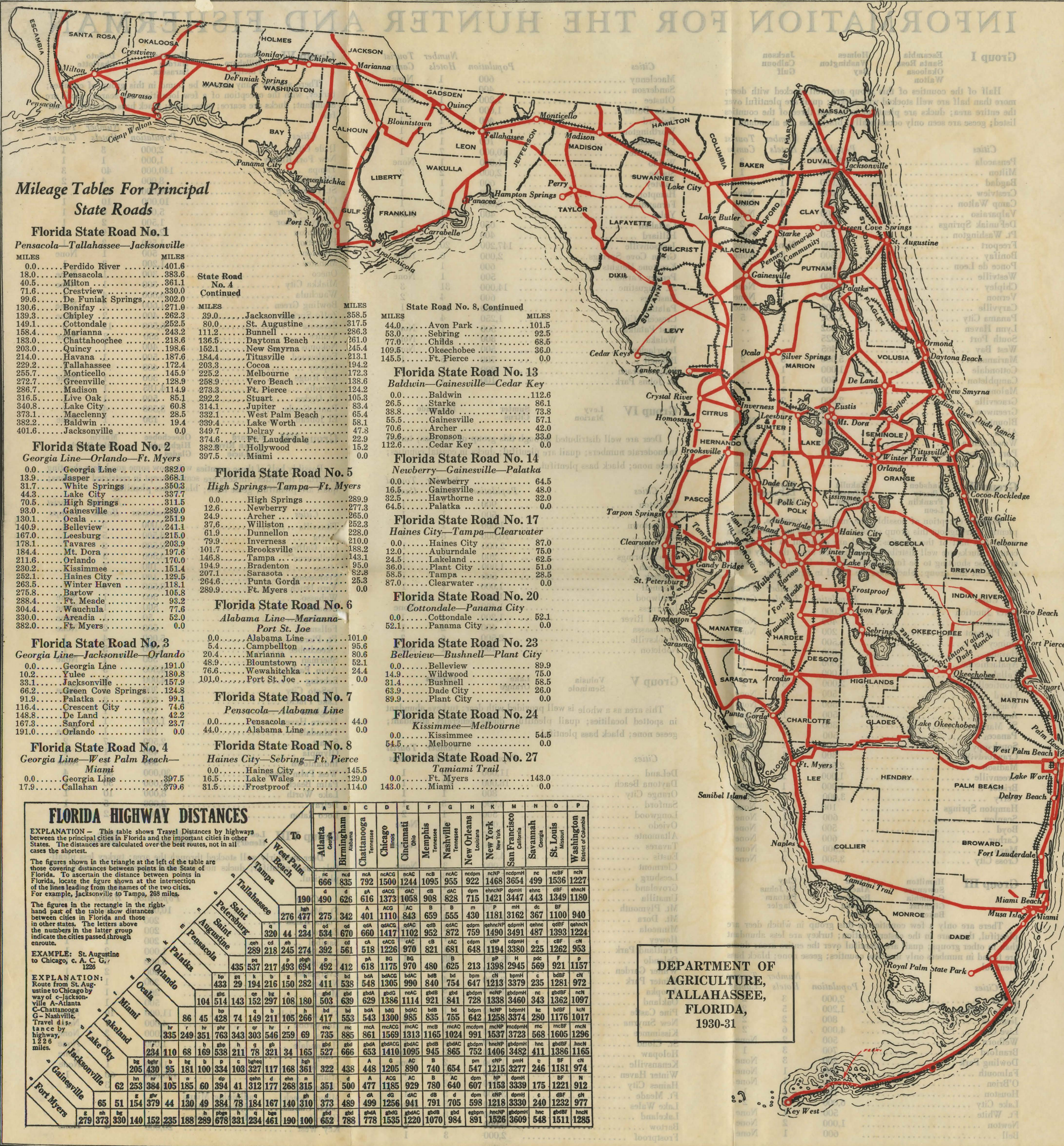




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STATE OF FLORIDA DEPARTMENT OF AGRICULTURE
BUREAU OF IMMIGRATION
TALLAHASSEE, FLORIDA

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Mileage Tables For Principal State Roads

Florida State Road No. 1

Pensacola—Tallahassee—Jacksonville

MILES	MILES	
0.0	Perdido River	401.6
18.0	Pensacola	383.6
40.5	Milton	361.1
71.6	Crestview	330.0
99.6	De Funiak Springs	302.0
130.6	Bonifay	271.0
139.3	Chipley	262.3
149.1	Cottondale	252.5
158.4	Marianna	243.2
183.0	Chattahoochee	218.6
203.0	Quincy	198.6
214.0	Havana	187.6
229.2	Tallahassee	172.4
255.7	Monticello	145.9
272.7	Greenville	128.9
286.7	Madison	114.9
316.5	Live Oak	85.1
340.8	Lake City	60.8
373.1	Macclenny	28.5
382.2	Baldwin	19.4
401.6	Jacksonville	0.0

State Road No. 4 Continued

MILES	MILES	
39.0	Jacksonville	358.5
80.0	St. Augustine	217.5
111.2	Bunnell	286.3
136.5	Daytona Beach	261.0
152.1	New Smyrna	245.4
184.4	Titusville	213.1
203.3	Cocoa	194.2
225.2	Melbourne	172.3
258.9	Vero Beach	138.6
273.3	Ft. Pierce	124.2
292.2	Stuart	105.3
314.1	Jupiter	83.4
332.1	West Palm Beach	65.4
339.4	Lake Worth	58.1
349.7	Delray	47.8
374.6	Ft. Lauderdale	22.9
382.3	Hollywood	15.2
397.5	Miami	0.0

State Road No. 8, Continued

MILES	MILES	
44.0	Avon Park	101.5
53.0	Sebring	92.5
77.0	Childs	68.5
109.5	Okeechobee	36.0
145.5	Ft. Pierce	0.0

Florida State Road No. 13

Baldwin—Gainesville—Cedar Key

0.0	Baldwin	112.6
26.5	Starke	86.1
38.8	Waldo	73.8
55.5	Gainesville	57.1
70.6	Archer	42.0
79.6	Bronson	33.0
112.6	Cedar Key	0.0

Florida State Road No. 14

Newberry—Gainesville—Palatka

0.0	Newberry	64.5
16.5	Gainesville	48.0
32.5	Hawthorne	32.0
64.5	Palatka	0.0

Florida State Road No. 17

Haines City—Tampa—Clearwater

0.0	Haines City	87.0
12.0	Auburndale	75.0
24.5	Lakeland	62.5
36.0	Plant City	51.0
58.5	Tampa	28.5
87.0	Clearwater	0.0

Florida State Road No. 20

Cottondale—Panama City

0.0	Cottondale	52.1
52.1	Panama City	0.0

Florida State Road No. 23

Bellevue—Bushnell—Plant City

0.0	Bellevue	89.9
14.9	Wildwood	75.0
31.4	Bushnell	58.5
63.9	Dade City	26.0
89.9	Plant City	0.0

Florida State Road No. 24

Kissimmee—Melbourne

0.0	Kissimmee	54.5
54.5	Melbourne	0.0

Florida State Road No. 27

Tamiami Trail

0.0	Ft. Myers	143.0
143.0	Miami	0.0

Florida State Road No. 2

Georgia Line—Orlando—Ft. Myers

0.0	Georgia Line	382.0
13.9	Jasper	368.1
31.7	White Springs	350.3
44.3	Lake City	337.7
70.5	High Springs	311.5
93.0	Gainesville	289.0
130.1	Ocala	251.9
140.9	Bellevue	241.1
167.0	Leesburg	215.0
178.1	Tavares	203.9
184.4	Mt. Dora	197.6
211.6	Orlando	170.0
230.2	Kissimmee	151.4
252.1	Haines City	129.5
263.5	Winter Haven	118.1
275.8	Bartow	105.8
288.4	Ft. Meade	93.2
304.4	Wauchula	77.6
330.0	Arcadia	52.0
382.0	Ft. Myers	0.0

Florida State Road No. 5

High Springs—Tampa—Ft. Myers

0.0	High Springs	289.9
12.6	Newberry	277.3
24.9	Archer	265.0
37.6	Williston	252.3
61.9	Dunnellon	228.0
79.9	Inverness	210.0
101.7	Brooksville	188.2
146.8	Tampa	143.1
194.9	Saradont	95.0
207.1	Sarasota	82.8
264.6	Punta Gorda	25.3
289.9	Ft. Myers	0.0

Florida State Road No. 6

Alabama Line—Marianna—Port St. Joe

0.0	Alabama Line	101.0
5.4	Campbellton	95.6
20.4	Marianna	80.6
48.9	Blountstown	52.1
76.6	Wewahitchka	24.4
101.0	Port St. Joe	0.0

Florida State Road No. 7

Pensacola—Alabama Line

0.0	Pensacola	44.0
44.0	Alabama Line	0.0

Florida State Road No. 3

Georgia Line—Jacksonville—Orlando

0.0	Georgia Line	191.0
10.2	Yulee	180.8
33.1	Jacksonville	157.9
66.2	Green Cove Springs	124.8
91.9	Palatka	99.1
116.4	Crescent City	74.6
148.8	De Land	42.2
167.3	Sanford	23.7
191.0	Orlando	0.0

Florida State Road No. 4

Georgia Line—West Palm Beach—Miami

0.0	Georgia Line	397.5
17.9	Callahan	379.6

Florida State Road No. 8

Haines City—Sebring—Ft. Pierce

0.0	Haines City	145.5
16.5	Lake Wales	129.0
31.5	Frostproof	114.0

FLORIDA HIGHWAY DISTANCES

EXPLANATION - This table shows Travel Distances by highways between the principal cities in Florida and the important cities in other States. The distances are calculated over the best routes, not in all cases the shortest.

The figures shown in the triangle at the left of the table are those covering distances between points in the State of Florida. To ascertain the distance between points in Florida, locate the figure shown at the intersection of the lines leading from the names of the two cities. For example, Jacksonville to Tampa, 293 miles.

The figures in the rectangle in the right-hand part of the table show distances between cities in Florida and those in other States. The letters above the numbers in the latter group indicate the cities passed through enroute.

EXAMPLE: St. Augustine to Chicago, c. A. C. G., 1223

EXPLANATION: Route from St. Augustine to Chicago by way of c-Jacksonville A-Atlanta C-Chattanooga G-Nashville. Travel distance by highway, 1,223 miles.

To	Atlanta	Birmingham	Chattanooga	Chicago	Cincinnati	Memphis	Nashville	New Orleans	New York	New York	San Francisco	Savannah	St. Louis	Washington													
West Palm Beach	666	835	792	1500	1244	1095	955	922	1468	3654	499	1536	1227														
Tampa	490	626	616	1373	1053	908	828	715	1421	3447	443	1349	1180														
Tallahassee	190	275	342	401	1110	843	659	555	430	1181	3162	367	1100	940													
Saint Petersburg	320	44	234	534	670	660	1417	1102	952	872	759	1490	3491	487	1393	1224											
Saint Augustine	276	477	275	342	401	1110	843	659	555	430	1181	3162	367	1100	940												
Pensacola	289	218	245	274	392	561	518	1226	970	821	681	648	1194	3380	225	1262	953										
Palatka	435	537	217	493	694	492	412	618	1175	970	480	625	213	1398	2945	569	921	1157									
Orlando	433	29	194	216	150	282	411	538	548	1305	990	840	754	647	1213	3379	235	1281	972								
Ocala	104	514	143	152	297	108	180	503	639	629	1386	1114	921	841	728	1338	3460	343	1362	1097							
Miami	86	45	428	74	149	211	105	266	417	553	543	1300	985	835	755	642	1258	3374	280	1176	1017						
Lakeland	335	249	351	763	343	303	546	259	69	735	885	861	1569	1313	1165	1024	991	1537	3723	568	1605	1296					
Lake City	234	110	68	169	538	211	78	321	34	165	527	666	653	1410	1095	945	865	752	1406	3482	411	1386	1165				
Jacksonville	205	430	95	181	100	334	103	327	117	168	361	322	438	448	1205	890	740	654	547	1215	3277	246	1181	974			
Gainesville	62	253	384	105	185	60	394	41	312	177	268	315	351	500	477	1185	929	780	640	607	1153	3339	175	1221	912		
Fort Myers	65	51	154	379	44	130	49	384	78	184	167	140	310	373	489	499	1256	941	791	705	598	1218	3330	240	1232	977	
	279	373	330	140	152	235	188	289	678	331	234	461	190	100	652	788	778	1535	1220	1070	984	891	1526	3609	548	1511	1285

DEPARTMENT OF AGRICULTURE, TALLAHASSEE, FLORIDA, 1930-31

INFORMATION FOR THE HUNTER AND FISHERMAN

Group I

Escambia
Santa Rosa
Okaloosa
Walton

Holmes
Washington
Bay

Jackson
Calhoun
Gulf

Half of the counties of this group are well stocked with deer; more than half are well stocked with turkey; quail are plentiful over the entire area; ducks are plentiful in all but three of the counties listed; geese are seen only occasionally; black bass are abundant.

Cities	Population	Number Hotels	Tourist Camps
Pensacola	45,000	4	3
Milton	2,100	3	1
Bagdad	1,000	1	None
Crestview	1,000	3	None
Camp Walton	300	4	None
Valparaiso	300	2	None
DeFuniak Springs	3,000	5	2
Pt. Washington	350	1	None
Freeport	800	None	None
Bonifay	1,500	2	None
Ponce de Leon	1,200	1	1
Westville	800
Chipley	2,280	1	None
Vernon	1,200	1	None
Caryville	1,200	1	None
Panama City	4,692	5	5
Lynn Haven	1,032	1	..
South Port	325
West Bay	465
Marianna	5,000	3	2
Cottontale	1,000	1	1
Campbleton	500	1	..
Malone	400	1	..
Graceville	2,000	2	..
Greenwood	350	1	..
Blountstown	2,000	1	None
Altha	1,000	1	..
Wewahitchka	6,000	1	None
Port St. Joe	300	1	None
Idlewood	..	1	None

Group II

Gadsden
Liberty
Franklin
Leon

Wakulla
Jefferson
Madison

Taylor
LaFayette
Dixie

With the exception of possibly one, maybe two counties, deer are plentiful throughout this group of counties; turkeys are numerous in more than half of the counties; quail are plentiful in all but one county; ducks are well distributed through the area; the only extensive goose shooting to be found in the State is found in the coastal counties of this group; black bass are found in abundance.

Cities	Population	Number Hotels	Tourist Camps
River Junction	2,000	2	1
Greensboro	400	1	None
Mt. Pleasant	200	1	None
Quincy	5,500	2	1
Havana	1,000	1	1
Apalachicola	3,000	1	1
Tallahassee	13,000	6	2
Monticello	2,000	3	2
Lloyd	500	1	None
Wacissa	500	1	None
Aucilla	500	1	None
St. Marks	300	1	None
Panacea	500	2	None
Sopchoppy	200	1	None
Crawfordville	300	1	None
Madison	2,500	4	1
Greenville	1,000	2	1
Bristol	1,000	1	None
Perry	3,000	3	None
Hampton Springs	100	1	None
Scanlon	600	1	None
Boyd	500	1	None
Carbur	600	1	None
Mayo	1,500	1	None
Cross City	3,500	3	None

Group III

Hamilton
Suwannee
Columbia
Gilchrist
Baker

Union
Alachua
Bradford
Nassau
Duval

Clay
St. Johns
Putnam
Flagler

There are only a few counties in this group in which deer are plentiful, these are in the eastern section; turkey are less abundant than in other groups; quail are plentiful over the entire area; ducks are found in numbers only in a few counties; geese none; black bass plentiful.

Cities	Population	Number Hotels	Tourist Camps
Jasper	2,000	3	2
White Springs	1,200	5	2
Jennings	800	2	2
Live Oak	4,000	6	2
Welborn	500	2	None
Branford	700	3	1
Dowling Park	200	3	None
Falmouth	300	1	None
O'Brien	200	1	None
Houston	150	1	1
Lake City	6,000	10	2
Ft. White	500	1	None
Newton	1,000	2	None
Bell	600	1	None

Cities

Cities	Population	Number Hotels	Tourist Camps
Maccleenny	600	1	None
Sanderson	400	1	None
Olustee	1,200	1	None
Lake Butler	1,000	2	1
Raiford	400	1	1
Worthington	300	1	1
Providence	100	1	1
Gainesville	10,000	7	1
Waldo	1,000	1	None
Starke	2,000	2	2
Lawtey	600	1	1
Hampton	500	1	1
Fernandina	3,000	3	1
Yulee	400	1	None
Callahan	650	2	1
Hilliard	400	1	1
Jacksonville	147,200	20	5
Green Cove Springs	2,000	6	None
Keystone Heights	600	1	2
Penney Farms	500	1	None
St. Augustine	14,000	31	3
Hastings	600	4	2
Palatka	8,000	10	1
Crescent City	1,250	4	1
East Palatka	500	1	None
Welaka	300	2	None
Interlachen	500	1	None
Bunnell	700	5	1
Flagler Beach	200	1	1
St. Johns Park	100	1	1

Group IV

Levy
Marion

Sumter
Citrus

Hernando

Deer are well distributed through this group of counties; turkey in moderate numbers; quail are plentiful; ducks in coastal counties; geese none; black bass plentiful.

Cities	Population	Number Hotels	Tourist Camps
Williston	900	1	1
Bronson	500	1	1
Yankeetown	1,000	1	1
Ocala	10,000	8	3
Dunnellon	2,000	2	1
Silver Springs	200	1	1
McIntosh	1,000	1	1
Reddick	500	1	1
Bushnell	1,000	1	1
Wildwood	1,500	2	1
Inverness	1,400	3	None
Crystal River	1,200	4	1
Homosassa	400	2	1
Brooksville	2,500	6	3
Nobleton	100	1	None

Group V

Volusia
Seminole

Lake
Orange

Osceola

This area as a whole is well provided with deer; turkeys abundant in spotted localities; quail plentiful; ducks generally abundant; geese none; black bass plentiful.

