

*A Charming Spot  
for Your New Home*

*Amid  
Romantic  
Settings*



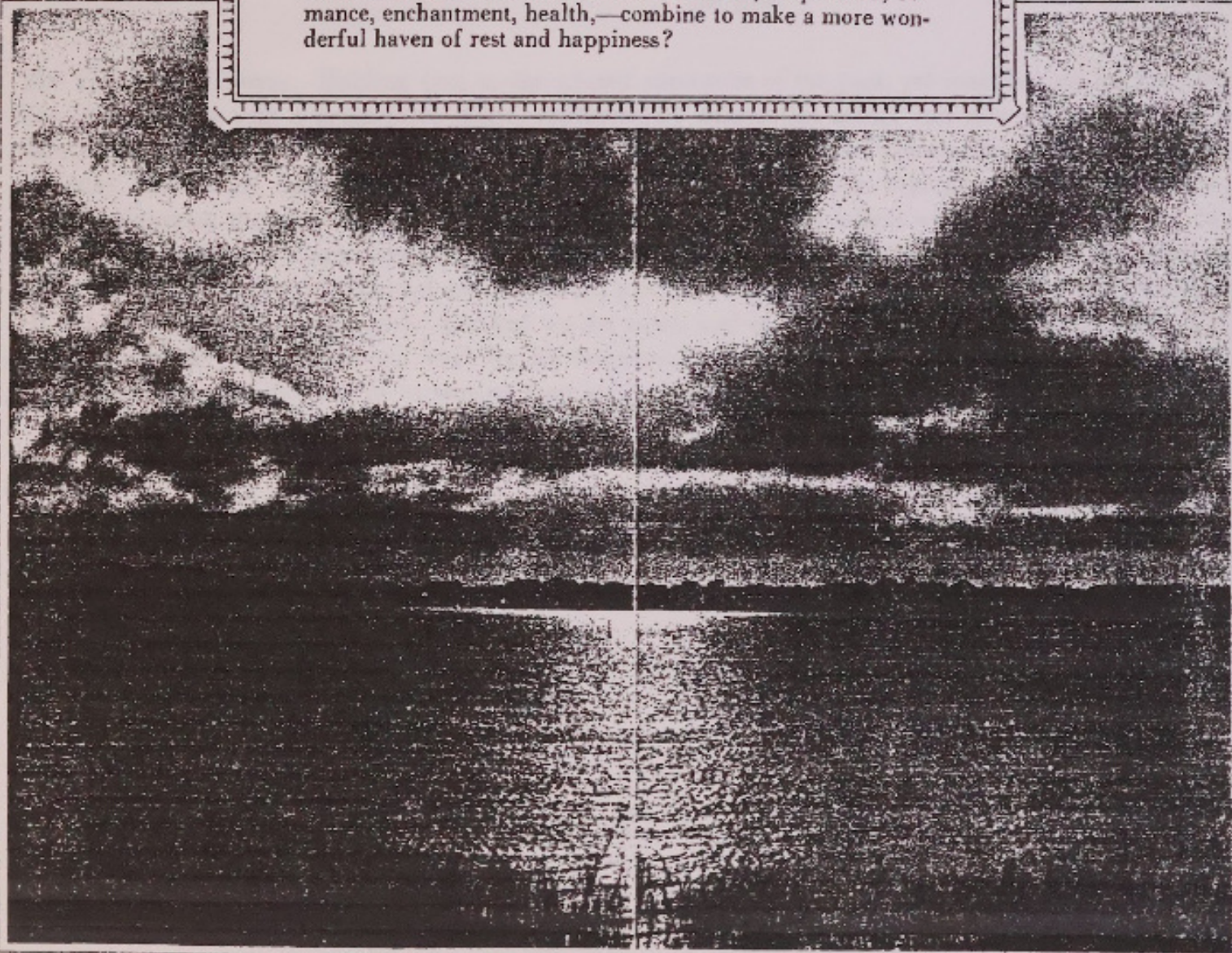
on

**HISTORIC JAMES ISLAND**  
*Greater Charleston's Master Development*

*Riverland  
Terrace*

## All the Romance of Enchanting Island Life

Those who have lived on islands will tell you of the romance of island life. Certainly there seems to be something enchanting and luring that makes an islander never satisfied with the mainland. The refreshing breezes, exhilarating and invigorating atmosphere, to say nothing of the charming environments on an island, leave little to be desired in the completion of a very enjoyable home life. Yet on James Island there is more. The touching scenery and the charms of the wonderful nights on a southern island are irresistible. Where else can one find a more inspiring setting for the establishment of the most sacred of all his institutions, his home? Where else do all the requisites,—history, scenery, climate, convenience and all the attributes, inspiration, romance, enchantment, health,—combine to make a more wonderful haven of rest and happiness?





## Greater Charleston's Master Development

Seldom ever can you find a city the size of Charleston that has not in the past found in its city growth the necessity of an extensive suburban development. Such is the peculiar circumstance, however, here in the historic old Southern city. Family traditions, a commendable civic spirit, limitations of nature and a conservative growth have combined to render a distinct, aggressive suburban development inadvisable in the past.

The future is different. Holding fast to the sacred memories of the past, yet reaching out for the bounties of the future with a progressive spirit, supported by substantial effort and assuming more than its natural part in the South's astounding growth in population, wealth and popularity, the new Charleston of today finds itself immediately in need of room for the remarkable expansion which it is earning. The development therefore of Riverland Terrace, on Historic James Island within sight of the City, is a natural step in the city's extensive program of expansion. It is greater Charleston's Master Development and destined to play a very essential and important part in the growth of a city which has long possessed all the necessary natural resources. Limited on the north and east by industrial development and water, the city naturally looks south and west for its residential expansion, and where could any metropolis find a more pleasing site for its expansion than amid the romantic setting of the South's most historic island—James Island?

Charleston is much interested in a program of city planning and extension. In the plan for a greater and extended Charleston; in the natural growth of a thriving, progressive metropolis, therefore, Riverland Terrace occupies a very important position and is playing a very essential part. Future Charlestonians will find in Riverland Terrace all the requisites of a modern suburb and will find in the city itself an ever-growing demand for suburban residential property.



## Historic James Island An Enchanting Spot

Old James Island, probably the most historic island in America, is rich with memories of achievements during Colonial, Revolutionary and Civil War times. From standpoint of general historic interest, the erection of your home at Riverland Terrace on James Island will place many of the most precious shrines of southern history at your very door, as though your home had been lifted and placed in the midst of the pages of history. On every hand, in every direction, one will find within a few minutes walk or ride many of the South's most sacred historic shrines.

