10-23 (May, 1929)

UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

MYRTLE BEACH NATIONAL PARK

FILE No. 0-32

PART 1

NATIONAL PARK

MYRTLE BEACH

LAST DATE ON TOP

IMPORTANT

This file constitutes a part of the official records of the National Park Service and should not be separated or papers withdrawn without express authority of the official in charge. All Files should be returned promptly to the File Room. Officials and employees will be held responsible for failure to observe these rules, which are necessary to protect the integrity of the official records.

HORACE M. ALBRIGHT,
6-6-7410 Director.

MYRTLE BEACH NATIONAL PARK, SOUTH CAROLINA.

LOCATION AND AREA:

In Horry County, in the northeast part of state on the Atlantic Coast. Area contains 25,000 acres.

HISTORY AND REMARKS: First suggested by Mr. J. David Woodside, Vice President of the Woodside Cotton Mills Co. Mr. Woodside is part owner of the tract. There is no claim made that this area contains any features worthy of National Park status. In fact, the beach as a resort appears to be the only attraction. The area contains a mile or two of ocean frontage.

ACCESSIBILITY:

Atlantic Coast Line enters Myrtle Beach and it is also on Kings Highway.

PERSONS INTERESTED: Mr. J. David Woodside, Vice President, Woodside Gotton Mills Co., 328 Broadway, New York, N. Y.

STATUS:

No further action contemplated.

Woodside Cotton Mills Company Executive Department ELLIS M. JOHNSTON, PRES. & TREAST
J. DAVID WOODSIDE, VICE PRESIDENT
E. F. WOODSIDE, VICE PRES. & SEC. Y.
E. F. WOODSIDE, VICE PRES. & SEC. Y.
E. F. WOODSIDE, VICE PRES. & SEC. Y.
E. GEORGE BROWNLEE, ASST. SEC. Y. PLANTS , S. C. SIMPSONVILLE, S. C. FOUNTAIN INN, S. C. JUN 16 1931 CABLE ADDRESS "JEDWOOD" TOF THE INTERIOR New York Office, 328 Broadway RECEIVED JUN 1 6 1931 MILS AND FILE TO NATL, PARKS June 15,1931 TO MAILS **CHURIVED** Hon. Ray Lyman Wilbur U.S. Secretary of the Interior Washington, D.C.

Dear Sir:

I have just read your very interesting article "America's Natural Wonderlands" in the New York Herald-Tribune of yesterday, and I am writing to the National Park Service of the Interior Department for literature regarding the Parks.

My associates and I have 66,000 acres in one tract along the coast of South Carolina at Myrtle Beach, as described in the enclosed booklet, and should like to know if you would be interested in considering the taking over of all or a portion of it for a Government Reservation or Park. If so, I will furnish full information to your Department or to any one else you would suggest.

Very truly yours,

INTERIOR DEPT. JUN 16 1937 OFFICE OF THE SECRETARY

UNITED STATES

DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

WASHINGTON

JUN 18 1931

Mr. J. David Woodside. Vice President, Woodside Cotton Mills Co., 328 Broadway, New York, N. Y.

Dear Mr. Woodside:

By reference from the Secretary, I am in receipt of your letter of June 15, 1931, inclosing a descriptive booklet of a tract of land owned by you and your associates at Myrtle Beach, South Carolina, and asking if the Government will be Interested in taking over this area or a portion of it for a Government reservation or park.

It is now a well established policy that areas considered for national park purposes must be of outstanding scenic quality, examples of unusual natural phenomena or extraordinary results of such phenomena, or of unusual historical or scientific interest. They must also be of sufficient size to allow the development of tourist facilities on a large and comprehensive scale and also should not duplicate the major characteristics of any existing national park. In other words the policy is that each national park created should be a unique example of its kind, should be of national rather than local or sectional interest, and capable of broad comprehensive development for national use. Furthermore, in order to insure adequate and satisfactory Federal administration, protection and preservetion, such areas should be entirely free from privately owned lands.

Until recent years areas set aside as national parks have been in the western states and carved from the public domain. A However, during the past few years the establishment of national parks has been provided for in the east to cover lands to be donated by private parties as, for instance, the proposed Shenandoah Mational Perk in Virginia and the Great Smoky Mountains Mational Park in North Carolina and Tennessee. Therefore, the policy followed in establishing national parks when the land is not already owned by the United States is that the land be first turned over to the Government free of charge by local or other interests.

3 rooks Mirthur Marthur Marthu

As high standards for national parks areas have been set, which must be maintained, the National Park Service feels that no park should be established without it first having had an opportunity to carefully investigate the proposed area on the ground. Therefore, it is suggested that you submit to this Service all the information you have that would be of an assistance in arriving at such conclusions. Also, give us the exact location of this area so that if an examination is considered advisable it may be readily located.

Sincerely yours,

(Sgd) ARNO B. CAMMERER

Arno B. Cammerer. Acting Director.

ma-bib

JUL 6- 1931

MAILS AND FILES

328 Broadway, New York

July 3,1931

National Park Service Department of Interior, Washington, D.C.

Dear Sirs:

Referring to your letter of June 18th I am sending herewith two pamphlets which will give you a description of the property which we have at Myrtle Beach, South Carolina, and which we think would be a very desirable place for a National Park, and bird and wild animal refuge.

The Atlantic Coast Line railroad station at Myrtle Beach is in the midst of the property and your representative could be met there and shown over the property at any time convenient to you. Our manager may be found at the office of the Myrtle Beach Estates, Myrtle Beach, S.C., at all times.

The enclosed map of the South Carolina Coast from Little River to Georgetown shows the location of the property and the inland waterway which is being built from Southport, N.C. through Myrtle Beach Estates to Georgetown, S.C. This gap will complete the intra-coastal waterway from Maine to Florida.

For a park I would suggest that you consider that portion of the Myrtle Beach Estates on the northwest side of the waterway comprising about 40,000 acres. It is mostly woodland and has streams of fresh water running through it, and it is near the Waccamaw River. The Myrtle Beach Estates is a tract of 66,000 acres.

This property as a park would be easily accessible to more than half of the population of the United States since hard-surfaced highways are being built into Myrtle Beach from almost every direction. I understand that with the exception of the National Park in Maine there is not one on the eastern and southern coasts of the United States.

Should there be any additional information you wish, please advise me.

Yours very truly,

(J.D. Woodside)

In addition to the 40,000 acres mentioned above, we could cut off with it about 5,000 acres fronting a mile or two on the Atlantic Ocean.

Brooks Junary Beach

UUL -8 1931

Mr. J. D. Woodside. Vice President, Woodside Cotton Mills Co., 328 Broadway, New York, N. Y.

Dear Mr. Woodside:

This will acknowledge receipt of your letter of July 3d inclosing two pamphlets giving a description of the property owned by you and your associates at Myrtle Beach, S. C., which you suggest as a Covernment park.

Your letter was in response to Service letter of June 18, but you did not reply to that portion of our letter which stated that "in order to insure adequate and satisfactory Federal administration, protection and preservation such areas should be entirely free from privately owned lands."

We are gled to get these folders and they will be placed in our files for future reference.

Sincerely yours,

(Sgd) ARNO B. CAMMERER

ARNO B. CAMMERER. Acting Director.

HLB/omr

Polm.



328 Broadway, New York, N.Y. July 9,1931

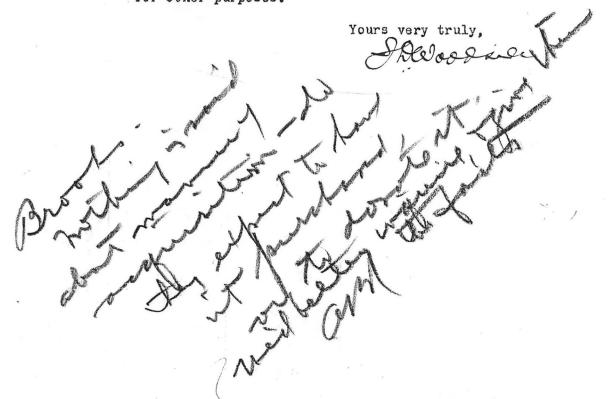
Mr. Arno B. Cammerer, Acting Director National Park Service Washington, D.C.

