

MIAMI



FLORIDA'S MAGIC CITY

COMPLIMENTS OF
The Everglades Land Sales Co.
MIAMI, FLORIDA

Miami · Florida

The Southern Metropolis



Published by The Board of Trade
Miami, Florida



TWELFTH STREET, MIAMI, 1900



TWELFTH STREET, MIAMI, 1911

FLORIDA



MORE than four centuries ago, Juan Ponce de Leon landed on the East Coast of Florida, seeking the fabled Fountain of Youth; for the score of years that had elapsed since Columbus reported his discovery of the New World had been rife with stories of wonderful things in the distant and unknown continent. The development of human intelligence, at the opening of the sixteenth century, had not progressed beyond the ready acceptance of marvelous tales, which these more prosaic times would pass by with a smile or a sneer. The rumor of vast treasures of gold, somewhere in this great, unknown land, brought Hernando de Soto and other adventurers, in later years, to explore and to mark their progress with devastation.

But Ponce de Leon, if the legends have any foundation in



HOTEL ROYAL PALM AND MIAMI RIVER



THE MAGIC CITY



ROYAL PALM DRIVE, MUSA ISLE

fact, discovered and named it Florida; although he failed in his search for the life-renewing spring, whose existence was, at least, a popular belief. His efforts to colonize the new-found land failed also, as did his attempts to convert the natives to the teachings of Spanish Catholicism, and he died from wounds received in battle with a hostile tribe, leaving unrealized his

ambitions to found a great nation on Florida soil. It is a matter for rather interesting speculation what might have been the result, through the inter-

vening centuries, if Ponce de Leon had succeeded, on that eventful Eas-



EXCURSION
PARTY ON
MIAMI
RIVER



MIAMI, FLORIDA



WINTER BATHING

ter Day of 1513, in laying the foundations for the new nation which was to dominate the Western Hemisphere, instead of resigning the task to the Pilgrim Fathers on the bleak platform of Plymouth Rock more than a hundred years later.

Notwithstanding the fact that the site of the landing of Ponce de Leon is marked by the oldest city in the United States, the development of Florida, even to an approximation of its possibilities, was delayed for three hundred and fifty years after its discovery by the struggles for its possession. The flags of five nations floated above it; wars and political complications kept it an unknown region until it came under the

OLD
FORT
DALLAS





THE MAGIC CITY



FORT DALLAS PARK ENTRANCE

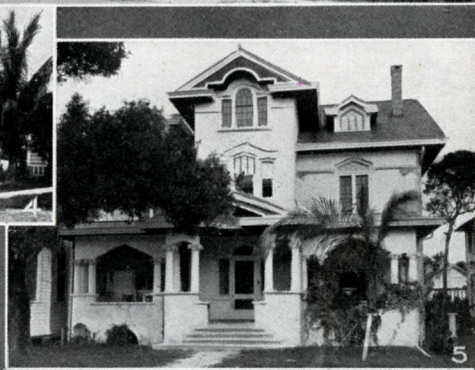
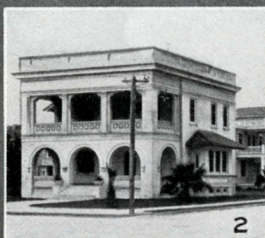
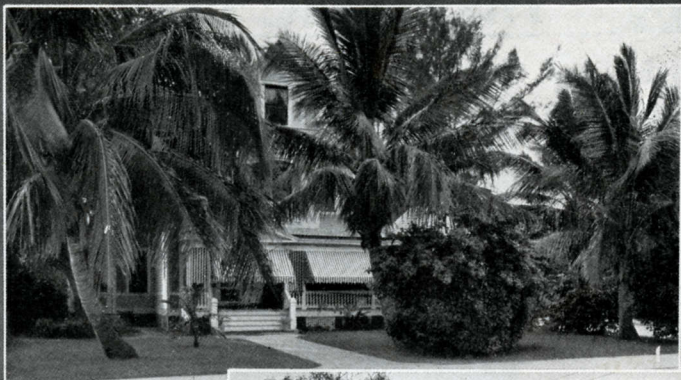
control of the United States, as a territory in 1821 and as a state in 1845. Almost seventy years have passed into history since the "Land of Flowers," the "Pascua Florida" of Ponce de Leon, was joined to the federation of states; but much the larger portion of its advance toward its present greatness has come within the last third of this period. For decades it was still a great unknown land, pictured in the popular mind as the home of alligators, mosquitos and malaria. Then a few adventurous travelers brought tales that shook the common belief, and eventually tourists came and were captivated. As the means of transportation were extended, they ventured farther and farther into the half-explored regions, and discovered a soil rich beyond compare, with a climate that was invigorating, not only in the winter months, but in summer as well.

