMERCE  
FAIRHOPE, ALABAMA

MATERIAL FOR THIS BOOKLET PREPARED BY  
THE GOLDENROD STUDIO  
MAGNOLIA SPRINGS, ALABAMA

FAIRHOPE COURIER PRINT



## BEFORE FAIRHOPE

### A BACKGROUND SKETCH

With confidence it can be said that nowhere on the North American coast is there a location more desirable for human residence than the favored spot on which stands the town of Fairhope, in southern Alabama. That being so, it is easy to understand why the vicinity has, through the ages, been a haven to so many successive groups of home-builders.

Archæologists have said that even in the distant centuries when the Pyramids of Egypt were still new there was, on the very location where Fairhope now stands, a walled town of the ancient Indian empire of the mound-builders. Even so early—and doubtless even before that time—the fair, wooded plateau above Mobile Bay, with its surrounding waters teeming with fish, its adjacent woods filled with game, its mild, healthful climate and lovely bayside location, had already won approval and esteem in human eyes.

It is said that Knoll Park, in Fairhope, is the artificially shaped mound on which stood the great house of the chief of this old, old Indian town; and standing there among the pines that crown the knoll, it is easy to imagine the long-departed scenes among which these early Americans moved, and to understand how dear to them life must have been in so lovely and beautiful a spot.

But the Pyramids grew old and Athens was built; and then ancient Rome waxed to its glory through the centuries, and fell into decay; and when the age of darkness had passed, the light of civilization came slowly again in western Europe and the age of Galileo and Leonardo da Vinci and Christopher Columbus was at hand. Then, one fair morning in 1519, Spanish banners appeared in Mobile Bay, and Spanish ships rode at anchor where before there had been only the dugouts and canoes of the Indians.

During all these ages, life had gone along with little change in the village where Fairhope now stands, and each dreamy century had passed very much like the ones that went before and behind it. But how wide with astonishment must have been the eyes that looked out from the cliff at Fairhope on that day when Admiral de Pineda's great red and gold caravels passed gracefully along the beautiful waters of Mobile Bay!

For nearly two hundred years after this, the Spaniards held a loose control over the bay. Very little is known of events during this period: but outstanding among them was the disastrous battle between Hernando de Soto and the Maubillian Indians. With this battle, the Maubillian Empire came to an abrupt end. The cities and towns which composed it were deserted, and fell into ruin; and later, when French map-makers passed along the Eastern Shore, of Mobile Bay, naught but a few disappearing traces remained of the ancient Indian town that had once graced the slopes adjacent to Knoll Park.

In 1702, Spain ceded the shores of Mobile Bay to France; and the French, having trade in mind, founded the city of Mobile as a trading-post, and built a fort. But so far as the Indians were concerned, France had small need for fortifications. For the French were friendly towards the natives; and the Indians who had fallen heir to the shores of Mobile Bay were a more congenial sort; forest Indians—less

sombre and resentful—simpler and easier to manage than their predecessors. So that when the French came to found a settlement on the Fairhope side of the bay—as they soon did—the Redmen were very hospitable to the newcomers, and there was mutual goodwill between the two groups.

French names that still linger in the neighborhood of Fairhope are reminders of this period. In the north edge of town is Bayou Volant, now translated into Fly (should be Flying) Creek. Not far from the center of town, Bayou Charbon still retains its French name unchanged. Others come readily to mind when one is familiar with the Fairhope environs.

When in 1763 the French gave way to the British in Mobile Bay, the shores of the bay came under English rule. On a site within the present limits of Fairhope, at the mouth of Fly Creek, they located a settlement which they called Croftown; and very near the present southern limits of Fairhope they founded a village which they named Weggs. Both places are shown on British maps of that day.

The British flag was the third European banner to rule Mobile Bay. But in 1780 it was gone, and the Spaniards were in charge again. They remained in control of the bay for thirty-three years, and it was during this period that Baron de Feriet cultivated a large plantation on the plateau where Fairhope later was built.

In the early part of the Nineteenth Century came the campaigns of Andrew Jackson in Alabama, as he moved to quell Indian uprisings and push the Spanish control back from American shores. Jackson's Oak, north of Fairhope, became associated with the General's name during these Alabama campaigns which made so much American history. After American rule was firmly established, an attempt was made, backed by New Orleans capital, to found a town known as Alabama City, on the present Fairhope location. For a time the town flourished. Homes and business-houses were built, and a levee extended into the bay to deep water, for the accommodation of shipping. But in the Great Panic of 1837 the venture failed, and at the time of the Civil War the location, except for a few fields here and there, had wooded over again. Only a few traces of Alabama City remained, a notable one being the name "New City Hill" which clung to the locality as the decades passed.

But so fair a spot could not long remain unnoticed; and when a location was sought for founding the modern town of Fairhope, New City Hill came under the approving eyes of the committee chosen to select a suitable site. Once again the sound of axes rang out on the plateau, as Fairhope "on Mobile Bay" was founded. From that day to this, separated by nearly half a century, Fairhope's story has been a story of steady, uninterrupted progress.



## FAIRHOPE TODAY

It was on the very crest of New City Hill that the founders of Fairhope located the center of the new village they planned. From this point the thickly-wooded plateau sloped gently in all directions, giving assurance of perfect natural drainage and affording a location far above all possibility of danger from storms in the bay. To the north, east and south lay fertile lands that in time would become farms and orchards; and beyond them were the distant woods, filled with game. Westward, where the plateau dropped in red, tree-clad cliffs to sea level, was Mobile Bay with its offering of sea foods, and the pleasure opportunities it provided.