Cities	Population	Number Hotels	Tourist Camps
DeLand	11,000	26	1
Daytona Beach	18,000	47	1
Orange City	800	1	1
Sanford	8,000	3	1
Longwood	500	1	1
Oviedo	1,000	1	None
Altamonte	500	1	1
Tavares	1,000	2	None
Eustis	4,500	5	2
Clermont	1,000	3	None
Leesburg	5,000	3	1
Groveland	800	1	None
Umatilla	900	2	None
Mt. Plymouth	150	1	1
Mt. Dora	1,300	4	None
Minneola	175	1	None
Howey	250	1	None
Fruitland Park	250	1	None
Orlando	25,000	38	1
Winter Garden	2,500	4	..
Winter Park	3,000	4	..
Apopka	1,500	3	..
Oakland	500	2	..
Pine Castle	600	1	..
New Smyrna	8,000	10	2
Kissimmee	4,000	6	1
St. Cloud	3,500	4	1
Holopaw	2,000	2	None
Kenansville	1,000	2	None
Winter Haven	8,000	10	1
Haines City	3,500	3	1
Ft. Meade	3,000	3	1
Lake Wales	5,500	5	None
Lakeland	20,000	8	4
Bartow	5,000	4	1
Frostproof	2,000	3	1

Group VI

Pasco
Hillsboro
Pinellas

Manatee
Hardee
Sarasota

DeSoto
Charlotte

There are not many deer to be found in this group of counties; turkey, with the exception of a few localities, are scarce; quail are abundant; ducks are scarce; geese none; black bass generally plentiful.

Cities	Population	Number Hotels	Tourist Camps
Dade City	2,000	3	1
New Port Richey	1,000	1	1
Tampa	140,000	40	3
Plant City	8,000	4	2
St. Petersburg	40,000	31	2
Clearwater	10,000	10	1
Tarpon Springs	5,000	6	1
Safety Harbor	1,500	2	1
Bradenton	12,500	9	3
Palmetto	1,500	3	1
Ellenton	500	1	None
Manatee	1,200	3	1
Oneco	300	1	None
Miacka City	300	1	None
Wauchula	4,600	4	1
Bowling Green	1,600	2	None
Zolfo Springs	400	2	None
Sarasota	6,500	12	3
Venice	350	2	None
Nokomis	400	1	1
Englewood	500	1	1
Osprey	400	..	1
Bee Ridge	300	1	None
Arcadia	4,185	1	1
Ft. Ogden	500	1	1
Punta Gorda	3,500	4	2
El Jobean	150	1	None

Group VII

Brevard
Indian River
St. Lucie

Okeechobee
Highlands
Glades

Martin
Palm Beach

Possibly half of these counties will show some good deer shooting in certain localities; turkeys are scarce except in restricted locations; quail are plentiful; geese none; black bass plentiful.

Cities	Population	Number Hotels	Tourist Camps
Titusville	3,000	3	1
Sebastian	3,500	5	1
Eau Gallie	2,500	2	1
Melbourne	3,500	3	1
Mico	100	1	1
Scottsmeer	100	1	1
Vero Beach	3,500	9	2
Wabasso	500	1	None
Sebastian	500	1	None
Roseland	50	1	None
Fellsmere	500	2	None
Ft. Pierce	5,000	4	1
Okeechobee	1,900	5	1
Sherman	500	1	None
Avon Park	4,500	5	1
Sebring	4,000	6	1
DeSoto City	300	1	None
Lake Placid	500	2	1
Brighton	100	1	1
Moore Haven	1,000	1	1
Palmdale	100	1	None
Stuart	2,500	7	2
Olympia	400	1	1
Indiantown	300	1	None
West Palm Beach	30,000	50	4
Palm Beach	10,000	30	1
Lake Worth	8,000	10	1
Delray	2,000	5	1
Boco Raton	1,000	2	1

Group VIII

Lee
Hendry

Collier
Broward

Dade
Monroe

Deer are fairly well stocked through the area; turkey less plentiful; quail plentiful; ducks not abundant; geese none; black bass plentiful.

Cities	Population	Number Hotels	Tourist Camps
Ft. Myers	10,000	15	1
Punta Rassa	200	2	1
Esterio	200	1	1
Sanibel	200	1	1
LaBelle	1,000	2	1
Clewiston	3,000	3	..
Everglades	500	2	1
Naples	200	1	1
Marco	200	1	1
Immokalee	500	1	1
Ft. Lauderdale	11,000	10	None
Hollywood	4,000	7	None
Davis	2,000	3	None
Hallandale	1,000	1	None
Pompano	2,500	3	None
Deerfield	1,000	1	None
Miami	145,000	60	1
Homestead	5,000	3	1
Miami Beach	adjoining Miami
Coral Gables	adjoining Miami
Hialeah	adjoining Miami
Key West	20,000	4	None



DIXIE HIGHWAY, SOUTH OF MELBOURNE, ALONG INDIAN RIVER

Journeying in Florida

SEEING any part of America is a pleasant and profitable experience. Seeing Florida gives the greatest possible returns for time and money spent. A marvelous climate during any part of the year, combined with delightful scenery and cordial people, make such a visit a source of pleasure for all the future.

Those who come once return to taste of these enjoyments again and many come to stay.

To the prospective visitor from other sections we offer in this book a glimpse of what Florida is and what she has for you.

It is impossible to do full justice to the subject, just as it is impossible within the scope of these pages to furnish every detail of information regarding Florida communities. We have here attempted to outline our state from the tourist point of view, showing in word and in picture some of the outstanding joys that await you.

Detailed information concerning accommodations, etc., may be obtained from the Chamber of Commerce in any community mentioned in this book.

Hotel rates and other expenses are very moderate to the motorist. One of the finest road systems in the United States offers delightful traveling while bus lines and railway and steamship lines are available to every part of the



CENTER—AERIAL VIEW OF CITY OF JACKSONVILLE, TAKEN EARLY PART OF THE YEAR 1928. A SPLENDID VIEW OF THE GATEWAY CITY. BOTTOM—MUNICIPAL RECREATION GROUNDS—TENNIS COURTS, RIVERSIDE PARK, JACKSONVILLE, FLORIDA.

state. Excellent tourist camps exist in practically every community.

For the purpose of this book we shall divide the state into four sections — East Coast, Central Section, West Coast and Northwest Section, taking them up in the order named. Inside the back cover of this book is a map of Florida showing principal highways and railways, together with county divisions and principal points of interest.

We shall be pleased to aid you in planning your journey.

Address

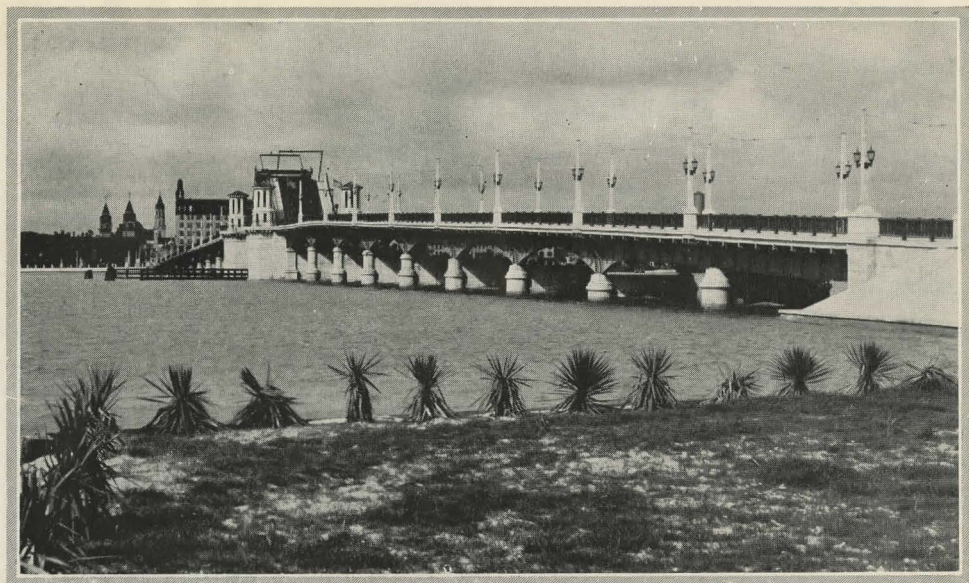


"VICTORY MEMORIAL," ONE OF THE BEAUTY SPOTS OF JACKSONVILLE WITH THE ST. JOHNS RIVER IN THE BACKGROUND

BUREAU OF IMMIGRATION,
Department of Agriculture,
TALLAHASSEE, FLORIDA



BAND CONCERT, JACKSONVILLE



"BRIDGE OF LIONS." OVER MATANZAS BAY, ST. AUGUSTINE

East Coast

THE *East Coast* — magic name! Where white sands, blue sparkling waves and swaying palms make winter only an expression. Under the glorious sun, refreshed by the salt breezes from the gulf stream, old and young may live and play. Any season of the entire year is delightful along this 500 miles of fairyland. First of our land to be discovered and settled by the Spanish, romance still lingers over all this dream-shore.

Jacksonville — First we come to Jacksonville, through which thousands of visitors pass annually by train, boat and motor, to all parts of the state.

Located on the mighty St. Johns River, 20 miles from the Atlantic coast, Jacksonville is a great commercial center. In its port may be seen craft from all the seven seas. Aside from its industrial importance, Jacksonville has for its visitors 67 beautiful parks and many recreational advantages. Excellent hotels are available. Plenty of yachting and boating, tennis courts, five 18-hole golf courses, excellent theatres and unsurpassed nearby beaches are awaiting the tourist. A municipal airport offers sky trips at reasonable rates. In South Jacksonville is a large ostrich and alligator farm.

Near Jacksonville is the scene of settlements and conflicts by French and Spanish long before colonists landed at Jamestown or Plymouth.

Under the giant live oaks, with their trailing Spanish moss, one will find a welcome that makes a charming introduction to the sunshine-land of Florida.

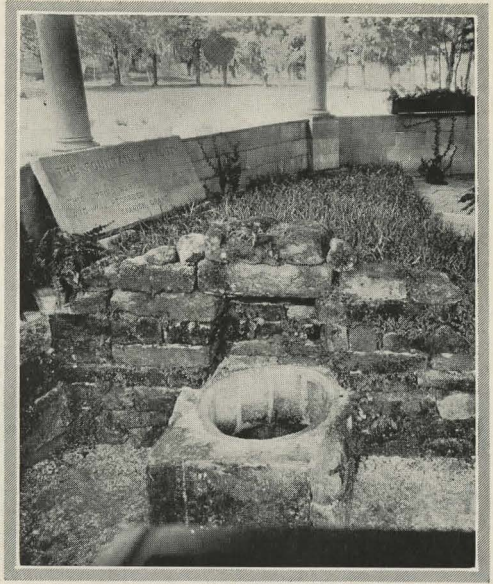
St. Augustine — In 1565 the Spanish founded this city on the site of the ancient Indian village of Seloy. Its old buildings, the narrow streets of the

Spanish section, combine with a cordial friendliness and tropical vegetation to charm and interest the visitor.

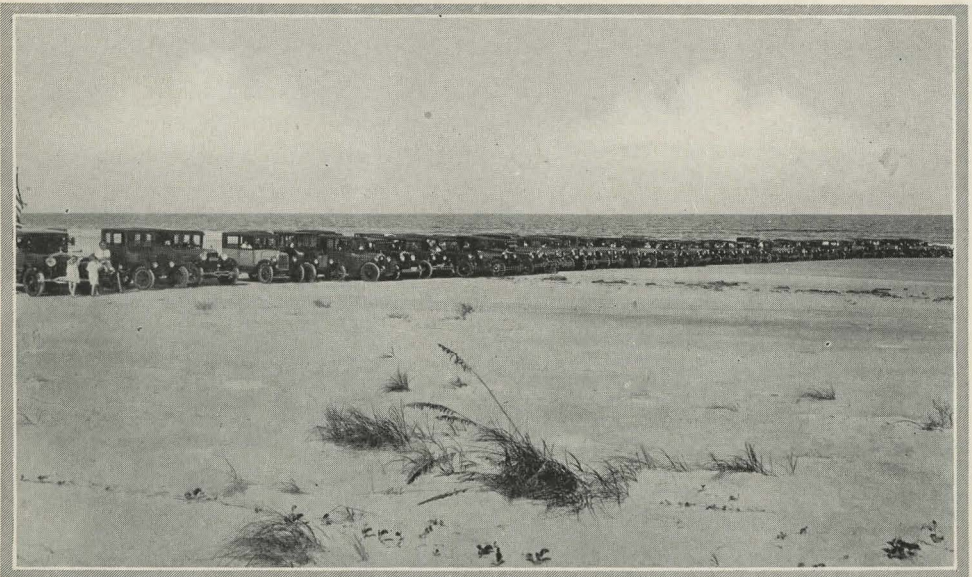
Old Fort San Marco frowns on Matanzas Bay, her walls and moats and dungeons as solid as when built by the Conquistadores. The old city gates, the oldest house, slave market, ancient cathedral, etc., present a quaint old-world air to this beautiful spot. A new million-dollar bridge connects with Anastasia Island and its marvelous beaches and alligator farm, while another crosses North River to the Atlantic beaches there and to the fine swimming pool in the casino.

Excellent hotels, the beautiful plaza with its band concerts, two fine golf courses, driving and bathing on 15 miles of beach, together with many other forms of enjoyment are in store for you there.

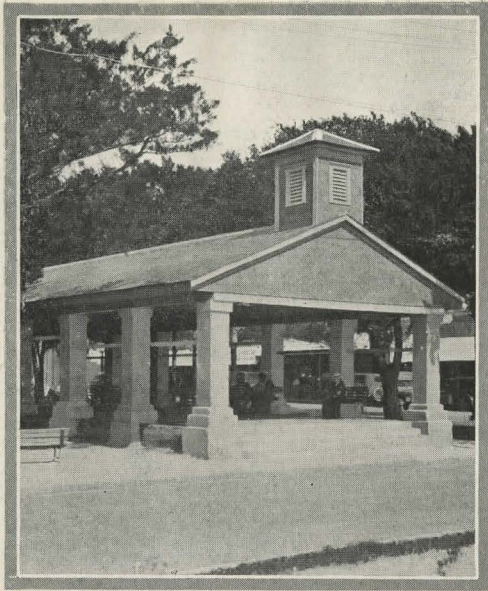
Daytona Beach — Ormond — Proceeding south from St. Augustine by motor, one may pass over Road 4 through Bunnell to Daytona Beach, or he may drive down the Ocean Shore Boulevard past the beaches on Anastasia



FOUNTAIN OF YOUTH, ST. AUGUSTINE



WIDE BEACH AT ST. AUGUSTINE



OLD SLAVE MARKET, ST. AUGUSTINE

Island, across Matanzas Inlet bridge, through Summer Haven and Flagler Beach to Ormond, just north of Daytona Beach. Ormond is on Pelican Island, between the Atlantic and the Halifax River. A bridge here connects with the mainland, or one may proceed south to Daytona Beach on the island road. Ormond has splendid hotels and an 18-hole golf course, besides its world-renowned beach, bridle paths, boating and other recreational facilities. This is the winter home of John D. Rockefeller.

Daytona Beach, five miles south, is located partly on the island and partly on the mainland. Four bridges connect these sections.

Daytona Beach, thanks to its location, topographical beauty and equable climate, occupies an unusual place among Florida cities for the reason that in recent years it has been developed into one of the best-known combined winter and summer resorts of the nation. And while going forward as a summer season abiding place the city is revealing to thousands of Americans



BEAUTIFUL SPOTS IN OLD ST. AUGUSTINE

and Canadians the fact that no section of Florida, coastal or interior, is a Sahara desert at any season.

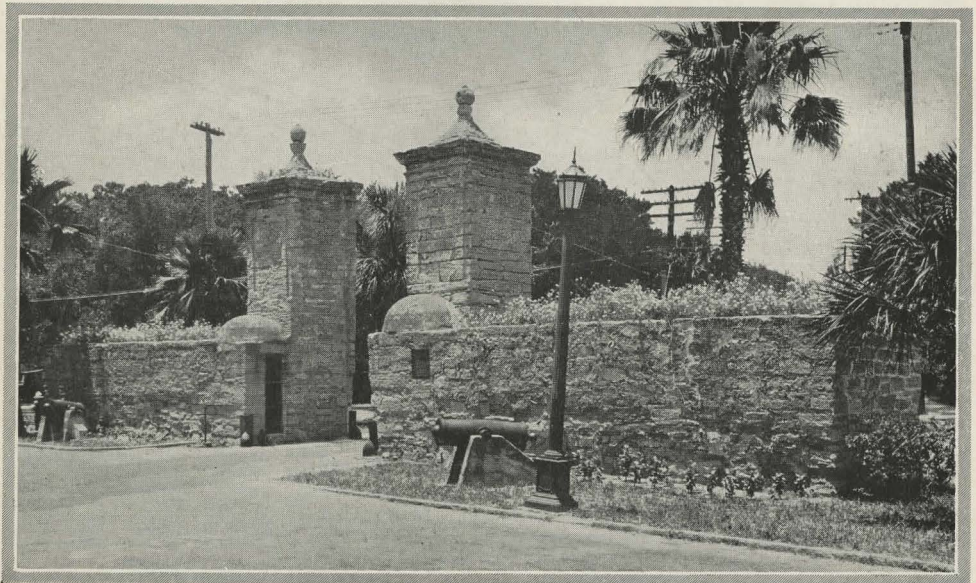
The average winter season temperature of Daytona Beach is 61, while that of the summer months is 81—and at no time in history has the mercury gone above 96 in June, July or August.

It has the Tomoka River, pictures of which have made it almost as noted as the song-famed Suwannee, it is skirted on the east by the Atlantic and the world-famed Ormond-Daytona Beach Ocean Speedway, on which all automobile speed records have been made; it is center-traversed by the glinting-watered Halifax River, sentinelled on the west by a chain of small hills and lakes at the highest point on the Florida East Coast, and, like Zion of old, is indeed “beautiful for situation.”

The international fame of Daytona Beach is based chiefly, of course, upon its Wonder Beach, on which international speed contests, usually held in March, have been revived in recent years. Every reader is familiar with



OLD SPANISH CATHEDRAL, ST. AUGUSTINE



OLD CITY GATES, ST. AUGUSTINE

RIDGEWOOD AVENUE ON MAINLAND OF DAYTONA BEACH, REGARDED BY MANY AS MOST BEAUTIFUL RESIDENCE THOROUGHFARE IN AMERICA



CENTER—RIVER-AND-OCEAN AIRPLANE VIEW OF SEABREEZE, RESIDENCE SECTION OF DAYTONA BEACH. BOTTOM—SECTION OF DAYTONA BEACH OCEAN SPEEDWAY SHOWING LARGEST OVER-ATLANTIC FISHING PIER AND CASINO SOUTH OF ATLANTIC CITY.

the story of the records made there by the monster cars which flash along the sands like comets. Twice every twenty-four hours the mighty rollers of the Atlantic pack down the sand until it is as smooth and firm as any cement surface. The width, length and straightness of this beach make it the best place in all the world for speeding cars.

