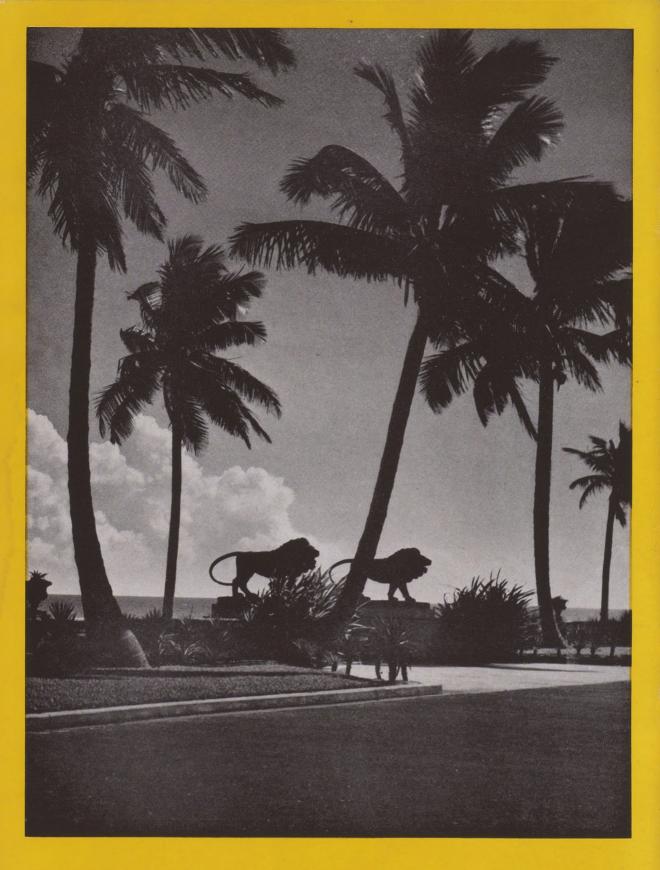


FLORIDA EAST COAST RAILWAY



The Land Where Winter Never Comes



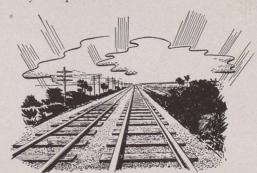
TOMORROW BY TRAIN

When you decide to visit the East Coast of Florida, you will find making the trip by train most satisfactory. It affords more rest and comfort en route, complete peace-of-mind and safety. Like a Magic Carpet it transforms the seasons almost over night. From most northern localities you can leave one day, and on the next arrive amid the Florida East Coast's colorful subtropical palms, sunshine and flowers.

Should you travel by coach, you will ride in a big, air-conditioned car, in which you will have your own reserved, adjustable reclining seat, enjoy plenty of room to relax and move about. Clean, modernly equipped washrooms will be constantly available. Pullman accommodations afford even more privacy and luxury.

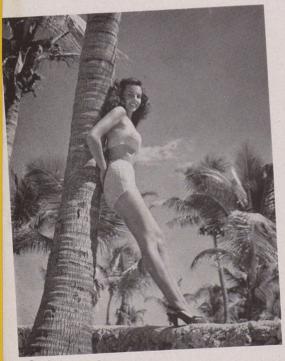
When you tire of the car in which you are seated, you can stroll into a smartly equipped tavern lounge, available on most through trains, for further relaxation. When meal time comes, you will not need to interrupt your journey for a hurried snack at some wayside eatery. A dining car will be waiting with clean linen, and a variety of tastefully prepared food, attractively served.

While you sleep, eat, read, or even stroll around, the train speeds smoothly and steadily on. Soon the conductor will be calling your Florida East Coast destination and you will agree that the trip by train is far preferable to the long grueling drive, or to travel by other modes of transportation when it comes to real roomy comfort, relaxation, safety and peace-of-mind.

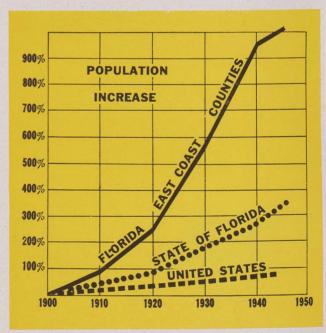




Miami, magic metropolis of south Florida, has grown up within the brief period of fifty years



In this mild climate bathing beauties are inevitable



The East Coast of Florida is one of the fastest growing sections in the United States. As illustrated by the above chart, the coastal counties, served by the main line of the Florida East Coast Railway have enjoyed a long period of steady rapid growth in population. There is every indication that this trend will continue upward.



Beside the still waters at Miami Beach

Whether you seek a rejuvenating vacation, thrilling new scenes and experiences, a complete change in climate and environment, or merely wish to settle down where life will hold more for yourself and children, the East Coast of Florida offers you a better place in the sun.

Washed by the gentle surf of the south Atlantic, warmed in winter by the Gulf Stream, cooled in summer by seabreezes, and bathed in sunshine throughout the year, this coast has marked natural advantages which have made it a famous playground and residential district. Graceful palms, colorful flowers, golden beaches, and blue lagoons give it a beauty and tropical fascination almost as unique as that of a foreign land.

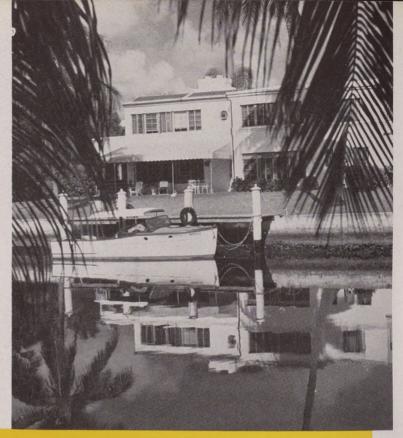
Here you can escape for the most part winter's disadvantages and chilling limitations. Here you can live a more wholesome life in the out-of-doors,—work, play or rest under more favorable conditions every month of the year.

But the East Coast of Florida is more than just a famous vacationland, to which hundreds of thousands come annually for rest and recreation in the sun. It is a land of thriving towns and cities, comfortable homes, farms, groves and industries, where continuing rapid gains in permanent population are creating attractive new business and industrial opportunities.

For the vacationist and sightseer it offers a great variety of things to see and do,—quaint, historic St. Augustine, the nation's oldest city; gay, youthful Miami and Miami Beach; magnificent Palm Beach; fragrant groves of golden fruit; romantic palmfringed beaches; famed fishing, horse-racing, golf, nightclubs, and other diversions to satisfy every taste.



Flowing north along these shores the warm Gulf Stream weaves a magic spell of tropical enchantment.



#### LAND WHERE WINTER NEVER COMES

Embracing the beautiful ocean shore of the Florida peninsula, the East Coast of Florida contains approximately 40 per cent of the Sunshine State's total residents, two of its three largest cities, and many of its famed resorts. Due to its coastal location and proximity to the warm Gulf Stream, it is a land where winter never comes,—seldom too hot and seldom too cold for comfort, and with no pronounced dry or rainy season.

That remarkable ocean current, the Gulf Stream, flowing lazily up from the tropics, brings warmth to these shores in winter, weaving a spell of tropical enchantment. In summer, breezes cooled by the sea prevent those extremes of heat that cause discomfort in most inland localities.

Winter temperatures on the East Coast of Florida seldom drop below 60 degrees. Only on occasional days will coats be needed and homes require some form of heat. Healthful sunshine prevails on an average of over 300 days out of the year. Rainfall is adequate

and well distributed, much of it coming in the form of brief showers after which skies rapidly clear and the sun shines again.

During the summer this ocean shoreline receives the full benefit of cooling trade winds from the sea and with its marvelous beaches is becoming increasingly popular as a summer resort as well as winter playground. The thermometer rarely reaches 90 degrees. The nights are uniformly cool and restful.



A healthful life in the open air

# These ECONOMIES CAN BE YOURS

On the East Coast of Florida certain welcome economies in living costs, which involve no sacrifice in comfort or living enjoyment, are made possible by the mild, friendly climate.

Homes, for example, can be heated at a fraction of the cost where the winters are more severe. Less expensive heavy clothing is needed. Bodily ills and doctor bills are usually fewer. You can pick winter vegetables and fruits from your garden or buy them reasonably at local grocers. The East Coast of Florida and its adjacent territory annually ship thousands of carloads of such produce to northern markets.

Many people find that in Florida they can live comfortably in a smaller, less expensive home, because so much more time can be spent out of doors. A screened or glassed in porch becomes one of the most lived-in places in the house and often serves admirably as an extra bedroom.

Opportunities for healthful recreation are at your very door-step and for the most part very inexpensive. Fine beaches, fishing and boating waters, and a good golf course are usually only a few minutes away.

Another charm of this section for many is the more leisurely informal mode of living to be found in most of its localities, its hospitable, friendly people, so different from the nerve-straining pace, congestion and cold formality of most large cities.



