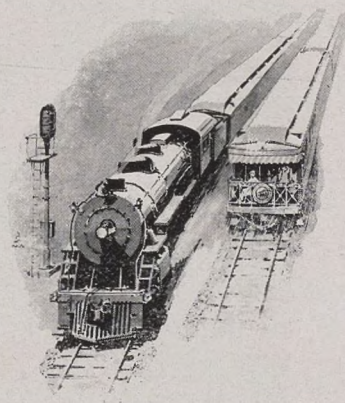


FOR A MORE WHOLESOME LIFE ★ ★



DOWN on the East Coast of Florida a life more abundant and enjoyable can be yours after a journey which involves very little time and expense. Graceful palms and brilliant flowers, green lawns and azure skies form its setting on the shores of a soothing blue sea. Sunshine floods it with comfort and color. Mother Nature operates her own air-conditioning system for your benefit. Flowing lazily up from the tropics, the heat-laden Gulf Stream warms and purifies its trade winds. Recreation out of doors, plenty of sea-washed air, liberally mixed with the ultra-violet of its sunshine, taken daily in proper doses are its pleasant prescription for renewed health and youth.

In actual travel time this favored coast is not as far away as its vast difference in climate and ap-

pearance might indicate. From a large portion of the United States fast trains take you there in 24 to 30 hours, depending on point of departure. One day you bid winter adieu, and the next revel in summer regained with all its varied pleasures. Present low railway fares make it a trip you can afford if only for a few brief, carefree, glamorous weeks. Once there you will inevitably desire to linger.

Attracted by its excellence of climate, remarkable accessibility, and natural charm of environment, practically one million people visit the East Coast of Florida annually. The majority return year after year to indulge in its mild, comfortable winters and breeze-cooled summers. Located on or very near the seashore, its towns, cities and renowned resorts possess marked advantages of healthfulness, living comfort, scenic beauty and varied recreation, which neither more remote nor inland localities afford to an equal degree.



Where winter becomes only a memory

After all, it is not an expensive place to visit. Mingled with its allure as a fashionable Riviera are ample opportunities for living modestly or luxuriously, amid social gayety or in comparative seclusion, as your own tastes, inclinations and means may dictate. The number and variety of its resorts and adequate accommodations of all types constitute a very desirable feature. In addition to being the favorite playground of the wealthy, its enjoyment lies well within the range of lesser incomes. Many visitors have discovered to their surprise that they can close their northern residences during the winter, live in better health and comfort on the East Coast of Florida at no greater expense than if they were to remain shivering at home. Such are its possible economies. Visitors even have some latitude as to choice of climate since that of the northern and southern extremities of this 500-mile coast line differs to an appreciable extent.

## Warm Sunshine and Comfort Await You

Particularly in winter is the contrast between life in northern latitudes and that on the East Coast of Florida most striking. Until you have actually experienced it, you can scarcely imagine the complete transformation in seasons which the brief, economical train trip places at your command. Here you will endure no blizzards or zero temperatures, no dreary months of shut-in existence, no treacherous icy streets. Instead the serene freedom of June-like days will be yours. Palm trees sway gently overhead and flower-decked lawns, instead of snow banks, surround you. A mocking bird sings outside of your window. The subtle fragrance of the tropics lures you into dreamy, carefree forgetfulness. Winter with all its discomforts, hazards and limitations ceases to exist except in name.

Such conditions naturally encourage the desire for a more wholesome life in the open air, and everyone may expect to be benefited by the change. Even your outlook upon life becomes more cheerful and salutary. You are free to follow your favorite diversion whether it be golf, suntanning, fishing, motoring, leisurely strolls or relaxation. For all of these there is ample opportunity and provision everywhere you go on the East Coast of Florida, not for a brief season but the year around. Neither will you be lonely, for you will find many congenial folks, like yourself, doing the things in which you are interested.

Due to the mildness of the climate and the absence of sudden changes in temperature, you will experience almost complete freedom from colds or other winter maladies. The possible saving in doctor bills, the enjoyment of more robust health, are items worth considering. Comparatively no heavy winter clothing will be needed and fuel costs become negligible. These and other economies make a visit to the East Coast of Florida a wise financial investment, as well as most desirable for general well-being.



A delightful place in which to spend one's old age

## Living Expenses Are Really Moderate

Embracing 350 miles of beautiful palm-fringed ocean shore and a wide selection of resorts, the East Coast of Florida is an uncrowded inexpensive place in which to live for those whose budget is limited. Costs depend entirely upon choice of accommodations but, in general, will average even less than for similar standards of living in more densely populated districts. Rents, of course, will be found higher in the more prominent resorts than in smaller towns. Hotel accommodations, meeting the demand of a large patronage, range from the most luxurious of resort establishments to comfortable, home-like boarding houses. Each locality offers its quota of furnished cottages, apartments and rooms, available at moderate rents, especially for longer periods of occupancy.

Those who prepare their own meals have the advantage of markets stocked with an abundance of locally grown fruit and vegetables. On this coast where fishing is a commercial industry, as well as a pastime, seafoods are also plentiful and inexpensive. Domestic servant hire and laundry expense become reduced items. Innumerable tea rooms, restaurants and cafeterias afford delicious moderately priced menus for those who eat "out." Whether you can afford a luxurious estate, or live in a little vine-clad cottage with its little garden of flowers, the sunshine, climate and beauty of environment are yours to enjoy in equal measure.

## Other Favorable Conditions

During these somewhat unsettled times, the State of Florida has much to recommend it beyond its climate, healthfulness, opportunities for recreation and natural beauty. Surrounded by water on three sides and devoid of mountain barriers, this peninsula has never suffered from serious droughts. With no marked industrial concentration, Florida is less subject to labor disturbances and violent economic fluctuations than many sections of the country. It has no state sales tax, other than on gasoline, no state income tax. Homesteads up to \$5,000 valuation are exempt from most tax levies. These factors make Florida a good place in which to live, work, or spend a vacation, a most desirable place in which to establish a permanent or part time residence.

Improved business conditions in Florida are on a substantial basis, affording opportunities for sound investment. The state is still in the infancy of its development. An immense volume of private construction has taken place during the past two years, particularly in the Greater Miami area.

Shuffleboard is a popular outdoor pastime





(above) Pleasure craft crowd the bays and rivers

(below) It is just a step down to the gentle surf



The East Coast section of Florida comprises the ocean shore, extending from Jacksonville to Key West, the southernmost city of the U. S., a distance of 500 miles. The proximity of the Gulf Stream and the sea gives it a delightful climate both winter and summer. On the lower East Coast of Florida the 40-mile wide Gulf Stream, carrying stored-up heat from the tropics, flows a short distance off shore, creating thoroughly subtropical conditions. The surf is as warm in midwinter as that on northern summer beaches. Frost rarely penetrates this far south.

The healthful characteristics of this Florida seashore have won wide recognition. Moving in from the sea, the air is constantly pure, clean and invigorating, having about the right degree of iodine-impregnated moisture. Certain qualities of the latitude and atmosphere result in sunshine unusually rich in medicinal ultra-violet rays. Under proper direction, exposure to the sun on the East Coast of Florida proves beneficial for many types of ailments and remarkable cures have been recorded. For persons of advancing years, natural conditions on this coast greatly aid in prolonging active useful life.

Although lacking mountain grandeur, the scenery encountered has a semitropical fascination, revealing many picturesque vistas of bay and sea. Palms of many varieties grow everywhere. Brilliant flowers bloom in profusion. Portions of its palm-fringed beaches remind one strongly of the South Sea Isles.