Dear Sir:

Replying to your letter of July 8th would say that the area comprising 25,000 to 40,000 acres would be entirely free from privately owned lands. We could cut off such size area as might be desired. If a mile or two of ocean frontage should be included, the area might run as high as 45,000 acres.

We note you state: "in order to insure adequate and satisfactory Federal administration, protection and preservation such areas should be entirely free from privately owned lands."

We should like to hear from you further regarding this matter before any portion of this area is cut off for other purposes.



Brooks JUL 14 1031 Mr. J. D. Woodside, Vice President, Woodside Cotton Mills Co., 328 Broadway. Now York. N. Y. Dear Mr. Woodside: In reply to your letter of July 9, 1931, in which you state that the area proposed as a national park at Myrtle Beach, South Carolina, comprises from 25,000 to 40,000 acres and would be entirely free from privatelyowned lands: Do you mean by that statement that this entire area would be turned over to the Covernment free of charge? You will note by referring to our letter of June 18 that the policy followed in establishing national parks when the land is not already owned by the United States is that the land be first turned over to the Federal Government free of charge by local or other interests. Of course, even though you are willing to turn this entire area over to the Government free of charge, it would be necessary for one of our experts to examine the area to determine

Of course, even though you are willing to turn this entire area over to the Government free of charge, it would be necessary for one of our experts to examine the area to determine whether or not it meets with the high standards now set for a national park before any recommendations could be made on the project. By making further reference to our letter of June 18 you will note that before an area can be considered for national park purposes it must be of cutstanding scenic quality, an example of unusual natural phenomena or extraordinary result of such phenomena, or of unusual historic or scientific interest and a unique example of its kind. Furthermore, it takes an act of Congress to create and establish a national park.

Sincerely yours,

(Bed) & E. DEMARAY

A. S. DEMARAY, Acting Director.

HLB/omr

Form 423

UNITED STATES DEPARTMENT OF AGRICULTURE FOREST SERVICE WASHINGTON, D. C.

From: Nicholas F. Nixon,

Wampee, S. C.

Dated:

July 7, 1933

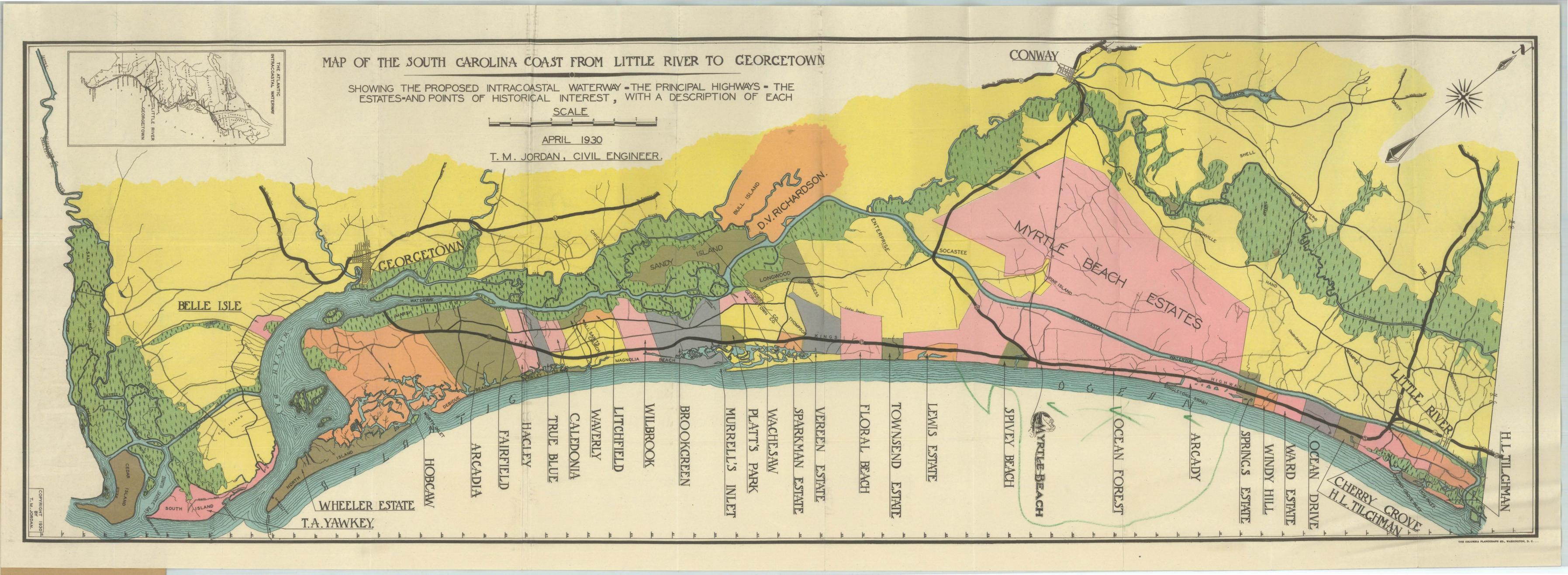
July 10, 1933 (Date)

Respectfully referred to

National Park Service,

Department of Interior.

S. GOVERNMENT PRINTING OFFICE: 1928 S-6418 Forester.



XVI. MYRTLE BEACH, SOUTH CAROLINA



RAMBLING THROUGH THE MID-SOUTH

By John Vavasour Noel



XVI. Myrtle Beach, South Carolina, a stupendous all-year resort in the making



HARMING indeed is Myrtle Beach, with its many miles of beautiful silvery strand, one of the scenic wonders of the South Carolina coast, its balmy climate, and directly behind the towering sand dunes, the luxuriant virgin forest. But it is more than charming. The adjectives, while fitting, are tame. Glorious Myrtle Beach is more adequate, and when the great all-year resort city, now in the making, arises and the peaceful countryside awakens, it will be astounding Myrtle Beach, the playground of the Nation!

We had motored from the Western North Carolina mountains, through the Piedmont section, to this historic coast. Rumors had reached us that at Myrtle Beach, so named because of the great profusion of wax and other varieties of the Myrtle shrub, a group of Southern men and

Southern capital, was engaged in fashioning from Nature's prodigal gifts a great centre for the benefit of the State and Nation, with an altruistic ideal of service to humanity. There was to be, we were told, a sportsman's paradise, a playground for all, with hotels and club houses, around which would grow a series of restricted communities of various types, with all manner of sports, hunting and other forms of



THIS GLORIOUS BEACH DRAWS GREAT CROWDS IN THE SUMMER

amusement. So we wanted to see this resort in the making. We drove from Conway through a rich agricultural country, past the forests and semi-tropical foliage, to a vantage point where before us glistened, in the afternoon light of a balmy March day, the great beach, extending for miles, majestic, peaceful and alluring.

For centuries Myrtle Beach has been a desirable place for ocean bathing, hunting and fishing. For years it has been an increasingly popular seaside resort, with its boardwalk, pavilion and the buildings and cottages typical of many such places on any coast within reasonable access. In the past great pine forests were separated only from the ocean by the sand dunes and the evergreen Myrtle bushes and small pines. As gradually parts of the forests were cleared, the rich soil was cultivated and small settlements sprang up. But the areas were so great

and food plants so fruitful that much of the region is wild and full of game. Here also flourished the famed indigo industry of the Carolinas, and cotton and rice grew nearby on the old Southern plantations.

Coastal North Carolina, will be the subject of Mr. Noel's next article on

During the summer season Myrtle Beach enjoyed great popularity, and then the watchman paraded nightly on the deserted shore. The charm of its winter climate was not generally realized and there was no suitable hotel. With the growing demand for accessible playgrounds from bleak and storm ridden cities of the North the coast of the Carolinas has been coming into its own. Due to the proximity of the gulf stream and the sheltering forests, barring an occasional cool and rainy day, the weather is mild and delightful in the winter, as it is along much of the California coast. We were told some people swim in the surf here every month of the year. There is never any undertow.

In colonial days the famous King's Highway from Boston to Frederica, Georgia, passed by Myrtle Beach and is still used in parts, particularly Northward to Little River. When the tide was low it was the custom to travel on the firm beach from the last named place to Wither's Swash. It was thus that Washington traveled on his triumphal tour in 1791 when he visited the Southern states and renewed associations with his old war comrades. He described his trip in

his diary and refers to his visit to the home of Mr. Vareen, near Little River. From there he drove along the beach, crossed Singleton's Swash and spent the night at the Withers Mansion, a few hundred yards below the Myrtle Beach seaside resort.