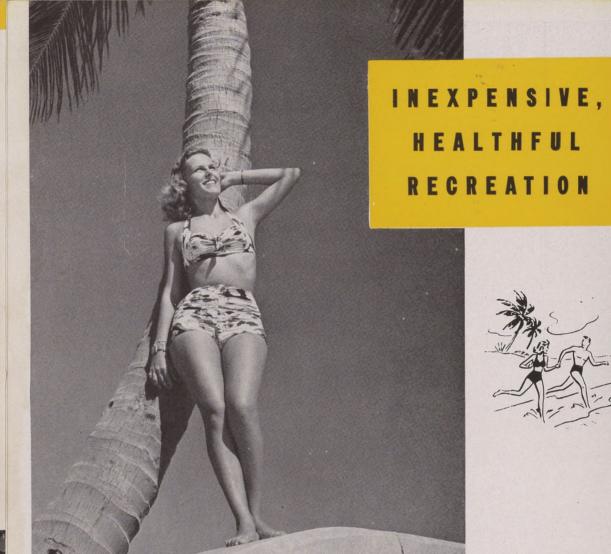
Boughs heavy with delicious golden fruit



One of the coast's many fishing fleets



Winter vegetables are grown by the carload





Children thrive on the sunny beaches

People on the East Coast of Florida enjoy life more because they have learned to take time out for play. Here every week-end becomes a vacation because the opportunities for healthful recreation are so numerous and near at hand.

Down the coast stretches a chain of beaches, unequalled the world around, for surf and sun bathing and other seaside sports. Practically all of the cities and towns are located on or near delightful bays and rivers, which form a continuous inland waterway from Jacksonville to Miami, and afford mile upon mile of protected fishing and boating waters.



Where fairways are green all winter



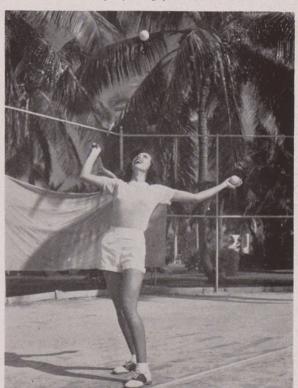
A day's fishing yields its reward

The entire coast is noted for its fine fishing, Florida waters having over 500 different varieties. Piers, docks, bridges and jetties afford their quota of this popular sport as well as the inlets, surf and open sea. A short distance back from the coast are fresh water lakes and streams where black bass, bream and other species lurk to test an angler's skill.

Good golf courses and tennis courts are available at all of the larger communities. Many have extensive recreation parks affording shuffleboard and other amusements. Pleasant walks and drives skirt the miles of palm-bordered waterfronts with their everchanging vistas of sky and sea.

That the East Coast of Florida is a very healthful locality in which to live or to visit for rest and recreation is a fact generally recognized. The mildness of the climate, its freedom from extremes and sudden changes holds fewer hazards for those of advanced years or frail constitution and is conducive to longevity.

Fresh, sun-ripened fruits and vegetables containing natural vitamins are abundant during the winter when most needed for a healthful diet. The many extra hours that can be spent in the pure, sea-washed air and sunshine rich in ultra-violet rays also promote well-being. With few exceptions both young and old find the change in climate beneficial, even for a temporary sojourn.



Tennis can be played the year around

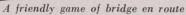


Yachting on calm inland waters



JACKSONVILLE
ST. AUGUSTINE
ORMOND
DAYTONA BEACH
NEW SMYRNA BEACH
TITUSVILLE
COCOA-ROCKLEDGE
MELBOURNE
VERO BEACH
FORT PIERCE
STUART
HOBE SOUND
WEST PALM BEACH
LAKE WORTH
DELRAY BEACH
BOCA RATION
FT. LAUDERDALE
HOLLYWOOD
MIAMI

### FLORIDA'S ONLY DOUBLE TRACK ROUTE





The train speeds on during your leisurely meal



Smart tavern-lounge cars afford further relaxation



A finely equipped Florida East Coast Railway train



add comfort to your trip

While affording such a complete change in climate and environment, the East Coast of Florida is exceptionally easy to reach by fast through trains both winter and summer. Here, only a day's journey from the frigid north, a warm sun is shining, green palms are swaying, flowers blooming, and a happier people are enjoying the freedom of life outdoors in January as well as June.

All of the cities and resorts on the East Coast of Florida are located on the double track main line of the Florida East Coast Railway, the only double track route through the state. Thus even many of the smaller places are very accessible. Ten passenger trains daily in each direction serve them during the winter, six during the summer. Daily fast through coach streamliners, and through Pullmans are operated over the Florida East Coast Railway from New York and the East, and from Chicago and Mid West points, the year around.

Skirting the coastal bays and rivers, the Florida East Coast Railway is a modern railroad in every respect. Swift Diesel-electric locomotives speed its finely equipped passenger trains between Jacksonville and Miami over a roadbed noted for its riding smoothness. Most Florida East Coast trains carry up-to-date stainless steel luxury coaches and tavern-lounge cars, affording maximum travel

comfort and enjoyment at low fares.

RAILROAD

This railroad provides the only service to historic, old St. Augustine, Ormond and Daytona Beach, and through the interesting citrus groves and many pretty towns located on the hundred mile long Indian River. It pioneered in the development of the East Coast of Florida, creating Palm Beach and founding West Palm Beach in 1894. Later it laid out and launched Miami upon its career of magic growth in 1896.

True to its tradition as a pioneer and builder, the men and women of the Florida East Coast Railway endeavor to render a type of friendly, courteous, helpful service that will aid in the further development of this favored land where they work and live.



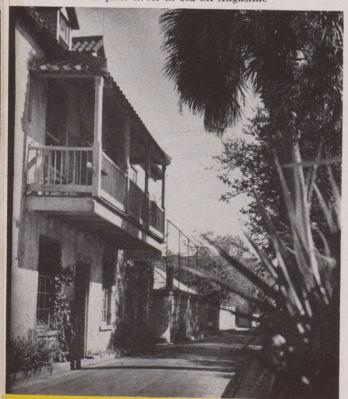
Gay, metropolitan, youthful Miami

#### AVERAGE TEMPERATURES

Official United States Weather Bureau figures for points where records have been kept covering a period of the past fifteen years or more.

	NUAL ERAGE	JANUARY AVERAGE	JULY AVERAGE
Jacksonville	69.3	55.4	82.1
St. Augustine	69.5	57.1	80.7
Daytona Beach	70.4	59.5	80.2
Titusville	71.6	60.9	81.3
Merritt Island	72.5	62.2	81.2
Fort Pierce	73.7	65.1	81.5
West Palm Beach	74.7	68.1	81.4
Fort Lauderdale	75.2	68.6	81.5
Miami	75.1	67.9	81.8
Homestead	74.1	66.7	80.6

A quiet street in old St. Augustine



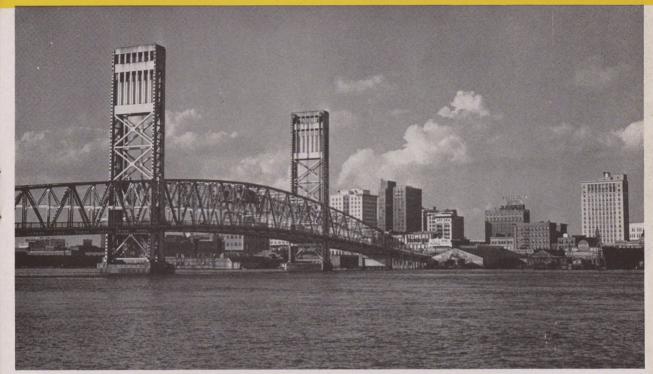
## Many ATTRACTIVE COMMUNITIES

For both the pleasure-seeker and the home-seeker, the East Coast of Florida offers a wide choice of attractive communities. These include large cities such as Jacksonville and Miami with their gay life, industries and many amusements; smaller cities and towns where life is quieter and generally less expensive; St. Augustine with its quaint Old World charm and romantic history; ultramodern Hollywood with its wide boulevards; comfortable smaller towns, fishing villages and exclusive cottage colonies.

The coast may be divided roughly into three zones or sections. The northern section, Jacksonville to New Smyrna Beach, inclusive, experiences slightly cooler winters than farther south. Washingtonian, date and other hardy palms grow here, and giant mosshung oaks spread their inviting shade, but the climate is not quite mild enough for the tender coconut palm. Along this section are found the remarkable hard, wide beaches on which cars may be driven at low tide.

The coast from New Smyrna Beach south to and including Fort Pierce embraces the beautiful Indian River district, where the famed Indian River oranges and grapefruit are grown. Winter temperatures in the vicinity of this body of water, which is over one hundred miles long, average a few degrees warmer, coconut and royal palms begin to appear and become more numerous the farther south one goes.

From Stuart down, the Gulf Stream flows only a few miles off shore, creating even more subtropical conditions. Bathing can be enjoyed practically all winter long in the warm, gentle surf. Coconut and royal palms, the flaming royal Poinciana, and other unusual subtropical trees, fruits, shrubbery and flowers grow in profusion.



