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## Florida old and new : the year-book of Florida

Rufus Rockwell Wilson

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# FLORIDA

## OLD & NEW

*(The Year-Book of Florida)*

ISSUED ANNUALLY IN THE  
INTEREST OF ALL FLORIDA

1925-26

PRICE TWO DOLLARS A COPY

RUFUS R. WILSON, *Publisher*  
ORLANDO, FLORIDA



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Printed by  
CHARLES FRANCIS PRESS  
NEW YORK



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## INTRODUCTION

UNTIL a few years ago Florida, to the average American, was merely one of forty-eight states. Students of history remembered, perhaps, that it had been purchased from Spain in 1819. Today the eyes of the nation are turned upon it; it is discussed in the business councils of the banker and the capitalist, and is a universal topic of conversation of the layman. From every section of the nation the pilgrimage is on, by water, rail and automobile, to this land, which Ponce de Leon declared the fountain of eternal youth.

Fortunes have been made over night, figuratively and actually. Millions of acres of fertile soil, the beauty of a nature that is painted in brightest colors and the rejuvenating effect of a healthful climate which omits the rigors of ice and snow have been heralded to every city and hamlet in the country. The message has fallen upon eager ears, and the response has been ready and spontaneous.

Those having a direct interest in Florida are legion. Countless numbers are desirous of sharing in its unparalleled prosperity, of investing their dollars where they are told they will multiply swiftly and surely, or of removing their effects to Florida to ply their trades under the beneficent effects of a cheerful climate. Many of them, however, have been restrained by such important considerations as these:

Can we believe these enthusiastic stories which we hear and read about in the press? How much is true and how much exaggerated? Shall we go or shall we wait, and in waiting shall we risk being too late?

It is these facts, together with the absence of any similar comprehensive reference work on the state, that has prompted the preparation and publication of "Florida Old and New," which proposes to furnish to inquirers exact and dependable information of the special advantages and opportunities offered by each section of Florida.

No pains have been spared to secure accuracy of statement, and the information contained in this volume has been obtained through intensive personal investigation and research, recourse to official state and county records, and collaboration with such commercial agencies as city and county chambers of commerce. Where statistics are used the latest figures available have been quoted, and in the following pages will be found set forth with truth, brevity and in an unbiased manner the things an inquirer may most want to know about any part of Florida.

It is the confident hope of those responsible for it that this annual publication will promptly become and remain the standard authority on Florida. The second issue of "Florida Old and New" will appear in November, 1926.

*Rufus R. Wilson*  
PUBLISHER





*Honorable John W. Martin, Governor of Florida*



# FLORIDA—A PEN PICTURE

*Written Especially for "Florida Old and New"*

BY WILLIAM JENNINGS BRYAN

**D**URING the decade 1912 to 1922, the wealth of Florida increased 163 per cent. Only one other state in the forty-eight showed a larger proportionate increase, and that state was but a little ahead of Florida. The next decade is likely to show a much larger proportionate gain.

Florida is the second state in size east of the Mississippi, containing 58,666 square miles. Georgia (first in size east of the Mississippi) contains 59,475, or about one per cent. greater area than Florida. Size in itself would, however, give no promise for the future if the state was fully developed. But statistics show that out of thirty-five millions of acres in the state, only about two and a half per cent. are under cultivation; ninety-three per cent. await the coming of additional population. No other eastern or southern state offers such proportionate opportunities to newcomers. Comparison emphasizes the largeness of the invitation to the ambitious and adventurous people of the North. The Everglades alone contain three million acres, more than the entire amount of land in the state now cultivated. The Everglades, when fully drained and completely cultivated, will support in comfort a population of a million people, which is the approximate population of the state today.

Florida has nearly twice as many miles of seacoast as any other state in the Union. It has more miles of seacoast on the Gulf than California has upon the Pacific, and over seven hundred miles on the Atlantic seacoast besides. And Florida has a variety of seacoast such as no other state has. Other states border on but one great body of water, while Florida has not only the Atlantic on the east and the Gulf on the west, but she has on the south the Gulf Stream, the might-

iest river on the earth. The Gulf Stream is ninety miles wide at the point where it comes out of the Gulf and half a mile deep. It turns north along the Atlantic and has a current of four miles an hour. At Miami it is only three miles from the coast. Florida is the oldest child, and the favorite child, of the Gulf Stream. Its warmth, brought out at a latitude below that of Florida, is given first to the inhabitants of Florida; after that it bestows its blessings, though not so richly as to Florida, on the inhabitants of Georgia, South Carolina, North Carolina and Virginia. Then it turns across the Atlantic, and, plowing its way through the cold waters that come down from the Arctic region, it flings the remnants of its warmth over the countries of Northern Europe and makes them habitable. Floridians did not dig the Gulf Stream—it was here before the white man came; yes, before the red man came, and it will be here when both the white man and the red man are gathered to their fathers. But it is a permanent asset to the state, and no envious rivals can take it from us.

As might be expected, many varieties of fish are to be found in the waters that wash the shores of our state. The Encyclopedia Americana fixes the number of varieties at five hundred—but since the encyclopedia was published, a Los Angeles tuna has been caught at Miami. Surely the state is being well advertised when a tuna will come all the way from California to investigate the stories of our progress.

Many varieties of our fish are alluring to the sportsman. The tarpon is possibly the favorite among game fish, but the sail fish is also popular, while some prefer the bone fish. A sun fish caught near Miami weighed, according to a morning paper, one



ton; according to an afternoon paper, one thousand pounds. The difference between the two reports only shows how little accuracy is required in a fish story. A shrinkage of one-half is not uncommon between the time when the angler catches it and the time when others test his accuracy by weighing it.

Then there are moon fish and star fish, angel fish and devil fish—each visitor can suit his own taste. The Spanish mackerel is one of the most beautiful of our fish, as well as one of the favorites for the table. The belly of the Spanish mackerel is silver colored and there are two rows of gold spots down each side. This makes it a sort of double standard fish, as well as a dual purpose fish. The space covered by the silver is related to the space covered by gold by approximately the ratio of sixteen to one. Why not name it the bimetallist and make it the national fish?

Our sea food yields fifteen million dollars a year—most of it fish, but the sum given includes returns from oysters, shrimp and clams.

Florida has thirty thousand lakes, varying in size from Okeechobee, the largest lake within a single state, down to little lakes only large enough to be the outlet of springs. It is one's own fault if he does not have a lake by him or near him.

In the matter of spring water, Florida probably has no equal. There is scarcely a like area on the earth that has such an outflow of water from springs. Eighteen of these springs are so large that each one would furnish water for a city like Miami or Tampa. Three of the springs have a combined flow of a billion gallons a day. All the springs together would supply a population of twenty-five millions of people. It might occur to one that it would be desirable to pipe this spring water to the different cities of the state, but why go to the expense of carrying it in pipes that would rust when it is conveyed through the state by the rustless aqueducts that run through the rock and can be made available at any place by sinking wells?

Florida raises cotton, but as a cotton state is not to be compared with Texas, Oklahoma, or several other Southern States. Florida

raises ten million dollars' worth of corn, but is not in the same class with the agricultural states of the Middle West. Florida raises tobacco but it is not a specialty with Florida as with some other states. The factories of Florida have an output of \$214,000,000 a year, but that is not sufficient to put us among the great manufacturing states. We have a lumber product of twenty-five million dollars a year. That does not raise us to the distinction of a lumber state, but with an output of nineteen million dollars in naval stores (largely turpentine) we rank high in this important product. We also rank among the first in phosphate rock.

Our orange crop is our most attractive crop to visitors, especially as ripened fruit and the blossoms can be taken from the tree at the same time. But it is neither the most attractive crop nor the most valuable one, viewed from the standpoint of Florida.

The tourist crop is our most bountiful crop and brings into the state one hundred million of dollars a year. Of course, this is only an estimate. We do not search the visitors when they enter the state—and it would be a waste of time to count their money when they leave. At divers times and sundry places between their entrance and their departure they leave on an average one hundred dollars each. If anyone questions the accuracy of the estimate, let him examine his pocket-book when he starts north and see how conservative we are.

Our grapefruit brings us ten millions of dollars a year, and is the best grapefruit grown in the United States. Our avocados are also superior to any other avocados grown under the Stars and Stripes. This is the best fruit we raise and sells for a higher price for fruit. It is a balanced ration and is among fruits what milk and eggs are to the worlds to which they belong. We have also pineapples, strawberries, guavas, limes and mangoes—all valuable contributions to the table. Our pecans are among the best grown.

In winter vegetables we are in the lead and growing fast. The list is headed by five million dollars' worth of Irish potatoes, sold before they are planted in the North, four million dollars' worth of winter tomatoes,



three million dollars' worth of sweet potatoes, besides celery, cabbage, lettuce, beans, peppers, egg plant and onions. We ship out over a hundred thousand carloads of fruit and vegetables each year. When we compare the agricultural possibilities of Florida with similar possibilities in Northern and Western states, we must remember that two or three crops can be grown here during the year, and that, as we are on the seaboard, we can have cheap transportation to the principal markets of the East.

But valuable as are our returns from agricultural products, our most valuable assets are more inexhaustible even than the soil. The Gulf Stream, the sunshine, the breezes and the surf all have been here for ages and will lure our descendants throughout the ages yet to come. While the climate of Florida is tolerable in the summer, her winter climate is beyond comparison. The only winter climate that we admit to the same class is in Egypt, and Egypt is visited by only fifty thousand people a year while Florida is visited annually by probably twenty times as many tourists.

Our specialties, climate, breezes and surf, are increasingly needed—as a matter of

health to those who are not well, and for pleasure to those who are well. Florida's future, measured by Florida's past, can hardly be overestimated, and the argument drawn from comparison with Southern California is even more encouraging. Florida is nearer to two-thirds of the population of the United States than Southern California is to the remaining one-third, and is likewise nearer to two-thirds of the population of Canada, and it must be remembered that the eastern two-thirds of both the United States and Canada possess more than two-thirds of the wealth of their respective countries. By rail, Los Angeles is three times as far from New York as Florida; by water it is nearly ten times as far. Either superiority of climate or nearness to centers of population would be sufficient to assure Florida's future; with both superiority and nearness, there is nothing that can prevent Floridians from being optimistic when they contemplate the future of their state.

The cities of Florida are friendly rivals, each endeavoring to make the most of its natural resources, but they are united in their determination to make Florida one of the foremost states of the Union, and they are



Sunset on Old Tampa Bay



as anxious for the state to be a leader in education and morals as they are that the state shall lead in wealth and material progress. A large percentage of the citizens of Florida were born in other states—a very considerable percentage in states known as Northern states. Here the descendants of those who wore the gray welcome the descendants of those who wore the blue. These two groups vie with each other to see which can contribute most to the greatness and the glory of Florida, whether it be the state of their birth or the state of their adoption.

In conclusion, allow me to draw with the pen a picture which I would paint if I were an artist with the brush—it represents Florida as I see it. In the upper left-hand corner I would paint an orange and a cluster of

orange blossoms to represent our fruit; in the upper right-hand corner the poinsettia, the hibiscus, and bouganvilla, to represent our flowers. In the lower left-hand corner, a Southern mocking-bird, the greatest of our feathered songsters; in the lower right-hand corner a fish—the Spanish mackerel, of course. In the center I would draw a wave-like line to represent the surf upon our sea-coast; then I would put a royal palm at one end of the line and a coconut palm at the other end. Below the line, I would put a collection of our winter vegetables and above the line I would quote the inscription once written on the Peacock Temple at Delhi, India:

“If on earth there’s a haven of bliss,  
It is this! It is this! It is this!”





# THE STORY OF FLORIDA

*Written Exclusively for "Florida Old and New"*

BY EDWIN D. LAMBRIGHT

*of the Tampa Morning Tribune*

THE beginnings of Florida are wrapped in the obscurity which covers the years of the American aborigine. Yet, its known history dates back far beyond that of other sections of the United States. Only seven years after Christopher Columbus made his epochal first voyage, Sebastian Cabot, according to attested records, sailed along the Florida coast—but he viewed it only from afar and did not make a landing or a settlement.

The authentic discoverer of Florida was Juan Ponce de Leon, famed seeker of the "Fountain of Youth," who landed near St. Augustine, Palm Sunday, 1512. Ponce de Leon gave the territory its name, which is of religious origin, "Pascua Florida," meaning "Feast of Flowers." This was the designation of Palm Sunday, the day of the discovery. Ponce de Leon returned in 1521 and, in battle with the Indians, received his death wound. Panfilo de Narvaez was the next explorer to effect a landing on the peninsula, but he sought the western coast and entered the fine harbor of Pensacola. This was in 1528. His settlement was wiped out by disease.

Hernando de Soto came in 1539, sailing from Havana. He had much fame as a warrior and explorer. His ship entered Tampa Bay and sailed up its broad expanse to a beautiful spot which he named "Espiritu Santo," in reverence to the Holy Spirit. This is the present Safety Harbor or Espiritu Santo Springs. After a brief stay there, de Soto and his followers began their fated march to the Mississippi.

The next authentic record tells of the establishment of a Spanish colony at St. Augustine by Pedro Menendez, in 1565. Menendez succeeded in capturing Fort Caroline and de-

clared it Spanish territory. The Spanish continued in control until 1586, when the British, who had been attracted by the reputed riches of Florida, attacked and burned St. Augustine, Sir Francis Drake heading the expedition.

There was little of interest for the ensuing years, until 1696, when the Spaniards took possession of Pensacola and established a colony there. Then began a series of frequent changes of possession for that outpost. In 1718, an expedition of French from Mobile captured Pensacola; in 1719, it was recaptured by the Spanish and in the same year again taken by the French. Finally, in 1722, it was ceded back to Spain.

The first Seminole Indians in Florida came to the state in 1750, when a band of them, who had seceded from the Creeks, established themselves in the southern part of the territory.

In 1763, Florida was ceded to England by Spain in exchange for Cuba; but in 1783, at the close of the Revolutionary War, it was



*On the Hillsboro River*



re-ceded to Spain. The American government decided that Florida should be in the possession of the United States and a movement was started toward that end. Pensacola was occupied by the British forces in 1814, and this precipitated action by the United States. After a number of diplomatic exchanges, General Andrew Jackson was sent to Florida and, in 1818, took possession of Pensacola. The following year, the entire territory was sold by Spain to the United States for \$5,000,000. Florida then became a territory and its capital was located at Tallahassee, where it has ever remained since. In 1845, the territory was admitted to the Union as a state. In the meantime, there had been almost continuous fighting with the Seminoles.

Florida seceded from the Union in 1861 and joined forces with the Southern Confederacy. The Civil War period was marked by the garrisoning of principal points in the state by Federal troops and by the battle of Olustee, where the Federal troops were defeated, February 20, 1864. In 1865, following the surrender of Lee, a military government was established in the state. The state ratified the fourteenth amendment in 1868 and civil government was resumed.

From 1889, with the discovery of phosphate and 1885, when the growth of citrus fruits was begun in earnest, Florida enjoyed steady growth; but the great freeze of 1895, the only really serious disaster the state ever suffered, wiped out practically all of the orange groves and ruined many citizens. It was not long, however, before the industry was reestablished and the state has, since that period, developed with wonderful rapidity. During the Spanish-American War period, in 1898, Tampa was the headquarters for the army of invasion of Cuba and General Shafter sailed from Port Tampa with his forces.

Since 1900, the history of the state has been one of material up-building and progress. Henry B. Plant, on the West Coast, and Henry M. Flagler, on the East Coast, built railroad lines and great tourist hotels.



River scene—Hillsborough County

Phosphate mining became a major industry and truck growing developed as never before. Harbors were improved and shipping enterprises established. The East Coast Railway was extended across the keys to Key West. An extensive program of good roads building was carried out. A state university was established at Gainesville and a college for women at Tallahassee. Florida did its full share in the World War, building ships at Tampa and Jacksonville and sending full quotas of men to the front. A tragic incident of the great war was the total loss in Bristol Channel of the coast guard cutter, *Tampa*, manned by Florida boys, all of whom lost their lives. A Memorial Highway, established at Tampa by the Rotary Club, was the first memorial of the kind in the country.

Meantime, Florida grew more popular with tourists from other sections and great resorts were established. But the state also gave attention to industrial and financial affairs. The people of the state, at the general election of 1924, ratified a constitutional amendment prohibiting the levy of income or inheritance taxes by the state, which gave Florida a wonderful prestige throughout the country and brought to it millions of capital. In 1925, a veritable rush of people to Florida set in and the state is at present enjoying the most remarkable activity and development ever known in any part of the Union.



# A GREAT STATE IN THE MAKING

*Written Exclusively for "Florida Old and New"*

BY RICHARD H. EDMONDS

*Editor of the Manufacturer's Record*

FROM one end of this county to the other, from the Atlantic to the Pacific, and from the Gulf to the Lakes, and even in European countries, one universal question is heard wherever men or women meet. That question is: How long will Florida's development, or, as some call it, Florida's boom, last?

To a large extent these questions are based on the thought that Florida is simply passing through one of those wild periods of speculation, and town lot booming which we have had from time to time during the history of our country. Andrew Jackson was an enthusiast in his day for building a town at Florence, Alabama. Quite a hundred years ago circulars were issued predicting that Lynchburg, Virginia, would outgrow New York. In the early '80's we had throughout the West and the South a speculative land boom remembered by the older generation but to a large extent unknown to the younger generation. Are we to see in Florida a duplication of these old land booms of the past? My answer is, "Yes and No."

Here and there in Florida, I think we shall inevitably see some reaction from the tremendous lot selling activity at the present. Many people who have bought town lots, depending wholly upon re-selling them in order to pay for them, will lose out, while many, not all, who have bought town lots which they are able to pay for regardless of temporary ups or downs, will win out in the long run. Speculation always runs rampant when once it is well under way whether in the stock market or in the cotton market, and the people who lose are largely those who



*Lakeside in Central Florida*

buy on margins and cannot carry their purchases through a temporary period of depression. This is one phase of the present Florida activity which all lovers of the state must fully recognize.

But this does not by any manner of means indicate or suggest that Florida will not have a permanent growth, probably surpassing that ever seen in any other part of the United States. The conditions justify this. They are unlike the conditions existing anywhere else in this country at present or in the past. The amazing growth of California was



brought about despite the vast distance that must be traveled by people from the East and the Central West. Men and women cut themselves loose from friends and old associations in order to secure the benefit of California's climate and to escape the rigors of northern and western winters, but Florida has a tremendous advantage over California in this respect. It is within easy reach from the East and the West.

Hundreds of thousands of well-to-do people, and the number is steadily increasing with the increasing wealth of the country, must annually seek a climate such as that of Florida in order to live outdoors, to motor during the winter, to enjoy the pleasures of the golf links and to be rejuvenated by spending their winters in Florida. Thousands and tens of thousands of them will build permanent homes there; other thousands will rent or live in hotels, and then there is a mighty appeal to millions of people to enjoy the pleasure of raising citrus fruits or vegetables or other things which they can cultivate during the winter season when in the ice-bound regions of the North and West they are completely cut off from such activities.

In its climate Florida has an asset which no power on earth can change and such a climate as this, for instance, appeals with mighty force to millions of people who long to escape the biting, blasting blizzards of a large part of the country. As men and women grow older and perhaps as the tinges of rheumatism touch them in mid-winter days, or the grippe makes life a burden, their thoughts turn longingly to some climate where outdoor life is possible during winter.



*A Central Florida farm*

Climate must therefore ever be regarded as an asset for Florida entirely beyond the power of the mathematician to figure out.

There are many resources in Florida for industrial operations of many kinds. There are many opportunities for a great increase in the production of fruits and early vegetables for northern and western markets. Shipping out of the state, as is now annually done, nearly 100,000 carloads of fruits and vegetables, Florida is a factor of national importance in feeding the people of the country, yet there is probably ten times as much available agricultural land in the state as is now under cultivation. Measure therefore the potentialities in this line of work if you would gain a glimpse of something of the future of Florida.

As I think of the tremendous rush that is now on the way of people from all parts of the land into Florida, drawn by the very magic name of the state, hoping to win money or health, I am reminded of a conversation I had several years ago with a northern New York man who had settled in Central Florida. Meeting him on the road one day and chatting with him about the glory of the climate on that day, I asked him how long he had lived in Florida. "I have been here three years," said he, "but I never lived anywhere else, I existed before; here I am living, but the only trouble about Florida is that as it becomes more thoroughly known throughout the country, it will become so overcrowded with population that it will be difficult to move around." Perhaps his thought was a little too far fetched, perhaps he visualized conditions that will never exist, but there will be a growth of population and business in Florida, perhaps surpassing the views of even the wildest enthusiast of the state at the present time, but this very condition must be safeguarded so that Florida shall not have a reaction due to unwise and over-specified real estate transactions based on visionary plans and visionary investments, for both of them would leave wrecks in many places.

As enthusiastic as I am of the future of Florida, I must utter a note of warning, that we may not cripple the goose that is laying the golden eggs of the present.



# THE FUTURE OF FLORIDA

*Contributed to "Florida Old and New"*

BY ROGER W. BABSON

FLORIDA has just started to grow. Florida is today where California was forty years ago. The wonderful development which California has had during the past decade, Florida should have during the next decade. Even during the past few years Florida has shown the greatest percentage increase in population, wealth, building and general activity of any of our forty-eight states. Statistics clearly indicate that this great growth will continue for some time to come. The opportunities that have existed in making money in California during the past few years, will exist in Florida during the next few years. Some feel that Florida is now being over done, but based on the history of other sections of the country, I believe that the great movement of Florida has only started, and that values in many sections will double, triple and quadruple during the next eight years. There are ten reasons for this statement:

1. A study of other countries shows that the first economic movement is from the East to the West. "Go West, young man" was not original with Horace Greeley. Great leaders in all countries have at similar periods given the same advice to their young men. The reason for this is that national development always seems to work westward until the land has been fully settled. Hence, the movement which began in this country seventy-five years ago, when our people went from the East to the West, was only a natural and normal movement. History, however, likewise shows that after this movement from the East to the West reached a certain stage, another movement sets in from the North to the South, which lasts a corresponding length of time. We are at the end of the second economic movement in the

United States. If the history of other countries repeats itself, this movement from North to South will go on for at least a decade longer.

2. When a country is struggling, its people are seeking only to earn a living. The great job is to provide food, clothing and shelter, and all efforts are directed toward this end. After a people become prosperous, however, and have obtained these three basic needs, they then direct their efforts to securing the comforts and pleasures of life. One of the first things they think of in this connection is to get away from the cold, the snows and the rigor of northern winters. As people become more prosperous, and



*Golden oranges*



reach the full tide of life, they are very anxious to lengthen their life. They see their friends drop off during the months of January, February and March. They are told by their physicians that they should go South for the winter, and they go. Without doubt there are five million people in the United States who could well afford to go to Florida winters, and who would lengthen lives from five to ten years by so doing. As this fact generally becomes recognized, Florida will hardly be able to hold the people who come here.

3. Florida is the only tropical state in our forty-eight. California has beautiful sections; the entire Pacific Coast is destined to have a continued growth; but the fact, nevertheless, remains that Florida has a monopoly of the beauties, climate and agricultural possibilities of the Tropics. When the American people were poor and when our population was small, this monopoly was of little value. Today, however, with our great and growing population, wealth and activity, this fact is of great importance. Those who do not realize what Tropical Florida is should read in Edward W. Bok's new book "Twice Thirty" the chapter on Florida, entitled "Out of Touch."

4. Florida is comparatively the center of population. This is rather an extraordinary fact. For the English people, for instance to visit their tropical possessions, they must go to India, thousands of miles away. This is true in case of most nations. The center of population of the United States, however, is in southeastern Indiana, only about 750 miles from the center of the population of Florida. Florida is only about thirty hours from big cities like New York, Philadelphia and Washington; only 36 hours from Cleveland, Detroit, Columbus and other central west points; and only a little longer from Chicago, St. Louis, Minneapolis, and St. Paul. When the railroads are thoroughly doubled tracked one can easily leave New York at nine o'clock in the morning and be in Tropical Florida the afternoon of the next day. This nearness to the center of population is also a great advantage in connection with the shipping of fruits, vegetables and other similar products. Not only is there a

saving in freight rates, but the products are delivered more freshly than if they had come from some more distant point.

5. As the nation becomes more prosperous, the consumption per capita of fruit, vegetables and especially the legumes gradually increases. As people move in cities and as cities grow, more and more of these green farm products must be purchased rather than raised. When we all lived in the country we could have gardens of our own, but when we live in an apartment house, then we must buy our vegetables instead of raising them. Many people look with fear on the growth of apartment houses, but it should be remembered that for every apartment house that is erected, one or more acres of land must be planted somewhere and by someone in order to feed the people in this new apartment house. Therefore, even apartment houses cannot be built in northern cities without the help of Florida to supply the people living in these apartment houses with fruits, vegetables, and especially such legumes as lettuce, tuce, tomatoes and spinach. As people lead a more sedentary life, they, moreover, need a greater amount of these green products. The advent of the automobile, which is making walking almost a lost art, is still further increasing the per capita consumption of green vegetables. The development of the salad dressing business is a direct result of the automobile. All of this will work, and is already working to the advantage of Florida.

6. If the United States had reached its present economic position before the automobile had come, Florida would have been greatly handicapped by the lack of transportation facilities. Fortunately for Florida, however, the automobile came simultaneously with the beginning of this great economic movement southward. Florida owes much to the automobile, both directly and indirectly. In the years to come the automobile will do infinitely more for Florida than it has done up to the present time. Were it not for the automobile Florida would not have started its good road movement, and the wonderful highlands in Polk County would not have been opened up to the world. Notwithstanding the good roads which Florida already has, they are only the beginning



of what we shall see in years to come. These better roads will add greatly to the wealth of Florida, the growth of her cities, and the development of the state in general. Up to the present time the cities of Florida have been handicapped because they had so little "back country" to feed them. This is true today of many of the smaller places which are destined some day to be large and prosperous places. My own home town of Babson Park, in Polk County, is an illustration of such a locality. It is located at the head of one of the most beautiful lakes in Florida, Lake Caloosa, with splendid railroad, asphalt highway and water transportation; but the surrounding "back country" has never been opened up. Therefore we lack tributary territory. The county commissioners, however, have now promised to build us immediately a road through the sand hills to the east, which ultimately will lead to Lake Walk-in-the-Water, the Kissimmee River, and the East Coast. This will open up a rich and virgin country. Many Florida towns are in the same position, but some day they will all be fed by tributary highways which will add greatly to their population, wealth and activity.

7. The greater interest in outdoor life is working to the big advantage of Florida. It was only a few years ago that people attempted to cure tuberculosis by locking themselves in a room with the windows closed and an airtight stove going at full blast. Physicians found that such treatment hastened their death, and that their lives could be saved only by opening the windows and giving them fresh air. Such a treatment is practical in the North during the summer months, but if one is to live out of doors all the year around he or she must go to the South. Now physicians are learning that this same outdoor treatment is valuable not only for tubercular trouble, but for many other illnesses as well. Instead of giving drugs as in the past, the best physicians are today recommending fresh air, sunshine, fruit and fresh vegetables—in other words, that their patients live in Florida. Added to this is the general interest which is constantly increasing in sports among both the young and the old. Every year more and more people are becoming in-

terested in golf, tennis and other outdoor sports. The North can offer these for a few months of the year, but Florida can offer them for three hundred and sixty-five days of the year. Considering the great number of young people who are now attending the colleges and state universities of our land, this interest in sports and outdoor life is bound to increase greatly, all of which will work to the advantage of Florida.

8. Many people joined the westward movement years ago without capital or education. They were driven West by the economic pressure. They ploughed land and built houses without capital or experience. Hence a great reaction followed when many were wiped out. An entirely different class are coming to Florida in connection with this movement southward. Most of the people coming to Florida today have capital, education and business experience. Many men and women of great wealth have become interested in Florida, and are bringing a goodly portion of their wealth with them. Men with keen minds, large experience and unusual vision visit here for a vacation only, but soon become interested in the great possibilities of Florida. They are discontented to loaf here amid such wonderful opportunities. They buy great tracts of land, build hotels, expensive homes and office buildings, and become interested in other enterprises. This accounts largely for the tremendous growth in wealth that Florida has had during the past five years. There is no reason



*A sample of Florida's roads*



why this influx of wealth should not continue. However, I am more interested in the men than I am in the wealth. Values are made by men, not by wealth; while men are made by souls. Position, education and fame are mere scenery in the upbuilding of states. The ultimate success of any community depends upon the character of the people making up the community. The fine character of most of the people coming to Florida today is one of the reasons why I am so optimistic as to the future of the state.

9. The recent legislation as to income taxes and inheritance taxes will greatly work to the benefit of Florida. This is especially true in relation to inheritance taxes. Federal inheritance taxes are justifiable; but state inheritance taxes are unjust, uneconomic and will ultimately be abolished. Florida is blazing the trail for an economic and just form of taxation. In the meantime Florida will get the benefit of being one of the first states to do what is right in this connection. I am not so enthusiastic regarding the Income Tax Amendment are many are, because money must be raised in some form. The Inheritance Tax Amendment, however, is absolutely

sound and is here to stay. People from other states can be absolutely safe in moving to Florida with an assurance that the State of Florida will never rob their descendants through any inheritance or any other unjust form of taxation. When one considers that this legislation has only just been enacted so that the state has not yet begun to profit from it, it is not difficult to realize the great growth which will come to Florida as this new legislation is more generally known, and the need for it more keenly felt. However, this legislation will attract to the state people with character, experience and property, as almost nothing else could do.

10. Finally, I am optimistic as to Florida's future, believing that some new development is to take place in the citrus industry which will enable surplus fruit—especially the small and lower grade fruit—to be profitably utilized. The citrus industry is today the great industry of Florida, and statistics clearly show that production is increasing at a more rapid rate than consumption. I believe in the Florida Citrus Exchange, and am using my energy to get every grower to join the exchange. On the other hand, I do not believe that the citrus problem can be solved merely by the stabilization of prices, or by getting for the grower "all that the traffic will stand." If we are to have mass production, we must develop mass consumption to go with it. Mass consumption in the citrus industry can come about only through gradually reducing the price to the consumer and by extending the uses for citrus fruit. The grapefruit proposition may be solved through canning, but the labor involved in canning oranges along present lines is almost prohibitive. Hence I am very much interested in experiments for the distribution of fresh orange juices and the preservation of citrus juices in general. I believe that the Citrus Exchange should take a good portion of its advertising appropriation and devote it to experimental work along these lines. If Florida could produce oranges every month of the year, the solution would be in establishing, in the cities of the North, orange juice routes, similar to the milk and salad dressing routes now existing in these cities. Some method of preserving the juices must be discovered.



Avocado Pear Cluster, Redland District



## WELCOME TO FLORIDA

**O**F the good things in Florida there are enough and to spare. As Chief Executive of the State, it is my privilege and pleasure to extend to all worthy people throughout America an invitation to share with us our many privileges and blessings.

We have such a variety of possibilities here that in all sections good and profitable business only awaits the application of practical methods. In this rapidly growing state the opportunities for safe and profitable investments of all sorts are also unlimited.

Living conditions both in winter and summer are so delightful, as well as healthful, that people are flocking here from all sections of the country to enjoy them. As for recreation and sports, no one section under the sun enjoys a greater variety than does Florida.

Florida awaits you and extends a hearty and sincere welcome to all right thinking, liberty loving people.

*John W. Martin*  
Governor of Florida.





*The late William Jennings Bryan*



I do not object to the adulterated juices now being sold in the North provided the vitamins are retained and not killed. It may be that the solution lies in canning a ground-up orange, strained and treated to take out the objectionable features. What the exact solution will be no one knows, but I do earnestly urge the directors of the Citrus Exchange to give this feature more careful thought. Continuing the present policy of directing so much energy to the price feature and so little to experimental work means sure disaster for a great many Florida growers when the production is trebled a few years hence. However, I believe that some day this problem will be solved in some way. Hence I am optimistic as to the citrus industry, notwithstanding the tremendous production facing the growers today. Yes, Florida is all right, and it is up to us all to back the Citrus Exchange and every other cooperative exchange, even although we may think the present policy is temporarily shortsighted.

Every part of Florida has its advantages and disadvantages. People forget that Florida is about four hundred miles long and has over eight hundred miles of seacoast. This means that every kind of soil, climate and other natural condition exists in Florida. There is no objection for a merchant to sell wool or cotton. The harm comes in selling cotton for wool. I could go to any county in Florida today and honestly sell land in that county, but I should take great care to emphasize only the special advantages which that county might have. Every county has some one important natural advantage. It may be in connection with phosphate; it may

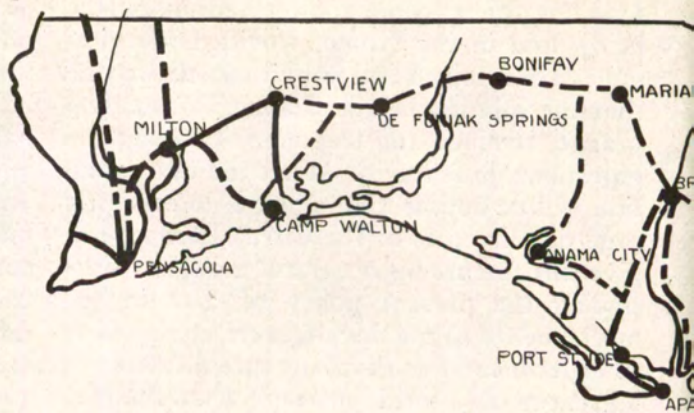
be citrus fruit; it may be potatoes; it may be celery, lettuce and tomatoes; it may be pine timber; it may be sponges; it may be climate; it may be scenery, or it may be even surf bathing. The important thing is for each section to ascertain its special advantage without knocking other sections or recommending its own section for products or features for which God did not intend it to be used. The great danger facing Florida today is that promoters are tempted to recommend citrus growing too far north; or all the year homes too far south; or property for uses for which it is not economically justified. I repeat that every section has some distinct advantage and, by capitalizing this advantage, then every section can prosper. But let us all be content by capitalizing the advantages that God gave us, without knocking any other section, or without pretending that we have advantages that we do not really possess.

Florida is good enough just as it is; a masterpiece cannot be improved upon. Even the truth about this great state seems like fiction to those not really in touch with conditions. Conservative statements are alluring enough and when visitors, hofeseekers and investors come and find that we have not exaggerated, the impression is much stronger and they readily join us in singing the praise of Florida.




The remarkable progress Florida has made in the past year is but a preliminary to the marvelous development that lies before us. It is only a beginning and the future holds such splendid possibilities that even a modest prediction would sound exaggerated.








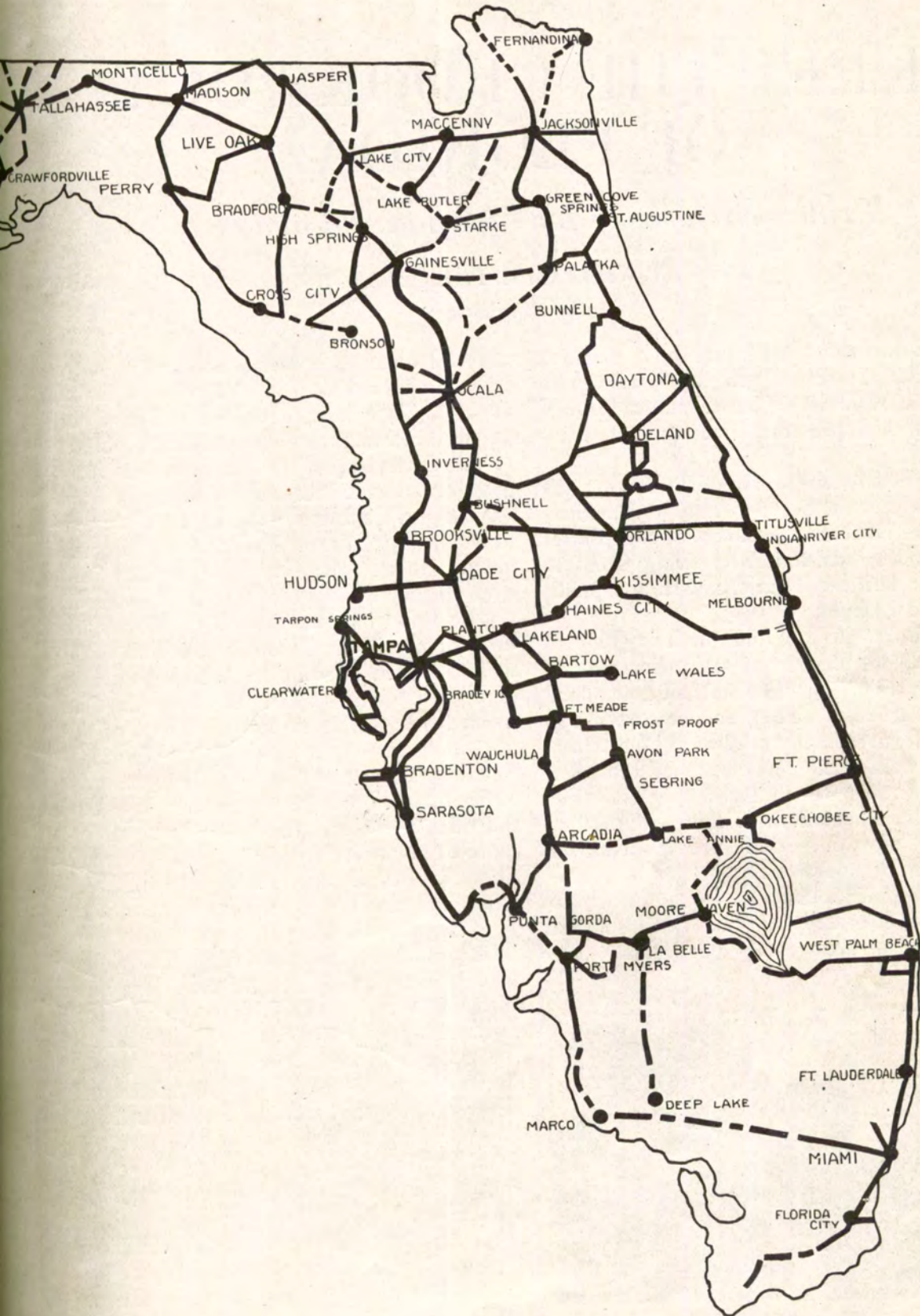
## FLORIDA MAP OF HIGHWAYS

PAVED ROADS   
ORDINARY ROADS   
CITIES 

Scale  of Miles



# MAP OF FLORIDA HIGHWAYS





# KEEP THE CROOKS OUT OF FLORIDA

*Written Exclusively for "Florida Old and New"*

BY WILLIAM C. FREEMAN

*of St. Petersburg*

THE only thing in Florida today that will hinder the state's progress is failure to check the activities of unscrupulous promoters and high-pressure, irresponsible salesmen.

It is clearly up to all of us having the state's interest at heart to support genuinely and enthusiastically the efforts of both Better Business Bureaus and Advertising Clubs to keep our business relations with the public clean and straight.

We appreciate how difficult it is going to be to keep the crooks out of Florida, but we must keep them out. We must sit down hard on their schemes. They do not care a rap about the permanent growth of our state. All they want is the public's money and when they get it they will fly the coop. They will leave a trail behind them that will take us years to blot out—therefore it behooves everybody of honest intent to get busy now and to appoint ourselves vigilantes, so to speak—to ever keep on the watch so that investors, small investors particularly, are protected.

People who are buying acreage in large tracts and reselling it in lots or small farms at prices beyond all reason, should have our particular attention. These fellows put on so-called developments far removed from growing communities and miles away from state highways and railroads. It is a crime to let them go ahead. They are mulcting the public; that's all; and unless they are stopped they will do the state a lot of harm.

The writer has been working in New York City for nearly three months. He had no intention of remaining in the metropolis longer than a fortnight—but after a few days he learned that the big financial interests of the metropolis are very doubtful of Florida's stability. They think our state is in the grip of speculators who buy property one day and offer it for sale the next day at an advance of anywhere from 25 to 200 per cent. They say these speculators are inflating values and that the end will come soon, with the dear public holding the bag.

My firm has been combatting this opinion through the advertising columns of the metropolitan newspapers. We have established an office right in the heart of the greatest city in the world. It is our intention to sell Florida—to persuade big financiers and everybody else that Florida offers wonderful money-making opportunities to all who will make investments in our state with the intention of helping us to grow on sound business lines.

We are making it very clear to the millions of people in the metropolitan zone that Florida's substantial business interests are determined to minimize the activities of the un-



*A typical lake side home*



scrupulous and that they are pulling together to build our state as solidly and substantially as New York City.

We are making it very clear to everybody that our year-round population of about 1,250,000 cannot meet the demands made on us for more hotels, more apartment houses, more office and business buildings, more homes, more suburban communities, more farms, more state highways, more industries, more transportation facilities.

We are telling everybody in New York through our advertisements, that Florida today is exactly in the same position as New York City was when it had only 1,250,000 population. New York City people could not meet the demands made on them at that time any more than our people can meet the demands made on us now.

New York City called for Outside Brains and Money and got both in large measure. It is a well-known fact that New York City's marvelous growth during the past twenty years is due largely to the vision of big men with large amounts of money at their command who flocked to the metropolis and helped it reach its present position as the largest, greatest and richest city in the world.

We are telling everybody that Florida is an empire, larger in area than the Empire State, and that it has undeveloped resources which, when developed will support as large a population as New York State and New York City combined.



*Near Clermont, Lake County*

We are reminding New Yorkers that their city's prosperity depends in large measure on the large sum of money spent by its great number of visitors annually. These visitors come to New York from all sections of America and all countries of the world just as Florida is getting them now by the millions every year.

We are trying our best to picture Florida's future on sane, sound business lines. We are trying to show that investments in Florida today will yield as big a return and will prove as substantial as any investment ever made by anybody in the Empire State or in New York City.

We are doing this work because we believe Florida has a great future—because we believe sincerely that Outside Brains and Money coming to us now will be as richly rewarded as they have ever been in New York City, or New York State or any other state in the Union.

But the work we are doing, in a small way, should be done in a big way by the state or by grouping the progressive and stable business interests in going to the country with an advertising campaign that will feature the great opportunities that exist in Florida.

If we make honest, intelligent effort all along the line, Florida will have a permanent population of 5,000,000 in ten years or so, and we will entertain annually as many visitors as New York City now entertains. It is said that annual visitors to New York average 200,000 a day and that they average an expenditure of \$25 a day. We do not vouch for the accuracy of this statement.

But suppose Florida grows to the point where it will be able to entertain twenty million visitors during the four seasons of the year. Won't we have prosperity forever and forevermore?

Why, Florida is just beginning to grow. Let's keep going but let us travel the straight and narrow path; let us give everybody a square deal; let us forget immediate profit for the greater profit that will come if we give full value for every dollar invested by everybody.



# EXPECT GREAT THINGS OF FLORIDA

## *A Survey*

BY GILBERT M. L. JOHNSON  
*of Miami*

FLORIDA'S story unfolds like the pages of an Arabian Nights tale. To one who hasn't seen Florida, it's unbelievable; truth is stranger than fiction.

Recently, perhaps, you read in the Miami newspapers the amazing episode of the black man, a former slave, who lived a life of solitude on a remote island in Biscayne Bay. The growth of Miami caught him up in a wave of prosperity. His island home has been sold at a fabulous price—and today the former slave is a millionaire. Or, perhaps, you read not long ago of the death of Lue Gim Gong. This wizened old Chinaman came out from the flowery kingdom to the flowery state years ago. Lue Gim Gong perfected oranges and grapefruit that have made Florida and himself famous. Recently he died—full of years, full of honor, and a wealthy landowner. Destiny wields a wand of magic here. Fortune is no respecter of persons. The poor slave and the rich banker find favor in her eyes.

Key West, lower Florida, is my birthplace, and also the birthplace of my esteemed business associate, Mr. Victor R. Moffat. Being

a native Floridian is an advantage: We were both here when the great development began.

Over fifteen years ago when Miami was in the cradle, my work was that of a land surveyor. Carrying the chain was a work of opportunity, that I gradually began to appreciate as golden. There were pioneer privations, of course. Can you imagine the tired land surveyor having to cross from the thickly wooded beach of Miami proper across Biscayne Bay, to the wooded island, sheathed in netting as protection against vicious insects? Feeling like a second Robinson Crusoe, the surveyor charted locations that today on Miami Beach are worth a fortune. How could a man know that where he chopped his



*Gilbert M. L. Johnson, General Manager, Johnson & Moffat*

way through the underbrush in a few years palatial hotels would rise and millionaires would come for pleasure, health and more wealth? Surveying gave an opportunity to learn and know the history, value, location and advantages of nearly every foot of land in and around Miami. With knowledge came a gleam of great possibilities. Florida began





*Water view on the East Coast*

to develop—and Miami began to grow.

Your friend, the surveyor, explored every nook and cranny of Flagler Street when it was just the little "Main Street" of an up-and-coming little town. He measured up the footage of the "Trail" when you wouldn't have given a hundred dollar bill for all of it. Where the surveyor picked wild berries on Miami Avenue, real estate owners are now picking thousand dollar bills. What a change just a few years have made! Lots on Flagler Street that you could have bought for hundreds—then—are selling for hundreds of thousands—now. In central Miami, property that could have been bought for a few dollars an acre—then, would have to be covered with gold dollars for a sale—now.

Miami is a magnet that is attracting people and wealth from all points of the compass. From 1910 to 1920, Miami astounded America with a population increase of 440 per cent. Miami makes records to break

them. Another record held by Miami is home building activity of 2,248.9 homes for every 10,000 people. Miami bank clearings touched the high mark of \$106,060,291.42 for July, 1925. Building permits this year for Greater Miami are estimated at \$100,000,000. \$5,000,000 in building permits was recorded in twenty-four hours during July, 1925. Postoffice receipts and telephone installations have about doubled during the past year.

Growth in every department is reflected in the tremendous growth in property values. Millions of dollars and thousands of people are pouring into Florida, the great National Pocket of Wealth. Fortunes yet to be made no doubt, will eclipse the fortunes made in the past from land. The biggest men in America are here—Ford, Firestone, Edison, Connors, Babson, Collier, and many other giants of the business world. Some of the biggest concerns in America are locating in Miami. I expect to see Miami acquire a million population quicker than any other city in the world's history.

There is big opportunity here for every man and woman who will put Faith, Dollars and Service into Florida. Service must precede reward; and when it does—and it will—you can expect great things from Florida.



(C) by Burgert Bros.

*Scene in the Everglades*



# THE SCHOOLS OF FLORIDA

*Written Especially for "Florida Old and New"*

BY DR. A. A. MURPHREE

*President of the University of Florida*

THE question that is uppermost in the mind of the newcomer to a state is, "What is the character of the system of education in that commonwealth?" I will undertake to answer that question briefly, so far as Florida is concerned.

There is not a state in the Union that is making the material progress that this state is making at this time. The development of a public school system from the lowest grade to the University is keeping pace. In proportion to population, Florida has the largest number of accredited secondary schools of any state in the Southeast, and the smallest per cent. of failures of high school graduates in college is found in the records of college students from Florida high schools.

Above the high schools there are the State College for Women and the University of Florida for men. The University is composed of six colleges—arts and sciences, agri-

culture, engineering, law, pharmacy and teachers. The enrollment at the University has increased from 136 students in 1905, when the institution was established, to 1,500 in 1924-25. The State College for Women has also had a phenomenal growth, and enjoys an attendance of 1,400 young women. These institutions have campuses of marvelous beauty and the buildings are constructed along modern lines, and represent a distinctive and attractive system of architecture.

From the kindergarten through the college and university, Florida has a thorough, well-organized, efficient public school system, which is growing and expanding annually to meet the ever-increasing demands made upon them by the thousands of tourists and home-seekers coming to the state. The institutions of higher learning extend a cordial and sincere welcome to neighbors from other states.



*University of Florida Campus*



*University of Florida building*



# THE REAL ESTATE AND TAX SYSTEMS OF FLORIDA

BY KARL LEHMANN AND JOHN S. MASEK

*of Orlando*

IN a discussion of Florida real estate law, it should be first pointed out that Florida has what is known as the common law procedure, both in equity and law.

The common law and general statutes in force in England, July 4, 1766, were declared in force in Florida in 1829.

While the real property law of Florida is for the most part declaratory of the common law, there are some changes and additions to meet local conditions. To this generalization as to the general theory of law, must be added one feature, which is peculiar to Florida. In many states the law treats a man as sovereign in the disposal of his property, but in Florida he must secure the acknowledgment of his wife. Furthermore, no other state requires such a positive declaration by the wife in her acknowledgment.

It is not the intent of the writers to further enumerate the technical aspects of Florida real estate law, outside of the generalization already made. It is neither within the field of the writers, nor would it be proper for them to do so, as it would be tending toward a situation which looks to the evasion of securing necessary legal counsel. Following the usual legal procedure we quote the following lines as our authority, namely: "The ability to discriminate between the times when it is advisable and when it is not necessary to consult a lawyer is the mark of a wise man."

To the potential resident and investor in Florida property, we, therefore, leave the technicalities of the state real estate law with the admonition that he employ proper legal counsel, but we do believe that a discussion of this subject should also include an outline of the tax situation in the state.

The people of Florida recently adopted by an overwhelming majority, the following amendment to Article IX of the Constitution of the State of Florida:

"Sec. 11. No tax upon inheritances or upon the income of residents or citizens of this state shall be levied by the State of Florida, or under its authority, and there shall be exempt from taxation to the head of a family residing in this State, household goods and personal effects to the value of five hundred dollars."

Florida has the distinction of being the only state in the Union which has brought within her borders great wealth because of taxation, or more accurately stated because of the lack of taxation. Never before has any state given such ample protection to wealth and its production. Under Florida's tax laws no penalty is placed upon success, and if one acquires wealth he may retain it and pass it to his children or heirs undiminished. To acquire wealth in many states means to share it with the state government.

Not only are Florida's tax laws favorable to individuals but corporations are equally protected, with the result that thousands of



*Twilight on a city lake*



new corporations are seeking the shelter and protection of Florida as a place to do business.

Briefly stated the tax advantages for individuals and corporations are as follows:

First:—No state income tax (constitutionally prohibited).

Second:—No state inheritance tax (constitutionally prohibited).

Third:—No annual corporation franchise tax.

Fourth:—No general direct sales tax.

Fifth:—No documentary stamp and stock tax.

Sixth:—No business income or gross sales tax.

Seventh:—No mortgage tax.

Eighth:—No severance tax.

Ninth:—Constitutional limitation of five mill tax on intangibles if ever taxed.

Tenth:—Florida's recently amended laws offer exceptional inducements for forming

corporations to operate in Florida or elsewhere.

Eleventh:—Elimination of filing income tax reports or estate reports in Florida.

Twelfth:—Possibility of litigation in settling estates greatly reduced. Valuable and sentimental papers can be placed in a safety deposit box in a Florida institution and not be subject to espionage by state officials.

These tax advantages have caused many wealthy individuals to establish their legal homes or domiciles in Florida to avoid the burdensome taxation of other states.

Vast estates are being purchased by Northern capitalists for the sole purpose of making Florida their legal home.

Florida has during the last year added to her citizenship more new wealthy persons than any other state in the Union. This influx of wealth is bound to be reflected in values of property as well as in new industries.



# THE WATERWAYS OF FLORIDA

*Written Exclusively for "Florida Old and New"*

BY FRANK WHITMAN

*of Deland*

THIS is a vast subject and rather sketchily outlined in this article. If one will take the map of Florida and follow me as I skip rather lightly around the vast potential possibilities of the waterways of the state, present and earnestly projected, he will readily see how it is feasible to connect up many heavy producing districts with the sea and gulf, and the ports of the world, at a ridiculously small outlay when the tremendous advantages are given due consideration. A mass of figures has been compiled and presented to Lieutenant Colonel G. A. Youngberg, United States Engineers, for consideration. Many projects for opening this or that channel, deepening such and such waterway or harbor, have been brought before the United States Waterways Commission. This Commission takes cognizance of our prayers in the form of a request to Colonel Youngberg to secure the figures mentioned above. From Colonel Youngberg the figures go back

to Washington, with certain recommendations and Congress acts, and has made a number of appropriations for deepening harbors and the deepening of the St. Lucie Canal, which is about to open and furnishes a waterway for light draft vessels from Fort Myers to Stuart on the East Coast. Much more will have to be done on this route, however, before any amount of freight can be carried across the state.

First I will call attention to the harbors of the state, starting on the Gulf of Mexico, and reminding you again that there are 1,200 miles of shoreline around the State of Florida. That more freight is not carried, which means a greater portion of the vast production of Florida, is nothing short of a commercial crime. Pensacola Harbor is a commercial port, with deep water, large dockage facilities, and a United States Naval Station. Next below is St. Andrews Bay, with possibly the deepest water of any harbor on the coast of all Florida—and yet there is insufficient depth across the bar at this time. It is true that great lumber vessels pass in and out, but the depth in the bar is not sufficient for heavier draft boats. The Port of Tampa is next below, highly improved, with lots of dockage and a new terminal just completed. The latter has been found of insufficient size and needs enlarging. Farther down there is Sarasota and Fort Myers, with neither channels nor harbors of sufficient depth for any sort of important commerce. Next is Key West, which lies at the southern end of Florida, touching both the Gulf and Atlantic, and the stopping point for boat lines to and from the tropics and Gulf ports.



*On Lake Eustis*



Running up the East Coast there is Miami and Bay Biscayne. There is a harbor here and ocean-going ships pass in and out with freight and passengers. There is an inlet and harbor at Palm Beach that should be deepened. Also one at Stuart, Fort Pierce and New Smyrna. The last was formerly a port of considerable importance. Last is the Port of Jacksonville, with its steamship lines and freighters.

With a few notable exceptions there are natural waterways connected with most of these ports that could be extended across the state and thus save a long haul around. The tropics could be brought much nearer to Florida and northern steamship routes shortened considerably—without taking into consideration at all the vast importance of getting Florida produce from the interior on boats—which would of course mean cheaper transportation and much less handling. Even as the railroads started the good work so could waterways add to our greater development. This is obvious—all the more so because gold from all parts of the world is now pouring into Florida and vast acres and production should be given the right sort of chance to reach the developer and the markets.

Take your map again and find Cedar Keys, on the Gulf. Here the historic Suwannee offers a way across the state, by way of that river and the Santa Fe, and a cut from the most advantageous point to the Ocklawaha, the St. Johns, or a possible route to Jacksonville. There is deep and navigable water up these rivers for a long way. I have gone up the Suwannee on a yacht for a distance of 140 miles and know it is possible to go many miles farther. Another route projected is by way of the Withlacoochee river and crossing by a cut into Lake Apopka or the Ocklawaha River. From Fort Myers the route lies by way of the Caloosahatchee River, Lake Hicpochee, Lake Okeechobee and the St. Lucie Canal. This route, as I mentioned above, can now be made by vessels of light draft. Other canals running from the Lake lead to Fort Lauderdale by way of New River, and to Miami by way of the canal of the same name.

Vast figures have been submitted by the

Florida Inland Waterways Commission to Colonel Youngberg of production, freight and passenger shipments by way of the St. Johns, under the title of "Improvement of the St. Johns River from Palatka to Sanford." These figures are far too great to give in this space, but the total tonnage of freight for the year 1923 (last figures available; vastly increased now) was 176,560, of a value of \$6,311,841. Passengers 19,056.



*Sunset on Lake Apopka*

No comparison is given in these figures on the saving in charges of freight, and the subject is brought up chiefly to show the value of water transportation to Florida and to introduce the proposed waterway from Sanford, now the head of navigation on the St. Johns, to the sea, by way of the upper reaches of the river. My information points to a cut from the river south of Sanford, either from Lake Harney or some nearer point below it, to the Indian River opposite Haulover Canal. To my mind this looks like a



very feasible proposition with a short cut to be made to the sea from the river.

Inside waterways lead the yachtsman at this time from the mouth of the St. Johns, near Jacksonville all the way down the East Coast of Florida—indeed all the way from New York “inside” with the exception of about a score of miles rounding Cape Fear. From Mayport (at the river’s mouth) the route lies inside, through land-locked waters into the Halifax and Indian Rivers. On the way are St. Augustine, Ormond, Daytona Beach, New Smyrna, Titusville, Melbourne, Fort Pierce, Palm Beach, Fort Lauderdale, and Miami. On the southern end there are canals and a river that leads across to the West Coast, where, with the exception of a few short stretches, the route lies inside to Tampa. This is a voyage of the most intense interest, with some of Florida’s biggest resorts to see on the way, and the most wonderful hunting and fishing of record available to the sportsman.

Last but not least, insofar as the waterways lie within the scope of my knowledge, is the route from Jacksonville through the entire state from north to south, terminating at Miami, Fort Lauderdale, Palm Beach and Stuart, on the East Coast, and Fort Myers on the West Coast. I will give a more minute description of this waterway for the reason that it is by far the longest, shows Florida in about all its most beautiful phases and I have been over it all at different times in my travels about the state. Starting from Jacksonville this, “The Silver Trail,” lies by way of the St. Johns to the mouth of the Ocklawaha at Welaka; thence west for quite a few picturesque miles and swinging south to Lake Griffin; across this fine body of water at its northeastern part into Haines Creek, a dredged way, rather choked up with vegetation at this time, and nine miles will bring you to Lake Eustis. Across Lake Eustis in its western part lies Dora Canal, probably two miles long, and you are in Lake Dora. By another canal (short and deep) now to Lake Beauclair, from which you pass into Apopka Canal, nine miles long. Apopka Canal was dug forty years ago for the transportation of citrus fruits along this route to the sea. Lake Apopka is reputedly the sec-

ond largest body of fresh water lying wholly within the borders of the United States. At the western extremity is a big spring with a vast flow of water that is undoubtedly the headwaters of the Ocklawaha River, as all water flow from this point is to the north—and the sea. On the south and west shores of the lake are quite a few fine towns and districts producing citrus fruits and vegetables. It is possible that a canal will be started from near Winter Garden connecting with a series of fine lakes and canals near Windermere, in Orange County. I have taken the trip through them. Just a short job now of digging and the way lies open by way of Lake Tohopekaliga, at Kissimmee, the Kissimmee River, which runs through a series of lakes, to Lake Okeechobee. From this latter, the largest body of fresh water wholly within the United States, there are canals to the East Coast and a canal and the Caloosahatchee River to the West Coast. From Apopka the waters flow north; from Kissimmee they flow south, so there is a watershed in Orange County that must be taken care of by locks—or possibly there may be a way of proceeding that I have not heard of. This distribution of the waters means that for about half way in either direction boats will be traveling with the current.

Locks in the Ocklawaha at Moss Bluff are just about completed. From them will be generated electric power for a large section of interior Florida. They will also expedite water travel by a control of the depth in the river. Too much can hardly be said of the lakes along this route. Without exception they are clear, deep and beautiful bodies of water. Already on them are yacht clubs and regular festivities in the way of speed boat racing, yacht racing and water carnivals. These are protected waters, perfectly secure from rough water and the deadly terdo that frequents the salt waters. The yachtsman can easily spend an entire winter in Florida—just moving about from place to place, enjoying the trip to the fullest.

It is natural for me to see the aesthetic side of Florida’s development, as no one loves the beautiful things for which this state is noted more than I. So I say to you that here is a silver trail beyond compare, dotted



here and there with wonder places. The tropics are around you and about you; in the deep woods and tangled hammocks there is game; on the waters countless flocks of ducks—and in the waters fish. Haste the day



*Waterfront at Tampa*

when this Silver Trail (maybe I have named it) is completed for I want to make it in its entirety—want to tie up at the shores, watching the spangling of the waters from the lanterns up above, hear the call of the loons and “plop” of the bass—at night. And during the days just to float and be lazy; gladdening my senses in the azure skies, the dabby, woolly clouds, the myriad waterfowl, the tropical blooming things, the lilting of the birds, the chatter of the squirrels. Oh! I have already done this along many miles of

the way; but I want to do more. I want to go all the way, passing from tropic verdure and highly developed places to the mighty prairies of the Kissimmee Valley and the Everglades—and thence into the tropics again.

Without exception all the above-mentioned waterways pass through producing sections of the State of Florida; hence the vast benefit to the state as a whole is very apparent. The fact that nature started and laid out the courses to a great extent is much in our favor, and surely we can take the hint and finish the job. Water transportation is cheaper than rail, as has been demonstrated time and again, and there is no denying the fact that Florida railroads are overburdened. The world is coming to Florida and Florida is receiving a world of freight and shipping, a world of naval stores, phosphate, road material, lumber, fruits, vegetables, field crops and livestock. Waterways will furnish a long-wished-for relief and the incentive for more farmers, fruit growers and other producers to come here if they are there, and to produce more if they are here. Not the least of the advantages will be the likelihood of peopling the thirty million acres of uncultivated lands we have here with husbandmen of all sorts, and homes for the visitors who are advancing on Florida by the hundreds of thousands. As an aid to development Florida's waterways literally beckon to the right-thinking man and woman.





# THE RAILWAYS OF FLORIDA

*Written Exclusively for "Florida Old and New"*

BY FRANK WHITMAN

*of Deland*

FLORIDA'S real development started with the railways, and just as the first puny attempts at placing bands of steel that would be arteries of trade were started, so did the state begin to creep and crawl toward a more prominent place in the sun. The history of early railway building here differs but little from the herculean endeavors accompanying the stretching of lines in other parts of this country. In the West were mountains to cross, chasms to bridge, tunnels to be dug; here there were the penetration of fastnesses of an almost defying nature, bottomless morasses to fill, seas to cross. The longest railway bridge in the world is in Florida.

The extension of and development of the first railways in Florida were undoubtedly due to the efforts of Morton F. Plant and Henry M. Flagler, and began with the efforts of the former as far back as the year 1865—or "reconstruction days," after the Civil War. Mr. Plant started life as a cabin boy on a steamer and Mr. Flagler as clerk in a store. The former is given credit for the inception of the great railway systems of Florida and the latter for permeating the dark corners of the future. This, according to historians, is placing the honor where it is due.

When the first legislative council met at Tallahassee the members journeyed to it on horseback, moving in little companies of twos and threes, making their way by Indian trails, wagon roads, and actually breaking through the forest at times. About ten years after, or in 1836, the first railroad in the state, and the third in the United States, was built from Tallahassee to St. Marks, then an important port. From this period on to about the year 1881 railroad building



*Near Tarpon Springs*

in Florida went through periods of panics and cessation of credit, but in the year 1881 the Florida legislature gave charters, accompanied by grants of land, to the following: The East Florida Railroad Company, from Jacksonville to the St. Mary's River, being part of the Savannah, Florida and Western System; the Gainesville, Ocala and Charlotte Harbor; the Green Cove Springs and Melrose Company; the Jacksonville, St. Augustine and Halifax; Monticello and Georgia; Orange Ridge, De Land and Atlantic; Palatka and Indian River. The most important road chartered was the Pensacola and Atlantic, from Pensacola to Chattahoochee. The Silver Springs, Ocala and Gulf; St. Johns and Lake Eustis; Fernandina and Jacksonville, and others, were constructed. Up to 1884, 1,045 miles of railroad had been built, a very great achievement, considering the population of the state and the local character of the roads. With the construction of the railroads the population advanced rapidly and an especial impetus was given in the peninsular portion of the state to the plant-



ing of orange groves. This is surely one of the concrete evidences of the advance of development with the coming of the railroads.

Stories of what were nothing less than heroic endeavors in connection with the building of these railroads are many, but none more so than the works of Morton F. Plant and Henry M. Flagler. The former moved south in 1861 and reorganized the Southern Express Company, becoming its president. In 1879 he purchased the Atlantic and Gulf Railroad (which had failed in 1877), organized it as the Savannah, Florida and Western, and extended it from Waycross, Georgia, to Jacksonville, thereby giving Florida its first "impetus" of prosperity. In 1882 he invited Mr. Flagler to become one of his associates and directors, and operations were extended and complete lines carried all over Florida. Mr. Plant died in 1889, at the time when he had his greatest plans formulated for Florida west coast development, wherein he had built the Tampa Bay Hotel at Tampa, and the town of Plant City, as well as several other hotels. Inspired by the work of Mr. Plant, Mr. Flagler carried on, devoting his activities to the development of the East Coast of Florida. In 1885-86 he purchased the Jacksonville and St. Augustine Railroad; in 1886 the Jacksonville, St. Augustine and Halifax Railroad; in 1888 the St. Augustine and Palatka and the St. Johns, Halifax and East Palatka to Daytona. During this year he also built the bridge across the St. Johns at Palatka. In 1889-90 he built the railroad bridge across the St. Johns at Jacksonville. Up to 1892 he merely bought old property, but in this year he began the construction of the railroad to Daytona. From this time on Mr. Flagler began to make world history in the science of railroad building. Few people could understand his problems unless they knew the difficulties encountered along the East Coast of Florida as they existed in those days of actual pioneering. Mr. Flagler knew that building the railroad was not enough and began the system of palatial hotels which are now famous resorts along the line of the Florida East Coast Railway. Starting with the Ponce de Leon at St. Augustine in 1888, he built in succession, at Ormond the Royal Poinciana (2,000 rooms),

the Breakers at Palm Beach, the Continental at Atlantic Beach, near the mouth of the St. Johns, the Royal Palms at Miami, and the Colonial at Nassau in the Bahamas. In 1894 the Florida East Coast was extended to Palm Beach and in 1896 to Miami. In 1905 Mr. Flagler began the construction of the Key West extension (Overseas Railroad) with two ferries to transport freight cars to Havana. This great achievement was completed January 12, 1912, at a cost from Miami to Key West of \$12,000,000—making the cost of the entire line and branches 745 miles, including trackage rights of six miles, about \$50,000,000. He blazed the trail through the wilderness—lavished money where others feared to invest—no obstacle was too large for his indomitable will to surmount. He had a vision—and succeeded—the builder of an empire for posterity to enjoy and marvel at. He died May 20th, 1913, at his home in Palm Beach, having spent the years from 1885 in Florida. He was 83 years of age when he passed on. There were other developers and builders of railroads in Florida but none so great as Morton F. Plant and Henry M. Flagler.

Covering Florida at this time are three great railways, the Seaboard Air Line, the Atlantic Coast Line and Florida East Coast. All of them are extensions of the railroads first mentioned as being chartered in 1881, with an occasional right-of-way laid out between the years 1836 and 1881. The older railways are now lost in the obscurity of passing decades, but their places have been taken by modern systems, and a comparison would seem like choosing between an ox cart and a fine auto. The railroads of today have speed schedules and a luxury in the appointments for passenger service that makes riding a keen pleasure as well as a convenience. What would the old-timers have thought to see such announcements by the railways as "solid steel train and through sleepers and dining cars Florida Points to Boston," or "twenty-two hours to Washington"? And what would they have thought of such luxuries in the way of travel as "Sunshine Special," "Seminole," "Dixie Flyer," "Dixie Limited," "Everglades Limited," "Havana Special," "Land of the Sky Special," "Palmetto Lim-



ited," "Southland," "West Indian Limited," "Floridian," "Ohio Special," "Royal Palm," and "Ponce de Leon"? These are only a part of the fine trains from the North, Florida-bound, and they are cared for in this state over the lines of the three mentioned trunk lines.

Florida railroads have been the advance guards of development in Florida, and one might also add "civilization," if the conditions in the state at the time of their inception are given due consideration; for with them came culture, schools, churches, the capitalist and the husbandman. And not yet would thousands of acres of citrus fruits be producing 21,000,000 boxes (last season) of delicious dainties, nor would the broad acres of truck lands be shipping thousands of carloads of produce yearly—were it not for the railroads. Just now the hordes of the world are pouring into Florida, attracted by its infinite possibilities for homes, industries, naval stores, lumber, vegetable and field crops, fruits, sports, hunting and fishing—and all of it is directly attributable to the railroads. Wonderful play places have been opened by these same agents. The warm hue of health, the lengthening of life, the absolute protection from discomforts of winter in other climes, a golconda of investment opportunities—again the railroads.

So much for the passenger service, which can justly be called the smallest part of the railways' service in Florida. Here are some figures, not the latest, but they will give some idea of the freight hauls out of Florida during one year, together with the value of things shipped: Field crops, \$21,613,300; vegetables and garden products, \$10,724,519; fruit products, \$13,511,950; poultry and products, \$4,559,876; dairy products, \$3,881,452; miscellaneous products, \$174,000—a total of \$54,465,322, and this is but an average taken from the production 1913-14 to 1923-24. Last year 5,833 carloads of citrus fruits and 100,000 carloads of other fruits and vegetables, including cabbage, tomatoes, peppers, cucumbers, strawberries, pineapples and celery, were carried out of the state by the railroads, and this does not include the express shipments, the lumber, naval stores, fish, phosphate, building mate-



*A forest road in Central Florida*

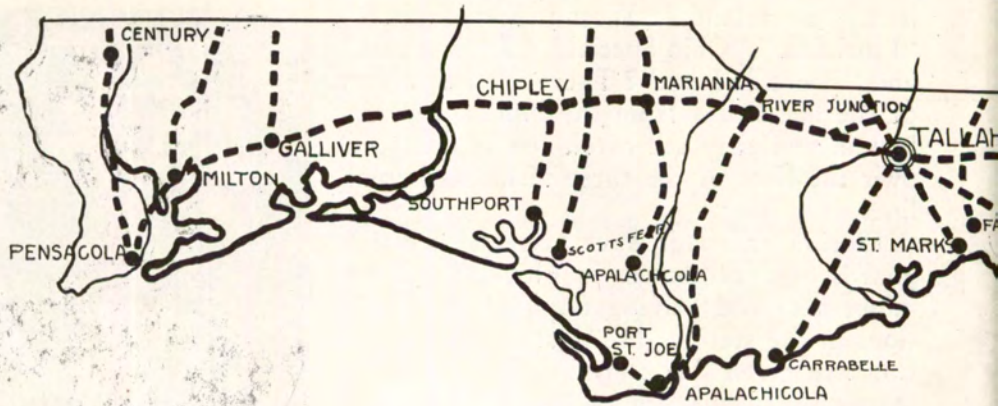
rial, plants, bulbs—nor does it include a carload of the vast tonnage that was shipped in! The brain staggers when these figures begin to take shape in the mind.

Such is the present status of the railways of Florida as the writer sees it. It is all the more impressive when one considers the great competition by auto truck lines and increasing water transportation, for here the railroad enters into competition with itself by hauling materials for building both automobiles and steamships. Truly the railways of Florida are keyed up to the times and a little beyond. One and all they are building for the future.

That future lies to great extent in the lap of the gods, but there are signs one may read if he mixes up a little foresight with deductions from things that have already been done. The future of railways in Florida depends altogether on the spread of development, and here and there in scores of places towns and cities are yearly doubling in population. This means added service, added trackage, added station facilities for that particular place—and please remember that "scores" were mentioned. When freight and passenger figures get to a certain point the railroad jumps into the breach and mends it. and Florida is growing, growing, growing—beyond the wildest dreams of any.

The Seaboard has but recently built a line from Coleman, in Sumter County, to West Palm Beach, far down the East Coast. It was an achievement in rapid work, for part





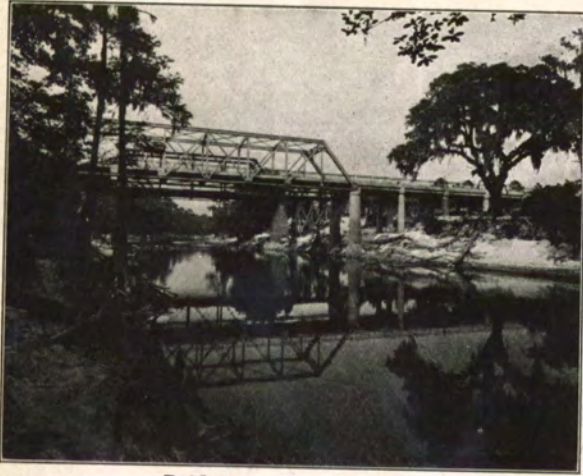
# FLORIDA

## MAP OF RAILROADS









*Bridging a Florida River*

of the way lay through the "trackless Everglades," and along the way little towns are building. The lines are to be extended south through Miami to Florida City, is the report. Among further plans for the Seaboard is an

extension from some point in Highlands County to Fort Myers to Venice. Having already a line to the little town of Immokalee, in the 'Glades, rumor says that this same railroad will advance to the East Coast along the south shores of Lake Okeechobee. Rumor also says that the Perry cut-off, that incomplete stretch along the Gulf Coast, is now about to be completed, thus giving a line entering Florida from the Central States direct.

The railroads move in the dark, in a way, in their construction plans. Sizing the thing up carefully, one concludes that it is the better way to do. "The Future?" Who knows? One can at best but conjecture, but by reading the signs (running in mind over the vast developments now on in Florida) it cannot be construed into anything other than huge (speaking of railroad advancement) and in keeping with that which has gone before.





# FLORIDA CITRUS ORGANIZATION

BY L. M. RHODES

*State Marketing Commissioner of Florida*

THE story of the Florida citrus industry is the story also, at least in recent years, of the Florida Citrus Exchange. Like all cooperatives are, or should be, the Florida Citrus Exchange with its 600 members, 20 sub-exchanges and 123 associations, is a child of necessity. Cooperative marketing as a rule has been the outgrowth of an economic need, and in this respect the Florida Citrus Exchange is no exception to the rule.

In the early years of the citrus industry in Florida, oranges were considered a luxury and as such commanded fair prices. Cultivation, spraying, fertilization, packing and shipping costs were lower and glutted markets were practically unknown. Growers could pick, pack and ship their fruit independently, and as the demand was strong and the supply limited every grower could make some money.

By the year of 1893-94 the production of citrus fruits had increased in Florida to 5,000,000 boxes. Then came the freeze of 1894-95 and the average annual production for the following eight years was less than 350,000 boxes.

So we had only 350,000 boxes of citrus fruit in Florida to distribute among 75,000,000 people in the United States, or one box for every 219 people. But, by the season of 1909-10, our production had increased to 6,100,000 boxes, and the population of the United States was 92,000,000. So in 1909-10 we had a box of citrus fruit for every fifteen people, or in one decade our supply of citrus fruit in proportion to the number of available consumers had increased 1400 per cent. Florida citrus growers found themselves with 6,100,000 boxes of fruit for which they received \$8,170,000 or \$1.34 per



*Lake Wales Citrus Exchange*

box. Realizing that they must broaden the market, increase the demand and widen the distribution of this rapidly increasing volume of citrus fruits if the industry was to yield any profit far-seeing men identified with the citrus industry organized the Florida Citrus Exchange.

It had to make the same fight that all economic reforms have made against prejudice, scepticism and self-interest.

It was affected, as all cooperatives are, by lean years that brought it members and prosperous seasons that resulted in backsliders.

In some instances perhaps it was oversold, and in others it was unjustly criticized.

Like all human endeavors it made mistakes. It could not do the impossible, nor perform miracles.

It was subject to the disease germs of suspicion, selfishness, disloyalty, inefficiency, dishonesty and unfair criticism, from which all cooperatives suffer.

It could not sell a poor, ungraded quality



of fruit for top prices. It could not cure all of the individual ills of its members.

It could not handle an over-supply of commodities and obtain normal values. It could not raise the price of fruit beyond the limitations of supply and demand.

It was subject to the same failures on account of ignorance, misconception and inefficiency that a corporation would have been.

It could not say to all of the difficulties in the field of citrus production and distribution, from the planting of the trees to the selling of the fruit, "Be thou removed."

And it has not been able to assemble all the fruit, nor persuade all the growers to become members.

But it has come through all the diseases, accidents and afflictions incident to childhood; has withstood the danger period in the existence of all cooperatives and has grown from a wobbling infant in 1909 to a sturdy, robust youth of sixteen seasons in 1925.

During these sixteen years constant changes have been made, adjusting the operations and practices of the organization to the needs, customs and progress of the trade. Changes have been made in the official family and personnel of the officers and, in the rules regulating the constitution and by-laws of the organization.

Earnest efforts have been put forth to improve the quality of the fruit; to adjust the quantity and quality of fruit to the needs of the trade.

To keep its trade policies in accord with the highest ethics and standards of business. To secure the highest price for the fruit of its members.

To grade and standardize so as to meet the preferences of consumers. To possess business foresight, skill, knowledge and good judgment.

To eliminate competition between different groups of growers and to stop wasteful practices. To advance Florida fruit and increase volume of consumption.

To employ men who believe in cooperation.

To take the fruit of many growers and assemble it into one unit. To provide standards of quality and to merchandise in an or-

derly way. To assemble the commodities and resources of the growers.

To make possible a well-equipped grading and inspection service. To reduce the cost of marketing. To prevent the shipping of culls and green fruit. To stimulate demand by improving quality.

To feed markets and not glut them. To substitute efficient marketing for dumping. To give the producers up to date facilities for marketing and give the consumer better quality.

And to do everything necessary to economically produce, properly pack, efficiently distribute and systematically market Florida's citrus fruits.

During the sixteen years the Florida Citrus Exchange has been in operation it has endeavored to improve its methods and profit by its experiences. Some recent changes have been made.

The organization as it exists is composed of its growers' associations, sub-exchanges and the exchange. Each of these groups has a vital part in the general scheme of cooperative marketing, and each has problems that are practically its own. Yet the interests of all the departments are so closely connected that each one is concerned about the problems and activities of the other. All things considered, the Exchange and its growers are primarily interested in one thing—the greatest possible returns for their fruit.

The general purpose of the association is to pick, pack and load fruit in such quantities at such time and such quality and condition as to insure maximum returns to the grower, and to satisfy in the highest degree the consuming public so as to secure continued orders.

The function of the sub-exchange and the exchange is to market the fruit in such a manner and in such localities and to such destinations and in such quantities as to secure the greatest returns to the grower.

Therefore, the main purposes of the association, the sub-exchange, and the exchange are identical. Their interests in every case are the same, and every factor comprising the exchange must work in complete harmony.



Each one of the twenty sub-exchanges is represented by a member of the board of directors, who meet quarterly.

There is an executive committee, composed of seven members of the board of directors, who meet semi-monthly. This committee is given full power to act for the board of directors. This committee takes the place of all permanent committees. Its members pass judgment on all the operations and the personnel of the exchange, and supervise all the other activities of the exchange. They are the supreme authority. The chairman of this executive committee is also president of the Florida Citrus Exchange.

The operations of the exchange are divided into four heads, or into four departments. The production department, under a production or field manager, is that part of the organization from the grower to the Tampa office. It is the function of this department to increase the efficiency of the operations in the field and to co-ordinate the work of the various sub-exchanges.

This department or the production manager is directly responsible for the activities of the sub-exchange managers. Responsible for the packing, grading and maintenance of shipping standards, of all fruit, delivered to the sales department. Responsible for the shipment of fruit as specified or accepted by the association. Responsible for the economical operation of the sub-exchanges and associations. It is his duty to investigate and handle for the sales department all complaints from buyers regarding quality or condition of fruit on arrival. He is in charge of inspection of fruit. He is responsible for the proper instruction of sub-exchange managers and field managers, in the more efficient execution of their duties.

He must consult and keep in touch with the sales department so as to determine the quantity for shipment through the various sub-exchanges during specified periods.

He must conduct research work in connection with the growers' problems and publish all information secured that may be helpful to the growers.

Secure the interest and cooperation of the Federal and State departments and Bureaus



*Tangerine tree in bloom*

in the problems of the growers, and publish all information secured. To be in charge of all organization work, in holding the members and securing new ones.

He is responsible for all activities not directly concerned with sales, advertising or executive operations.

The advertising department is under an advertising manager, who is responsible for all forms of space advertising, such as magazines, newspapers, billboards, street cars, etc. The handling of direct mail work, either with dealers or consumers. The securing of dealer display material, and folders, receipt books, etc. In fact, in charge of all publicity work. In charge of a house organ that will be regularly sent to growers. He is to do all that can be legitimately done to widen the channels of distribution and increase the demand for Florida citrus fruits.

The sales department is responsible for the handling and sale of all fruit packed by the Florida Citrus Exchange, development of markets and proper distribution of all shipments of Exchange fruit, as they leave Florida.

The general manager is in direct charge of all the departments of the Exchange, and is directly responsible to the board of directors and the executive committee. He must co-ordinate the activities of all departments, and secure as nearly as possible 100 per cent efficiency.

The exchange has a sales organization of about sixty men in the various markets. Twenty of these are in the eastern division, twelve in the mid-central division, eighteen in the central division, five in the western division, and five in the southern division.



The exchange started its operations with a small per cent of the fruit of the state. The fact that the proportion of fruit handled by it has increased every year until now it controls from 35 to 50 per cent of all the citrus fruit produced in Florida, is strong proof of its worth as a marketing organization.

Perhaps if the needs and difficulties of the growers had been more acute, the growth of the organization would have been greater.

However, no one but a dreamer would expect a cooperative in Florida to control all the fruit. There are a number of large, efficient, honest, skilful, independent marketing organizations in the state, who not only serve a large number of satisfied growers, but own a great many groves and packing houses, and, of course, prefer to market their own fruit.

The exchange has done a great work; it has rendered service and deserves to live and continue to grow and prosper. When the exchange was organized in 1909, we had only one box of fruit in Florida for every 15 people in the United States. Today we have a box for every  $5\frac{1}{2}$  people in the United States.

In 1909 the per capita consumption of oranges in this country was 37, now it is around 60. When the exchange was organized in 1909, the price of fruit per box was \$1.34. In 1924-25 the average price for Florida citrus fruits returned to the marketing agencies was around \$2.60.

The development of the industry from a production of 7,946,926 boxes in 1913-14 to 21,800,000 boxes in 1923-24, is no doubt due

in a great measure to the work of the Florida Citrus Exchange.

In closing, let me say that there are approximately 260,000 acres of citrus groves in Florida, less than 20,000,000 trees, and less than 12,000,000 trees bearing. There are not more than 175,000 acres of bearing groves in the state. There is a possibility of a 20,000,000 box crop any year from our present bearing groves. There are 35 of our 66 counties that grow citrus fruits commercially, and all counties can, and do, grow some citrus fruits. If all the bearing groves were in our smallest county, there would still be 17,000 acres in the county to plant in fruit trees.

It is estimated that there are from 5,000,000 to 9,000,000 acres of land in the state that will produce some of the varieties of citrus. So it is possible for Florida to increase its production to from thirty to fifty times as much as it is now.

We ship an average of 164 car loads of citrus fruit daily the year round now. At our present rate of increase we will be shipping 400 car loads in a decade.

Of course, a disaster could decrease our fruit production and at present many groves are being cut down to make room for homes for the ever-increasing hosts that are coming to Florida. But with the production of citrus fruits increasing faster than the population, the best possible method of production, preparation, distribution and marketing should be put into use, and this can best be done by organized effort and unity of action, and the largest producer and shipper of citrus fruits in Florida is the Florida Citrus Exchange.



# THE SOILS OF FLORIDA

BY GEORGE LeFEVRE

*Formerly Appraiser with the Federal Land Bank*

THE State of Florida has no doubt a wider range of soil than any other in the United States. It ranges from the very richest muck lands in and around the far-famed Everglades to probably about the poorest white sand oak and pine scrub.

For the purpose of discussing their intrinsic value, I have divided them into five different classes in their relative order according to area:

- 1—Flatwoods and Prairie Land
- 2—Cut-over or High Pine Land
- 3—Low Hammock and Muck Land
- 4—Turkey Oak or Spruce Pine Scrub
- 5—High or Mixed Hammock Land

## *Flatwoods and Prairie Land*

Every county in the state contains more or less of what is locally known as Flatwoods, having a growth of both long and short-leaf pine, cypress, saw palmetto, gall-berry and wire grass. The prairie lands have grasses of different kinds, those of lowest elevation being known as saw grass. The soil, if properly drained, is generally very productive and suitable for the growing of all kinds of vegetables, corn, sugar cane, upland rice, grasses, etc., but the greatest obstacle in utilizing it today is lack of control of the surface water.

Hundreds of thousands of dollars have been wasted by unsuspecting and inexperienced people who do not know nor understand the prevailing conditions, who would rather listen to the misleading statements of unscrupulous real estate dealers or rely upon their own egotism, than deal with reliable realtors of tried and known reputation or take a little advice from the native Floridian. They usually look upon the latter as an indolent parasite, raising scrub cattle and "razor back" hogs upon land owned by others. As

a matter of fact the large majority of Florida "crackers" are honest, amiable fellows and capable of giving the newcomer valuable information and advice only for the asking. It is these people who are using the bulk of this class of land for the only purpose that is practical at the present time. Its value today is entirely speculative and will remain so until thorough and adequate drainage has been provided—a stupendous task and beyond the means of the average individual. Most of this land is underlaid with clay, marl or hardpan which hinders rather than helps natural drainage.