The sea lends the life and atmosphere of the entire Florida East Coast further enchantment. In addition to the usual diversions of golf, tennis, riding, shuffleboard, etc., ideal conditions invite surf-bathing, boating, fishing and suntanning. A chain of elongated bays and rivers extends almost the full length of the coast and, together with intervening canals, forms a continuous intra-coastal waterway. Beyond this natural inland waterway repose narrow barrier islands, with their miles of golden beach. Sectional maps of the individual localities of the Florida East Coast, further described in this booklet, graphically illustrate these characteristics.

## You Can Be There Tomorrow By Train

Thanks to safe, fast, modern railway service, to reach the Florida East Coast from most northern localities is a matter of only a day and night en route. To be exact, fast trains make the run from New York to Jacksonville in 20 hours. Chicago is only 25 hours from Jacksonville, northern terminus of the Florida East Coast Railway. Going to points farther down the coast requires only a few additional hours, depending on the distance.

Considering time, safety, restfulness, comfort and economy, the rail journey has many advantages, which other modes of transport do not offer. The long, tiring drive by highway requires at least 3 to 4 days' time, even longer if bad weather is encountered, and is subject to many uncertainties such as possible motor trouble or accidents. When you add up the expense of gas, oil, repair bills, lodging and meals for the longer period en route, not counting the mental and physical strain of driving, the journey by train proves more economical in the end. You arrive rested and refreshed rather than worn out by your trip. The days saved in travel time going and returning can be added to your stay in Florida.



This train rolled through snowbanks yesterday



Florida East Coast Railway coaches afford roomy comfort

## Present Rail Fares Are Low

The railroads serving Florida and its East Coast, have within recent years, made many improvements in the character of their service, providing faster schedules, better equipment, greater comfort and convenience at lower fares. One may go quickly from Washington to Miami in roomy all-steel coaches for only \$17.93; from Cincinnati to Miami at \$17.80. Correspondingly low coach fares apply from all sections to points on the East Coast of Florida.

For use of Pullman accommodations, fares are slightly higher than for travel in coaches, but still economical on a round-trip basis. Round-trip tickets good in Pullman cars are available to destinations on the Florida East Coast, with return limits ranging from 15 days to 9 months, at substantial savings.

Passengers desiring to take their automobile with them to Florida, without driving it or having it driven down, may now conveniently do so. Purchasers of two or more unrestricted tickets can, for one extra one-way ticket at four cents a mile, have their car shipped by fast freight to desired destination. In this way it is possible to enjoy the speed, comfort, economy and restfulness of the shorter train journey and at the same time have the car available for pleasure trips after arrival.

## Railway Service In Florida

The Florida East Coast Railway directly serves all communities on the East Coast of the peninsula from Jacksonville down to the tip end of the State. It is the only double track route through Florida. The important advantage of two main line tracks between Jacksonville and Miami results in its obviously faster schedules and increased safety.

On the Florida East Coast Railway a welcome absence of cinders will be noted as all of the locomotives used are oil-burning. A wholesome majority of regular visitors to Florida also select this line because of the smoothness of the roadbed and the courteous attention of its personnel.

Of interest too, is the fact that the Florida East Coast Railway is the only route serving historic old St. Augustine, Ormond, Daytona Beach, and the pretty towns and famous fruit groves along the Indian River. From most northern centers one can travel through, without change, over the Florida East Coast to Miami and intermediate points, or, in the absence of through car service, convenient connection is made with its trains in the Jacksonville Union Station. When purchasing transportation to Florida, the Agent should be requested to route your ticket via the Florida East Coast. It insures a faster, more comfortable, interesting trip.

The Passenger Traffic Department of the Florida East Coast Railway will be glad to assist you. For information, train schedules, rates, etc., communicate with any of the following:

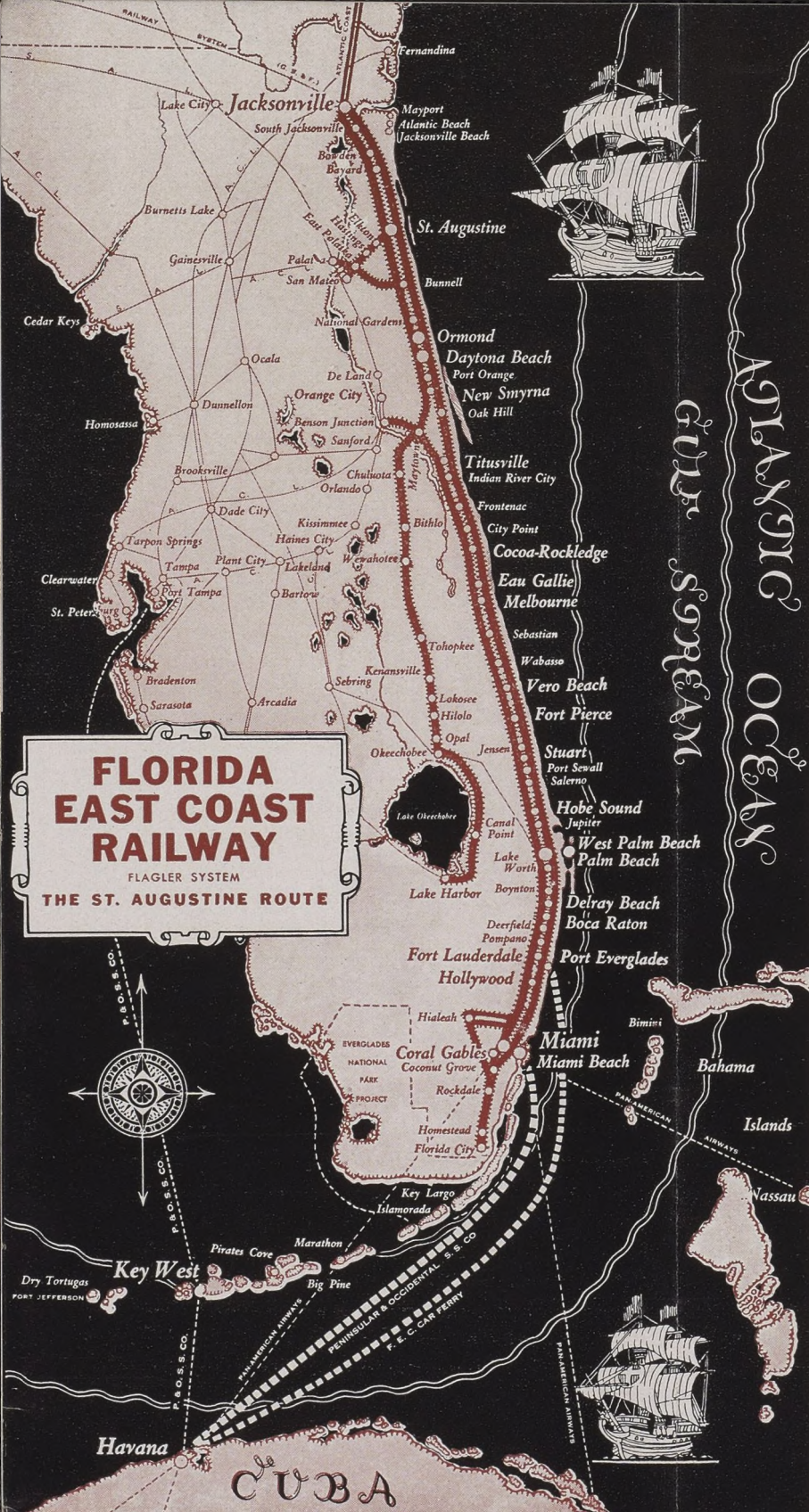
NEW YORK OFFICE—16 East 44th Street. Geo. L. Oliver, Assistant General Passenger Agent.

JACKSONVILLE, FLA.—239 West Forsyth Street. J. D. Ingraham, Assistant General Passenger Agent.

WEST PALM BEACH, FLA.—309 Datura Street. F. B. May, District Passenger Agent.

MIAMI, FLA.—Ingraham Building. L. J. Irvin, Assistant General Passenger Agent.