Leaving the city on your way home in the afternoon, you pass, aside from the many interesting historic spots in the city itself, on the south bank of the Ashley near Albemarle Point, the headquarters in 1670 of Colonel William Sayle, first Governor of South Carolina. En route from your work to your home at Riverland Terrace, you use the very same road taken by the British under Sir Henry Clinton on his way through what is now Riverland Terrace, from John's Island, to besiege Charles Town. They crossed Wappoo Creek at the location of the handsome new concrete bridge that leads into Riverland Terrace. Further toward home you pass the location of old Battery Means where from 1861 to 1865 the Confederate forces protected the city of Charleston. It is now the location of the beautiful Charleston Country Club. Arriving home, you find it located almost on the spot where old Fort Pemberton was active in 1861, and actually on the site of an old Revolutionary Fort. In leveling the streets of Riverland Terrace, an interesting old British cannon was unearthed. It is to be mounted for one of Riverland Ter-

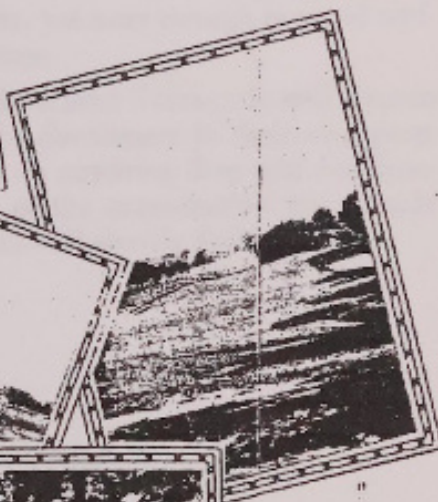
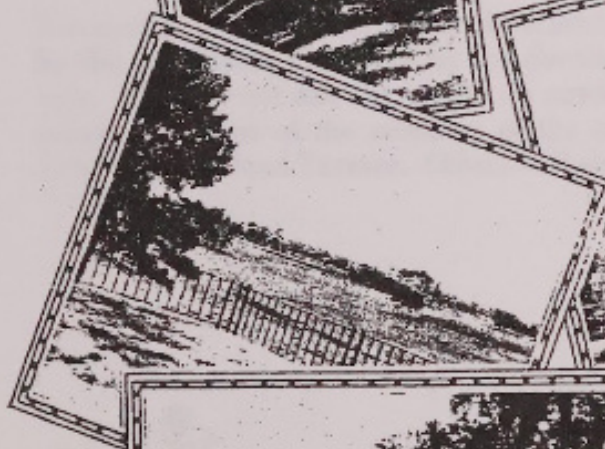


## Suburban Life With City Conveniences

Riverland Terrace, eventually to be a handsome little suburban city of itself, is so near the city of Charleston that the spires and skyscrapers of the city can easily be seen from the center of the development, and the trip to Charleston is merely a matter of a pleasant few minutes drive. Yet it is just far enough away to eliminate the hurry and bustle, the glamour and noises, the dust and dirt, the smoke and soot, and the usual unsightly scenery and objectionable odors that are common with the larger cities. It is far enough away to give one the feeling of privacy and seclusion, yet is connected in a moment by city telephone with the office, market, theatre, store and other interests in the city. It is far removed from the thundering heavy traffic of the city, and the much-used busy highways, yet directly connected by excellent highways so conveniently, that one can reach his business more quickly by auto than the commuters of most large cities are able to do.

Riverland Terrace is almost a part of Charleston, for the distance is inconsequential, yet the beautiful Ashley River serves as a protection against the large industrial and commercial enterprises that seem to hamper suburban life in so many large cities. It is essentially and ideally a residential location, and there are no trunk line railroad tracks or yards to cross, no manufacturing districts even to pass through on the way into the heart of the city. Few residential developments can be more conveniently located. A beautiful waterway down Stono River, Elliott Cut, Wappoo Creek,

and across the Ashley gives direct water access by motor boat to the city; and the highway is even more interesting, carrying the autoist through the attractive gates of the development by the beautiful grounds of the Charleston Country Club, and by many picturesque, historic spots. Can you imagine more pleasant environments and a more interesting drive that daily greets you from the heart of the city to the door of your home?



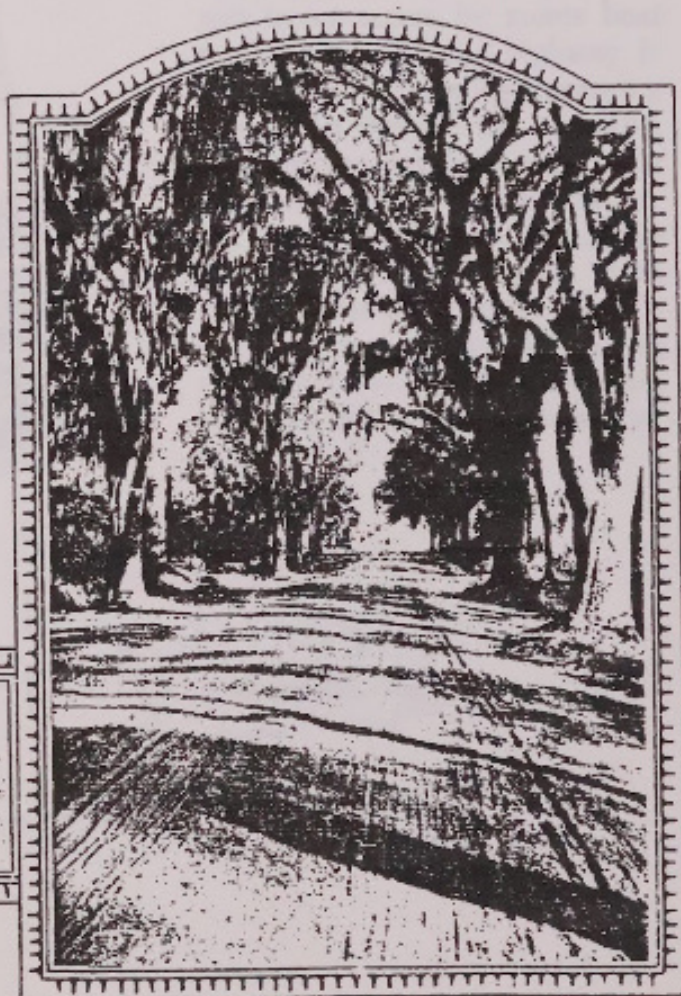
race's Parks, and still further emphasizes the historic atmosphere so prevalent on James Island and at Riverland Terrace.

Running through Riverland Terrace is the famous old King's Highway, so popular, and heavily used in 1776. Among the other historic points near Riverland Terrace on James Island are old Fort Johnson of Colonial history in 1704, Stamp Act 1765, Revolutionary 1775-1783, and where the first shot in the War Between the States in 1861 was fired. The Confederate breastworks of 1862-65 are only a few miles away, as is the famous Fort Lamar and the scene of the Battle of Secessionville is only a few minutes ride. Many other Civil War scenes were laid around Sol Legare's Island, 1862; Folly River picket line, 1862-65; General Gilmore's Headquarters at Folly Island, 1862-63; the old Military Road, 1862-65; and Union Battery, at the east end of Folly Island, 1862; all either at or within a few miles of your home at Riverland Terrace. Riverland Terrace, indeed, has an exceptionally romantic, historic setting.

In addition to the dozens of well-known historic points near at hand, one can, with a few minutes drive, enjoy hundreds of beautiful pictures of Colonial, Revolutionary and Confederate times as portrayed and exemplified by the number of old, well-preserved family plantations and mansions that make Coastal Carolina famous.

