

Clearwater

FLORIDA WEST COAST
~ ON THE GULF ~



"HIGHEST POINT ON FLORIDA'S COAST"

Clearwater

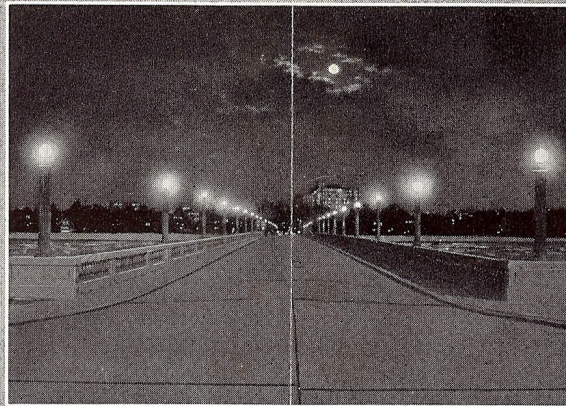
FLORIDA WEST COAST
~ ON THE GULF ~



"WHERE IT'S SPRINGTIME ALL THE TIME"



CLEARWATER BAY
CLEARWATER BEACH



CAUSEWAY AT NIGHT LOOKING TOWARD CITY
LOOKING WEST ON CAUSEWAY TOWARD BEACH



ONE OF CITY PARKS
WATERFRONT PARK



“Where It’s Springtime All the Time”

MIDWAY down the Gulf Coast of Florida lies beautiful Pinellas Peninsula, almost entirely surrounded by the blue waters of the Gulf of Mexico, Clearwater Bay and Tampa Bay. This peninsula which is in itself a miniature Florida makes up Pinellas County, the smallest, yet one of the richest and most attractive counties in the state.

Covered with orange and grapefruit groves, pine woods, farms and garden lands, dotted here and there with pleasant, fast-growing towns and cities, all linked together with a marvelous network of splendid paved highways, and the whole peninsula fringed with islands sparkling in the sun, Pinellas County has become a winter rendezvous for thousands of people each year and the permanent year-round home of many more.

And at the highest point in Pinellas County, on the highest coastal elevation in the entire state, is the charming city of Clearwater, “Where It’s Springtime All the Time.” Eighteen miles to the south lies St. Petersburg, 28 miles to the east is Tampa, 15 miles to the north is Tarpon Springs, and to the west stretches the majestic Gulf. Where could one find a more ideal location for a winter playground or an all-year residence?

The high elevation of Clearwater and its surrounding waters are largely responsible for the wonderful climate which this city enjoys all the year, the remarkable spring-like character of its every season. The breezes blowing over Tampa Bay or the Gulf temper the atmosphere, making it warmer in winter and cooler in summer than it would otherwise be. Another advantage is in the fact that Clearwater has an unusually low humidity for a seacoast city.

The average temperature the year-round is 72 degrees Fahrenheit, the average for the winter being 65 degrees and for the summer 79 degrees. The winter temperature rarely drops below 40 and the highest summer temperature recorded in many years was 96 degrees, the average maximum being 87. Just as frost and snow are absent in winter here, so too in summer there has never been an instance of a sunstroke or a heat prostration. Because of its elevation and the absence of swampy regions, this section is almost entirely free from mosquitoes and other insects.

Nature, it seems, very nearly created a masterpiece when she shoved up from the waters of the Gulf the present high location for Clearwater, made to grow here all manner of trees and flowers, gave it blue skies overhead and sunny days in almost endless succession, and fanned it with balmy breezes day and night, year in and year out.



