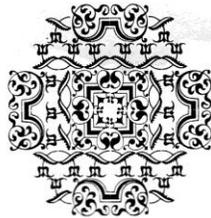
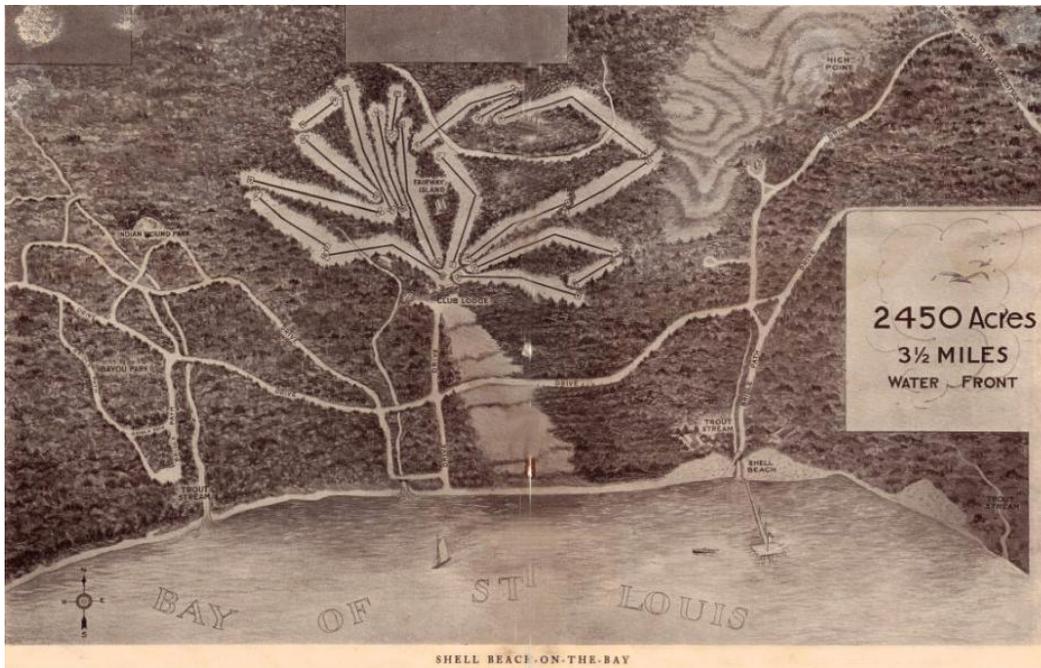


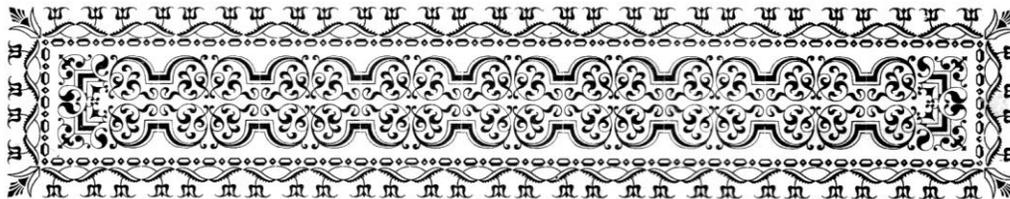
The
MEXICAN GULF
COUNTRY CLUB

*As Meigs O. Frost
Sees It*





*By permission from the New Orleans States
Sunday, August 17th, 1924
By Meigs Frost*



th Mississippi Gulf Coast, at New Orleans' very doors, enters the field at last against Florida and Southern California and the Carolinas. Winter golf in a warm and sunny climate-winter golf amid green trees and in sight of blue salt water-winter golf for the golf- hungry whose links are lashed by icy rain, frozen to ringing steel or chocked with drifting snow from late October and early November until spring-that is the lure that draws to Dixie and to California yearly scores of thousands of prosperous men of the North and their families; men who have money and the leisure to drop their work and enjoy themselves when winter comes.

And the Mississippi Gulf Coast has it.

A unique establishment has risen at Shell Beach-on-the-Bay, Pass Christian,

Mississippi. Heart and center of it is the Mexican Gulf Country Club. And from that remarkable club a challenge rings out to Florida and the Carolinas and to Southern California.

