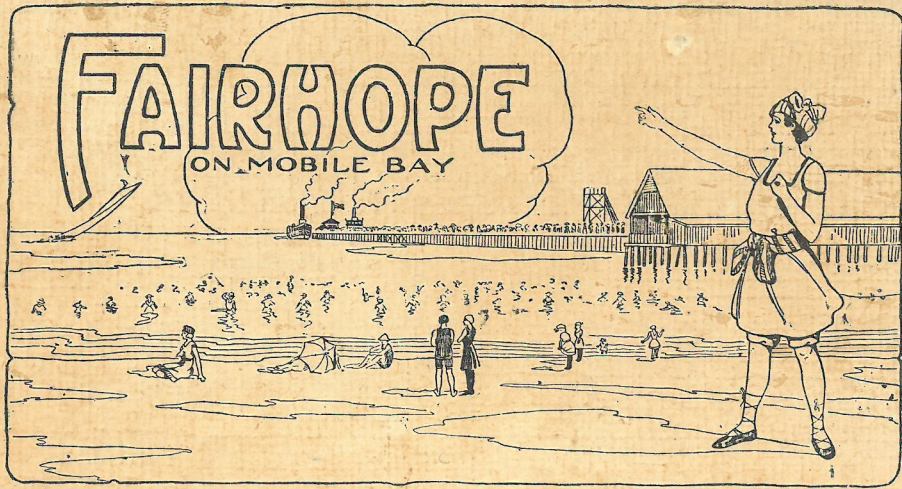


FAIRHOPE

ON MOBILE BAY





LONG PIER AND BATHING BEACH



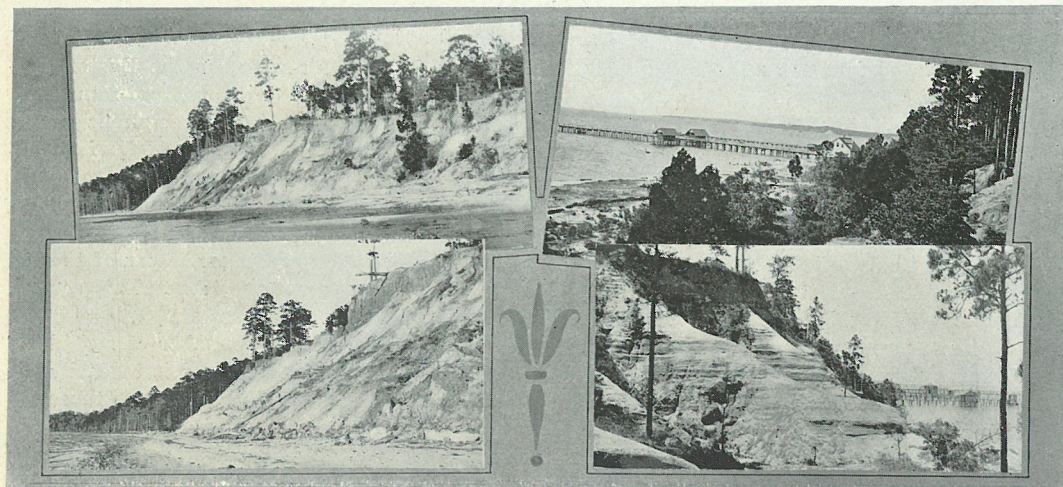
AFTERNOON ARRIVAL OF STEAMER FROM MOBILE

Fairhope

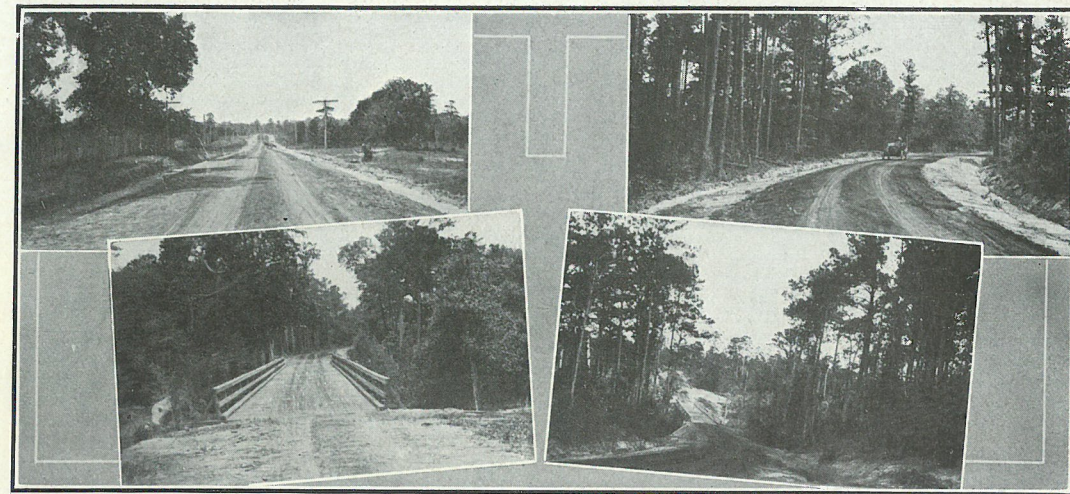
Situated fourteen miles southeast of the City of Mobile, Alabama, on the Eastern Shore of Mobile Bay, on a high bluff overlooking that beautiful body of water so famed in song and story, lies the town of Fairhope. These bluffs, bold and precipitous in places, vary from 40 to 120 feet above tide-water, being the highest point of land on salt water south of New York.

