

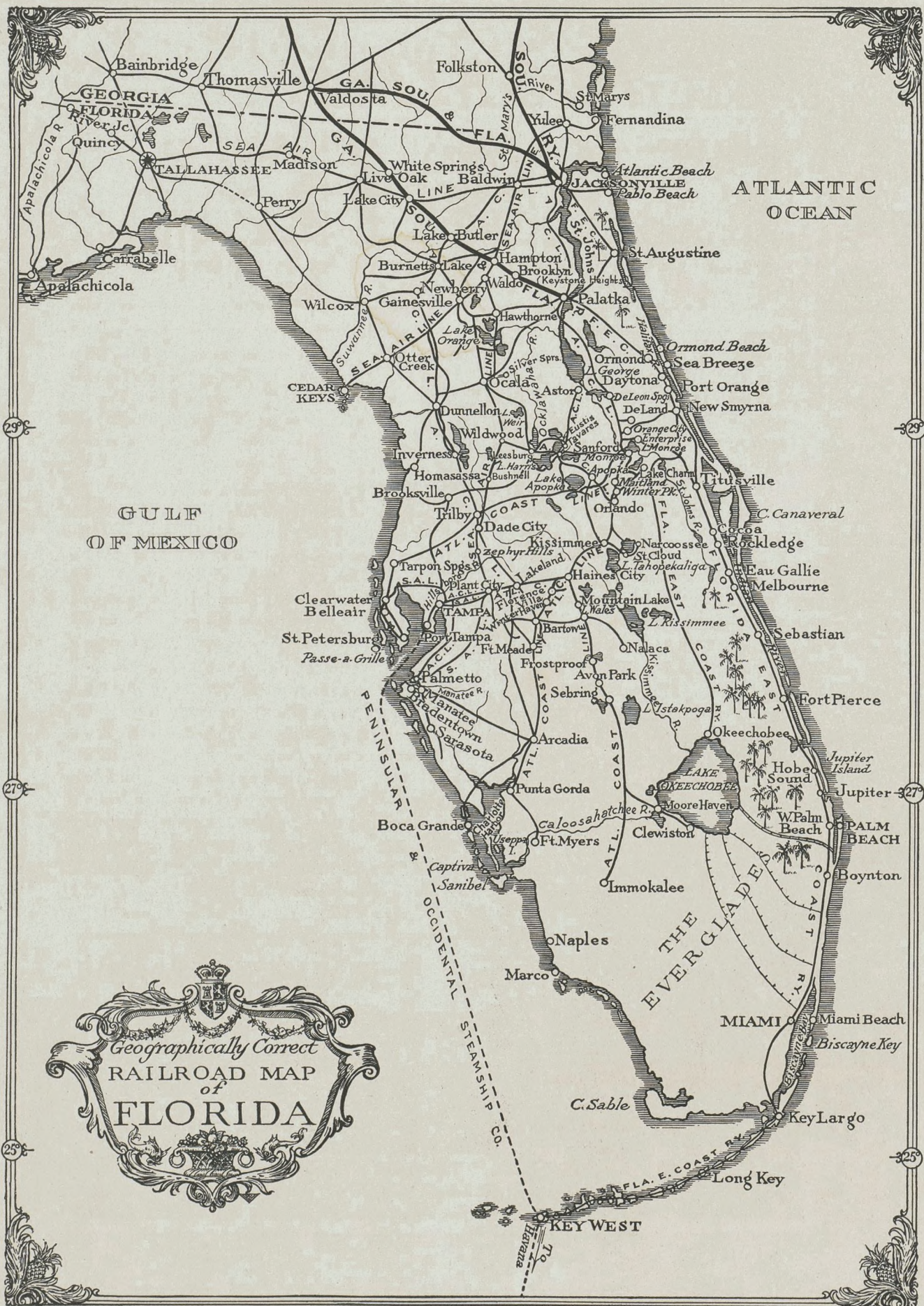
# FLORIDA

AND HOW TO GET THERE



SOUTHERN RAILWAY SYSTEM







# FLORIDA

## THE LAND OF SUNSHINE AND FLOWERS

### *America's Winter Playground*

THE history of Florida is interesting. The various attempts at colonization by Europeans, of which we have authentic accounts, antedate those in any other part of the North American continent, preceding the efforts of the French in Canada, the English in Virginia, and even of the Spaniards themselves in Mexico. St. Augustine is the oldest settlement founded by Europeans in United States and still shows traces of the Spanish occupation two centuries ago. In 1512 Juan Ponce de Leon discovered the mainland of Florida on Easter Sunday, "Pascha Floridum," the supposed derivation of the name. Hernando de Soto landed on May 30, 1539, at what is now Tampa Bay.

Florida is known as the peninsular state. The greatest length of the state, north to south, is 450 miles; the greatest width is about 400 miles, and the average width of the peninsula is about 95 miles. The area of the state is 54,861 square miles of land and 3,805 square miles of water, a gross area of 58,666 square miles. Florida has 1,250 miles of coast line, more than any other state. The Atlantic Ocean is on the east of the peninsula, the Gulf of Mexico on the west, and the Straits of Florida on the south.

The Gulf Stream off its eastern coast causes the trade winds of the Atlantic to sweep over

the land from east to west by day, while returning cool breezes constantly purify and vivify the atmosphere.

There are many lakes in central and southern Florida, the largest of which is Lake Okeechobee. The smaller lakes in central Florida add greatly to the scenic attractions of the state.

Its principal rivers are St. Johns, Oklawaha, Kissimmee, Indian, St. Marys, Suwannee, Apalachicola, and Manatee.

Population of Florida (1920 census) was 968,470 as compared with 752,619 in 1910, an increase of over 22 per cent. The boundaries of the state are comprised between 24° 30' and 31° N. lat., and 80° and 87° 45' W. long.

From October to June the weather in Florida is generally ideal. Within forty hours' ride or less from the most rigorous climate of the north in the winter months, Florida is situated at the threshold of more than forty millions of people, who may enjoy the advantages of spring-like climate and open-air pleasures during the winter months. There is no lack of variety of things to do and to see. Tropical verdure, the wonderful sunshine of the far south, blue skies, ocean breezes, sparkling lakes, dense jungles, wonderful ocean beaches—they are all here and are for the enjoyment of those who seek them.

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## SOUTHERN RAILWAY SYSTEM—"THE WAY TO FLORIDA"

### ASHEVILLE "*Land of the Sky*" ROUTE

THE ROYAL PALM

THE KANSAS CITY-FLORIDA SPECIAL

THE OHIO SPECIAL

THE SUWANEE RIVER SPECIAL

Four excellent through trains affording most convenient accommodations and enabling people from northern, northwestern, and western sections of the United States as well as Canada to reach the resorts of Florida comfortably and quickly. On the

back cover of this booklet is an outline map showing the routes of these through trains. This map also shows main line routes offering convenient service to those who desire to visit sections of the South not adjacent to the direct main lines of travel to Florida.