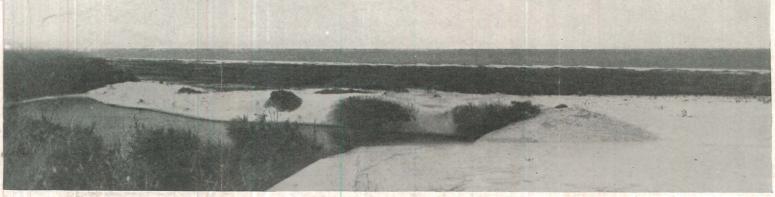
It was Colonel Holmes B. Springs, a banker of Greenville, S.C., a native of coastal South Carolina, and now Vicepresident and Executive Manager of the Devel-

opment Company, who first interested Mr. John T. Woodside, and Mr. Woodside's brothers, J. David, Robert I. and Edward F. Woodside, also of Greenville, in the purchase of the property.

Through the years the beauties and charm of Myrtle Beach have been

Through the years the beauties and charm of Myrtle Beach have been famous through the Carolinas, but only when the property was purchased by Mr. John T. Woodside and his brothers did this glorious strand begin to come into its own. Mr. Woodside is a man of rare vision and enterprise and realizing the magnificent natural resources of this beautiful coast, he has seen its possibilities for the Nation. His City and State already owe much of their industrial and economic progress to him and his brothers, but their greatest service will be the development of this ideal coastal section into a resort of national reputation. Mr.

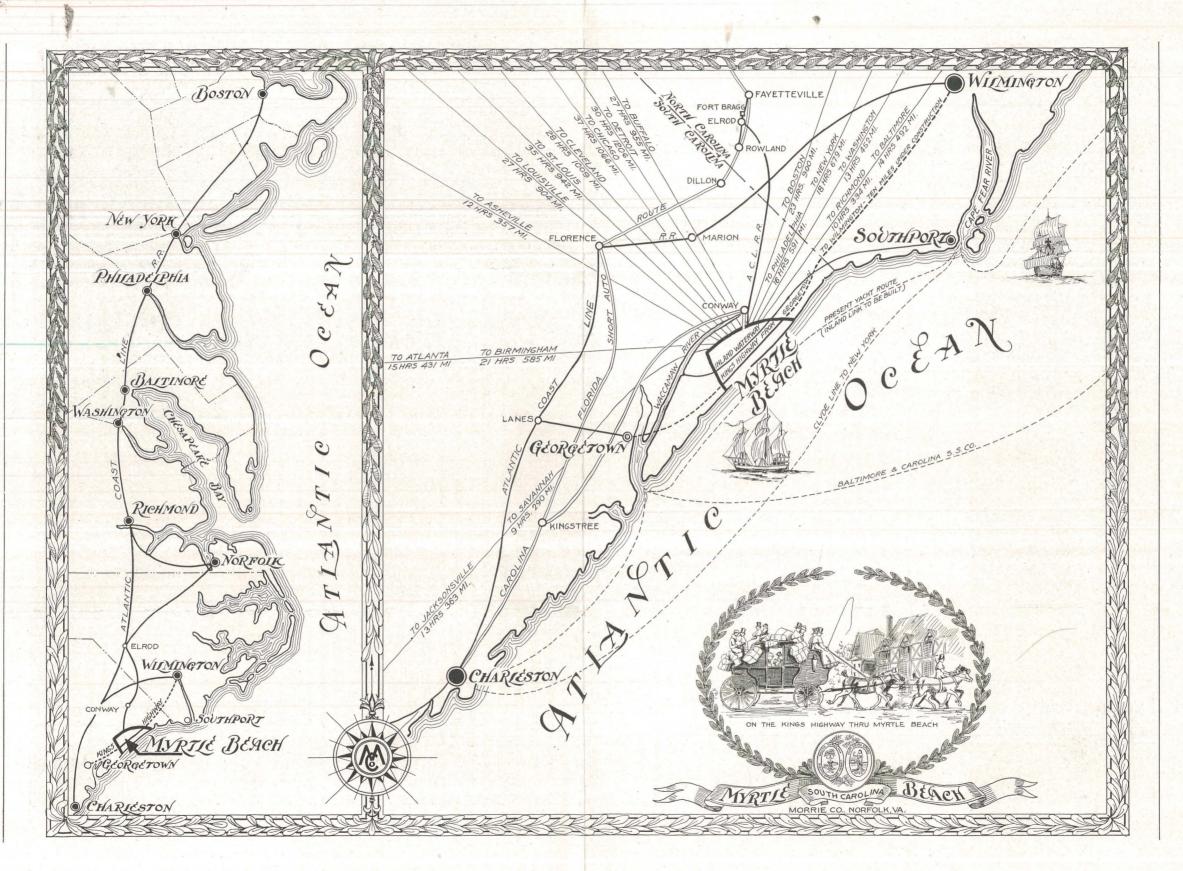
Woodside plans to use and devote his great administrative gifts to the building of Myrtle Beach for the enjoyment of all. The thoughts of Mr. Woodside and his brothers are not commercial profit alone, but the build-



motoring in the Mid-South, the region comprising the Virginias, the

Carolinas Northern Georgia and Eastern Tennessee

FROM THE SAND DUNE IN THE CENTER THE GOLFER WILL DRIVE ACROSS THE LAKE TOWARD THE SEA



May 15, 1927



MAN SEEMS PUNY BESIDE THE LUXURIANT CORN

ing of a great resort city for the benefit of the State and Nation. The owners, the Woodside brothers, are prominent cotton manufacturers and bankers.

In the executive offices, temporarily at the comfortable Seaside Inn, it was indeed inspiring to hear Mr. Woodside outline his plans, and relate what had already been accomplished within less than a year. A glance at the maps staggers one for the vastness of the program and later a visit to the property, under the guidance of Mr. C. G. Brown, the Assistant Business Manager, adds to one's bewilderment, because of the titanic undertaking foreshadowed. Here lies a real principality, some 66,000 acres, which means about 104 square miles, with 12 miles of one of the most magnificent beaches in the world, virgin forests, rich

The landscape architect, the contractor, the golf architect and engineers are busily at work. There will be groups of communities along the King's Highway which parallels the strand. Where the Myrtle Beach resort is now located will be the administrative and the business section, the railroad and highway terminals. the public utilities and summer cottages. This section of the resort has modern hotel facilities and other buildings are being erected rapidly. Five miles northward, through the 100-foot wide proposed concrete, King's Highway, with its great whiteway, a modern fireproof resort hotel is to be erected, on and facing the beach and on a plateau 29 feet above sea level. Nearby will be the country club and a golf course is now being built under the direction of Robert

farms and picturesque dunes.

White a well-known, golf course engineer. The greens are all to be grass greens. The three eighteen-hole golf courses with their 72 holes are so arranged that each course begins and ends at the club house, and makes an outstanding feature of the development. Owing to the location of the links, in view of the ocean, the unusual topography of the land, the pleasing manner in which long leaf pine, forest oak and evergreen shrubs are interspersed, the links will be one of the most attractive and best in this or any other country. Here also will be the polo field and near will be miles and miles of bridal paths through the woods and along the beach. Facing the broad shaded avenues which converge to a central park, in a setting of pines and shrubs, are the home sites for the winter and summer colony that will center around the hotel and club. A few miles beyond, the forest with its beauti-



THREE HUNDRED ACRES ALONE ARE PLANTED IN CHOICE POTATOES

ful fresh water lakes is held in reserve to be used later for an exclusive residential section of estates, each of many acres. It is near this region that the great game preserve of 15,000 acres, a sanctuary for all wild life, is being established.

Much has already been done and over ten miles of wide avenues have been cut. One 18-hole golf course is to be finished in the early fall, the roads will be completed, the club house erected and additional public utilities installed under the eye of Stanley Wright, consulting engineer.