## *Cut-over or High Pine Land*

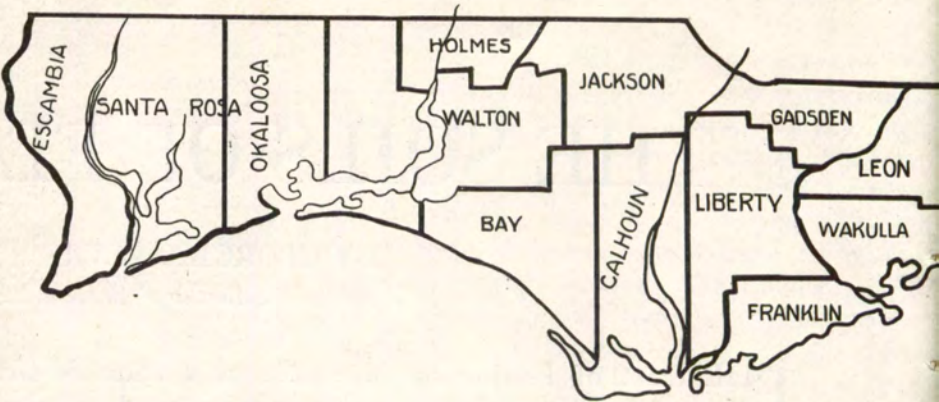
This class of land is found in nearly every county of the state. It was originally covered with large long leaf yellow pine, of which only a small percentage remains uncut. When the pine timber is removed a growth of "black-jack" oak usually covers the land within a few years.

The soil is naturally sandy and of sufficient



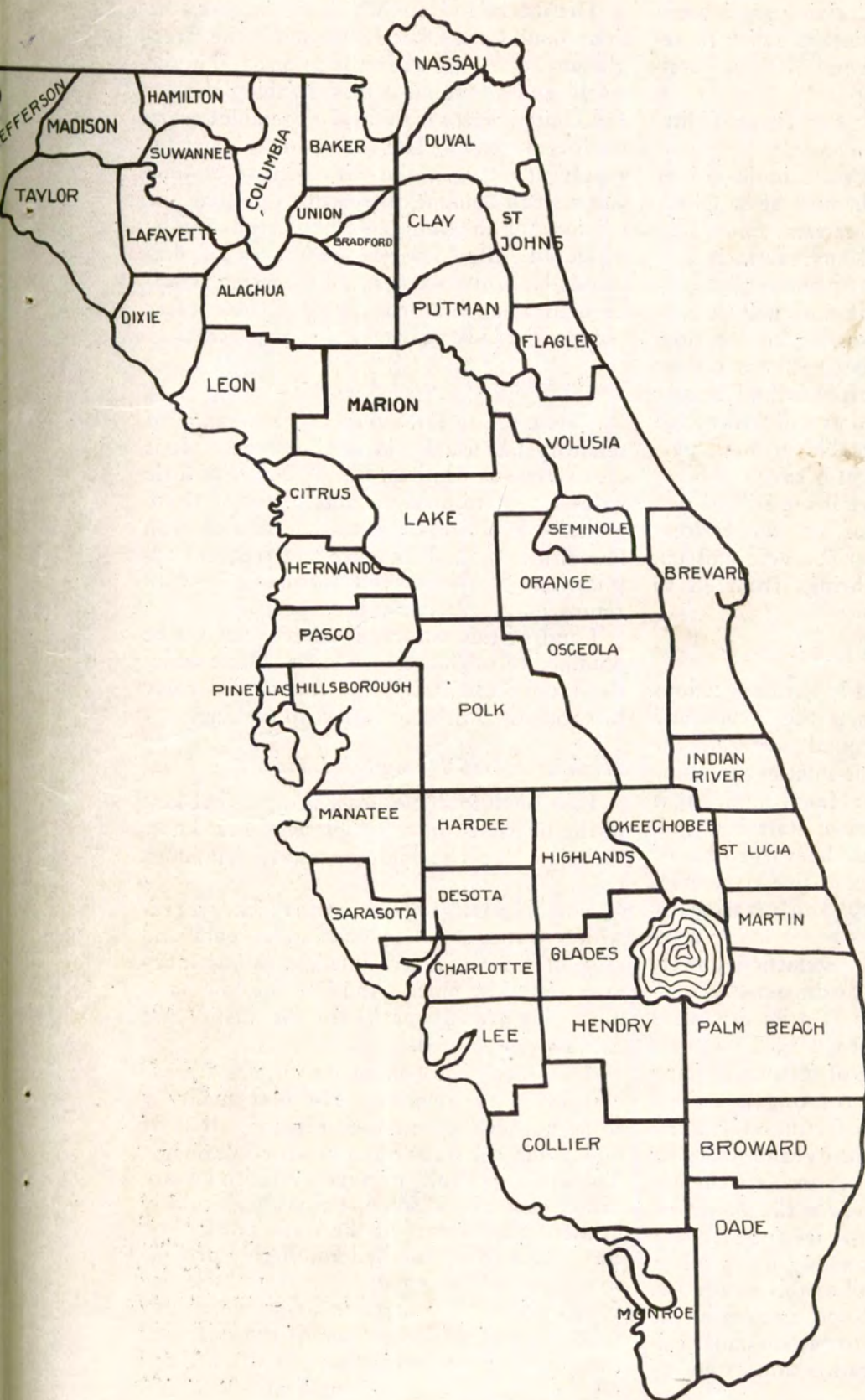
80 acre tomato field in Redland District, Dade County





**FLORIDA**  
**MAP OF COUNTIES**







elevation to require no draining, and when under cultivation will maintain moisture remarkably well during a drouth, if kept properly mulched.

This is the ideal soil for citrus fruits, grapes and melons.

Most of it in the raw state is devoid of humus and nitrogen which must be supplied. It will assimilate only a certain amount of commercial fertilizer and any excess is usually wasted. Small and frequent applications of commercial fertilizer, if time will permit, will give better results, owing to leeching, than if all is used at one time. There is nothing that will give the response and lasting returns on this type of land as will well rotted and carefully preserved stable manure, particularly if the urine content is saved.

Land of this class where it can still be had with the original growth of pine timber commands an average of \$50 per acre and up, while the cut-over land brings from \$8 to \$40 according to location.

#### *Low Hammock or Muck Land*

Low hammock is found in various sections of the state, usually along the rivers and smaller streams, and around some of the lakes where the elevation is sufficient to allow natural drainage, and in a few counties it is quite general. In its original state it is generally covered with a dense heavy growth of cabbage palmetto, water and live oak, magnolia, sweet gum, hickory, and occasionally wild orange. These trees are a living testimonial of its quality and production power. It is on this type of soil that the most successful truck growers operate. In its raw state it usually requires lime but will give astonishing results without the use of fertilizer of any kind. Where intensified trucking is carried on the use of commercial fertilizer is necessary to insure early maturity and carrying qualities of the products. Artesian wells are usually obtainable, and where tile or drainage ditches are provided to care for excessive rains, the trucker is reasonably independent of rainfall or drouth. Soil of this nature has a value of from \$50 to \$200 an acre in the raw state, and from \$500 to \$2,000 under cultivation, according to location and extent of improvements.

The muck lands, of which the largest area lies around Lake Okeechobee and in the Everglades proper, are as fertile as any soil in the world and are capable of furnishing the entire United States with fresh vegetables every day of the year. The soil holds a bountiful supply of nitrogen and with the use of lime and a small amount of potash to prepare the product for shipping, enormous crops can be produced. But like the vast area of flatwoods land, the serious and menacing obstacle of drainage and control of surface water renders the bulk of it unusable at present.

#### *Turkey Oak or Spruce Pine Scrub*

This type of soil covers a wide range of territory but usually in smaller areas. It is also known as "Thirsty Land" and is of little value except to hold the rest of the state together. In seasons of excessive rainfall, with liberal use of stable manure and frequent applications of commercial fertilizer, a small return may reasonably be expected.

Land of this nature, I believe, can yet be obtained through the U. S. Land Office under the Homestead Act. The commercial value of such soil at present is next to nothing.

#### *High or Mixed Hammock Land*

Last in this article, least in area, but first in the hearts of most people who best know the state are the high or mixed hammock lands.

The original growth contains hickory, red, white, water and live oak, sweet gum and magnolia, with an occasional extra fine specimen of yellow pine. And like the low hammock this growth speaks for the quality and earning power of the soil.

This land is found in only limited areas and not in all counties. The best quality is to be had in the limestone regions. It is of high rolling character and needs no drainage. The soil is generally of a dark reddish brown, rather firm, and in some sections, particularly in the northern part of the state, borders on clay. It is easily handled and highly productive; with few exceptions it will produce any fruit or food crop that can be grown on any other type of soil or section of the state and usually to better satisfaction. It will use and respond to more liberal applications of fer-



tilizer than will the lighter soils, and will produce all the legume crops, which are vitally essential to successful farming, especially where limestone is found.

For diversified farming, dairying, trucking, poultry raising and fruit growing, this is the class of land that will produce, year in and year out under reasonable management and care. The person who is so fortunate as to own eighty acres of this type of land in Florida, cleared and well fenced, equipped with approximately ten good cows, three brood sows and one hundred chickens, and practices diversified farming, planting only a relatively small acreage to several different kinds of truck in their respective seasons, has a comfortable income assured. If he lives in a home, situated on a paved highway, with

electricity for light and power, telephone and radio set in the living room, mail box at the front gate and a sedan in the garage, he certainly is "settin' pretty" and should be thoroughly contented and independent.

Land of this type is changing hands today at from \$40 per acre in the rough to \$150 and up, cleared and improved. It is the cheapest and best investment from a land standpoint, and in my opinion, will show the largest increase in value in the future.

I live in Florida and believe that investments made anywhere within her boundaries will prove both pleasant and profitable in all time to come; for it is a great country, developing fast, and offers wonderful and wealth-making opportunities to the conservative investor.





# OUT-OF-DOORS IN FLORIDA

BY DR. T. VAN HYNING

*Director, State Museum, Gainesville*

This is in reply to a letter from the publisher soliciting an article on "Out-of-Doors in Florida," dealing with the animal life of the state. Since a bird is an animal, and all Florida is out-of-doors, we presume that what he really wants is an article on out-of-door animal life in the state; in this we rejoice, as we are not so familiar with this *in-door* animal life.

A MAN inquired of the landlord concerning the renting of a house. The first question he asked was whether the house was cold in winter. The landlord replied that he guessed it was, as it stood out-of-doors. Nomads in Florida, or leading a nomadic life in the state, are strictly in order as in no other state in the Union. Since the advent of the automobile and paved highways, people are more and more living out-of-doors, and paying less attention to whether the house is cold, or warm, or even whether they have a house at all. They spend their time in the automobile, eat at the restaurant and sleep in the tent, auto or hotel, living the free, careless and healthful life of continuous pleasure the year around, which is impossible anywhere else in the United States.

Doctor Bigelow, in a personal letter to a friend of ours, once said, "Did it ever occur to you that one of the most dangerous things in this world is to think new thoughts, and do new things?" But we will venture to say that the time is fast passing for building houses in Florida. What we mean is the large, expensive and luxurious residences which have been inspired by home-loving families. Times have changed in Florida. The pent-up desires for the out-door life have burst, and no longer does the mother rock the baby to sleep in the cradle, but takes it for a joy-ride on the highway.

Florida is composed of fresh air, water and land. The former is an average of 70 degrees temperature; the next is an annual rainfall of 52 inches, and the latter covers 54,861 square miles. The climate is the most equable and agreeable on the continent. The rainfall maintains ten navigable rivers, and

numerous small streams, and 33,000 lakes, the latter with an area of 3,805 square miles. The state has a coast-line of 1,146 miles without the indentations, and an altitude of 300 feet on the divide. It embraces 59,268 square miles, of which 37,700 square miles is covered with forest, representing about one-half of the species of trees found in the



*Avenue of eucalyptus trees, Central Florida*



United States. Nearly 200 species of the flora of the state are common to the West Indies, Mexico and South America. The flora of South Florida seems to be a connecting link between the vegetation of North and South America and the West Indies.

With this wonderful diversity in the vegetable life, the varied climate from "southern" through semi-tropical to sub-tropical, and the changing topography, you might expect a diversified fauna, and in this we are not disappointed.

In our work in The Florida State Museum one of our first tasks has been to learn the exact flora and fauna of the state, and prepare check lists of the same with the aim of procuring representative specimens of each. In the fauna of the state we are now able to say that our lists are complete in the vertebrates, except the fishes, and that this is well on the way. In the invertebrates we have not so far advanced, but to date have good representative specimens of 575 species of Mollusca (shells) of the state, and are able to estimate that this number is less than one-half of the species now living within our bounds. How many of the readers of this article know that the beautiful cameo breastpins are cut from species of shells inhabiting the coast of Florida? The pink cameo is cut from the *Strombus gigas*, and the saffron-colored ones from *Cassis cameo*, both inhabiting the coast of South Florida. How many of you know that the "Chambered Nautilus" of fable, belongs to our East Coast, carried in on the Gulf Stream, and that there are two species of them? How many know that the so-called shell-fish industry is among the leaders in the state?

Shells adorn the sands of our shores and sea-girted isles now, and they form the earliest footprints on the sands of time in the history of our globe. The geologist, watching the ebb and flow of the ocean tide examines into the soil on the surface of the earth, and finds it a book of chronicles, the letters of which are not unknown hieroglyphics, but familiar shells. He reads their history, antedating by millions of years the first appearance of man upon this planet, the abrasion of the Mississippi Valley or the gaping chasm of the Yellowstone. He

searches deeper and deeper into the rocky crest of the globe, still finding the same types, but in older characters; as he climbs the rocks of mountain heights he treads on the tide-ripples, the rain-drops, and trails of living creatures of the ancient Silurian Sea. Thus, as he reverently unlocks the dark recesses which contain the traditions of the early ages between the dead Igneous rocks and the Oceanic deposits which enthrone the remains of life, the first object to meet his gaze is the remains of a thin, horny-shell, so like those now living in the Atlantic Ocean, that the footprint enables him to trace the age of the earth.

Shells of the Mollusk are at once the attraction of the untutored savage, the delight of the refined artist, the wonder of the philanthropic zoologist and the most valued treasures of the student of geology. "Mollusk" is an imported Latin word which, in the classification of the animal kingdom, is made to cover those animals having soft bodies without jointed limbs, generally enclosed in a shell, although some have no external shell, but an internal one, and a few species are devoid of any hard parts whatever.

In the beauty and singularity of their forms and the variety of their colors, shells yield to nothing. The admiration of these deserted habitations of a very numerous class of animals is very general, if not universal. Scarcely a house, at least in seaport towns, is without a few shells, and in many there are large collections of them, but comparatively few persons, however, view them in connection with animal existence; for the mass, they are merely "beautiful things" from the sea and rivers far and near. They care little how they grow, how they live, how they breathe, upon what they feed or for what purpose they were created. Who stops to think that an oyster has a heart and blood vessels, a breathing apparatus, nervous system or digestive organs? How very few are aware that snails possess eyes, and lay eggs, nor is it universally known that we are indebted to the organism of these soft animals for mother-of-pearl and pearls.

"Truth is stranger than fiction" has been often said, and the truths brought to us by



a study of animal life in its lower forms, especially, are certainly more admirable and wonderful than any fiction of man's creation. Is there anything produced by fiction writers of today more worthy of admiration than the habits of a snail, or the movements of a



Sponge yard at Tarpon Springs

clam? Fiction is the work of man, but the wonderful truths of the Universe are the creation of Omnipotence, and yet we bestow more time, and more interest on the latest novel, in many instances, than would be sufficient to lead us into contemplation of the beautiful and magnificent productions which it was Adam's duty to name. Whoever reveres his God should be able to contemplate His works understandingly, and be able to perceive the beauty of design, and perceive the same wise hand in the structure of the snail as in the more complete and perfect animal, Man.

In another order of the invertebrates, the *Crustacea* (crabs), we now have checked up 363 species for the state, but are well aware that this is as yet very incomplete. The shrimp, crab and "Crawfish" industry of Florida is not far behind that of the oyster

("Shell fish"). We wish to take the opportunity here of correcting an error which has been copied and heralded over the world for the last 150 years, and that is in the name and spelling of a Crustacean commonly known as "Crawfish," sometimes spelled "Crayfish" and "Crabfish." The latter would be more nearly correct than the two former, but all three are wrong. Several years ago we had occasion to determine which of the three was correct, and found in an old book (which we have in our library but are unable to locate at this time) where it was spelled "Crawlfish." This was the earliest record we could find of the name, and we are inclined to think it is right, and that all others are corruptions. The first mistake was made when the printer omitted the final "l" in "crawl," making it "crawfish." The next mistake was in the final "w" in having half of the letter worn or broken away, causing the printer to mistake it for a "y," and making it "Crayfish." The next and last was when the printer, having sense enough to know that neither meant anything and were wrongly spelled, took the liberty of making it "crabfish," because the animal belonged to that order.

Among the commercial industries in the invertebrate fauna of the state, that of the Florida sponge takes second place, coming next to the oyster.

In the first order of the vertebrate fauna the fishes of the state, we now have checked up 601 species. This list, however, is not yet complete and we feel certain that it will be considerably increased when finished. The fish industry runs well into the seventh figure annually in the state.

In the *Batrachia* and *Reptilia* (salamanders, frogs, toads, lizards and snakes) of the state, we have 129 species; 38 of the former and 91 of the latter. Of the snakes, which are most commonly spoken of and dreaded, there are 47 species; all but six are represented in The Florida State Museum. Because of that *dread* of snakes we wish to speak a word in their favor. Snakes possess all the beautiful colors that are found among the fish, the birds, shells and flowers. There are no more snakes in Florida than in any other state, and what there are will get out



of your way if you give them a chance. There are but four species in the state that are at all poisonous, and one of these, the *Pygmaea* Rattler, or Ground Rattler, is never fatal; but the big Diamond Rattler and the Cottonmouth Moccasin are dangerous animals to come in contact with. The former is rarely met with, as it inhabits saw palmetto grounds and places where man rarely goes, and the Moccasin is found near the water and will get in it if possible when disturbed, and otherwise is often too lazy to bite. Again, there is another water snake very much resembling the Moccasin that is not poisonous at all, but is a ferocious fighter. It is the Coral Snake, however, that is to be feared. This is the pretty little bright-colored ringed snake commonly called the Garter Snake by the older residents of the state. The Garter Snake, however, is a small green and black striped snake. The bite of the Coral Snake is fatal, and records showing recovery from its bite are rare indeed. A redeeming feature of this species is, however, that it rarely bites. It may be safely handled or carried in the pocket, as is often done by people ignorant of its poisonous propensities, or it may often be tormented with a stick without making it angry, but, on the other hand, when it takes a notion to bite, it will do so instantly and without provocation. Again in this state there are two other non-poisonous

species that so closely resemble the Coral Snake that a person unacquainted with them does not know which one to play with.

In the birds of Florida there are 407 species and sub-species, and 152 of these breed here, and four species are now extinct. The latter are the Great Auk, Passenger Pigeon, Carolina Parakeet and the Ivory-billed Woodpecker. Some of the others, the Flamingo among them, no longer inhabit the state, and it seems to be only a matter of time before this so-called civilization and commercialized destruction will have driven out many more of the large species.

There are 72 species and sub-species of mammals in the state, divided as follows: One opossum, three moles, two shrews, nine bats, one bear, one raccoon, two weasels, one mink, one otter, three skunks, one fox, one wolf, one puma, two seals, one bob-cat, five squirrels, three gophers, twelve mice, ten rats, four rabbits, two deer, one manatee, three whales, three porpoises and one black-fish.

Without dwelling on the sportsman's phase of animal life in the state, he should be able to see from the large list and varied species that this is his paradise. Dr. Frank Crane once said, "When I find a billion dollars I'm going to establish the great University of Out-of-Doors"; and we might add, start it in Florida.



*A Day's Catch in Central Florida*



# THE CLIMATE OF FLORIDA

BY GEORGE H. CLEMENTS

*Secretary, Bartow Chamber of Commerce*

UNFORTUNATELY for Florida, the impression obtains in too many sections of the United States that the state, because of its low latitude and altitude, coupled with its annual rainfall of practically 60 inches, has an unhealthy climate, and that disease-carrying insect pests abound.

Nothing could be further from the truth. This will be attested by thousands who, this year, spent their first summer in Florida and found it pleasant.

The writer came to Florida from the Southwest—California, Arizona, New Mexico, and West Texas, where climate is capitalized to the “nth” degree and where the results of that capitalization may be seen in great populations in the cities of Los Angeles, San Diego, Phoenix, Albuquerque, El Paso and others too numerous to mention, and in the great artificially irrigated valleys which are producing enormous crops under intense cultivation.

He came to Florida with intent to spend a summer, but he did it with some wonder as to whether or not he would be able to withstand the heat, humidity and mosquitos he feared he would find, and his fear was based upon the fact that though he had acquired a

large library of “Floridiana” and had read every book, booklet, pamphlet and tract in the aggregation, he found nothing which would lead him to believe that Florida was a comfortable place in which to live except in winter.

That he was agreeably disappointed goes without saying. He had lived in Honolulu and in San Diego, the two cities of the world at sea level, supposed to be possessed of equable all-the-year-around climate, and he found that the climate of Florida was an improvement over either that of the Hawaiian capital or of the beautiful metropolis of extreme Southern California.

Why those who have written regarding the delights of Florida, and their name is legion, have had so little to say about the climate and the comparative absence of insect pests wherever ordinary precautions are taken, is a mystery. They may have taken it for granted that because they knew there were no extremes of heat or cold and that refreshing sleep might be had every night of the year, every other person in the country or world must know it.

Rich as Florida is in her timber, in her naval stores, in her phosphate mines, in her vast acreage of citrus growing land, and her vaster acreage of farming lands, by far the greatest asset of which she can and should boast is her climate, both in summer and in winter, unsurpassed for equability and comfort, without extremes of heat or cold, where sunstrokes or heat prostrations have never been known, where because of the ever-present breezes from either the Atlantic or the Gulf of Mexico the sun’s rays are tempered and the humidity rendered innocuous, and where there is an almost utter absence of mosquitoes, house flies and other insects when ordinary precautions in the way



*A group of Central Florida homes*



of cleanliness of surroundings are taken.

If the truth regarding the climate of Florida, in summer as well as in winter, were generally known, the state could be made the most popular resort in the American Union. Just at present there is a disposition on the part of a number of influential men, possessed of vision as well as a love for and a pride in the state to indulge in an extensive and expensive campaign of advertising calculated to make known to the world some of the advantages of Florida as a place in which to live. If that advertising will take the form of telling the climatic advantages of the state and result in overcoming even a small proportion of the misapprehension which now exists, it will be worth all its costs.

Hardly a day passes during which the Chamber of Commerce of Bartow is not in receipt of a letter or letters from men and women who would like to come to this section of the state but who are in mortal dread of humidity, malaria and mosquitoes, and a large part of the work of the secretary of the organization is confined to writing replies based upon his personal experiences coupled with giving them such meteorological data as he has on hand in proof of his assertion that because of the narrowness of the Florida peninsula, washed on one shore as it is by the Atlantic and on the other by the Gulf of Mexico, it is physically impossible that, with its nearness to the tropics, it could be either hot or cold.

One of the best little stories covering the climate of Florida which I have ever been able to find since my coming to the state was written nearly forty years ago by the Rev. J. F. Richmond, a New York clergyman who was forced to spend some time in the South in search of rest. Speaking of the myriad of inland lakes which add so much to the beauty of interior Florida and have such an influence on the climate he said:

"These lakes screen us from the heat. The Florida peninsula stretches far down toward the equator. It lies in the exact latitude of north central Mexico, central Arabia, Hindostan and southern China, but its climate differs materially from any and all of those countries. Many otherwise intelligent Americans believe to this day that southern Flor-

ida, though desirable in winter, can be nothing but a sickly burning furnace in summer. That would be true but for two powerful mitigating agencies.

"First, the ocean breezes. The narrow peninsula is skirted on either side by vast bodies of salt water where the rush of the Gulf Stream and the ever-blowing trade winds create a constant aerial commotion which fans the entire region, from the Atlantic during the day and from the Gulf during the night.

"The second mitigating agency is the immense evaporation from the innumerable inland lakes. This evaporation wafted and distributed by the constant air currents, breathes a most agreeable atmosphere and besides providing for copious showers and dew, affords cool nights and refreshing sleep to a cheerful and contented populace.

"To these are attributed the fact that Florida's summers are so even and temperate, the mercury rarely going above 90 degrees Fahrenheit. The average temperature of the warmest month of summer is claimed by the best authorities to be 83 degrees Fahrenheit and of the three summer months to be 80 degrees Fahrenheit. Persons of means may rusticate where they please, but it is not necessary for Floridians to leave Florida to escape the heat. The season cools gradually during the month of September, gliding almost imperceptibly from summer to autumn, and from that time to April the people of Florida wear a little more clothing and need a little fire in their homes in the morning and evening to drive out the chill.

"The same causes which afford us such a genial climate in summer also protect us from the rigors of winter. Stiff ocean breezes, with abundant inland water, ward off frost, and the tenderest vegetation flourishes unharmed during the entire year. It is the elevation and evaporation modifying the climate both in winter and in summer that renders residence in Florida so desirable."

The Rev. Dr. Richardson goes on to say that in Florida, at the time this story was written there never had been reported a case of sunstroke, hydrophobia, scarlet fever, yellow fever, smallpox, measles or cholera and old physicians had informed him they



had never known a case of malignant fever of any kind nor had they learned of a single case of diphtheria or cholera infantum, which have been known to take such toll of child life in other sections of the country.

While the foregoing may have been true at the time the Rev. Dr. Richardson wrote his little treatise (that none of the diseases mentioned had been reported) the fact remains that if they had not been reported, it was either because the physicians of that time were remiss in the matter of making proper reports or that no reports were legally required in those days.

Since the discovery that the mosquito and the house fly were the bearers of disease germs there has been a general disposition, on the part of the people of the state, to make a systematic fight against the pests and as the fight has progressed there has been a falling off in affliction from mosquito or house fly-borne diseases. Yellow fever never was indigenous, and since the driving of mosquitoes from Havana, the Canal Zone, Vera Cruz, Tampico and other points of propagation there hasn't been a case of the disease in this state.

Malaria has been the curse of mosquito-infested countries since the morning stars first sang together over Judea, and Florida has had its share of it, but in milder form than in many other states, probably because of the mild climate which enables sufferers to get the benefits of life in the open at all times of the year. However, the measures now being taken all over the state to prevent mosquito propagation are having the effect to still further reduce the very low mortality rate—32.2 per 100,000 for Polk county and those, practically all in the rural districts, Bartow, Lakeland, Winter Haven, and other cities of the county being practically immune because of their constant warfare against mosquitoes, house flies and disease carrying insects generally.

It is a fact that malaria is rarely heard of in these sections of the state where the people have been aroused to the point of mak-

ing war upon insect pests and where they have learned that with very ordinary precautions mosquitoes and house flies may be prevented.

Typhoid is also becoming a thing of the past because of the attention being paid to communal sanitation and because of the prevalence of good water for domestic purposes from deep artesian wells which cannot be or are not permitted to become contaminated.

The people of Florida have learned that public health and comfort are purchasable and that a community can determine its own death rate. That sums up the situation. Those communities which are spending their money for efficient and effective public health protection and sanitation are performing invaluable service and will collect dividends and returns not calculable in terms of dollars and cents but rather in comfort and in the happiness and long life born of good health.

Florida has good summer as well as winter climate, and the world should be made aware of it. The state is called the "Playground of the Nation," and it is so and has been so, in the winter time, for many years. When its equable climate and freedom from disease-carrying insects are better understood, it will be the playground of the world both in winter and in summer and in the months in between.



*One of Florida's many golf courses*



# FLORIDA

*County by County*

DATA COMPILED BY

ROBERT O'NEAL



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# FLORIDA—A GENERAL SURVEY

BY ROBERT O'NEAL

THE story of Florida, the Land of Flowers, is steeped in the legends of centuries; first, the era of discovery; last, the era of progress. Leaving the interim to be described by others, this chapter deals with Florida as it is.

For ages Florida slumbered while progress played in other fields. The golden magnet was the lure that drew settlers to the Far West and its intervening spaces. For years the cry was "Go west, young man," until the echo died with the fulfilment. Today Florida calls.

Florida is just really being discovered, and mythical tales are giving way to prosaic facts as the curtain is drawn aside, revealing the portals of a verdant Land of Promise; a land "flowing with milk and honey"; a land whose soil will yield a greater variety of the products useful to man than any state in the Union; a land possessing a perfect climate—a vast sanitorium—a gracious gift from a bounteous Mother Nature. Through the agencies of her three kingdoms—animal, vegetable and mineral—Mother Nature buidled this beautiful state. The minute coral insect laid the foundation for the vegetation which was to follow, while chemical action silently bound the mass into union. The broad streams and the receding waters of ocean and gulf supplied the alluvium, and upon this primitive stage the white man found dense forests of yellow pine and stately cypress standing, sentinel-like, in a semi-tropical verdure, awaiting his pleasure.

But the broad forests must fall—are falling—and as they disappear there is revealed an almost unbroken prairie, slightly undulating, interspersed with deep lakes and winding streams whose limpid waters seem to smile as the soft breezes from ocean to gulf

ripple their surfaces as they shuttle back and forth over this favored land.

In the chapters which follow there are pictured, county by county, industry by industry and resource by resource, the salient features of this Land of Promise. As a prelude to these chapters, we take a brief glance at Florida as a whole.

\* \* \* \* \*

The cause of Florida's latent progress has not yet been definitely defined, and many versions have been offered. The first settlers were home-seekers from Georgia, Alabama and the Carolinas, and the cities of Jacksonville, Pensacola and Key West, being strategic points, were first fortified for protection against sea-rovers, and later became metropolitan centers and distribution depots. The railroads gradually extended their lines along the east and west coast of the peninsula to possible seaports, and settlers, though sparse in numbers, followed in their wake. Little attention was given to farming, as the game in the forests and the fish in the waters were a greater lure than the plow, and progress lingered. During the winter months visitors from the North came to escape the icy blasts, but with the approach of spring, they always returned to their northland. Thus time wore on and the Florida Cracker was left to plant his patch of sweet potatoes, and chase the deer and razor-back hog. Timber there was in plenty, but facilities for reaching market were limited. Phosphate mines, which later became such a lucrative source of revenue, were discovered, but the demand was in foreign lands and nobody knew how to reach it with profit—and still progress halted.

Slowly but surely other settlements were made at many points, and orange culture be-





*Plant bed in Central Florida*

came the leading feature until the frost cycle came on December 29, 1894, devastating the groves north of the center of the state, and Florida was declared fair and false—a reputation she has since fully dispelled. Following this disastrous year the question of vegetable production became uppermost. Farmers were unfamiliar with methods of cultivation in this strange latitude, but gained knowledge through experience after many disheartening failures. The land, being new, and some soils being better adapted than others for the growing of this or that product, prolonged the experimental stage with its attendant mistakes while the farmer was learning, till science stepped in and solved the problem. Science now classifies the soils and every farmer and settler knows what these classifications mean. The peninsula is now divided into “pine lands,” “flatwoods,” “prairie,” “hammock,” “muck land,” “swamp” and “salt marsh.” The pine lands are primarily of two classes, and are usually high in elevation. One class is heavily timbered with pine trees exclusively, and the soil is excellent, while in the other the pine is more scattering, interspersed with “black-jack” oak, a small inferior species which does not do justice to its name. Here the soil is sandy, and citrus fruits do well when fertilized. Flatwoods usually require drainage, and if underlaid with clay, make good vegetable land. Prairie land is exceptionally adapted to grazing, and is also good for all kinds of vegetables. Hammock land is of two kinds: the shell ham-

mock which lies high in elevation and was originally formed by alluvium from the sea, heavily mixed with shell, and is very fertile. Live oak trees, famed for their strength and longevity and utilized in shipbuilding, are generally found on shell hammock. Plain hammock land is not so high in elevation and is heavily timbered with white oak, gum, bay, hickory, magnolia—in fact, with about all the trees found in the state. It requires work to clear this land, but it is worth the labor. Being principally humus, it will grow anything. Muck land is humus, needs no clearing, and is very fertile. Swamp land is the home of the stately cypress, and when cleared and drained is almost as good as the low hammock. Salt marsh, of course, is found along the coast and the bayous, and in its natural state has very little value. Much of this land is now being filled, or built up by dredging the material from the shoals, and when protected by sea-walls, it brings a fancy price in the market. Inland low lands are being reclaimed by dredging canals from the coast or streams, the material being utilized for filling up the land. It will thus be seen that practically all the land in the state can be utilized in one way or another, many of the areas hitherto thought worthless proving of great value.

No point in Florida is more than sixty miles from the sea coast. Swept by ocean breezes which temper the atmosphere, sunstroke is unknown, and heat depression holds no record in the state.

Even today, while Florida is still in its



*Fruit grown in Redland District near Homestead*



primitive stage and only eleven per cent of its available land is under cultivation, the question is, what will the harvest be at the end of ten years should the wheels of progress continue to turn as rapidly as they have turned during the past two years. Not being endowed with the gift of prophesy the writer declines to hazard a guess, but refers the reader to the chapters that follow wherefrom he may draw his own conclusions.

To the Department of Commerce at Washington, and to the Department of Agriculture of the State of Florida—greetings. Much of the information that has made this book possible and authentic has been drawn from their records.

The population of the State of Florida in 1910 was 752,619; in 1920 it was 966,293, and by the census report of January 1, 1925, it had increased to 1,263,549.

Florida has no state inheritance tax and no bonded indebtedness. The legal rate of interest is eight per cent. It cost Columbus \$7,200 to pave the way to the United States, and Uncle Sam paid Spain \$5,000,000 for Florida in 1821, or 62 cents an acre. Hamilton Disston, in 1879, purchased 4,000,000 acres of low land for \$1,000,000, or 25 cents an acre. The total wealth of the state today is \$3,600,000,000, and land values are doubling every six months.

The state has 1,100 miles of seacoast, 6,242 miles of railroads, and 10,250 miles of highways, one-half of which are paved. On January 1, 1925, the state had under construction 3,500 miles of highway which will cost, including the bridges, \$10,149,757.

On January 1, 1925, there were 194,156 licensed automobiles in the state, of which 162,781 were passenger cars, and 31,415 trucks. The gross receipts for licenses, fines, etc. for 1924 amounted to \$3,658,677, of which \$2,575,199 was expended on high-

ways. The tax on gasoline is 3 cents per gallon.

In the year 1924, 22,000,000 boxes of citrus fruits valued at \$26,930,000 were produced on 150,000 acres of land, and 40,682 cars were required to haul them out to market. For the same year the value of the winter tomato crop was \$10,000,000, produced on 50,070 acres and the value of the celery crop was \$8,000,000.

It is claimed that during the year 1924, 1,200,000 tourists visited Florida, 500,000 coming by automobiles, and that the investment of northern capital amounted to \$450,000,000.

## Statistical Information

Area of the State, 35,155,960 acres, divided as follows:

(Reference to Graph A)

1—Flatwoods .....	10,520,000 acres
2—Pine .....	8,640,000 acres
3—Prairie .....	5,474,360 acres
4—Hammock .....	3,840,000 acres
5—Muck .....	3,840,000 acres
6—Water .....	2,841,600 acres

Note: Water includes rivers, lakes and unclaimed land.

The total area may again be divided as follows:

(Reference to Graph B)

1—Under cultivation..	2,500,000 acres
2—Water .....	2,841,600 acres
3—Eliminated .....	9,814,360 acres
4—Available .....	20,000,000 acres

Note: Eliminated areas include land occupied by towns, highways, etc.

*The status of the sixty-one national and 222 state banks in the state is as follows:*

	Capital	Surplus	Deposits
January 1, 1920.....	\$14,765,500.00	\$5,860,476.09	\$187,286,267.02
January 1, 1924.....	21,156,000.00	7,867,135.00	263,310,352.38
January 1, 1925.....	23,853,000.00	9,613,714.77	375,042,947.53



Total value of products, \$500,000,000,  
divided as follows:

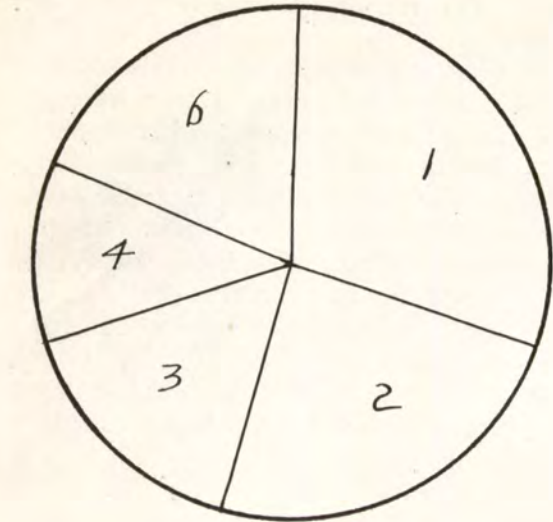
(Reference to Graph C)

1—Manufactures .....	\$214,000,000
2—Tourists .....	100,000,000
3—Fruit crop.....	35,000,000
4—Lumber .....	30,000,000
5—Field crop.....	23,000,000
6—Truck crop.....	20,000,000
7—Minerals .....	20,000,000
8—Naval stores.....	20,000,000
9—Fish and sea food....	14,000,000
10—Live stock .....	9,000,000
11—Poultry .....	8,000,000
12—Dairy products .....	7,000,000

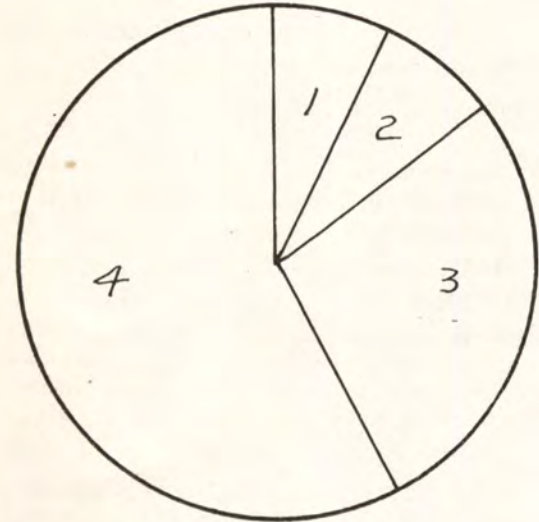
Note: In manufactures, the principal items of value taken in their order are: shipbuilding, paving block, building blocks, crates for vegetables and fruits, cigars, fertilizer, preserves, machinery, and brushes.

While Florida is not considered a manufacturing state, there is an opening for many industries, and in time sugar will be, perhaps, the most important.

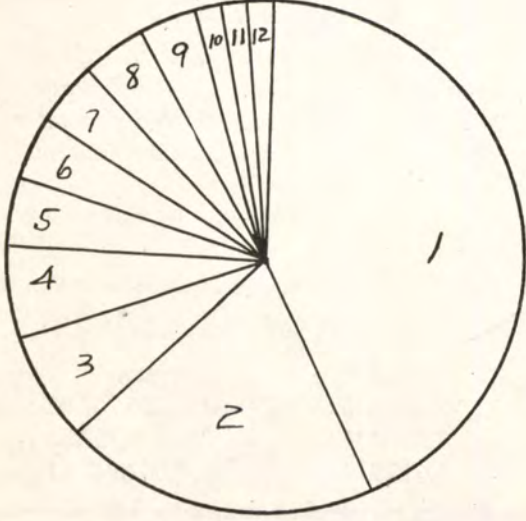
Florida extends from the Georgia line south a distance of 400 miles, passing through latitudes of mild climate, blending into semi-tropic, to a point where frost never comes. North and west Florida are general farming districts, and their future, aside from these products, will be in the cultivation of Satsuma oranges, pecans, grapes and hemp. The central section is being devoted to citrus fruits, vegetables and strawberries, while the products of the lower portion of the state are principally vegetables and tropical fruits, such as bananas, pineapples, avocado pears, mangoes and cocoanuts. By reference to the descriptions of the counties in the chapters which follow, the products adapted to any particular county are more definitely shown.



Graph A



Graph B



Graph C



# ALACHUA COUNTY

ON the twenty-ninth day of December in the year 1824 while Florida was still a territory, Alachua, with its population of 2,000 persons, became a county. This was but three years after the United States had taken possession of this peninsula, and it is therefore one of the oldest counties. About the year 1860 Alachua began to grow in importance, and the following sixty years have recorded a steady advancement. By 1920 the population had reached 30,115 according to the census of that year, while a recent unofficial enumeration places it at 32,333. Of its 807,680 acres in area, 87,775 are under cultivation, 105,141 are in improved pasture, and 12,305 in merchantable timber. The land is undulating affording good drainage, and the soil is well adapted to the growth of a great variety of products of temperate and sub-tropical latitudes. The Santa Fé river, with its source in Sante Fé lake, forms the entire northern boundary and joins the Suwannee river—famous in song—which separates it from La Fayette on the west.

Alachua has its full share of railroads. The main line of the Seaboard Air Line runs through the eastern part with one branch to Cedar Keys on the Gulf coast and another to the Suwannee river. The Atlantic Coast Line

enters the county from the north and branches four ways, while the Gainesville and Gulf Railway extends through the entire county.

For the year 1924 the State Agricultural Department reports the following farm products:

Peanuts .....	406,400 bushels
Pecans .....	202,810 bushels
Corn .....	383,126 bushels
Cane syrup .....	154,095 gallons
Sorgum molasses .....	4,700 gallons
Sweet potatoes .....	132,890 bushels
Cabbages .....	110,958 crates
Velvet beans .....	96,665 bushels
String beans .....	72,952 crates
Irish potatoes .....	65,487 bushels
Squashes .....	6,802 crates
Peppers .....	4,090 crates
Rye .....	1,750 bushels
Oranges .....	43,820 boxes
Grapefruit .....	4,870 barrels
Peaches and pears .....	200 barrels

In addition a large quantity of watermelons were harvested from an area of 5,980 acres, and English peas, eggplant, lettuce, romaine and cantaloupes, further swelled the list of products of this prosperous county. The county has given much attention to the cultivation of hay, 3,830 tons being annually harvested. Two thousand tons of this amount is the famous Natal hay, a high-grade forage for cattle. Much attention has also been paid to stock breeding and blending into superior grades. The number of stock cattle in the county at the end of 1924 was 44,941. Of this number 3,500 were of fine breed, which included 2,286 Jerseys, 497 Aberdeen, 280 Hereford, and the balance other special breeds.

The coming feature of this section of Florida is pecans. The industry is yet young and there are thousands of trees still in their infancy. As these mature, and as other areas are planted, it is expected that the 202,810 bushels yielded last year will be multiplied many times over. Pecan culture is a



*Alachua County Exhibit at South Florida Fair*



profitable industry, as has been amply proved in this section and elsewhere. Very little labor is required after the trees are planted, though it takes five years before they are of bearing age. The same may be said of the citrus trees. Both are long-lived, and after they begin to produce the performance is perennial. The paper-shell pecans are the most prized, this variety selling for from 40 to 80 cents a pound. Alachua county is trying out another profitable industry in the cultivation of the tung nut which had its origin in China, and from which country the United States annually imports tung oil to the value of \$1,000,000. There are 25,000 young trees being propagated near Gainesville with favorable results. The oil is used in the manufacture of high-grade varnishes and linoleum, and is impervious to water or weather.

The value of farm land and buildings as reported by the Department of Commerce on January 1st, 1925, was \$7,528,680.

The average temperature of Alachua as recorded at Gainesville for 1924 was 69.1 degrees. The highest average occurred in August—81.6 degrees; the lowest in February—55.6 degrees. The same source reported a total rainfall in 1924 of 61.96 inches, the month of July leading with a precipitation of 14.45 inches, which is larger than most previous Julys or other summer months. The so-called "rainy season" of Florida is more of a bugbear than a fact. Summer showers are frequent though not excessive, and they serve to cool the atmosphere. The soil, being sandy, the rains leave no mud.

Gainesville, the county seat, is located east of the center of the county and has a population of 8,469, not including tourists and students who attend the State University, which is the most prominent seat of learning in the state. In addition to this institution there are the College of Agriculture, the Agricultural Experiment Station and the State Plant Board. Gainesville lies at an elevation of 180 feet above the sea, and is on the Atlantic Coast Line Railway. It is also served by a branch of the Seaboard Air Line which extends to Cedar Keys on the Gulf. Located in a good section, it is an important center for vegetables, fruit and farm products of

all kinds. Civic improvements at a cost of \$400,000 are planned for the immediate future, and building permits issued during the first three months of 1925 amounted to \$182,923. Gainesville is an old town with shaded streets and beautiful foliage. Long have its peaceful environments rested in quietude; but Gainesville has awakened to the call of progress and responds to the awakening.

For many years Waldo, at the northwest corner of the county, has been but a sleepy railway connecting point, but like Gainesville, its siesta is of the past, and the magnificent live oaks along the byways of this homelike citadel will shelter new faces as prosperity opens her gates. With a population of 1,200, and the railway shops which distribute a monthly payroll of \$60,000, prosperity needs not wait for the harvest of fruits and vegetables to replenish the larder. The lakes around Waldo furnish splendid fishing grounds for the angler, and large black bass are plentiful.

Near High Springs in the northern part of the county, a tract of 400 acres of good land is to be developed at a cost of \$250,000, and a \$50,000 hotel is to be erected on a bluff overlooking the picturesque Santa Fé river. The hotel will be known as "River View."

Micanopy is a settlement of 1,000 prosperous workers situated in the southern part of the county among the lakes. Surrounded by citrus and pecan groves, it is one of the most fertile sections of the state. Here vegetables flourish as in almost no other part of the county, and packing houses are busy as the saws shape the staves from which the crates are made to bear the products as they roll on their way to the markets of the north-land.

Alachua county has flung open her gates to the settler. A vast area lies today just as nature made it, awaiting the coming of him who seeks a fertile soil and an equable climate—nature's strongest allies. To him these two powerful natural forces offer peace, plenty and prosperity.

For further information about Alachua county the visitor is directed to the secretaries of the Chambers of Commerce at Gainesville, Alachua, High Springs, Newberry, Micanopy and Waldo.



# Florida Land Titles

*Consult*

Alachua County Abstract Company, Inc.

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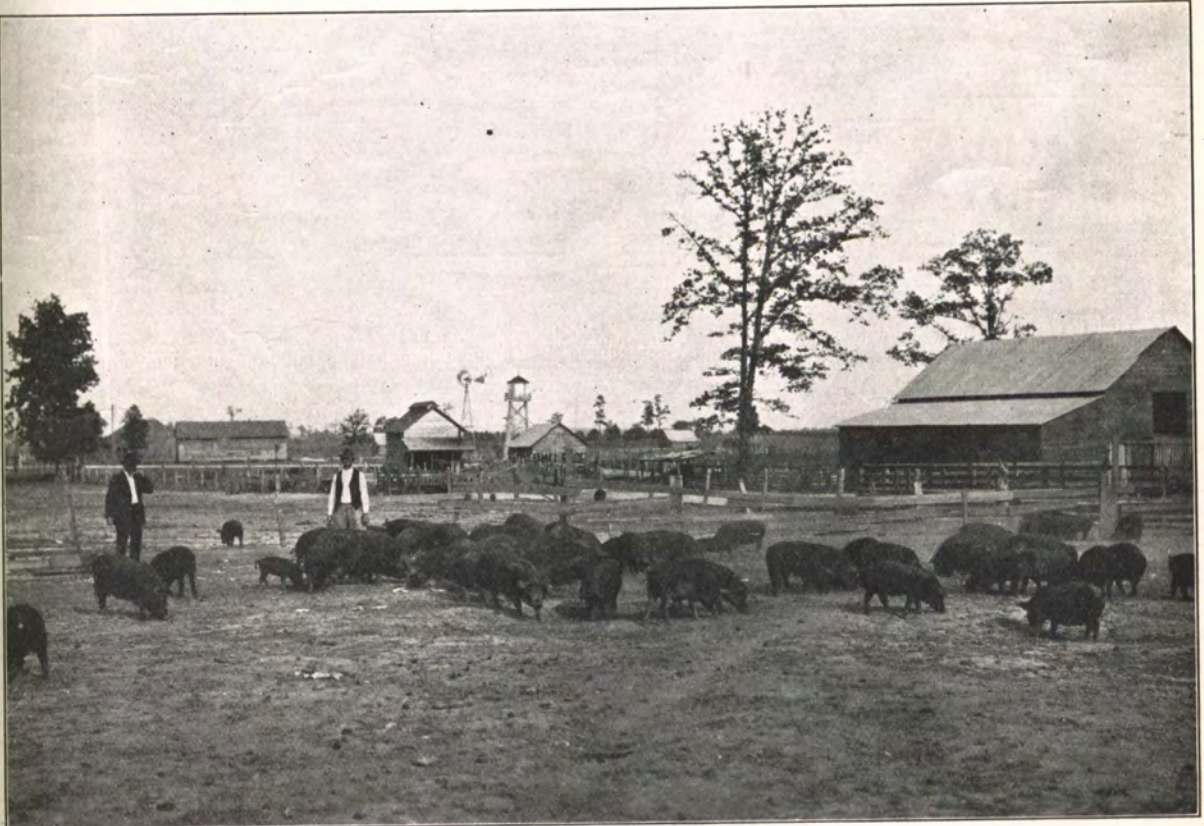
GAINESVILLE

FLORIDA

ESTABLISHED 1886

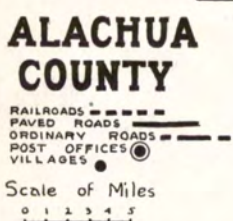
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*A group of useful citizens*





*Detail map of Alachua County*



# BAKER COUNTY

**J**UST south of Georgia lies Baker County, formed as such on February 8th, 1861. Along the northeastern boundary flows the St. Mary's River, which, with its tributaries, drains the county's 375,680 acres. Inasmuch as the Seaboard Air Line offers adequate shipping facilities, the principal settlements at present are found along the line of the railroad, while the northern half is sparsely settled.

The land is specially well adapted to general farming since it is level, with gentle undulations and medium-sized hammocks, while the soil is a sandy loam easily cultivated.

Although there are 12,332 acres of admirable farm land, as yet there have been but 9,207 acres put into cultivation. The forests are made up principally of cypress and pines, of which 2,413 acres are in merchantable timber.

The State Department of Agriculture reports the following products for the year 1924:

Corn .....	93,605 bushels
Peanuts .....	41,197 bushels
Sweet potatoes .....	15,305 bushels
Cane syrup .....	22,725 gallons

In addition, there was a fine production of vegetables in general and \$49,885 worth of cotton was produced.

In conjunction with farming, cattle raising has been fairly successful in certain portions of Baker County. The open country offers good grazing for the stock during the entire year with little additional expense. However, in the northern section, the cattle do not reach a high standard on native grass alone, particularly the dairy cows, though the common herd have done well and were profitable. The cosmopolitan stock was undersized, weighing on an average of 550 pounds, and no attempt was made to improve the strain. An interesting and effective system has been

in general use by the scattered settlers throughout the county, working out the combination of farming and cattle raising. At night the cattle were brought into a corral embracing a few acres, and released to roam at will during the day. In this way, the ground became enriched and more productive. Later another corral would be provided for the cattle while the fertilized field was being cultivated. This method of interchange, carried on throughout the year, solved the old problem of general farming in Florida. The planting usually consisted of sugar cane, sweet potatoes, corn and vegetables. The vegetables were adequate for the sustenance of a family and the revenue from the sale of the increase of the herd afforded sufficient funds for other necessities.

The old "razor back" hog also played an important part in the history of the farmer. The hogs solved their own food problem and the forests of the state were their range. These "razor backs," practically the only variety to be found in the olden days, were pretty poor specimens, but although uninteresting to a modern packing house, they were thought adequate in their day, and furnished a fair quality of bacon. In its favor, it must be said that the "razor back" could be fattened easily by releasing it for a short time in the sweet potato field or in the peanut or chufa patch, and that it did its own digging. Furthermore, its ability for breaking up a field was as effective as any plow.

However, times have changed and today an excellent stock is being developed by introducing a fine breed, while a Florida hog recently captured the prize at a Chicago swine exhibit.

It was found that the average temperature for Baker County during the year of 1924 was 68.3 degrees Fahrenheit, the highest coming in August with 82.6 degrees, the lowest in February with 54.0 degrees. The total rainfall was 60.49 inches, with the lowest amount in November of only 1.24 inches, the highest in



March, a really excessive precipitation of 12.21 inches.

The Seaboard Air Line extends east and west through the county, the Atlantic Coast Line runs across the southeast corner, while the Georgia, Southern and Florida Railway enters at the northwest corner, and all the

lines connect at Jacksonville, in Duval County.

Macclenny is the county seat, with a population of 450 persons, and is located on the Seaboard Air Line. The Glen St. Mary Nurseries are situated just west of Macclenny, which speaks well for the county and its climate. These celebrated nurseries were formerly operated under the name of "Griffin's Interstate Nurseries" and specialize in the propagation of the pecan and Satsuma trees. They are the largest producers in that line in the state.

Although as yet but thinly settled, Baker County offers many inducements in the way of general farming and stock raising with its broad expanse of available fields. Land is reasonable and may be had for from \$20 to \$50 an acre, and the demand will double the values in a few years.

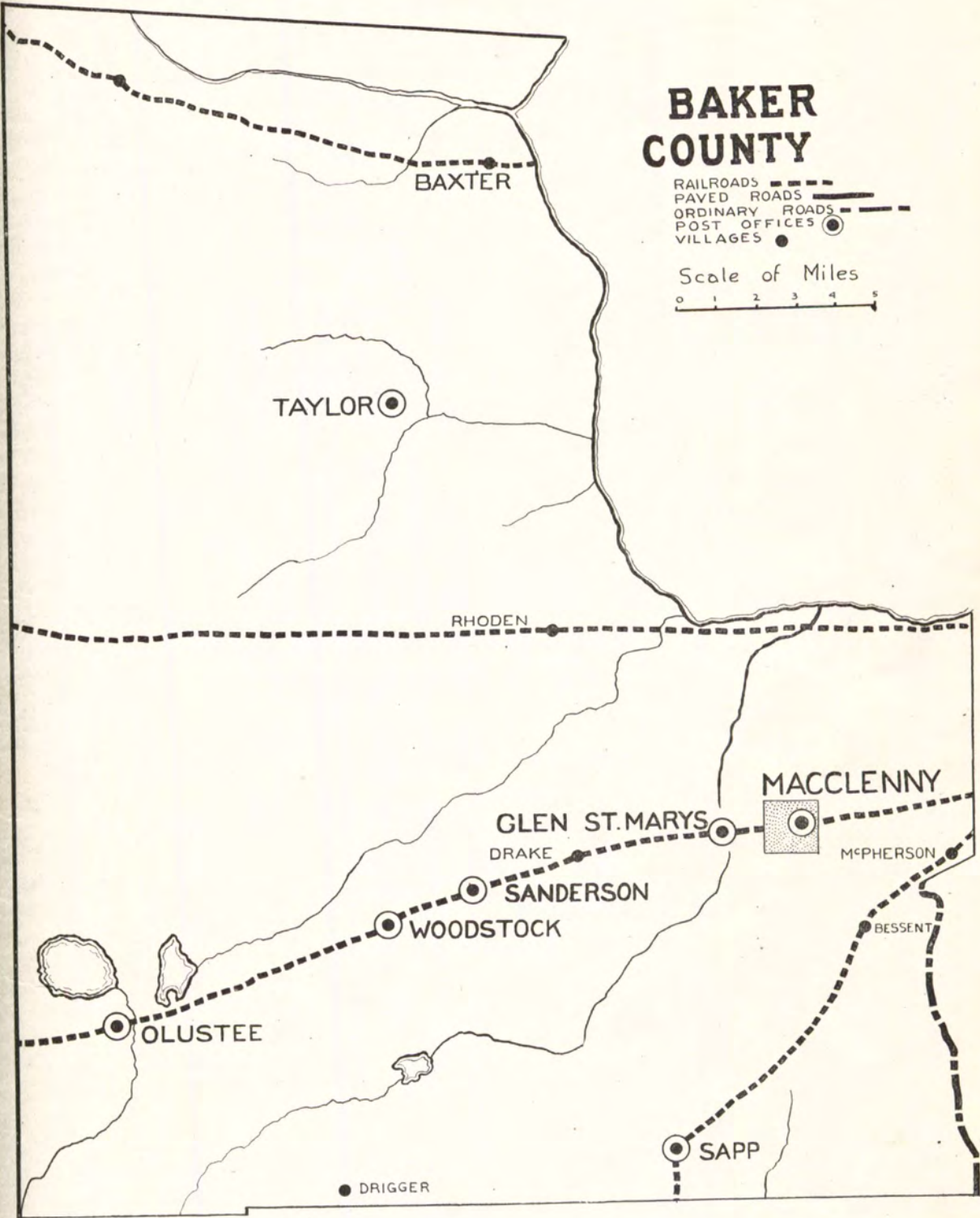
For further information with regard to Baker County, the visitor is directed to the secretary of the Chamber of Commerce at Macclenny.



*A watermelon field in North Florida*







Detail map of Baker County



# BAY COUNTY

ORIGINALLY the southern portion of Washington County, Bay County declared its independence on April 24, 1913, with an allotted area of 692 square miles. The Gulf of Mexico forms its entire southern boundary, making an exceptionally pleasing geographical location. Added to this, nature has provided one of the most beautiful bays in the world—St. Andrews Bay.

While other sections progressed, this veritable Eden slumbered in obscurity for centuries, with isolation its only offense—the undisputed property of the Indian.

As time passed and the Seminoles withdrew, St. Andrews Bay was visited annually by notables from southern Georgia and northern Florida who built lodges of pine logs and called their resort St. Andrews. In 1885, a land company discovered its beauty and published glaring posters declaring it an argosy, man's paradise of wealth, and sold it without discretion and without providing a single improved means of communication or transportation, with the result that the resort disappeared and the sleepy village was once more in evidence. In 1907, it again awoke as a railroad was laid across the 52 miles of primitive forest that intervened between it and the Louisville and Nashville Railway.

The bay proper, or East Bay, is two miles

wide and parallels the coast for 12 miles. From the entrance the bay branches to the north for a distance of 7 miles and also to the northwest for 10 miles. At the point where the Gulf enters there is a depth of 23 feet on the bar, which was improved by the United States Government at the cost of \$203,560, with an annual allowance for maintenance of \$20,000. In order to establish an inside pass for medium-sized vessels, East Bay, with its natural depth of from 20 to 50 feet, was prolonged for a total distance of 25 miles and connected to the Apalachicola River by an excavated canal. The shores of East Bay are abrupt, rising to an elevation of 25 feet and more in some places, and are bordered with large live oaks—a place of everlasting beauty.

The land of Bay County was virtually an undulating pine forest interspersed with cypress hammocks and oak ridges until the lumberman entered and, to a large extent, devastated nature's creation. These forests have yielded approximately one hundred million feet of lumber annually. This lumber is carried away in ships holding from 200,000 to 2,000,000 feet, much of it being consigned to foreign trade.

Naval stores, too, consisting of turpentine and rosin (products of the pine forest) are a great commercial feature and the supply does not exceed the demand.

The fish industry has been carried on in these waters for many years and a single catch from the red-snapper banks has run as high as 27,000 pounds, valued at \$1,000. Numerous oyster beds are found along the bay, though the production is only sufficient to supply the local consumption.

A steamer line is operated from Mobile and Pensacola via St. Andrews Bay on the way to Apalachicola and Carrabelle on the east. This, with the two railway lines that enter the county from the north, affords sufficient transportation for the present commerce.



*Tobacco field near Panama City*



The area under cultivation is only 679 acres and, as the coastal attractions have drawn the settler more to that section, very little attention has been paid to field products other than that required by local demand.

Corn, oats, potatoes and cane syrup are being produced to a considerable extent, as well as vegetables, honey and fruit and grapes. But the pecan and Satsuma orange culture are receiving impetus and the young groves, when they come into bearing, will open up a large and profitable industry.

Stock also has long been an asset to the county and the free ranges, while not the best, sustain the native herds wonderfully.

The average temperature of Bay County for the year 1924 was 70.1 degrees, the highest falling in September with 83.0, the lowest in February with 57.0 degrees. The total rainfall for the year was 54.29 inches, with but 1.02 inches in June, while the highest precipitation was in July when 9.05 inches of rainwater fell. Surely an excellent climate.

On the north shore of the entrance to East

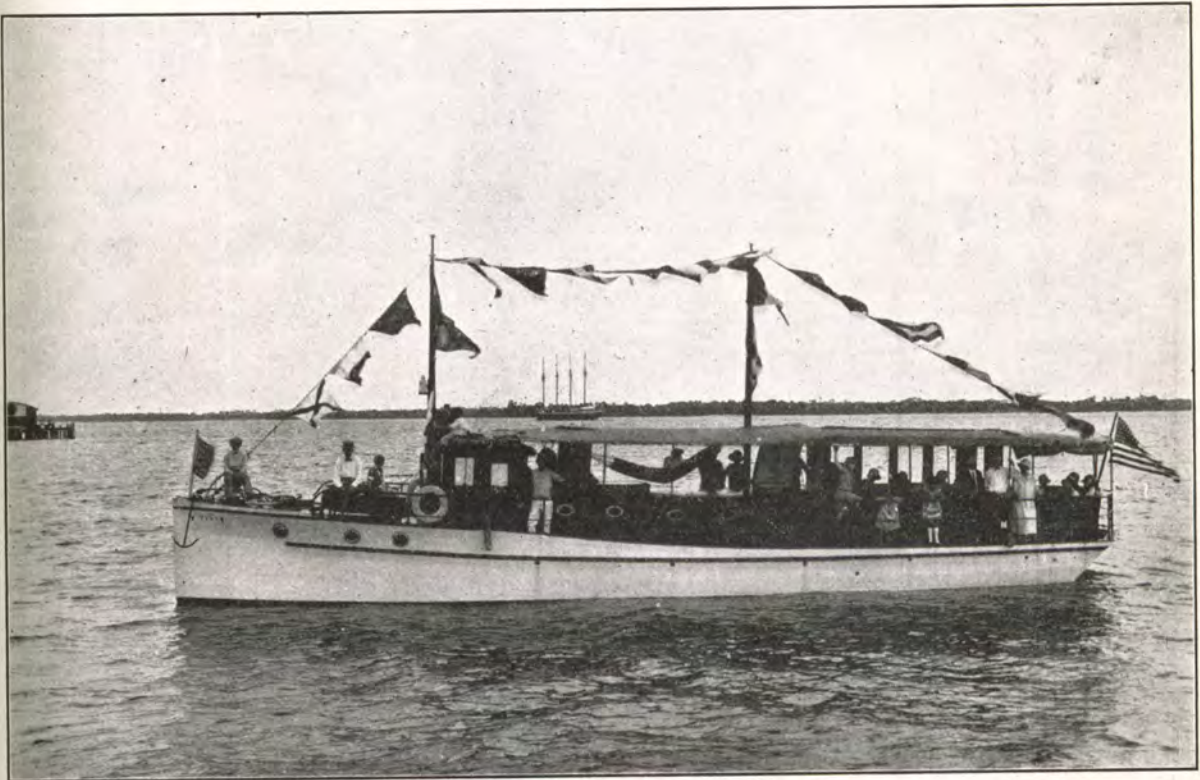
Bay is Panama City, the county seat, just four miles from the Gulf pass. With a population of 2000, the town is equipped with all modern improvements, such as ice plant, water supply from artesian wells, electric light and power, and telephone and telegraph communications. The principal streets are paved with concrete as are the sidewalks.

The town of St. Andrews, adjoining Panama City, is likewise progressive and is developed along similar lines.

On the Gulf beach is a pleasure resort, with a pavilion where dancing and surf bathing offer diversion during the summer days.

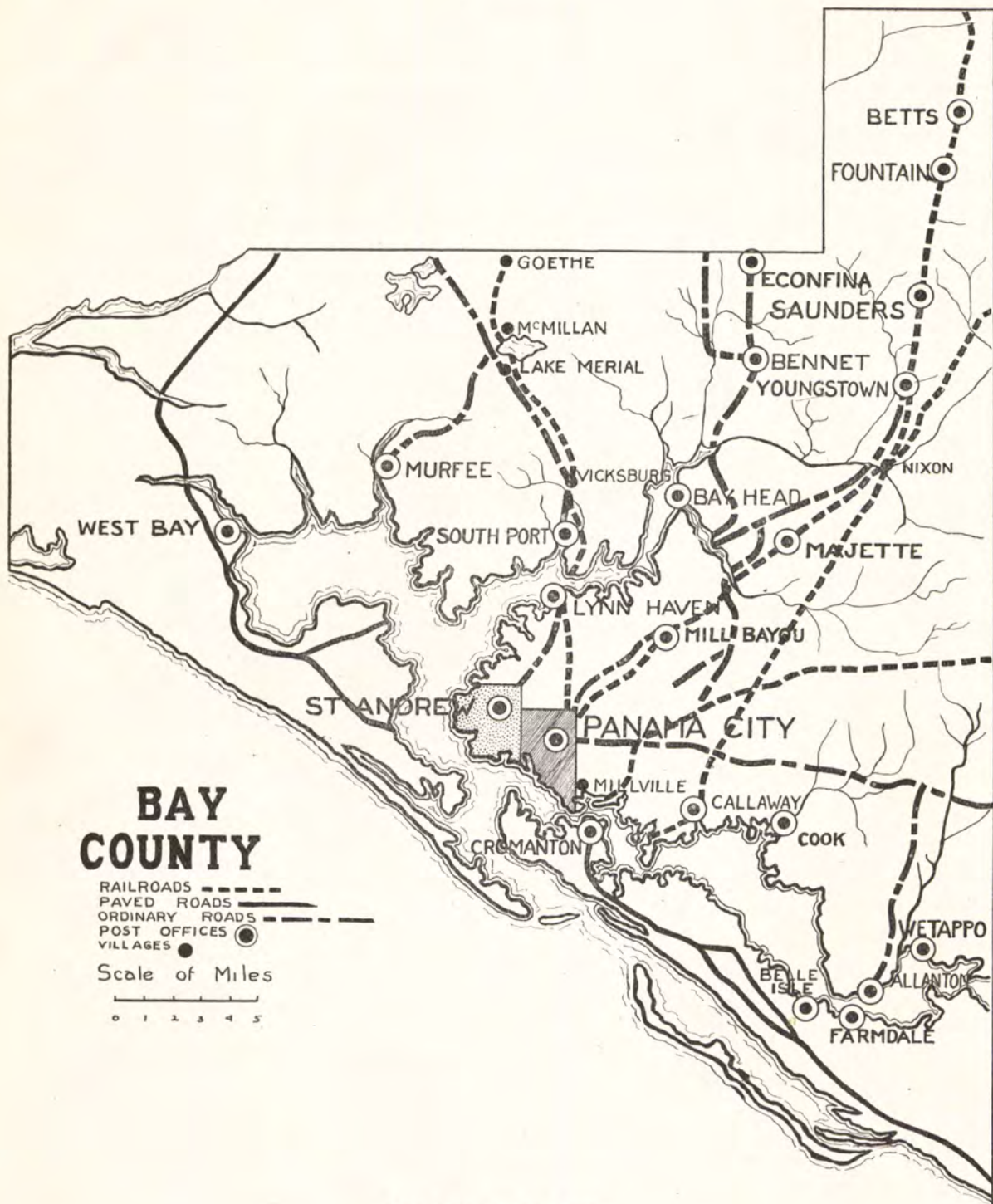
In addition to a \$300,000 bond issue for bridge construction, the county is planning a bond of \$1,000,000 for highway improvements, which will open up the county. While the means of conveyance along the water front has long been the coach and four, the way is being paved for the automobile.

For further information about Bay County, the visitor is directed to the Chamber of Commerce at Panama City.



*Martha S. leaving Pines Hotel for Gulf Beach*





Detail map of Bay County



# BRADFORD COUNTY

ON the 6th of December, 1861, what had been New River County, became Bradford, containing an area of 180,000 acres and a population of 3,820. According to a recent census, the population has almost doubled, since it now numbers 7,024 persons. The Santa Fé River, with its source at Santa Fé Lake in the southeastern corner of Bradford, forms the entire southern boundary. One of its tributaries, the New River, runs along the western boundary, the two rivers, with their branches, serving as drainage for the county.

There are 16,163 acres under cultivation, 13,626 in merchantable timber, as well as thousands of acres available for settlement. The assessed value of farms and buildings is \$2,917,116. The soil is principally sandy loam, with a clay subsoil, well adapted to the production of both fruit and vegetables.

For the year 1924, the State Agriculture Department reports the following farm products:

Corn .....	164,266 bushels
Peanuts .....	19,168 bushels
Sweet potatoes .....	14,720 bushels
Velvet beans .....	4,775 bushels
Irish potatoes .....	3,326 bushels
String beans .....	13,214 crates
Tomatoes .....	4,676 crates
Cucumbers .....	4,408 crates
Cane syrup.....	15,057 gallons
Watermelons .....	32 cars

Bees thrive in this section, and, while little attention was given this industry in a commercial way, 1,180 pounds of honey were produced during the year.

Citrus fruit has not as yet been developed to any great extent in Bradford County, although the Satsuma oranges flourish there. In all probability, oranges will in time become a leading product.

Pecans are receiving considerable attention and many orchards are being planted. The report shows that 2,559 bushels were produced in 1924, the total number of pecan trees

within the county being 22,369, all in a flourishing condition. The entire county may be said to justify the production of these nuts, since the few groves that have come into bearing, yield from \$5,000 to \$20,000 annually. No better results can be obtained from a grove of any kind with less labor.

Grapes, too, are coming to the front in Bradford County and the young vineyards, though just approaching the bearing age, produced 3,840 pounds last year. Peaches, pears and plums are likewise produced though not in great quantities.

Cattle have for a number of years been a source of revenue and the number on hand January 1st, was 4,949, of which 164 were dairy cows and 196 of a fine breed, introduced for the purpose of enhancing the stock. Goats, of the Angora variety, do well anywhere in Florida. The total number of hogs was 3,681, not including the 2,276 that were slaughtered.

Poultry is considered a good investment in this county. They, as well as the eggs, bring quick returns and always command a good price. During 1924, eggs to the value of \$18,894 were produced.

The average temperature for the year 1924, was 69 degrees, the highest in August at 81.6 degrees, the lowest in February with 55.6 degrees. The total rainfall was 57.92



*A North Florida bean patch in November*



inches, the most in July when 10.41 inches of rainwater fell, the least in November with only 0.39 inches.

The Seaboard Air Line runs north and south through the eastern portion of the county and the Georgia Southern and Florida extends diagonally across from northwest to southeast. The "Wanne" branch of the Seaboard Air Line connects at Starke, the county seat, likewise the Tampa and Jacksonville Line. Starke, with a population of 2,000, is a shipping point for products and the center for vegetables and general farming.

Sampson City, on Sampson Lake, is a junc-

tion for railroads coming in from five directions, connecting with important points and forming a shipping center. Sampson Lake offers additional attraction to the angler and those who enjoy boating.

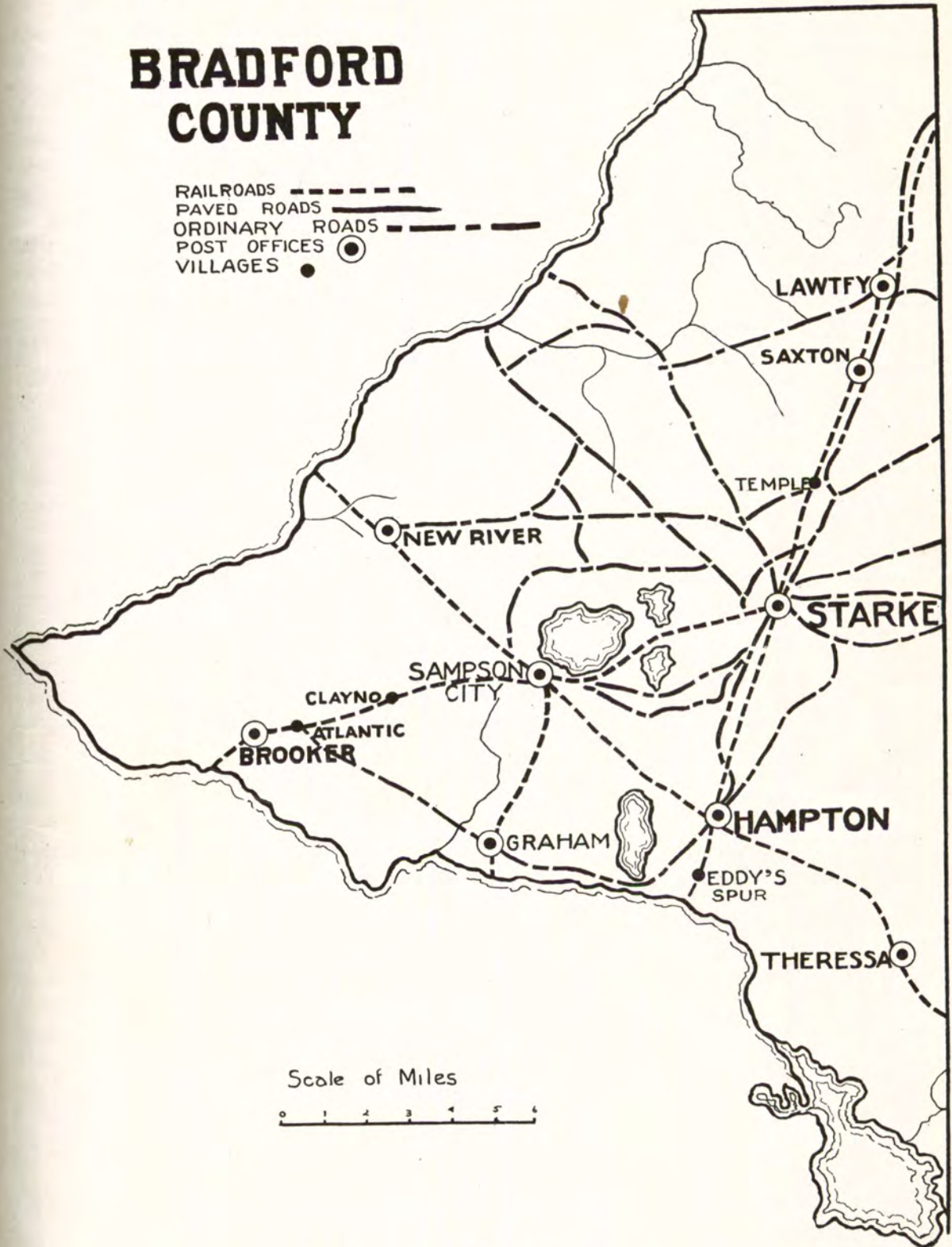
A number of towns are located systematically throughout the county, which shows that no particular section is favored more than any other. Many acres are idle in Bradford County, ready to be claimed by anyone who desires a home in a pleasant climate away from the snowbound paths.

For further information about Bradford County, the visitor is directed to the Chamber of Commerce at Starke.



# BRADFORD COUNTY

RAILROADS -----  
PAVED ROADS =====  
ORDINARY ROADS - - - - -  
POST OFFICES (circle with dot)  
VILLAGES (dot)



Scale of Miles



*Detail map of Bradford County*



# BREVARD COUNTY

AT one time a part of St. Lucie County, Brevard County was formed as such on January 6th, 1855, when the 245 settlers who graced that section broke away and declared their independence. Through the efforts of the original settlers, the new county recorded a steady growth until today the population has reached 12,831 persons.

Out of a total area of 656,000 acres of land, only 7,813 are in cultivation, with 1,612 acres in merchantable timber. The Atlantic Ocean forms the eastern boundary of the county with the Indian River paralleling the coast, a strip of land intervening. Merritt's Island is formed by the Indian and Banana Rivers, and a strip of land separates the Banana River from the ocean. With seventy miles of sea coast and approximately two hundred miles of river border, the county has its full share of water front. Even this is not quite all, as the head waters of the St. Johns River, with its many lakes, form a portion of the western boundary—its primary source being at Lake Helen Blazes.

Along the western shore of Indian River is a ridge, the highest part of the county, which slopes decidedly to the coast and perceptibly to the west in favor of the St. Johns River, thus establishing a drainage.

The soil of Brevard County is mainly of

two kinds: Along the ridge just mentioned the soil is shell hammock, excellent for growing anything which thrives in the semi-tropics. The low lands to the west are made up of what is known as "muck land," which, when properly ditched and drained, has no equal for growing vegetables, strawberries, sugar cane and bananas. If the ditches are wide enough, they are fine for duck raising.

According to the Report of the State Agriculture Department, the products for 1924 were as follows:

Bell peppers .....	19,240 crates
Tomatoes .....	18,971 crates
Guavas .....	2,003 crates
Oranges .....	565,724 boxes
Grape fruit .....	189,398 boxes
Honey .....	66,740 pounds
Bees' wax .....	6,674 pounds

There was in addition an abundance of Irish potatoes, sweet potatoes, eggplant, cabbage, string beans, celery, lettuce, mangoes, avacado pears, figs, bananas, Japanese persimmons, and grapes, also 10,113 head of cattle, 19,629 chickens and eggs to the value of \$39,808.

The value of the farm lands, including buildings, is estimated at \$16,368,200. The improved highway which extends north and south through the county is a beautiful drive and \$1,000,000 are being expended for other roads and streets as required by expansion.

The average temperature of the county for 1924 as recorded at Titusville, the county seat, was 71.2 degrees Fahrenheit. The highest came in August with 82.3 degrees, the lowest in February with 57.8 degrees. The rainfall for 1924 was excessively high, totalling 70.24 inches, whereas a more normal total would have been around 62 inches. There were 18.35 inches of rainfall in October, while the precipitation for the month of May was only 0.60 inches.

Paralleling the Indian River shore, runs the main line of the Florida East Coast Rail-



Melbourne Beach, Brevard County



road, along which the principal towns are located, including Titusville, the county seat. With the exception of St. Augustine, Titusville is the oldest town on the east coast, and has a population of 3,000. Here also is the connecting point of the Enterprise Junction, which opens up a good section of the country to the west. The fishing industry along the Indian River (six miles wide at this point) is a noteworthy commercial feature.

Cocoa, nineteen miles below Titusville, is a town of importance, being the center of the orange section of the county and the principal shipping point of that section. Like Titusville, it is up-to-date with modern improvements, and has all the facilities for a pleasure seeker's resort.

Melbourne, farther down, has a population of more than 1,800 and has the record of being one of the most healthful points in the State since it is situated high on the banks of the Indian River where the cool breezes sweep across from the ocean. Good hotels are open the entire year. Yachts, with both sail and power, are to be found on the water-

ways and fishing is a favorite pastime. Oranges and grapefruit are the principal products of the Melbourne vicinity.

Merritt's Island, with its ocean beach, is connected with the mainland by a viaduct across the Indian River, completed at a cost of \$100,000. The island is thirty-five miles long, varying in width from three to five miles. On the island are a number of villages, the principal among them being Courtenay, Indianola, Merritt, Footman, Georgiana, Lotus, Banyan and Tropic. The leading pursuits are truck farming, the raising of citrus fruits and fishing.

There are numerous other desirable towns located along the coast as well as inland and there are many vacant acres waiting to be cultivated.

For further information the visitor is directed to the Chamber of Commerce at the towns of Titusville, Melbourne, Cocoa, Eau Gallie, and Tillman. There he may also learn the whereabouts of the various automobile camps, if the visitor wishes to stay but a short time with his portable tent.

If you desire information regarding Brevard County, we will gladly give you the benefit of our years of experience

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ida East Coast Railway and on New River. This sheet of salt-water is 600 feet wide and 10 feet deep, and connects with the North New River Canal and flows past the town to the New River Inlet, which opens to the Atlantic Ocean.

Ft. Lauderdale, like many other Florida towns, is having its awakening now after many years of sleepy inertia. During the year 1924, building permits to the value of



*New River at Andrews Avenue Bridge, Fort Lauderdale*

\$945,800 were issued. It seems certain that the amount will be fully \$5,000,000 for the year 1925, since as many as ten first class subdivisions are being staked and the sales of real estate for the first three months of the year were \$14,222,260. The laying out of new tracts of land is not the only interesting improvement now going on at the county seat, as Marble Lake, just south of the town, is being developed for a modern recreational watering place. Two miles from Ft. Lauderdale on the New River is one of the best yacht basins to be found, equipped with marine ways and other facilities for repairing boats. This affords an excellent place for yachts between seasons.

At the north end of the county is Deer-

field, a town with a population of 400, the center of a large farming district, having easy access to the ocean beach. This town is located on the Atlantic Coast Line and near the mouth of the Hillsboro River which forms part of the Hillsboro Canal that extends from Lake Okeechobee.

Pompano, with a population of 650, is on the same railroad, four miles south of Deerfield and two miles from the Atlantic, where there is fine bathing. The section between Pompano and Deerfield is noted for the production of beans and bell peppers.

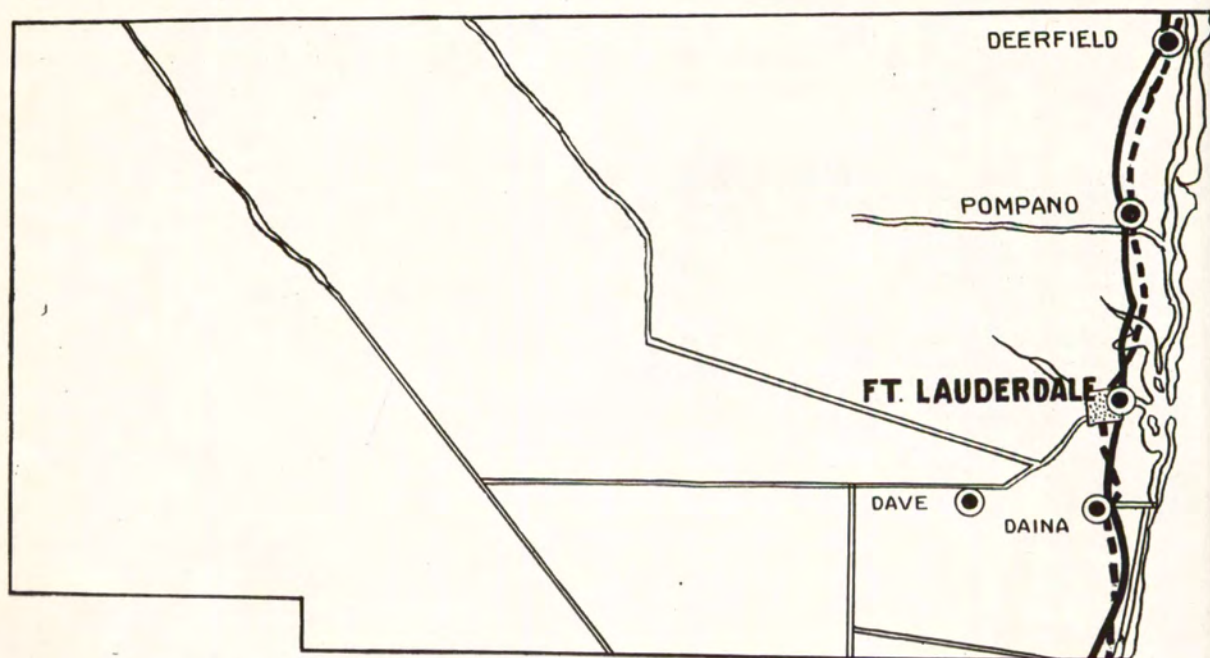
The most recent acquisition to Broward County is the development of Hollywood, on the ocean shore five miles below Ft. Lauderdale. This location was a tomato patch four years ago, the first lot being sold in 1921. The change that has taken place in the four years is almost beyond belief. Broad avenues have been laid out and paved; buildings of the Spanish type with open patios have been erected; and electric lights and various other modern improvements have been provided.

Development has been planned to extend as far as the south limits of Ft. Lauderdale, a section comprising 30,000 acres, with a total ocean frontage of eight miles. The success of the undertaking is assured by the \$15,000,000 harbor project now being planned. This project calls for two parallel concrete jetties 1,000 feet apart to extend nearly a mile into the ocean. The harbor entrance will have a width of 300 feet and a depth of 30 feet. Shipbuilding and other industries will be located on this protected harbor as well as recreational piers and pavilions. Hollywood has a future.

For further information about Broward County, the visitor is directed to the Chamber of Commerce at Ft. Lauderdale, Hollywood and Dania, where he may also learn the locations of the most desirable automobile camps.

Albertson Public Library  
ORLANDO, FLORIDA





## BROWARD COUNTY

RAILROADS - - - - -  
PAVED ROADS ————  
ORDINARY ROADS - - - - -  
POST OFFICES ●  
VILLAGES ●

Scale of Miles

0 1 2 3 4 5

*Detail map of Broward County*



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Orlando Bank and Trust Building, Orlando, Florida



# CALHOUN COUNTY

**A**S originally created, January 26th, 1838, Calhoun County was large in extent, and so it remained till April 4th, 1913, at which time it relinquished a considerable portion of its area to Bay County when the latter was being carved, largely, out of Washington County. That portion which remained comprised 762,880 acres, and it retained these dimensions until the present year—1925—when another inroad was made upon its domain by lopping off the southern portion to be allotted to the new Gulf County. The re-allotment has been made so recently that no separate statistical information is available, such facts and figures as are here given referring to the Calhoun County as it existed previous to the last dismemberment.

In the composite county there are 16,564 acres under cultivation; 1,912 acres in improved pasture; 2,879 acres in cut-over pasture, and 42,719 acres in merchantable timber.