GENERAL OFFICES—St. Augustine, Fla. J. D. Rahner, General Passenger Agent.





The Florida East Coast Railway is the only double track route through Florida, the short, direct, interesting way along the ocean shore

## Along a Fascinating Shore

JACKSONVILLE, northern terminus of the Florida East Coast Railway, has a fine Union Station, into which all the lines serving Florida operate, greatly simplifying travel through this gateway. In most cases it will not be necessary to change cars here, since through trains and Pullman lines serve points on the coast as far south as Miami.

Following the shore line, Florida East Coast Railway unfolds an interesting panorama of bays, groves of palm and pine. Begun in 1885, it pioneered in the development of this coast and consequently today takes the traveler conveniently to the heart of the cities and resorts which have grown up adjacent to it.

From New York and the East several fast through trains are identified with the Florida East Coast and its immediate connection, the Atlantic Coast Line Railroad. These equal in speed and equip-

ment any in the country. The all-year "Havana Special" runs daily between New York and Miami. "The Miamian" operates on a very fast schedule from early December to mid-May, and the "Florida Special", famed for its speed, recreation car, orchestra and hostess, is available January to April. One can leave Boston in the morning, New York late morning or early afternoon, and reach points on the East Coast of Florida the following day.

From the Central West through Pullmans are extended down the Florida East Coast from Chicago, Cleveland, Detroit, St. Louis, Kansas City and many intervening points. A morning departure from Chicago permits arrival at destinations on the East Coast of Florida during the afternoon of the following day or an evening departure means arrival at Palm Beach and Miami the second morning. At seasons when through service is not available, it is a simple matter to change from one train to the other at Jacksonville within the same Union Station.



Arriving Hollywood Beach amid the palms

## How To Select Destination and Accommodations

If, after reading the following text matter the reader is interested in visiting some particular town or locality described herein, additional information relative thereto may readily be obtained by communicating with the Chambers of Commerce of those localities, most of which publish descriptive literature, of a more comprehensive character. As for accommodations, these may be arranged in advance or selected upon arrival. Most of the cities and resorts will, through their Chambers of Commerce, supply lists of hotels and their rates, available furnished cottages, apartments and rooms, the names of real estate agents, through which further contacts can be made.

## How To Arrange Your Transportation

The trip to Florida by train involves no more complicated arrangements than a short journey between two nearby cities. You will find your local railroad agent usually supplied with complete in-

formation as to fares and train schedules to the Florida East Coast. He will be glad to assist you. Or, if preferred, the Passenger Traffic Department of the Florida East Coast Railway will appreciate an opportunity to render any possible assistance in connection with your trip and choice of destination. Inquiries should be addressed to representatives shown on page 6.

## The Coast In Greater Detail

JACKSONVILLE is a bustling city of over 147,000 population, an important railroad and distributing center. Located 20 miles up the navigable St. Johns River, large ships unload at its wharfs. All travel to points on the East Coast of Florida, and much to other sections of the state, passes through this gateway. Soon after leaving the Union Station here, trains of the Florida East Coast Railway cross a massive double track steel bridge over the St. Johns River, revealing a fine view of the city's waterfront.

Although primarily a business city, Jacksonville lacks little in residential and resort appeal, having attractive residential districts, parks, fine hotels, and five golf courses. Just a few miles distant are Jacksonville and Atlantic Beaches with their cottage colonies, hotels and amusement parks. There is good fishing off Mayport, near the mouth of the St. Johns.

Jacksonville Union Station, gateway to the Florida East Coast





ST. AUGUSTINE: Less than an hour's train ride from Jacksonville brings you to this quaint old city, rich in historic interest. Here the Spaniards established a settlement 55 long years before the Pilgrims landed in New England. Two centuries of continuous existence lay behind it when the Revolutionary War began.

Although St. Augustine has been modernized to a great extent, interesting evidences of its storied past survive to charm those who visit it. Around this little city by the sea clings a host of romantic associations. Its medieval, moat-encompassed

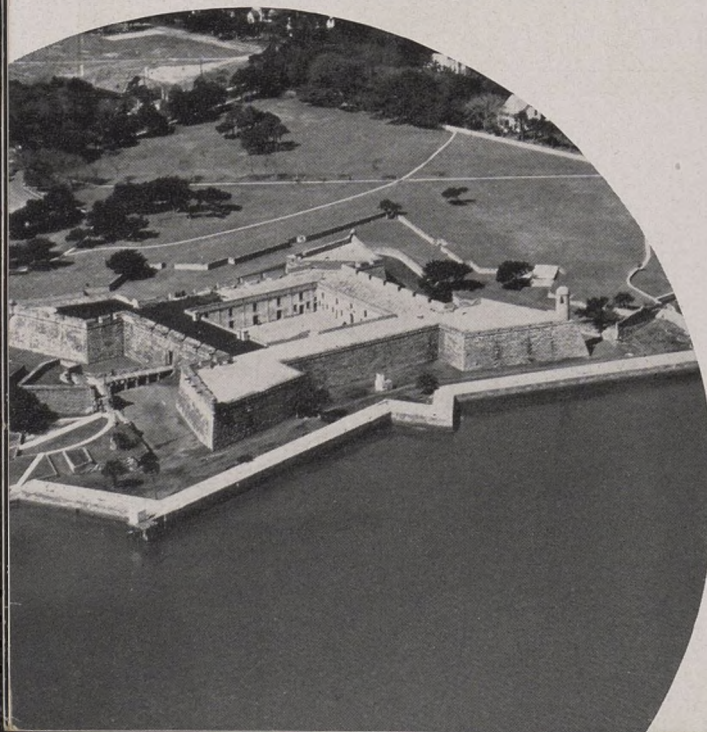
Castle of San Marco, now Fort Marion, frowns upon the bay as in days of yore. Nearby stands the crumbling city gateway, reminder of the time when St. Augustine was a walled town. From the Plaza, where the old cathedral tolls the accumulating hours, lead quaint narrow streets, to which bits of garden wall and overhanging balcony lend further Old World distinction. Beyond, ramble newer residential districts.

Many people make the mistake of trying to see St. Augustine too hurriedly. To appreciate it one must linger there awhile and assimilate its atmos-



(above) As the sun sinks behind Anastasia Lighthouse, St. Augustine

(below) Fort Marion, massive relic of St. Augustine's storied past



Around the new Civic Center are recreation grounds for visitors

phere. Supplementing its historic interest, modern resort and residential qualities recommend it as a most desirable place for a stay of extended duration. As shown by the accompanying map, the city faces Matanzas Bay across which bridges lead to Anastasia Island and Vilano, their cottage colonies and marvelous beaches. The waters surrounding the city supply excellent fishing and yachting. Golfers of note compete in its series of winter tournaments. At St. Augustine's new Civic Center visitors may while away the hours at shuffleboard, croquet, cards and other forms of amusement. Through city and vicinity thread many pleasant walks and drives.

A variety of good hotels, boarding houses, tea rooms and restaurants, many of which are open the year round, cater to its thousands of guests and sightseers. It owes much of its modern development to Henry M. Flagler who, in 1885, began improving its railroad facilities and built the magnificent Ponce de Leon Hotel. The main offices and shops of the Florida East Coast Railway, which are located here, provide one of its main industries.

The word delightful describes St. Augustine's all-year climate. The winters on this northern section of the coast, although mild, are characterized by cooler days than experienced farther south, but are preferred by many for this more invigorating quality. In summer cool sea breezes, wonderful surf-bathing and fishing bring numerous vacationists to this section of the Florida seashore.