But Daytona Beach folk want it understood that their city is something other than the world's speed center — that it's also a mid-winter musical and cultural center of the South. This reputation has been gained by the operation of the endowed Daytona Beach Auditorium, one of the world's largest open forums, and at which leading musical and dramatic artists and organizations appear each winter. These appearances are supplemented by a Civic Symphony Orchestra, a Handel Chorus and a Little Theater organization composed of local and visiting talent. Both mainland and peninsula sections of the city are equipped with supervised playgrounds for both octogenarians and little children.

All phases of entertainment and recreation are staged under the direction of an efficient municipal recreation department, the adhered-to motto of which is:

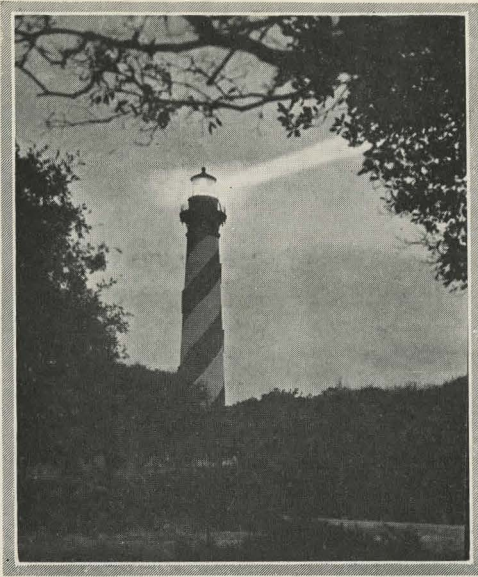
“Entertainment the all-year ‘industry’ of Daytona Beach and vicinity.”

De Land — Inland from Daytona Beach lies *De Land*, county seat of Volusia County, in which both cities are located.

Three splendid golf courses seem like logical reasons for golfers to come to DeLand. Big game and quail and ducks are in season during tourist time and can be reached in fifteen minutes to an hour over good roads. Another



MILES AND MILES OF SMILES AND WINTER PLEASURE



LIGHTHOUSE ON ANASTASIA ISLAND,
ST. AUGUSTINE

three reasons: The world's biggest black bass in the lakes and streams; finest speedway of record in 40 minutes of the city; bathing, salt and fresh water. Still another three: Sea fishing for monsters that try the most sporty anglers of the country; motoring over miles and miles of fine highways; wonder springs to visit (three of them), and a water trail so good that yachts come from any port in the world to De Land's side door.

For those who prefer to take their pleasures in quieter ways, or diversify them still more than suggested above, there is a whole lot of supervised play on the city playgrounds. The most popular of the games are bowling, shuffleboard

and quoits. Matches are held with the visitors of nearby cities.

Concerts by the city's own famous band at stated periods in the band shell at City Park; musicales by a large choral society; indoor concerts by the Stetson band, concert orchestra, male and female glee clubs, and athletic events of all kinds throughout the season.



MILLER BOARD WALK, CORONADO BEACH (NEW SMYRNA), FLORIDA

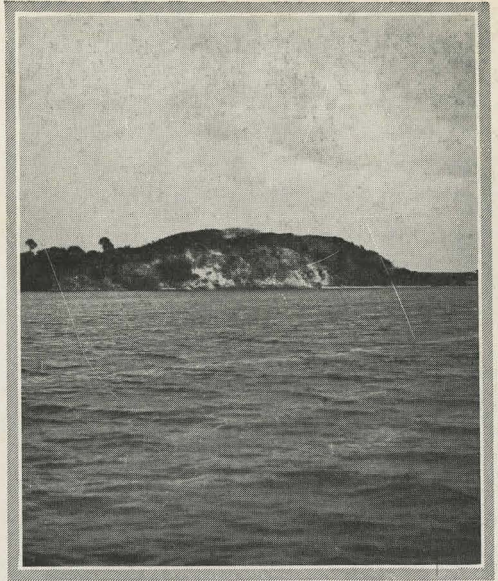
New Smyrna — The Spanish landed here and founded a settlement and fort very early, about 1565. New Smyrna claims to have been settled even before St. Augustine. The settlement was later abandoned, the ruins of the ancient fort and old Spanish mission being evidences of this occupation. A large Indian shell burial mound is to be seen near the beach.

In 1767 Dr. Turnbull founded a colony of Minorcans and Greeks here, naming the town New Smyrna, in honor of his wife's former home.

The modern town of New Smyrna has fine hotels, splendid beaches, a 9-hole golf course and other attractions among most beautiful natural surroundings. Tourists find a most

cordial welcome here. Quiet amusements abound and those who are fond of hunting or fishing may here indulge to their hearts' content.

Besides the sections already mentioned, Volusia county has many other spots of interest. De Leon Springs, one of the largest outflows of water in the state, is near De Land. Recreation grounds and a fine bathing pool



"TURTLE MOUND," NEW SMYRNA, FLORIDA



"THE OLD MISSION," 1696, NEW SMYRNA, FLORIDA



CENTER—DE LAND CHAMBER OF COMMERCE AND TOURIST CLUB ROOMS
BOTTOM—DE LAND. DE LEON SPRINGS, ONE OF THE LARGEST SINGLE FLOWS IN STATE

among mighty trees delight the visitor. Here are the ruins of an ancient mill.

Two miles from New Smyrna is the *Indian River Dude Ranch*, a well-equipped ranch with modern cabins, wholesome food, good saddle horses, and experienced guides, where guests may hunt, fish, swim and follow trails through woodland and prairie as primitive as when the white man first landed.

South of New Smyrna the highway skirts the famous Indian River, passing through a number of pretty little cities. Tourists are welcomed here and the Indian River affords excellent fishing. A succession of beaches on the Atlantic supply surf-bathing facilities to all these communities.

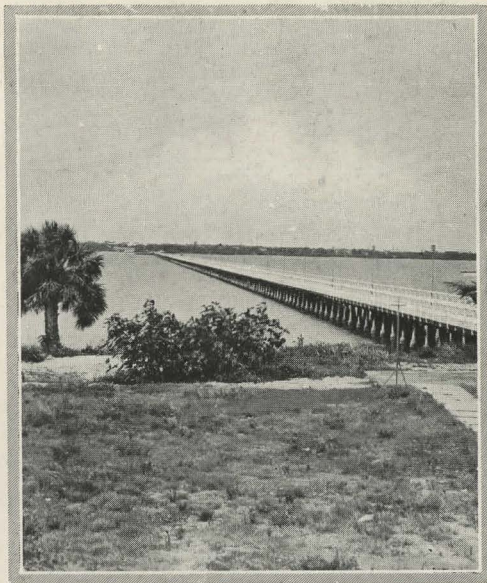
Titusville, Cocoa, Rockledge and *Eau Gallie* are towns that have these advantages and offer the tourist comfortable quarters and quiet pleasures amid the beauties of this favored region.

Melbourne, "The Midway City," has beautiful homes amid orange groves and palms. There are two golf courses, while a bridge connects with the Indian River and casino, with another 18-hole golf course. The Jacksonville-Miami air mail route has a port at Melbourne.

Vero Beach, seat of Indian River county, is farther south along this same wonderful waterway. Indian River citrus fruit is world-renowned and abounds all along this strip of coast. Pineapples and bananas grow luxuriantly. Vero Beach has a good beach and casino. It is a modern town with adequate facilities for guests. Two golf courses, tennis courts and other amusements are to be found. A fine pool is located at the casino.

Ft. Pierce, St. Lucie County, is 250 miles south of Jacksonville. Its climate is delightful and its surroundings most pleasing. A center of fruit-growing and commercial fishing, Ft. Pierce has also much to offer the tourist. Hunting, fishing, bathing, boating, good hotels and two golf courses are among the attractions. This spot was a fort and trading center back in the Indian days and portions of the "dead-line fence," beyond which Indians might not pass, still remain.

Stuart, in Martin County, is opposite the St. Lucie River Inlet, famous for fishing and yachting. An 18-hole golf course and desirable hotels are at hand.

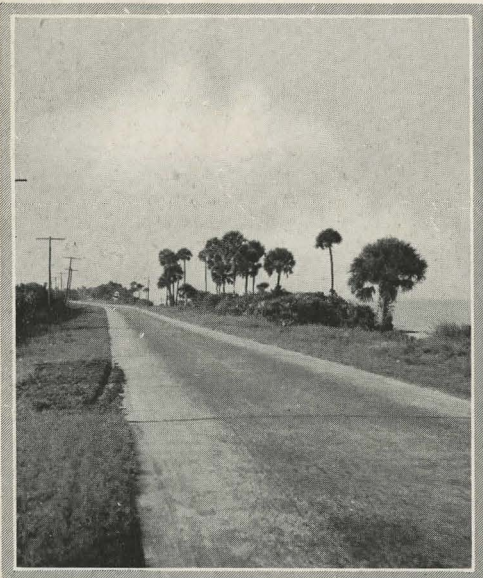


TWO-MILE BRIDGE AT MELBOURNE, ACROSS INDIAN RIVER TO OCEAN

Palm Beach and West Palm Beach. Three hundred miles from Jacksonville are the world-renowned Palm Beaches.

Palm Beach has long been a famous American winter resort for the wealth and fashion of the nation. Tropical gardens, palatial homes and yacht basins abound. Luxurious hotels are at hand and beaches, golf and other amusements fill the play-hours of the amusement pilgrims.

Across Lake Worth lies *West Palm Beach*, business center and sister resort, vying with Palm Beach in its tourist attractions. Color and life are there, with ample tourist accommodations. Golf, tennis, motor boating, harness racing, hunting,



ROAD ALONG INDIAN RIVER, VERO BEACH

aviation, Afromobiling, riding, bathing in surf and pool, roque and many other amusements are offered.

Lake Worth, just to the south, has a casino, alligator farm, golf course and good hotels.

Ft. Lauderdale, first established as a military post in 1837, is a commercial center and deep-sea port between the ocean and the Everglades. The



INDIALANTIC BEACH AT MELBOURNE, FLORIDA

New River forms the ocean outlet. It is a most interesting town, with its hotels, yacht basin, golf and fishing. Tarpon abound in season within the city limits. An alligator farm and Seminole Indian village are in the immediate vicinity. These Indians live under primitive conditions here and elsewhere in the Everglades region. The Seminoles have never acknowledged allegiance to our government and they still maintain their tribal rules, even to the administration of the death penalty for offenses against their laws. They speak their own language in addition to a form of English, and are a most interesting feature of this section. The brightly colored costumes, palmetto-thatched open huts, heavy bead ornaments of the women and the knowledge that their chief source of livelihood is still the bounty of nature in fruit, fish and game, all add to the attraction. On south, through *Hollywood-by-the-Sea*, with its hotels, golf courses and beaches, to the "Magic City" of

Miami—Royal Palms wave in the soft sea air, white-capped breakers roll in upon white sand—the very winter air is sun-drenched and invigorating.

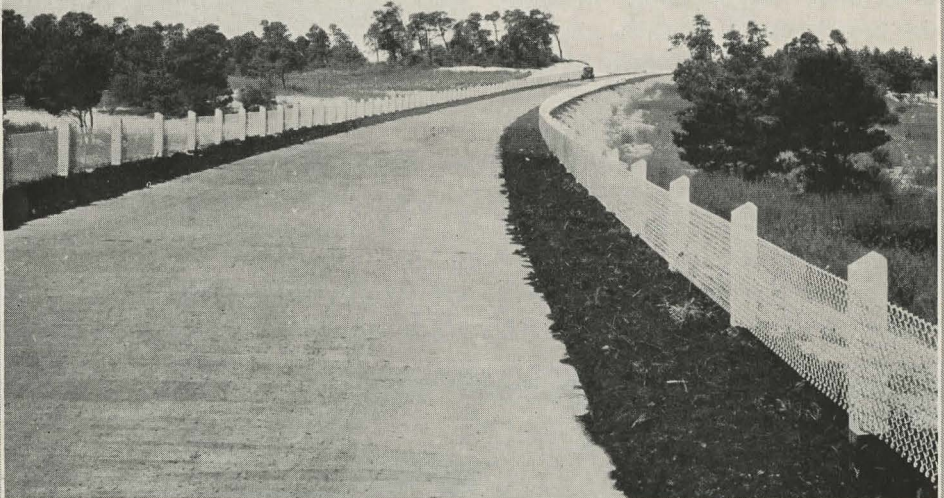
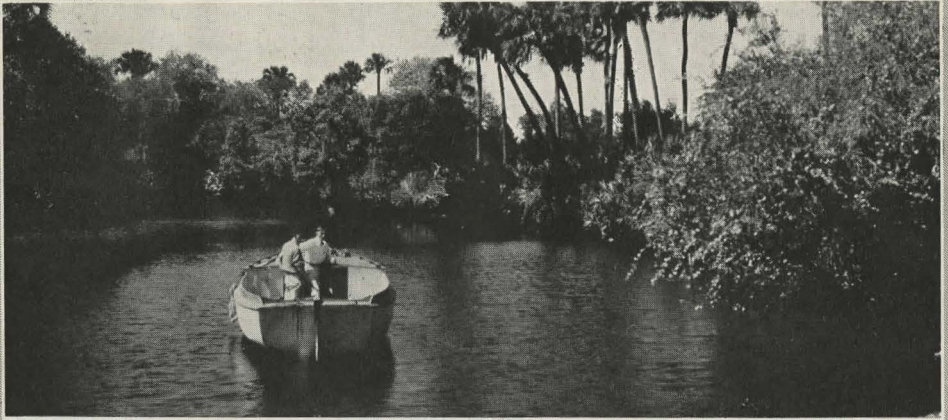


INDIAN RIVER ORANGES



EASTER LILIES GROWING NEAR FORT PIERCE AT EASTER TIME. FLORIDA LANDSCAPES ARE DOTTED WITH THESE BEAUTIFUL EASTER LILIES

RIVER FOREST, STUART



CENTER—DIXIE HIGHWAY ALONG COAST SOUTH OF FORT PIERCE
BOTTOM—TRULY A PARADISE, STUART, FLORIDA

And on this gulf-stream bordered shore rises an artist's dream of a city.

Miami is built on the site of old Fort Dallas, which was established in 1836. Beginning from nothing in 1896, Miami has risen to a position of leadership in resort life and as a commercial center of Southern Florida. Across Biscayne Bay, on a beautiful sub-tropical key, lies Miami Beach, and connecting them are two fine causeways. Pleasure craft crowd the bay, hotels, casinos and cafes are ready to hand, excellent theatres provide first-rate entertainment. There are swimming pools, tennis courts, golf links, polo fields, bowling greens, fishing at your pleasure — nothing lacking to fill the tourists' hours and bring joy and satisfaction.

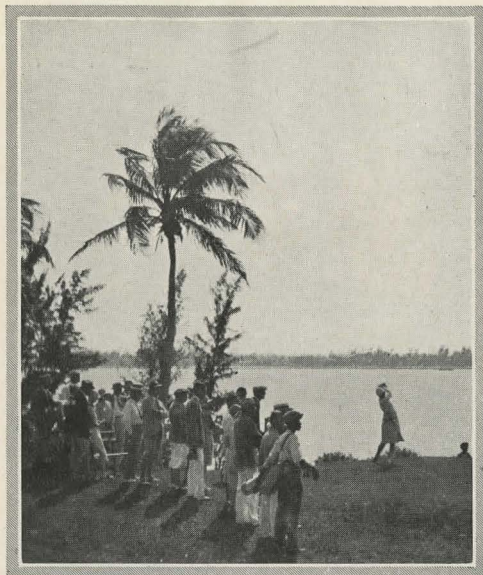


A WINTER DAY ON THE EAST COAST
(WEST PALM BEACH)

Coral Gables and Hialeah, together with Miami Beach and the city proper, make up Greater Miami. The city authorities and the citizens have left undone nothing that could add to the happiness of the visitors they are so glad to welcome. Reasonable prices prevail.



ON THE BEACH AT PALM BEACH



ON A PALM BEACH GOLF COURSE

Besides the entertainments already mentioned, saddle horses may be obtained on which to explore the delightful bridle-paths, water excursions to nearby interesting points are conducted and band concerts are held daily at the open-air auditorium.

On the outskirts of Miami lies *Musa Isle*, alligator farm and Seminole Indian colony. Here one finds quite a collection of animals and reptiles besides the alligators, and the Indians are a source of much pleasure. These Seminoles hunt, fish and trap in the Everglades and bring in their pelts and catch to their families and to trade with the post at *Musa Isle*. Thousands of alligator

skins and furs are brought in each year. The Seminole also gets his bread from a pulverized swamp-root similar to a yam. Their primitive costumes and customs constantly attract the visitor.

Miami is the southern terminus of the air mail route from Jacksonville. Commercial planes are available for short flights or for trips to the Bahamas, Cuba and South America.



SCORES OF PALATIAL YACHTS DROP ANCHOR AT WEST PALM BEACH

The mean average annual temperature is 74.4 degrees. A heat prostration was never known here—or elsewhere in Florida.

In common with the other Florida communities, Miami has excellent schools and most desirable residential districts. No place in the world offers more advantages and comforts to both youth and age than Florida, and Miami is second to no community in the state in these respects. Churches of all denominations exist here.

Lovers of sport will thrill to the horse racing and greyhound racing conducted here during the season.

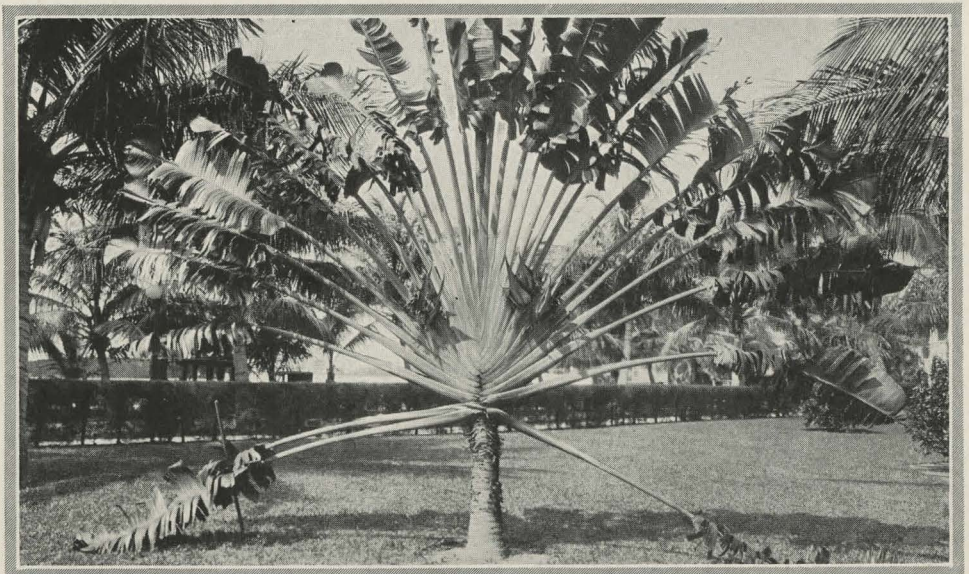
A wide-awake municipal publicity department will answer your inquiries most cheerfully.