On James Island lived many of Charleston's foremost families of the years gone by. From James Island have come numbers of citizens who have made their presence felt in shaping the city's affairs. The island offers a remarkably correct portrayal of the Charleston of the past. Charleston's history is reflected in every nook and corner of James Island.

With such a remarkable historic background, amid such an atmosphere of culture, education and refinement; can you think of a better place to build a home or a better place to raise your children? There is something romantic about history and when history is immediately handy, when its evidences are displayed at your very door, it takes on added interest and becomes more than a study. The location of Riverland Terrace is its most valuable asset. Its historic environment insures its desirability.

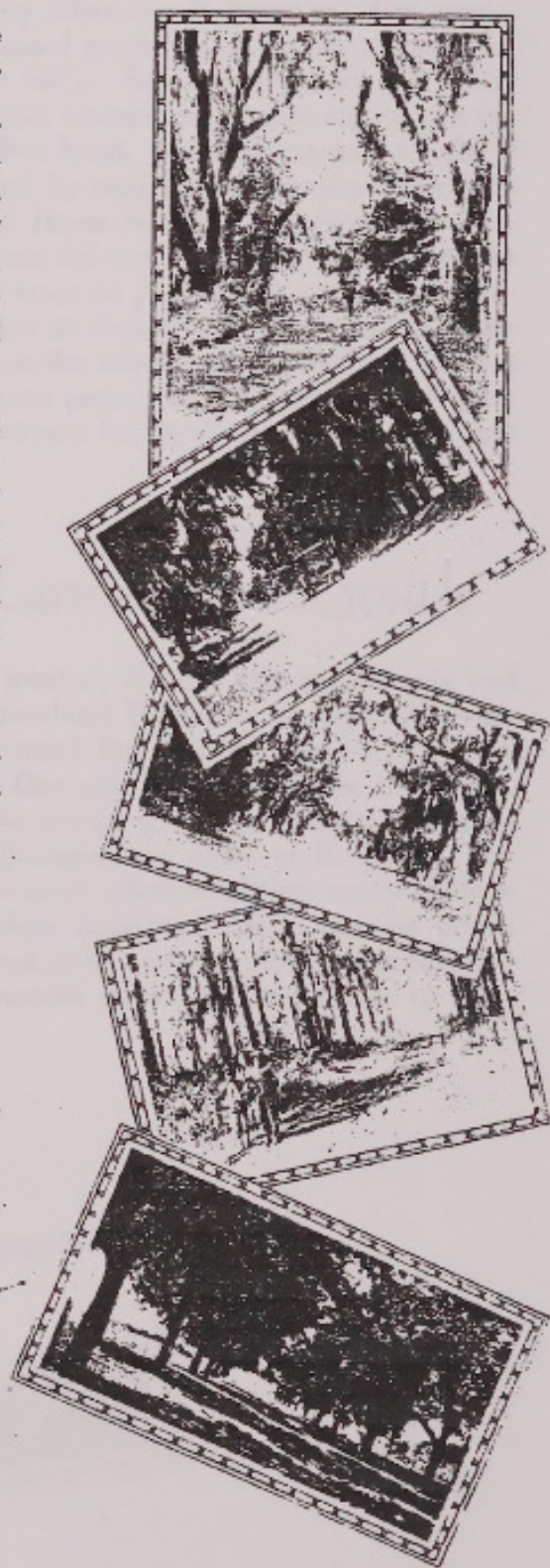


Every modern convenience of the city is enjoyed at Riverland Terrace. Telephones are extended directly from the city, as are electric light and power lines. City deliveries are made directly to Riverland Terrace doors. A new deep well water system installed in the heart of the development will serve the community with remarkably pure, fresh running water directly from a huge water tower, majestically standing at Pemberton Place in the heart of Riverland Terrace. A regularly scheduled rapid transit Bus Line, the Riverland Terrace Express, connects the community with the city by a few minutes ride.

At Riverland Terrace, home, health and happiness go hand in hand. It has a complete system of drainage; is a clean, new residential section and has no unhealthy surroundings. Safe, open, clean, healthy, quiet, retired, Riverland Terrace is an ideal place to rear your children. The altitude is almost twice as high as the mean elevation of the city. Large lots are offered with proper restrictions to prevent congestion. No lots will ever be sold at Riverland Terrace to undesirables.

In choosing a homesite the wide-a-woke citizen of today, in light of rapid transportation, thinks less of distance and more of environment. To choose a homesite on heavy traffic highways, near railroad property or in locations inevitably destined for industrial development, would be a mistake and eventually regretted. Riverland Terrace is sufficiently retired to offer peace, quiet and contentment and pleasant environments, yet near enough to rapid traffic lines to offer greatest convenience.

The desirability of homesites at Riverland Terrace is well proven by the confidence displayed by the developers in their own property. They do not ask any one to do anything they will not themselves do. Some of the members of the organization are already living at Riverland Terrace. Others will shortly follow.

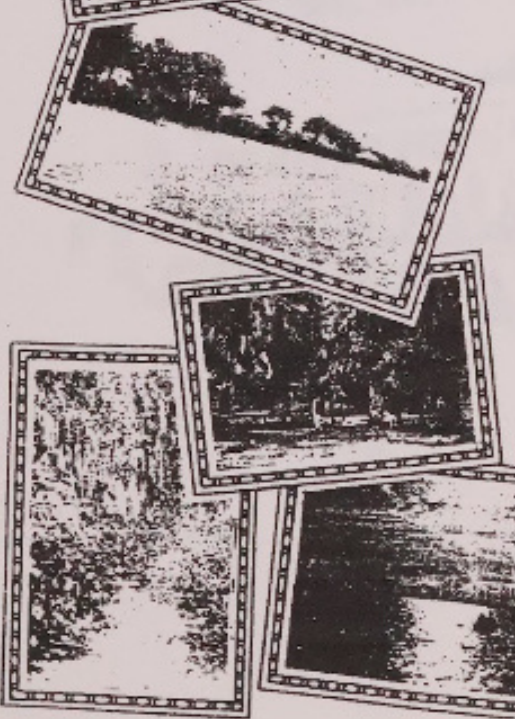


## For Your All-Year-Round Home



To the future Charlestonian it will be interesting to know that Charleston enjoys a remarkably pleasant climate. Second only to Los Angeles, Charleston enjoys more sunshine days than any other city in America. The annual average temperature is 66 degrees, annual precipitation 48.42, average for 26 years of actual hours of sunshine 65%. Seldom ever does the winter bring more than a heavy frost, and winter blizzards and snow storms are seldom known at Charleston. On the other hand, the summers are delightful and even the hottest days are tempered by cooling sea breezes. Riverland Terrace on the protected inland side of James Island is free from the objectionable winter gales, and protected from the severe northeast winds. At the same time the suburb enjoys from its position the prevailing, cooling southwest breezes that are so desirable on the coast. The absence of marsh and swamp on the island keeps Riverland Terrace free from mosquitoes and other pests, and the health record is excellent. All told, it is an ideal spot for an all-year-round home and an all-year-round climate.