General farming and live stock raising are the principal industries, though attention is paid to fruit, melons, nuts, tobacco, dairying and poultry raising. Statistics for 1924 proclaim corn to be the leading product, followed closely by sweet potatoes. Tabulated, the list appears as follows:

Corn .....	132,694	bushels
Sweet potatoes .....	45,280	bushels
Irish potatoes .....	8,585	bushels
Oats .....	2,625	bushels
Field peas .....	1,560	bushels
Rice .....	975	bushels
Rye .....	401	bushels
Peanuts .....	49,571	bushels
Velvet beans .....	25,924	bushels
Cane sugar .....	80,926	gallons
Sorghum .....	13,390	gallons
Cotton .....	219	bales
Watermelons .....	191	cars
Grapes .....	40,165	pounds
Oranges .....	2,745	crates
Pecans .....	568	bushels
Tobacco .....	51,000	pounds

Other farm products sufficient only to

satisfy the local demand are, onions, cabbages, tomatoes, English peas, figs, Japanese persimmons, plums and strawberries. Satsuma orange culture is coming into vogue here as well as in many of the northerly counties of Florida which are a little out of the regular orange district. Pecan raising has not yet developed into a very large industry, most of the groves being still young. Tobacco growing has invaded Calhoun County, the leaf being used chiefly with other stock as a wrapper, commanding a good price in the market.

In live stock raising Calhoun's herders have specialized in superior breeds, crossing their native cattle with them with excellent results. The number of range cattle reported in 1924 was 7,024 head, and 478 dairy cows. The popular breeds are Jerseys, Herefords, Holsteins and Devons. Dairy products ran as high as 89,552 gallons of milk and 34,911 pounds of butter.

Much attention has been paid to hay and forage, the following list enumerating the different kinds of fodder raised, in the order of their quantity:

Velvet bean hay	Natal grass
Native grass	Millet
Field pea hay	Kaffir corn and
Sorghum forage	Rhodes grass
Japanese cane	

The total of these varieties raised in the year 1924 amounted to 1,617 tons.

Hogs are raised in Calhoun to the number of 12,078 as reported for last year, in addition to the 4,579 which were slaughtered for bacon. Statistics show that in the county there were 436 sheep and 1,961 goats in 1924, 273 of the latter being the Angora variety.

In poultry, the county was credited last year with 40,336 chickens, and with eggs produced to the value of \$33,516.

The Apalachicola River which forms the entire easterly boundary of the composite



county is navigable from its mouth in the bay of the same name, to and beyond the Georgia state line, and large steamers ply its waters. The Chipola River flows southward through the eastern-central part of the county, through Dead Lake till its waters finally reach those of the Apalachicola near its mouth. This river is navigable for small craft. These rivers, together with the smaller streams flowing westward toward the Gulf of Mexico, afford excellent drainage.

The Marianna and Blountstown Railway, which connects with the Louisville and Nashville Railway at Marianna in Jackson County, extends to Blountstown, and then on to Scott's Ferry at the head of Dead Lake, a distance of twelve miles. At a point on the Chipola River a construction company has secured a permit from the Federal Water Power Commission to construct a dam across the river for the purpose of generating hydro-

electric power. The cost of the improvement will be about \$1,000,000.

Blountstown, the county seat, is in the northeast corner of the county on the Apalachicola River. It is an important manufacturing center and a shipping point for a large section of surrounding country.

The climatic conditions as recorded at the county seat show an average temperature of 66 degrees; the hottest month being August with an average of 83.1 degrees; the coldest, January with 49.4 degrees. The total rainfall as reported for 1924 was 57 inches.

Calhoun County offers many inducements to the farmer, as the soil and the climate—those essentials for progress, health and wealth, are to be found there. Many acres now lie dormant awaiting the settler. For further information apply to the Calhoun County Chamber of Commerce at Blountstown.

If you desire information regarding Calhoun County, we will gladly give you the benefit of our years of experience

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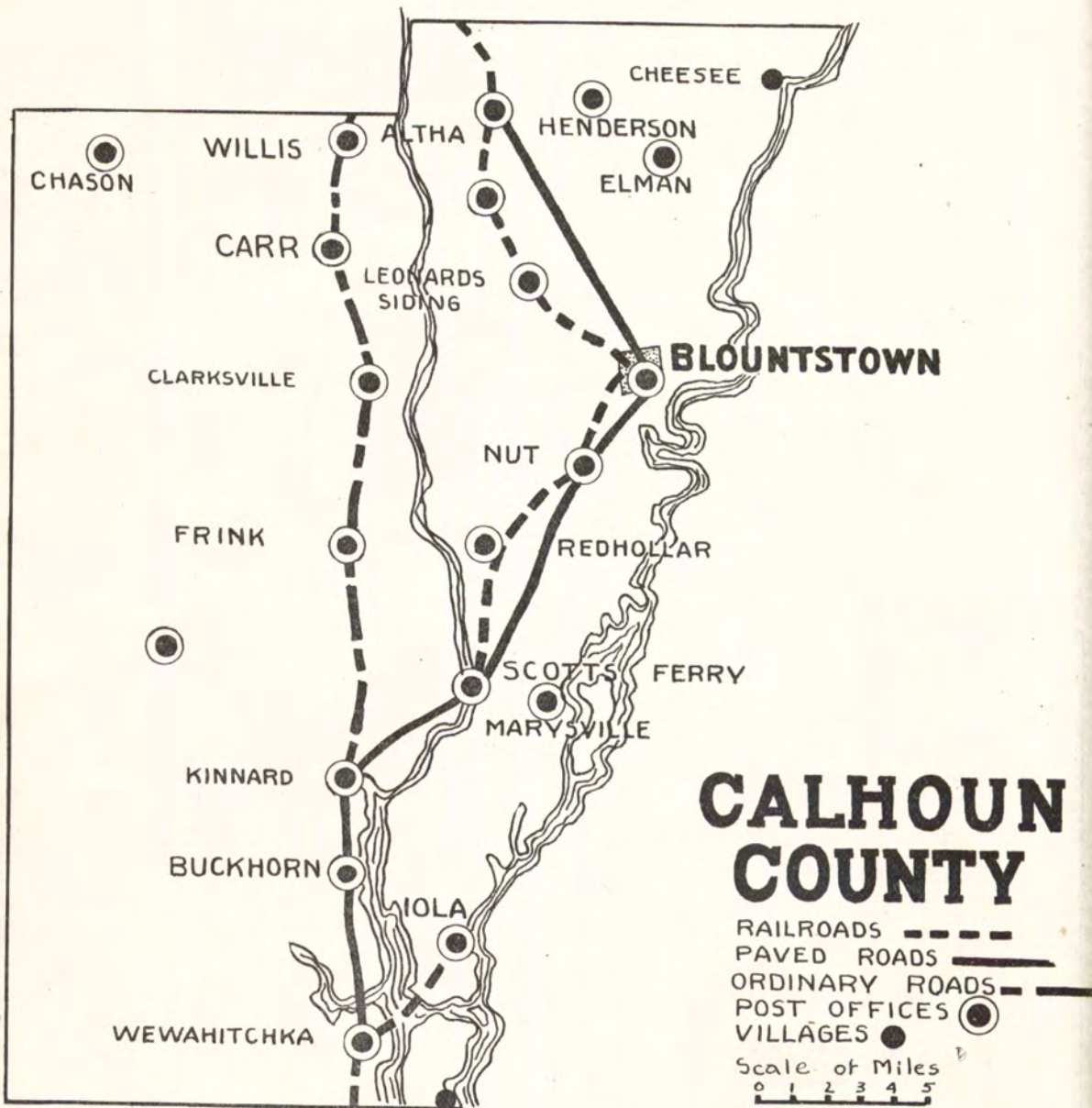
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Detail map of Calhoun County



# CHARLOTTE COUNTY

ORIGINALLY a part of De Soto County, Charlotte County was apportioned in 1921, with an area of 496,512 acres. A portion of Charlotte borders on the Gulf of Mexico, while Charlotte Harbor, which affords transportation for sea-going vessels, extends into the county for a distance of 11 miles to where the Peace River enters its headwaters. The entrance to the harbor from the Gulf is sheltered by Gasparilla and Cayo Costa, or Lacosta Islands. Modern elevators, with a capacity of 10,000 tons, are installed at the wharves, the latter having berthing space for vessels of 25-foot draft.

The value of agricultural products for the year 1924 was \$1,720,725. There are 148 farms in the county, with a total acreage of 1,393 in actual cultivation. Of the 148 farms, 135 are occupied by the owners. Nomadic settlers are few.

Citrus fruit is the leading product, there being 22,753 bearing orange trees and 22,272 of the second generation coming on. Grapefruit cultivation has begun to assume large proportions, there being 9,168 bearing trees and 2,000 of the younger set.

Previously, cattle raising for shipment to Cuba was the principal industry, but the herds have been reduced to only 6,042 as tabulated at the end of 1924.

Although the demand for land in Charlotte County is of but recent origin, large tracts have already changed hands. One

parcel of 28,146 acres in particular, was purchased for \$1,500,000 by persons interested in making subdivisions, to be offered for sale at a reasonable price. This lies on the mainland at Gasparilla Pass and has a Gulf frontage of 16 miles. Fully seventy million feet of virgin yellow pine are to be found in this district, which in itself is worth the price paid for the land. In addition to general improvements, an up-to-date city is to be laid out, and a modern hotel with 1,000 rooms constructed.

County bonds to the value of \$2,000,000 have been voted to be used in making one hundred miles of highway improvements. The eastern portion of the county is for the most part undeveloped.

The average temperature of Charlotte County for the year 1924 was 72.5 degrees. The highest was reached in the month of August with 82.8 degrees, the lowest in February when 62.6 degrees was the average. The total rainfall for the year was 61.79 inches, with the least in November of only 0.12 inches, while the precipitation for the month of July was as much as 15.10 inches.

The Atlantic Coast Line enters the county from the north and parallels Peace River to Punta Gorda, the county seat; then it extends southeast to Fort Myers on the Caloosahatchee River in Lee County. Punta Gorda is located on the south shore of Peace River, three miles from where it connects with Charlotte Harbor. At this point, the river is five miles wide, but begins to narrow a short distance above the town. Steps are being taken to improve the river as far up as Arcadia in De Soto County, a distance of twenty miles. The entrance from the Gulf to Charlotte Harbor has been deepened to 25 feet by the U. S. Government, with a channel 16 feet deep to the town of Punta Gorda. Punta Gorda, with a population of 1,500 was first a fishing village, but its advantageous location has converted it into an important commercial center. An active real estate boom



*Pineapple River, Charlotte County*





*Field of young peppers, Charlotte County*

has been going on during the past year, deals of more than \$1,000,000 having been transacted. Two business lots alone were sold for \$120,000. Municipal improvements have been effected at a cost of \$500,000.

Punta Gorda is expanding by a number of annexes,—La Punta Park to the south and the Punta Gorda Estates to the west, along the water front. Perhaps the most elaborate

addition is "Miyajma," located across the basin from Punta Gorda and reached by the viaduct. Fronting directly on the water makes possible the creation of an ideal resort, and among the plans contemplated, is a \$250,000 hotel and recreation pavilion located on jutting piers where boating, bathing and fishing will be among the attractions.

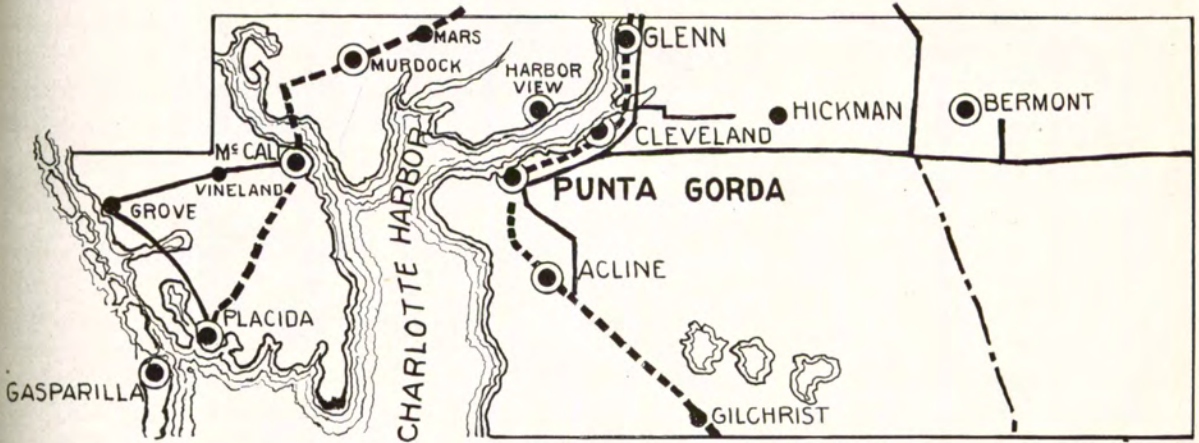
At the entrance of Boca Grande is Gasparilla Island, unquestionably one of the most beautiful places to be found. Its high banks and the luxuriant live oaks which line the shore form an exceptionally pleasing retreat for anyone who may care to go there. Considerable commerce is carried on at South Boca Grande, in the way of phosphate shipping. At this point is the terminal of the Charlotte Harbor and Northern Railway which extends north to the town of Arcadia in De Soto County where it connects with other lines.

For further information about Charlotte County, the visitor is directed to the Chamber of Commerce at Punta Gorda.



*A group of palms by the roadside*





# CHARLOTTE COUNTY

RAILROADS - - - - -  
 PAVED ROADS ————  
 ORDINARY ROADS - - - - -  
 POST OFFICES ●  
 VILLAGES ●

Scale of Miles  
 1 2 3 4

*Detail map of Charlotte County*



# BUILDING A CITY W

## *Del Verde*

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CITY PROPERTY AND COLONIZATION TRACTS



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**TRULUCK REALTY CO.**

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**PUNTA GORDA**

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The leading bank of one of the fastest growing county-seats in South Florida, housed in its own home. Collections receive the prompt and careful attention of our officers. Tourists' accounts invited.





# CITRUS COUNTY

THE boundaries of Citrus County were declared on the 2nd of June, 1887, with an area of 396,800 acres and a population, at that time, of 2,000 persons. The Gulf of Mexico forms the western boundary, while the Withlacoochee River twines around both the northern and eastern sides. On the Withlacoochee, at the north side, is a 15,000 H. P. hydro-electric plant which furnishes light and power for five counties. Lake Tsala Apopka, located in the eastern part of the county, is, in reality, a chain of lakes twenty miles long, covering an area of 15,000 acres, dotted with many beautiful islands, luxuriant with foliage and large trees. This is a Mecca for fish and ducks, and is delightful for boating.

Besides good soil, another natural source of wealth is rock phosphate beds and carbonate of lime. Of the many thousands of acres of land, there are only 6,265 in cultivation; 6,404 in improved pasture, and 1,146 in merchantable timber. The assessed value was \$893,600. A Chicago syndicate has paid \$800,000 for the purchase of 37,000 acres of land to be divided into parcels for settlers.

The name Citrus was given the county from the wild orange groves found in that section when the early settlers located their

homesteads and opened up the county. Since the advent of railroads, most attention has been given to the lumber and phosphate industries, although considerable is also being done in general farming and fruit growing.

Statistics for the year 1924, show the following products:

Oranges .....	30,200 boxes
Grape fruit .....	1,318 boxes
Tomatoes .....	25,384 crates
Cabbage .....	1,289 crates
Corn .....	18,690 bushels
Sweet potatoes .....	10,930 bushels
Peanuts .....	10,657 bushels
Velvet beans .....	2,886 bushels
Cane syrup .....	14,760 gallons
Honey .....	2,200 pounds

There are also lesser quantities of pears, peaches, plums, guavas and grapes.

Cattle, hogs and goats are extensively raised and the poultry industry is a paying business, eggs commanding a good price.

The weather report, as recorded at Inverness, shows that the average temperature for the year was 69.7 degrees Fahrenheit. August was the warmest month, with an average of 82.1 degrees, February the coolest, with 55.8 degrees.

The Atlantic Coast Line runs north and south through the county with a branch extending to Homosassa. Because of the phosphate and building rock found at Inverness, the county seat, the Seaboard Air Line was extended as far as that point. Another road is now assured which will open the way to the northwest. Millions are to be spent on improvements by the Florida Coast Development Company, and the county has planned a million dollar system of highways.

Inverness, the county seat, with a population of 1,200, is situated on Tsala Apopka Lake at the junction of the three railroads. Large sawmills and a packing house are located there. The Orange Hotel is being enlarged at a cost of \$150,000, while a new



*Herd of cattle, Citrus County*



hotel of Spanish design is being built on the lake at an expenditure of \$250,000. A wall for the shore protection is being constructed and a yacht basin provided.

Prior to 1914, Floral City, five miles south of Inverness, was a phosphate center with the output from its eight plants amounting to \$10,000,000 annually. A fire destroyed the entire business section in 1916, leaving only the lake front with its live oak foliage. It is claimed that Duval Island, located in the lake, had the first cultivated orange grove in the county.

The town of Crystal River, located at the source of Crystal River, is the center for carbonate lime rock. The road material from the quarries is a boon to that section, for it solves the problem of good roads at a nominal cost. From 25 to 30 carloads of the rock are shipped out each day. Hundreds of clear springs contribute to the Crystal River, which is navigable for about eight miles from the Gulf.

The section around Crystal River has for many years furnished cedar for the manufacture of pencils. The fishing industry has long

been a valuable asset, as fully a million pounds have been caught annually. There also are oysters.

The Crystal Heights Development Company is laying out extensive subdivisions for colonization.

Homosassa, in the western part of the county, and six miles from the Gulf, has a historical past, as during the Civil War, the Confederates operated a large sugar mill there. It was also the home of Chief Tiger Tail, a much feared Indian noble. Homosassa is especially attractive to tourists since the fishing and hunting are good, while the waterways leading to the Gulf afford excellent boating.

Lecanto, on the improved highway between Inverness and Crystal River, is an admirable farming section, with corn and peanuts the leading products.

Pleasant Grove, near the Hernando County line, has recently gone into the dairy business with a Jersey herd.

For further information about Citrus County, the visitor is directed to the Chamber of Commerce at Inverness.

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CITRUS COUNTY

*"Fisherman's Paradise"*

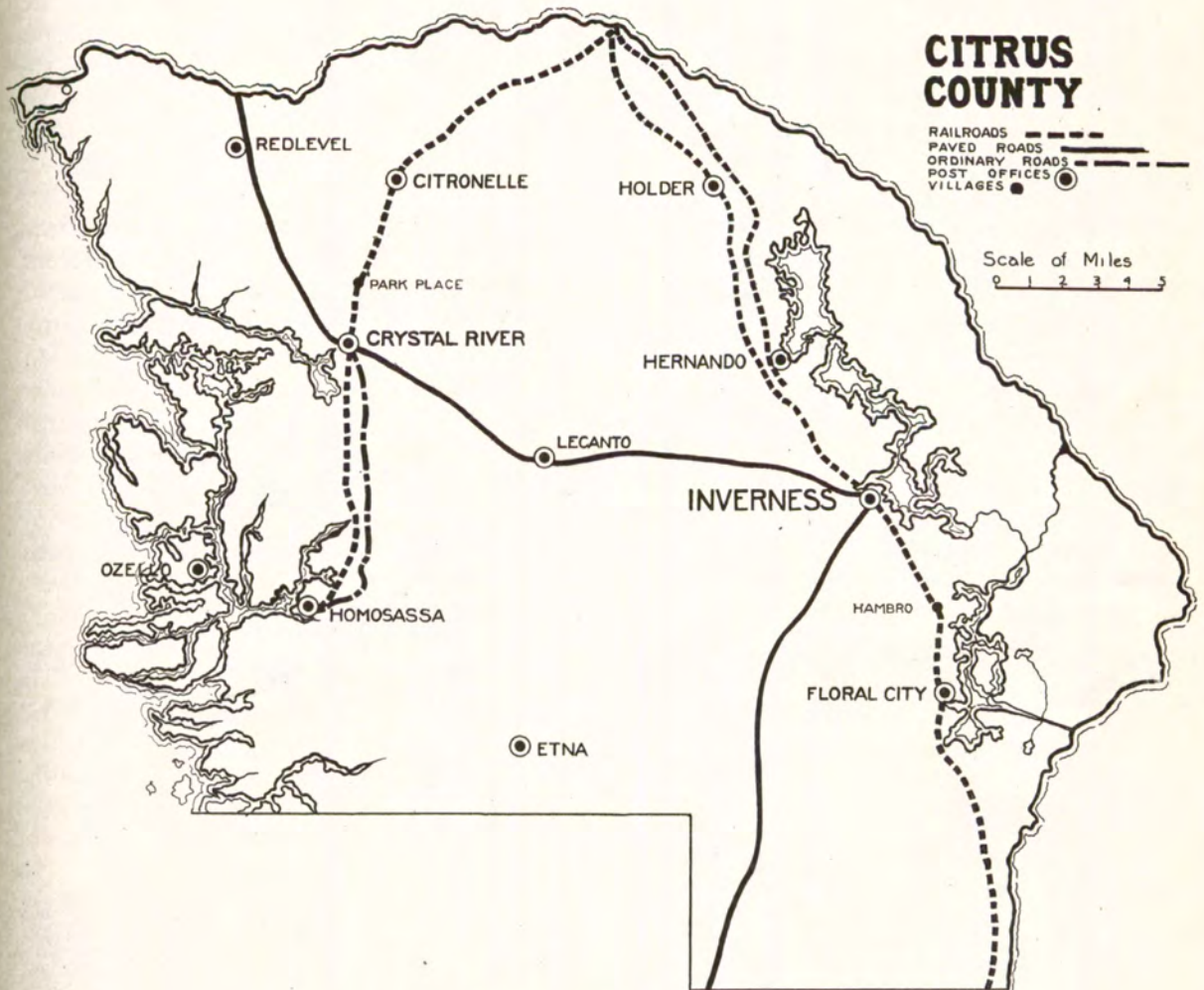
If you desire information regarding Citrus County, we will gladly give you the benefit of our years of experience

**In Florida**

**Florida Real Estate Bureau**

Orlando Bank and Trust Building  
Orlando, Florida





*Detail map of Citrus County*



# CLAY COUNTY

ON December 31, 1858, Clay County was formed, with 394,880 acres of land. According to a recent census, its population is 4,730.

The St. Johns River flows all along the eastern boundary of the county, which, with rivulets of many colored names, affords excellent drainage. There is Black Creek, which flows into the St. Johns River, after receiving contributions from its branches such as Yellow Water, Greens Creek and Little Black Creek, while South Fork has its source at Blue Pond. There are a number of beautiful lakes in Clay County, well stocked with fish.

The county has no waste land, while the soil is varied. Along the streams is hammock land particularly well adapted to vegetables and berries. The western portion is better suited to fruit culture, with the sandy loam around Santa Fé Lake particularly fine for peaches. The northwestern section is ideal for growing strawberries, while Irish potatoes thrive especially well in the neighborhood at the south end of Doctors Lake.

There are 5,783 acres of land in cultivation, 1,169 acres in improved pasture and 988 acres in merchantable timber. According to the State Department of Agriculture, the products for the year 1924 were as follows:

Irish potatoes .....	38,329 bushels
Corn .....	34,170 bushels
Sweet potatoes .....	26,755 bushels
Velvet beans .....	5,120 bushels
Peanuts .....	825 bushels
Cabbage .....	2,005 crates
Lettuce .....	1,000 crates
English peas .....	875 crates
Cane syrup .....	13,155 gallons

Citrus fruits have never received any marked attention in Clay County, although 1,601 boxes of oranges were produced in 1924. Peaches, pears and plums are raised, while as many as 98,660 quarts of strawberries were grown. Grapes are being produced more and more, the crop for 1924 amounting to 21,850 pounds.

Pecan groves are being planted and, although most of them are still under the bearing age, there were 671 bushels gathered last year.

Cattle raising has long been an important feature, since the free ranges furnish unlimited grazing throughout the year. On January 1, 1925, there were 11,865 cattle, while 2,448 had been slaughtered during the year. There were 5,816 hogs on hand at the beginning of the year, and 1,186 slaughtered. Poultry is always a paying product. Chickens numbered 33,293, while eggs to the value of \$57,268 were produced. The value of dairy products was \$18,760.

The average temperature for the year 1924 was 71.1 degrees Fahrenheit. June was the warmest month with 81.0 degrees, while January, the coolest month, averaged 60.5 degrees. The total rainfall for the year was 46.02 inches, the most coming in May when 10.1 inches fell, while in March there was only 0.84 inches.

Following the St. Johns River down through the eastern part of the county runs the Atlantic Coast Line; the Seaboard Air Line clips off the northwestern corner, while the Southern Railway runs across the southwestern corner, so that, with the many waterways, fairly adequate service is afforded.



*Day's outing at a North Florida lake*



The county seat is located at Green Cove Springs, high on the western bank of the St. Johns River, a beautiful spot surrounded by massive live oak trees, covered with Spanish moss, together with magnolia trees. It has a population of 2,500 and is rapidly becoming a central point for shipping, as well as a resort. The electric light and water systems are municipally owned. Adjacent to Green Cove Springs is Magnolia Springs where the Florida Military Academy is situated. The academy, with its grounds, occupies 290 acres of land, and was originally used as a hotel.

Just south is what is known as the "Wal-kill Tract" with 12,500 acres of truck farm growing peppers, celery and strawberries. Adjoining this tract are the "Sun Garden Farms," containing 60,000 acres, which have been cut up into ten acre farms and sold as such.

West of Green Cove Springs there are thousands of acres of good pecan land, also lands suitable for raising figs, grapes and

strawberries, besides general farming, to be had at reasonable prices.

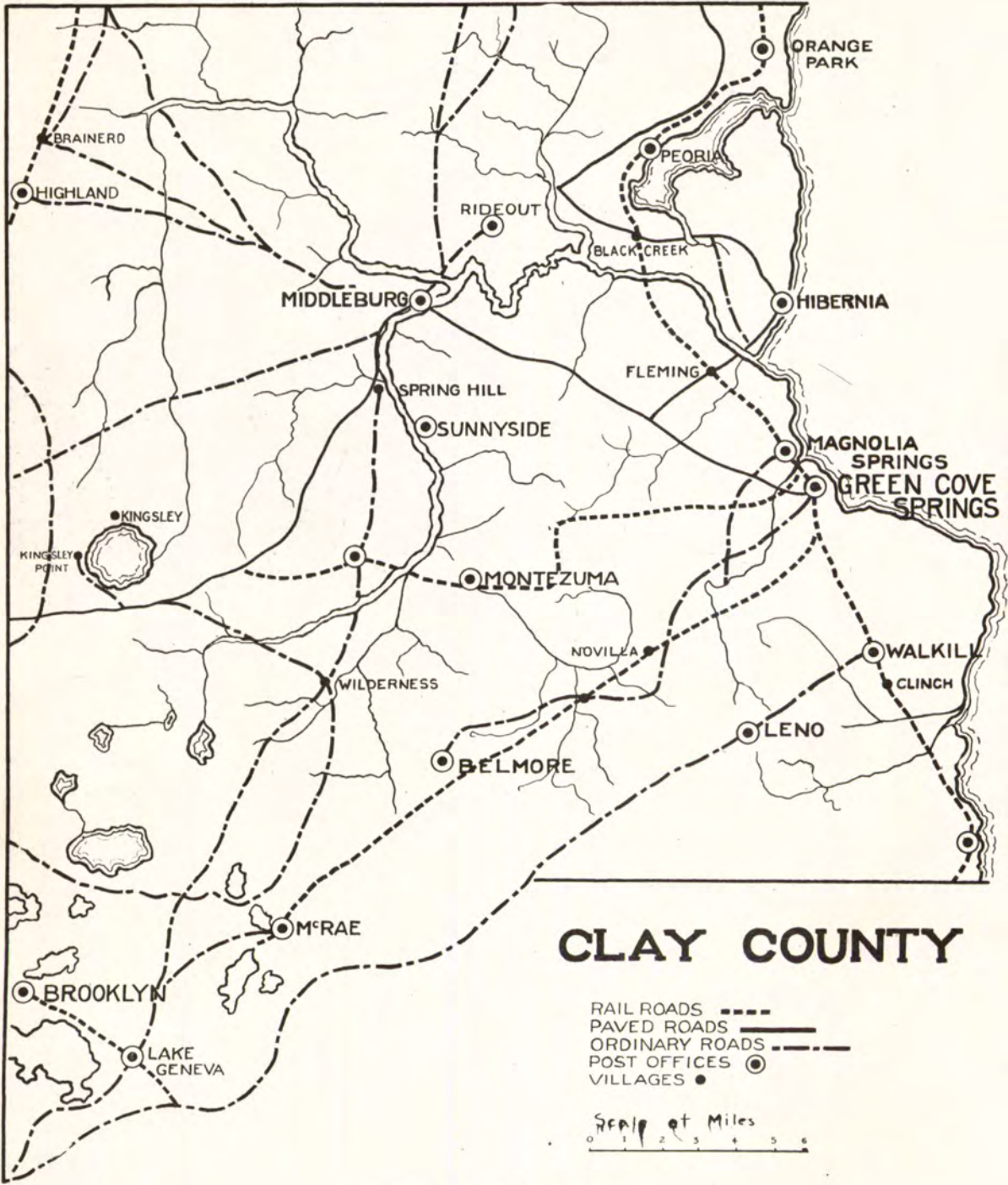
There are many other towns in the county that offer the best kind of inducements to the settler; there is plenty of good land to be had, while the fishing in the many lakes and rivers is excellent.

For further information about Clay County, the visitor is directed to the Chamber of Commerce at Green Cove Springs.



*Green Cove Springs pool*





Detail map of Clay County



# COLLIER COUNTY

ON May 8th, 1923, the boundaries of Collier County were established, embracing 1,267,000 acres of primitive land,—a land that man had forgotten. It had been a part of Lee County, bringing no revenue except from taxation and possessing an assessed value that scarcely justified recording. Only uncharted trails intersected the forests and jungles, which, though interesting, were traveled by hunters alone. Broad prairies blend with the forests of pine and cypress, that harbor deer, bears, turkeys and panthers.

Seminoles still live their primitive life in this section making occasional journeys to the trading posts to barter hides and baskets for necessities that they do not produce. They are a roving tribe and may often be seen in their cypress canoes with their families and belongings en route for a new home. Along the banks of the Turner River, thirty Seminole mounds are to be found—monuments of the past.

The Gulf of Mexico forms the entire western boundary, with numerous small islands all along the coast which, when developed, will afford excellent resorts. One of the principal islands is Marco, four miles long by two miles in width, and having a good natural harbor. This island is a little world in itself with the town of Collier on the north end and Caxambas on the south, surrounded by hills at an elevation of 75 feet above sea level, while the high, open pine forests intervening help in making it a very pleasant spot. The principal clam cannery of the state is on the island, busily sealing the seemingly inexhaustible supply excavated by the clam dredges in the bay.

The character of the soil in Collier County varies from high sandy ridges to clay loam, marl and muck, and is well adapted to the raising of all kinds of fruits and vegetables that can be grown in a semi-tropical section, while some tropical products are also raised successfully. This soil and climate are particularly suited to sugar raising, though av-

cadoes, pineapples, bananas and mangoes also grow in abundance. At Deep Lake a grapefruit grove has been bearing for twenty years, with an annual output of 40,000 boxes. Sugar cane has been planted to some extent, the



*Everglades, Collier County*

roots perpetuating the growth without replanting. An acre may produce forty tons of cane with a yield of 500 gallons of syrup. This sells at \$1.50 a gallon, while it costs only about 25 cents to produce it.

The average temperature for the year is 75.5 degrees. August is the warmest month with 82.8 degrees, while February, the coolest, averages 64.0 degrees. The annual rainfall is approximately 60 inches, which is fully adequate so that irrigation is seldom necessary.

It is the ability and perception of Barron G. Collier that is leading to the development of Collier County. His method of convincing others is to invest his own capital as proof of the faith he has in the project. His first step was to acquire 80 per cent of the county, after which he began to make roads. The Tamiami Trail is being built through the county, extending from Miami to the west coast, while from Everglade north through Immokalee is another highway in the process of construction. Road building in this section is very difficult as it is necessary to build



up a road bed before paving. It was finally worked out by excavating for drainage canals and utilizing the deposit for elevating the road bed.

The county seat is at Everglade in the southern part of the county at the point where Allen's River empties into the Gulf. This is a particularly beautiful spot, luxuriant with tropical vegetation. The Royal Poinciana, with its trunk 34 inches in diameter and a spread of 68 feet, is one of the wonders of the place, while in the same vicinity may also be found mahogany, lignum-vitae and rubber trees, as well as many varieties of ferns and flowers. Everglade is a modern town with electric lights and improved roads. This is all very recent, however, as in 1921 it was just a trading post. A narrow gauge road extends from Everglade to Deep Lake, a distance of ten miles. The lake region has been developed to some extent since the surround-

ing country is very beautiful. The lake is 150 feet deep at some points.

In the northern part of the county, near Lake Trafford, is Immokalee, an old town, the terminus of a branch of the Atlantic Coast Line. This is a thriving little district as the soil is well adapted to most of the Florida products.

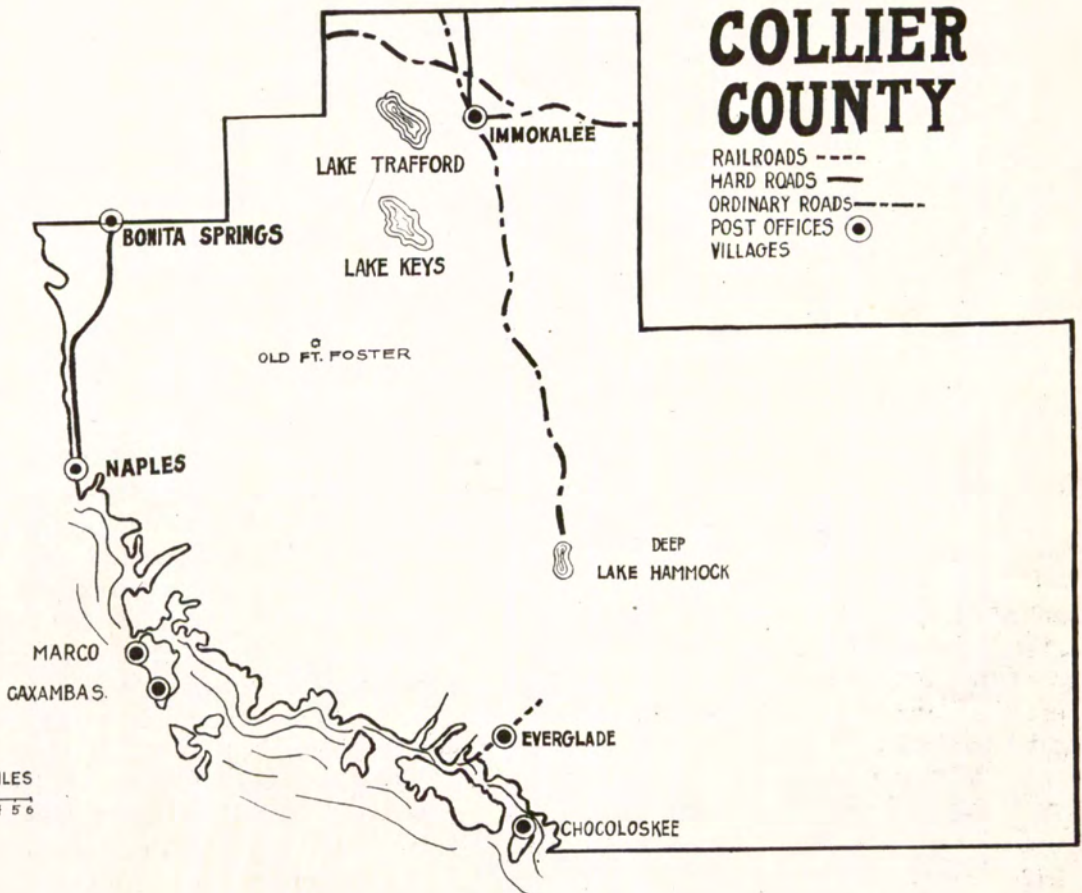
The founder of this promising region is working on a sound basis in that he will place no land on the market until adequate highways are open. In prophesying the future of Collier County, Mr. Collier has said: "The light of the fire-flies will be dimmed by the electric lights in the happy homes, and the chirp of the katy-did will be chorused by the laughter of happy children."

For further information about Collier County, the visitor is directed to the capable secretary of the Chamber of Commerce at Everglade.



*"Beyond lies the Everglades"*





*Detail map of Collier County*



# COLUMBIA COUNTY

THE county bearing the patriotic name of Columbia was formed February 4th, 1832, and is therefore one of the oldest in the state. Bordering on the South Georgia line it has a length, north and south, of approximately 55 miles, and a width of about 20 miles. The beautiful and song-famed Suwannee River forms a part of its north-western boundary, separating it from Hamilton County, while the Ulustee and Santa Fé Rivers, branches of the Suwannee, separate it from Union and Alachua Counties on the south and southeast.

When formed, there were but 2,000 persons living within its borders. This number has been increased, according to a recent census, to 15,260. The total area is 506,880 acres, of which there are 79,748 acres under cultivation, 11,505 acres in improved pasture and 59,520 acres in merchantable timber.

Agriculturally considered, Columbia County is one of the best in the state, as the soil responds readily to cultivation, yielding all manner of products due to a temperate and semi-tropical latitude, as may be seen by reference to the following tabulation compiled from the 1924 report of the State Agricultural Board:

Corn .....	283,968	bushels
Oats .....	5,637	bushels
Wheat .....	100	bushels
Irish potatoes .....	2,774	bushels
Sweet potatoes .....	58,312	bushels
Field peas .....	1,029	bushels
Velvet beans .....	6,323	bushels
Peanuts .....	267,647	bushels
Pecans .....	3,297	bushels
Peaches .....	3,143	bushels
Grapes .....	5,945	pounds
Cane syrup .....	45,940	gallons
Sorghum molasses .....	2,590	gallons
Cotton .....	1,417	bales

Columbia County is too far north for orange culture, though the Satsuma will flourish if cultivated. Within a few years the yield of pecans will be larger than at present. It requires five years for pecan trees to reach a

bearing age—an age which will soon be attained in many of the groves.

In the forest are found pine, cypress, hickory, beech, poplar; magnolia, live oak, red-boy, cedar, and gum of several varieties. Pine and cypress are the most in evidence, and of the greatest value. The many saw-mills annually convert millions of feet of raw timber into merchantable lumber for shipment to northern points. Notwithstanding the constant inroad that is being made upon these forests, there yet remains upwards of 59,520 acres from which new supplies may be drawn.

In 1924 there were reported 18,539 cattle on the ranges, besides 862 cows, 280 of which were of fine breed—Jerseys predominating. The reports also show 33,126 hogs on the farms at the end of last year; that 11,248 were slaughtered during the year, and that 2,554 were shipped out alive. Of goats there were 1,376, and 122,148 chickens were raised, producing eggs to the value of \$55,529. Dairy products for the year amounted to 200,025 gallons of milk, and 2,966 pounds of butter.

The assessed value of farms and buildings was \$2,187,268.

The highways of the county are being modernized, and State Road No. 1, known as the Old Spanish Trail which extends from Lake City to Jacksonville, has been paved.

Meteorological records proclaim that, for the year 1924, the average temperature was 68.2 degrees; that the hottest month was August with an average of 82.5 degrees; the coldest, January, with 54.4 degrees. The rainfall for the year amounted to 60 inches.

The Seaboard Air Line traverses the county from east to west, crossing the Georgia Southern and Florida at Lake City. The Atlantic Coast Line has a branch extending northward from Lake City junction in the southwest corner of the county, to Lake City.

Lake City, the county seat with a popula-



tion of 4,000 persons, is at the geographical center of the county. It is an up-to-date city, an important shipping point, and is now spending \$240,000 on municipal improvements. A dehydrating plant is being built where fruit can be prepared by the drying process.

The future of Columbia County is in lumber, cotton, tobacco, fruit, pecans, dairying and general farming. Its broad acres and dense forests await the coming of the settler.

For further information address the Columbia County Chamber of Commerce at Lake City.

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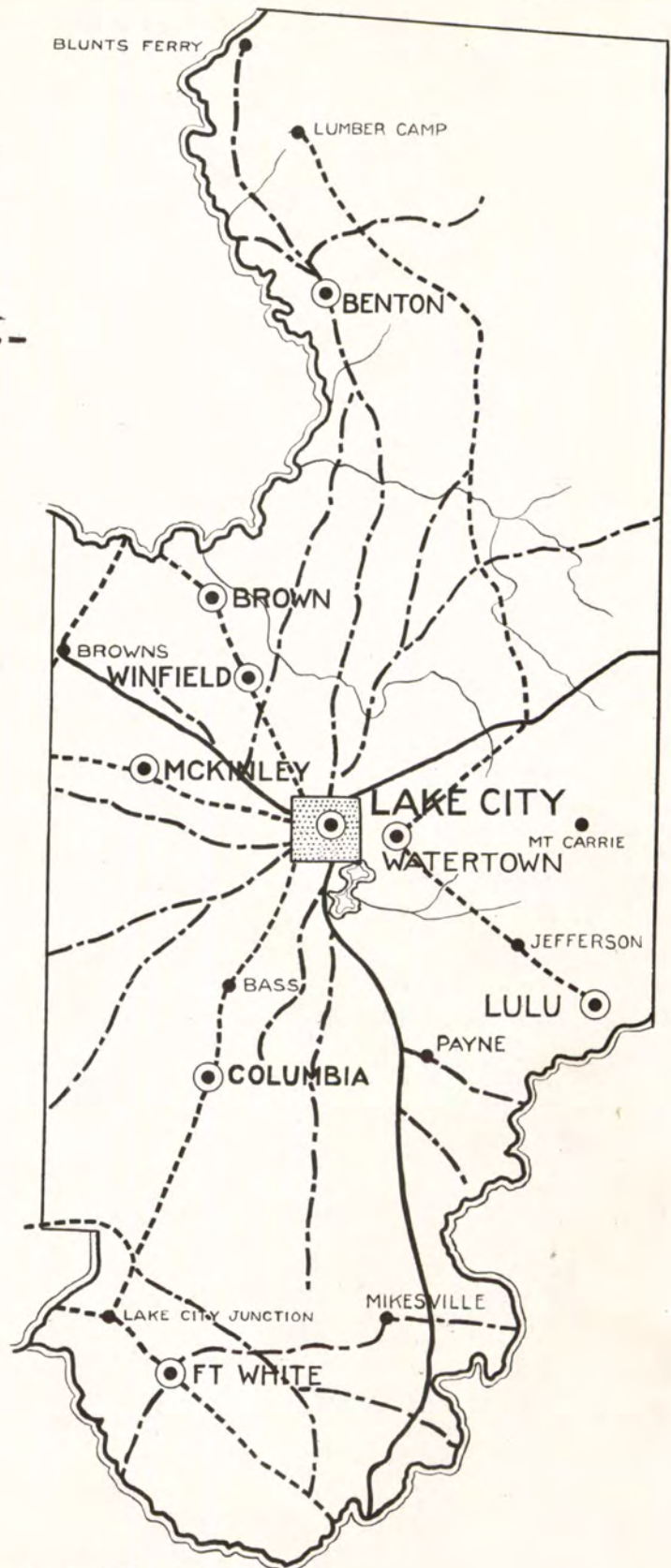


# COLUMBIA COUNTY

RAILROADS - - - - -  
PAVED ROADS ————  
ORDINARY ROADS - - - - -  
POST OFFICES ●  
VILLAGES ●

Scale of Miles

1 2 3 4 5 6



Detail map of Columbia County



# DADE COUNTY

THE southeast corner of the state is occupied by Dade County formed on February 4th, 1835. The population of its 2,373 square miles was at that time only about 400. The county is bounded on the east and south by the Atlantic Ocean. Beginning near the north end of the coast line and running south is beautiful Biscayne Bay, protected by a number of islands and offering an outlet to the Gulf of Mexico via Barnes Sound and Florida Bay.

All along the eastern section of the county is a ridge, well adapted to fruit growing. The western and larger portion is composed of the Everglades, with its reclaimed muck soil,

excellent for growing almost anything. This district is favorable for raising any tropical fruit or vegetable. There are today 39,434 acres in cultivation; 218,110 acres in improved pasture land, and 6,427 acres in merchantable timber.

The improved pasture land being of superior quality, fine herds have been introduced and, as no other forage is necessary, cattle can be grazed the entire year. Of the fine stock 1,008 are of the Guernsey breed, 997 Jersey and 490 Holstein. The dairy feature, comprising 3,500 cows, produced, in 1924, 1,834,952 gallons of milk and 39,440 pounds of butter. Poultry raising is being brought to a standard, the number of chickens amounting to 118,608, and eggs to the value of \$250,677 were sold.

According to the report of the State Department of Agriculture for 1924, there were the following products:

Grapefruit .....	744,696	boxes
Oranges .....	186,432	boxes
Limes .....	8,592	boxes
Lemons .....	3,469	boxes
Bananas .....	10,597	bunches
Avocado pears .....	168,161	crates
Mangoes .....	20,611	crates
Guavas .....	8,912	crates
Figs .....	1,255	crates
Strawberries .....	89,800	quarts
Cocanuts .....	640,745	
Tomatoes .....	839,307	crates
Lima beans .....	24,800	crates
Cabbage .....	12,125	crates
Peppers .....	5,280	crates
Beans .....	5,732	crates
Cucumbers .....	2,350	crates
Irish potatoes .....	32,235	bushels
Sweet potatoes .....	1,865	bushels
Cane syrup .....	16,200	gallons

The reclaimed land is especially fine for potato raising, as the 32,235 bushels of Irish potatoes were grown on 286 acres of land, while the 1,865 bushels of sweet potatoes were produced on only 24 acres. However, the real future for the Everglades muck soil lies in the production of sugar cane.



*Avenue of Royal Palms, Miami*





*On the beach in Mid-Winter at Miami*

The annual vegetable crop is valued at \$6,000,000, while the fruit crop is estimated at \$3,000,000.

The average temperature for the year 1924 was 75.3 degrees Fahrenheit, as recorded at Miami. The warmest month was August, when the average reached 83.5, the coolest month, February with 64.0 degrees. The difference between the highest and lowest for the entire year was only 19.5 degrees.

The Florida East Coast Railway runs north and south through the county, paralleling the coast for a greater part of the distance. At the south end, the railroad is extended across from the mainland through the series of coral keys that terminate with Key West, the southernmost city of the United States. This is one of the most remarkable railway achievements of modern times and a trip on it along the keys has been described as "going to sea by rail." It has recently been announced that the Seaboard Air Line will extend its lines in the near future from its present terminus at West Palm Beach, southward to Miami. In Dade County there are 700 miles of improved highways that radiate in many different directions to places

of interest, and cutting directly through the heart of the 'Glades, is the famous Tamiami Trail which, when completed, will join Miami with Tampa and other Gulf coast points.

Miami, the county seat, is one of the most attractive cities in the United States and is well known as the "rich man's paradise." It is here that the late William Jennings Bryan lived and was wont to hold his Sunday School classes. There are many beautiful homes and costly pavilions which greatly enhance the beauty of the resort although, in all probability, the drawing cards are the mildness of its winter climate and the wonderful ocean beach. The beach slopes gently into the water, allowing safe bathing, while the bay affords an excellent yachting basin. It is said, too, that few places can match the fishing to be had in Biscayne Bay, and if the visitor is fond of motoring, the 700 miles of improved radiating highways will fully meet his expectations.

Miami is one of the most progressive cities in the United States, and it challenges the nation to show another which has had such a rapid and substantial growth. A few years ago it was merely a trading post for the remnant of the once-powerful Seminole. Barely



a quarter of a century ago it was inhabited by more alligators than white men. Today we find in Greater Miami a city of more than 100,000 permanent residents, while this number is augmented each winter by upwards of 300,000 transient visitors. But Miami is laying the foundation for still greater things—for a still more rapid future growth. It has set, for its goal, a permanent population of 300,000 persons by 1930, and will be prepared for a million by 1935. There are at present plans for the improvement of the harbor which provide for an extension of the projecting jetties, at a cost of \$470,569. It is also proposed to dredge a channel 300 feet wide and 25 feet deep from the Atlantic Ocean to Biscayne Bay. For this purpose the Congress of the United States has appropriated nearly \$2,000,000. It is expected that actual work on this channel will be commenced in 1925, and that the year 1926 will see the project completed.

Miami is the natural outlet for the Everglades—a district rapidly being recognized as containing one of the world's richest and most productive soils. Sugar cane, sugar beets, fine hay and other crops grow here in tropical abundance. To the south of Miami lies the famous redlands area, productive of the finest citrus fruits, pineapples, tomatoes, and avocados, or alligator pears. The railways, the inland waterways and the highways all converge upon Miami, and with the harbor improvements finished, the broad Atlantic completes the list of transportation facilities that will make for the greatness of this one-time Indian trading post. It has been said that the stability of the growth of a city depends almost entirely upon the richness and fertility of the soil whose products flow toward it, upon the adequacy of its transportation facilities, upon its climate, and upon the morale of the community. In a superlative degree all of these qualifications are met at Miami, and as evidence of the stability of a growth which in its rapidity has been little short of marvelous, it may be cited that outside capital is pouring into the city to match the capital supplied by the citizens themselves in the development of industry of all kinds. Bank clearings for the six months which ended June 30, 1925, exceeded those for the

entire year of 1924 by \$168,000,000, and building permits for a like period of 1925 exceeded those of the whole of 1924 by approximately \$5,000,000. If the building program for 1925 is carried out as planned it will approximate the spending of \$50,000,000.

To illustrate further the increased business of 1925 over 1924 we quote the following statistics:

	1925	1924
Clearings on June 30	\$3,059,361	\$1,120,714
Clearings in June...	79,309,836	15,244,921
Clearings first six months .....	380,641,073	101,697,032
Clearings for the year.....	212,353,789	

#### POST OFFICE RECEIPTS

	1925	1924
January .....	\$76,074.46	\$49,592.19
February .....	76,241.44	55,012.93
March .....	79,077.35	48,986.90
Quarter .....	\$231,393.25	\$153,592.82
April .....	\$70,618.80	\$40,314.12
May .....	57,474.88	30,367.20
June .....	62,256.52	24,757.06
Quarter .....	\$190,350.20	\$95,438.38
First six months.....	\$421,743.45	\$249,031.20

#### BUILDING PERMITS

Year 1924 .....	\$17,038,164
First six months of 1925.....	22,878,675

#### BANK DEPOSITS—JUNE 30

1924	
Nine banks, Members Miami	
Clearing house Ass'n. Total..	\$36,704,650.55
1925	
Nine banks, Members Miami	
Clearing House Ass'n. Total..	129,088,546.00
Increase of 350 plus per cent	

Ten new hotels were built at Miami during 1924 at a cost of \$2,544,000 and ten of more elaborate design are planned for 1925, which will cost approximately \$25,000,000. Included among the proposed improvements for 1925 is a \$1,000,000 speedway.

As an example of the increased value of land in the vicinity, the Deering Estate of



212 acres, once an orange grove, sold recently for \$30,600 an acre, making a total of \$6,487,200 for the whole.

Coral Gables presents a more remarkable change. A few years ago it was a silent and desolate tract of land. It was first developed for agricultural products, then as an orange grove, and now it is a beautiful suburb, one of the main attractions of the Miami section.

Miami Shores is one of the great Florida developments. It lies along Biscayne Bay in the northern section of Miami, with a frontage of nearly six miles on the bay and nearly five miles on inland waterways and lakes. The spirit of the Mediterranean is being transplanted here by architectural design and engineering plan.

Homestead, in the heart of the Redlands district, has a population in excess of 3,000. This progressive center, besides being well equipped with business, banking and hotel facilities, boasts of water as pure as that found anywhere in the United States. Testimony in support of this is shown by the fact that the United States Navy daily hauls several train loads of this water to Key West for use on naval vessels. This city is well



*Christmas Day—Children's Fete in Royal Palm Park, Miami*

named, as it has an increasing number of attractive homes.

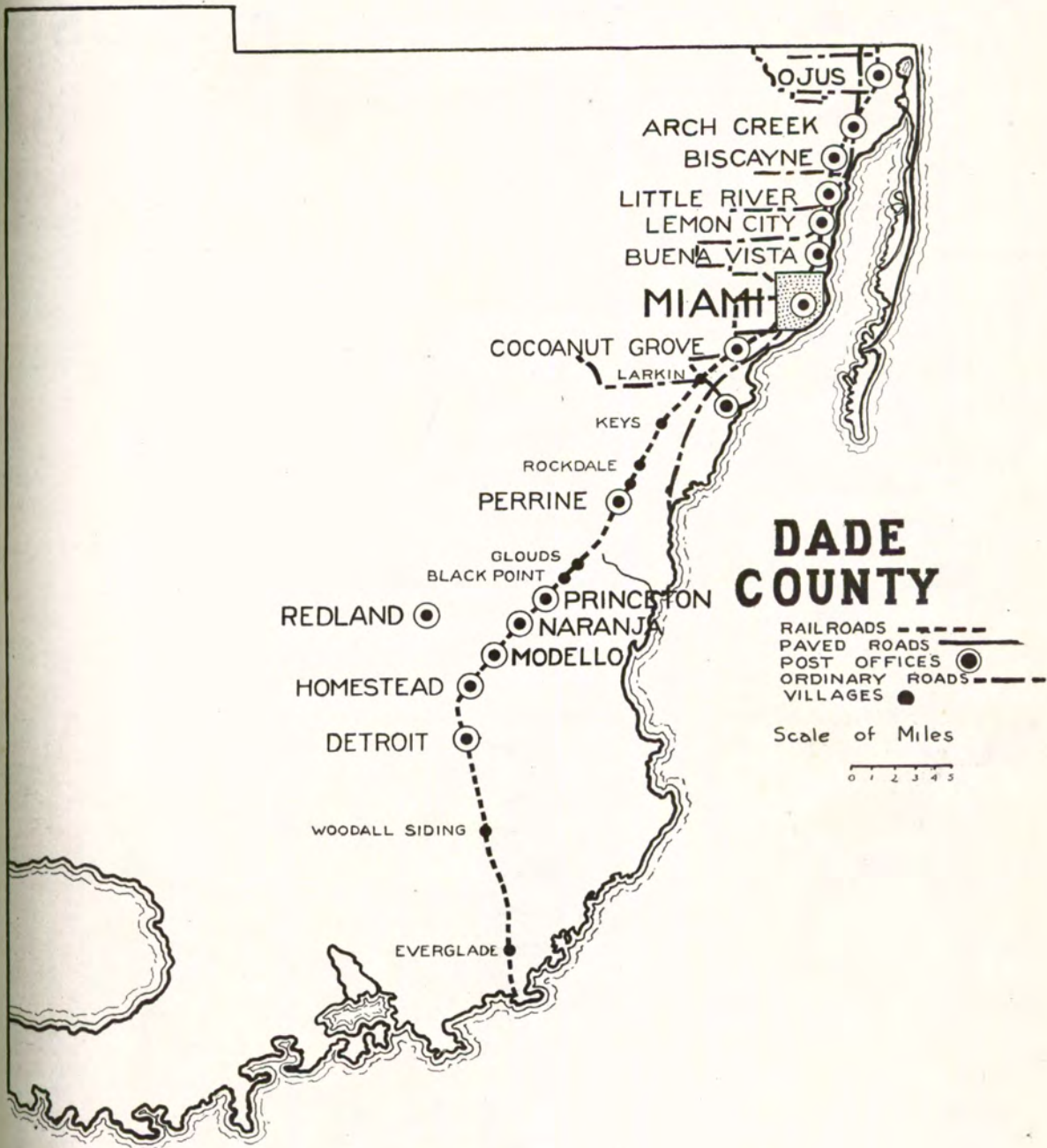
There are many other spots along the coast and on the line of the Florida East Coast Railway likely to be developed. The real future of Dade County, however, lies in the west where the rich and productive muck soil will bring great commercial success.

For further information about Dade County, the visitor is referred to the Chambers of Commerce at Miami, Miami Beach, Little River and Homestead. Automobile camps are located at Miami and at Little River.



*Coconut Palm lined boulevard along Biscayne Bay, Miami*





Detail map of Dade County



---

**MIAMI SHORES**  
AMERICA'S MEDITERRANEAN

---

# We Missed Our Guess *by about Four Years!*

ON December 4th of last year, and that is really a comparatively short time ago, we expected it would require at least five years to sell out MIAMI SHORES.

We find today that it is over 65% sold and, judging from the present impetus of sales, we would not be at all surprised if MIAMI SHORES would be sold out on the first anniversary of its announcement, December 4th of this year.

So we missed our guess by four years because we were not able to realize a year ago what a wonderful appeal MIAMI SHORES would make to the buying public. We now fully appreciate that the natural advantages of location, accessibility and right prices have literally sold MIAMI SHORES to the buying public far beyond our fondest expectations.

And now Miami Shores Island—that big 600-acre gold nugget at the head of Biscayne Bay—is being offered for sale—THE LAST OFFERING OF MIAMI SHORES. You should not hesitate long in making a decision. We predict that property on Miami Shores Island will be among the most attractive of any properties in the entire Miami District and will command some of the highest prices obtainable anywhere.

Our advice today to prospective investors in Greater Miami is to take time to see all of Greater Miami District that you may determine in your own mind why MIAMI SHORES has consistently broken all selling records.



## MIAMI SHORES

AMERICA'S MEDITERRANEAN

125 EAST FLAGLER STREET

MIAMI, FLORIDA

---



# *The Importance of* **"THE ROAD TO YESTERDAY"**

In reading *Florida, Old and New*, you can see that the "road to yesterday" is but a short road. Compared with the history of other states, the history of Florida is as yet only in its first chapter. Yet that chapter is livid with the accounts of amazing progress.

And easily the most outstanding scene of Florida's progress is laid in Miami, "the Magic City," and Dade County, its marvelous back-country.

To know intimately the steps of advancement that have been taken here in such a remarkably short space of time, is to realize most fully the promises of tomorrow.

This organization, The Sunnyland Realty Company, **knows** realty values in Miami and Dade County today because it has played an important part and has been right in the midst of the past activities here.

We more clearly see the "road to tomorrow" because we know the "road to yesterday." And the "road to tomorrow" lies brilliant with profits in Miami and Dade County for all our present and prospective clients.

Write to us for any information you may want on Miami and Dade County real estate.

**Sunnyland**  
 105-7 VAIL ARCADE PHONE 8431  
**Realty Company**

of Miami, Florida

Mail Address: 105-7 Vail Arcade  
 MIAMI, FLORIDA

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"SERVICE  
 WITH VALUE  
 KNOWLEDGE"



## What Has Caused Miami's Rapid Growth In the Last Five Years?

*A pertinent inquiry to which satisfying answers could be returned, but far more important is the question:*

## How Long is Miami Going to Continue to Grow?

It is our firm belief that Miami today faces the most active and expansive real estate movement in its history; that this movement has, in fact, already begun, and that in its course many fortunes will be made—AND LOST—results being governed in each instance by the wisdom and foresight exercised by the individual investor.

It is folly to expect that the average layman, absorbed in other pursuits and often a stranger in Miami, should himself possess first-hand and accurate knowledge of Miami values. Therefore, if he is a shrewd man, he will promptly make use of the knowledge and advice of a realty specialist.

Our company has behind it long experience in Miami real estate, and an alert and active staff which is constantly adding to its fund of information. By becoming one of our clients you obtain free access to knowledge it has taken us years to acquire, and at the same time can take your pick of the many high-class investment properties on our lists.

---

## HAMMOND REALTY COMPANY

227 East Flagler Street

MIAMI

FLORIDA



“What we offer we can deliver”

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REALTY BROKERS  
VAIL ARCADE  
MIAMI, FLORIDA



Because we are interested in developing the whole of Florida, opinions and counsel rendered are of an entirely unbiased nature.

Inquiries concerning Florida properties are solicited. . . . We serve the best interests of our clients, whether resident or out-of-town.





## The Return of the Covered Wagon

THE South gave freely of her courageous sons and daughters to the Covered Wagon caravans of the Forties. These fearless pioneers adventured the frontiers of early America. Their descendants are among the multitudes now advancing into America's last Frontier—Florida.

Today's covered wagon is a vehicle of amazing luxury and speed—drawn by scores of gasoline horses. Gone are the days of pioneer privations—ahead unfolds glorious Florida! Smooth, paved highways, flowers, fruit, foliage, palms, sunshine and sea breezes waft you into the land of Health and Wealth.

Over 500,000 people are estimated to have come into Florida in "Gasoline Covered Wagons" during 1924. More than this number are estimated to have arrived by train and boat. This year's influx is expected to be much greater.

"All Roads Lead to Miami," declares a writer in the *Literary Digest*. At least 5,000 people a month are coming into Miami this summer. By winter this influx should increase to 10,000 and upward per month. To accommodate this wave of newcomers, buildings totalling about \$100,000,000 in value are being rushed to completion in greater Miami. Miami is vibrating with growth and expansion. Miami leads the world in home building, with 2,248.9 homes for every 10,000 people. Bank clearings are doubling, building activity is doubling, post office receipts are doubling—and real estate values are soaring. Miami gives indications of reaching the million population mark quicker than any other city in the world's history.

Every new citizen arriving in Miami—every new building going up—every new purchaser of a piece of property—means DOLLARS to you if you own well-located Miami property. Read about Miami's growth in the newspapers and be glad! Read it in your bank book and be prosperous! Our service enables you to increase your bank balance by means of realty investments.



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MIAMI



### RESEARCH DEPARTMENT

Our Research Department is at your disposal. It is a Library of Realty Values in and around Miami. For any information that you may require about Miami property locations and values call, write or wire.

## JOHNSON & MOFFAT, Realty Brokers

JOHNSON & MOFFAT BUILDING

151 N. E. First Street

Miami, Florida



# America's Billion-Dollar Pocket Is Open to You

Reach out for your share of the billion dollars flowing into Florida each year from the sale of Florida products and property.

## Florida Receives Yearly

\$214,000,000 from manufacturing  
 \$100,000,000 from agriculture  
 \$15,000,000 from orange groves  
 \$20,000,000 from minerals  
 \$15,000,000 from fisheries  
 \$450,000,000 in 1924 from property investments  
 \$200,000,000 estimated in 1925 from tourists



Miami, in the richest depths of this Florida pocket, offers you great opportunities to make money.

Miami bank clearings for one month July 1925 totalled \$106,060,291.42, over half the total bank clearings for the entire year of 1924.

Building for 1925, estimated at \$100,000,000, is over three times the total building for 1924. \$5,000,000 in building permits registered in twenty-four hours, in July, 1925.

Property valuation for 1925, estimated at \$150,000,000, is nearly twice the total valuation of property in 1924.

## SERVICE

Our business is making money for clients in Miami property. We have been doing this for fifteen years. Our business has grown to such a size that we now occupy over a score of offices in our own building. The banks all know us. Dun and Bradstreet know us. So do satisfied clients in many parts of America. It will pay you to know us. If there is anything you wish to know about Florida in general, or Miami in particular, call, write or wire our Research Department.

**Johnson & Moffat  
Building**



**511 N. E. First St.  
Miami, Fla.**



# South Florida Investments

*Florida is the fastest growing State in the Union*

Men of national prominence—men whose judgment is accepted as correct—are predicting that Florida's growth will continue until it is one of the most populous States in the Union, and one of the wealthiest.

Although growing with tremendous rapidity, Florida is still in the pioneer stage, with all the lure, the charm, the fascination and possibilities of a new country.

Florida offers health, comfort, prosperity. To youth it offers adventure, wholesome recreation, unlimited opportunities. To those advanced in years it offers comfort, happy pastime, longevity.

We have lived in Florida thirty-five years. To those contemplating coming to Florida we offer the benefit of our knowledge of Florida accumulated through these many years. Consult us and use our service.

BUSINESS PROPERTIES

ACREAGE

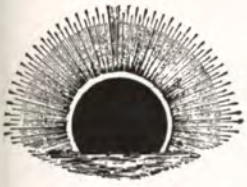
**WATERS REALTY COMPANY**  
**REALTORS**

342-344 N. E. Second Avenue, Miami

Ft. Pierce      Ft. Lauderdale

FLORIDA





# ANNOUNCING SUNYLAN



## *Another L. T. Cooper Development*

The SUNYLAN Corporation—an L. T. Cooper Company—has acquired approximately 2,000 acres of land along both sides of the Dixie Highway, adjoining

### **Pompano—By the Gulf Stream—Florida**

The greater part of this acreage is inside of the new enlarged City Limits of Pompano—with 6,000 feet of Dixie Highway frontage and about 10,000 feet on the East Dixie, or proposed Federal Aid Highway.

This large tract of Land was selected by Mr. Cooper on account of its unusual location—near the Ocean—on all main highways into Miami—on the F. E. C. Ry., midway between Miami and Palm Beach—and inside of the City Limits of Pompano—SUNYLAN will be developed in a unique and comprehensive manner.

### ***The Investment Spot of Florida***

Mr. Cooper is very enthusiastic about the future of Pompano district and has decided to spend large sums of money this Fall to make it a beautiful place to live and the best investment spot on the East Coast of Florida. FLORIDA ENTERPRISES, INC., selling agents for EL PORTAL, AVONDALE, FAIRVIEW and other well-known subdivisions, has been awarded the contract for the development and sale of SUNYLAN. The sale of this property will start about October 1, 1925.

A corps of Engineers has already been retained and the work of surveying and platting of SUNYLAN is under way. Special care will be used in the planning of streets and parkways and the zoning of the business and residential districts. This work will be carried out according to plans now so successfully used in large cities. The development of the residential section will be along the same lines as those followed so successfully in the development and beautification of EL PORTAL.

SUNYLAN lies directly across the Dixie Highway from AVONDALE and FAIRVIEW and Mr. Cooper believes that these three developments will in the near future become the business and residential center of Pompano. Already several new business blocks are going up and others are promised, and will be ready for winter business.

### ***Large Building Program***

A comprehensive building program has been worked out for SUNYLAN—involving the erection of several business blocks and apartment houses. This building program will be set in motion with the construction of SUNYLAN HOTEL, January, 1926, at a cost of \$300,000. SUNYLAN is now on the market. Lots can be reserved in our business, hotel and apartment sections. The first section is known as an industrial section and offers Dixie Highway business frontage—as well as railway trackage. Reservations can be made now.

## **FLORIDA ENTERPRISES, INC.**

*Executive Offices:*

**275 N. E. First Street  
Miami, Florida**

*Sales Office:*

**26 N. E. First Avenue  
Miami, Florida**





# Invest by the Map

## Get 8% in Florida

**E**VERYBODY knows that value commands its price. It is equally true that price is not determined by quality alone, but also by local conditions. Thus, the price you get for your investment money, namely interest, depends on local conditions where your security is located.

A crate of Florida oranges is cheaper at the grove than the same crate in the Northern market; a fine diamond costs more on Fifth Avenue than in Africa though the quality is the same; rents average lower in Philadelphia than in New York; labor hire is cheaper in central Europe than in America. Everything varies in price, *quality for quality*, where local conditions vary. Transportation, import duty, supply and demand, living expenses—local conditions—all affect price.

Today conditions local to Florida permit investors to get 8% on first mortgage security, on precisely the security which in other sections of the country yields only 5½% or 6%. Because Florida is developing faster than local capital can accumulate 8% is offered for outside capital.

There are five definite reasons why, at this time, conditions so favor the investor that 8% is obtainable on solid, first mortgage security in Florida. Let us send you a free booklet plainly setting forth these five reasons. You assume no obligation by investigating. Mail the coupon today.

*Invest in Florida at 8%*  
*\$100, \$500 and \$1,000 Bonds*  
*Partial Payments Arranged*

**Write to**

# TRUST COMPANY OF FLORIDA

**Paid-in Capital and Surplus \$500,000**

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I want to know Florida's five reasons for 8% and safety.

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*The Magic City of Rising Values*

## For Fifteen Years

We Have Been in Close Touch with Values  
In and Around Miami

## Our Specialties

High-Class Business and Residential Properties—Acreage  
Tracts in Any Part of the State Ranging  
from 10 to 150,000 Acres

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*Correspondence Solicited*

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MIAMI :: FLORIDA

*Acreage ♦ Homes ♦ Business Property*



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Ballard, Smith S.....985 N. W. 5th St.  
Bennett, F. A. Realty Co.....221 N. E. 1st Ave.  
Brady & Bowman, Inc.....113 Vail Arcade  
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Brooker, Lester F.....205 Metropolitan Bldg.  
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Howell, T. Cyril.....178 N. E. 40th St.  
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Hughes & Searling.....119 N. E. 1st St.  
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Klein-Lampi-Bigelow Co.....229 N. E. 4th St.  
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Macfadyen & Co.....221 Flagler Arcade  
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Miller-Burris Co.....127 N. E. 3rd St.  
Moore, Dott. Irl.....219 Halcyon Arcade  
Morrison-Wood & Co.....200 N. E. 1st St.  
Mulkey, C. F.....132 N. E. 2nd Ave.  
Patterson, Eugene C.....207 Hahn Bldg.  
Pierson, E. H.....953 N. W. 3rd St.  
Piper & Piper.....27 N. E. 1st St.  
Porter, Walter T.....100 S. E. 1st St.  
Rainey & Mell.....1008 5th St., M. B.  
Real Estate Guar. Title & Mfg. Co.....303 E. Flagler St.  
Robertson & Whittaker, Inc.....267 Halcyon Arcade  
Sampson, S. B.....140 N. E. 2nd Ave.  
Schulte, H. B., Realty Co.....321 N. E. 1st St.  
Schooley Realty Co.....250 New Halcyon Arcade  
Short, O. B.....Urnery Hotel Bldg.  
Smith, Carl W.....515 Congress Bldg.  
Spencer, George S.....128 N. E. 2nd Ave.  
Sprague, Henry H.....415 N. E. 2nd Ave.  
Stearns Realty Service.....128 N. E. 2nd Ave.  
Stephens, George.....956 N. W. 10th Ave.  
Stern-Gordon Co.....145 E. Flagler St.  
Stewart-Hollopeter & McCune.....First Nat'l Bank Bldg.  
Sunnyland Realty Co.....328 W. Flagler St.  
Tatham, Victor J.....125 N. E. 1st St.  
Trafford, Harry.....20 Halcyon Arcade  
Wellington, C. Ed.....Little River, Fla.  
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Wilson Investment Co.....127 N. E. 1st St.  
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F. F. Stearns.....Treasurer  
S. Oliver O'Bryan.....Executive Secretary

#### OBJECTS:

To sell more real estate in a better way—every transaction handled and closed in a manner satisfactory to buyer and seller, thereby having all clients pleased and contented.

To encourage and promote Exclusive Listings, and to exchange all Exclusive Listings with each other, thereby rendering the best possible service to Buyers and Sellers.

To place the Realtors upon a highly ethical plane, one of dignity, honor and integrity and upon a broad business-like basis.

To firmly establish throughout the nation public confidence in, and respect for, the Realtors of Miami and Miami Beach.

Investigate and Be Convinced!

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## Service and a Good Name


The Clarke-Prowell Co., Inc., and affiliated organizations, through responsible, conservative service have shared success with their clients. Over a long period of years they have gone about quietly, steadily and honestly serving a wide community interest in the field of Real Estate. The length and character of their record has borne fruit in widespread public good will. A thorough knowledge of Florida properties that comes through accumulated experience has been a valued asset in serving their clients, and can, likewise, be employed to advance your interests advantageously.

Specialists in Acreage and in the organization of Syndicates for the disposal of particular properties. Get in touch with one of our offices, Miami, Ft. Lauderdale and Palm Beach.

*Reference: First National Bank of Miami*

McGuire Bldg.  
Bradley Place

Palm Beach  
Florida



## CLARK-MOORE, INC.



# Grapeland Boulevard—27th Avenue

## "The Second Flagler Street"

—the longest straight thoroughfare running through the City of Miami, starting at Biscayne Bay, in Coconut Grove, running due north straight through the center of the city, crossing Flagler Street just three miles west of Biscayne Bay and three miles east of Red Road, which is the western limit of Coral Gables—Grapeland soon to be a seventy-foot thoroughfare with white way lights and street cars. The thoroughfare where the largest percentage of profits have been made during the past few months, and where the greatest profits are to be made.



The development of this thoroughfare and the properties adjacent to it has made millions for its promoters. C. Dan Wallace is fortunate in being able to offer to his customers and friends a few lots in WEBSTER TERRACE, fronting on Grapeland Boulevard, a commercial subdivision just two blocks from the Tamiami-Grapeland Commercial Center, where several handsome apartment houses, stores, garages, etc., have already been constructed during the past six months.

No subdivision offers better opportunity to the lot buyer at this time than does WEBSTER TERRACE.

## Commercial Silver Bluff

Commercial Silver Bluff has frontage on Grapeland Boulevard, Dixie Highway, McDonald Avenue and F E C main line.

Street car line to run through property on Railroad Avenue.

No section of Miami has or will show greater profits than this section which lies between Miami and Coral Gables.

Commercial Properties Co.  
Webster Terrace Development Corp. } Owners

C. Dan Wallace, Pres.  
M. W. Lipschultz, Sec'y & Treas.

## C. DAN WALLACE

108 Coolidge Bldg.

Miami, Florida



C. DAN WALLACE, Pres., Treas. & Dir.

T. E. DONOVAN, Vice-Pres. & Dir.

H. B. HOFFMAN, Sec. & Dir.

Mr. Wallace is President of Five Realty Organizations.

Mr. Hoffman is an attorney, recently of St. Louis and Chicago.

Mr. Donovan is Mayor of Silver Bluff and a successful real estate operator.

# Quick Sales

## *of Real Estate*

## Mean Large Profits

# Good Security

## *Behind the Investment*

## Means Safety

You have a chance to participate in the large earnings of a well-managed corporation by men who have made a great success in the development field of Miami.

Your judgment is never equal to the combined judgment of many experienced men. Advice is sometimes interested against you or disinterested; in either event your inexperience is poorly supported.

Your money here invested gets the benefit of the ground floor as well as the expert judgment of men widely experienced on location and values and their large buying clientele. You save the ordinary commission you would have to pay on your investments, have the advantage of quick turnovers, which are not at your individual command in a single investment.

Your funds are protected by a Preferred stock issue which you buy with the participating profit common shares of equal amount; thus you reap the larger profit, dissipate the point of speculation, because the certainty of additional profits insures your investment.

Your Common stock, one share with one of 6% Preferred, will beat your individual investment every time. You must risk in your individual investment your own judgment, but in your common stock ownership you have the universal judgment of your Directors, and also avoid the risk of a single investment. You have not put all of your eggs in one basket.

You are on the ground floor of profits with the promoters, and have diminished the risk of loss. The shortest road to wealth is by the judgment of men who have made a great success in the line where your money is invested. What they have done for themselves they are bound to do for you.

You can go home and save thereby hotel and other living expenses while your money works.

The corporation is officered and endorsed by some of Silver Bluff and Miami's leading and most successful men in the realty line.

Twenty thousand shares of Preferred and an equal amount of Common are offered in one Unit. Opening Sales; Preferred stock \$100.00 per share, with one share of common as a bonus.

*You Have the Opportunity to Share in  
these Large Profits*

**C. DAN WALLACE**  
108 Coolidge Bldg., Miami, Florida

USE THIS COUPON TODAY

C. Dan Wallace, Inc.  
108 Coolidge Building, Miami, Fla.

Without incurring obligation on my part,  
send me full particulars of your investment,  
Preferred and Common Stock of C. Dan  
Wallace, Inc.

Signed .....

Address .....



## No matter what you want—come to “Real Estate Headquarters”

Through our two central offices and associated companies we can give immediate delivery on land of every kind in any quantity, either wholesale or retail—from one lot to a million acres.

Our hundreds of representatives throughout the country assure prompt sales of listings!

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J. S. Blain, Treas.

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# ALL-FLORIDA REALTY CO.



*Miami Executive Offices*

213 N.E. FIRST AVENUE

*Miami, Florida*

PHONE: 5301-3383

Jacksonville Office, 223-25 W. Forsyth St.



# Wallner-Haynes Realty Co.

## Present



### OKEECHOBEE TRUCK FARMS DEVELOPMENT

Consisting of splendid five-acre farms in one of the most fertile regions in the state, five miles from Moore Haven, county seat of Glades County, close to Lake Okeechobee and Atlantic Coast Line Railroad.

The price of these farms for a short period, until further notice, will be \$600.00 per farm, with splendid terms.

*(Use the coupon for more detailed information)*

### ST. CLOUD-OSCEOLA FARMS

These five-acre farms need hardly any introduction as they are well known and are in a very active section and adjacent to a well established city of merit—St. Cloud.

These five acre farms are priced at \$900.00 per farm on very easy terms.

*(For more detailed information use coupon)*

### EVERGREEN FARMS DEVELOPMENT

Reservations now being made on this wonderfully fertile Hamilton County Acreage division of ours in units of 5-, 10-, 20- and 40-acre farms.

*(For more detailed information kindly use the coupon)*



For your information we wish to state that we own, control and have for sale for our clients acres and acres of land throughout every portion of the state. We can meet your every requirement, whether you need

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*The average temperature, November 1st to May 1st, is 72 degrees, the ideal "living temperature."*

*A heat prostration or killing frost was never heard of.*

*The climate is equable and healthful, prolonging life, with daily and nightly breezes from the sea, and sweet sunshine.*

*The water is the purest, and the supply inexhaustible.*

*The grasses grow that produce richest, purest milk.*

*The fine, red soil grows citrus fruits in great quantity, avocado pears, too, in great, green groves, fruits golden and green and yellow in other groves, and red, and orange, and the myriad other tints of 262 varieties of edible tropical fruits.*

*Tomatoes, beans, and the other vegetables, grow upon thousands of acres of the most fertile land, and through the winter time.*

*Luscious tropic bananas curve upward as they hang, large, sweet fruit.*

*The great Avocado—choice fruit for winter taste in the North—grows so abundantly as to name the District "The Home of the Avocado."*

*Man has made hundreds of miles of perfect motorways, with the finest of scenic motorways, the Overseas Highway, now under construction and to extend over the Florida Keys to Key West.*

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**For information, write**

**The Redland District Chamber of Commerce**

**Harleigh B. Schultz, Secretary**

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# DE SOTO COUNTY

AT one time, De Soto County embraced 2,402,560 acres of land, until, in 1921, all but 392,000 acres were taken to form four new counties. According to the recent census, the population is 8,000.

The character of the land is somewhat varied, being made up of high pine and hammock, with low pine and low hammock at intervals. It is undulating and provided with adequate drainage. Of the county's 392,000 acres, 16,280 acres are in cultivation; 6,794 acres are in improved pasture; while there are 7,004 acres of merchantable timber.

Land values are rising rapidly, and since November, 1924, land sales valuing \$10,000,000 have been transacted. In the eastern section, uncleared land is worth from \$15 to \$50 an acre, while land in the more settled parts is worth at least twice as much. One 29,000 acre tract was recently sold in one transaction. The value of farms, land and buildings, as estimated January 1, 1925, was \$6,469,350.

The leading product of De Soto County is citrus fruits, totalling 1,042,467 boxes shipped during the season. There were also 4,279 crates of other fruits such as mangoes, avacadoes and guavas, with 2,395 pounds of grapes. Tomatoes, beans and peppers are the most important vegetables, while 452 acres were planted in corn.

During 1924, 6,251 cattle were exported, leaving 21,778 in the county on January 1st, 1925. Fully 600 of these are of fine breed, 437 being Jerseys. Although dairying has not as yet been given any marked attention, 179,730 gallons of milk were produced during the year, as well as 21,371 pounds of butter.

There were 34,460 chickens on hand at the beginning of the year, with the revenue from eggs for 1924 valued at \$50,668.

Along the Peace River, there are thousands of tons of phosphate deposits.

Within the past few years more than \$1,000,000 have been spent on hard-surfaced



*Prairie and pines, De Soto County*

roads, with further highway improvements still being made.

De Soto has its full share of railroads as the Atlantic Coast Line runs through to the Gulf coast; the Charlotte Harbor and Northern Railway crosses the county terminating at Boca Grande; and the Seaboard Air Line has a branch from the northwest, with a terminus at Arcadia.

The average temperature for the county for the year 1924 was 72.9 degrees, the highest coming in August with 83.0 degrees, the lowest in February, with 59.6 degrees. The average for the winter months, December to March inclusive, was 63.7 degrees. The total rainfall was 65.63 inches, with the precipitation in July as high as 11.22 inches, while during the month of November only 0.45 inches fell.

Near the middle of the county is Arcadia, the county seat, with its population of 5,000 persons. It is a shipping point, as all the railroads center there, while Peace River flows just west of the town. Since Peace River empties into Charlotte Harbor, an auxiliary to the Gulf of Mexico, plans are being made to improve the sandy river-bed for navigation.

Arcadia is the business centre of the county, furnishing employment to many with its six



large fruit and vegetable packing houses, two bottling works, sawmills and other industries. The general offices of the Charlotte Harbor and Northern Railway are also located there, with a monthly payroll of approximately \$40,000.

Although municipal bonds for \$350,000 have already been authorized, an attempt is being made to raise the amount to \$500,000, to be used for extending the streets and for other general improvements. The famous Dixie Highway runs through the city on its way south. With no vacant houses in Arcadia, a large and elaborate building program is planned for the near future.

Six miles north, on the Atlantic Coast Line, is Brownville, an excellent section for the production of citrus fruits.

Four miles south of Arcadia, and likewise on the Atlantic Coast Line, is Nocatee, with large lumber and crate mills for the manu-

facture of containers for fruit and vegetables. There are also several packing houses where the products are sorted and crated for shipping.

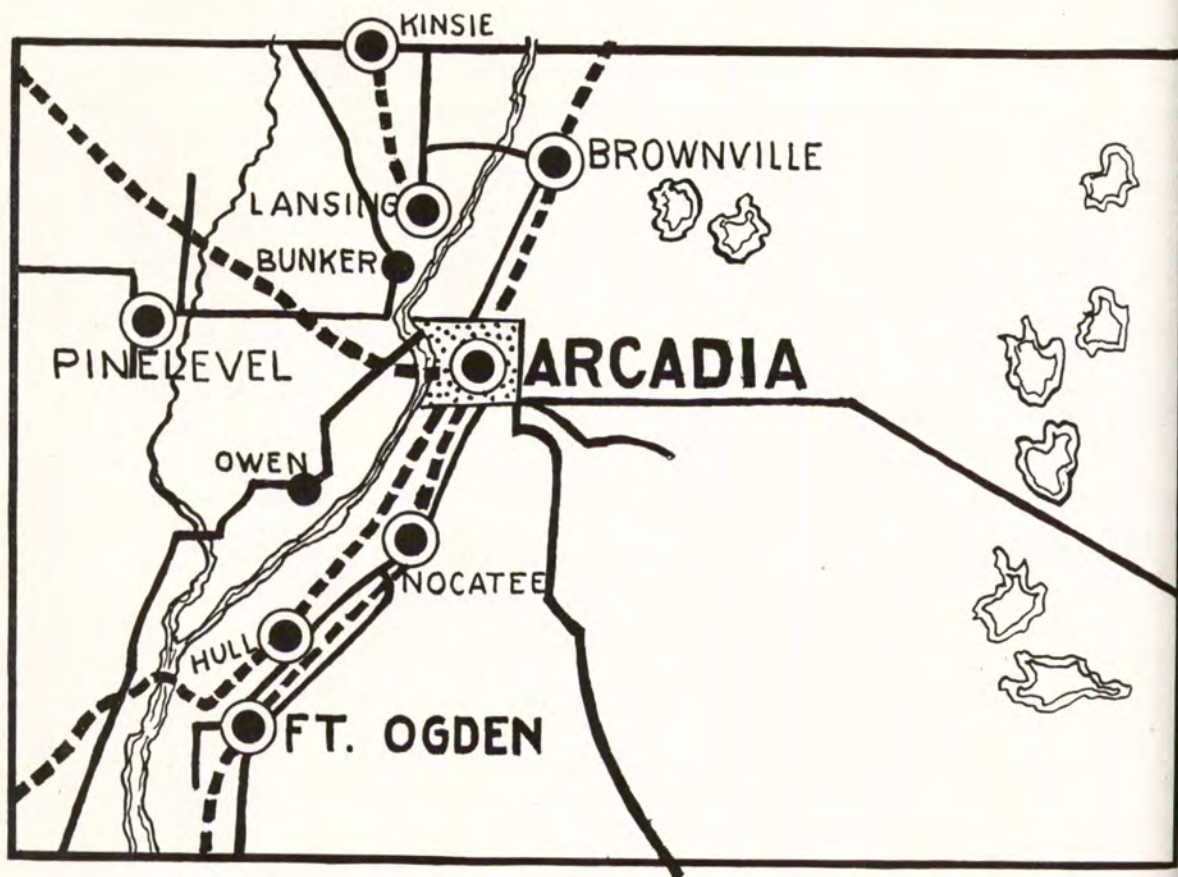
Six miles further south on the same railroad, is Fort Ogden, which has three packing houses, making it a busy place in the shipping season.

Pine Level, the oldest settlement in De Soto County, is eight miles west of Arcadia, and was the seat of Manatee County before the division was made. It, too, is the center of a large productive field for citrus fruits. There are a number of other settlements deserving mention.

There are also many acres of land that have never been touched. This is especially true of the eastern portion.

For further information about De Soto County, the visitor is directed to the Chamber of Commerce at Arcadia.