"We can match everything you have and give more for good measure," sounds that challenge. "And we are nearer, by miles and hours, to the business men who want a winter vacation in the South, away from the rigors of their North."

It is rather amazing, the breadth of scope and the infinite detail with which that great resort project so close to New Orleans has been developed quietly. In these preparations to bring to the Mississippi Gulf Coast the cream of America's business leaders for their

(7)

winter golf, no point seems to have been overlooked, and no expenditure slighted. To date close to \$300,000 has been spent on the 2,450 acres seven miles from Pass Christian, just across the Bay of St. Louis from Henderson's Point.

The club is not alone for the Northern guest, however. Its New Orleans and Gulf Coast resident membership comprises the Blue Book of the South's greatest city's bankers and business men.

And New Orleans is indissolubly linked with the club. For its attractions of Carnival and winter racing, its atmosphere and its monuments of two centuries of fantastic history, close at hand, are part of the Assets with which in mind the Mississippi Gulf Coast challenges the nation's other winter resorts.

We of the South have always known what our winter climate was. We have taken our winter golf as a matter of course.

Chicago To Beach In Day

The Chicagoan in his fur overcoat can step on the Panama Limited at noon one day, and be playing golf in linen knickers before dinner the next evening, at that club just outside New Orleans.

The man from Kansas City and St. Louis is even nearer.

The man from New York can step from the train in sight of that club thirty-six hours after he has left Manhattan Island.

A railroad time-table tells the story from any point.

To the Northern business man who has been taking his winter golfing vacation in California and Florida and the Carolinas, the Mexican Gulf Country Club offers all that they can offer, offers more, and offers it infinitely easier of access.

Winter Outdoor Games

Golf is the predominant thought of the whole project. Superb winter golf. But it is golf with such adjuncts as few men dream, save those who are guests on exclusive and baronial estates. And it is golf at a cost that is even less than a stay at many of the hotels of Florida and the Carolinas and Southern California.





(9)

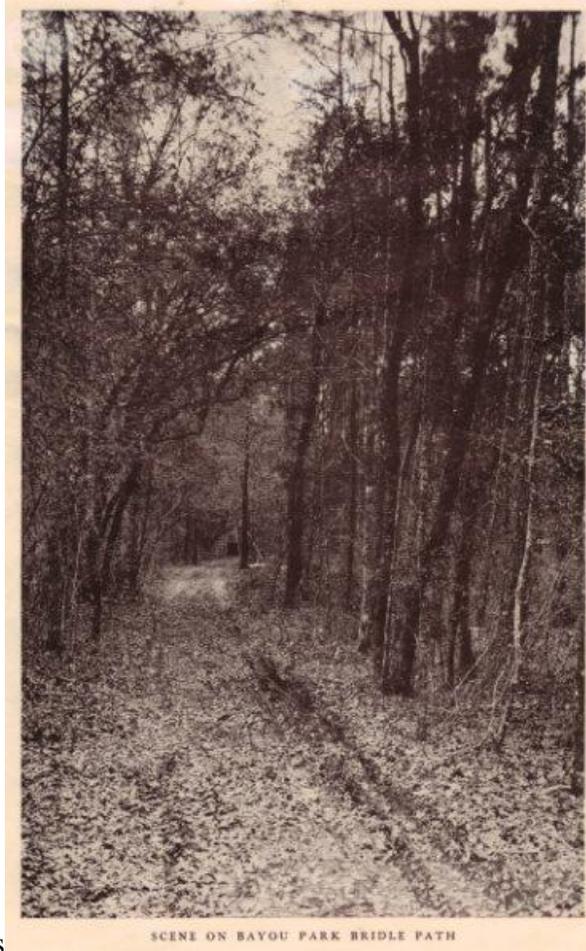
It is golf with the best fishing in the South . It is. golf with dancing in a unique and beautiful club house. It is golf with motoring over miles of splendid roads running off the Old Spanish Trail. It is golf on. an eighteen-hole course of which golfing construction men say: "We never saw a terrain more naturally adapted to golf " It is golf in plain sight and easy stroll of the Gulf of Mexico, on the highest hills to be found on the Gulf Coast's rim between Florida and Corpus Christi. It's golf with every putting green raised, all grass greens, watered by arterial welts on the club's own property--wells of such heavy natural pressure that no water- tower is required