An important feature of this countryside is that back of the beach the land is high and dry. There are no marshlands nor swamps nearby, and the beach is one of the few on this coast that can be reached from all sides without crossing

swamps, rivers or inlets. The soil is remarkably fertile, full of humus from centuries of plant growth and needs no fertilizer except for quick crops. Years ago a canal fourteen miles in length was built, draining some 7,000 acres, 1,200 of which are planted in potatoes, string beans, corn and other crops. To those of us who are unaccustomed to think of farming on such a magnitude, the present planting local plan embracing 300 acres in potatoes and 100 acres in string beans alone was an inspiration. There are also large herds of fine Hereford cattle and hundreds of Red Duroc hogs as the basis of a prosperous enterprise. In time much of this rich farm land will be cleared and divided into units for colonization purposes.

There are nine beautiful fresh water lakes in the woods

near the ocean to be used in connection with the development of the exclusive residential section and as a part of the game preserve. From their shores there is excellent duck shooting and splendid fishing. Below these lakes is Singleton's Swash which will be used for a yacht basin, making contact with the Inland waterway, which will probably cross the property, and with the ocean. Along the sand dunes is an ideal site for a seashore golf course which will probably be laid out in connection with the exclusive colony referred to.

Accessibility to this winter haven will be excellent. By train there will be this fall direct Pullman service, 19 hours from New York and 37 hours from Chicago. The great Atlantic Coastal Highway will be tapped at Marion some 50 miles away, over good sand clay roads to Myrtle Beach, soon to be hard



ONE OF THE PROPOSED MODERN HOTELS. IT STANDS THIRTY FEET ABOVE THE SEA

Proposed site of the Myrtle Beach Hotel, Jones & Trott, Inc., Architects



THIS TREE-ENCIRCLED LAKE, ONE OF NINE AT MYRTLE BEACH, IS STOCKED WITH GAME FISH



rvoer

THE ORIGINAL KING'S HIGHWAY AMONG THE PINES



Noel

THE NEW KING'S HIGHWAY IN THE MAKING

surfaced. In a few years a channel will be cut from Little River to the Waccamaw River as part of the National inland waterways system of this coast. Funds have been appropriated by the U.S. Government and the survey is to be made this summer. This means that yachtsmen from the North and elsewhere will be able to land at or near Myrtle Beach on their way to or from Florida waters. The King's Highway will be extended north and south to Wilmington and Georgetown, respectively, thus furnishing a direct route to the South.

That is the story of our



FASHIONING THE GOLF COURSE

railroad construction days in many South American lands where men sweated and engines throbbed. Myrtle Beach, with the exception of a few technical advisers, is being developed by Southern men and Southern capital, and thus not only in the industrial field but in fashioning a great playground is Southern resurgence manifesting itself and preparing the way for the great immigration from North and West, which has already begun and which the next generation will see in full action.

Little did the Father of our Country coming south dream as he gazed on the iridescent



Noel

THE POINSETT BOULEVARD LEADS TO THE SEA

astounding discovery at Myrtle Beach, another of our "finds" in these rambles, and certainly the most stupendous in magnitude. The place teems with activity. An army of enthusiastic men, young and old, mostly southerners, keen and alert, overrun the temporary administrative headquarters. There is expectancy in the air, "things are doing," and action is supreme. It reminds us of the old days when we saw the Buffalo Fair rise as if by magic and of the time when the Panama Canal in the busy days of 1909 to 1914 was being dug. And it also recalled the



Noel

CLEARING A FAIRWAY ON ONE OF THE GOLF COURSES

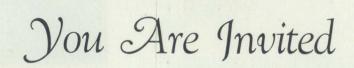
sands of Myrtle Beach and on the forest to his right, that he was crossing the site where his grateful countrymen would some day gambol and restore their youth in the balmy air of the Long Bay. Gay maids and gallant youths will here perhaps, in hours of play, adorn themselves with the fragrant leaves of the Myrtle, which according to the Greeks, was a symbol of youth and beauty, sacred to Venus and used in all their festivals. Myrtle Beach is colossal in its possibilities, with its vast area of 104 square miles of farming, timber and hunting lands.



Noel

WHERE A YACHT BASIN WILL BE DUG WITH ACCESS TO THE INLAND WATERWAY COURSE





You are invited to the land of mild climate, perpetual sunshine—the land of constant spring time.

You are urged to visit Carolina's popular seaside resort, picturesquely located mid the long leaf pines on the Carolina sea coast. You will be earnestly welcomed and royally entertained at Myrtle Beach, a twentieth century adaption of an age old playground, one of the worlds greatest year round seaside resort cities in the making. Myrtle Beach is the center of an historic section. Picturesque old plantations with colonial homes,

live oaks and flowing Spanish moss are on every hand.

At Myrtle Beach, nature, climate, perseverance and present day science have combined to offer you hours of solid comfort, happiness, health and recreation. Golf, the surf, riding and driving, hunting fishing and a charming social life fill each day. There is an atmosphere of elegance, refinement and a spirit of happiness. Whatever your inclination, you will find something at Myrtle Beach that is unique, different and delightful.

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A letter or telegram addressed to Myrtle Beach Investment Co., Myrtle Beach, S. C., will bring you detailed answers to any questions that may arise. If you desire it, we will gladly arrange accommodations at the hotel or club, arrange transportation or make plans for the fullest enjoyment of your visit here.

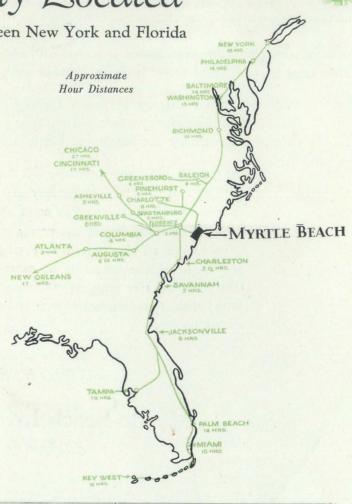


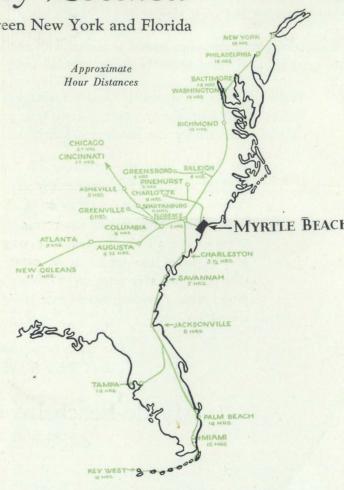
While many thousands find at Myrtle

Beach a delightful place for a lengthy stay; many others find a stop over of a few days or weeks a delightful diversion en route from the North to Florida or in return.

Myrtle Beach may be reached by Pullman car from either direction with convenient, quick schedules on the Atlantic Coast Line Railway. It is also served by excellent highways, connecting it with the Capital to Capital Highway at Columbia, S. C., the Coastal Highway at Florence, S. C., The newly formed Ocean Highway paralleling the coast passes through Myrtle Beach. A standard areoplane landing field is at vour service. Visitors frequently come

Of course Myrtle Beach is very conveniently located for visitors from the southeastern states. Thousands each year visit Myrtle Beach, from Virginia, the Carolinas and Georgia.









It was in vegetables grown on Myrtle Beach farms at Myrtle Beach, S. C., that the unusually large content of health giving iodine, so effective for resisting and treating goitre was first dis-

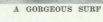
and treating goitre, was first discovered. Myrtle Beach is rapidly becoming famed as a health and

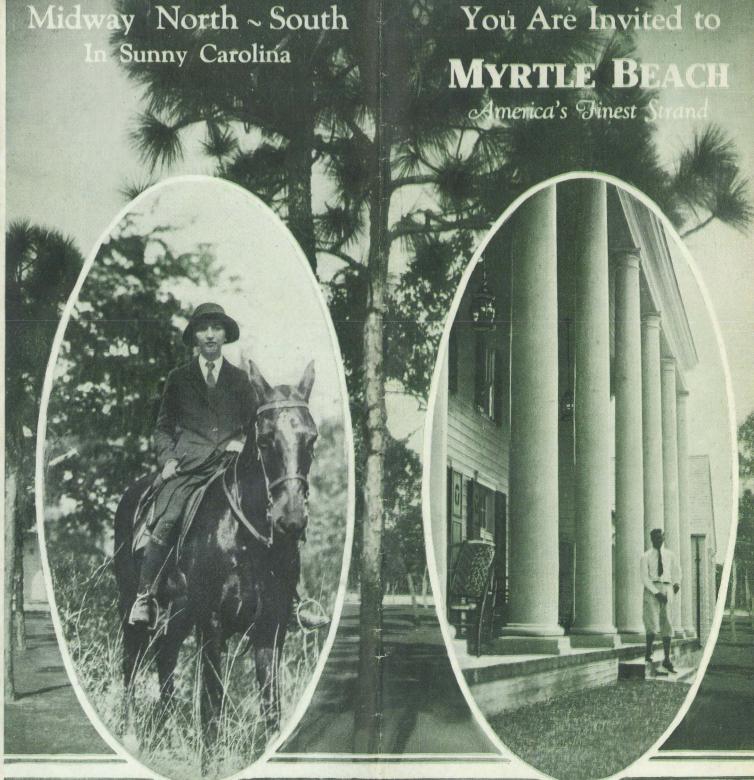
recreational resort. The climate is delightfully mild and exhilarating; health conditions ideal.