## DE SOTO COUNTY

RAILROADS - - - - -  
PAVED ROADS - - - - -  
ORDINARY ROADS - - - - -  
POST OFFICES (circle with dot)  
VILLAGES (solid dot)

Scale of Miles  
0 1 2 3 4

*Detail map of De Soto County*



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Development and Investment Corporation

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**Arcadia, Florida**



# DIXIE COUNTY

ORIGINALLY the southern half of Lafayette, Dixie County was established in April, 1921, with an allotted area of 461,440 acres. The population is 4,300, which amounts to but one person for every 107 acres of land, since the county is as yet well off the beaten path.

The southwestern portion faces on the Gulf of Mexico, with the Steinhatchee River completing the western border, while all along the eastern boundary, the Suwannee River flows. The waterways are completed by nine lakes in the northeastern section.

The portion of the Suwannee River that borders on Dixie has an average width of 150 feet, with increases to 500 feet as it nears the Gulf, while at the entrance, the river divides forming two passes, with Bradford Island between. As far as Old Town, the Suwannee is tidal, with a daily ebb and flow of 2.4. Prior to 1915, the U. S. Government spent large sums in improving the river, providing a channel 150 feet wide and five feet deep through the shoals as far as 75 miles above the mouth, while for 60 miles above that point, the channel was made 60 feet wide and four feet deep. At the entrance are two wharves with a berthing capacity of 1,534 linear feet, while the depth is twelve feet at mean low tide. Light draft vessels ply the river as far up as the railroad bridge at Old Town, the commerce consisting chiefly of general merchandise and lumber. The Suwannee River, so widely known in song, was first presented to the general public by Stephen Collins Foster in his pathetic ballad "The Old Folks at Home," for which he received the sum of \$15,000. He died in New York, January 13, 1864.

Right here it might also be said that "Dixie" was composed by Daniel D. Emmett in the year 1859. He was born at Mt. Vernon, Ohio, October 29th, 1815, and played the violin by ear. While a member of Bryant's Minstrels of New York, he was re-

quested to originate something stirring for the next performance, and "Dixie" was the result, though he couldn't even write the notes for it.

Of the county's 461,440 acres, there are 5,329 under cultivation, and 1,916 in merchantable timber, which leaves a balance of 454,195 acres in open land. According to the location, land may be purchased for from \$10 to \$30 an acre, though the prices will advance considerably as soon as contemplated developments are made.

The principal activity is general farming with the products for the year 1924 as follows:

Corn .....	15,696 bushels
Sweet potatoes .....	8,889 bushels
Peanuts .....	7,105 bushels
Cane syrup .....	9,103 gallons

Live stock are successfully raised in this section, the free open ranges, with continuous grazing throughout the year, reducing the cost of keep to the minimum.

Cattle .....	5,805
Hogs (on hand) .....	7,908
Hogs (slaughtered) .....	1,929
Hogs (sold alive) .....	577

Sheep and goats are also raised in small numbers.

The fishing industry in the rivers is of considerable importance, though large smacks cannot navigate the river and smaller boats must be used for this transportation.

The average temperature for the year is 71.1 degrees Fahrenheit, with September the warmest month averaging 84.0 degrees, while January, the coolest, averages 57.0 degrees. The total rainfall is 40.51 inches, though the precipitation during some years will reach as high as 60 inches.

The story of Dixie County is likely to be very different within a short time as capitalists recently have purchased for \$2,500,000



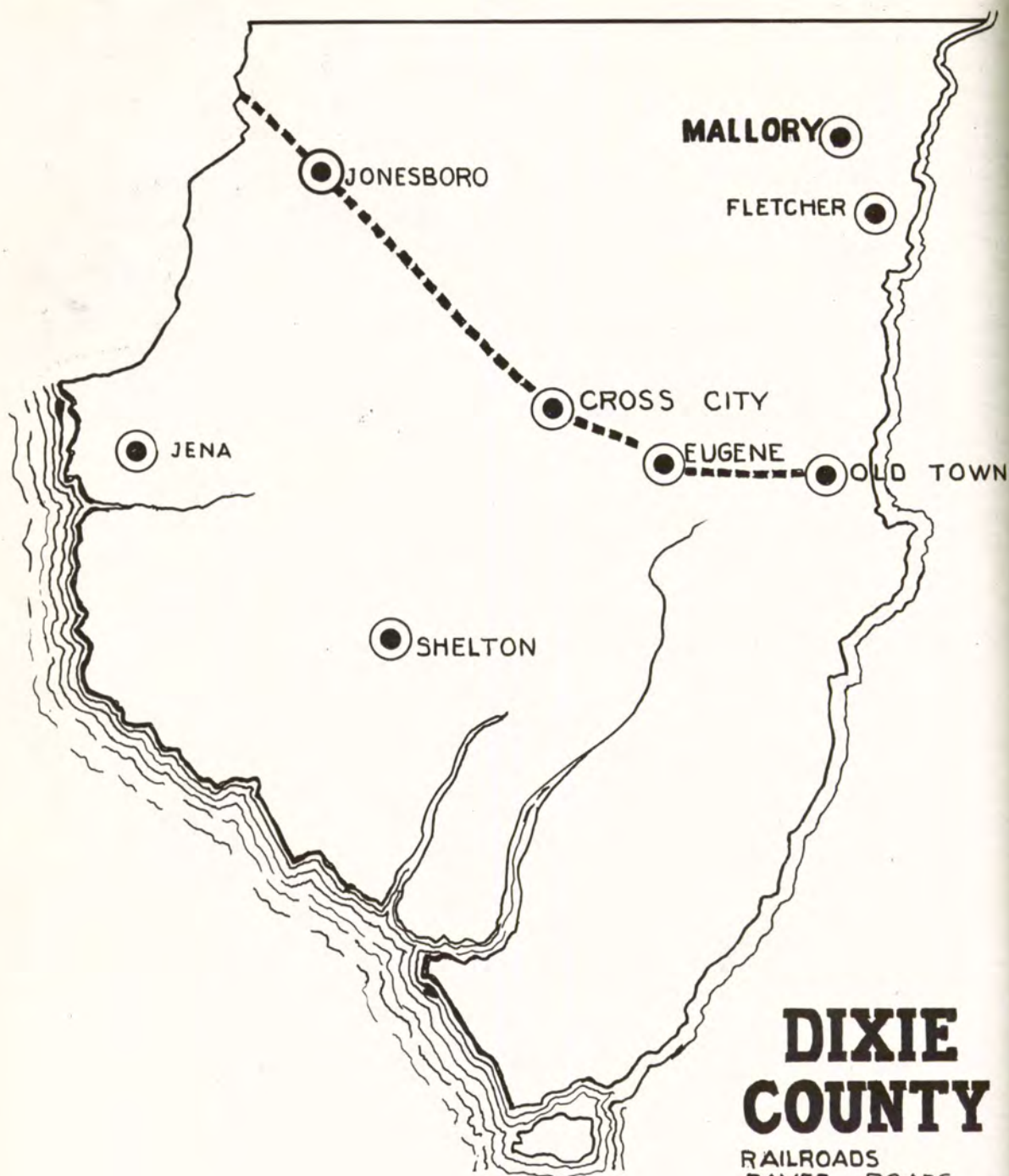
a tract of 225,000 acres. This tract extends south from the township line above Cross City, the county seat, embraces Old Town and follows twenty-five miles along the Suwannee River to the Gulf, with several miles of Gulf frontage included. In order that it may be opened up, a railroad is to be built through the section, after which the land will be divided into parcels suitable for subdivision and sold to settlers.

A branch of the Atlantic Coast Line runs from Perry, a railroad center in Taylor County, through Dixie, crossing the Suwannee River near Old Town, on its way to points east and south.



*Oaks and palms in Dixie County*





## DIXIE COUNTY

RAILROADS  
PAVED ROADS  
ORDINARY ROADS  
POST OFFICES  
VILLAGES

Scale of Miles



*Detail map of Dixie County*



# DUVAL COUNTY

**D**UVAL was one of the first counties to be allotted under the territorial administration, when William P. Duval was governor, and it is named in his honor. Florida was then new, and Duval was one of the four counties through which the trail was blazed which eventually led to the real discovery of the state.

The geographical position of Duval County gives it many advantages. Bounded by the Atlantic Ocean on the East with the St. Johns River flowing through its center, the county enjoys unusual facilities for both local and off-shore transportation. The St. Johns River, whose former name was River May, is, in fact, a continuous bay, varying from one to three miles in width, and is navigable for 200 miles from its outlet.

In area the county covers 822 square miles, with 2,940 acres in cultivation, 6,638 acres in improved pasture and 11,113 acres in merchantable timber. The population, according to a recent census, is 122,491 persons, an increase of 8,951 since 1920. The assessed value of farms and buildings on a 40 per cent basis is \$5,326,150. The land lies well in the central portion for farming, though parts of the eastern section require drainage and sometimes reclamation. The price of land ranges

from \$50 to \$100 an acre, and for unimproved tracts if 160 acres or more, about \$40 an acre. There are now about 200,000 acres of good land available.

A tabulation of Duval's products as reported for 1924 by the State Agricultural Bureau shows the following:

Sweet potatoes .....	49,375 bushels
Corn .....	43,057 bushels
Cabbage .....	7,055 crates
Irish potatoes .....	4,737 bushels
Oats .....	4,000 bushels
Squashes .....	2,400 crates
String beans .....	2,285 crates
Cucumbers .....	1,850 crates
Tomatoes .....	1,278 crates
Eggplant .....	1,245 crates
Sugar cane syrup .....	15,000 gallons
Peanuts .....	2,000 bushels

While not coming strictly within the orange belt, during the same year 34,575 boxes of oranges, and 1,421 boxes of grapefruit were raised. Satsuma oranges are among the coming features of the county, many groves of young trees being on their way to productive maturity. Figs, peaches, plums, pears and Japanese persimmons are grown, and 109,241 pounds of grapes were produced in 1924. Pecans are also a coming product, 9,248 bushels being harvested last year, and many young groves are advancing to the bearing age.

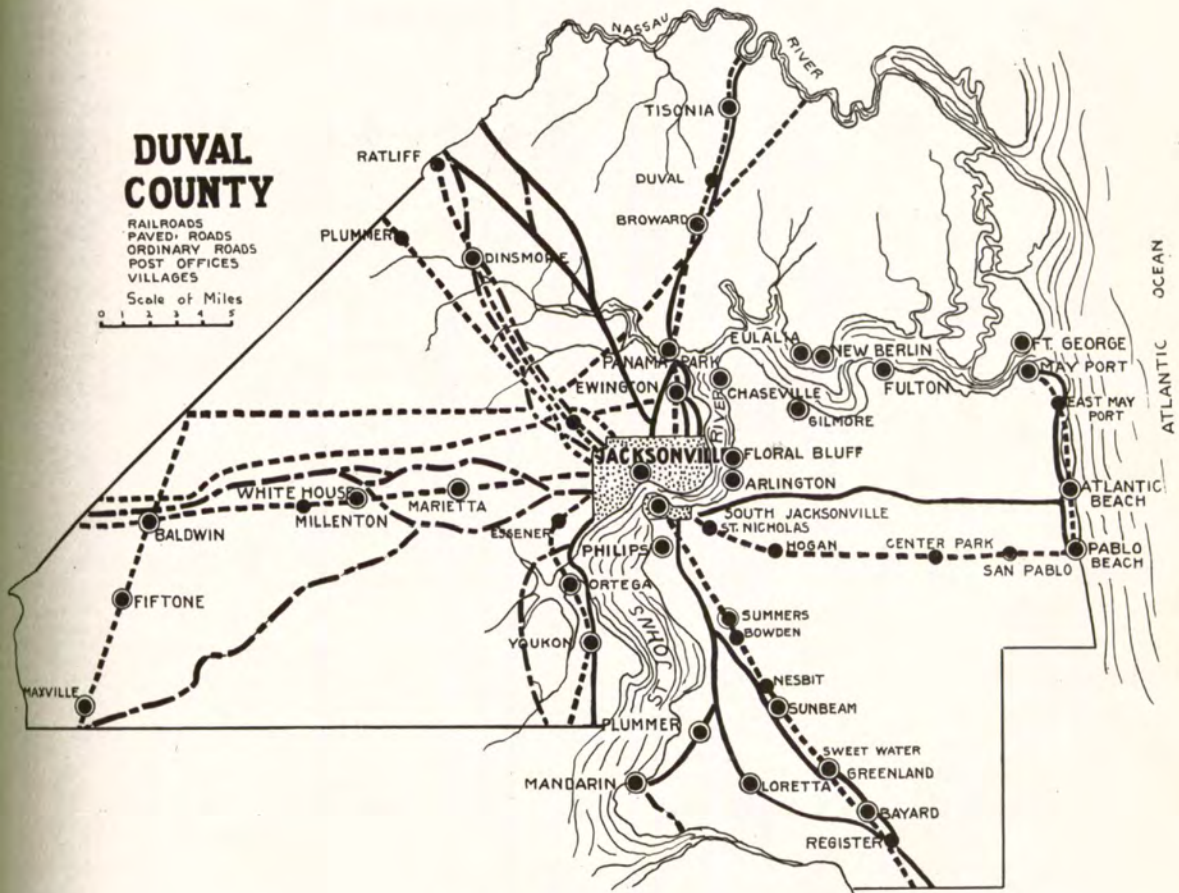
Cattle have been raised since the first settlers came to this section from Georgia and the Carolinas, and the herds have been constantly improved through the introduction of finer stock. The common herd on the ranges is estimated to be 8,069 head, with 1,052 of the better stock. Jerseys are the favorite, followed by Herefords.

Hogs and sheep are raised chiefly for the local market. An enumeration shows that there were 192,835 chickens in the county at the end of 1924, and that eggs to the value of \$556,297 were produced. The enumeration further shows that 1,748,920 gallons of milk,



*Clyde Line Terminals, Jacksonville*





Detail map of Duval County



and 46,560 pounds of butter were realized from the dairies. The average price of butter and of eggs, per pound and per dozen, was 60 cents.

The total expenditure for highways as planned for the near future, will be \$3,000,000, and \$400,000 for further improvement of the channel of the St. Johns River from Jacksonville to the ocean has been allotted by the United States Government.

Jacksonville, the county seat, is situated on the north side of the St. Johns River twenty-five miles from its confluence with the ocean. The population in 1910 was 57,000, and in 1920, 91,000. A recent census now exhibits a population of 94,206. For many years Jacksonville has been the commercial center of the state. Four separate railroad lines radiate in seven different directions—the Atlantic Coast Line, the Seaboard Air Line, the Florida and East Coast Railway, and the Georgia Southern and Florida. These main arteries of transportation, with the steamship lines to coastwise and foreign ports make Jacksonville a truly metropolitan center.

Originally an Indian village known as Wassa Pilatka, Jacksonville slumbered in obscurity for many years, practically unknown to the outside world. Today, however, a different story is disclosed. More than 3,100,000 tons of freight enter and clear the port by water annually. The value of its exports is \$7,000,000, and of its imports, \$1,600,000. In addition to the agricultural products of Florida, iron-ore, copper, coal, limestone, asbestos, cement and graphite from the nearby states find their way to Jacksonville to be widely distributed. As a center for naval stores, it claims to be the largest in the world, and 129,000 barrels of turpentine and 519,000 barrels of rosin were handled in 1924, besides phosphate and lumber. The terminal facilities for handling freight in the yards and wharves are modern, and ample. There are twelve miles of tracks serving many large warehouses, the naval stores yard alone covering forty acres accommodating 200,000 barrels of rosin, and 50,000 barrels of turpentine. Ship-building and repairing are important industries, and the well-equipped machine shops, foundries and dry-docks are an inducement for vessels to call.

South Jacksonville on the opposite side of the St. Johns River, is connected by a \$1,500,000 viaduct with its sister city as well as by steam ferries. The terminal shops of the Florida East Coast Railway are there located, distributing an annual payroll of \$1,000,000. At Jacksonville the local traction



*Hemming Park, Jacksonville*

company is extending its lines, \$500,000 having been allotted for the purpose. Plans have been made for a concrete stadium to cost \$146,000, with a seating capacity for 24,000 persons, and a large cotton mill is being erected to cost \$1,500,000, which will give employment to 4,000 operatives. It is claimed that the output from the manufacture in and about Jacksonville reaches \$50,000,000 annually. Along the Atlantic coast the beach resorts at Mayport, Atlantic Beach and Pablo Beach offer Jacksonville citizens and the strangers within her gates attractive, all-the-year-around recreation resorts.

The average temperature of Duval County as recorded in 1924 was 68.3 degrees Fahrenheit; the hottest month was August with an average of 82.2 degrees; the coldest, January with 53.7 degrees. The total rainfall for the year was 56.83 inches.

Being the principal gateway to the state, many home-seekers and tourists halt at Jacksonville where they find the Secretary of the Chamber of Commerce ready to supply them with such information as they require.



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He could have bought the whole of what is now Duval County and the City of Jacksonville for a song or less. But he did not want it as a gift. Probably doubted the wisdom of spending government money to conquer Osceola.

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# ESCAMBIA COUNTY

ONE of the oldest counties is Escambia, formed July 21st, 1821,—the most westerly county in the state. The population is 42,539, though at the time of the county's formation there were only 2,000 persons. Alabama borders on the north and west, with the Gulf of Mexico on the south. All along the eastern boundary, the Escambia River flows, emptying into Escambia Bay, the north fork of Pensacola Bay, which in turn reaches the Gulf through a pass at the west end of Santa Rosa Island. The Perdido River flows along the western side, emptying into Perdido Bay, which opens into the Gulf. These rivers, with their innumerable tributaries, form adequate drainage. The annual commerce by water, both coastwise and foreign, exceeds 900,000 tons.

The land lies high with very little low-land, while the soil is suitable for general farming as well as for fruit and vegetables. Of the 420,480 acres, 15,070 acres are in cultivation, with 9,583 in merchantable timber. For years the lumber industry has been of primary importance, though agricultural pursuits creep in as the forests are cleared. As far back as 1835, fully 4,000,000 feet of lumber were shipped, increasing annually until, in 1855, 18,000,000 feet were shipped.

The farming industry is carried on through

cooperative associations, which is a successful protection against manipulators. The following products were reported for the year 1924:

Corn .....	109,724	bushels
Irish potatoes .....	91,384	bushels
Sweet potatoes .....	24,121	bushels
Velvet beans .....	3,198	bushels
Peanuts .....	1,420	bushels
Cucumbers .....	1,312	crates
Cane syrup .....	19,581	gallons
Honey .....	22,350	pounds
Oranges .....	740	boxes
Peaches .....	13,204	bushels
Figs .....	1,222	crates
Pears .....	626	barrels
Grapes .....	20,445	pounds
Strawberries .....	3,200	quarts
Pecans .....	3,530	bushels

Citrus fruits are not successful commercially in this latitude, though the Satsuma oranges are being introduced in place of the regulation variety and bring a better price on the market. In all probability, pecans will soon hold a high place, though the groves are as yet in their infancy.

Fine breeds of cattle are rapidly replacing the common herd, so that of the 8,204 cattle in the county, 1,001 are Herefords, 318 Jerseys and 143 Shorthorns. As the range cattle disappear, dairy cows take their place. There were as many as 1,073 head at the end of the year. There were 441,347 gallons of milk produced during the year, and 11,250 pounds of butter. Hogs are also an important item, with 8,442 on hand January 1st, 1925, while 2,403 were slaughtered. The records at the close of the year show 2,932 goats and 1,281 sheep, while the wool clip was 3,227 pounds.

Poultry is raised extensively, with 161,792 chickens reported at the end of the year, and eggs to the value of \$162,642.

The average temperature for the year 1924 was 66.5 degrees Fahrenheit. August was the warmest month, averaging 82.8 degrees, the coolest, January, with 48.6 degrees. The total rainfall was 49.11 inches,



*Hammock Lands*



the most falling in July when the precipitation was 8.40 inches, while in November only 0.17 inches fell.

The Louisville and Nashville Railroad runs all along the eastern part of the county, terminating at Pensacola. It has a branch line from that city, extending northeasterly, crossing Escambia Bay and running east through several counties. North and south along the western part is the Muscle Shoals, Birmingham and Pensacola Railway which also terminates at Pensacola.

The county seat is Pensacola, with a population of 24,958. It is a commercial center of high rating with the value of its imports and exports sufficient to attract vessels from many countries. A natural bay thirteen miles long and five miles wide forms an excellent harbor at this point. It connects with East Bay and with Escambia Bay. As before stated, the main entrance to Pensacola Bay from the Gulf of Mexico, is through a pass at the west end of Santa Rosa Island. The U. S. Government has improved the harbor and has maintained a certain depth at the entrance for a number of years. There is now a project providing for a 30-foot channel, 500 feet wide to extend from the Gulf to the

dock line at the east end of the city. The distance involved is 11,200 feet, or a little over two miles. The terminals at the port are of considerable magnitude and consist of six immense piers, one a coaling pier. There are eight railroad tracks and vast storage space, warehouses and berthing space to afford facilities for a large and thriving commerce. The annual commercial tonnage averages 300,000, at a value of \$9,200,000, while cargoes in transit amount to 700,000 tons, valuing \$62,000,000. Coastwise commerce not included in the above, averages 227,000 tons, at a value of \$3,800,000.

Pensacola claims to be the largest red snapper center in the world, the weekly catch averaging 400,000 pounds. The fishing is done with hook and line at a depth of from 20 to 300 feet, while the fishing banks range as far as 650 miles off shore.

The city has an interesting history which may be told briefly. Fort San Carlos, the first settlement, was built at the west end of Santa Rosa Island, by the Spaniards early in the 17th century. To insure better protection from the sea rovers, however, the town of Pensacola was later laid out on the mainland. The French took the town in 1719,



*Escambia Bay near Pensacola*



and in 1723 the Spaniards got it back. The British then laid claim to it until 1781 the Spaniards again got it, though they returned it to the British through moral persuasion. The Spaniards did regain the town, however, and claimed it till 1821, when the United States put a stop to the checker game and placed sentinels at the entrance of the harbor in the form of Fort Pickens on Santa Rosa Island and Fort McRae on the opposite mainland, while on the mainland also, is a navy yard just inside the harbor.

For further information about Escambia County, the visitor is directed to the Chamber of Commerce at Pensacola.

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Detail map of Escambia County



# FLAGLER COUNTY

**B**Y uniting portions of Volusia and St. Johns Counties, Flagler County was formed on the 2nd of June, 1917.

The county was named in honor of Henry M. Flagler, who paved the way for progress along the entire east coast of the state. The Florida East Coast Railway, promoted and built under his supervision, stands today as one of the most marvelous feats of engineering in existence. It extends to the southerly mainland of the state, and then crosses over to the numerous coral keys, spanning them by a concrete viaduct over the treacherous waters. Time after time, the storms bombarded the uncompleted stone structures which fell, only to be built up again, until, after a struggle of seven years, the battle was won, and one is now able to travel the distance, viewing the tropical scenes and the rolling seas as he passes swiftly on.

Being young, Flagler County has not as yet been developed to any great extent. However, most of the land is good and offers excellent opportunities to the settler. Of the county's 309,760 acres, only 2,864 are in cultivation, 714 acres are in merchantable timber, while the remaining area is composed of open grazing lands. The assessed value of the farm lands is \$944,815.



*Potato field near Hastings*

Irish potatoes formed the most productive crop for 1924, followed by corn, cabbage, lettuce, tomatoes and other vegetables. The 18,664 orange trees and the 1,628 grapefruit trees in the county are mostly under bearing age, but those that have borne have given satisfactory returns.

The settled portions of Flagler are made up of communities and small farms, which are rapidly being developed. It is not strange that the farms are small when it is realized that ten or twenty acres of good Florida land will often be as productive, if not more productive, than 80 or 100 acres in some other state. This apparent phenomenon is easily explained: Florida soil does not bake in the sunshine; does not clod in breaking; harrows are not necessary to level the soil; and rollers are not required to smooth it down; furthermore, the farming season extends over the whole year and many crops can be rotated.

Stock raising is satisfactory, inasmuch as the cattle may be grazed throughout the year with little additional expense other than herding. Dairying is beginning to receive considerable attention, Jersey cows being introduced with good results. Hogs are also profitable, and, if let loose in a field, will plow it completely.

There is a weather observing station at St. Augustine, where it was found that the average temperature for 1924 was 68.6 degrees, the warmest month being August with 80.2 degrees, the coolest February with 55.8 degrees. The total rainfall for the year was 56.16 inches, the precipitation for October being as much as 10.45 inches, while for November, it was only 0.80 inches.

The county seat is located at Bunnell, on the main line of the Florida East Coast Railway, and 87 miles south of Jacksonville. The population is 1,000 persons in this up-to-date little town with all its modern improvements. Adjacent to the town is a 53,000 acre tract of land, the drainage system of which is just being completed. This is to be opened to set-



ters and gives promise of becoming an important vegetable center. Besides fertility, this land has the additional advantage of requiring little or no clearing.

Espanola lies five miles above Bunnell, also on the Florida East Coast Railway. Truck farming is the important industry of this healthful little village of 200 persons.

A short distance below Bunnell, and on the same railroad, is Dupont, a center for naval stores and the junction point of the Dupont Central Railway Company, which owns a large tract of timber and farming

land. Dupont is a shipping point, especially for potatoes, cabbage and celery. Quail and turkey hunting are good, likewise the fishing in the lakes.

St. Johns Park, at Crescent Lake, is well adapted to general farming.

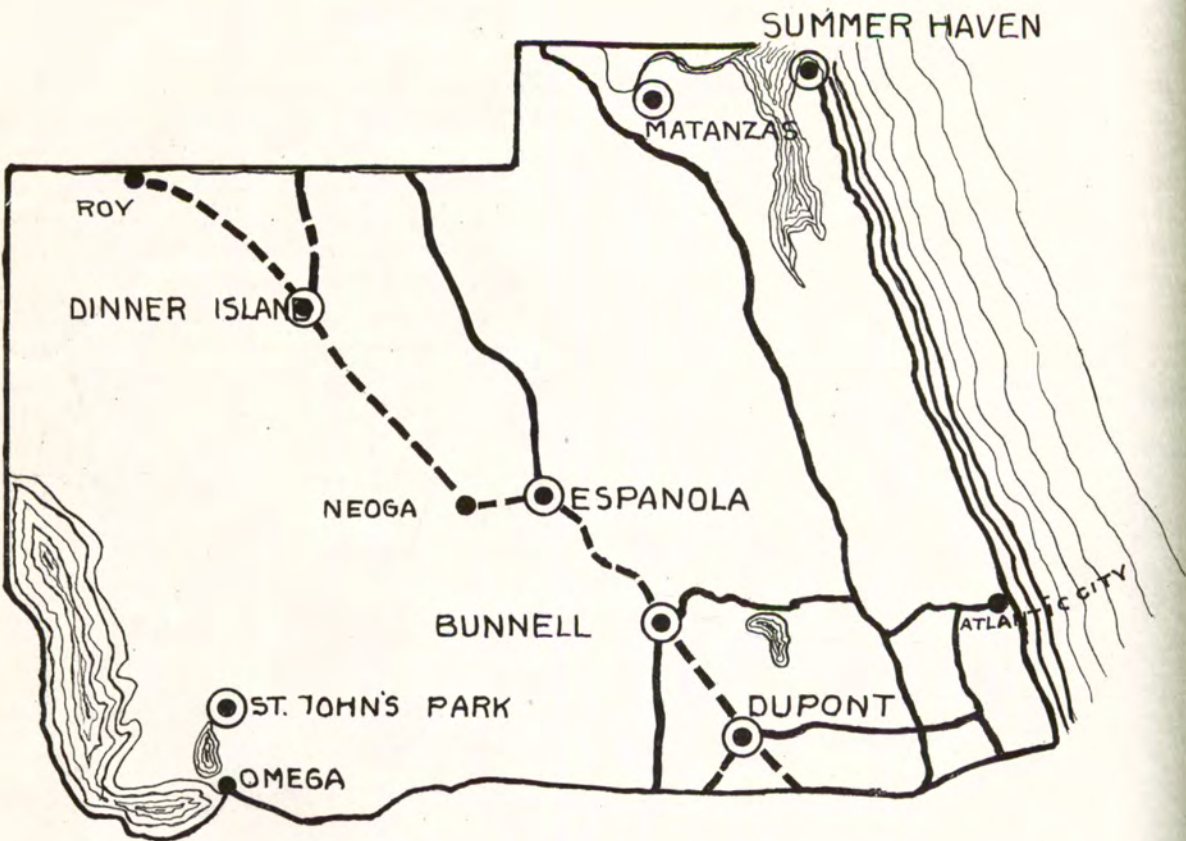
At the entrance to Matanzas Pass and on the Atlantic Ocean, is Summer Haven, which is to be developed into a delightful recreational resort.

For further information about Flagler County, the visitor is directed to the Chamber of Commerce at Bunnell.



*On a North Florida River*





# FLAGLER COUNTY

RAILROADS - - - - -  
PAVED ROADS —————  
ORDINARY ROADS - - - - -  
POST OFFICES (circle with dot)  
VILLAGES (dot)

Scale of Miles  
0 1 2 3 4 5 6

*A detail map of Flagler County*



# FRANKLIN COUNTY

ON the 8th of February, 1832, Franklin County was formed, comprising an area of 346,240 acres. The county has its full share of coast line and water front with the Gulf of Mexico all along the south and east, the Apalachicola River flowing into Apalachicola Bay on the west, while on the northeast border is the Ochlockonee River, which empties into a bay of the same name. On the south, separated from the Gulf by several elongated islands, is St. George Sound, one of the best and most practical harbors on the Gulf coast. The easternmost of the chain of islands is Dog Island to the northeast of which is Duer Channel, the entrance to St. George Sound. East Pass divides Dog Island from St. Georges Island, a strip of land 25 miles in length, the west end being severed from Cape St. George by New Inlet. Flag Island is cut off by Sand Island Pass on one side and by West Pass on the other, with the island group completed by St. Vincent Island, the greatest of them all. Separating this island from the mainland is St. Vincent Sound. Adjoining St. George Sound, is Apalachicola Bay, sixteen miles long and four miles wide. These waters have been improved by the U. S. Govt. at an expense of \$85,000, the project calling for a channel 150 feet wide and 18 feet deep over the bars from the Gulf.

St. Vincent Island, with an area of twenty square miles, has been allowed to retain its primitive state, so that in the forests of pine and oak and in the palm jungles may be found many deer, wild hogs, cattle and turkeys, besides large numbers of birds, both land and aquatic. This is all soon to be disturbed, however, as 12,000 acres of the island, so long privately owned, are to be sold and developed.

Approximately 843 square miles are drained by the Apalachicola River, which is navigable for steamers through the state of Florida and on into Georgia. Lumber, fish and oysters are the main products transported on the waters of the river.



*Sunset on Apalachicola Bay, Franklin County*

Because of its position on the water, most of the interests of Franklin County lie in sea products. Only 300 acres are under cultivation, but the results from this small area have been very good. The report of the State Department of Agriculture for the year 1924 is as follows:

Corn .....	1,355 bushels
Cabbage .....	2,100 crates
Tomatoes .....	1,070 crates
Grapes .....	80,350 pounds
Cane syrup .....	1,000 gallons

Besides this there were lesser quantities of potatoes, peppers, eggplant, cucumbers, figs, pears, plums and pecans.

Although fishing is carried on extensively, the real business of this locality is oystering, the fields covering an area of 7,000 acres, in the protected waters of St. George Sound, where large quantities are gathered in a season. At Apalachicola, there are seventeen packing houses, employing 11,000 men. From a supply that seems inexhaustible, fresh oysters are shipped daily in season to all sections, while the canneries are run in full force.

The story of the oyster is one of interest and may be told briefly here. It is said that they spawn in Florida waters during every month in the year, a full grown oyster spawn-



ing as many as 10,000,000 eggs. The microscopic embryo drifts through the water until it comes in contact with some object to which it adheres. The growth is rapid, reaching a length of three inches in the first year, and five inches at the end of the second, at which time the oyster is ready for market. Given an opportunity, it will grow as large as 12 inches in length, according to a report of the Shell Fish Division of the Department of Agriculture of the State of Florida.

In gathering the oysters, tongs are used having several steel tines at the end of a handle, ten or twelve feet in length. They are found in water from three to eight feet deep, the smaller ones being thrown back to grow larger. Another feature of the oyster business is the planting of beds, which is done by depositing oysters in a suitable place where they may multiply at a rapid rate. Star fish prey on oysters though not enough to reduce their numbers materially.

The average temperature for the year 1924 was 67.1 degrees Fahrenheit. The warmest month was August, with 82.2 degrees, while January, the coolest, averaged 50.9 degrees. The total rainfall for the year was 75.0 inches.

In addition to the various steamer lines,

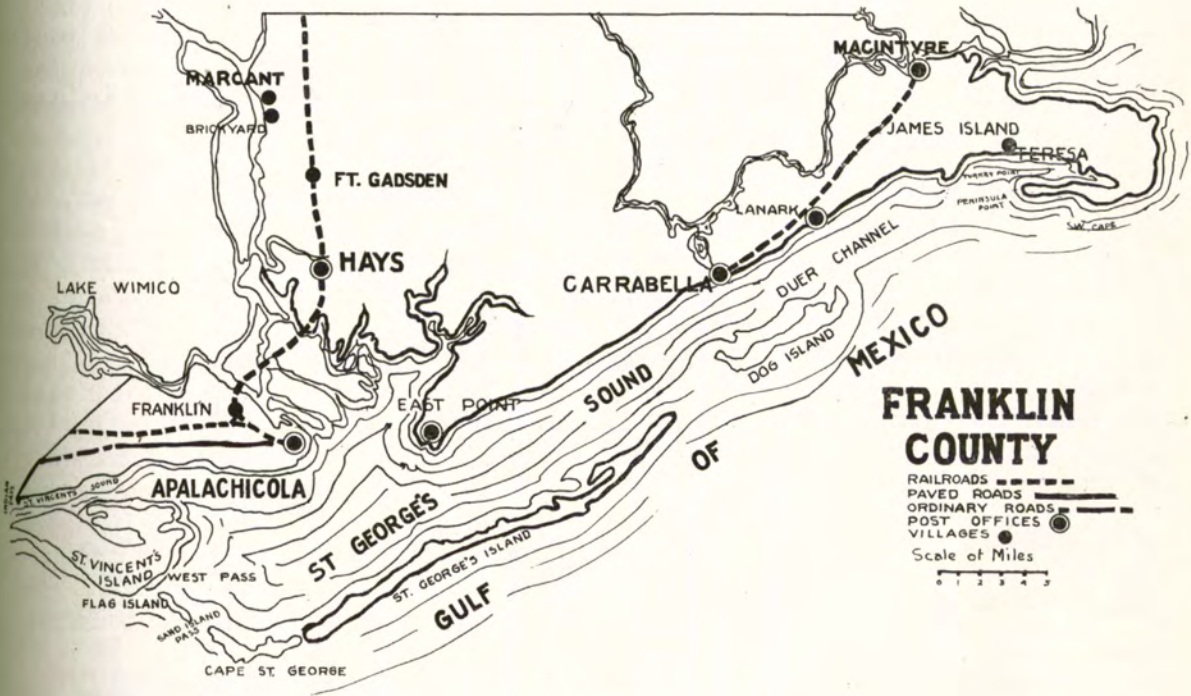
the Apalachicola Northern Railroad runs north through the western part of the county, while the Georgia, Florida and Alabama Railway crosses through the eastern section, terminating at Carabelle on St. George Sound at the mouth of Crooked River.

At the mouth of the Apalachicola River and on the bay is the city of Apalachicola, the county seat, and the principal commercial center.

One of the great inventors of this county lived for a number of years in Franklin County. This was Dr. John B. Corrie, the man who invented the method of manufacturing ice, and whose statue stands in the Hall of Fame at Washington, D. C. Born in Charleston, South Carolina, on October 3rd, 1803, he came to Apalachicola some years later in pursuit of his medical profession. After two years' experimentation, he produced a cake of artificial ice in May, 1850, but failed to interest others in his invention sufficiently to provide the necessary funds to perfect his machine. He died on June 16, 1855, a recluse, and never saw his invention commercialized.

For further information about Franklin County, the visitor is referred to the Chamber of Commerce at Apalachicola.





Detail map of Franklin County



# GADSDEN COUNTY

**L**OCATED in the center of the northern part of the state, and bordering on the Georgia line, is Gadsden County, formed June 24, 1823, when Florida was still a territory. It contains 500 square miles and a population of 22,635 persons.

All along the southeastern boundary, the Ochlockonee River flows, with its many tributaries draining the eastern section, while eight miles of the western boundary is formed by the Apalachicola River.

The land in the northern portion has an altitude of more than 300 feet above sea level, with an undulating slope toward the south and east. Gadsden County is one of the best agricultural sections in the state, the soil being especially well adapted to general farming as well as for fruits and for grazing. There are 33,608 acres under cultivation, while 1,621 are in improved pasture and 8,331 in merchantable timber. The report of the State Department of Agriculture for 1924 shows the following products:

Corn .....	346,585	bushels
Peanuts .....	59,259	bushels
Sweet potatoes .....	53,350	bushels
Oats .....	4,615	bushels
Cane syrup .....	129,180	gallons
Honey .....	10,000	pounds
Tobacco .....	2,086,866	pounds
Pecans .....	5,595	bushels

Tobacco is the best paying product of the section, the soil being excellent for its culture. The 2,086,866 pounds were grown on 2,674 acres, and valued at \$672,777. Vegetables are raised to some extent as are peaches, figs and pears. There are numerous young groves of pecans, which will in time be a valuable asset. A favorable feature of pecan growing is that the trees require very little attention beside the gathering of the crop.

Statistics of live stock raising as tabulated January 1st, 1925, are as follows:

Hogs .....	13,035
Stock cattle .....	2,897

Dairy cows .....	1,442
Fine breed (Jerseys) .....	602
Milk .....	38,842 gallons
Butter .....	7,047 pounds
Chickens .....	70,180
Eggs .....	\$58,226
The assessed value of farms and buildings is \$6,130,765.	

Lumber and naval stores have for years been an important commercial feature of this section and are likely to remain so for some time to come.

Fullers earth deposits, most of which are mined within a ten-mile radius of Quincy, are of such importance that the three large plants mining fullers earth supply the greater part of the world's demands. This mineral is used principally in the refining of crude oils and fats.

The average temperature for the year 1924 was 65.8 degrees Fahrenheit, with August the warmest month averaging 81.4 degrees, while for January, the coolest, the average was 50.3 degrees.

The county is well supplied with transportation facilities, both by water and rail. The Seaboard Air Line enters at the southeast,



*Leaf tobacco, Gadsden County*



crosses the county and meets the Louisville and Nashville coming in from the west at River Junction in the northwest on the Apalachicola River. At this point, connections may be made with steamers that ply the river from Columbus, Georgia to the Gulf of Mexico. Crossing the eastern section is the Georgia, Florida and Alabama Railway, while along the west is the Apalachicola Northern Railway on its way to the city of Apalachicola on the Gulf.

The county seat is at Quincy, a railroad center and a progressive town of 5,500 persons. It is an attractive place with shaded streets, while around the handsome courthouse are several business buildings. The numerous tobacco packing plants and other industries, together with the shipping products, make Quincy a real business center. Founded in 1822, it was one of the earliest cities to be settled after the Treaty of Acquisition.

At the point where the Chattahoochee and Flint Rivers join to form the Apalachicola

River is River Junction, with a population of 2000, and here three railroads connect. The state infirmary is located at Chattahoochee, nearby.

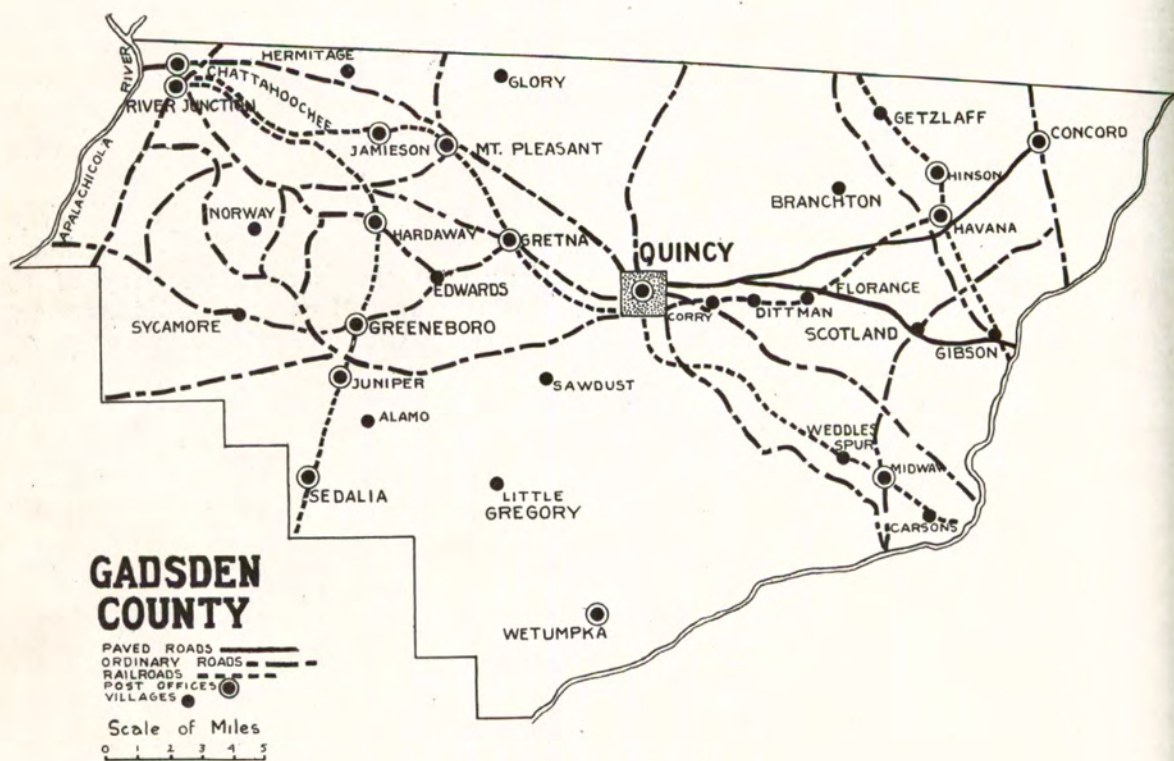
In the eastern part of the county is Havana, with a population of 1000, the terminus of the Pelham and Havana Railway. The Georgia, Florida and Alabama Railway runs through the town. Havana possesses two tobacco packing plants and a large pecan grove.

Over toward the west is Greenboro on the Apalachicola Northern Railway, a town of 500 persons and having a 15,000 bushels sweet potato storage house.

There are a number of other towns in the county worthy of mention, such as Mount Pleasant in the north, Gretna four miles away, and Midway down in the southeast.

For further information about Gadsden County and its opportunities, the visitor is referred to the efficient secretary of the Gadsden County Chamber of Commerce at Quincy.





Detail map of Gadsden County



# GLADES COUNTY

IN 1921, 709 square miles were taken from De Soto County to form Glades County. The eastern section borders on Lake Okeechobee, with the exception of four miles on the Kissimmee River at its outlet to the lake. A canal runs from Lake Okeechobee to Lake Hicpochee. With its source in the latter lake, Caloosahatchee River flows westerly to the Gulf of Mexico and serves as a commercial outlet as well as for drainage. Fisheating Creek also runs through the county and it, too, plays an important part in relieving the interior of its excessive rains, while a number of drainage canals with laterals, now under construction, will complete the system.

Approximately 4,000 acres of the level prairie which comprises the greater part of the county are under cultivation. There are thousands of acres of virgin pine and cypress, from which 9,000,000 feet of lumber are shipped annually. The reason these fertile fields have not been cultivated and more of the timber cut is that the possibilities of the region have not previously been realized and, more important, transportation has been inadequate. However, the way is now being opened.

An interesting analysis of the soils of Glades County was made by Prof. Wiley of the State Agricultural Department:

Ammonia .....	3.00%
Nitrogen .....	2.49%
Humus .....	30.00%
Lime .....	.5 to 3.00%
Phosphorus .....	.50%
Potash .....	.50%
Insoluble organic matter .....	44.48%

The soil, as a fertilizer, sells at from \$10 to \$12.50 a ton, and many tons of it are sold and shipped. During the South Florida Fair held at Tampa, a quantity of this soil was on exhibition. At the close of the fair, it was retailed at three cents a pound to be used as fertilizer for flowers. However, if the land owner prefers to keep his land intact, it is ex-

cellent for growing tomatoes, beans, peppers, cabbage, eggplant, potatoes, onions, celery and lettuce during the winter months, to be followed by corn and other staple products



*Sugar cane field, Glades County*

during the summer months on the same land. As an example of the monetary value, it is claimed that one acre of celery may be sold at from \$1000 to \$2000; tomatoes will average \$1000; and there will be at least 80 bushels of corn to an acre. The annual income from vegetables alone is estimated at \$200,000.

Among the most successful products are bananas. The yield for the first year is one bunch; the main stalk is then cut off and three shoots are selected from the parent root for the second year. In this way, the producer not only increases his fields, but has plants to sell. There are usually 400 banana shoots to an acre. A bunch weighs on an average of 70 pounds, selling at 7 cents a pound, making a possible \$1960 an acre, with little cultivation necessary.

The transportation question is rapidly being solved. An extension of the Atlantic Coast Line runs south through the county, terminating at Immokalee in Collier County. There is also a branch line from Harrisburg, in the center of the county, to Moore Haven



on Lake Okeechobee, continuing along the lake shore to Clewiston in Hendry County. A boat line operates from Moore Haven across the lake and along the canal to West Palm Beach on the Atlantic Ocean. Transportation is also afforded in the opposite direction by means of a canal from Lake Okeechobee to Lake Hicpochee, and from there down the Caloosahatchee River to the Gulf of Mexico.

The various canals extending east, west and south from Lake Okeechobee were built to serve the dual purpose of drainage and transportation. The former has transformed a once desolate, forbidding waste of swamp into a land of opportunity where the maximum of yield may be had from the soil at a minimum of effort. The latter has made a seaport of a hitherto inland county through an easy connection with the Atlantic and the Gulf by way of canals. Such transportation, however, in the nature of things, must always be had by means of boats of light draft.

The average temperature for 1924, as recorded at Moore Haven, was 71.6 degrees Fahrenheit, the highest coming in August with 80.3 degrees, the lowest in February when the average was 59.3 degrees. The total rainfall for the year was 60.52 inches, with the most in October when 13.39 inches fell, the least in December when the precipitation was only 0.09 inches.

Moore Haven, the county seat, is located near Lake Okeechobee, where the canal crosses over to Lake Hicpochee. The town, founded in 1915, has today a population of

1000 persons and many modern improvements, such as an ice plant and electric lights. There are packing houses, machine shops and a sugar mill at growing Moore Haven, while its fishing industry amounts to \$300,000 a year.

Three miles from Moore Haven is a 23,000 acre tract of land which is being developed into farms by the Stone Development



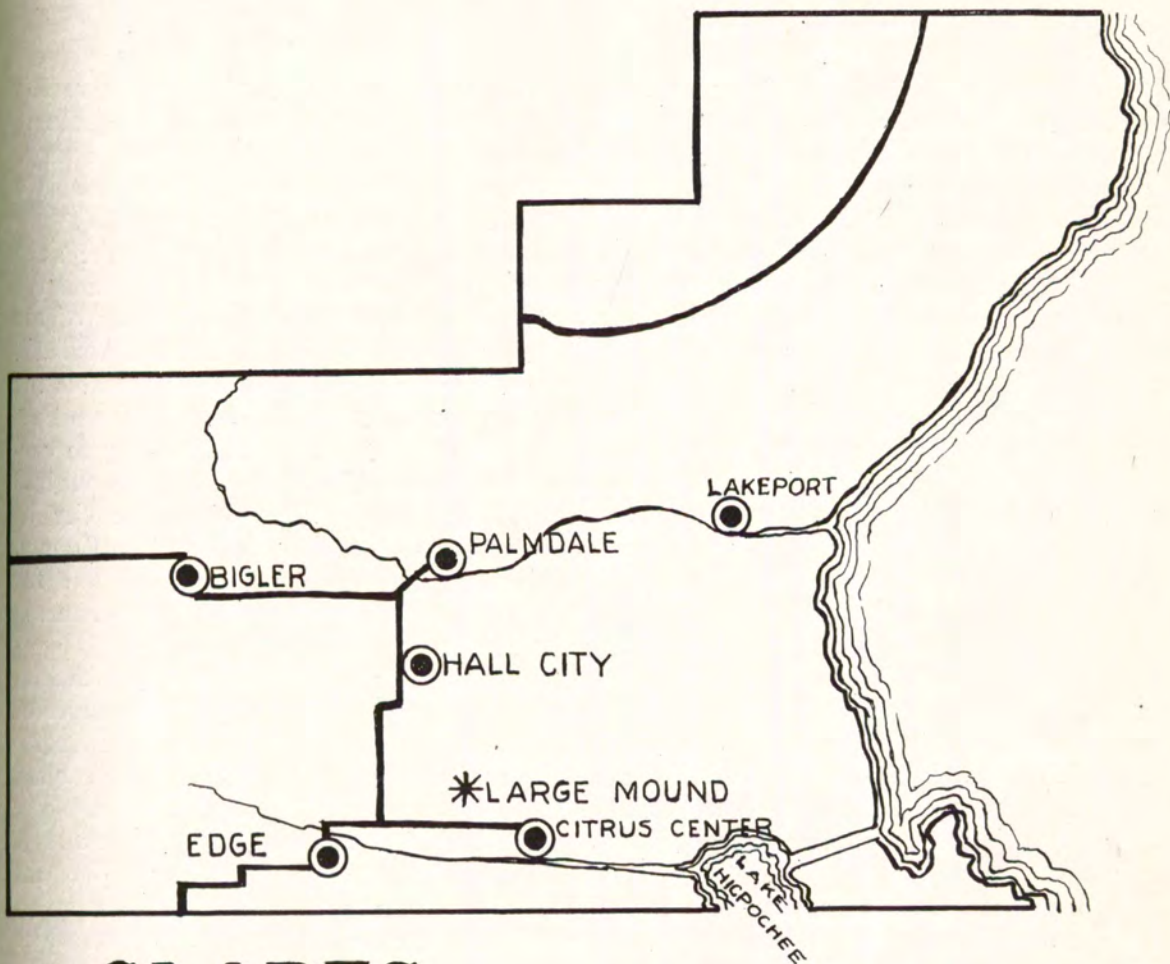
*Cane brake, Glades County*

Company. A \$75,000 cannery is to be included in the improvements.

Thousands of acres of Glades County are available to settlers. A five-acre place would be all that one farmer could handle, with the question of fertilizing answered entirely by the naturally fine quality of the soil.

For further information about Glades County the visitor is directed to the Chamber of Commerce at Moore Haven.





# GLADES COUNTY

RAILROADS - - - - -  
 PAVED ROADS ————  
 ORDINARY ROADS - · - · -  
 POST OFFICES ●  
 VILLAGES ●

Scale of Miles  
 0 1 2 3 4

*Detail map of Glades County*



# GULF COUNTY

THE latest comer into the sisterhood of Florida's counties is Gulf County, which was created this year—1925—by taking away the southerly portion—practically a half—of Calhoun County. This readjustment has left the latter an inland county, while Gulf County acquires the entire water front—a gulf county indeed—its southerly border facing the open Gulf of Mexico and the broad expanse of St. Josephs Bay.

The separation of the counties is of such recent date that there are no statistics available applicable to Gulf County "as is," but for information relating to the composite county, the reader is referred to the account of Calhoun County contained in this volume where all such data is assembled.

On the west of Gulf County is Bay County which, when formed in 1913, obtained a considerable part of its area from Calhoun. On the east, separating it from Liberty and Franklin Counties, is the Apalachicola River, navigable for large craft for many miles northward to, and beyond the Georgia state line.

The principal industries, as may be seen by reference to Calhoun, are farming and stock raising. The Wewahatchka section, in the northerly part of the county, has for years been the center of a large honey industry, pro-

ducing the famous Tupelo honey, a variety which does not sugar nor sour with age. Here the bees work ten months in a year, a single colony often producing eighty pounds in a season.

Lake Chipola, on the river of the same name, is an attractive camping ground for fishermen and hunters. The waters of the lake and river which empty into the Apalachicola River near its mouth, are navigable for small craft. A canal has been dug from East St. Andrews Bay across the country to connect with Lake Wimico, which opens out into the Apalachicola River above the city of Apalachicola on the bay in Franklin County. This waterway affords an inside route for small boats coming from or going to Panama City and beyond, in Bay County.

The climatic conditions as recorded at Port St. Joe show an average temperature of 66.9 degrees; the warmest month was August with an average of 82.8 degrees; the coolest, January, with 50.7 degrees average. The total yearly rain fall is about 57 inches.

The principal town is Port St. Joe, the county seat, with a population of 1,200 persons. It is situated on St. Josephs Bay, which bounds a large portion of the county on the south. This beautiful sheet of water, 16 miles long and 5 miles wide, whose entrance is guarded at Point St. Joseph by a government lighthouse, is large enough successfully to accommodate Uncle Sam's entire naval fleet, and leave plenty of room for other craft. Port St. Joe is the terminus of the only railroad in the county—the Apalachicola and Northern—which enters from the east through Franklin County. It is at Port St. Joe that the repair shops of the railroad are located. The principal industries at the county seat and vicinity are lumbering, naval stores, fishing and fish-rendering.

Port St. Joe has a bit of history. Ninety years ago it was a flourishing village and an important shipping point for cotton, lumber and cattle. Its importance was enhanced be-



*A North Florida homestead*

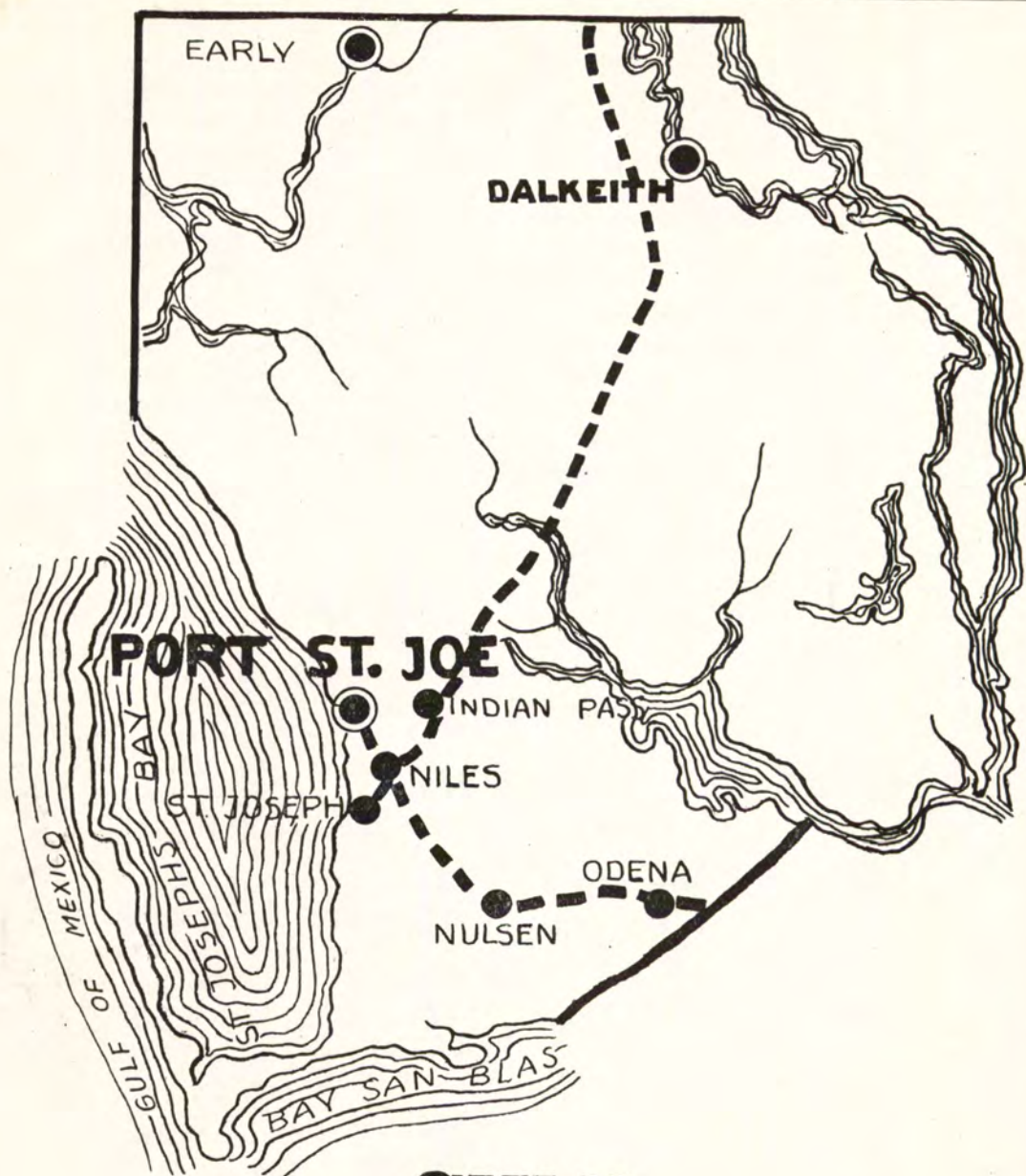


cause of its close connection with the Apalachicola River whose waters carried the products of Georgia and Alabama to the sea. The first constitutional convention of Florida was held in this town in the winter of 1837-1838, and a monument commemorating the event has recently been erected on the site of the old convention hall. As time wore on and other parts of Florida awoke to a realization of their possibilities, Port St. Joe went into a long, deep slumber. The once prosperous town was deserted; grass and weeds grew up in streets, and deer and wild turkeys were the only occupants. Port St. Joe's slumbers lasted till about four years ago: a new

generation of men had been born: the natural advantages of the location were too apparent to be overlooked; a few straggling pioneers moved into the old settlement; the little town caught the spirit of progress: new recruits are coming in, and there appears to be no danger of another relapse into a somnolent state.

There is room for more people in the new Gulf County. To the serious-minded settler who looks for a place to build a home and embark in agricultural or maritime pursuits under the most favorable conditions of soil, climate and water, the county seems to offer just what he searches for; it seems to beckon to him.





# GULF COUNTY

RAILROADS ---  
 PAVED ROADS ———  
 ORDINARY ROADS - - -  
 POST OFFICES ●  
 VILLAGES ●

Scale of Miles  
 0 1 2 3 4 5

Detail map of Gulf County



# HAMILTON COUNTY

EIGHTEEN years before Florida became one of the United States, and only eight years after it had been ceded to this country by Spain, Hamilton County was created, December 6th, 1827. The Honorable William P. Duval was then governor, appointed by President Monroe. The north line of the county borders on the State of Georgia. The far-famed Suwannee River forms the entire eastern and southern boundary, while the Withlacoochee River separates it from Madison County on the west.

Within its borders are 337,920 acres, and at the present time there are 34,276 acres under cultivation and 838 acres in improved pasture.

General farming and live stock raising are the principal industries, the county being too far north for citrus fruit culture. For the year 1924 the State Agricultural Department reports as follows:

Corn .....	157,840 bushels
Oats .....	200 bushels
Irish potatoes .....	350 bushels
Sweet potatoes.....	28,985 bushels
Peanuts .....	149,380 bushels
Velvet beans.....	200 bushels
Tomatoes .....	480 crates
Squashes .....	3,290 crates
Cucumbers .....	2,950 crates
Cane syrup.....	17,815 gallons
Tobacco .....	28,000 pounds
Watermelons .....	24 cars



*The Old Suwannee River, near Jasper, Florida*



The soil and climate are favorable for the growing of pecan trees, though at the present time the county is behind many of its sisters in the advancement of this profitable industry.

In live stock raising the 1924 report shows:—

Stock cattle .....	6,079
Fine breeds of cattle.....	143
Dairy cows .....	500
Hogs on the farms and ranges..	11,005
Hogs slaughtered.....	389
Chickens .....	36,927
Eggs to the value of .....	\$26,799

The assessed value of farms and buildings was \$3,297,324.

The Atlantic Coast Line runs north and south through the county, crossing the Georgia Southern at Jasper.

The eastern portion of Hamilton County along the Suwannee River is low, while the central and western parts are undulating and well drained. Flowing south to the Suwannee through the central-western section is the Alphaha River—a most remarkable stream—the like of which is not often seen in the eastern part of the United States. Upon the authority of Mr. W. C. Caldwell, secretary of the Chamber of Commerce, it is stated that this river deviates from the staid and regular habits of other streams. Instead of flowing along in its open channel upon the surface of the ground as rivers are expected to do, it suddenly disappears into a cavern, leaving its open bed high and dry till it re-appears from under a large rock just before emptying its waters into the Suwannee. During the season of heavy rains the subterranean passage is not adequate to take care of the flow, and the excess seeks the upper channel.

Other remarkable features have been attributed to this river. It is claimed that the Bureau of Standards of the Department of Commerce at Washington has discovered radium and other valuable elements in the bed of the river as it flows through its secret channel, and that in its surface bed is found

a deposit of silicated sand of superior quality for glass making. Nor is this all, for it is further claimed that the river's flow of 5,000,000 gallons per hour is sufficient to generate enough hydro-electric power to supply the requirements of the county for all time to come. The time may not be distant when the Alphaha River will make Hamilton County famous on several different counts.

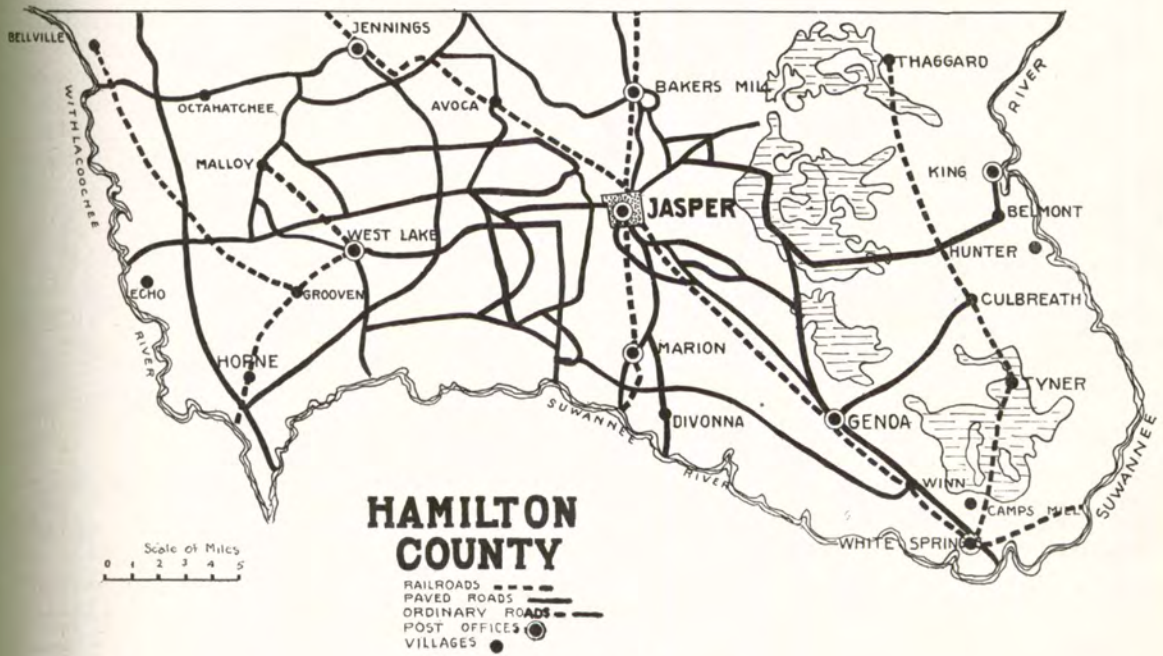
Jasper, the county seat with a population of 2,000 persons, is in the geographical center of the county where the two lines of railroad cross. State Road No. 2, one of the most travelled highways in the state, also passes through Jasper on its way south from Georgia. The town is preparing to spend \$100,000 on a new senior high school building, and an equal sum on a recreation park. The electric light and water works are municipally owned.

Jennings, with a population of 800 persons, is on the Georgia Southern Railway near the northwest corner of the county. White Springs, at the southeast corner on the Suwannee River, has a population of 900 persons. It is a popular health resort, the sulphur water being the attraction. Along the Suwannee River and embracing White Springs is a tract of 62,000 acres which has recently been sold, the purchase price being \$400,000. Two excellent highways run through this tract, and among the improvements contemplated by the new owners is a large hydro-electric plant to be built on the Suwannee River.

The average temperature of Hamilton County in 1924 was 70 degrees; the hottest month was September with an average of 82.0 degrees; the coldest, January, with 56.8 degrees. The total rain fall for the year was 37.3 inches.

Tourists and prospective settlers will find, at the Chamber of Commerce at Jasper, all the information they seek regarding Hamilton County and its attractions.





*Detail map of Hamilton County*



# HARDEE COUNTY

ORIGINALLY known as the "Wauchula District" of De Soto County, Hardee County was formed on April 20, 1921, with an area of 612 square miles. The population is 10,178 persons. The land is drained by Peace River, which flows through the entire county, and by the Chillowahatchee Creek, which has its source in the western portion. A perpetual flow of artesian water is reached at a depth of from 100 to 300 feet, though the abundance of rain usually makes irrigation unnecessary.

The soil is good and well adapted to growing both fruit and vegetables. There are 7,740 acres in cultivation; 3,506 acres in improved pasture land; and 11,486 acres in merchantable timber. Uncleared land may be purchased for from \$20 to \$50 an acre, while the price of cultivated land ranges from \$75 to \$200 an acre. However, the price of land is rapidly rising, so that within a few years the values in some localities will be doubled. There is said to be fully \$10,000,000 worth of property on the market in Hardee County.

Statistics for the year 1924 show the productions to be as follows:

Oranges .....	568,890	boxes
Grapefruit .....	62,677	boxes
Strawberries .....	455,223	quarts
Cucumbers .....	58,715	crates
Tomatoes .....	56,355	crates
String beans .....	36,480	crates
Peppers .....	19,184	crates
Cabbage .....	12,977	crates
Eggplant .....	8,888	crates
Corn .....	61,030	bushels
Potatoes .....	34,098	bushels
Fully 10,000 crates of other vegetables were produced and 95 acres of peanuts were harvested.		

Some of the orange groves in Hardee County are 65 years old, having been planted before the Civil War. However, in spite of their great age, the trees are still vigorous and productive, and the length of life of the orange trees has not yet been determined.

The value of the vegetable crop for the year 1924 was \$1,500,000, while the crop of citrus fruit amounted to \$1,000,000.

Stock raising is being carried on extensively as may be seen by the following table:

Cattle .....	21,733
Horses .....	693
Hogs (living) .....	8,028
Hogs (slaughtered) .....	5,381

The fine Jerseys that are being introduced for dairying are largely responsible for the 1,253,684 gallons of milk and the 35,092 pounds of butter produced during 1924.

Poultry always brings good returns. There are 45,342 chickens in the county, while the value of the eggs produced during the year was \$60,850. Although bee raising is new to Hardee County, 14,015 pounds of honey were produced last year.

The nearest weather observation station is at Avon Park, in De Soto County. It was found there that the average temperature for 1924 was 73.3 degrees Fahrenheit, the warmest month being August with 83.4 degrees, while the temperature for February averaged 61.1 degrees. The total rainfall for the year was 52 inches, with an unusually excessive precipitation in July of 12.17 inches, while during December only 0.11 inches fell.

For railroads, Hardee is provided with the Atlantic Coast Line running through the county and with the Charlotte Harbor and Northern Railway which runs north and south through the western section. A bond issue of \$560,000 is available for improved highway extensions.

Wauchula, the county seat, is located on the Atlantic Coast Line north of the center of the county, in an old district, settled years ago by persons attracted there by the productive soil. The town awoke with a start in May, 1925, when property to a value of \$400,000 was sold as soon as it was placed on the market. A large portion of the products tabulated above came from the Wauchula



district, an especially fertile section. A local boy demonstrated what might be done with a quarter of an acre of land planted to strawberries. Being short of funds, he borrowed \$25 from a bank to finance the project. His 5,000 plants produced 1,192 quarts of berries, which he sold for \$210.73, not counting \$17.50 worth used for home consumption.

There is a municipally owned light and power plant in Wauchula, besides seven citrus fruit packing houses and four packing houses for vegetables. Probably the largest crate factory in the state is located there, employing more than 1,000 men with mill and factory combined.

Bowling Green, also on the Atlantic Coast Line, is located at the northern boundary of the county. It has a population of 800 persons. This town, too, received a boom, when in May, 1925, real estate to a value of \$250,000 was sold. This is a center for citrus fruits and favorable for raising many of the various vegetables.

South of Wauchula, is Zolfo, with a population of 400, where 67,000 crates of citrus fruit were produced and crated in its own packing house last season. Vegetables also flourish in this neighborhood.



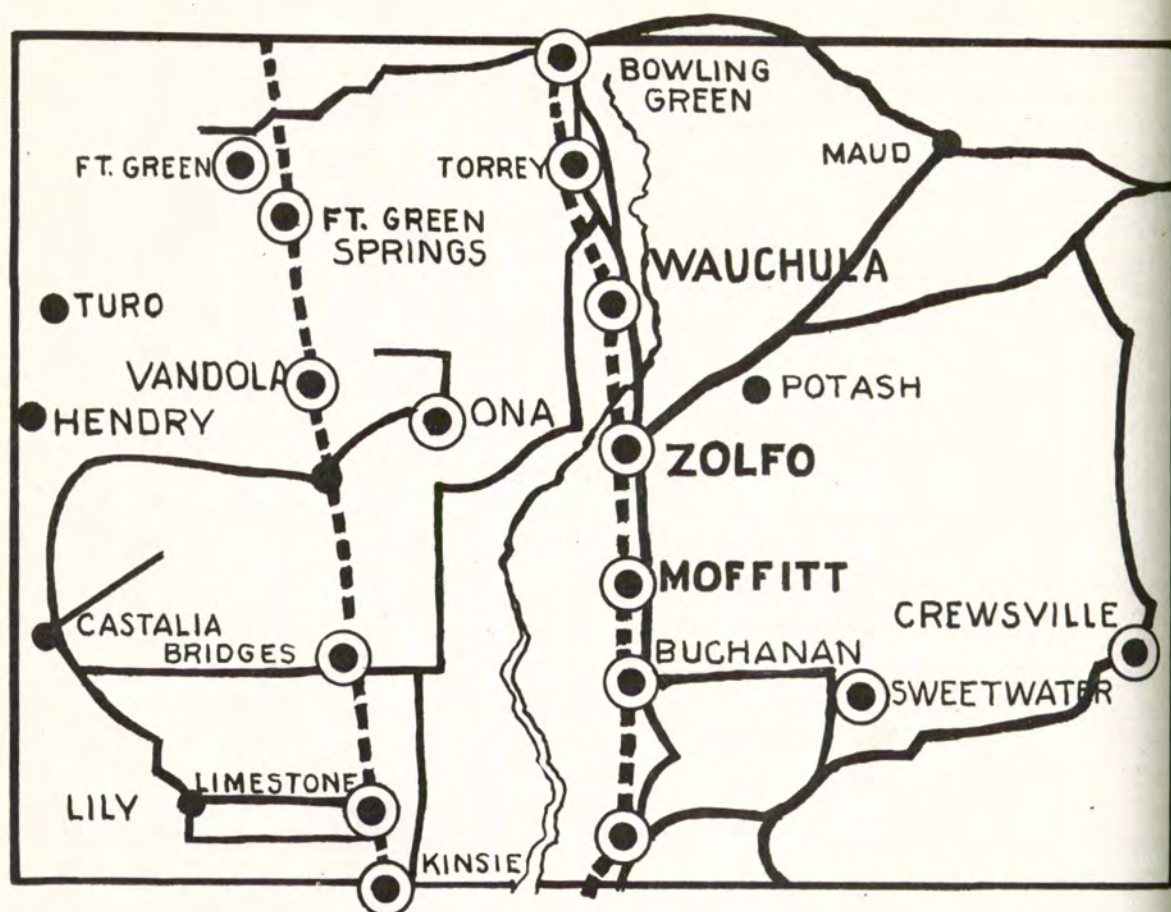
*The Fidelity Trust Co., Punta Gorda*

Directly on the line between Hardee and De Soto Counties, lies Gardner, a town of 500 persons. Like most of the towns in this vicinity, it produces fruit and vegetables and has its own packing house. Gardner also has a planing mill.

Fort Green, Ona, Limestone and other towns in the county have facilities for transportation and offer exceptional inducements to the settler.

For further information about Hardee County, the visitor is directed to the Chamber of Commerce at Wauchula, an efficient and growing organization.





## HARDEE COUNTY

RAILROADS - - - - -  
 PAVED ROADS ———  
 ORDINARY ROADS - - - - -  
 POST OFFICES ●  
 VILLAGES ●

Scale of Miles  
 0 1 2 3 4

*Detail map of Hardee County*



# HENDRY COUNTY

ON May 8th, 1923, Hendry County was created by taking away 1,161 square miles, or 743,040 acres from the easterly side of Lee County. Of this area, only 1,067 acres are under cultivation, chiefly along the northern border in the valley of the Caloosahatchee River, and 818 acres are in improved pasture. The balance, practically 99.7 per cent of the county, is virgin land, abounding in deer, bear, panthers, wild cats, wild turkeys and other game—a veritable hunter's paradise. The Seminole Indian Reservation is in the southeastern corner which holds 300 survivors of this aboriginal race, many of whom gain a substantial livelihood by guiding hunters through the trackless forests.

A small portion of Lake Okeechobee borders on the extreme northeast corner of the county, Palm Beach County forming most of its easterly boundary, with Collier County on the south, and Glades on the north.

The Caloosahatchee River, which cuts across the extreme northwesterly corner of the county, is navigable for boats of light draft, the stream having been improved to a depth of four feet by the United States Government from Lock No. 3, a point above La Belle, to the Gulf of Mexico. The state has also opened a channel and built two locks

above Lock No. 3, which carries navigation to Lake Okeechobee. A boat line is operated between La Belle and Ft. Myers in Lee County, and a line is assured which will carry the traveller from Ft. Myers through the entire length of the Caloosahatchee River to Lake Okeechobee, across that lake, and through the canal on the east to West Palm Beach.

The census of January 1st, 1925, shows a population of 1,111 persons. The last six or eight months, however, have seen this figure practically doubled.

The report of the State Agricultural Department for 1924 reveals the following products for that year:

Irish potatoes .....	14,474 bushels
Sweet potatoes .....	4,166 bushels
Tomatoes .....	14,658 crates
Eggplant .....	7,550 crates
Cucumbers .....	1,586 crates
String beans .....	1,307 crates
Oranges .....	27,248 boxes
Grapefruit .....	7,330 boxes
Cane syrup .....	7,110 gallons

Other products are successfully grown, as cabbage, bell peppers, velvet beans, corn, melons, peanuts, mangoes, avacado pears, Japanese persimmons, guavas and strawberries.

The total number of cattle reported at the end of 1924 was 28,628 head, nearly all of which are of superior breed, the native stock having been crossed with Brahmins imported from India.

Hendry County recently awoke from a slumber which began long ago—in fact, it was never fully awake till Henry Ford, Harvey Firestone and Thomas Edison discovered it only a short time ago. No county, no matter how somnolently inclined, could long resist the vivifying influence of these three remarkable men—each a wizard in his particular line. Firestone made tires—millions of them every year—and the crude rubber of which they are made all—or nearly



© by Burgert Bros.

*Hunting scene in Hendry County*



all—comes from the Far East where Great Britain holds a tight grip upon this, one of her chief products. Firestone didn't like the way John Bull treated America—his best customer. Neither did Ford who never likes to be dependent upon aliens for the raw products he puts into his flivvers—and millions of pounds of rubber every year go into the tires upon which they run. Edison didn't like it either, so these three wise men got their heads together to see if they couldn't beat England and raise a little rubber of their own in Florida. This is just what they are trying to do on the 8,200 acre tract of land they bought in Hendry County, and helping them are all manner of trained, scientific experts in the growing and handling of crude rubber. If there is such a thing as successfully cultivating rubber trees in Florida in competition with the East, these men will find it out. Hendry County has already discounted their success. So have the hundreds and hundreds of people who are constantly coming in, thinking, no doubt, that if the county is good enough for these men, it is good enough for them. The county officials got together at once and voted a \$430,000 bond issue for the highway improvements that were sadly needed, hoping that prosperity would enter by the door they opened. Previously only a fair road led from La Belle to Ft. Myers. This is now being improved, and a cross-state road is under construction extending from the Gulf to the Atlantic.

The Standard Lumber Company, a subsidiary of the Sears, Roebuck Company, is building a mill near La Belle, and plans to construct a railroad to Ft. Myers for an outlet for their lumber. Another lumber company has bought 74,000 acres of timber land, partly in Hendry and partly in Lee Counties. The mill this company proposes to erect will have a daily capacity of 150,000 feet. Near Sam Jones' Old Town, in the southeast part of the county, a 10,000 acre development for colonization purposes is well under way.

La Belle, the county seat, is the principal town, with a population of 1,000 which has increased from 377 since 1920. The improvements contemplated or in progress include \$50,000 for a high school, \$15,000 for a church, the same amount for a bank building, \$100,000 for a court house, and \$25,000 for general purposes. At La Belle Heights a new suburb is being laid out, and lots are selling for from \$300 to \$750 each. Up to July, 1925, \$300,000 worth of real estate had changed hands in this year. La Belle is situated on both sides of the Caloosahatchee River. The stream is as crooked as it is beautiful, with abrupt banks, twenty feet high, fringed with tall palmetto and other trees festooned with gray moss.

Clewiston is a new town on the shore of Lake Okeechobee, near which a sugar mill drainage project is reclaiming 43,000 acres of rich muck land. Five dredges are now at work, and more are said to be coming soon to hasten the completion of the task. At this city a new hotel is being built, and a large tract of land has been laid out into lots to take care of a demand which seems permanent. The sugar interests have a double project in view: their mills, after converting the cane juice into sugar, expect to utilize the pulp for manufacturing a building material called Celotex, which is claimed to resist heat or moisture.

The average temperature of Hendry County is 71.6 degrees, the hottest month being June with an average temperature of 82.0 degrees; the coldest, February, with 59.3 degrees. The total rainfall for a year is 60.52 inches.

The Atlantic Coast Line has two branches in the county, one passing north and south through the central-western portion, the other touching the extreme northeast corner at Lake Okeechobee. The Seaboard Air Line contemplates building a line from Arcadia to La Belle in the near future, opening rich acres to settlement.



TURNERS LABELLE

DENAUD  
HANSFORD

FT. THOMPSON

DEVILS  
GARDEN

HENDRY  
COUNTY

RAILROADS  
PAVED ROADS  
ORDINARY ROADS  
POST OFFICES  
VILLAGES

RUINS OF SAM  
JONES OLD TOWN

FT. SHAKLEFORD

Scale of Miles

0 1 2 3 4 5

*Detail map of Hendry County*



# HERNANDO COUNTY

**O**RIGINALLY known as Benton County, Hernando received its present name on February 24, 1843, and an area of 318,080 acres. The population at that time was 926. The entire western border faces on the Gulf of Mexico, while along the northeastern boundary, the Withlacoochee River flows.

Perhaps the most peculiar feature of the county is a 20,000 acre tract of undulating land near the center which is covered with approximately fifty different kinds of hardwood trees. This is known as the Annuttalagga Hammock. To the southeast lies the Chucoocharts Hammock, almost as valuable. In the northwestern corner of Hernando, bordering on the Gulf, is a tract of 70 square miles where an abundance of cypress and red cedar grow. These are both valuable woods, commanding high prices on the market. These three tracts not only bring excellent returns from the forests, but after the trees are cut off, the exceptionally fine soil will be worth from \$100 to \$500 an acre.

In these forests, big game is to be found. Recently a large black bear weighing 300 pounds was killed. This particular bruin had been king of the jungle for several years, killing any number of hogs and many dogs, until a pack of trained dogs was released which succeeded in keeping the bear at bay until he could be shot.

Sawmills, crate and veneer mills not only supply local demands but the output is shipped to other points in large quantities.

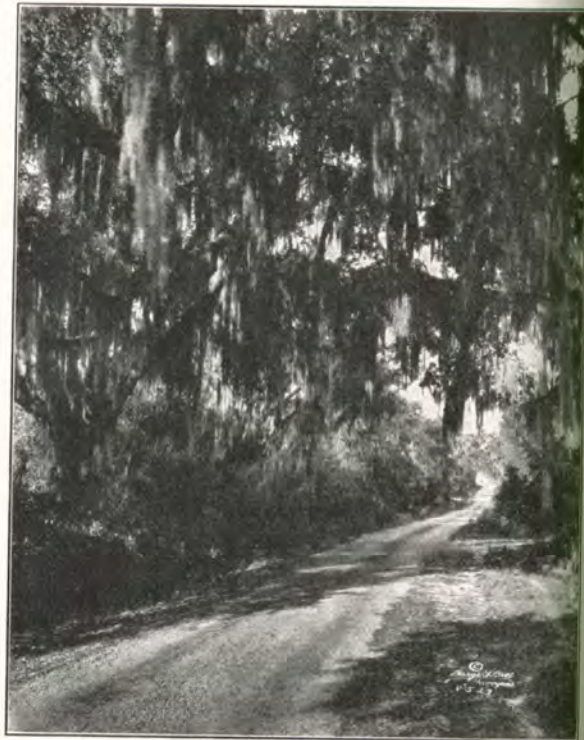
The soil of Hernando is very good, so that general farming and trucking are especially successful. A new industry is being built up, namely, the raising of dasheens, a substitute for potatoes. It has been found that an acre will yield from 400 to 700 bushels. The chayote, similar to squash, is also being developed.

Dairying, an important feature, is being carried on by a co-operative association that has been active for several years. A creamery plant near Brooksville has grown to such an

extent that it was necessary to build a larger and more modern plant. This had a daily capacity of 500 gallons of pasteurized milk, 800 pounds of butter and 100 gallons of frozen cream. With good roads, the farmer is able to reach the plant with his daily production which is received, paid for, worked up and shipped without delay. The retail current prices for dairy products are as follows:

Sweet milk .....	18 cents a quart
Butter milk .....	13 cents a quart
Cream .....	60 cents a quart
Butter .....	65 cents a pound

The prices often range higher than this, seldom under. The average price paid on a wholesale basis for 4 per cent test milk is 32 cents a gallon. Jerseys have proved to be the best for dairy cows in Florida, while for fodder, the velvet bean takes the place of clover and alfalfa.



*Road scene in Hernando County*



Poultry raising is always profitable, the high undulating land of the county being particularly well suited to the purpose. Hens lay ten months in the year in this section. The market price of eggs ranges from 35 cents to 75 cents a dozen, the most steady price being about 55 cents.

There are large deposits of phosphate and millions of tons have been mined and shipped. When treated chemically and reduced to phosphoric acid, this product forms an important element for fertilizer. The county's hard rock, a formation of crystallized limestone and flint, has no superior for concrete work and road building.

The climate is excellent, the average temperature for the year 1924 being 70 degrees. August was the warmest month, with 81.6 degrees, while February, the coolest, averaged 56.4. The total rainfall was 65.1 inches.

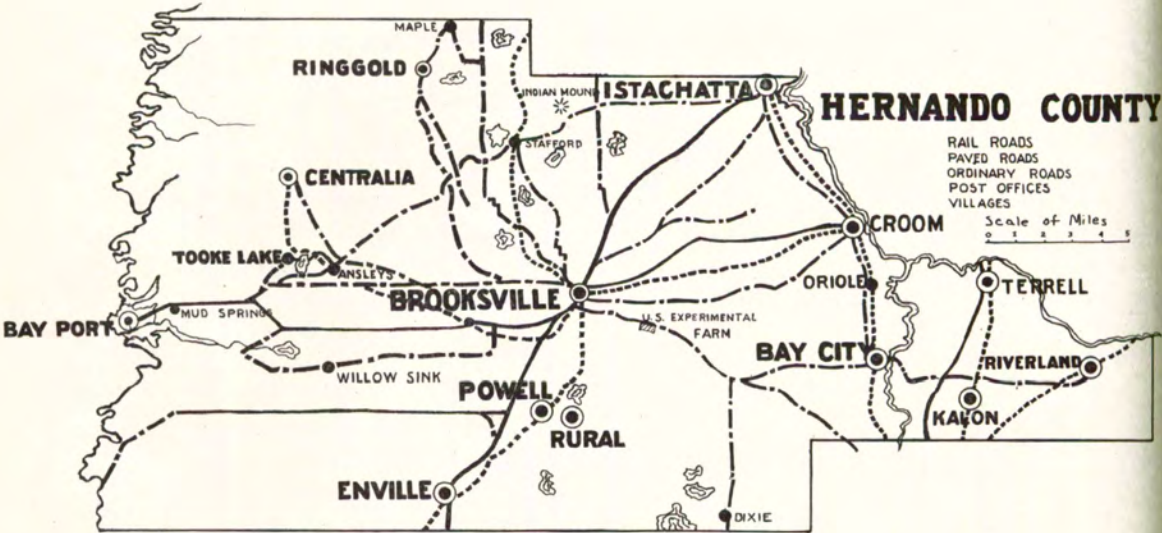
At the town of Croom, in the east, the Atlantic Coast Line branches in three ways, one branch terminating at Brooksville. Both the Atlantic Coast Line and the Seaboard Air

Line run across the extreme eastern corner of the county. Brooksville is also the terminus for the Tampa Northern Railway as it runs up from the south, while at this same point a branch is extended west as far as Tooke Lake and Centralia, so that Hernando is fairly well equipped with railroad transportation facilities. A \$1,000,000 bond issue is contemplated for highway improvements.