HOTEL PONCE DE LEON AT ST. AUGUSTINE

Built a quarter of a century ago by Mr. Henry M. Flagler, it is considered one of the world's most beautiful hotels. The completion of this princely hostelry marked the beginning of the great activities for Florida as the nation's winter resort and playground

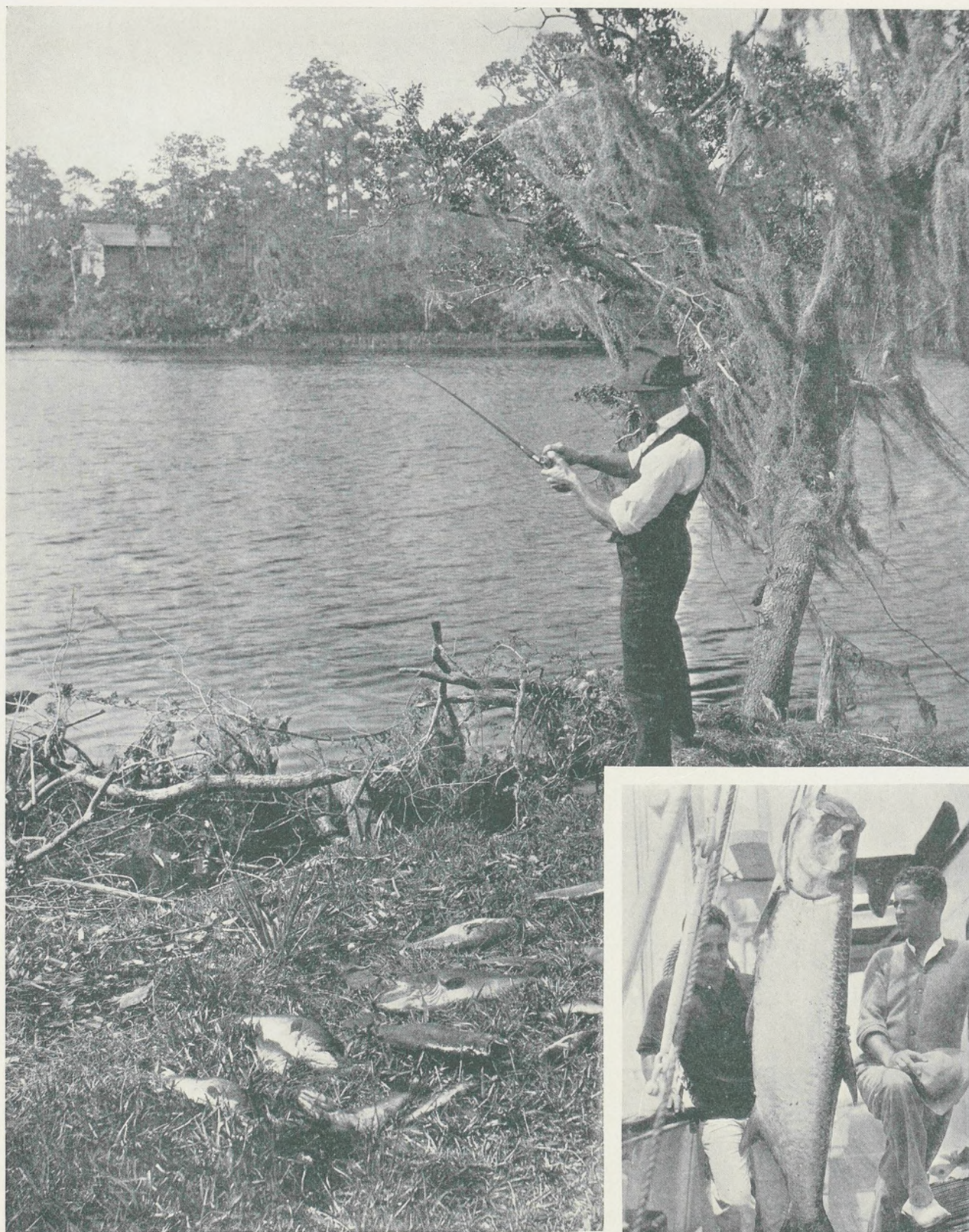




THERE ARE MANY WONDERFUL PALM GARDENS IN FLORIDA

One of them is shown in the upper picture. The Tomoka River, with its winding banks lined with tropical vegetation, empties into the Indian River near Ormond





THE WATERS OF FLORIDA ARE AN ANGLERS' PARADISE  
They are the feeding grounds for six hundred varieties  
of fish. A typical bass fishing scene on the Hillsboro  
River near Tampa; also a fighting tarpon just landed,  
posing for the camera with its happy captors

