ALL ROADS LEAD TO
HAINES CITY
South Florida's Most Strategic Investment Point

Where six of Florida's most important highways meet, in a colorful setting of lakes, groves and hills, 250 feet above sea-level, Haines City is caressed summer and winter by genial breezes. The hills and lakes of the vicinity make possible a year 'round sport program including hunting, riding, fishing, boating, bathing, tennis and golf. Added to the gifts which Nature has provided is an abundant supply of pure water.

The thousands of acres of orange and grapefruit groves for which Polk County is famous, provide a setting of rare beauty, and are an important factor in the economic life of the community. Imperial Polk County is also notable for having within its border such other important cities as Lakeland, Winter Haven, Bartow, Lake Wales, and Polk City—all within a few miles of Haines City, providing an endless variety of motor drives over perfect roads.

This strategic location, at the center of Florida's road system, and the junction of the main line of the Atlantic Coast Line Railroad with two of its branches, has brought to Haines City many distributing houses, three large fruit and vegetable packing houses, a canning plant, a fertilizer factory and a cigar factory. Many new businesses have recently moved here, and there are still splendid opportunities awaiting those with foresight.

Haines City will be the best paved city in the state when its present paving program, now under way, is completed. It will be 100 per cent paved! Many hundreds of thousands of dollars are now being expended on a great civic improvement program, which includes a new modern grammar school with all up-to-date features, an extensive system of storm and sanitary sewers, a new City Hall. An ideal city is in the making.

Building is going on in truly wonderful fashion. The new Hotel Polk, a half million dollar structure, will add to the beauty of the city and aid in taking care of the thousands who are coming to Haines City. The Haines City Country Club, also under construction, will increase the recreational life of the community. A costly new theatre is under way. Two apartment buildings, an office arcade, stores, churches and homes are being rushed to completion.

All who are looking for the utmost in Florida opportunities should give Haines City careful consideration. Strategically located, with the best of transportation facilities, in the center of a rich and rapidly developing territory, with Nature's varied gifts augmented by the hand of man, growing in a way impossible to appreciate until you are in full possession of the facts, Haines City offers the ultimate as a place to live, do business and invest.

Haines City Is the Fastest Growing Community in the State of Florida!

PROFIT AND WELCOME AWAIT YOU

Frank Bryson
Realtor
UCH commanding beauty spots as are daily making their debut on Davis Islands hold much in store for the hundreds of fortunate owners who soon will be happy residents here. And the $30,000,000 Davis Islands development program which is breaking all records for building and improvements not only is providing an opulence of home comforts unequalled in this state but is bringing huge profits—financial independence in many instances—to owners of this best located property in fair and magic Florida.

D. P. Davis Properties, Tampa, Florida
AHOY!

A Speed Boat at your door! — and the countless miles of beautiful tropical waterways unfold before you — and your friends.
Truly, the sheer exhilaration of Florida life comes only to those who make use of her waters, which, in their grandeur, call for water craft of quality and distinction.

R. STUART MURRAY
Power Boats and Water Craft
Mezzanine, Hillsboro Hotel
Tampa
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commercial banana plantations

Both mean OPPORTUNITY capitalized. The conservative investor seeks an investment which derives its profits from something more than a rise in land values. When you buy a banana plantation you become a producer in an industry which supplies a human want.

The future of banana culture in Florida is assured. The experimental stage has been passed. Years of successful growing on a small scale have proven the semi-tropical climate of Florida ideally suited to the Cavendish banana, a variety of superior bearing qualities and flavor.

Become a partner in this growing industry, without any care on your part. We plant your plantation and give it six months free care and market your crops for 15% of the net crop receipts.

If you are interested in this Florida opportunity mail the coupon. We will be pleased to send interesting booklet on Growing Cavendish Bananas in Peace Valley.

Please send me illustrated booklet about a real Florida Opportunity.

TAYLOR-ALEXANDER PROPERTIES INCORPORATED
Winter Haven, Florida

Please clip here.
The number of Lots at $1,000 to $2,500 on paved streets near car line in Interbay Peninsula is fast fading into nothingness.

At this writing we have a few left at these prices on terms as low as 20% cash and 2% per month at prevailing interest.

For Specific Details, Write

A. M. WADE, Realtor
OWNER

Tampa Ballast Point Florida
Peace River Estates

Two Miles of River Frontage on the Peace River

at

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the Agricultural Center of

Florida

Seventy-three Miles Southeast of Tampa

On Main Highway

McMaster

313 Warner Building
Pick Your Block --
Write for Prices and Terms

McMASTER AND McMASTER,
313 Warner Building,
TAMPA, FLORIDA:

Without obligation please send me at once full details on PEACE RIVER ESTATES.

Name ________________________________ Street and No. ________________________________
City ________________________________ State ________________________________

& McMAST ER
TAMPA, FLORIDA
Don't Buy Land---
Buy Golden Opportunity!

Millions of men trust Henry Ford's judgment. Would you? Royal Palm Estates lies close to the great Henry Ford plantations where rubber will soon be produced on a vast scale.

The Royal Palm Estates lies in the very heart of the richest land on the American continent for agriculture of the intensive type.

Furthermore, Royal Palm Estates have a natural beauty of which the whole Golden Sunshine State of Florida is proud.

Those familiar with the extravagant prices paid for beauty spots on the East and West Coasts can more perfectly visualize the opportunity involved in the wonderous spot called "La Belle, The Beautiful." (Note its location on the map). Here sky, water, subtropical vegetation have been combined by nature in her happiest mood to make a playground combined with unlimited opportunity for comfortable income. Naturally, here of all the places in Florida values are rising most rapidly and are certain to be most permanent.

Enormous improvements and developments are under way in this rich, natural center of the highway system of Southern Florida.

Drop into our comfortable offices in Tampa and talk it over.

ROYAL PALM ESTATES
FRANK L. GREENFIELD 1314 FRANKLIN ST. TAMPA, FLORIDA
EVERGLADE ACREAGE

STONE FARMLANDS
NOW OPEN TO THE HOMESSEKER

5 and 10-ACRE TRACTS

of

The World's Richest Soil

at

MOORE HAVEN

All-year climate. Ideal living conditions for your family.
Fine fishing-hunting-boating. Accredited high school.
Churches-theatre-railroad. Fine roads.

Write

STONE DEVELOPMENT CO.

511 J. Bruce Smith Building
ST. PETERSBURG, FLORIDA
or
MOORE HAVEN, FLORIDA
Grapeland Boulevard---27th Ave.

“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.

COMMERCIAL SILVER BLUFF

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

Street car 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 Company, Inc. Owners C. Dan Wallace, President
Webster Terrace Development Corp. M. W. Lipschultz, Secretary and Treasurer

C. DAN WALLACE

108 Coolidge Building
MIAMI
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. Preferred stock $100.00 per share. Opening sales one share of Common stock given as bonus with each share of Preferred stock.

C. DAN WALLACE
108 Coolidge Building
Miami, Florida

You Have the Opportunity to Share in
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Use This Coupon Today
C. Dan Wallace, Inc.,
108 Coolidge Building,
Miami, Florida.
Without incurring obligation on my part, send me full particulars of your investment, Preferred and Common Stock of C. Dan Wallace, Inc.
Signed ________________________________
Address ________________________________
Imagine for a Moment

Imagine for a moment a Miami twice the size of the present city—a Miami with as many business houses, double the number of hotels and apartments, twice as many homes and twice as many people in them.

How long will it be before this dream becomes a reality? ONLY TWO SHORT YEARS if Miami grows as fast in the next twenty-four months as it has in the last twenty-four months.

The 1923 Miami directory gave the Greater Miami District a population of 55,262.
The 1925 City Directory gave the same area a population of 102,582, indicating that the population had doubled in two years.

What will this tremendous increase in population mean to your investment in MIAMI SHORES? Just what investments in earlier days in Miami have meant to those who had faith.

MIAMI SHORES, 2,800 acres in extent, with more than five miles of frontage on Biscayne Bay, being developed on a stupendous scale, is in the strategic position to reap the greatest benefit from Miami’s expansion.

MIAMI SHORES
America’s Mediterranean

125 East Flagler Street, Miami, Florida
WAITING—UNDER THE SPANISH ARC
MARVELOUS MARION COUNTY

1. Silver Springs is one of the best-known resorts in Central Florida.
2. Marion County courthouse at Ocala.
3. Young corn and a field of tomatoes.
4. There are large lime and rock plants around Ocala.
5. Interior of a citrus packing house showing the grading operation in the foreground.

Marion County is especially adapted to the profitable raising of poultry, corn, and a field of tomatoes. It is on the Northern edge of the Citrus section.
OPPORTUNITIES IN FLORIDA By ROGER W. BABSON

REMEMBER that Florida is a very large state—with over 800 miles of coastline and all kinds of climate and soil. Because land happens to be in Florida is no reason why it must some day be valuable. Moreover, a large portion of the state will some day severely suffer from another freeze such as has been expected about every 40 years. This last real freeze came in 1897 and another is bound to come sooner or later. Certain high points, protected by lakes, which came through without damage, may even profit by such a freeze, but the greater portion of the state is sure to suffer.

Moreover, we must not forget that the multiplication table still holds in Florida, even tho the state has banished for the present inheritance and state income taxes. Florida must make the real improvements which Southern California made if the Florida boom is to last as long. Furthermore, we must realize that for a state to be truly prosperous money must be spent on something besides blue prints, corner stakes, and advertising. The Southern California boom was at its height for about ten years and probably twenty-five years passed between the time it started and the time it was first definitely checked. Of course, California even now has great possibilities.

Remember that it is just as foolish to try to get something for nothing in Florida as at a horse race. Buying land today with the idea of selling it at a handsome profit in a few months without contributing anything to improve its value is a dangerous, if not unethical, game. Thus far, a great many people have succeeded in doing this, but the chances of continued success at such gambling are growing less each year. Before long, people who do not make improvements are going to get "landed" with unsalable property. Already property is selling in certain sections on the coast at prices far beyond its value. When land sells per front foot for more in some Florida city than on Fifth Ave, New York, it is time to liquidate such Florida property.

There are opportunities for those who will buy right and do something—like the building of roads or houses—to improve the property. Moreover, the greatest profits will come to those who make their own improvements—buying at wholesale and selling at retail. The most demand at present is for low-priced homes selling complete for about $6,000 in small communities near a lake with water and electricity. The millionaire developments are overdone. The best opportunities for profits today lie, not in buying cheap acreage, but in buying the very best acreage accessible to modern improvements, subdividing the same, and then building small attractive three or four room houses where an old couple can go for the winter. Moreover, in this there also is a real chance for service, because by getting such people to Florida for the winter their lives may be lengthened five or ten years.

Conclusion. Without doubt a new industry is in the making which might be called the "Going-to-Florida-Winters Industry." This industry may grow to the importance of the Movie Industry, the Radio Industry, or perhaps may approach in some ways the Automobile Industry. For the first time, owing to various new conditions, farmers of the rich agricultural states are able to get away for a real vacation. The millions of families depending directly and indirectly upon agriculture—if truly thrifty—have not left their work during the summer. Even tho they had nothing to do during the four winter months, they stayed at home because "winter resorts" have heretofore been only for the rich.

Now, however, soon after the crops are harvested and sold, hundreds of thousands of these farmers from New York, Ohio, Indiana, Michigan, Illinois, and other states jump into their automobiles and in a few days are amid the sunshine and orange blossoms. Artisans, such as carpenters, masons, and painters, are going with them. It truly is a wonderful experience for them all. They all are crazy about it and come home reporting they have never lived before. Incidentally, some of them make a little money down in Florida. Anyhow, this winter exodus to Florida, in our opinion, is just starting. Florida is simply at the threshold of its prosperity. The boom is sound because based on a great and new economic movement, but these very conditions are attracting the unscrupulous and make it very necessary that clients make no investments without first visiting the state and personally looking over the field.

Interest In Florida Keen

That interest in Florida is growing very rapidly in all sections of the country, is reported by careful observers who have travelled extensively in the west but particularly is this growing interest reaching almost to the heights of enthusiasm over a great presidential election evidenced throughout New England where everybody seems to be talking Florida.

New York City is so large that it is difficult to analyze the very widespread interest in Florida that is manifested in the metropolis of the empire state. One incident however, will bring to light a new angle on the subject. Forbes Magazine in its issue of August 15th carried a leading article entitled "The Florida Boom—How Long Will It Last?" by G. L. Miller, President, G. L. Miller & Company. This article was given some advance notice in newspaper announcements. A man interested in making an investment in Florida came into the New York office of Suniland during the following week and said that on Monday following the publication of Forbes Magazine, which went on the newsstands Saturday the 15th, he went to a prominent newsstand to get a copy but was told they were all sold out. Being very anxious to get a copy, he went to two other newsstands with the same results. Then determining to secure a copy and to test the sentiment in regard to Florida in New York City so far as it might be revealed in this matter, he dropped his business and kept up his search until he had visited more than forty newsstands before he succeeded in finding one that was not sold out of this issue.
and now comes ST. CLOUD

St. Cloud Yacht Club—where accommodations can be found for bathing, boating, dancing, etc.

St. Cloud’s Turn

Everyone is familiar with the wonderful development and mounting values of Florida real estate particularly along the coasts. It is common knowledge that small investments made in other and less favored Florida towns have brought fortunes to the wise investors of a few short years ago. But prices of lots in most places are now beyond the reach of people of moderate means and the speculation risks proportionately great. To the person, then, of moderate means as well as to the monied man who missed his opportunity elsewhere, we say—

Watch St. Cloud

In the matter of prices of real estate here, to those who act quickly, it is a Ground Floor proposition.

In location, it has the strategic value of being in almost the geographical center of the state—less than two hours ride by auto to the Atlantic Ocean and very little longer to the Gulf of Mexico.

St. Cloud is located in the heart of the best fruit and farming section of Florida—on the Ridge—the very watershed that divides the waters flowing to the East and West Coasts. The lakes to the East of town drain into the St. Johns River and the Atlantic—Those to the West into the Kissimmee River, Lake Okeechobee and the Gulf of Mexico.

Because of this drainage situation or other favoring cause St. Cloud is almost entirely free from the mosquito and other insect pests that infest many Florida towns.

Splendid water and pure air make it without question the healthiest town in the whole state. For two miles the town skirts the south shore of Lake Tohopekaliga, by many considered the most beautiful lake in all Florida. It is six miles wide by eight miles long, and has a hard white sand shore line throughout, making ideal bathing and boating. Here, too, excellent fishing abounds.

The people of the town are the friendliest and most hospitable to be found anywhere and best of all you get here—

St. Cloud Real Estate & Investment Co.
St. Cloud, Fla.

Kindly send me free of obligation or expense folder describing the town of St. Cloud—the best bet of recent years—also give particulars of your easy plan of payment on lots with assurance of profits.

Name ________________________________
Street and No. ____________________________
City ____________________________ State ____________

The Same Sunshine
at a Fraction of the Cost

The city is just entering on the Commission-Manager form of Government and the people have further shown their progressive spirit by voting 10 to 1 a half million dollar bond issue for public improvements.

We have fine stores, parks, a public library, good schools, and churches of nearly all denominations—everything in fact that makes for happiness and contentment.

The firm whose name appears below, by reason of having the exclusive sale of the entire real estate holdings of a large estate now being liquidated can make you very attractive offering of lots in almost every part of the city. If interested in residential or business lots, homes or acreage, write us stating your desires and preferences.

For more detailed information about our fast growing town, use the attached coupon and get free booklet prepared by our Chamber of Commerce.

St. Cloud Real Estate & Investment Co.

ST. CLOUD — FLORIDA
A MID the picturesque rolling hills of North Central Florida, in a setting of unusual natural charm, lies the fertile county of Marion, christened by those who dwell there, "The Kingdom of the Sun."

A region of varied topography, for the most part undulating and heavily wooded with evergreen and deciduous trees, watered by river, lake, and spring, Marion County is a region of vast potentialities, and should share largely in the wave of prosperity now sweeping the state.

Few counties in Florida, indeed, have a more substantial superstructure on which to build than this splendidly endowed County of Marion. It is a country of soil and development, and this it has been since the first day of its settlement by the sturdy Carolinians who immigrated thither following the consummation of the last Seminole campaigns. Of course, in common with all sections of Florida, the county has had its vicissitudes, but in the main its development has been sure and sustained, so that today the value of its agricultural products amounts to more than ten millions of dollars a year, and there are yet untold thousands of acres of fertile lands within her borders that have never felt the plow.

Marion County exemplifies eloquently the possibilities of intelligently conceived diversified farming. Besides raising corn, peanuts, sugar cane, and many other staple products, in conjunction with a live stock and dairying industry that is becoming annually more important to the general scheme, her farmers are finding an annually increasing source of wealth in the growing of truck. The value of the vegetable harvest in the county last year approximated three millions of dollars. Marion county, in the past few years, has become one of the most important tomato producing sections of the United States, and is noted especially for the very high quality of her product. The chief varieties grown are the "Early Detroit," "Florida Special," and "Globe."

Another growing source of wealth to Marion county farmers lies in the cultivation of the watermelon, for which there are said to be thousands of acres of good land available. The chief varieties grown are the "Irish Grey" and the "Tom Watson." The county now leads the state in the production of this fruit.

Before the coming of the boll weevil cotton was one of the chief money crops of the farmers of Marion, particularly the Sea Island variety, which grew to especial advantage in this region, but at present it is little grown. However, there is no reason why, with the growing knowledge of boll weevil control, the growing of cotton should not again assume importance in the county.

In the production of citrus fruits Marion county stands well to the fore, and each year witnesses an extension of the planted area. When the county was first settled, it possessed, particularly along the shores of Lake Orange, the largest acreage of wild oranges to be found in the state. The wild orange then had no commercial sale whatever, and thousands upon thousands of acres were destroyed to make room for sugar cane and cotton, just as were the great pecan forests of Louisiana and Texas, whose loss today is only too well realized. Two of the best known and most popular oranges grown in Florida were developed in Marion county, the "Pineapple," and the "Parson Brown," and numbered among her groves are some of the finest and most prolific sumas, the first two species of oranges the state is shipping some 600,000 boxes of fruit, comprising oranges, grapefruit, tangerines, and satsumas, the first two species representing the preponderant proportion of the total, the approximate value being $2,000,000.

During the past two or three years some attention has been paid to grape culture, with the result that the industry is now on an established basis. The soils of the county seem to be especially adapted to the Carmen variety, and as the available acreage is large there would seem to be a future for this branch of horticulture of large promise.

Other fruits that thrive well in this region are figs, strawberries, blackberries, blueberries, peaches, Japanese persimmons, loquats, and...
guavas, while there is no reason why, with adequate attention, the pecan should not be developed commercially.

Corn is the chief staple crop of Marion county, and on the better character of soils it is a splendid producer, on muck lands an average of a hundred bushels to the acre being not uncommon. As a rule cowpeas, velvet beans, or peanuts are sown between the rows. The present value of the crop for the county is in the neighborhood of a million dollars a year.

In the general scheme of Marion county diversification, peanuts also occupy an important role, ranking next in order to corn. Peanuts are grown as a second crop to oats, corn, etc., and is a very good crop to raise as their growing requires no large capital expenditure. A man with two mules can cultivate from fifty to sixty acres of peanuts, which should yield from forty to eighty bushels to the acre according to soil and crop conditions, not to mention the high-grade hay, which of itself is said to more than cover the cost of seed, cultivation, and harvesting. Most of the acreage at present is pastured off for hogs, although many carloads of the crop are shipped out of the county each year. There is no better or more economical diet for hogs, and the farmers of Marion are fast realizing it.

Still another industry that is rapidly becoming an important unit in the Marion county scheme of diversification is the raising of live stock, an important industry since earliest days. The advantages and possibilities of this division of agriculture have been tritely and comprehensively brought out by Mr. K. C. Moore, County Agricultural Agent, who says:

"Livestock men who raise animals on limestone soils claim that their horses, mules, cattle, etc., have more stamina, more mettle, and make better growth than the same livestock raised on other kinds of soil formations. Marion county has large areas of limestone formations, and most of the underground waters that are used for drinking water for both man and beast are highly impregnated with lime. And there have been produced in Marion county as fine and strong horses and mules as could be found anywhere, and the same applies to cattle and hogs, in 1919 a Marion county Poland China having been grand champion at the Chicago International. "Marion is one of Florida's greatest livestock counties, and there are vast areas of good grass lands splendidly adapted to livestock raising."