The county seat is at Brooksville in the center of the county. Plans are being made for the expenditure of \$15,000 for municipal improvements. Just south of the town, a \$1,500,000 cement plant is being built, where amesite, a superior paving material, is also to be manufactured. A 15,000-volt electric line is to be constructed, connecting this Brooksville plant with the camp rock crusher at Rocky Hill.

The price of land is rapidly rising, an 844 acre tract being recently sold for \$225 an acre, while another tract brought \$260 an acre. For further information address the Hernando County Chamber of Commerce at Brooksville.





*Detail map of Hernando County*



## *Brooksville's Needs Are Capital's Opportunity*

In the high hills of Hernando County is Brooksville, endowed by nature so richly that visitors are moved to marvel that so wonderful an opportunity for city-building has not been more thoroughly exploited.

Possessing the purest water, the cleanest air, the highest altitude, the richest soils and the most wholesome home environment, Brooksville and Hernando County are attracting hundreds of desirable folk who desire to make their homes here.

Large recreational, agricultural and industrial projects now underway in Hernando County assure permanency to the forward movement which now is only at its beginning. They forecast a tremendous, steady and healthy growth of a community which is to rank among the most important of Florida.

As an incident to this growth, Brooksville needs apartment houses, hotels, office buildings, mercantile buildings, additional laundry service, bakeries, groceries, clothiers, and all the other things which a growing community attracts.

If you seek investment, you'll find profit here. This organization, the Kiwanis Club and the Brooksville Real Estate Board will gladly extend to prospective investors and settlers the fullest degree of co-operation.

*Write Us for Any Information Desired*

**Hernando County Chamber of Commerce**



# HIGHLANDS COUNTY

ORIGINALLY a part of De Soto County, Highlands County was formed in 1921, with an approximate area of 668,160 acres. All along the eastern border, the Kissimmee River flows, emptying into Lake Okeechobee, and serving as drainage for the eastern section. Near the center of the county is Lake Istokpoga, which covers an area of 40 square miles, and which contributes a portion of its overflow to the Kissimmee River through a rivulet. The lowlands south of the lake are drained artificially through Indian Prairie Canal, which connects with Lake Okeechobee. Many lakes of various sizes, perhaps a hundred in number, as well as several streams complete the waterways of the county.

The land varies from highlands in the north, sloping gently to the south and east and blending into the lower muck land of exceptional fertility. The soil is well suited to vegetable raising, while the northern portion is one of the best localities for the development of citrus fruits in the state. The county's area is divided approximately as follows:

Cultivated .....	8,045 acres
Rich muck land .....	84,000 acres
Fruit lands .....	73,600 acres
Pineland .....	193,920 acres
Cypress .....	23,000 acres
Prairie or stock range .....	192,000 acres
Lakes .....	60,000 acres
To be drained .....	21,640 acres

The principal product, as shown by the 1924 report, was citrus fruit, with oranges in the lead, followed by grapefruit. This was valued at \$1,014,764. Pineapples, peaches and mangoes also thrive in this locality, while avacado pears will, in time, become one of the most valuable productions. Vegetables, although not receiving much attention, flourish in the county. Sugar cane is being planted to some extent as are corn and potatoes.

Cattle have long been a leading feature, the broad prairies affording the best kind of grazing throughout the year. The number of cattle on hand at the end of the year 1924 was 19,487.

The climatic conditions for the year 1924 showed an average temperature of 73.3 degrees Fahrenheit. For August, the warmest month, the average was 83.4, while the temperature for February, the coolest month, was 61.1 degrees. The highest mark for any single day came in August when the mercury reached 85.2 degrees. It may also be said here that the State of Florida has to her credit not a single case of sunstroke nor a death from excessive heat.

Although Highlands County is only partly developed, steps have recently been taken to improve the highways. The sum of \$1,250,000 has been authorized for the purpose and



(C) by Burgert Bros.

*Lake front at Sebring*





*Pineapple field, Highlands County*

is now subject to sanction by the state legislature.

Running north and south, for the most part through the center of the county, is the Atlantic Coast Line, on its way to Moore Haven on Lake Okeechobee in Glades County. This line of transportation together with the boats of commerce on Kissimmee River serve as outlets for production as well as for travel.

The county seat is at Sebring, with a population of 2,193, located on the Atlantic Coast Line. The streets radiate from a fountain at a central point, while around the adjoining beautiful lake is a 12-mile asphalt drive.

A \$250,000 bond issue has been voted for public improvements and a \$50,000 recreation pier is being built by the city. The town owns its electric plant and water works. Bonds for \$665,000 have been voted for further improvements. On January 1st, 1925, the resources of the National Bank amounted to \$745,750, which, during the next three months, were increased to \$1,077,072. The large furniture factory has increased its capital stock to \$100,000.

Land values in and around Sebring are active, many improvements being made. A tract of 11,523 acres adjoining the town, was recently bought for \$2,000,000. It will be developed and placed on the market. Sebring Heights, a 130-acre tract with considerable water frontage, for which \$275,000 was paid, is also being developed, while a 30,000 acre tract near Sebring was sold to some British

capitalists for \$1,500,000. Among the members were Lord Victor Paget and the Earl of Brandon, a nephew of the late Cecil Rhodes. A well 2,100 feet deep has been driven on this tract as an oil prospect, and it is said that six more wells will soon be bored.

The largest town in the county is Avon Park, with a population of 3,393, also on the Atlantic Coast Line. All kinds of improvements are being made here, with a \$500,000 program being carried out. A new city hall, to cost \$30,000, has been planned, while a \$300,000 hotel has just been completed. Within the town are 27 miles of paved roads, while surrounding it are clear water lakes and citrus groves.

The commercial interests of Avon Park are crate mills, where 400 men are employed, canning factories and a packing plant.

West Avon Park, a tract of 11,000 acres, was laid out not long ago, of which 1,000 lots were bought on the opening day, while realty deals amounting to \$100,000 daily, followed the opening. The most recent deal in real estate near Avon Park was the sale of a 140,000-acre cattle ranch, for which \$3,000,000 was paid. This included 25,000 head of cattle and 5,000 sheep.

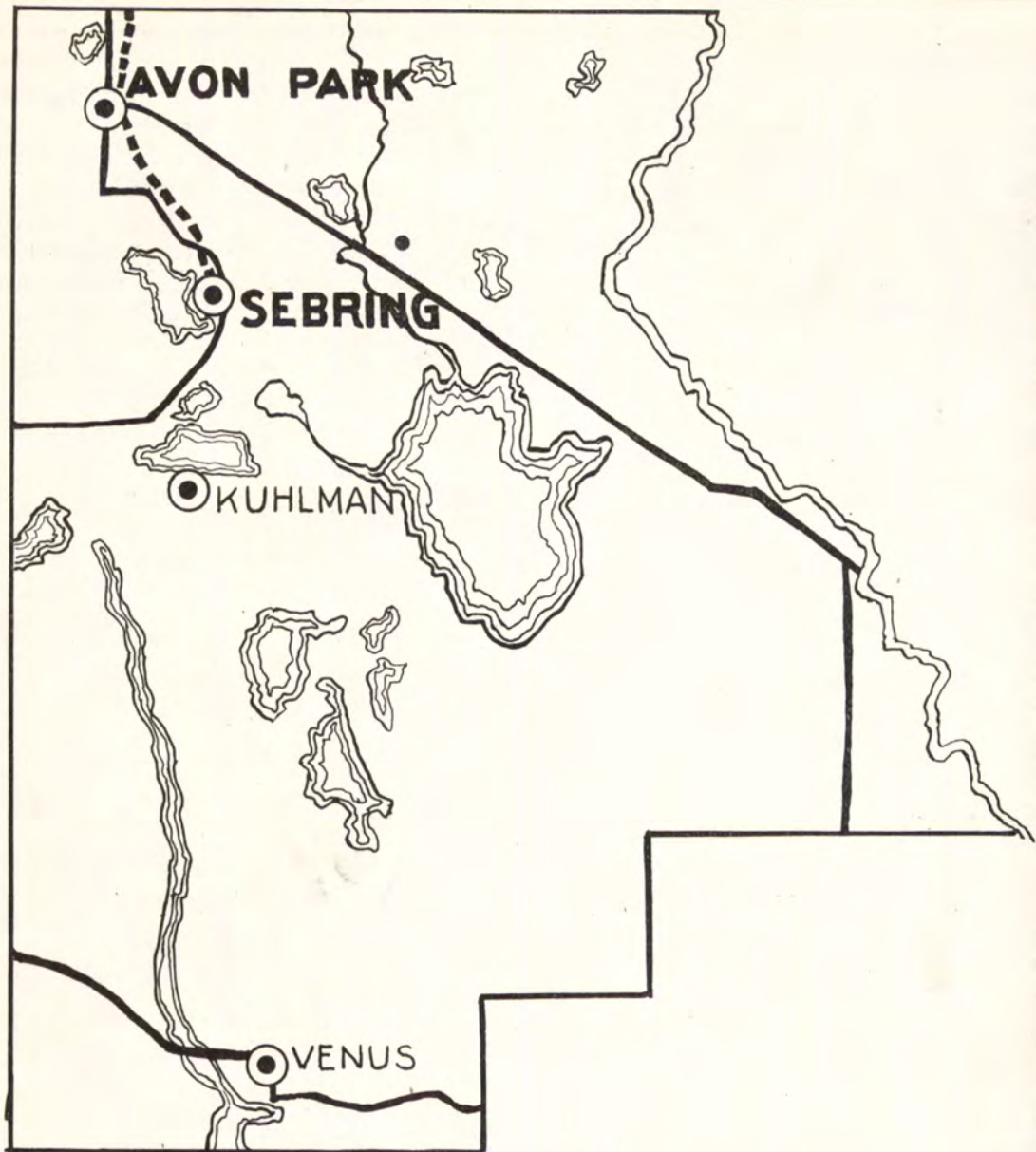
De Soto City, with a population of 331, is the youngest town in the county. It has an ideal location on the shores of Red Beach Lake, with its high banks and hammock land. The land is especially well adapted to vegetables and cattle raising.

Venus is located in a fertile farming section in the south, and its 253 settlers are turning their attention to pineapples, along with vegetables and cattle raising.

Highlands County offers many inducements to the settler, for the county is undergoing a great transformation. Land values have assumed a marked increase since January 1st, 1925, with 156 subdivisions recorded up to March 1st, 1925. Five groups of allotted lands, embracing 57,000 acres, were purchased by northern capitalists, the price ranging from \$10 to \$15 an acre.

For further information about Highlands County, the visitor is directed to the Chambers of Commerce at Sebring and Avon Park.





# HIGHLANDS COUNTY

- RAILROADS      - - - - -
- PAVED ROADS      —————
- ORDINARY ROADS      - · - · - · -
- POST OFFICES      ●
- VILLAGES      ●

Scale of Miles  
0 1 2 3 4

Detail map of Highlands County





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*References: First National Bank of Sebring  
Highlands Bank & Trust Co.  
Sebring Chamber of Commerce  
Sebring Realty Board*

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# HILLSBOROUGH COUNTY

ON the 25th of January, 1835, Hillsborough County was formed, with an area of 1,075 square miles. Although the report of the U. S. Bureau of the Census for 1920 placed the population at 78,374, an unofficial estimate made at the close of 1924, placed it at 140,000.

The land of Hillsborough is typical of the state, ranging from high pine land to muck, with the various products for the year 1924 as follows :

Corn .....	5,579 acres
Forage .....	4,446 acres
Vegetables .....	3,488 acres
Potatoes .....	1,100 acres
Sugar cane .....	625 acres
Peanuts .....	377 acres
Citrus fruits.....	777,085 crates
Peaches .....	3,389 bushels
Other fruits .....	32,295 crates
<hr/>	
Cattle .....	20,869
Hogs .....	16,814
Horses and mules ....	4,308
Sheep and goats.....	3,144
Chickens .....	401,379
Eggs .....	1,989,276 dozen
Milk .....	3,121,754 quarts
Butter .....	28,295 pounds

One of the most important products of the

county is strawberries, for which there is always a demand.

Uncleared lands are, of course, not as expensive as cleared lands and may be had for from \$25 to \$100 an acre. Cleared lands, excellent for the raising of vegetables, are valued at from \$100 to \$300 an acre. Land suitable for citrus fruits is cheaper in price and high in elevation, since fruit trees do not thrive so well in low lands.

Assessed value of real estate.....	\$26,962,610
Assessed value of personal property..	9,981,360
Railroads and telegraphs.....	3,455,780

Total county assessments for 1924.	\$40,399,750
Revenue from all taxation.....	\$2,644,753

In the northeastern section of the county is found a portion of the phosphate beds of Central Florida, for which shipping facilities are afforded at the port of Tampa.

In addition to its many other attractions, Hillsborough County has a good harbor, formed by Tampa and Hillsborough Bays. Tampa Bay varies from seven to ten miles in width and extends inland about twenty-five miles to where it branches into Old Tampa Bay. Old Tampa Bay is about five miles wide and thirteen miles long, with a varying depth to thirty-six feet. Hillsborough Bay,



Skyline from City Hall Tower, Tampa





*Sulphur Springs, near Tampa*

which branches up to the north and east, is nine miles long and four and one-half miles wide, with a dredged channel 200 feet wide by 27 feet deep up to the city of Tampa, thereby making Tampa a shipping port. Originally the natural depth up to the city was only twelve feet and at that time the main port was at Port Tampa City, on the peninsula formed by Old Tampa and Hillsborough Bays. The Plant System of railway and steamship lines met at that point and formed the shipping center. The first project to deepen the Hillsborough Bay channel to Tampa was adopted by the River and Harbor Act of June 14, 1880, and involved the expenditure of \$130,000, to which was added a second project at a cost of \$740,157. Tampa is now working for a 30-foot channel to the Gulf, so that it may rank as a first-class seaport. At present, steamer lines connect Tampa with New York, Cuba, New Orleans, Central America, and all the important ports on the Gulf and the Atlantic.

The annual water commerce for Tampa averages more than 2,000,000 tons at a value of \$70,000,000, exclusive of cargo in transit. The products of the phosphate beds of Hillsborough County are shipped through Tampa, as well as other miscellaneous cargoes—oil, coal, lumber, fruit and vegetable products.

The Hillsborough River flows through the county emptying into the bay at the city of Tampa. It is a beautiful river but not deep enough to accommodate large vessels. The U. S. Government, however, has deepened the stream at its outlet to a depth of 12 feet as far up as the first bridge.

Hillsborough County has 90 miles of brick paved highways and 75 miles of asphalt block

road, as well as 143 miles of road in the process of being paved.

The most recent asset to the county is the Gandy Bridge which spans Old Tampa Bay, connecting Pinellas County and affording a more direct line between Tampa and St. Petersburg. Formerly, the route skirted Tampa Bay, making a distance of 54 miles, while the distance by the Gandy Bridge is only 20 miles. This viaduct, constructed at a cost of \$2,500,000 was begun in the summer of 1922 and opened to traffic November 19, 1924.

The climatic conditions for 1924 were recorded at the weather bureau at Tampa and represent a fair annual average. The temperature for the year averaged 72.0 degrees. August was the warmest month with 83.6 degrees, February the coolest, with 59.2 degrees. The total rainfall for the year was 55.4 inches, with the most rain in July when the precipitation was 10.52 inches, the least in November, when only 0.25 inches fell.

Tampa, the county seat and the largest city in Florida, has grown very rapidly in the past two years. The census report for 1920 placed the population at 51,608, while the estimated population at the beginning of 1925 was 107,608. The main lines of two railroads terminate there, at the center of distribution for vessels for all parts of the world. The street car service is good, with suburban lines extended where required. The water system and a commercial wharf are municipally owned.

The following statement from the Board of Trade and other sources gives the extent of the commercial movement of 1924 for Tampa:



Internal Revenues .....	\$3,856,766
Customs Receipts .....	\$2,063,051
P. O. Receipts .....	\$718,059
Building Permits .....	\$5,496,055
Cigars Manufactured .....	473,760,523
Tons Phosphate .....	1,010,595
Tonnage Estimated .....	2,190,000
Bank Clearings .....	\$195,979,545
Bank Deposits .....	\$46,743,396
Buildings Under Construction	\$10,000,000

The annual payroll for the various industries amounts to \$40,000,000, a large portion of which is paid by the cigar industry, which is especially thriving there. Because of the mild climate which allows open work practically all year round, Tampa has become an important place for shipbuilding. Although Jacksonville commanded the wholesale trade of the south for a long time, Tampa is now beginning to take the lead. Its wholesale grocers alone handle over \$40,000,000 worth of business annually.

Tampa has a municipal playground, Plant Park. This was originated by the late H. B. Plant, and was at one time a part of the Plant System. Here is the far-famed Tampa Bay Hotel with its casino and bathing pool. Back of the park are the fair grounds where the mid-Winter South Florida Fair is held each year, one of the attractions being the Gasparilla Carnival. Tampa boasts of Marshall's restaurant, where one may listen to the strains of an electric pipe-organ—a most unique musical instrument, seldom seen in this country.

One of the most recent additions to the city is Davis Islands, where improvements at a cost of \$30,000,000 are under way. These include what was known as Grassy Island and Depot Key, commonly called Big Island, both of which are close to the mainland of

the city. D. P. Davis originated the plan of building a city on this partly aquatic tract of land. This was to be accomplished by building a sea wall around the 820 acres, and by filling it in with material dredged from the bay. Some of the units have already been plotted and sold. The first two units were sold in ten hours, from which approximately \$3,000,000 was realized. A \$2,000,000 hotel has been planned as well as a luxurious apartment house. There will be tennis courts, bathing pools, a country club and a yacht course.

Northeast of Tampa lies Temple Terrace, embracing 7,000 acres which is being improved by the construction of a number of public buildings of the Spanish type. A tract of 4,500 acres is being planted to Temple orange trees.

Beach Park, to the west and on Old Tampa Bay, is also being developed.

The McAdoo Interests, lying west and north, and comprising a portion of West Tampa, is a development that will open up a new business section.

Bel-Mar is a subdivision which connects Hillsborough and Tampa Bays with a boulevard one hundred feet wide and two and three-fourths miles long.

An automobile speedway and a pavilion to accommodate 25,000 persons seated, are under construction by the Tampa Speedway and Amusement Company, capitalized at \$750,000. They have acquired a tract of 120 acres along the bayshore in southeast Tampa. Across the head of Hillsborough Bay, a viaduct is to be built which will shorten the distance to that section by several miles.

The next city in Hillsborough County in



*Tourist Camp, De Soto Park, Tampa*



point of size is Plant City, twenty miles east of Tampa and said to be the world's largest winter strawberry shipping point. Berries in this district bring an annual revenue of \$4,000,000, while the value of citrus fruit is \$1,000,000 annually. Plant City is situated in the phosphate district and pays \$500,000 annually to mine workers. Located at the intersection of two cross state highways and having the advantage of two through main trunk railways, Plant City is a shipping

center to points north. There are several other favorable towns in the county which offer inducements to settlers. Among them are Wimauma, in the south; Ruskin, eight miles west of Wimauma; and Sun City on the Little Manatee River, where a moving picture industry is to be located under the most favorable conditions.

For further information about Hillsborough County, the visitor is directed to the Board of Trade at Tampa.



*Ballast Point Park, Tampa*





Detail map of Hillsborough County



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—Howard Curry.

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# HOLMES COUNTY

ONE of the western counties, lying north along the Alabama line, is Holmes County, formed January 8th, 1848, and comprising an area of 293,120 acres. The population has increased since that time from 1,100 to 12,421. Along the eastern border, Holmes Creek flows, while running south through the county is the Choctawhatchee River on its way to Choctawhatchee Bay, an estuary to the Gulf of Mexico.

The soil is principally sandy loam with a subsoil of clay formation, most of it excellent for general farming in all its variations. There are 40,179 acres under cultivation, with only 386 acres in merchantable timber. The principal products for the year 1924 were as follows:

Corn .....	188,964 bushels
Peanuts .....	72,054 bushels
Sweet potatoes .....	50,085 bushels
Velvet beans.....	42,841 bushels
Oats .....	2,024 bushels
Field peas.....	1,642 bushels
Irish potatoes.....	1,226 bushels
Cotton .....	1,277 bales
Cane syrup.....	38,878 gallons
Honey .....	3,349 pounds
Sorghum molasses.....	1,478 gallons
Watermelons .....	79 cars
Peaches .....	4,119 bushels
Figs .....	3,301 crates
Pears .....	457 barrels
Grapes .....	6,622 pounds

Sweet potatoes are successfully grown, not only for the market, but for hog feed as well. By fencing the field in sections and by taking these sections in rotation, the duration of the season is prolonged and the hogs plow the field for the next crop.

Peanuts are also grown with fine results. They, too, make good feed for the hogs, though they are more profitable converted into peanut butter and oil. Furthermore, the live stock thrives on peanut hay.

The cultivation of tobacco for the market is fairly recent in Holmes County. Experiments have shown a yield beyond expectation, so that tobacco will probably soon be one of the leading crops.

Only enough vegetables are raised for home consumption, while the real coming product is pecans. 10,166 trees are coming into bearing with 276,000 trees in the nursery. These, with the young Satsuma orange groves, will soon be a valuable asset.

Statistics of live stock as tabulated January 1, 1925, are as follows:

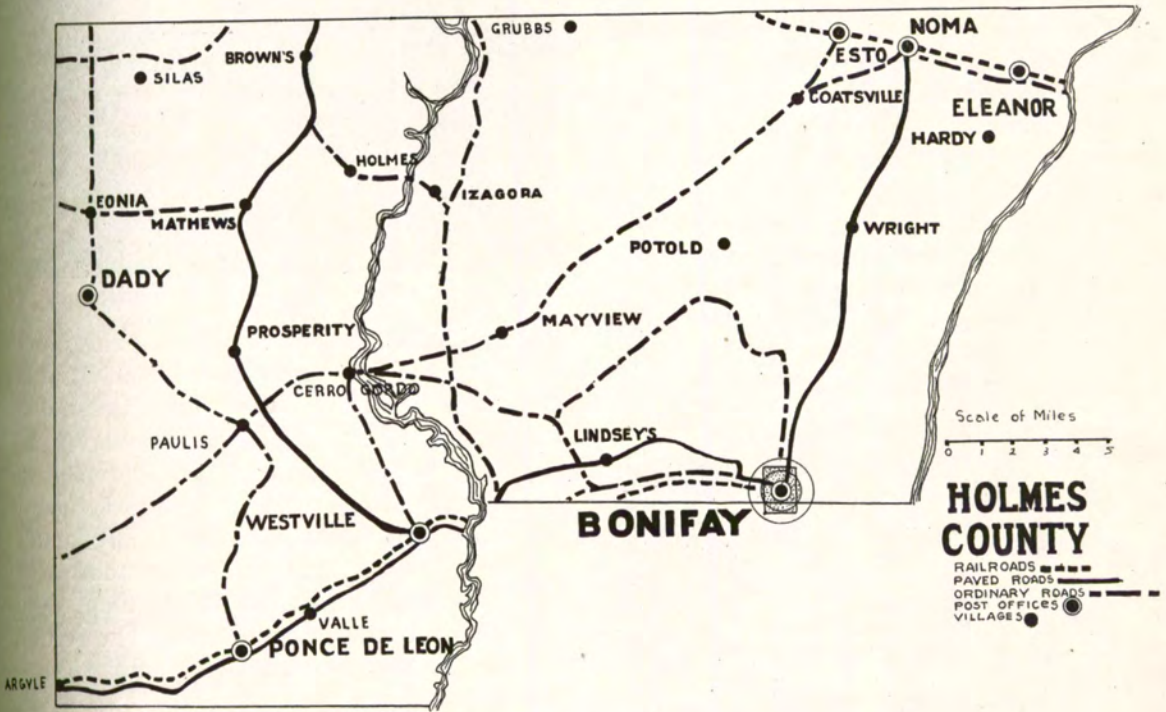
Stock cattle.....	9,579
Cows .....	330
Jerseys .....	197
Hogs (on hand).....	14,955
Hogs (slaughtered)....	6,648
Goats .....	1,596
Sheep .....	3,431
Wool .....	5,134 pounds
Chickens .....	62,918
Eggs .....	\$47,343
Milk .....	300,548 gallons
Butter .....	77,902 pounds

The average temperature for the year 1924 was 69.2 degrees. September was the warmest month, when 82.3 was the average, while for January, the coolest, the average was 53.2. The total rainfall last year was 40 inches.

The Louisville and Nashville Railroad extends east and west through the southern part of the county, and also runs across the north-eastern portion. The Choctawhatchee is navigable from its mouth up beyond the Alabama line. This river and its tributaries flow through many thickly wooded sections, so that a number of sawmills are located along the banks.

Holmes County, with its seat at Bonifay, offers substantial inducements to the settler with its fine soil and exceptionally healthful climate.





Detail map of Holmes County



# INDIAN RIVER COUNTY

**P**ART of the north end of St. Lucie County was taken to form Indian River County on June 30th, 1925. As statistics of products were made for the year 1924, the complete information for the two combined is given in the report of St. Lucie County.

The soil and climate are excellent for growing fruit and vegetables. It is estimated that the products of the past season, 1924-1925, were 600 cars of citrus fruits and 500 cars of vegetables. Fully 5,000 acres are planted to citrus fruits, while 4,000 acres are in vegetables.

Hunting and fishing are fine and will appeal to any man who has not lost his natural desire for real outdoor sport.

Situated on the Indian River and on the main line of the Florida East Coast Railway, is Vero Beach, the county seat. Eight years

ago, it was a flag station, with one small store representing the entire business section. A literal transformation has since taken place, however, in the form of all kinds of general



*Country scene near Vero Beach*



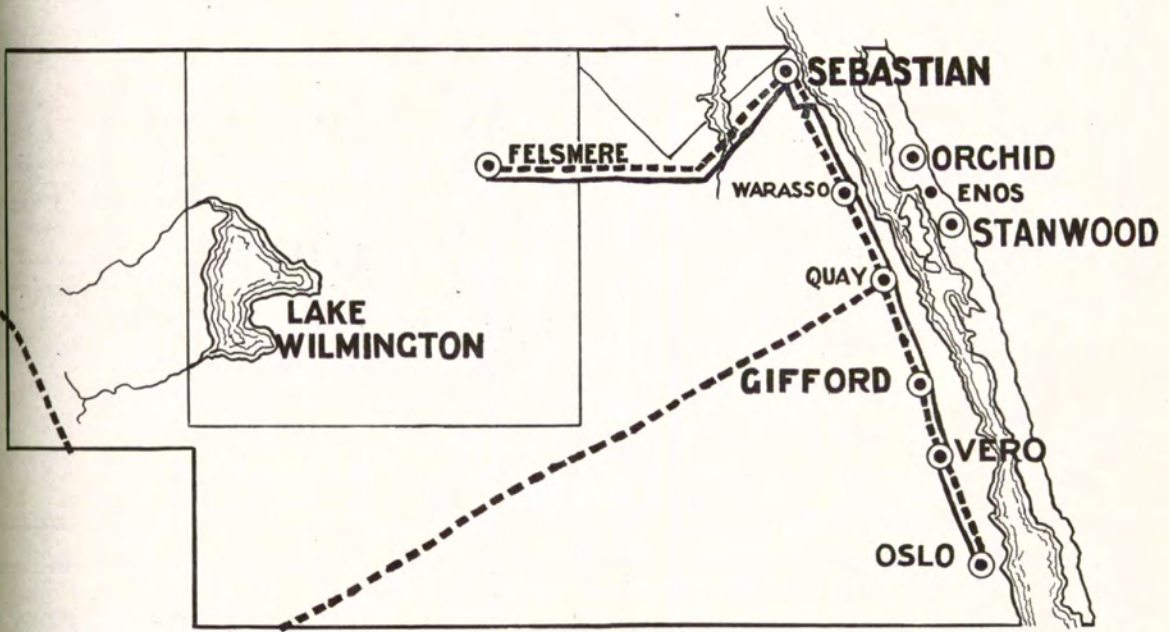
*Country home near Vero Beach*

improvements, such as a municipally owned electric light plant, while the commercial activities now include lumber yards as well as citrus and vegetable packing houses. A viaduct has been built across the Indian River to Riomar Beach, where the surf bathing is at its best and where many homes are located.

Two drainage canals have been constructed from the western section of the county, connecting with the Indian River. The fertility of the drained muck soil is almost beyond belief.

A \$1,000,000 bond issue has been voted for improvements, including highways, which will greatly enhance the value of the land. The time is near at hand when there will be a continuous boulevard along each of the three shores of this section.





# INDIAN RIVER COUNTY

RAILROADS - - - -  
PAVED ROADS ———  
ORDINARY ROADS - - - -  
POST OFFICES ●  
VILLAGES ●

Scale of Miles  
0 1 2 3 4 5 6

*Detail map of Indian River County*



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# JACKSON COUNTY

UP in the jog of the state, with Alabama on the north and Georgia on the east, is Jackson County, formed August 12th, 1822, when Florida was a territory and when Andrew Jackson was the military governor, laboring diligently to pacify the Indians who had risen in defense of their country. The population has increased since that time from 3,500 to 32,000. Many of the tributaries which make up the headwaters of the Chipola River are in Jackson, serving as drainage for practically the entire section, while the numerous lakes throughout the county greatly enhance its beauty.

The greater part of the soil is sandy loam with a clay subsoil, and very productive. This is one of the most highly developed counties as far as general farming is concerned. Of the 617,000 acres, as many as 127,508 are under cultivation, while 21,495 acres are in improved pasture land and 17,046 in merchantable timber.

According to the report of the State Department of Agriculture, the products for the year 1924 were as follows:

Peanuts .....	513,313	bushels
Corn .....	397,287	bushels
Sweet potatoes.....	57,541	bushels
Velvet beans.....	9,780	bushels
Irish potatoes .....	1,420	bushels
Oats .....	855	bushels
Cane syrup.....	183,317	gallons
Cotton .....	2,899	bales
Watermelons .....	321	cars

Although too far north to raise regulation oranges, the Satsuma variety may be grown successfully since they are not so susceptible to the light frosts which occur in this latitude during December, January and February. The Satsumas have the additional advantages of bringing a better price on the market and of ripening earlier.

Many young pecan groves are coming along and will soon be bringing in substantial

returns. Tobacco culture is also being introduced in this section with excellent results.

Statistics of live stock as tabulated January 1st, 1925, are as follows:

Hogs (on hand) .....	29,652
Hogs (sold alive) .....	3,015
Hogs (slaughtered)....	30,536
Chickens .....	216,522
Eggs .....	\$74,659
Milk .....	46,140 gallons
Butter .....	24,441 pounds

The assessed value of farm land and buildings, as reported by the Department of Commerce, is \$7,224,134.

The average temperature for the year 1924 was 67.2 degrees. August, the warmest month, averaged 83.4, while for January, the coolest, the average was 50.2 degrees. The total rainfall was 60.93 inches.

Located in the geographical center of the county is Marianna, the county seat, with a population of 3,000 persons. It is on the Louisville and Nashville Railway, which runs east and west through Jackson County, and is the terminus of the Marianna and Blountstown Railroad, which extends from there south. The town is a prosperous industrial center as well as a very attractive place where many of the old families have lived since long "befo' de waw." In addition to the merchandising and banking features, there is an elevator and corn mill, a feed mill, a canning plant and other industries. Marianna has a history that may be told briefly here.

Founded in 1822, it was a scene of action during the Civil War when bells were rung in an appeal for defense against the invaders. Colonel Montgomery made the request and it is said that every man responded to the call. The main road to the town was barricaded and it was there that the little band of defenders held out until, because of superior numbers, they were forced to retreat, pursued by cavalry. Only fifty reached the bridge



across the Chipola River, sixty being killed and wounded, while one hundred were taken prisoner. Reinforcements arrived the next day—too late. However, time has erased the blood stains of the past, and today the little

city enjoys tranquillity in peace and prosperity.

Eight miles west of Marianna is Cottondale, a thriving town of 500 persons, situated at the point where the Louisville and Nashville and the Atlanta and St. Andrews Bay Railways cross. Here is a large feed mill which grinds out velvet bean meal and a combination feed of beans, corn in the shuck, peanut hay and cottonseed meal.

Several pleasant settlements are located through the county, where good land may be had at a nominal price. Jackson has a number of scenic attractions such as Jackson Cave near Marianna, filled with glittering stalactites; a natural bridge over the Chipola River and a number of beautiful lakes scattered over various portions.

For further information about Jackson County, the visitor is referred to the Chamber of Commerce at Marianna.

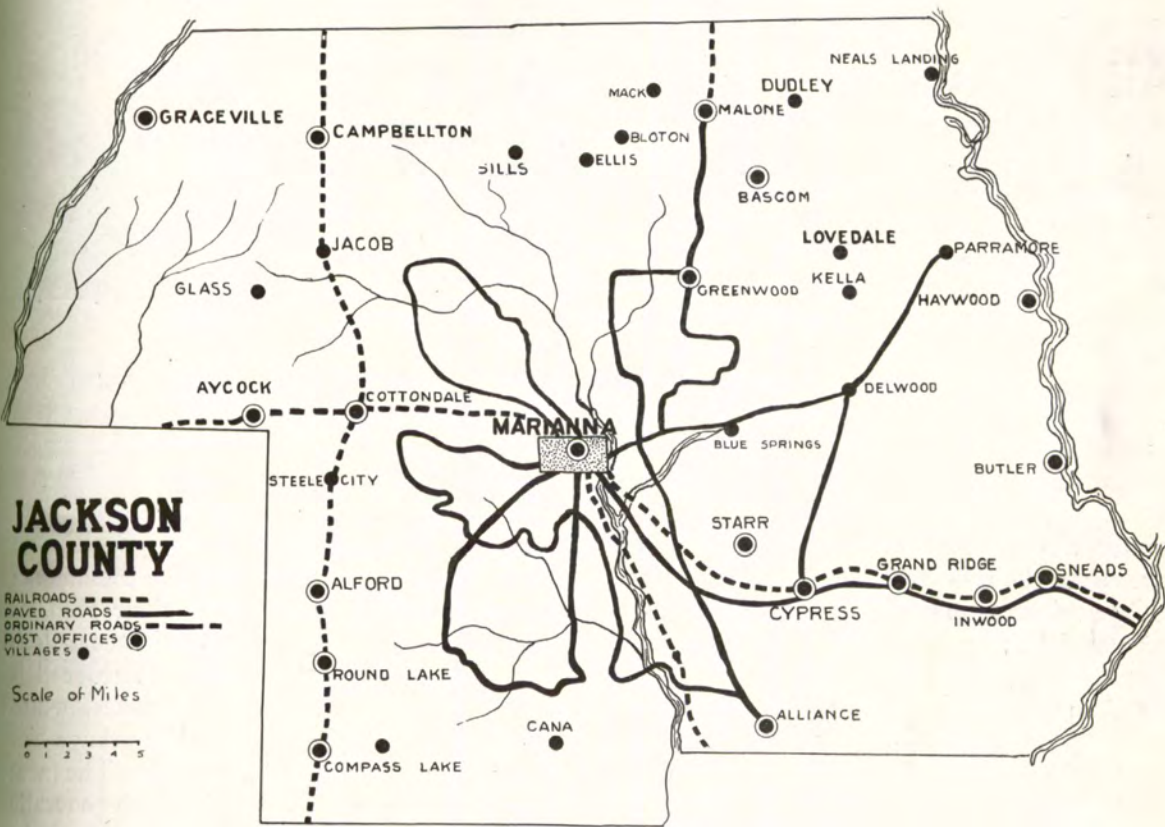


*Camp El-O-Cora on Chipola River, Jackson County*



*Cotton has come back in Jackson County*





Detail map of Jackson County



# JEFFERSON COUNTY

IN the center of north Florida and extending from the Georgia line to the Gulf of Mexico, is Jefferson County, formed January 20th, 1827. The Aucilla River, with Gum Creek, its primary headwaters, flows along almost the entire eastern boundary, and empties into the Apalachee Bay. This river, with its many tributaries, serves as drainage for most of the county, while Lake Miccosukee in the northwestern corner acts as a basin for drainage in that section.

Of the county's 374,400 acres, 89,274 are under cultivation, while 11,428 are in merchantable timber. The assessed value of farms and buildings is \$2,979,754. General farming has been carried on since the first settlers came to this section. Many of the old plantations, however, are now being divided into tracts of from 40 to 80 acres and sold to small farmers, who are developing the county along more progressive lines. According to the report of the State Department of Agriculture, the products for the year 1924 were as follows:

Corn .....	374,898 bushels
Sweet potatoes.....	91,815 bushels
Pecans .....	131,027 bushels
Oats .....	7,280 bushels
Rye .....	590 bushels
Peanuts .....	305 bushels
Cotton .....	711 bales
Cane syrup .....	80,226 gallons
Forage .....	666 tons
Watermelons .....	25 cars
Watermelon seed .....	181,444 pounds

Only vegetables enough for home consumption were produced.

Over half the pecans raised in the state come from Jefferson County, while many more young groves are well under way. The large paper shell pecans are usually grown, since they command the highest price—80 cents to \$1.00 a pound.

Tobacco culture is being developed with such satisfactory results that it will probably



*An orchard in West Florida*

soon be a leading source of revenue. The most valuable, a wrapper leaf, grown under shelter, brings a high price, with the supply unequal to the demand.

Perhaps the most important item is watermelon seed, large quantities of which are grown in Jefferson County. The melons are grown almost exclusively for their seed, as the profits are greater than to ship the melons because the quality is so fine. The seed is shipped out in bulk to seed houses, which stamp their label on a small package for which you pay 10 cents in the store. The meat from the sacrificed melons, although generally used as hog feed, might be pressed and the juice converted to a syrup by evaporation, to be used as a sweetening.



*A herd of sheep in North Florida*



The statistics of live stock as tabulated on January 1st, 1925, are as follows:

Stock cattle and cows...	7,810
Cows .....	446
Fine breeds .....	630
Holsteins .....	500
Hogs .....	17,935
Hogs (slaughtered)....	12,590
Hogs (sold alive) .....	2,083
Chickens .....	51,375
Eggs .....	\$38,361
Milk .....	133,700 gallons
Butter .....	23,860 pounds

Lumber and naval stores are also products that bring a large revenue.

The climatic conditions for the year 1924 show an average temperature of 67.1 degrees Fahrenheit, with August the warmest month, averaging 81.8 degrees, while for January, the coolest, the average was 51.6 degrees. The total rainfall was 74.8 inches.

The Seaboard Air Line runs east and west through the county in two different sections, while the Atlantic Coast Line comes in from the north and branches two ways just after it enters Jefferson.

The county seat is at Monticello, a metropolis, located on a branch of the Atlantic Coast Line, four miles north of the point where it meets the Seaboard Air Line. Founded in the early days before Florida became a state, the town now has a population of 1,700. It is

a beautiful, quiet place with massive shade trees and palatial homesteads, good schools and churches, while the water is pure artesian.

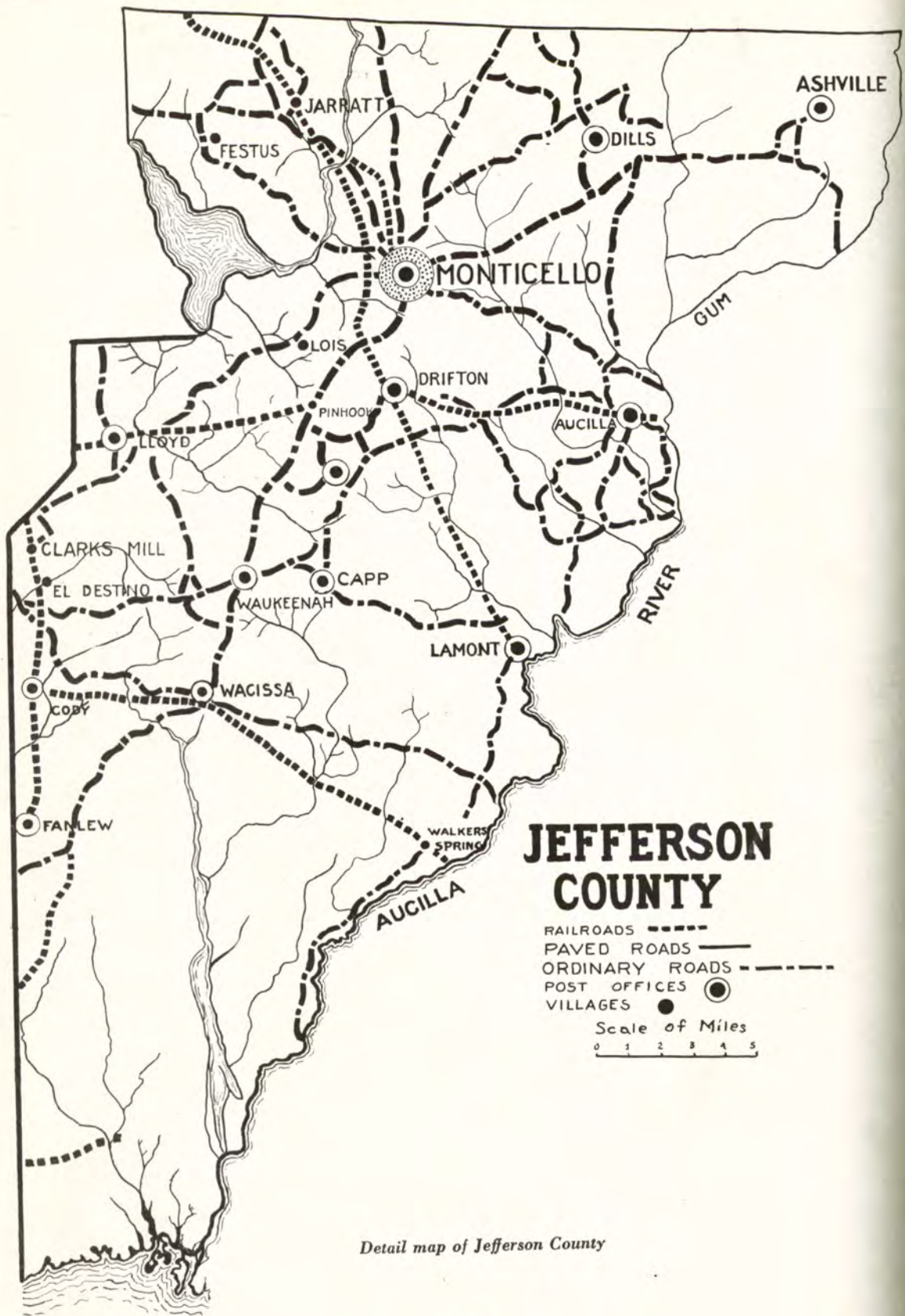


*A 2,200 acre corn field in Jefferson County*

Over near the Aucilla River, on the Seaboard Air Line, is the town of Aucilla with a population of 314. Drifton, eight miles west and on the same line, is the junction point for the branch connection of the Atlantic Coast Line to Monticello. There are a number of other towns offering inducements to the settler, while many broad acres of good land are available at a reasonable price.

For further information about Jefferson County, the visitor is directed to the Chamber of Commerce at Monticello, where he may also learn the whereabouts of the best automobile camps.





*Detail map of Jefferson County*



# LAFAYETTE COUNTY

ORIGINALLY formed December 23rd, 1856, Lafayette County relinquished its south half to Dixie County in April, 1921. Along the entire eastern boundary flows the Suwannee River of song fame, while along a portion of the western border, runs Otter Creek, the main tributary to the Steinhatchee River. The county was named for Marquis de La Fayette, the famous Frenchman who aided the rebellious American colonists in their struggle against England. It is sparsely settled, the entire population being only 4,667. There are 6,964 acres under cultivation: 12,888 acres in improved pasture; 1,600 in merchantable timber, while 16,336 are principally in scattering pine.

The leading industry is farming, the report of the State Department of Agriculture showing the following products for 1924:

Corn .....	16,538 bushels
Peanuts .....	12,385 bushels
Sweet potatoes .....	4,605 bushels
Velvet beans .....	4,215 bushels
Cane syrup .....	2,866 gallons
Cotton .....	87 bales
Honey .....	3,466 pounds
Watermelon .....	37 cars

There were produced lesser quantities of oats, Irish potatoes, field peas and Japanese cane for forage, while of general vegetables, such as string beans and tomatoes, only enough are grown for home consumption. Figs, peaches, pears, plums and grapes are

grown, while the Satsuma orange and pecans are future prospects in this section. There were 477 bushels of pecans in last year's crop.

Live stock and dairying are profitable in Lafayette County. Hogs are raised extensively, 2,665 being slaughtered for bacon last year. There were 18,509 chickens on hand at the end of 1924, while eggs to the value of \$6,833 were produced.

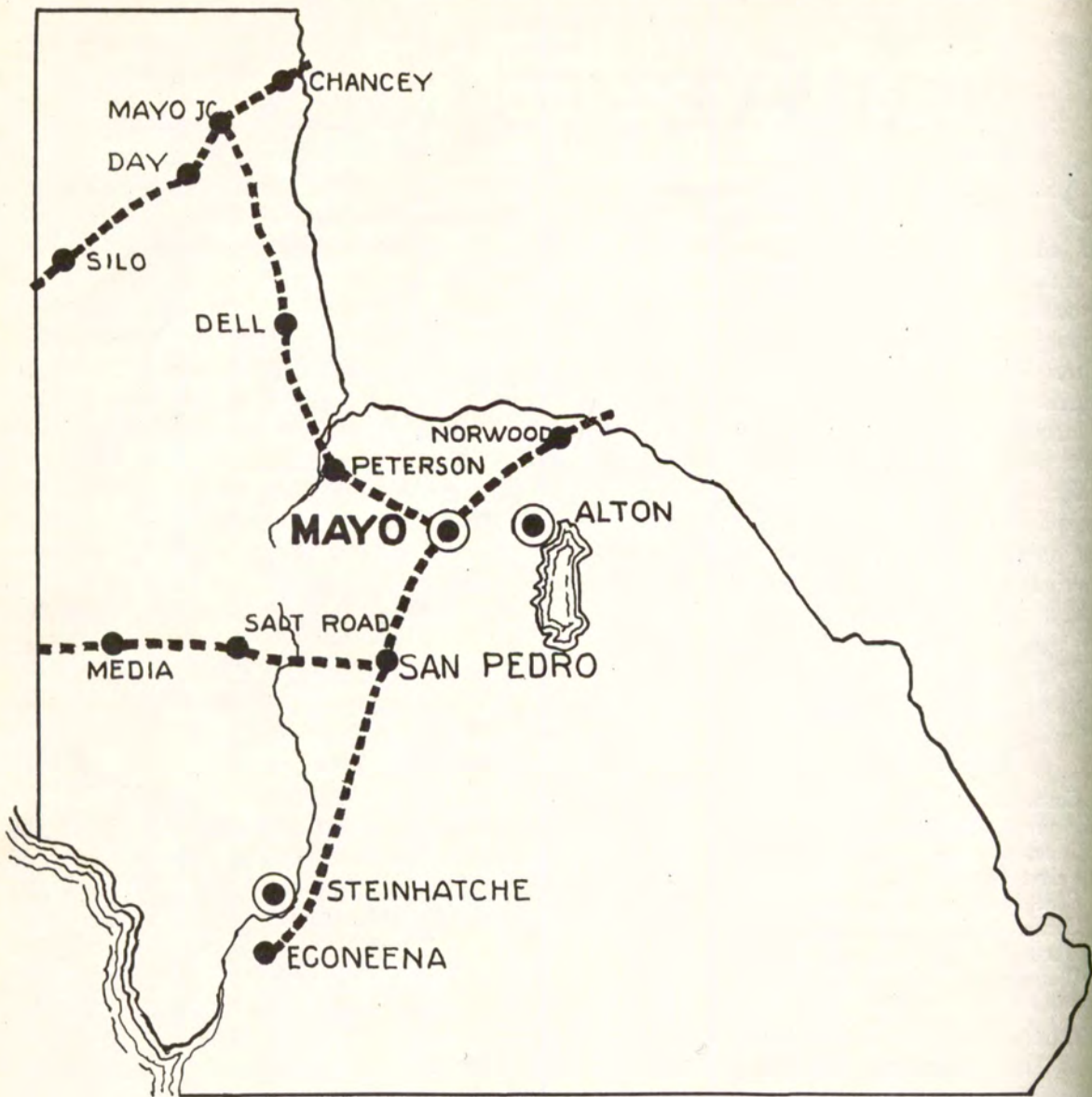
Unimproved pasture land may be bought for from \$10.00 to \$30.00 an acre, though the prices of standing pine land are somewhat higher.

Although a map published by the Florida Geological Survey in 1913 shows decided traces of phosphate rock formation near the center of the county, no report of activities along that line is available.

The average temperature for the year 1924 was 71.1 degrees Fahrenheit. September was the warmest month with 84.0 degrees, while January, the coolest, averaged 57.0 degrees. The total rainfall was 40.51 inches, the most coming in July, when 9.50 inches fell, while in February the precipitation was only 1.04 inches.

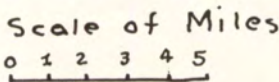
The county seat is located at Mayo, on a branch of the Liveoak, Perry and Gulf Railway which runs south from the main line as it passes northeast and southwest through the county. The branch line to Mayo terminates at Alton on a beautiful lake, which will in time become a resort.





# LA FAYETTE COUNTY

RAILROADS -----  
PAVED ROADS =====  
ORDINARY ROADS - . - . - .  
POST OFFICES (circle)  
VILLAGES (dot)





# LAKE COUNTY

**A**PTLY named because within its boundaries are contained as many as 1,400 lakes, Lake County, which was formed in 1887 when the Honorable Edward A. Perry was governor, has an area of 1,128 square miles or 721,920 acres. Of this area, 125,000 acres are in lakes. As originally organized the county contained a population of 12,744 persons, while today an enumeration places it at 18,927.

A long stretch of the eastern boundary is formed by the St. Johns River whose waters flow northerly through Lake George at the extreme northeastern corner of the county, toward the Atlantic via Jacksonville. Lake Apopka also forms a portion of the eastern border.

The land is undulating varying from 65 feet to 300 feet above the level of the sea, and excellent drainage is afforded by the many lakes, streams and rivers.

The soil will average well with that found in central Florida, and the products are up to the standard of other counties similarly situated. There are approximately 17,000 acres under cultivation, with a further 400,000 acres available for that purpose. There are 70,000 acres in merchantable timber.

Citrus fruit is the leading product and in 1924, 800,000 boxes valued at \$3,000,000 were shipped out. Other products, chiefly vegetables, were grown, their value in 1924

being \$2,000,000. Of these melons, perhaps, were the greatest item of value, the output being worth \$800,000. These were raised on 4,500 acres of land. Celery thrives especially well in Lake County, as high as \$2,000 often being realized from a single acre.

Lake County has 400 miles of good roads, and application has been made for a bond issue of \$4,500,000 to cover the construction of a further mileage involved in five different sections.

The average temperature as recorded in 1924 was 72.6 degrees Fahrenheit, the warmest month being August when the average was 83.9 degrees, the coldest, February with 60 degrees. The total precipitation of rain in 1924 amounted to 56.07 inches, the greatest fall occurring in October with 9.73 inches, the least in November with 0.24 inches.

Tavares, the county seat, is situated between Lakes Eustis and Dora at a point where the Atlantic Coast Line crosses the Seaboard Air Line. These two railroads amply supply the county with transit facilities. Many new citrus groves are being planted in this locality, and movement in real estate is active. Mount Dora, at the eastern end of Lake Dora, lies at an elevation of 300 feet above sea-level and is a popular resort as well as an important point for raising citrus fruits. Eustis, at the east end of Lake Eustis, has a population of 2,928 persons. The residential section of the city is



*Across country near Clermont, Lake County*



being developed at an expenditure of \$40,000 and the new Fountain Inn has lately been erected at a cost of \$500,000. The city has recently bonded itself for \$15,000, the proceeds to be used for the improvement of a municipal park. Clermont, on the south shore of Lake Minneola, is an active, up-to-date little city. Nine miles of new street paving are in order, and many new homes are being built. For the first five months of 1925 real estate sales amounted to \$1,500,000, and a bond issue of \$2,000,000 has been authorized to construct a highway toward the north. There is no unemployment in Clermont.

Groveland, third in population in the county, with its 1,830 persons, is making splendid progress in the way of civic development. Bonds in the amount of \$205,000 have recently been voted to provide for additional street paving, water works, park improvements and a city hall. The Atlantic Coast Line has just erected a new station here.

Leesburg, with a population of 4,019 persons, is the largest place in the county, and is located between Lakes Griffin and Harris—two large bodies of water. Both railway lines run through the town. Near Leesburg a tract of 4,000 acres is being divided into 40 acre parcels for truck farming, and twenty miles north of the town 200,000 acres have been reserved for a national forest. Leesburg has four packing houses from



*Lake scene near Umatilla*

which 309,720 boxes of fruit were shipped out last year. It is also a melon center, there being 3,000 acres under cultivation to that product. From this acreage the reports show that 1,500 cars of melons were shipped out valued at from \$800 to \$1,000 a car. Through the Leesburg Citrus Growers' Association, in April, two carloads of Valencia oranges, or 860 boxes, were sold in New York for \$7,071.50, the net return per box being \$5.81. Fern growing is also a lucrative business in this section, and 7,825 boxes were sold in 1924.

Other activities of Lake County are lumber and crate mills, moss factories and kaolin mining, which distribute a payroll of approximately \$3,000,000 annually. A hydroelectric plant recently built on the Oklawaha River furnishes power and light for the many industries in the county and elsewhere.

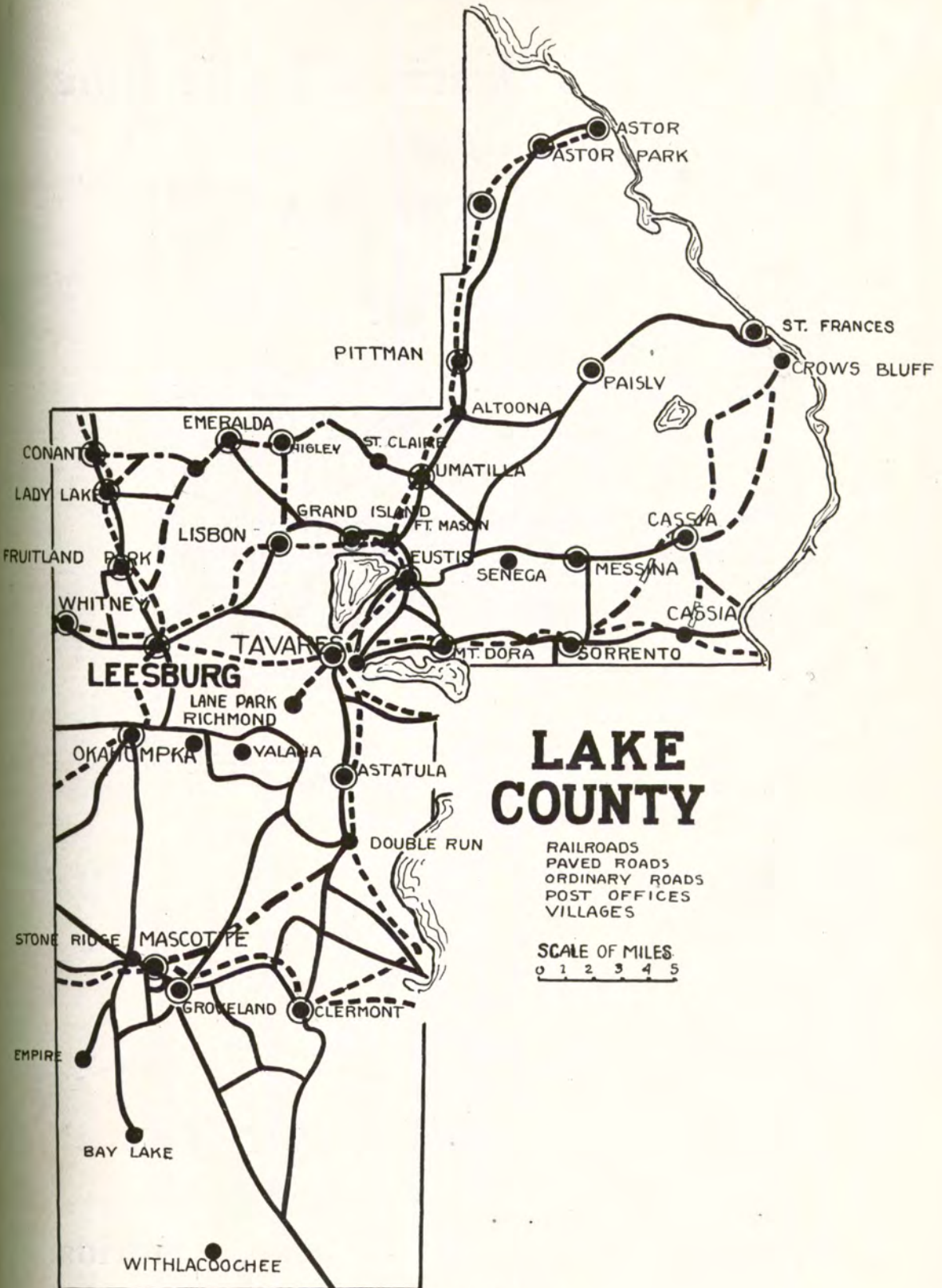
Fruitland Park and Lady Lake, at the north corner of the county, are being developed, as are many other sections, and settlers are buying to build homes and not for speculation.

The climate of Lake County is good; the soil is good, and good people are welcome. The wayfarer who enters by automobile will find camping grounds at Eustis, Leesburg and Umatilla where an enjoyable outing may be had, and the drives along the improved highways and around the lakes will ever be remembered.



*Glimpse of a 1,400 acre watermelon patch near Leesburg*





Detail map of Lake County



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***References: Leesburg State Bank***

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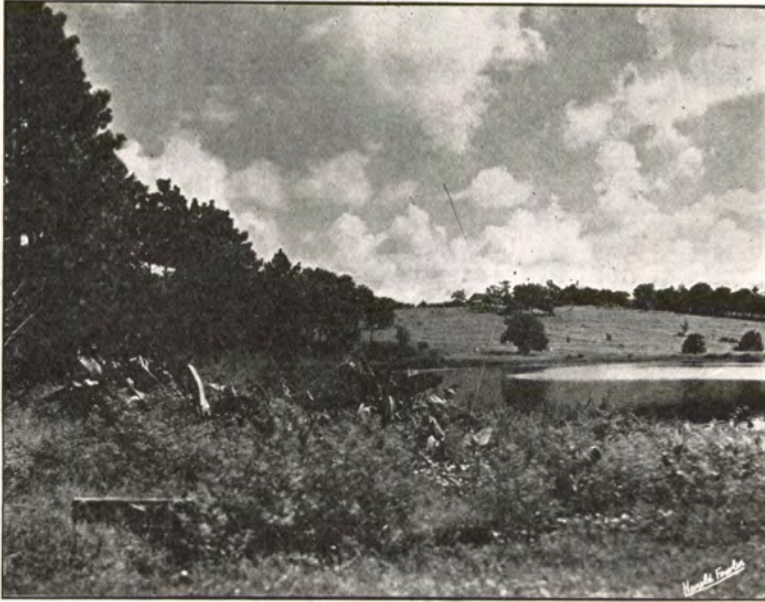
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# LEE COUNTY

FOR thirty-six years after its establishment on May 13th, 1887, Lee County was the largest in the state, having an area of 4,641 square miles and a population at that time of only 1,200. In 1923, however, it was divided into three parts, thereby creating Hendry and Collier Counties, while Lee retained for itself some 565,640 acres. A recent census shows a population of 11,980.

The entire western portion borders on the Gulf of Mexico, while through the county the Caloosahatchee River flows. The river empties into San Carlos Bay, which is protected from the Gulf by Sanibel Island, with a pass to the Gulf at the eastern end. At the northern end there is a channel affording entrance to Pine Island Sound, which opens into Charlotte Harbor, which in turn has a Gulf connection at South Boca Grande. The Caloosahatchee River plays an important part in Lee County, serving as drainage as well as for water commerce. From the outlet up fifteen miles, the river has been improved to a depth of twelve feet, while from that point up 85 miles to the source, a depth of four feet is maintained. One of the remarkable features of Lee County, is the artesian flow from driven wells, solving the problem of irrigation as well as of general supply.



Fort Myers

The assessed value of the property in the county as reported January 1st, 1925, was \$12,442,100. Only 16,620 acres of the land are under cultivation, which is about four per cent of the total area, while 22,250 are in woodland and 4,002 in improved pasture. The report of the State Department of Agriculture for the year 1924 shows the following products:

Peppers .....	176,930	crates
Tomatoes .....	156,450	crates
Cucumbers .....	109,720	crates
Honey .....	89,205	pounds
Bees' wax .....	1,865	pounds
Grapefruit .....	540,838	crates
Eggplant .....	80,560	crates
Cabbage .....	11,920	crates
Sweet potatoes .....	12,090	bushels
Field peas .....	10,040	bushels
Irish potatoes .....	3,515	bushels
Melons .....	86	cars
Syrup .....	12,760	gallons
Oranges .....	340,473	crates
Guavas .....	12,787	crates
Mangoes .....	1,692	crates
Alligator pears.....	1,307	crates
Cocoanuts .....	62,980	
Bananas .....	28,087	bunches
Grapes .....	11,585	pounds

Lee County leads the state in citrus production from the standpoint of per acre revenue. It is 6.67 per cent ahead of the next nearest county, 388,758 trees producing 1,129,476 boxes valued at \$2,790,062.

Statistics of live stock and dairy products, as tabulated at the end of the year, were as follows:

Cattle .....	8,602	
(about 1/2 dairy cows)		
Hogs (on hand) .....	1,257	
Chickens .....	40,415	
Milk .....	219,908	gallons
Butter .....	8,750	pounds
Cheese .....	1,125	pounds
Eggs .....	\$175,861	

The average temperature of the year 1924 as recorded at Fort Myers was 73.5 degrees



Fahrenheit. August was the warmest month, with 83.3 degrees, while for February, the coolest, the average was 61.8 degrees.

The Atlantic Coast Line comes in from the north, terminating at Fort Myers. There is a nine-hour train service from Jacksonville, two fast trains from Tampa daily, as well as through Pullmans from New York and Chicago. The Seaboard Air Line is also soon to run to Fort Myers.



*First Street, Fort Myers*

The county seat is at Fort Myers, the "City of Palms," located on the south shore of the broad Caloosahatchee River, and having a population of 8,144, though with East Fort Myers added, it reaches approximately 10,000. There has been a 312 per cent increase in the past two years. The city accommodates between 34 and 40 thousand winter guests, most of them making an average stay of six weeks. Among these winter guests are Thomas A. Edison and Henry Ford, both of whom have holdings on the beautiful water front. Mr. Edison was the first to come, making the trip from Cedar Keys to Fort Myers forty years ago in a sloop, the only available means of transportation at that time.

Because of the Seminole War, the village was occupied by the United States Militia in 1841, for protection against the Indians.

Fort Myers has a commission form of government. It possesses a good school system, one of the oldest in Florida, besides a fire department, modern hospital, public library, seven churches and a number of clubs.

A real estate boom is very much in evidence at Fort Myers. This is to be followed

up by an active Chamber of Commerce with a "Build-a-Home" campaign. The program includes not only homes, but new hotels, office buildings and apartment hotels. During the winter months, real estate sales ran from four to five million dollars weekly, while for the spring and summer months, the average was a million and a quarter to a million and a half weekly. Recent real estate sales in the Pinehurst and Lovejoy section, within the city limits, have been very active. Bank deposits for the last fiscal year increased 160 per cent.

An amusement center is being planned at a cost of \$300,000, exclusive of the land on which it is to be constructed. An amusement pier and colosseum are to be erected, with a swimming pool, berths for boats, dancing pavilions and facilities that will enable Fort Myers to participate in national aquatic events. Among other plans are: the organization of the Fort Myers Power Boat Association and the Fort Myers-Atlantic Transportation Company; a large hotel to be in operation in the near future; and the remodeling of hotels and apartment houses.

Fort Myers is the converging point of three state highways—all under the Federal 7 per cent system, while two lateral cross state roads join here also. In 1920, there were five miles of fairly good hard-surfaced roads in Lee County, with no paving at all in Fort Myers. In 1925, there are 65 miles of good hard-surfaced roads, with plans for more, while in Fort Myers there are at present seven and one-half miles of paving to be greatly increased in the near future. It is said that McGregor Boulevard, paralleling the Caloosahatchee River from Fort Myers to the Gulf, is the longest Royal Palm highway in Florida.

Within the limits of Lee County are several islands, the largest of which is Pine Island. Citrus fruits, avacado pears and other tropical fruits are grown here where the frosts are kept away by the water and where the soil is very fertile. Cayo Costa Island, the most northerly of the group, is six miles long. Next comes Captiva Island, a popular resort with its fourteen miles of hard sand beach for bathing and motoring.

Sanibel Island is devoted to trucking, and



has been noted for its tomatoes and peppers for several years. There is a lighthouse at the lower end where the entrance to the pass to San Carlos Bay is located. Estero Island just below, is connected with the mainland by a viaduct, so that its future as a resort for Fort Myers inhabitants is assured.

Lee County claims the southern portion of Gasparilla Island where vast improvements have been made. Besides the resort of Boca Grande, is South Boca Grande, a commercial port where ships call for phosphate. During 1924, 449,387 tons were shipped, of which 185,359 tons were consigned to foreign ports.

In the waters surrounding these many islands are found tarpon, the king fish of the sea, which have contributed so much to the sport of angling. It is a real fight to capture one of these monsters, often weighing more than 200 pounds, as they put up a game pro-

test to the rod and reel. At Fort Myers there is a large, loyal and enthusiastic membership of the Tarpon Club.

For further information about Lee County, the visitor is directed to the Chamber of Commerce at Fort Myers.

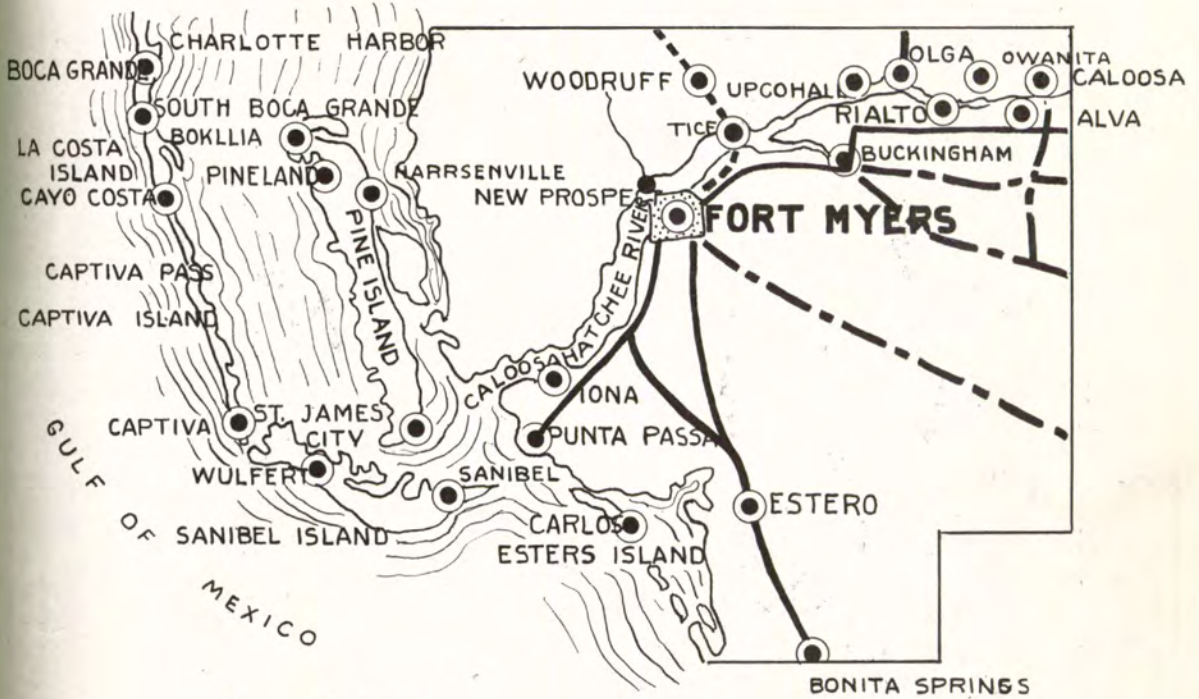


*A home at Fort Myers*



*Winter home of Thomas A. Edison at Fort Myers*





# LEE COUNTY

RAILROADS ---  
PAVED ROADS ———  
ORDINARY ROADS ———  
POST OFFICES ●  
VILLAGES ●

Scale of Miles  
0 1 2 3 4 5

*Detail map of Lee County*





# FORT MYERS FLORIDA

*"The City of Palms"*

Real Tropical Climate and  
Vegetation



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View of First Street Looking East

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FORT MYERS



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*References: ANY BANK OR ANYBODY*



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## Fort Myers, Lee County, Florida

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# LEON COUNTY

IN the center of the northern part of the state is Leon County, established December 29th, 1824, with an area of 457,600 acres,—the county in which Tallahassee, the state capital, is located. The population is 20,054 persons. The northern border is along the Georgia line, with the entire western boundary formed by the Ochlockonee River, while scattered through the county are a number of beautiful lakes.

The undulating surface of the ground affords adequate drainage, while the land is principally a composition of red and chocolate colored soil, an analysis of the state chemist proving that it contains the prime elements necessary for successful vegetable raising. Of a total area of 457,600 acres, 57,931 are under cultivation, 38,609 are in improved pasture, while 43,285 acres are in merchantable timber. According to the 1924 report of the State Department of Agriculture, the products were as follows:

Corn .....	368,752	bushels
Sweet potatoes .....	112,204	bushels
Peanuts .....	16,611	bushels
Velvet beans (for stock) .....	13,380	bushels
Irish potatoes .....	1,507	bushels
Oats .....	1,255	bushels
Cotton .....	1,391	bales
Tobacco .....	33,550	pounds
Cane syrup .....	60,059	gallons
Sorghum .....	1,880	gallons
Field pea hay .....	1,118	tons
Figs .....	5,239	crates
Pears .....	1,059	barrels
Peaches .....	4,086	bushels
Plums .....	895	bushels
Pecans .....	5,029	bushels

A general line of vegetables, such as tomatoes, cabbage, peppers, eggplant, beans and cucumbers are grown for local use only. Since Leon County is above the citrus section, other fruits are produced in their place. The pecan groves are only just beginning to bear. It takes the young trees five years to come into the bearing age.

Considerable attention has been given to



*On the Old St. Augustine Road near Tallahassee*

live stock, the better breeds being crossed with the native stock with satisfactory results. The statistics as tabulated January 1st, 1925, are as follows:

Range cattle .....	6,085
Dairy cows .....	3,620
Jerseys .....	1,966
Milk .....	454,835 gallons
Butter .....	44,545 pounds
Hogs (on hand) .....	11,846
Hogs (slaughtered) .....	6,907
Chickens .....	72,228
Eggs .....	\$55,266

The average temperature for the year 1924, as observed at Tallahassee, was 67.0 degrees. August, with 82.1 degrees, was the warmest month, while January, the coolest, averaged 51.3 degrees. The total rainfall for the year was 75.59 inches.

The Seaboard Air Line runs east and west through the county, with two branches extending to the southeast from St. Marks Junction just south of Tallahassee. The Georgia, Florida and Alabama Railway runs down from the northwest to Tallahassee and from there southwest on its way to the Gulf.

The county seat is at Tallahassee, the capital of the state, founded in 1824, the first log house being built in an old field that had been abandoned by the Tallahassee Indians.



The Legislature held council in the log house while in the meantime other buildings were rapidly being constructed as settlers were attracted to that section. The corner-stone of the present capitol building was laid in 1826, but it was not completed until several years later. Many of the streets are named for celebrities such as Monroe, Calhoun, Adams, Green and Jackson. The city, with a population of 6,415, is a place of beauty, with its old and historical homes, shaded by massive live oaks, magnolias, hickory and pine trees, among which grow the yellow jasmine and Cherokee rose.

This was a scene of action during the Civil War, when in February, 1865, the men were called upon to protect their homes from an expedition that threatened the unprotected city. It is said that farmers left their fields, while the cadets from the West Florida Academy marched to the command of their teacher. Untried and untrained, they met the superior force with such determination that the little band came away victorious.

Besides being a legislative seat, the capital is a center of learning. It was the home of Caroline Mays Brevard, authoress of the *History and Government of Florida*, used as a text book in the schools, and from which much of the data found in this chapter came. Here, also, is the Florida State College for Women, costing over a million dollars and patronized by students from many states. During the summer months, it is open for

the instruction of teachers from rural districts.

A township to the east and adjoining Tallahassee was awarded LaFayette for his services in this county, and while he never occu-

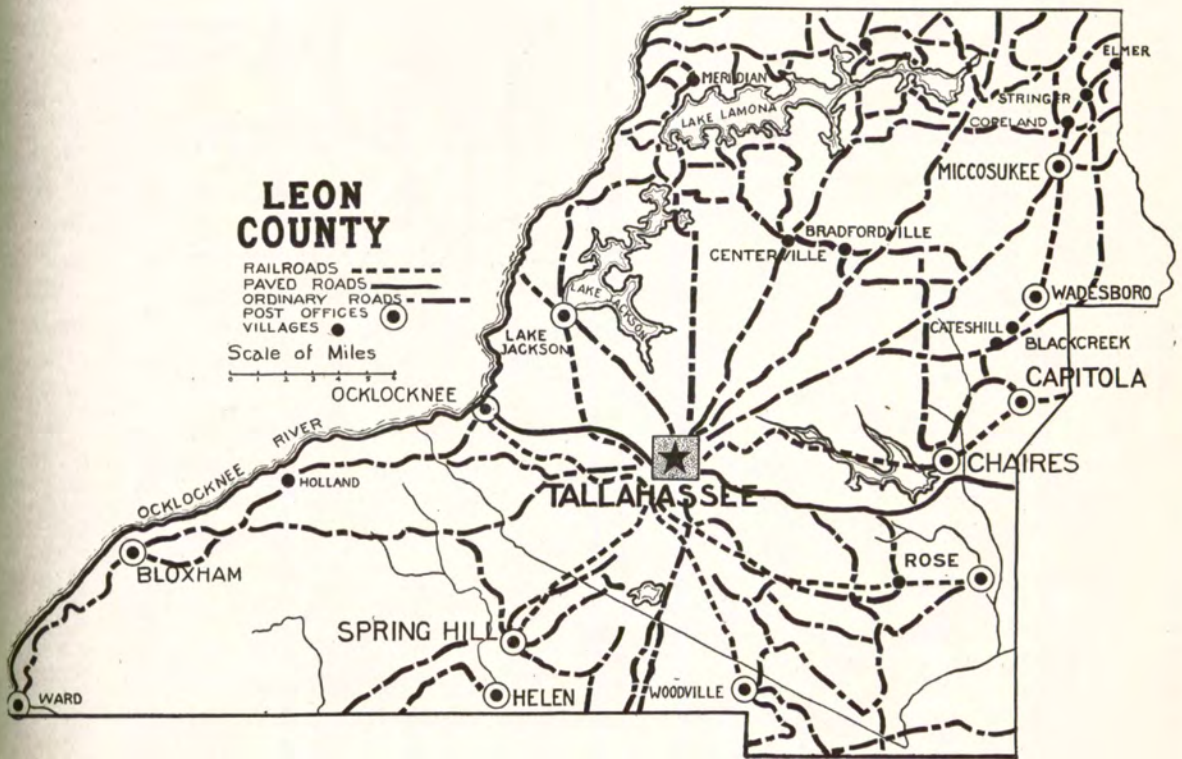


*State Capitol Building, Tallahassee*

pied the land himself, he sent a colony from France to settle there. A plantation nearby was purchased by Prince Achille Murat, son of the King of Naples, and nephew of the great Napoleon. He married the daughter of a settler named Willis, and their graves may still be seen at Tallahassee.

Leon County, with its intellectual atmosphere and progressive homesteaders should attract many settlers, while the pleasant winter months spent in sunshine and comfort would appeal to anyone.





Detail map of Leon County



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# LEVY COUNTY

EMBRACING an area of 731,520 acres, Levy County was formed March 10th, 1845, with a population of only 400. This has since increased to 10,586 persons. The southwestern portion faces the Gulf of Mexico; along twelve miles of the southern boundary the Withlacoochee River flows, emptying into the Gulf at the town of Port Inglis; while the western border is formed by the Suwannee River which deltas as it flows into the Gulf, making two outlets with Bradford Island in between. Through the center of Levy is the Waccassassee River, receiving its tributaries wholly within the county and serving as drainage for the entire central section.

Beginning at a point on the Suwannee River fifteen miles above its mouth and extending down to and along the Gulf coast at Waccassassee Bay, is the Suwannee Hammock. Joining it is the Great Gulf Hammock, which follows the coast for fourteen miles, reaching inland for a distance of ten miles. Here are forests of valuable hard woods, interspersed with red cedar, where many bears, turkeys, deer, squirrels and coons are to be found. After the timber is cut from this tract of 360 square miles, the soil will be found to be exceptionally productive. The high rolling section east of the Suwannee River is underlaid with limestone clay and marl, while along the center of this ridge is an abundance of iron ore, though no attempt has been made to mine it.

The land in the Waccassassee Valley is what is termed "flatwoods," which, with proper drainage, would be good for grazing or for vegetable raising. Gypsum and phosphate are found along the river bed, while the land east of the valley is high and rolling, not unlike the section lying east of the Suwannee.

The extreme eastern section of the county is the most highly developed, the specialty being the production of cucumbers which sell for \$2,000 a carload.

There are a number of large springs in the county, two in particular, one at Fannin in the northwestern corner on the banks of the Suwannee, the other Manatee Springs, seven miles below, both having a flow sufficient for a fair-sized river.

The following statistics of farming were reported by the Department of Commerce at Washington, D. C., there being no report of the State Agricultural Department for 1924:

Crop lands .....	43,275 acres
Pasture .....	28,982 acres
Woodland .....	20,452 acres
Corn .....	159,295 bushels
Cattle .....	18,252
Swine .....	24,568
Assessed value of farms and build- ings .....	\$2,658,615

State reports for previous years show that considerable cotton is produced, also peanuts, melons and a general line of vegetables.

The average temperature for the year 1924 was 70.3 degrees. June, the warmest month, averaged 84.3 degrees, while for January and February, the coolest months, the average was 56.9 degrees. The total rainfall for the year was 53.14 inches.



*Road in Levy County*



The Seaboard Air Line runs diagonally across the county from the northeast terminating at Cedar Keys on the Gulf, while from the northwest, the Atlantic Coast Line diagonals, the two lines intersecting at Otter Creek, in the geographical center of the county. Both have branches extending north and south through the cucumber section in the east. Across a small portion of the southern extremity and terminating at Inglis, is the Florida Central and Gulf Railway.

Bronson, the county seat, is in the northeast on the branch of the Seaboard Air Line which extends to Cedar Keys.

Inglis, in the south on the Withlacoochee River, is likely to become a place of importance. Just west is Yankeetown, a little

more than a year old, being developed into a resort for visitors.

Cedar Keys, with 700 persons, is on an island in the Gulf and was at one time a large market for cedar wood used for pencils. Considerable fishing is done in the surrounding waters.

The Standard Manufacturing Company has interests in Levy County, where it makes brushes from the palmetto fibre. Its plant has been enlarged and is producing an output valued at \$100,000 annually.

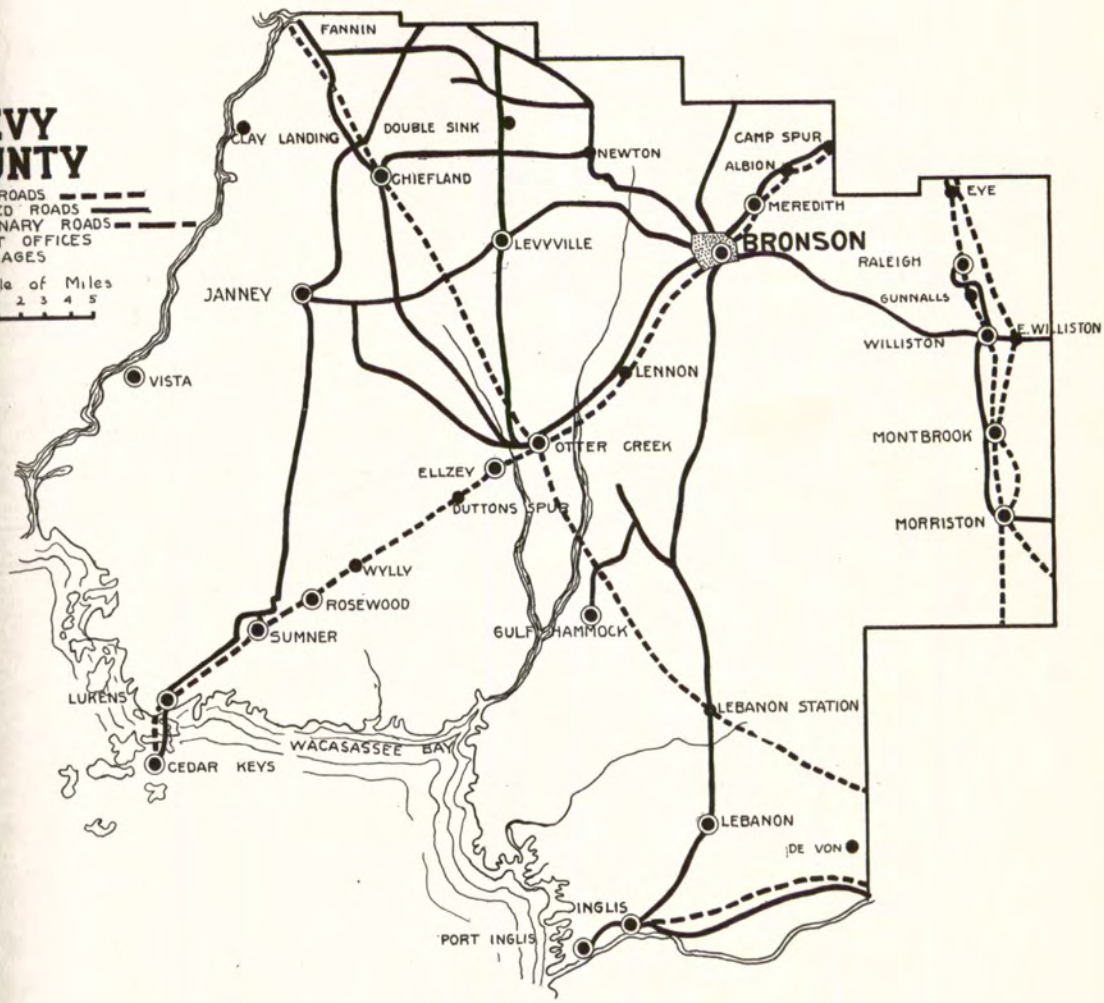
A Chicago syndicate has purchased for \$200,000 a tract of 4,621 acres, 1,600 of which are on Hog Island. A new railroad is to be built through this area, thereby opening up that portion of Levy County.



LEVY COUNTY

RAILROADS  
PAVED ROADS  
ORDINARY ROADS  
POST OFFICES  
VILLAGES

Scale of Miles  
0 1 2 3 4 5



Detail map of Levy County



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# LIBERTY COUNTY

**L**YING in the central portion of northern Florida is Liberty County, established December 15th, 1855. Along the western boundary, the Apalachicola River flows, while the eastern border is formed by the Ochlockonee River. New River, with its tributaries, drains the center of the county, all three rivers flowing south to the Gulf of Mexico. The Apalachicola River is navigable for fair sized steamers as far up as Columbus, Georgia, and has been for many years the main artery for commerce for a large portion of both Georgia and Florida.

Of the county's 526,720 acres, only about 1½ per cent or 8,033 acres are under cultivation, with 18,928 acres classed as pasture land. The soil is principally a loam with a red clay subsoil and well adapted to general farming. The leading products are corn, potatoes, sugar cane, peanuts and general vegetables, as well as peaches, pears and plums. Although citrus fruits have not received much attention in this section, Satsuma oranges thrive in this climate and will soon become an important feature.

The product with perhaps the most prom-

ising future is pecans. While it requires fully five years for the young trees to come into bearing, the ground between may, in the meantime, be planted to other crops. The trees themselves need very little care after they begin to grow. The nuts are graded according to size, the price ranging from 40 cents to \$1.00 a pound. It is the large paper-shell variety that commands the highest price, —from 80 cents to \$1.00.

Hemp is also of some importance in this section, the demand exceeding the supply, since there is a call for it not only in the United States but in other countries as well.

Running northeast and southwest through Liberty County is the Apalachicola Northern Railway connecting the town of Apalachicola on the Gulf and River Junction near the Georgia line, thereby affording an excellent outlet for products.

The county seat is at Bristol in the northwest on the Apalachicola River with a population of 800. It is a shipping point and a lumber center. Millions of cypress poles for telegraph and telephone service are shipped from this point from a seemingly inexhaustible supply.