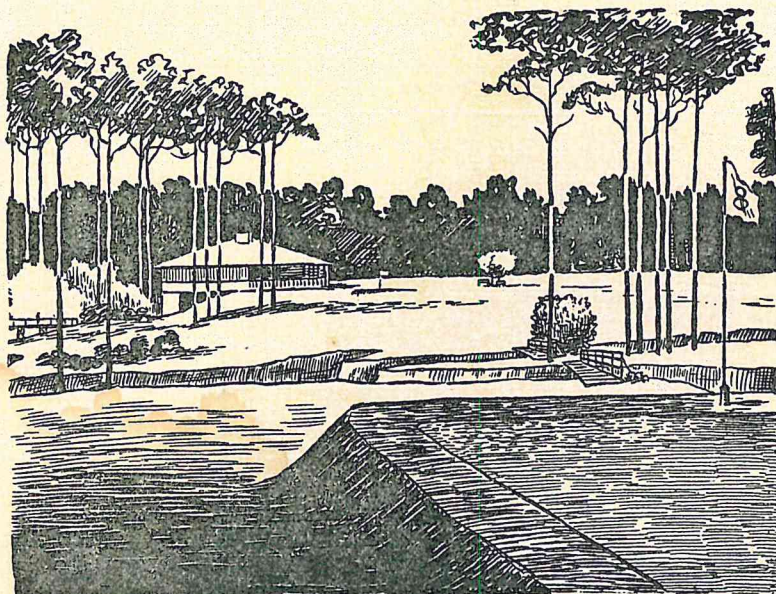
All the old reasons why mankind has loved the spot through the ages still clung to it. Mildness of climate, both winter and summer; the great beauty of the bay, the beaches and the flower-decked woods; a productive soil, with abundance of rainfall; an endless, easily-tapped supply of purest water for drinking and other household uses; all things in nature that go to make life comfortable and gracious and leisurely, were present. Only man-made conveniences that established communities can offer were lacking; and these things the founders knew the passage of time would add, one by one, to nature's profusion of gifts.

A little more than forty-six years ago, it was, that Fairhope was founded. A few unpretentious, newly-built cottages in a clearing; a community hand-pump, for water supply; a foot-path and later a wagon-road, to the bay; kerosene lamps in the windows at night, for "streetlights"—but always the expectation of a better Fairhope still to come, and the striving to bring it about; and always, growth and progress and accomplishment. Today, on that location stands modern Fairhope, the most populous town in Baldwin County, and—so it is often described—the most beautiful resort on the Gulf Coast.

It was natural that those who could rejoice in so beautiful a spot should have given thought to the preservation of its beauty. And so they did; for one of their first acts was to set aside the most attractive locations—the ravines and the beaches, with adjacent expanses of woodlands—as parks, deeded in perpetuity to the community. Thus it is that there are today, within the city limits of busy, modern Fairhope, more than a hundred acres of woodland and bayside parks, with winding drives and paths that lead through groves of trees where flowers bloom and song birds sing every month in the year.

In this park-like, bayside setting, then, lies the town of Fairhope. The streets are paved. The modern and efficient public utilities are municipally owned and operated. All of them are modern and efficient and provide services at reasonable rates, the profits being devoted to improvements and to lowering the cost of these services. The cultural opportunities are exceptional. A public library with more than fifteen thousand volumes on its shelves is centrally located. An excellent public school system, with an accredited high school, supplies first class educational opportunities for the young people of the community. Churches and congregations of the usual denominations are present.

The Fairhope Tourist Club is a center of happy, busy activity during the winter months. All the usual accommodations of a well-managed tourist club are provided, with tourist information available, game



tables and equipment, indoor shuffleboard courts and an unusually pleasant and entertaining series of weekly programs. Fairhope attracts visitors from every part of the nation, and the tourist club is a convenient clearinghouse for social activities of every sort.

Public tennis courts and an exceedingly beautiful and sporting municipal golf course and club house are a part of Fairhope's park system. Picnic tables and playground equipment are located in the beach park beside the bay. The town owns two miles of unexcelled bathing beach, entirely safe for even the youngest swimmers, since there are no step-offs, undertows or dangerous tides. An electrically-lighted pleasure pier extends for more than a third of a mile out over the waters of the bay, offering to the more accomplished swimmers a chance to display their skill.

Those who like fishing and boating find the pier an aid to their sport, also. Mobile Bay offers splendid opportunities to anglers; and the nearby waters of the Gulf of Mexico contribute further fishing possibilities. Besides these, there are the many fresh-water streams reached, by good roads, from Fairhope. Bay fishing, deep-sea fishing and fresh-water fishing are all close at hand.

Temperate winters, with no severer cold than is desirable to make the season bracing and enjoyable, are the rule in Fairhope; and the outdoor life in the winter sunshine which Fairhope residents enjoy is one of the reasons why Fairhope is a haven for winter visitors who return again and again. Summers, too, are temperate; cooled by breezes from the Gulf of Mexico, free from the excessive heat of the interior. For this reason Fairhope is known as a year-round resort, the summer



JACKSON'S OAK

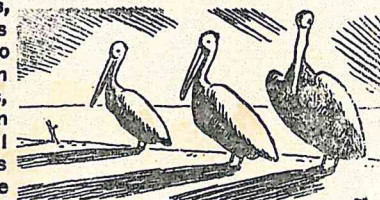
months being no less enjoyable and no less filled with happy activities than are the winter months.

Excellent hotels and apartment houses are found in Fairhope. Rent cottages, too, are available at varied prices. The shopping center will supply all the tourist's or vacationist's needs.

The Fairhope Chamber of Commerce takes pleasure in answering promptly inquiries relating to Fairhope's advantages and accommodations of every sort. Whether you contemplate an overnight stay, a vacation visit, a winter or summer home or a permanent home in the South, your letter of inquiry will be welcomed by them, and will be answered fully, and without delay.

So has Fairhope grown, in a few decades, from the little clearing on New City Hill to its present position as a thriving, modern municipality. But the growth of Fairhope as a tourist center has been incidental to the main plan of the town's founders. For Fairhope was founded in the beginning as an experiment in the single tax theory of "taking land values, only, for public services, leaving all labor created values for those creating them." Fairhope's first pioneer group of residents were "Single Taxers" who came south under the leadership of the late Ernest B. Gaston; and Fairhope's first tourists were students of political economy who, hearing of the colony—first Single Tax Colony in the world—came to see at first hand this demonstration of the Henry George theories of taxation. That the charms of the Fairhope locality and climate should appeal to them was inevitable; and returning home to the northern states, they took with them the news of these charms. Hearing of them, others came to look, and either stayed, or leaving, returned again and again, carrying the news to their own friends, in turn.