MIAMI, THE "MAGIC CITY"

Miami, springing up as if by magic, and appropriately called from the beginning the "Magic City," furnishes, perhaps, the only instance on record in which a full-fledged city came into existence at one bound without first having been a town. A city that was never a town is a unique product of American hustle. On July 28, 1896, or three



CAPE
FLORIDA
LIGHT



1. AVENUE B AND 13TH STREET

2. E. A. WADDELL RESIDENCE

3. A. J. BENDLE RESIDENCE

4. C. H. WARD RESIDENCE

5. EPISCOPAL RECTORY



THE MAGIC CITY



months and thirteen days after the first train reached the site of Miami, the almost impenetrable tropical jungle melted away before the weapons of civilization wielded by an



A MIAMI RESIDENCE

army of energetic men, and the place was incorporated as a city under the laws of Florida, which required that there be three hundred registered voters in a community to entitle it to incorporation as a city—less than that number constitutes a town.

It has been well said that the East Coast of Florida is Paradise regained—a land where the finger-prints of God linger on every flower, and are seen in glorious colors on the plumage of the birds; a land where the air is redolent with the perfume of roses and orange blossoms, and, it may truly be said, Miami is the garden-spot of this earthly Paradise.

Beautifully situated at the mouth of the Miami (Sweetwater) river, upon the western shore of Biscayne Bay, whose blue



OBSERVATION TOWER
OVERLOOKING EVER-
GLADES, 137 FT. HIGH



MIAMI, FLORIDA



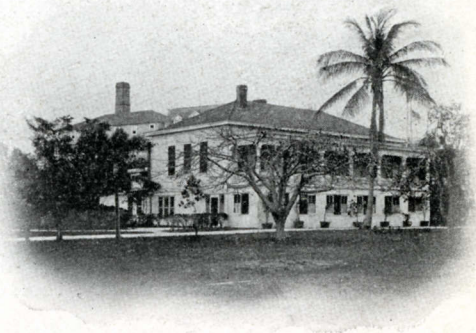
MIAMI CLUB

waters dance
gaily beneath
the almost per-
petual sun-
shine, and in-
vite the home-
seeker to make
his abode here;
tourists and in-
valids are called
to come and
bask 'neath
blue skies, and

rest from the weary round of unvarying toil or physical suffering, for here the health-roses, wooed by invigorating breezes and warmed by constant sunshine, come back to cheeks that have been pallid and wan; and here wealth rewards industry more surely and more liberally than in any other section of this broad land. Here winter's chilling blasts are never known, and flowers bloom their fairest just when the Ice King's grip is firmest on less-favored lands.

This is the land of the orange, the grapefruit, the pineapple, the palm, the hibiscus, the red poinsettia; the playground of the rich, where white beaches and blue waters lend enchantment to a background that is perpetually green. Here nature smiles serenest, and with

