



McClure Realty Vacations

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Fall 2013 Newsletter

That Time of Year

The word **autumn** first came to be used in the fourteenth century, and it's usually associated with an end of things, such as the saying, "the autumn of life". Around here, autumn is the second best season (after all, summer just can't be beat). During the first part of fall we can still wear flip flops and shorts, and the ocean water is still warm, but the evenings start getting a pleasant chill in the air, and the drive down Ocean Isle Beach Road is ablaze with color. There's also the OIB Ghost Walk, and the Longwood Haunted Trail to look forward to. For you fishermen out there, the spots and flounder will soon be running. There's also the Annual OIB Oyster Festival, which will run October 19 and 20. Fall is also the start of the football season. It doesn't get much better than that.



Flounder

Flounders are flat fish which live on the sand at the bottom of the ocean, usually in inlets and estuaries. They're also called Flukes, or Flatfish. They don't have an air bladder, like most fish, so they can stay on the bottom very easily. They tend to "hide" in the sand by camouflaging their body the color of the sand surrounding them. They do this so well, that a predator could be swimming right next to one and not see it. Flounders are carnivorous, feasting mainly on shrimp and small crabs. The male flounder can grow up to about twelve inches long, but the female can sometimes reach 25 inches. The Southern flounder, which is what we get in our Atlantic waters, always has the left side of its

body facing up. The female lays eggs into the water at the same time that the male releases its sperm, and they spawn in the water. When the flounder hatches, it swims upright, like all fish, and its eyes are on opposite sides of its head, like "normal". The right eye slowly migrates, so that by the time they get to about an inch long, their right eye has migrated all the way to the left side, and both eyes are facing up when the flounder is laying on the ocean bottom.

Flounder will soon be starting their annual fall run to deeper waters, and the inlets are their "roads" to such waters. From between September and November, flounder leave the creeks and rivers, where they have spent Spring and Summer spawning, and move out to the ocean. The inlets are the perfect place to catch flounder. Any outcropping in the water, such as rocks, or even sand which interrupts the water flow will cause an eddy, where the flow turns back in a circular motion. The sand bars on the Shallotte Inlet are some of the places where flounder like to hide and wait for their next meal, and the ideal place for you to make the flounder your next meal. This time of year, flounder are the largest ones of the year. You should use live bait, which large flounder prefer to artificial bait. A three to four inch mullet, minnows, or even large shrimp will work. Anything larger than that will be too difficult for the flounder to get a hold of. Or you can use a flounder gig, which is a sort of trident. Go for it, the fish are hungry!



What can you find in Brunswick County, North Carolina that you can't find anywhere else in the world? Although Venus Flytrap plants have been transplanted to other places, this area is the only place on earth where you can find them in their natural habitat. The Venus Flytrap is found in nitrogen and phosphorus-poor environments, such as bogs, and one such place is the North Carolina's Green Swamp. The plant survives in wet, sandy soils. They're popular as cultivated plants and are usually sold at Home Improvement Stores and nurseries, but they are difficult to grow, because it requires recreating the plant's natural habitat and growing conditions.

The scientific name is *Dionaea muscipula*. *Dionaea* means "daughter of Dione", and it refers to the goddess Aphrodite, who was one of the daughters of Dione and Zeus. The name *muscipula* means

"mousetrap". The common name, Venus, is said to have come from the white flowers the plant bears.

This carnivorous plant eats mainly insects and arachnids, using the plant leaves, which have tiny hairs that trigger the trapping mechanism. The clever thing about this is that the trap only closes when different hairs are touched within twenty seconds of the first strike. Thus, if say a leaf falls on the plant, the leaves wouldn't close around it, whereas an insect crawling on the plant would trigger the trap, which would snap shut in about one tenth of a second. Once the trap closes, the edges, which are lined with hair-like cilia, allow small prey to escape, since the energy output of digesting it would be more than the energy it would consume from eating it. Once the prey escapes, the trap will reopen within twelve hours, otherwise, the trap tightens and digestion begins. Digestion usually takes about ten days, after which the trap will reopen and get ready for the next "meal".

Today in America

A year ago, in the Fall 2012 newsletter, we told you about the TV show, Today in America, showcasing Ocean Isle Beach. On August 31, 2012, the program film crew spent the day taping on the island. The segment aired earlier this summer, and you may watch it on YouTube by following this link:

<http://www.youtube.com/watch?v=j4Aw2IDXWww&feature=youtu.be>

McCLURE REALTY'S 3rd ANNUAL FACEBOOK SWEEPSTAKES



[McClure Realty Vacations](#) is on Facebook, and we're always looking for more FANS!

Like us on Facebook to keep up-to-date with Ocean Isle Beach news, rental updates, and even our silly office antics! Make sure you're a fan of our page by November 30, because on that date, we'll choose one of our fans to win a free reservation fee (a \$60.00 value). If you have a 2014 reservation, or are planning on booking a reservation for 2014, then make sure you [fan up!](#)

Judges' decisions are final. Winner will be announced in the Winter 2013 Newsletter. Entering the contest gives us permission to use winner's name and city on our newsletter. Prize has no cash value – it can only be applied to 2014 reservation.