From the year of its founding, Fairhope's development has been sure and steady—a visible and tangible evidence of the soundness of the theory on which its founding was based. The Single Tax Corporation is a corporation, as its name implies, but not for profit. It has no stock, pays no dividends, divides no profit. It exists solely for the purpose of demonstrating, so far as may be done under existing laws, the single tax theory. Under this plan, it is possible in most cases to exempt individuals entirely from taxes upon their personal efforts, represented by improvements on land and personal property of all kinds. The corporation-owned lands comprising about one-fourth the area of the municipality, can be had

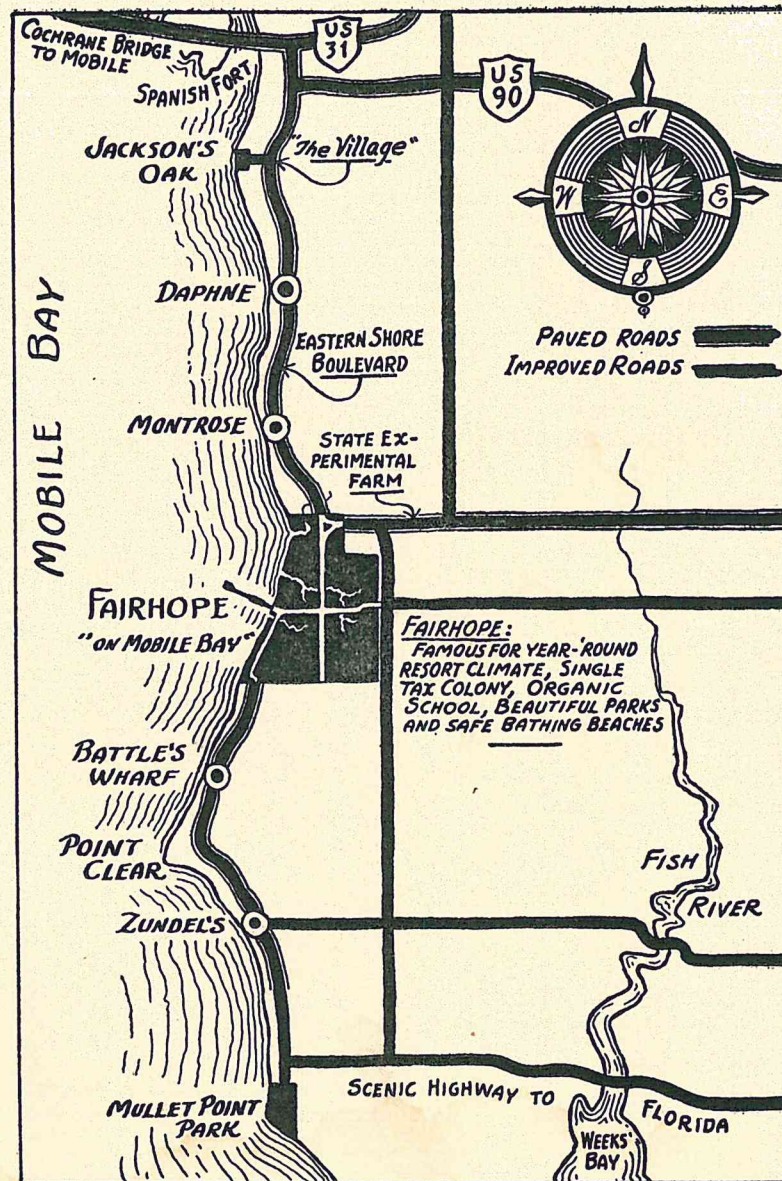
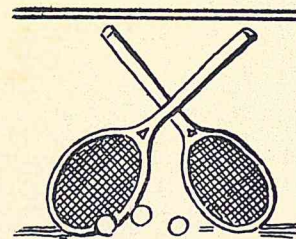


without purchase price on its 99-year lease plan, permitting the investment of all available funds for building and furnishing.

Fairhope has been for many years the home of another nationally-famed experiment—the School of Organic Education. Founded by Mrs. Marietta Johnson—educator, lecturer and author who made Fairhope her home—the school quickly gained for itself nationwide attention as a demonstration in educational method based on the findings of modern experts in child psychology. Many of Mrs. Johnson's early formulae for better methods have been taken over, as she desired they should be, by the public schools of the nation, where they are in daily use, so thoroughly incorporated in today's school practice that only those familiar with the history of education recognize them as having originated in this Fairhope institution. Mrs. Johnson's presence is denied to faculty and students since her death in 1938. But the famous school is still in existence and still pioneers in the educational world, drawing to Fairhope each winter its quota of students—children who benefit by its libertarian, scientific methods, and adults who seek to know more about modern educational theory and practice.

Adjacent to Fairhope are the farms and orchards and estates which have grown up around the town. Baldwin County has gained in recent years a reputation as "the best agricultural county in Alabama." Field and orchard crops roll out of the county in carload—even trainload—lots to the nation's markets and a great deal of the county's income is derived from the cultivation of its farm lands. Good farm-to-market roads, as well as paved highways, are maintained by the county. Life on a well managed, prosperous farm near Fairhope offers much in health, happiness and well-being. The Single Tax Corporation has lands to lease if you approve the single tax plan. If you want to own your own land, there is still plenty of good farm land for sale, and reliable agents have offices in Fairhope.

But you must see Fairhope to really understand all her advantages and attractions. Whether you come in winter or summer, spring or fall, you will find Fairhope at her best—for here, all seasons are "best." In the spring and summer you have jessamine and dogwood and magnolias; in the fall and winter, camellias and azaleas and violets; and all the year 'round, the roses and the song birds. Fairhope's friendliness, her flowers, her lovely parks and beaches and waterfront; all these you must experience and see, to really know why people love Fairhope. All these, and others like them, are the things that have through the years spread the fame of Fairhope afar, so that lovers of beauty, writers and poets and artists, have come from all parts of the country to Fairhope.