IN THE DEER, TURKEY, AND QUAIL COUNTRY









MYRTLE BEACH, SOUTH CAROLINA





Ocean-Forest Country Club

The elegance, dignity and charm of Myrtle Beach are perhaps best exemplified by this unique, beautiful club. It is located hardly a stones throw from the ocean, on a knoll, in the midst of a beautiful pine grove, and is almost entirely surrounded by the winding fairways of an 18 hole golf course.

The club building is not only substantial and elegant, but also extensive. With attractive guest rooms on the second and third floors, it accommodates thousands of guests each year with ease, quiet, elegance. The illustrations of this page tell a better story than words, but still do not completely portray the atmosphere of refinement, peace and quietude which prevails. This in spite of the fact that it is not a private club, but is opened to the public at large. It is in fact more than a club. It is a charming, complete, little hotel in itself. Lobby, lounging rooms, card rooms, dining room, grill room, locker rooms, baths, bed rooms, and a vast expanse of veranda beneath the shadow of enormous colonial columns, complete a club building that is perhaps the most striking and most elegant in the South.

Its table, along with the other hotels, is served with fresh meats and vegetables from the extensive Myrtle Beach farms near by, and fresh water from an artesian well.

Vegetables from the Myrtle Beach farms have been found to contain a larger amount of iodine than those of any other section, thus adding a peculiar significance to the diet and cuisine presented by the hotels and nutritional station at Myrtle Beach.

Its guests have the privilege of surf bathing, riding, driving, fishing, hunting and also the opportunity of golfing on one of the most delightful courses in the South. A variation of short dangerous holes with long winding ones; threatening traps; exasperating water hazards and beautiful velvety grass greens all in a perfect and typical coastal Carolina setting within the very sight of the ocean itself, combine to make golf a joy. Remember that here you may play every day in the year. The warmest days are tempered with a cooling sea breeze and there are very few cold days and of

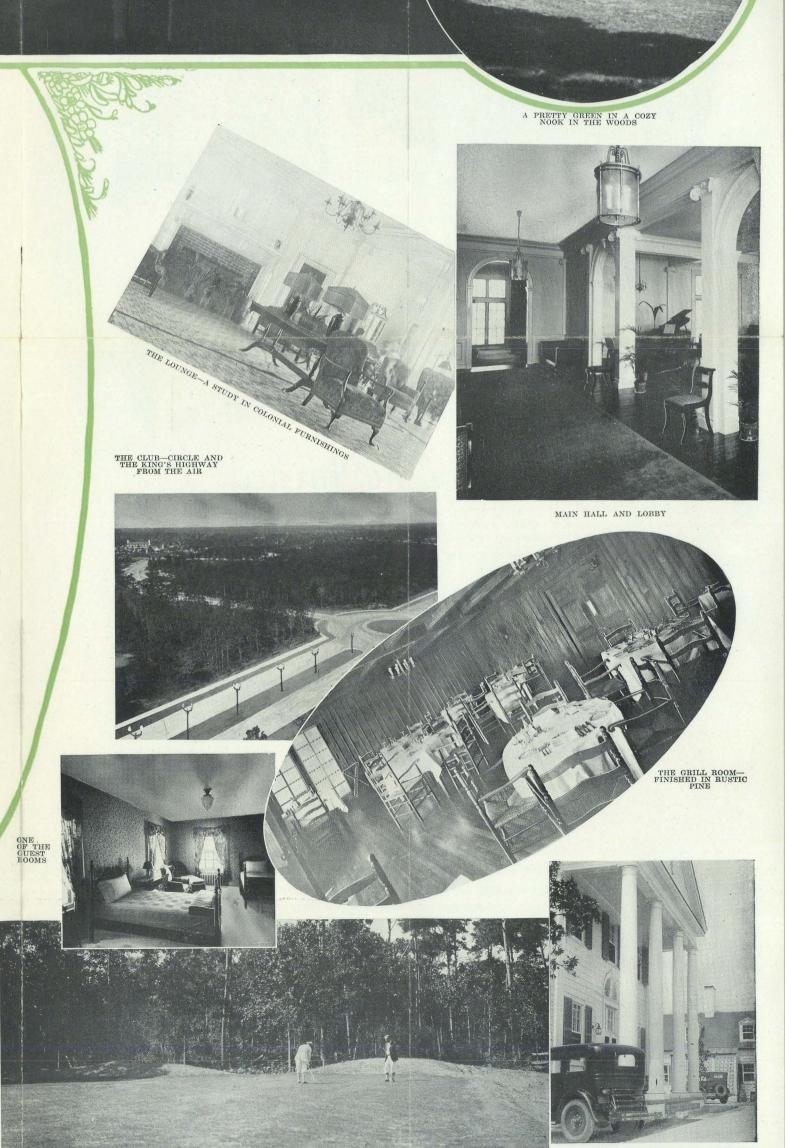
For Accommodations, Transportation and Other Information, Address

Myrtle Beach Investment Company

Myrtle Beach, S. C.



Folder Completely Produced by Jacobs & Co., Clinton, S. C.



IN THE MIDST OF THE FOREST—A PRETTY GREEN

NORTH ENTRANCE—AUTO ENTRANCE





THE SEASIDE INN

THE STRAND HOTEL AND NUTRITIONAL STATION

The Advantages of Myrtle Beach

Transport of the strand player on the Advantages of Myrtle Beach

Nation's all-the-year-round playeround. Myrtle Beach and Ocean-Forest are well located on a semi-circular curve on the Atlantic coast, featured by a 40-mile stretch of beautiful strand. It is located in historically famed Horry County, South Carolina, and is mid-way between New York and Florida, a convenient stopping off place and halfway mark for those living in colder climates and wintering in the tropical climate of Florida. The climate of Myrtle Beach is moderate and delightful the year around, offering a much needed modification of climate en route North or South. The mean average for the winter is 48.5 degrees; for the summer 70 degrees. Myrtle Beach enjoys one of the finest records in America for the number of days of sunshine.

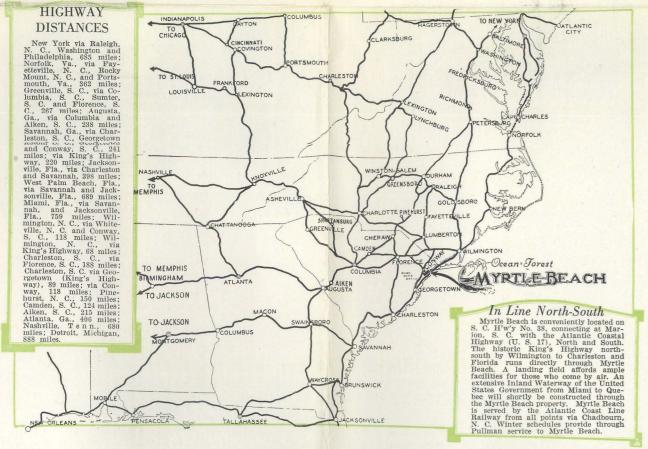
It is located near 52 points of historic interest, including beautiful old colonial plantations, buttresses, batteries, forts, etc. It consists of 66,505 acres, 104 square miles, with 12 miles frontage on the beautiful strand, which averages from 300 to 500 feet in width at low tide.