Ideal Golf Fairway



JIMMY OCKENDEN DRIVING OFF 10TH TEE, FEBRUARY 1934

It is golf over a course that keeps the ball in the air, where it was meant to go. It is golf over a course so high and well drained, with a clay soil base, that you can play it fifteen minutes after the heaviest downpour of rain it has seen yet. It's golf with the first tee about one jump away when you roll out of bed in the club-house in the morning. And above all, it is golf over a course that it not "tricky." There's no artificial penalty for good shots. Outside of such a course as St. Andrew's in Scotland, there are mighty few in the world that have its hilly, sporting quality of fairway, its ribboned-velvet putting greens.



Unique Bridal-Paths

Point by point the club-resort at Shell Beach-on-the-Bay stands out as unusual. Its bridle-paths are among these points. Horseback riding is coming back. And in providing for it, the club not only keeps its own horses for members and guests, but provides accommodations for private mounts, and some twelve miles of bridle-paths of breathless beauty among woods that skirt the coast throughout the property, running back far into the hills. And the bridle-paths are separate from the motor-roads.

Own Terrapin Pool

Extraordinary attention has been paid to the food. On the property of the club are extensive gardens to be enlarged. At a time when the North is getting its

green vegetables out of cans and hot-houses, always at unusual cost if fresh the club members and their guests will have milk and cream from its dairy herd, poultry and eggs from its chicken farm, English peas, lettuce, tomatoes, green beans, all sorts of garden truck and strawberries from its own gardens, and both salt and fresh water fish from the Gulf and bayous, as well as the Gulf Coast's famous oysters, crabs and shrimp. The club has its own terrapin pool.

For those who yearn for fishing and yachting the club has one of the best piers on the Gulf Coast, of heavy creosoted planking and piling, where small boats and yachts alike can moor. The club bayous with trout and bass.

The best polo field and the best tennis courts on the Gulf Coast will be part of the club property. With their level hard clay foundation they are unequalled. Nearby are 4,000 acres of superb quail shooting. The club grounds of 2,450 acres are sanctuary, for two years. Duck hunting marshes and tarpon fishing, sports among the best on the Gulf Coast, are within an hour by cruiser from the club wharf .

A Rustic Club House

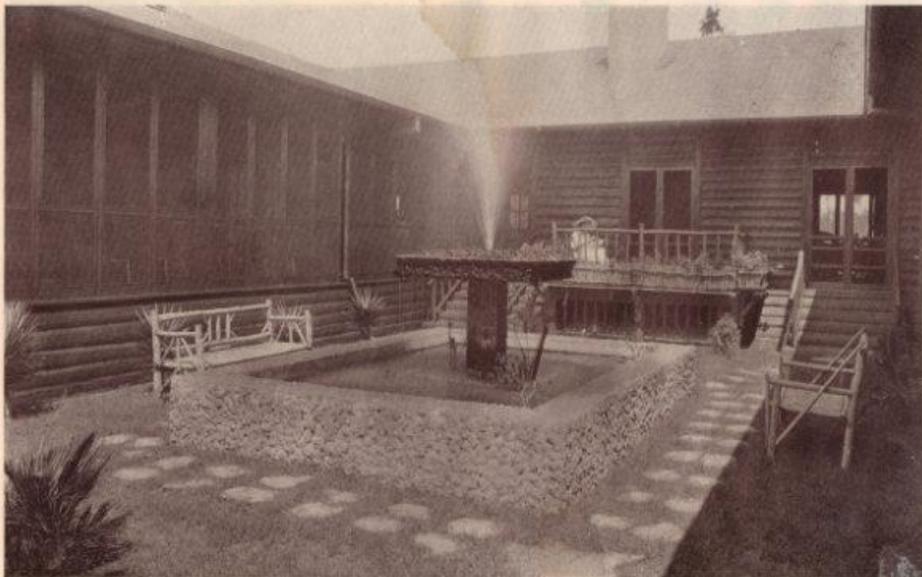


And in the heart of this great estate has risen the home of the Mexican Gulf Country Club, a building of such quaint charm and modern comfort that the amazing thing of it is so few have heard of it until recently. It rises, solidly built of rough, heavy pine logs cut on the estate itself, chinked pioneer-fashion. But the roughness is all in the exterior. Inside you sleep in rooms of French gray, with flowered cretonne hangings; you open a door to a modern bath room in white enamel. You ring for coffee and it comes, or your meals, if you want them, there in your own suite.