Courtyard of the magnificent Hotel Ponce de Leon, St. Augustine

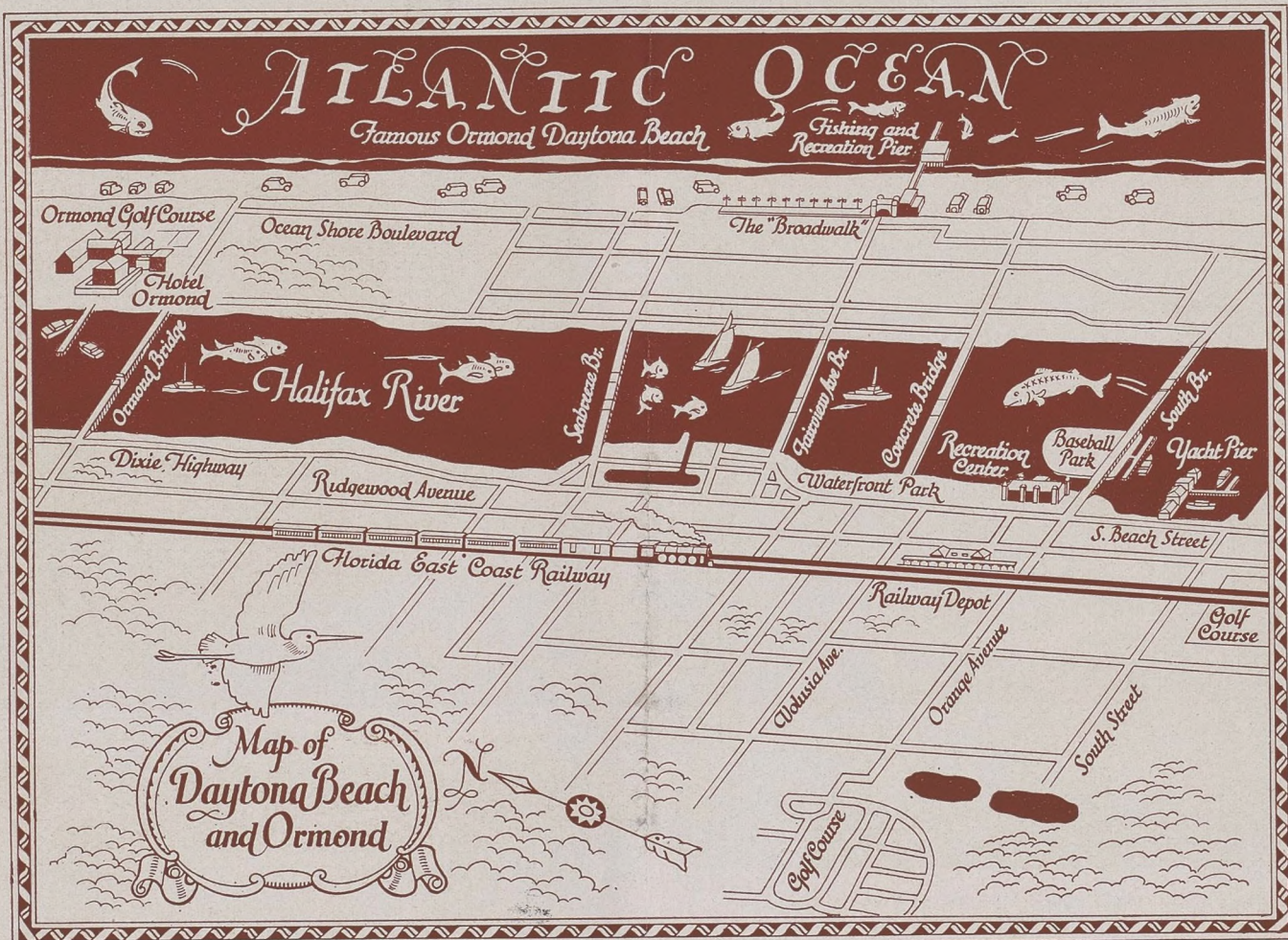


(above) Reminder of the days when St. Augustine was a walled town

(below) This old cathedral faces St. Augustine's ancient Plaza



The St. Augustine Links attract famous golfers



ORMOND BEACH, fifty miles south of St. Augustine, lies between the ocean and Halifax River on Pelican Island. Here a cottage colony surrounding Hotel Ormond has long been a quiet but popular resort, chosen by John D. Rockefeller for his winter home. Shaded drives and trails wind through the live oaks, magnolias and orange groves of the vicinity. Its beach, a continuation of that of Daytona, and seaside golf course are nationally famous. Amid such surroundings spread the spacious grounds and broad verandas of Hotel Ormond, one of the distinguished Flagler System resort establishments.

DAYTONA BEACH, just south of Ormond, occupies

a wide area on the mainland and peninsula shores of the Halifax River, here spanned by several bridges. It enjoys popularity both as a winter and summer resort. Moss-hung oaks, magnolias and palmettos overhang its wide residential streets. Generous provisions exist for the accommodation and entertainment of its visitors. A large recreational center borders the river while many good hotels and boarding houses are scattered about the town.

Just across the Halifax River a populous beach section affords further amusements and accommodations. A world-famous ocean beach extends for 23 miles, packed as smooth and hard as a cement

highway by the action of the tide, at times 200 feet wide, ideal for surf-bathing and motoring. The automobile speed records attained on this remarkable beach attract world-wide attention.

Anglers will find plenty of sport in the waters surrounding Daytona Beach. Several golf courses are available. Cool sea breezes, excellent surf-bathing, an ocean pier, wide promenade along the ocean shore and extensive beach development make Daytona one of the most popular summer resorts on the Coast.



Summer crowds throng the "Broadwalk" at Daytona Beach



(above) Catching drum off Daytona's fishing pier



(above) Daytona Beach makes ample provision for tourist entertainment  
(below) The world-famous beach at Ormond and Daytona



(below) A Halifax River dock by moonlight





(above) Clusters of golden fruit await the pickers



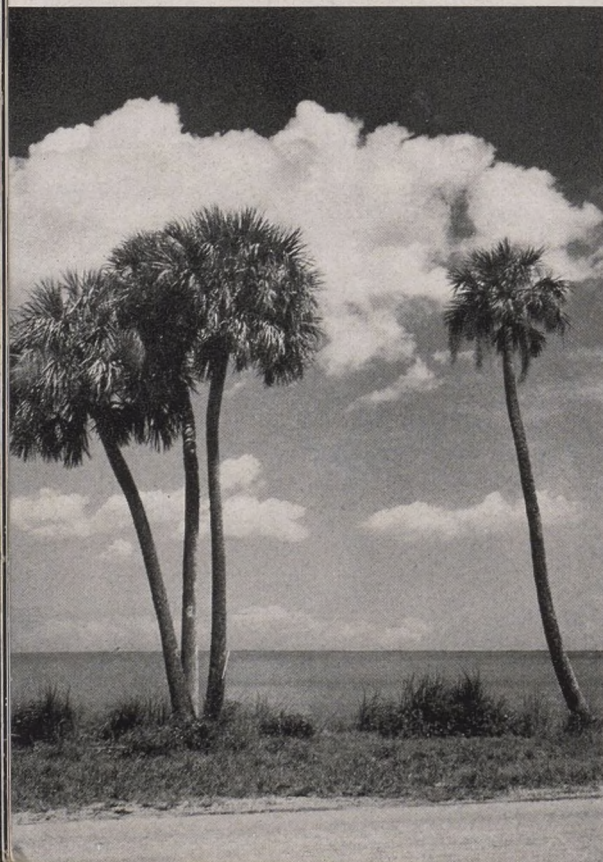
A typical citrus grove of which there are thousands

## Along the Beautiful Indian River

From New Smyrna to Jupiter, the Florida East Coast Railway follows the shores of the Indian River, a long salt-water lagoon, miles wide in some places, narrow in others, and 165 miles in length. Pretty towns nestle on its mainland shore, while on the east it is bordered by a fringe of narrow green islands, on which are desirable beaches.