## Directly in Line-North-South



Centrally and conveniently located, directly between Florida and the North, the location of Riverland Terrace is strategic. Charleston is served by three major trunk line railways and by important passenger steamship lines. One can leave the office in Boston. New York or Chicago or the orange grove in Florida and in an over-night ride reach his all-year-round home at Riverland Terrace. A network of highways in excellent condition, many of them hard surfaced, furnish excellent transportation to near-by points in all directions. There is not to be found a more beautiful, and more desirable suburban homesite anywhere from Maine to Florida on the Atlantic Coast.

## In Actual Constructive Development The Peer Of All Charleston Suburbs

Riverland Terrace, the first important residential suburb of Charleston, is planned and being built upon modern lines. The streets, boulevards, avenues and drives are planned by an engineer of experience. Immediately upon passing within the artistic gates of the development one will pass through a picturesque little business section where a few shops, a theatre, filling stations, an Inn, markets and other small establishments essential to a model suburb, will eventually be erected. Wappoo Drive, a wide boulevard, continues straight through an avenue of beautiful oaks to the very banks of Stono River. A picturesque water tower is located in the midst of the development on Pemberton Place, named for the famous old fort nearby. Near Pemberton Place will be found an irregular recreational park where are excellent tennis courts. An attractive little lake, Lake St. James, is a feature of the development, and affords many fine water front lots. The lake itself will serve to greatly beautify the development. Other features contemplated for the future are a handsome hotel, overlooking Stono River, a community house and yacht club, a church, a school, boat landings, a library, playgrounds and many other modern essentials.

The slogan of the developers of Riverland Terrace from the beginning has been "*Development First—Then Sales.*" In line with their slogan they have carefully kept faith with all promises, and the business-like manner in which the suburb has steadily been built, the active program of construction, the evident seriousness of the intentions of the developers of Riverland Terrace, have together set it apart from other similar enterprises as the "*Peer of All Charleston Suburbs.*"



# Your Own Beautiful Home

(At Easy Monthly Cost If Desired)



The developers of Riverland Terrace are not interested merely in the sale of undeveloped lots. They realize how essential it is that they assume the responsibility of the development. Hence their motto "Development First—then Sales."

They are building a beautiful model city—and all their elaborate plans for a suburb beautiful, complete and modern, they earnestly are working to execute,—but they are going further—

They are steadily adding to the development many modern new homes of pleasing styles of architecture. Riverland Terrace displays a most striking array of attractive homes,—but they are going still further—



Many lot purchasers as the years pass are erecting their own homes at Riverland Terrace and the developers are offering the heartiest co-operation in making their erection as trouble-proof, economical and easy as possible, but they are going much further—



The developers offer the services of a financing institution for the purpose of aiding every home builder who desires it, in building his home at the lowest cost, and they are spreading out the payments in such a way that the principal may be returned in small monthly installments. The plan incorporates the lending of funds for the construction costs. The interest and a part of the principal is repaid each month in an amount hardly more than the usual rent. The exceptionally low price of lots at Riverland Terrace and the easy monthly payments over a period of years, bring a home within easy reach of all. Ask for details concerning the "Easy Pay Plan."

At Riverland Terrace lot prices are exceptionally low comparatively, and proportionally lower than prices in other developments that haven't such an elaborate program of improvements. In the absence of the extreme taxes found in the average city and with a program of financing the new home on easy payment basis, Riverland Terrace offers the young man exceptional opportunities for home-owning.

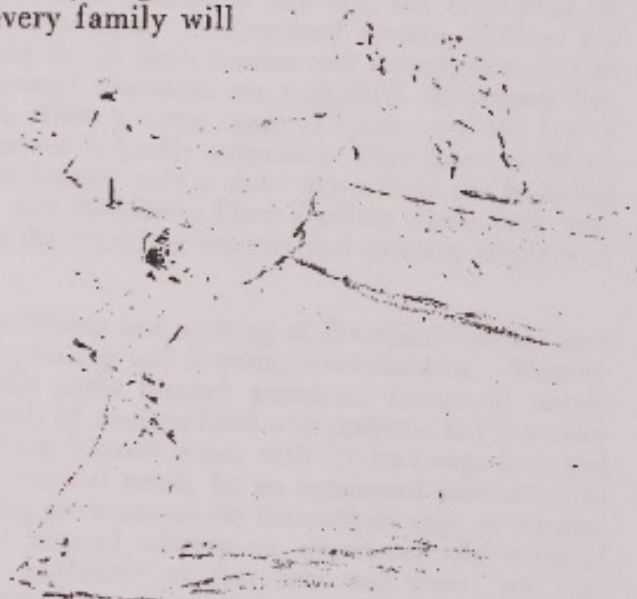
## An Enthusiastic Community Spirit

Riverland Terrace has from the beginning created an enthusiastic community spirit, and lot owners at Riverland Terrace are filled with a spirit of optimism and progress. So far, Riverland Terrace is largely a community of progressive young men and they are looking forward to the day when the development will be filled with many families of congenial young folks with a well developed, democratic community life where every family will be neighborly and happy, and where every lot owner will look with great civic pride to the realization of every feature that is added to the community.

Great care has been exercised by the developers to select as the first residents of Riverland Terrace, promising, leading young men, who will take an active part in the development of a community life and spirit, and who are leading the way for future Riverland Terrace citizens in the establishment of the most progressive and modern suburban city possible.

Co-operation is the chief watchword. The first property owners have agreed to a program that will insure uniform beauty and an attractive community.

Riverland Terrace is no experiment. It is already a growing community. Already it boasts of a number of residents. From the activity of home construction it is evident that shortly it will be a community of considerable size.



## An Unique Center Of Recreational Advantages

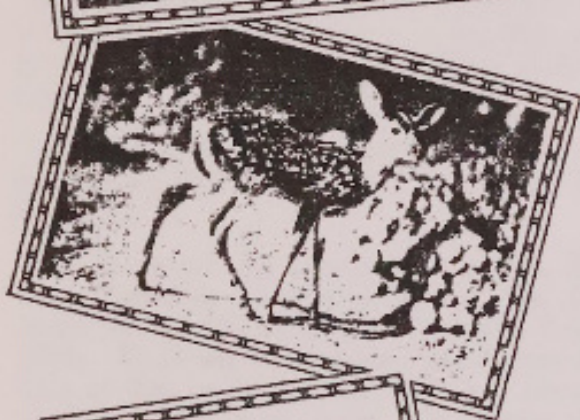
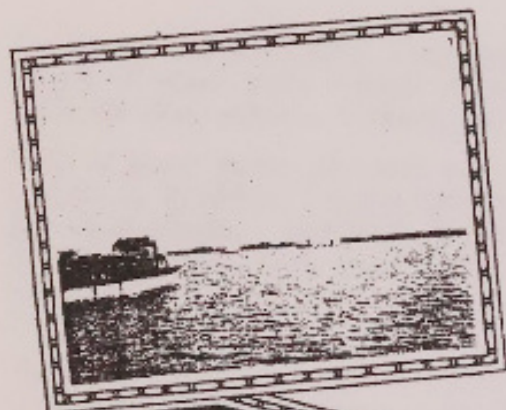
There are few suburban developments, if any, that can offer such remarkable recreational advantages. At Riverland Terrace, outdoor life plays an important part in the day's routine and the opportunities in sport, athletics and general recreation are unlimited. Riverland Terrace, an island suburb, offers a wider range of sports, and the joy of living at Riverland Terrace is hardly surpassed. Your home at Riverland Terrace would be located only a short drive from the beautiful and famous Magnolia and Middleton Place Gardens where each year thousands are lured by the sparkling beauties and amazing displays of nature's wonder work.