"And so with dairying. With every advantages of year-round pasturage and outdoor living, of an almost endless number of food and forage crops, of limestone soils, of healthy cows, of few insect pests, highest dairy products markets in the United States at our doors, and with a central creamery, Marion is bound to become the leading dairy county in Florida. Dairying is rapidly becoming one of the most important industries in the county. At present approximately 475 gallons of milk a day are being brought to the two creameries at Ocala, the county seat, and it is hoped this winter to increase the total materially. The largest herd in the county is comprised of 50 grade Jerseys, while there are a number of pure bred herds, notably those of W. K. Dedman, Mcintosh, and Collier Brothers, of Ocala."

In common with a number of other Florida localities, Marion county is beginning to appreciate the limitless possibilities of poultry raising. The conditions in this county are ideal, and, owing to the high prices of poultry and eggs throughout Florida, the profits are large. According to Dr. N. W. Sanborn, of the Florida Agricultural College, and a national authority in this field, one of the best kept poultry plants in the United States is in Marion county. This is the farm of Mr. H. Schroeder, known as the Wonder Poultry Farm, situated on Silver Lake, near Lake Weir. Started in a small way some 15 years ago, the plant has been improved annually, until now it has some 1,200 White Leghorn hens. These hens have a laying average of 160 eggs a year, the eggs being shipped to Miami. They bring an average price of over 50 cents a dozen to their grower.

"The forest resources of Marion county, particularly her yellow pine wealth, are extensive. According to Mr. F. V. Dunham, statistician for the Southern Pine Association, the county has a remaining stand of yellow pine timber in scattered tracts, including second growth of long leaf and black pine in the swamps, of approximately 400,000,000 feet.

"Timber comes back very fast in Marion county," says Mr. Dunham, "and if forest fires are kept out of new growth and timber stands generally are protected from premature turpentine operation, Marion county should, in the course of ten years, be able to develop a pine timber stand of approximately 800,000,000 feet."

"The small mills operating in Marion county are now cutting pine timber at the rate of 15,000,000 feet a year, so that under any fair degree of protection the pine timber growth of the county will be much more rapid that the depletion now being made by the small mills." A feature of Marion county is the National Forest in the northeastern part of the county.

Practically all of the yellow pine manufactured in Marion county at present is consumed locally, chiefly in crate manufacture and general building.

Marion county is one of the largest in the state, having an area of 1,054,000 acres. It is watered by the St. Johns, which constitutes its eastern boundary, the Ocklawaha, and the Withlacoochee, and has within its borders many beautiful lakes, including Orange, Bryant, and Weir. Within its confines, too, are found many wonderful springs and sinks, including the two largest springs in point of flow in the state. The largest of these, Silver Springs, six miles from Ocala, and the source of the Ocklawaha River, which with the St. Johns
gives Ocala a water highway to the sea, is one of the great natural wonders of this hemisphere. It has a flow of approximately 370,000 gallons a minute, or more than 55,000,000 gallons of water a day. It has a depth of over 80 feet, and seen from a glass-bottomed boat is weirdly beautiful. The springhead itself is approximately 300 feet in diameter.

Writing of this spring as far back as 1859, Prof. John LeConte, said:

"Every feature and configuration of the bottom of this gigantic basin is as distinctly visible as if the water was removed and atmosphere substituted in its place. The beholder seems to be looking down some lofty, airy point on a truly fairy scene in the immense basin beneath him, a scene whose beauty and magical effect is vastly enhanced by the chromatic tints with which it is invested."

May the beauty of this spring be preserved in all its pristine character for the generations to come.

The other large spring of Marion county is Blue Sink, one of the largest of these curious formations in Florida. The waters of Marion county abound in bass and other game fish, and her woods are alive with game. It is stated authoritatively that more hunting licenses were issued for Marion last season than for any other county in the state.

Marion county has a wide diversity of soils, many of them being very fertile, particularly her rich hammock lands, which comprise no small portion of her total area. Within her boundaries are found high pine lands, limestone hill country, low flatlands, and rich muck lands. A considerable portion of the county is comprised of the Middle Florida Hammock Belt and the Hardrock Phosphate and Limestone Belt. There is said to be comparatively little waste land in the county, and the percentage of good agricultural lands is remarkably high.

In common with the other ridge sections of Central Florida Marion county enjoys an equable climate, and a regular rainfall.

Nature has endowed Marion county with a wide range of mineral resources, which are contributing materially to the upbuilding of this section of the state. Within her borders are found large deposits of limestone, phosphate, and marl, while indications point to the belief that there will be uncovered some day, in commercial quantities, fuller's earth and a wide variety of kaolins and clays, and perhaps other important economic minerals.

At present the chief source of her mineral wealth are her valuable deposits of limestone. The lime resources of the county have been utilized in a dilatory way for more than thirty-five years, but it is only since road building throughout the state has become such a force in the economic life that the production of limestone rock has grown to be an important industry. At the present time Marion county is quarrying more than 7,000 tons of limestone a day, most of it being bolted and shipped to various parts of the state for use as a base in the building of highways. Some idea of the importance of the industry can be gleaned from the fact that the producers are now paying the railroads approximately $5,000 a day for the carriage of their product.

In Marion county are the only kilns in the state for burning limestone, the rock being used in the manufacture of agricultural, hydrated, and lump lime, and quick-lime. At present the lime is sent out of the county for manufacture into the finished product elsewhere. Building blocks used in many parts of the state are made from stone mined in Marion. The limestone industry centers around Ocala. About 500 men are employed at present, and the industry is expanding.

Flint rock, used extensively in the construction of curbing, culverts, and bridges, and in general buildings, is mined in Marion county on a large scale. The largest deposit of this rock, which lies on the surface to a depth of about four feet above the underlying Ocala limestone, are found in the county, and it is the only place where they are being worked commercially on a large scale. The output at present is approximately 350 tons a day, and the number of men employed is about 250. Flint rock, picked up from the ground, is being used in Marion county, especially in Ocala, in the construction of homes.

Marion county has considerable deposits of hard rock phosphate; in fact, the first phosphate in Florida was discovered in this county. At present, however, the mining of this mineral is relatively unimpor (Continued on page 60)
FISHING ATTRACTED
JAMES M. COX TO FLORIDA

By HOWARD BURBA

FISHING was bad that season in the Upper Peninsula of Michigan. Fishing has had a habit of getting bad up there for several years past, ever since they cleared away most of the pine about the lakes and thus permitted the wind a full, clear sweep across the water and into the flag-beds about the shore. Those flag-beds had for long years served the finny tribe as natural spawning grounds, and when keen nor'westers came along to wipe them, good fishing grounds were wiped out at the same time.

For years James M. Cox, or "Jimmy," as they know him in Ohio, where they have thrice honored him with the governorship, had for many seasons been an Upper northern tip of that peninsula. And it was a visitor. In fact, about the time when keen nor'westers came along to wipe them, good fishing grounds were wiped out at the same time.

For years James M. Cox, or "Jimmy," as they know him in Ohio, where they have thrice honored him with the governorship, had for many seasons been an Upper Peninsula visitor. In fact, "Jimmy" Cox was among the first to discover Brevort Lake, huddled among the pines at the extreme northern tip of that peninsula. And it

was this same "Jimmy" Cox who saw his favorite fishing ground being slowly but surely despoiled by the hand of the woodsman; who realized long before others could vision it out just why poor fishing seasons were becoming more numerous. And, likewise, it was "Jimmy" Cox's hand that penned a message to the leader of the little Brevort Lake colony reading about like this:

"You fellows can count me out this season—I'm going to hunt a new fishing ground."

When that telegram was filed, and it wasn't ancient history because it was dispatched but three brief years ago, the mder did not believe that any section of his broad land could take the place of the Upper Michigan peninsula as he first knew it. He wasn't "sold" on any other fishing ground, but he was doing a lot of investing.
them the message that he had been selected by his party as its choice for the highest office in the land— the presidency of the United States.

All of these things they reason were but a natural part of Jimmy Cox’s career. None of them occasioned surprise, because they knew their chief; or at least they felt contented until the day he wired them one of those short, blue phrases for which he is famous:

“Take a long look at Miami Metropolis—building a winter home on Miami Beach.”

And then they wondered. The newspaper business. But “Jimmy” always, as quick to explain as he is to act, soon dispelled the mystery and put an end to their wondering.

“Fishing and playing golf and sitting around on the beach down in Florida brings happiness to countless thousands,” he said by way of explanation, “but I guess I am different from other people. I want a little work along with my play. When I went to Miami on a fishing trip three years ago I found it a beautiful place, much beyond the mental picture I had formed.

“At first it seemed to me to be a boom town, although there was no mistaking the unaffected sincerity of the permanent residents. The place had brought them health, prosperity and happiness. I could see the reason for spontaneous enthusiasm, and yet the doubting impulse brought about the inquiry in my mind as to how long the spell would last.

“I soon discovered that the sand, sun, salt and sea, the health-giving elements of which were to be found in hundreds of hours on the beach, generated red corpuscles, and gave to the human machine the same inspiring touch which nature adds to her glorious vegetation in the tropics. I resolved, then and there, to spend from two to three months in Miami each year as long as I lived. I was not long in finding that I was a poor loafer, and that twelve hours of play each day was getting on.

“The newspaper business is my profession. It has claimed my activities since I was a newsboy, and I purchased the Metropolis from S. Bobo Dean, believing that it would be a good investment, and give the mental pre-occupation which would make an ideal winter of recreation.

“About this time someone asked me, and more. It has brought a deep and sympathetic contact with the great evolutionary movement of making the South the South of today, and the South of tomorrow.

“About this time I spent the greater part of two or three days on the docks at Miami, observing the general character of the commodities that were coming into and going out of the harbor. In the course of this investigation I ran into Captain Len G. Lewis, a stalwart Canadian representing the Clyde Line. To the inquiry of what he thought of Miami and its future he said:

“‘The people back off the shore do not know what is happening. Contact with the sea makes you a bit of a city, and you and I in all probability will live to see Miami a very big place.’

“This was the first eye-opener to purely economic possibilities. I had visited the sugar plantation, many parts of the Everglades, and the larger and smaller institutions, and then reached the conclusion that Florida is the last American frontier, by the way, it is Florida’s most prosperous and, having an area practically as large as New York and Massachusetts combined.

“My acquaintance naturally runs into every state in the Union, and in walking through business areas of the nation I encountered as many familiar faces as the general economic equation that he and members of his board of directors went south to look into the general situation. His first question to me when he visited me in Miami was:

“What are Miami’s chances for industry?”

“I repeated the potential possibilities of agriculture and tidewater transportation, and he directed his attention to another matter. We agreed that, very conservatively, 100,000 people visit Miami alone every season, and that the per capita expenditure is $600, or an aggregate of $60,000,000. We further agreed that the average factory in the North employing 5,000 people has an average per capita payroll of not more than $40 a week, a total of $200,000 per week, $800,000 a month, and $9,600,000 a year. The $60,000,000 therefore, attracted to Miami by climate alone, is the combined yearly payrolls of approximately seven factories, each employing 5,000 people.

“These things deal with but the beginning. We are simply going through the economic genesis in Florida’s history that it is an inspiring and substantial beginning.

“Miami is the last eastern seaport on the American coast, as one goes south. In West Florida, it is the jumping off place for Central, South American, and West Indian trade. About the city of Miami there will always be Spanish traditions. Both climate and architectural taste have brought about the same ruling standard in design which has been one of the charms of old Spain. The Latin-Americans are a sentimental people. It is a well-known fact that Miami today has made more of an appeal to the imagination of the West Indies and Central and South America, than any place on the planet. This sentiment means economic dividends. It is already having much to do with the growth of maritime activities.

“Investors from the North, in the last year particularly, came from our most astute business men. They have not been habituated to speculation. The ‘long shot,’ to use a familiar term, has never appealed to them. Their money follows their sound judgment, and stable values alone will attract them. There is scarcely a day passes when someone does not ask me whether time is developing the wisdom or otherwise of my Florida investments. The response has been that I was both wise and foolish, because I did not sense the possibilities earlier, and wise because results have proven that everything that has been purchased have been far beyond my expectations.

“If any assurance were required, it certainly has been afforded by the entrance of the General Electric Company into South Florida. This is a most carefully conducted institution. It has attracted men of brain penetrations, constructive vision and administrative genius. It owns the Electric Bond & Share Co., which is now in the midst of an expenditure approaching $30,000,000. It is constantly on the lookout for the United States, the West Indies and Central America, for places possessing the elements of industrial growth. I have been told that this organization, which is moved by sound business principles and not sentiment, is not only satisfied with Florida investments, but enthusiastic about them.

“I have been impressed with the substantial qualities of the people here (both the pioneers and the newcomers), with the genius of the architects, and the spirit, which is so characteristic of such pioneers, of fundamental of pioneer life and the culture of modern progress.”

“Mr. Cox spends a part of nearly every day on the links around Miami during the winter.

in my home city of Dayton. It was apparent that hundreds of well-to-do people, although in good health, felt that they were not sufficiently robust to stand the rigors of the northern winters. They sought the sunshine of the South, where they have found health, and health begets happiness.

“No generation has ever produced a finer set of young men than the present. The romance of a new country, and its opportunities, were attracting them. These were the two basic elements in the pilgrimage to south Dixie.

“We are developing into a nation of vegetarians. Longevity is being promoted by our reformed idea of living. Even the masses in the North now realize the fruits of healthy living, and it is obvious that there are hundreds of thousands of homes in the middle west, east and north of the United States which will pour the gold of sustained patronage to the fields and groves of Florida.

“Last winter one of the most astute bankers in the country, Joseph R. Nott, of the Union Trust Company, of Cleveland, made an intensive study of Florida. To use his own words, the activities of the state have become such a vital part of the
The Cox home at Miami Beach is a fine example of Spanish architecture.

future of Florida, doesn't he? And yet you must know the man personally to realize that he is quick to see in Florida many other advantages the balance of us are apt to overlook. Born on a farm, his first years of activity spent as a rural school teacher and country-town correspondent of a metropolitan newspaper, it is but natural that this genius in newspaper-making views every country first from an agricultural standpoint.

"The surface of Florida hasn't been scratched from an agricultural standpoint," he declares, "and the greatest thing in favor of the men who are going to derive their revenue from the soil is that their crops will always be placed on the market at a season when prices are highest. Everyone in the north, east, and west are supplied very liberally with vegetables and fruits during the summer season, but in the dead of winter, when they are unable to raise these things, Florida produces them, places them on the market, and commands a fancy price. It will always be so, because there will never be land when the west, north or east can produce such commodities out of the spring and summer season.

"Florida expects to feed the remainder of the country, so far as vegetables and fruits are concerned, and those who know something about the size of the state and who realize that millions of acres have never been touched by hoe or plow also know that she will be able to do it.

"Up to within a half-dozen years ago it made little difference how vast her production, Florida could not have gotten it to market. Today roads are being constructed through territory that once seemed impenetrable, and every foot of new road finds Florida closer to the great markets of the north and east. Steamship lines are now loading at east coast points at which boats had never docked previous to two years ago. The Seaboard Airline is extending its rails into new territory within the borders of Florida; states north of her are constantly building and improving their roads, thus making it easier for the automobile to get down there. Florida, from the standpoint of truck gardening and fruit culture, has just reached the point where she can get to market. She will never see the day when her supply will be greater than her market demands."

Admittedly farsighted in agricultural affairs, "Jimmy" Cox enjoys the distinction among hundreds of newspaper men in this country of being equally wise in the art of newspaper management. The owner of three large dailies, located at Dayton, Springfield and Canton, Ohio, he holds his fingers closely upon the pulse of each while he sets a new pace for journalism in Dixie.

When he acquired the Miami Metropolis, which name he later changed to the Miami Daily News, he gave additional and substantial proof of his ability to penetrate the trend of economic progress. Within a few months after he had taken possession of the Miami property he was backing his belief in the future of Florida by erecting on Bayshore Drive, at a cost of one million dollars, the most beautiful newspaper building in the South and, with but one possible exception, the most beautiful newspaper home in America. It has been finished and occupied within the year.

He has equipped the Miami plant with the most modern printing machinery brains can invent or money can buy, ordering his great new printing press snipped on the first steamer ever to make a direct trip from the port of New York to the harbor at Miami.

But he went still farther, and displayed still greater faith in the state by locating on Miami Beach a winter home built according to his own plans. It is on a site adjoining the famous Nautilus hotel, and shelters each winter his admirable wife and two little girls.

When he moved into the present newspaper plant from the old Metropolis office on Flagler street—though he did not move until he had secured a 30-year lease on the old building—I suggested to him that if he had gone just a little farther north he could have issued both a Miami and Jacksonville edition, so remote did the new location on the bayfront seem when compared with the old Flagler street site.

That was last February. Today two mammoth hotels are under way on Bayshore Drive on squares adjoining the News tower, and the entire distance from the new publishing plant to Royal Palm park promises to be solidly built with commercial establishments within another two or three years.

Net long ago he called me into his office and negotiated the loan of a pipeful of tobacco. Then he borrowed a match. As he smoked he gazed far down the street on which his Dayton office is located, gazed as though he could see on out above the tops of the Cumberlands and the cotton fields of Georgia directly into the grape-fruit groves of Dade county. And then he said slowly, as though he was about to unburden his mind of a great secret:

"I want you to get for me and write for all four of my newspapers the greatest Florida story that can be written."

Already I had in my own feeble way attempted through the Sunday magazine sections of his papers to paint a word-picture of Florida, just as it appeared to me during the winter months, while I was adding my bit to the launching of a Sunday edition of the Miami News. That section of Ohio covered by his three news-

(Continued on page 68)
This Spanish House at Coconut Grove, just outside of Miami, is but one example of scores of magnificent palaces along the East Coast of Florida. The cresting above the second floor loggia is not unlike the detail found in Jacobean work in England. The vista from the loggia is one of exceptional charm, the swimming pool in the foreground adding a fresh, cool note.

Spanish homes afford a real opportunity to make decorative use of glazed Moorish tiles. They form an unusual wall treatment for this solarium, especially in combination with the glazed tile floor. The furniture in this solarium was copied in every detail from the style in vogue in the old Spain of several hundred years ago.

The entrance to the John Bindley home, the ornamental base of which is directly derived from Aztec ornament. The decorative work around and above the windows represents a profuse composition of motifs that lend color to the theory that the Plateresque architects were inspired by the fine work of silversmiths and goldsmiths.

This Spanish house is like a dream picture rising out of a placid pool. The style is an interesting phase of the architecture of the Renaissance in Spain. The inspiration for the intricate detail is said to have been brought to Spain from Renaissance Italy. (Center) What Spanish home is complete without its patio? Secluded, cool and inviting with its bubbling fountain and wrought iron lantern on their pedestals of carved marble.
A GROTTO of the GODS

Few Floridians Know of the Natural Cave in West Florida

By L A MARR BRADLEY

U p in the West Florida, situated in the Last Great West, you will hear of a wonder that is truly wonderful and magnificent in its vastness. This wonder is a natural cave that is situated near the thriving little city of Marianna in Jackson County. It is found at a spot where the rushing, noisy, laughing waters of the Chipola river die down. It is well known that inside the cave one can stand erect. A trip through this cave permits one to catch an inspiration of the unmarred and untouched beauties of nature as they have existed since the stars were young.

The genesis of this wonder is problematical, and geologists grapple in the uncertainly of the natural processes that are the wonders of the cave. It is well known that the wondrous sights of the cave were recorded in a Cincinnati paper about a man and a dog that had been asleep for years found by a party of explorers. When they were brought out in the open air they came to life again. This article was imaginary, but was probably based on the fact that seven years ago a wonder was described in a Cincinnati paper about a man and a dog that had been asleep for years found by a party of explorers. When they were brought out in the open air they came to life again. This article was imaginary, but was probably based on the fact that seven years ago it was claimed that the atmospheric effect in some parts of the cave caused a stupor to come over anyone who entered the cave and that they would sleep never to awake. However, of all the legends connected with the cave, the one concerning a bride and a groom on their honeymoon trip is the most probable. These venturesome souls who sought adventure in the Stygian depths of this wonderland, who had to enter the depths of the cave, dared the darkness of the darkness, and the joyous journey of bride and groom began. They traveled the darkness reckoning not until the candles which lighted the way were spent. Realizing their plight, they hurriedly began to reverse their steps, but in doing so wandered into another passage which they had not explored and stepped off into a large excavated cave, a wonder that is truly wonderful and magnificent in its vastness.