GOLF AT THE CLEARWATER COUNTRY CLUB

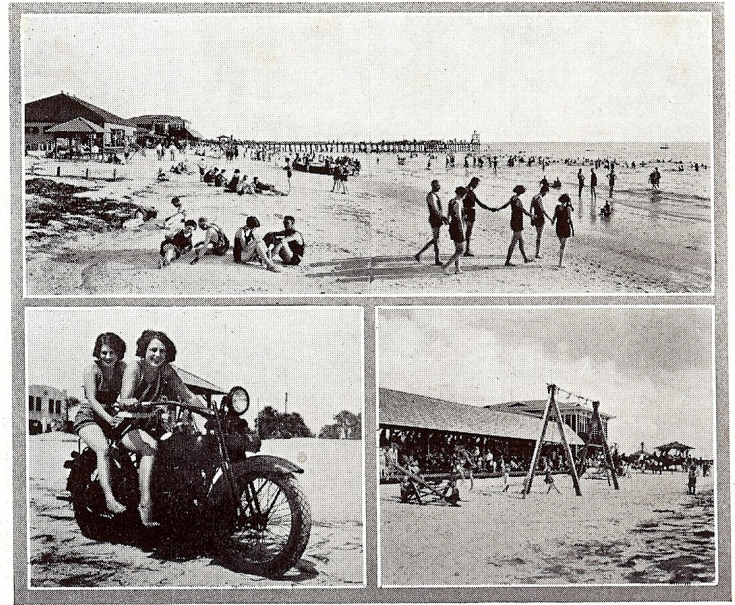
Golf

To Nature, however, the credit cannot all be given, for man has added much to make Clearwater of today the beauty spot and playground it is. Quick to see the possibilities of making this a Mecca for all classes of people who desire to escape the rigors of Northern winters, the citizens of Clearwater have added one by one all kinds of attractions to meet the needs and tastes of everyone. First of all, they built charming homes, apartments and hotels; then they provided entertainment and every sort of recreational facility. Effort and expense have not been spared to make this a place of delight for old or young, for those who come to rest or those who come to play.

Golf, for instance, has become one of the nation's favorite sports; and in this Clearwater offers rare attractions. Within ten minutes of the center of Clearwater are now to be enjoyed four of Florida's finest 18-hole golf courses, and within less than an hour's ride are half a dozen more. There are two famous courses a mile to the south at the Belleview-Biltmore at Belleair, one at Dunedin Isles three miles to the north, and within the eastern limits of the city is the Clearwater Country Club course.

This Clearwater Country Club course is one of the sportiest in the country. It has commodious grass greens and a rolling terrain, with tree-bordered fairways and natural hazards. The club-house, with comfortable and attractive appointments, with showers and locker-rooms for both ladies and gentlemen, is available to visiting golfers.

While each season brings forth one or more professional golfing events of interest to local and visiting players as



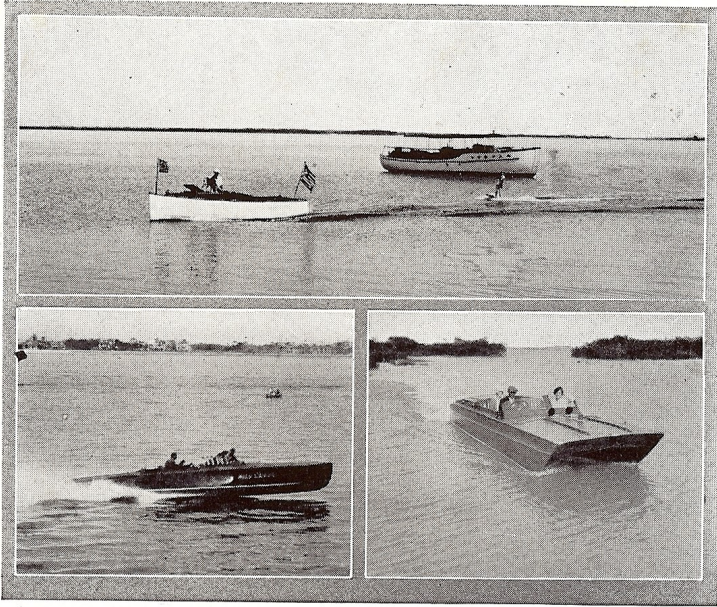
REALLY ENJOYING LIFE AT CLEARWATER BEACH

spectators, the Tournament Committee of the Clearwater Country Club believes that much more interest is manifested and the most pleasure derived through golfers entering tournaments themselves. Many events, including invitation tournaments, are therefore provided for the pleasure of golfers spending the winter in Clearwater, as many as sixty-five or seventy golfers from neighboring cities entering the invitation meets.

Bathing

ONE OF the leading attractions of Clearwater is its delightful bathing at Clearwater Beach. This beach is on Clearwater Island, now connected with the mainland by the free Million Dollar Memorial Causeway, a hundred feet wide, which winds for nearly two miles across Clearwater Bay, bringing the beach attractions only five minutes from the heart of the city.

Clearwater Beach is the most popular beach on the West Coast of Florida, attracting many people from inland and coastal cities of Florida in the summer and delighting the throng of visitors in the winter season. Here are several miles of white sandy beach which slope gradually into the waters of the Gulf. Here are bath houses, diving piers, playgrounds, hotels, cottages, an amusement park and a huge boardwalk. Here the bather can enjoy every beach delight from taking an invigorating swim in the buoyant salt water to acquiring a Florida coat of tan and a health-giving sun bath. Here is "Florida's Summer Resort."