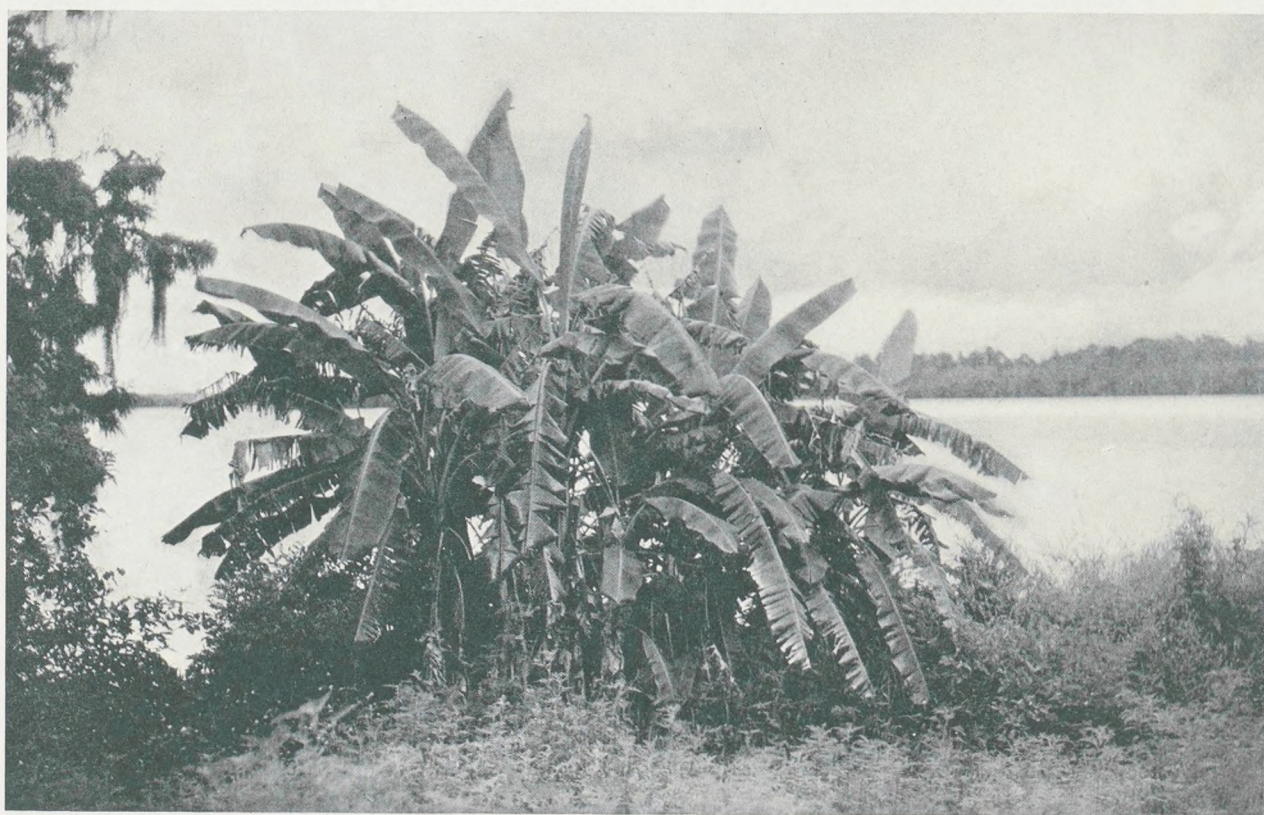
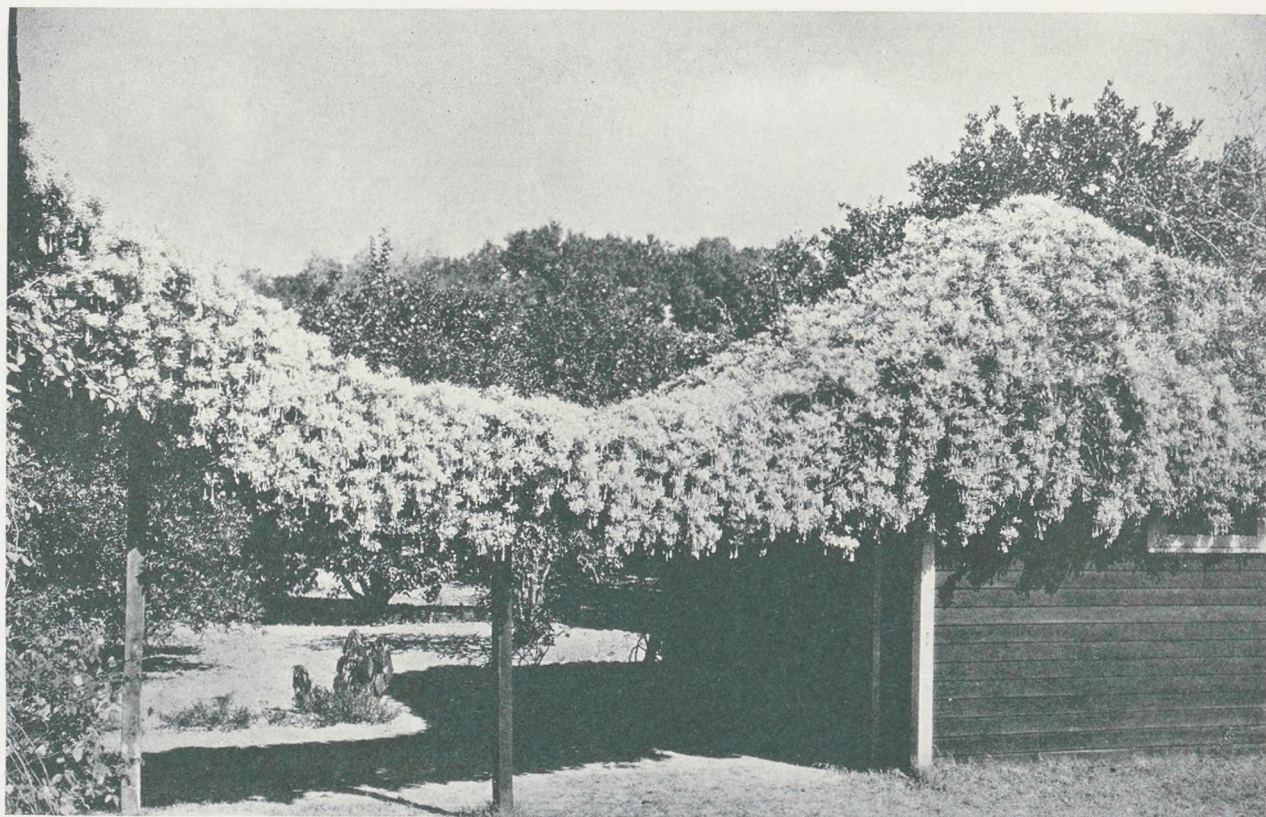






WATER SPORTS OF ALL SORTS INVITE AND DELIGHT THE VISITOR  
 Hundreds of yachts and pleasure craft constantly ply the waters around St. Petersburg.  
 Canoeing on the many picturesque tropical streams is a supreme joy





FLORIDA IS TRULY THE LAND OF FLOWERS AND FRUITS  
Views showing the exquisitely beautiful "Flame Vine," and a growth of banana plants  
on the bank of the placid Manatee

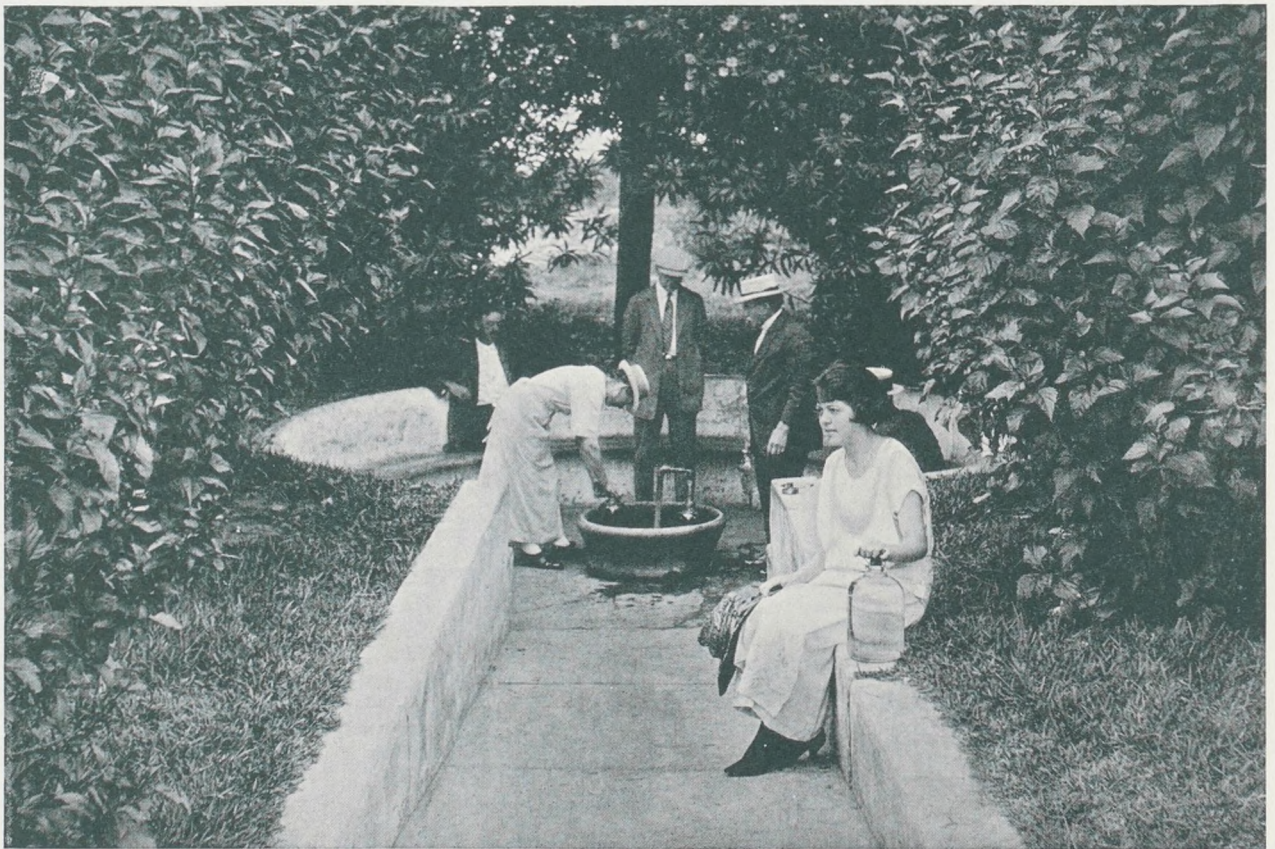




FLORIDA HAS MORE THAN HALF A HUNDRED GOLF COURSES

From December to April every year more golf is played in the state than in all the rest of the world together