Both mainland shore and islands are checkered with citrus groves, interspersed with rich hammock lands, groves of pine, oak and palmetto. Certain soil and climatic conditions endow the luscious oranges and grapefruit grown here with a superior quality, so that the name Indian River fruit has become justly famous.

All of the towns along the Indian River enjoy marked residential and resort advantages, including fine facilities for boating, fresh and salt-water fishing, hunting, adjacent and easily reached beaches for surf-bathing and other sports. Modern civic improvements and good schools characterize them as comfortable, wholesome places in which to establish a permanent or part time home which opportunities for outdoor recreation further strengthen in appeal. Their uncrowded conditions keep living costs down to a minimum. Accommodations comprise small, but comfortable hotels, boarding houses and cottages.



(below) Looking out upon a broad section of the Indian River

The mild healthful climate of the Indian River Country ranges between that of the northern and southern extremities of the coast. The presence of coconut palms and extensive fruit groves indicates comfortable winters, free from prolonged cold spells.

NEW SMYRNA, located on the banks of the North Indian River, is one of the older settlements. Here in 1767, a Dr. Andrew Turnbull, during English rule in East Florida, established a colony of Greeks, Minorcans and Italians for the growing of indigo and sugar. After a time the colonists became dissatisfied with the treatment of their overseers and sought refuge in St. Augustine. Some of the drainage canals which they dug are still in evidence and on the outskirts of New Smyrna hide the mute ruins of an old Spanish mission.

Like Daytona Beach this town has attractive well-shaded streets, many provisions for entertaining visitors, such as shuffleboard and tennis courts, a golf course and a fine little yacht club. Bridges connect it with nearby ocean beaches, where there is every opportunity for surf-bathing and suntanning. Surrounding waters afford good fishing.

At New Smyrna a branch line of the Florida East Coast Railway penetrates inland to Lake Okeechobee, and around the east shore of this lake, tapping a very rich agricultural region.

Moss-festooned oaks shade New Smyrna's streets



The Indian River affords both commercial and pleasure fishing



(above) Each town has a fine bathing beach nearby

(below) Ruins of an old Spanish Mission near New Smyrna





One may cruise hundreds of miles on the Indian River

TITUSVILLE, population 2,500, is the first town of importance on the Indian River, 29 miles south of New Smyrna. It is a shipping point for fruit, fish and vegetables, the County Seat of Brevard County. A free bridge links it with the northern end of Merritt's Island and a fine beach.

COCOA and ROCKLEDGE, combined population 4,000, are adjoining communities served by one railroad station. Cocoa profits as the commercial center of a rich agricultural district and gateway to Merritt's Island, which lies across the Indian River. This island, 32 miles long and up to 8 miles in width, produces quantities of fruit and vegetables. Both Cocoa and Rockledge have long been popular as resorts, affording golf, fine fishing, facilities for yachting, surf-bathing amid beautiful surroundings. Fine homes line the drive which winds along the river shore through those communities.

EAU GALLIE, population 1,200, seventeen miles south of Rockledge and six miles north of Melbourne, looks out upon the Banana River which here rounds the southern end of Merritt's Island. Numbered among its attractions are a golf course, splendid fishing, facilities for yachting, a convenient beach.

MELBOURNE, population 3,000, a modern progressive little city, overlooks the Indian River just midway between Jacksonville and Miami. An 18-hole golf course, nearby bathing beach, fresh and salt-water fishing, yacht club and good dockage bring it many visitors. The residences of Melbourne are attractive. Cottages and rooming houses are available, supplementing its several good hotels.



The drive along the Indian River shore is particularly beautiful

(below) An Indian River sunrise near Cocoa-Rockledge



This one will make a meal for the whole family





VERO BEACH, population 2,500, occupies fine hammock land on the Indian River in the midst of many orange and grapefruit groves. This neat and well-kept town also affords all modern civic conveniences. A bridge spans the Indian River "Narrows", linking it with a beach section. Fishing, surf-bathing, golf and other sports constitute year-round diversions. One of the show places at Vero Beach is McKee Jungle Gardens, a large tract of beautiful tropical jungle, in which a variety of native and rare imported plant specimens are to be seen. Vero Beach has a large centrally located park providing tennis, shuffleboard, bowling, horse-shoe pitching, and well-equipped children's playground.

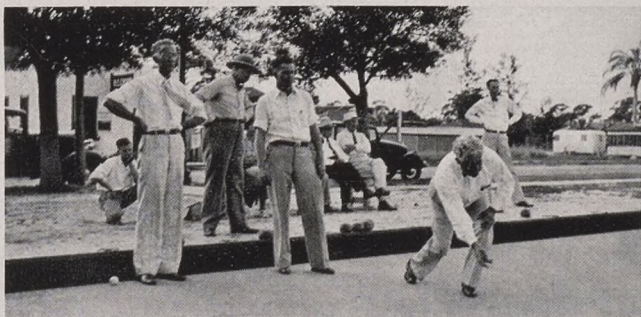
FORT PIERCE, population 6,500, combines resort appeal with good residential and business qualities. Large quantities of fruit, vegetables and fish are shipped from this point by rail and water. A deep channel permits ocean-going ships to enter. Only two miles separate the business section and the island beaches across the river. Fishing provides both an industry and pastime. Golf courses, tennis courts and other civic facilities diversify its amusements.

STUART, population 2,000, enjoys prominence as an excellent locality for fishing and issues an informative Fishing Guide. Facing an ocean inlet it is almost surrounded by the St. Lucie River, along the banks of which spread ample yachting facilities. Stuart has been frequented by such famous anglers as Presidents Arthur, Cleveland, Theodore Roosevelt, Taft and Harding. A golf course, good hotels and all municipal improvements make it a pleasant place to visit.

HOBE SOUND—On Jupiter Island extends a particularly attractive residential district, bordered on one side by Hobe Sound, and on the other by the sea and surf. Island Inn, center of this development, provides it with a beach club and golf course. The palm-fringed shores of Hobe Sound form a picturesque setting for many estates, yachting, excellent fishing and surf-bathing in a somewhat secluded environment.



One of the many beautiful homes along Hobe Sound



(above) Bowling in the amusement park at Vero Beach

(below) On the delightful beach at Fort Pierce



(above) A palm at Stuart laden with coconuts

(below) Jupiter Lighthouse is an old landmark





## Palm Beach and West Palm Beach

PALM BEACH, renowned among winter resorts, occupies a peninsula between Lake Worth and the sea, 300 miles south of Jacksonville. Across from it on the mainland lies West Palm Beach.

These wonderful resorts owe their existence largely to Henry M. Flagler, builder of the Florida East Coast Railway. When the railway extended only as far south as Rockledge, Flagler visited Palm Beach, then an inaccessible little pioneer settlement. Impressed by its great natural beauty and superb climate, he decided to construct an immense hotel here. This was completed without delay and opened in 1894. About the same time the Florida

East Coast Railway was built south from Rockledge to this point. After extensive beautification, Palm Beach was introduced to the world as an exclusive winter resort and enjoyed almost immediate popularity.

At that time no settlement whatever existed where West Palm Beach now stands. Flagler, wishing to preserve Palm Beach solely as a resort, free from business intrusions, conceived the idea of establishing a commercial city on the opposite shore of Lake Worth. He accordingly laid out a townsite for which he financed waterworks and other civic improvements. From this beginning West Palm Beach has expanded rapidly and now has an all-year population of 30,000.