MOTOR BOATING IS POPULAR IN BAY AND GULF

Boating

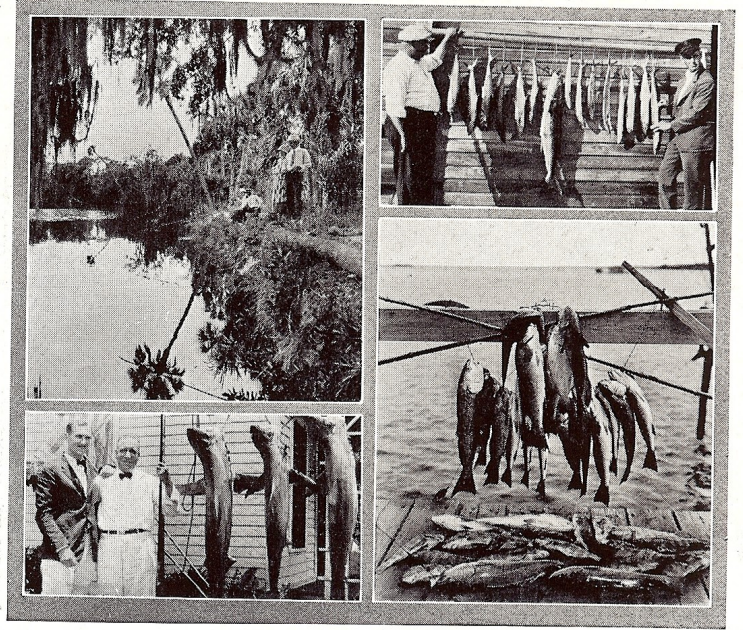
NATURALLY, with the Gulf and Clearwater Bay to the west and Old Tampa Bay to the east, the opportunities for boating and yachting at Clearwater are exceptional. Many yachts and cruisers from all parts of the country come here each winter and make this their cruising base.

Many pleasant cruises may be taken from Clearwater either through the protected bays and bayous that lie behind the chain of keys along the coast or out in the open waters of the Gulf. From Pensacola to Key West there are many excellent harbors in which to drop anchor, there are interesting cities to visit, and there's always a welcome and a round of enjoyment on land awaiting the yachtsman when he ties up at the Springtime City. An annual Mid-Winter Regatta and other boating events staged under the auspices of the Clearwater Yacht Club are added attractions to all who are interested in boating.

Fishing

FOR anglers, Clearwater has for many years been a favorite headquarters. Every month in the year excellent fishing is to be enjoyed in bay and gulf. The fact that commercial fishermen catch more than a hundred million pounds of fish along the Gulf Coast of Florida each year is ample evidence of the abundance of fish in these waters.

According to the best authorities there are some 600 different species of fish in the waters of Florida's West Coast. Among these are the fighting tarpon, which is known as the



ALL KINDS OF FISHING AND ALL KINDS OF FISH

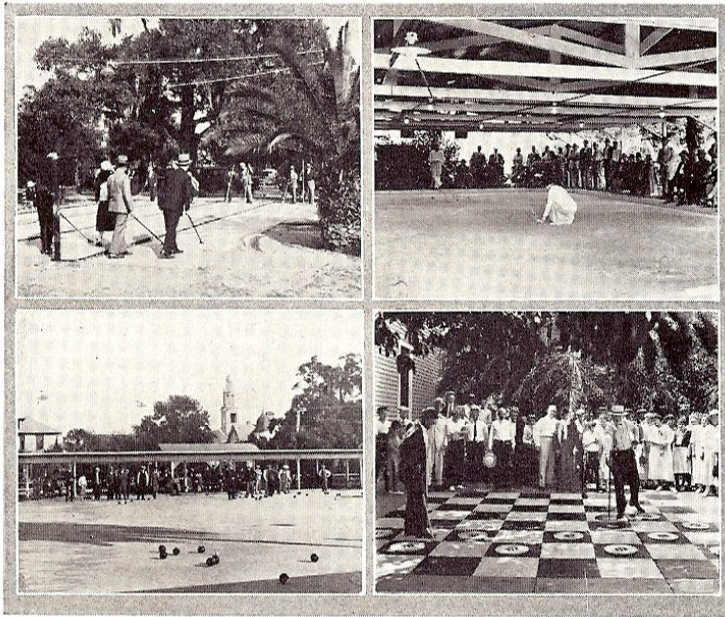
Silver King, the king of game fish, a sinewy battler weighing up to 200 pounds and reaching a length of six feet. Other species include the king fish, sea bass, grouper, red snapper, red fish, robalo, angel fish, amber jack, Spanish mackerel, trout, mullet, shark and sword fish. In the inland lakes and rivers which are within easy access to Clearwater may be enjoyed the best of fishing for a big-mouthed bass, some specimens weighing up to twenty pounds.