Jacksonville from across the broad St. Johns, showing Main Street bridge

#### JACKSON VILLE

JACKSONVILLE, the northern terminus of the Florida East Coast Railway, is one of the largest cities in Florida, and an important rail, manufacturing and commercial center of the Southeast.

All of the railroads serving Florida, including the Florida East Coast Railway, use one Union Station at Jacksonville, making travel through this gateway very convenient.

Situated about 18 miles up the navigable St. Johns River, this bustling city has a wide variety of industries, the largest naval stores yard and wholesale lumber market on the Atlantic Coast, the world's largest cigar factory under one roof. It is also home of the National Container Corporation and several nationally known fertilizer plants. One of the three leading naval training bases in the United States is located here,—the Jacksonville Naval Air Station.

Jacksonville's attractive residential districts extend along both sides of the broad St. Johns River. The c'ty prides itself on its modern hotels, parks, theatres, clubs and golf courses.

About 18 miles east of Jacksonville, easily accessible by bus and car, are the ocean beach resorts of Atlantic, Neptune and Jack-

sonville Beach, and Ponte Vedra. Here hard-packed sands, on which cars may be driven at low tide, stretch for 20 miles, offering a thrilling invitation to recreation-seekers and vacationists. Near the mouth of the river is Mayport, one of the oldest commercial fishing communities in America.

Leaving and entering Jacksonville, Florida East Coast Railway trains cross the St. Johns River over a massive double track steel bridge, affording an excellent view of the city's waterfront.



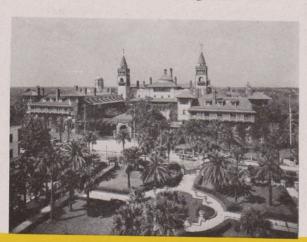
Cars line the shore at nearby Jacksonville Beach



Across Matanzas Bay rises the Ancient City's skyline

#### ST. AUGUSTINE

ST. AUGUSTINE: A few minutes after leaving Jacksonville, Florida East Coast Railway trains pull into St. Augustine, one of the most unique and interesting places in the entire South. Established by the Spaniards in 1565 this, the nation's oldest city, was founded 42 years before Jamestown, Virginia, 55 years before Plymouth, Massachusetts, and was over two centuries old when the Revolutionary War began.



In spite of time and modernization many interesting evidences of St. Augustine's long and colorful history remain. The moat-surrounded fort, built by the Spaniards in the late 1600's, still frowns upon the bay as in centuries past. Nearby stands the old city gateway, remnant of the elaborate defenses which once protected the city on all its land approaches. Laid out in the Spanish manner, a central Plaza opens on the bay. Leading from this, the streets of the older section are still quaintly narrow. Here and there an overhanging balcony and houses of ancient design lend them a further Old World charm. Beyond spread the newer residential districts.

St. Augustine today is a delightful residential and resort city with a restful, almost foreign atmosphere. It has a variety of fine hotels and facilities for amusement. Its attractive bayfront looks out over waters sailed by the stately galleon fleets of yore. The bay, rivers and inlets which virtually surround

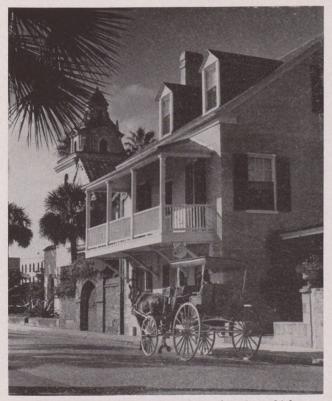
St. Augustine's magnificent Ponce de Leon Hotel

the city, afford excellent fishing and boating. Just across the bay, and connected with the mainland by bridges, are islands with their attractive residential districts and cottage colonies. Here, only a few minutes from the heart of St. Augustine, are magnificent wide, hard beaches on which cars may be driven. This oceanfront is ideal for surfbathing and all types of beach sports.

The main offices and shops of the Florida East Coast Railway are located at St. Augustine. Other industries include shrimp fishing and boat building. Thousands of visitors pass through the city annually. Its restaurants are noted for their delicious seafoods.

A branch line of the Florida East Coast Railway penetrates inland here to the St. Johns River, serving Hastings and Elkton, center of the county's agricultural district, rejoining the main line at Bunnell.

BUNNELL, population 1,100 is the county seat and business center of Flagler County, a farming, lumbering and cattle raising district. This county has many miles of ocean front including a fishing pier and cottage colony at Flagler Beach.



Quaint horse-drawn carriages are a favorite vehicle for sightseeing



The shouts of war no more resound around the ancient "Castillo de San Marcos"



Feeding the porpoises at Marine Studios

MARINE STUDIOS, MARINELAND, is located eighteen miles south of St. Augustine on the Ocean Shore Boulevard. Through 200 port holes in its giant tanks, the visitor may observe one of the most unique collections of live marine life ever assembled, including huge porpoises, sharks, rays and turtles, as well as many varieties of colorful smaller fish, all living and swimming under conditions similar to those beneath the sea. At regular hours a diver descends into the tanks to feed this amazing collection.



Looking south along a portion of Daytona Beach from the band shell

ORMOND, fifty miles south of St. Augustine, and 5 miles from Daytona Beach, has long been a popular cottage and resort colony occupying the upper part of a narrow peninsula between the Halifax River and the Atlantic. Hotel Ormond with its celebrated seaside golf course and spacious grounds is one of the original Flagler chain of resort establishments. The Casements, a preparatory school for girls, occupies the former winter home of John D. Rockefeller located here.

Ormond shares with Daytona a magnificent stretch of the hard, wide ocean beaches which are characteristic of this northern section of the coast. Pretty homes line this ocean front for many miles between the two communities. The drives around Ormond, shaded by mosshung oaks, palms and magnolia are particularly beautiful. A bridge across the Halifax River connects the resort with the mainland section and railroad station. In this vicinity one encounters some of the first large orange groves.



One of the beautiful drives at Ormond

#### DAYTONA BEACH

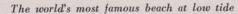
DAYTONA BEACH, just south of Ormond, is an attractive resort, residential and business city of over 25,000 population, the largest city in Volusia County. It is located on both sides of the Halifax River, a long tidewater lagoon. Parks with their palms and flowers, and its principal business thorofares extend along the mainland riverfront. Attractive residential streets shaded by large moss-hung oaks, magnolias and palms give the city a restful beauty.

Bridges across the Halifax River connect the mainland section with a highly developed ocean front and peninsular residential district. The famous beach here is literally unexcelled for surfbathing and relaxation in the sun,—a clean, smooth stretch of hard sand 23 miles long and up to 500 feet wide at low tide, on which cars may be driven as readily as on a cement highway. Along a portion of this beach extends a wide promenade flanked by a municipal park, open air stadium, hotels, recreation and amusement facilities.



Children enjoy the clean, white sand

Daytona Beach offers a variety of living accommodations, all forms of recreation, community concerts and other cultural activities. Its fine beach and comfortable summer climate have made it a popular place for summer as well as winter visitors. The city has a well developed back country producing oranges, grapefruit, tangerines, vegetables, dairy and poultry products and beef cattle.





# Along the BEAUTIFUL INDIAN RIVER

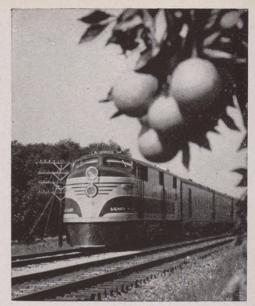
NEW SMYRNA BEACH, 15 miles farther down the coast, population 6,104, has beautifully shaded residential streets, an attractive Indian River front location, and a fine bathing and driving beach nineteen miles long. Its recreational facilities also include a municipal park, lawn bowling, shuffleboard, tenn's courts (all illuminated at night); a tourist club, yacht club, anglers club and splendid fishing waters.

This community was first settled during the English occupation of Florida, when a large colony was established here for the growing of indigo and sugar. Some of the extensive drainage ditches dug at that time are still in evidence. Later it became a plantation center. Ruins of a Franciscan mission and Spanish fort are historic attractions.

Division shops of the Florida East Coast Railway are located at this comfortable little city, providing one of its chief industries. It is also the center of a prosperous citrus grove and farming district, for fish and shrimp industry. It has several comfortable hotels, many waterfront apartments, eating places famed for their seafoods.



Ruins of Old Spanish mission near New Smyrna Beach



Through groves of golden citrus fruit



Pleasant sunny days beside the sea



On the broad sands of New Smyrna Beach



An aerial view showing the wide sweep of Cocoa Beach

TITUSVILLE, population 2,500, lies 29 miles south of New Smyrna Beach on the banks of the beautiful Indian River. It is the county seat of Brevard County and an important shipping point for Indian River fruit. Other industries include packing plants and commercial fishing. A causeway across the Indian River links it with Merritt Island and Titusville Beach. Yachting facilities are provided by a municipal pier and basin on its riverfront.