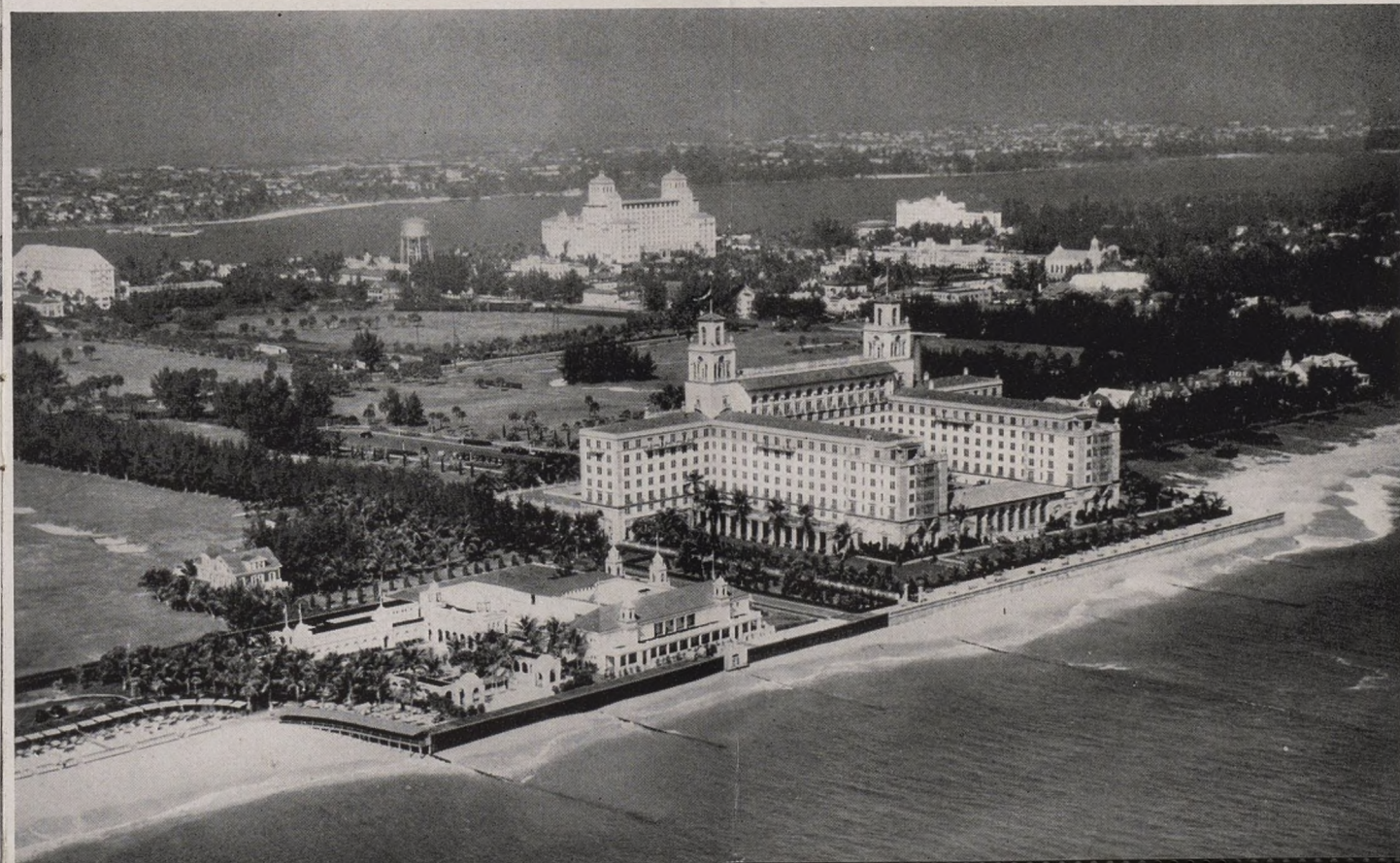
Palm Beach has achieved unusual distinction as the fashionable wintering place of America. Everything about it conveys an impression of luxury, beauty and magnificence. Palatial residences and estates of the wealthy line its palm-shaded streets and drives. Imposing hotels and clubs rise above its tropical foliage. On one side yachts ride at anchor on Lake Worth, on the other jade-green surf breaks gently on its fashionable beaches.

Aside from exclusive shops, commercialism has been excluded at Palm Beach. Skillful landscaping and perfect care have transformed it into a tropical fairyland. Its profusion of coconut palms, from which its name is derived, are ascribed to an accident early in its history, when the Spanish brig "Providencia", laden with coconuts, was wrecked nearby.



(above) View from the lakefront at West Palm Beach

Facing the sea is the luxurious Breakers Hotel and Casino, Palm Beach





Along the Ocean Boulevard, Palm Beach



(above) Pleasure craft skim the surface of Lake Worth

(below) Another view of the beautiful palm-fringed shore



Lake Worth's fine bathing casino and beach

Standing on the ocean shore at Palm Beach one can recognize the deep blue hue of the Gulf Stream a few miles away, a fact which accounts for the equability of the climate, and the warmth of the surf in midwinter. Palm Beach, of course, has every provision for rest and recreation—beautiful golf courses, tennis courts, beach clubs and casinos, fleets of fishing and pleasure craft. Wheel chairs propelled by negroes constitute its traditional mode of transportation. Automobiles are barred from many of its trails and in recent years bicycle riding has again become fashionable. Among the luxurious hotels at Palm Beach, the celebrated Breakers on the ocean shore is the center of its brilliant social season.

West Palm Beach, just across Lake Worth from Palm Beach, caters to the business requirements of an extensive residential, resort and agricultural area. Three bridges connect these two sections and make them practically one. The city on the mainland shares all of the beauties, climate and recreational advantages of its more exclusive sister. Coconut palms fringe its frontage on Lake Worth, adorn its streets, and parks. Being less pretentious, West Palm Beach affords a wide variety of hotels, apartments and cottages, including quite a number that are moderate in price.

Fishing is a very popular sport at West Palm Beach. A short cruise brings one to the Gulf

Stream where sailfish and other fighting denizens of the deep abound. Portions of the Lake, nearby inlets, bridges and jetties, also bodies of fresh water back of the city, lure many anglers. Fleets of boats, manned by experienced guides are available at its lake front docks.

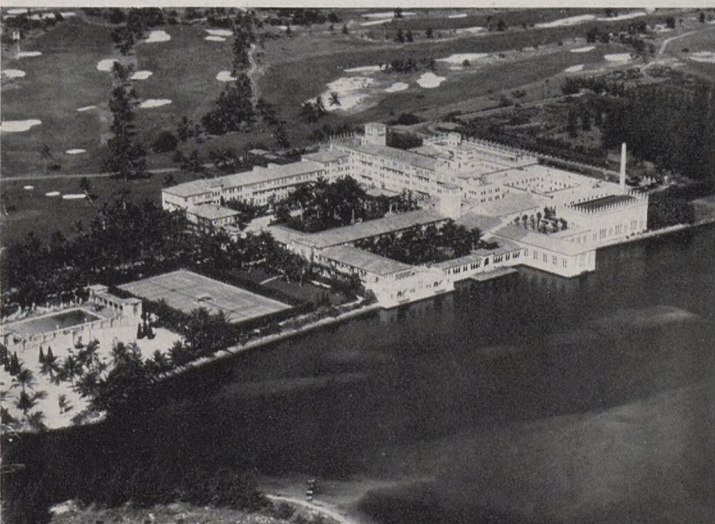
The annual Silver Sailfish Derby at West Palm Beach is one of Florida's popular seasonal events taking place the last of January and first of February. Valuable trophies and cash prizes are awarded for the longest and heaviest sailfish captured.

LAKE WORTH, population 6,000, a pretty little city, almost adjoins West Palm Beach on the south having all the advantages of this popular resort and residential zone. It is a modern municipality, possessing a fine beach casino, golf course, comfortable homes and hotels.

DELRAY BEACH, population 3,000, lies 17 miles south of Palm Beach, 48 miles north of Miami. It fronts directly on the ocean and less than a half mile separates its municipally owned beach and the business district. Coconut and royal palms shade its streets. All forms of recreation are convenient and inexpensive; golf courses and polo fields nearby.