Horseback riding, auto driving and walking at Riverland Terrace may be had under the most pleasing and inspiring environments. Wonderful highways and bridle paths through numerous forests of stately pines, with mile after mile of avenues lined with majestic old live oaks, draped with the bewitching Spanish moss; with the landscape here and there tempered with a tropical touch, by an occasional palmetto; all these mean an enchanting environment for the outdoor man or woman. Add to the wonderful natural scenery an occasional old colonial estate, with a historic battlefield or fort here and there, and you have a drive that is ever new, never tiring and always interesting.

An abundance of water almost surrounding Riverland Terrace offers advantages of bathing in still, clear water that are unsurpassed, and the surf bather has but a few minutes ride by auto to Folly Beach to enjoy the finest surf on the Atlantic Sea Coast.

Fishing is a major sport. The rivers, lakes, and creeks all abound with the finest of rock fish, bass, trout, whiting and sheep head, while only a few miles separate your home from the finest surf fishing obtainable.

Hunting on the Carolina Coast has long since been an established sport. Many of Carolina's finest game



preserves are in the vicinity. Partridges, doves, turkeys, ducks and the many species of water birds abound within a few miles of Riverland Terrace, while the fox, raccoon, squirrel, rabbit, opossum and deer are plentiful.

With so many bodies of water near, of course boating and yachting are popular at Riverland Terrace, and many boat landings and a yacht basin are contemplated. Riverland Terrace is immediately on the famous Inland Water-Way from Quebec to Miami, and will be the resting place of many yachts that prefer to take the safer inland way en route to and from Florida.

Tennis will be a popular sport at Riverland Terrace, with several fine courts erected near Pemberton Place in the heart of the development, and with the excellent courts available for members at the Charleston Country Club almost adjoining Riverland Terrace.

There are many playgrounds and places of amusement for the children, where the youth of Riverland Terrace are encouraged to while away many happy hours.

From a recreational standpoint, however, Riverland Terrace's greatest advantage lies in its proximity to the beautiful Charleston Country Club. Riverland Terrace citizens who are members of that excellent club will have almost at their door one of the finest golf courses in the South, and one of the most picturesque club houses with all its facilities.

Indeed, Riverland Terrace is a recreational haven for the sportsman. It would be difficult to find an attractive homesite anywhere else in America so favorably located for recreation and enjoyment.

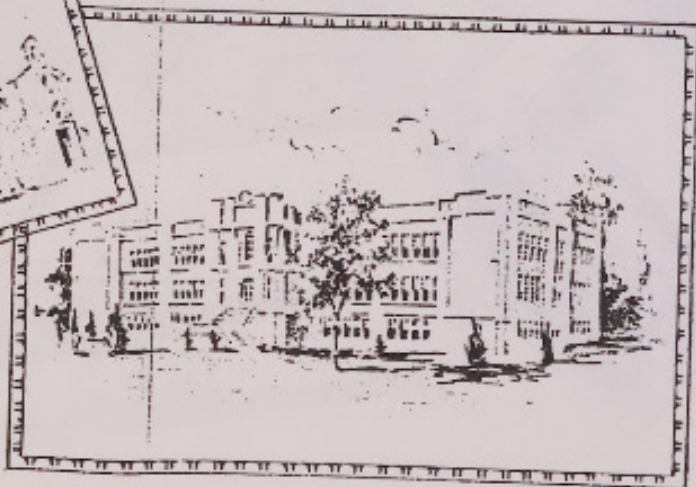
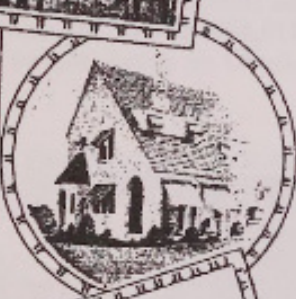


## Essentially Charlestonian and Essential to Charleston

Riverland Terrace, in a sense an extension of the historic old city, itself, is essentially Charlestonian. Its traditions are tempered with the historic atmosphere emanating from the beloved old city. Its ideals are typical of the far-seeing, thorough-going ideals of the city itself. The same inspiring history that has made Charleston beloved, completely envelops the location of *Greater Charleston's Master Development* on Historic James Island. The scenery, vegetation and trees all give the same typical, bewitching, charming Charleston effect. The mild Charleston climate, semi-tropical, tempered with breezes as only Charleston enjoys, prevails at Riverland Terrace. The quaint old customs that have marked the old city for many years as distinctly different, original and enchanting, likewise will give Riverland Terrace a distinctive never-to-be-forgotten atmosphere that is different from the usual large city suburb.

On the other hand, Riverland Terrace is absolutely essential to Charleston. Her tremendous natural advantages enable the historic old city to look forward to a sound future growth.

In the face of an exceptionally bright future, on top of a remarkably rapid recent growth, and in view of such tremendous natural resources and stability, Charleston absolutely must have a substantial residential expansion. It is already probably the most congested city in the United States. The most natural and logical residential expansion of the city is on James Island. The city must needs cross the Ashley, for its residential growth, and Riverland Terrace is located in the path of Charleston's residential extension.



## Charleston's Bright Future Insures Riverland Terrace Values

While much of the attention of the developers of Riverland Terrace has been in the past, and will be in the future, given to home construction and an encouragement of home ownership; the number of homes already finished or in process is evidence of the desirability of Riverland Terrace lots as a safe productive investment. Without question, property in the suburb has a bright future. If sound values; constructive, substantial policies of development; a rich market; a fertile field and active market, mean anything to lot values, Riverland Terrace property should be a remarkable investment.

The future of Riverland Terrace is further reflected in Charleston's bright future and its stability proven by Charleston's excellent assets. Therefore as a guide the following facts are furnished by the Charleston Chamber of Commerce:

### Charleston

Is 5 12-100 square miles within city limits.

Has a population in 1926 of 74,100.

The County has a population as of July 1st, 1925 U. S. Census of 116,048.

Bank Clearance for 1925 was \$132,823,778.19.

Bank Clearance for 1924 was \$128,720,867.57.

A number of strong State and National Banks with resources of over \$60,000,000; capital \$2,900,000; surplus \$1,471,500; deposits \$43,220,065; assets \$54,011,510.

Has 11,810 homes owned by people living in Charleston.

Has 156 Manufacturing Plants whose annual output is valued at over \$60,000,000.

Is South Carolina's Official State Port.