Homestead is the chief town of the *Redland District*. In addition to the interesting and profitable agricultural and fruit growing industries, there is so much natural beauty that any visitor is entranced.

Royal Palm State Park is in the southern part of this district—where the Royal Palms grow wild and beautiful tropical growth is to be found. A

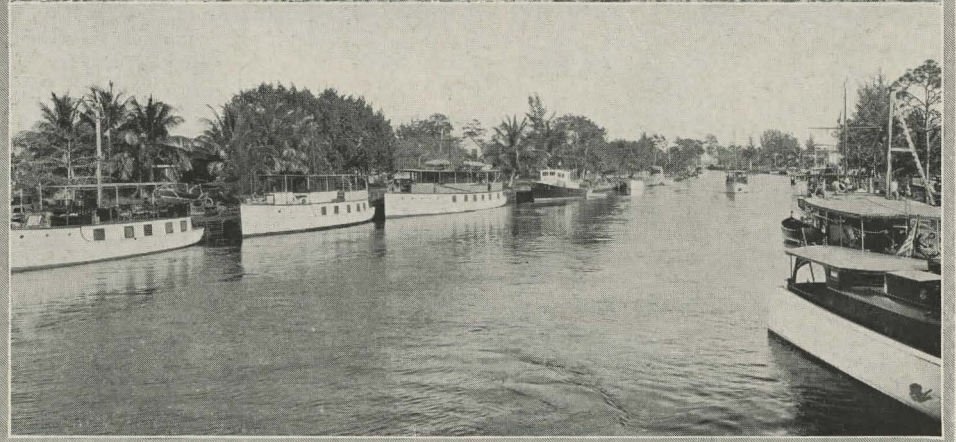


IN CITY PARK, WEST PALM BEACH



THE FAMED TRAVELER'S PALM AT PALM BEACH

INTERIOR VIEW FORT LAUDERDALE CASINO



CENTER—SEMINOLES AT MUSA ISLE, MIAMI
BOTTOM—NEW RIVER IN DOWNTOWN FORT LAUDERDALE

movement is now on foot to convert this whole region south to Cape Sable, the nethermost point of continental United States, into a National Park in order that the wonderful vegetable and animal life may be preserved for posterity.

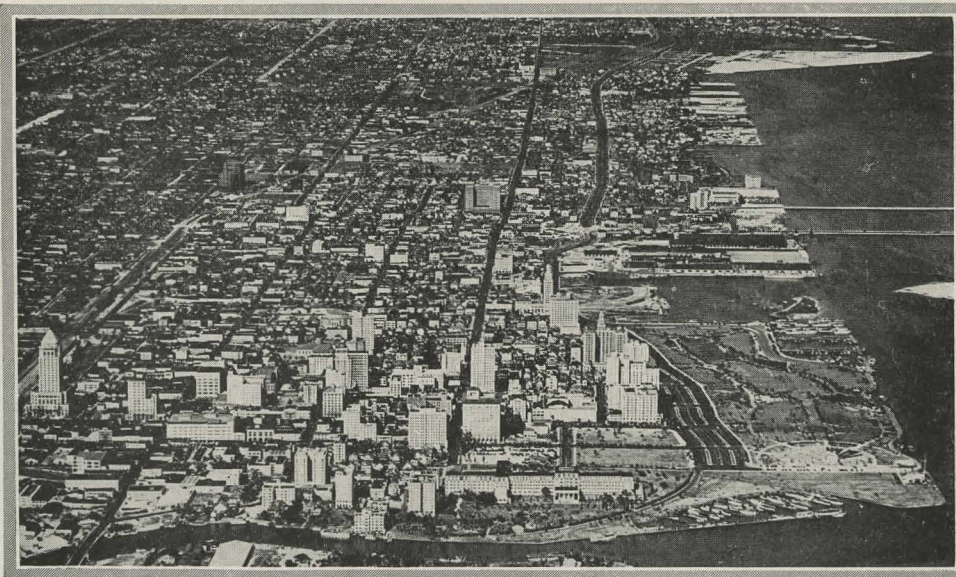
The Keys.— Emerald isles dropped in a turquoise sea! Marvels of tropic loveliness, with fringes of white coral sand and rainbow-hued breakers and with centers of living green. Swaying cocoanut palms and banana trees blend with countless other forms of far-southern vegetation. Here, at our very door, are South-Sea-Island spots that defy adequate description. Pineapples and other tropic fruit and vegetables grow abundantly, and in a never-ending summer air time passes unheeded.

Fishing such as you never conceived of, even in your fondest dreams, awaits you.

The glamour of romance cast on these coral keys by Spaniard and pirate lingers there still. Tales of battle and revel, colorful characters and hidden pirate gold come to mind as one traverses this, the scene of their activities.

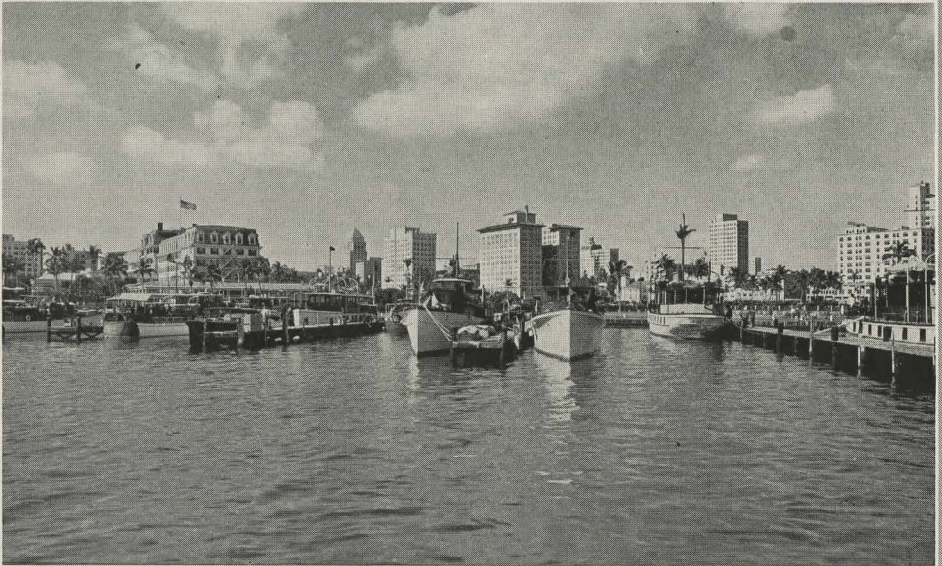
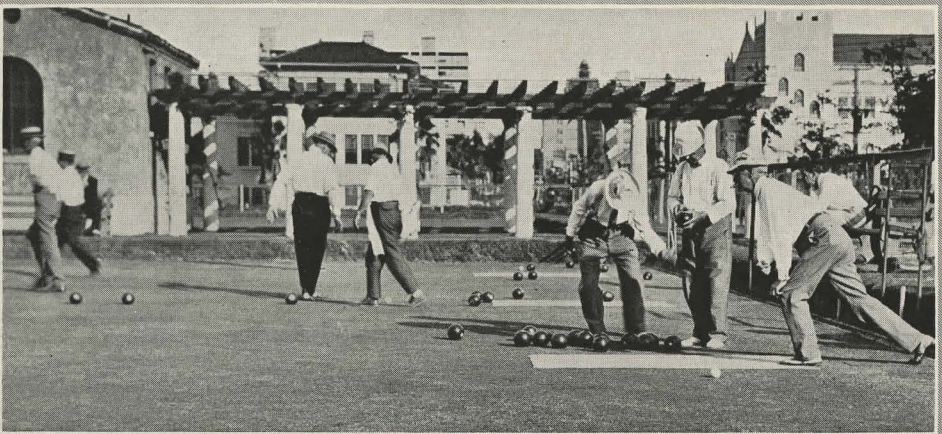


TYPICAL SEMINOLES STILL NUMEROUS IN THE VICINITY OF FT. LAUDERDALE



BIRD'S-EYE VIEW OF MIAMI

BOWLING ON THE GREEN, MIAMI



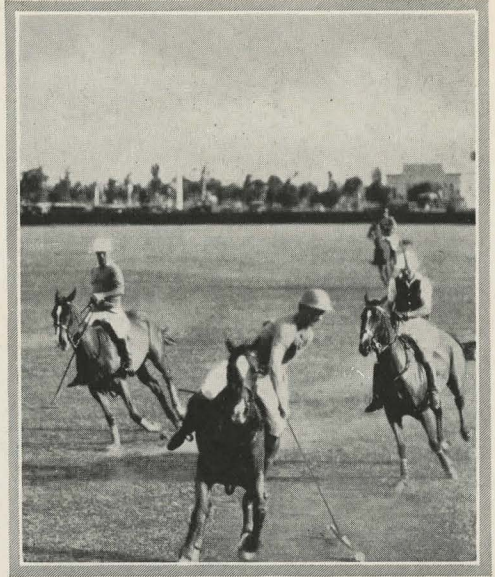
CENTER—MIAMI FROM BISCAYNE BAY
BOTTOM—TEA IN DECEMBER, MIAMI

The very names — Key Largo, Upper and Lower Matecumbe, Long Key, Boot Key, Big Pine Key, Cudjoe Key, Ramrod Key, No Name Key — what do they not recall of your childhood and “Treasure Island.”

And every now and then up crops some real treasure trove to remind us that this is the site of actual and not imaginary romance.

The Oversea Routes. Two wonders of the world are encountered in journeying over the keys from the Florida mainland to Key West. These are the oversea extension of the Florida East Coast Railway and the newly built Oversea Highway.

Winding over the keys and spanning the stretches of open water between, both railway and highway provide an experience not met with elsewhere. The railway continues its unbroken course to its terminal at the P. & O. Steamship docks in Key West. The highway spans the distance from the mainland over Key Largo to the southern tip of Lower Matecumbe, a



ACTION! WINTER POLO GETS UNDER WAY AT MIAMI IN DECEMBER AND THROUGH THE WINTER MONTHS FOUR POLO FIELDS HUM WITH THE SWIFT ACTION OF THIS FAVORITE SPORT. HERE'S A VIEW OF INTER-CITY PLAY IN LAST YEAR'S TOURNAMENT.



MIAMI BEACH



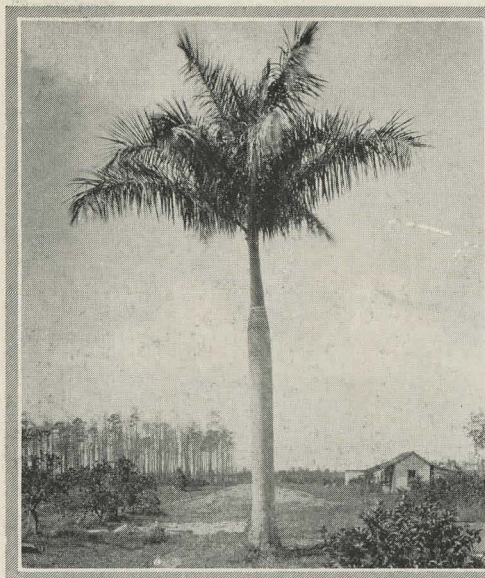
THE RAGE ON FLORIDA BEACHES THIS SEASON

Miami, Fla.—Dazzling beach pajama ensembles embodying every conceivable vivid color under the sun are displayed here as the final blast from the fashion trumpet heralding next year's summer furore on Northern beaches. Pleated trousers, tucked in blouses and coolie coats tossing into discard orthodox styles will fire the beaches with a veritable pyrotechnic display. While Biarritz, the Lido, and the Riviera are pondering the problem of tropical wear, Miami costumers have put forth their boldest efforts and produced these sensations. (Photo by Hamilton Wright)

distance of 60 miles. From here to "No Name" Key the highway is incomplete and Monroe County maintains a regular ferry service across this gap. There is space on the boat for about eighteen cars besides numerous passengers on the upper decks. Meals are served on these boats. The ferry trip takes from four to five hours each way, owing to wind directions. It is a pleasant and unusual experience.

From the southern ferry terminus into Key West is a forty-mile drive as delightful as that over the upper keys.

In time this ferry will be bridged, so there will be an unbroken highway into Key West, but as it is the boat trip supplies a pleasing variety to this journey and affords charming glimpses of sand-fringed keys in the sparkling sea.



ROYAL PALM IN REDLAND DISTRICT



COCOANUT PALM IN REDLAND DISTRICT

Key West, the insular city, 100 miles out at sea, occupies a unique place among the communities of America. Its location, history, population, traffic, the fact that it is the only absolute frost-free city in the United States, all add interest to its name.

Fishing here is beyond description, as on the other keys. Tarpon, amberjack, barracuda, sailfish and sawfish abound besides innumerable others. The fact that four million pounds of fish are shipped annually and that there are 650 known varieties of fish here will help to convey the impression that a visit would confirm.

This is also the center of a large sponge industry, and a glimpse of the sponge fleet and its catch on a market day is a thing worth while. Immense sea turtles are caught and kept in concrete pools until killed. Turtle soup and meat are canned and large fresh turtle steaks are served at all the restaurants. Glass-bottomed boats afford a vision of undersea beauty and marvels.

Key West is the site of a coast defense fortification and a naval and



ROYAL PALMS IN DADE COUNTY



LODGE IN ROYAL PALM STATE PARK

an aviation station. An immense lighthouse rises amidst palms and here is a monument to the heroes of the ill-fated "Maine." Spanish is heard on every hand and most of the population speak both that language and English.

Besides sightseeing and fishing and boating there is a splendid 18-hole golf course on the island.

Key West is the point of departure nearest Havana, and connections are maintained by the Havana Car Ferry Company and the P. & O. Steamship Company.

On the strength of the building of the oversea highway to Key West, the Cuban government has issued bonds to the sum of \$49,000,000.00 for the construction of the Cuban Central Highway for tourists. This is now under construction and when a considerable portion of it is complete a daily steam-ferry service will be instituted between Havana and Key West at a low rate.

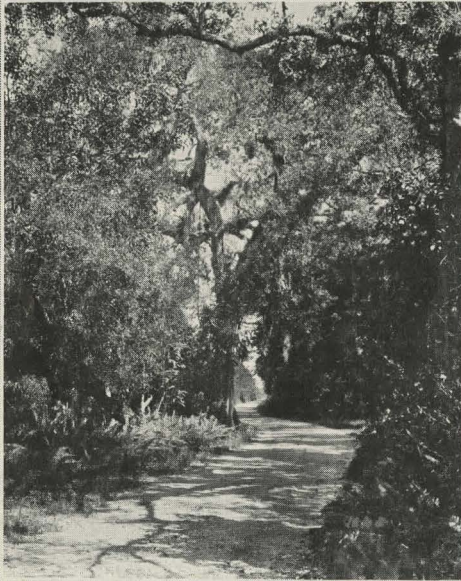
And now that we have traveled farthest south in the United States and have viewed its island city there, we shall return to the mainland and explore the remainder of the Sunshine State.



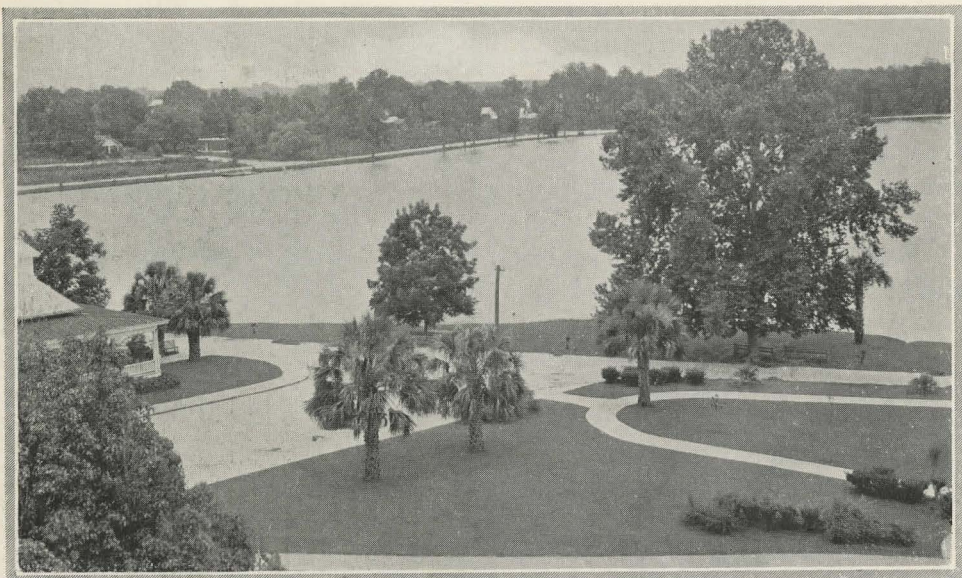
WILD ROYAL PALMS, ROYAL PALM STATE PARK



KEY WEST EXTENSION OF F. E. C. RY. AND OVERSEA HIGHWAY NEAR KEY WEST



CENTER. LEFT—A DRIVE IN ROYAL PALM STATE PARK. RIGHT—SCENE AT KEY LARGO.
BOTTOM—"OVER THE KEYS TO KEY WEST"



PARK AT LAKE CITY

Central Section

IN THE central section of Florida we include all the strip of ridge land with its hills and lakes, extending from the Georgia border south to Lake Okeechobee and the Everglades and bounded on the west by the Suwannee River and the West Coast Counties, and on the east by the East Coast Counties already described.

It is a delightful region and presents quite a variety in appearance and products, from the cotton and tobacco fields of the northern counties down through the citrus region to the tropic edge of the Everglade swamps. Its lakes abound with fish and water-bird life. The last haunt of the flamingo in America is here.