You stroll on wide, shady, screened galleries. You lounge in comfortable smoking rooms beside wide and hospitable fireplaces. You drowse or read or laze on an enormous gallery, screened in summer, glassed in winter. You watch and listen to the musical splash of the quaint fountain in the patio in the enclosed court, out onto which trim long balconies open. You eat three such meals, daily as you rarely eat save in dreams the product of a Southern chef --- in an airy, sunny dining room with its huge fireplace.



SECTION OF LODGE GALLERY OVERLOOKING 157th GREEN AND 157th TEE.



THE LODGE PATIO



(13)

The outside of that club lodge is rough as the trunks of huge pines cart make it. The inside is dainty and modern to the last degree.

Children To The "Fore"

But the thought and care that went into the planning of this great estate did not stop with the golfer. It went down the line through his family. On a hill amid the pines close to the club lodge is a picturesque log building, with a huge fireplace inside. It is the school-house. In that school will be a staff of teachers this winter, prepared to carry their classes through as far as the second year of high school. Also woodcraft and ability to handle oneself outdoors will be taught. So no Northern family will need to postpone its plans for a winter vacation in the South because "the children's schooling will be interrupted if we take them."

A Lodge At Shell Beach-On-The-Bay

About that club lodge and log school-house are to rise more than 500 personal lodges of the club members, on selected sites, of pattern and design approved by a committee of the club. There need be no cooking in those smaller lodges. The members and guests can eat at the main lodge, where they will have the combined ease of hotel service and club exclusiveness.

Yet the whole plan of the project is not for the ultra-exclusiveness and

ultra-expensiveness that men associate with the "Millionaires' Club" idea. The cost of a stay at the club is to be lower than the cost of a stay at many of the hotels of Florida and the Carolinas and Southern California.

Secluded Homes

On the far west end of the property a Riding and Hunt Club is to rise. And about the property this winter will be built "Get- Away House" where complete seclusion can be found by those who wish to rest for a space instead of mingling with the club's social life.

It is difficult to overdraw the picture of the charm of this great property. Rising from the beach where towers a great white Indian-built mound of ancient clam-shells. (and no clams can be found nearby along the coast) the estate goes rolling and rising back into the interior, a tangled mass of giant-live-oaks, draped

(17)

in Spanish moss; of tall pines, of bay, magnolia and holly, of dogwood with its lovely blossoms and of beech.

There are live-oaks on the place estimated close to 1,000 years old.

In the old days, long before the Civil War, the estate was one great vineyard. Still great 'grape-vines can be seen climbing pine trees ninety feet high producing a profusion of grapes the birds alone enjoy.

Find Indian Mounds

In the woods is a huge Indian mound as yet excavated, but due for a careful, scientific search. Fragments of pottery? arrowheads and chipped flints are found all over the place. It was once a great gathering place for the Indian tribes of the Gulf Coast. Tradition names that shell pile and the Indian mound in the forest as scenes of aboriginal ceremonies.

The purpose of the Mexican Gulf Country Club is the gathering there of an exclusive but congenial colony of those who love the out- of-doors summer or winter. The mites of wooded bridle-paths, the golfing, swimming, boating, fishing, hunting and trap-shooting, its pure arterial water from 1,000 feet down, garden vegetables and citrus fruit, make it that long-desired objective a summer or winter refuge on the Gulf, conveniently at hand, ideal for the lover of real golf and of other sports, and healthful and invigorating as well as entertaining for the entire



family.

Board of Governors,
Mexican Gulf Country Club

At Sell Beach-On-The-Bay,
Pass Christian,
Mississippi.