For the convenience of fishermen who tire of fishing from boats, fishing piers are provided from the mainland of Clearwater proper into Clearwater Bay and from Clearwater Beach into the Gulf.

Tourist Games and Entertainment

FOR THE special benefit of its winter visitors Clearwater has established a public park overlooking the bay, less than a block from the business and shopping center of the city, and within easy walking distance of most of the hotels and apartments. Here have been provided facilities for various kinds of games, and every day during the winter months hundreds of people enjoy here their favorite forms of recreation—shuffleboard, roque, lawn bowling, horseshoes, tennis, chess, checkers and the like.

It is in this park, too, that daily band concerts or other forms of musical entertainment are enjoyed. Here, even in the midst of winter, visitors and residents can sit in comfort under the trees and the blue sky and listen to the best of musical entertainment, lectures, etc. For the past two years



MISCELLANEOUS OUTDOOR GAMES IN THE CITY PARK

the famous Clearwater Scarlet Guards Band, under Rocco Grella, has played here twice daily during the winter season.

Clearwater is really a city of culture. Organizations of both a musical and an educational nature are expanding rapidly each season. The Tuesday Morning Music Club, composed of local and visiting ladies, provides an event each week of interest to all those musically inclined.

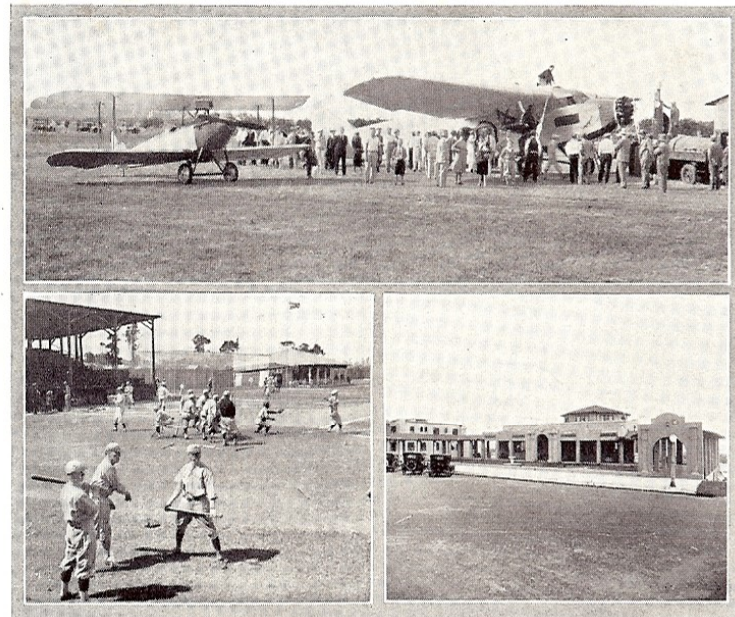
The Open Forum is an institution in Clearwater in every sense of the word. The Forum meetings are held in the Auditorium of the City Hall one night each week during the entire winter season, where prominent men from all parts of the country and all walks of life give addresses and discussions on topics of interest to all.

Other Sports

ONE OF the major attractions on the winter sports calendar of Clearwater is the training camp of the Brooklyn National League Baseball Club which has come to this city every spring for several years. A splendid athletic field has been provided for its use, equipped with stands and bleachers, a club-house with shower baths and locker-rooms, offices, training quarters and the like. Many inter-league practice games are played here each season between Brooklyn and other Big League teams training in the South.

Horseback riding has become a popular sport at Clearwater and in and about the city are many beautiful bridle paths. Motoring also offers exceptional delights; for an unsurpassed network of paved highways lead from the city in every direction through orange groves and gardens, along bay and gulf, over causeways and beaches, and to many points of interest.

A new feature was added to the sport attractions of Clearwater when the Clearwater Gun Club was organized. It is located on Clearwater Island where frequent trap-shoot meets are staged.



