

Gulf Hills at Ocean Springs,

Mississippi

The Mississippi Gulf Coast

The Mississippi Gulf Coast has always been an alluring spot on the Gulf of Mexico. Its beauty led the French to establish there the first capital of Louisiana in 1699, nineteen years before New Orleans was founded. In antebellum days it was the social gathering place of the planters of the South. Its gulf waters, beaches, inlets, hills and majestic tree growth are a rare combination. Then came the development of the Old Spanish Trail across the continent to cost \$130,000,000 of which \$5,000,000 are for construction along this Coast; also came the Illinois Central railroad assuring fine connections with Chicago and the North. The L. & N. and the S-P lines already connected the East and the West. These transportation facilities made the Gulf Coast the nearest all-year resort and seaside residence section in the United States.

Unprecedented Developments

An era of unprecedented development followed. New investments along the Coast, private and public, have reached \$60,000,000. When the new era opened Branigan Bros. Company of Chicago were prepared to take over the Coast's most valuable tract and transform its primitive hills, woodlands and inlets into a 1200-acre residence and resort area. Hundreds of thousands of dollars are being spent in building winding boulevards, creating islands and lagoons, building an 18-hole golf course, a club house, landscaping, planting palms, and providing for such sports as archery, tennis, trap shooting, sailing, canoeing, motor boating and other pleasures, for this is a place where all-year outdoor life is enjoyed. The homesites front a bayou or lagoon, or a golf fairway, or the winding rolling roads.

The Auto Traveler's Playground

Nowhere except along the Old Spanish Trail is such all-around enjoyment of outdoor life possible. It is the only all-year highway on the continent. From Florida to California, along the Gulf of Mexico and along the Mexican Border, it is costing \$130,000,000 of which \$64,000,000 are already behind it. GULF HILLS is one of its greatest developments. Concrete roads surround GULF HILLS. Travelers should stop at the GULF HILLS restaurant, or enjoy GULF HILLS hospitality, or play the GULF HILLS golf course, or dream among the GULF HILLS waterways.

Gulf Hills

at Ocean Springs, Mississippi
Branigan Bros. Co., of Chicago
Owners and Developers

Lunch Club Meetings

To Help Travelers Keep Their Attendance Record

R-Rotary. K-Kiwanis. L-Lions. X-Exchange. C-Civitan.
Co-Connopis. O-Optimists. ABC-Am. Bus. Club. RT-Round Table

FLORIDA

St. Augustine—R-1:00 Mon. K-12:15 Wed. L-1:00 Tue.
X-Noon Fri.
Jacksonville—R-1:00 Tue. K-1:00 Wed. L-12:45 Fri.
X-1:00 Wed. C-1:00 Fri.
Lake City—R-12:30 Fri. K-12:30 Th.
Live Oak—R-12:30 Mon. K-12:30 Fri.
Madison—K-12:30 Wed.
Monticello—K-1:00 Fri.
Tallahassee—R-1:15 Wed. K-1:10 Tue. X-1:00 Fri.
Quincy—R-1:00 Tue.
Marianna—X-12:15 Fri.
Pensacola—R-1:00 Tue. K-1:00 Th. C-1:00 Wed.

ALABAMA

Mobile—R-1:00 Th. K-1:00 Wed. L-1:00 Tue.

MISSISSIPPI

Moss Point—L-12:15 Th.
Pascagoula—R-12:15 Wed. L-12:15 Tue.
Ocean Springs—R-12:00 Wed.
Biloxi—R-12:05 Tue. K-12:05 Th. L-12:05 Wed.
Gulfport—R-12:10 Th. K-12:05 Wed. ABC-12:05 Tue.
Pass Christian—R-12:30 Wed.
Bay St. Louis—R-7:00 Wed.

LOUISIANA

New Orleans—R-12:05 Wed. K-12:15 Tue. L-12:05 Tue.
Houma—R-12:00 Wed.
Lafayette—R-12:30 Th.
Crowley—R-12:05 Tue.
Jennings—R-12:00 Sat.
Lake Charles—R-12:15 Tue. K-12:15 Th.
Vinton—R-12:15 Mon.

TENNESSEE

Orange—R-12:15 Tue.
Beaumont—R-12:15 Wed. K-12:15 Tue. O-12:15 Fri.
Liberty—R-12:15 Th. RT-12:15 Fri.
Dayton—R-12:00 Fri.
Houston—R-12:15 Th. K-12:15 Wed. L-12:15 Wed.
Eagle Lake—R-12:15 Fri.
Seguin—L-12:15 Th.
San Antonio—R-12:15 Fri. K-12:15 Fri. L-12:15 Wed.
O-12:15 Th. Co-12:15 Fri.
Kerrville—R-12:00 Wed.
El Paso—R-12:15 Th. K-12:15 Wed. L-12:15 Th.

NEW MEXICO

Las Cruces—R-12:10 Wed. K-12:15 Th.
Deming—R-1:10 Fri.

ARIZONA

Douglas—K-12:15 Th.
Bisbee—R-12:05 Th. K-12:00 Tue.
Tucson—R-12:15 Mon. K-12:05 Fri. L-12:15 Th.
Phoenix—R-12:10 Fri. K-12:10 Tue. L-12:10 Th.
Yuma—R-12:15 Th.

CALIFORNIA

Holtville—R-12:15 Fri.
El Centro—R-12:10 Th. K-12:10 Fri. L-12:10 Tue.
E. San Diego—K-12:10 Th.
San Diego—R-12:10 Th. K-12:10 Tue. L-12:00 Th.