As one enters the chambers of the main entrance the beauties at once begin to unfold and the trip through wonderland is at all times interesting. The splendor unfolds as the journey extends, and so gorgeous are the formations that one finds oneself at a loss to determine just which of the formations stand out as the greatest feature. One of the first interesting formations that one views is a huge stalagmite standing several feet in height that resembles an altar, seemingly put there to remind one that he is the center of the universe and he knows the universe is God's.

After one leaves the altar the next feature of interest to be seen is a spot called "Fat Man's Misery." The stalagmites that surround this spot are of a very beautiful formation and are of a whitish color. Many smaller stalagmites and stalactites protrude from the top and floor of this chamber and most are hollow inside.

On the side of Lover's Leap you will find outlined in the calcified formations, many caused from erosion and others of stalagmite or stalactite growth, numerous fanciful faces, fashioned by an Omnipotent Hand, ages before the ark found a resting place on Mount Ararat. These grotesque faces seem to be ever watching and protecting these underground wonders of Nature, and caused one to realize that nowhere is there such remoteness from the world. By sitting quietly, with lights extinguished, under the spell that these faces seem to cast over all, one can feel his own identity as never before. He can even feel his own heart beat and hear the blood coursing through his veins.

Only a short distance away from this spot, the main passage, is to be found a somewhat larger chamber, which has numerous side passages and crevices, and thousands of stalagmites and stalactites may be seen in rugged formation. The passages that lead off from this chamber

Lover's Leap is next encountered, about which is centered one of the legends described in one of the foregoing paragraphs. The congelations on the side of this spot have the appearance of greyish ice, through which a sparkling crystallization appears. These often project into curls and folds representing draperies and modelling of inimitable forms. On the side of Lover's Leap you will find outlined in the calcified formations, many caused from erosion and others of stalagmite or stalactite growth, numerous fanciful faces, fashioned by an Omnipotent Hand, ages before the ark found a resting place on Mount Ararat. These grotesque faces seem to be ever watching and protecting these underground wonders of Nature, and caused one to realize that nowhere is there such remoteness from the world. By sitting quietly, with lights extinguished, under the spell that these faces seem to cast over all, one can feel his own identity as never before. He can even feel his own heart beat and hear the blood coursing through his veins.

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On the side of Lover's Leap you will find numerous fanciful faces.
extend in many directions and lead to other rooms. One of these passages leads down under this floor, and then by continuing down a somewhat steeper passage and making a circle through a small passage, another chamber of vast dimensions may be entered. This, as can be seen by the above description, almost forms a three-storied house-cave. This chamber can also be entered via the main passage.

The chamber above mentioned is called the Room of Columns, for a row of five gracefully proportioned stalactitical columns support the center of the room, and are wonderful examples of divine architecture. The size of these stalagmites suggests the countless years of percolation through califerous crannies necessary for its creation and the visitor feels the presence of some unseen force which was at work long before the tower of Babel was raised upon the plains of Shinar. In the subconscious mind one can almost catch the guttural lingo of some long dead Indian brave as he recounts the exploits of his tribe and tells the story of the red man's knowledge of the cavern's existence to a group of other braves as they squat around the bases of these huge stalagmites. We can fancy a thrilling tale of adventure from the ghostly lips of the aboriginee and learn from the narrative how Natural Cave was used as a haven of refuge in the Indian wars before the white men came to conquer.

In short, the trip through Natural Cave is a subterranean journey amid formations reminding one of the celebrated Mammoth Cave, as it is somewhat similar in formation. Natural Cave is considerably the smaller, of course, but fully as beautiful. There are a thousand interesting and beautiful objects to grasp and hold the admiration of the visitor, and the trip through this sublime wonder of wonderland is a revelation which can only be appreciated by a personal observation of its many wonders. With absolute cleanliness, midnight darkness and death-like stillness, combined with the vastness of many of the chambers and the infinite variety of form and color taken by the limestone rocks, dissolved and hardened again through ages, this cave as well as others makes an environment so strange, and to most persons, so delightful that it can hardly be told or imagined.

Many other caves abound in the vicinity of this cave, but none have been extensively explored. Who knows but that some of these contain wonders that will some day be of greater wonder than the present Natural Cave and perhaps a rival to the Mammoth Cave of Kentucky and Endless and Shenandoah Caverns of Virginia? They should by all means be explored and their beauties, if they exist, made known to man.

If you will take the time to visit this cave, you can see for yourself what God hath wrought, and you will carry away the soul impress of having seen the handiwork of the Creator in a thousand fascinating forms and set in a sublimeness which the mind can scarcely grasp.

**TWO QUEENS**

*By JESSIE MUNNS*

Small wonder that our northern friend
His greetings to our Southland sends.
Our sunny skies and orange groves
Have won his heart, his hand, his love.

His Lady of the Snow is fair,
With stately mien, and haughty air,
Commandingly she stands apart,
Nor takes poor mortals to her heart.

If they grow old, and ill can stand
The rigors of her frost-bound land,
Does she unbend and pity take,
Hold frozen winds back for their sake,
Bid winter sun-dogs to their lair,
And for her subjects show some care?
Not she, she's frozen to the core,
The outer edge may thaw, not more.

Not so, our Lady of the Lakes,
From winter's rule, the rod she takes,
Gives balmy breeze for wintry blast
Till overcoats are from us cast.

Lady of Lakes, or Queen of Snows,
I know to which I'll make my bows.
FLORIDA'S FABLES COME TRUE
By Capitalizing Climate and Other Godgiven Resources She
Is Developing Agricultural Day Dreams Into
Remarkable Realities
By NATHAN MAYO
Commissioner of Agriculture

FLORIDA is a land of fabled dreams which by the will of man have been nurtured and matured into bankable successes.

The soil, the water, the air, the climate, sunshine and allied agricultural assets have been endowed with the alchemy of topography which was credited and interest returns from this business investment have been phenomenal. The gains that have been reaped during the last decade are as amazing as the most imaginative of Hans Christian Anderson’s Fairy Tales.

Soil surveys made by the national department of agriculture demonstrate that our country’s state has more than 100 different kinds of soil. These soils are qualified to produce any and all food crops, but most or better, which will grow in any other tropical or semi-tropical country. Our peninsular climate prohibits the successful cultivation of the leading bread grains. At present, more than eighty different commercial crops are raised in this state. Then there are as many other crops that are raised to a limited extent. Truck crops of two score varieties are cultivated successfully. The Florida field crops include practically all the agricultural staples of the Southland—with the exception of wheat, rye, barley, and the like—as well as many plant aliens which have been imported from tropical climes and acclimated in Suniland.

If ever a country of maximum diversification and variety complex was created, Florida is the selfsame. An index of all our money-making crops would read like a seed store catalogue. Hardly anything is omitted which will germinate, grow and mature in the latitude of the United States’ southern tip. Our natural assets favored the intensive development of the citrus industry. In point of variety of citrus, we now lead all other countries which raise citrus commercially. We excel in citrus fruits.

Agriculture is the backbone of the state and the nation. And because her agricultural resources are prodigious, the farming future of Florida is almost as well guaranteed as a government bond. History records that Uncle Sam paid Spain about $5,000,000 for Florida. Last year the farming products raised in our most southern state were worth twenty times this purchase price. And at that according to the last census only 2,297,271 acres of land in Florida are intimately familiar with the civilizing influences of plow and planter. Only approximately one-sixth of the total land area is in farms. Less than four-tenths of this area has been improved. Briefly, Florida has thus far been doing little more than scratching the surface of the almost boundless agricultural mine with which nature has endowed this vast territory south of the icicle zone.

The state marketing commissioner reports that during a recent year Florida producers raised $4,000,000 of fruits and vegetables, 15,000,000 bushels of cereals, beans and peas, 125,000 tons of hay, 115,000 barrels of syrup, 4,500,000 pounds of tobacco, 2,000,000 pounds of pecans, 12,000 bales of cotton and $25,000,000 worth of livestock, dairy, poultry and apiary products. These foodstuffs for man and beast are valued at about $90,000,000 and indicate that Florida has production potentials when all the farming land is harnessed for service upward of the billion-dollar-a-year mark. In a word, Florida farmed intensively and efficiently, could produce enough food to feed one of every seven of the inhabitants of these United States.

Soil, sunshine, seed and rainfall combine in Florida to produce bumper yields. The state leads the entire country in winter-grown vegetables, grapefruit, winter tomatoes, coconuts, watermelon seed, diversity of food products, variety of crops and prolific growing days. The average precipitation record ranges in the neighborhood of 60 inches. No other farming section can produce more crops in a single season than Florida. Although 250 varieties of crops, nuts, fruit and vegetables are harvested regularly. There are only 50 crops produced in the entire United States which are shipped in carload quantities. Sixty-two of these are produced annually in Florida.

The stability of Florida’s farming is not weakened by hazardous financing. During the last census decade, the value of all farm property increased 130.7 per cent to the creditable total of $330,301,717. The average acreage per farm was 112, and its lumber value $6,116. The average value per acre of all farm property was $54,63, an increase of more than double the 1910 figure. The census statistics enumerate the total of farms in 1920 as 54,005, of which 58,487 were operated by owners and 13,682 by tenants. Of these farms, only fourteen of every 100 were mortgaged. The value of all agricultural produce has increased one and one-half times in ten years. Florida now ships one-tenth of all the fresh fruit and vegetables of the countryside. Reputable authority predicts that in a few years now the Florida producers will ship a carload of perishable foodstuffs to the Northern markets every minute of every day throughout the year. As matters now stand, the cuted tomato crop marketed each season would cover a 200-acre field, while the citrus boxes placed end to end would extend two-fifths of the way around the world.

Irrespective of what your topographical preferences may be, you can find satisfaction south of Georgia’s border. Florida offers high lands, low lands, coastal exposures, lake shore lands, inlands, swamp lands, timber lands, prairie lands, sour...
In his last official head counting survey, there were 653,153 whites and 329,478 negroes, 518 Indians, 181 Chinese, 106 Japanese, and 25 other nationalities resident in Florida. Of this population, the native-born whites are 13.8 times more numerous than the foreign-born. The present population is 1,250,000.

In Florida, under present conditions, you will meet white, black, red, yellow, brown, and green, who can converse in several different tongues. The many seaports in the state facilitate direct trade with all parts of the world. English, Spanish, French and German are the three principal languages of everyday discourse. Other inhabitants speak the Italian, Portuguese, Rumanian, Dutch, Flemish, Swedish, Norwegian, Greek, Polish, Slovak, Russian, Bulgarian, Yiddish, Hebrew, Magyar, Finnish, Turkish, Chinese and Japanese languages.

There is no other state in the Union which is operated at less cost and more efficiently than Florida. The state government is something quite different from the orthodox mill-run. The Governor and his cabinet elected by popular vote, perform the manifold duties which in the majority of other states are handled by special and expensive agencies. The strangle to tell, Florida is one of a few American states which is entirely free of debt. Florida expended about $100 per capita for new buildings constructed during the last twelve years. An extensive campaign of raising new homes and office structures has not made serious inroads on the available building supplies. Timber experts estimate that there is still enough raw lumber in the state to erect 200 additional cities as large as Jacksonville, the gateway to the oldest state of this nation. An ambitious statistician latterly computed the total mileage of salt and fresh water frontage in the state of Florida. This final figure ran up to the astonishing total of 50,000 miles. There are more than 50,000 lakes in Florida. This is an adequacy of seashore and lakeside frontage for the dwellings of 5,000,000 people.

Florida farmers use 6,242 miles of intrastate railroad in marketing their crops raised for domestic consumption. The state boasts 10,250 miles of improved highways. A network of good roads links together all the agricultural sections. Farmers avail themselves of short cut marketing by maintaining their trucks and delivering their produce directly to the wholesalers, retailers or consumers. Florida has a well-sanding building of permanent roadways ever since the advent of the automobile. Even today, this drive is not finished. Uncle Sam, cooperating with the state, county and district officials, will expend $6,000,000,000 this coming year in highway construction.

The Department of Commerce, Washington, has the official data to show that Florida is well along the highway toward a total property valuation in excess of $6,000,000,000. During a recent decade the wealth of the state increased from $921,796,000 to $2,423,026,000. From that day to this, the upward trend has continued. Economists best qualified to discuss this topic predict that the sum aggregate valuation of $2,423,026,000 will overlap the $6,000,000,000 figure.

Supplementary to the invariable statistics which Mr. Mayo has presented in the above article is the belief that a few timely statements from leading Americans who are familiar with the story of Florida's progress and who have made investments or are directly familiar with Florida's business affairs, are appropriate in the spirit of the renaissance trade in lumber and the wealth that affords a bewildering array of opportunities for investments that promise early and satisfactory returns. One of the outstanding examples of the room of climate will always be the big asset, and it will increase in value from year to year and will make Florida the winter home of the old age of the north. The future and prosperity of Florida are to be found in every large automobile.

The loneliness and beauty and peace of Florida's coral keys are beyond compare. The golden beaches, the fringes of coconut palms, the bright green groves, the dark blue Gulf Stream, the black shrimp, the sharks in the sea, the mystical trade wind clouds and wonderful sunsets, the white sun at noon and the moon at midnight, make few of the things I love in Florida.”—Zane Grey.

"Florida!" said Henry Ford. "Why Florida has everything the world we Northerners want and need. Whatever it is that we want which we do not have at home, Florida will supply it. And comfort of home, too. I figure that the Northern people will migrate more and more to take advantage of the diversities and opportunities of this wonderland.

"There is no state in the Union that has such opportunities or such a bright future as Florida. Florida has sunshine, water and phosphate, the three basic fundamentals of agriculture. Florida has a strategic location only 24 hours distant from some of the world's leading markets."—Roger Babson.

"God in his infinite wisdom, saw the need of a touch of beauty in the world. He had the treasures stored away, and from the celestial jewel box took a bit of emerald and a bit of jade, and fashioned a wondrous shining jewel to be the pendant in a setting of turquoise sea and the bright moon in the bosom of a starry world. Then with the most glorious sun known to men or gods, he glinted their reflected natural colors, the flowers and golden fruits as offerings upon it. Then man came and saw that it was good, and fittingly named it 'Flowerland'—our Florida."—Dr. W. A. MacKenzie.
At the VENETIAN POOL

1—The Venetian Pool at Coral Gables is one of the show places of Miami. 2—Its Spanish towers covered with colorful Spanish tiles overlook the clear water of the lagoon. 3—A diving board extends from a man-made rocky ledge. 4—Can you imagine anything more unique than this rocky ledge on one side of the pool.
5—The whole plan of the pool is so welded as to include bridges, islands and tiled roofed structures with large square towers. 6—The towers are faithful reproductions of the architecture of Old Spain and Italy, with canal lamps on tall poles. 7—Each tower has its balcony with iron grilled work railings and steps leading down to the pool from the dressing rooms and vine covered loggias.
MIGRATING WITH the BIRDS

By R. J. Longstreet

Birds were Florida's first tourists. And in numbers, birds still greatly exceed the multitude of Northern folk who throng the Sunny Peninsula each winter season.

Florida has a unique resident bird population, including a score of species not to be found elsewhere in the United States. Upwards of one hundred and fifty species breed in Florida, if we add to the permanent residents those forms which come from the tropics and South America to find a summer home in the state.

In winter months, the number of birds in Florida is greatly increased by the arrival of many species which breed in Northern climes. About one hundred species of Northern birds may be found here between the months of October and May.

The cause of this extensive bird migration is not fully understood. Two opposite theories have been advanced to account for it. One theory is that the tropics were the original home of these migratory birds and that as the glaciers of the Ice Age receded, the birds, driven by natural processes of over-production and the struggle for existence, extended their range to the north in search of breeding room, and that season concluded, returned to their first home.

The other theory is that the Northern latitudes were the original home of birds, and that the present migratory habits were caused by the advancing glaciers which forced the birds to the south, for a temporary period at least.

It pleases us in Florida to accept the first theory and to believe that our winter birds are not strangers, but rather, former residents returning periodically to visit their old home.

Some of our winter migrants must love Florida well, for they travel enormous distances to visit this Land of Sunshine. Following the autumnal equinox, coastal waters of Florida are frequented by little Bonaparte's Gulls, which nest in Alaska and Northern Canada, but elect to spend most of their year in a more hospitable country. Bonaparte's Gulls may be seen in Florida as early as the middle of September and as late as the middle of May. In breeding plumage they have a black head, but with us, the head is white; the birds may be recognized easily by the dusky or blackish spot back of the eye. These small Gulls are sometimes hard put to it in their struggles for refuse floating on the water, for other and larger Gulls, such as the Ring-billed and the Herring, likewise wintering in Florida, pounce angrily upon them.

On our beaches and coastal flats may be seen a member of the Shore Bird family—the Ruddy Turnstone—whose travels are no less than those of the Bonaparte’s Gull. Turnstones breed on Arctic shores of both hemispheres and apparently become so enamoured of tropical waters that they are loath to leave in the Spring; for scattered flocks are not uncommon into June, and a few individuals, who have chosen sunshine rather than parental duties in the Far North, remain with us all summer. Our Turnstone is readily identified by his black and white throat and breast and white lower back.

There are many other water birds in Florida in winter which, while they may breed nearer than Alaska, wing their
way over two thousand miles or more of land and sea to be with us. The Ducks which frequent our lakes, rivers and lagoons, breed in Canada and northern United States. Most of our shore birds breed in northern Canada.

The most interesting water birds that come to Florida for the winter months are the Canadian Goose and the Gannet. The one is common on the Gulf coast north and west of Cedar Keys, and the other is common off the Atlantic coast, from December to April. The Geese breed in Canada and to some extent in the northern part of the United States. One of the most impressive examples of bird migration is afforded by the sight of a wedge of long-necked Geese, honking their way Florida-wards “to rest and scream among their fellows” in the warm waters of the Gulf.

Gannets or Solan Geese breed on the precipitous cliffs of Bird Rock and Bonaventure Island in the Gulf of St. Lawrence. In winter they may be seen in flocks, generally at a considerable distance off shore, diving with half-closed wings meteor-like from a height into the water.

It might be expected that such strong-winged birds as Gulls, Ducks and Geese would migrate thousands of miles to Florida each fall. But the marvel of this seasonal travel of birds is increased when we consider the flight of some of the small and comparatively weak land birds.

One of the smallest of North American birds, the Ruby-crowned Kinglet, breeds in Canada, and is a regular winter resident in Florida. The Ovenbird, not larger than an English Sparrow, is another of our winter visitors, but many individuals fly on across the Gulf of Mexico and Carribbean Sea to winter in South America. Many other species of small land birds cross miles of water to that continent.

An abundant winter resident in Florida is the Myrtle or Yellow-rumped Warbler. The summer home of the Myrtle Warbler is in Alaska and Canada, but early in November these active little birds are common over the state and remain in numbers until April when they depart for their far-distant summer home.

Of our winter birds, none is better known North or South than the Robin. There was a time when Robins were considered game birds in Florida, but happily that day is past. It is now against the state law to shoot Robins, and it is almost inconceivable that anyone would want to destroy so attractive a winter visitor. Robins are often seen in large flocks while here. They come late and leave early. Perhaps they choose the second theory of the cause of bird migration!

How do these birds find their way to Florida? It is no small task to travel from Maine to Florida in an automobile, with highways and cities to guide. But many of our feathered tourists fly two or three times that far, some of them by night. Their course crosses mountain chains and river valleys. Many are birds of the year which have never been South before. Yet they unerringly find their way over the great expanse of a continent to arrive regularly in our peninsula. And when spring approaches and the reproductive urge comes upon them, some of our bird visitors return to their northern breeding places by a route different from the one they followed in the fall. Our only answer to the question, “How do birds find their way?” must be simply “instinct.” Instinct prompts the migration flight and guides it in duration. More than this we cannot say.