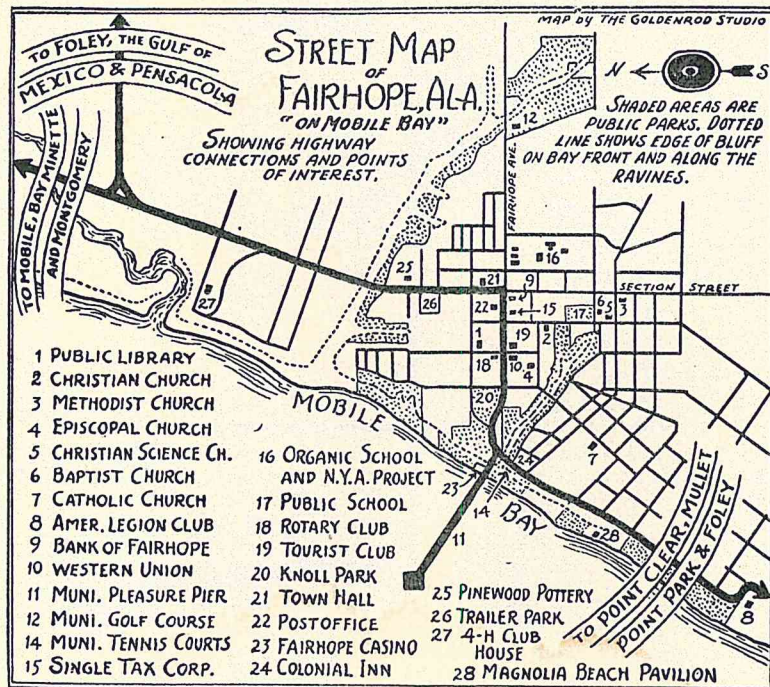


## TOURS AND ACTIVITIES

It has been repeatedly noted by historians that Mobile Bay was the first body of water in the Western Hemisphere to be accurately charted. The map to which they refer was made by a cartographer in the service of the Spanish Admiral de Pineda in 1519—only twenty-seven years after Columbus' first voyage of discovery; more than a hundred years before the Pilgrims landed at Plymouth Rock.

From this it may be inferred that Mobile Bay and its shores have much of romantic and historic interest to show the visitors; and such is the case. For the centuries that have passed in the interval have been filled with the coming and going of flags, nations and adventurers by land and sea, and surely, nowhere in this continent has the ebb and flow of change been accompanied by events more dramatic. The traces of these—entrenchments, battlefields, old forts, historic camp grounds, points of discovery—invite to exploration; and the scenic charms of the Alabama coast—the bay, the beaches, the forests and hillsides and quiet rivers—call irresistibly to the lover of outdoors. A system of good paved roads makes motoring in the Fairhope vicinity a pleasant, never-to-be-forgotten experience.

Listed in the following paragraphs are a few of the points of interest which visitors to Fairhope enjoy. The list is not complete;



once you're on the scene, an endless succession of delightful excursions can be planned by consultation with "old-timers" or "new-comers" who "know their Fairhope."

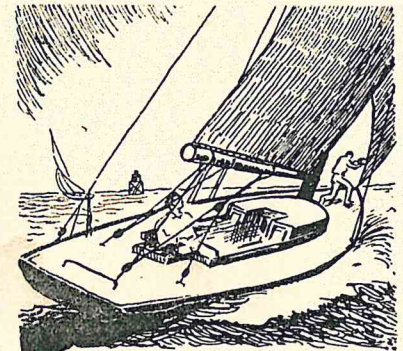
A pleasant drive to which a morning or an afternoon, or an entire day, may be given, is the ride northwards from Fairhope parallel to the bay shore. Just beyond Daphne, where the highway swings towards the bay, a marker indicates the side road that leads to Jackson's Oak, under which Andrew Jackson camped during the War of 1812. Here, in early days the French had a resort settlement known as "le Village"; nothing remains of it now except the avenue of oaks leading to the bay. Back on Eastern Shore Boulevard, one approaches Old Spanish Fort at about twelve miles from Fairhope. Here when they ruled the Gulf Coast, the Spaniards maintained fortifications; and in Civil War days, heavy fighting occurred in these woods. Returning towards Fairhope, a side-trip to Malbis Plantation, where there is much of interest to see, is recommended. (For locating all points referred to, consult maps included in the pages of this booklet.) The side-trip to the State experimental Farm, northeast of Fairhope, is also recommended. The orange groves are particularly beautiful in the flowering and fruit seasons.

Another delightful drive may be taken southwards along the bay from Fairhope past Battle's Wharf, historic and beautiful old Point Clear, Confederate Rest, Zundel's, and along the shore to Mullet Point Park, a county park now in process of development. Much that is of scenic and historic interest is found along this trail. At famous Point Clear was the first southern winter resort for northern people in the entire United States.

For those who like the water a trip to Blakeley, famous "dead city" of the Gulf Coast, is recommended. Here among the ruins of this once-busy metropolis stands an old oak that is by actual measurement five feet larger in circumference than the next largest oak on record in the entire South. Near Blakeley, three days after the surrender of the Confederacy, the last great battle of the Civil War was fought. News of the surrender failed to arrive in time to avert the tragedy.

A paved highway leads from Fairhope to old Fort Morgan (see map) where investment by Alabama troops prior to the outbreak of the Civil War constituted the first overt act of the war. The present fort is a massive and complicated structure built in the 1830's, but the location has been fortified almost continuously since white men first entered Mobile Bay. A separate volume would be required for listing all the fascinating points of interest in and around this old fort.

In azalea season (late February and March usually) Mobile's azalea trail, and world-famed Bellingrath Gardens, attract many thousands of visitors from distant points, even from foreign lands. A beautiful ride across



**B**ALDWIN COUNTY, IN SOUTHERN ALABAMA, WAS DISCOVERED AND EXPLORED VERY SOON AFTER THE VOYAGES OF COUMBUS. MOBILE BAY WAS THE FIRST BODY OF WATER IN THE ENTIRE WESTERN HEMISPHERE TO BE ACCURATELY CHARTED.

SINCE THAT TIME SIX FLAGS HAVE RULED IN SOUTHERN ALABAMA - SPANISH, FRENCH, ENGLISH, REPUBLIC OF ALABAMA, CONFEDERATE STATES OF AMERICA, AND THE STARS AND STRIPES OF THE UNITED STATES. A COLORFUL PAST MEANS A SETTING RICH IN ROMANTIC AND HISTORIC INTERESTS; AND THE INTERESTING REMINDERS OF BALDWIN'S PAST - BATTLEFIELDS, FORTS, MONUMENTS - ARE EVERYWHERE IN THE COUNTY.