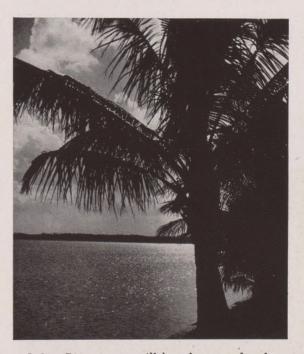
Brevard County embraces some of the richest hammock lands along the coast, producing a fine quality of citrus fruits, vegetables and other farm products. In the western part of the county cattle raising is becoming an important industry. Excellent hunting and fishing will be found in this vicinity.

COCOA and ROCKLEDGE, served by one railroad station, are located on the shores of the Indian River. Comfortable homes line the miles of beautiful riverfront drive through these communities.

Cocoa is the commercial center of a large area producing citrus fruits and vegetables, including extensive Merritt Island. In this vicinity you will see thousands of acres of citrus groves, their trees laden with famed Indian River oranges and grapefruit, also many packing houses from which this fruit is shipped.

A fine causeway connects Cocoa with Merritt Island and Cocoa Beach, the latter unsurpassed for surfbathing, suntanning and other seaside diversions. Cape Canaveral on this island was probably the first land sighted by the early Spanish explorers, and was a familiar land mark to the Spanish treasure fleets that once sailed this coast.

Rockledge derives its name from the rocky formation of its river shore and is a pretty residential district. Both Cocoa and Rockledge were popular resorts when steamboats plied the Indian River before the building of the Florida East Coast Railway into this section in 1892. They afford a quiet, restful atmosphere, excellent fishing, boating, golf and similar recreation in a setting of unusual beauty, have several good hotels as well as other types of accommodations.



Indian River sunsets will long be remembered

EAU GALLIE, 16 miles south of Cocoa, is another attractive Indian River town of approximately 1,100 population, with palmshade streets and comfortable waterfront homes. Its fine land-locked harbor has a strong appeal for yachtsmen and its surrounding waters afford very good fishing. It has a public recreation park and nearby beach to which a new causeway leads.

At Lake Washington, a few miles west of the community, is an interesting Bird Preserve where thousands of tropical birds may be seen during nesting season. Besides fine citrus fruits, the surrounding country yields vegetables, and other farm produce.

MELBOURNE is an attractive little city in the heart of the Indian River citrus belt, on the banks of the Indian River. It has a population of about 5,000 and is known as the "Midway City," being located just half way between Jacksonville and Miami. This fast growing community offers all the marked advantages of the Indian River section,—good fishing, boating and other opportunities for inexpensive outdoor recreation. It is the business center of productive grove, farm and cattle lands.

A new million dollar causeway across the Indian River links Melbourne with its two beach districts, Indialantic and Melbourne Beach, with their hotels, cottage colonies and amusement facilities.



One of the many citrus groves near Vero Beach



An avenue of royal palms at McKee Jungle Gardens

VERO BEACH, county seat of Indian River County, is located in the midst of rich hammock lands producing a fine quality of citrus fruit and vegetable crops. The Indian River here narrows down to less than a half mile in width. Stately royal and coconut palms, and other subtropical vegetation grow luxuriantly. This modern little city has a well equipped recreation park, attractive residential districts and, like other Indian River towns, affords good boating, fishing and surfbathing. There are several packing plants here from which the select fruit grown in the vicinity is shipped.

Three miles from the business district lies an inviting beach and oceanfront residential development. A point of interest just south of the city is McKee Jungle Gardens, where one may stroll through acres of tropical vegetation in a natural jungle setting.

INDIAN RIVER COUNTY'S major economic interest is the production of citrus fruit with 16,000 acres under cultivation. Vegetables and small fruits are grown to a considerable extent, while the commercial fishing industry is quite substantial. A sugar refining plant is located at Fellsmere, a town of 600 population.



Modern shops line the streets of Fort Pierce's business district

FORT PIERCE, county seat of St. Lucie County, has a population approaching 13,000. It is the business center of a large agricultural area in which citrus fruits, vegetables, poultry, dairy products and cattle are produced. Located near the south end of the Indian River, a deep water channel connects it with the ocean, making it a shipping point of importance. Its industries consist of packing and canning plants, a large pre-cooling plant, some manufacturing and commercial fishing.

West of Fort Pierce is the rich agricultural section of the Everglades around the east shore of Lake Okeechobee. A rail cut-off now links this productive area with the main line of the Florida East Coast Railway at Fort Pierce.

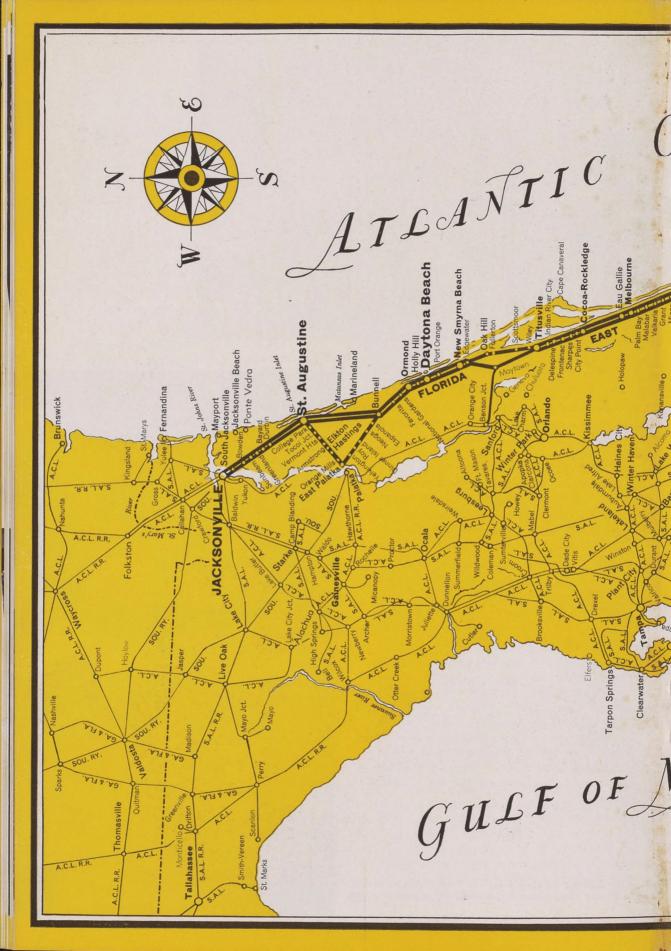
In addition to its business advantages, Fort Pierce affords all the recreational opportunities common to the Indian River district and the East Coast of Florida. Only two miles separate its business section from a fine beach and growing ocean front development. Sport fishing is excellent here with a yacht basin in the heart of town available the year around. It also has a fine 18-hole golf course.

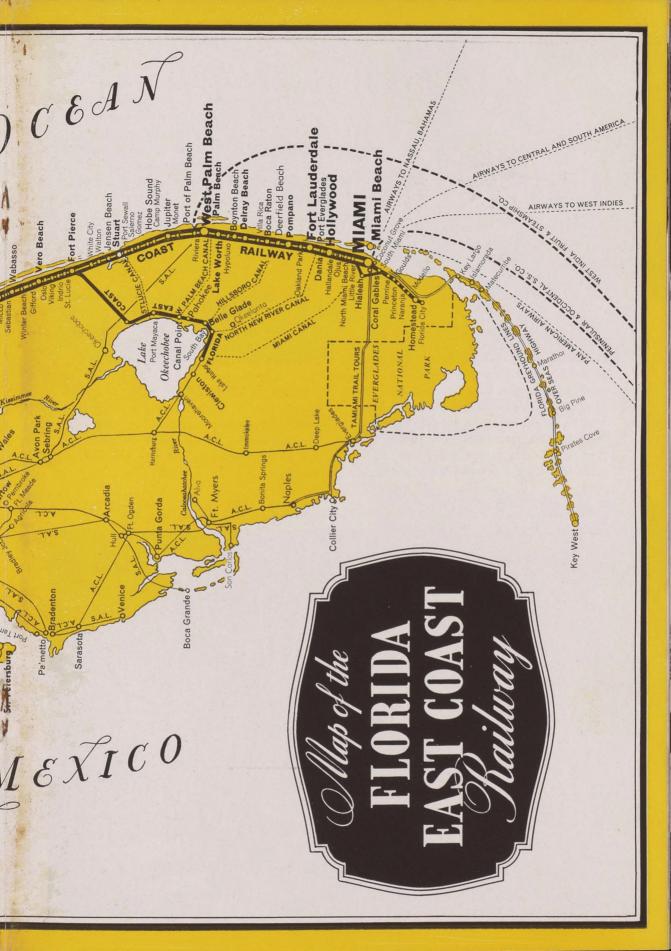


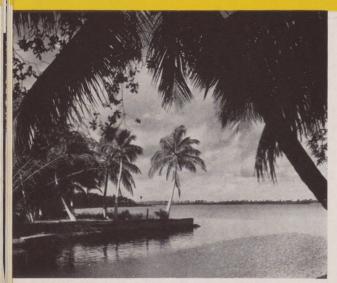
Sports fishing off Fort Pierce has long been popular



One of the modern packing plants at Fort Pierce where the famous Indian River Fruit is prepared for shipment







Stuart's beautiful St. Lucie River shore

STUART, population 2,500, county seat of Martin County, is located on the St. Lucie River and is the eastern terminus of a cross-state canal through Lake Okeechobee to Fort Myers, navigable for barges and small yachts. Stuart has long been a popular fishing center. Many sailfish are caught in its waters each year in addition to the many varieties of game and edible fish found in this section.