There is pleasure in looking for the arrival of our winter birds, even as we anticipate the return to Florida of our Northern friends. The call of the first Phoebe in October reminds us that while the snows will soon close in on New England, it is yet summer here. The fast-flying southbound flocks of water fowl are harbingers of our own delightful winter season.
"WAY DOWN UPON THE SUWANEE RIVER"

The Story of the Filming of Stephen C. Foster's Famous Song

By JOSEPH FAUS

Uncle Jasper was sad. He was very, very sad. And he was hungry—oh, so hungry! Also, he was tired and near to fainting. Every muscle in his frail old body cried out in protest as he dragged his weary self along the snow-laden, wind-swept street.

"Mistah, you see Marse Bill Ruble?"

"Hopeless" Bill Ruble they called him, quaverly explained Uncle Jasper. "'Cept'n he wa'n't a hopeless, Mistah. They jus' made that up on him. Why, Mistah, I raised that boy down here on the Suwanee Riber from the time he was a tiny baby till he was a grown man!"

"Yeah," grinned the listeners in amusement, "spurring the aged fellow on."

"An' he never had a bad bone in his body, Mistah. He was a loyal old fellow—loyally defended Uncle Jasper. "But folks they didn't understand and they called him no good, just hopeless. Miss Mary loved Marse Bill, though, and even if her papa hated the very sight of him. So he up and went away. And Ise lookin' for him, Mistah. You ain't seen Marse Bill Ruble, has you?"

No, not one of them had seen "Hopeless" Bill Ruble from down Suwanee River way; so despondent in mind and more and more weary in body Uncle Jasper tottered on.

Through many towns and cities in the North the feeble old darky roamed, asking the same question of all—"Mistah, you ain't seen Marse Bill Ruble, has you?"

His food he got as only kind Providence knows, and at nights he slept in barns and outhouses. It was at these lonely hours when poignant memories would come to Uncle Jasper's mind—memories of "way down upon de Suwanee Riber, far, far away"—where his loyal old heart was ever turning, where his loved ones did stay—memories of his handsome young master, "Hopeless" Bill Ruble.

Finally the old darky gave up the quest, and he went home—back to his beloved "litt'le hut among de bushes"—back to the corn and sugar-cane and cotton fields—back to the trilling mockingbird and the strumming banjos—back to the pretty little town of Fairburn that nestled on the green banks of the crystal Suwanee. And, lo and behold, his filmy old eyes came to rest with wonder and joy upon the face of Marse Bill Ruble who had returned, mind you, just before him. The lure of the beloved Suwanee had called back another son!

"'Cept'n he wa'n't "Hopeless" Bill Ruble any longer. No sir! He was mister Bill Ruble now, if you please. He was worth lots more, this Ruble, than a Russian ruble—"I should say so! And all the folks that had formerly scoffed and jeered now came to admire and respect Mister Bill Ruble. And the folks they didn't understand and they scoffed and jeered before now came to admire and respect Mister Bill Ruble.

Then Mr. Merril, the Big Roar of the Lions Club, Simon Legree of the proletariat and father of the winsome Mary, saw the error of his selfish and arrogant ways and quite humbly extended the hand of fellowship. As for Mary herself—well, she went up to the erstwhile "Hopeless" Bill Ruble and she put her slender young arms about his very willing neck and she pressed her lips a la rose to his aquiescent—nay, eager—ones, and in his ear she whispered soft words that immediately caused blushes to cover the gentleman's handsome countenance. And what do you think, I ask, engendered this incongruous, masculine erubescent hue? A baby. Absolutely, too! The sweetest, wonderfulest, prettiest, darlingest, duckest, cutest—never have a baby? Yes? Then you know! This was that sort of baby.

And all the time, mind you, the folks of Fairburn, not even the haughty old Mr. Merril himself, had known that "Hopeless" Bill Ruble and Mary, the village belle, had been married for over a year.

This was the "coupe de theatre," if you please—the shock punch, the denouement, the climax, the final fillip—and you may safely rest assured that one and all fervently wished Mr. and Mrs. Bill—no, make it a dignified William—Ruble to "live happily ever after.

"Which they did, of course. For wasn't this "way down on de Suwanee ribber," that locale of romance par excellence, where the mocking birds die still warbling, where the breezes waft myrrh and frankincense, not to say sweet jasmine? Pardon an inelegant "I'll say so!" And, besides all that, this mythical Fairburn was in Florida, the glamorous Suniland!

Now, in real life Uncle Jasper was Arthur Donaldson, famous character actor; and "Hopeless" Bill Ruble was Charles Emmet Mack, film celebrity developed by and protege of the great and only D. W. Griffith. Mary Merril, the village belle, was Miss Mary Thurman, lovely luminary to steer thousand film-flamed lonesome Lukes. Walter Lewis and Blanche Daven-

Mary Thurman, as the bereft sweetheart, finds solace on the shore of the beloved river.
Mr. Liebe asserts that the natural scenic facilities of this state are without parallel in the Union; and he is positive that "Way Down Upon The Suwanee River," from a photographic standpoint, will rank with the most artistic pictures ever produced. The river scenes were taken on the shores of the pretty Suwanee River, in north Florida; others were filmed in and about Miami; the interior ones were photographed in the Miami Studios at Hialeah.

Lem F. Kennedy, director of this feature, held the megaphone over such stars as Ann Luther, Jack Marvin, Mary Carr and others. Incidentally, it might be mentioned, he "made" Pauline Garon who, as a result of his tutelage, is now glittering under the independent banner of Cecil de Mille. Most of the pictures directed by Mr. Kennedy were released by Pathé and Universal.

This prolific cryer of "Lights!" declares that the latest photodrama is the best he ever made; that the actors responded very easily and sympathetically to the roles; that the story itself is exciting, fast-moving and, most important of all, full of that quality called heart-interest; and that the scenes are the most beautiful he ever used to grace and bedeck a film.

Miss Mary Thurman, yechept Mack Sennett Bathing Beauty, was incongruously enough before that a school marm in Salt Lake City; latterly she turned from wet bathing suit—or do they get wet—to wet eyes—meaning a switch from comedy to drammer. First National company supplied the glycerine. And very effective perforce to remain here, and to the edict he seems all too acquiescent! Tennessee, it appears, has lost a gifted native son.

However, alas and no lass and alackaday for them, she left, apparently heart-whole...
and fancy-free—though telling me that she was certainly coming back next winter. So don’t be hopeless, Bill!

Charles Mack, to bring briefly into focus another character in this picture, is indelibly printed on all theatre goers’ minds as a result of many masterful performances in Griffith films. Probably the two that stand out the most are those of the drug-addict in “Dream Street,” who made the supreme sacrifice for a brother, and the English fop in “America,” who renounced his mother-country, fought and died for the freedom of Franklin’s, Washington’s, and ours.

Mr. Mack takes, as beforesaid, the part of “Hopeless” Bill Ruble and he makes of it indeed a graphic and compelling character delineation. The actor will have featured parts in forthcoming Royal Palm Productions.

Larry Williams was main cameraman and is thus responsible for the pictorial beauty and grammar of the film. He was employed in like capacity with Miss Betty Compson when she made “Ramshackle House” in Miami some months ago.

“Way Down Upon The Suwanee River,” is known throughout the entire world in song and story—and now it’s in motion pictures. Very soon in thousands of theatres in the Union there will flash on the silver screen a view of the gracefully-winding Suwanee, flowing between grassy, oak-tree bordered shores; and synchronous with the movement of the crystal tide there will come in the orchestral refrain of the haunting melody—“Way Down Upon The Suwanee River”—a song that will never be forgotten, one that will live for all time in the hearts and minds of people everywhere.

“The real Suwanee River does not rise in any part of Georgia. It rises in the highest mountains of the human soul and is fed by the deepest springs in the human heart,” says an editorial writer in an Eastern paper. “It does not flow through the northern part of Florida, but through the pleasant, sunny lands of memory. It does not empty into a material sea, but into the glorious ocean of unfilled dreams.

“It laves the shores of childhood. Its currents ripple, with slow, sweet melody of distance. There is such mystical power in its waters that who ever finds himself wearied and worn with the struggle has only to quaff and gain repose.”

“It is far, far away, but the heart is ever turning to it because that’s where the old folks stay. On its banks may be only a hut among the bushes, but the bees are still humming around it by day and the banjos are still strumming there in the starlight. And so they will continue to do so as long as memories of home, and simple hopes and affections are the most prized possessions of mankind.

“It was in a quaint jargon, such as was probably never actually spoken by anybody, that Foster first sang about it. Nevertheless, his plaintive ditty has become one of the greatest songs of all times. The surveyors who would find the true Suwanee River must hunt, not among the Florida streams but among the majestic streams of infinite tenderness and love.”

And so, while these are song, story and picture of the Suwanee River of Florida, it belongs not only to us but to the entire universe.

It is not Uncle Jasper’s, nor Stephen C. Foster’s, nor any fictionist’s, not any film producer’s; it belongs to no child, white or black, of Dixieland.

The beloved and romantic Suwanee, and all that it means and inspires, belongs just as much to the farmer of Vermont, the gamin of New York’s ghetto, the rancher of the West, and the stenographer of Dearborn street.
The STORY of a CAMERAMAN

By W. L. STEPHENS

Sometimes, sitting in a dark movie and watching the thrilling antics of Harold Lloyd atop a skyscraper, Douglas Fairbanks, hurtling over a wall or Tom Mix jumping a canyon with his pinto, I wonder why the audience, who so bravely applauds the daring actors, never thinks of the "man behind the gun." For, in every risky situation which takes the movie spectator's breath and stirs his admiration for the actor, the chances are that there is a cameraman in equally great danger, grinding away the precious footage in the face of terrific odds.

Of course, those are the reflections of a cameraman when he's feeling the least bit sorry for himself and fears he isn't appreciated. Every artist has those moments, and even the stolid business man sometimes thinks that the world doesn't appreciate the stupendous part he's taking in his affairs. The dentist probably knows that every patient has an uncatalogued serpent's tooth. How many movie fans appreciate the part Billy Bitzer played in the filming of the grand old Griffith classic, "The Birth of a Nation?"

And those fellows "shooting" the big adventure feature have something of the same life that the movie newsreel men enjoy, or not, according to their dispositions.

When seeing the news events flashed on the silver screen at the theater, people do not realize the trouble it takes to assemble the film. Hundreds of staff and field cameramen, stationed in all parts of the world, are "on their toes" eager to secure anything that will be of interest to the public.

The home offices, which are composed of four different newsreels—Pathé, Fox, International, and Kinograms—keep in touch with these men at all times—and nothing of great importance is overlooked.

I have been in the news game for eight years, and during that time I have covered many assignments—some that were very thrilling and others that were very commonplace. I found it interesting and educational, for it takes you into places where others dare not venture and sometimes your life is in great danger.

At the age of twenty-three, I conceived the idea of going to Central America—having heard so much about that part of the country—to make pictures of wild animal life. I got two young fellows who were born in the Everglades of Florida to go down with me. Our equipment consisted of guns, ammunition, steel traps, and photographic supplies. We spent thirteen months down in jungles, which were teeming with wild animals. We caught a giant anteater, tapirs, wild pigs, and many other animals. We saw few white men, but were thrown in contact with five different tribes of Indians, and each tribe spoke a different dialect. Not a day passed that we didn't have some daring experience. Although I lost all of my photographs, through the "monkey government," I found that it was one of the most instructive experiences that I have ever had.

One of my recent assignments was thirty miles from Key West, Florida, at Big Pine Key. There I made "movies" showing the men catching huge man-eating sharks, principally for their hide which is made into leather. Huge nets, set out in deep water, are visited daily by men in power boats. Some days the catches amount to fifty or sixty sharks, but sharks are not the only things caught. Huge whip-rays, measuring ten feet across, turtles weighing five to six hundred pounds, and many other dinosaurs of the deep are among the catches.

Commercially, every part of the shark is used. The backbone is made into ornamental walking canes. The fins are shipped to China, where they are made into a very delicious sharks fin soup. The flesh is salted and dried in the sun, and then shipped to Africa. Shark liver oil is used for many medicinal purposes. The huge jaw bones are used to decorate clubs, and the skin, which is the most valuable part of the shark, is carefully taken off, salted, packed in strong boxes, and is then shipped to the home office of the Ocean Leather Company in New Jersey, where it is made into leather. This leather is then converted into shoes, brief cases, and many other high-grade leather articles.

One of the most exasperating and hardest "movies" I ever attempted to make was that of John D. Rockefeller, at Ormond Beach, Florida. I was at Palm Beach when I received a wire
from Mr. Cohen, of Pathe News, to go to Ormond Beach and make a picture of Mr. Rockefeller, in order to get a picture of the millionaire. I went without my camera to look things over as I had been told that he was a hard man to photograph. I found him very easy to get acquainted with, and during these rest periods Langer and I were entertained by him most favorably. He told us stories and jokes and at the end of the game gave us each one of his famous "good luck dimes."

The next day was Saturday. Long before he was due, Mr. Rockefeller appeared on the golf links. I caught the first train out and arrived there next morning. That evening I called on Rockefeller's secretary, and after considerable trouble I saw him. He opened the conversation by telling me blandly that it would be impossible for me to photograph Mr. Rockefeller.

"What is the reason?" I asked pleasantly.

"The reason," he said, speaking hurriedly, "is because every time he has his picture taken he receives through the mail bombs, flashlight powder, and other devices to maim and injure him. All his mail is carefully opened by someone else. So, young fellow, I advise you to go back to your office."

Somewhat discouraged, I left the secretary, but I had not given up all hope. I went to my room to fight it out, and there I conceived other plans.

I knew that he was in the habit, every Sunday, of walking across a wooden bridge to attend the services at the Baptist church. The following day, long before he was due, I set my camera up about half way of the bridge and tried to camouflage with my focus lens, so I could conceal myself in the bushes and photograph him unknowingly, but I had begun to wonder if I had overlooked him, if he had slipped by me, or if he went out the back door. I was interrupted in my thought by the pastor.

"Mr. Rockefeller says that he is not coming out until you leave," he said shortly. I packed up and left the church.

I saw it was useless to waste my time further on Mr. Rockefeller, so I packed up and left for Palm Beach. I had to be satisfied with the twelve feet. Mr. Cohen later complimented me upon securing the paltry twelve feet.

I was at the Commodore Hotel in New York City, trying to get a picture of a celebrity, when I received a message from Underwood & Underwood, the newspaper photographers for whom I was working, to go to Far Rockaway Beach. There I was to be met by an airplane that would fly over from Keyport, N. J., and take me where the Princess Ann was ashore, breaking up with hundreds of men, women and children on board.

It was the coldest part of the winter. At the end of the subway I found that I

cardianist Stephens in Mable Cody's plane ready to photograph the "stunts" performed by "Bugs" McGowan, the daredevil of the air, seen standing on the left wing.

time he has his picture taken he receives through the mail bombs, flashlight powder, and other devices to maim and injure him. All his mail is carefully opened by someone else. So, young fellow, I advise you to go back to your office."

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The plane that took the author over the Princess Anne.
had only enough money to take me to Far Rockaway Beach in a taxi. I took the taxi and, after an uneventful trip, arrived at the beach. Soon the airplane appeared in the distance. I saw that there was no possible chance for them to land, for the water was frozen solid far out into the bay and in places the ice was standing on ends. The plane circled over me once or twice, then headed back for Keyport. The fare back by taxi was five dollars. I had only one dollar. My first thought was to get in communication with the office. When I got them on the wire, I received orders to report back to the office. After considerable dickering with the auto driver, I left for Keyport the next day and arrived there after I had secured all the photos I wanted.

I was asked to go to the Everglades. A week later it was announced that I didn't get the most important part. The pilot hopped out when she came to a stop, so I followed her. I was highly interested, as I was given the "Imperator" after the international yacht race took place, I was working for Underwood News.

We made arrangements for the airplane, and got a good looking girl to be rescued. She swam out into the ocean near a pier, on the end of which I was stationed. The plane came swooping down with Rabbit hanging from the running gear. He made a beautiful drop. A cheer came from the crowd of spectators. Just then my camera flashed and I failed to get the drop. I didn't have the heart to stop, so I followed him to the beach and got him when he dragged the supposedly half-unconscious girl from the water.

It hurt him very much when I told him that I didn't get the most important part. I asked him to do it over again.

"No," he said.

"Why," I asked, "it didn't hurt you, did it?"

"It only stung the bottom of my feet," he said, "but I wouldn't do it again. I've lost my nerve.

When the international yacht race between the "Shamrock" of Great Britain and the "Resolute" of the United States took place, I was working for Underwood & Underwood. I was picked to fly above them and make pictures. When I arrived at the hydroplanes there were six other newspaper photographers from different news syndicates ready to go up in different planes. The pilot of the plane that I was assigned to was the chief of the aerial police, whose business it was to see that none flew too low.

There was a dense fog on, so we waited half an hour for it to clear up. When it cleared just a little we were off, my plane leading. We skimmed over the tops of the (Continued on page 58)
SOMETIMES the bottom rungs of the ladder look sweet—when you don't know any better. But have the good luck to climb up a rung or two and take a hop to the bottom again. After that you've gotta be careful that your minister isn't around when you're expressing yourself about the bottom rungs.

Which is precisely what happened to me. Once upon a time, in the blab of the story books, I thought Kitty Page was the luckiest fiar in creation to be able to hold down the switchboard at the Royal Palm. But it happened that I made bye-bye to telephone operating and opened a rotary reality office with my two boy friends—Hart Hamilton Nelson and Blas Glinky.

Then, when things looked like they were happening sweet and pretty, zingo! A misdemeanor on my part and a grand split up Royal Palm. I guess I know happening sweet and pretty, zingo.

It was one of the longest trips I ever took in a car. Hart didn't say anything to me and I treated him likewise.

ALL'S SWELL THAT ENDS SWELL

KITTY PAGE and Her Pals Execute a Grande Finale

By O. FOERSTER SCHULLY

Photographic Illustrations by Blakely-Klintworth
The Ideal Florida Home

EVERY normal human being wants a real home. He will never be wholly satisfied with less. A roomy, comfortable dwelling of artistic design, amid delightful surroundings, in a congenial neighborhood, close to church, school and stores, and in a community offering social and recreational advantages—this is the most deeply implanted ideal in the race.

To that instinctive want Coral Gables, the finest suburb of Miami, Florida, makes an irresistible appeal. It satisfies every condition, meets every requirement. It goes farther, for it offers a climate that cannot be duplicated anywhere else in the world—this sun-kissed city of the American Tropics, caressed by cooling trade winds, where the purple bougainvillea and the scarlet hibiscus bloom the whole year 'round.

Those who build here build for beauty and permanence. The sketch shown is of the new home being built by Mr. George E. Merrick in the new Riviera section. More than a score of equally fine homes, costing more than $100,000 each, will surround it. Two hundred others have been planned and financed in this year's construction program for the Riviera alone, while in older sections of Coral Gables a far greater number will be built.

Homes, however, are not the only noteworthy feature of the building program in the Riviera, for it is here that many great institutional projects included in the $100,000,000 development budget are to rise. Great hotels, the proposed University of Miami, Mahi Shrine Temple and sports center, a huge sanitarium and miles of winding waterways will all play their part in supporting Riviera investments.

Those who invest now in the Riviera at pre-development prices, therefore, are buying at the most favorable time on a rising market.

CORAL GABLES

Atlantic City Office:
1729 Boardwalk

New York City Office:
140 West 42nd Street

Miami Riviera
40 Miles of Water Front
George E. Merrick

Executive Offices: Administration Building, Coral Gables
Florida Offices: Jacksonville, West Palm Beach, Daytona, Orlando, Tampa, St. Petersburg, Sarasota, Bradenton, Ft. Lauderdale, Tallahassee, De Land, Ft. Myers
wants to conceal sharp thoughts that just
knocked for admission into his mind. "Un-
fortunate case. Do you happen to know
him?"

"I know of him," I reply on my guard,
again. "Hello girls know of almost every-
body. But me, I'm not thinking about
those present. "He could put over a
sale with the best of 'em. What that
feller couldn't do with the American dialect
ain't worth doing."

"American language, I suppose you
mean," he corrects me.

"I said American dialect and I mean
American dialect," I announce. "Every
time a new slang jewel appeared on the
market, Bias caught it on the fly."