CLEARWATER AIRPORT, BIG LEAGUE BASEBALL, ESPIRITU SANTO SPRINGS

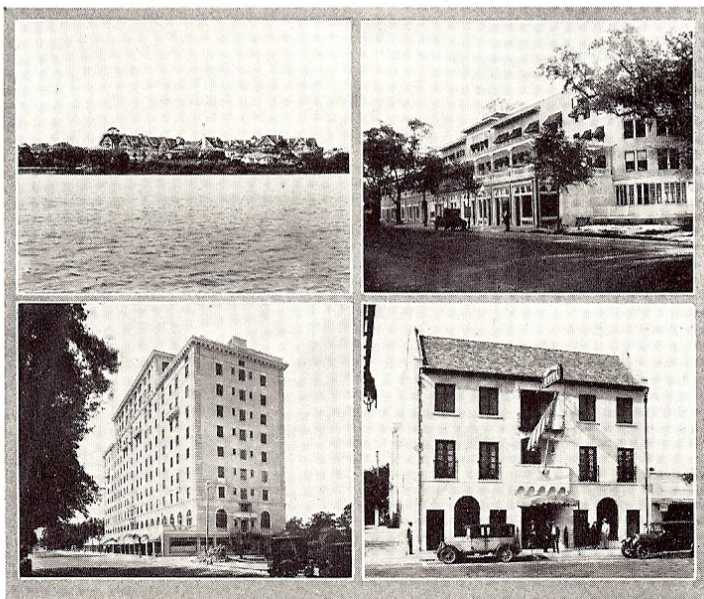
A City of Beautiful Homes

IF THE visitor to Clearwater is impressed with any one thing more than another, it is the large number of beautiful homes which are to be seen in all parts of the city. Surely, one concludes, people must enjoy living here for they make their homes so attractive. Whether it be a humble cottage or a magnificent mansion, you will find the average Clearwater home surrounded with velvet lawns, shaded by palms or pines or live oaks or orange trees, and decorated with shrubs, and vines and many-colored flowers.

As one drives through the palm-bordered or oak-canopied streets of this Springtime City, and views these fascinating homes on every hand, he cannot but wish that he too could have such a home in such a lovely place. Perhaps that partially explains why so many new homes have been built here and why Clearwater's permanent population has more than doubled in the past five years.

Espiritu Santo Springs

AT SAFETY HARBOR on Old Tampa Bay, adjoining the eastern limits of Clearwater, are located the famous health-giving Espiritu Santo Springs, discovered and named by Hernando DeSoto when he sailed into Tampa Bay in 1539. These springs, known to the Indians for their healing waters long before the white man discovered them, have become the center of an important health resort which attracts people from all parts of the land. The waters of Espiritu Santo, it is claimed, have been marvelously effective in the treatment of various ailments. Near the springs have been built hotels and homes, and a splendid sanatorium.



A FEW OF CLEARWATER'S SPLENDID HOTELS

Hotels and Apartments

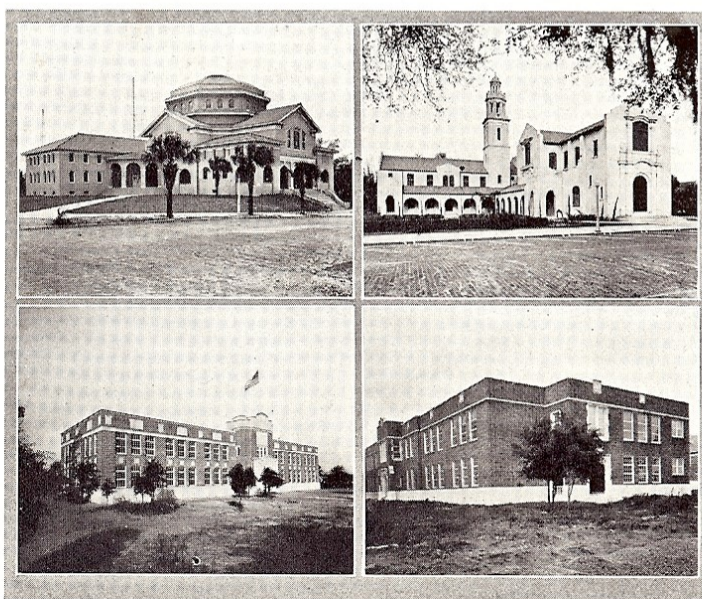
AS THE fame of Clearwater as a winter resort has spread over the country and more and more people have come here each year to enjoy the spring-like weather from October to May, it has been necessary to increase steadily the accommodations for these visitors. As a result this city today has hotels and apartment houses and furnished homes in number and variety far out of proportion to the accommodations offered in the average city of this size.