Coconut palms fringing its streets and waterfronts make this a very attractive town. Three miles south of Stuart, along the St. Lucie River lies Port Sewall, a pretty residential section. Just below this is Salerno with its fleets of both commercial and sports fishing craft. It is also the site of an interesting shark factory.

Jensen Beach, 5 miles northeast of Stuart, is a community which likewise affords good fishing. A bridge links it with a fine beach and growing oceanfront development.

Like other lower East Coast communities, Stuart has a rich agricultural back country extending into the Everglades, producing fruit, winter vegetables, poultry and beef cattle.

HOBE SOUND, fifteen miles south of Stuart, consists of an exclusive residential district on narrow Jupiter Island, with the protected waters of the sound on one side, and on the other a long stretch of beautiful beach.

The famous oceanfront Breakers Hotel at Palm Beach, showing golf course in the foreground



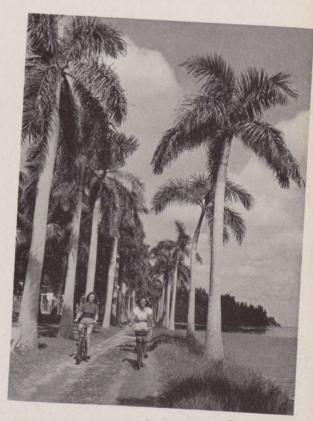


Coconut palms line the Lake Worth shore

#### PALM BEACH

PALM BEACH has long been famous as a luxurious winter resort. It was developed in 1893-94 by Henry M. Flagler, pioneer builder of the Florida East Coast Railway. Occupying a narrow peninsula between Lake Worth and the sea, its profusion of palms, mingled with other vegetation, creates here a tropical setting of unusual beauty for its stately hotels, homes, clubs and golf courses. On the east the jade-green surf of the south Atlantic breaks on its famed bathing beaches, while on the west lie the mirrored waters of Lake Worth. Aside from a few exclusive shops, no business district mars its atmosphere of restful luxury.

Just off the shores of Palm Beach flow the deep blue waters of the Gulf Stream, accounting for its remarkably mild winters. Surfbathing, suntanning, golf, deep sea sail fishing, tennis and other sports can be enjoyed here in perfect comfort all winter long. Among the resort's many palatial hotels is the magnificent Breakers, one of the Flagler chain.



Riding along palm-bordered trails



A part of the West Palm Beach sports fishing fleet puts out for the nearby fishing grounds

#### WEST PALM BEACH

WEST PALM BEACH, located on the mainland shore of Lake Worth, just across from Palm Beach, is a modern resort, residential and business city of over 40,000 population. Three bridges across Lake Worth connect these two communities. Coconut palms fringe its attractive waterfront, shade its business streets and residential sections. It shares with Palm Beach all the beauties and natural

The busy port of Palm Beach, showing two of the freight car ferries which link it with Havana, Cuba



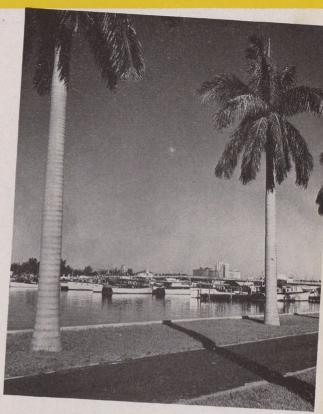
advantages of this region, affords all forms of recreation the year around. Sail and other game fish abound in the edges of the Gulf Stream, only a short run from its docks, where boats for charter and experienced guides are available. Accommodations at West Palm Beach include a wide range of good hotels, apartments and cottages.

In addition to its resort advantages, West Palm Beach is the thriving business center of a very rich agricultural and residential area. Palm Beach County, extending west to the eastern shores of Lake Okeechobee, embraces one of the leading sugar and winter vegetable producing areas in the United States.

At Riviera, just north of West Palm Beach lies the Port of Palm Beach. Freight car ferries of the West India Fruit & Steamship Company, connecting with the Florida East Coast Railway, ply between this port and Havana, Cuba, handling a large volume of rail traffic between this country and its southern neighbor.

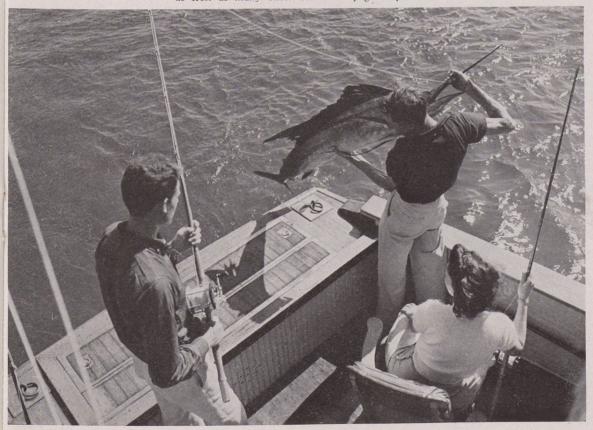


Sun, sea and surf are close by at Palm Beach



Lake Worth affords fine dockage for pleasure craft of all kinds

Pulling in a sailfish off West Palm Beach where an average of 2,500 are caught annually, as well as many other varieties of game fish

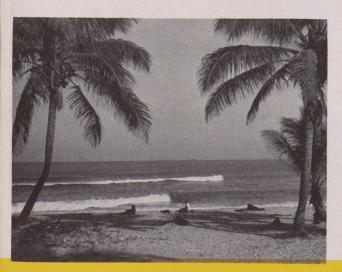




On the coastal highway near Delray Beach



Lake Worth bathing casino and beach



LAKE WORTH is almost a suburb of West Palm Beach, being located only seven miles to the south. It is a pretty resort, residential town of 10,615 population, sharing the tropical beauty, mild climate and recreational advantages of the Lake Worth region. A causeway and bridge across the lake link it with a fine beach, swimming pool and bathing casino. It also has a large municipally owned recreation park and lakeside golf course.

DELRAY BEACH, population approximately 6,500, lies 17 miles south of Palm Beach. This attractive resort, residential city is located on or within a few minutes drive of a mile-long public beach.

Good hotels are available in the city and on the Ocean Boulevard. A municipal golf course, tennis and shuffleboard courts are year around features. During the winter the Delray Beach Annual Fishing Tournament attracts anglers from all sections.

Just north of Delray Beach, along the Ocean Boulevard, to Palm Beach, are many estates and the sumptuous Gulf Stream Club with its golf courses and polo fields.

BOCA RATON, nine miles south of Delray, is a small community, best known as the location of the Boca Raton Hotel, a luxurious resort establishment. The extensive hotel grounds provide all forms of recreation, including golf courses and a yacht basin.

POMPANO, population 6,000, is an important agricultural center and has one of the largest Farmers' Markets in the state. The surrounding country produces quantities of beans, peppers, tomatoes and other vegetables which are shipped to northern markets all winter long. It also has a splendid beach and oceanfront cottage development. There is excellent fishing in the vicinity, including the delicious pompano, from which the place derives its name.

A gentle surf breaks on the palm-fringed shore



The yacht-lined New River flows through the heart of Ft. Lauderdale

#### FORT LAUDERDALE

FORT LAUDERDALE received its name more than 100 years ago, during the Indian Wars, when Major William Lauderdale established a fort on this site. When the Florida East Coast Railway reached this point in 1896, it was little more than an Indian trading post. By 1935 it had grown to a city of 9,000, increased to 17,000 in 1940, and now has a population approaching 30,000 which is doubled during the winter months.

It has many natural advantages. There are more than 200 miles of ocean, river and canal waterfront within the city limits. Scores of beautiful waterways interlace it, all bordered with tropical gardens, palms, lawns and lovely homes, making it an American Venice.

The city is ideally located, being only 40 miles south of Palm Beach and 25 miles north of Miami, within easy reach of horse-racing, dog racing and the other amusements which these nearby cities afford. Sightseeing



Big gamefish lurk just a few minutes from Ft. Lauderdale's business district

trips may be made into the Everglades, to Lake Okeechobee, to the colorful Florida Keys crossed by the Overseas Highway, and other points of interest.

Fishing is one of the major attractions at this subtropical city. Fine fishing waters can be reached in a matter of minutes from the municipal docks that line the New River in the heart of its business district. Many game fish are caught within the city limits. A large fleet of charter boats manned by experienced guides is always available at its docks.

For those who desire golf there is the 18-hole Golf and Country Club, a nine hole course and other courses nearby. Surfbathing can be enjoyed the year around on its five miles of beautiful ocean beach. The Municipal Tennis Club provides nine fine clay courts some of which are illuminated for night play. Its winter tournaments attract many of the nation's top ranking players.