"Slang? No? Really!" exclaims Lord
Camel and laughs outright. "But why
not? Perfectly natural, I'd say." I

"Encore, please," I ask, muffing his re-
mack.

"You wouldn't understand," he replies.
I'm interrupted for a moment with a
call and when I'm through plugging up
the connections the handsome stranger has
disappeared. But the very first moment
I can call my own I get the room clerk
on the wire.

"Handsome," I begin, "dope me up, like
a good feller, on one of our distinguished
guests—bimbo by the name of Tarrington,
Room 663."

"If you fail to 'tend more to your
boards and less to the guests the big boss
wouldn't have to hush up so many scan-
dales—"

"Pop to it, sonny," I order. "What I
don't know about you and the fourth floor,
last Saturday night, ain't half so interest-
ing as what I do know."

"Hold the wire," he grouches.
A few seconds I get a full line on the
handsome stranger. Name: Stewart Tarr-
ington; place of residence: Chicago, Ill.
He had checked in at five o'clock that
morning. It was now barely ten. It
looked as if he was kinda eager to get in
touch with Bias or the hospital in which he
was interred. The desk cutie gave me
the wire before me. There 's nothing like
 announce and hear his chuckle—some-
(Continued on page 68)
FLORIDA Welcomes You
DAVENPORT Invites You

Come
"To the Hills of Orangeland Where Beauty is Unsurpassed"

Located on the Dixie Highway and the Atlantic Coast Line Railroad.

Amid Hills and Lakes in the “Heart” of the Famous Ridge Section of Imperial Polk County.

<table>
<thead>
<tr>
<th>DAVENPORT</th>
<th>DAVENPORT</th>
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<tbody>
<tr>
<td>is planned, landscaped and zoned for thirty thousand inhabitants, with beautified, exclusive, restricted residential parks and one of the sportiest golf courses in the South.</td>
<td>is building a great industry in the famous HOLLY HILL GROVES covering 5,000 acres of orange and grapefruit trees—capable of producing an income of a million dollars a year and upwards.</td>
</tr>
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</table>

Beautiful Art Post Cards of Davenport Free on Request

Come to Davenport

Holly Hill Grove and Fruit Co.
FRANK W. CRISP, Vice-President
Davenport, Florida
SEVERAL years ago when R. B. Dennis and his wife came to southern Florida from Baltimore, Maryland, to establish a permanent home far south of freezing temperatures, they carefully surveyed the commercial opportunities for immediate success in our southermost state and finally decided that the peer of all enterprises in the extremity of these United States was that of food production.

"The way we sized the matter up," said Mr. Dennis during our recent conversation, "was that Florida each year would increase in the hundreds of thousands of visitors which the state entertains. Others, by the score, have profited by providing diverse amusements for these people. An adequacy of hotels, restaurants, clubs and cafeterias supply them with plain or palatial shelter and with all kinds of food from the simplest nutriment to the most costly exotic rarities. In our extensive travels over Florida, we found in all sections of the state a dearth in local food production.

"And with the farm there were about one acre of range has also been subdivided into small yards and runs, each of which is equipped with a suitable shelter and laying house. This area is used as the headquarters of the breeding flocks. When your writer visited the farm there were about 2,000 fowl on hand, but as the farm is still in the constructional stage, this foundation stock is but the beginnings of future and vastly augmented generations. Three breeds are being developed. One thousand Barred Rocks of the finest families and bloodlines are now sunning themselves daily in their new home, while the remainder of the poultry population consists of Rhode Island Reds and Rhode Island Whites.

To the general run of Floridian poultry owners, the Rhode Island White breed is a comparative stranger. It is a newcomer which apparently is destined to win popularity as these fowl are prolific producers of large eggs. As meat producers, the birds of this breed are outstanding, as hens that weigh from 4 to 8½ pounds are relatively common. The heavy weight of the hens is really objectionable when they are recruited for egg hatching purposes. The hens are so heavy that they will crush the majority of the eggs in each setting long before the chickens can hatch. Mr. Dennis told me that the majority of the Rhode Island White eggs which he has marketed have averaged approximately three ounces in weight and are so large that it is difficult to place them in the ordinary egg carton. The Rhode Island White breed has been produced by crossing the Rhode Island Red and White Leghorn breeds and introducing some Buff Orpington blood into the union.

Instead of maintaining and operating large incubators to raise the stock which potentially will range over his well-fenced fields, Mr. Dennis has contracted with a Miami hatchery. This plant has one 6,000-egg incubator and hatches eggs for Mr. Dennis at a total cost of 5 cents each. This arrangement minimizes the work on the

Mr. Dennis uses small houses for each hen and fifty chicks.

(Continued on page 62)
Truly
A Palace
Among Palaces

Gasparilla
Cooperative
Apartments

"IN THE HEART OF THE SOCIAL CENTER"

On Biscayne
Drive

Davis Islands
Tampa

Location and Equipment
Every apartment in this beautiful building has a view of delightful Tampa Bay. Walking distance from downtown Tampa. Building contains private glass enclosed swimming pool, complete modern Turkish baths, Italian tea and lunch room, two terraced arcades and lounge rooms, large and elaborate ladies' beauty parlor, open-air sun parlor on each floor, electric elevators, electric refrigeration, steam heat, janitor and maid service built-in vacuum cleaning system, etc.

Each Individual Apartment
is furnished with Terrazo marble floors and tile borders, French doors, Textone walls to suit owner's taste. Each apartment is equipped with aromatic cedar chifforobe closets, completely tiled baths, built-in tubs, with showers, pedestal lavatory. The KITCHEN is equipped with modern domestic science built-in kitchen units, built-in refrigeration, porcelain drain board, white enameled electric fixtures, broom closet, etc.

ON THE ROOF—Two complete roof gardens, with ballroom floors, one glass enclosed.

IMMEDIATE RESERVATIONS NECESSARY—40% OF BUILDING NOW SOLD

WRITE OR WIRE
The Apartment Building Trust of Tampa, Agents
400 WEST LAFAYETTE STREET
TAMPA, FLORIDA
Pilots of the Tampa Bar

The Men Who Pilot the Freighters Into Tampa Lead
An Unusual and Interesting Life

By Philip E. Barney

A million dollars worth of buried treasure lies in the sand beneath the palms on Egmont Key at the mouth of Tampa Bay.

A million-dollar steamship from Italy or Norway looms on the horizon to westward on the blue Gulf of Mexico, to be promptly sighted by the look-out in the tower on the island.

There is no connection between the two facts, but in writing of Florida, the seventh heaven, one naturally has to speak in seven figures, in round numbers, one for each letter in the name, and $1,000,000 is sure to arouse the interest of the reader. Now, to bury the subject with the treasure, it may be briefly explained that such is said to be the value of the network of telephone, light and power cables of copper buried years ago by the War Department in making connections between all batteries, casements and headquarters of Fort Dade. Now that the fortifications have been abandoned, the great expense of digging up the copper lines has thus far deterred the Government or possible purchasers from salvaging them, and so they rest, like sunken ships or pirate gold.

The guns are gone. Grass and weeds grow over the ramparts. The little isle is left only to the lighthouse keepers and the pilots of the Tampa Bar, but romance lives on—romance, and hardships, and the hazards of the sea.

seen from an airplane, Egmont Key is an emerald isle of green palms, with a border of silver sand, set in the blue of the bay and the Gulf.

Although it is part of Hillsborough County, it is thirty miles down the bay from Tampa and much nearer to St. Petersburg and Pinellas County, or Bradenton and Manatee County. Owned by the Federal Government, it has not yet been invaded by real estate developers or beach vacation parties. It remains a solitary out-post, with the empty barracks of the deserted army post, and the cottages at the pilot station.

Since Dillon Thompson, veteran boatman for the pilots, sighted the steamer from the lookout tower a few minutes ago, at the beginning of this article, he and two of the pilots have hastened down to their wharf and got under way in one of the pilot boats. They run past the north end of the key and out the northwest channel toward the seabuoy eight miles offshore, for the water is shallow far from land, except in the dredged channel, and it is dangerous for a ship to approach without a pilot.

The pilot flag, blue with a white square, is hoisted over the staunch little motorboat. A fresh westerly breeze is blowing and spray dashes over the boat as it plunges into the waves. The steamer proves to be a Japanese vessel coming in for a cargo of phosphate. It slows down to half speed and a Jacob's ladder is swung over the rail on the lee side. Although partly sheltered from wind and wave by the big ship, the pilot boat plunges wildly on the swelling surges which threaten to dash it to pieces against the towering steel hull. The pilot, wearing his raincoat as usual to keep off the spray, is braced on the deck of his boat. It is an anxious moment for him and the boatman, and yellow sailors are looking interestingly over the rail far above. The pilot boat is maneuvered neatly alongside and as it rises on a wave, he clutches the rope ladder and clammers up the first few steps with all haste. The pilot boat instantly sheer's away.

A little carelessness, tardiness, or bad luck, and the pilot might be caught and crushed between ship and boat, or at least find himself drenched in a rising sea at the end of the dangling ladder. Or his fingers may be scraped between ladder and ship as he climbs. These accidents do happen.

Now the pilot boat, instead of returning to the station, remains at sea, for smoke within the bay indicates that another steamer is leaving port. An hour later it gets out to the bar. The pilot who brought it safely out is swinging on a ladder just above the waterline. The pilot boat approaches, and watching his chance, the pilot jumps onto its little deck.

By this time smoke appears to southward, probably a Shipping Board steamer which was expected some time that morning. So the boat rolls aimlessly for another hour and the pilots' appetites are sharpened for the dinner long since due. Finally the ship reaches the seabuoy, the next pilot is put safely aboard, and the boat heads back to the station, to await the next call.

It is a picturesque calling, and an easy life—sometimes. There are days with few ships appearing, when the pilots who happen to be in town at the time can amuse themselves by motoring, attending the

(Continued on page 64)
If you have $1,000 to $1,000,000 and wish to invest in Florida, I can place your money where excellent profits will be assured.

I have made from

20% to 1000%

for all clients who have invested with me the past year.

H. E. OPRE

Real Estate—Investments

307 Twiggs Street

TAMPA          FLORIDA
FIVE years ago, J. P. Rainey, agricultural agent in Dade County, organized a calf club. A prominent Miami bank sponsored the purchase of one carload of purebred dairies. For one reason or another, the great majority of the club boys abandoned their calf-raising activities after the first year. Only two of them persisted in the work. The remarkable records in junior dairying which these two lads have registered during the last half decade rank high among the outstanding achievements of calf club boys in North America.

The accomplishments of Edward Mitchell of Kendal, Florida, are the more spectacular because this boy was only 10 years of age when he joined the club; yet today, at 16, he is the owner of five registered Jersey cows and heifers valued at $3,000. If there is any other American boy of “Eddie” Mitchell’s years who during the last half decade has earned and saved $3,000, the writer would go far to meet the lad. So far as the writer has been able to ascertain, there is not another boy in the United States who can match the success of this perseverant youth of Southern Florida.

When the drawing was made to determine how the club calves which were imported from one of the leading dairy farms would be distributed, Edward Mitchell drew number five. And when he finally saw the calf which he had drawn, “Eddie” was the first to exclaim, “I’ll bet this is a registered purebred!” Indeed! The little cow had been registered in the United States and Canada, and in two years her breeding had earned her owner an additional $750.

Yes, appearances are often deceptive. If you do not believe so, ask Florida’s leading juvenile dairymen. The Jersey calf that looked like a scrub has turned out to be one of the finest cows ever raised in the state of Florida. During the last five years this animal has returned a net profit of more than $3,200 in cash and calves to her boy owner. She won the championship twice running in the club cow classes in which she was exhibited. One year she was awarded the grand championship honors and sweepstakes at the Dade County Fair. During the last two seasons, due to sickness, the cow was not shown. It is doubtful if there is a better Jersey in Florida at present than Noble’s Eugenia McCoy, called for short “Big Jeanie,” by her 15-year-old owner. The first year that “Big Jeanie” was milked, she yielded 9,000 pounds of sanitary food. During those first twelve months, this thrifty Jersey takes care of the cows for him.

Edward Mitchell’s father operates a large dairy farm with a herd of 100 purebred Jerseys. The son has arranged with the father to purchase the milk which the lad’s cows produce. The father pays the boy seven cents a pound for the milk and charges three and one-half cents a pound for the feed which the cows consume. “Eddie” attends to milking, feeding and caring for his herd. This boy, who is not over his early teens, pays for himself and also produces a net profit of $325. And from that day to this, the dairy matron has been numbered in the breadwinner class. During the last two years she has produced 15,000 pounds of sanitary food. During those first twelve months, this thrifty Jersey has returned a net profit of more than $3,000.

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INFORMATION
Regarding
THE
FLORIDA KEYS

We are in close touch with developments on the Keys and can give you intelligent, dependable information.

A sailing sloop plying among the Florida Keys.

No better opportunities for profitable investment are to be found anywhere in Florida than on the Florida Keys.

One of the numerous coconut groves on upper Matecumbe Key.

EMERSON REALTY CO.
Room 8, 103 N. E. Second Street
MIAMI, FLORIDA
I n addition to other edible gifts provided by Florida for her children this month is okra, "citron-melon" and, along the coast, cocanauts.

The peculiarly savory reputation of okra gives it prestige, its fame depending largely upon the gumbo or gumbo dishes associated with the Creole cookery of Louisiana. The word "gumbo" or "gumbo" is supposed to be derived from the (African) Angola "kingombo," which means okra. Gumbo are practically based upon the mucilaginous quality of this vegetable, yet gumbo may be made without okra since powdered samoa leaves give the same ropy quality. Indeed it is this which is employed in "file gumbo" (fee-lay), filet being the French for thread or string. But while change is sometimes an excellent thing in diet, as well as in other affairs of life, and although Creole gumbo are very delicious, our tender Florida okra will be found also exceedingly satisfying in other, simpler forms.

The okra plant is strikingly handsome when in flower for its three yellow blossoms show inherited family beauty and prove it fit relative to the hibiscus, the hollyhock, or other such tropical relatives and cousins might mention some of its kin. One may readily see this resemblance by comparing these blossoms and realize it still more by consulting one's botany. In Florida a okra should always be near, even when cooking. It adds zest to the appetite and stimulates the mind to know something of the history or habits of vegetable and fruit-foods, of which we have such variety in our state.

When "Citron" was spoken of by housekeepers of our grands-pramother's days (and earlier), citron-melon was almost invariably meant since real citron was not then easily obtained and citron-melon made a good substitute. (Watermelon-rind, prepared in similar fashion was at times used, also.)

The okra, or hollyhock (Citrus Medica), is a member of the big citrus family to which our orange and grapefruit belong, so there is no surprise from the citrus group as to what is its natural state: a melon. Yet here too the original was so much the same the tradition which then cooled and them has persisted and today recipe writers and cooks are not at all clear upon the subject. Although the real citron is grown in Florida even here it is not familiarly known but we also have the citron-melon and may revert to old-time methods in substituting it for the Citrus Medica.

But an even more interesting feature of the citron-melon is that it contains an unusual amount of pectin. It was a Florida scientist, Mr. T. L. Mead, of Lake Charm, who discovered about twenty years ago the practical use to which this melon might be put, applying his knowledge of its super-normal supply of pectin to help in the family jelly-making. Since then it has been experimented with by many and among those who now recommend it for the purpose discovered by Mr. Mead are the heads of our State Home Demonstration force.

The citrus-melon is sometimes found in old groves in the interior of Flori:da; is even to be seen straggling along the public roadsides occasionally, and on the sandy ridges of our East Coast, renews itself year after year like some wild vine, although originally planted by home-mat-
"The Tropical Wonderland"

FORT LAUDERDALE'S assessment 1924, $11,000,000.00 — 1925, $50,000,000.00.

FORT LAUDERDALE'S bank deposits 1920, $879,000.00 — 1925, over $7,000,000.00.

FORT LAUDERDALE'S building permits 1924, $1,100,000.00 — 1925, program estimated at $6,000,000.00.

FORT LAUDERDALE'S population gain between the 1920 and 1925 census was 274% — the largest percentage registered in State of Florida.

Whether sportsman, investor, homeseeker or winter resident Fort Lauderdale offers you opportunities and advantages that merit your careful consideration and investigation.

For booklet and information address:

Secretary
Fort Lauderdale Chamber of Commerce
Fort Lauderdale, Florida
Don't wait!

—of course there will be profits here for the investor this fall
—but why wait?

The folks who consider Florida and Fort Lauderdale as "winter resorts," and who think of Florida in terms of "seasons," are way behind times! There is no longer a "season" in Florida! Fort Lauderdale is now a year 'round city. There is more business being transacted, in every line, at this time than there was at the height of the "winter season" of 1924-25.

Investment opportunities are presenting themselves daily, and much can be done now with a small amount of capital. But remember—prices are advancing rapidly, and the lot that can be purchased now for $5,000 will cost double that amount this fall. In other words, the investor who waits till winter to buy, must have twice the working capital that is necessary now!

We have on hand a list of excellent investments ranging in price from $2,500 to $500,000. If you are considering buying in this vicinity, we will be pleased to hear from you. You will not be obligated, so write or wire—

J. Wellington Roe Inc.
and Affiliated Land Co.'s
FORT LAUDERDALE, FLORIDA
HE ever delightful, ever sunny land of Southern Florida calls you—calls you now. Whether it's June or January, it calls you to happiness; to pleasure and profit. Both pleasure and profit await you if you can come in person now. But, for your profit, whether your call be in person or by mail or by wire, there is here for you a tried and proven realty organization ready to aid you. For more than twelve years we have been watching and studying realty values here—have been earnestly and honestly serving our clients—and making profits for them. During that time hundreds of non-resident clients have found our service of inestimable value. Sunnyland can serve you too—Sunnyland invites you.

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Some exceptional offerings now in Miami City Properties, improved and unimproved. Miami Beach Properties. Ocean Frontage, from Cocoa to Key West. Merritt's Island, acreage just east of Cocoa, richest farming and citrus land in America.

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K. L. Jeffcott Realty Company
REALTORS
FORT MYERS "The City of Palms" FLORIDA

tables) and a cup of grated coconut. Simmer five minutes; serve.

Cocoanut Indian Fritters (Fruit Recipes)
Place in a bowl three tablespoons of flour and 3 quarts water, 2 quarts sugar. Add one cup of soda to 6 quarts boiling water. Plunge figs into hot soda solution and allow to remain until white, milky fluid is extracted (about 15 minutes), or until water is cold enough to plunge hand into comfortably. Put figs through two cold water baths to rinse well.

Cooking: Drain figs thoroughly and add gradually to the syrup you have made by boiling the sugar and water together 15 minutes and skimming. Cook rapidly until figs are clear and tender (about 2 hours).

Plumping: When figs are transparent and tender, lift out and lay in trays. If the syrup is not quite heavy enough after removing the figs, boil it down to the proper consistency. Pour this syrup over the figs and allow it to stand over night.

Next morning pack the figs in sterilized jars; fill them to overflowing with syrup, place caps on partly and process 15 minutes for pint jars and immediately fasten tops air-tight. (In packing use only whole, firm figs. Use soft and broken ones for making marmalade. If plumping is impractical, figs may be finished by cooking until syrup is sufficiently heavy. Remove the vessel to the rear of the stove, keep at boiling point and pack in sterilized jars. Where it is desired ginger root may be dropped into the syrup for flavoring or cloves used.)

Fig Preserves No. 2 (A Rich Preserve)
8 lbs. figs, 4 qts. water, 6 lbs. sugar. Select fruit that is just mature. Make a boiling solution of 8 cups of water and half cup of soda. Pour this over fruit and allow to stand 15 minutes. Lift fruit from water, rinse well and drain.

Add fruit gradually to the syrup made by boiling together the sugar and water. Cook rapidly until figs are bright and transparent, and syrup sufficiently heavy. Should the syrup become too dense before fruit is transparent add a half cup of water. This may be repeated if necessary. The method for plumping in No. 1 may be used or the figs may be removed to rear of stove and put immediately into sterilized jars and sealed.

