



Rest, Relax, Play--and Laugh at Winter On This Enchanted Isle

AN ISLAND of emerald, bound by a silvery beach and set in a sea of turquoise and amethyst. All sparkling in the sunlight—this is the way an observer from an airplane might describe the beautiful little town of Pass-a-Grille Beach. Located on the southern end of Pass-a-Grille Key, formerly known as Long Key, this community looks out upon the broad Gulf of Mexico to the West, and to the East it views the placid waters of Boca Ciega Bay which separates it from the mainland of St. Petersburg and Pinellas Peninsula.

Pass-a-Grille Beach, long ago famous as the first Gulf resort on the west coast of Florida, is more attractive today than ever in its history and is even more beloved by all who have known this enchanted spot. Today it is a clean, well-balanced community with beautiful homes, paved streets, school, stores, casino, hotels, tea rooms, bus and boat service and every needed convenience and facility.

The beach is just as smooth and white as it was when the town was settled 45 years ago. The water is just as beautiful, just as inviting. The fishing is equally good. And the balmy breezes play through the palm trees just as they did then. But today man has added the adornments of a modern community to these gifts of nature, making Pass-a-Grille Beach such an inviting place that many folks from all parts of the world have chosen it as their winter or year-'round home.

Newcomers are always curious as to the origin of the name. It is generally accepted as being from the French "La Pass-aux-Grillards," or "Pass of the Grillers." This is said to refer to the early days of Florida history when the west coast was frequented by buccaneers, fishermen, smugglers and spongers who found the lower end of the island an ideal place for cooking meals—hence the "grille" (broiling). Feasting on the beach had become so famous that as early as 1841 a government survey

recorded the pass as "Pass-aux-Grillards." Through usage this was later shortened to its present form.

In early days the only connection between the island and the mainland was by boat; but today it is connected by a splendid concrete bridge and causeway, as it is also joined to the islands to the north of it, and throughout its entire length stretches an excellent paved highway and many radiating avenues. Pass-a-Grille Beach is thus only a short motor drive from St. Petersburg, Clearwater, Tampa and other cities of the mainland; and people from all the nearby towns look upon Pass-a-Grille Beach as the natural and logical rendezvous for beach parties and picnics and holiday celebrations.

If you like the outdoors; if you like the broad blue waters; if you like the song of the mockingbird, the grace of the sea-gull and the friendliness of the pelican; if you like the haunting whisper of the breezes through the palm trees; if good fishing or boating thrill you; if you enjoy an invigorating swim or a daily sun-bath; in short, if you like life at its best in America's semi-tropics—then you will fall in love with Pass-a-Grille Beach, and it will cast its charm upon you as upon many who have come here in the past.



← A magnificent view through an arch of the Pass-a-Grille Casino showing the broad Gulf Boulevard, the broader crescent shaped beach stretching away for miles, and in the distance the massive and beautiful Don Ce-Sar Hotel.
Above—Pelicans which are year-'round residents of Pass-a-Grille Beach, always interesting, always friendly.