In Myrtle Beach proper are located two excellent hotels—The Seaside Inn with 40 rooms, a colonial structure, popular and attractive, with excellent cuisine, under capable direction; and nearby The Strand Hotel, 80 rooms, also under capable direction. In The Strand Hotel is located the Southern Nutritional Station where children may be served under the capable direction of a resident physician and trained nurses, with special diet particularly suited to their needs. The Nutritional Station faces out on a well equipped and attractive playground for children. Fruits, vegetables and dairy products used in The Strand Hotel, the Southern Nutritional Station, as well as in all the Hotels and Clubs at Myrtle Beach and Ocean-Forest are supplied by the extensive Myrtle Beach farms and dairies nearby. The vegetables, fruits and dairy products of Myrtle Beach farms have an exceptionally high content of the so much needed Iodine, an element that h

For further information, address MYRTLE BEACH ESTATES, Incorporated, Myrtle Beach, South Carolina



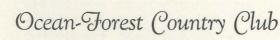
PANORAMIC VIEW OF THE EVER POPULAR STRAND





Scenes Around Myrtle Beach-1. The King's Highway from the Air. 2. Apartments. 3. Postoffice, Stores. 4. High School Building





OCEAN-FOREST COUNTRY CLUB
—Photo by Courtesy of A.C.L.R.R.

A retired, peaceful, haven of rest where an atmosphere of quiet and refinement prevails. The Club offers a series of 40 guest rooms on the second and third floors. On the first floor the guests have available a beautiful lounge, dining room, grill room, card rooms for ladies and for gentlemen; lockers, dressing rooms and bath rooms for ladies and for gentle-men; and a beautiful extensive veranda underneath a row of majestic colonial columns.

The Club itself is a colonial

masterpiece, all of its elegant fur-nishings and equipment systema-tically carrying out the colonial

The Club is located on a knoll, only a short distance from the Ocean-Forest Hotel, in the midst of a forest of long leaf pines, almost entirely surrounded by a beautiful golf course.

The course, planned by Mr. Robert White, far famed as a builder of golf courses, is beautifully located. Its fairways winding picturesquely through the twists and turns of the forest; with a water hazard or hammock here and there; sufficient sand traps to test the skill and accuracy of the golfer; tantalizing fairways and beautiful, smooth, velvety grass greens add greatly to its nation-wide popularity. Twenty-seven holes are at present in use and others under construction. The plan involves the completion of 72 holes in all. The services of a capable Golf Professional are available. Golf is possible every day in the year. There is ideal weather, even temperature, and an ever present delightful sea breeze. The golfer seldom gets out of sight of the rolling main and never out of sound. The peculiarly beautiful flora of the far famed Wac-camaw Neck makes a stroll over the golf course at Ocean-Forest a dream. Long leaf pines, oaks, myrtle, and more than a hundred other types of plant life, many of them different from any other sec-tions of the United States, help make outdoor life interesting.

The cuisine is excellent. The Club is under the capable direction of Mr. E. H. Crandall, manager of a number of the country's finest resort hotels.

> For rates and reservations, ADDRESS

OCEAN-FOREST HOTEL MYRTLE BEACH, S. C.

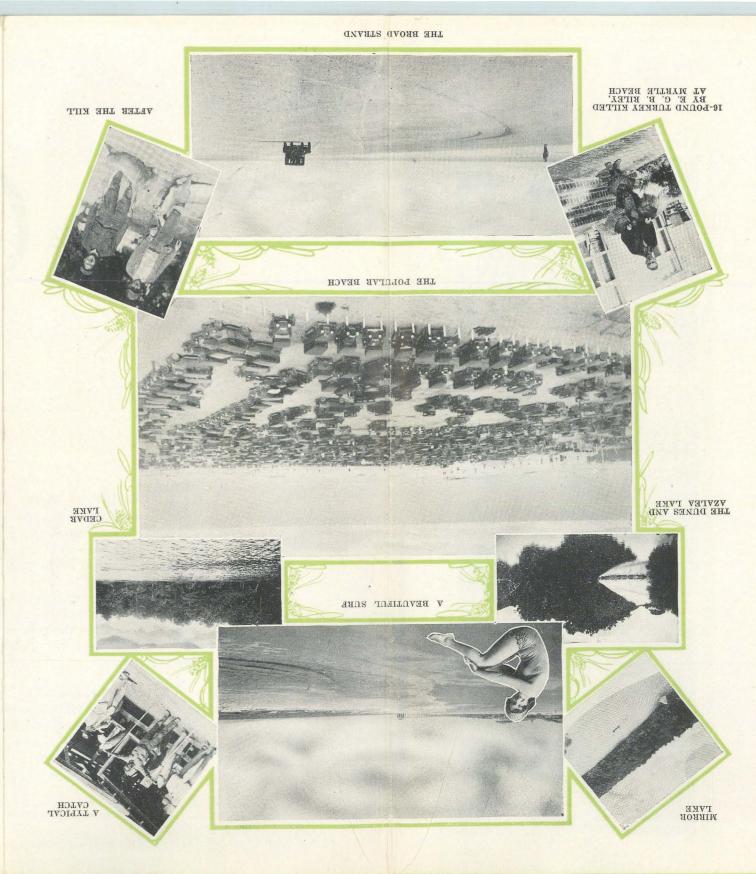
1. ON THE VERANDA OVERLOOKING THE COURSE—Photo by Courtesy of A.C.L.R.R.
2. LOUNGE, OCEAN-FOREST COUNTRY CLUB

2. LOUNGE, OCEAN-FUREST COUNTRY
3. ATTRACTIVE FAIRWAY IN THE PINES
—Photo by Courtesy of A.C.L.R.R.

-Photo by Courtesy of A.
4. THE VERANDA 'NEATH THE GREAT COLUMNS 5. BEAUTIFUL VELVETY GREENS

BEAUTIFUL VEHYEL

 ON THE NINTH GREEN
 —Photo by Courtesy of A.C.L.R.R.



YRITIGE BIEACH MYRITIGE BIEACH









OVERLOOKING THE SEA



THE SPIRIT of Myrtle Beach is perhaps best typified by the elegant new Ocean-Forest Hotel, the center of attraction of Ocean-Forest, a highly restricted residential area just three miles north from Myrtle Beach proper. It is the center of a beautifully designed plan, presenting a net work of boulevards, avenues, drives and bridle paths.

The hotel, immediately facing the strand, overlooking the ocean, is served by paved boulevards and is near the Country Club and golf course, the sparkling fresh water lakes, and on the edge of a beautiful forest of long leaf pines. The historic old King's Highway, beautifully paved and lighted, connects Ocean-Forest with Myrtle Beach.

The Ocean-Forest Hotel is a magnificent fire-proof building, 11 stories in height. There are 202 guest rooms, all with baths, and many with both fresh and salt water baths. The rooms afford a beautiful view of the ocean, the beach and of the pine forest. The atmosphere is quiet and refined. The entire section is fortunately free from the noise and unsightliness of commerce. Lockers and dressing rooms for surf bathing are provided for guests of the hotel. Among the

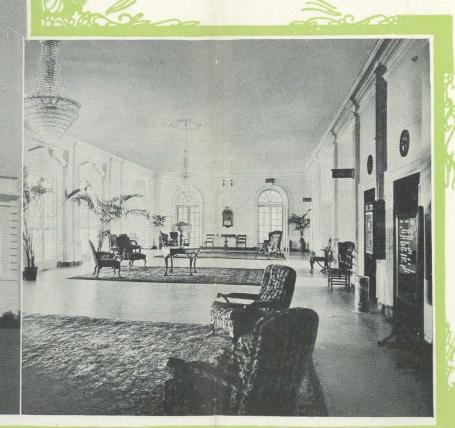
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features of the hotel are the wide verandas overlooking the Atlantic. The magnificent indoor swimming pool, supplied with salt and fresh water, is a delight. A most beautiful dining room, coffee shop, ball room and convention room, and a labyrinth of lounging space add to the comfort and convenience of the hotel. Guests have immediately at hand choice of surf bathing, sun bathing, swimming pool, golf, fishing, archery, trapshooting, hunting in season, tennis, riding, driving, and various other forms of outdoor recreation. The cuisine is excellent. The table is served with vegetables, fruits and dairy products from the extensive Myrtle Beach farms and dairies near by.