Fig Preserves No. 3 (Method well adapted to the White or Lemon Fig.)
Peel figs. To each pound of fruit allow 1 lb. of sugar and 1 pt. of water. Put on water and sugar and let come to a boil, then skim. Add figs and 1 lemon to 8 or 10 lbs. of fruit. (Lemon to be sliced thin). Boil slowly until figs are clear and syrup thick. (About 2 hrs. for 10 lbs. of fruit). Boil rather rapidly the last ½ hour. A little ginger may be used instead of the lemon.

Canned Figs
Treat the figs with a soda bath as in preparing for preserving. Put them in a
Florida will some day be your home. Begin to build that "Castle in Spain" you have dreamed of since boy and girl days. Now is the time to blaze the trail and make your dreams come true. We will lend you every assistance in the choice of a lot, farm tract or town site.

The Miami Realty Sales, Inc., has a trained corps of Florida land experts who comb the State of Florida for the finest agricultural lands, the most attractive home and township sites adjacent to prosperous thriving cities.

This land was secured before the increase in land values and is offered to home seekers and investors at a very slight advance over cost.

This organization has recently launched a development of mammoth proportions eight and a half miles from West Palm Beach. This development is known as Central Palm Beach. The cost of lots in this property ranges from two hundred and fifty dollars to one thousand dollars; farm tracts from thirty-five hundred dollars to forty-five hundred dollars for ten acres; terms one third cash, balance one, two and three years. Roads and sidewalks are under construction.

The experimental stations and the government have found this soil a rich sandy loam, clay and marl subsoil, varying in depth from four to twelve feet. The land is sub-irrigated. Farmers around this development are producing as high as four crops per year. Gladioli bulbs clear as high as three thousand dollars per acre. In a short time this development will be a thriving small city which means increased land values, as it is ideally located within a short drive to West Palm Beach, the commercial center of this section of the East Coast, one half a mile across Lake Worth is Palm Beach—the society playground of the world.

If you cannot come to Florida now let us bring Florida to you; write us for full information. Many people from other states who have taken advantage of this organization's knowledge and judgment of Florida land values and have invested through this company are today either happy and satisfied home owners in this state or contented with the results of the vision of this organization. Those that bought land in and around Miami two years ago are happy. The ones that did not are sorry. History repeats itself.
Marion County Real Estate Board
Invites and Welcomes You to

OCALA the Heart of FLORIDA

WHERE the cooling breezes of the broad Atlantic blend with the gentle zephyrs of the Gulf of Mexico; and where the high elevated section meets the Lake Region of Sunny Florida, there

OCALA GREETS YOU

Aside from any speculative value, our lands are the best for the production of anything grown in Florida. Highways, hunting and fishing as good as the best.

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<tr>
<td>J. W. Davis</td>
<td>T. Green</td>
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<tr>
<td>Edward Green</td>
<td>W. T. Gary</td>
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<tr>
<td>E. W. Ditto</td>
<td>Enzler Green</td>
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<tr>
<td>J. E. Chace</td>
<td>C. Cobb</td>
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<tr>
<td>Mrs. Anna Tweedy</td>
<td>Mrs. Anna Tweedy</td>
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<tr>
<td>S. L. Acker</td>
<td>S. M. Hooper</td>
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<tr>
<td>J. E. Hill</td>
<td>L. L. Horne</td>
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<tr>
<td>B. L. Acker</td>
<td>C. E. Kiplinger</td>
</tr>
<tr>
<td>S. S. Savage, Sr.</td>
<td>W. T. Gary</td>
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<tr>
<td>C. Cobb</td>
<td>W. M. Wilson</td>
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MARION COUNTY REAL ESTATE BOARD
S. S. SAVAGE, JR., Secretary

OCALA FLORIDA

syrup prepared by boiling together two cups of sugar, six cups of water. Let the whole boil one hour, pour immediately into sterilized jars and seal.

**Fig Conserve**

1 qt. figs (plain canned) or 2 lbs. fresh figs; 1 1/2 lbs. sugar; 2-3 cups pecan meal; 1/2 lb. raisins.

Cut all, except nuts, into small pieces and cook until thick and transparent (about an hour). Add nuts 5 minutes before removing from stove. Pack in sterilized jars and seal.

There are still watermelons and those who did not make watermelon preserves when the state crop was at its height may yet make up for it since both Florida and Georgia melons are to be had. The following, like the fig recipes, are from Bul. No. 34 by the State Home Demonstration specialists at Tallahassee.

**Grapefruit Juice**

Grapefruit juice; chilled water; pinch of salt.

For each portion allow from 1-3 to 1/2 cup strained juice; add pinch of salt and chilled water. Serve.

**Grapefruit Shake (two portions)**

2-3 cups grapefruit juice; 3 tbsp. sugar; 1/2 cup water; white one egg; 1 cup shelled ice; pinch of salt.

Place ingredients in quart jar; shake three minutes. Serve.

**Grapefruit Cherryade (three portions)**

1 cup grapefruit juice; 1/2 cup sugar; 1-3 cup cherry juice; cherries; 1 cup water; pinch of salt.

Blend juices with sugar and salt; add water; chill and serve with halved cherries.

**Grapefruit Grape Cup (one portion)**

1-3 cup grapefruit juice; 1 tbsp. sugar; 2 tbsp. grape-juice; water 1-3 cup cracked ice; 1/4 section grapefruit pulp.

Place ice in glass; add juice and sugar; top with broken pulp; add water and serve.

**Grapefruit Ice (one quart)**

Make as for Grapefruit Sherbet, adding 1/4 cup juice, 1 cup water, omitting egg.

**Grapefruit and Orange Sherbet (one quart)**

1 cup grapefruit juice; 1 cup orange juice; gelatine or egg; 2-3 cup sugar; salt.

Dissolve sugar in juice; add prepared gelatine or egg with salt. Freeze.

**Grapefruit Banana Sherbert (one quart)**

1 1/2 cups grapefruit juice; 1-3 cup banana pulp; gelatine; 1/2 cup sugar; 1 tsp. salt.

Prepare gelatine. (See Intro. page 7, par. 4); add rest of ingredients and freeze.

**Grapefruit Sherbet (one quart)**

1 cup grapefruit juice; 1/4 cup water; 1 cup sugar; 1/4 tsp. salt; - egg-white.

Dissolve sugar in juice and water; add salt and egg; freeze.

**Peach Catchup (Marion Harris Neil)**

1 peck firm, ripe peaches to be peeled and quartered. To the pealings add 1 pint water and 12 sliced kernels; let simmer 30 minutes, then strain. Add peaches to the strained liquid; simmer 30 minutes longer and add 1 cup vinegar, 1/2 cup lemon-juice, 1/2 cup sugar, 1 teaspoonful each ground ginger and cinnamon; 1/2 teaspoonful of each ground cloves, mace and allspice and 1/4 teaspoonful of white pepper. Boil very slowly until as thick as desired. Pour into bottles and seal while hot.

**Tomato Ginger Preserves (Marion Harris Green Tomatoes Chutney)**

For this use four pounds of green tomatoes, two of seeded raisins, one-half pound onions, one-fourth pound ginger and three hot red peppers. Run all through a food chopper. Add two pounds of brown sugar, and three pints of vinegar, one teaspoonful salt, one-half teaspoonful paprika. Mix and set in a warm place; stir every day for a week then cook till tender and seal in jars.
Would You Like a Golf Course in Your Front Yard?

HERE is a constantly increasing demand for residential property fronting on or located near golf courses. The Golf Club Section of Daytona Highlands supplies such property. Hundreds of home owners in this section will have golf literally in their front yards. One of the finest golf courses to be found in the South is being built here; nine holes are complete and will be open for play this fall.

The Ocean to Gulf highway, for the building of which $2,000,000.00 in bonds were recently voted in Volusia County alone, will run directly through the Golf Club Section.

A chain of lakes connected by a canal will provide many miles of beautiful waterfront. The land is high, averaging 32 feet above the Halifax River level.

Daytona Highlands is now a part of the city of Daytona, entitling it to all city privileges. Write us for information about the new Golf Club Section and Daytona Highlands in general.

DAYTONA HIGHLANDS
Florida's Suburb of Hills and Lakes
Main Sales and Executive Offices
214 S. Beach Street
DAYTONA, FLORIDA

The Adoption, on August 4, of a Consolidation Charter, uniting Daytona, Daytona Beach and Seabreeze, gives the new city of Greater Daytona Beach nearly 20,000 population. The Charter becomes effective January 1, 1926.
A group of men, yes, and some women too, who "know their Florida" have organized a $300,000 syndicate to take over a list of valuable and saleable properties in the beautiful hill and lake section of Lake County.

THEY HAVE PAID IN $217,000 CASH—AND NO "WATER"

They have bought fine fruit lands—over 11,000 acres—miles of lake frontage, hundreds of city lots, gilt edge business properties and an old and successful realty business.

Applications for membership in this syndicate may be made until remaining $83,000 is subscribed. References are required and the right to reject any application is reserved.

An opportunity as sound as a Liberty Bond, but ten times more profitable.

TOLD BUT ONCE.

Address

The Syndicate
Box 16, care of Suniland Magazine

TAMPA FLORIDA
Where treasures still exist!

St. Andrew's Bay
Nature's Masterpiece for Winter and Summer

This may not be the Treasure Island of Robert Louis Stevenson fancy, but the Untold Treasures of St. Andrew's Bay are here waiting for the Modern Jim Hawkins and John Silver to find them.

The Golden Opportunity—Satsuma Orange

Bay County Florida Land is adapted for growing the Satsuma Orange, the first orange to reach the markets of the North.

Thousands of acres are here at prices that will enable the purchaser to place his product on the market at good profits.

Now is the time to buy Land for Satsuma growing so that the condition of the land will be ready for planting in the winter.

Many groves are already planted and some may be bought at moderate prices.

The Pioneer County of West Florida for Good Roads—Four Flourishing Cities on St. Andrew's Bay—Miles of Water Front.

Write to St. Andrew's Bay Publicity Club

PANAMA CITY BAY COUNTY FLORIDA
Business Lots in

The Plaza at Key Largo

America's Most Beautiful Business Development

with adjacent areas of wharfage and residence property, make up a long-time development. The present owner does not want a quick turnover and getaway, but retains a fair portion of the lots for building and rental, knowing that their value will rapidly and steadily increase through the years. This is not merely a money-making proposition for the developer, rather the realization of an artistic ambition—the creation of an architectural gem, a business and waterfront section unparalleled in the New World. An unusual proportion of receipts will therefore go back into works of convenience and beauty for all investors alike.

As a Guarantee of Honest Development

Owner now offers a number of 25x110 foot lots in Block D, facing upon The Plaza, on exceptionally easy terms: First payment $500 and up, increasing from railroad toward water, subsequent payments at intervals of six months, making actual cost of lots $10,000 and up, with guarantees that certain portions of development must be finished at each subsequent payment, a reputable engineering inspector and a Miami bank safeguarding the buyer. In addition to the cost of lot, the expense of masonry arcade of one story in front and rear of each lot, and a three-story passageway of masonry with stairways, down center of block, is assessed against each buyer in form of a mortgage of $7,000 drawing interest from 1930, when arcades must be completed, to 1935.

You Are Protected

Should developer be delayed beyond schedule, your corresponding installment note is extended. Should he fail to construct his arcades on time, the $7,000 mortgage is correspondingly deferred. You are protected.

Restrictions and Special Inducements

Restrictions comprehensive and rigid but not burdensome. Special inducements in price to early builders. Still greater discounts to bona fide settlers. No brokerage on these installment sales. These prices and terms good only until October 1st, 1925. TITLE INSURED.

C. E. SEXTON

Owner-Developer

KEY LARGO FLORIDA

WE CAN DELIVER

40 ACRES of the best grade lime rock in Florida, located in Levy County, within a few hundred feet of two railroads; has water and electric power of high voltage on property. At the price we are offering this, with the demand for rock in road construction in Florida, we know this to be a real money producer. Our price for this month is $30,000, on terms of one-third cash, balance 1, 2 and 5 years, 8 per cent interest.

Write, Wire or Phone BARNARD-BLOUNT COMPANY

107 Madison St. Phone 4416 TAMPA, FLORIDA

when they can defeat the citrus offerings of Californian in their home state.

You can gain some idea of the magnitude of Mr. Schaaf's original little enterprise when you understand that last summer, he converted 60 tons of guavas into jelly at his diminutive plant. In addition, he buys from 300 to 400 boxes of oranges and a similar amount of grapefruit annually which he makes into delectable preserves. The apples which he uses in his glace fruit come from New York while the pears are secured from Georgian orchards. All the rest of the fruit used is purchased from Florida growers and provides them with a profitable home market.

Ernest Schaaf has developed such a business for his pure food sweets that he now manufactures in commercial quantities. During the peak of the preserving season, he employs 15 skillful assistants. Time and again has been offered financial backing to build a great factory and markedly expand his business. And to all such attractive offers, Mr. Schaaf has answered, "No."

I am now able to direct all the work personally," he says. "My success has resulted because I have always produced preserves of the best quality. Quality has been my prize advertising assistant. If I expand my plant too much, I will not be able to give the same attention to every operation the attention I now give it. I am afraid to risk the good name of my goods in such expansion. I am doing well enough now to suit me. I am going to stick to the quality rather than quantity production."

When the federal pure food law was passed in 1895, Ernest Schaaf was the only preserved expert in America who maintained that jellies, jams and preserves could be produced commercially without the use of preservatives. He proved his contention by actual demonstration before Mr. Heinz. From his early apprentice days in Germany, this man Schaaf has been a champion of sanitation in the manufacture of pure food preserves. And on this platform of purity and high quality, he has built the most successful canning enterprise of its kind in Florida. His example should be inspirational to other Floridian food industries.

The Story of a Cameraman

(Continued from page 37)

big East River bridges, hardly seeing them in the fog. Thinking that we had passed all the bridges, we flew lower to get our bearings, when suddenly the Brooklyn bridge loomed faintly ahead of us, directly in our path. I felt a lump come into my throat, and felt like jumping out. The pilot pulled the joy stick and we swooped beneath the bridge, barely missing the massive structure. It flashed over our heads and was gone. I breathed a prayer of thankfulness.

We kept going in a straight line—at least that was what it seemed to me. We had no way of telling in what direction we were going, as the fog obliterated everything.

The pilot put his mouth close to my ear and shouted, "I don't know where I am going. I am trusting to luck!"

After flying for about half an hour he nosed her down. It was lucky that the fog had almost entirely gone, leaving a
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There is a story unfolding the marvelous growth of this wonderful city
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Openings in our organization for a few dependable Northern Representatives.

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THE BEST WAY TO AVOID THE CHILL SOMETIMES WAFTED IN OFF THE OCEAN

Equipped with an automatic temperature control device, artificial heat from an oil burner is the ever-present guard against discomfort. It is IMMEDIATELY "on the job" when temperatures drop—no fires to build—no wood to carry in—no danger to kiddies or rugs from flames or sparks.

Instead of these, you have AUTOMATIC, CLEAN COMFORT without thought or effort—and without exorbitant price if your oil heater is installed in the

WEIR ALL-STEEL FURNACE

This furnace is the ONE PROVEN warm air furnace for oil burners. Steel construction, with electric-welded seams (to prevent, forever, any leakage of smoke or fumes) make it THE BEST.

Full Information Gladly Given

Skinner Machinery Company
Dunedin, Florida

The WEIR is made in Peoria, Ill. by the Meyer Furnace Co.

haze that could not be photographed through ordinary circumstances. But I had come equipped for such a condition.

In aerial photography in the army I had learned how to use the ray filter and long-focus lens. They saved the day for me. We flew over at an altitude of 2,000 feet, the lowest the aerial police would go. The "Resolute" was far in the lead. We were flying directly overhead when I saw the jib boom break. I was all alert. I saw a big news scoop for Underwood & Underwood. I shot several plates. Putting my mouth close to the pilot's ear, I shouted excitedly to head for the Battery.

In less than an hour pictures were out in the papers on Broadway.

I was highly complimented by Mr. Abbott, head of Underwood & Underwood.

In recalling some well-known people I have photographed, I found him a willing subject. I had him climbing coconut trees, dancing and exercising on the beach in his bathing suit.

The King of Belgium was another fellow easy to photograph.

When Mary Pickford and Douglas Fairbanks came back from their honeymoon in France they received the news men "with open arms." They liked to have their pictures made.

Last winter at Miami Beach I made "movies" of Jack Dempsey—and I found him a willing subject. I had him climbing coconut trees, dancing and exercising on the beach in his bathing suit.

From my observation all big men, with the exception of Mr. Rockefeller, like to have their pictures taken, for it means publicity to them, and they all seek it, believe me!

Fishing Attracted Cox to Florida

(Continued from page 22)
papers had devoured those stories eagerly, and it was but natural that I should be glad of an opportunity to write one that was to attract even wider interest.

"I want you to write the greatest Florida story that can be written," he said, "one that will be vastly different from anything that has yet appeared in print. You and hundreds of other newspaper men, have told of remarkable investments in Florida, and of marvelous returns. All of you have cited instances wherein men invested hundreds of dollars and as though by magic disposed of their holdings for thousands. I am satisfied that a vast proportion of those stories were true. But there is a still greater story than those which tell of riches made in Florida real estate. I have tried to find it myself, but I have not succeeded.

"I want you to seek and find one man who will tell you truthfully, who will make affidavit to his statement, if necessary, that he ever lost a dollar in Florida real estate."

And I promptly told him he would have to send someone else out on such a story. I have already tried to find the man—and have failed.

In the Kingdom of the Sun

(Continued from page 19)
portant, due chiefly to the inability of the American product to compete with that of French Morocco. However, when Florida as a whole recognizes the importance of her phosphate deposits to her general agriculture scheme this industry may more than regain its pristine importance. At present only four phosphate mines, employing approximately 250 men and producing 100,000 tons annually, are in operation.

 Marion county has awakened to the importance of good roads to the upbuilding of any region, and to this end has inaugurated a system of road construction which when completed some time next year will give the county a network of highways
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ST. CLOUD-OSCEOLA FARMS
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Just state your wants and we will fulfill them.

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Inclosed please find $........................ as re-paid on
tracts indicated above.
Signed ...................................................
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Rhodes Knows Where Business Grows
Our Patrons Sleep Well
LAKE WALES FLORIDA

This Man Owns a Ten Thousand
Hen Farm
(Continued from page 42)
home farm. The stock now on the place is of the finest bred strains obtainable that have proved successful in southern Florida. From these foundation families, Mr. Dennis designs to raise the ten thousand of more fowls that will in the future be clucking their songs of egg production and hen contentment on his place.

This man Dennis for several years has been engaged in poultrying in Florida, so that he is intimately acquainted with all the ups and downs of the business. As a result of his extensive experience in raising baby chicks, he has formulated a system of management quite different from that followed on the mill-run of egg farms in the Gulf States. He claims that artificial heat provided by hovers makes it too hot in the coops for the chicks. He says that the body heat of the hen is the best furnace fire for the baby chicks. Hence, his system features the hatching of a certain amount of pedigreed eggs by the hens that laid them. A supply of day old chicks from eggs of similar superiority are brought to the farm from the city incubator the same day that the hens usher their families into the world. To each hen is delegated the care of 50 chicks, including the ones that she hatched and others that were born in the incubator.

A special coop is provided for each hen and her young. This coop opens into a small fenced yard where the hen and chicks can sun themselves. The coop, provided with a wooden floor, is a three-compartment affair. There is a place for the hen in the middle compartment. The two side compartments are accessible to the young but the mother cannot enter them. This protects the young from overcrowding under the hen while it still allows them to benefit from the heat of the hen's body during cool nights and chilly mornings. The tops of these portable coops are removable so that they can be cleaned out daily.

Mr. Dennis plans on raising 3,000 baby chicks this year which he will add to his permanent flock.

Mr. Dennis has made a contract with a number of the leading Miami and Miami Beach hotels and clubs so that he receives a margin of 5 cents a dozen above the market price for fresh table eggs. As the market price of eggs soared as high as $1.25 a dozen last December and as the average price for the year is about 60 cents, the commercial returns from such production are attractive. The premium price obtains because of the high grade quality of the eggs and the uniformity of the supply.