The large and commodious side-wheel steamer Apollo, making daily round trips between this point and the City of Mobile insures a pleasant and absolutely safe means of transit between the two places. On arriving at Fairhope, you can take the car of the Peoples Railroad and ride from the end of the pier to the center of the town. This car line is within a block or two of the principal hotels and boarding houses.

The permanent population of Fairhope is about 700, but the large number of rented houses, furnished cottages, hotels and boarding houses in the town enables it to easily take care of a floating population of over a thousand visitors. Fairhope has three churches—the Baptist, Methodist and Christian—but almost all denominations hold services. There are two schools: one is the graded public school, whose fine building also contains an auditorium seating 250 people. The other is the School of Organic Education, founded by Mrs. Marietta L. Johnson of Fairhope, which has attracted a



CLIFFS AT FAIRHOPE



SOME SPLENDID ROADWAYS IN AND ADJOINING FAIRHOPE



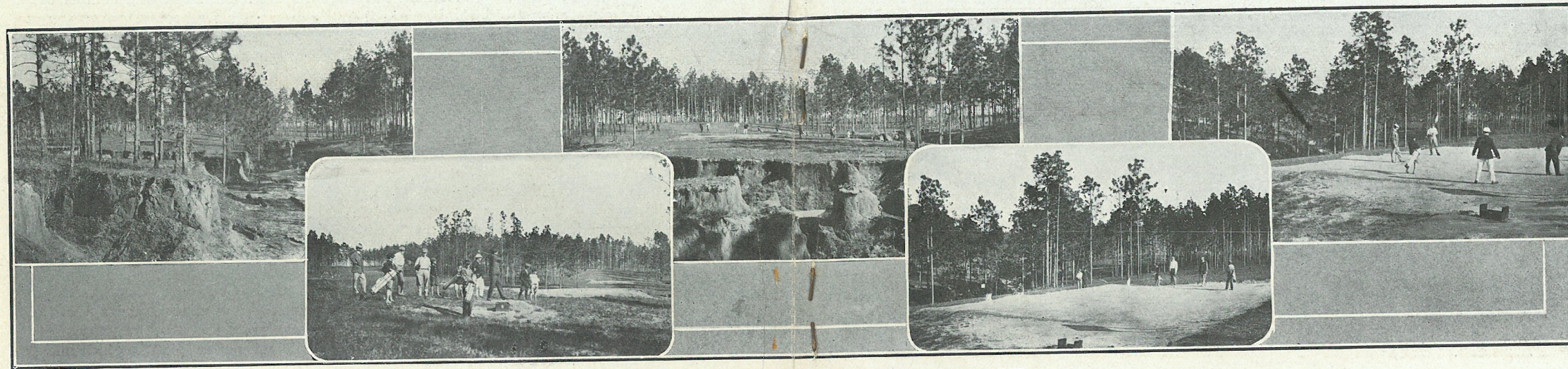
PARK SCENE ON BEACH

great and lively interest among Northern educational circles. An increasing number of Northern people coming to Fairhope, place their children in this school.

There are six well-appointed general and grocery stores, a bank, two well-equipped garages and auto liveries, a model drug store, three physicians and a dentist, one creamery and ice plant; butchers, baker, restaurants independent local and Southern Bell Telephone systems, with long distance connections, saw mill and wood-working plants, and all the usual shops and services found in thriving communities of like size.

Fairhope has the quite unique advantage of being both a Winter and a Summer resort. The entire Eastern Shore has long been a favorite resort of Southern people, especially those of nearby Mobile, who for generations have flocked hither during the Summer months, with their children, to enjoy the bathing, boating and fishing, the balmy breezes and the attractive outdoors life of this locality. Fairhope having been founded almost wholly by people of the North and West, it naturally became a favorite resort with such as desired to escape from the disagreeable Winter months, the snow, the ice and freezing winds of the North and West.

The drinking water is of extraordinary purity, so pronounced by the State Chemist of Alabama. The water is found in inexhaustible quantities immediately under a 40 to 50 foot layer of clay and sand, which insures absolute protection from any possible contamination by surface drainage. The new municipal power plant (which also generates the electricity used in the town) pumps the water into a 75-foot steel tower



SCENES ON FAIRHOPE'S PICTURESQUE AND SPORTY GOLF COURSE



SOME OF THE HOTELS AT FAIRHOPE

tank holding 40,000 gallons, which forces the water over the whole town. The pressure being sufficient, with the numerous fire plugs and hose equipment, to afford excellent fire protection.