**"REJUVENATING SPRINGS AMONG BEAUTIFUL SURROUNDINGS"**

In the year 1512 the old explorer, Juan Ponce, Knight of Leon, came to Florida in search of the fabled fountain of youth. Thousands of winter visitors now find renewed youth and energy everywhere throughout the state





WHERE EVERY HOUR OF EVERY DAY IS A DELIGHT  
Power Boat Races on Biscayne Bay, Miami. Waterfront at Plant Park, Tampa

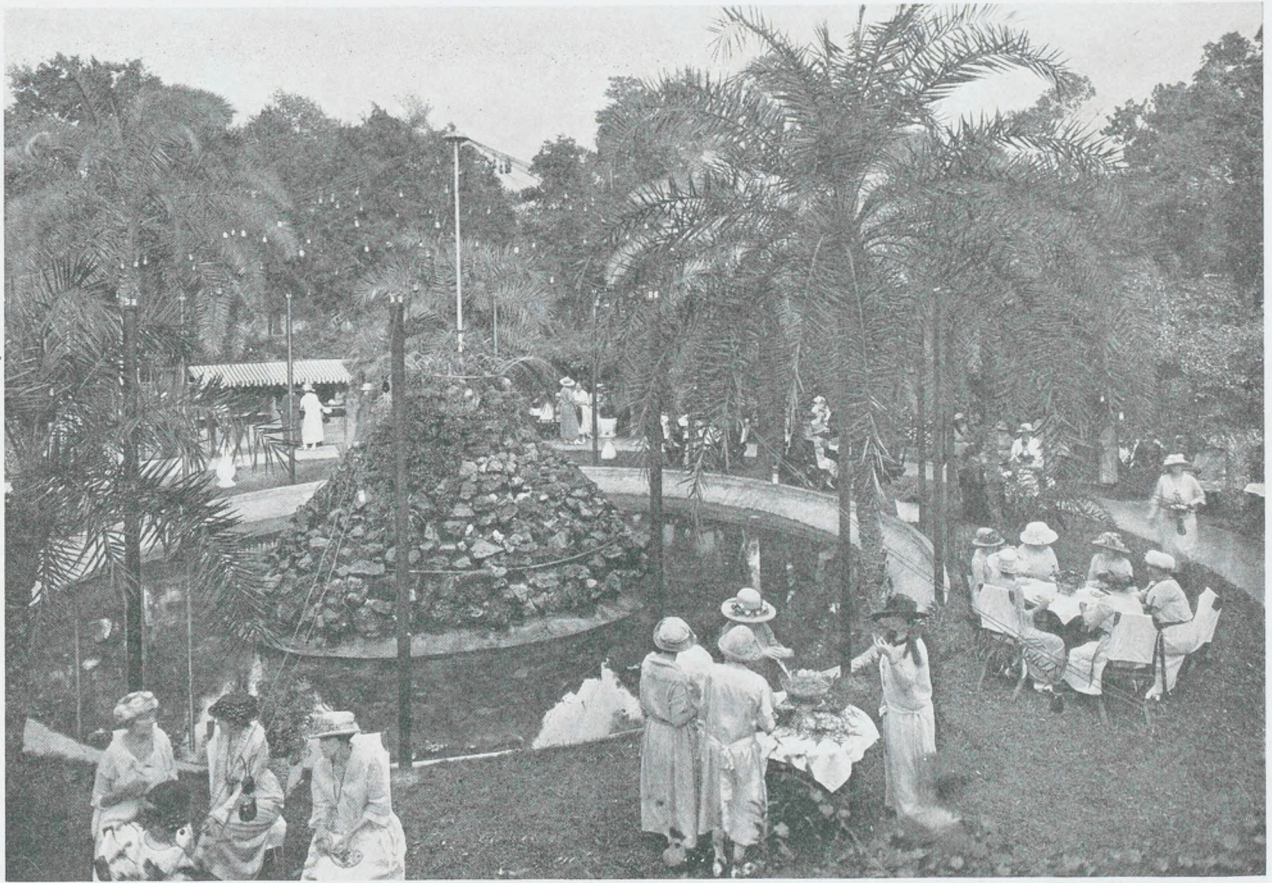




MINOR SPORTS HAVE A GREAT VOGUE AT ALL FLORIDA RESORTS

Playing roque, and pitching horseshoes, are highly popular diversions in many of the Community Parks, the latter having an especially enthusiastic following among the "Old-Time Boys"





OUTDOOR DELIGHTS

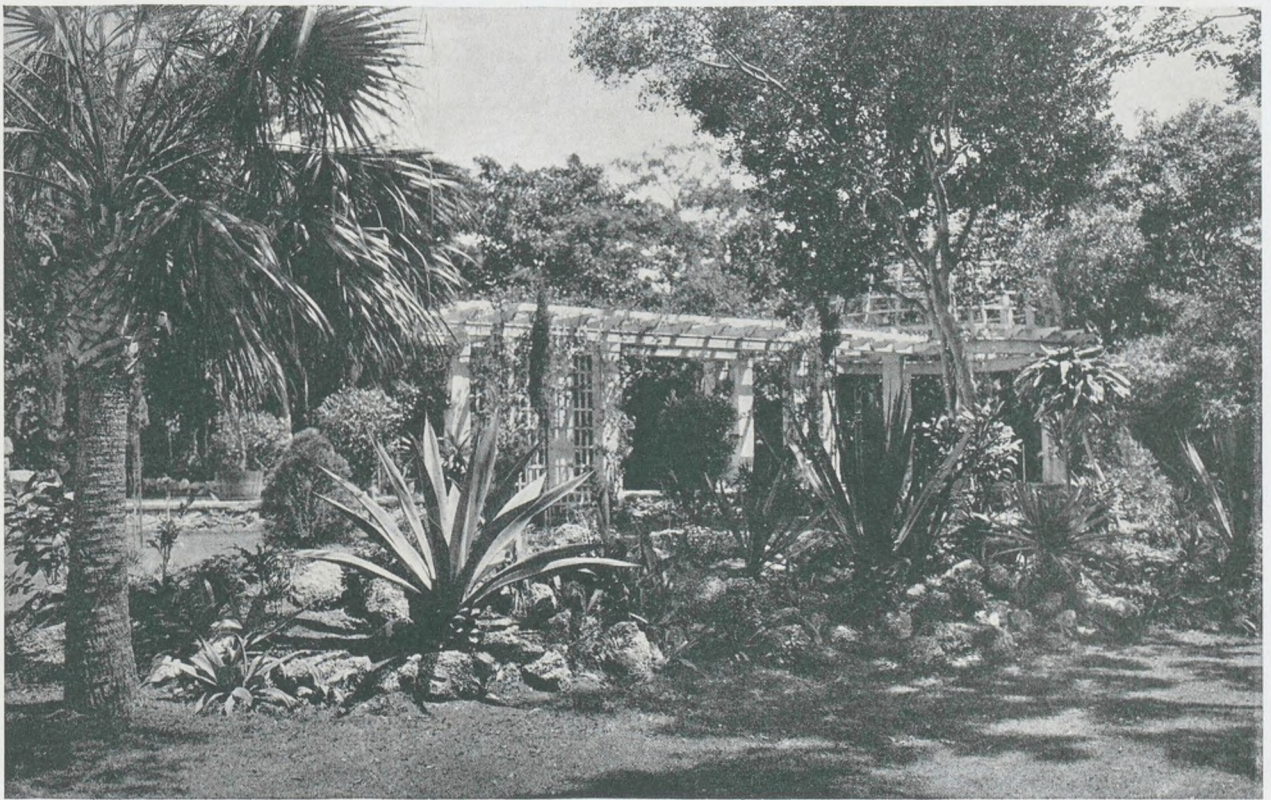
Band Concerts and Garden Parties under spreading canopies of palms