The hotel was erected at a cost of more than a million dollars. It is "one of the most beautiful in all America," elegantly and tastefully furnished. The site on which it stands has a frontage of 1100 feet facing the ocean and a depth of 350 feet. The operation of the hotel is under the capable direction of Edward H. Crandall, President of the Mayfair House and Park Chambers, New York City, and the Griswold at New London. For reservations and information, address Mr. Crandall at Ocean-Forest Hotel, Myrtle Beach, S. C.

CENTER CHIEF CHIEF





TYPICAL MYRTLE BEACH RESIDENCE

A PICTURESQUE COUNTRY FOR RIDING

THE OCEAN-FOREST HOTEL FACING THE STRAND -Photo by Courtesy of A.C.L.R.R.

"THE LOBBY"

MAP OF

The

South Carolina Coast

from

Little River to Georgetown

BY
T. M. JORDAN, C. E.
MYRTLE BEACH, S. C.

HISTORY

KING'S HIGHWAY

This is an ancient road formerly much travelled in going from the South to the North. It is now being redeveloped and takes the name of S. C. Highway No. 49. It is one of the most beautiful drives in South Carolina. In former times that part of it passing through Horry County had many unique characteristics, from the State Line Inn to the Refreshment Oak. This oak is now out-lawed under the eighteenth amendment and the Volstead act. It was a hollow tree with entrance facing the road. A jug of brandy was kept in this hollow. It was a custom for the travelling public to refresh themselves on going and replenish the jug on their return.

WASHINGTON'S SOUTHERN TOUR

"Wed. April 27th, 1791. Breakfasted at Wm. Gause's, crossed the boundary line between N. C. and S. C. about 12:30, dined at a private house (Cochran's), lodged at Mr. Vereen's fourteen miles farther on and two miles short

of Long Bay.
"Thursday—28th. Mr. Vereen piloted us across the swash (Singleton's) on the Long Beach of the ocean, and it being at the proper time of the tide, we passed along it with ease to time of the tide, we passed along it with ease to the place of quitting it, about sixteen miles. Five miles farther on we got dinner and fed our horses at Mr. Pawley's house, and being met on the road and kindly invited by a Dr. Flagg to his house, we lodged there, it being about ten miles from Pawley's and thirty-three from Vereen's.

from Vereen's.
"Friday—29th. We left Dr. Flagg's about six o'clock and arrived at Captain William Alston's on the Waggamaw to breakfast. Captain Alston is a gentleman of large fortune and esteemed one of the neatest rice planters

in the state."

At Captain Alston's Washington found waiting for him General William Moultrie, Colonel William Washington and Mr. Rutledge, son of the then Chief Justice of South Carolina, who had come as a delegation to accompany him first to Georgetown and then to Charleston. whole party dined and lodged at the home of Captain Alston and set out bright and early the next morning for Georgetown. The boats being in readiness, the President and suite were rowed across the Waccamaw River. On arriving opposite the market they were saluted by the artillery with fifteen guns from the foot of Broad Street. A committee appointed to receive and address him conducted him to an elegant house said to be the old Alston house. (This house still stands in a state of good preservation.) The committee was composed of Hugh Horry, Joseph Blyth, E. Rathonsher, F. Kinloch, George Keith, Matthew Irvine, R. Brownfield, and Samuel Smith.

MINNEOLA OR LITTLE RIVER

Village port at end of Little River naviga-tion, settled in early colonial times and formerly an important shipping point. Between the river and the ocean is Little River Neck, now owned by Mr. H. L. Tilghman of Marion and Sellers, S. C. At the point of this neck was situated the Confederate Fort Randall, commanded by Captain Galloway with troops from S. C. and N. C. This fort was attacked and the port was captured by Federal naval forces in 1864. Much cotton stored at the fort was cap-tured, confiscated and carried North. Naval Lieutenant Cushing commanded the Federal Lieutenant Cushing commanded the Federal forces. The fort was on a high bluff where Mr. Tilghman now has a summer home. Many evidences of the fort may be seen even now.

Across the river and a short distance above

the fort may be seen the very decayed remains of what was once a cypress log cabin. Local legend is that this cabin was built and used by the pirate Blackbeard and his buccaneers. This the pirate piackbeard and his buccaneers. This harbor was one of the hiding places for Stede Bonnett, Worley and perhaps Kidd. The sandbars at the mouth made the inlet a safe place for the pirates when the law endangered them. Inland from the river on the high sandy land is Pirate Lake, a small, deep, round, shaded pool. Local legend is that the pirates concealed much of their booty in this lake

of their booty in this lake.

CHERRY GROVE

Granted by King George III to John Alston in the year 1767. This tract was then known as Miner's Island. It is now owned by N. F. Nixon and was long famous as a resort and fishery. The ocean front is subdivided and a considerable colony is there in the summer and fall.

OCEAN DRIVE ESTATES

A resort development. A hard strand is here and several automobile races have been held on it. The development is owned by Florence, S. C., people and a substantial village of summer homes has been built up.

WARD ESTATE

This property is owned by Homer Lyon and John Ammons of Whiteville, N. C. There is good fishing and hunting. The strand is broad, hard and easily reached by roads. Mr. R. V. Ward of Conway, S. C., Mr. J. E. Bryan and Burroughs and Collins also own ocean frontage here.

WINDY HILL

This property is owned by the W. R. Lewis Estate, Conway, S. C. It is one of the oldest and most popular fishing and hunting resorts on the coast.

SPRINGS ESTATE

Owned by Colonel H. B. Springs, Myrtle Beach, S. C., and associates. It is in the lake country and is one of the natural beauty spots

on the coast.

Ocean Drive Estates, Ward Estate, Windy Hill and Springs Estate are largely from lands belonging to the Vereens. The Vereens of Revolutionary times owned most of it and lived near the Little River end. It was here that he had Washington for his guest. In his diary Washington speaks very kindly of the hospitality received here.

MYRTLE BEACH ESTATES

Originally called Long Bay and owned by Francis Withers. This is truly a barony, about 66,000 acres in one compact body with twelve miles of safe, accessible, broad beach fronting on the Long Bay of the Atlantic Ocean. It was consolidated during a period of about sixty years by Burroughs and Collins Company of Conway, S. C. They, with a subsidiary corporation, started the resort development which was afterwards sold to the Woodsides of Greenville, S. C. This is the largest development of its kind that any man or group of men have ever undertaken, and much credit must be given to the men with vision who saw the possibilities of the vast area

of then waste land.

The front is divided into three major developments: Myrtle Beach, a summer city; Ocean Forest, where the pines and ocean meet; Arcady, in the lake country. At Ocean Forest is one of the most complete hotels on the Atlantic coast. There are also playgrounds, golf courses and club house accommodations. At Arcady are clear, fresh water lakes within a stone's throw of the Atlantic. A beautiful background of dunes, hills, creeks and flowering flats! America will play here when it discovers this beauty spot. The great back country of this development is largely in its original state. No place in the South can show such a bounty of game and native green and flowering beauty, even now as nature made it. The farm at Myrtle Beach, several hundred acres, is worth seeing; it is the Egypt of South Carolina. They plow and plant, nature does the rest handsomely. Fertility is there without artificial assistance.

SOCASTEE

On the margin of Myrtle Beach Estates. battle was fought here during the Revolutionary war. Colonel Peter Horry, with his troops, was defeated by the Tories. He retreated to the sandhills near Myrtle Beach and built a fortification near the residence of Robert Withers, for whom the creek, swash and swamp were named, and remained there until he found himself strong enough to force a juncture with General Marion. This Withers lived about one mile from the beach on the King's Highway. At Bear Bluff on the Waccamaw, near Myrtle Beach Estates, another stiff skirmish was fought during the Revolutionary war. See Mill's Statistics.

SPIVEY BEACH-YOUPON

A resort village. Both surf and still water bathing is available. The strand is bordered with a forest of evergreens, and in the fall and winter the red berries banked against the green background with the white strand and blue ocean in front is a real picture land.

LEWIS ESTATE

This property is owned by the Lewises of New York and Philadelphia. The land originally belonged to the Pyatts and Alstons, rich planters, patriots and real nabobs of the prewar South. The Alstons at one time or another owned nearly every plantation from this point to Georgetown.