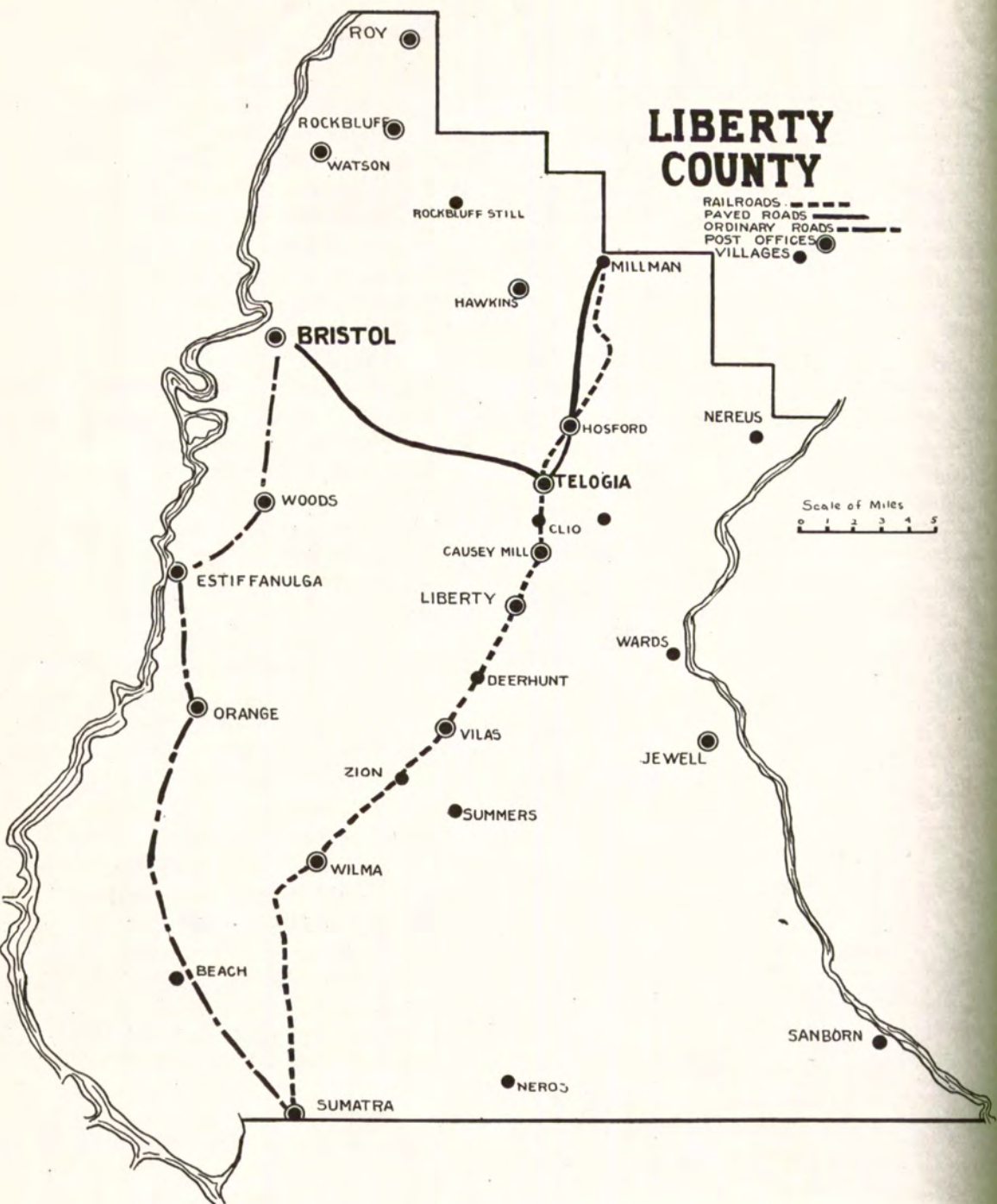
Like so many other parts of Florida, this section is also having a real estate boom. A 190,000 acre tract was recently sold for \$1,200,000, which means only \$6.32 an acre. Although the greater portion is in Liberty County, some of it is in Waukulla County adjoining.

Liberty has many broad and fertile fields with 20 acres of which, a man of industry and intelligence could soon make himself independent. The climate is excellent, with its semi-tropical breezes sifting through the pine trees, while in the forests, the hunter will find deer, bears and an occasional panther.



*Tobacco field in West Florida*





Detail map of Liberty County



# MADISON COUNTY

UP in the northern part of the state, bordering on Georgia, is Madison County, established December 26th, 1827, with a population of 500. It has advanced with a steady growth until today the population amounts to 15,548. Coming in from Georgia, the Withlacoochee River flows along two-thirds of the eastern border, until it meets the Suwannee River, which completes that boundary. Nearly the entire western section faces on the Aucilla River, both rivers emptying into the Gulf of Mexico.

The soil is principally a sandy loam, much of it underlaid with clay. Unimproved land may be had at an average cost of \$20.00 an acre, while the products that may be grown on this same land will bring from \$100 to \$200 an acre. Of the county's 460,160 acres, 58,370 are under cultivation, while 11,190 are in merchantable timber and 30,104 in scattering forests. The biennial report of the State Department of Agriculture gives the following products for the year 1924:

Corn .....	229,950	bushels
Peanuts .....	34,500	bushels
Sweet potatoes .....	32,200	bushels
Oats .....	3,550	bushels
Velvet beans .....	900	bushels
Rye .....	500	bushels
Cane syrup .....	139,650	gallons
Sorghum .....	1,350	gallons
Field pea hay .....	1,269	tons
Cotton .....	540	bales
Tobacco .....	436,100	pounds

Vegetables are produced principally for local demand only. Tobacco represents the big future for this section. Of the 436,100 pounds produced, 429,100 pounds were of the Sumatra wrapper grade, which brings a good price on the market.

Although the regulation orange is not successfully grown in the north of Florida, the Satsuma variety thrives in this section and will in time become a leading product.

Sea Island cotton is being introduced with excellent results, proving to be better than

the upland variety. Hemp is also of importance as is sisal hemp used in the manufacture of rope.

The raising of live stock has for many years been a source of revenue. Statistics, as tabulated January 1st, 1925, show the following:

Stock cattle .....	11,153
Dairy cows .....	736
Jerseys .....	505
Hogs (on hand) .....	20,243
Hogs (sold alive) .....	2,990
Hogs (slaughtered) .....	6,839
Chickens .....	107,149
Eggs .....	\$54,620

The average temperature for the year 1924 was 67.7 degrees Fahrenheit. August, the warmest month, averaged 83.0 degrees, while for January, the coolest month, the



Beans

average was 52.8. The total rainfall was 61.8 inches.

Madison County is well supplied with railroads, the Seaboard Air Line running east and west through the center of the county, the South Georgia Railway extending north and south through the western section, while coming down from Valdosta in Georgia and connecting with the Seaboard Air Line at the



town of Madison is the Georgia and Florida Railway.

Transportation facilities will further be aided when the program is completed which calls for the expenditure of \$350,000 to improve the highways throughout the county.

The county seat is at Madison, a town of 3,000 persons and a shipping center for general products and merchandise. A system of concrete street paving is being completed at a cost of \$85,000.

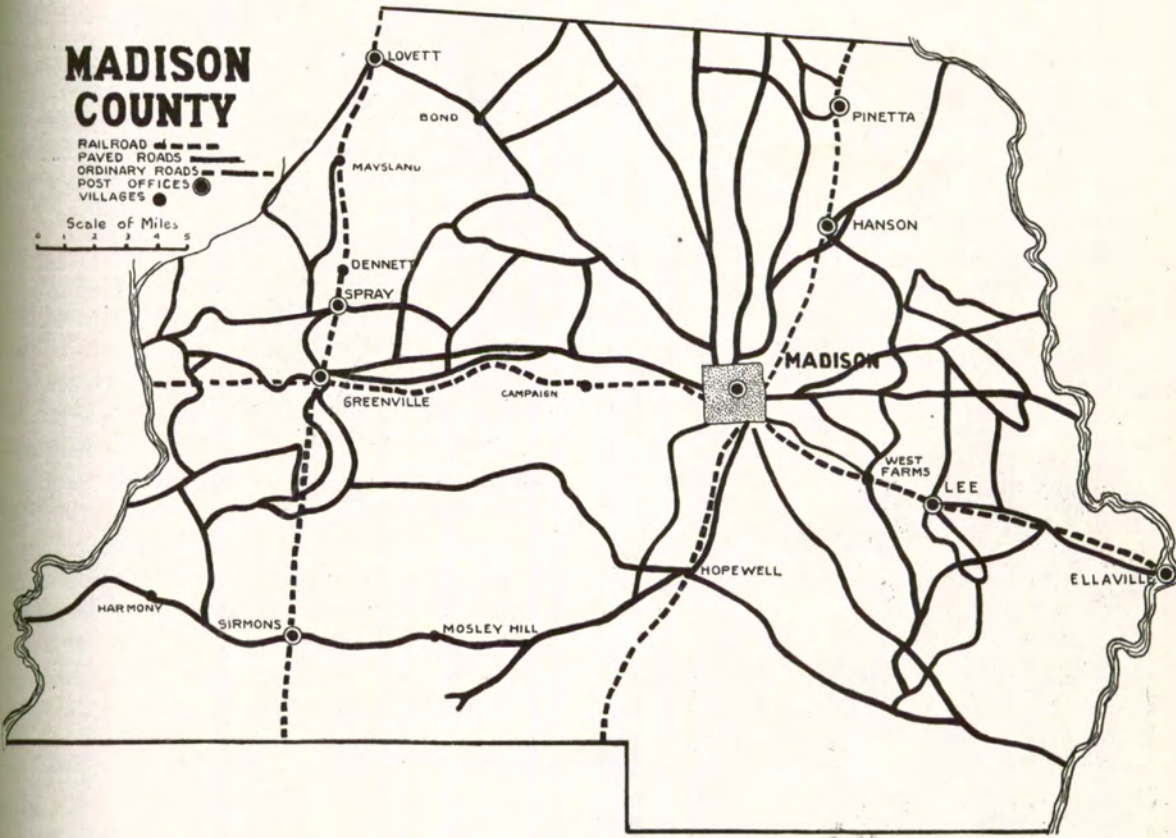
Located at the crossing of the Seaboard Air Line and the South Georgia Railway, is Greenville, with a population of 1,000. It is a progressive little town and, like Madison, a shipping center.

Up in the northeast on the Georgia and Florida Railway, is Pinetta, a poultry center in one of the best agricultural sections.

A number of other towns offer substantial inducements to the settler, while on the Suwannee River is Suwannee Camp, a favorite resort for fishing and boating. A number of beautiful lakes are scattered through the county, making delightful prospects for home sites.

For further information about Madison County, the visitor is directed to the Chamber of Commerce at the town of Madison. Automobile camps are to be found at Madison and at Ellaville "way down on the Suwannee River."





Detail map of Madison County



# MANATEE COUNTY

**B**ORDERING on the Gulf of Mexico immediately south of Hillsborough County, lies Manatee County, one of the wealthiest in Florida. It was created January 9th, 1855, but in 1921, a considerable portion of its southern extremity was taken from it to form Sarasota County. Its present area is 781 square miles—499,840 acres. It has a coast frontage of 30 miles on the Gulf and Tampa Bay, and an additional long water frontage on the Manatee River which empties its 45 miles of drainage into Tampa Bay. For the lower or first 12 miles, this river is an estuary of the bay having a width of from a mile to 600 feet. In its upper reaches, however, it rapidly decreases in width. Many vessels ply the bay and river, and a large commerce is carried on with the neighboring coastal ports.



*From Point Pleasant, looking across Ware's Creek*

The original industry of the county was live stock raising, the fertile fields of the Manatee valley proving a great attraction to herders. Most of the cattle were shipped to Cuba, and the business was a lucrative one, the mildness of the climate making grazing possible throughout the year. But fruit and vegetable production have of late narrowed down the available grazing ranges, though 12,270 head of cattle were raised last year.

Statistics for 1924 show that, of all the vegetable products, celery took the lead. A tabulation of Manatee's farm and other products for that year is as follows:

Celery .....	680,400	crates
Tomatoes .....	595,764	crates
Lettuce .....	195,272	crates
Peppers .....	132,000	crates
Cabbages .....	128,000	crates
Eggplant .....	108,420	crates
Oranges .....	527,776	boxes
Grapefruit .....	731,080	boxes
Dairy products.....	\$36,872	
Eggs .....	\$33,135	
Chickens .....	36,579	
Fish industry .....	500	tons

Manatee County claims she has the oldest grapefruit grove in the world, as it was planted in 1898. Age, however, has not yet marred the quality of its yield. It is stated on good authority that a car load of fruit and vegetables is shipped from Manatee County every 64 minutes, day and night, every day in the year! All of this wonderful production of the fruit of the soil is obtained with a minimum of artificial drainage. In some instances, however, irrigation has been resorted to, artesian water being obtained anywhere in the county at a depth of from 400 feet to 600 feet.

The average temperature in Manatee County in 1924 was 71.4 degrees; the hottest month was August when an average of 82.2 degrees was recorded; the coldest month was February with an average of 59.0 degrees. The precipitation of rain in 1924 was 52.71 inches, the wettest month being July, with 8.79 inches; the driest, May, with 0.36 inches.

Bradenton, on the Manatee River, is the county seat. It is situated eight miles from the mouth of the river which is a mile wide at that point over which a bridge has been built connecting Bradenton with Palmetto on the opposite side. A new concrete causeway is now being constructed by the State Road Depart-



ment at a cost of \$1,000,000 which will parallel the old viaduct. In 1924 the city spent \$496,036 for municipal and other improvements. Bradenton, with its population of 7,364 persons, issued building permits in 1924 amounting to \$1,177,186, and there are twenty miles of paved streets along its busy centers. Its southern homes shaded with live oaks and palms casting their shadows over the luxuriant ferns and flowers, greet the tourist as he comes from the frozen north.

For two years the St. Louis "Cardinals" trained at Bradenton. Last year the Brooklyn "Dodgers" made this city their training ground for the Winter, and "Bill" Doak, after training here with the St. Louis Club for two years decided to locate in Bradenton and is now a partner in a local real estate firm.

Manatee, a sister city of Bradenton, lies immediately to the east and on the river whose name it bears, in fact, the two cities join each other and, in reality, are but one. It has a population of 3,200, and contracts have recently been awarded for public improvements to the amount of \$487,824. Manatee is the oldest residence place in the county. In the early days it was a rendezvous of the Seminole Indians and many legends are told of the adventures of the first white settlers with these aborigines.

Palmetto, a market center with a population of 3,028 persons, is on the north side of the Manatee River opposite Bradenton in a fertile section. Plans have been made for the expenditure of \$1,000,000 for municipal improvements. On March 1st, 1925, the deposits in Palmetto's banks amounted to \$979,355.

Ellenton, a town of 1,200 people famous for its tomatoes, almost joins Palmetto on the east. Ellenton expects shortly to have a canning factory with a capacity for taking care of the product of 1,800 acres of vegetables. Citrus fruit raising is an important industry in this section, there being a grove of 2,500 acres now in production which ships out 80,000 boxes every year. There are nine packing houses in and near Ellenton, and two mining plants are in operation—mining and preparing fuller's earth. Their annual out-

put is 72,320 tons and they employ 225 men.

Boats ply the Manatee for both commerce and pleasure, and fishing in these waters is all one could desire. Tarpon, the "Silver King" of fishes, often weighing from 50 to 200 pounds are by no means uncommon, and deep-water sea bass of 60 to 600 pounds are caught with rod, line and reel. It may require hours to land one of these monsters, as a thousand feet of line is frequently necessary to give them play.

Oneco is the home of the Royal Palm Nurseries which specialize in landscape gardening and in all varieties of fruits, flowers, ferns and palms.



*Tomato field*

Terra Ceia Island, on the north side of the Manatee River where it joins Tampa Bay is one of the most fertile districts of the county. About a thousand acres are here under cultivation, divided into small farms. Five acres of Terra Ceia is all the land one person can manage successfully. The value of the uncleared lands in this section is \$100 an acre, and cleared land is held as high as \$1,000. Here growers can count on realizing from \$500 to \$1,000 an acre annually from vegetables. Land in other less productive parts of the county can be bought much cheaper—as low as \$50 or \$25 an acre.

Manatee County has a wide reputation and, being one of the oldest, richest and best in the state, it held the lead in many products till other counties emerged from isolation through the extension of railways and the





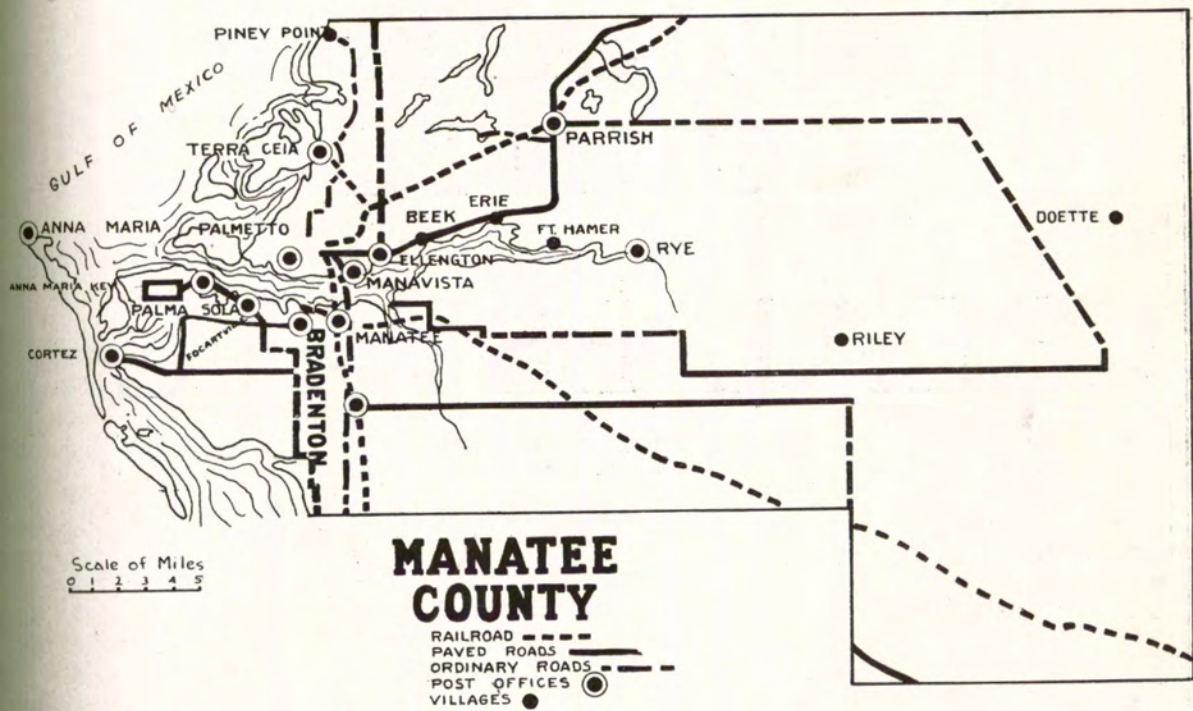
*Golf Course at Bradenton*

building of hard roads. It is holding its own well, however, and has evinced a determination not to be left behind in Florida's phenomenal march of progress.

Tourists camps are provided at Braden-

ton, Manatee and Palmetto with adequate accommodations, and at the offices of the Chamber of Commerce of these cities the traveler will find all the information he may desire.





*Detail map of Manatee County*



BRADENTON  
*and*  
MANATEE  
COUNTY  
REAL ESTATE  
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# BRADENTON

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Bradenton, the county seat of Manatee County, is showing one of the most rapid and substantial developments of any city in South Florida.

The reasons are obvious:

The location on the picturesque Manatee River is ideal, a real beauty spot in this wonderland of Florida.

The city is fundamentally right, with a substantial business district built along right lines.

With paved streets unexcelled in mileage and beauty by any city approaching its size in the United States.

With a splendid hard road system leading in all directions through the State and connecting with the North.

With two railroads, the Atlantic Coast Line and the Seaboard Air Line, furnishing up-to-date passenger service to all points north, east and west.

With a daily boat service to Tampa and St. Petersburg.

With modern school buildings, churches and public library and the right kind of institutions that attract the most worthwhile people.

Surrounded by the most fertile fruit and vegetable lands in the State, Manatee County shipped last season 6,806 solid cars of fruit and vegetables to Northern markets which is a car shipped every 80 minutes day and night of the year.

Bradenton has made all kinds of provisions for the entertainment of winter visitors, having a recreation park in the center of the city with roque courts, tennis courts, horse-shoe lanes, etc., and a club house in the center of the park for the convenience of visitors.

Bradenton has a municipal golf links and an eighteen hole course at the western city limits of the city. This course was built under the supervision of Donald J. Ross.

Bradenton is within a few minutes' drive of the Gulf of Mexico with a surf bathing beach eight miles in extent. These waters furnish unusual opportunities for fishing, bathing and boating. In fact, outdoor life is at its best in Bradenton.

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**BRADENTON, FLORIDA**



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This same spirit of welcome is extended to everyone by our institution, and we invite you to visit us whenever you are in Bradenton.

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**Bradenton, Florida**

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Because it is the center of one of the richest fruit and vegetable growing sections in America.

Because no town on the West Coast of Florida can show more rapid and substantial progress. Because scores of fortunes have been made in and about Bradenton, during the past ten years, and bigger ones will be made in the decade just ahead.

If you want to plant your dollars in a town and section where their increase will be as inevitable as the changing seasons, let us show you the way. We know every nook and corner of the Manatee country, and what we know is yours for the asking.

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J. H. Meyer, of Miami, Secretary-Treasurer  
C. H. Foote, of Cleveland, Stockholder  
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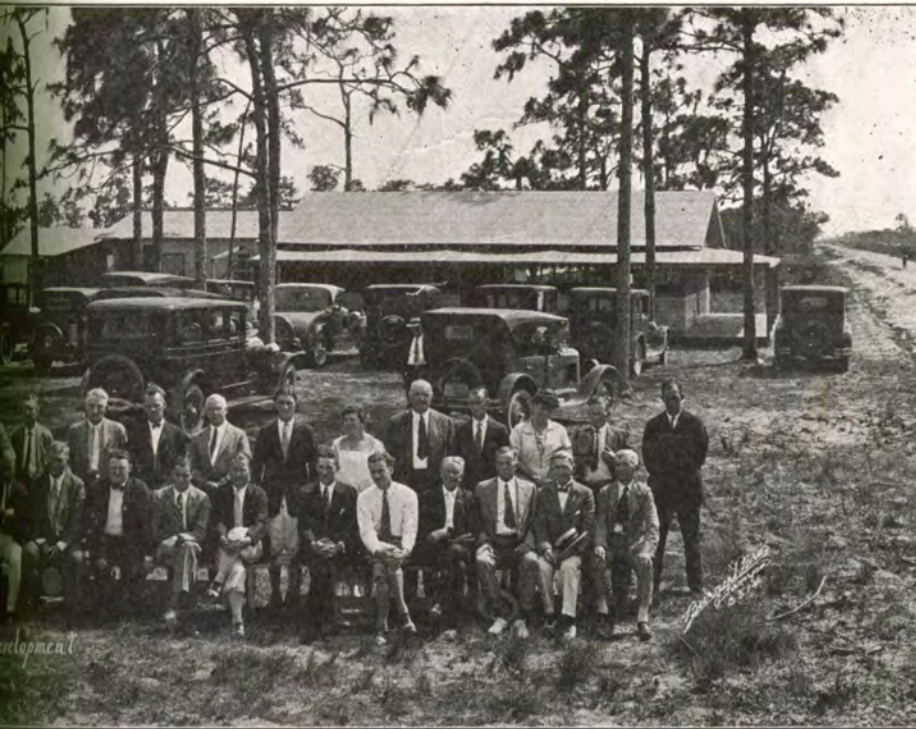
Sales started April 2, 1925

\$400,000.00 sold first thirty days

\$1,370,000.00 sold up to September 10, 1925

Prices remain the same up to November 1st, 1925

First Studio 90 per cent completed



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R. B. BALIS, *Cashier*  
STEPHEN H. FIFIELD, *Ass't Cashier*



# MARION COUNTY

ON the 4th of March, 1844, Marion County was formed, with a population at that time not exceeding 3,000. A recent census shows that the population has since increased to 28,087.

Flowing along the greater part of the northern boundary is the Oklawaha River, connecting with Orange Lake, also on the northern border, while along the southwestern portion, the Withlacoochee River flows on its way to the Gulf, a distance of eight miles from the west county line. The Oklawaha River has been improved to some extent, with the idea of making it eventually of some consequence to navigation, as well as furnishing energy for hydro-electric plants to distribute light and power. There are several large lakes, as well as smaller ones, within and bordering the county, where boating, fishing and bathing afford diversions.

The surface of the land is undulating, with an elevation of from 50 to 220 feet above sea level, while the quality of the soil is far above the average. Although the county's 1,049,600 acres are well suited to the raising of nearly every product to be found in a semi-tropical country, only 58,991 acres are under cultiva-

tion, while 27,791 are in improved pasture and 36,843 in merchantable timber. According to the State Department of Agriculture, the products for the year 1924 were as follows:

Oranges .....	523,604	boxes
Grapefruit .....	100,000	boxes
Tomatoes .....	808,650	crates
String beans.....	525,800	crates
Cabbage .....	155,000	crates
Lettuce .....	45,200	crates
English peas.....	21,600	crates
Onions .....	16,000	crates
Cantaloupes .....	65,500	crates
Watermelons .....	1,878	cars
Corn .....	1,249,590	bushels
Oats .....	7,150	bushels
Sweet potatoes.....	23,610	bushels
Irish potatoes.....	2,480	bushels
Velvet beans .....	20,850	bushels
Peanuts .....	90,580	bushels
Squash .....	7,900	crates
Peppers .....	3,900	crates
Hay .....	10,000	tons

Lesser quantities of peaches, pears, guavas and chufus were produced. The peanut crop is a lucrative one, the 90,580 bushels being valued at \$181,160. Pecans will, in time, become one of the leading products, as will grapes. This county has been especially active in introducing new varieties of citrus fruits. It claims to have originated the famous Pineapple Orange, the Parson Brown Orange and Walter's Grapefruit, all three being exceptional fruit.

The value of crops produced in 1924 was \$10,000,000, about equal to the assessed value of the property of Marion County.

Considerable attention is paid to live stock, and fine breeds are being introduced. Statistics of live stock and dairy products as of January 1st, 1925, are as follows:

Common herd.....	30,925
Fine breed.....	1,000
Dairy cows .....	673
Chickens .....	79,653
Eggs .....	\$100,912
Milk .....	136,115 gallons
Butter .....	39,962 pounds



*An excursion crowd at Silver Springs in Marion County, so far as known the largest springs in the world (Enough water flows out of these springs every twenty-four hours to provide more than five gallons apiece for every person in the United States)*



Hogs have been raised with success, one particular boar being sold for \$15,000. It is recorded that a Marion County sow captured the grand championship at the International Live Stock Show at Chicago, which somewhat discredits the general opinion that all Florida hogs are razor backs.

The lime industry is of considerable im-

aged 55.4 degrees. The difference of temperature between the two extremes for the entire year was only 26.2 degrees. The total rainfall was 59.84 inches.

Marion County has its full share of railroads. The Atlantic Coast Line and the Seaboard Air Line both run north and south through the central part of the county, as



*Silver Springs in Marion County*

portance, with three plants producing a high grade for agricultural purposes, while five plants turn out road material. The combined annual output from these plants amounts to: 20,000 tons of hydrated and barrel lime; 900 tons of agricultural lime; 600,000 tons of lime rock for road material; and 12,000 tons of mineral filler.

The county has six phosphate mines with an annual output, when in operation, of 125,000 tons, at a value of \$625,000. Two important geographical features are also within the county limits—the limestone and hardrock phosphate belt, and the middle Florida hammock belt.

The average temperature for the year 1924, as recorded at Ocala, was 68.8 degrees. August was the warmest month, with 81.6 degrees, while February, the coolest, aver-

well as having branch connections through a portion of the extreme western section. The Florida Central and Gulf Railway clips across a small corner in the southwest.

Further transportation facilities are afforded in the 300 miles of improved highways, some of which are constructed with a limerock base, surfaced with asphalt, which may be built at a comparatively low price with the limerock base material so near at hand. It is said that, in time, the entire county will be second to none as far as automobile roads are concerned.

The county seat is at Ocala, where railroads branch in five directions, while the Dixie Highway runs through the town. Although the population is stated as 6,721, the suburbs are well settled and may be said to give Ocala an additional 1,758 persons, as,



in all probability, the town will soon embrace this territory. The electric plant and water works are municipally owned, while the telephone and telegraph systems connect with all points. The electricity is generated by hydraulic power from a plant on the Withlacoochee River.

The principal industries are agriculture, fruits, dairy products, crate factories, a cooperative and naval stores. Ocala is a center for dairy products with, in addition, facilities for the manufacture of ice cream, the capacity being 1,200 gallons a week.

Real estate is active in and about Ocala. A recent transaction involved a single tract of 22,000 acres, which sold for \$275,000. A \$500,000 hotel is to be constructed at an early date.

Six miles northeast of Ocala, and accessible by rail and by motor bus, is Silver Springs, a resort, where there is one of the most marvelous springs to be found anywhere. The volume of flow is estimated to be 368,913 gallons a minute. A clear volume of water emanates from a limestone bottom eighty feet below the surface, overflows and forms the Silver River which contributes to Oklawaha River, four miles to the east. The water is so remarkably clear and transparent that glass bottom boats are provided so that one may look down and see, among the wonders of these waters, the 32 species of fish that glide through the miniature forests below. Double-deck sight-seeing yachts ply the streams, passing out through Silver River, along the Oklawaha and down the St. Johns River to Palatka in Putnam County. No one should miss a trip to Silver Springs, where ample hotel accommodations may be had for the convenience of tourists.

Dunnellon, down in the southwest on the Withlacoochee River, is a phosphate center, with twelve mines located in the near vicinity. Shipping facilities are excellent as both the Atlantic Coast Line and the Seaboard Air Line connect here to supplement the water

transportation of the river. The population of the town, with its paved streets, electric lights, water service and ice plant, is 1,666. The products of the locality are citrus fruits, vegetables, melons, lumber, and naval stores. Nearby is Blue Springs, the second largest springs in the county.

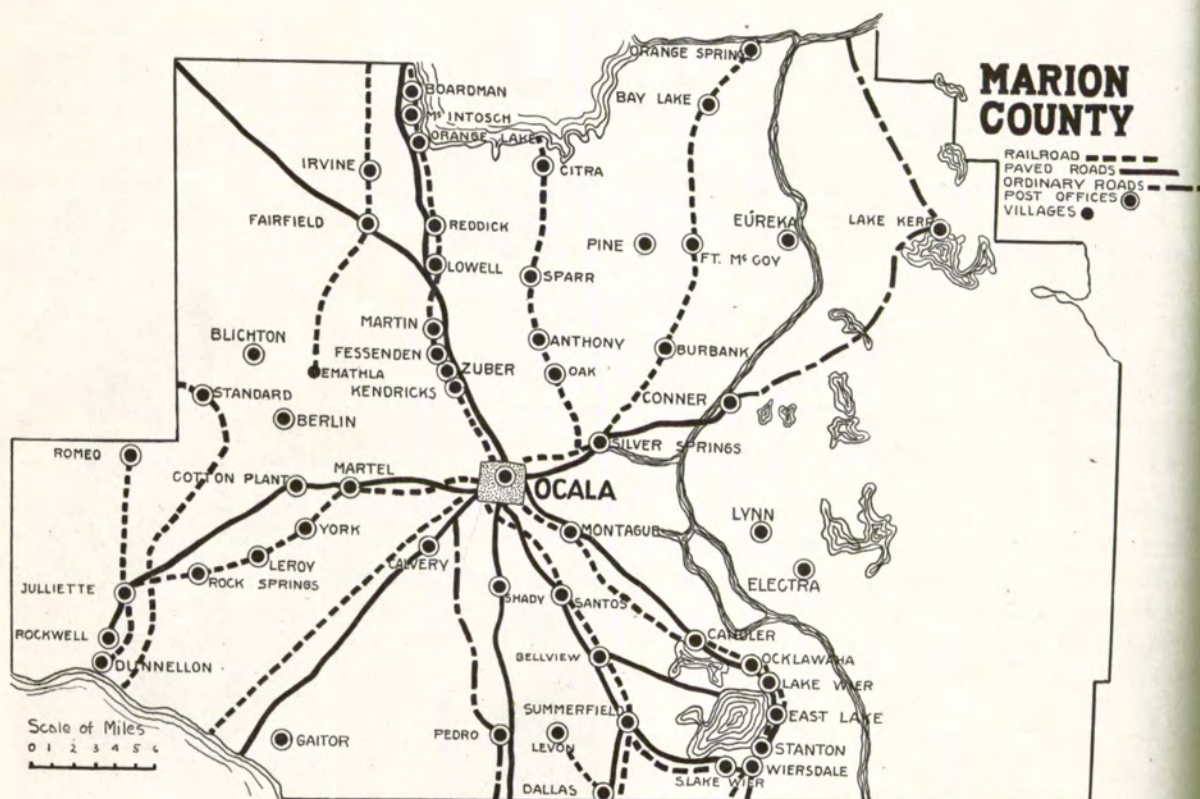
The town of Citra, with 1,373 inhabitants, is the home of the Pineapple Orange. Here, on the shores of Lake Orange, are some of the more famous orange groves, which have produced so abundantly, while great live oaks, hundreds of years old, also flourish here.

Other towns offer substantial inducements to the settler, while if the visitor wishes further information, he should inquire at the Chamber of Commerce at Ocala, Dunnellon, Silver Springs, Citra, McIntosh or Summerfield. Tourist camps may be found at Ocala, Dunnellon and Silver Springs.



*Bathing at Silver Springs*





Detail map of Marion County



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# MARTIN COUNTY

ON the 29th of June, 1925, approximately 600 square miles were taken from the north of Palm Beach County to create Martin County. The eastern border faces the Atlantic Ocean, while paralleling the coast is Jupiter Island protecting the mainland from the ocean for a distance of 34 miles, and forming Jupiter River in between. At the lower end of the river, at the southeast corner of the county, is Jupiter Inlet, serving as an outlet to the ocean, while at the upper end is St. Lucie Inlet, also acting as an outlet to the Atlantic. St. Lucie Inlet is the junction point of three rivers, the Indian and St. Lucie Rivers as well as the Jupiter River. Jupiter is a tidal river for its entire length and a beautiful and pleasant sheet of water that boats may ply entirely protected from the ocean waves. Nearly the whole western boundary of Martin County is formed by Lake Okeechobee, so that it has its full share of water frontage.

Along the eastern part of the county is an alluvial ridge, containing a large percentage of decomposed sea shell, known as shell-hammock, and very fertile. West of this ridge, as far as Lake Okeechobee, the land requires drainage, but reclaimed, it will prove to be as fertile as any land in the state, especially for the raising of vegetables and sugar cane. The rich soil of this vast plain is from three to nine feet deep, where two or three crops of some things may be produced on the same ground during a year.

The Florida East Coast Railway extends along the eastern part of the county, paralleling the coast all the way to the south end of the state, where it passes over a viaduct to and along the innumerable coral keys, terminating at Key West. The Dixie Highway also runs along the ridge, where massive live oaks and palm trees make one of the most attractive sections in all Florida.

The county seat is at Stuart, in the north-



*Fishing near Stuart, Martin County*

eastern corner, where President Cleveland was wont to make his annual winter visits to enjoy the boating and fishing. The town is a center of production for citrus fruits, pine-apples and vegetables for northern markets. Like so many places in Florida, Stuart is receiving its share of improvements, while many new subdivisions are being laid out, making real estate very active.

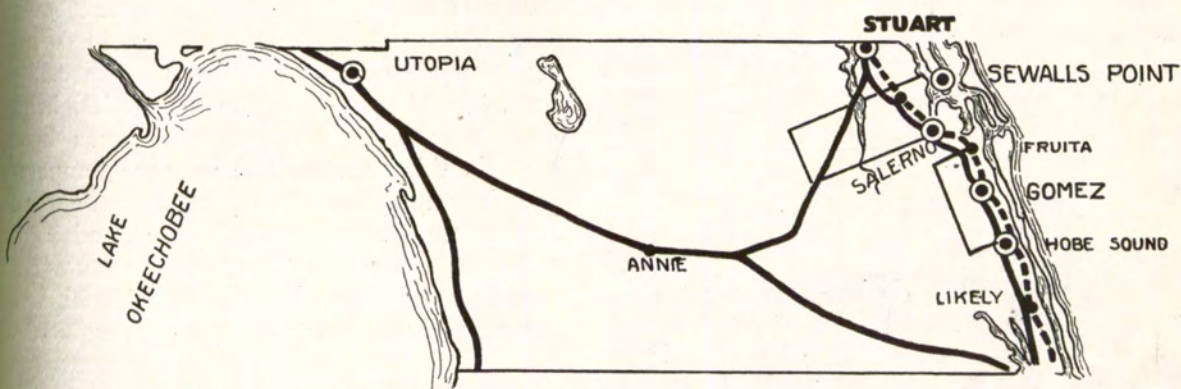
Farther down on the Florida East Coast Railway is Salerno, at the head of Manatee Bay and noted among sportsmen for its fine fishing grounds.

On Jupiter Island is a delightful winter home colony, with a golf course 1.6 miles long, an attractive club house and many bath-houses. There is a lighthouse at the lower end of the island.

For a more complete description of this section, see the chapter on Palm Beach County, as the products for 1924 were listed for the entire district before the formation of Martin County.

For further information about Martin County, the visitor is referred to the Chamber of Commerce at Stuart, where he may also learn the whereabouts of the automobile camps.





Scale of Miles  
0 1 2 3 4 5 6

## MARTIN COUNTY

RAILROADS  
PAVED ROADS  
ORDINARY ROADS  
POST OFFICES  
VILLAGES

*Detail map of Martin County*



# MONROE COUNTY

AT the south of Florida, and including the vast array of islands that are scattered about the southeastern extremity of our county, is Monroe County, formed December 29th, 1824, with an estimated population of 500. A recent census places the figure at 19,550, the greater portion living at Key West. According to the report of the Department of Commerce at Washington, D. C., the land area is 1,125 square miles, while the assessed value of farms and buildings is \$419,050.



*House built of native coral rock, Key West*

That portion which lies on the mainland is low and has been considered of little value, though much of it will, in time, be reclaimed by canal drainage. The true worth of the county is found in the islands, particularly those which lie in tandem from Dade County in a southwesterly direction for a distance of 150 miles. In order to understand the situation better, one should consult a map of Florida. The group on the west, or Gulf, side,—Ten Thousand Islands—is not generally as good, though some are reasonably high in elevation and valuable. Many of the low-lying islands are covered with mangrove bushes, which grow luxuriantly, though their actual value is negligible. These bushes disappear when the island assumes an altitude of about two feet above the high water line. Some of the islands, principally those inside, are sand bars, while the foundation of those more exposed, is coral.

According to the Department of Commerce at Washington, D. C., Monroe County has a live stock report that no other county in the United States may claim, namely, that the combined herd of the county, which means cattle, horses, mules, sheep and goats, is found in the presence of just one horse.

It has been said that the climate on the islands is as nearly perfect as nature could make it, being very mild and devoid of extremes, while no matter from what direction the wind blows, it is the same delightful ocean breeze. There are never even light frosts in this section. The average temperature for the year 1924 was 77.3 degrees. August, the warmest month, averaged 84.9, while for February, the coolest month, the average was 67.6 degrees. The highest temperature for any single day was 88 degrees. The total rainfall for the year was 34.32 inches.

Key West, with a population of 18,749, is the county seat and the metropolitan center, as well as the southernmost city in the United States. The island is seven miles long, varying in width from one to two miles, while its elevation is eleven feet above sea level. It is composed of coral rock and has very little soil and no springs or wells, the fresh water being obtained from rains or by distillation. Its geographical location is of considerable importance from a strategic point of view, since it is 100 miles south from the mainland, 90 miles from Cuba and 1,075 miles from the Panama Canal. It has already played its part in several wars; during the Mexican War, it was a base of supplies; during the Civil War, it was the headquarters of Admiral Farragut and garrisoned by Union soldiers; the entire strength of the navy was mobilized here at the time of the "Virginia" trouble; while during the Spanish-American War, it was the center of communication and the base of supplies. When the World War was on, the navy detailed adequate protection in the harbor of Key West as guards

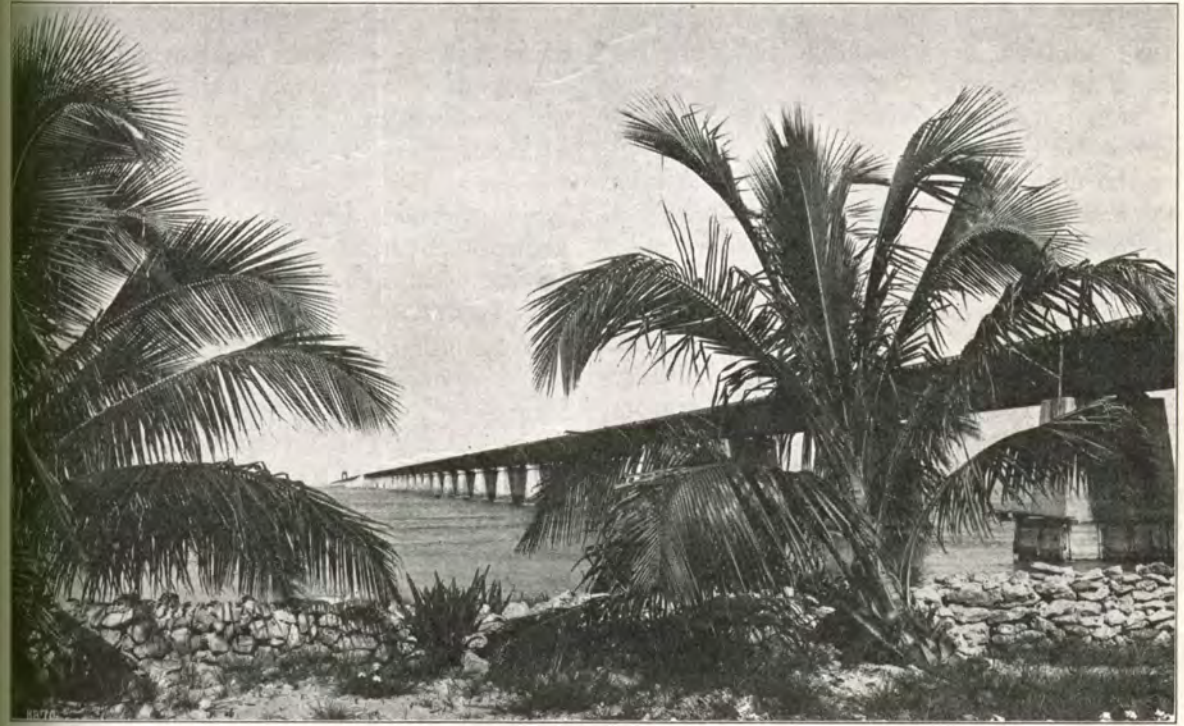


over the fuel oil base, while today the Seventh Naval District has its headquarters here.

Aside from its warlike ventures of the past, Key West has an interesting history that would fill a volume. The aborigines, or first inhabitants, were undoubtedly Indians of large stature, as evidenced by the discovery of bones. These were found by excavating in one of the coral and rock mounds of the island, which were, no doubt, used as fortifications. Then pirates came and were prob-

luxuries. Here, also, salt was produced by solar evaporation, until, in 1874, a hurricane destroyed the works and ruined 30,000 bushels of salt.

However, great changes have since been made at Key West. Perhaps the first step to be taken in opening up this point was the harbor improvements made by the United States Government. These included a channel 300 feet wide and 30 feet deep, and lighthouses properly placed to guide ships at



*The Oversea Railroad, Monroe County*

ably the victors over the Indians in the combat that followed. Many bones were found as witness of a struggle of some sort. Smugglers later homesteaded here, until finally it was taken over by wreckers, or gentlemen of salvage, who, with boats, would lie in wait for a ship to run on a reef, after which they would gather in the spoils. The channel conditions at Key West were ideal for this particular industry, as a long, submerged coral reef closely parallels the south shore and many ships would often pile up at this point in bad weather. A ship's cabin might then be hauled ashore, jacked up and made into a fairly presentable house, while the salvaged cargo provided necessities and often

night from the treacherous reefs. The next step was the famous Key West extension of the Florida East Coast Railway, one of the most marvelous feats of engineering of modern times, whereby the railroad was built across from the mainland at the lower end of Dade County, to the coral keys, continuing from key to key to Key West, a distance of 107 miles. This is known as the Flagler Viaduct and was built at a cost of \$49,000,000. The roadbed of this extension is really 128 miles in length, beginning at Homestead, in Dade County, from which point it was necessary to dredge canals through the Everglades to the coastline, where there is a fill to Key Largo. Three viaducts were necessary in



following along the chain to Key West: the first, the Long Key Bridge, two and three-fourths miles long and composed of concrete arched spans; next, Knights Key Bridge, seven miles long, with steel girders laid in concrete; while the third, the Bahia Honda Bridge, 5,056 feet long, is of the through truss type. There are four draw bridges included in the viaduct. The whole was completed after seven years' struggle against the elements, since it was begun in 1905, while the first train reached Key West on January 22, 1912, thereby enabling one to make the trip from New York to Key West in an hour less than two days.

The first station after leaving the mainland is Jewfish, then the station of Key Largo on the upper end of the island of the same name. This island is thirty miles long and narrow, varying from a quarter to two miles in width—a dominion in itself. The greater part of the agricultural products of Monroe County are found here. Two hundred and fifty acres planted to tomatoes yielded a return of \$250,000, while sweet potatoes, onions, squashes, pumpkins, green peppers and limes are grown in abundance. The cocoanut groves are a valuable asset, as a tree will bear a nut for every day in the year, while the uses to which these nuts may be put are numerous. Eight nuts will make a pound of table butter, through a simple process. The nuts are ground, then scalded and put into a bag which is hung up to drip. The liquid is the color of milk, while cream rises to the top, and may be churned in the same manner as the bovine production. Copra is dried cocoanut and worth \$150 a ton, five trees producing one ton a year. Copra is used largely in the manufacture of toilet soaps and facial lotions.

Land values are rising on Key Largo, with some tracts selling as high as \$4,000 an acre, while the Key Largo Club properties are selling their water front lots at the rate of \$24,000 an acre. A development syndicate recently bought 6,000 acres of land for \$1,500,000 and will spend \$20,000,000 on improvements. This exceptional portion of Monroe County is destined to become one of the most important sections of all Florida.

Long Key, where the station Crescent is

located, is an attractive island covered with cocoanut palms and is the headquarters of vast fisheries. At the lower end of Long Key is a resort, open from January to April, where many visitors from the north go to recreate and fish.

Big Pine Key, farther down, is the headquarters of the shark fisheries, where from 25 to 100 sharks are caught daily, weather permitting. A leather factory has been established here for two years with lucrative results. The hides make excellent leather; the oil, when extracted, is of value and finds a ready market, while the meat, when properly prepared, is considered a delicacy, the fins being sold to the Chinese for soup.

About half-way between Big Pine Island and Key West is Chase, where the sponge fishing grounds are located, the producing grounds covering approximately 20 miles, while the value of the annual product is more than \$500,000.

Coming back to Key West again, one finds today a progressive city with a promising future—a port of call for ships from all over the world. Regular steamer lines from New York touch Key West en route to other ports, while a direct line to Havana has been established for several years. Three large ferries ply between Key West and Havana, operated in conjunction with the Florida East Coast Railway, the cars being run aboard on tracks and off again at the other end. The time required to make the trip is six hours.

The terminal facilities of the harbor consist of four wharves and six piers, with a berthing capacity of 11,744 linear feet. Two of the piers have railroad connections. In addition to these, the government has four piers with a berthing capacity of 4,138 feet.

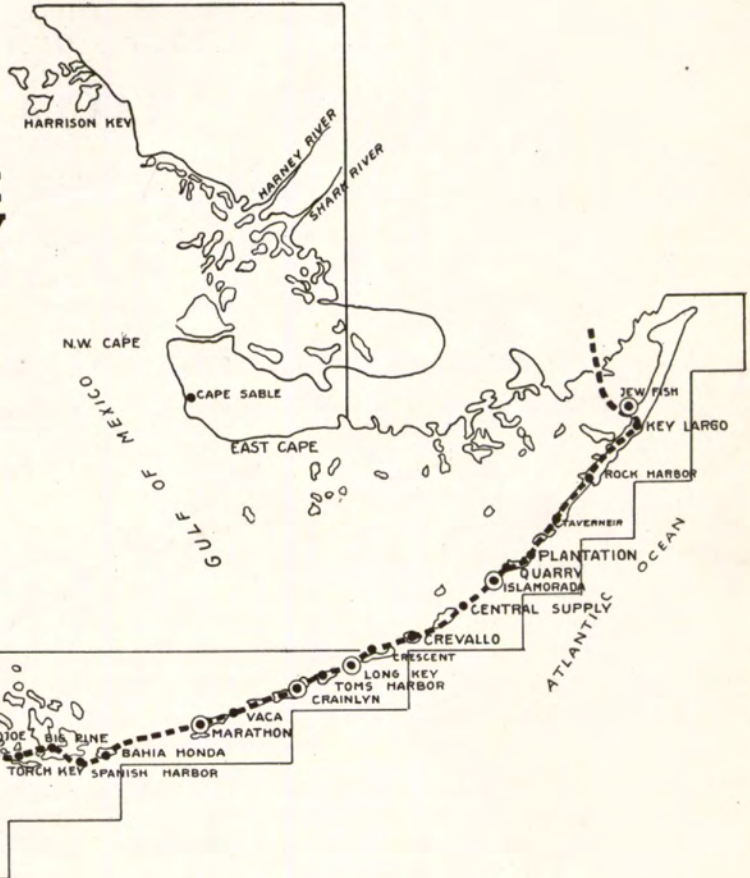
The only green turtle canning factory in the United States is at Key West, the surrounding shoal fields offering an excellent resort for sea turtles.

Another avenue is to be opened from the mainland to Key West in the form of a highway to parallel a greater portion of the railroad. This scenic causeway is now under construction and its completion is assured, as \$360,000 have already been expended, while further bonds to the value of \$2,600,000 have been sold.



# MONROE COUNTY

RAILROADS  
PAVED ROADS  
ORDINARY ROADS  
POST OFFICES  
VILLAGES  
Scale of Miles  
0 1 2 3 4 5



Detail map of Monroe County



*The Section of Florida That Has Started  
Forward Within The Past Year—And  
Now Has Everybody Talking*

---

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MONROE COUNTY HAS MORE WATER FRONTAGE—GOOD HIGH WATER FRONTAGE—THAN ANY OTHER COUNTY IN THE STATE.

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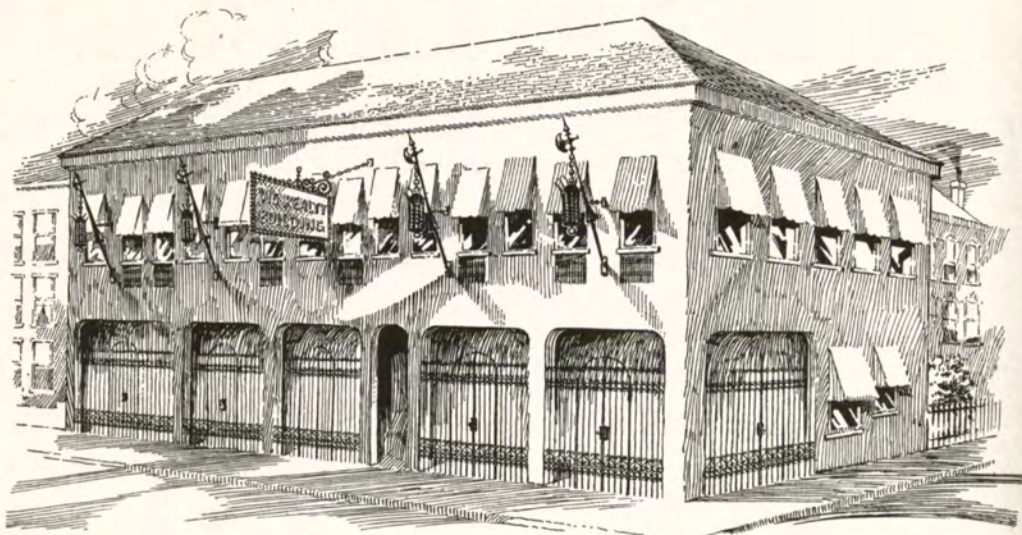
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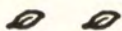
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# NASSAU COUNTY

UP in the northeast corner of the state, lies Nassau County, with its 403,200 acres, formed December 29th, 1824, when Florida was still a territory. According to a recent census, the population is 9,652 persons. The Atlantic Ocean on the east affords a seacoast twelve miles long, while along the greater part of the southern border, the Nassau River flows. Twining around the county and forming the entire western and northern boundaries, is the St. Marys River, 180 miles long and tidal for 80 miles from its outlet to the ocean. For the first ten miles, it is 1,000 feet wide, narrowing to 400 feet for the next twenty miles, while the average width above that point is 150 feet. At Cumberland Sound, at the entrance to the sea, and for a distance of four and one-half miles, the depth is 44 feet, protected by a jetty on the north side of the channel, thus forming one of the best harbors on the east coast, where large vessels may safely enter and where modern facilities for bunkering coal and fuel are provided.

For years, agricultural development has been somewhat retarded by the presence of fine pine forests. As time goes on, however, farming is being carried on more and more extensively. Today there are 5,086 acres

under cultivation, while the area in merchantable timber is 2,400 acres.

The products of the county as reported by the State Department of Agriculture were as follows for the year 1924:

Sweet potatoes .....	74,000 bushels
Peanuts .....	5,020 bushels
Dasheens .....	2,045 bushels
Velvet beans .....	1,020 bushels
Cane syrup .....	39,505 gallons

Although fruit is not raised extensively in Nassau County, peaches, pears, plums and Japanese persimmons are grown. The pecan groves, which will in time prove a valuable investment, are as yet young, and only just beginning to come into bearing.

Dairy products are being improved by the introduction of cattle of fine breed, principally the Jersey stock. Poultry is also receiving considerable attention.

The fishing industry is thriving, especially shrimps, and has for many years been a profitable source of revenue. The fishing headquarters at Fernandina rank first on the coast.

The temperature is particularly mild and free from excessive heat or cold. The average for the year 1924 was 67.3 degrees, with August the warmest month averaging 82.6 degrees, while February, the coolest, averaged 52.6 degrees. The total rainfall for the year was 54.6 inches.

The Seaboard Air Line enters the county from the north and branches at Yule in three directions,—one line to Fernandina on the coast, another to Jacksonville in Duval County, and the third in a southwesterly direction across the county. The Atlantic Coast Line runs across southeast, while the Georgia, Southern and Florida Railway crosses the lower part of the county, terminating at Jacksonville. Water transportation is also of considerable importance in a commercial way, with the navigable St. Marys River and a port on the Atlantic coast.



*Turpentine industry, Nassau County*



Located on Anastasia Island is Fernandina, the county seat, and the commercial center of the county. This has been for many years a leading shipping port for lumber, naval stores and cotton, consigned to foreign as well as coastal points. The town has an elevation of thirty feet above sea level, thereby offering very healthful conditions. Although Fernandina has long been a sequestered place, with pleasant homes and streets shaded by great live oaks, many changes are beginning to take place. Municipal improvements such as an electric plant for light and power, water works and an iceplant, have recently been installed at an expenditure of \$25,820. Further improvements are likewise being made for the streets and highways.

A highway across the island to the sea coast affords access to the beach where there is excellent sea bathing. This beach is destined to become a prominent resort, while

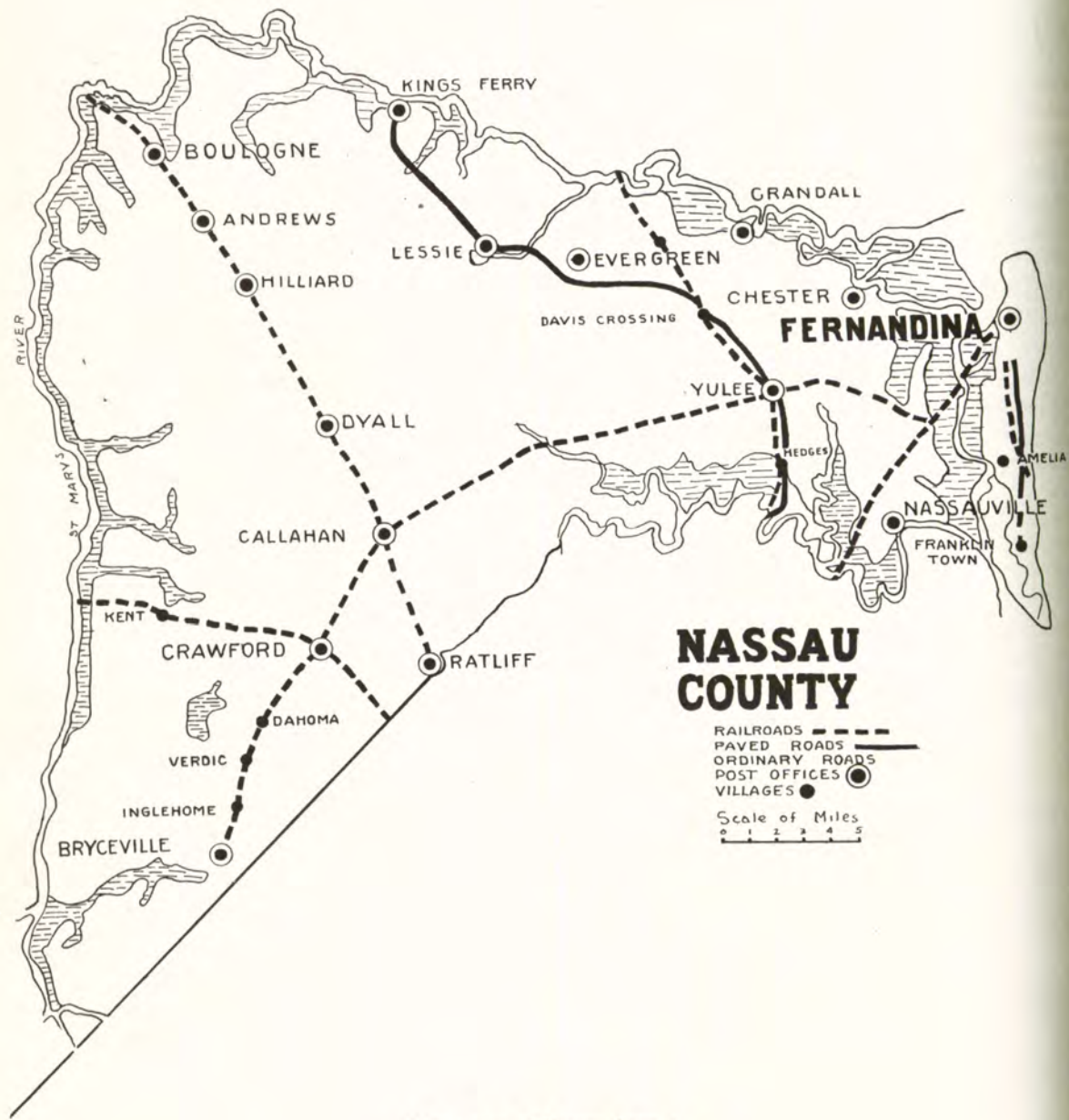
protected anchorage for vessels may be had in Cumberland Sound, with its area of 32 square miles and its depth ranging from 40 to 90 feet. A lighthouse on the ocean side sheds its rays for many miles out to sea.

There is a large creosoting plant in Fernandina where timber is treated as a protection against the dreaded teredo, a salt-water worm which bores through wood destroying the material within a year. A superior plaster-fiber made from the raw palmetto is also manufactured in the town.

A number of towns in the county give promise of attracting attention, as land is in great demand in this section. A recent transfer was made of a tract of 4,000 acres, comprising two townships and with a two-mile frontage on St. Marys River.

For further information about Nassau County, the visitor is directed to the Chamber of Commerce at Fernandina, a very efficient organization.





Detail map of Nassau County



# OKALOOSA COUNTY

OVER toward the west and extending from the Alabama line down to the Gulf of Mexico, is Okaloosa County, created on September 7th, 1915, from portions of Santa Rosa and Walton Counties. It has an area of 607,360 acres, and a population, according to a recent census, of 9,792. Along the southern mainland lie Santa Rosa Sound on the east and Choctawhatchee Bay on the west, while for the greater part of the distance, Santa Rosa Island, a military reservation, protects these two bodies of water from the Gulf. At the eastern end of Santa Rosa Island is East Pass, an outlet to the Gulf. Flowing west through the center of the county is Yellow River on its way to Pensacola Bay. The Choctawhatchee National Reserve comprises the southern portion of the county, with the exception of a strip of land three miles wide on the water front.

Soil conditions vary somewhat, the northern part having a sandy loam underlaid with clay, while the soil in the central portion is sandy. In the north, one finds principally farming districts, while the central section is devoted to stock raising and berries. It is in this central section that the Ringling interests have bought a large tract of land lying west of Crestview, in order to carry on the development of Satsuma orange groves, grapes, plums and blueberries. In connection with the grape feature, a number of Italian experts are to be employed, so that a high standard must be established. They plan to transfer the greater part of their Holstein registered stock from Montana and establish a large dairy with all the most modern equipment. The Ringlings are also contemplating the creation on their holdings of one of the largest poultry farms in the world, by installing incubators with a capacity of 5,000 eggs.

Of the county's 607,360 acres, 28,144 are under cultivation, 3,697 are of available timber, while 2,292 are in improved pasture lands. The products for the year 1924, as



*Fishing in North Florida*

reported by the State Department of Agriculture, are as follows:

Corn .....	89,965 bushels
Sweet potatoes .....	56,662 bushels
Peanuts .....	17,012 bushels
Velvet beans.....	13,251 bushels
Irish potatoes .....	349 bushels
Oats .....	160 bushels
Velvet bean hay.....	1,427 tons
Cotton .....	301 bales
Cane syrup .....	20,413 gallons
Sorghum.....	550 gallons
Pecans.....	2,330 bushels

Only enough vegetables are grown for home consumption, as are oranges, figs, peaches, pears, plums and grapes. Pecan culture is receiving considerable attention. Besides the bearing trees, which produced the 2,330 bushels last year, there are 6,903 young trees that have not yet reached the bearing age.

One of the coming features of this section is the tree blueberry. The low bush variety is indigenous and quite common throughout northern Florida, being similar to the ordinary whortleberry or huckleberry. The tree variety, however, will reach a height of ten feet and two or three trees will produce all that an ordinary family can use. Instead of one main trunk, there are a number of trunk-



lets, which are bushy at the top. They begin to bear after the first year, and increase as they grow older until, after the eighth year, a tree will produce sixteen quarts. It is said that a tree will bear for about thirty years. Two hundred and eighty trees can be planted on an acre of ground and, when fully grown, they will produce 4,500 quarts of berries, ripening in the summer months. The current wholesale price is 25 cents a quart, which makes \$1,125 for an acre.

Stock raising has for many years been a leading factor, though the herds are not as large as they used to be. The statistics of live stock as tabulated at the end of 1924, are as follows:

Stock cattle.....	3,399	
Dairy cows.....	717	
Hogs (on hand).....	6,818	
Hogs (slaughtered)....	1,384	
Sheep.....	518	
Goats.....	749	
Milk.....	42,565	gallons
Butter.....	13,846	pounds
Chickens (on hand)....	16,000	
Eggs.....	\$16,346	

The average temperature for the year 1924 was 68.1 degrees Fahrenheit. September, the warmest month, averaged 81.0 degrees, while for January, the coolest month,

the average was 54.6 degrees. The total rainfall for the year was 54.18 inches.

Running east and west through the county is the Louisville and Nashville Railway, with a branch line from the north connecting with the main line at Crestview. Farther west the Alabama, Florida and Gulf Railway also comes down from the north and connects with the Louisville and Nashville Railway at Galliver.

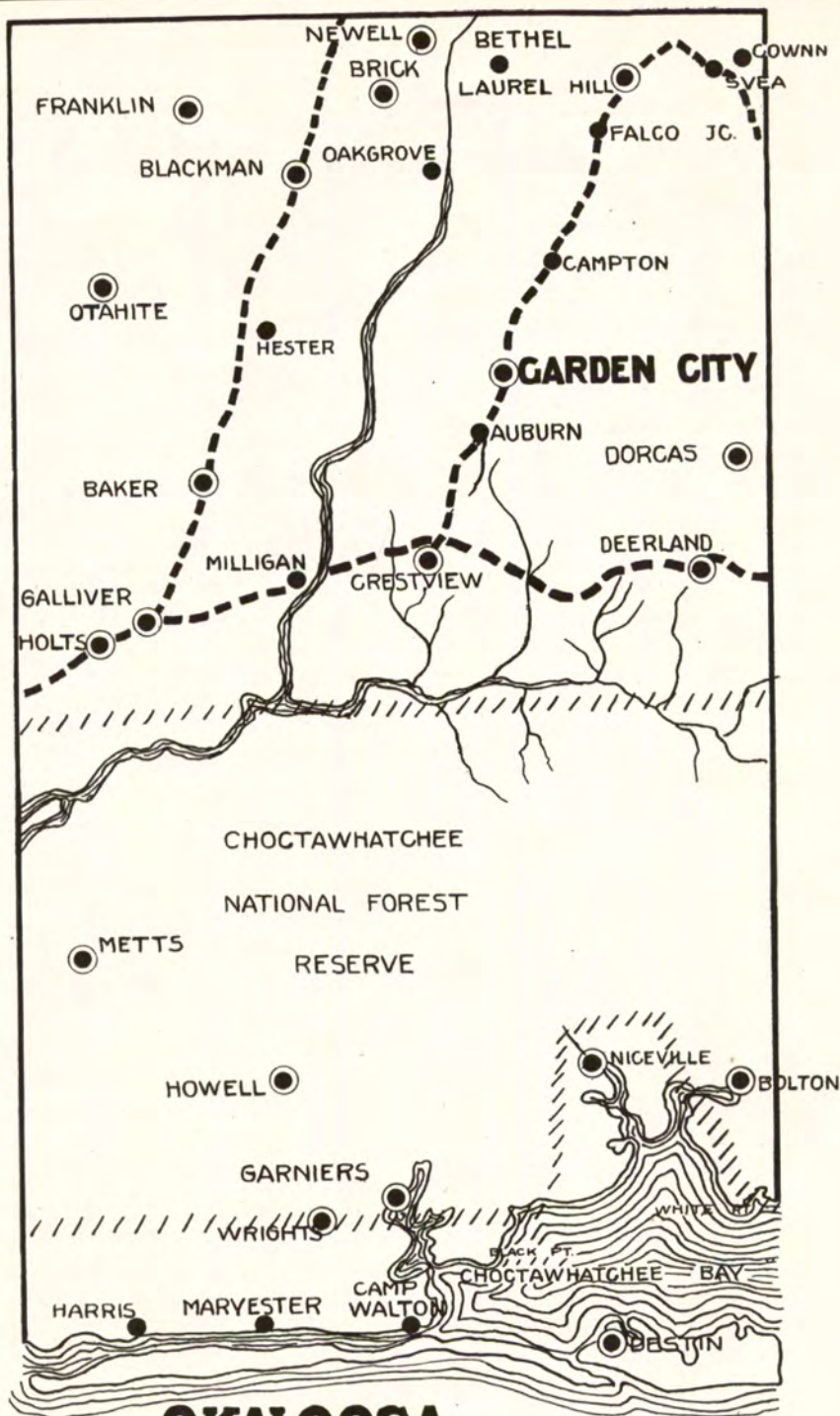
The county seat is at Crestview, a town of 500 persons and a central shipping point. It is in the blueberry section, which extends from there west, embracing the town of Milligan.

Holt, farther west on the Louisville and Nashville Railway, is a sawmill town and, like Crestview, has a population of 500.

Up in the northeast corner on the branch of the Louisville and Nashville, is Laurel Hill, with a population of 300, in the farming district. In the south on the Santa Rosa Sound, is Camp Walton, a resort where the fishing is fine and where the clear white sand on the beach affords excellent bathing.

There are a number of other towns along the coast where hotels are provided, while, in all probability, this whole stretch of coast will some day be one continuous line of resorts.





# OKALOOSA COUNTY

RAILROADS ---  
PAVED ROADS ———  
ORDINARY ROADS .....  
POST OFFICES ●  
VILLAGES ●  
Scale of Miles  
0 1 2 3 4 5

Detail map of Okaloosa County



# OKEECHOBEE COUNTY

PROGRESS was late in invading Okeechobee County, which takes its name from the far-famed lake, and its broad silent prairies were undisturbed save for the lowing of the herds as they peacefully grazed throughout the entire year. The great lake of Okeechobee forms the southern boundary, while the Kissimmee River separates it from Highlands on the west. On the east it borders on Palm Beach and on the newly created Martin Counties. The county is sparsely settled and its 4,169 people as recorded by the recent census, live principally along the lake front.

A branch of the Florida East Coast Railway enters from the north and passes through the county, terminating at the town of Okeechobee at the extreme north end of the lake. This line has done much toward opening up the section, and the contemplated highways will further make for the advancement of the county.

Okeechobee County was formed August 7, 1917. There are but 1,000 acres under cultivation, and 2,333 in merchantable timber. The soil is good, though a portion of it requires drainage; this done, a fertile dark loam is the result, exceptionally well adapted for vegetables. The shore along the lake front is high and there is an abundance of live oak trees—a sure indication that the soil is good.

The fishing industry has been carried on for many years, and the lake, which has an area of fully 700 square miles, affords fine fishing grounds for the fresh water varieties. The annual output of this industry is enormous, and the investment in equipment and packing house plants is estimated at \$250,000.

The Gorduma grass has been introduced in this county and has proved to be well adapted to the soil. Much of the prairie is covered with this valuable grazing grass, which is very nutritious for cattle.

The products of the county are as yet limited, but the area under cultivation shows good results. The enumeration for 1924



*Draining the Everglades*

gives tomatoes in the lead with 91,194 crates; string beans 2,110 crates, and corn 4,095 bushels. Other products for the year were cabbage, cucumbers, eggplant, English peas, Irish potatoes and sweet potatoes. Sugar is one of the coming products, and while little attention has been given to this industry, 6,010 gallons of cane syrup were shipped out. It has been found that citrus fruit thrives well in Okeechobee County, as is evidenced by the fact that 23,338 boxes of oranges, and 4,166 boxes of grapefruit were shipped out last year, as well as large quantities of lemons and limes. The county is ideal for bees, as they can work the entire year, a single colony often producing 85 pounds of honey in that period of time.

The average temperature recorded for 1924 was 72.2 degrees. The warmest month averaged 82.4 degrees. This was August. The coolest was February with 59.3 degrees. The total rainfall for the year was 37.73 inches; the month of September witnessed the greatest precipitation when 4.72 inches of rain fell. The driest month was December with 0.11 inches.

Okeechobee, the county seat, with a population of 1,000 persons, is situated in a fertile section on the shore of the lake. Its water transportation facilities are taken care of by



a long wharf which extends out to the lake channel, convenient for the interchange of freight with the railroad. The lake has a number of navigable outlets and inlets in several different directions; the Kissimmee River on the north; the Caloosahatchee River on the west, and many canals to the east and west connecting with the Atlantic and the Gulf. These waterways have converted the town of Okeechobee, an inland town, into a seaport, and the lake into an arm of the ocean.

A number of prosperous towns and settlements are scattered along the line of the railroad as it runs through the county. Beginning at the north these are Osowaw, Fort Drum, Hilolo, Log Junction, Efau and Opal, all of which are shipping points ready to accommodate the settler who casts his lot in this section.

The opening of the year 1925 was the beginning of things for Okeechobee County. Since that time events have happened with great rapidity and its valuable acres are now in demand. Scouting good business ahead, the Seaboard Air Line has invaded the county, and the Conners Highway has become an assured fact. A newly organized syndicate has just purchased a 3,120 acre tract where a \$750,000 development is under way. The Southern Cattle Ranch has been purchased by New York men embracing an area of 180,000 acres, the price being \$1,500,000 cash. Immediately south of this ranch a syndicate of capitalists from Michigan, Chicago and Texas has bought 9,120

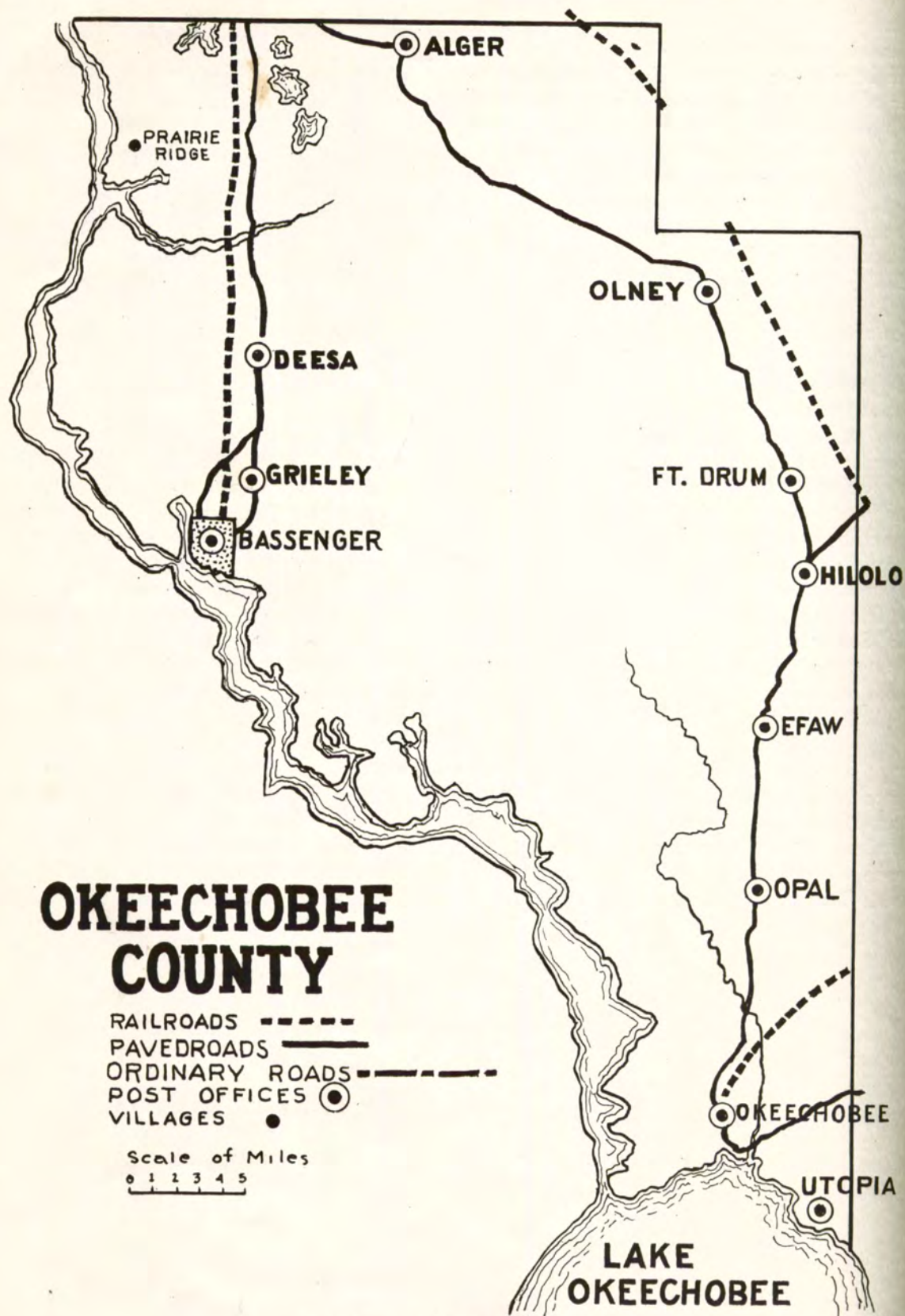


*Draining the Everglades*

acres for development. The price paid was \$2,000,000. Land values in some sections have advanced 500 per cent since the first of 1925. Acres which might have been purchased last year for \$5.00, are now valued at from \$100 to \$500. The green fields of Okeechobee County are destined to become lands of value and productiveness as development opens them to settlers.

Okeechobee has a tourist camp equipped with running water, electric lights, shower baths and facilities for washing cars operated under the supervision of the Chamber of Commerce, and no charge is made for camp or lights. Such inducements are not always found even in the best regulated communities, but the citizens of Okeechobee are hospitable and want the strangers within their gates to be comfortable while they stay.





Detail map of Okeechobee County



*Statement of the Condition of*

**THE BANK OF OKEECHOBEE  
OKEECHOBEE, FLORIDA**

*At the Close of Business, Aug. 5, 1925*

**RESOURCES**

Loans and Discounts.....	\$ 573,069.39
Real Estate.....	36,775.00
Furniture and Fixtures.....	12,442.64
Liberty Bonds.....	5,450.00
Cash on Hand and Due from Banks.....	475,396.14
Total.....	\$1,103,133.17

**LIABILITIES**

Capital Stock.....	\$ 25,000.00
Surplus and Undivided Profits.....	67,949.26
DEPOSITS .....	1,005,183.91
Bonds Borrowed.....	5,000.00
Total.....	\$1,103,133.17

*We invite tourist accounts.*

**Major W. E. Holmes**

**REAL ESTATE—INVESTMENTS—INFORMATION**

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**Okeechobee, Florida**

**EIGHTEEN YEARS RESEARCH OF THE EVERGLADES**



# ORANGE COUNTY

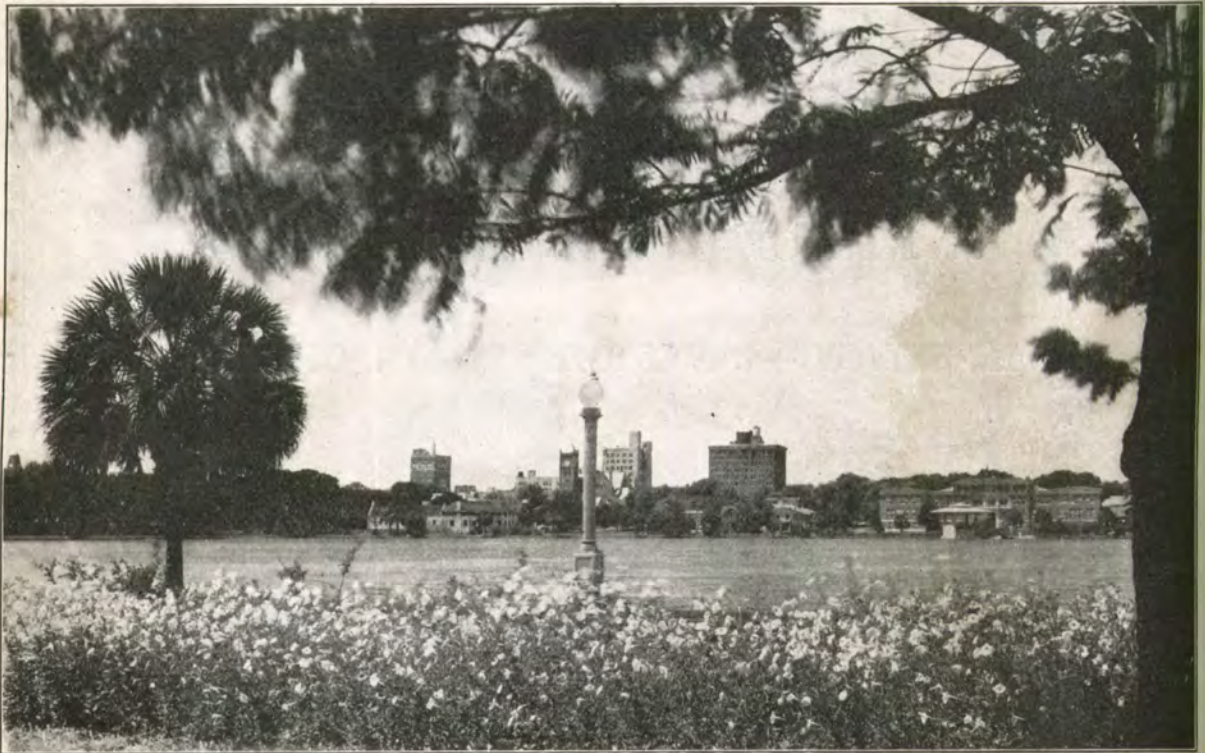
IT was in 1845 that the County of Orange, which then included what is now Seminole County, was set apart, and the story of its development involves much of the history of Central Florida. Bounded by Lake, Seminole and Osceola counties on the west, north and south, and by the St. Johns River, which separates it from Brevard County on the east, it is one of the most productive sections of Central Florida, and the variety and quality of the fruits and vegetables, and the income from the soil has given it the name of the County Bountiful.

Three and four crops a year reward the skilled and willing worker, and from \$250 to \$2,000 an acre may be confidently expected, and the higher figure is sometimes exceeded. Peculiarly adapted to the growing of citrus fruits, Orange County has some of the finest groves in Florida, and there are approximately 9,882 acres in bearing trees.

One grove in Orange County has 4,000 acres of citrus trees under one fence.

Over 1,500 lakes in the county have their influence in the temperature and help to make ideal conditions for fruit-growing, as well as giving rare charm to the landscape. The largest lake is Lake Apopka, the second largest lake wholly within the United States. The excellence of the fishing attracts thousands of sportsmen annually, and there are several camps with small cabins grouped about a central house beside its banks where they may find comfortable quarters for a long or short stay.

Scientists are constantly analyzing Florida soils to determine what they will best produce, and experiments have proved that there is in all Orange County only a very small acreage—around 8,000 acres all told, and not all in one place, which has not as yet demonstrated its potential productiveness, and



*Skyline Across Lake Eola, Orlando, Florida*



this is entirely suitable for town sites. There are thousands of acres under cultivation in Orange County in vegetables that supply northern markets during the winter season. Sixty carloads a day, during the season, of cucumbers shipped from one section of Orange County gives some idea of the productiveness of the soil, and there are grown in approximately the same quantities, lettuce, peppers, cabbages, tomatoes, celery, beans, and something more than 400 acres in melons. The cucumber crop alone brings more than a million dollars into Orange County yearly.

Strawberries and grapes are grown profitably in Orange County. Recent experiments show that 150 vines on one-fourth acre produced 1,600 pounds of grapes at a value of \$120. Then, too, while fruit, cereals and other products are considered, a new industry arises to decorate the output in the way of ferns, which are being grown for the market, and from an acre of Orange County land, \$1,250 to \$2,000 twice the same year is being realized. There remain something over 400,000 acres in the county which will yield a rich return, and one may purchase such land at from \$50 to \$100 an acre. Improved land can be bought at from \$1,000 an acre upward.

The annual rainfall is greater in Florida than in any other state. There are more growing days in the year, and more sun in the winter, and less in the summer; so crops are certain. The average winter temperature is 64 degrees, summer 79 degrees. All through Orange County are exceedingly good roads; more than 700 miles being hard surfaced. The roads are mostly of brick, clean and dustless. The excellence of the highways and the good service rendered by the Atlantic Coast Line and Seaboard Air Line Railway make the transportation problem easy. The Tavares and Gulf Railway serves the Winter Garden section, and the Florida East Coast road traverses a section of the eastern part of the county.

Interwoven with its material prosperity Orange County has a spiritual life that helps to attract to it thousands of other worthwhile people every year, and however small the community, churches and what they

stand for have their very definite place. Superior school advantages are offered through the county, with modern buildings, high standards of scholarship and teachers selected with care not only for their qualifications for teaching from books, but also for their character and influence. The health of the pupils is well guarded, and their recreations are well planned.

In 1845 there were 200 persons in Orange County; in 1925 there are around 40,000. There are in Orange County more than 150,000 cattle of which 6,000 are fine bred, and their dairy products annually average fully 610,000 quarts of milk and 10,000 pounds of butter. The poultry industry also has a high rating, and is yet in its infancy as the development in that line has just begun, as the past year, which marks the real beginning of the industry, shows that 52,453 dozen eggs were produced, realizing \$23,580.11, and the average price was 47 cents per dozen. The present year indicates that the returns will show much better results, as 4,500 dozen per week are being shipped. A high standard will be attained in that line through the support of the Orange County Poultry Association, an organization that directs the disposition of the output.

Orlando, the largest city in Central Florida, is the county seat of Orange County, and has a population of 25,000. It was incorporated in 1875 and in its fifty years has had a steady all-round development; churches, schools, homes, hotels, stores, theatres, industries, recreations, all having their place in the program of building and growing every year.

Built around thirty fresh water lakes, the city has for many years been known as the City Beautiful. There are 150 miles of brick paved streets, shaded by magnificent oaks. There are over 7,000 pupils in Orlando schools, and in the buildings and standard of scholarship all Florida takes pride. Orlando has unlimited pure soft water, and the municipally-owned plant is built to supply the demands of a city of 50,000. Over 7,000 homes are electrically lighted. There are over 3,500 families using Orlando gas for cooking, and there are more than 4,500 telephone subscribers. Orlando's five banks have combined



deposits of \$17,000,000. There are six other banks in Orange County.