Over some of our country's finest highway we will meander through cities and groves, winding among lakes and along streams, seeing the beauties and wonders of this land — the heart of Florida.

Entering Central Florida from the west over the Spanish Trail one crosses the Hillman Bridge over the Suwannee River, made famous over the world by Stephen J. Foster's song. Entering by Route 2 from Valdosta, Georgia, one crosses the same beautiful stream further up. On the latter road we pass through *White Springs*, a health and summer resort near the Suwannee.

Lake City is the junction point of the Old Spanish Trail and Route 2 leading south. This city vies with Jacksonville as the gateway to Florida. It is an enterprising town in the midst of an agricultural region, 62 miles west of Jacksonville. Many pecans are grown in this district.

On the road to Jacksonville we pass the Olustee battlefield of Civil War days with its monument. Another monument to the soldiers who fell here is in the plaza at Lake City.

Bass fishing in lake and stream is good and much small game is to be found. Good hotel accommodations are here.

At High Springs, 26 miles south, the roads divide, Route 5 leading to the West Coast and Route 2 to the central ridge region.

Gainesville, metropolis of Alachua County, is the seat of the University of Florida. It is quite a historical spot, being a center during the Indian wars and a field of battle during the war between the states, in memory of which a statue stands in the courthouse square.

Alachua is an Indian term, meaning "water jug" from the great sink south of town where the waters of Newnan's Lake and Prairie Creek disappear underground to reappear no man knows where.

Fifteen miles west are rich phosphate mines.

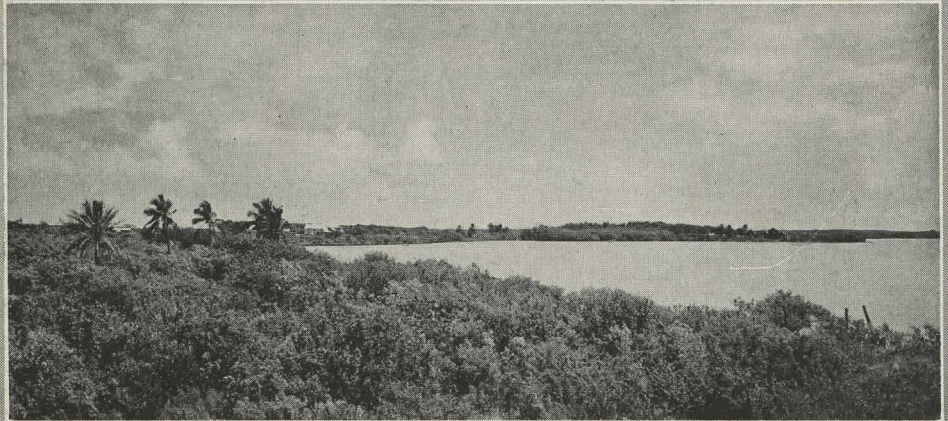


SILVER SPRINGS NEAR OCALA, FLORIDA, GIVING FORTH A VOLUME OF 22,134,780 GALLONS EVERY HOUR. AWE-INSPIRING PHENOMENA SEEN THROUGH GLASS-BOTTOMED BOATS.



ST. AUGUSTINE-GREEN COVE SPRINGS BRIDGE, FROM MID-RIVER TOWARD CLAY COUNTY

EAST CROOKE LAKE, FROM THE EUSTIS COUNTRY CLUB



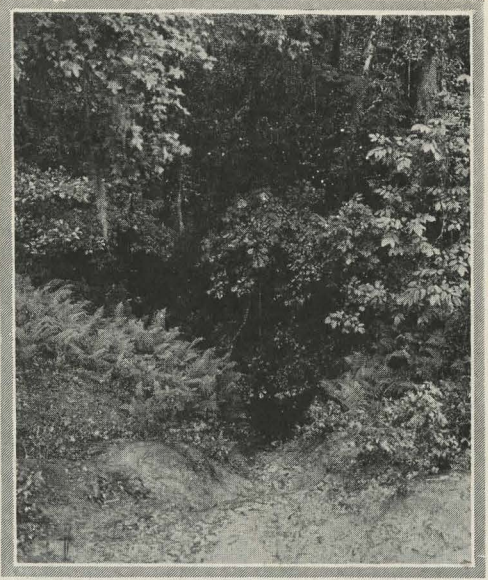
CENTER—SILVER SPRINGS NEAR OCALA
BOTTOM—KEY LARGO, ON OVERSEA HIGHWAY TO KEY WEST

Alachua is one of the richest agricultural counties of Florida. It has excellent drainage, parts of the land being 200 feet above sea level.

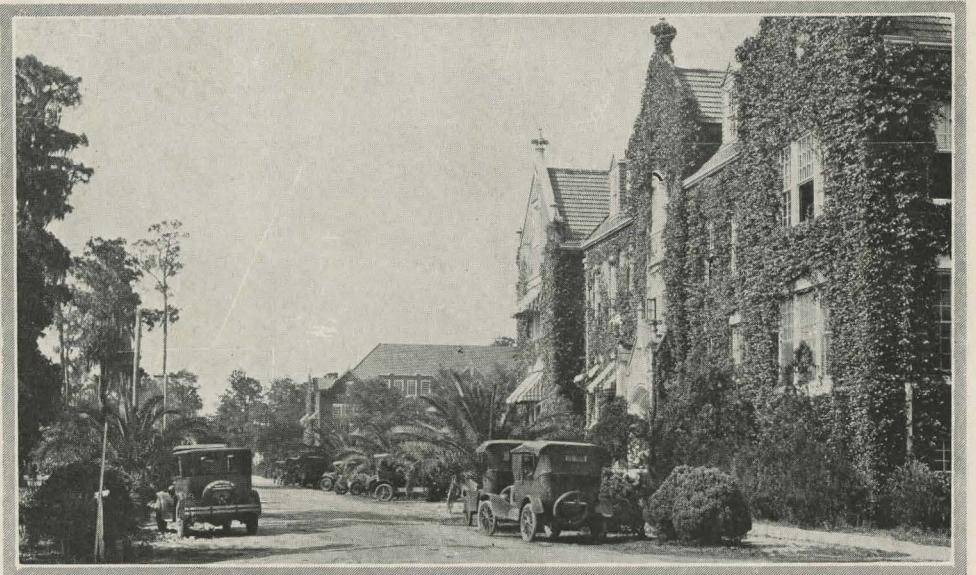
There are natural wells in the limestone of this section, being perfectly round and as smooth as if carved by hand, about $2\frac{1}{2}$ feet in diameter and an average of thirty feet deep. The water is pure and cool. In one dry well it is possible to descend 38 feet, travel an underground tunnel and come up in another dry well a mile away.

Another natural wonder is the "Devil's Millhopper," a great bowl 100 feet deep into which some twenty streams pour continuously without raising the level of the pool in the bottom. No outlet has ever been discovered. The foliage in this section is marvelous.

Ocala is in Marion County, "Kingdom of the Sun" of the nature worshipping Timuquanan Indians, whose robust physique stimulated the Spaniard's belief in fountain of youth and health. It is a region of rich agricultural products and citrus fruits as well as phosphate mines and lime-rock quarries. The city is a progressive commercial center and has beauti-



A NOOK ON UNIVERSITY OF FLORIDA
CAMPUS, GAINESVILLE



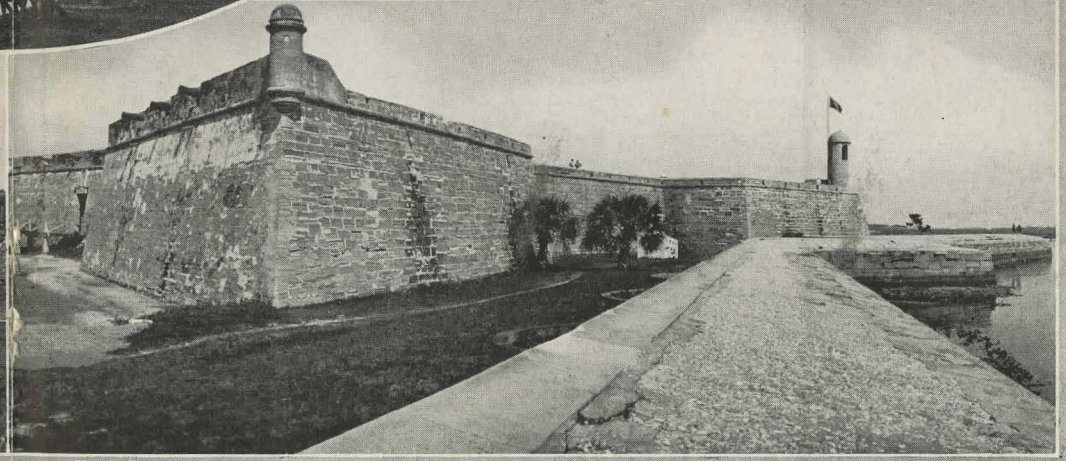
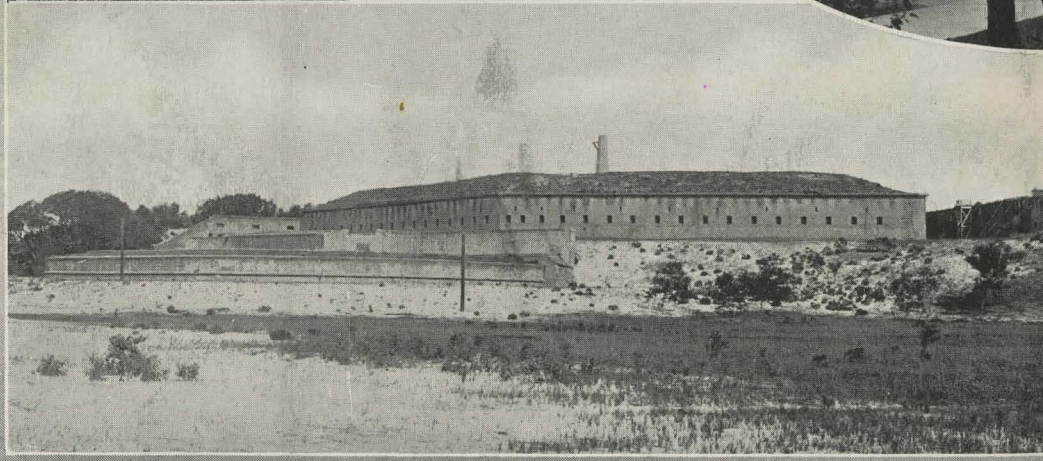
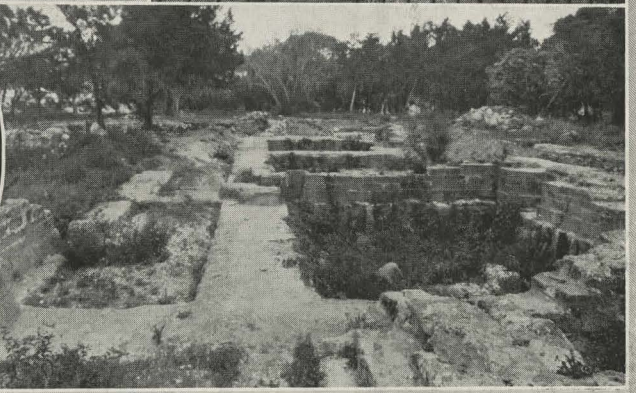
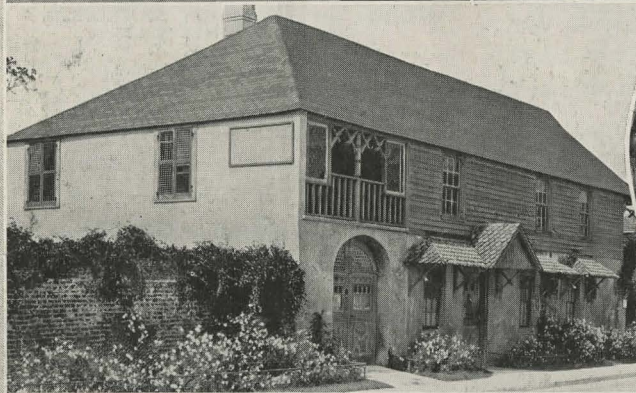
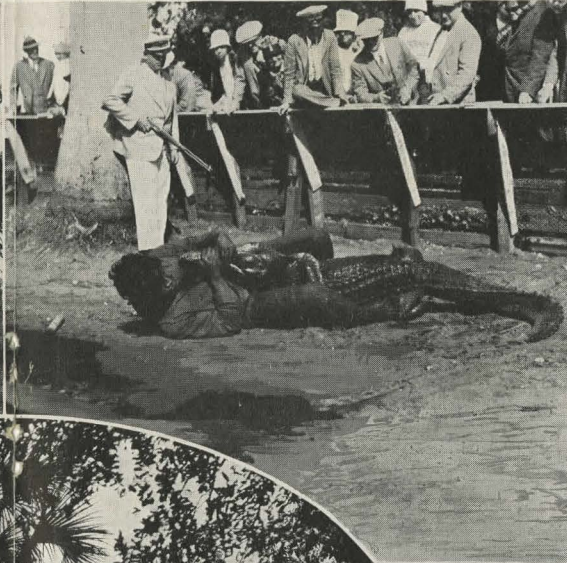
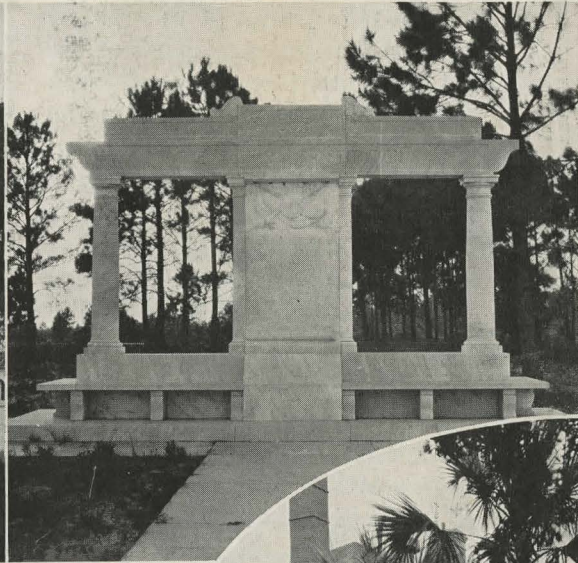
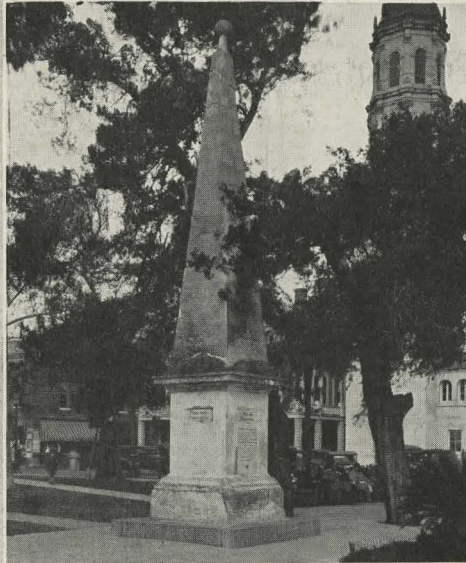
ADMINISTRATION BUILDING, UNIVERSITY OF FLORIDA, GAINESVILLE

MONUMENT TO FIRST CONSTITUTION GRANTED
FLORIDA BY KING OF SPAIN, ERECTED 1812,
ST. AUGUSTINE, FLORIDA

MONUMENT TO FIRST FLORIDA CONSTITUTIONAL
CONVENTION AT PORT ST. JOE, 1838

SEMINOLE WRESTLING WITH ALLIGATOR, MUSA ISLE

BATTLE MONUMENT AT NATURAL BRIDGE,
LEON COUNTY



LEFT CENTER—OLDEST HOUSE IN UNITED STATES, ST. AUGUSTINE, FLORIDA
BOTTOM LEFT—FORT BARRANCAS AND OLD FORT SAN CARLOS AT PENSACOLA, FLORIDA

OVAL—OLD SPANISH GOVERNOR'S MANSION, ERECTED 1598,
ST. AUGUSTINE, FLORIDA

RIGHT CENTER—REMAINS OF OLD SPANISH FORT, NEW SMYRNA, FLORIDA
BOTTOM RIGHT—OLD FORT SAN MARCO, ST. AUGUSTINE, FLORIDA

ROAD IN MARION COUNTY, NEAR OCALA



CENTER—SUNRISE ON PALMORA PARK, LAKE HARRIS, RESIDENTIAL SECTION OF LEESBURG, FLORIDA. BOTTOM—WILD LIFE, LAKE COUNTY

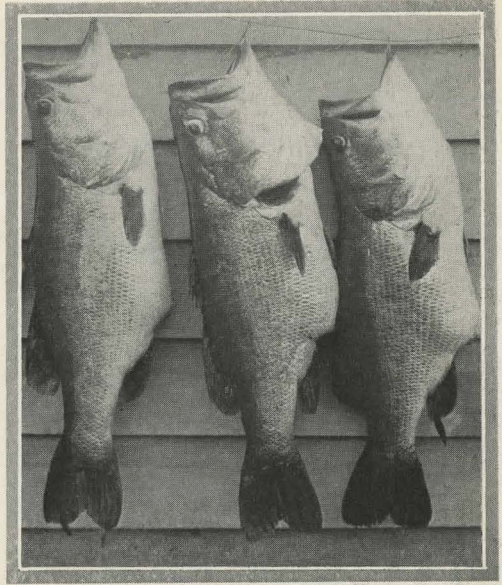
ful homes, splendid water and a delightful climate.

Silver Springs, near Ocala, is a marvel defying adequate description. A great punchbowl of rock 300 feet in diameter has, gushing up from orifices in its bottom, mighty springs which fill the bowl and flow away as the great Silver River. Through glass-bottomed boats one sees canyons with multi-colored walls, geysers and boiling paint-pots, Niagara Falls in miniature, great and small fish and huge turtles—all seemingly within arm's reach, but really in 80 feet of crystal water. The hues and shades of this vision are beyond the power of human words.