SEMINOLE
CLUB





THE MAGIC CITY



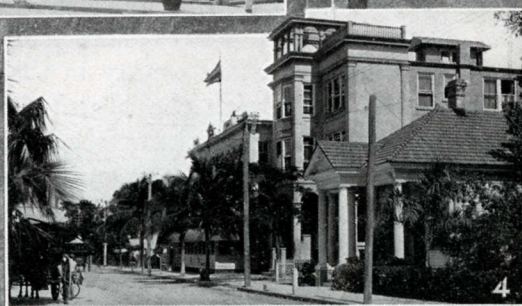
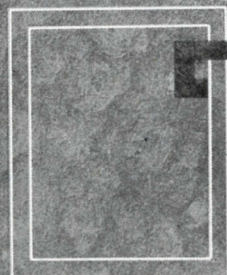
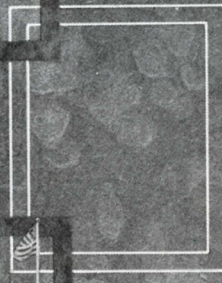
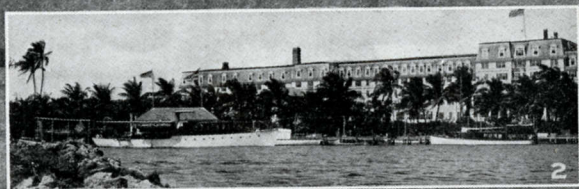
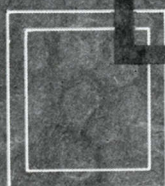
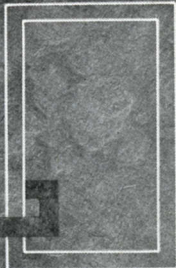
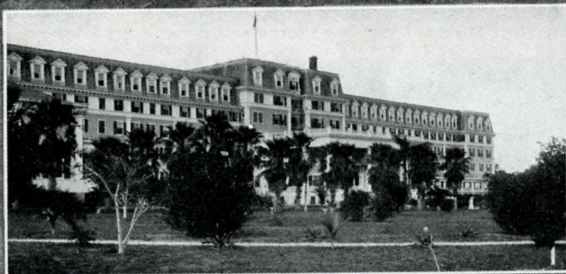
generous hand showers her choicest gifts in rich payment for slight endeavor.

Here is a restful land, where jaded body and brain may find repose; a beauteous land, whose dimpling waters and waving palms, and forests clad in robes of immortal green, appeal to the love of the beautiful implanted in every human breast; a land whose rose-tinted and many-gloried sunsets are at once the artist's delight and despair. Here, not only is the earth generous and the heavens kind, but the sea lavishly yields up its wealth of living treasure; and the knight of the rod and reel will find no waters on the American continent where his quest for royal sport will meet with such ready and ample gratification.

Way down the shimmering, dreamy East Coast, on the southeast corner of Florida, the "index finger" of the world,

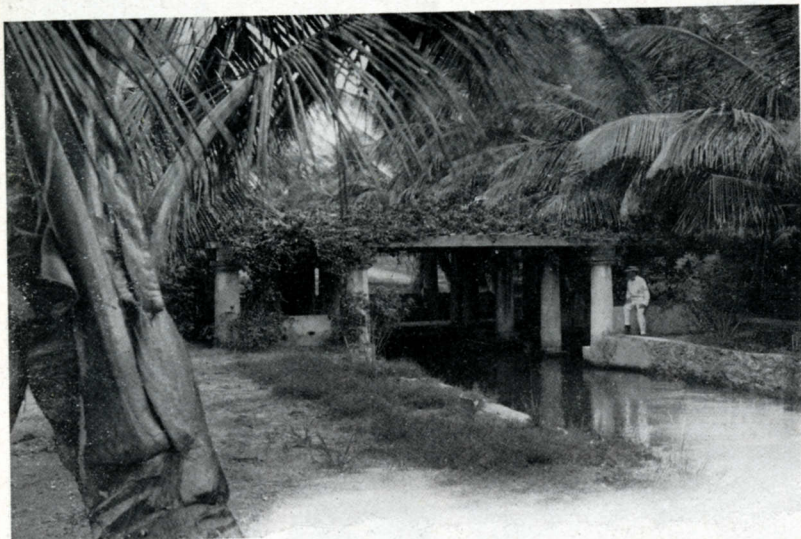


TWELFTH STREET, LOOKING TOWARD BAY



1. ROYAL PALM HOTEL FRONT
2. ROYAL PALM HOTEL WATER ENTRANCE

3. FORT DALLAS HOTEL
4. SAN CARLOS HOTEL



SCENE AT COCOANUT GROVE

Dade County Grapefruit the Best in the World

There is practically no limit to the market for Florida grapefruit. Dade county produces more and a better quality of grapefruit than any other county in the world. These great golden globes, filled with the health-giving juice for which there is no rival, invariably bring the highest market price.

It is a common sight to see grapefruit trees, three years old, in this section, so heavily laden with rich, sweet, golden fruit that a prop is necessary under each limb, to keep the weight of fruit from breaking the tree to the ground. Instances are on record where the net yield of a single tree has exceeded \$50.00, and a single acre of comparatively young trees has produced \$1,000.00 net cash a year. These are exceptional



MIAMI, FLORIDA



cases, simply showing what this fruit will do in return for first-class attention. The returns from a full-bearing grapefruit grove run in the neighborhood of \$700.00 per acre.