TODAY BALDWIN IS NATIONALLY KNOWN AS A RAPIDLY DEVELOPING FISHERMAN'S, SPORTSMAN'S AND VACATIONISTS' CENTER, WITH UNRIVALED OPPORTUNITIES FOR ENJOYMENT OF LIFE IN PLEASANT SURROUNDINGS, WHETHER IT BE IN A SUMMER OR WINTER HOME OR ONE'S OWN, OR IN ONE OF THE COUNTY'S MANY COMFORTABLE HOTELS, RESORTS OR CAMPS.

REMEMBER - IT COSTS LESS TO SPEND YOUR VACATION IN BALDWIN COUNTY - IT YIELDS MORE IN HEALTH, IN SATISFACTION AND IN JOY OF LIVING!

# HIGHLIGHTS AND HIGHWAYS of BALDWIN

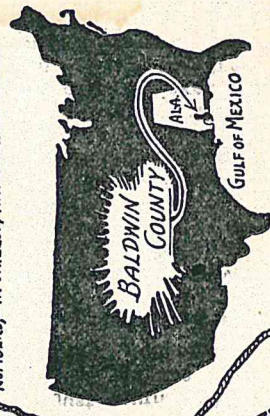
THE 1941-42 MAP OF BALDWIN COUNTY, ALABAMA; AMERICA'S NEWEST PLAYGROUND IN THE DEEP SOUTH.

(COPYRIGHT BY WALTER OVERTON, 1941)  
NOTICE: DO NOT COPY THIS MAP IN WHOLE OR IN PART WITHOUT WRITTEN LEGAL PERMISSION.

## LEGEND

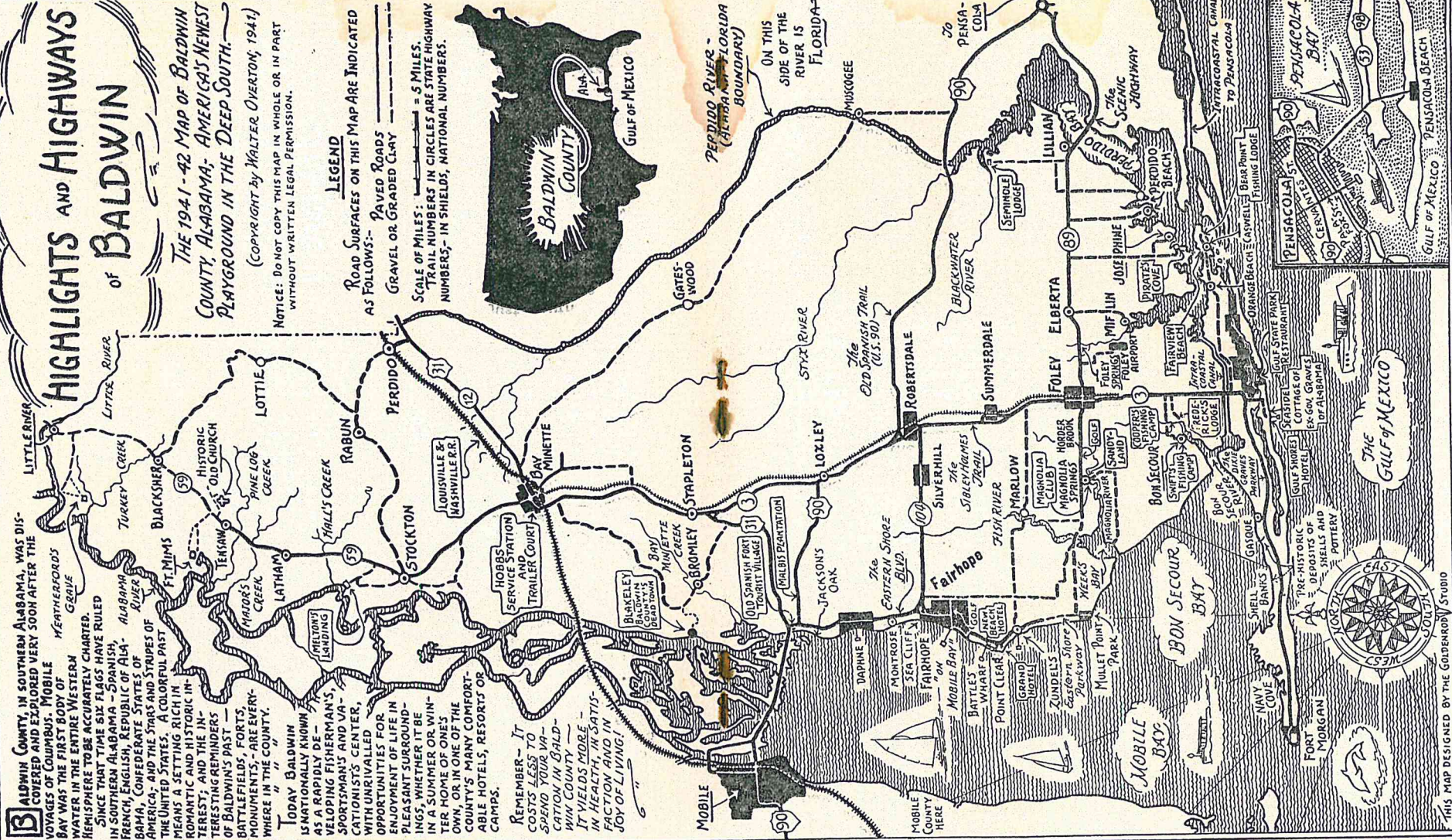
ROAD SURFACES ON THIS MAP ARE INDICATED AS FOLLOWS:- PAVED ROADS  
GRAVEL OR GRADED CLAY