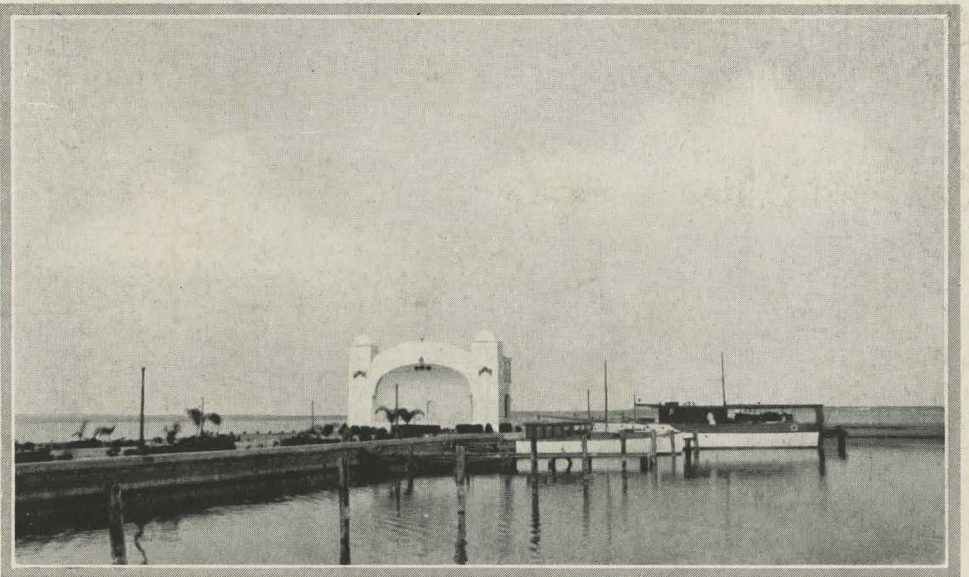
This water is excellent for bathing, its temperature of 72 degrees never varying throughout the year. Yachts may come here from the sea through the St. Johns, Ocklawaha and Silver Rivers.

Blue Springs and Salt Springs are other natural wonders in this section.

Southward, amid the slopes and waters of beautiful Lake County, are *Leesburg*, *Eustis*, *Tavares* and *Mt. Dora*, all possessed of excellent tourist accommodations and such natural and man-made beauty, combined with all



"BIG 3," CAUGHT DURING FIRST NATIONAL FRESH-WATER BASS TOURNAMENT AT LEESBURG, MARCH, 1928



BAND SHELL ON PIER, SANFORD



ORANGE COUNTY WAS NAMED FROM THESE

West of Lake County lies Sumter County, a pleasing bit of country. In this county the historian will find the site of the Dade Massacre in the Indian wars. There is the ruin of the fort and monuments to the brave soldiers and to Major Dade at the spot where he fell.

Orlando, chief city of Central Florida, is in the heart of Orange County, whose very name suggests the beauties and delights of this section. Luxuriant

sorts of sport advantages, that the visitor is enthralled.

Bass fishing surpasses anything you have ever known in that line. Citrus fruits and other products abound. Golf courses are found in every community. As an all-year resort section this is hard to equal.

The Washington's Birthday Festival of Eustis is an elaborate and gorgeous fete attracting many visitors.

Umatilla and other towns partake of the same advantages as the Lake County communities already mentioned. Leesburg has its annual National Fresh Water Bass Tournament January 10 to March 10. The hotels of this region are numerous and the accommodations most satisfactory.



GOLF, SANFORD

semi-tropical foliage and flowers surround beautiful homes. Good fishing and much game, big and small, is easily found. Orlando is built around 31 lakes. Golf, lawn bowling, roque, horseshoe pitching, fishing and Major League baseball are among the amusements found here.

Winter Park is another fine Orange County community just north of Orlando on Route 3.

Proceeding farther north along this highway brings one to the shores of Lake Monroe, headwater of the mighty St. Johns, and to

Sanford, chief city of Seminole County and the center of a most prosperous gardening section. Hunting, fishing and golf in this section are worth while. All sorts of big game native to this state are plentiful, while small game and many varieties of fish await your quest.

There are several large springs and pools in smaller communities throughout the county, and Sanford itself offers the tourist a great variety of entertainment and excellent accommodations. The municipal pier and bandshell is a thing of beauty and the yacht basin is superb.



A RESIDENCE STREET IN ORLANDO



PARK IN ORLANDO



CENTER—TROPICAL SURROUNDINGS OF THE HOME OF MRS. LAURA V. RICHE, BARTOW, FLA.
BOTTOM—GOLF, LAKE WALES

North from Sanford, through DeLand (already described in the East Coast section) and *Palatka*, a thriving commercial city and St. Johns River port, Route 3 brings us to *Green Cove Springs*. Here is a quiet little city with comfortable hotels and a marvelous flowing spring and bathing pool. Boating and fishing on the St. Johns River is a most pleasing experience.

Just west of Green Cove Springs lies the *Penney Memorial Community*, which visitors to Florida should see. It is a beautiful and comfortable community for retired ministers and religious workers of every faith.

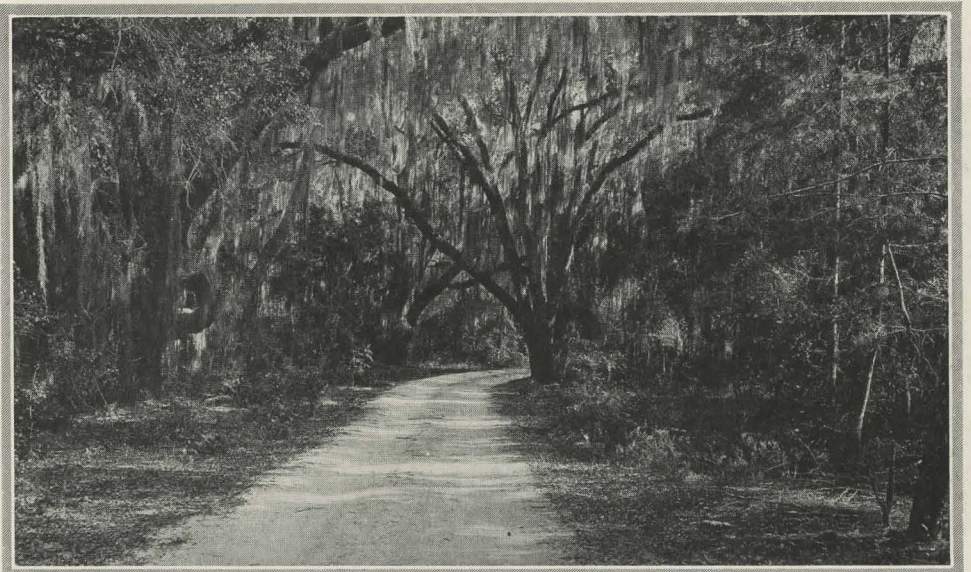
Farther west are the agricultural centers, *Starke* and *Lake Butler*. Berries, fruit and pecans, besides garden crops, are produced here in great quantities.

Kissimmee is the seat of Osceola County, south of Orlando on Route 3, and is a charming place for tourists who desire quiet beauty and restful recreation. Golf, hunting, fishing and boating are offered, as well as many tourist games in the town.

Polk County, next to the southwest, has a group of pleasing cities, all of which offer the traveler excellent entertainment amid scenes of beauty. *Haines City*, *Auburndale*, *Polk City*, *Winter Haven*, *Lakeland*, *Mulberry*, *Ft. Meade* and *Frostproof* all have their charm and their many attractions.

Bartow, county seat of Polk County, had its beginning in a fort back in Indian days and is now a pleasing community of beautiful homes, with tourist sports and recreations and good accommodations. Nearby are large phosphate mines.

Lake Wales, an enterprising town seated on hills and amid a wondrous landscape of lakes and groves, has good hotels and entertainments. Mountain Lake, a suburb, is one of the highest points in Florida and the site of the world-famous "*Singing Tower*." This tower, with its bird sanctuary round-



"THE LURE OF THE TRAIL"



PAPAYA TREE

about and its architectural beauty mirrored in its surrounding lake, is a new wonder of the world. Edward William Bok has given this to the people as a memorial to his beauty-loving grandparents. The total weight of the carillon bells is 123,164 pounds. Anton Brees, of Antwerp, Belgium, is the carillonneur. This tower and sanctuary was formally opened to the public on February 1, 1929. Thousands have made pilgrimage here.

The Scenic Highlands or Ridge. From Davenport to Childs stretches a dune or ridge about one hundred miles long and from one to four miles wide and includes the most elevated spot in Florida—Mountain Lake, just referred to as the site of Bok Tower.

On this Ridge the following towns occur: Davenport, Haines City, Lake Hamilton, Dundee, Babson Park, Frostproof, Highland Lakes, Avon Park, Sebring, DeSoto City and Lake Placid.

At *Avon Park* is a lookout tower from which 4,000 acres of citrus can be seen. Lake Placid is the home of the Lake Placid Club.

Much attention has been paid to development along lines of beauty and this, together with the natural features of the Ridge, always arouses exclamations of delight on the part of visitors.

Sebring is a citrus center, with beautiful drives along lake shores, excellent golf, playgrounds, municipal pier and beaches. Good hotels in and near this city, with its



surroundings of hills and sparkling lakes, make it exceedingly attractive to the tourist.

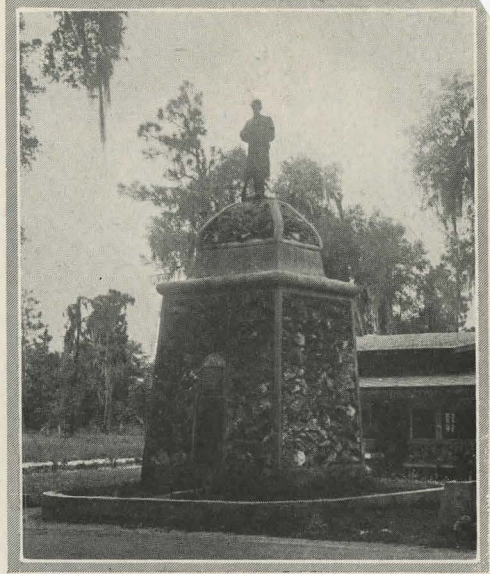
Wauchula, in Hardee County, is an inland resort with good hotels and excellent hunting and fishing.

Arcadia, in DeSoto County, is south of Wauchula. It is the home of the new Chautauqua Assembly of Florida, with splendid programs. Golf, bathing and other amusements are offered.

Okeechobee is at the upper edge of the great lake of that name. Following Route 8 on to Ft. Pierce on the east coast takes one through typical Everglade country. Lake Okeechobee is an immense body of water, but so shallow that wading birds may be seen standing in the water a mile from shore. The soil surrounding this lake is a fertile muck which produces abundantly when planted to truck or sugar cane.

Brighton Valley Dude Ranch is located 12 miles west of Okeechobee. It offers roundups and rodeos, pack trips, outdoor camping and other features common to western ranch life. The surrounding country yields excellent fishing and hunting. There is a good hotel and comfortable cabins.

And here, at the Everglades' edge, ends Central Florida. We may turn east or west to the Atlantic or Gulf coasts. To the south lies the primeval fastness of the Everglades, known only to the roving Indian. Little towns on Lake Okeechobee's margin are civilization's only evidence, save the Tamiami Trail far to the south.



MONUMENT TO SOLDIERS IN DADE MASSACRE, SUMTER COUNTY



SCENE OF DADE MASSACRE, SUMTER COUNTY



A WEST COAST PARADISE

West Coast Section

ENTERING the West Coast Section from the north, one would drive down Route 5 from Lake City and High Springs, or down Route 23 from Ocala to *Plant City*. Side roads lead to the Gulf Coast and *Cedar Keys*, *Yankeetown*, *Crystal River* and *Homosassa*. The first three offer excellent sport in hunting and fishing and have good hotels. *Homosassa* is a rapidly developing resort town, home of the famous orange of that name. Nearby is a historic sugarmill ruin. Beside the hunting, fishing, boating and motoring, there is a good golf course.

Inverness, *Brooksville* and *Dade City* are inland towns of these coast counties offering good accommodations to travelers. Much citrus fruit is raised in this section, besides papaya, bananas, Japanese persimmons, avocados, grapes and others. Truck gardening is one of the principal occupations. The water of this region is exceptionally fine. The land is mostly rolling.

Tarpon Springs is known for its extensive sponge fisheries, mostly operated by Greeks. Their quaint religious festivals attract large crowds at the time of the blessing of the waters. Quite a Mediterranean air is imparted by these gaily colored boats and their owners.

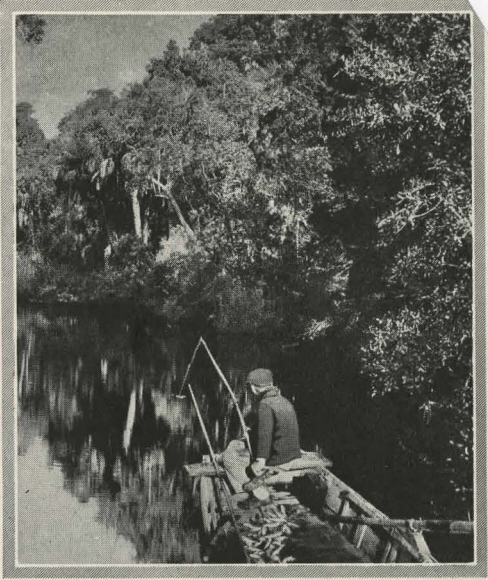
Horseshoe courts, tennis courts, checker tables, baseball games by the St.

Louis Browns, golf courses, swimming, fishing, boating and hunting are some of the entertainments provided.

The Tourist Club holds weekly programs.

On the Gulf Coast, with its beautiful springs and bayous and lagoons, Tarpon Springs is a most charming place to spend a vacation.

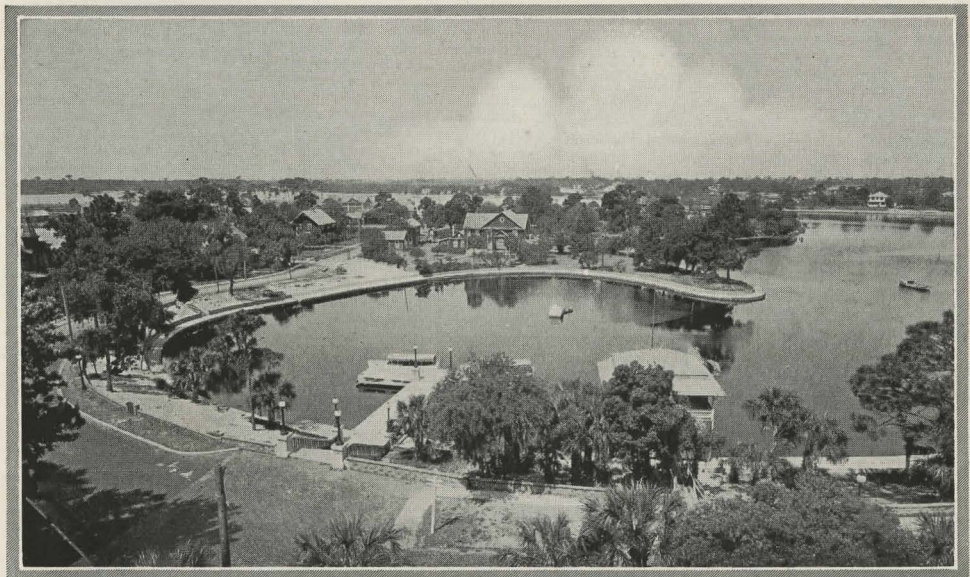
No description of this city would be complete without reference to the paintings of the great landscape artist, George Inness, which are on display in the Church of the Good Shepherd. Those who love art will be repaid for a journey here.



FISHING NEAR THE WEST COAST

Clearwater, on Clearwater Bay, is known to all radio fans as WFLA. It is known to all visitors as a most delightful place to stay — “Where it’s springtime all the time.”

Beautiful landscape with groves of citrus and pinewoods, sparkling waters of bay and gulf, fringed with inlets, the glorious sun smiling a benediction over all — this is indeed a favored section.



BAYOU AT TARPON SPRINGS



CAUGHT AT TARPON SPRINGS

With an average annual temperature of 72°, with golf, boating, fishing, with a splendid million-dollar causeway to delightful Clearwater Beach, where are playgrounds, boardwalks and amusement park, with all sorts of tourist games and amusements provided, Clearwater proves its welcoming spirit by its unsurpassed offering.

Good hotels in city and at beach provide reasonably priced and excellent accommodations. The Brooklyn National League team has spring training quarters here and is a major attraction to visitors. Daily concerts are held in the park.

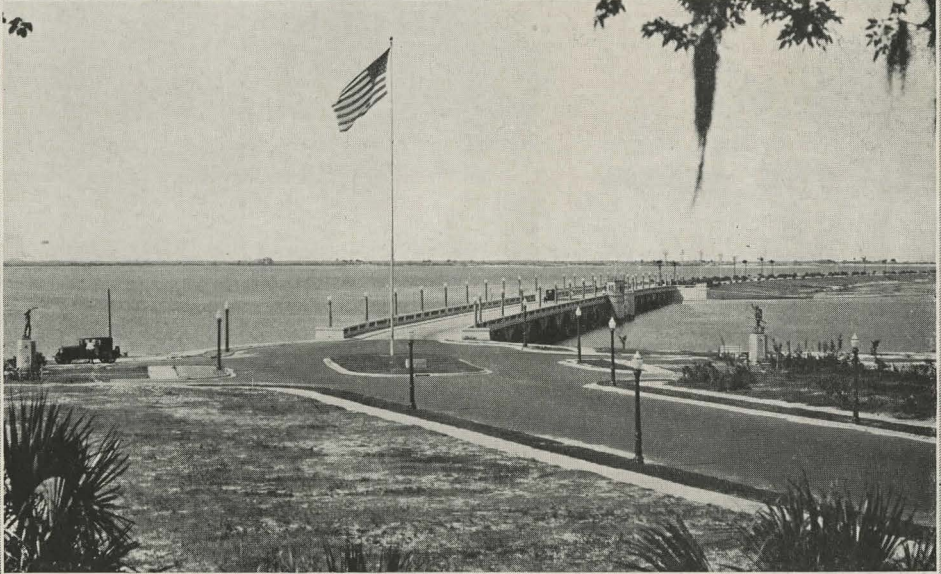
St. Petersburg, mecca of tourists from the Northern states and Canada, has a welcome and a place for many more. Its wide side-walks with "green benches" in profusion, lend an air of homey comfort and ease, which is carried out in the cordial spirit of the citizens of *St. Petersburg*.