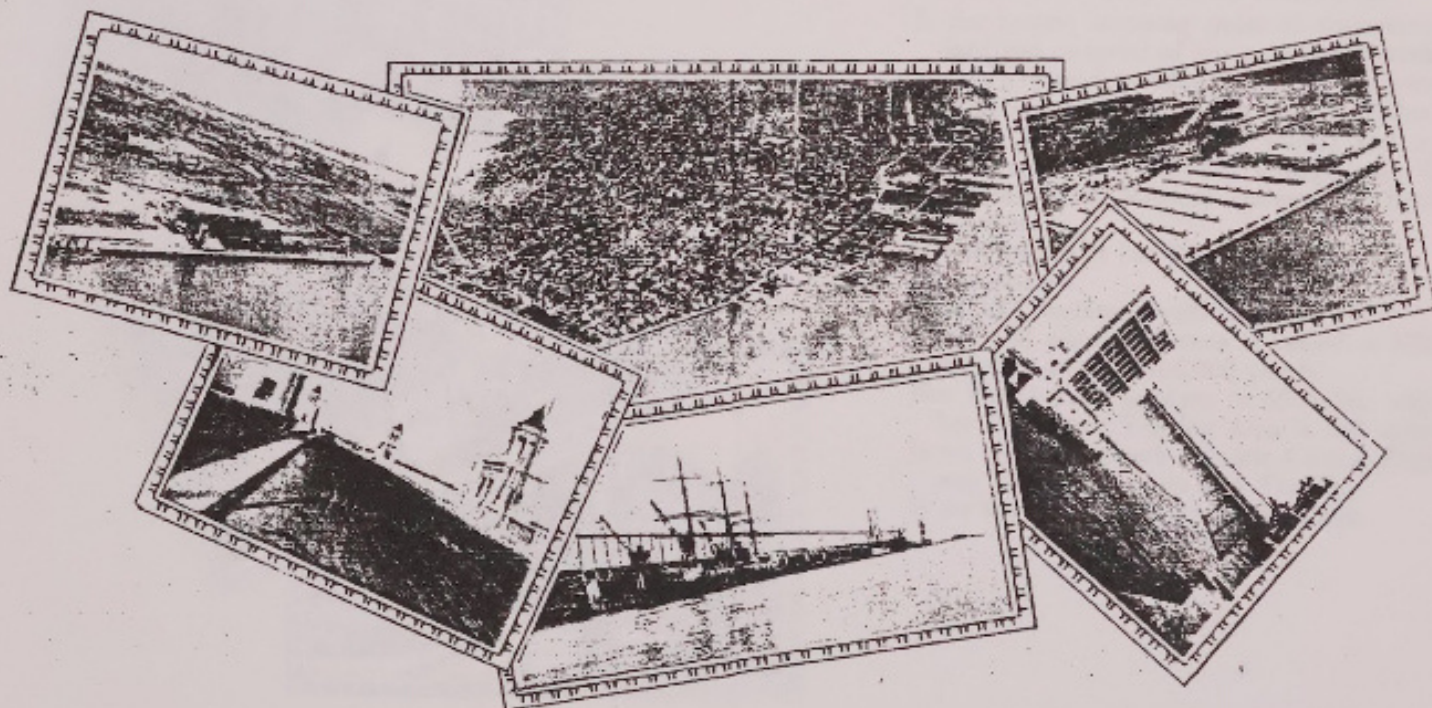
Has been a World Port for two and a half centuries.

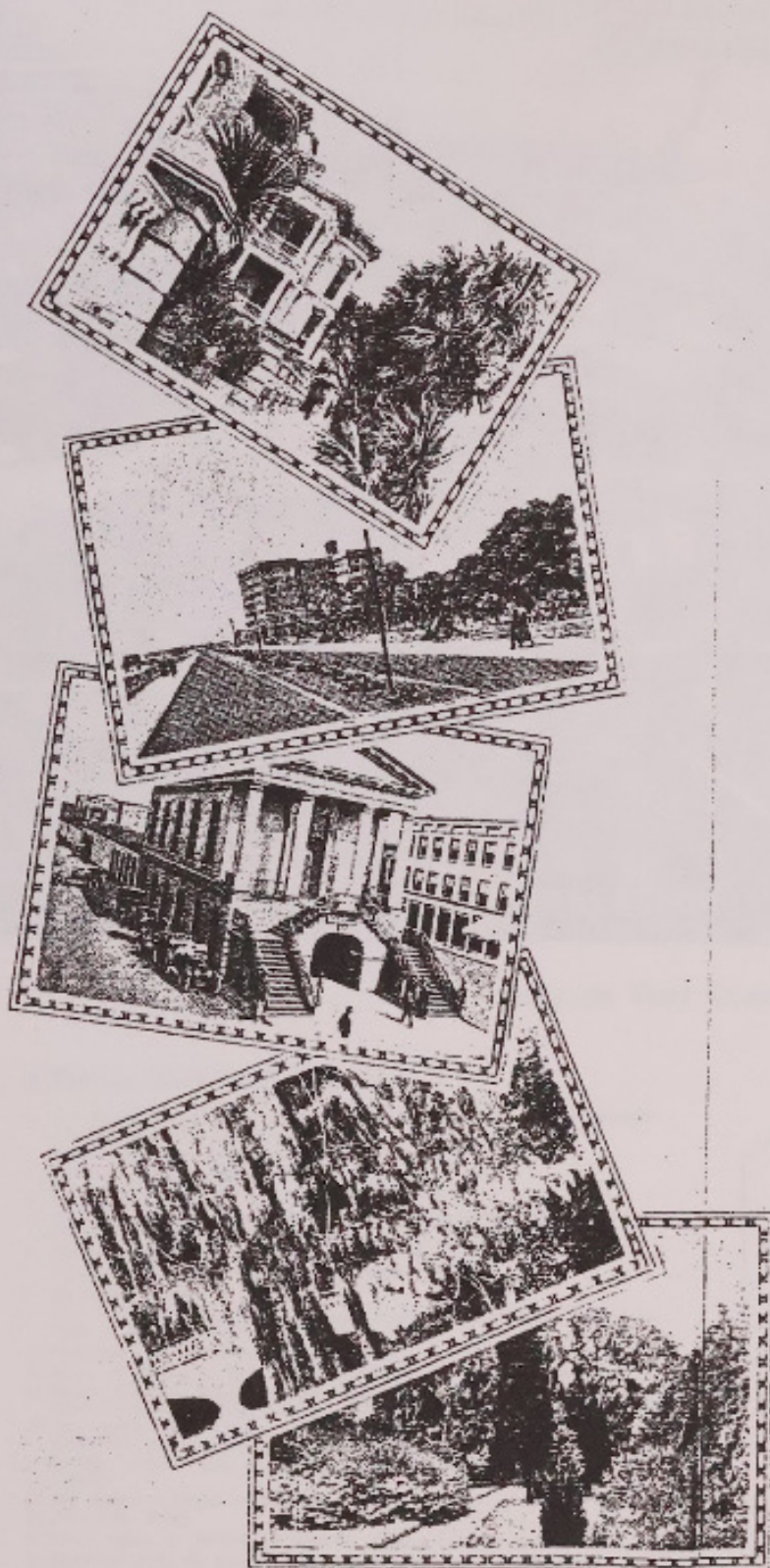
Foreign Trade for 1924 was valued at \$31,605,726.

Foreign Trade for 1925 exceeded \$43,000,000.