THERE ARE MANY WONDERFUL MOTOR ROADS  
Running for miles through the forests of moss-covered live oaks, these motorways  
are long trails of loveliness and enchantment





TWO RARELY PICTURESQUE VIEWS

Old Fort Marion, on the Matanzas at St. Augustine, and one of Florida's beautiful gardens





THE ATLANTIC OCEAN AT PALM BEACH IS BEAUTIFUL TO BEHOLD: These photographs of the  
taken last February. The waters on the beaches of the East Coast of Florida are temperate





the wonderful bathing beaches, the New Casino and Dance de la Mer at Palm Beach were  
red by the Gulf Stream, which is less than five miles out from Palm Beach and Miami



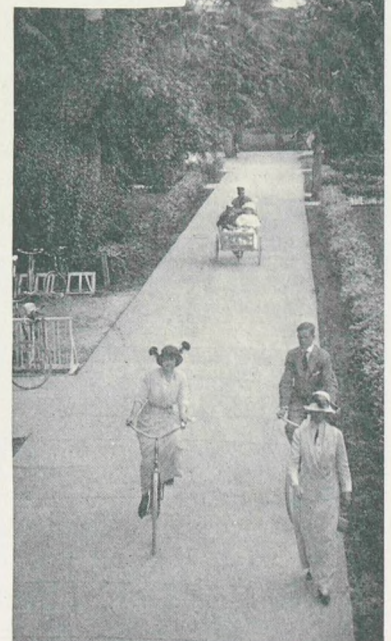
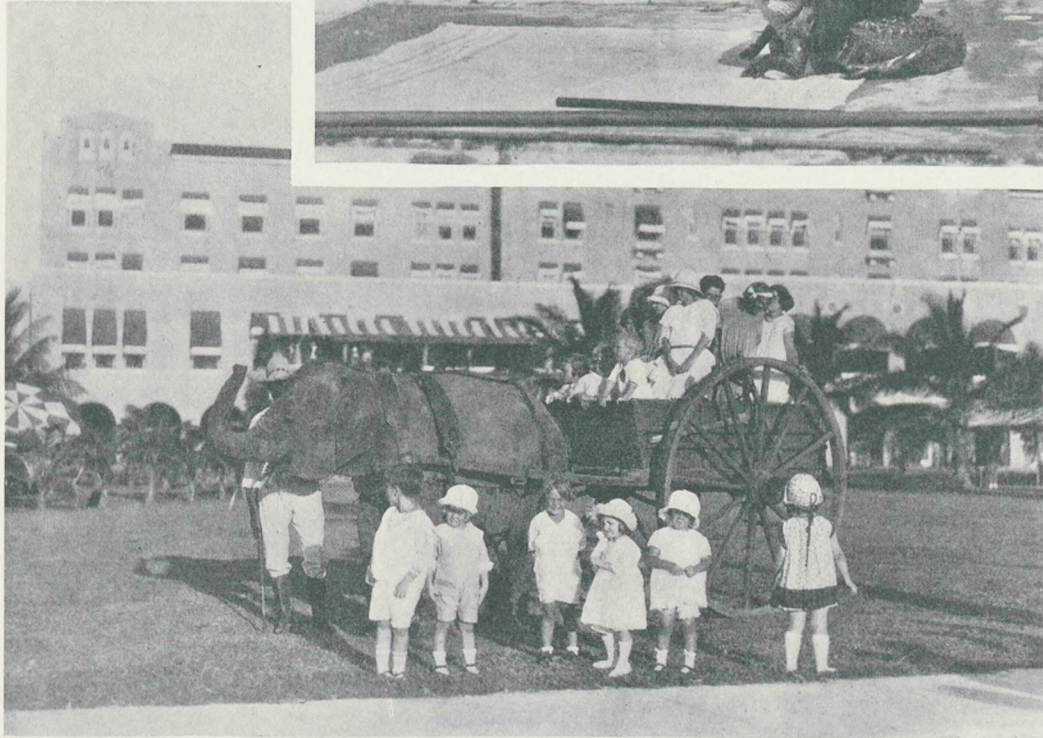