"The Sunshine City" is worthy of its name. The waterfront and recreation pier, yacht anchorage, tree-lined boulevard, golf courses, all are caressed



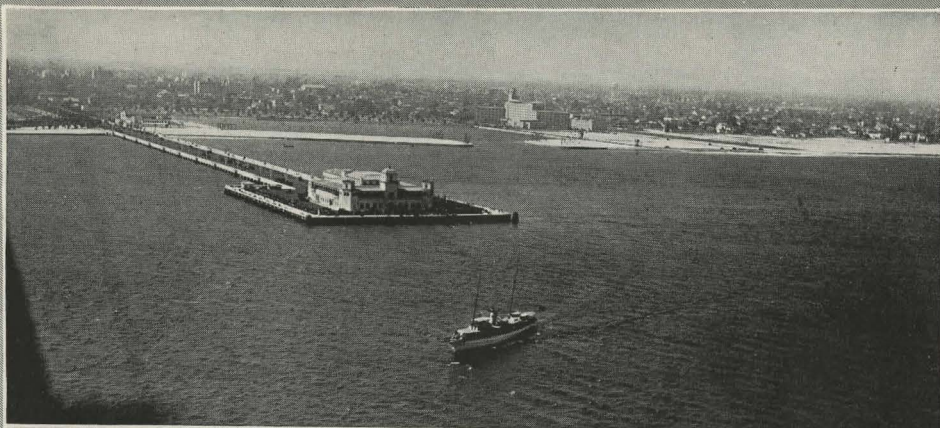
"AN INDIAN PRINCESS"

THE CLEARWATER MEMORIAL CAUSEWAY AT NIGHT, LOOKING TOWARD THE CITY AT AN ELEVATION OF MORE THAN 50 FEET. THIS GIGANTIC STRUCTURE IS TWO MILES IN LENGTH AND CONNECTS CLEARWATER WITH CLEARWATER BEACH, THE MOST POPULAR AND ACCESSIBLE GULF BEACH IN THE STATE.



CENTER—CAUSEWAY TO BEACH, CLEARWATER. BOTTOM—TWIN GREENS, 9 AND 18, AT THE CLEARWATER COUNTRY CLUB, ONE OF THE MOST POPULAR AND WELL-BALANCED COURSES IN THE ENTIRE SOUTH. THE COMMODIOUS GRASS GREENS AND THE ROLLING TERRAIN REMIND ONE OF THE BETTER COURSES THROUGHOUT THE NORTH. THIS IS BUT ONE OF THE FOUR 18-HOLE LAYOUTS WITHIN A RADIUS OF THREE MILES OF DOWNTOWN CLEARWATER.

MILLION-DOLLAR RECREATION PIER EXTENDING THREE-QUARTERS OF A MILE OUT IN TAMPA BAY AT ST. PETERSBURG, FLORIDA



CENTER—NINTH GREEN OF GOLF COURSE OF JUNGLE COUNTRY CLUB OF ST. PETERSBURG, FLORIDA. BOTTOM—SKYLINE, ST. PETERSBURG, FLA., TAKEN FROM CENTRAL YACHT BASIN

by the warm yet invigorating, sun-washed air. Boating and bathing every day, baseball, in training season, by the New York Yankees and Boston Braves, excellent fishing and every form of tourist entertainment, roque, shuffleboard, etc., are provided.

The sun shines an average of 360 days each year — *play* is the spirit of the place. There is plenty of commercial activity, but this also is carried on with the zest of a game in this marvelous climate.

Hotel accommodations are ample and satisfying. Radio WSUN broadcasts from St. Petersburg and sunny faces broadcast the spirit of the whole community.

Tampa was first visited by white men in 1528, when Navarez sailed into the bay. It was at that time an Indian village and bore the same name as now. DeSoto came in 1539 and held conference with the native chiefs under the "DeSoto Oak," still standing.

Tampa Bay was the rendezvous of many pirate hordes, of whom Jose Gasparilla was the most picturesque. Modern Tampa has each year its colorful Gasparilla Festival, based on these romantic traditions.

The real modern settlement was begun in 1823 by an American military force from Pensacola. Growth was slow or spasmodic until 1880-1890, when railroad and cigar industry development gave Tampa the impetus it has never lost. Today it is the metropolis of the West Coast and occupies an important place in world commerce. Its excellent harbor sees the ships of every nation. It leads the world in the manufacture of Havana cigars and the annual commercial exports and imports run into impressive figures. Besides all this, it has for the tourist many most attractive features.

Here one may indulge the desires to luxuriate in golden sunshine while the world above is freezing. A continuous round of activity for visitor has been planned for both social and sporting world.

A new golf course to try each day of the week, a bay front just made for thrilling water sports, bathing or real fishing. Marine speedway, old world canals with drifting gondolas, yacht basins at each hotel on Davis Islands, Tampa's tailor-made tropical fairyland in the bay, tennis, riding, dancing, beautiful winding boulevards bordered with palm and oleanders — these are some of the advantages Tampa offers you.



BATHING GIRLS ON ONE OF ST. PETERSBURG'S
FOUR BEACHES

Hotels are plentiful and the rates reasonable. Band concerts and the quieter games are at hand daily.

Perhaps the most unique section of Tampa is Ybor City, the Latin quarter. Spanish and Cuban cigarmakers inhabit this district and in entering it one steps from modern America into a center where Castilian stateliness combines with the life and color of Havana to interest the visitor. The murmur of an alien tongue, the tinkle of a guitar, a beautiful face glimpsed at a latticed window — these things experienced at evening and under a tropic moon waft the beholder out of every-day humdrum life into romance and old-world charm.

Here are theatres and clubs, with swirling crowds and vivid costumes. Here also are the restaurants, where trained chefs concoct Spanish foods and beverages that tickle the palate. Americans return again and again to enjoy arroz con poilu, filet mignon con herbes, pompano papile and other dishes and to break bread in the hospitable Latin manner.

The carnival spirit of Ybor City will prove to be one of Tampa's and Florida's outstanding attractions to all visitors.

Gandy Bridge, the world's longest bridge, connects Tampa with the west shore of Tampa Bay and furnishes a short route to St. Petersburg. Crossing this five-mile span over old Tampa Bay is a most agreeable experience for the motorist.

Many smaller communities in the vicinity of Tampa and St. Petersburg supply charming scenery and tourist accommodations to those who pass.

Journeying on down the West Coast one follows Route 5, enjoying en



TAMPA

route seductive glimpses of tropic beauty and shimmering waves. Entering Manatee County, we come to *Bradenton*, its county seat.

Manatee County, named for the great harmless sea-beasts that disported in its waters, is now an attractive area of farms and homes. Bradenton has good hotels and golf courses and every attraction which nature has provided this section, plus those entertainments planned by civic organizations. Twice daily and on Sunday afternoon free band concerts are given in the Recreation Park. Good homes, good churches, good theatres and miles of fine beach await. In Bradenton is Gamble Mansion, residence of Judah P. Benjamin of the Confederate Government, who lived here for some time after the war and before his voluntary exile to a foreign land.

Sarasota, a resort town created by city planning experts, is placed beside a sapphire bay, comparable to the Bay of Naples, with palm fringed



MISSES MAR'E HENSLEY, OF NEW YORK, AND RUTH ELLEN FISHER, OF MARION, OHIO, AMONG THE FIRST ARRIVALS OF WINTER VISITORS, ARE CAUGHT BY THE CAMERAMAN WHILE SUN BATHING ON A TAMPA BAY BEACH



GANDY BRIDGE, TAMPA BAY, LONGEST BRIDGE IN THE WORLD



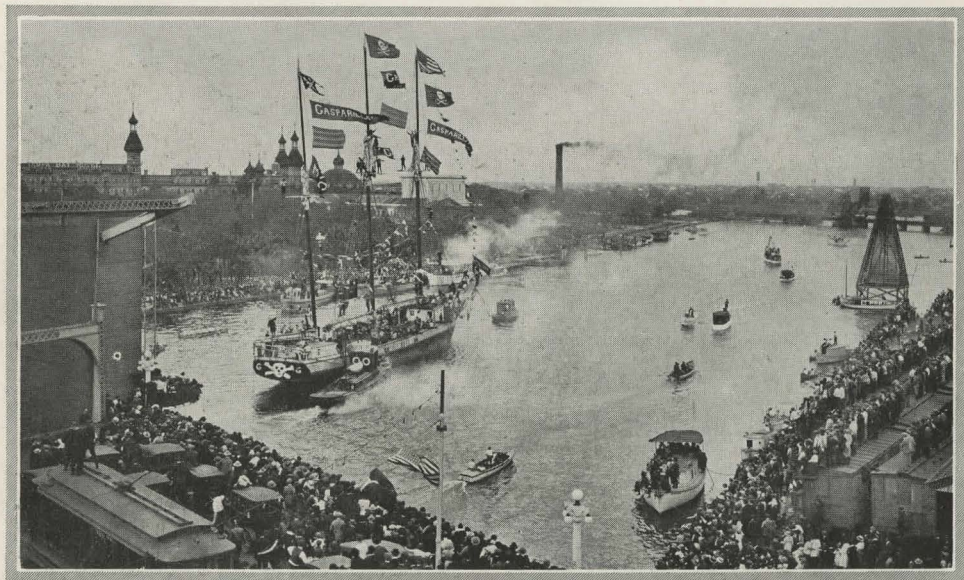
BEAUTIFUL CORNER IN TAMPA

Punta Gorda, in Charlotte County, is on the south shore of Peace River, near Charlotte Harbor. Here is the mecca of Tarpon fishermen. Many other sorts of fish and good hunting are found. Tourists who are in search of these amusements will find ample satisfaction at Punta Gorda as well as good accommodations.

shores and key islands of living green. A glorious climate, all the bounties of forest, stream and sea which Nature has given this coast are enhanced by the successful efforts of man to create a tourist paradise. Fishing, bathing, water sports, baseball, music, good hotels, a museum and many other attractions are here. Golf reigns, as it should in the place where the first golf course in America was laid out by J. Hamilton Gilispie, of Dumfrieshire, Scotland.

Sarasota is the winter headquarters of the famous Ringling Brothers Circus.

Farther south, on the coast of Sarasota county, lies Venice, another beautiful little tourist resort.



A SPIRIT OF CARNIVAL AND FUN REIGNS SUPREME IN TAMPA, FLORIDA. EACH YEAR WHEN "KING GASPARILLA" AND HIS CREW OF BLOODTHIRSTY PIRATES SEIZE AND SACK THE TOWN

Fort Myers has grown from an army post in 1841 to a goodly city, with beautiful homes amid swaying palms and flowers and ample facilities for the entertainment of visitors.

Golf, bathing at beach and pool, fishing, casino and municipal auditorium are among the attractions. The enchanting Caloosahatchee River flows by, wandering through magnificent orange groves to the Gulf of Mexico. More than fifty varieties of palms grow here and tropical flowers here attain perfection. Rightly is Ft. Myers called the "City of Palms."

Thomas Edison and Henry Ford have their winter homes in this city.

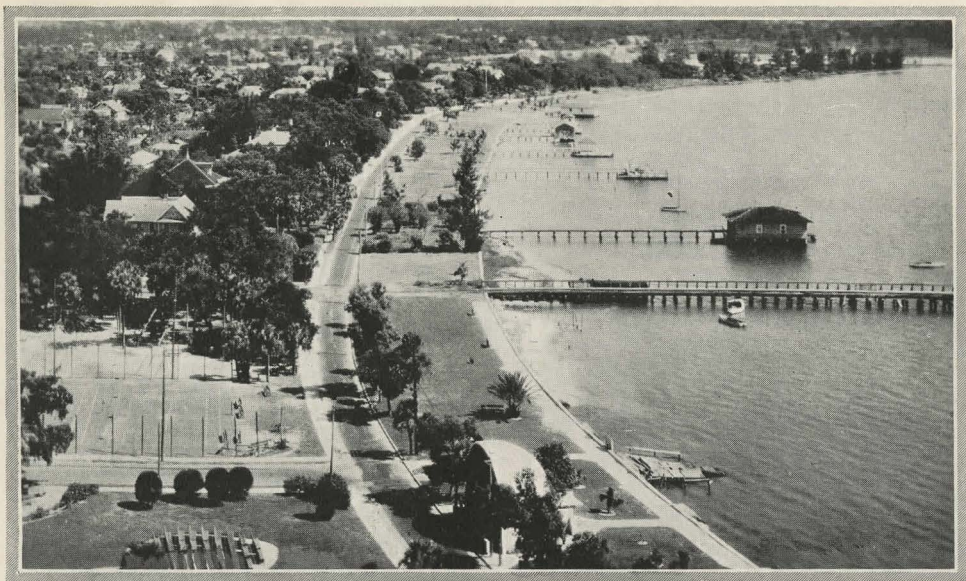
Estero, south of Fort Myers, is a communist settlement founded some years ago by Dr. Cyrus R. Teed. The religious sect of Koreshan Unity was established about 1893, one of its principles being the common ownership of property. *Estero* is one of its strongest centers.



WITH KINDLY OLD SOL HUNG HIGH IN A BLUE SKY ABOVE, THE BEAUTIFUL BEACHES AND WAVES OF TAMPA BAY ARE LURING THOUSANDS OF WATER AND SUN BATHERS TO TAMPA THIS SEASON



CAFE IN YBOR CITY, TAMPA. A GLIMPSE OF CASTILIAN LIFE



SARASOTA BAY

Sanibel Island, in the gulf off the mouth of the Caloosahatchee River, is becoming quite a center for Tarpon fishing and also the site of beautiful homes and estates.

Naples, farther south on Route 27, offers first-class hotel accommodations, pool and surf bathing on beautiful beach, golf, fishing and hunting.

South of Collier City, which is located on an island off the coast of Collier



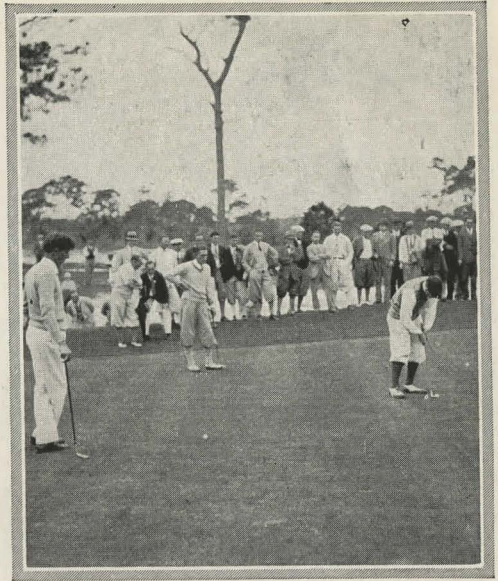
GAMBLE MANSION, BRADENTON, FLORIDA
RESIDENCE OF JUDAH P. BENJAMIN AFTER THE WAR BETWEEN THE STATES

County, lie the Ten Thousand Islands whose fin-filled waters and tropical jungles with their plenitude of game offer temptation to the yachting party.

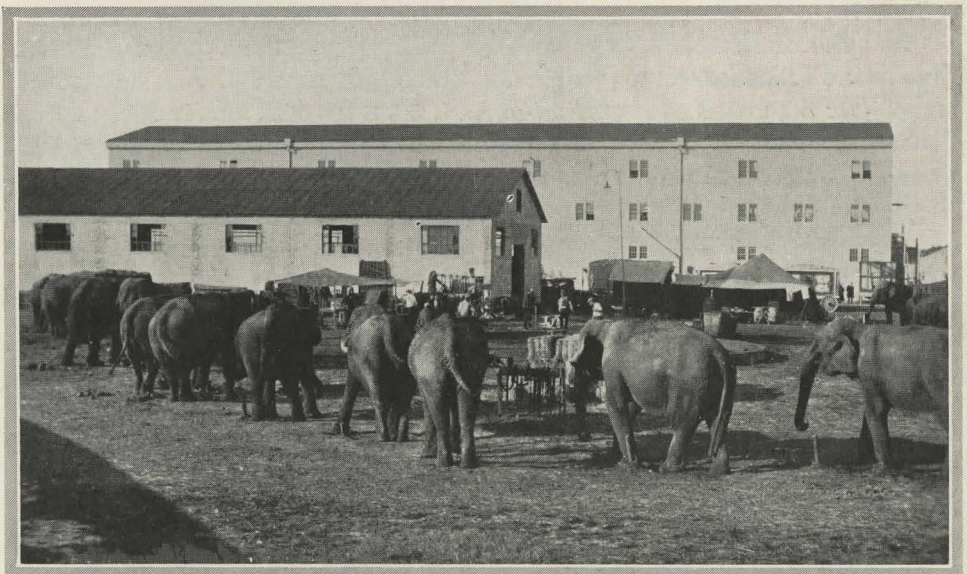
Still farther south is the largest of the Seminole Indian Reservations, whose interesting inhabitants come in to the trading stations on the coast and on the highway which passes to the north of the Indian country. On past this coast we come again to Cape Sable, southernmost point of continental United States and the end of the West Coast.

The Tamiami Trail across the Everglades.

From Ft. Myers south, along the coast, for awhile and then eastward through the great Everglade district is Florida Route 27, known as the Tamiami Trail (Tampa to Miami). This is one of the most extraordinary roads in the world. The roadbed was created through this swampy plain by excavating a canal. The spoil-bank, when graded, became the base of a splendid highway. Building this road was a stupendous task and great credit is due those whose work it was.



GOLFING ON LOWER WEST COAST



ELEPHANTS AT RINGLING BROTHERS WINTER QUARTERS, SARASOTA



NAVAL AVIATION PORT AT PENSACOLA

Northwest Section

FEW people realize the vast distances within the boundaries of Florida. From the Georgia border to Key West is 550 miles and from Jacksonville to Pensacola is 400 miles. This may not mean much to you, but when we say that Pensacola is closer to Chicago than to Key West via Jacksonville, you will get an idea of the magnitude of the task of roadbuilding in Florida.

In spite of this, few states possess such an excellent highway system. Fine paved roads extend the length and breadth of the state. A good example is the "Old Spanish Trail" (Fla. Route 1), from the Alabama border through Pensacola to Jacksonville. This 400 miles is well paved and traverses the pleasing country of north and northwest Florida.

By the expression "Northwest Section" we mean to embrace all Florida territory west of the historic Suwannee River, which has its source in Georgia and flows southwestward into the Gulf of Mexico.

Along the Gulf coast from Pensacola to the mouth of the Suwannee are a number of progressive ports and resort towns. The back country along this Gulf coast is as primitive as when the red man roamed its glades and swamps.

Bear, deer and wild turkey abound and wildcats are numerous. Quail and dove shooting is excellent and there are many squirrels and other small game. Fresh-water fishing is superb, while the waters of the Gulf and its bays furnish many a thrill to the seeker after big fish.