Orlando is headquarters for many of the largest citrus fruit agencies in Florida and three-fourths of the entire fruit crop of the state is marketed through them. Some idea of the importance of the fruit industry may be gained from the fact that the outgoing messages pertaining to fruit alone, handled through the Western Union and Postal Telegraph Companies amount to more than \$100,000 a year.

More than sixty articles are manufactured in Orlando in marketable quantities, and the payroll is upward of a million dollars a month. These articles are on view at an industrial exhibit managed by the Chamber of Commerce each year and they include plate glass mirrors, mattresses, machinery, boilers, toys, church pews, tile, roofing, cement blocks, automobile tops, truck bodies, wagons, camping outfits, marmalades and kindred products from berries and fruits. The Orlando pottery is second to none anywhere for fineness of texture and beauty of design, and decoration.

An all year city, Orlando expands during the winter months for the entertainment of many thousands of visitors from all over the United States and Canada, who come to enjoy the perfect climate, the band concerts, the outdoor games and recreations, and open forum, all provided by the city for their pleasure.

Orlando is the geographical center of the Florida peninsula, with six main highways leading into the main arteries through the state and it is the natural commercial center for a radius of fifty miles. It has become the state headquarters for the distribution of some of the best known national products because of its rapid and substantial growth, and its strategic position. Orlando has some of the best hotels in the State of Florida, two metropolitan hotels of ten stories each being open all the year, and meeting the requirements of the most exacting travelers. There are a score of less pretentious year-around hotels and many tourist hotels giving luxurious surroundings and service. There are two country clubs with 18-hole courses, public tennis courts and public playgrounds.

Orlando is well served by the Atlantic Coast Line and the Seaboard Air Line Railways, with through Pullmans from nearly every important city in the north and east. The Orlando Chamber of Commerce is one of the most active organizations in all the South and gladly supplies information and literature.

Winter Park adjoins Orlando on the north, and is one of the most attractive cities in all Florida. It has a population of 3,000, beautiful estates, fine resort hotels, and is growing in a substantial way at a steady rate. It is the home of Rollins College, co-educational, which for many years has held high place among southern higher institutions of learning. The college is situated on Lake Virginia, one of the many lovely lakes, whose beauty impresses itself upon all Winter Park visitors. Irving Bacheller's home is one of the show places of Winter Park.



*Channel Between Lakes Osceola and Virginia at Winter Park, Orange County, Florida*





*Channel Between Lakes Osceola and Virginia at Winter Park, Orange County, Florida*

Winter Garden, just west of Orlando, is one of the most prosperous small cities in the county, with a population of 2,500. It is in the section of the county best known for its shipment of winter grown vegetables and there are packing houses for the exceedingly good citrus fruit grown in the groves there. Situated on Lake Apopka it appeals to an increasing number of winter visitors who are attracted both by the climate and the excellent fishing.

Apopka is one of Orange County's growing cities, with a substantial citizenry, modern improvements, and a progressive spirit. The population is about 1,800. It is surrounded by prosperous farming communities.

Ocoee and its immediate surrounding coun-

try have a population approaching 1,500, engaged in fruit and vegetable production, and the manufacture of crates for their shipment. It has some of the most fertile fields in Orange County, yielding a high annual income. It is located on a beautiful lake which gives charm to the business section. Its business buildings, schools, and churches, show that the city is building for a sure future.

Oakland is one of the growing towns in Orange County, combining pleasurable activities for winter visitors with permanent agricultural development. Oakland produces a large fruit crop of very high quality. The population is nearly 1,000.

Other interesting and fast growing towns in Orange County include Maitland, with its exceedingly good groves, and a population of about 500. Conway, also a grove section, and with good dairy land, abounds in lakes, and development for home sites, and for pleasure resorts is fast going on. The population is approximately 1,200.

Windermere is one of the most naturally attractive places in the county, situated on a chain of lakes and it draws many winter visitors. The population is about 500.

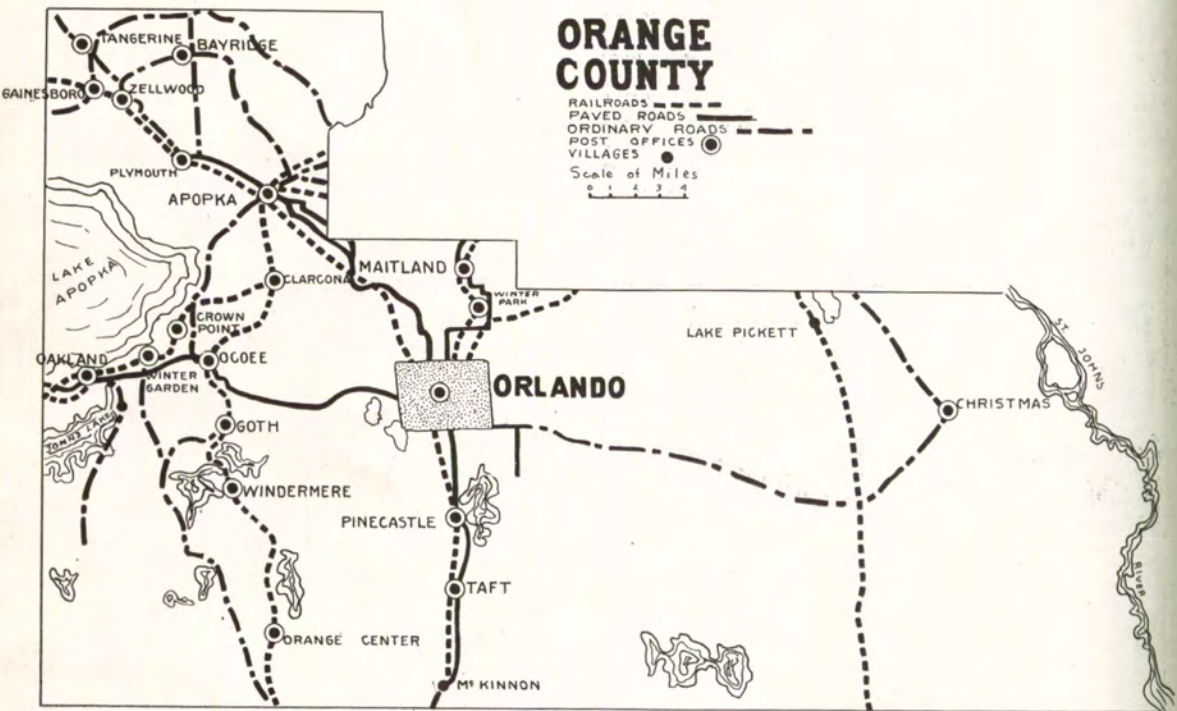
Pine Castle, with a population of around 500, is located on the Dixie Highway south from Orlando, and has some particularly profitable banana plantations. The homes are attractive and there is a growing business section.

With its name recently changed to Christmas Gardens, the old town on the Cheney-Dixie Highway known since Indian days as Fort Christmas, is fast coming into its own. Around it are some of the largest cattle ranches in the county and near it there is excellent hunting. The population is about 300.

Plymouth, Tangerine, and Zellwood are all delightful little towns in Orange County, with excellent groves and very fine private estates.

The efficient secretary of the Orange County Chamber of Commerce will gladly give detailed information about any part of the county.





Detail map of Orange County



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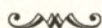
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# OSCEOLA COUNTY

ON May 12th, 1887, portions of Brevard and Orange Counties were taken to form Osceola County, with an area of 1,431 square miles, and a population of 3,000 persons. During the thirty-eight years which have intervened the population has increased to 10,741.

The Kissimmee River and lake of the same name form nearly all of the western boundary, and are a part of Florida's famous inland fresh-waterway leading to Lake Okeechobee. Orange County bounds Osceola on the north, Brevard and St. Lucie on the east, and Okeechobee on the south.

The chief industry of the county is farming and citrus fruit culture, there being 5,037 acres under cultivation. Much attention, also, is given to stock-raising. From the State Agricultural reports and other sources the following list of Osceola's products for 1924 has been compiled:

Corn .....	6,863	bushels
Sweet potatoes .....	9,855	bushels
Irish potatoes .....	4,241	bushels
Cabbages .....	7,490	crates
Tomatoes .....	5,840	crates
Peppers .....	5,545	crates
Cucumbers .....	5,400	crates
String beans .....	4,901	crates
Eggplant .....	1,170	crates
Oranges .....	214,992	boxes
Grapefruit .....	51,142	boxes
Strawberries .....	20,200	quarts
Peaches .....	2,420	bushels

Onions, lettuce, celery, bananas and pine apples are also added in large quantity to the products of the county.

In live stock and their products, 1924 shows the following:

Cattle on the ranges .....	48,848	head
Cattle sold during the year.....	1,263	head
Milk .....	71,130	gallons
Butter .....	15,632	pounds
Hogs on the farms .....	6,705	head
Hogs sold or slaughtered .....	9,403	head
Sheep .....	1,320	head
Goats .....	352	head
Poultry .....	41,705	fowls
Eggs produced, valued at .....	\$31,948	

A branch of the Florida East Coast Railway extends south through the county on its way to Lake Okeechobee, and the Atlantic Coast Line cuts across the northwest corner at Kissimmee from which place it branches four ways.

The average temperature of the county is 72.1 degrees, the warmest month being August with an average of 83.9 degrees; the coldest, February and March, each with an average of 58.5 degrees. A total of 60 inches of rain falls in an average year.

The assessed value of farms and improvements in 1924 was \$3,841,700. Land values are rapidly increasing, as may be seen from three transactions that have recently taken place: one, the sale of six townships including 104,000 acres of farming and citrus fruit land to a syndicate for \$3,000,000; another, the sale of 20,000 acres to a capitalist from Long Island; the third, the transfer of a large timber tract lying partly in Osceola and partly in Orange counties, the price paid being \$3,250,000. The estimated timber product is 337,000,000 feet, of which 118,000,000 is cypress.

A large number of beautiful lakes lie near the western and northwestern border of the county—many of which, no doubt, are destined to become resorts for tourists as they are all near rail transportation lines as well as on Florida's inland fresh-water-route from Jacksonville to Lake Okeechobee and beyond.

Kissimmee (accent said to be on the "sim"), the county seat, has a population of 3,400 and is situated on the north shore of Lake Tohopekaliga amid tropical surroundings. Tourists found Kissimmee years ago, and year after year they return. Being a railroad center it is a shipping place for the whole section, and the many packing houses are busy during the season. By a co-operative system inaugurated by the fruit and vegetable growers a plan has been worked out whereby they can ship in unison and realize



the full benefit from their industry. The middleman, or "manipulator" has had his day in these parts. The city has planned an expenditure of \$1,100,000 for municipal improvements, and its suburbs are expanding. Along the lake front a 4,000 acre tract is to be developed along the Venetian type, and recent purchasers of a \$60,000 parcel of land south of the city will embark in an extensive banana raising enterprise. Two miles north of the city a tract of 3,300 acres is being laid out for citrus and truck growing.

Oliver's Island, later known as Smith-Doran Island, with an area of 160 acres, was purchased for \$200,000. Much of the island has been improved by a large orange and pecan grove, now in bearing. Six artesian wells have been bored which supply water to the island community.

St. Cloud, nine miles east of Kissimmee, has a population of 2,500 persons. It was colonized by Civil War veterans in 1909, followed by comrades from nearly every state in the Union. Here, under a tropical truce, in Soldier's Rest, they live over again the old days that called them forth to war. St. Cloud is more than a soldier's rest, and its surroundings are inviting many settlers who will find thousands of acres of fertile

soil awaiting them. A business district development of magnitude is now under way in St. Cloud. Operations have been started on 250 feet of business buildings in the heart of the town which will include 19 stores, a hotel and a theater. St. Cloud has a commission form of government, and bonds for \$500,000 are called for to take care of further civic improvements. It is located on East Tohopekaliga where boating and fishing are the best. The lake is eight miles long and seven miles wide. Its Indian name was "Sleeping Tiger."

Narcoosee, the terminus of the Atlantic Coast Line branch on the east side of East Lake Tohopekaliga, was first settled by English notables. Some descendants of the original stock still make their homes in the town, while others have turned their attention to citrus fruits and other farming industries. It is claimed that 50,000 boxes of citrus fruit are shipped annually from Narcoosee.

A canal connects the two Lakes Tohopekaliga which are the headwaters of the Kissimmee River, and boats ply the waterways both for commerce and pleasure.

The county is named after Osceola, a famous Seminole chief, a son of an English trader and a chieftain's daughter. Following an adventurous career he finally got into trouble with the white man, and ended his life a prisoner in Ft. Moultrie.

There are many acres of land suitable for growing all the products of a temperate and sub-tropical climate. They await the advent of the settler and the colonizer and promise to him the maximum of return for his labor. When Osceola County becomes better known to the outside world the shores of its beautiful lakes will reflect back the lights of many homes as the sun retires behind the forests of yellow pines. At Kissimmee, St. Cloud and Narcoosee the tourist will find agents of the commercial chambers from whom he may obtain all the information he seeks.



Banana plantation, Osceola County



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# PALM BEACH COUNTY

ALL along the eastern boundary of Palm Beach County is the Atlantic Ocean. Protecting the mainland is a long strip of land, with beautiful Lake Worth intervening. A large portion of the western boundary is formed by Lake Okeechobee, from which drainage canals run across the county to the ocean. It is these canals that are responsible for the reclamation of the Everglades.

Of the county's 1,720,520 acres, as yet only 7,538 are in cultivation, while fully 25,000 acres are in merchantable timber. At one time a silent waste, much of it valued at 25 cents an acre, these Everglades have proved among the most productive lands anywhere to be found. The soil is rich with decomposed vegetable matter to a depth of nine feet, and excellent for growing almost anything. This particular section is especially favorable since, with the Atlantic and Lake Okeechobee to temper the cold waves, a frost rarely occurs.

The following statistics of production for 1924 were issued by the State Department of Agriculture:

202 acres produced	14,050 bushels corn
248 acres produced	21,300 bushels Irish potatoes
10 acres produced	400 crates celery
70 acres produced	16,500 crates bell peppers
Tomatoes .....	185,800 crates
String beans .....	104,950 crates
Lima beans .....	12,550 crates
Eggplant .....	1,400 crates
English peas .....	4,500 crates
(valued at \$22,500)	
Oranges .....	277,690 boxes
Grapefruit .....	194,780 boxes
Limes .....	4,826 crates
Lemons .....	3,276 crates
Pineapples .....	125,200 crates
Mangoes .....	34,440 crates
Avacado pears .....	23,672 crates
Guavas .....	11,912 crates
Cocoanuts .....	815,880
Bananas .....	5,932 bunches

The Everglades are especially well adapted to the culture of sugar cane, and large sugar mills are being installed in this section to take care of the product. Last year 71,250 gallons of syrup were produced.



*A Palm Beach County nook*

A 70,000 acre tract of land in the southern portion was recently bought by the Brown Company, a \$60,000,000 corporation of Portland, Maine, to be planted to peanuts. The company's experiments have shown a production as high as 200 bushels per acre. The crop will be used for making peanut butter and a cooking compound. Peanuts are also good for fattening hogs, as are sweet potatoes and corn.

Farm lands have greatly increased in value during the past five years, since the assessed value of 69,901 acres of farms, including land and buildings, is \$22,572,860 as opposed to \$5,914,742 in 1920.

Cattle raising is receiving more and more attention in the county. The lowlands offer the best kind of grazing lands and the cattle may be carried with little expense. Jerseys and Guernseys are being introduced, while the cross produced by the Herefords and native stock seems especially well adapted to the locality.

It was the extension of the Florida East



Coast Railway, in 1892, that really opened up Palm Beach County, making it accessible. A beautiful highway with symmetrical curves has been developed through the county for a distance of forty-five miles, with \$990,000 voted for further improvements. There is also a twenty-five mile ocean boulevard.



*Scene near Palm Beach*

Palm Beach Inlet will be cut through from the ocean to Lake Worth at a point about four miles north of Palm Beach, and will allow the entrance of coastwise steamers. The channel, 16 feet in depth, will be completed by July 1st, 1926, while every 1,000 feet there will be protecting jetties. Wharves, docks, warehouses, road and railroad connections to the dock will be built, as well as a 16-foot harbor. The legislature has now authorized an additional \$3,250,000 to make the inlet 24 feet deep on the completion of the above work.

The average temperature for the year 1924 as recorded at Jupiter was 74.7 degrees, with August the warmest month averaging 83.6 degrees, while February, the coolest, averaged 63.6 degrees.

The county seat is located at West Palm Beach on the west shore of Lake Worth.

With a population of about 30,000 persons, it is a market center for the products of the surrounding country. A new business center is being built, with a second arcade building to be constructed at a cost of \$200,000. Although a bond issue of \$1,700,000 has been voted for municipal improvements, including a municipal pier, plans are being made for an additional bond issue of \$2,000,000 for early use.

The famous resort, however, is at Palm Beach, across Lake Worth and on the Atlantic Ocean. There are many luxurious hotels to accommodate the millionaires and notables that gather during the winter months. The Royal Poinciana Hotel is six stories high and 1,000 feet long, overlooking the ocean on the east and the lake on the west, while the Royal and the Breakers have also been popular with the tourists. A new Breakers will be erected on the site of the one which was recently burned down. A ten story apartment building to cost \$4,000,000 is being planned. A New York capitalist proposes to make improvements in the two towns at a cost of \$25,000,000, which will include a \$5,000,000 hotel and an aerial ferry across Lake Worth. Other developments at a cost of \$8,500,000 are to be made jointly by the two towns.

North of the inlet is the Paris Singer development,—a large tract of land with two miles of ocean frontage. The first two sections of these lots were sold by reservation before the public ever saw the maps or knew the prices. A fill is being put in on the Lake Worth side and Mr. Singer expects to spend about \$25,000,000 in developing this tract. The Blue Heron Hotel is being built at a cost of \$2,000,000 and Mr. Singer has made the announcement that Christmas dinner will be served there.

Six miles north of Palm Beach is Kelsey City, being developed by the East Coast Finance Corporation. Between Jupiter and West Palm Beach, the company controls 100,000 acres of land, where experimental farming is being carried on.

Boynton has facilities for delightful bathing, boating and fishing, and is fine for growing both fruit and vegetables.

Delray, the "Ocean City." is a thriving



town of 1,700 persons, a center for pine-apples, cabbage and tomatoes.

Near the southern line is Boca Raton, being developed by northern capitalists who have bought 16,000 acres along two miles of ocean coast. An exceptionally fine hotel is being planned which will have 100 guest rooms and 250 apartments. This, with a casino and other attractions, will cost approximately \$6,000,000.

Palm Beach County has approximately \$20,000,000 worth of hotels under construction. The Whitehall, an exclusive club hotel,

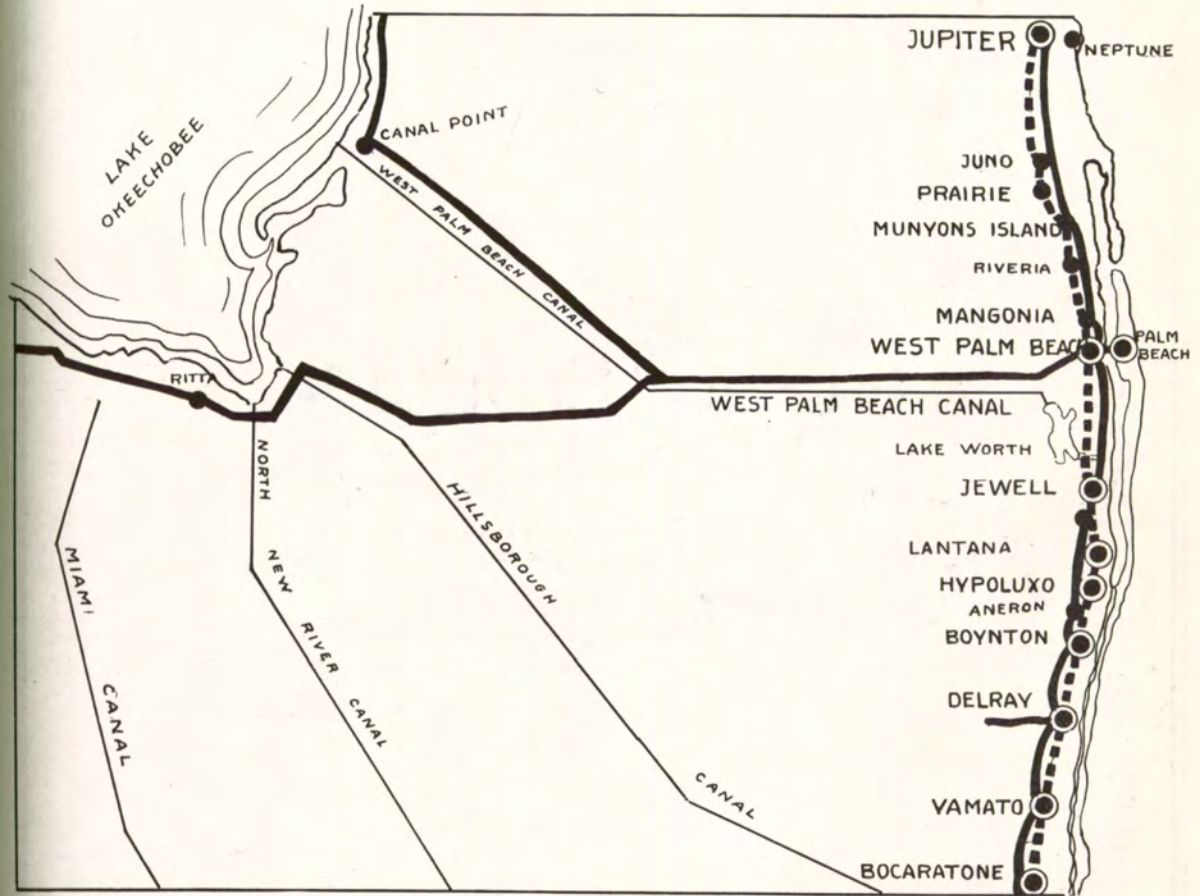
will be completed about the 15th of December, 1925, while among other hotels being built are, the Alba, the Ambassador, Pennsylvania, Monterey, and Dixie Court. An equal amount of money is also being put into the construction of office buildings and homes.

For further information about Palm Beach County, the visitor is directed to the Chamber of Commerce at Lake Worth, West Palm Beach and Delray. There are automobile camps at West Palm Beach, Lake Worth and Delray.



*A village street*





## PALM BEACH COUNTY

RAILROADS - - - - -  
PAVED ROADS - - - - -  
ORDINARY ROADS - - - - -  
POST OFFICES ●  
VILLAGES ●

Scale of Miles

0 1 2 3 4 5

*Detail map of Palm Beach County*



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*References:* FARMERS BANK & TRUST COMPANY, West Palm Beach, Fla.



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## *Del-Raton Park*

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# Ocean City of Florida

## *The Premier Subdivision*

Del-Raton Park, on the Dixie, and a few minutes from the ocean across a bridged canal and over a 400-foot highway, enjoys two miles of the beautiful free ocean beach of Delray. This pleasure spot of the East Coast is on the highest strip of land between Palm Beach and Miami, 23 miles south of the famous society resort and 49 miles north of the wonderful city of Miami. It is four miles from Boca Raton and two miles from Villa Rica. It is being developed by the genius, Henry Lage, one of the greatest development engineers in the United States. Del-Raton Park will enjoy all the comforts of the resort city of Delray, for Del-Raton Park is the beauty spot of the Ocean City.

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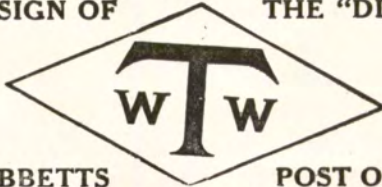
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WEST PALM BEACH  
FLORIDA



# PASCO COUNTY

**I**MMEDIATELY north of Hillsborough County, bordering on the Gulf of Mexico, is Pasco County, having an area of 750 square miles or 480,000 acres. The county was formed June 2nd, 1887, when its population numbered but 4,249 persons. Between the date of its formation and 1920, the population practically doubled itself. From the latter date to the present time, however, progress has been rapid, a recent census placing 51,648 persons within its borders.

Of the total area there are 8,830 acres under cultivation; 3,690 acres in improved pasture, and 4,057 acres in merchantable timber. There still remains upwards of 200,000 acres of cultivatable land open for improvement and development.

Pasco County prides herself upon the variety and excellence of her agricultural products, and well she may, since for three successive years she carried off the grand prize at the annual South Florida Fair at Tampa against the keen competition of other counties. At one of these fairs she exhibited 878 different varieties of her products.

The following is a partial list of these products for the year 1924:

Oranges .....	1,336,410	boxes
Grapefruit .....	154,007	boxes
Corn .....	36,449	bushels
Strawberries .....	34,520	quarts

In the same year, also, there were planted 226 acres to peanuts and 737 acres to string

beans. Peaches, guavas and bananas in large quantity, as well as all the vegetables raised in any temperate climate swell the list of Pasco's 878 products.

Stock and poultry raising are important industries in the county, the year 1924 showing the following:

Cattle ...	10,559	head,	valued at \$209,802
Milk ....	236,610	gallons	
Butter ...	110,872	pounds,	valued at \$55,436
Chickens .	93,897		
Eggs .....			valued at \$114,663
Hogs ....	5,478		valued at \$28,652

The land of Pasco County is high and rolling in the eastern part, except a certain portion east of the Withlacoochee River which is a cypress forest. Here lumbering is actively carried on in a number of saw-mills. To the westward the slope is gradually to the Gulf in rich hammock land, interspersed with dense growths of palmetto and live oak.

The Atlantic Coast Line and the Seaboard Air Line have two lines each extending through the county, and these, with the 125 miles of hard-surfaced highways constructed at an expenditure of \$1,200,000, have aided materially the prosperity of the county. Recently an additional bond issue of \$1,330,000 has been voted, which will further make for advancement in Pasco County.

Meteorological records for the past 25 years show an average annual temperature of 70.7 degrees Fahrenheit, the warmest month being August with an average temperature of 80.5 degrees, the coldest, January, whose average was 59.0 degrees. The average annual rainfall for the same period was 56.87 inches.

Dade City, the county seat, has a population of 2,500. Its location is ideal, being on rolling ground, and shaded streets give it the appearance of a restful, home-like retreat. Both the Atlantic Coast Line and the Seaboard Air Line pass through the town affording direct shipping facilities north and south.



Near New Port Richey



The city owns its own water works, the supply coming from deep wells. On January 1st, 1925, the resources of the city's banks amounted to over a million dollars, with deposits of \$800,000. Dade City is the commercial center of the county. It was settled in 1885 and became the county seat two years later.

Pasadena, three miles south of Dade City on Lake Pasadena, is being developed for the citrus industry. Here, also, a \$3,000,000 hotel is being built by a company which has secured a thousand acres of land.

Zephyrhills, a town ten miles south of the county seat on the Seaboard Air Line with a population of 1,500 persons, was originally settled by war-veterans. Its chief industry is agriculture—cucumbers being one of its best products, returns of \$1,000 per acre often being realized.

Crystal Springs near the Hillsborough County line, is also on the Seaboard Air Line Railway. The copious spring, from which the village takes its name, flows at the rate of 36,000,000 gallons a day and contributes largely to the head-waters of the Hillsborough River.

Trilby, at the northerly end of the county, is on the same high ridge which extends south through Dade City to the southern extremity of the county.

Richland, in the eastern part of the county, and San Antonio nearer the center, both being on the Atlantic Coast Line though on different stems, are prosperous agricultural centers.

New Port Richey, near the Gulf coast on the Pithlachascootee River, or the "Cotee" River as it is called for short, was settled by Captain A. M. Richey, a schooner skipper, about the year 1883. The place was then

known as Hickory Hammock, but in 1911 northern capitalists discovered it and laid out the present town, calling it Port Richey. Today New Port Richey is a thriving little settlement, picturesquely set amid massive live oaks along its well-paved highways. The town owes much of its recent advancement to the Bowman Organization of realtors whose unsparing efforts have succeeded in making this beauty-spot well-known to the outside world.

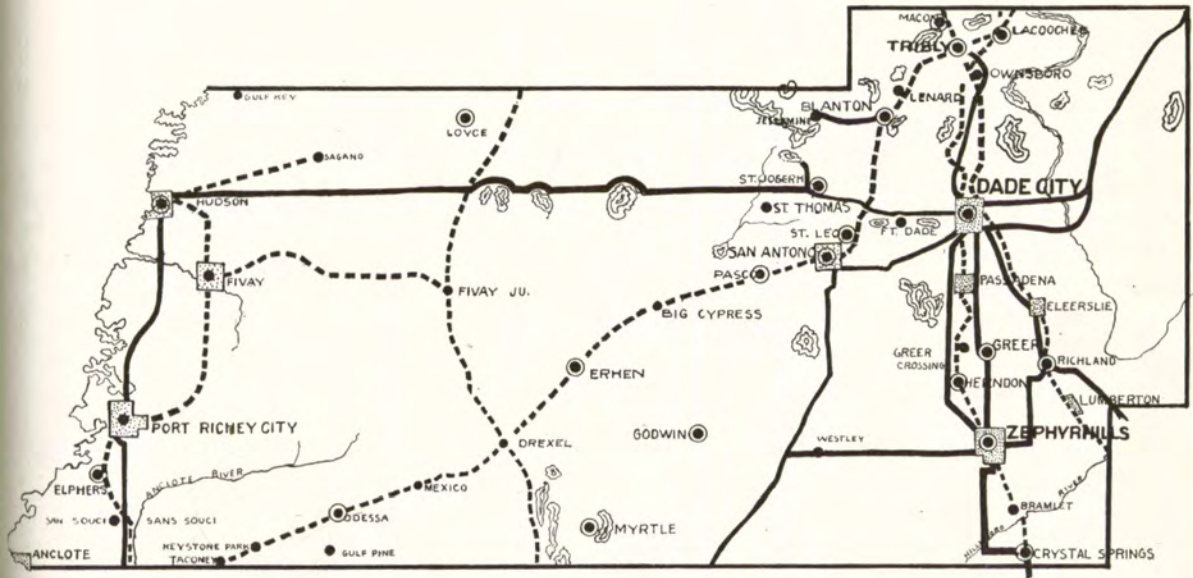
Five miles northeast of New Port Richey the Aripoka Saw Mill Company built a town and started operations in 1905. They named the place "Fivay," or "Five A's," as the name of the five members of the firm all began with "A." Bankruptcy overtook the venture after several years of operation, and the place sank into innocuous desuetude till quite recently when outside capitalists purchased the ruins, and have laid out the place as a winter resort.

Visitors travelling to Pasco County by automobile will find accommodations at camps established at Dade City, Zephyrhills, Trilby and New Port Richey, and the county offers every inducement to the man who desires peace, plenty and prosperity in a climate than which there is none better.



*Pasco County banana field*





## PASCO COUNTY

RAIL ROADS ———  
 PAVED ROADS ———  
 ORDINARY ROADS - - -  
 POST OFFICES ●  
 VILLAGES ●  
 Scale of Miles  
 0 1 2 3 4 5 6

*Detail map of Pasco County*



# NEW PORT RICHEY

## *Another Sarasota in the Making*

The star of New Port Richey is rising. A natural beauty setting. It is on the banks of a splendid river right next to the Gulf of Mexico. The soil is rich. Palms and hard wood abound. The fishing, bathing and boating possibilities are unlimited.

Three hard roads connecting with Tampa, 30 miles away. A fine highway to Tarpon Springs, 8 miles, Clearwater 25 miles, and St. Petersburg 45 miles. Only a short distance south of the great new development at Weekiwassee Springs, where a new city is to be built.

Five hotels and a \$150,000 stucco, 100-room hotel in the making. Four fine business blocks started within the past month. New Port Richey is on the line of the railroad that is to connect the west coast with the middle west of the United States. Values are yet very low, but once let the dirt start to fly on the new railroad and prices will rise rapidly. You can't buy a piece of property in New Port Richey at present prices that will not increase in value tremendously in the early future.

### Buy Where Values Are Still Reasonable

#### A Great Future Seen for New Port Richey

*(J. Harvey Whitney in the Tampa Times)*

"One of these days, and the time is not so far distant, residents of Florida, particularly those of Hillsborough, Pinellas and Pasco counties will discover New Port Richey. Some other folks will probably discover it first, but that will not lessen the surprise of the thousands in Hillsborough and other counties named, when they too find out that New Port Richey is and has become a place rivaling most resorts of Florida, which were started first, and which for a while enjoyed prestige which defied competition.

"Whoever picked out New Port Richey for a beauty spot was a good picker. But it isn't half as beautiful as it will be. That may be said after seeing the signs of development going on now, slow 'tis true, but solid. They are bulkheading in sections of land bordering on the river, and they are preserving a roadway along that river. You get a good view of it now, but in years to come they will

have twice the river drive you get at the present time as you go through on the fine asphalt surfaced surveyed highway from Tarpon Springs.

"Just let the buying commence and you'll see prices of shore front lots and even those on the hills back of the river, go soaring. Somebody is going to make money right there in the development and sale of lots. Nobody asked to have this written. It just came to the writer's mind from the first glimpse he got of New Port Richey's river. He didn't pay much attention to the town as it is. Anyway that isn't the town that will be there in a few years more. It will be swallowed up by a growth that will not kill the town, but will cover it in a health giving way. One can only imagine what it will be fifty years from now. One could safely bet that New Port Richey will by that time, yes, long before that—be considered a worthy competitor of some of the famous resorts and winter home cities of Florida."

Edgar A. Wright for fourteen years editor of the Florida Grower, who traveled all over Florida in the interests of his publication, picked New Port Richey for his home and for his investments. You would be safe in following him as he knows his Florida like a book.

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# PINELLAS COUNTY

**O**RIGINALLY a part of Hillsborough County, Pinellas County was formed on November 14, 1911, with an allotted area of 234 square miles, or 149,760 acres,—the smallest county in the state. The location is ideal, with its eighty miles of Gulf coast on the west, and with almost the entire eastern boundary formed by Tampa and Old Tampa Bays. The mainland is protected from the Gulf of Mexico by a chain of keys, which makes an inside passage for boats.

The land is undulating, with the soil fully as productive as that of Central Florida. There are 15,000 acres under cultivation, while the area in merchantable timber is 6,188 acres.

The following table was issued by the Department of Commerce at Washington, D. C., for Pinellas County for the year 1924:

Total number of orange trees..	442,466
Total number of grapefruit trees	391,355
Total number of lemon trees...	896
Total number of pecan trees...	1,124
Total number of cattle .....	2,543

The leading product is citrus fruit, though vegetables are also grown to a large extent.

The Atlantic Coast Line enters the county from the north, the Tampa and Gulf Coast Railway from the east, both terminating at St. Petersburg at the south end of the peninsula. Many improved highways have been constructed, while a generous bond issue is available for further road paving.

The average temperature for the year 1924 was 73.4 degrees, with the most heat in August, when the average temperature was 84.6. The coolest month was February, with 61.4 degrees. The total rainfall for the year was 52.03 inches, the most falling in July with 10.57 inches, the least in November, when there were only 0.23 inches of rain.

The county seat is at Clearwater, the highest coast elevation in the state and possessing about six miles of water front. The location is especially pleasing, overlooking Clearwater Bay and the Gulf of Mexico on the

west, while Old Tampa Bay may be seen on the east.

There is under construction a \$1,000,000 causeway across the harbor to connect the town with the island on the Gulf. It will be 9,000 feet long and 100 feet wide. When completed, this highway, free to the public,



*Sponge Exchange, Tarpon Springs*

will run eight miles along the beach, which is expected to be one of the great attractions of the west coast.

Building permits for the year 1924 amounted to \$1,192,264, while from January 1st to July 1st, 1925, the sum was \$1,665,923 for the 500 new homes being built. The Belleview Hotel just south and adjacent to Clearwater, is an attractive feature of this section. There is also a new development at Belleair and Belleair Heights; and the Lloyd-White-Skinner Company is developing a high-class residential section of 170 acres on the waterfront, about a mile south of the center of the city.

St. Petersburg, the "Sunshine City," has for a number of years been the acknowledged tourist town of the west coast. With a population of 27,000, it accommodates 100,000 visitors each year. The building record for 1924 was \$10,000,000, while the bond issue for public improvements is \$2,000,000.



Realty deals for the year ending March 31, 1925, amounted to \$85,725,950. It is said that northerners alone have spent fully \$5,000,000 in building homes. The possibilities of St. Petersburg will be greatly improved by the \$2,500,000 Gandy Bridge recently completed, which spans Old Tampa Bay, connecting Pinellas with Hillsborough County, and greatly lessening the route between St. Petersburg and Tampa. The total length of the causeway is six and a half miles, with 15,490 feet of the structure of reinforced concrete. The approaches to the bridge were made with deposits dredged from the bay.

Safety Harbor, at the head of Old Tampa Bay, is where Hernando De Soto landed in 1539 and found the famous Espiritu Santo Springs, which still flow. These springs, with professed medicinal properties, are one of the direct causes for the development of the town. Here is a quotation from a Safety Harbor circular: "1923, a one-horse town; 1924, \$1,667,650 improvements; 1925, \$4,075,000." An analysis of the latter amount shows \$275,000 for municipal improvements, \$850,000 for improving subdivisions; \$2,285,000 for hotels; \$350,000 for roads, and the balance for other improvements.

Largo, an old town, was at one time the center of development for citrus fruits. The town is growing, however, and now many of the citrus trees are being sacrificed for homes. Plans have been made for the expenditure of \$1,000,000 for public improvements.

At the north end of the county, on the

Anclote River and four miles in from the Gulf, is Tarpon Springs, with a population of 5,000. This is a busy town as well as a thriving pleasure resort. As many as 1,500 acres of subdivisions are being added, while property amounting to \$6,000,000 changed hands last year. A number of public and private improvements are to be made, including a \$1,500,000 fire-proof hotel.

Tarpon Springs is the center of the sponge industry, which is carried on almost exclusively by Greeks. The old method of grappling the sponges with a long hooked pole is no longer employed. Instead, a flotilla of a hundred boats, with a mother ship, is used. The fleet makes three trips each year to the grounds which range from 10 to 150 miles off shore. Each boat has a crew of five men and diving equipment. The divers go down often as far as 150 feet where they gather the sponges and place them in a sack with a line attached. The sack is hauled up and lowered by signals. The approximate value of a year's catch is \$1,000,000.

Dunedin is a prosperous coast town two miles north of Clearwater, and having a population of 2,000 persons.

Wall Springs, still farther north, is as yet only a recreational spot, but, being on the coast, it has a fair chance of development in the near future.

At the north end of Old Tampa Bay and near the eastern line of the county, is Tampa-Shores, founded by R. E. Olds, of automobile fame, who purchased 37,000 acres of undeveloped land and converted it into farms, with a townsite.

There are several other towns worthy of note: Seminole, a rural community; Pinellas Park, where they raise rice, cane and vegetables; and Gulfport, west of and a suburb of St. Petersburg.

Because of its elevation, Pinellas County is especially healthful. It is also particularly favorable to the raising of citrus fruits since the waterbound peninsula protects the groves from severe frosts.

For further information about Pinellas County, the visitor is directed to the Chambers of Commerce at Clearwater and St. Petersburg.



Tarpon Springs





RAILROADS — — — — —  
PAVED ROADS —————  
ORDINARY ROADS - - - - -  
POST OFFICES (circle)  
VILLAGES (dot)  
BRIDGES — • — • — •

### Scale of Miles

A horizontal number line with tick marks labeled 0, 1, 2, 3, 4, and 5.

*Detail map of Pinellas County*



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\*See the report of the 36th annual meeting of the American Medical Association. We shall be glad to send you a folder telling you about it and Pinellas Point.





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Tarpon Springs, Florida  
*(The Venice of the South)*



# POLK COUNTY

LOCATED at approximately the geographical center of the state is Polk County, established on the 8th of February, 1861. The first census of the county was recorded in 1870 when it showed a population of 3,167. The increase was slow until about 1900, at which time there were 12,472 persons. During the next ten years, the population doubled, while today, it numbers 63,919 persons.

There are innumerable lakes within and bordering the county, with Lakes Hatchineha and Kissimmee forming a part of the eastern border, while the Kissimmee River flows south along the same border, on its way to Lake Okeechobee.

Polk County has an area of 1,967 square miles, practically all good land, except for the hundred or more lakes, which are really a valuable asset. 87,072 acres are under cultivation; 21,511 are in improved pasture land; while 128,355 acres are in merchantable timber. Citrus fruit is the leading product of which 5,250,000 boxes are shipped annually. Vegetables are next in importance, general farming being carried on extensively. There are a number of crate mills and canning houses throughout the county, where products are prepared for shipping. The value of live stock, including cattle, hogs

and horses is reported to be \$2,000,000.

The lumber industry is a noteworthy feature of this section, since 60,000,000 feet, valuing \$1,500,000, are cut annually, while naval stores, such as turpentine and rosin, together with cross-ties for railways, valuing \$3,000,000, are also produced. The pebble phosphate deposits yield 2,000,000 tons a year at a value of \$10,000,000.

The county's twenty-one banks show a capitalization of \$1,586,250, with a surplus of \$445,680, while the total deposits amount to \$10,057,742.

The average temperature for the year 1924 was 72.2 degrees, with August, the warmest month averaging 84.0 degrees, while for February, the coolest, the average was 59.4 degrees. The total rainfall for the year was 71.03 inches.

Facilities for transportation are always of primary importance to any section. Polk County has its full share, with two main lines,—the Atlantic Coast Line extending north and south through two portions of the county and having many laterals, while the Seaboard Air Line runs east and west with several branches. The Charlotte Harbor and Northern Railway extends south through the western portion and terminates at Boca Grande the seaport of Charlotte Harbor and one of the largest phosphate shipping ports in the state. Besides these rail facilities, there are 346 miles of asphalt highways, on which \$3,000,000 have been expended, while a bond issue of an additional \$3,000,000 has been voted for further improvements.

Bartow, the county seat, has a population of 4,594 and is a railroad center, as well as a connecting point for the main highways. The daily building permits for the year 1925 have averaged \$2,150, and it is estimated that the amount for the year will exceed \$1,000,000, while bank deposits on January 1st, 1925, were \$840 per capita. A \$400,000 hotel is to be constructed; a \$100,000 municipal hospital is under way, while the expendi-



*Crooked Lake, Polk County*



ture of many thousands more is contemplated for other municipal improvements.

The largest city in the county is Lakeland, with a population of 17,046. Located in the western section, it has an elevation of 227 feet above sea level, while the crossing of two lines of the Atlantic Coast Line at this point assure adequate transportation. Prog-



Phosphate industry, Polk County

ress has been rapid here, as in 1920, the population amounted to but 7,062, while during 1924, fully 25,000 visitors came to Lakeland for recreation and investment. During 1924, \$3,339,000 was spent for public improvements, while the annual payroll from the various industries runs as high as \$2,500,000. The assessed value of the property in this progressive city, is \$18,500,000, computed on a 90 per cent basis, with the bank capitalization approximately \$700,000. Within the city limits are two small lakes, while just east of the city is Lake Parker, a large body of water affording recreational amusements, and where the fishing is fine.

Winter Haven, with a population of 3,497, is located at the center of 97 lakes, all within a radius of five miles, some of which are connected by canals, so that many avenues for motor boating are afforded, as well as other aquatic sports. Situated on the Atlantic Coast Line and with six paved highways radiating in different directions, as well as the water routes, ample shipping facilities are found at this point. Municipal improvements are under way, with a bond issue of \$550,000 available; street paving at a cost

of \$400,000 is being laid; a \$45,000 city hall is completed, and a \$10,000 White Way is being planned. Joining the town on the north, is Florence Villa, a subdivision devoted to fruit and trucking and where a number of packing houses are employed to prepare the output for market. During the shipping season, 28 cars a day are required to move the product.

A tract of 6,200 acres, costing \$620,000 has been opened near Winter Haven as a colony for Hungarians, who will do trucking, and raise grapes and geese, an unusual combination, though logical.

East of Winter Haven is Peace Valley, destined to become a banana plantation with 270,000 plants already set out. Lying northwest of Winter Haven is Kenilworth Park, a subdivision, adjacent to Lakes Cannon and Mirror, and where there are citrus fruits and cozy homes a-plenty.

Over toward the northeast on the Atlantic Coast Line and on the Dixie Highway, is Haines City, with a population of 3,100. The location is ideal, being high and rolling, while the altitude is 221 feet above sea level. Large tracts of land have recently been sold around the town, the sales amounting to over \$1,000,000. The principal sale was the combination of the Frank Bryson-Haines City Country Club and Golf Grounds Estates, comprising 2,948 acres and on which a \$10,000,000 development is planned. The Skinner Machinery Company is moving from Duneden, in Pinellas County, to Haines City where it will create a suburban town of its own. The city is also to have a roomy theater with a seating capacity of 1,000 while the music will be furnished by a \$15,000 organ. Bank deposits for January 1st, 1925, were \$1,260,178; postal receipts, \$10,637; building permits, \$289,687, while the assessed value of the property of the town was \$2,438,501. A special road and bridge bond issue of \$550,000 is available and the construction of 45 miles of paved highways is nearing completion.

Four miles north of Haines City is the charming and carefully planned town of Davenport, surrounded by 5,000 acres of citrus fruit trees—one of the largest developments of its kind in Florida, and with an



ownership extending to every part of the country. The Paul Henry Organization, which is conducting several important developments in and about Davenport, has just erected a new administration building and the Prince Orange Hotel—the latter for the exclusive accommodation of its guests. The sale of one of the Henry subdivisions was recently consummated in two days by the Grand Rapids, Mich., office of the organization.

Graylynn Heights, a subdivision to the southeast, is being opened with a \$250,000 development, where \$1,400 a front foot was recently refused for a business corner.

Lake Wales, at a point where the Seaboard Air Line and the Atlantic Coast Line cross, is located on Lake Wales and is a center for the citrus fruit industry. This exceptionally attractive town has a population of 2,747, and has, within or adjacent to the city limits, some fifteen lakes, whose clear, cooling waters afford excellent fishing and water sports. A bond issue of \$600,000 has been spent for street improvements, with 18 miles of streets completed, while a bond issue of \$195,000 has been voted for municipal parks, a golf course and other amusements. The electric power plant supplies a number of towns for a distance of 25 miles north and south.

Lake Wales has many suburbs. Mountain Lake, an exclusive residential and grove development, comprises over 3,000 acres. It is here that Iron Mountain is located which has an elevation of 324.9 feet and is the highest point in central Florida. The Edward W. Bok Bird Sanctuary is here, where Mr. Bok, as well as a number of other notables, has a winter home.

Adjoining Mountain Lake is Mammoth Grove, the site of a 5,000-acre citrus development, where the rows of orange trees are more than a mile long. Near Mammoth Grove is Templetown, where there is the largest individually owned grove in the world. It comprises 2,000 acres of the Temple orange variety, which commands a high price on the market.

Three miles south of Lake Wales on the Atlantic Coast Line, is Highland Park, where the home of the statistical laboratory of

Roger W. Babson faces Crooked Lake, a beautiful curving body of water, nine miles long.

Lake Pierce, for ages magnificent but isolated, and covering an acreage of six square miles, is to be developed. A 2,200-acre tract of land along its beautiful shores is being laid out.

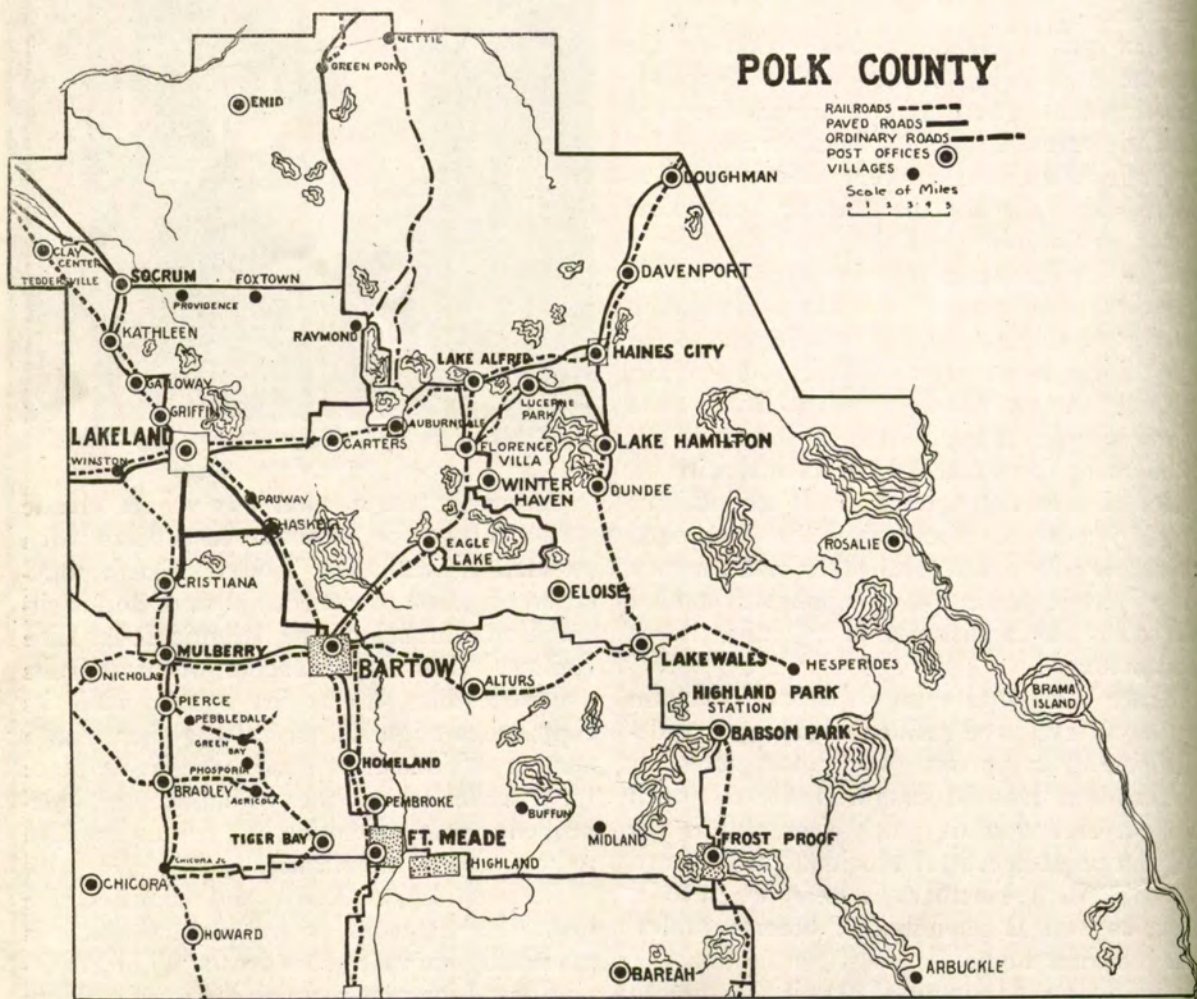


*Highway entering Davenport Park, a Paul Henry development*

Seventy year ago, what is now Fort Meade was a refuge for its scattered settlers when pursued by Seminoles. Today, it has a population of 3,000 prosperous persons and is situated on a branch of the Atlantic Coast Line Railway. For the production of citrus fruits and vegetables, it has few equals, while its eight miles of paved streets together with a number of industries make a desirable place for a settler who wishes to build up an independent home. Hunting and fishing are also to be found in the vicinity.

Between Lakes Reedy and Clinch is the town of Frostproof, so waterbound that it is practically immune from frosts. The Atlantic Coast Line runs through the town, as does a highway leading north and west to other points. The soil is fine in this locality where land values range as high as \$500 an acre. During the last season 500,000 boxes of citrus fruits were shipped from its groves, while along its eight miles of lake frontage are many lovely homes. There is a bond issue of \$340,000 for paving the roads and for a city hall. The hunting and fishing in the near vicinity will bring satisfactory results.





*Detail map of Polk County*



# Bartow, Florida

## *The City of Oaks*

County seat of Polk county, the most highly developed county in the State, from a horticultural and agricultural point of view, center of the citrus fruit, grape and winter vegetable growing industries of Florida as well as of the phosphate mining industry of the United States, wants

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**BARTOW CHAMBER OF COMMERCE**  
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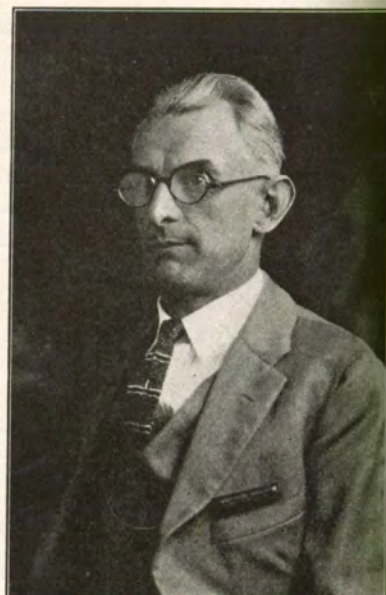
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The superb properties to be found in and around Lake Wales, the beautiful homesites on hillside and lakeside, the business and industrial locations so strategically placed, and the famous Scenic Highlands acreage, with such inviting possibilities justly demand a service which is at all times prompt, courteous and dependable.

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## FLORIDA OLD AND NEW



# PUTNAM COUNTY

IN the northeastern part of the state, with its eastern boundary about 20 miles from the Atlantic Ocean, is Putnam County, formed January 13, 1849, with an area of 481,280 acres. The census of 1920 gave it a population of 14,568, though a more recent enumeration reports 17,173 persons.

Flowing through the eastern section is the St. Johns River, fully a mile wide for the distance from Palatka to the northern boundary line, while from Palatka south to Lake George, the river narrows to a varying width of 200 feet. The stream is navigable for 200 miles from its outlet, and large steamers ply the river to and from Jacksonville in Duval County where they connect with ocean vessels from many ports on the Atlantic. A portion of the southern border is formed by the Oklawaha River which flows into the St. Johns. These rivers, with their tributaries, and Crescent Lake at the southeastern boundary, afford drainage for the entire county. Among the many lakes, the more important are: Grandin Lake, in the northwest, four miles long and nearly three miles wide; Lake Etonic, Lake George, Georges Lake and Swan Lake. Another feature of this section is the artesian wells, which may be drilled at an approximate average cost of \$200.

The land may be classified as lowlands, or flatwoods, and highlands: the lowlands are best suited for vegetables and grazing, the highlands for fruits. Only 9,459 acres are under actual cultivation; 11,348 are in pasture land; while 4,610 acres are in merchantable timber. The products for the year 1924 are shown in the following tabulation:

Irish potatoes .....	57,370 bushels
Corn.....	23,680 bushels
Sweet potatoes .....	11,900 bushels
Velvet beans.....	4,150 bushels
Peanuts .....	1,340 bushels
Beans .....	1,215 crates
Tomatoes .....	820 crates
Squashes .....	500 crates
Hay .....	2,600 tons
Watermelon .....	50 cars
Cane syrup.....	5,350 gallons
Oranges.....	106,237 boxes
Grapefruit .....	60,000 boxes
Lemons .....	300 boxes
Limes .....	200 boxes
Peaches .....	20,000 bushels
Pecans .....	120 bushels
Bananas .....	500 bunches

Lesser quantities were produced of onions, lettuce, cabbage, eggplant and peppers. Some of the products have not as yet been brought up to standard in Putnam County. Only beans, potatoes and tomatoes have received much attention. The term "hay" in Florida applies to native grass, pea hay, Natal grass and Japanese cane. Sugar cane does very well in the lowlands.

Statistics of live stock, dairy products and poultry, as tabulated at the end of the year 1924, are as follows:

Cattle .....	4,208
Jerseys .....	300
Hogs (living) .....	2,479
Hogs (slaughtered)....	2,087
Milk .....	17,160 gallons
Butter .....	10,000 pounds
Chickens .....	152,192
Eggs .....	\$73,469

Dairying and poultry raising are on the



Putnam County Exhibit at South Florida Fair



advance in Putnam County and have a big future, with an ever-present demand for the products. The local state market is supplied with its butter, chickens and eggs largely from other states, as the State of Florida itself does not as yet meet more than one-fourth of the demand.

The average temperature for the year 1924, as recorded at Crescent City, is 70.8 degrees Fahrenheit. August was the warmest month with 83.3 degrees, while February, the coolest month, averaged 57.2 degrees.

The Atlantic Coast Line radiates in three directions from Palatka, the county seat; the Florida East Coast Railway comes in from the northeast to Palatka and out again in a southeasterly direction on its way down the coast; while the Georgia Southern and Florida Railway, coming in from the northwest, terminates at the county seat. With these lines and with the broad St. Johns River, the city has many advantages as a commercial center and as a manufacturing place.

From Federal Point on the St. Johns River, down to Crescent Lake in the southeastern

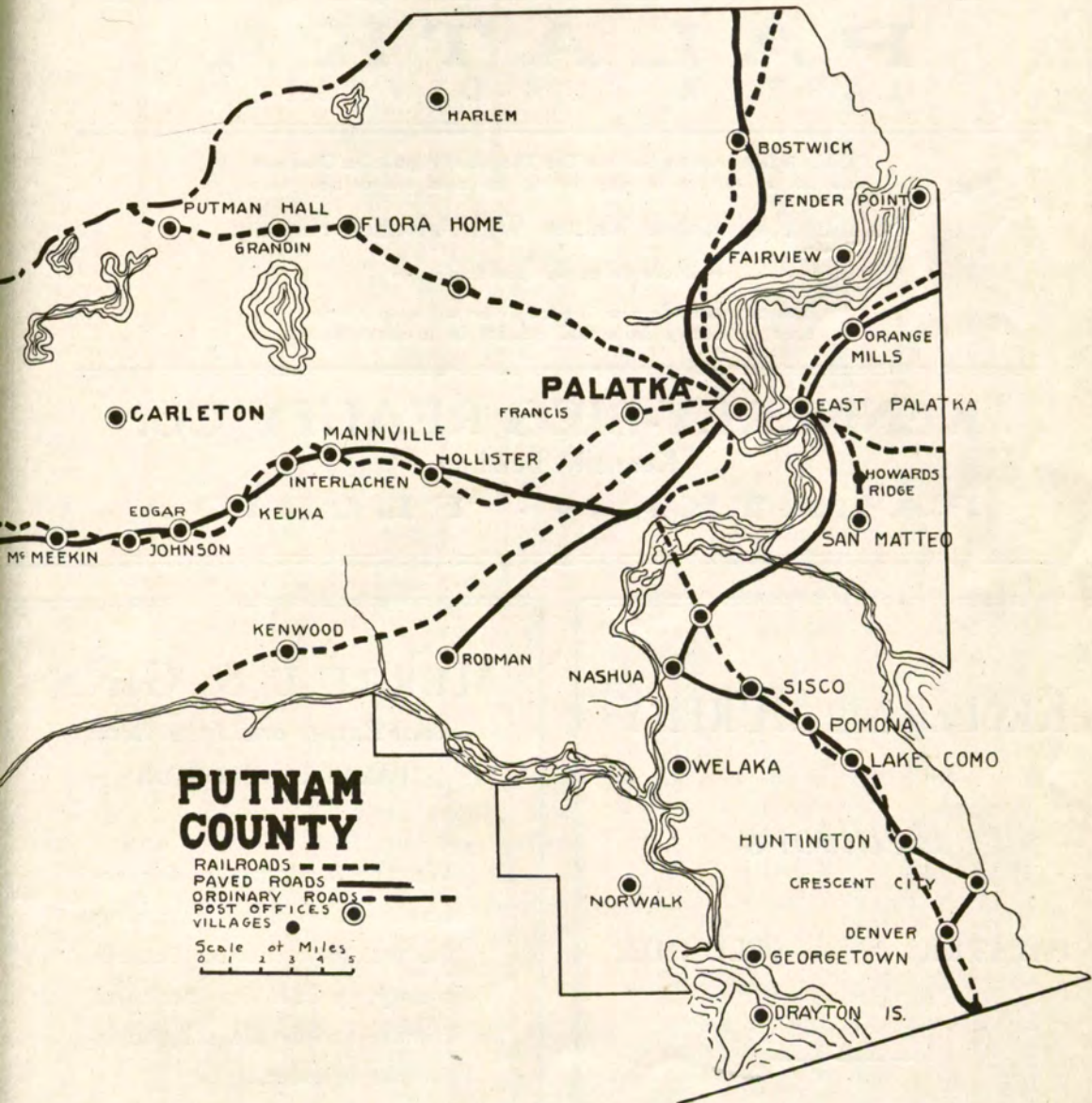
corner of the county, are large groves of oranges, grapefruit and tangerines, which, with the many young trees being planted, will in a few years make this one of the best sections in the state for citrus fruits. The section around Interlachen, over toward the west, is also excellent for citrus fruits, as the subsoil of the high pinelands is favorable to the production.

There is a stretch of land from Federal Point to East Palatka which is particularly well adapted to the growing of potatoes and to general trucking, while up in the northwest at Florahome, near Grandin Lake, the undulating muck land affords a yield of vegetables that has few parallels.

There are plenty of opportunities in Putnam County, with good roads being opened through sections heretofore isolated, while good land still may be had at a nominal price.

For further information about Putnam County, the visitor is directed to the Chambers of Commerce at Palatka, Crescent City and Pomona.





*Detail map of Putnam County*



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We are headquarters for accurate information regarding the real opportunities Putnam county, with its healthful climate and fertile soil, holds for the investor.

Give us a call when passing through and our town on the St. John's may be the end of your journey.



# ST. JOHNS COUNTY

ONE of the first counties to be formed was that in which St. Augustine, the oldest town in the United States, is located—St. Johns County, established July 21st, 1821. The population, according to a recent census, is 16,129. The entire eastern border faces the Atlantic Ocean, while nearly all the western boundary is formed by the St. Johns River.

The altitude ranges from sea level to an elevation of 62 feet, while the land is undulating and of good quality for agricultural purposes. Unimproved land may be had for from \$50 to \$100 an acre. Of the county's 407,040 acres, 10,900 are under cultivation, with an equal number in merchantable timber. The principal products, according to the report of the State Department of Agriculture for 1924, were as follows:

7,332 acres produced	683,933 bushels	Irish potatoes
192 acres produced	23,940 bushels	sweet potatoes
40 acres produced	10,674 gallons	cane syrup
Corn .....	88,263 bushels	
Grapes .....	120,900 pounds	
Oranges .....	29,765 boxes	
Grapefruit .....	5,423 boxes	

Vegetables, such as cabbage, tomatoes and peppers, are grown for home consumption only. Other fruits, such as figs, pears, guavas, plums, peaches and Japanese persimmons, are produced in moderate quantities, while grapes are becoming a leading product of the section. Pecans will, in time, be of

importance, as many young groves have been set out. Cattle, hogs and poultry are receiving considerable attention, with thoroughbred stock being introduced.

The climatic conditions as recorded at St. Augustine for the year 1924, show an average temperature of 69.4 degrees Fahrenheit. August was the warmest month, with 80.2 degrees, while February, the coolest, averaged 55.8 degrees. The total rainfall for the year was 56.16 inches.

The Florida East Coast Railway comes down from Jacksonville to St. Augustine, and from there it takes a southwesterly course through the county on its way to Palatka in Putnam County, after which it diagonals in a southeasterly direction to the coast again. A double track cut-off is to be constructed directly from St. Augustine to Bunnell, in Flagler County, a distance of thirty miles. This will greatly shorten the route to points south and will open up a new section along the coast. Plans are being made for one hundred miles of additional highways, to embrace nine separate roads, including bridges, and to cost \$2,000,000. This will also open up new good sections heretofore isolated for want of transportation facilities.

St. Augustine is the county seat, located on the Matanzas River, with Anastasia Island opposite separating the river from the ocean, while St. Augustine Inlet forms a pass to the Atlantic.



Old Spanish Fort, St. Augustine





*St. Augustine*

The story of St. Augustine is over 400 years old, and may be briefly reviewed here. When Ponce de Leon discovered it in 1513, during his search for the Fountain of Youth, it was an Indian village known as Scooc. The next fifty years were uneventful, until the advent of the Huguenots, whose Protestant faith had caused them to leave their native France. They did not stay long, however, but moved on to the St. Johns River. On August 28th (St. Augustine's Day), 1565, Pedro Menendez de Aviles, a Spanish captain, arrived with 2,600 colonists, raised the Spanish flag, and named the town in honor of the saint. His first act was to attack the French settlement on the St. Johns River, and two years later the French retaliated on St. Augustine. When the daring Sir Francis Drake, a famous English freebooter, came there in 1586, he was not pleased to see the Spanish flag and so plundered and burned the town. Throughout the seventeenth century it frequently suffered from the raids of Indians, pirates, and the English settlers of South Carolina and Georgia; in 1763, it came into the possession of the English by the Treaty of 1763; was ceded to Spain in 1783; and transferred to the



*St. Augustine*

United States in 1819. On July 10, 1821, at 3:00 P.M., the stars and stripes were raised over the old Spanish fort as a proclamation of possession. During the Civil War it changed hands three times.

Today, one may walk along the narrow streets and see many relics of the past: the old Franciscan Monastery is now the United States Barracks; the cathedral with the Moorish belfry is the post office; the public library was once St. Mary's Convent; Fort Marion, with its moats, casements, dungeons and subterranean passages, could tell many weird tales. The small elevated pavilion where one may rest, was once the slave market, and one may now attend church, any denomination, without being in danger of the rack or the fagot. A sea wall a mile long protects the shore from the sea.



*St. Augustine*

The city gates are swung open to all, and they are now as they were when built, constructed of coquina rock from Anastasia Island. The wing walls, of the same material, originally extended the entire distance around the town, but expansion destroyed most of it.

The Hotel Ponce de Leon is of Spanish design, costing \$2,500,000 when labor was cheap. The carved door, marking the entrance to the rotunda, bears the Spanish coat of arms, also the lion of Leon and the castle, as well as other hieroglyphics of ancient honor. The Alhambra, the Barcelona, the Bennet and the Buckingham are also good hotels, while the Alcazar, opposite the Ponce de Leon, caters to the most particular, where one may have a bath à la Turkish, Roman, Russian, or a Nauheim cold.

The south end of town is being built up with modern improvements, and it is here



that Cedar Knoll will be developed. Anastasia Park, on Anastasia Island, is a new development, and on the same island D. P. Davis of Tampa is planning one of the master developments of Florida.

At Hastings, over in the southwestern part of the county, on the Florida East Coast Railway, 500,000 barrels of potatoes, or 3,000 carloads, are shipped out annually. The potatoes are planted in January and harvested in April; corn may then be planted on the same ground and gathered in September, after which a crop of vegetables may often

be produced before it is time to plant potatoes again.

Not far from Hastings, on the other side of Deep Creek, is the town of Spuds, appropriately named.

There are a number of other towns in St. Johns County that are worthy of mention and where settlers may find pleasant homesites. For further information about the county, the visitor is referred to the Chamber of Commerce at St. Augustine and Hastings, where he may also learn the whereabouts of the automobile camps.

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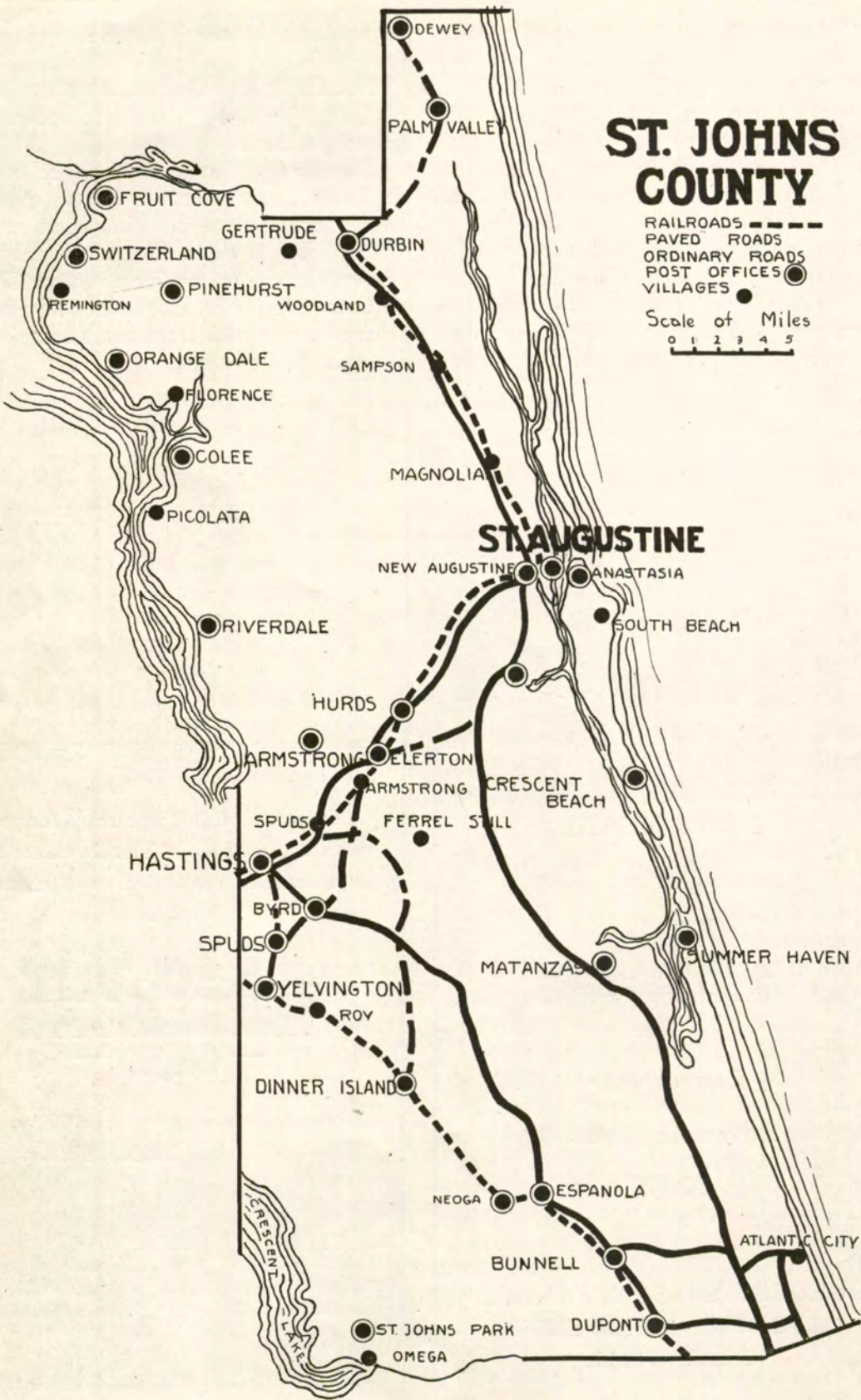
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Detail map of St. Johns County



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# ST. LUCIE COUNTY

ON the 24th of May, 1905, St. Lucie was established, with an area of 741,760 acres, of which approximately 510 square miles from the north side were taken on June 30th, 1925, to form Indian River County. According to the census of January 1st, 1925, the population is 11,670. The reports for the year 1924 embrace St. Lucie County in its original condition before the creation of Indian River.

The entire eastern border faces the Atlantic Ocean with a continuous narrow strip of land protecting the Indian River, which parallels the mainland. This river is tidal, provided with a number of passes to the ocean, and unsurpassed for yachts and launches as well as for boats of commerce, while the beaches along its beautiful shores afford excellent bathing.

The greater part of the county is a vast level tract where few inroads have been made and where much of the land requires drainage. When reclaimed, however, this exceptionally fertile soil has few equals for raising vegetables, sugar cane and almost anything else, with two or three annual rotations of some crops possible.

The assessed value of the property of the county is \$8,750,000.

The report of the State Department of

Agriculture for 1924 shows the following products:

Grapefruit .....	371,171	crates
Oranges .....	142,564	crates
Pineapples .....	23,265	crates
Avacado pears .....	2,700	crates
Limes .....	103	crates
Strawberries .....	4,100	boxes
Bananas .....	485	bunches
String beans.....	73,791	crates
Tomatoes .....	54,925	crates
Eggplant .....	16,879	crates
Peppers .....	6,676	crates
Cucumbers .....	2,906	crates
Lima beans .....	1,780	crates
English peas.....	1,300	crates
Cabbage .....	100	crates
Irish potatoes.....	12,910	bushels
Honey .....	23,001	pounds

According to the Chamber of Commerce for the county, the tomato crop yielded from 250 to 300 crates an acre, valued at \$2.50 a crate in the field, while eggplant will, under favorable conditions, yield a crop valued at \$1,080 an acre; potatoes \$480 an acre.

This is a good section for live stock, with the statistics as tabulated on January 1st, 1925, as follows:

Stock cattle (on hand).....	6,005
Dairy cows .....	434
Hogs .....	13,212
Hogs (slaughtered) .....	1,549
Chickens .....	24,369
Eggs .....	\$12,000

In addition to these land products, the average value of the salt water fish caught annually for the market is \$875,000.

The climate is fine, with an average temperature of 74 degrees for the year 1924. August was the warmest month with 84.0 degrees, while for February, the coolest, the average was 61.8 degrees. The total rainfall for the year was 54.54 inches.

Paralleling the coast is the Florida East Coast Railway, while the Dixie Highway also extends through the county, paralleling the beach. This roadway is paved with as-



St. Lucie County Exhibit at the South Florida Fair



phalt and possesses elevated turns, so that speeding is comparatively safe along this road of delightful scenic beauty.

The county seat is at Fort Pierce, located on the shores of the Indian River, and the center of activities. Originally this was a Seminole trading post, an isolated place until the Florida East Coast Railway was put through and made it a division headquarters, establishing its repair shops here. This means the distribution of a monthly payroll of \$40,000. Besides, there are two fruit and vegetable packing houses; two large lumber yards and milling plants; a boat building plant; while the annual product from the fishing grounds is valued at \$800,000. Developments and improvements are also very much in evidence here: the new \$500,000 causeway across Indian River is completed; the \$50,000 casino on the ocean beach is likewise finished; municipal improvements to cost \$2,000,000 are underway; \$400,000 has been voted to improve the inlet from the ocean; while \$845,000 has been set aside for road improvements. With all these changes, real estate has been very active, land values

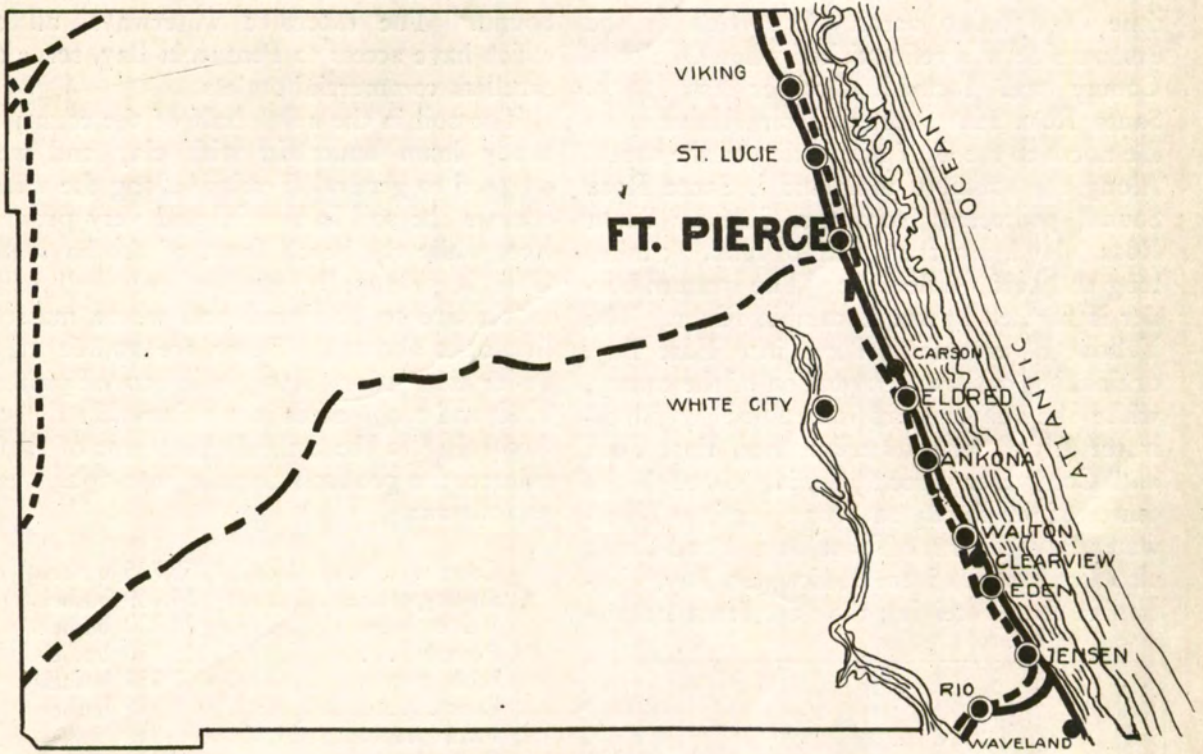


*On the Dixie Highway*

rising steadily. South of the town a 2,000 acre tract is being sub-divided, which will expand the city limits; eleven miles to the west the new town of Byington is being laid out on a 150,000 acre tract by the Florida Development Corporation; and many other sections of the country are being promoted.

For further information about St. Lucie County, the visitor is directed to the Chamber of Commerce at Fort Pierce, where he may also learn the whereabouts of the automobile camps.





## ST LUCIE COUNTY

RAILROADS ---  
PAVED ROADS ———  
ORDINARY ROADS - - -  
POST OFFICES ●  
VILLAGES ●

Scale of Miles

0 1 2 3 4 5

*Detail map of St. Lucie County*



# SANTA ROSA COUNTY

WAY over in the western part of the state is Santa Rosa County, established February 18th, 1842, with an area at the present time of 656,640 acres. A portion of the eastern side was relinquished when Okaloosa County was formed, October 1st, 1915. Santa Rosa runs through from Alabama on the north to the Gulf of Mexico on the south. Along the southern mainland is Santa Rosa Sound, protected from the Gulf by Santa Rosa Island, a narrow strip of land, 35 miles long and half a mile wide. The western border is formed by the Escambia River. The Yellow River, which flows into East Bay, drains the southeastern portion of the county, while the major part is drained by Blackwater River, with its tributaries, East Fork and Coldwater Creek, flowing through the center of the county and emptying into Blackwater Bay, an arm of East Bay. Pond Creek also flows south into Blackwater Bay. Escambia Bay, receiving the flow from Escam-

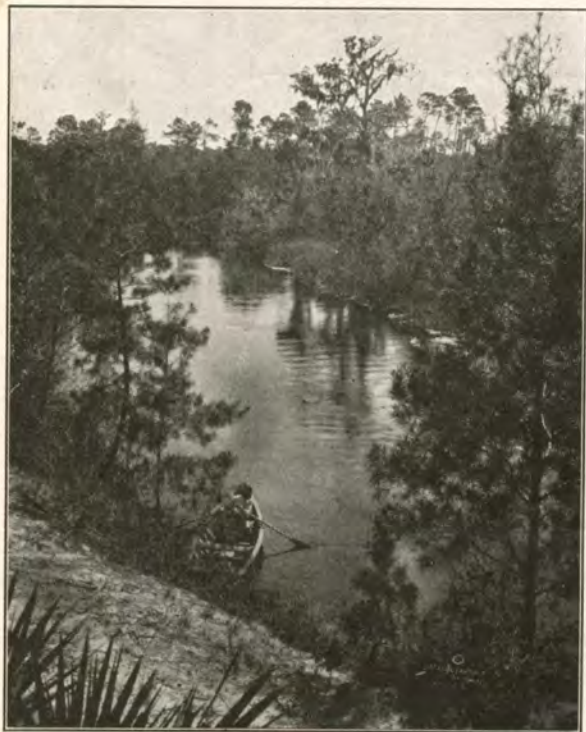
bia River, joins with East Bay, the two converging into Pensacola Bay, with an entrance to the Gulf at the west end of Santa Rosa Sound. The extensive waterways, all of which have access to Pensacola Bay, serve as excellent commercial outlets.

The soil in the north half of the county is sandy loam underlaid with clay and well adapted to general farming; along the water courses the soil is alluvial and very productive, while the beach front of the bays and Gulf is principally sand where shell hammocks are to be found and where massive live oaks abound. There are 29,862 acres under cultivation, 1,305 in improved pasture land, and 2,496 acres in merchantable timber. According to the State Department of Agriculture, the products for the year 1924 were as follows:

Corn .....	165,765	bushels
Sweet potatoes .....	54,169	bushels
Velvet beans .....	30,720	bushels
Peanuts .....	18,050	bushels
Irish potatoes.....	7,959	bushels
Oats .....	1,255	bushels
Field peas.....	840	bushels
Cucumbers .....	4,954	crates
Onions .....	2,100	crates
String beans.....	937	crates
Lima beans .....	732	crates
Cantaloupes .....	254	crates
Cane syrup.....	56,637	gallons
Velvet bean hay.....	630	tons
Honey .....	3,107	pounds
Peaches .....	4,811	bushels
Pears.....	917	barrels
Figs .....	353	crates
Sugar apples.....	180	crates
Strawberries .....	3,130	quarts
Grapes .....	11,837	pounds

It is claimed in this section that one acre of land will produce 435 bushels of sweet potatoes or 500 gallons of cane syrup, bringing in either case a revenue of \$500. The hay crop consists of Natal grass, cowpeas, and peanut vines, all very nutritious for the cattle.

One of the coming features of Santa Rosa County is blueberries. One 760-acre grove



*A North Florida River*



near Milton is said to be the largest in the state. An eighty-acre seven-year-old grove in that locality was valued at over \$40,000—the price offered for it.

The statistics of live stock as tabulated at the end of the year 1924, were as follows:

Hogs (on hand).....	13,212
Hogs (sold living) ....	1,033
Hogs (slaughtered)....	4,836
Wool .....	15,124 pounds
Chickens .....	69,606
Eggs .....	\$81,821
Milk .....	180,630 gallons
Butter .....	17,414 pounds

The average temperature for the year 1924 was 67.7 degrees Fahrenheit, with June the warmest month averaging 80.8 degrees. For February, the coolest month, the average was 54.8 degrees. The total rainfall for the year was 46.70 inches.

The Louisville and Nashville Railway comes in from the east at the center of the county and runs southwest on its way to Pen-

sacola in Escambia County. The Florida and Alabama Railway enters up in the north-western corner, intersecting the Louisville and Nashville Railway at Milton.

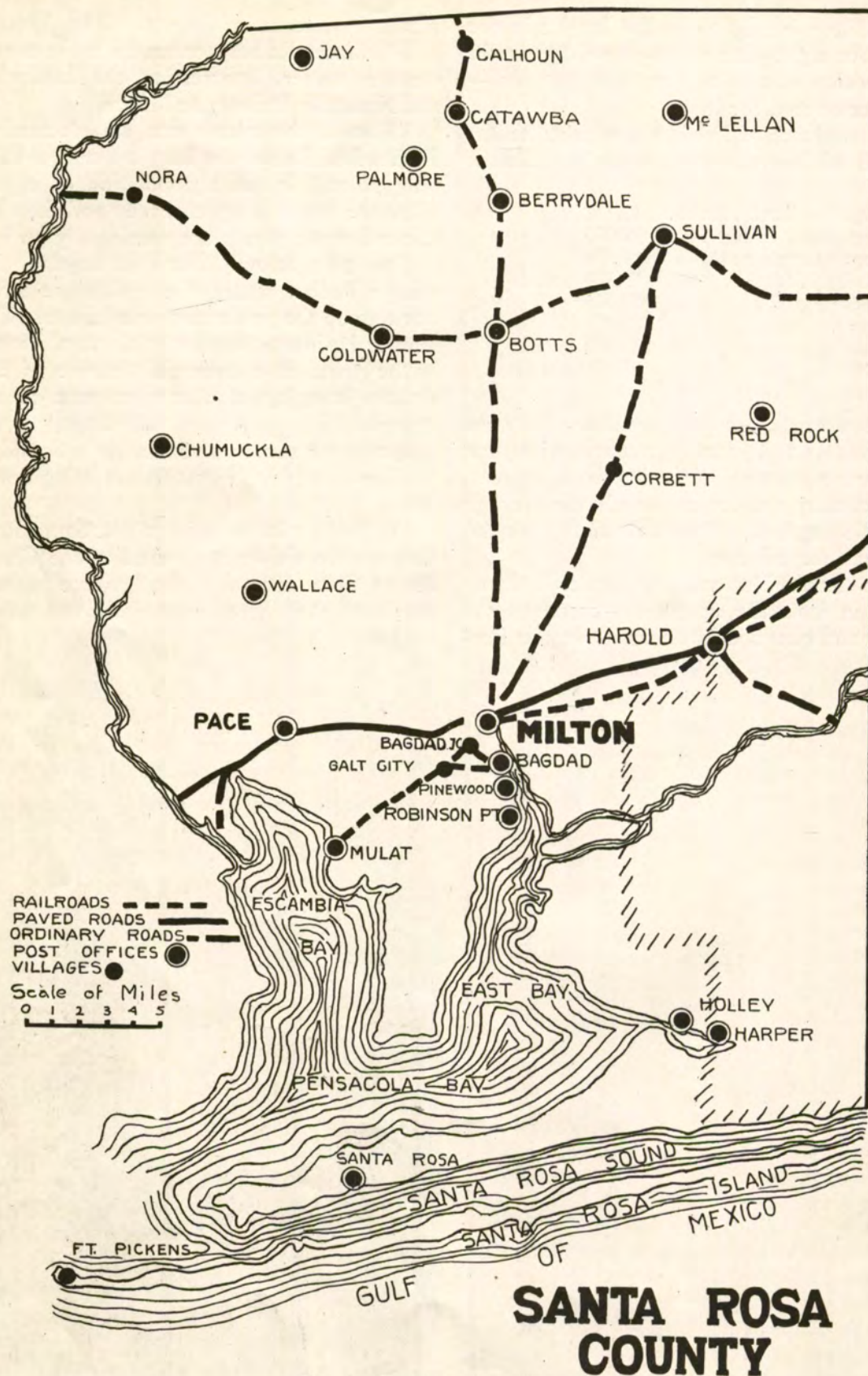
Milton is the county seat, and, located at the head of Blackwater Bay, is a central shipping point. It has a population of 2,500, while the streets are well paved and the electric and water plants are municipally owned.