The principal streets are lighted by electricity from the municipal plant, as are the stores, hotels and many of the residences, also the pier, bath houses and vicinity.

Practically all of the bay frontage has been reserved for park purposes. Deeply shaded to the water's edge, and with bold red bluffs landward, broken by picturesque winding gullies, really canyons, its walks and secluded nooks are very attractive.

The bathing beach at Fairhope has much to recommend it. Good salt water during the summer or bathing season. Absolutely no undertow, quicksands or holes to endanger the lives of adventurous swimmers. The beach has a slope into the water so gradual that in low tide one can wade out a quarter mile. The bottom is sandy, no mud, no oyster shells or rubbish to cut one's feet. Use of the bath houses on the main pier is free, except on Sundays, legal holidays and big excursion days, when a small charge is made for use of dressing rooms. There are three public bath houses and many private ones, two large dancing pavilions, and in the beach park, many tables and seats under the cedar and magnolia trees, provided for the use of meetings and picnic parties. Rowboats, sailboats and motor boats can be rented. One pier is 2900 feet long, the other 1800 feet. From these a variety of salt water fish may be caught. In Fish River, a beautiful stream seven miles east of Fairhope, a variety of fresh and salt water fish may be had, and at its mouth (Weeks Bay), even the kingly tarpon may be taken in season. The river and bay together afford good all-the-year-round sport.



TENNIS AND CROQUET IN PARK OVERLOOKING BAY



THE ANGLER'S HAVEN—FISH RIVER



A PICTURESQUE RAVINE

Those who are fond of hunting can find plenty of game in the neighboring woods and fields. Quail, doves, wild turkey and deer. In the shallow waters at the head of Mobile bay, and in the nearby rivers and marshes, wild duck may be found in large quantities in season.

"Fairhope has one of the sportiest nine-hole golf courses in this country," is the declared verdict of many golf experts who have played on this course. There are a number of natural hazards on the course, gulleys, to drive the ball along which or to loft it over seems well nigh impossible, yet which prove perfectly easy to those not affected by mental hazards. The course is only a quarter-mile from the center of town, and is bound to prove attractive to golfers.

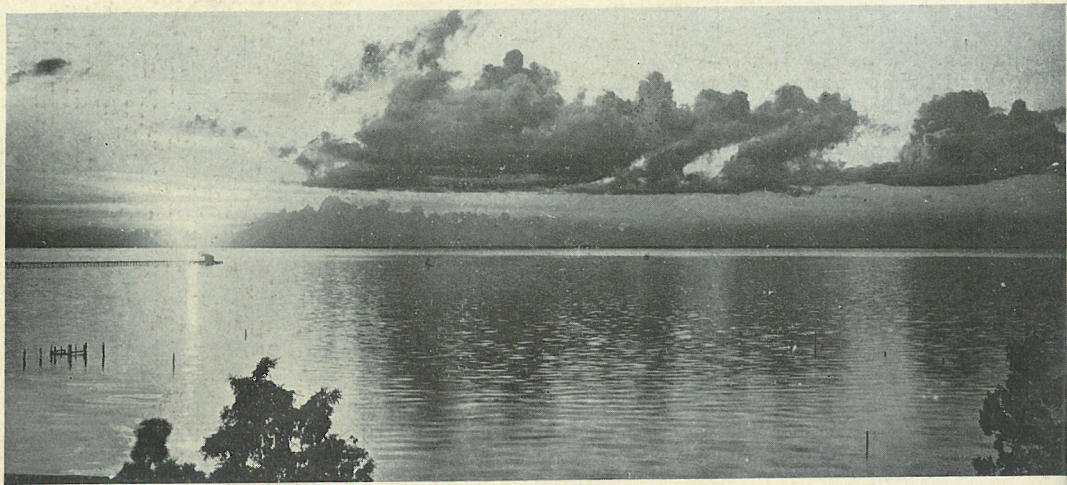
There are a number of tennis courts in town that may be used by visitors and the public generally. Also roquet and croquet courts. There are some splendid walks along the beach, and the good highways over rolling country afford hikers not only good exercise but varied scenery. Fairhope is between Pensacola and Mobile, on the Old Spanish Trail, the famous "all seasons, all Southern" transcontinental motor highway.

It is also the home of the Fairhope "Single Tax Colony" which has attracted much attention from sociologists, and draws many visitors annually.

Fairhope is the second largest town of Baldwin County, and its vicinity is rapidly developing as an agricultural community. The land is a sandy loam, with a clay subsoil, and is suitable for a great variety of plants and trees. Orange, pecan and fig culture is very promising, and is making rapid progress. Some large groves of each are in the immediate neighborhood.

For Further Information, Write To

The Civic League, Fairhope, Alabama



"THE END OF A PERFECT DAY," SUNSET ON MOBILE BAY