Grapefruit trees should be planted 25 feet apart, or 64 to the acre; these yield from six to eight boxes to the tree, although we have single trees here from which forty boxes have been taken. The right variety of grapefruit, with the proper care, brings in the neighborhood of \$1.75 to \$4.00 per box, and this price very often is paid for fruit on the trees, leaving the commission-buyer the trouble and expense of picking, packing and shipping the fruit.

Grapefruit groves begin to pay handsome returns five years after planting. During this period the trees must be cared for, so that all of the strength shall go to the actual development of its branches and roots. While the grapefruit grove is maturing, one can raise pineapples or garden truck between the trees, and earn upwards of \$400.00 per acre, according to the energy, labor, and expense placed upon such crops.

POULTRY-RAISING

The raising of poultry is another profitable industry. Eggs bring an average price of 40 cts. a dozen; live chickens, 35 cts. a pound. The demand always exceeds the supply, and there were brought into Miami, 5,600 cases of eggs during 1910.



HOTEL HALCYON

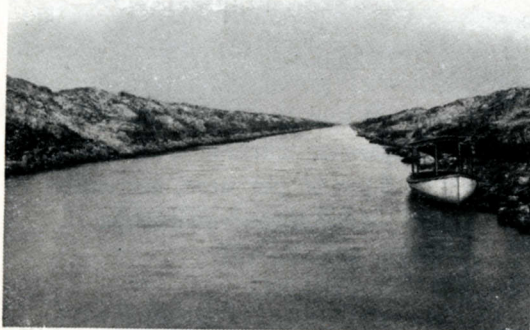


THE MAGIC CITY



The Florida Everglades

The great, famous Everglades, bound to the past by stories both weird and strange, with a territory larger than some of the states, clothed with tales that are romantic, made famous by stories that carry the mind of man to the strangest fields of thought and adventure, are at last being scientifically harnessed by daring spirits who are adding to the richness of the state and to the commercial value of the country. There is land rich in the vegetable soil which has lain for centuries

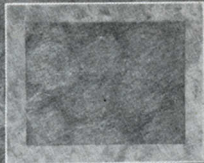


EVERGLADES DRAINAGE CANAL

waiting for those daring minds and hands to unfold the treasures of the Everglades. The plans that are being carried out in connection with this stupendous drainage work, now being done by the state of Florida,

are so vast and so great in their scope that there is no other real estate enterprise on the globe that can possibly compare with them. The work is stupendous; it is magnificent; it is wonderful; its magnitude stuns you, as you go further and further into its ramifications.

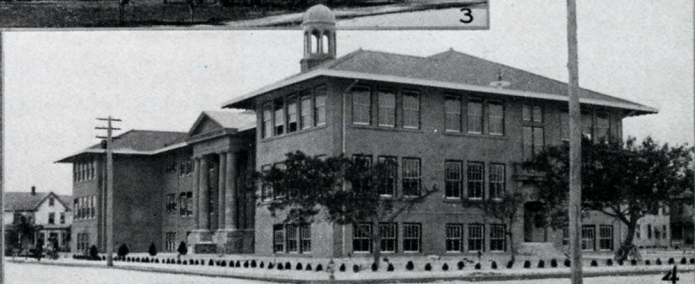
The state of Florida is spending about \$2,500,000 in cutting the main canals in the Everglades, to reclaim an area containing something over 4,000,000 acres. The plan of drainage now in operation provides for five canals, each 50 feet wide and 10 feet deep, to be constructed from Lake Okeechobee to