One mile below Milton is Bagdad, for years a lumber center where mills are active working up the products of the forests. The lumber business, together with naval stores, is the principal commercial feature of this section, bringing in a vast revenue to the county.

Along the shores of Santa Rosa Sound, a number of attractive resorts are being developed.

For further information about Santa Rosa County, the visitor is directed to the Chamber of Commerce at Milton, where he may also learn the whereabouts of the automobile camps.





Detail map of Santa Rosa County



# SARASOTA COUNTY

ORIGINALLY a part of Manatee, Sarasota County was formed in 1921, with an allotted area of 355,600 acres. The population, as reported by an unofficial census at the end of 1924, was 10,099 persons. With its entire western border facing the Gulf of Mexico, the county has thirty-five miles of water frontage. The mainland is protected from the Gulf by a long strip of land and by islands, with Sarasota Bay intervening. This provides an inside channel for boats of light draft which ply the waters for commerce or pleasure. The channel and inlets have been improved by the U. S. Government to some extent and further improvements will be made as soon as they are justified by an increase in commerce. The terminal facilities consist of a municipal concrete pier, a railway pier and ten privately owned wharves.

Of the county's many thousands of acres, only 14,000 are in farms, and 10,812 acres in merchantable timber, while 200,000 acres of undeveloped land are available for settlement, with the remainder open country. The products of the developed portion are oranges, grapefruit, guavas, and other fruit, while the principal vegetable is tomatoes, with lesser quantities of peppers, lettuce and beans. Bees are kept in some sections, as are cattle, hogs and poultry.

Although the development of the country has as yet been confined pretty well to the vicinity of the town of Sarasota, there are likely to be many changes made in other portions since capitalists have recently begun to make investments in various sections.

Along a large part of the western portion, the Seaboard Air Line runs. It and the Atlantic Coast Line have charters for extensions through the county. As for roads, the Board of County Commissioners has approved a bond issue of \$2,200,000 for 140 miles of improved highways, some of which will lead to the undeveloped sections so that they may be opened up.

The average temperature for the year

1924, was 77.2 degrees Fahrenheit. August was the warmest month with 85.8 degrees, while February, the coolest month, averaged 67.2. The total rainfall for the year was 44.05 inches with most of the rain coming in October, when 19.14 inches fell, while the precipitation for November was only 0.42 inches.

The county seat is at the town of Sarasota, where developments have been the most active. The town has grown considerably during the past five years, since its population in 1920 was only 2,847, while today it is 8,284. John Ringling was largely responsible for the many changes that have taken place there. He had searched all over the United States and the entire state of Florida before he found just the right spot at Sarasota, and his coming has brought other men of millions. The assessed value of the town was \$12,466,140, while the bank resources on March 31, 1925, were \$6,762,087. Building permits within the city limits amounted to \$2,000,000, with those outside the limits fully \$5,000,000. Improvements to cost approximately \$70,000,000 are under way for the year 1925. A viaduct is being built across Sarasota Bay from the mainland to St. Ormonds Key and from there to the lower end of Long Key, where elaborate improvements are under way.



*Francis-Carlton Apartments, Sarasota*



A contract has been let for the construction of a nine and one-half mile avenue connecting the towns of Sarasota and Bradenton, in Manatee County. This will be lined with beautiful trees and lighted by means of underground electric wires.

Five miles north of Sarasota and on the bay is Whitefield Estates, a beautiful tract being developed with ten miles of paved boulevards and a concrete sea wall to protect the coast line.

At San Reno, three miles from Sarasota, also in the process of being built, the old Spanish type of architecture will be used almost exclusively.

Across Sarasota Pass from Long Key is Siesta Key, where improvements are being made for a distance of eight miles along the coast, which offers excellent surf bathing. There is a viaduct across the bay from the mainland.

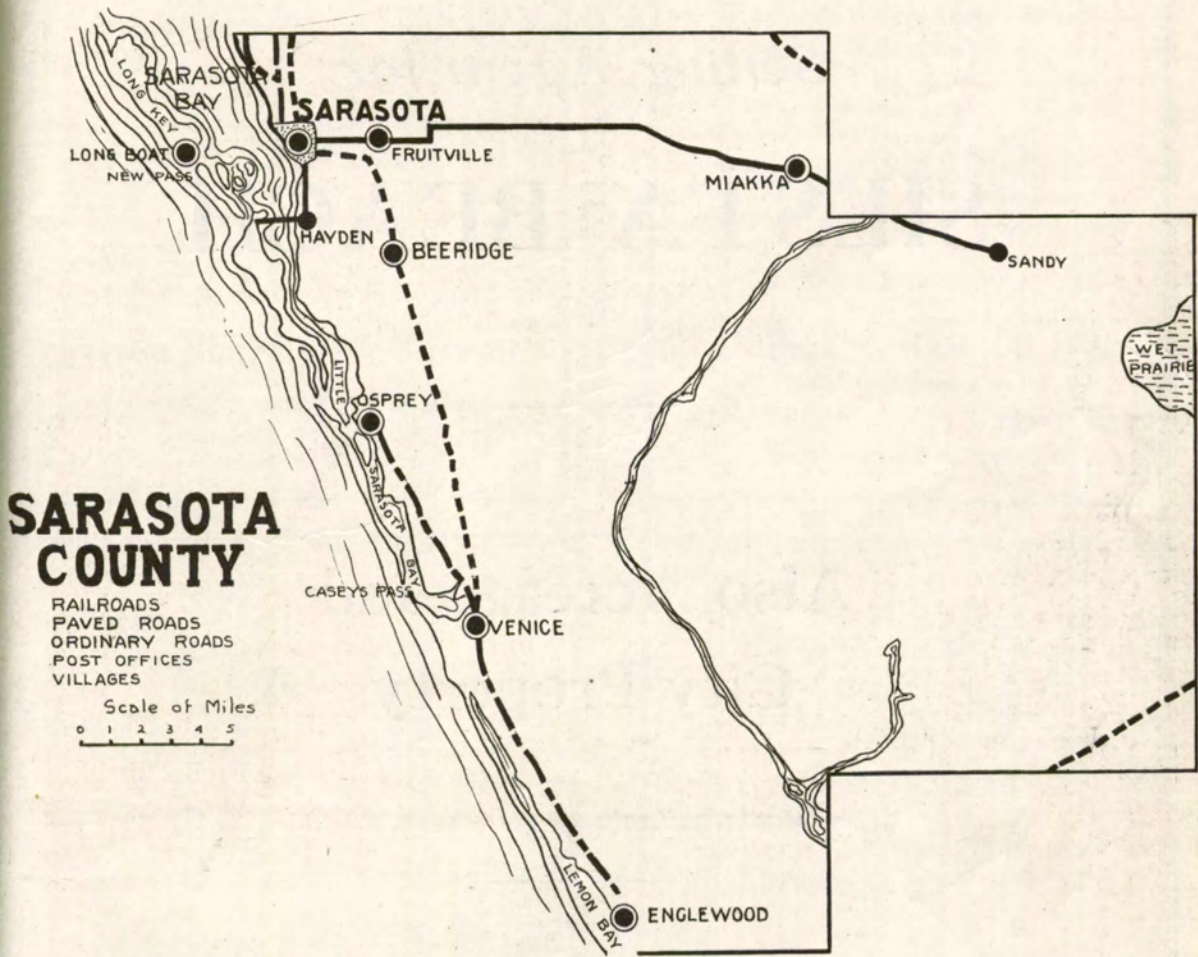
On Roberts Bay is the new town of Nokomis, which is being constructed along modern lines, while just below, also on Roberts Bay, is Venice.

For further information about Sarasota County, the visitor is directed to the Chamber of Commerce at the town of Sarasota. An automobile camp is located at Indian Beach Camp, near Sarasota.



*Mira Mar Park and Mira Mar Hotel, Sarasota*





*Detail map of Sarasota County*



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# SEMINOLE COUNTY

**S**EMINOLE COUNTY, named in honor of a once-noble race, was formed on April 25th, 1913, from 360 square miles taken from the northeastern part of Orange County. Although the population, as recorded in the 1920 census, was 10,986, a more recent enumeration gives it 14,733 persons.

Twining around the entire northern and eastern borders, is the St. Johns River, with two large lakes, also in the boundary, through which the St. Johns River flows. These are Lakes Monroe and Harney. Most of the western border is formed by the Wekiwa River, which joins the St. Johns at the extreme northwestern point of the county. Lake Jessup, lying wholly within the county, contributes its overflow to the St. Johns. Flowing east through the center of the county and joining the St. Johns, is the Contoohatchee River.

The soil of Seminole County is above the average, while its rolling surface affords natural drainage. There are 10,505 acres under cultivation; 2,752 acres in pastures and 1,934 in woodland, leaving a large acreage yet to be settled. The estimated value of the perishable products is fully \$4,000,000, with celery in the lead. It is claimed that more celery is produced in this county than in any other section, and celery requires excellent soil. Other vegetables are grown with success as are peaches, oranges and grapes. The Agricul-

tural Report for the end of the year 1924 states that there were 1,328 cattle in the fields, half of them dairy cows.

The assessed value of farms and buildings at the end of 1924 was \$9,093,787, with values rising month by month during 1925. For the first three months of 1925, real estate transfers amounted to \$3,000,000 and it is estimated that the sum will reach \$15,000,000 by the end of the year.

The average temperature for the year was 71.9 degrees Fahrenheit, with August the warmest month, averaging 83.2 degrees. February was the coolest month, with 58.9 degrees. The total rainfall for the year was 62.25 inches, the most coming in October when 15.01 inches fell, while for November there were only 1.03 inches of rain.

Ample transportation facilities are provided for; besides water routes, there are a number of rail connections in the county. The Atlantic Coast Line has laid a network of rails through Seminole; the Seaboard Air Line has a branch up to the center of the county; while the Florida East Coast Railway curves through the eastern section, running in a general north and south direction.

Up in the north, on Lake Monroe, is Sanford, the county seat, with a population of 7,720. Originally it was a Spanish grant to General Sanford. The Clyde Steamship Company maintains a regular schedule on the St. Johns River between Sanford and Jacksonville, in Duval County—a delightful trip. The vessels are built somewhat on the lines of ocean-going steamers and make good speed. For a time they skim along beautiful forest-lined shores, then dart around a curve and merge into a lake, four miles wide, so that it seems almost as though one were out at sea. At one time, the boat seems to be making for the shore full speed, as though it were going to take to the woods, as a forest of tall cypress looms ahead, until, suddenly, it slips into an almost hidden opening and sails majestically through the forest at the rate of 12 miles an hour. This



*At Altamonte Springs, Seminole County*



is one of the most varied trips that one could take, the whole made beautiful with luxuriant tropical verdure.

Sanford is a railroad center, with the Atlantic Coast Line branching in five directions. The railroad has its shops there and distributes an annual payroll of \$740,000. Over a million dollars are invested in the shops and yards.

Many changes are being planned for the town, with a \$925,000 bond issue voted for the purpose. The program calls for a recreation pier, 82 feet wide and extending 400 feet into Lake Monroe. A bulkhead will be built along the lake shore as a protection and support for the 80-foot illuminated driveway along the lake front. A \$500,000 hotel is underway, and new subdivisions are being opened which will expand the town limits. Real estate sales averaged \$700,000 a month for the first five months of the year 1925. The celery shipment up to May was 7,720 carloads, and it is estimated that the value of the season's crop will reach \$4,000,000. Other vegetable products were also shipped, lettuce leading, followed by peppers, cabbage and the general variety, amounting to 1,629 carloads, not including 934 cars of citrus fruits.

Branch lines of the Seaboard Air Line and the Atlantic Coast Line meet at Oviedo, the town next in importance to Sanford. It is located at the "Black Hammock," a 6,000-acre tract of black loam which is noted for its exceedingly productive qualities, surpassed by none other in the state. Here vegetables and other farm products thrive remarkably well, with no need for fertilizer. Lumber mills and fruit and vegetable packing houses, together with other industries, make it a busy town.

In the northeast, on the Florida East Coast Railway, and not far from Lake Harney, is Geneva, a prosperous little fruit and vegetable center, with factories for preserving and canning its own products.

Longwood, in the southwestern section, in



*Lake view in Seminole County*

the piney woods where citrus fruits grow, is on the main line of the Atlantic Coast Line. A 12-mile brick-paved highway connects the town with Sanford.

Altamonte Springs, also on the main line of the Atlantic Coast Line, and close to the southern border of the country, is a citrus fruit center. The town has a delightful setting with clear water lakes and open pine woods surrounding it, while within the town are many fine homes.

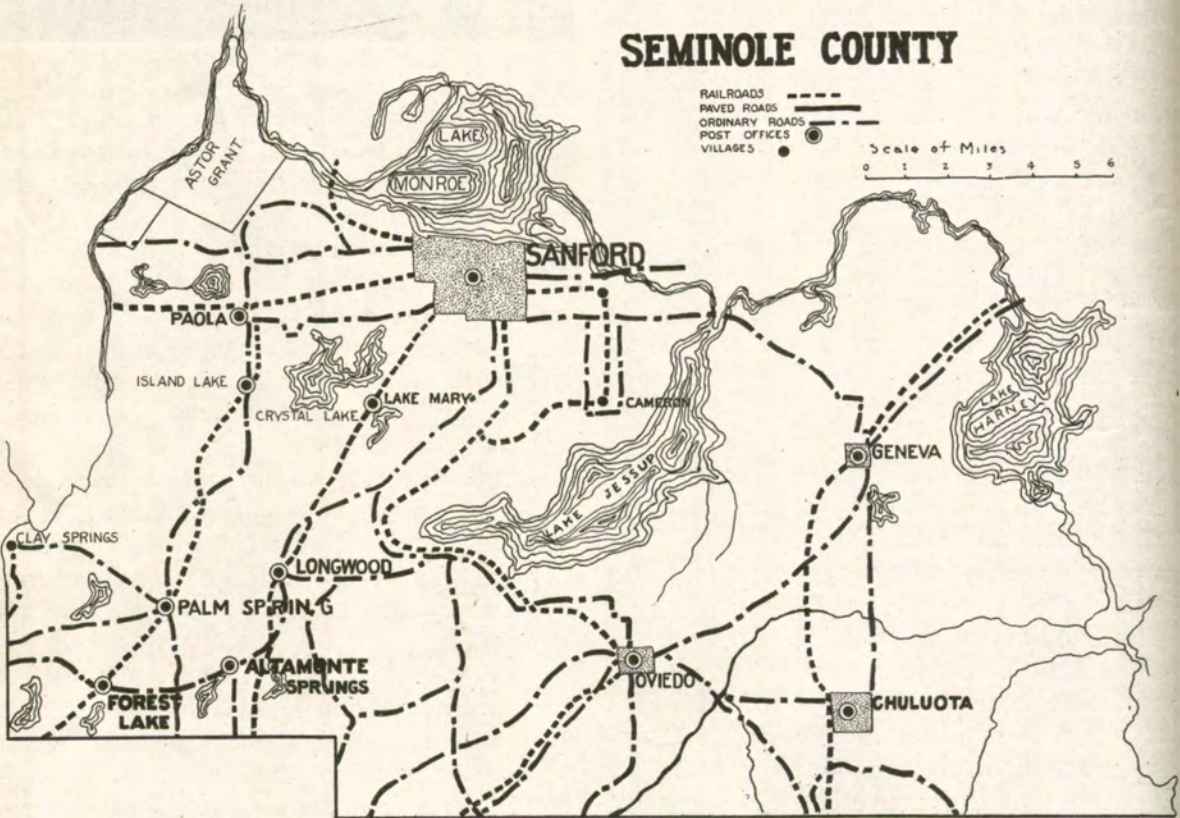
In the southeast, on the Florida East Coast Railway, is the town of Chuluota, which means "Beautiful View." Pioneers settled here in 1882, after which the town slumbered in obscurity until the railroad was put through in 1910.

The town of Lake Monroe, at the west end of Lake Monroe, is a vegetable center. It is in the flowing well district. Lake Mary, situated on a lake of the same name, specializes in citrus fruits, while Paola, in the northwest, at the crossing of two lines of the Atlantic Coast Line, has many lovely winter homes and is surrounded by citrus groves.

Down in the southwestern corner, is Forest City, a combined winter resort and producing center for fruit and vegetables, as well as for general farming and stock raising.

For further information about Seminole County, the visitor is directed to the Chamber of Commerce at Sanford, or at Longwood, where he may also learn the whereabouts of the shady automobile camps.





*Detail map of Seminole County*



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# SUMTER COUNTY

**E**STABLISHED on January 8th, 1853, with an area of 373,120 acres, Sumter County had a population of 1,500 settlers. Today, according to a recent census, the population is 7,851. Nearly all the western and southern boundaries are formed by the Withlacoochee River, while on the east is Lake County.

Sumter County lies in one of the best sec-

Peppers .....	11,780 crates
Celery .....	2,886 crates
Lettuce .....	1,450 crates
Eggplant.....	1,000 crates
Cantaloupes .....	9,935 crates
Avacado pears .....	250 crates
Peaches .....	226 bushels
Grapes .....	11,935 pounds
Strawberries.....	12,230 quarts
Cane syrup.....	68,890 gallons

It is said that any known vegetable that grows can be raised here, while cucumbers to the value of \$9,750 were raised on eleven acres of land. Sumter County defeated California in fruit exhibits at the World's Fair in Chicago, 1893, and also at St. Louis in 1903.

The statistics of live stock and dairy products, as recorded at the end of the year 1924, are as follows:

Cattle .....	6,537
Hogs (living) .....	6,620
Hogs (slaughtered) ....	7,501
Chickens .....	32,269
Eggs .....	\$32,726
Milk .....	37,984 gallons
Butter.....	18,759 pounds



*Celery field in Sumter County*

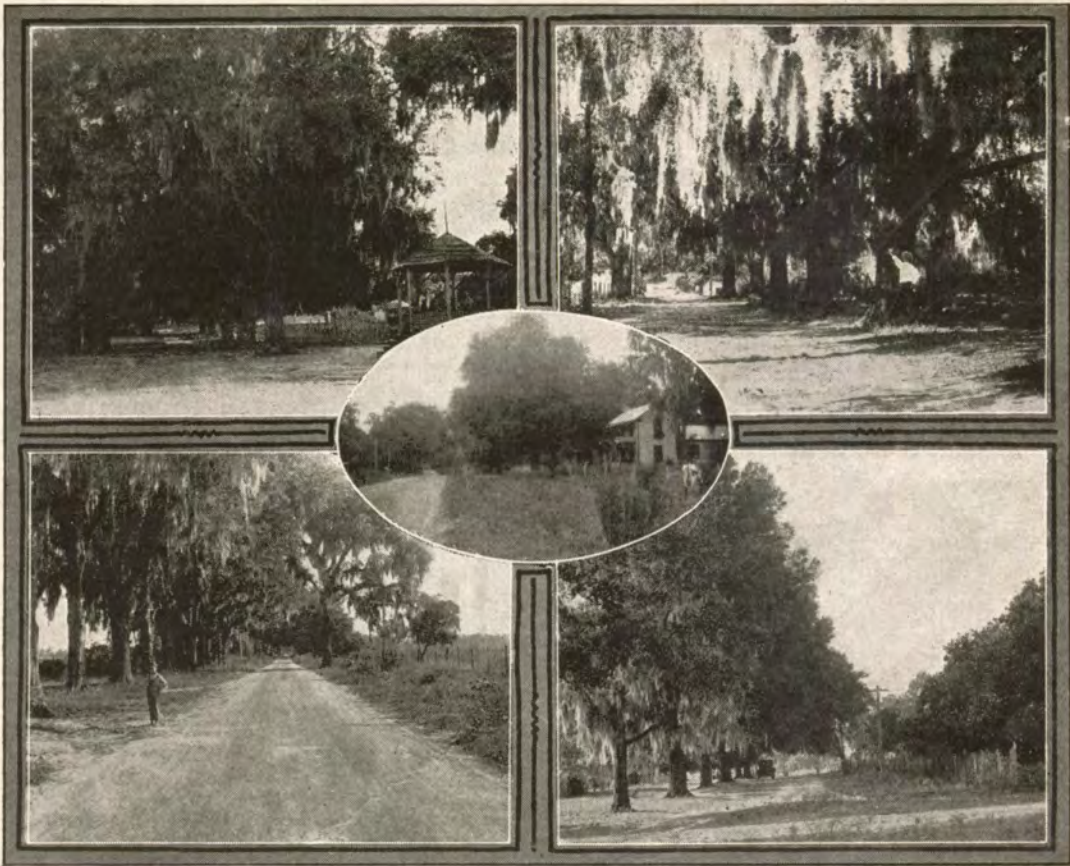
tions, with the land in some parts far above the average. The soil is dark grayish underlaid with a sandy clay subsoil and very productive. There are 21,619 acres under cultivation; 28,868 in improved pasture land; while 4,422 acres are in merchantable timber. The products are varied and required 2,260 cars to carry out last season's crop. The report of the State Department of Agriculture for 1924 shows the following:

Cabbage .....	759 cars
Beans .....	325 cars
Tomatoes .....	321 cars
Watermelons .....	296 cars
Cucumbers .....	245 cars
Citrus fruits .....	228 cars
Corn .....	106,783 bushels
Sweet potatoes .....	40,421 bushels
Peanuts .....	23,915 bushels
Irish potatoes .....	4,030 bushels
Oats .....	2,476 bushels
English peas .....	19,597 crates

The average temperature for the year was 69.6 degrees Fahrenheit. August was the warmest month, with 82.0 degrees, while for February, the coolest, the average was 55.8 degrees. The total rainfall was 58.27 inches, the most coming in March when 11 inches fell, while for November there were only 0.70 inches of rainwater.

Sumter has adequate transportation facilities, the Seaboard Aid Line running north and south through the county, with a branch line running in from the east and meeting the main line at Wildwood, while two sections of the Atlantic Coast Line run east and west across the county. There is a million-dollar hard-surfaced highway, 38 miles long, running through the important towns of the county, while the roads are receiving further attention, with a \$650,000 bond issue voted for improvements.





*Beautiful stretch of Million Dollar Highway and Woodland in Sumter County*

The county seat is at Bushnell, located on the Seaboard Air Line—a center for general farming for one of the best sections in the state, with cucumbers and tomatoes the leading products, followed by cabbage and melons. Among the new developments being made in and about Bushnell are: Sumter Gardens, a suburb, being opened by the Florida Garden Land Company, and where many inducements are offered the settler; and the subdivision of a 20,000 acre tract, carried on by the Edwards Florida Land Company, where small tracts may be had at a reasonable price.

Not far to the southwest of Bushnell is Dade Memorial Park, the scene of what is known as Dade's Massacre, where Francis L. Dade, a brevet-major in the United States Army, and his soldiers were killed in a treacherous attack of the Seminole Indians, in 1835. This led to the Seminole War.

East of Bushnell is Center Hill, where beans are the leading product. During the first part of April, 1925, 481 crates were

sold for \$2,405, f.o.b., while 479 crates were sold on the ground, before they were loaded, for \$1,916. Center Hill claims to be the largest green bean shipping center in the United States.

Farther north is Wildwood, a promising town where trucking is good and, from a section just east, 74 cars of melons were shipped



*Bell Peppers*



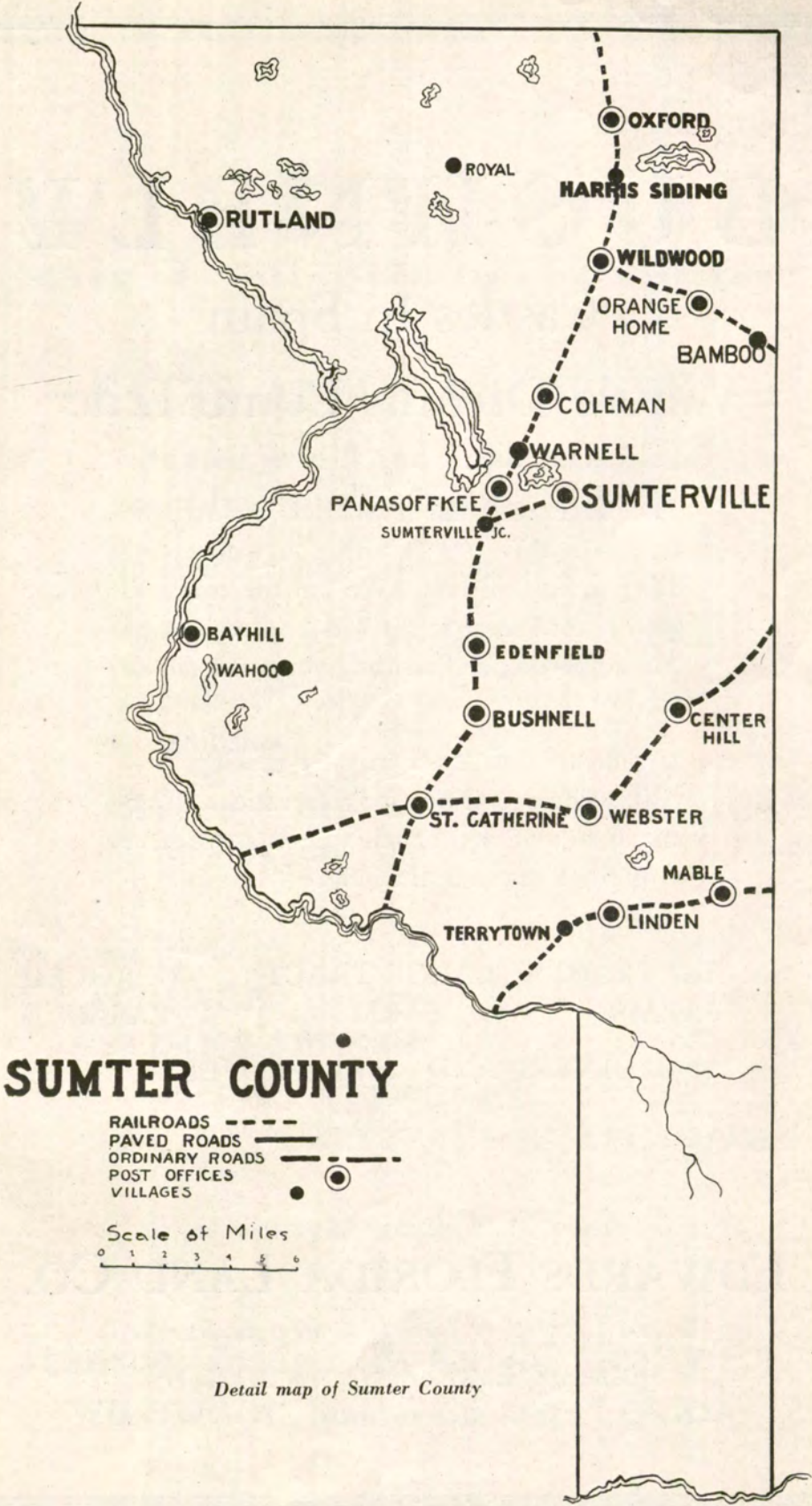
last season. Webster, on the Atlantic Coast Line, is to become a city by an act of the Legislature. In Webster—"Cucumber City"—cucumbers are the leading product and are worth \$5 a hamper.

Sumterville, on its own little branch of the Seaboard Air Line, has opened for colonization a new subdivision of 975 acres at a cost of \$44,000. The two lakes in the near vicinity greatly enhance the attractiveness of the town. Near Sumterville and on the Seaboard Air Line, is Panasoffkee, at the south end of a lake of the same name, 10 miles long and 5 miles wide—the largest lake in

the county. This lake contains more wide-mouth bass than any other lake in the state of Florida.

At Coleman, three miles farther north, the specialty is cabbage raising, and so it is throughout the county, with its many towns, each specializing in some one thing, but all aiding in the general development and advancement of the county as a whole. Those who care to hunt, will find the hunting good in some sections, with plenty of deer, quail, wild turkeys and ducks. An added inducement to the settler is that Sumter County has the lowest tax rate in the state.





# SUMTER COUNTY

RAILROADS ---  
PAVED ROADS ———  
ORDINARY ROADS - - -  
POST OFFICES ●  
VILLAGES ○

Scale of Miles  
0 1 2 3 4 5 6

Detail map of Sumter County



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# SUWANNEE COUNTY

THIS county, established December 21, 1858, is indeed "down upon the Suwannee River," since the famous stream circles around its northern, western and most of its southern borders.

Originally this was a favorite stamping ground for the Indians, because of the magnificent live oaks and the abundance of game. When the white man came, he conceived the idea that the trees would make excellent ships, and proceeded to put the idea into action. Furthermore, it was evident that if the soil produced good trees, it would produce other things as well, and it was found that phosphate of lime was in the soil, itself a fertilizing element. Other minerals were also found: Large deposits of kaolin, from which china ware is made; Fullers earth, for refining crude oils; and moulders' sand, used in making castings.

Of the county's 442,880 acres, 33,901 are under cultivation; 56,866 are in improved pasture; 3,723 are in merchantable timber; while the remainder is cutover land or open country. The products for the year 1924 as reported by the State Department of Agriculture were as follows:

Peanuts .....	176,896 bushels
Corn .....	142,286 bushels
Sweet potatoes .....	23,821 bushels
Velvet beans .....	6,041 bushels
Oats .....	3,335 bushels
Rice .....	710 bushels
Field peas .....	430 bushels
Irish potatoes .....	233 bushels
Casavas .....	690 tons
Field pea hay .....	441 tons
Cane syrup .....	29,444 gallons
Sorghum .....	925 gallons
Upland cotton .....	228 bales
Sea Island cotton .....	867 bales
Tobacco .....	17,800 pounds
Watermelons .....	268 cars
Peaches .....	1,069 bushels
Pears .....	34 barrels
Grapes .....	2,790 pounds
Pecans .....	1,179 bushels

This is not a citrus fruit section, though Satsuma oranges thrive and young groves are being planted. Pecan culture has begun to receive attention, with the 1,179 bushels from the bearing trees, selling at \$20 a bushel, or \$23,580 for the whole.

The early settlers found that chinkapins, a nutritious nut of the acorn family, were plentiful in this section, and these, with hickory nuts and acorns were much sought after by the wild hogs. The settlers, therefore, contented themselves with the razor backs, until it was found that the better breed also thrived on that feed. Later on it was discovered that hogs were particularly fond of peanuts and sweet potatoes, upon which they fattened, and which they would dig for themselves.

The statistics for live stock, as tabulated at the end of the year 1924, were as follows:

Stock cattle .....	4,009
Dairy cows .....	1,053
Hogs (on hand) .....	9,401
Hogs (sold living) ....	5,199
Hogs (slaughtered) ...	8,130
Chickens .....	41,529
Eggs .....	\$34,149
Milk .....	15,183 gallons
Butter .....	43,434 pounds



*A herd of Jerseys in Suwannee County*



The usual price paid for eggs is 60 cents a dozen, while butter commands 65 cents a pound.

As a protection for the producer, cooperative associations are maintained in Suwannee County, so that the small farmer may pool his products with the association and get what is due him, instead of being at the mercy of manipulators.

The average temperature for the year 1924 was 70 degrees, with September the warmest month, averaging 80.5 degrees, while for January, the coolest month, the average was 56.4 degrees. The total rainfall was 37 inches for the year.

Running in a general east and west direction through the county is the Seaboard Air Line; the Atlantic Coast Line extends north

and south for the entire distance, the two lines intersecting at Live Oak, while at Live Oak, also, is the terminus of the Live Oak, Perry and Gulf Railway, which extends from there southwest.

Live Oak is the county seat and has a population of 3,100. The railroad lines, radiating as they do in five directions, afford adequate transportation to meet all requirements, while the improved highways meet the needs for local travel, and also connect parts not reached by the railways. A packing house at Live Oak furnishes means for preparing bacon of excellent quality, commanding a high price.

For further information about Suwannee County, the visitor is directed to the Chamber of Commerce at Live Oak.

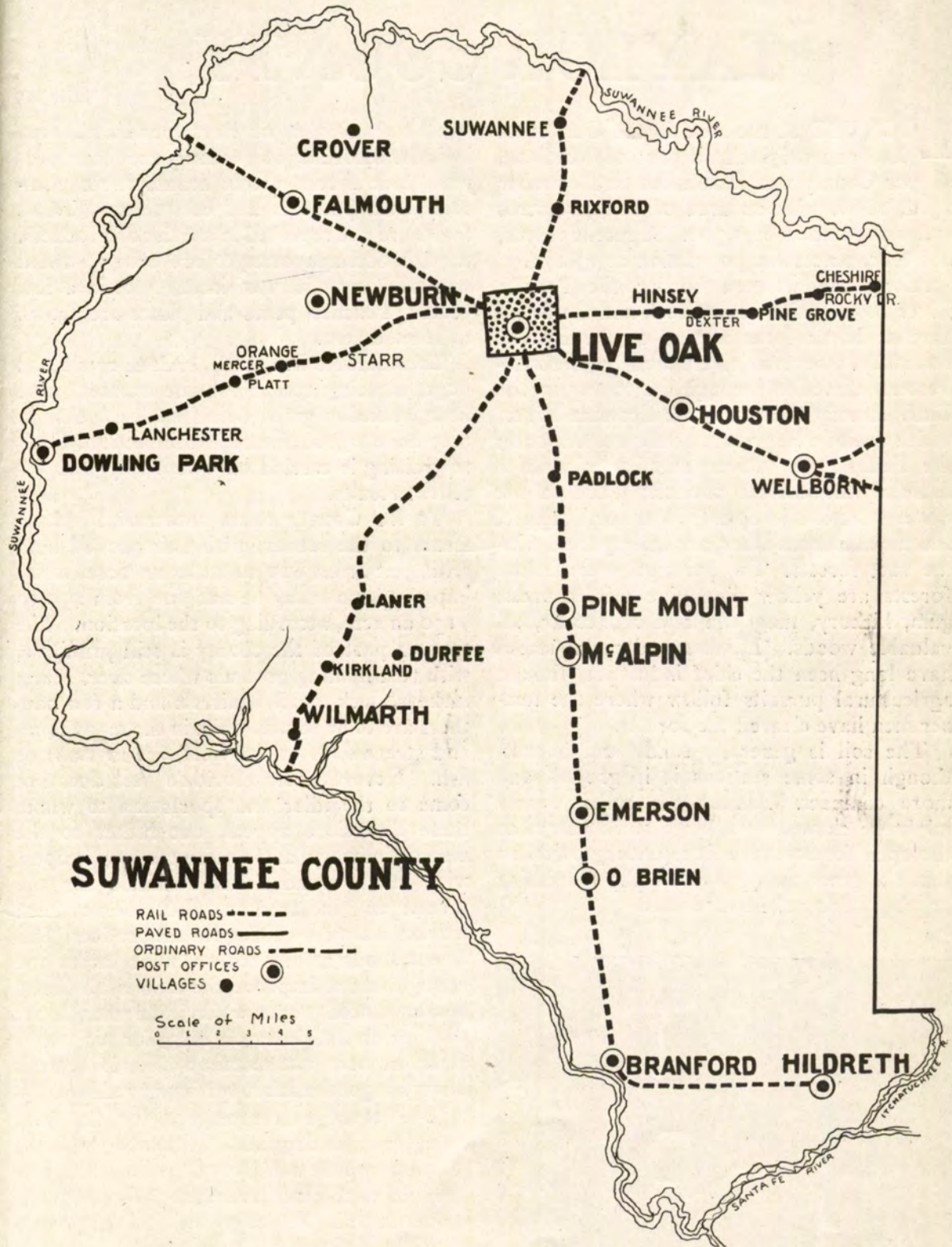


*Bright Leaf tobacco field, North Florida*



*Suwannee River scene, Live Oak, Florida*





Detail map of Suwannee County



# TAYLOR COUNTY

**L**OCATED at the bend in the Gulf coast line and originally a part of Madison, Taylor County was established on December 23rd, 1866, with an area of 680,960 acres and a population of 1,300. A recent census, however, places the population at 13,171.

Along the western border the Aucilla River flows, while Otter Creek and the Steinhatchee River form a part of the eastern boundary. Several rivers flow in a south-westerly direction through the county to the Gulf. Among these are: the Econfinia River, which drains a large part of the western half; the Fenhalloway River and its tributaries draining the central portion; while in the eastern section is Spring Warrior. These, and the numerous lakes, are interspersed with the vast forests. The principal trees in the forests are yellow pine, live oak, cypress, gum, hickory, magnolia and red cedar, all valuable woods. Lumber and naval stores have long been the chief industries, though agricultural pursuits follow where the lumber men have cleared the forests.

The soil is generally sandy and porous, though in some sections it is grayish and more compact. Almost the entire county might be classed as a large stock range, as the open forests have little undergrowth, so that the grass may grow, thereby furnishing grazing during the entire year.



*A North Florida grape vine*

The principal agricultural products, taken in order according to quantity, are: corn, peanuts, cane syrup, velvet beans, sweet potatoes, Irish potatoes and cucumbers. Citrus fruits are not reported in the list of products, though Satsuma oranges are being planted and will be an item of importance in a few years. Peaches, pears and plums are grown to some extent.

Considerable live stock, such as cattle and hogs, is being raised for the market, with little attention given dairy products, though they have a good future in this section. Poultry raising is carried on extensively with excellent results.

Taylor County offers substantial inducements to the settler, with unimproved land selling at from \$10 to \$100 an acre, while improved land may be had for from \$50 to \$150 an acre, according to the location. The greater part of the county is still primitive, with vast hunting grounds where deer, bears, turkeys, duck, quail, squirrels and a few panthers are to be found, while in the many lakes and streams, as in the Gulf, are myriads of fish. Nevertheless, Florida's best does not come to the idler and sportsman to whom these diversions appeal, but rather to the man of industry, and to him the way is open, with many broad fields available for the farmer and the trucker, while the northern market is always waiting for the product. Sufficient funds to buy ten or twenty acres and enough left to improve the land is all that a settler should want; while if he should tire of Florida and later on long for his native state, he need not sustain a loss, as there is always a good market for improved land.

The average temperature for the year 1924 was 70 degrees. September was the warmest month with 80.5 degrees, while January, the coolest, averaged 56.4 degrees. The total rainfall was 37 inches, fairly evenly distributed throughout the year.

Perry, the county seat, is the center of three railroads, with a fourth contemplated.





*A forest scene in Taylor County*

The Atlantic Coast Line comes in from the southeast, terminating at Perry, since commercial contention has prevented, so far, the extension of the line to the north. There is an outlet to the north, however, in the form of the South Georgia Railway, while running east through the county, on its way to Live

Oak in Suwanee County, is the Liveoak, Perry and Gulf Railway. The Seaboard Air Line runs in at the northwestern corner for a short distance.

Perry has a population of 2,000 and is a shipping center. The town is well equipped with modern municipal improvements; two banks with resources amounting to \$500,000; and three of the largest lumber mills in the South. The educational standard is maintained by the two high schools and the 37 rural schools in the county.

Hampton Springs and Fenhalloway Springs are attractive resorts where the water possesses medicinal properties, claimed to be beneficial to stomach trouble and rheumatism. The water sells at \$1 a gallon.

For further information about Taylor County, the visitor is referred to the Secretary of the Board of Trade at Perry, while nearby is a fine automobile camp.

If you desire information regarding Taylor County, we will gladly give you the benefit of our years of experience.

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## **Florida Real Estate Bureau**

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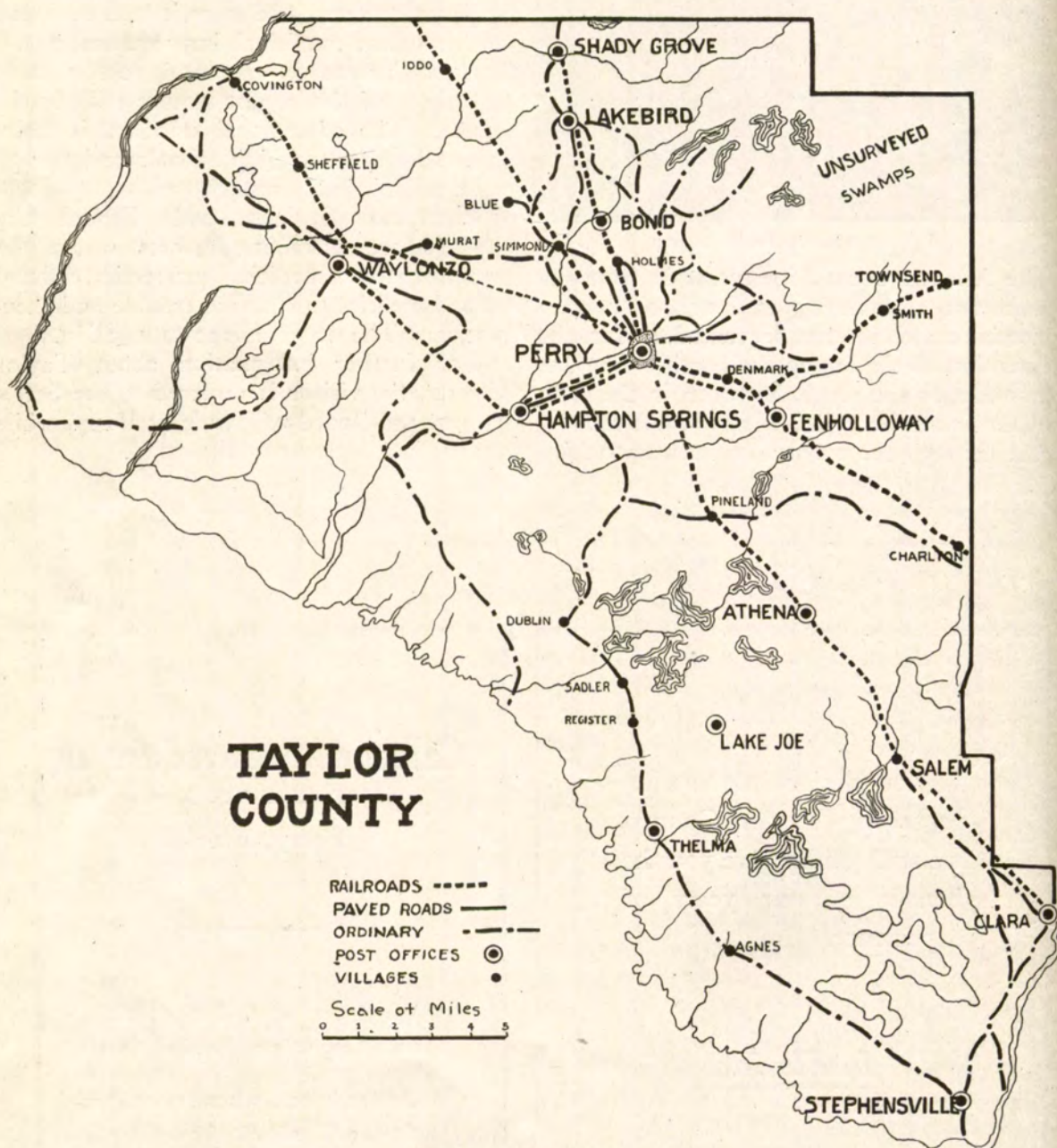
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*Detail map of Taylor County*



# UNION COUNTY

IN 1921, 143,000 acres were taken from Bradford County to create Union County, with a population of 4,873. New River on the eastern boundary and the Olustee River on the western, are both tributaries of the Santa Fe River, which forms the southern border of the county. While artificial irrigation is seldom necessary, water may be obtained by driven wells at a depth of from 50 to 100 feet. This is good water and may be used for household purposes if not for irrigation.

Of the total area, only 2,864 acres are under cultivation, while 3,164 acres are in merchantable timber. When selecting a suitable location for the prison farm, the state chose 17,000 acres of Union County, convincing evidence that the land is good. The 1924 report of the State Department of Agriculture shows the following products:

Corn .....	107,820 bushels
Peanuts .....	49,655 bushels
Irish potatoes .....	9,311 bushels
Sweet potatoes .....	8,724 bushels
String beans .....	8,846 crates
English peas .....	3,576 crates
Tomatoes .....	2,955 crates
Cucumbers .....	2,665 crates
Squashes .....	2,050 crates
Onions .....	1,200 crates
Peppers .....	1,165 crates
Eggplant .....	200 bushels
Strawberries .....	106,275 quarts
Cotton .....	65 bales
Cane syrup .....	38,917 gallons
Pecans .....	710 bushels

Although this is not in the citrus belt, Satsuma oranges thrive in this locality and are being planted extensively. Figs, peaches, pears and plums are produced to some extent, while the pecan groves are just beginning to bear.

Stock raising has for a number of years been a leading feature, the report for the



*Clyde Line steamer on the picturesque St. Johns River*

year ending December 31, 1924, showing the following:

Cattle (on hand) .....	10,028
Cattle (sold) .....	1,043
Hogs (on hand) .....	9,529
Hogs (slaughtered) .....	4,333

Good breeds are being crossed with the native cattle, the Aberdeen, Jersey and Holstein, bringing satisfactory results. Poultry raising is carried on more and more each year, since the immediate returns, good prices and a ready market are encouraging features.

The average temperature for the year was 70 degrees Fahrenheit, with August the warmest month, averaging 81.4 degrees. January was the coolest with 56.4 degrees. The total rainfall was 37 inches for the year.

The Atlantic Coast Line runs through the county in a southwesterly direction, while the Southern Railway extends through in a southeasterly direction, the two lines intersecting at Lake Butler.

Lake Butler, on the lake of the same name, is the county seat, with a population of 768. It is a beautiful little town in a desirable location with adequate transportation facilities.

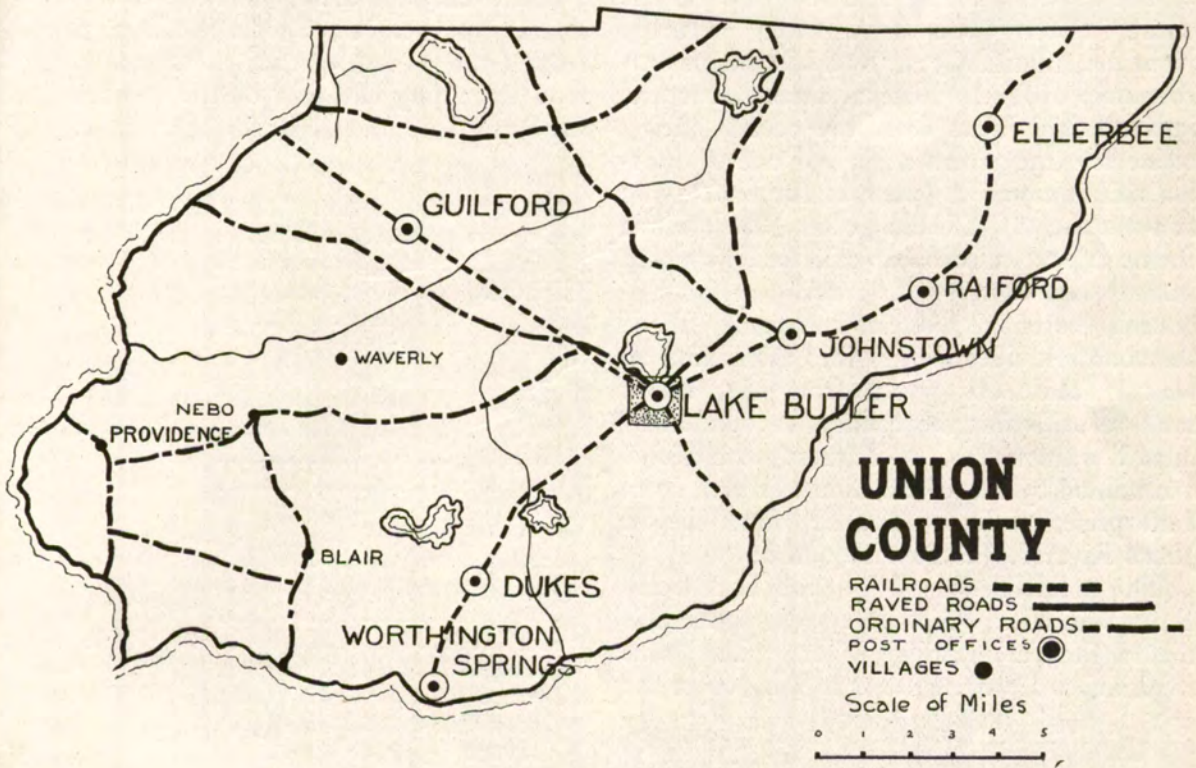


At the southern boundary, on the Santa Fe River, is Worthington Springs, a well patronized health and pleasure resort.

The development fever which has affected so many parts of Florida to such a marked degree, has not as yet reached Union County;

land values are still low, so that it presents an excellent opportunity for settlers to buy here before the prices do rise, as they may at any time. Land that sells for \$20 an acre now, may easily be worth \$50 in a year's time.





*Detail map of Union County*



# VOLUSIA COUNTY

FLORIDA was sparsely settled when Volusia County was formed, December 29th, 1854, and the one thousand inhabitants were kept busy saving their scalps as the Indians were then on the warpath. But the population has steadily increased, a recent census showing a total of 40,084.

The Halifax and Indian Rivers form the entire eastern boundary, being separated from the Atlantic Ocean by a continuous narrow strip of land. Both of these rivers are, in fact, tidal inlets from the ocean. Being connected, they form a part of one of Florida's famous inside passages for boats—the salt-waterway. The St. Johns River, which forms a part of another of Florida's noted inland waterways—the fresh-waterway—bounds the entire western and nearly all of the southern side, which gives the county an almost continuous water front—indeed, it may be said that the county is bounded by inland waterways. A regular schedule is maintained by the Clyde Line steamers from Enterprise, on Lake Monroe, down the St. Johns River to Jacksonville and beyond.

The main line of the Florida East Coast Railway on its way to Key West parallels the Halifax and Indian Rivers. The same road has two other lines branching off to the

west and southwest at New Smyrna, and the Atlantic Coast Line extends through the western part of the county.

With a total area of 700,160 acres, the county has but 26,154 acres under cultivation; 1,365 acres in improved pasture, and 12,008 acres in merchantable timber. The productiveness of these limited acres is, nevertheless, marvelous. Should Volusia give a feast from its own larder, the menu might read something like this, on the authority of the State Agricultural Report for 1924:

## Fruit Course:

Oranges .....	1,142,606	boxes
Grapefruit .....	67,530	boxes
Figs .....	4,555	crates
Peaches .....	6,796	bushels
Japanese persimmons .....	1,874	crates
Guavas .....	3,279	crates
Strawberries .....	56,084	quarts
Grapes .....	149,300	pounds
Pecans .....	2,008	bushels
Honey .....	136,170	pounds
Cane syrup .....	19,490	gallons

## Vegetable Course:

Irish potatoes .....	100,645	bushels
Sweet potatoes .....	62,163	bushels
Corn .....	52,635	bushels
Rice .....	780	bushels
Cabbages .....	17,310	crates
Lettuce .....	13,090	crates
Cucumbers .....	11,520	crates
Tomatoes .....	10,355	crates
Celery .....	6,660	crates
Peppers .....	5,740	crates
Beans .....	1,940	crates
Watermelons .....	154	cars
Cantaloupes .....	770	crates
and beets, peas and eggplant aplenty.		

## Meat Course:

Fine breed of cattle .....	2,290	head
Ordinary cattle .....	4,010	head
Hogs .....	31,083	head
Hogs sold .....	7,405	head
Hogs slaughtered .....	10,764	head
Sheep .....	4,980	head
Goats .....	341	head
Chickens .....	199,334	
Eggs, valued at .....	\$386,070	
Milk .....	732,750	gallons



De Leon Springs, near Lake Dexter, Volusia County



Water might be had from the famous De Leon Spring, which flows at the rate of a million gallons an hour, and the board might be garnished with ferns and flowers raised on 350 acres of Volusia's rich soil.

Having feasted on Volusia's best, we take a look at the weather report as recorded at De Land and we find, for the year 1924, that the average temperature was 70.7 degrees; that the hottest month was August, 83.1 degrees; the coldest, February, 57.6 degrees, and that the total rainfall for the year was 84.03 inches, the heaviest precipitation occurring in October with 22.4 inches; the lightest in November with 0.56 inches.

The assessed value of the farm lands of the county in 1924 was \$14,619,203, and \$850,000 are being expended on highway improvements. What is known as the Halifax District is a stretch of land along the river of the same name which extends back some ten miles into the interior. This well-known section embraces Daytona, Ormond, and several other towns. Vast improvements have here been made within the last few years, during which time \$2,400,000 has been spent in building 100 miles of modern highways. In addition, a bond issue of \$900,000 has been voted for the construction of an ocean boulevard.

The Halifax District is noted for its wonderful, far-famed natural highway twenty-three miles long, extending along the beach between Daytona and Ormond, and probably no other place in the world has a more perfect creation in the way of a drive. The daily flow of the tides keeps it improved at no cost to man, and at ebb tide it is 450 feet in width. The peculiar firmness of the natural sand-paved beach easily withstands the wear and tear of the heaviest automobiles, and the ebb and flow of the ocean waters daily repair the damages to its surface. The Halifax District is as well known to the outside world as any part of Florida. It has proved a veritable magnet to hundreds of millionaires, and no less than 30,000 permanent northern residents annually winter there. In addition it is estimated that 110,000 temporary visitors find their way to this district during the winter months. Building permits to the value of \$2,000,000 have been



*Nature's Highway, Volusia County*

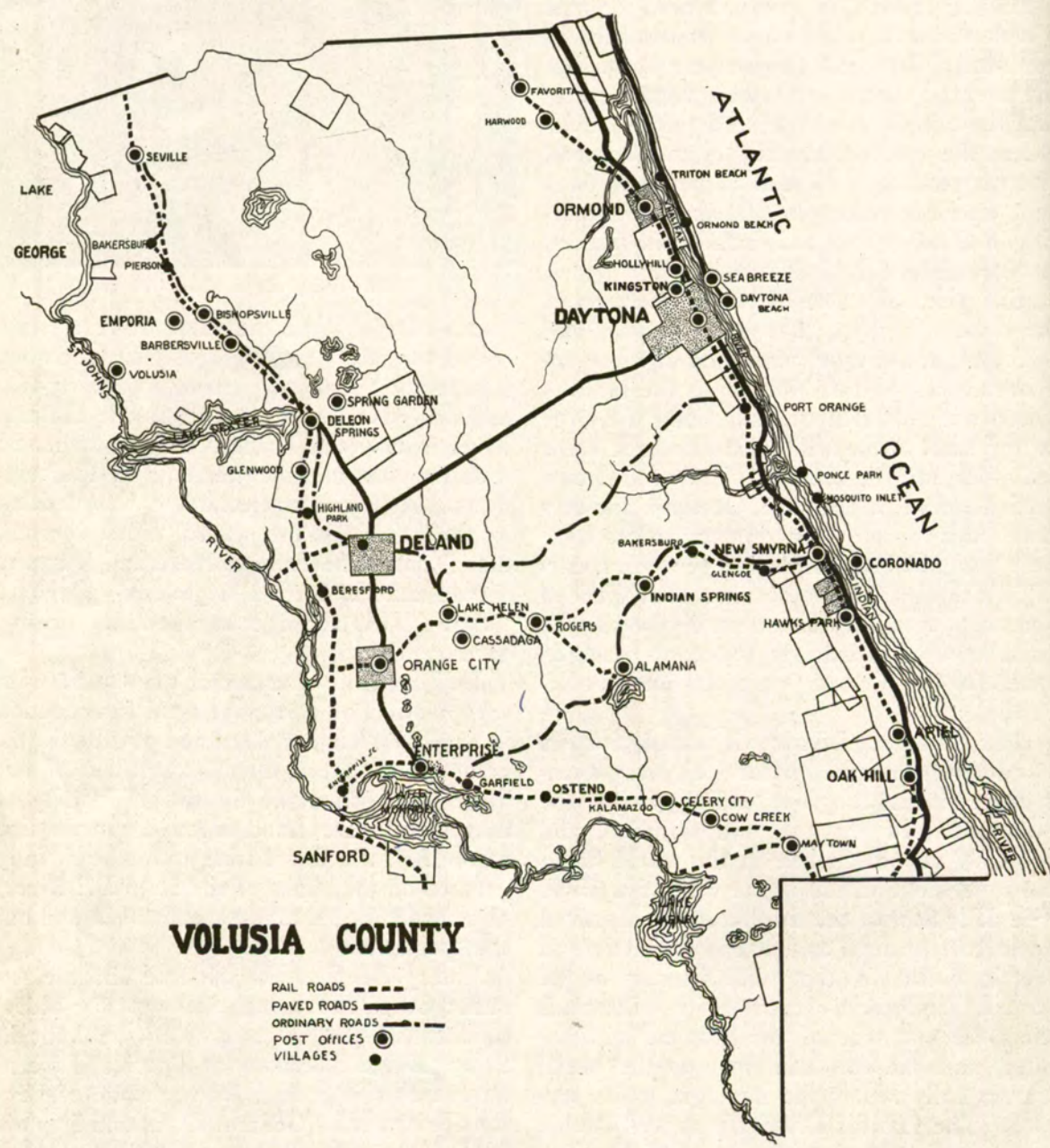
issued in 1925, and the value of real estate is approximately \$65,000,000. Daytona has a population of 9,594 persons, and thirty-two miles of paved streets. Across the Halifax River is Daytona Beach, which is connected with Daytona and the mainland by four viaducts. At a recent election, it was decided by the voters of the several cities affected, that Daytona Beach, Seabreeze and Daytona should unite to form a single city—Daytona Beach. This arrangement became effective January first.

De Land, the county seat of Volusia with a population of 5,801 persons, was founded in 1876 by Henry A. De Land of New York. Some years later, John B. Stetson, of hat fame, established the Stetson University at that place. De Land is on the main line of the Atlantic Coast Line and is beautifully situated on the banks of the St. Johns River. It is thus afforded ample means of in and out transportation.

Enterprise, on Lake Monroe and the Atlantic Coast Line, lays claim to the oldest tourist hotel in the state. It was built in 1854, and was known as Brock's Tavern, though now it goes under the name of Benson Springs Inn. General Grant and Stephen A. Douglas, as well as many other notables have patronized this hotel in the past. "Grant's room" is still pointed out to the visitor as such.

Chambers of Commerce are maintained at Daytona, Daytona Beach, New Smyrna, Ormond and De Land, and tourist camps are located at Daytona and New Smyrna.





Detail map of Volusia County





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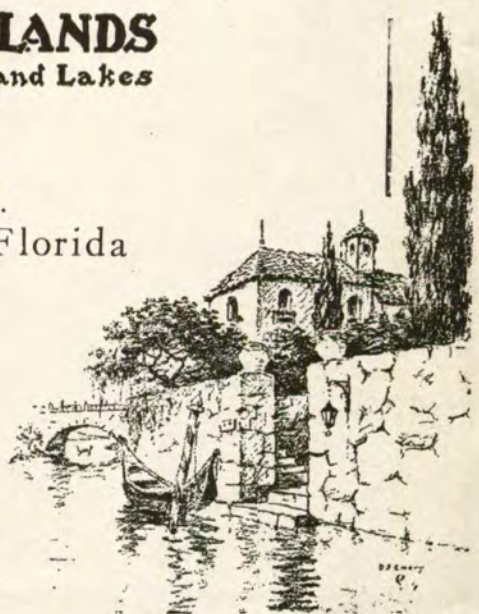
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# WAKULLA COUNTY

**I**N the central part of northern Florida is Wakulla County, established on March 11th, 1843, with 385,280 acres of land and a population of approximately 1,900. Much of the land is still in its original primitive state, while a recent census records 5,816 residents.

The western boundary is formed by the Ochlockonee River and a bay of the same name which opens into Apalachee Bay. The southern portion of the county faces the open waters of Apalachee Bay, which is in reality a part of the Gulf of Mexico, with Ochlockonee and Dickson Bays offering shelter for vessels in heavy weather. The St. Marks and Wakulla Rivers drain the eastern section, emptying into St. Marks Bay.

The land is undulating, sloping gradually from the northern border to within three miles of the Gulf where it becomes what is known as flatwoods country. The natural watershed of this slope serves as drainage for a greater part of the county. The elevated portion is variant, with stretches of open pine alternating with dense hummocks heavily timbered with live oak, white oak, sweet gum, magnolia, hickory and bay trees. The timber alone is worth a fortune, while the profusion of long gray Spanish moss that

festoons the trees is valuable, when treated, for upholstering, mattresses and the like. The process for treating is simple: the moss is dipped into scalding water and when dried, the outer gray covering is removed by friction, leaving fine black hair-like strands that do not pack.

After the timber is cut, it is found that the land is exceptionally fertile and responds readily to cultivation. Although lumber and cattle are the chief products of the county, considerable farming is done in a general way on the 13,175 acres under cultivation. The report for 1924 of the State Department of Agriculture shows the following products:

Corn .....	68,185 bushels
Peanuts .....	26,455 bushels
Sweet potatoes .....	20,944 bushels
Velvet bean hay.....	5,085 tons
Cane syrup.....	24,375 gallons
Honey .....	29,690 pounds
Beewax .....	1,340 pounds

Considerable cattle, hogs, sheep and goats are raised and, as the open ranges are green throughout the year, this grazing is sufficient to maintain the herds, though for the market, it is well to fatten the stock on extra feed.

The average temperature for the year 1924 was 69.5 degrees Fahrenheit. September was the warmest month with 81.6 degrees, while for January, the coolest month, the average was 56.7 degrees. The rainfall for the year was evenly distributed with a total of 39.19 inches.

Extending down from Tallahassee, the capital, and running through the county, is the Georgia, Florida and Alabama Railway, while a branch of the Seaboard Air Line connects the capital city with St. Marks on the Wakulla River, a commercial port, with access to the Gulf for fair-sized vessels. These roads open up the county to some extent, a number of towns being located along



*View of water from Belmont on the Gulf, Wakulla County*





*New right-of-way, Highway 10, Wakulla County*

the lines as shipping points and means of transportation for supplies and products.

The county seat is at Crawfordsville, a town of 300 persons, located at the geographical center of the county on the Georgia, Florida and Alabama Railway.

The Gulf shore of Wakulla is receiving its full share of the general development boom of Florida. On what was formerly known as Mash's Island, and almost completely surrounded by the waters of Apalachee Bay is Belmont-on-the-Gulf with more than twelve miles of white sandy beach, and opportunities for almost every recreational enjoyment. It is a beautiful spot with its forests, bays, inlets and ideal climate, while

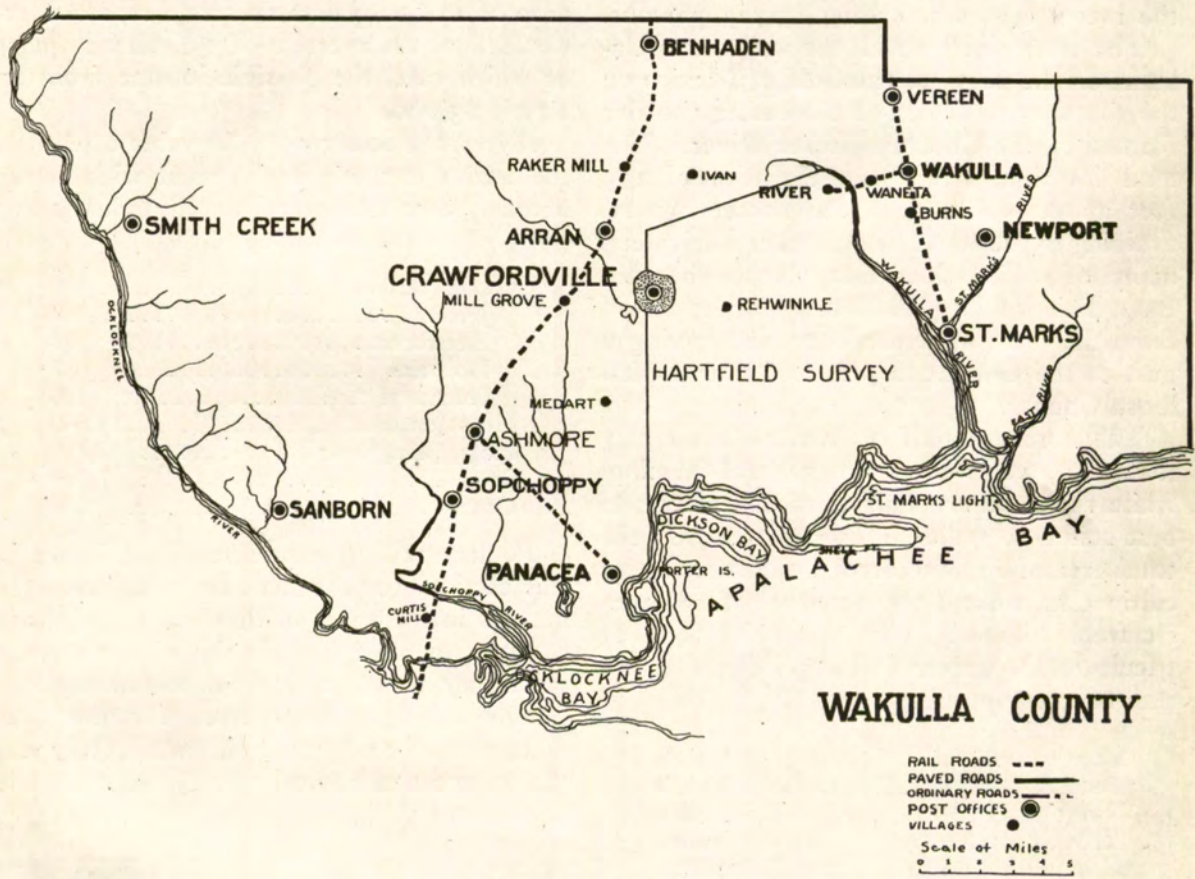
the fishing and hunting are fine and ample facilities are provided for bathing and yachting. It has been designed as a model city, laid out by John Nolan, a prominent city planner. The streets and boulevards are 60 to 80 feet wide and well provided with shade trees, while every lot is within six blocks of the water front. State and county roads are now under construction from Tallahassee to within a short distance of this property.

Not far from Belmont-on-the-Gulf is Panacea Springs, which has for years been frequented by thousands because of the medicinal properties of the water.

At the terminus of the Seaboard Air Line and on the navigable Wakulla River is St. Marks, with a population of 216. A fort was built here in 1718, as a protection from the Indians against invasion by freebooters. At that time the place was called Marcos de Apalachee.

Wakulla needs settlers in its fertile but primitive fields and represents a first-rate opportunity for an ambitious farmer. Land values are sure to rise in the near future as promoters have already begun to buy in this section. A tract of 82,000 acres in Wakulla and Leon Counties was recently bought for development; while a large sum was paid for a tract of 190,000 acres in Wakulla and Liberty to be subdivided.





Detail map of Wakulla County



# WALTON COUNTY

**I**N the northwestern part of the state is Walton County, established on December 29th, 1824, when Florida was still a territory. The county had a population at that time of 1,200, which has increased gradually, the recent census recording 13,723 persons.

The county extends all the way from Alabama on the north to the Gulf of Mexico on the south, with a part of the eastern border formed by the Choctawhatchee River. The land lies high, often to an elevation of 275 feet above sea level in the northern part, draining to the south by a number of rivulets, many of which flow into Choctawhatchee Bay. This is a large body of water separated from the Gulf by a peninsula and having a pass to the Gulf at its westerly end in Okaloosa County.

The northern half of Walton has a clay loam soil, well adapted to general farming, while the southern half is more sandy and best suited to fruits and vineyards. Of the total area of 677,120 acres, 20,000 are under cultivation, while 1,000 acres are still in merchantable timber. The report for 1924 of the State Department of Agriculture shows the following products:

Corn .....	194,745	bushels
Peanuts .....	188,100	bushels
Sweet potatoes .....	62,205	bushels
Velvet beans .....	47,898	bushels
Cane syrup .....	40,537	gallons
Cotton .....	371	bales
Wool .....	21,799	pounds
Peaches .....	\$42,235	
Pears .....	\$6,460	
Grapes .....	\$24,000	

Citrus fruits do not flourish in this section, though the Satsuma orange thrives and is not affected by the light frosts that come in northern Florida during December, January and February. The Satsumas are being planted and will be an important item in a few years. This variety ripens earlier and brings a better price on the market than ordinary oranges.

June blueberries are a leading product of Walton County, which claims to have the first orchard of the kind in the state. Some of the trees are producing 40 quarts, and with 300 trees to an acre, makes a possible crop of 12,000 quarts an acre a season. Berries sell at an average of 25 cents a quart at which rate, the possible income from an acre is \$3,000.

Live stock receives considerable attention, the native cattle being crossed with better breeds. Statistics as tabulated January 1st, 1925, show the following:

Cattle (on hand) .....	12,978
Jerseys .....	238
Herefords .....	98
Holsteins .....	37
Guernseys .....	10
Hogs (on hand) .....	14,660
Hogs (slaughtered) .....	2,710
Sheep .....	7,190
Goats .....	669

Poultry raising has an excellent future in this section, for the hens lay practically ten months in the year, so that there are plenty of eggs on hand here in the winter months when they are scarce in the northern markets.

The average temperature for the year 1924 was 68.2 degrees Fahrenheit. July was the warmest month with 81.1 degrees, while for February, the coolest month, the average



*Country scene in Walton County*



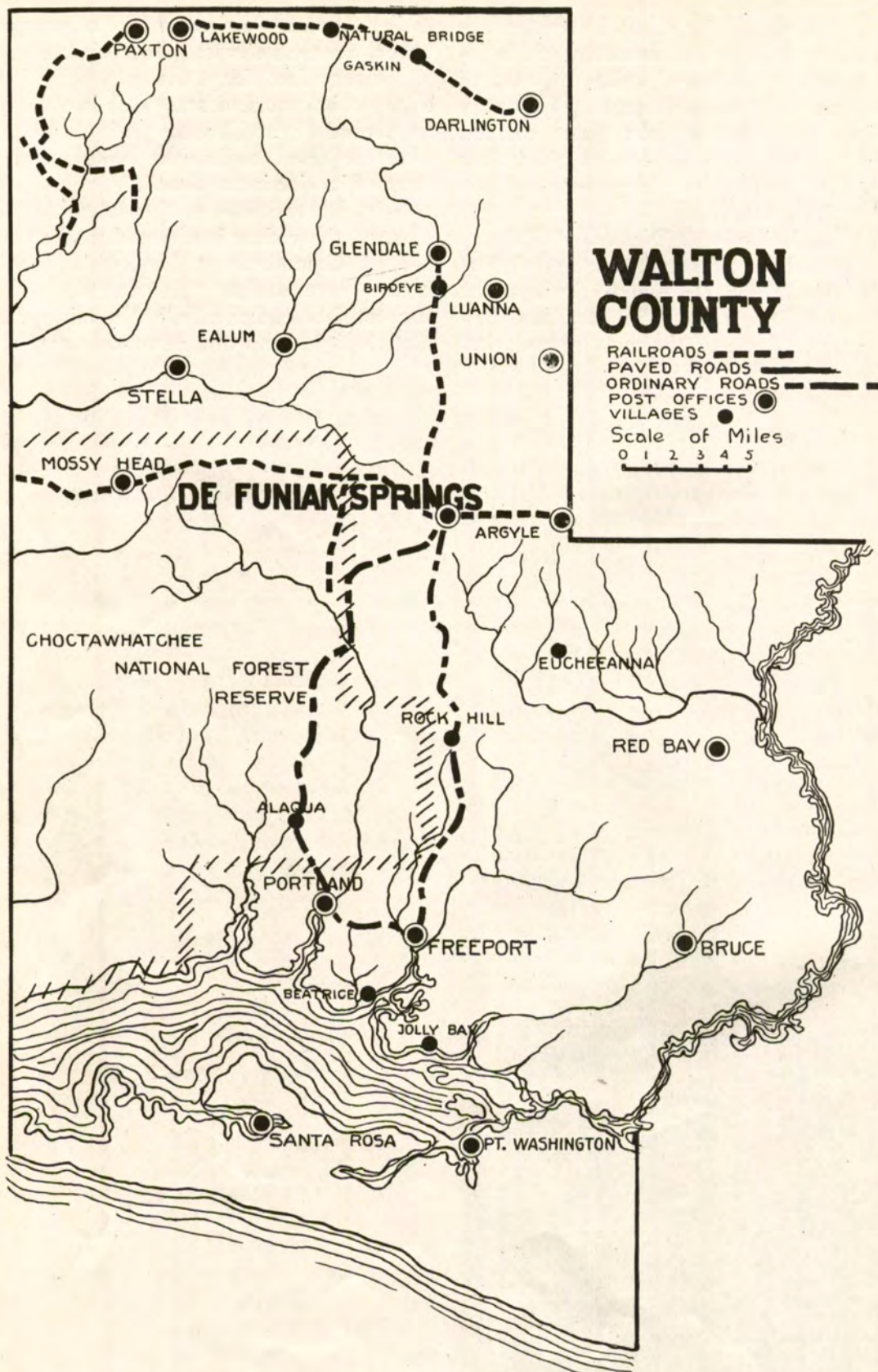
was 55.1 degrees. The rainfall averages approximately 43.5 inches annually, which insures sufficient moisture, while the natural watersheds carry off the excess. Wells may be driven to a depth of from 30 to 50 feet, where there is a constant flow of good clear water. The cost of installing these wells is comparatively small.

The Louisville and Nashville Railway runs east and west through the central part and on this line is De Funiak Springs, the county seat. The town, with its 2,200 persons, embraces one of the most symmetrical

springs known,—a circular lake of pure clear water, almost an exact mile in circumference and eighty feet deep, where boating is one of the chief amusements. This is the site of the second oldest Chautauqua in the country, with the finest auditorium building of any town of its size in the South.

For further information about Walton County, the visitor is directed to the Chamber of Commerce at Du Funiak Springs where there is also a free camping ground for tourists equipped with running water, electric lights and other conveniences.





Detail map of Walton County



# WASHINGTON COUNTY

WHEN Washington County was established on December 29th, 1825, it extended south to St. Andrews Bay on the Gulf of Mexico and embraced what is now Bay County. The population of the county was then 978, that of the entire state only 34,730. Development in this part of Florida was slow until the railroad was built from Pensacola to Chipley in 1860; the line was extended to Jacksonville in 1880. Even then the towns were only along the line of the road, so that in this large and sparsely settled county, one could travel along trails and roads for many miles without meeting anyone or seeing a settlement. An occasional deer would cross the path, scampering with fleeting bounds that would arouse a wild turkey or scatter a flock of quail so plentiful in this section. Development has been steady, however, since the division of the county, and today the population amounts to 10,416 persons.

The entire western boundary is formed by the Choctawhatchee River, while the Holmes River, a tributary, drains practically the whole county. The high rolling land in the northern portion and the Holmes Valley section afford conditions which are adapted to diversified products. There are 31,876 acres under cultivation; 1,346 in improved pasture and 34,992 in merchantable timber. The products for the year 1924 as reported by the State Department of Agriculture are as follows:

Velvet beans .....	92,715	bushels
Peanuts .....	62,540	bushels
Sweet potatoes .....	30,893	bushels
Corn .....	15,648	bushels
Oats .....	2,237	bushels
Field peas .....	2,229	bushels
Irish potatoes.....	422	bushels
Rice .....	252	bushels
Cane syrup .....	58,917	gallons
Cotton .....	235	bales
Grapes .....	43,090	pounds
Watermelons .....	22	cars
Honey .....	14,829	pounds
Pecans .....	1,041	bushels

The velvet beans, peanuts and sweet potatoes are produced largely for stock feed, to take the place of other feed that is not so easily grown in northern Florida. As this is not in the citrus region, other fruits are produced such as pears, plums, peaches and figs. Pecans are one of the coming products with many trees already bearing, while 9,083 young trees have not yet reached the bearing age, and 200,000 trees are in the nursery. This is also a blueberry section where there are 1,450 trees bearing and 2,100 trees under age. This will, in time, be one of the leading products. There is also a trifoliata tree nursery in the county, with 300,000 young striplings that will soon be large enough to be used in decorating lawns.

The raising of live stock has been an important feature for a number of years, the native herds being crossed with better breeds such as Jerseys, Holsteins, Herefords and Devons. Statistics, as tabulated on January 1st, 1925, show the following:

Cows .....	1,235
Stock cattle .....	8,875
Hogs .....	10,460
Hogs (slaughtered) ....	5,693
Sheep .....	3,648
Chickens .....	56,448
Eggs .....	\$33,014
Milk .....	238,400 gallons
Butter .....	52,283 pounds
Wool .....	8,650 pounds

This is an especially healthful section, with 68.6 degrees, the average temperature for the year 1924. September was the warmest month, with 80.9 degrees, while for January, the coolest, the average was 53.9 degrees. The total rainfall for the year was 46.38 inches, the most coming in July when 8.37 inches fell, while for January, there was only 1.79 inches of rainwater.

The Louisville and Nashville Railway runs east and west through the extreme northern arm, while the Birmingham, Columbus and St. Andrews Railway runs north through almost the entire county, terminating at Chipley

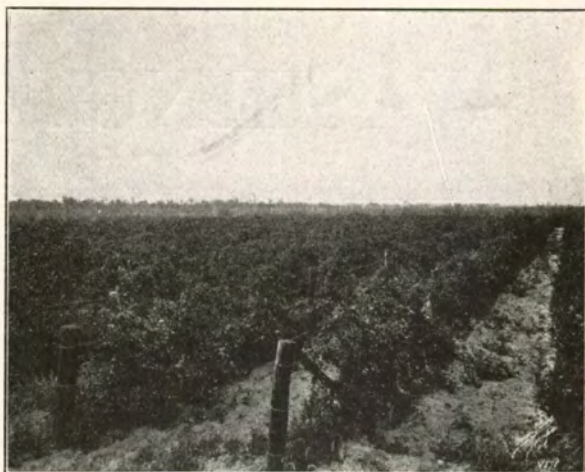


where connections may be made with the Louisville and Nashville.

The county seat is at Vernon, the oldest town in the county. The Holmes River runs by the town and affords navigation all the way to Pensacola, by way of Choctawatchee Bay and Santa Rosa Sound. The water supply is exceptionally fine, from a well bored twenty years ago and furnishing a seemingly inexhaustible supply. An analysis proved the water to be entirely free from properties in any way detrimental to health and when compared with the water of 500 wells from various parts of the United States, the Vernon well was given first place. Near Vernon, on the Holmes River, is a wonderful sink known as "Falling Water" and here also are an interesting cave and a natural bridge.

The largest town in the county is Chipley, with its population of 3,000. It is a central market place and has a cold storage and packing plant, as well as a leather factory and a market for hides, skins and furs for the adjoining counties.

Orange Hill is an agricultural center, where springs of clear water make an attractive place. Caryville, in the northwest

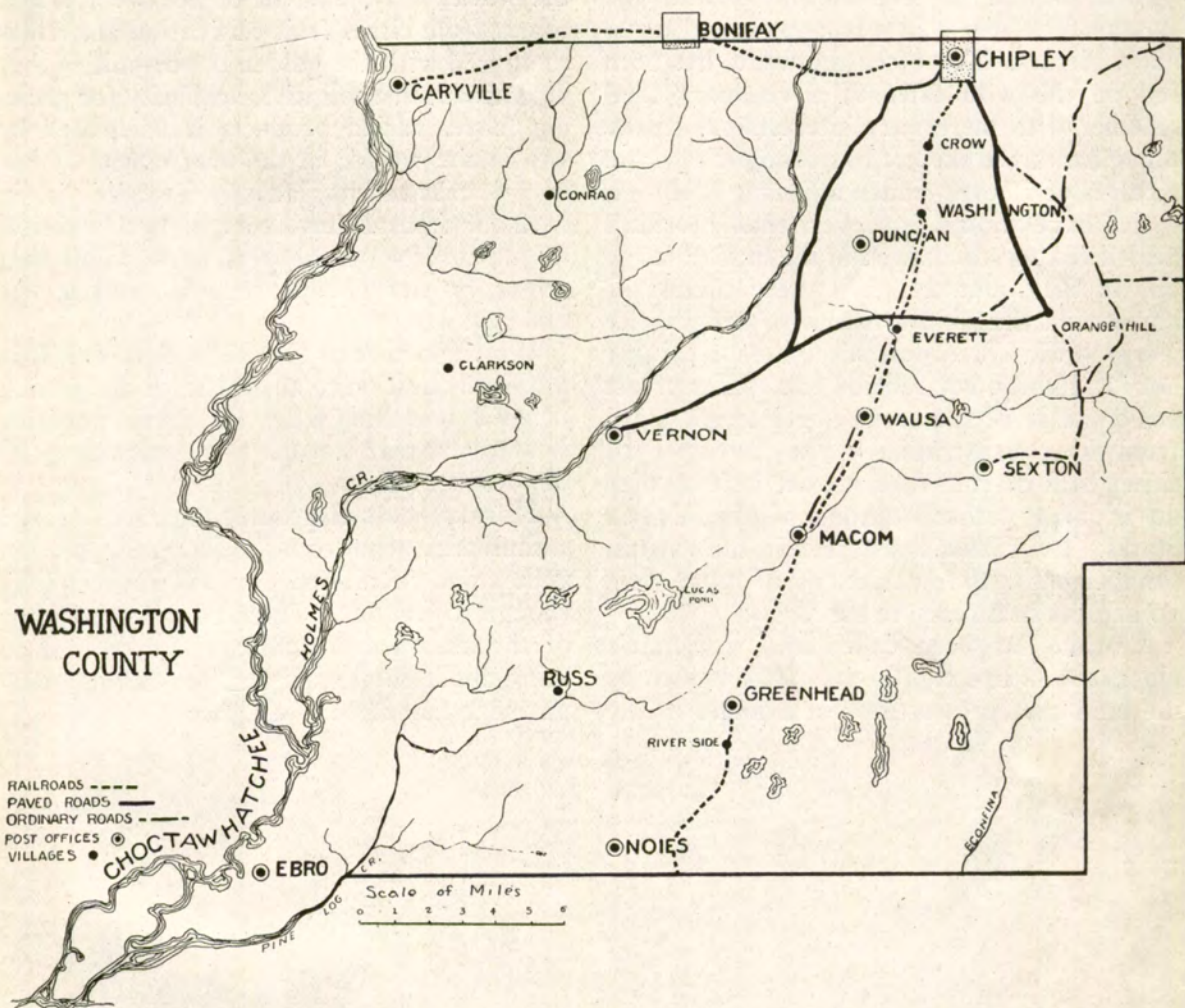


*Blackberry field, Washington County*

where the Louisville and Nashville Railway crosses the corner, is a prosperous little town undergoing a complete renovation. Here are busy lumber companies and building is on the increase. It is in a good farming district.

Undeveloped land may be bought cheaply in Washington County and the settler sees life in the primitive and he may work and watch the development. Florida offers much to such a man and the land gives back tenfold for that given.





Detail map of Washington County



# FINALE

AND so the story of Florida is told, county by county, without embellishments, so that the reader may realize the fundamental worth in a true portrayal of its many virtues. Too often the world has been fed on the wild tales of a visionary land schemer with mercenary interests or, on the other hand, the skeptic has brought up false pictures of a fever-ridden alligator hole. Statistics have shown, however, that Florida's health record stands well in the first ranks of any in the country. Then there comes the imputation that, if Florida is so delightfully warm in winter, it must surely be unbearably hot in summer, yet Florida has to her credit not one case of sunstroke nor a single death from heat prostration. The extremes of either heat or cold do not exist here as they do in many other sections of the United States. The statistics as given in the various counties show that variations of more than 20 degrees in a year are rare.

Florida has been called the rich man's playground, and rightly so. It is known as the land that grows the best oranges in the

world, as, indeed, it is. However, all of the riches scattered by the millionaires during the winter stay, and all of the wealth that comes from citrus fruit cultivation are trifles compared with the golden opportunities that lie dormant in a soil whose capacity for growing more, varied products is unequaled by any in the world; in the vast extent of her once-despised Everglades, whose soil is, in itself, a natural fertilizer; in her beautiful virgin forests of the best hard wood that grows; in her phosphate beds; and in her fisheries.

Which portion of Florida is the best? This is a hard question to answer since one section excels in one thing while the next is superior in another, with no one place possessing all the desired qualities.

Florida has suffered through hap-hazard enthusiasts, who come in a rush, do not understand conditions, and will not stay long enough to find out. The land is new to many of the innovations and it will take time to bring about the happy and substantial readjustment that is now being worked out.

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