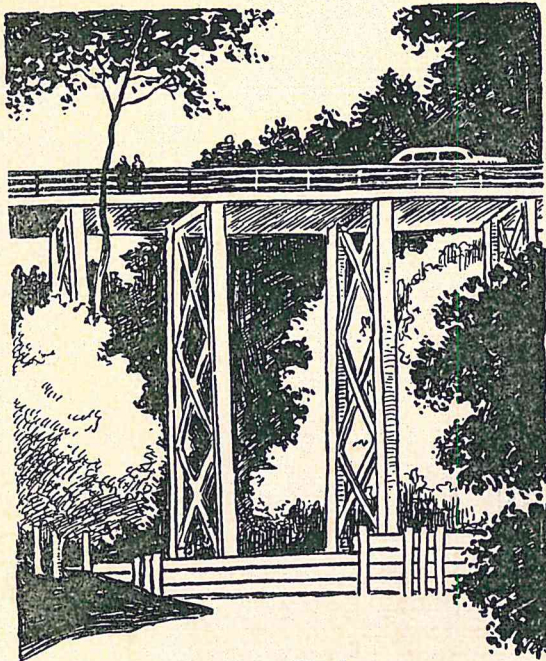
SCALE OF MILES:  
TRAIL NUMBERS IN CIRCLES ARE STATE HIGHWAY NUMBERS; IN SHIELDS, NATIONAL NUMBERS.



PERDIDO RIVER - ALABAMA-FLORIDA BOUNDARY

ON THIS SIDE OF THE RIVER IS FLORIDA





*Walter Weston*

Mobile Bay on Cochrane Bridge leads to Mobile, and the memorable flower spectacle leaves an unfading impression on all who see it. For Bellingrath Gardens continue beyond Mobile on U. S. 90 and watch for signs.

For those who enjoy hearing the religious songs of the American negro, a Sabbath visit to Twin Beeches Church (colored) is suggested. The church stands on a hill south of Fairhope, and white visitors are welcome to attend the services. For more specific information about reaching the church ask at the Fairhope Tourist Club, in Fairhope, or at the Midway Grocery, just south of Fairhope on the Point Clear highway.

Lovely Fish River, near Fairhope, may be approached by boat, through Weeks' Bay, or with a car, by any one of a number of improved roads. Wherever seen, its impressive, mirror-like beauty is certain to give delight. Attention fishermen; when the fishing is good in Fish River, it is really good! Lovely picnic spots are found on the river banks.

In the northern part of Fairhope, a short drive from the shopping district, is Fly Creek. Here once stood a British village. It is said that "from the beginning of time" there has always been a pottery on or near the banks of this creek, and fragments of Indian, Spanish, French, British and pioneer American earthenware can be picked up by those who are able to identify and classify them. At the mouth of Fly Creek is a beautiful picnic spot, from which one has a close-up view of Ecor Rouge (the Red Cliff of the French, later called by the English, Sea Cliff) the highest point of land on the mainland of North America between Maine and Mexico, that is washed by salt water.

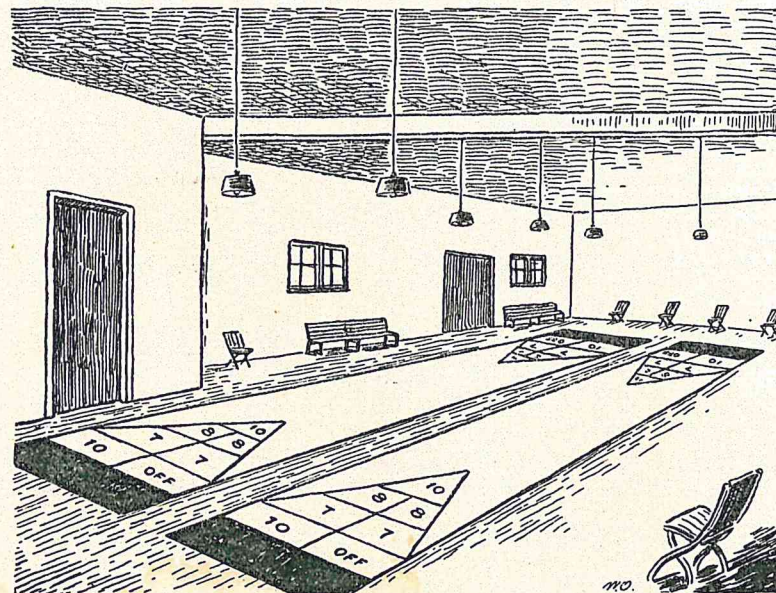
Other excursions similar to the above, by car or by boat, might be listed, and the list might be extended indefinitely. For those who like riding, horses are available, and an infinite number of good bridle trails lie within and around the environs of Fairhope. Bicycles are enjoyed a lot for shorter excursions. For those who like to walk, the following suggestions are offered.

From the outer end of the pleasure pier, a splendid view of the Fairhope waterfront and the adjoining coastline may be seen, and the walk out and back gives nearly a mile of pleasant strolling that is sure to be enjoyed.

Towards the southern town limits, on the beach, is Burkel's museum (no admission charge) where a truly remarkable collection of Indian relics, guns, swords and other interesting objects is on display. The museum can be conveniently reached by car, but can also be made the objective of a pleasant stroll.

For those who like to walk on the beach, a pleasant hike may be had by following the road under the bluff northwards from the Fairhope Casino, through the beach park. Where the trail emerges to the beach, continue northwards along the beach to Fly Creek (see above) returning by the highway across Bayou Charbon (see map) to the center of town.

Not far from the shopping district is the campus of the School of Organic Education. A stroll about the campus and a visit to the school, is always a pleasant experience. Beyond the school, eastwards along Fairhope Avenue, are the rolling fairways of the Fairhope municipal golf course.



*no.*

These are only hints, to get one started; but when these are done, the visitor has not yet begun to exhaust the possibilities. There's more—and always more—to see and enjoy around lovely Fairhope. When you come to Fairhope, just ask. You'll find friendly people everywhere, in Fairhope, ready to assist at all times with information and suggestions.

Reference has already been made to the series of special weekly programs, concerts and entertainments arranged through the winter season by the Tourist Club. These are of various sorts and wide range, but always with these things in common: they're always interesting, and always enjoyable. In mid-winter, there is an annual shuffleboard tournament at the club. In late winter, the azaleas burst into bloom—an annual event of thrilling interest to flower lovers. About the same time, all the famous deep-South flowers—wisteria, jessamine, dog-wood—make their glamorous appearance, to be followed soon by the magnificent snow-white magnolia grandiflora. On Easter Sunday morning, an outdoor sunrise service is held each year in Knoll Park.