Is served by three Trunk Line Railroads (A.C.L., Seaboard and Southern).

Has spent \$53,000,000 in public, private and municipal developments in three years.





## Charleston

- Is served by eight steamship services touching the principal ports of the world.
- Is centrally located in relation to source of supply and world markets.
- Is only 30 minutes from open sea.
- Has the finest harbor between New York and South America.
- Has the shortest average sailing distance to the key points of the world of any port on the Atlantic or Gulf Coast.
- Has one of the Standard Oil Company's largest refineries as well as distributing plants for the Texas Oil Company, Gulf Refinery and Sinclair Oil Companies.
- Has the most modern coal and bunkering facilities on the South Atlantic Coast.
- The Navy Yard is the only first class Navy Yard between Hampton Roads and San Francisco, costing nearly \$15,000,000.
- Is the largest shipping point of commercial fertilizer material of any port in the world.
- Boasts a complete educational system ranging from the kindergarten to post graduate work, including complete public and private schools, a literary college and the Military and Medical colleges of South Carolina.
- Is very proud of her 84 churches.
- Has six hotels.
- Has 1852 business establishments.
- Retail and wholesale trade is valued at \$23,000,000 and \$45,000,000 yearly.
- Her Retail Trading Area is 60 miles, while her Wholesale Trading Area is 250 miles.
- Is on the great South Atlantic Coastal Highway between Canada and Florida.
- Is on the Atlantic Inland Waterways.

# A Greater Charleston Development By Charlestonians

The developers of Riverland Terrace, C. Bissell Jenkins and Sons, Inc., are well known Charlestonians who were born and reared in the Charleston atmosphere. They have played a very important part in the city's progressive program and have had much to do with the development of the city's many resources; and their inspiration has been felt heavily in many of Charleston's financial, commercial and industrial circles. They have conceived the idea of an expansion of Greater Charleston on James Island. They believe they are now offering their greatest service to Charleston of all their many activities; the establishment of a new, progressive, modern, ideal and acceptable outlet for Charleston's overflow of population; the encouragement of the ideal of home ownership among young Charlestonians; and the financing of a large number, who otherwise would be forced to continue in rented homes indefinitely. It is a remarkable opportunity for service, for the growth of the city largely depends upon the desire and ability of its younger generation to permanently locate and own their homes.

Visitors to Riverland Terrace are always welcomed and the developers will gladly go out of their way to show you every detail of the development and make your stay in Charleston profitable and pleasant.

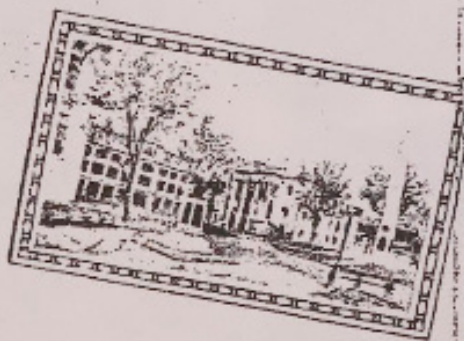
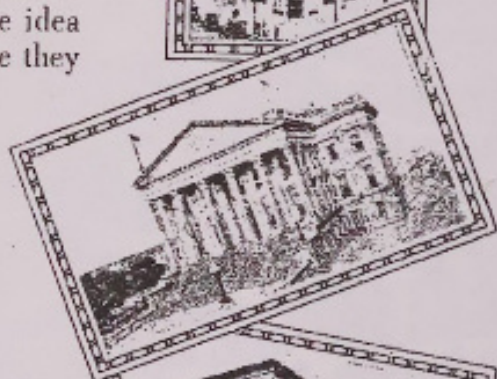
## C. Bissell Jenkins & Sons, Inc.

*Developers*

CHARLESTON, S. C.

FIELD OFFICE: *Wappoo Drive—Riverland Terrace*

SALES DISPLAY OFFICE: *Corner King and Wentworth Sts.—Phone 193*



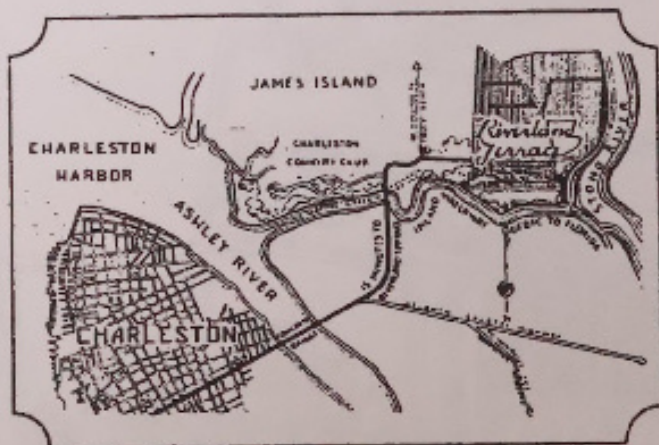
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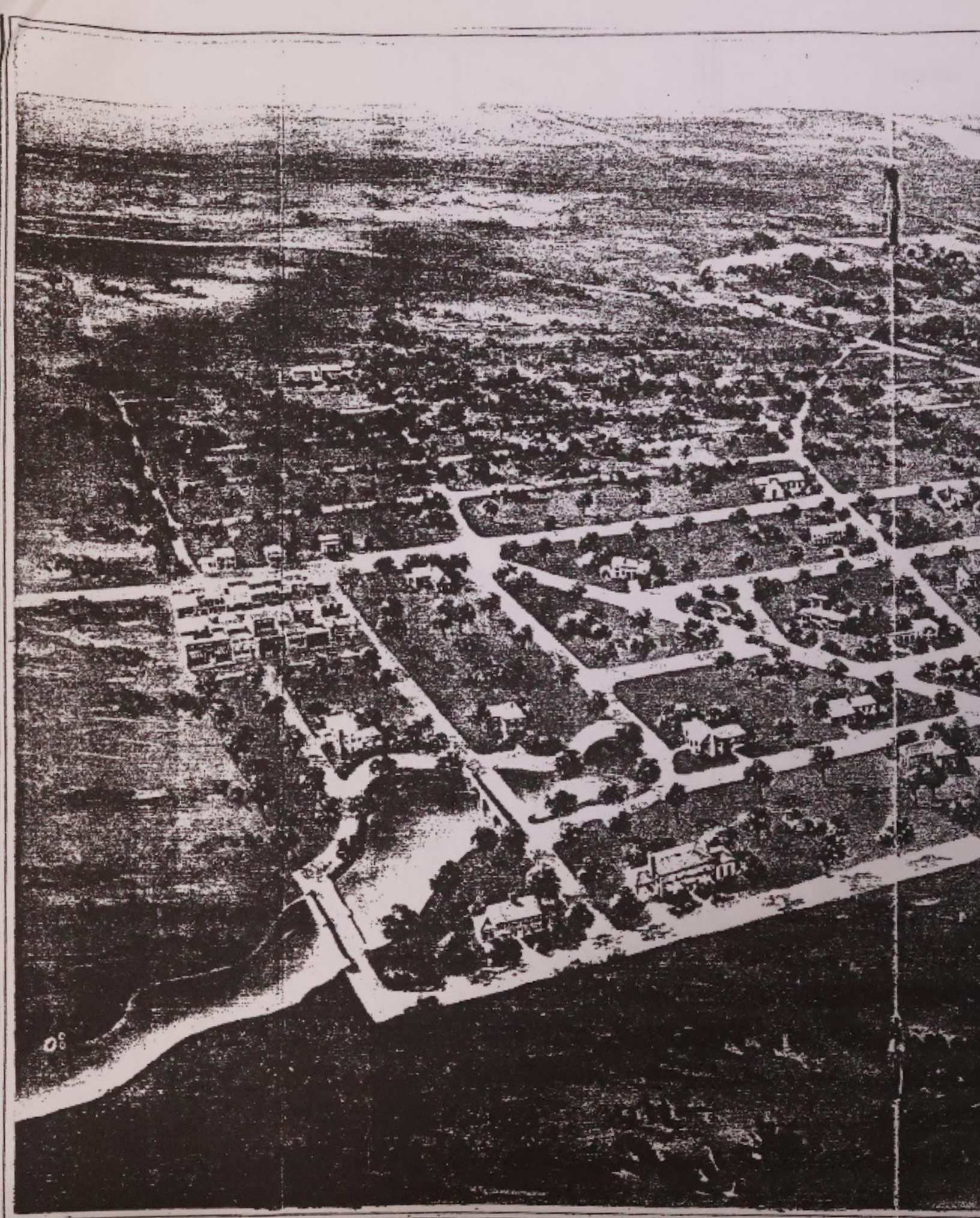
AEROPLANE VIEW SHOWING LOCATION