Wonderful Swimming and Sun-Bathing

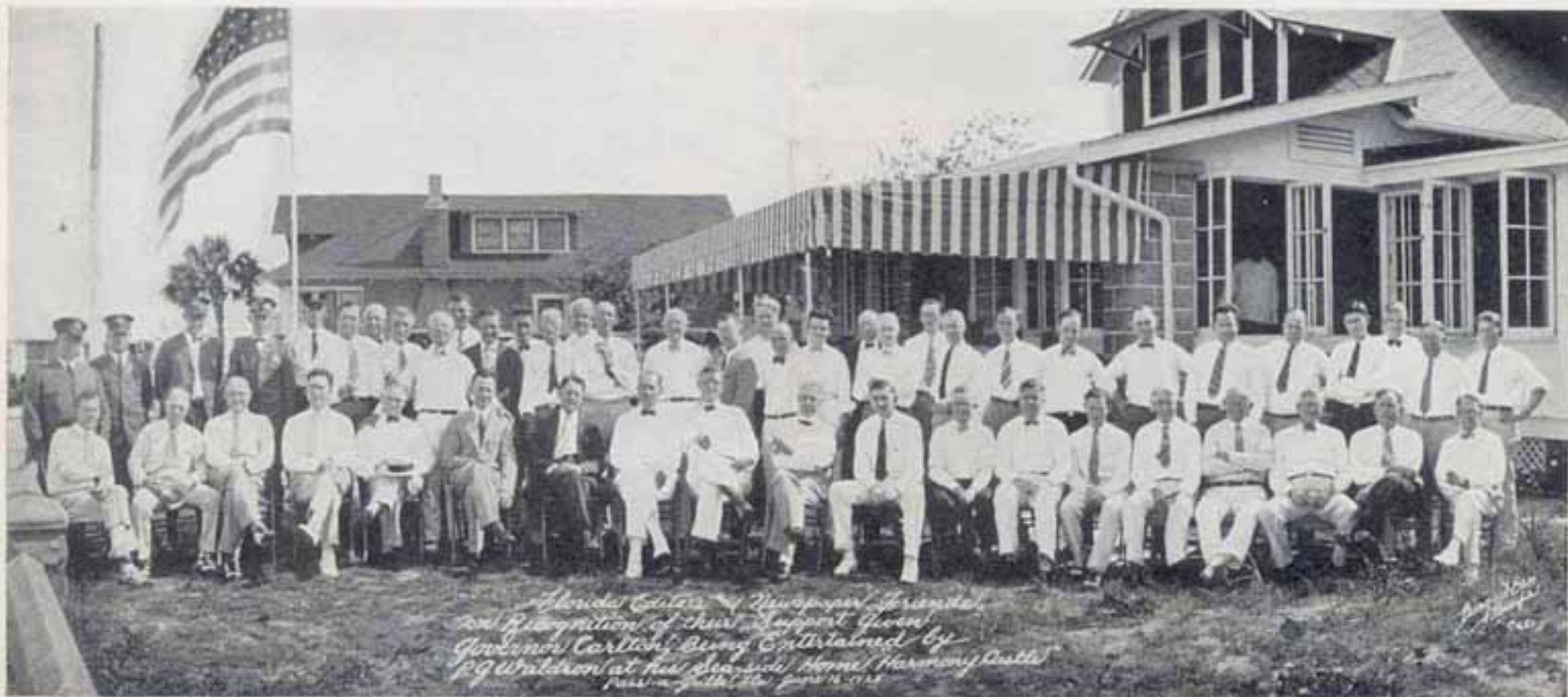
ON ONE side of Pass-a-Grille Beach is Boca Ciega Bay and the Pass, from which the town takes its name. On the other side is the beautiful Gulf of Mexico and a crescent shaped silver beach which is acknowledged as one of the safest and finest bathing beaches in Florida.

A wide strand of clean white sand stretches along the length of the island for five miles. Here at the southern end it is most beautiful. So gradually does it slope into the water that one can wade out into the Gulf for several hundred yards. The water remains at a comparatively even temperature the year 'round and extends a continual invitation to come for an invigorating swim.

Equally inviting is the beach for sun-bathing, which has become so popular and is recommended by physi-

cians as an unequalled aid to health. Here the sun shines nearly every day of the year and the sunlight in this region is remarkable for its ultra-violet rays which are counted so beneficial. Nowhere can you so enjoyably acquire a coat of Florida tan as at Pass-a-Grille Beach.

A splendid Casino and other bath houses provide every facility for enjoying the beach to the fullest extent. Varied playground equipment is placed along the beach for the delight of the children. Palmetto-thatched shelters offer places for picnics. A broad boulevard runs along the waterfront overlooking the beach, and along this on festive winter days hundreds of cars are frequently parked, their occupants down on the beach for a picnic, a swim or a sun-bath, or idly viewing the glorious ever-changing panorama stretching before them.