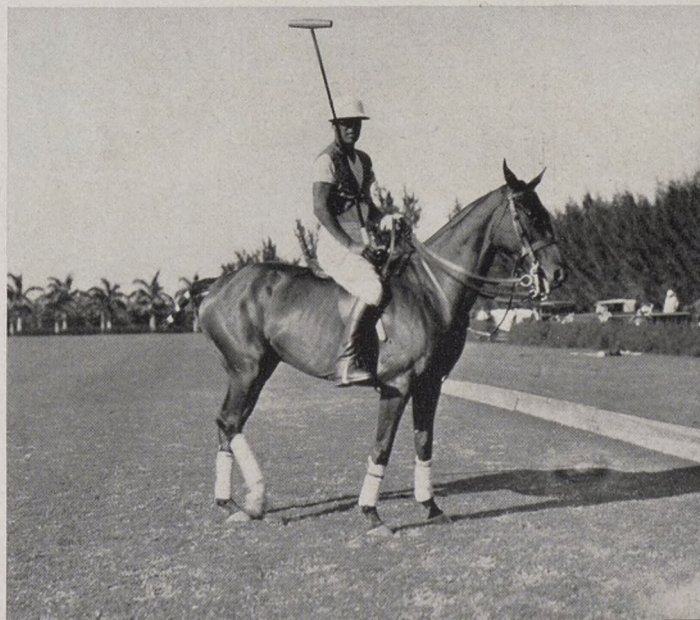
BOCA RATON, nine miles south of Delray Beach, consists of the sumptuous Boca Raton Club, an exclusive resort colony, where every provision has been created for luxurious comfort and recreation amid picturesque tropical surroundings.

Boca Raton Club showing one of golf courses beyond



(above) A prize sailfish taken in the Gulf Stream off West Palm Beach

(below) On one of the polo fields near Delray Beach





Leaving the New River for a day's fishing at Ft. Lauderdale

FORT LAUDERDALE, population 9,000, is located 42 miles south of West Palm Beach, 25 miles north of Miami. The deep New River flows through the heart of this town, where yachts and smaller craft line its banks within the business district. Tropical vegetation and Venetian-like waterways lend its residential districts unique attraction. Shuffleboard courts and other forms of municipally provided recreation are available in addition to golf courses and a splendid beach. Fishing attains prominence at Fort Lauderdale because of the proximity of fine angling waters. One can leave the docks in the heart of the city and a few minutes later be trolling for big game fish in the edges of the Gulf Stream. Boats of all kinds and experienced guides are at hand. Accommodations at Fort Lauderdale include a number of good hotels, boarding houses, many cottages and apartments.



Yachts moor in the heart of Ft. Lauderdale's business district

PORT EVERGLADES, four miles south of Fort Lauderdale, and a short distance from the main line of the Florida East Coast Railway, is one of the deepest harbors on the south Atlantic coast, between Norfolk and New Orleans. The channel has a depth of 35 feet. From this point large ocean-going freight car ferries are operated in connection with the Florida East Coast Railway to and from Havana, providing a fast, convenient all-rail freight route between the United States and Cuba.

HOLLYWOOD-BY-THE-SEA, population 4,300, fronts directly on the ocean 18 miles north of Miami. Its well laid-out streets are beautified by coconut and royal palms. The proximity of the Gulf Stream makes bathing delightful all winter long on its excellent beaches. Two golf courses, good fishing and other advantages round out its attractions. Close to the sparkling surf rises the sumptuous Hollywood Beach Hotel, noted for its beautiful interior and gay metropolitan sophistication. In addition, Hollywood offers several smaller hotels, comfortable apartments and cottages.



A part of Hollywood's seven-mile municipally owned beach



(above) Happy days at Hollywood beside the sea

(below) Looking down on the terrace and beach, Hollywood Beach Hotel





## Miami, Miami Beach and Coral Gables

To many, Florida means Miami and vicinity, for this favored area on the lower East Coast of Florida has become the most populous winter resort region in America. Greater Miami, consisting of Miami, Miami Beach and Coral Gables, entertains almost a million visitors annually. Its growth, from a little Indian trading post to a fascinating residential playground and sports center of 150,000 population, within the brief period of 40 years, has been phenomenal.

The Florida East Coast Railway played an important part in its development. In 1896 when this

pioneer line penetrated the wilds of South Florida to this then obscure locality, there were only two families living where Miami now stands. Here Henry M. Flagler and his railway forces laid out a townsite, built a large resort hotel, and proceeded to advertise Miami to the world outside. Today, fast, luxurious trains over the Florida East Coast Railway speed you to a terminal conveniently located in the heart of this Magic City.

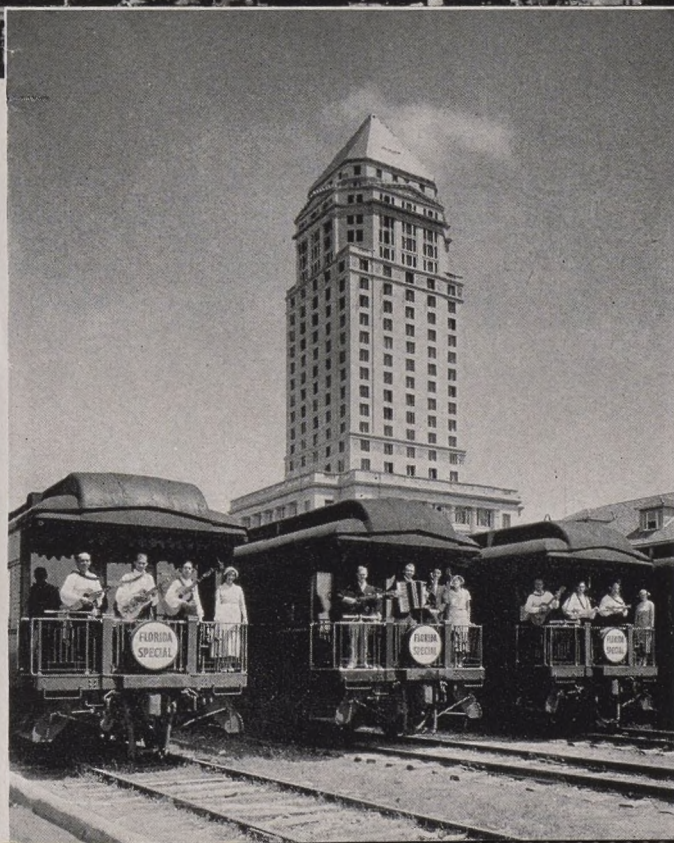
Reposing on the shores of Bay Biscayne, Miami and its suburbs are a paradise of tropical vegetation, red-tiled roofs, many-hued stucco and stone buildings in styles of architecture reminiscent of



(above) Aerial view of Miami, looking east toward Bay Biscayne. Circle indicates location of Florida East Coast Railway terminal in the heart of the business district. (right) Three sections of the "Florida Special" at Miami showing recreation car hostesses and orchestras, Dade County Courthouse in the background.

the Mediterranean. Designed for play and living comfort rather than for business acumen, Greater Miami covers a large area, interspersed with inviting parks, golf courses, picturesque waterways.

Coconut and royal palms are its shade trees. Shrubby and brilliant flowers flaunt their colors everywhere. They beautify its spacious parks along the bayfront, where palatial yachts and myriads of smaller craft are moored or ride at anchor. They provide a setting so unique that you will almost feel that you have reached a foreign land.





The spirit of Miami is gay and youthful

Prevailing southeast trade winds blowing over the Gulf Stream, which can be clearly seen from its beaches, contribute to the unsurpassed quality of its much-sought climate. Weather bureau records show this locality to have an average winter temperature of 71 degrees, and an all-year average of 75. On 359 days out of the year, the Greater Miami area enjoys health-giving sunshine. Cool seabreezes relieve the summer months, the thermometer seldom reaching 90. Many who visit Miami for a vacation find the city and climate so delightful that they eventually join its increasing number of permanent residents.