### A PICTURE THAT TELLS THE STORY

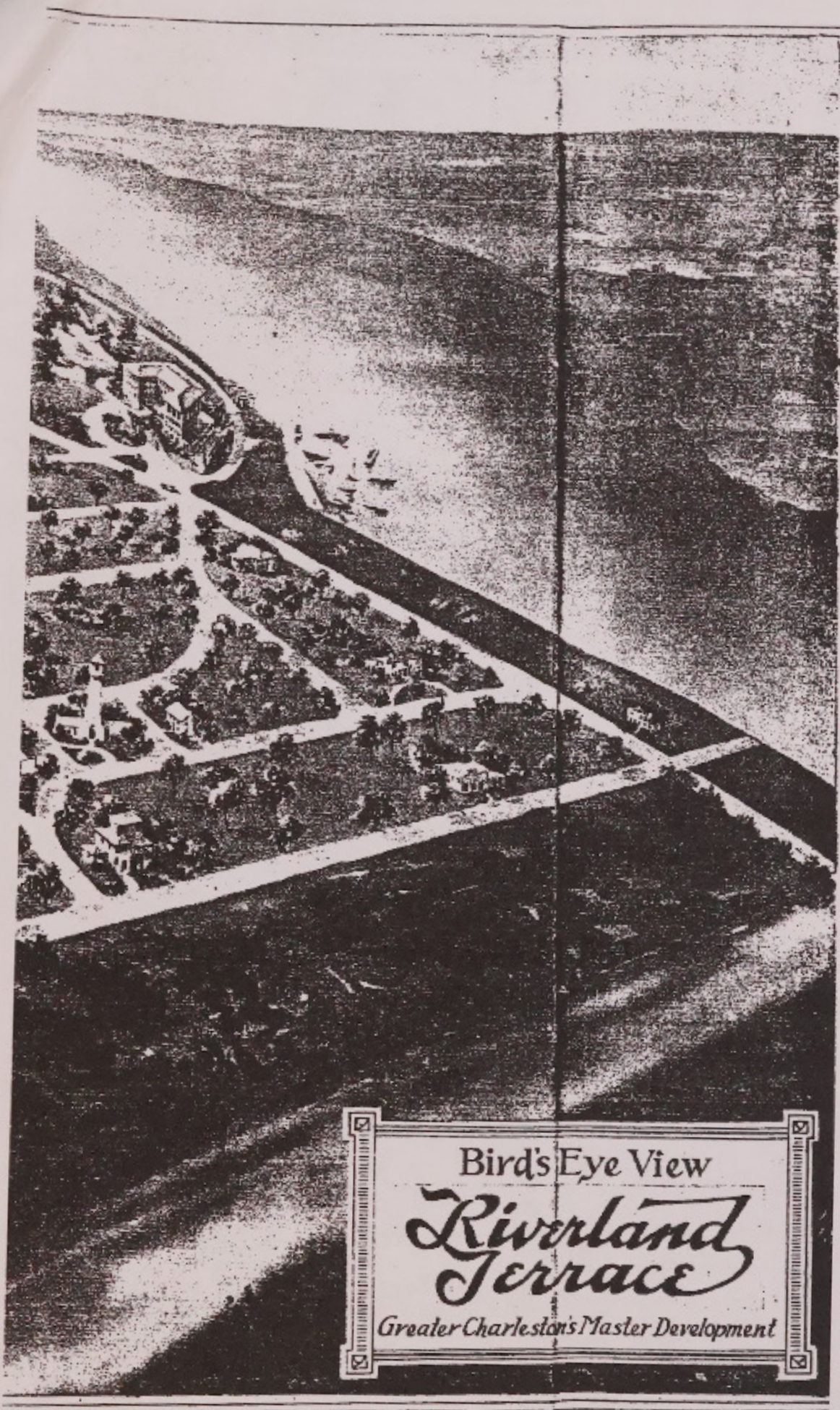
- 1 Old Fort Mifflin, still standing—with outposts scattered throughout Riverland Terrace.
- 2 To Secessionville, Battle of Secessionville and Folly Beach.
- 3 To Confederate Breastworks and old Fort Lamar.
- 4 To Union Battery and other historic points.
- 5 To old Fort Johnson, where first shot in War Between the States was fired. Also famous as Colonial Fort during the Revolution.
- 6 Battery Means—Site of Charleston Country Club House.
- 7 Wappoo Golf Course at Charleston Country Club.
- 8 To South Battery.
- 9 New concrete Bridge over Wappoo Creek (where British crossed on route to besiege Charles Town).
- 10 Thousand Pines—historic battlefield.
- 11 Scene of sinking of first armored gunboat by land batteries.
- 12 Oldest House in South Carolina, with tunnel for safety from Indians. Fenwick Castle—British headquarters.
- 13 New million and quarter dollar concrete Bridge over Ashley River. Important link in Atlantic Coastal Highway.
- 14 To The Citadel (on the Ashley), famous South Carolina Military College.
- 15 Old King's Highway of Colonial fame.
- 16 Allendale Plant.
- 17 Route taken by British en route to besiege Charles Town.
- 18 Beautiful Lake St. James in Riverland Terrace.
- 19 Route of Inland Waterway—Quebec to Miami.
- 20 Original site of old Charles Town.



MAP SHOWING LOCATION OF RIVERLAND TERRACE



AN ARTIST'S CONCEPTION



Bird's Eye View  
*Riverland Terrace*  
 Greater Charleston's Master Development



AN ARTIST'S CONCEPTION