TOWNSEND ESTATE-LAKEWOOD

Now owned by Dr. V. F. Platt of Conway, S. C. This property formerly belonged to Plowden Weston, then to his son Francis Marion Weston, then the grandson C. J. Weston, all of Waccamaw Neck and Charleston. The last of the line was an officer in the Confederate army and died in that service. This property and several plantations in the Neck then by will vested in the Episcopal Church and by sale through this church to present owners of their predecessors in title. This property has a fishery on it that has been operated for years. Dick Pond and several other lakes are on it and it is a great duck country. This property and the Lewis property mentioned above are forested with holly and dogwood. The drive on the King's Road in the spring is like travelling in a flower garden. Game, especially deer, is plentiful on this land and the area added by Dr. Platt. This estate is properly Lakewood. There is about two thousand acres of it.

FLORAL BEACH

This property is out of the Tilghman estate and grant, known since colonial times and until recently as Old Ark. The name has a significance we will not mention here. A beach development was started by Mr. George J. Holliday of Gallivant's Ferry, S. C. He sold to some gentlemen in Columbia, S. C. They have continued it and there is now a considerable summer colony here.

VEREEN ESTATE

This property is of the estate of the late Captain John Vereen, a Confederate veteran who recently died. It is the home of his sons and daughters.

SPARKMAN ESTATE

This is more Waccamaw Neck property which remains in the hands of the native owners, Sparkmans of Georgetown, S. C.

WATCHESAW

Waccamaw port and plantation. Indian mounds are here and many prehistoric finds have been made. The primary interest is prerailroad and colonial importance as a port for river traffic. Now owned by Mr. Kimball of New York. Recently in excavating for a building an Indian grave was uncovered containing the bones of three persons buried in the sitting position. Some of the ornaments worn were still on the skeletons.

PLATT'S PARK

Now owned by Mr. B. W. Townsend of Red Springs, N. C. It has the same historical interest that the Townsend estate has. Formerly owned by the wealthy and patriotic Weston family. A part of the property is subdivided and is in reality a part of Murrell's Inlet resort. Dr. V. F. Platt of Conway, S. C., owns the upper end of this place.

MURRELL'S INLET

A resort town now several miles long with inlet creeks on one side and state highway #49 (Old King's Highway) through the center. This place has been a resort since colonial days. At sunnyside lived Gov. Joseph Alston and his bride, Theodosia Burr Alston (daughter of Aaron Burr). The Hermitage, Woodland, Little Marion, Carson Resort and numerous other points of interest should have attention if space permitted. Seafood is abundant here. Living conditions are ideal for the vacationist.

BROOK GREEN

This property is now privately owned by Mr. A. M. Huntington of New York. It includes Laurel Hill, former home of the Westons. Considerable historical interest centers around this plantation. It was the home of the Alstons, then the Wards and the Flaggs. Col. William Alston of Marion's brigade was from this neighborhood and it was here that Marion carried his troops and horses for rest, and, as Col. Peter Horry says, to be "fattened up."

These Alstons furnished a governor of South

These Alstons furnished a governor of South Carolina, one of the greatest painters America has produced, as well as several Revolutionary patriots and were among the first to develop the rich tidewater rice culture. The reclamation of this area was a wonderful piece of engineering, Judge H. A. M. Smith says a greater feat than that of building the Pyramids. The largest and perhaps the most valuable boxwood gardens in the South are at the Brook Green home.

Scenes from "Scarlet Sister Mary," Julia Peterkin's prize novel, were laid at Brook Green. Heaven Gate Church and the old schoolhouse are

still standing in good repair.

Near the Brook Green house is the home of Dr. Flagg, a great grandson of the Dr. Flagg referred to in Washington's Tours. Visitors will find Dr. Flagg a very charming Southern gentleman of the old school.

WILBROOK

This property is now owned by Mr. Ellis. It had been in the Laschicotte family for years prior to his purchase and is one of the colonial estates and developments of the Waccamaw Neck.

LITCHFIELD

The Tucker family formerly owned this estate. It is now a hunting preserve owned by Dr. Norris of Philadelphia.

WAVERLY

This property is still owned by descendants of the Laschicotte family, who developed it. The old rice mill is still standing near the river.

CALEDONIA

This is the Nesbit estate and is still in that family. Its rice land area furnishes some of the best duck shooting on the Atlantic seaboard.

TRUE BLUE

Originally a part of the holdings of William Alston, this plantation is now owned by Cooper and Griffin of Greenville, S. C. It is a hunting preserve.

HAGLEY

This colonial estate is now owned by the Atlantic Coast Lumber Corporation of Georgetown, S. C. 'It has a fine deep-water river frontage and has good shooting areas both for game and waterfowl.

FAIRFIELD

Formerly owned by Captain William Alston, who is spoken of in "Washington Southern Tours." This plantation has remained in the Alston family continuously to date. It is now controlled by Capt. Day of the Citadel. Capt. Day has plans laid to restore the old place to its original beauty.

ARCADIA

Originally a part of Hobcaw Barony, it was owned by Benj. Huger, a close friend of La-Fayette. The house in which Huger entertained LaFayette on his first visit to America is still standing in a perfect state of preservation. Now owned by Dr. I. E. Emmerson of Baltimore. This is one of the most beautiful estates on the Atlantic coast. The mansion, gardens and many other colonial features have been restored. The property is well protected and is a paradise for game.

HOBCAW BARONY

This property, including several plantations to the north already referred to, was originally granted to John Lord Carteret, one of the Lords Proprietors of Carolina. It was afterwards subdivided, parts of it going to the Heriot family, some to the Mitchells and some to the Trapiers, and still another large portion to the Hugers. The lower portion of the barony is now owned and protected by Mr. Barney M. Baruch of New York. The old house was recently burned and Mr. Baruch is erecting a beautiful colonial mansion on the site.

NORTH ISLAND

This island is now owned by Mr. J. L. Wheeler of Marion, S. C. It is a hunting preserve and abounds in game. It is historically interesting on account of the fact that it was here that LaFayette landed when he smuggled himself into America for service in the Revolutionary war.

SOUTH ISLAND

Now owned by Mr. T. A. Yawkey of New York. A great hunting and fishing preserve. Channel bass as large as sixty pounds are caught here. Duck, deer and small game are found in abundance.

BELLE ISLE

This estate is now owned by Mr. Frank Johnson. Large Confederate fortifications were built here and they were so substantial that they still remain largely intact. This estate is famous for its beautiful gardens.

GEORGETOWN

One of the colonial towns of the South Atlantic coast. It has a deep harbor and has been an important shipping port since early times. It was an important center during Revolutionary days. It also played its part in the Confederate war. In fact, its historical significance is too great to attempt in any manner to cover here.

BUCKSPORT

Owned by D. V. Richardson and marked "D. V. Richardson" on map. This is a barony containing several thousand acres. The forests and game have been protected for several years by Mr. Richardson and the property is now very valuable from both viewpoints. Within the area is Tip Top, a colonial plantation started by the Alstons and completed by the Bucks. The mansion house containing thirty-two rooms is now in decay, but furnishes some evidence of the wealth and luxury of this area in former times.

CONWAY

County seat of Horry County, a colonial town, formerly called Kingston. After the Revolution it was called Conwayboro and then, by Act of the Legislature, Conway. Like Georgetown, this old town has too much history behind it, much of it unique, to attempt to even partly cover here.

PAWLEY'S ISLAND

This is an old resort and has been developed and used by people from the interior of South Carolina for many years as a summer resort. It has many of the characteristics that prevail at Murrell's Inlet. Seafood is abundant.

MAGNOLIA BEACH

This beach was formerly used for summer resort purposes by the planters of Waccamaw Neck. Since the failure of rice culture the beach has been absorbed by the owners of these old plantations. It now constitutes frontage on the various hunting preserves.

, ALL SAINTS PARISH

This is a Parish Church for All Saints Parish which included the greater part of the area covered by the map. The first church was built prior to the Revolution. The present structure is the third. In connection with this church there was formerly a Chapel of Ease at the Oaks and also a Lower Church. Many prominent South Carolinians are buried in this churchyard.

SOURCES

Mills' Statistics, Ramsey's History of South Carolina, Horry and Weem's Life of General Marion, S. C. Historical and Genealogical Magazine, Records of S. C. Secretary of State's Office, U. S. Naval Reports—Photographic History of the Civil War, Plowden Weston's Will, Francis Marion Weston's Will, Col. J. J. Ward's Will and Washington's Southern Tours.