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Name:
McClure Realty
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McClure Realty - A History

Ralph McClure owned a lumber company in Charlotte, NC, and then, in the late 60's, he started a construction company. In 1970 he built a house on Isle Plaza. That was the start of his construction business on the beach. Between 1976 and 1977 he built a couple of spec houses on Isle Plaza and Duneside Street, and he also built the first two story house on the island. In 1977 he built Ocean Sands Villas at 205-207 West First Street, for Homer Johnson. (That site is now under construction (almost finished) of the largest beach house this island has seen. If you want to check it out, it's on the corner of Duneside and First Street.) In the early Spring of 1978 Ocean Sands Villas burned down, and Ralph had to hustle to get them rebuilt, since Mr. Johnson had some rentals already lined up for the summer of 1978. Fortunately the reconstruction was finished on time.

In 1982 Ralph McClure started R.H. McClure Realty. That first year the office was located on East Second Street, at the same site Pelican Perch now occupies. During that first year, his construction company built the existing building at 24 Causeway Drive. The office area was very small back then, and later, around 1996/1997 the back side was added all the way to the retaining wall, giving us our famous "rear window" and the best view on the island. In 1983 Bob Bodman joined Ralph at the new office, handling rentals, which were all owned by Homer and Eloise Johnson. Three years later, in 1986, Pat McClure purchased Mr. Bodman's shares and started taking care of the rental department, while Jimmy Sanderford took care of sales. At that time the rental department consisted of around ten rental units on the island. In the summer of 1994 Rich Carcich bought Mr. Sanderford's shares, and took over as sales manager. Several years later, he started managing the rental department also.

On December 31, 2012 R.H. McClure Realty was sold to The Sunset Group, Inc., which had been established by Greg Gore in Sunset Beach. R.H. McClure Realty, now renamed McClure Realty Vacations continues on.



Then



Now

Ch-ch-ch-changes!

The staff at McClure Realty Vacations is working hard in preparation of the **2014 Vacation Rental brochure**. There will be lots of changes for next year! For example, we are working to get **Departure Cleaning included** with every rental. It will be so nice to not have to clean on your way out on your check-out day, won't it? A lot of our renters paid for our maid service anyway, so that they could truly enjoy their vacations, so there will be no change for them, just paying for it earlier. Our goal is to compile a large group of excellent cleaners to handle the "turn-overs" quickly and efficiently each week.

If you are not already on our mailing list to **receive a new brochure**, call or email us to get added, and we'll send you one later in the year.

Upcoming Events

September 28 - 9:00 AM – 1:00 PM OIPOA Trash Bash at Museum of Coastal Carolina 21 East Second Street
Island clean up from 9:00 am until 1:00 pm with lunch and activities to follow. Participants receive a collectible Trash Bash T-Shirt.



Yellowfin/Yamaha Fall Brawl King Classic

October 11-13, 2013 - Ocean Isle Fishing Center

\$215 Entry Fee by 10/1/13, \$250 after. Declare your intended fish day on your registration form or you have until 7:00am on Saturday, October 12th to call (910) 253-3474 and leave a message declaring your fish day. Get more details at <http://www.oifc.com/tournaments#T22>.



This year, for the first time ever, McClure Realty Vacations will have a booth at the 33rd Annual Oyster Festival on Second Street. We'll be having a contest and give-aways. The Oyster Festival runs from 9 to 6 on Saturday, October 19, and 9 to 5 on Sunday, October 20. Admission is \$5.00, and free for children under 8. This year's headliner will be Country band, The Lost Trailers, playing from 4:00 to 5:30 on Saturday. On Sunday, Sea Cruz and the Craig Woolard Band will be playing. The 5K and 10K run will be held on October 12, and this year, for the first time ever, there will be a new 5K Beach Run, which will end in a light intensity course at the beach, starting at 9 a.m. (Plan on getting wet if you're running this course). Hope to see you at the Oyster Fest.

Grissettown Longwood Fire & Rescue

HAUNTED TRAIL

Fri-Sat Oct. 4-5
Fri-Sat Oct 11-12
Fri-Sat Oct. 18-19
Fri-Sat Oct. 25-26
Halloween Night Oct. 31st

Trail Opens 7pm-???

758 Longwood Rd.
OIB, NC. 28469
910-287-3030

Admission \$10 per person

Super Saturday Spending Thanksgiving at the beach? Don't miss Super Saturday, the weekend after Thanksgiving, November 30. Christmas Parade, Tree Lighting Ceremony, and a visit from Santa Claus! Brought to you by the Ocean Isle Beach Property Owners' Association. Make sure to bring your camera. We'll update our [Facebook page](#) with details as we get them.

BEACH PHOTOS 2013

The Beardslee Family shared their photos from their time in Ocean Isle Beach this summer.



This summer saw the start of a new enterprise in OIB – Lola’s OIas (Spanish for Lola’s Waves). Jace Myers’ family had always vacationed in OIB, and he had learned to use a boogie board at age seven and had learned to surf by age ten. After marrying Amy, their dream of moving to the area became a reality when she was able to get a job at Novant Hospital and Jace went to work at Brunswick Community College. Having the summer off, Jace came up with the idea of using his love of water sports to start a new business. The business was named for their daughter Lola, who, at a year and a half old, is already a board rider. Lola’s OIas’ Skim Skool was held through the summer, three mornings a week, Tuesday, Wednesday and Thursday. For more information, please visit them at www.lolasolasnc.com, or on Facebook at www.facebook.com/lolasolasnc.



McClure Realty Real Estate Sales

Sunset McClure Realty sales staff will assist you with any listed property in this area. Visit www.sunsetrealty.com, stop by, or call 910-579-1001.



OIB Pier: Photo courtesy of Dwayne Schmidt