Fort Lauderdale is a progressive, well-managed city with prospects for continued growth that offer attractive business opportunities. It has an industrial area adapted to certain types of light manufacturing.



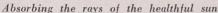
Sun and surfbathers throng Ft. Lauderdale Beach

DANIA, with a population of 4,000, lies five miles south of Fort Lauderdale. It is chiefly an agricultural center, having several packing and canning plants. One of the leading crops in this section is tomatoes. One and a half miles away is an inviting ocean beach. Dania's fine yacht basin outlet in the Atlantic Ocean is one of the only basins along the coast encountering no bridges.



One of Ft. Lauderdale's wide palm-shaded boulevards







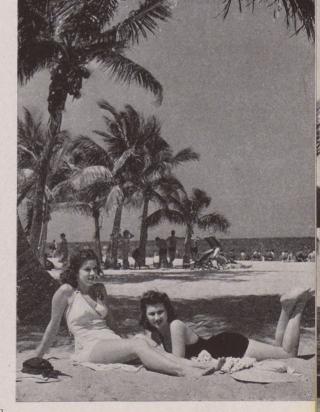
Hollywood's fine Country Club

#### HOLLYWOOD-BY-THE-SEA

HOLLYWOOD, with a population of 10,000, is a modern resort and residential city, located directly on the ocean 17 miles north of Miami. It has unusually wide palmbordered boulevards and streets, many attractive homes, apartments and hotels. Five recreation parks, municipally owned, provide ample facilities for golf, tennis, shuffleboard, diamond ball and other diversions. Ocean bathing with six miles of city-owned beach, a municipal bathing casino, a mile of boardwalk on the ocean front, community picnic grounds and fine fishing are yours to enjoy.

On the ocean front rises the immense Hollywood Beach Hotel, within itself a complete resort establishment. Riverside Military Academy, one of the largest military prepschools in the country, maintains winter quarters at Hollywood. The Hollywood Kennel Club one-half mile south of the city has a ninety-day meet starting mid-December. Gulf Stream Track, one of the most beautiful in Florida, provides horseracing during December and first half of January.

The country around Hollywood produces a variety of tropical fruits, vegetables and dairy products.



#### MIAMI, THE MAGIC CITY

When the first Florida East Coast Railway train pulled into Miami on an April day in 1896, little did people dream that this then little Indian trading post where only a few families lived, was destined to become a great city within the brief period of fifty years. Streets were just being laid out and lots staked off. A resort hotel and a few other buildings were going up.

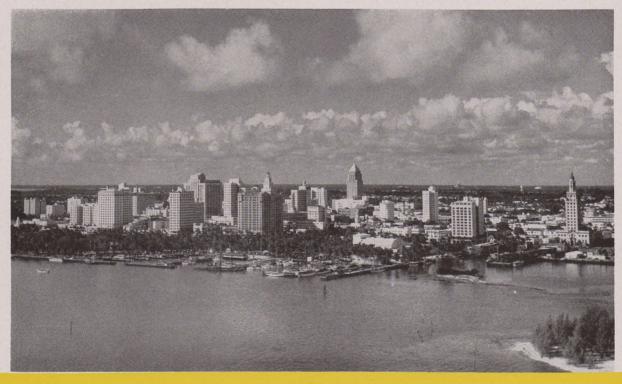
Miami today is one of Florida's largest cities, a world-famous resort, a business, industrial and transportation center of growing importance, the magic metropolis of South Florida. The Miami area now embraces a permanent population in excess of 400,000, which winter residents and visitors swell to almost a million.

The city enjoys a beautiful location on the shores of Biscayne Bay, along which extends its wide Biscayne Boulevard, flanked on its southern end by extensive bayfront parks. Coconut and royal palms swaying in the breeze, its imposing business structures and hotels rising against the bluest of skies, give it a distinctive tropical, almost foreign appeal.

As is well known, the Miami area affords almost every form of recreation and amusement, including the thrills of horseracing and dogracing, big-game fishing, golf, tennis and other outdoor sports. At night there is dancing beneath the tropical moon at a number of famous clubs, hotels and casinos. The climate of the Miami area is ideal with an average winter temperature of 67.7 degrees, no fogs, a succession of healthful sunny days. In summer the cooling trade winds prevent extremes of heat, produce an average summer temperature of 82.2 degrees. With over a million visitors annually, Miami has 518 hotels, literally thousands of apartments, fine cafeterias, restaurants and tearooms, up-todate shops and theatres.

Supplementing its residential and resort advantages, Miami has developed into an important business, transportation and industrial center for the rapidly growing and populous South Florida area. From its great airports regular service is maintained to Cuba, points throughout the West Indies, Caribbean, Central America, Canal Zone, and down both

The white and tinted towers of the Magic City rise along Biscayne Bay



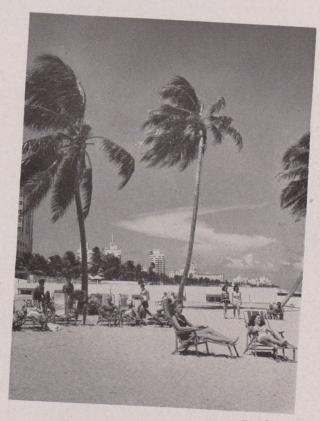


South Florida's picturesque tracks offer winter horseracing at its best

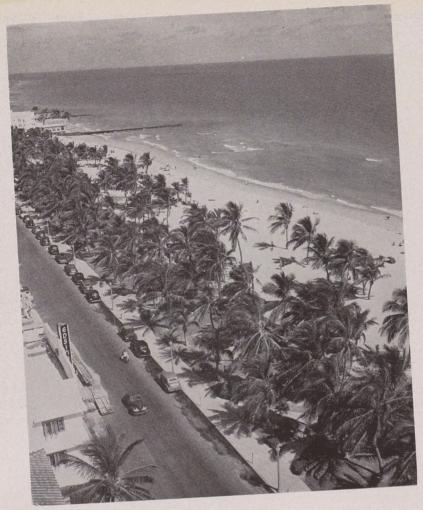
coasts of South America. It is the natural gateway for travel and commerce to and from our neighbors to the south. Steamships link it with foreign and domestic ports.

Miami's growing manufacturing industries include building equipment, food products, fruit juices, beverages, furniture, household equipment, boat building, canning, chemicals and novelties. It has become a leading fashion center, designing and making distinctive summer and sportswear.

Dade County, of which Miami is the county seat, embraces an important agricultural area, farthest south in the United States, and virtually frostfree. The value of its agricultural products now averages approximately \$15,000,000 annually. It produces oranges, grapefruit, lemons, limes, avocados, various kinds of unusual tropical fruits, and all kinds of winter vegetables. Many of its crops mature earlier than those in other sections of Florida, at a time when northern fields are blanketed deep with snow.

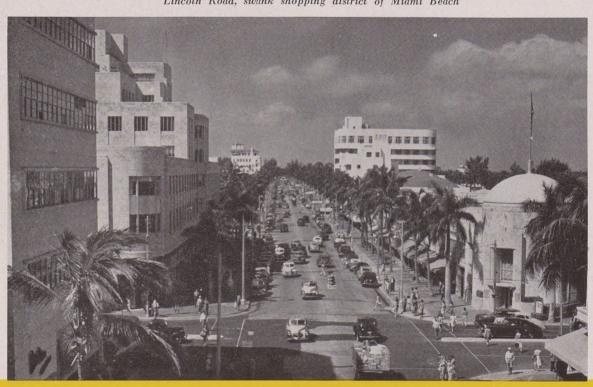


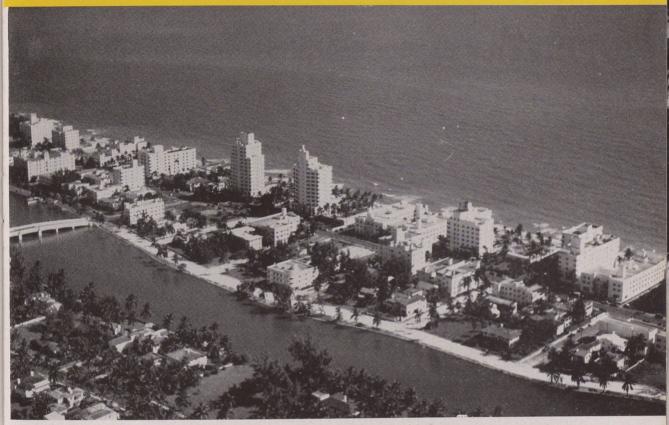
Rest and recreation at nearby Miami Beach



A shore as tropical and enchanting as the South Sea Isles

Lincoln Road, swank shopping district of Miami Beach





Luxurious oceanfront hotels line Miami Beach for miles

#### PALM-FRINGED MIAMI BEACH

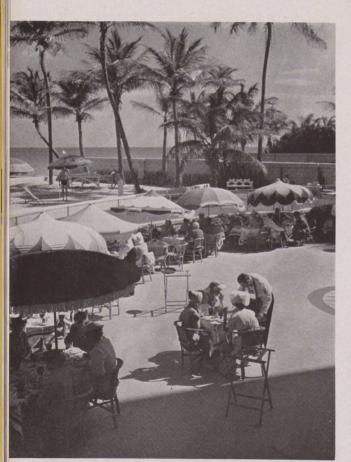
Miami Beach, America's year around playground, is principally a resort and residential city with a permanent population of 37,500, which swells to 100,000 during the winter months. It occupies an eight-mile long island, separated from the mainland city by colorful Biscayne Bay. Three causeways link it closely with Miami. Its wealth of palms and other subtropical vegetation give it the alluring atmosphere of a South Sea Isle.