← (A) A crowd of happy folks enjoying the sandy beach and the refreshing water of Pass-a-Grille Beach. (B) The capacious and popular Pass-a-Grille Casino taking care of a large throng on a holiday. (C) Above—A conference of Florida publishers and editors being entertained at Pass-a-Grille Beach, in recognition of their support of Governor Carlton.



Among the other fish most commonly caught here may be named the king fish, red snapper, grouper, robalo, shark, sea bass, red fish, jew fish, trout, mackerel, pompano, mullet, and mango snapper. Giant rays, sword fish and turtles occasionally add thrills to the trip.

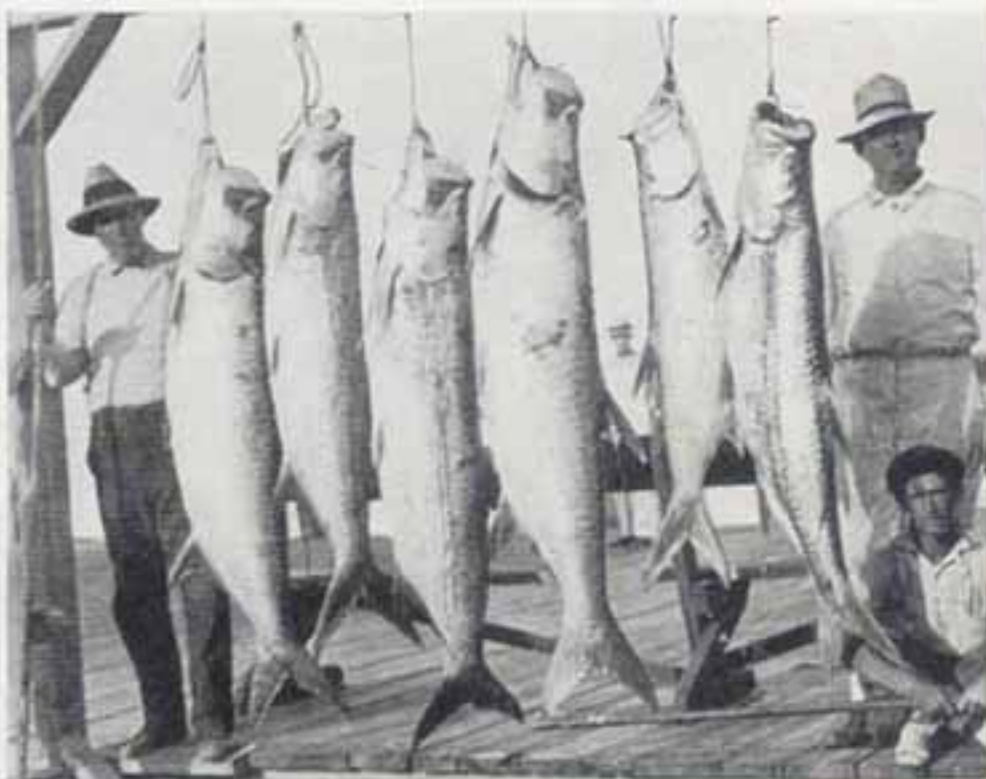
Equally famous are the fishing guides of Pass-a-Grille. There are a number of guides here who are among the most expert on the coast. Bronzed by years of life on the Gulf, these men know the surrounding waters like a book and they know the habits of the fish, their feeding grounds, and when and how to catch them. They furnish boats, bait and tackle and one can rely upon them to provide real sport a-plenty.

Among the other note-worthy sea-side attractions of this region are the many interesting shells and crustaceans. A walk along the beach will reveal to the visitor an infinite variety of pretty and unusual shells, sponges, coral and the like. In nearby waters are also to be found the famous stone crabs, which grow in abundance here and are found in few other parts of the world. They are considered a rare delicacy and are served at Pass-a-Grille hotels and inns, many people being attracted by the stone-crab dinners.