The commercial egg farm at Birmingham with which Mr. Dennis is associated handles more than 300,000 broilers a month. Neighboring farmers raise this stock on contract and deliver it to the fattening plant at an average weight of 1 1/2 pounds. The commercial feeders fatten these fowl until they average 2 1/2 pounds when they are ready for market. Mr. Dennis will supply his best trade with home-raised eggs and poultry. The surplus which will be shipped in from the Alabama farm will be marketed at lower prices. Poultry feed costs only one-half as much in northern Alabama where it is raised as compared to the prevailing prices in Florida. Mr. Dennis plans on shipping in his feed from the Alabama plant. His location near Kendal is also favorable, as comparable to those of any other section of Florida. The total system will approximate some 200 miles, and will connect with the main highways of all the adjoining counties. They will be of the most modern construction.

This Man Owns a Ten Thousand
Hen Farm
(Continued from page 42)
We have 32 salesmen and saleswomen. Some of their pictures surround this advertisement. All of them are working, yes we mean working, eight hours each and every day.
They call on at least twenty people daily, each.
They are required to bring into the office daily listings on at least five new properties.
This means more than 100 new listings daily, or more than 600 a week.

NOW
Mr. Buyer, Mr. Investor, Mr. Speculator
Don't You Think That Out Of 600 New Listings Every Week
We ought to be able to show you at least ONE good buy?
Don't you think we are in a position to show you comparative values?
But we don't want to hand you a long-winded conversation. We simply ask you to come to one of our offices, either DeSoto Hotel Lobby, Phone 6246; 3508 Florida Avenue, Phone 71-826.

Talk Your Proposition Over With Us
Let us know what you want—if it isn't on our files today we can get it. And it will be a pleasure to have you call personally. We want to meet you.
The N. E. Jones Realty Co.

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TAMPA, FLORIDA

Offers a service second to none to the newcomers and investors in Florida.

We have experts in every department, Lots, Acreage, Residential and Apartment Sites, who will gladly give you valuable information regarding your investments, absolutely free.

We also own and have exclusive listings of very attractive properties in and around Tampa. Investors who buy through us are making a handsome profit.

Write or Call When You Come to Tampa

One Look Means a "Lot"

WE NEED MORE MONEY TO BUILD HOMES

FIRST MORTGAGE LOANS ON BIDWELL-BUILT HOMES YIELD 8 PER CENT AND SAFETY. WRITE US FOR FULL PARTICULARS.

PUNTA GORDA

REFERENCE:
Any Bank in Punta Gorda

Has the finest natural harbor in Florida. The junction point of the famous Tamiami Trail and Central Dixie Highway. A city in the making, offering unusual investment opportunities—upon Fishing—Hunters and Fishermen's Paradise—Year-Round Climate—Excellent Water—Black Sandy Loam for Trucking—Citrus Growing and Pineapple Culture. COME, SEE, TAKE A LOOK

BIDWELL PROPERTIES, Incorporated, Realtors
Punta Gorda "Golden Gate to the Sun" Florida

at Eau Gallie there is located a large hatchery from which he can secure desirable fattening stock of good quality which he can bloom for market to augment his home-raised stuff during periods of maximum demand.

The Dennis enterprise is the first extensive commercial attempt to produce food-stuffs exclusively for hotel trade in the southern one-half of the state of Florida. Mr. Dennis has contracted to provide in the neighborhood of $10,000 worth of table vegetables for ten large hotels and clubs next winter. He will supply eggs and dressed poultry to these same establishments. The success of his business depends on his ability to produce quality products in uniform quantity amount. Trained in poultry husbandry at Cornell University, which boasts one of the best poultry courses in the United States, and with many years of practical experience behind him, it looks as though R. E. Dennis will be able to make a profitable go of the venture. His wife, who is also a college-trained poultry expert, is his enthusiastic helpmate in the project. The poultry farm is located far enough from Miami’s realty developments so that its future operations will not be complicated by rapidly rising land values. In northern Florida at Callahan, a bonanza poultry farm which specializes in the production of day-old chicks has won remarkable success. The evidences are that the Dennis farm in southern Florida will do as well.

Pilots of the Tampa Bar

(Continued from page 44)
thecorner or selling real estate, and those at the key go fishing or listen at their radio set. None of them ever played golf before, but this year they have amused themselves with a few holes laid out roughly at the station. But some days one ship after another is arriving or sailing, and a pilot may be busy day and night. Sometimes when a ship is proceeding to sea bad weather or other cause prevents the pilot from being taken off at the bar and he has to remain aboard until the ship reaches some other port. Thus Captain Bahrt once took an enforced trip to Pensacola. Captain Harvey was twice transported to Key West. Years ago, Captain Fitzgerald was deported to Cuba, and Captain Warner was once a compulsory guest all the way to New York. The pilot gets a free sea voyage in this way, but he has to pay his own way home and make his own explanations to his wife for being late to supper.

Running an automobile along a busy city street is a problem, but it is simple compared with navigating a steamship, perhaps as long as a city block, through a narrow, crooked channel with two or three inches of water between the keel and the bottom. Sometimes there are strong winds and swift-running tides, fog, rain, or darkness. There is a possibility that one of the beacons at a critical point has been extinguished. The safety of the ship and cargo, worth $2,000,000, depends on one man. The lives of the crew may depend on his keen sight and quick judgment.

The largest vessel ever piloted to and from this port was the British steamship Robert Dollar, 26,000 tons displacement, 16,000 deadweight tonnage. It is the seventh largest cargo ship in the world. The deepest draft vessel from Tampa was the five masted schooner Marie de Ronde, which went out on a rising tide drawing 26 feet 6 inches. The longest ship ever here was the cruiser Milwaukee, 556 feet long.

The pilots can tell you that the draft of a vessel berthed at Tampa is not the same as its draft when it reaches the Gulf, although it has exactly the same amount of
Investors of the North

Fortunes Are Being Made in Florida

We made a Minnesota Banker $7,000 profit within five months from $100 Real Estate Option—another Minnesota investor $60,000 since March.

Organize a local syndicate of 10 members, each put in $500 to $1,000, send your representative here NOW to thoroughly investigate and option properties before the Fall Rush.

Buying and re-selling well located Real Estate — Acreage, Subdivisions, Lots, Business Properties — Erecting for Sale or Rent Homes, Apartments and Hotels — Discounting 8% Mortgages and Contracts, Business and Professional Locations.

We wish to connect with those having ready funds for quick turnovers.

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SEND US FLORIDA LISTINGS
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Highest References—We Control Two Banks
3,000,000 PEOPLE
WILL VISIT FLORIDA THIS SEASON

Thousands will visit Tampa.
Many will invest in real estate.
Prices Will Never Be Lower-

Real estate prices in Tampa are low compared with prices in other cities.

BUY NOW!—

The Inevitable Result
Acreage
Rapid and permanent increase in all land values.

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LARGE ACREAGE

INVESTMENTS THAT PAY
Are certain when you select your broker with care. We can offer some most desirable buys. Acreage in all parts of the state. Subdivision tracts. Business sites. City and suburban property.

CHARLES W. ROSS, N. D. SUTTLES & CO.
Manager 140 Main Street FORT MYERS, FLA.
OFFICES: Jacksonville, Daytona, Tallahassee, West Palm Beach

cargo aboard. This is not a fish story. If the water comes up to the twenty-foot mark on the hull when at the dock, the ship will draw only about nineteen feet ten inches at the bar. This is because in port, near the mouth of the Hillsborough river, the water is comparatively fresh and less dense than sea water.

Three quarters of a century ago Tampa's first pilots were appointed by the county commissioners. Two were named for pilot duties at the April term of the board in 1848, and two more were added on December 16 of that year. In those days there was no dredged deep water channel, and there were only small sailing vessels to be escorted up the bay.

Shortly before the Spanish-American War, when Port Tampa got what was then comparatively a deep channel, and phosphate shipments began, the first regular pilots were appointed. They were Captain Warner and Captain Switzer, named about 1895. Captain Switzer made his headquarters at Egmont Key and would pilot an inbound ship to the port, towing his small boat, in which he then returned to the key.

Captain Warner stayed at Port Tampa, acting as outbound pilot in similar manner.

Commerce of Tampa and Port Tampa has increased so that for several years there have been eight pilots. Captain Thames is the oldest in point of service, having been appointed about sixteen years ago. Captain Bahrt is next. Captain Fogarty, who died this year, ranked third.

Then there are Captains Ryan, Harvey, Holmes, Myers and Stuart, the last two appointed in 1920, and Captain Cross, named in 1925.

With several vessels moving daily, the pilots now take regular turns. Each has his home in Tampa and a cottage at the key. Sometimes one takes a ship out and another back the same day, and sometimes he stays at home or at the station for a week before being called out. The vessels seem to run in bunches, like bananas. Sailing vessels especially, as soon as the wind hauls into a favorable quarter, are likely to show up off the bar, several of them in one day, after several weeks of beating up the Gulf against a head wind.

The pilots employ a treasurer in charge of their office in Tampa, and two boatmen and a cook at the key. They operate two cabin motorboats as pilot boats. The first pilot boat was the sloop Mischief, owned by Captain Warner. Then the pilots had a schooner-rigged boat with auxiliary engine. Another pilot boat, the schooner Belle, drove ashore on two or three different occasions, and was finally stranded and abandoned on the coast of Egmont, and today sail has given place to the less romantic and more business-like motor.

Sunrise, the usual hour for being shot, is also a common time for ships to put to sea, and a pilot has to turn out before daylight, for the pilot must always be promptly on hand when wanted. Very likely something will delay the sailing hour until toward noon, but the pilot must be there waiting. Occasionally a ship starting in the afternoon goes only halfway down the bay ananchors, so the pilot sleeps aboard and completes his job of taking it to sea the next day.

American ships in coastwise trade, whose captains or mates hold pilot licenses for those waters, are not required to take a pilot. Those taking a pilot are charged according to the draft of the ship. A small schooner deeply loaded would thus pay as much as a good sized steamship coming in without cargo. Draft of ten feet costs $30, while a ship drawing twenty-five feet pays $137.50 pilotage for being guided the forty miles between dock and bar.

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My Servel electric refrigerator costs me about $4 a month. I formerly paid $6 to $8 a month for ice. The machine has never given any trouble and if I could not get another Servel or similar machine would not take $2,500.00 for this one. If I had to choose between going without my automobile or the Servel refrigerator I would keep the refrigerator.

Entirely Satisfactory.

Victor A. Booke, Contractor and Builder, St. Petersburg, writes:

The Servel electric refrigerator purchased from you some time ago is proving to be entirely satisfactory. We are more than pleased as to cost of operation compared to the former cost of ice for the old type of ice chest. In fact, we would not be without the Servel. If in the market again for electric refrigeration it would be Servel in preference to any other that I have had experience with in the past.

Servel Equipped Home of H. E. Frost, Tampa.

H. E. Frost, Pres., Frost Construction Co., Inc., General Contractors, Tampa, Clearwater, Sarasota, writes:

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Miami Doctor Wishes Every Home Had One.

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of terms,” I explain. “If you want the truth, it was all his fault.”

“Naturally,” Witherbee agrees. “The other person is always wrong. However, as you suggest, we won’t include Mr. Nelson in our communications.”

That evening, after I knock off at the Royal Palm, I decide to drop in to the Hardwick Infirmary to see how Blais is getting along. Just as I guessed, they wouldn’t let me in his room as he was still unconscious and running to a high temperature. And as I’m getting ready to step out of the office into the hallway, who should pass by but Hart and Doctor Webb. Hart was walking closest to the wall and would have scraped me if I had put out my elbow, which he didn’t do. They stop just a few feet beyond the doorway and as I see that Webb is working his chin over-time, I linger to hear what he has to say.

“I most certainly wouldn’t recommend an operation just at this time,” I hear him remark. “The man’s condition is very serious and an operation now might cost him his life. As a matter of fact, I am beginning to question the advisability of ever operating on him. Prior to his accident, he seemed well and contented. True, he didn’t remember his past but many men would give a fortune to be in a similar position. He has a very good chance of becoming well again—probably never in full possession of his memory, but well. I can’t promise you as much if we operate.

The knife is exceedingly dangerous. In Mr. Glinky’s case, it is purely a question of kill or cure. There is a mighty strong chance of his dying on the operating table.”

Right away, I see Hart look at him suspiciously.

“Queer talk for a surgeon to issue,” he remarks with a frown.

“You’re absolutely right about that,” he agrees. “To a man of normal or subnormal intelligence I wouldn’t speak so frankly. But your mind is above the ordinary, Mr. Nelson, and I felt that I could discuss the case in a rather free way with you. If you would ask for my honest opinion, I’d say that I wouldn’t recommend the operation.”

Seeing that Hart is falling for this balsa, I take it upon myself to enter the scene. Leaving my hiding place, I ankle up to them.

“Couldn’t help getting an earful of your bed-time story,” I announce to Webb. “Sounded right sweet. But, not to change the subject too suddenly, do you know a hint by the name of Stewart Tarrington?”

Webb jerks himself up quickly andflushes. So does Hart—but for a different reason. Neither one could help himself. But Webb just naturally imitated a boiled lobster because he was guilty and Hart—well, Hart was downright mad. I could see it from the way he snapped his teeth and shot liquid fire at me through hislamps. This Webb party, as I mentioned before, is serene goods and gets control of himself without delay.

“For a moment I didn’t recognize you, Miss Page,” he says, calm as can be. “How have you been? I understand from the nurses that you are very much concerned about Mr. Glinky’s condition—”

“. . . Name of Stewart Tarrington,” I repeat slowly.

“Ah, yes,” Webb says with a smile. “You were asking me if I knew a gentleman by the name of—of Turlington. Can’t say that I—”

“Tarrington,” I insist. “Stewart Tarrington. T-a-r-r-i-n-g-t-o-n.”

“Of course,” he replies. “What could be plainer? No, I don’t know him.”

“Peculiar,” I announce.

“Why peculiar?”

“From the way you were talking it sounded as if you had met him.”

“Then, he objects to operations?” in-
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and I sit with my lamps glued to the elevator to get a glimpse of the new bird.

I'm not disappointed there. Almost exactly a half hour afterwards Tarrington steps outta the elevator talking earnestly to a bimbo who gives out the air of class—but crooked class, my dears, if you catch my drift. They're chinning right serious and I woulda given five years of my young life to catch enough stray words to make sense but such a chance wasn't for me.

At ten o'clock I check outta the Royal Palm and cross-cut the town for Witherbee's office. The assembly he's scraped up there is quite a surprise to me. First of all, there's the old man himself looking peddier than I've seen him for months. Then, there's a stranger in shaggy beard that was the dead image of an airedale I once owned. And last but not least, was the Hon. Hart Hamilton Nelson, my ex-dream-of-jove. Hart's face changes the moment he sees me and I can tell right away that he no more expected me to be a member of the party than I expected him to be. So we're even there.

"Miss Page," says old man Witherbee indicating the airedale's double, "this is Doctor Haspel from the other side of the state. Doctor Haspel's reputation as an alienist cannot be equalled. Regardless of whether or not Webb is in league with the other faction, Doctor Haspel will assume the case as soon as we can reach the hospital."

"Then, you think Bias is a German?" I gasp.

"Not at all," Witherbee replies. "What makes you think so?"

"You said something about aliens," I point out.

"So did," the old man agrees, "in a sense. The word I used was alienist. It is concerned with mental ailments. Well, shall we start, now that we are all here?"

Said by old man Witherbee, that last remark was the same as: "Let's go!" We went—the old man leading the way with the airedale kid and leaving I and Hart to follow. That was the meanest trick Witherbee ever played on me. Of course, Hart didn't say anything to me and I treated him likewise. After we reached Witherbee's car it was just as bad as ever, because the old man sat up in front with Doctor Haspel and I had to sit in the back with Hart.

That was one of the longest trips I ever took in a car. By the time we reached the hospital I was ready to holler for quits. And never did a building look so pretty to me as that hospital did; I coulda jumped out the machine and run up and kiss its front walls—that is just how I felt.

When we get inside the building and ask for Doctor Webb, the nurse in charge tells us he's tied up for the moment. The door to his private office is open a little bit and I get a line on who's with him—nobody else but our beloved friends, Tarrington and Brawley. Old man Witherbee slips up beside me and peeps into the doc's torture chamber.

"How about giving them the rush, now that we've got 'em together?" I ask in a whisper.

"It's a wonderful opportunity," he says wistfully.

"Then, here goes the fireworks!" I announce and start forward.

Instead of knocking, I just push open the door and enter. Witherbee is right on my heels and close behind him are Hart and the airedale medicus! Webb looks up with a frown and gets to his feet.

"Miss Claire," he calls to the nurse, "I thought I told you I was not to be disturbed."

"No high hatting, big boy," I go back at him. "We just came in to make it a family reunion. Couldn't have hit on a better time. Personally, I'm ready to

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make it a real good party. How about you, Mr. Witherbee?"

"Let's," he agrees with a smile. Then, he faces Webb. "Doctor, we've decided to relieve you of Mr. Glendover's case."

At the sound of that, "Glendover," Brawley and Tarrington sit up in their chairs and start to take notice. The old man sees this, too.

"Oh, yes," he continues to them. "We know all about Mr. Glendover's history and about Mr. Brawley's and, moreover, about Mr. Tarrington's—who, though being registered as having hailed from Chicago, really comes from Boston. We know that Mr. Glendover and Mr. Brawley are cousins. We know that Mr. Brawley has been enjoying the revenue from a very large fortune which actually should have been going to Mr. Glendover. We know that Mr. Brawley had hopes of gaining possession of the entire fortune and was prepared to dispose of his cousin by fair means or foul. My Boston connections have also advised me that Mr. Tarrington gets a large annual retainer from Mr. Brawley for doing his dirty work."

Brawley gets to his feet and faces Witherbee.

"Sir, I'll have you prove—" he bellows.

"I'm prepared too," the old man tells him quietly. "Yes, sir. Prepared to! We've got unrefutable evidence of Tarrington's mission in this town and we're ready to produce it at a moment's notice. We want Doctor Webb to surrender the case immediately. Doctor Haspel, here, will assume full charge."

"And if I refuse?" Webb asks with a nasty sneer.

"But you won't," Witherbee replies. "As yet, I haven't decided whether or not to get your license to practice taken away from you. But don't doubt my ability to do so. This one time when I shall have things exactly as I wish them to be—exactly."

Webb turns to Hart and there's something of the sheep's bleat in his voice when he starts to speak. It ain't hard to see all the pep's knocked outta him.

"Mr. Nelson, can't I prevail upon you to restrain your friends, he begs. As a man of superior intelligence—"

"Just a moment," Hart interrupts him. "I'm beginning to believe that 'superior intelligence' stuff is the pure bunk. I thought I was wise when I figured you'd do right by our Bias, but I find there was someone just a little bit wiser than I was. She has my humble apologies for my lack of understanding..."

How's that for a grand slam! But I'm not ready to recapitulate, yet. Which accounts for my actions about a half hour later. The airadelic medico has examined Bias and announced that he could cure him with an operation. Old man Witherbee decides to linger around a while to straighten out any kinks that might spring up. I and Hart are told—or as much as told—that we'd be more in the way in the hospital than we'd be away from it.

Given the air in this way, we light out more or less together. As we reach the sidewalk he motions to take my arm but I drag it away from him.

"Mr. Witherbee's car is a few feet away," he says humbly. "He asked you to drive you back to town and I'll be pleased—"

It's a different tune than the one he warbled the last time we met on almost the same spot. But I turn my nose up at about forty-five degrees and execute a pivot away from him.

"The good ole busses are still doing their stuff," I reply over my shoulder as I ankle off in the opposite direction.

The very next day the airdale medico operates on Bias. All day long old man
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Witherbee relays reports to me about how the bim is getting along. Fortunately all the reports are cheering. But it’s more than a week before I’m allowed to make a visit. The day they tell me I can see our pal is an occasion for a holiday and I don’t lose much time getting out to the hospital.

I meet Doctor Haspel in the lower corridor and he pulls me to one side and gives me a line up on the case.

"Don’t expect too much of him, at first," he explains. "He has been told all about you and Mr. Nelson but he probably won’t recognize you. The best way that I can explain his case is by comparing it with a double-roomed art gallery. Prior to his accident in France, he lived exclusively in one room. With the accident he passed into the second room and the door closed upon the first, shutting out everything that he knew before. The operation drew him back into the first room again but the door has closed upon the second. All he knows of his existence here in Florida is what Mr. Witherbee has told him. So be patient in the beginning. He may remember later."