Except for the level reaches along the Gulf, most of northwest Florida is rolling land, with some considerable hills.

Lumber and naval stores are produced in great quantities and agricul-

tural products are many in variety and quantity. Many berries, grapes, Satsumas, garden truck, etc., are produced. Some counties, Gadsden in particular, produce much shade-grown Sumatra tobacco.

We shall discuss each part of this section more in detail as we journey through.

Pensacola, metropolis of the northwest section, is a deep water sea port and railroad center. Shipping, to and from all parts of the world, moves in its harbor. This harbor is so sheltered and yet so accessible to the open sea that some of the most outstanding business concerns of the nation are establishing docks and warehouses there. Two trunk lines connect with the North and West, while rail and road connections to all Florida are good.

In addition to the already existing Spanish Trail, a new Gulf Coast Highway is under construction which will link Pensacola and this entire section more closely with Tampa and with Central Florida.

Pensacola harbor is defended by Forts Pickens, McRae and Barrancas. There is a navy yard, a naval aviation station, and here is the winter rendez-



FLORIDA TOWN ON ESCAMBIA BAY, BETWEEN PENSACOLA AND MILTON, NEAR SPANISH TRAIL



LOGGING TEAM IN FLORIDA NATIONAL FOREST, NEAR PENSACOLA—THE PRIMITIVE NEAR THE MODERN



CENTER—BUNKER'S COVE COUNTRY CLUB, PANAMA CITY, FLORIDA
BOTTOM—CAUGHT IN THE GULF

vous of the submarine flotilla and the reserve torpedo fleet. The larger liners and battleships can enter here.

Pensacola has a fine climate, average annual temperature being 67.7 degrees and the water supply is 99 per cent pure.

Here the hills come right down to the shore, and Pensacola is the highest seaport in this entire section of the United States. These hills provide an excellent drainage system for the city.

There are 22 parks, bathing beaches, two golf courses, a yacht club, good theatres, and the boating and fishing is splendid. The hotels are numerous and the service satisfactory.

Of points of interest we will mention Plaza Ferdinand, where flags of five nations have flown, the old Spanish Forts San Carlos and San Bernardino and the English Fort St. George, captured by Andrew Jackson in 1818. Many other spots of interest and beauty are to be found, as the city was founded in 1559 and even back as far as 1516 Spaniards had landed there, you may well imagine that Pensacola vies with St. Augustine as a point of interest to those interested in history. The French captured it in 1718 and again in 1719, the English took possession in 1763, the Americans came in 1814. The Civil War saw much activity here, both North and South holding the town at various times.

Modern Pensacola will well repay the visitor for journeying there.

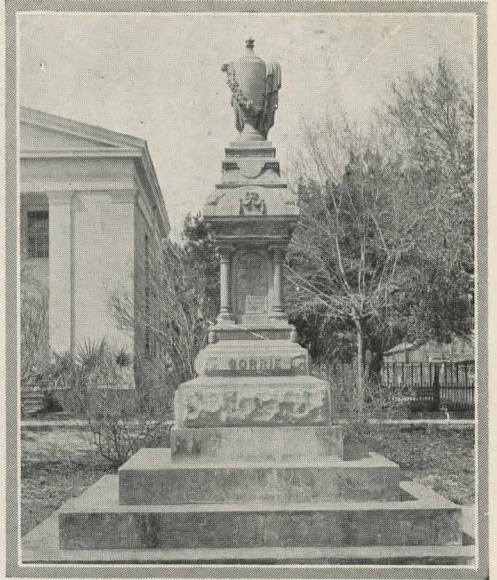
The Gulf Towns. Eastward from Pensacola are coast towns available by water and by roads, connecting with the Old Spanish Trail, to the north, as well as branch railways.

Camp Walton and *Valparaiso* are among the excellent resort spots along this coast, with hotels and beaches and other recreational facilities.

Panama City, on St. Andrews Bay, a body of water which is equaled only by the famous Bay of Naples, in the opinion of many travelers, has fine hotels, beaches, casino pool, golf courses, fishing unsurpassed and the fine hunting common to this section. Tourists frequent the beautiful resort cities throughout the year.

Port St. Joe is the site of Florida's first constitutional convention, a monument to which is shown among the group pictures on pages 32-33 of this booklet.

Apalachicola, renowned for its oyster and shrimp fisheries and canning factories, is located on Apalachicola Bay at the mouth of the mighty Apalachicola River. It is interesting to note that the rare "*tumion-taxifolium*,"



MONUMENT TO DR. GORRIE, INVENTOR OF ARTIFICIAL ICE, APALACHICOLA, FLA.



QUAIL IN WEST FLORIDA

said to be the famous Biblical "Cedar of Lebanon", grows plentifully in this river valley.

In Apalachicola is a monument to Dr. Gorrie, inventor of artificial ice.

Between Apalachicola and Port St. Joe the Gulf Coastal Highway is complete and a more beautiful 28 miles of roadway would be difficult to find.

Carrabelle is another fishing town and bathing resort east of Apalachicola. In Wakulla County, south of Tallahassee, the state capital, is *Panacea*, where excellent bathing and fishing are enjoyed. Between the coast and the capital, in Leon County, is the famous Wakulla Spring, also Natural Bridge, where is a monument commemorating the

Civil War battle there, in addition to its natural wonders. This section is a paradise of wild life. Newport Springs is in Wakulla County.

Driving east along the Spanish Trail, we pass through the county seat towns of *Milton* and *Crestview* to *DeFuniak Springs*. All these towns have good accommodations for travelers, and DeFuniak Springs is the home of the second Chautauqua established in America. Thousands come here each year



GULF COAST HIGHWAY. NEAR APALACHICOLA

to the Chautauqua site upon the beautiful lake, one mile in circumference, in the heart of the city.

Bonifay and *Chipley* are county seats on the Spanish Trail east of DeFuniak. Chipley is a noted poultry center, location of the national egg-laying contest. Fine natural scenery lies round-about, especially the Fallen Water caves. There is a 9-hole golf course.

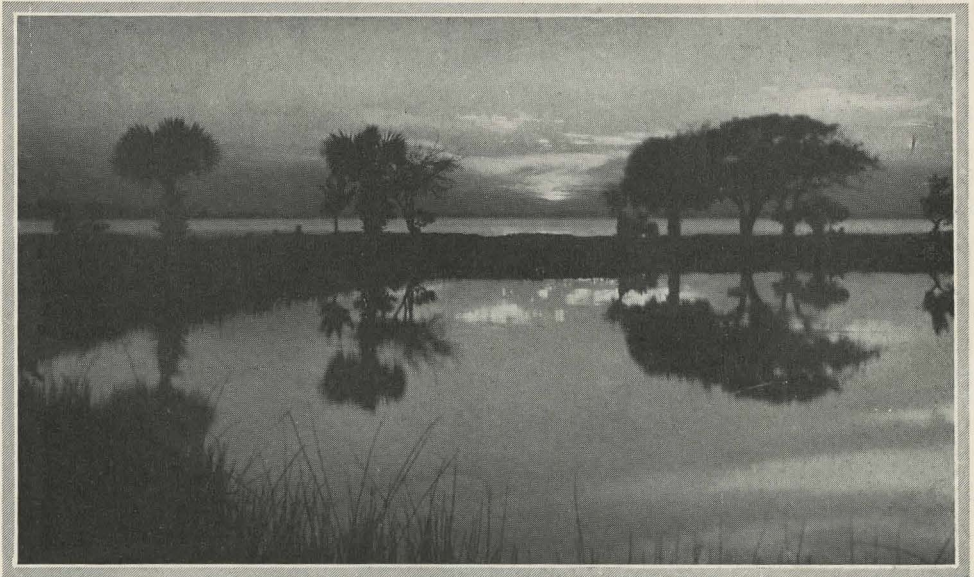
South of Route 1 are to be found *Blountstown* and *Wewahitchka*, county towns in a fine region of game and fish. Near both is the famous "Dead Lake," where one may row about in deep water amid a standing forest and catch fish among the trees. Big game is plentiful.

Marianna, on Route 1 and the Chipola River, is a pleasing town, with good hotels and a Civil War battlefield monument. Illustrations in this book reveal the hunting and fishing to be found here. Five miles from Marianna are extensive rock caves.

Passing through *Quincy*, Sumatra tobacco center and pecan market, productive center for 80 per cent of America's fuller's earth, and a delightful old town, one comes to *Tallahassee*.



WILD TURKEY. JACKSON COUNTY



ST. ANDREWS BAY



TOMBS OF PRINCE AND PRINCESS MURAT
AT TALLHASSEE

Tallahassee, the capital of Florida. Seated upon her hills, Tallahassee retains her old southern charm, both in appearance and in her people. The government buildings and state museum will interest the visitor. Here are located the Florida State College for Women and the Florida Agricultural and Mechanical College for negroes. Tallahassee has been the capital of the territory and state since 1823. The tombs of Prince Murat, son of the King of Naples and nephew of Napoleon the Great, and his wife, a Virginia girl, are here.

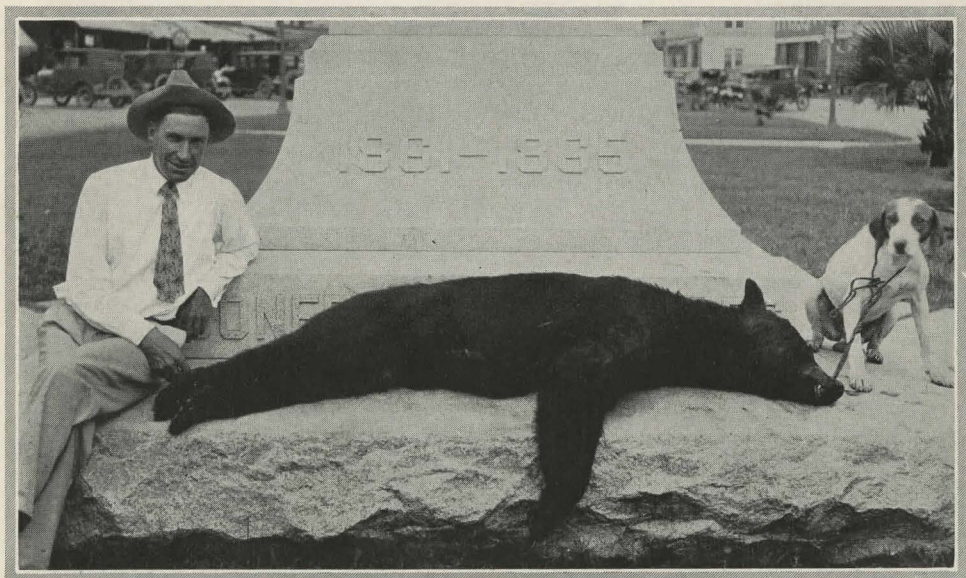
Numerous lakes and streams nearby furnish first-class fishing, while the forests yield abundant game. Good hotels and good golf facilities add to Tallahassee's attractiveness.

East of Tallahassee one passes through the agricultural centers, *Monticello* and *Madison*, before reaching the Suwannee

River. These towns have good entertainment for transients.

Perry, to the south on Route 19, leading to Tampa, is an industrial town surrounded by forest and streams. Nearby is the excellent tourist resort of *Hampton Springs*.

The northwest section of Florida has been the part least known to visitors from other states, but more and more are coming each year and discovering the delights of this southland.



BEAR AT BASE OF MARIANNA BATTLE MONUMENT

Conclusion

WE HAVE conducted you on the magic carpet of imagination, aided by these pictures, through our wonderful and beautiful state.

Many who read have already seen part or all of the places and things we have tried to picture, and they will realize what an impossible task it is to fully describe them. But we have tried to cover as briefly and completely as possible the most outstanding features of this sunshine land in the hope that those who read will come and journey along our railways, highways, bays and rivers and secure for themselves the pleasures that are here.

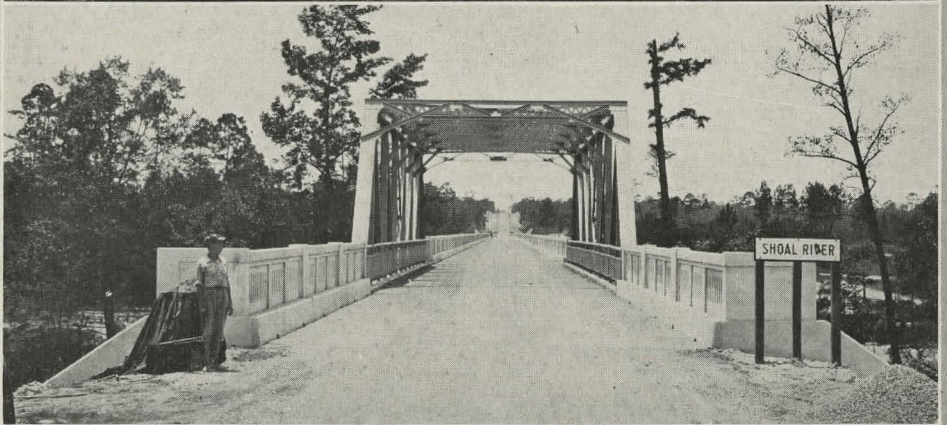
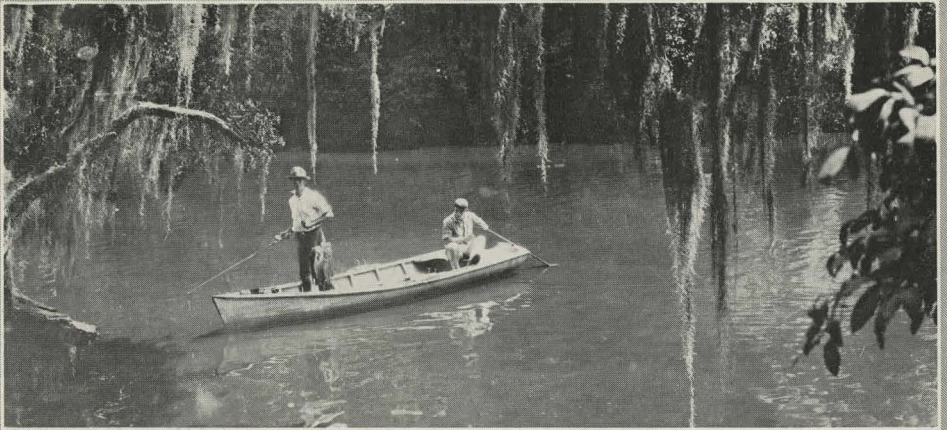


DUCK SHOOTING ON CHOCTAWHATCHEE BAY



VIEW VALPARAISO BAY, VALPARAISO

FISHING IN CHOCTAWHATCHEE RIVER



CENTER—COLONIAL HOME, QUINCY, FLORIDA
BOTTOM—SPANISH TRAIL, OKALOOSA COUNTY

Joy and peace, health and happiness are to be found in Florida, and there is such a variety of environment throughout the state that some section and community is sure to be just what you are seeking for a vacation spot or for a permanent home.

We cordially invite and urge you to visit our state at any season of the year. You will find our summers as delightful as our winters.

De Leon and De Soto sought in vain for water of youth-restoring virtue and for gold—yet both are here today. The tingle of our salt surf and the gold of our sunlight bring renewed health and vigor to age and supply to youth the best possible setting for the development of mind and body.

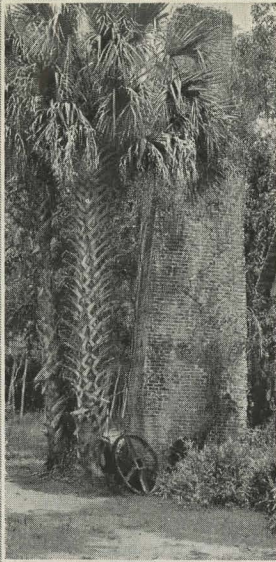
Come to Florida and see for yourselves.



MONUMENT COMMEMORATING THE BATTLE OF OLUSTEE, LAKE CITY



DEER HUNT, NATIONAL FOREST RESERVATION, WALTON COUNTY



CENTER—SUNSET GLOW REFLECTED IN COOL, CLEAR, SAPPHIRE DEPTHS, NEAR UMATILLA, FLORIDA. BOTTOM, LEFT—ALL-YEAR OCEAN BATHING, VERO BEACH. BOTTOM, RIGHT—OLD ANCHOR FROM PLATE FLEET DESTROYED BY PIRATES IN 1715, FT. PIERCE INLET.

Counties of this group, each with its own name, are shown on the map.

Cities	Population	Hotels	Number	Tour Camp
River Junction	2,000	2	1	1
Greensboro	400	1	None	None
Mt. Pleasant	200	1	None	None
Quincy	5,500	2	1	1
Havana	1,000	1	1	1
Apalachicola	3,000	1	1	1
Tallahassee	13,000	6	2	2
Monticello	2,000	3	2	2
Lloyd	500	1	None	None
Wacissa	500	1	None	None
Aucilla	500	1	None	None
St. Marks	300	1	None	None
Panacea	500	2	None	None
Sopchoppy	200	1	None	None
Crawfordville	300	1	None	None
Madison	2,500	4	1	1
Grenville	1,000	2	1	1
Bristol	1,000	1	None	None
Ferry	3,000	3	None	None
Hampton Springs	100	1	None	None
Scanlon	600	1	None	None
Boyd	500	1	None	None
Carbur	600	1	None	None
Mayo	1,500	1	None	None
Cross City	3,500	3	None	None

Group III

- Hamilton
- Suwannee
- Columbia
- Gilchrist
- Baker
- Duval
- Union
- Alachua
- Bradford
- Nassau
- Putnam
- St. Johns
- Clay
- Flagler

There are only a few counties in this group in which deer are plentiful, these are in the eastern section; turkey are less abundant than in other groups; quail are plentiful over the entire area; duck are found in numbers only in a few counties; geese none; black ba plentiful.

Cities	Population	Hotels	Number	Tour Camp
Jasper	2,000	3	2	2
White Springs	1,200	5	2	2
Jennings	800	2	2	2
Live Oak	4,000	6	2	2
Welborn	500	2	None	None
Branford	700	3	1	1
Dowling Park	200	3	None	None
Falmouth	300	1	None	None
O'Brien	200	1	None	None
Houston	150	1	1	1
Lake City	6,000	10	2	2
Ft. White	500	1	None	None
Newton	1,000	2	None	None
Bell	600	1	None	None

COMPLIMENTS OF
BUREAU OF IMMIGRATION
DEPARTMENT OF AGRICULTURE
TALLAHASSEE, FLORIDA