Here you will find hotels ranging from the most magnificent and exclusive to the more modest and homelike. Excellent apartment houses also and many charming homes, completely furnished for your use, are available for the winter season. You can, indeed, find in Clearwater accommodations to fit almost every purse and taste.

The Fort Harrison Hotel, located in the heart of the city, just off the Bay and Gulf, is one of the finest hostelries in Florida. It has 253 rooms, each with a private bath; it has a two-story roof garden, a front promenade, a tropical garden in the rear, and offers the best of appointments and service at moderate prices. The Gray Moss Inn which for many years has been noted for its splendid service and hospitality, its atmosphere of comfort and refinement, has recently increased its capacity to more than a hundred rooms.

The West Coast Hotel is a new modern structure which proved very popular during its first season. The famous Belleview-Biltmore at Belleair on Clearwater Bay, but five minutes from downtown Clearwater, is the largest and most complete of the tourist hotels on the West Coast. This institution has approximately 600 rooms, two golf courses, yacht harbors, swimming pool and many other attractions and each winter entertains many of America's most notable and wealthy people.

Other hotels include Clearwater Beach Hotel, Princess Ulelah Inn, Sea Ora Lodge, Sunset Point Tavern, Borden Hotel, and many smaller hotels and boarding houses. At Dunedin on Clearwater Bay, adjoining the city limits to the north, are located the Fenway Hotel and Hotel Dunedin.



REPRESENTATIVE CHURCHES AND SCHOOLS AT CLEARWATER

Schools

FAMILIES that come to Clearwater to spend the winter season or to make this their permanent home are naturally interested in the school and church facilities offered here, and in this respect Clearwater will fulfill their highest wishes. It has several grade schools, and two new high school buildings, one a Junior, the other a Senior High School. These are thoroughly modern school structures with the best of facilities and a carefully selected corps of instructors. The courses of instruction are of standard grade and special arrangements are provided for the enrollment of the children of winter visitors, even though they may not be in attendance for the entire school year. For those who desire private school training, Clearwater offers various good private schools, one of which is the English Classical School.

All kinds of athletic training and outdoor sports are provided for the schools, which have the use of Clearwater's well-equipped Athletic Field for football and baseball games and track events. It is an interesting fact that the stage of the High School auditorium is sufficiently large to accommodate basket-ball games.

Churches

IN THE beauty of its church buildings Clearwater ranks high. It has some of the most attractive churches in Florida, which fact indicates the high position the church occupies in this community. Among the denominations represented are the Baptist, Catholic, Christian, Christian Science, Episcopal, Methodist Episcopal and Presbyterian.



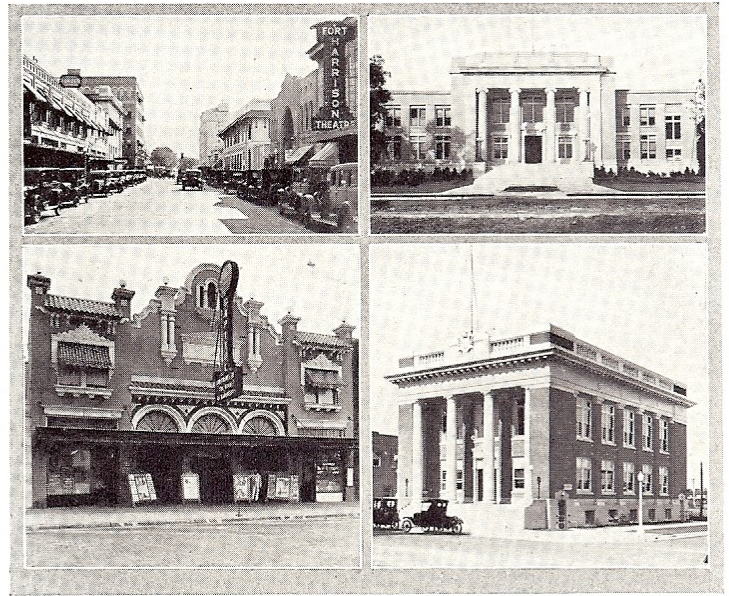
CLEARWATER IS NOTED FOR ITS BEAUTIFUL HOMES

Transportation

EVERY form of transportation is now available at Clearwater; and the visitor planning a trip here can come by rail or by water, by motor car or by airplane. Clearwater has a splendid Municipal Airport, centrally located and but a short distance from the waterfront and business district. Planes are available at all times for short trips and regular service is in operation with Cuba. And many large passenger planes deliver northern visitors at the local field, particularly during the winter season. The Tropical Airways, Inc., located here, has the agency for the Stinson-Detroit plane for all of Florida and Cuba.