MOTORING THROUGH FAIRYLAND  
An Automobile road between New Smyrna and Daytona

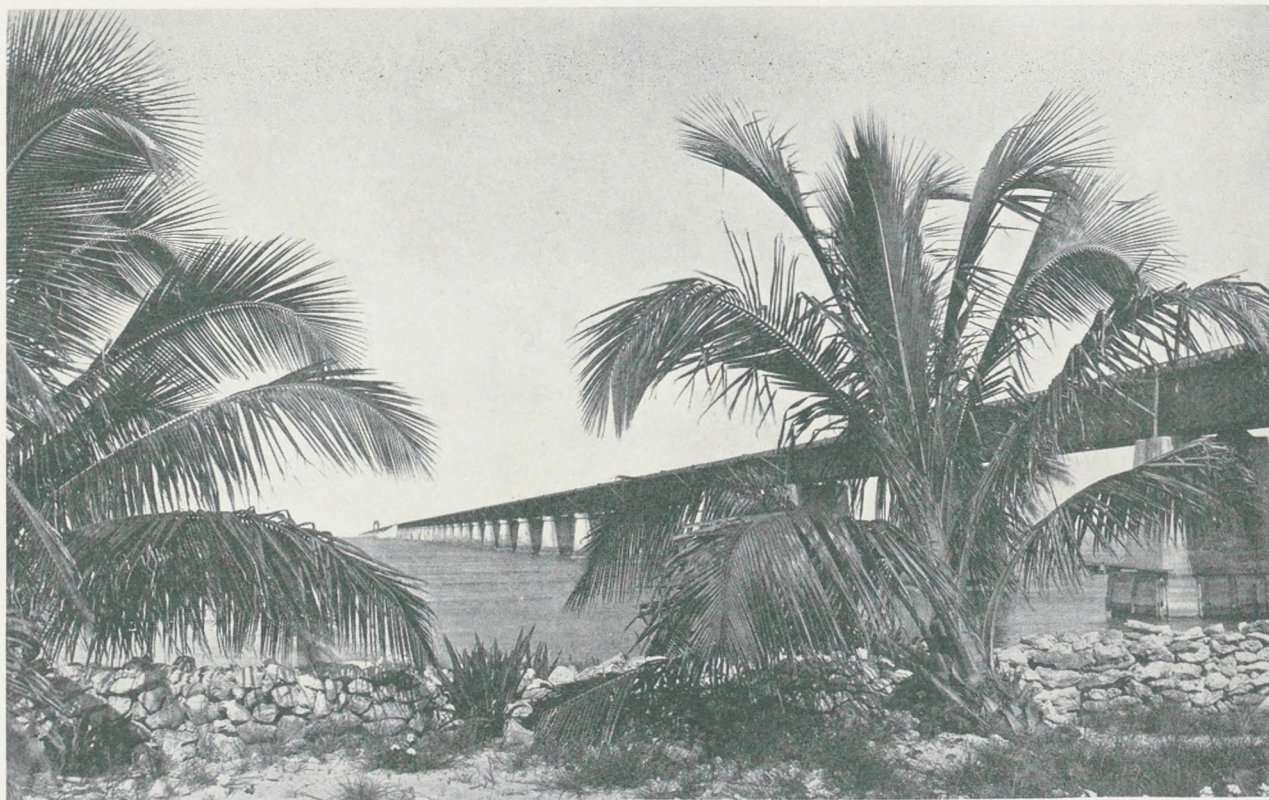


A FEW INCIDENTAL FEATURES OF CARE-FREE LIFE IN FLORIDA

(1) Wrestling match between a South Florida Indian and an alligator in front of the Casino at Miami. (2) How children thrive in the state's marvelous climate. (3) Royal Palm Avenue. (4) Bicycles and wheel chairs share the walks with pedestrians.







ONE TRAVELS IN FLORIDA UNDER IDEAL CONDITIONS

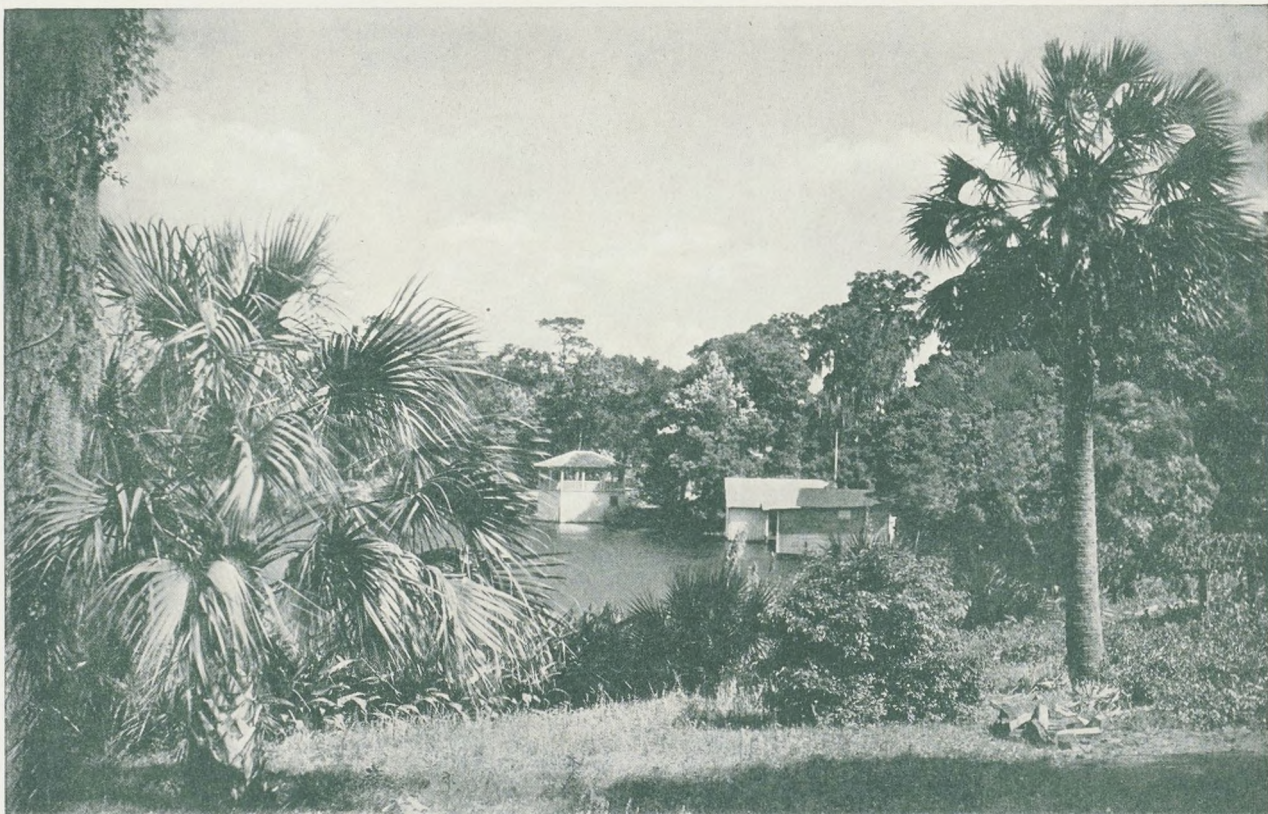
The upper view is of the Florida East Coast Railway, which crosses many bridges and viaducts between the Keys on its way to Key West, the most southerly point of the United States. Below is a view of Confederate Park, Jacksonville, an attractive residential city, the principal gateway and commercial center of the state





EVERYWHERE A WEALTH OF FLOWERS AND TROPICAL BEAUTY  
Petunias and palms in Eola Park at Orlando, and a view of Coconut Avenue,  
Florida East Coast





FLORIDA'S LAKES AND RIVERS HAVE INFINITE CHARM

These pictures show a private boat landing at one of the state's many charming lakes  
and a glimpse of St. Johns River near Sanford