To some, Greater Miami suggests glistening suntanned enthusiasts on golden beaches, the delights of surf-bathing in warm waters while those back home shiver in fur coats; dancing beneath the palms



Midwinter crowd at one of Miami's famous racetracks

and a round of social gayety. To others it suggests the thrills of horse-racing, the beat of hoofs as they flash down the stretch, the shouting crowds that greet the winner. For still others its greatest charm may be the velvet green of its golf courses when the home club is snow bound, activity on its tennis courts, the challenge of fish that lurk in its surrounding waters, or the passive comfort of lounging carefree beneath its palms with a good book for a companion. Greater Miami is all of these, combining the appeals of many resorts within one area, affording an infinite variety of places to go, things to see and ways to live. You can enter the swim of its scintillating activities or relax in the comparative seclusion of its gardens.

Miami, Miami Beach and Coral Gables offer an endless round of amusements—horse-racing on magnificent tracks; eleven golf courses and noted tournaments; tennis courts and championship competition; polo fields for those who indulge or watch this pastime; regattas on Bay Biscayne; miles of palm-fringed beaches, both public and private; dog-racing of a high calibre; all types of fishing and fleets of boats for charter. When night falls and a tropical moon glistens on the bay, the whirl of life can go on at many night clubs, casinos, theatres.

With accommodations for 250,000 visitors at a time, the Greater Miami area appeals to all classes. Its more than 350 hotels, 1,500 apartment buildings, and 5,000 furnished cottages range from the lux-

urious, fashionable and exclusive to those providing plain but comfortable living quarters at very moderate rates. Its scores of restaurants, cafeterias and tea rooms serve excellent meals at very reasonable prices. Immense building activity in Miami this year has created additional accommodations for almost 100,000 more residents and visitors than available last season. Such is its popularity.

MIAMI BEACH is an intimate part of Miami reached by three wide causeways across Bay Biscayne from the city on the mainland. This marvelous island district, lying between the ocean and the Bay, comprises an area some 10 miles long, one to three miles wide. Beautiful residential streets run through its groves of palms and wide park areas. Miles of public and private bathing beaches, golf courses, polo fields, natural and artificial waterways, scores of distinguished hotels and apartments complete its charm as a Riviera. Many people of note maintain winter homes at Miami Beach or are regular patrons of its famed hotels.

To the southwest of Miami proper, lies Coral Gables, a carefully planned residential suburb. Here, the renowned Miami Biltmore Hotel, the center of a fashionable winter colony and extensive sports program, combines an exclusiveness of location with convenient accessibility to all the activities of the Greater Miami area. Coral Gables is also the home of the University of Miami, one of Florida's growing institutions of higher learning.

Forty years ago a wilderness; today this imposing skyline



(above) Ocean front promenade at Miami Beach

(below) In the famous Venetian Pool at Coral Gables





A Pan American Airways "Clipper" wings southward

## Places Reached From Miami

Due to its location, far down on the tip of the Florida Peninsula and a good harbor, Miami has grown to be an important gateway for travel and commerce to nearby foreign lands, such as the Bahama Islands, the West Indies, Mexico, Central and South America. Fast trains over the double track Florida East Coast Railway to Miami, thence connecting plane or steamer save many days en route to these places. A visit to Havana, Cuba; Nassau, Bahamas; or Pan American destinations may be conveniently combined with a vacation or business trip to this Florida Riviera.

KEY WEST is a unique island city at the tip of the Florida Keys, reached by Florida Motor Lines bus or motor from Miami across the Over-Sea Highway. Surrounded by the sea on all sides it possesses a restful, half foreign, maritime atmosphere, and is a famous place for big-game fishing.

HAVANA, CUBA, is a city well worth visiting, so foreign that to see it borders on a trip abroad. Step aboard a Pan American Airways "Clipper" and you alight in Havana only 21½ hours later, or it may be

reached by a delightful steamer trip just overnight. The narrow, silent streets of Havana, its beautifully wrought grilled work, venerable cathedrals, convents and massive fortresses resemble those of old world cities. Imposing buildings, wide boulevards, marble residences and clubs, gay night life and sidewalk cafes fulfill its reputation as the "Paris of the Caribbean."

Florida East Coast Railway trains connect with Havana-bound planes and steamer. Leaving Miami in the evening on a large Peninsular & Occidental Steamship, you step out on deck next morning to see the Cuban Capital spread before you. Low excursion fares from Miami to Havana make this little trip abroad very inexpensive.

NASSAU, BAHAMAS, a bit of old England, lies just beyond Miami's eastern horizon, off the beaten track. Pan American Airway's flying ships take you to this coral gem in a little over two hours, or you can make the trip on a commodious steamship overnight. Both services connect conveniently with Florida East Coast Railway arrivals at Miami.

WEST INDIES AND PAN AMERICAN COUNTRIES—Miami is the largest international airport in the United States. From the Pan American Airway's modern Miami Terminal, giant planes fly the sky lanes to Cuba, the West Indies (Santo Domingo), points in Mexico, Central and South America. Places which formerly required weeks to reach are now only a few hours or a few days away through the Miami aerial gateway to Pan America.

Sidewalk cafes add to Havana's foreign flavor





# FLAGLER SYSTEM HOTELS

1936-37 Season and Rates

## PONCE DE LEON . . . . . St. Augustine

Mr. B. R. Howe, Manager

Opens January 9th, 1937; Closes April 1st, 1937

### AMERICAN PLAN

	Per Day
Single room . . . . .	\$ 6 to \$13
Double room . . . . .	12 to 24

## HOTEL ORMOND . . . . . Ormond Beach

Mr. A. N. Chase, Manager

Opens January 2nd, 1937; Closes April 3rd, 1937

### AMERICAN PLAN

	Per Day
Single room . . . . .	\$ 6 to \$13
Double room . . . . .	12 to 26

## THE BREAKERS . . . . . Palm Beach

Mr. John W. Greene, Manager

Opens December 15th, 1936; Closes April 15th, 1937

(Family style from December 1st to opening date, and from April 15th to May 1st)

### AMERICAN PLAN

	Per Day
Single room . . . . .	\$10 to \$18
Double room . . . . .	18 to 44

## CASA MARINA . . . . . Key West

Mr. Peter Schutt, Manager

Opens January 1st, 1937; Closes April 1st, 1937

(Family style from December 10th to opening date)

### AMERICAN PLAN

	Per Day
Single room . . . . .	\$ 8 to \$12
Double room . . . . .	16 to 24



Sunning in the patio of the Hotel Ponce de Leon, St. Augustine

### A COMPLETE RESORT SERVICE

THE FLAGLER SYSTEM HOTELS afford not only luxurious living accommodations, but ideal provisions for rest and recreation amid an atmosphere of exclusive refinement. Their spacious grounds include putting greens, tennis courts, inviting walks and verandas for the more complete enjoyment of Florida's health-giving sunshine and beauty. Associated golf courses and beaches are conveniently nearby, in the case of Hotel Ormond and The Breakers adjacent to the hotel itself.

Years of experience, as hosts to a distinguished clientele, have given the Flagler System Hotels an enviable social prestige. Their luxurious appointments, excellence of service and cuisine, and complete resort facilities appeal to people of discriminating taste.

Advance reservations may be made through New York Office, 2 West 45th Street, Telephone VANDerbilt 3-1784.

# FLORIDA EAST COAST HOTEL COMPANY

FLAGLER SYSTEM

# Florida

## EAST COAST

# Florida

## EAST COAST



**FLORIDA EAST COAST RAILWAY**

The St. Augustine Route

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