Ultra-modern hotels line the eight miles of Miami beach ocean front where coconut palms creep down almost to the water's edge. A total of 333 hotels are scattered throughout the city, and along its beach and bayshore. In addition to scores of palatial estates, it has street after street of comfortable modern homes, more than a thousand apartment houses. Here and there its residential sections are pleasingly divided by rolling golf courses, waterways and parks.

Tropical, too, are the palm-studded golf courses



Miami Beach mermaids dash gleefully into the warm surf

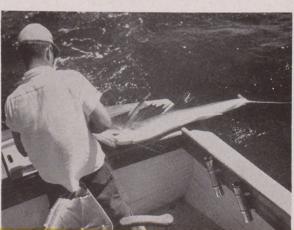


Luncheon out-of-doors in the warm winter sun

Gamefish abound just a short distance off shore

Miami Beach offers endless opportunities for recreation. In addition to five golf courses and more than 60 deep-sea fishing boats, it affords surfbathing, water skiing, polo, yachting, tennis, football and baseball. Visitors will find a gay round of evening entertainment at its hotels, night clubs and casinos. More than 200 exclusive shops line its famous palm-bordered Lincoln Road, one of the world's most beautiful and exclusive shopping centers.

Miami Beach zoning regulations prohibit industries within the city limits. It boasts more fine hotels than any other city in the nation. Because of its warm, but temperate year around climate, the city attracts more than 400,000 summer visitors, and 700,000 during the fashionable winter months.

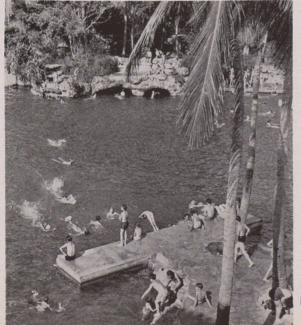


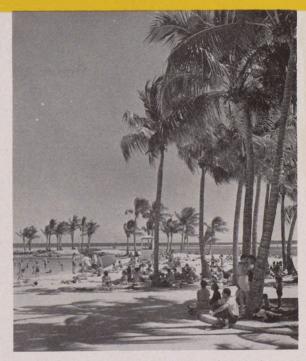
CORAL GABLES: Framed in a setting of tropical loveliness, this is perhaps America's best example of a perfectly planned city. Enhanced by the skill of artists and architects, and protected by rigid building and zoning codes, Coral Gables justly deserves its reputation as "The City Beautiful."

It immediately adjoins Miami and is a community of 14,000 year around residents. Home of the University of Miami, Coral Gables is proud of its Mediterranean architecture, thriving business section, excellent private and public schools. For recreation it has two beaches on Biscayne Bay, a freshwater swimming pool, owned and operated by the city, a nine-hole municipal golf course and an 18-hole course at Riviera Country Club. Tennis courts are provided at Salvadore Park, at the War Memorial Youth Center, University of Miami, and Country Club. Shaded bridle paths wind along the citymaintained parkways through the residential sections, and horses may be rented at a local stable. Horse racing is held at its Tropical Park track each winter.

For boat and fishing enthusiasts Coral Gables has  $7\frac{1}{2}$  miles of frontage on Biscayne Bay,  $6\frac{1}{2}$  miles of inland waterway. Public boat docks are available at Matheson Hammock, a county-owned waterfront park. There are many private docks along the deep inland waterway, leading to the Bay and Gulf Stream beyond.

Coral Gable's beautiful Venetian Pool





Matheson Hammock affords rest and recreation

HOMESTEAD, population 3,015, 30 miles south of Miami, is an agricultural center, located in the heart of the Redland District of Dade County, so named because of the presence of red clay in the soil. This district comprises some one hundred square miles and produces quantities of tomatoes, potatoes and fresh vegetables that mature earlier than those grown in other sections of Florida. Because of the mildness of the climate and almost complete freedom from frost, many unusual tropical plants may be seen growing here in extensive experimental gardens.



A modern south Florida home

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#### A G R I C U L T U R A L E M P I R E



Cultivating quarter-mile long rows of celery

West of the lower East Coast of Florida stretch the vast, mysterious Everglades, potentially one of the richest agricultural empires in the United States. Vast plains stretch as far as the eye can see. The rich black soil, built up by ages of decaying vegetation, varies from several to fifteen feet in depth. The ease with which this soil can be worked with modern machinery, adequate moisture control and sunshine, plus the fact that it requires little fertilizer, other than conditioning minerals, make this one of the leading sugar and winter vegetable producing regions of the country.

Thousands of acres here are planted in waving sugar cane and at Clewiston is an immense sugar mill, capable of grinding over 6,000 tons of cane a day. Another sugar mill has recently been established southeast of Clewiston at Okeelanta.

Thousands of carloads of fresh vegetables are produced and shipped annually from this area to northern markets during the winter, including beans, celery, cabbage, tomatoes, lettuce, peppers, and other delicacies. Palm Beach County produces the largest volume of winter vegetables of any county in the United States.

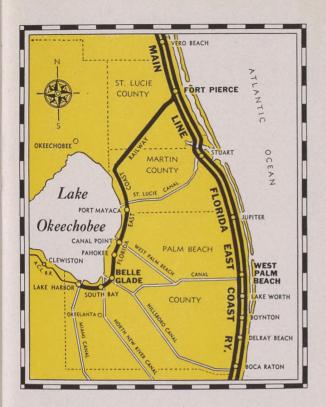


Down where the tall cane grows

Ramie, yielding a fibre of unusual tensil strength and with a variety of uses, is being grown and processed on a commercial scale. Special grasses adapted to the soil and climate, have been developed for cattle grazing purposes. A large number of choice cattle are being raised and fattened for market on the special feeds produced here.

Extensive research and experimental programs, carried on by the state and private corporations, are constantly uncovering promising new possibilites for this highly productive region.

Skirting the east shore of Lake Okeechobee, a branch line of the Florida East Coast Railway serves much of this agricultural empire and has aided in its development. A new cut-off, links this area with the double track main line of the Florida East Coast Railway at Fort Pierce, affording it excellent rail service.





Ramie, a new Glades crop, yields a fibre of many uses



The sugar mill at Clewiston



In a Glades vegetable packing plant



Glades' communities have up-to-date schools and other civic improvements



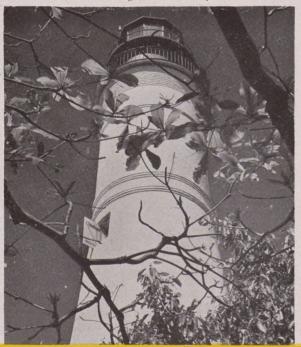
### PLACES LIE NEARBY

A Florida Greyhound Bus en route across the Keys

THE FLORIDA KEYS:—South of the mainland, the Florida Keys extend in a graceful chain down to the quaint island city of Key West, like jewels dropped in a multicolored sea. Some of these palm-girt islands, once the haunt of pirates and wreckers, have an area of only a few acres, while others are miles in extent.

A portion of the Florida East Coast Railway, the Over-Sea Extension, once traversed these islands until seriously damaged by a storm in 1935. A fine highway now follows the same route, utilizing the sturdy railway bridges that were built over wide expanses

Historic old lighthouse at Key West



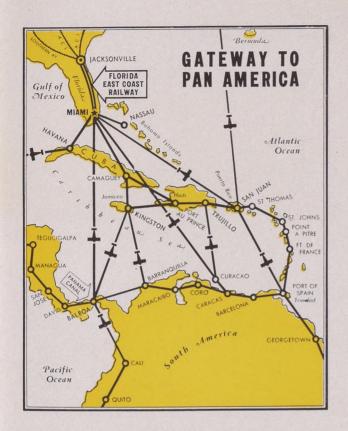
of almost open sea. Frequent bus service over this scenic highway makes convenient connection with Florida East Coast Railway trains at Miami.

The waters surrounding the Florida Keys, with their labyrinth of shoals and channels, provide one of the finest big-game fishing grounds in the United States, and literally abound in all sorts of marine life. Scientists have catalogued no less than 500 varieties of fish in this area. Here lurks the silvery tarpon, the savage barracuda, amberjack, dolphin, the glistening sailfish, cavalla, swordfish, shark, the rugged bonefish test of any angler's skill and many other gamey fighters of the deep.