Rail transportation is provided by both the Atlantic Coast Line Railroad and the Seaboard Air Line Railway, whose main trunk lines pass through Clearwater and give service north and south and across the state. Through Pullman service is provided from all larger cities of the North and East. The Atlantic Coast Line serves Clearwater with the Palmetto Limited, the Everglades Limited, the Gulf Coast Limited, the Flamingo, the Florida Special, the Dixie Flyer, the Southland, the Seminole and the Dixie Limited. The Seaboard serves it with the Suwannee River Special, the Orange Blossom Special, the Florida Limited, the Fast Mail, the Carolina-Florida Special, the Cross-Florida Limited (day) and the Cross-Florida Special (night). On direct route to East Coast via Seaboard Cross-State Service.

For those who wish to come by motor, the finest of motor highways now extend from all points in the country all the way to Clearwater. This city, indeed, is connected with all parts of Florida and Pinellas County with as perfect a network of paved roads as can be found anywhere in America. Also on Sunshine Loop of the Tamiami Trail.



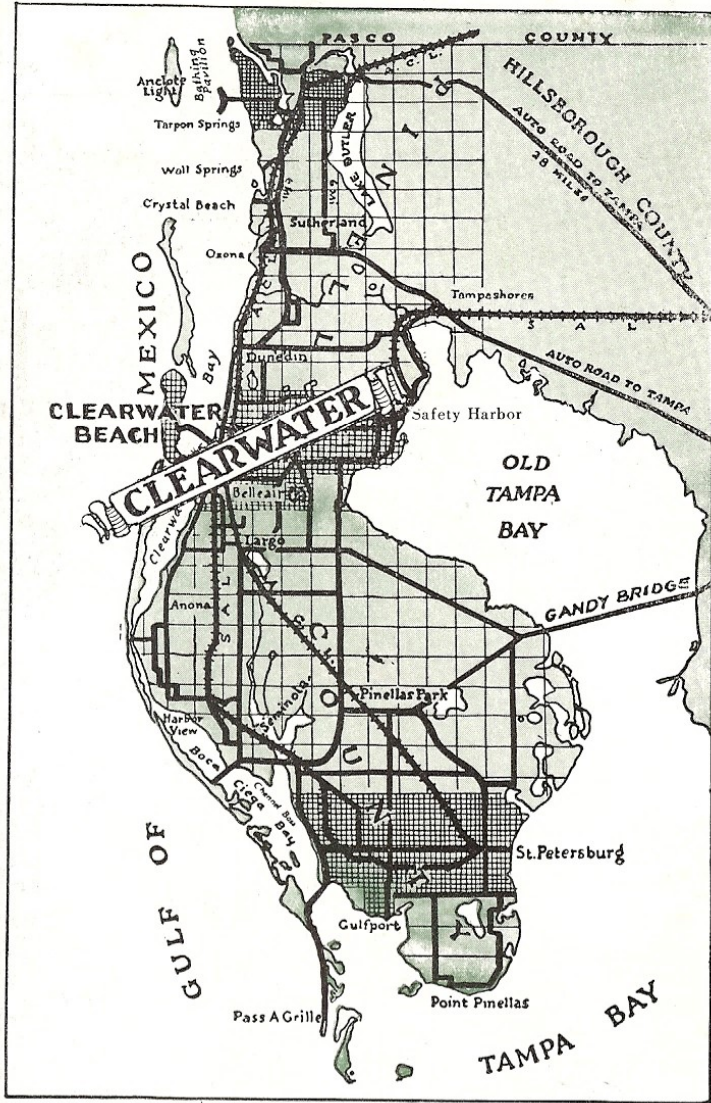
BUSINESS DISTRICT. COURT HOUSE. CAPITOL THEATRE. CITY HALL

Agriculture and Industry

ALTHOUGH in this folder Clearwater's attractions as a winter resort have been emphasized, it has another side which is equally important, namely, its agricultural and industrial activities. Situated in the midst of a rich agricultural and horticultural district, Clearwater is the chief shipping point and marketing center for Pinellas County. In all directions lie great citrus groves with a total of approximately a million bearing trees. More than three thousand carloads of citrus fruits were shipped from this county last season, and while it is the smallest county in the state, it ranked third in grapefruit production.