Fisherman's Paradise

MORE THAN anything else, Pass-a-Grille Beach is famous for its fishing. To this little town each year come hundreds of the followers of Izaak Walton from all parts of the world, for they find here the rarest sport that a fisherman can experience.

In the Gulf and Bay at and near Pass-a-Grille Beach are to be caught several hundred different varieties of food and game fish. Most notable among these is the racing, fighting tarpon, "king of all game fish," which grows to six feet in length and a weight of 200 pounds, and every pound like dynamite. No one who has ever mastered a tarpon will forget the thrill of his violent rushes, his majestic leaps, his brilliant battle.



Above (A) A tarpon caught by the camera in one of his majestic leaps. (B) This catch of tarpon was a real day's work and play combined. The man at the left is J. J. Duffy, the first mayor of Pass-a-Grille Beach. At right: Upper—A catch of amberjack, another splendid game fish. Below—Four splendid specimens of the fighting "Silver Kings." A miscellaneous catch.



ENJOY WINTER ON THE SUNNY SIDE OF LIFE AT
PASS-A-GRILLE BEACH ON THE GULF OF MEXICO



Pass-a-Grille Beach has the distinction of being the location of the most magnificent resort hotel in Florida fronting on the Gulf. This is the famous Don Ce-Sar, a \$2,000,000 edifice with 312 rooms and baths, spacious airy lounges, a dining room with a high reputation for excellent cuisine, and every room with outside exposure. The roof gardens of the hotel command a view of Gulf and Bay, islands and mainland, which is truly awe-inspiring.

The great feature of the Don Ce-Sar in the winter is sun-bathing, for which it is particularly fitted. The beach is decorated with vivid colored furnishings, steamer chairs, umbrellas, sun chairs, settees, cabannes, sun shelters, also private sun bath houses for those who wish to use them. Guests in their fancy bath suits and beach pajamas furnish a background of color and beauty. Movies, dancing, bridge and other entertainment are also provided.





Boating and Other Outdoor Sports

IT NEED hardly be said that Pass-a-Grille Beach, with its beautiful surrounding waters, is an ideal boating and yachting center. Behind the island are the quiet protected waters of Boca Ciega Bay and Tampa Bay; up and down the coast are delightful cruises in tranquil bays, up tropical rivers, or out in the open Gulf.

The Pass which gives this community its name is one of the deepest passes on the west coast of Florida and can accommodate yachts of the deepest draft. Many yachtsmen from various parts of the country make this their winter cruising headquarters. The boating weather is marvelous during the winter and severe storms are unheard of during the months from November to May.

On most days the Gulf is as quiet as a lake rippling in the gentle breezes that are ever blowing.

Other sports are also available to visitors at Pass-a-Grille Beach. Splendid golf courses are within a few minutes drive and there are a dozen fine courses within Pinellas County, most of which are open to the public at reasonable green fees.

Horseback riding may be enjoyed along the beaches, over woodland trails or bridle paths. Several stables and riding academies are within easy reach.

A world of delight awaits the motorist at Pass-a-Grille Beach, for splendid paved highways lead to interesting points in all directions. A smooth highway with connecting bridges runs the entire length of Pass-a-Grille Key, Treasure Island and Madeira, and the new free Causeway joins the island city to the mainland, bringing it within a few minutes drive of St. Petersburg and other west coast communities.

The city government of Pass-a-Grille Beach operates regular bus service to St. Petersburg and regular boat service connects the community with Gulfport and the western terminus of the St. Petersburg street car line.



Above: (A) The protected waters of Pass-a-Grille Beach are ideal for boat races. (B) The Patterson Apartments overlooking the Gulf. Right: A championship tournament on one of the nearby golf courses. The free Corey Causeway, connecting the Beach with the mainland. Horseback riding increases in popularity each year.