Here and there along the Keys are comfortable fishing camps and lodges with their boats and guides who know these waters like a book. Many noted sportsmen visit this section and some have established winter homes here.

KEY WEST, unique island city, over one hundred miles from the Florida mainland is most accessible from Miami by connecting Florida Greyhound bus service across the spectacular Over-Seas Highway. It possesses a very mild climate, restful maritime atmosphere, famous nearby fishing grounds.

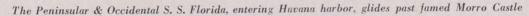
Piercing the blue waters of the South Atlantic, the East Coast of Florida enjoys a strategic location as the natural gateway to the increasingly important West Indies, Bahamas, islands of the Caribbean, Canal Zone, Central and South America. Fast trains down the double track Florida East Coast Railway to Miami, thence connecting planes or steamer, save days in travel time to the romantic countries of the Spanish Main and Pan America, once so difficult to reach.



HAVANA, CUBA, colorful Paris of the Caribbean, affords many of the thrills of a trip abroad due to its picturesque foreign qualities. Florida East Coast Railway trains connect at Miami with Havana-bound planes and the Luxurious "S. S. Florida" operated on an overnight schedule between Miami and Havana by the Peninsular & Occidental Steamship Company.

NASSAU, BAHAMAS, a bit of old England, lies just across the eastern horizon. Planes speed you there in a little over two hours, or it is a delightful overnight trip by steamer. Florida East Coast schedules are convenient for both services.

WEST INDIES and PAN AMERICA—At Miami the Florida East Coast Railway connects with the Pan American Airways System, and a vast network of airlanes linking Florida with all principal cities of the Caribbean, Central and South America. From Miami, Florida, it is now only a matter of hours to Haiti, Jamaica, Puerto Rico, Panama and Colombia; only a day to Peru, Chile, Rio de Janeiro, Montevideo and Buenos Aires.





#### HINTS ON PLANNING YOUR TRIP

This booklet presents only a brief account of the principal Florida East Coast cities and resorts. If you should desire more detailed information about any of them, this can readily be obtained by communicating with the Chamber of Commerce at points in which you are interested.

#### ABOUT LIVING COSTS

In general, living costs will be found to average less in the smaller communities, depending upon the type of accommodations desired. Information as to available cottages, apartments and furnished rooms may be secured by writing to Chambers of Commerce, stating in detail the kind of accommodations desired and for what period of time. They will put you in touch with owners or reliable real estate agencies through whom rental may be arranged.

#### HOTEL ACCOMMODATIONS

At all of the places mentioned in this booklet, good hotels are available. In fact, the East Coast of Florida probably has a larger number of good hotels than most sections of the country. Under the strict supervision of the Florida State Hotel Commission, high standards of comfort, sanitation and safety are maintained. Chambers of Commerce at each community are prepared to supply on request a list of hotels and their respective rates.

#### SCHOOL FACILITIES

Florida has an excellent public school system. Accredited grammar and high schools are to be found at all principal points on the East Coast of Florida. In most cases no charge is made for the children of non-residents, but this practice varies with different counties. In addition to public schools, fine private day and boarding schools are available at many places.

#### ARRANGING TRANSPORTATION

A railway trip to the East Coast of Florida involves no more complicated arrangements than a short journey between two nearby cities. Your baggage can be conveniently checked through to your Florida East Coast destination.

Your local railway ticket agent can usually supply you with full information as to fares and train schedules, or the Passenger Traffic Department of the Florida East Coast Railway will welcome an opportunity to

furnish such information, and otherwise assist you in arranging your trip. Address your inquiry to the Passenger Traffic Manager at St. Augustine, Fla., or to one of the following representatives who are specialists in Florida travel and intimately acquainted with the territory served by this line.

#### INDUSTRIAL INFORMATION

The rapidly growing East Coast of Florida offers many industrial opportunities, excellent locations for a plant or branch to supply the rapidly expanding markets of the Southeast and nearby Pan America. Inquiries as to manufacturing sites, warehouse and distributing facilities, export and import regulations, should be addressed to one of the following representatives of the Freight Traffic Department:

NEW YORK 5, N. Y. ..... Room 1822, 120 Broadway S. T. Suratt, Jr., General Freight Agent ST. LOUIS 1, MO. ..... 2085 Railway Exchange Bldg.

Edward Ottsen, General Agent

CINCINNATI 2, OHIO .... 536 Dixie Terminal Bldg.
A. L. McDonald, Commercial Agent

ATLANTA 3, GA. ............... 1403 Healey Building
Duncan Haigler, General Agent

JACKSONVILLE 4, FLA. . . . . . 10 Jefferson Street
A. R. Austin, Commercial Agent

WEST PALM BEACH, FLA. . . . . . 311 Datura Street W. D. Brunson, Division Freight Agent

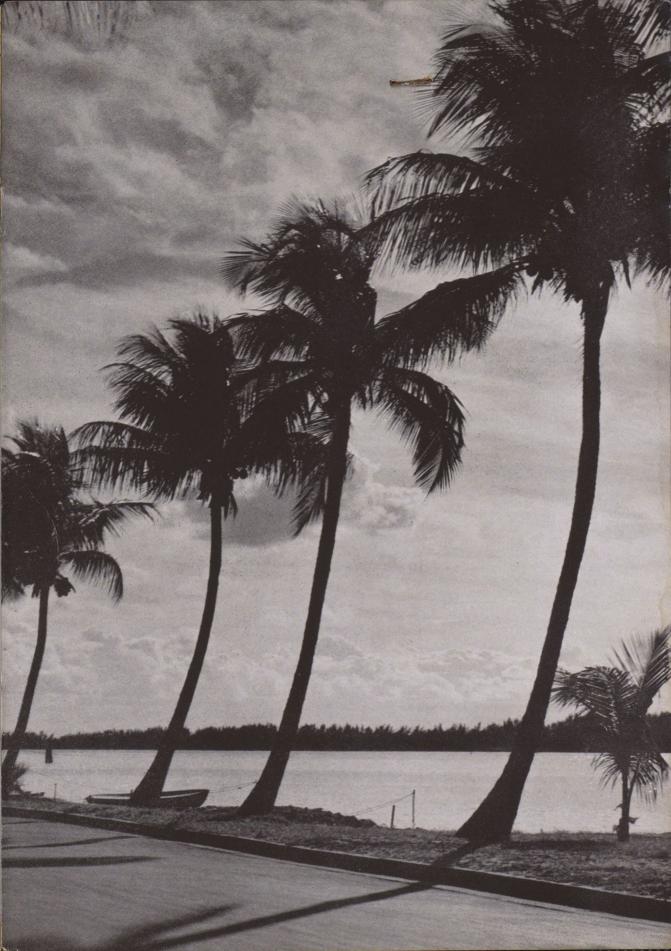
MIAMI 32, FLA. ...... Ingraham Building F. P. Oldfather, Asst. General Freight Agent

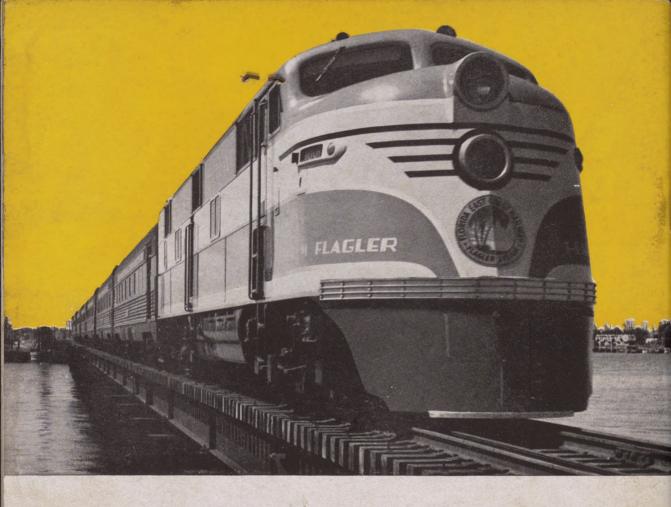
ST. AUGUSTINE, FLA. . . . . . . . . General Offices H. E. C. Hawkins, Chief Freight Traffic Officer

#### FLORIDA EAST COAST RAILWAY

A Florida Industry and Institution

Scott M. Loftin and John W. Martin, Trustees





#### SPEEDWAY TO SUNSHINE

Florida East Coast Railway is the modern double track speedway to all points on the Florida East Coast, colorful land of palms and sunshine.

Its finely equipped, Diesel-powered trains will speed you south in utmost comfort and safety over a roadbed noted for its riding smoothness.

More fine through trains are available over the Florida East Coast Railway than any other Florida route. They conveniently serve the entire coast, including its smaller towns and resorts as well as its larger cities.

Skirting the ocean shore this is the only railroad through historic old St. Augustine, Ormond, Daytona Beach, the interesting citrus groves and pretty towns along the beautiful Indian River.

When you purchase your tickets to Florida, be sure that they are routed via this modern Speedway to Sunshine.

The Scenic

OCEAN SHORE ROUTE

FLORIDA EAST COAST RAILWAY