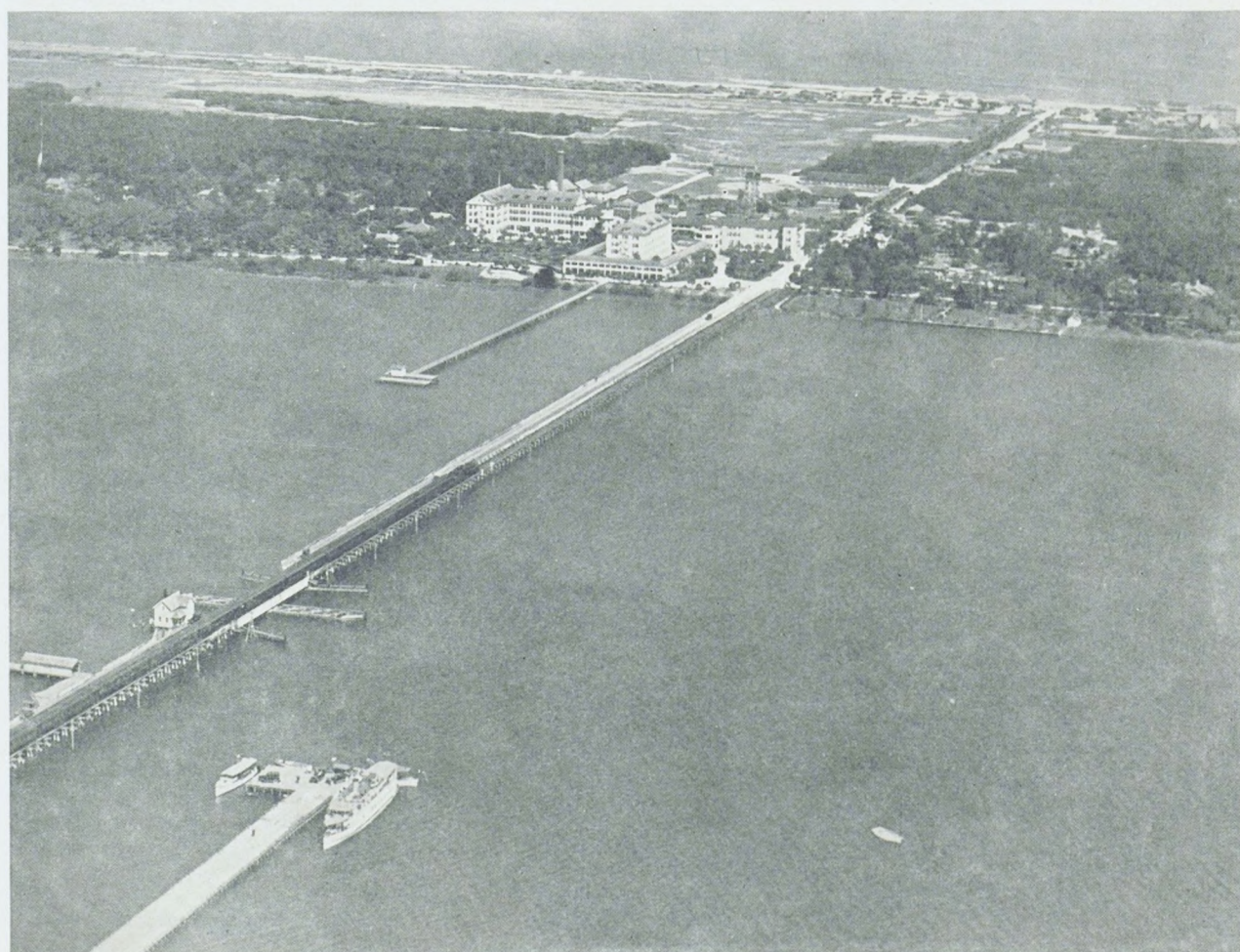




EVIDENCES OF FLORIDA'S SOFT AND MILD CLIMATE

Winter-time on one of the many lakes of the Central and Southern part of the state.  
Gathering the orange crop near Bradentown





TRANSPORTATION CONDITIONS AND HOTEL LIFE ARE PERFECT

State Highway near Sarasota and a bird's-eye view of Hotel Ormond and Ormond Beach, showing the Florida East Coast Railway crossing the St. Johns River, and the blue Atlantic in the distance



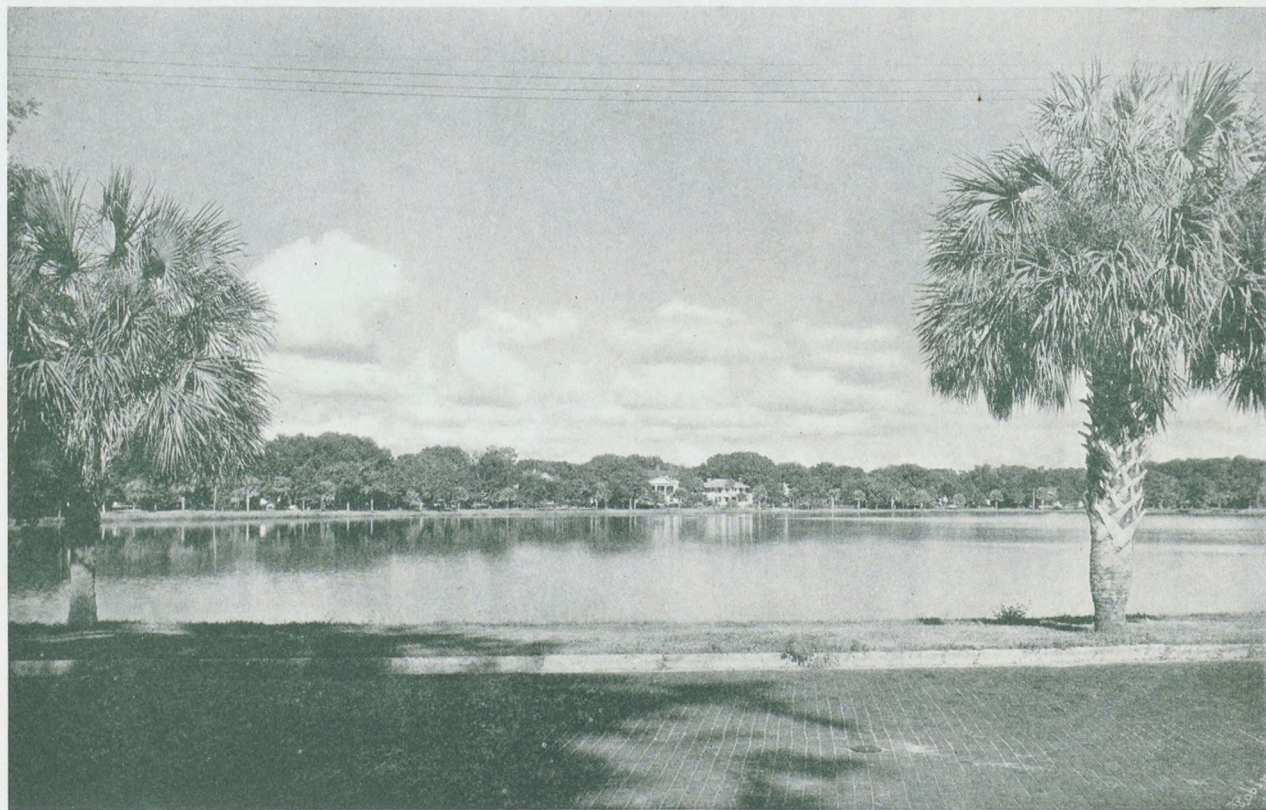


#### REMINDERS OF EARLIEST AMERICA

Here is shown a quaint street scene in St. Augustine, the oldest city in the United States, founded in 1565, together with two groups of picturesque Seminole Indians, natives of the Everglades