The doc leads me to the room where Blas is propped up on pillows. The poor bim’s head is all dressed up like a Turk’s. If the bandages were any sign then the lad sure had some bo-bo.

"This," says the airedale medico, "is Miss Kitty Page.

"Blas’ face lights up and he stretches out both his hands.

"Dear little girl," he remark huskily, "how can I thank you for the many kindnesses—"

"Reduce the thanks to nil," I reply, taking his hands and pressing them. "It’s an even break; because you have just as many floating in your direction from me, Blas—I mean, Mr. Glendover."”

"I’ll always be Blas to you," he tells me. "Well, now that that’s settled," I say with a sigh of relief, "let me get the rest of the story straight. What were you before the crash?

"A more or less idle rich man who dabbled in lexicography, he announces. "A—what?" I demand.

"A student of words, Kitty," he explains. "Words from every language that you’ve heard of and possibly hundreds that you haven’t. I juggled them about trying to justify the existence of new ones and extended the life of old ones. Mr. Witherbee tells me I used slang rather lavishly here in Florida."

"Did you?" I exclaimed. "Oh, baby!

"In which case you’ll have to teach me everything that I’ve forgotten," he says eagerly. "I understand that in the field of slang you’re not exactly handicapped."

"I’ll tell the bleary eyed world she isn’t," announces a well known voice from the doorway and Hart, together with old man Witherbee, enters the room.

"And this," introduces the airedale’s double to Blas, "is Mr. Hart Hamilton Nelson."


"Sweetie that was," I correct quickly. "Any bim that hasn’t enough faith in a frail to believe her innocent even when she seems guilty isn’t worth marrying."

"I never did ask you to marry me," Hart interrms.

Oy, what a slip! Knowing that he never had, I back outta the gab fest and fill a gap with silence.

"But," he adds right away, "I’ve been wanting to for a long time, hon.

That’s what I call nobility—splicing up my beef with a humble plea!"

"Gracious!" I gasp. "Not here, Hart!"

"Certainly not here," breaks in Blas. "We’ll all give you worlds of time for

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The above illustration is from drawing by State Bridge Engineer of new bridge to be constructed by State Road Department connecting Fleming Island and Orange Park.

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of general prosperity. As has been said, Florida is particularly interested. By what here is reported it is but natural to expect that even the exceptional business that has been done in Florida in this summer season will be surpassed, and, perhaps, astonishingly so, by the increased volume of business that will be done in this state in the months ahead.

Florida just must be ready for proper handling of all the business offered, and that's all there is to it.

STATEMENT OF OWNERSHIP

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Suniland Magazine, publish monthly at Tampa, Fla., for October 1, 1925.

STATE OF FLORIDA
COUNTY OF HILLSBORO

Before me, a notary public, in and for the state and county aforesaid, personally appeared R. S. Hanford, who having been duly sworn according to law, deposes and says that he is the managing editor of Suniland Magazine, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the time the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Peninsular Publishing Company (Inc.), Tampa, Fla.; editor, Thomas W. Hewlett, Tampa, Fla.; managing editor, R. S. Hanford; business manager, none.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock.) Peninsular Publishing Company, Tampa, Fla.; B. C. Skinner, Dunedin, Fla.

3. That the known bondholders, mortgagees, and other security holders, owning or holding 1 per cent or more of total amount of bonds, mortgagees, or other securities, are: (If there are none, so state.) None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner; and this affidavit has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock bonds or other securities then as so stated by him.

R. S. HANFORD.
Managing Editor.

Swarmed to and subscribed for before me this 24th day of August, 1925.

C. C. BOSTWICK.
Notary Public.

My commission expires May 28, 1929. (Seal.)

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<table>
<thead>
<tr>
<th>Room</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>42 Room, Single</td>
<td>2.00-2.50</td>
</tr>
<tr>
<td>43 Room, Single</td>
<td>2.00-2.50</td>
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<tr>
<td>44 Room, Private Bath</td>
<td>3.00-4.00</td>
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<tr>
<td>45 Room, Private Bath</td>
<td>3.00-4.00</td>
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<tr>
<td>46 Room, Private Bath</td>
<td>3.50-4.50</td>
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<tr>
<td>47 Room, Private Bath</td>
<td>4.00-5.50</td>
</tr>
</tbody>
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Florida's Siren Song
By PAUL SEBESTYEN

Editor's Note.—The following article is from the pen of Paul Sebestyen and appeared recently in Commerce and Finance. It is an interesting recital of the present situation in Florida. Tribute is paid to Florida's remarkably cool summer, the Florida spirit and the spell that Florida casts over everybody who visits the state.

Men working like beavers, dynamite crashing and demolishing dirt skywards, pulling trees, roaring engines moving tons of earth into sputtering, powerful trucks that form a long column fading over a distant hill, accompanied by a double line of automobiles and fluffers honking noisily to get ahead of them. The collection of imaginative thoughts that this picture inspired in my mind was suddenly expelled by the peculiar language of a stentorian colossus bellowing orders to his gang of perspiring Negroes, "De trucks am done gone and foah moah loads should go befoah foah o'clock." This made me scrutinize curiously his sun-burned, but Nordic features. Then suddenly I realized that I was in Florida, having trespassed on one of those sizzling two to twenty million dollar developments.

The climate was perplexing to my previous conception of Florida in the summertime, but waving palm trees and live oaks, overarched and moss-covered, convinced me that I was there, after all. But what sweltering New Yorker would believe it, while Northerners were found dying from the recent fatal heat wave (heat prostrations are unknown in Florida) the denizens of this semi-tropical land were basking in comfortable sunlight. Climate is one of Florida's big talking points; the average temperature around the calendar being about 71 degrees, F., and always a cool, comfortable night of rest without mosquitoes to make repose a misery. This state is almost entirely free from these pests, and there are absolutely no flies. With no severe extremes of weather, and no destructive convulsions of the earth, so prevalent in similar climates, one cannot escape the thought that this is indeed, the promised land of the Lotus Eaters. Visitors come intending to linger only a few months, and, falling under this exotic spell of magnetism, decide to remain permanently. Veritable migrations are pouring into Florida from all parts of the country. The governor of Georgia recently expressed the opinion that unless similar advantageous and competitive laws were passed, 200,000 of Georgia's population could be expected to leave for the enticing attractions of the booming Peninsula State.

To say that Florida is booming does not do justice to the activity of that state. It is more like a number of roaring booms confined in one, and looked to me as if New York City were being rebuilt overnight. Five hundred miles of highways and miles of bridges were under construction on June 1. Good roads spread all over the state, built not only with good intentions, but with good, durable paving, and wide enough to permit the $450,000,000 of new capital to roll easily into the state last year. Banks are springing up like mushrooms and all are bulging with money. Florida is enjoying the best business activity in the United States, judged by her bank clearings, which advanced 71 per cent in June over the same month last year, while her nearest rival, South Dakota, had only a 30 per cent gain, and New York, New Jersey, Illinois, Ohio, Pennsylvania and California

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10. Lakeland has twenty-eight miles of paved streets.
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We have a beautifully illustrated booklet we'd like to send you, together with a list of unusual investment opportunities.

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The Star-Telegram
Lakeland, Florida
thirty years, whereas it takes from sixty to eighty years for trees to become merchantable in most states. She has a world market for her famous figs; livestock and particularly sheep raising is coming into its proper place in the state. Other important assets are her sponge fisheries, lumber and rosin products, and the enormous phosphate deposits which are the basis of all commercial fertilizers. All this goes to prove that Florida has contributed more than her share to the 900 per cent increase in the manufactured products and the seven-fold gain of wealth in the South since 1850.

Notwithstanding all the activity in the state, new opportunities and new values are constantly looming into sight for the alert people in Florida, and, if the present boom has carried her so far, what would an additional boom in oranges or a rubber raising boom do for her? In ten years she might be struggling to reclaim land from the sea, as they do in the Netherlands. Marion County has been chosen by the Ford Motor Company for experimentation in the growing of rubber plants, according to the official announcement of that concern. The network of efficient railroads and steamship lines has been a very important factor in the development of Florida, as it has been of the whole South. Florida’s problem of caring for the huge winter influx is also the great problem of the railroads. Summer excursion rates, enabling a group of five adults to make the round trip to Florida and remain a month for the moderate cost of only one fare, have accomplished wonders. Transportation officials are being amazed at the phenomenal southbound traffic during the summer months, one of the roads reporting more passenger traffic business southbound in May than it had in January, while another road had 243 per cent more Florida-bound passenger traffic during the months of April and May than for the same period last year.

Newspapers and magazines throughout the country are devoting more and more space to Florida, realizing that readers are more interested in her than in any other state. Everyone is talking Florida. She holds the center of the stage today. Everybody has already been there, will go there next year, or intends going there some day. "See America First" is being revamped to "See Florida First." "It even rhymes better," remarked one enthusiastic Floridian to me. This "Footstool Paradise," with its wonderful climate and tropical scenic beauty, is the American Riviera—2,000 miles of coast line swept by gentle gulf and ocean breezes. Go to Florida—smell the fragrance of its blossoms in winter and in the summer, too, for if you haven’t been in "Florida—the Land of Flowers" in the summertime you don’t know what a real summer is like. America’s Footstool Paradise is calling you—why die up North when you can bury yourself comfortably in a cool, juicy Florida watermelon? Ponce de Leon discovered the Fountain of Youth in Florida, and it is still there.

Such is the spell of Florida—a sort of mob psychology which fastens its grip on the most hard-shelled and conservative business men. After being carried to the terrir Norther after his orgy of lotus eating, one begins to wonder about the reality of the whole thing. How much of this boom is based on permanent prosperity, and how much of it is "such stuff as dreams are made of?" Why is this discovery of Florida taking place at the present moment instead of ten or twenty years ago? There is no reason to doubt the substantial soundness of a great part of this amazing increase in values. But why should it happen right now? The present opportunities in Florida were all there ten years ago, there has been not the slightest change since then.
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Tampa, Florida

War in the quality of Florida’s soil or climate. The chief answer to this question is to be found in the abnormal and widespread prosperity over the entire United States at the present time. It will not do to explain this remarkable boom solely by reference to the repeal of income and inheritance taxes in Florida, and the earthquake in California. These, it is true, have been contributing factors, but the fundamental reason is the vast surplus of American capital now seeking investment, and the national state of prosperity which permits summer and winter vacations to the laboring classes as well as to capitalists.

Insofar as the boom in Florida is based directly upon our increased national wealth, it must contain a substantial measure of correctness. Insofar as it is based merely upon the inflationary influence of cheap money, there are decided elements of danger in the situation. Money is easy to borrow now, and a large part of the recent land purchases in Florida are said to have been made on borrowed money. Thus, a sudden tightening in money rates throughout the country might cause a panic in Florida, which would wipe out many fortunes without altering the basic conditions on which this prosperity has been built. It almost seems as if our national affluence had necessitated an inflationary outlet somewhere, and, instead of thronging, as usual, to the New York Stock Exchange, it had concentrated its efforts on Florida real estate.

Many Florida business men are aware of this danger and are attempting to turn some of this boom to a more thorough diversification of industry and agriculture. Organizations, known as Better Business Bureaus, are springing up all over Florida to protect the public by driving out dishonest real estate operators. Viewed from a long-time standpoint, the permanent prosperity of Florida seems assured; but, unfortunately, this does not eliminate the danger of an overexpansion of real estate values with the possibility of a temporary collapse. Such a collapse, if it should come, might cause not only disaster to Florida, but also widespread depression throughout the country. If ever there was a time for conservatism and caution for those interested in the future welfare of Florida, that time is right now.

A Florida Lullaby

Lil bunch o’ sweetness! Lil bunch o’ fun!

How yo’ specs yo’ mammy’s gwine to git huh washin’ done?

All de time a-squirlin’, a-rollable en de flo’;

Keep yo’ p ore ole mammy mighty busy, now fo’ sho’!

Lil bunch o’ sunshine! Lil bunch o’ joy!

Doan know what yo’ mammy’d do widout yo, honey-boy.

Angels up in Hebben mus’ miss yo’ pull bad;

Think o’ them a-givin’ me de nice’s chill dey had?

Lil bunch o’ trouble! Lil bunch o’ cah!

What’s de matter, honey? Did yo’ fall from off dat chail?

Come to mammy, darlin’! Precious lil lam!

Jus’ as tided an’ sleepy as can be, dat’s what yo’ am!

Drowsy haid a-nodding—drowsy eyelids closed;

Dreamin’ bout de angels up in Hebben now, I spose!

Lil bunch o’ sweetness! Lil bunch o’ fun!

How yo’ specs yo’ mammy’s gwine to git huh washin’ done?

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The Discovery of Florida
Ponce de Leon discovered Florida 409 years ago. Twenty-one years ago its population as shown by the federal census was only about 500,000. America then was just beginning to foresee the industrial expansion of a state which was bought by the United States government for $5,000,000 in 1819, to promote law and order rather than because the territory looked like a bargain.

When President Jackson hanged the British adventurers, Arbuthnot and Ambrister in what then was a nest of hostile Seminoles, fugitive African slaves and Spanish outlaws, who could have imagined the Florida of 1921? And who now can quite foresee the industrial development that is ahead in a state which until recently was looked upon as a fruit and fish producer and a pleasure resort solely. Juan Ponce de Leon didn't find the Fountain of Youth under the fronds of a cabbage palmetto. But Vasquez de Allyon, Panfilo de Navarez, Hernando de Soto, Tristán de Luna and other Spanish explorers who made it a highway, footted it over the sands of a peninsula which was destined to become richer than some of the regions they sought beyond it. They marched across an unsuspected El Dorado. Coligny, Dené de Laonnodière, Pedro Mendez, Dominique de Gousses, Sir Francis Drake and others of the three races which sent conquistadores, and settlers, to America made a cockpit of soil which was destined to become profitable to nobody but the peaceful purchaser.

Uncle Sam qualified as a shrewd investor in real estate when he paid for Florida only a century ago a price which nowadays is commanded by sundry small lots in the greater American cities.

Florida Sand
By MRS. JOHN G. BAILEY
When the Florida sand sifts into your shoe, Be it only a single grain,
Sometimes, somehow, from lands afar It will bring you back again.
You’ll find that it keeps its grip on you, This sand so new, so old;
The lure of it ever will grow on you, And the charm of the sand will hold.
It will draw you ever on and on From afar over land and sea, Till at last you are back in “Suniland,” Whatever the obstacles be.

The Fount of Youth
By E. H. PITCHER
Thrilled by the water’s long embrace, The slender, silver sheets are stirred, And away with slow, voluptuous grace, Like dancers to a Waltz unheard.
There, where the crystal flow scarce minces, So thick the velvet leaves unfold, Superb the lily-queen reclines— A miracle of snow and gold.
Oh, we have found in sober truth, From the sweet spring that bubbles up, A fountain of eternal youth To fill the thirsty pilgrim’s cup.
Enchanted world! Enchanted hour! Hail and farewell, enchanted stream! Thou hast the miracle-wrought power To make the real surpass the dream.

$25,000 in 10 years earns at 6% at 8%

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An investor with $25,000 at 6% converted his money into 8% Florida First Mortgage Bonds. For ten years he reinvested the extra 2%, or $500, and thus his principal grew to $32,208 which at 8% paid him $2,577 annually, a gain of 71.8% over his former 6% income of $1,500. How this was done is shown in one of the charts and tables in our new booklet, “3% to 4% Extra.” Mail the coupon for free copy.

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Miami Buyer's Guide

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Four Miles Frontage on Main Traffic Arteries
One leading directly out from city crosses tract (frontage 1/2 miles counting both sides), and another, also leading directly out from city ordered paved (frontage 1/4 miles).

321 Acres in Tract
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Overlooked
A Tampa man was telling a friend about being robbed. "The thief took my watch, purse, billfold, ring—in short everything."
"But I thought you carried a loaded revolver."
"I do—but he didn't find that."

Next to Heaven
Tommy, with clothes obviously in need of repair, was selling his papers on a cold and windy street in Chicago last winter.
"You poor little boy! Where is your mother?" inquired the pious old lady.
"She's in a land of sunshine, where there's flowers all the time and no cold wind ever blows," chanted Tommy.
"Ah, so sad!" sighed the good lady, "to die and leave you so young."
"What-de-ye-mean, die? Me mother ain't dead. She lives in Florida."

Proof of the Pudding
The Customs officer at Key West has eyes like a lynx. Little escapes his notice. And he had seen the bottle.
"What have you got there?" he demanded sternly.
"Only ammonia," quavered the traveler.
"Only ammonia, is it?" thundered the official, and at once put the bottle to his lips and took a long pull.
It was.

Bum Steerage
An official stood above the gangway of the Havana Boat at Key West and cried continually to the passengers as they came on board:-
"First class to the right! Second class to the left!"
Up stepped a pretty young woman, carrying in her arms a small baby. As she hesitated, the official leaned forward and asked, in his chivalrous way, "First or second?"
"Oh!" exclaimed the young woman, her face red as a wild rose, "oh—er—it's—it's not my baby at all!"

Beauty in Every Jar
"I want to get a good novel to read in the train—something pathetic," said a woman to a Tampa book clerk.
"Let me see. How would 'The Last Days of Pompeii' do?" asked the salesman.
"'Pompeii'? I never heard of him. What did he die of?"
"I'm not quite sure, ma'am," replied the salesman; "some kind of eruption, I believe."

An old Tennessee mountaineer, having saved up his life's earnings decided to come to the land of sunshine and flowers. After arriving in one of Florida's little cities,
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TAMPA FLORIDA

he saw bananas growing for the first time. As he had never eaten any, a friend presented him with a dozen.

Next day, meeting him, his friend asked: “How were your bananas, Uncle?” “Alright,” was the reply, “but ain't they awful high?” “No, Uncle. Why?” “We'll there's an awful lot of cob to 'em.”

Charlie Judkins, who was elected commissioner last week got a bad scare election day. After a campaign speech at Maximo Schoolhouse, he did the usual amount of handshaking and baby kissing. Dared to kiss some of the older girls, he took the dare, bachelor fashion. Later he learned that among the girls was the wife of Bud Sproggins, the notorious bootlegger.

The morning of election day a friend cautioned him that Sproggins was looking for him. Seeing Bud approaching, surrounded by his usual gang, the commissioner vaguely wondered whether a bullet felt hot or cold when it hit. However, he stood his ground, gamely, and was amazed when the bootlegger threw his arms about his shoulders and shouted to his cronies: “Boys, this is Charlie Judkins, and I want every one of you—to vote for him. There's nothing stuck up about this fellar. He'd just as leave kiss a poor man's wife as a rich man’s wife.”

Betty Lee was three years old when her parents moved from Montana to Florida. The fact that her mother put practically all food that came into the house in the refrigerator, made a great impression on her. She was continually hearing members of her family say:

“Put this in the refrigerator, before it spoils,” or “Put this on ice or it won’t keep.”

Soon after she started to Sunday school, she came home one Sunday and asked, “Mother, where do we go when we die?”

Her mother explained, that as we grow older our bodies wore out and then after years when our bodies were entirely worn out and we no longer felt like playing or working we went to sleep and God keeps our souls in Heaven. “Oh,” she said, looking wisely at her mother, “I know, he keeps them on ice.”

Not long ago a new resident in Sunny Florida made application for membership in a Literary Club in Tampa. At the following business meeting of the club, the president questioned the applicant.

“What,” he asked, “are your qualifications for membership?”

The candidate drew himself up to his full height, and proudly replied:

“In collaboration with my wife, I have produced three editions in kid.”

“No Marm,” rebelled uncle Mose, when Miss Mary reproved him for not attending church. “My church done talk too much about stealin' chickens an' watermelons. Ise gwynn stop goin’.”

“Suppose you try the Episcopal,” suggested Miss Mary. “I feel sure you will be treated right there.”

So Mose went, dressed in his best.

“Well, Uncle Mose, how did you like it?” asked Miss Mary, the next morning when Mose brought up her horse for her daily ride.

“Jes fine, Miss Mary... A gemmen all dressed in livry took me to a stall...”

“Stall,” laughed Miss Mary... “You mean pew.”

“Ye'm,” agreed Mose. “Dat’s what day said when I sot down.”

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