Truck gardening has been found highly profitable in certain sections of the county near Clearwater and an increasing acreage is each year being developed for this purpose. Dairying and poultry raising are also proving profitable here, as climatic and soil conditions are unusually favorable and large centers of population nearby offer ready markets at all seasons.

A number of large packing plants for the packing and shipping of citrus fruits are located at and near Clearwater. Two large grapefruit canneries operate here; indeed, this city is at present the largest grapefruit canning center in the world. The fishing industry here is already of large proportions and holds possibilities for much greater expansion. These and other industrial and agricultural enterprises make Clearwater in every sense of the word a well-balanced community.

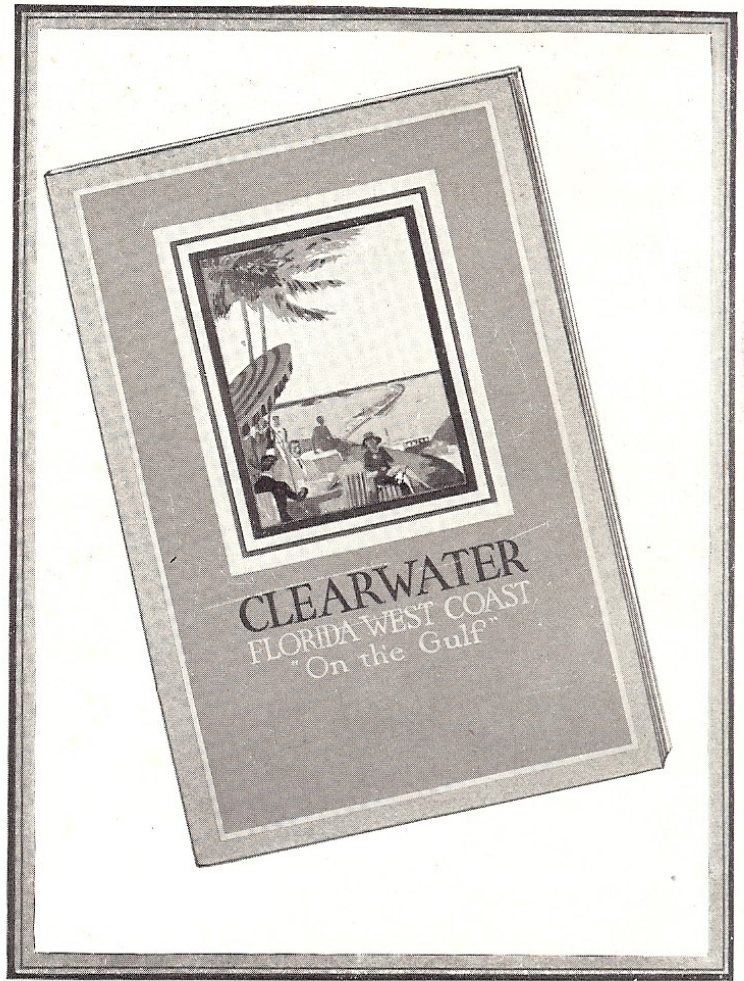


Clearwater's Advantageous Location

THE map above shows much more clearly than words can explain the remarkably advantageous location of Clearwater at the narrowest section of Pinellas Peninsula between the Gulf of Mexico and Clearwater Bay on the west and Old Tampa Bay on the east, a distance of but five miles. In the very center of a beautiful region of famous resorts, and at the highest point on the entire coast line of Florida, this city has a rare appeal for the winter-visitor or the year-round resident.

Radio Station WFLA

This popular broadcasting station, regularly reaching all points throughout the North, is municipally owned and is operated by the Clearwater Chamber of Commerce. Consult late editions of radio directories and leading newspapers for wave length and operating schedule. If your trip to Clearwater is delayed, tune in on our interesting programs of entertainment, weather reports, citrus market quotations and news briefs.



Write for this Beautiful Booklet

ALARGER, more complete booklet has been prepared for you to tell you of the manifold attractions and advantages of Clearwater. It is in 32 pages and cover, beautifully illustrated and printed in colors. It tells in an interesting manner why thousands of people have chosen Clearwater as their favorite winter resort and why many more have selected it as their all-year home. A copy of this booklet awaits your request. You are invited to write for it or mail the coupon below.

CHAMBER OF COMMERCE,
CLEARWATER, FLORIDA.

I am interested in Clearwater's attractions as a () winter resort or as a () year-round place of residence, and will be glad to receive, without obligation, a copy of the Clearwater booklet.

NAME

ADDRESS

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Printing and engraving by The Record Company, St. Augustine, Florida, U. S. A.*