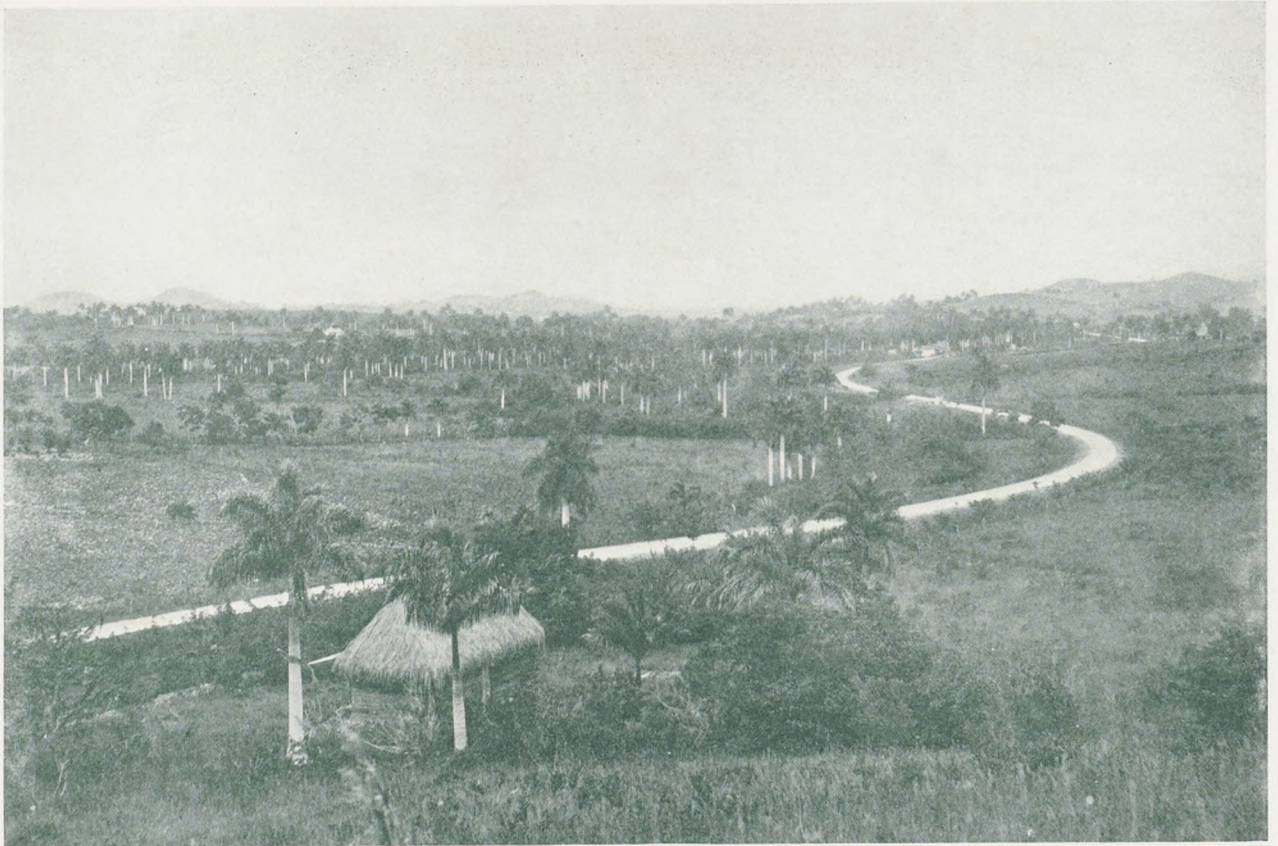
EVERYWHERE THERE ARE SCENIC GEMS LIKE THESE  
Southern College at Lakeland in a tropical setting, and a typical vision of beauty for the motorist





FLORIDA'S BEACH RESORTS OFFER MANY CHARMS  
A Mid-Winter Tea Dansant at Miami, and the luxurious Dance de la Mer at Palm Beach





CUBA IS WITHIN EASY REACH OF ALL FLORIDA'S RESORTS

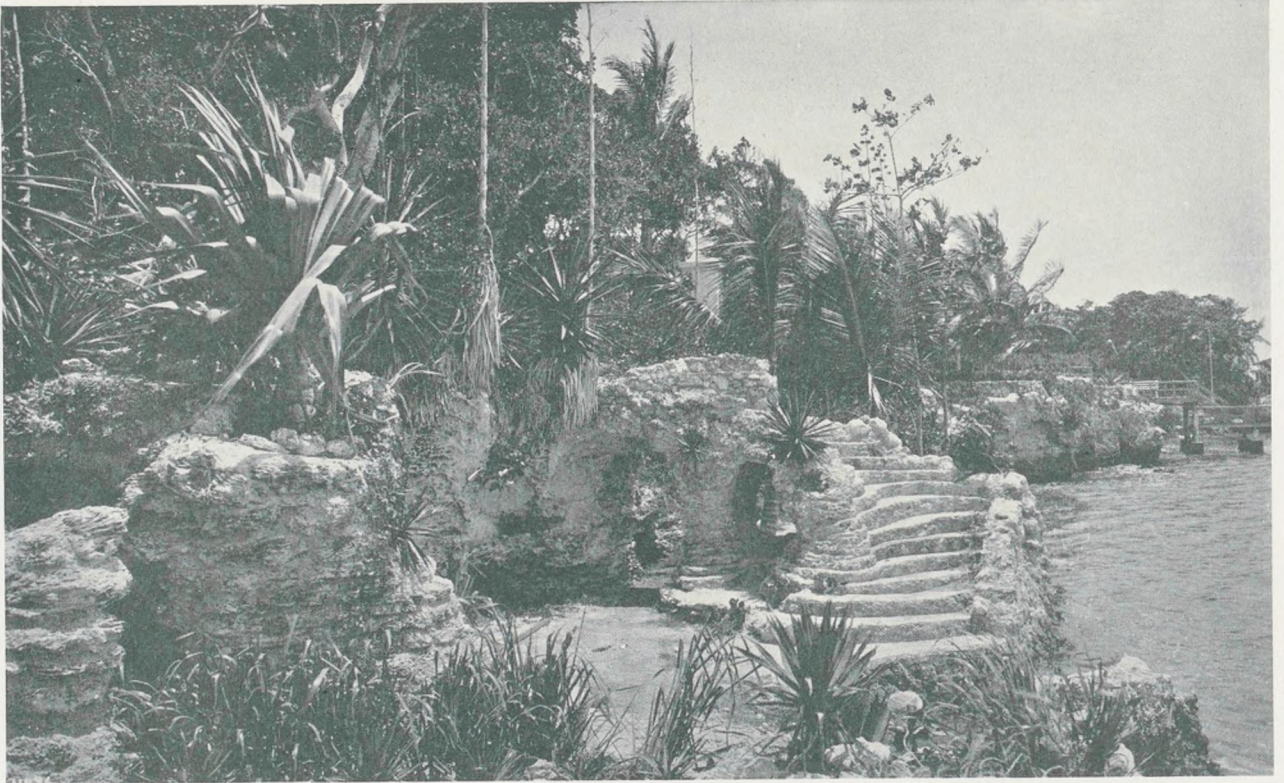
The upper picture shows the countryside between Havana and Matanzas, Cuba, while the lower one shows the City of Havana, with the P. & O. Steamship *Cuba* in the foreground





TWO VIEWS IN ST. PETERSBURG  
 Playing dominoes and checkers in one of the St. Petersburg parks. Street scene in the residential section





A LAND OF PEACEFUL JOYS AND SPIRITED SPORTS  
 A picturesque bit of Biscayne Bay Shore Line, especially inviting to the loiterer.  
 Fresh water swimming pool at Miami Beach



The Double-Track Trunk Line between Washington, D. C. and  
Atlanta, Ga. The pioneer through route between Cincinnati,  
Louisville and Florida, and between Kansas City and  
Florida. The standard short line between New  
Orleans and Cincinnati, Ohio. The direct  
route between Washington, D. C.  
and Memphis, Tenn.

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