In the spring, Mobile-Baldwin County day is observed. The Organic School holds open house on this day to visitors from Mobile, with the school campus the center of activities for the day. In early spring, too, visitors to Fairhope who wish to do so join in the annual "Potato Tour" an autocade trip through agricultural sections of the county that usually ends in the evening at Fairhope, with a fish-fry beside the bay. A number of these open-air fish-fries are held at intervals through the year, and are greatly enjoyed by lovers of seafood and beach-parties.

The Fourth of July, and Labor Day, also, are occasions marked with appropriate observation. Other special days, too, have their place in the Fairhope calendar of events. For notice of these as they occur, the reader is referred to the columns of Fairhope's progressive and informative weekly newspaper, the Fairhope Courier.

#### AND NOW, ONE WORD MORE

Please do not get the very natural idea (considering all the advantages of Fairhope we have listed) that Fairhope is an expensive place to live. On the contrary, it is very likely that you can live in Fairhope, on your present scale of comfort, for materially less than it costs you to live where you now live. There are a number of reasons for this, and we think you will agree with us, if you investigate, that nowhere can one get so much out of life, for so little cost of living. A visit to Fairhope will convince you. Come—at your first opportunity—and see for yourself!



SHADE TREES  
AND PICNIC  
TABLES ARE  
STANDARD EQUIPMENT ON BALDWIN BEACHES.

## R. C. Keeney "REALTOR"

FAIRHOPE, ALABAMA

WANTS TO SHOW YOU BEAUTIFUL FAIRHOPE, EASTERN SHORE MOBILE BAY, AND ALL BALDWIN COUNTY, AFTER THAT YOU WILL STAY WITH US A HAPPY CONTENTED PEOPLE — "WE HAVE WHAT IT TAKES" — WRITE

## The Colonial Inn

On Mobile Bay in the Pines—Ideal Winter Home, Every Comfort

Excellent Food

GOLF — TENNIS — FISHING

Free Delivery

THE POPULAR STORE

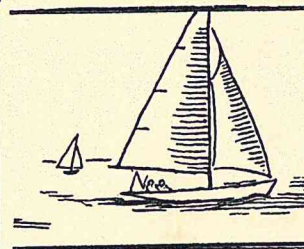
Free Delivery

## Pitman's

FOR EVERYTHING

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## Beaty Travel Bureau

209 Magnolia Avenue, Fairhope

Authorized Travel Agency

Tours - Cruises - Independent Travel

PLANE — BUS — RAIL — BOAT

## **The Dixie Hotel**

FAIRHOPE, ALABAMA

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Modern Conveniences With Reasonable Rates

Cleanliness Our Greatest Asset

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STRIVING FOR BETTER LIVING WITH  
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General Office — — — — — Foley, Alabama  
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## **Carl L. Bloxham**

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BLOXHAM BUILDING

FAIRHOPE, ALA.

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Established 1910

HUGH E. LOWELL, Prop.

Cleaning, Pressing, Altering, Repairing, Tailoring, Laundering

Men's Felt Hat Blocking — Knit Blocking

## **Price Furniture Co.**

COMPLETE HOME FURNISHING

FRIGIDAIRE AGENCY

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"The Home of Cheerful Service"

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## **Gaston Motor Company**

J. E. Gaston, Proprietor

FORD AND MERCURY  
SALES - SERVICE - PARTS

FAIRHOPE, ALABAMA

## **Hammond's**

GROCERY and MARKET

FAIRHOPE, ALABAMA

## **Fairhope Casino**

BIGGEST AND BEST PLACE ON MOBILE BAY  
SWIMMING, DANCING, DINING, DRINKING, ETC

FREE HALL FOR CONVENTIONS — MEETINGS — PARTIES

Accommodations For 2000 Persons

ALWAYS COOL

## Klumpp Motor Company

ALABAMA'S OLDEST CHEVROLET DEALERSHIP

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Chevrolet Passenger Cars — Commercial Cars and Trucks

## New Beach Hotel

"THE HOUSE OF WELCOME"

Located on the Eastern Shore of Mobile Bay, 2 miles South of Fairhope. Easily accessible from any point. Chicken and Sea Food Dinners a Specialty. Excellent Bathing and Fishing — For Further information address MISS GRACE F. HUTCHINGS, Manager  
BATTLES WHARF, ALABAMA

## H. C. Jordan, M. D.

JORDAN CLINIC  
FAIRHOPE, ALABAMA

Phone 2101

## Fairhope Tourist Cottages

Modern Cottages — All Facilities For Trailers — Hot and Cold Showers  
Well Kept Grounds. Two Blocks North from Business Section  
If Our Service Pleases You, Tell Others. If Not, Tell Us

W. R. WHITACRE, Prop.



"THE LAUNDRY DOES IT BEST"

## DuBrock Laundry and Cleaners

BAND BOX CLEANING

Dial 3821

FAIRHOPE, ALABAMA

Dial 2951

—FOR—  
Tourist Information — Magazines — Ice Cream — Post Cards  
Kodak Supplies — Film Finishing  
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## R. Roy Moyers DRUGGIST

WESTERN UNION AGENCY

FAIRHOPE, ALABAMA

FOR BEST BAKING RESULTS USE  
JERSEY QUEEN FLOUR

"Good Thru Generations"

## Greer's Got It

And Remember — Prices Are Lowest At Greers

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F. D. I. C. Protection  
F. H. A. Loans

### THE BEAUTY BAR

We offer complete beauty service  
Hair tinting, electric massage,  
comfortable preheat permanents.

For Your Entertainment  
AMERICAN LEGION CLUB  
On Mobile Bay

### BLUE LIGHT CLUB

Fairhope's Favorite Night Spot  
We Service Gulf Products

## Business and Professional Directory (continued)

### FAIRHOPE CASINO

Swimming, Dancing, Drinking,  
Etc., Free Hall for Conventions.