A Community of Home-like Homes

ALTHOUGH Pass-a-Grille Beach has some residences that may be characterized as pretentious, most of its homes are distinguished by simple, homelike qualities. They are the kind of homes that are built to be enjoyed, built to be lived in, built not for show but for comfort and real happiness. Pretty cottages nestled among a natural growth of palm trees, brightened by the gorgeous color of oleander and wild flowers, and looking out over the rippling, blue waters of Bay or Gulf—what home of one's dreams could be more charming?

While not a large community, Pass-a-Grille Beach has been chosen for the winter homes of many prominent and wealthy people from all parts of America. It is doubtful if any place of its size in Florida can boast of such a large number of notable people among its winter residents. Yet, if you see these people enjoying life at Pass-a-Grille Beach, you would never guess their position in life. For here they come to enjoy life, free from all the trammels and formalities of metropolitan living to which they would normally be accustomed.

This is a quiet, law-abiding, happy little corner of America's tropics—a clean, bright town where one can enjoy outdoor life and friendly associations, where one can regain health and peace of mind, "far from the madding throng."

Living conditions offer everything one could desire—there are good stores, inns and hotels, an excellent school with no tuition charged to non-resident children, all necessary public utilities—in short, all the conveniences of the city with the pleasures of a tropic isle.

The average annual temperature is 72 degrees and the average for the winter months is approximately 68. The salty air is balmy and invigorating. Storms are unknown during the winter months and no storm of seriously destructive character has ever been recorded here. Sunshine, outdoor life, an abundance of fresh fruits and vegetables—these and other elements combine to make Pass-a-Grille Beach a truly healthful and enjoyable place, whether for a short visit or a year-'round residence.

← On these pages are shown a few of the typical homes of Pass-a-Grille Beach—Everyone of them has an unobstructed view of Bay or Gulf. With their palms and flowers and sunshine they are places of loveliness and beauty.



An Attractive Progressive Community

PASS-A-GRILLE BEACH offers a specific example of how attractive and progressive a small community can be. The newcomer is first attracted by the cleanliness of the entire town, its freedom from weeds and unsightly rubbish. Streets and boulevards are all paved, either with brick or shell. A splendid new seawall extends along the Pass almost the entire length of the community. Wide sidewalks have been laid along the waterfront and the principal avenues. A broad boulevard extends the entire length of the town along the Gulf. Hundreds of beautiful palms and hibiscus and oleanders have been planted during the past year, to add to the beauty of the scene. A new school, a model of convenience and efficient training, has been built. A number of new homes have recently been erected and others are now under construction.

Moderate Living Costs Excellent Accommodations

LIVING COSTS at Pass-a-Grille Beach are surprisingly moderate, and accommodations can be found to suit every taste. There are small furnished cottages which may be rented by the season; there are apartments offering comfortable quarters; there are modest homelike inns and there is the magnificent Don-Ce-Sar Hotel, the finest resort hotel in Florida facing on the Gulf Beach.

The late John Wanamaker, merchant prince, once said: "I have traveled pretty much all over this old world of ours, but I have found no place so adapted to the getting and enjoying of good health and entertainment of mind as Pass-a-Grille." Such is the feeling of all who come here. Such will be your feeling too.

Any further information desired will gladly be supplied. Address: City Commissioners, Pass-a-Grille Beach, Florida.



At right: A view of the broad Gulf Boulevard. The splendid new school building, partly concealed by palms. A view of the new seawall along the Pass. The wide walk just completed along the waterfront on the Pass. The highway leading into Pass-a-Grille Beach. The plant of Harry H. Bell & Sons, Inc., who have built a prominent fish business here, as packers of the well-known "Bell's Fresh Florida Fish."





A view of Pass-a-Grille Beach from the roof of the Don Ce-Sar, showing the southern tip of the island lying between Gulf and Bay.

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