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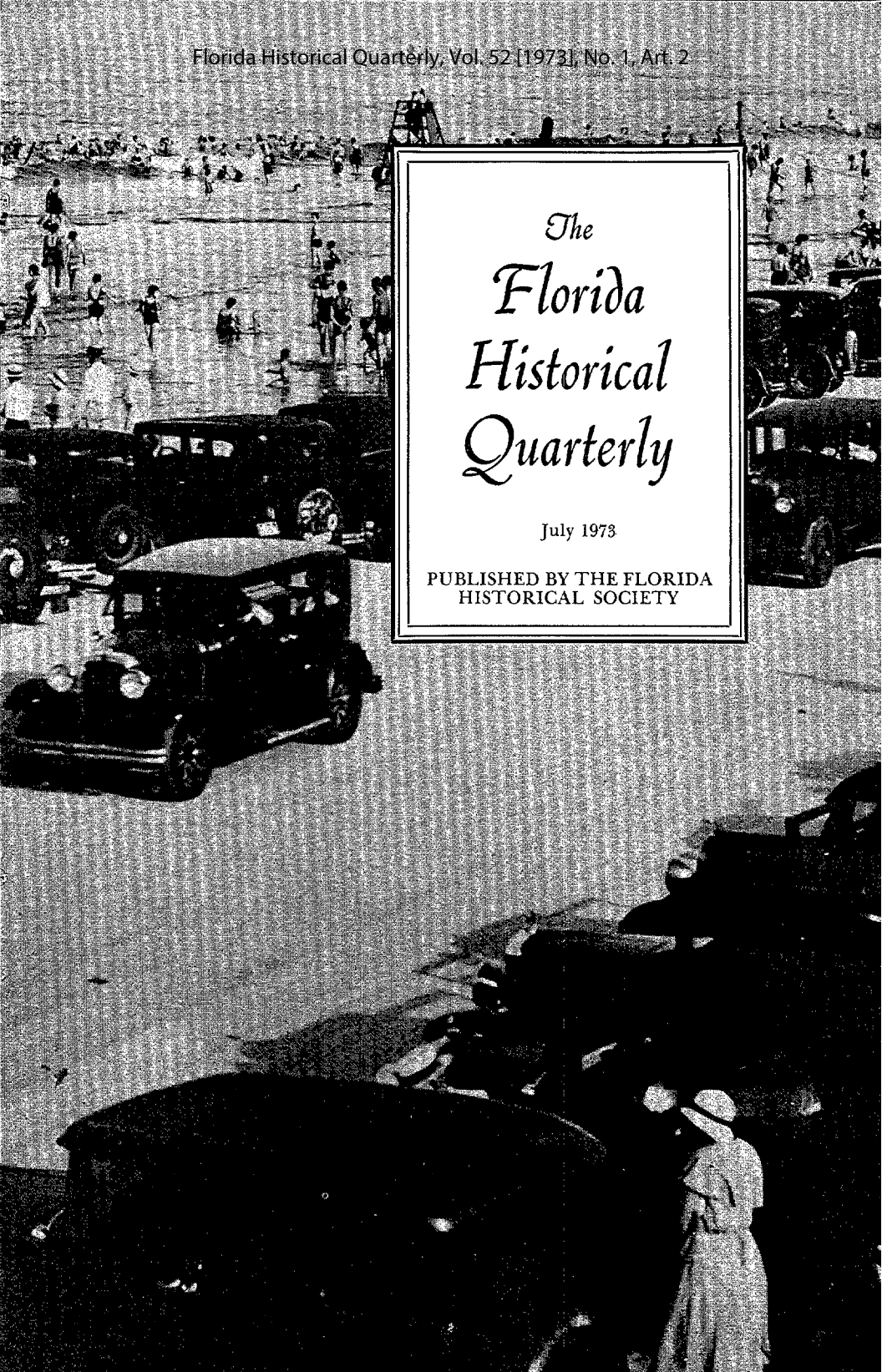
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COVER

A typical summer Sunday afternoon at Jacksonville Beach during the early 1930s. Promoted as the "World's Finest Beach," visitors came from all over Florida and Georgia. Forty miles long and 600 feet wide, the hard-packed white sand made the beach a "mecca of autoists," and it was said that sometimes as many as 15,000 cars were parked there on a weekend.

Originally called Pablo Beach, the community was established by the Jacksonville and Atlantic Railroad in 1884. Murray Hall, an enormous wood-frame hotel with accommodations for 350 guests, was completed two years later. It was one of the South's most popular seaside resorts until it was destroyed by fire in 1890. It had attracted many visitors to the beach community.

This photograph is from the collection of Mr. Richard Martin of Jacksonville.

THE FLORIDA HISTORICAL QUARTERLY

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