### LA CORONA CLUB

Good Eats — Cold Drinks  
Fine Dance Floor

### BURKEL'S MAGNOLIA BEACH

PAVILION—Sandwiches and Refreshments. Dancing and Skating  
Come in and see the largest private owned Historical Collection in the South

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Home of good food at reasonable  
Prices

### COLONIAL INN

Fairhope, Alabama

### DIXIE HOTEL

Dial 4341  
Modern — Rates Reasonable

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— Steam Heat and good  
Home Cooked Food

### GRAND HOTEL

Point Clear, Alabama

### NEW BEACH HOTEL

"The House of Welcome"  
Battles Wharf, Alabama

### OLD SPANISH FORT TOURIST

VILLAGE — 12 miles north of  
Fairhope, Junction U. S. 90 and 31  
DeLuxe Cabins, Restaurant—Gas  
and Oil

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LAUNDRY—31 Years of Service  
in Fairhope—Enough Said

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Plumbing and Electrical Con-  
tracting

### DYSON AND COMPANY

Contractors and Builders

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General Contractors

### RUFFLES

Plumbing and Electrical Contrac-  
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continuous service. Full line of  
G. E. Appliances — Butane Gas

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Azalea Dairy Products — First  
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### INGERSOLL DAIRY, Dial 2821

Grade A Raw Milk

### REYNOLDS DAIRY

Grade A Raw Milk and Cream  
Quality and Service

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### C. G. GODARD

Physician and Surgeon

### P. B. SKINNER

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### GASTON MOTOR COMPANY

Authorized Ford Dealer

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Chevrolet and Oldsmobile  
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Plymouth - DeSoto Sales & Ser-  
vice

## Business and Professional Directory (continued)

### STANDARD SERVICE STATION

Complete Auto Service — Atlas  
Tires, Fairhope, — Dial 4511

### J. T. BRADFORD

Wood — Coal — Oil

### O. FORSTER

Distributor Gulf Oil Products

### FUEL OIL SUPPLY COMPANY

Furnace Oil, Tractor Fuel, Bunk-  
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### GRAHAM OIL COMPANY

Gas and Oil "Service With a  
Smile"

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A. R. Rockwell and Son. U. S.  
Approved — Pullorum Tested  
Chicks

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Lawyer

### RICHARD J. DEMEREE

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### ELLIOTT G. RICKARBY

Lawyer and Proctor in Admiralty

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Subscription Rate \$1.50 per year

### GREEN'S NURSERY & FLOWER

SHOP — Ornamental Shrubs,  
Flowers For All Occasions

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LOAN ASS'N "Where Savings  
Are Safe" Robertsdale, Ala.

### BALDWIN COUNTY INSURANCE

AGENCY — "Everything in In-  
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Phone 2910

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Real Estate & Insurance. Blox-  
ham Bldg. Dial 3171 Office,  
3321 Residence

### FAIRHOPE INSURANCE AGENCY

Fire, Tornado & Automobile In-  
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Homes, Farm and Timber Lands

### G. E. PERKINS

Real Estate and Insurance

### PERKINS DEVELOPMENT CO.

(Realtors) Loxley, Alabama,  
Baldwin County Farm Lands and  
Waterfront Properties

### AUTRY GREER & SONS

### BRAD'S FOUNTAIN LUNCH

Candy — Sodas — Tobaccos

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Compliments of  
Clothing and Shoes

### CITY BARBER SHOP

P. A. Creamer, Prop.

### ELECTRIK MAID BAKE SHOP

Fresh Bread, Rolls and Pastries  
Daily

### FAIRHOPE COAL & SUPPLY CO.

Dealers in Building Material and  
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tric Equipment, Furniture

### FAIRHOPE MEN'S SHOP

Men's Dress and Work Clothing

### FAIRHOPE PHARMACY

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cos

### FAIRHOPE PHARMACY

Prescriptions, Drugs, Sundries

## Business and Professional Directory (continued)

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Watchmaker and Jeweler

**FAIRHOPE PHOTO SHOP**  
Kodak Finishing, Camera Repairs

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Makers of the famous Cake Cones  
Fountain Drinks, Sandwiches,  
Candles, Phone 4471

**GULF SEA FOOD COMPANY**  
Quality Sea Foods In Season

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**HAMMOND'S**  
The finest in Fresh Vegetables  
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**KAMPER'S CASH AND CARRY**  
Opposite the Post Office

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**McKEAN PAINT & HARDWARE  
STORE**

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Groceries, Sandwiches, all Drinks

**NEW SANITARY MARKET**  
Complete Food Store Service

—The Popular Store—  
**PITMAN'S**  
For Everything

**PRICE FURNITURE COMPANY**  
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Groceries, Feed, Seed and Fertilizers

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New and Used Furniture, Antiques

**STEVE'S SHOE SHOP**  
Fairhope's modern equipped Shoe  
Shop all work guaranteed

**STUERSEL SHOE HOSPITAL**  
I'm no preacher but I can save  
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**FAIRHOPE THEATRE, Dial 3531**  
Clean and Comfortable. Selected  
Entertainment

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Evinrude - Elto Outboard Motors  
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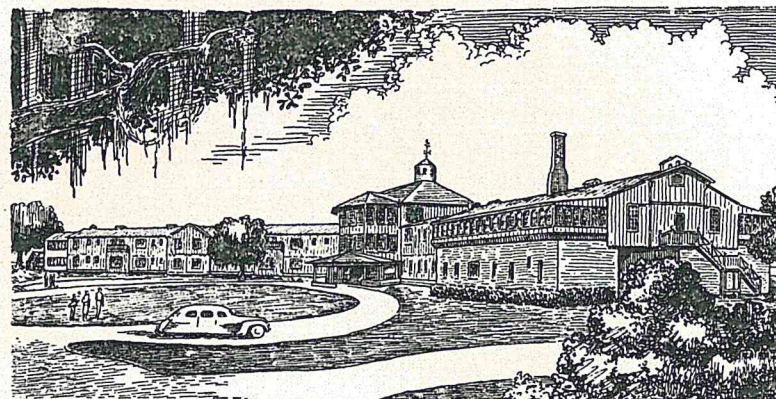
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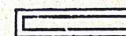


## GRAND HOTEL

ON BEAUTIFUL MOBILE BAY

OPEN YEAR 'ROUND

Point Clear, Alabama



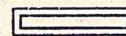
For reservations communicate with Mr. Van Cadenhead, Manager

Telephone and Telegraph Address: Fairhope, Alabama

Mail Address: Point Clear, Alabama



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