2



3



4

1. CITY HALL
3. ST. CATHARINE ACADEMY

2. COURT-HOUSE
4. PUBLIC SCHOOL



THE MAGIC CITY

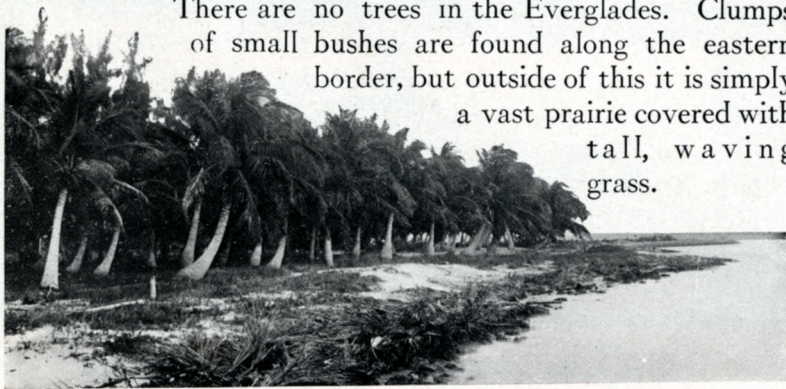


PORTION OF PINEAPPLE FIELD

tide-water. One of these canals is completed; three are half completed, and the fifth will be commenced in a short time.

The surface of Lake Okeechobee is 21 feet above sea-level; it is about 30 miles in diameter, and has an average depth of 16 feet. The lake has no outlet, and during the rainy season overflows and floods the Everglades. There are nine powerful dredges now at work on these canals, excavating about 8 miles of canal per month. The water is now being held in the canals by dams, to float the dredges. The drainage will not become effective until the canals are completed and the dams removed. This will be done July 1, 1913.

There are no trees in the Everglades. Clumps of small bushes are found along the eastern border, but outside of this it is simply a vast prairie covered with tall, waving grass.



GROWING OF COCOANUT PALMS, NEAR MIAMI



MIAMI, FLORIDA



CABBAGE AND PRODUCE

There is no doubt as to the fertility of this Everglade soil; a visit to the truck-farms on the South New River canal will demonstrate this fact to the most skeptical.

The Everglades are now being surveyed by the state. They must be seen and studied to be understood. There is no other body of land like the Everglades in the United States. Opinions of persons who have never made an extended examination should not be accepted until verified.

The main drainage problem is simple; at the same time the future settler should understand that lateral ditches will be required to carry the surface water, which falls on the glades, into the main state canals. Once thoroughly ditched, the soil of the Everglades will produce an enormous variety of vegetables and forage grasses. The tropical climate



BEAN FIELD



THE MAGIC CITY



EGGPLANT FIELD

of South Florida makes possible the growing of winter truck, tropical forage crops, and great tropical staple crops such as sugar-cane. Already scores of people are farming partially reclaimed land in the Everglades. As soon as drainage is completed, literally thousands will make their homes there, and so build up one of the richest farming countries in the United States.

TYPICAL QUESTIONS ANSWERED

The secretary of the Miami Board of Trade is daily in receipt of inquiries regarding this locality, which are here reproduced for the information of prospective settlers:

Q. What is the cost of clearing Everglade land?

A. No clearing is necessary after it has been drained.

Q. What is the cost of clearing high pine land?

A. About \$50 to \$75 per acre.

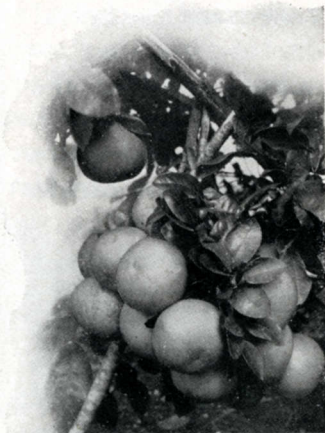
Q. What is the cost of grapefruit and orange trees?

A. 35 cts. each.

Q. How many trees per acre are required?

A. About sixty-four, set 25 feet apart.

Q. What is the cost of planting grapefruit and orange trees?



CLUSTER OF GRAPEFRUIT



MIAMI, FLORIDA



A. About \$15 per acre.

Q. How long a time intervenes between planting and profitable production?

A. Between three and six years.

Q. What is the cost of preparing, planting, and harvesting one acre of tomatoes?

A. Labor, \$60; fertilizer, \$40

Q. How long does it require to start the plants?

A. Four to five weeks.

Q. How long does it require to mature crops from the time of planting?

A. Eight to twelve weeks.

Q. What months would you recommend for general planting?

A. From the first of December to end of February.

Q. Is your soil adapted to the culture of Irish potatoes?

A. This section produces the best Irish potatoes in the United States, and about six to eight weeks ahead of any other locality.

Q. When is the best time to plant Irish potatoes?

A. November, December and January. (This information applies also to eggplant, lettuce, peppers, beans, squash, cauliflower, and other crops, which should be planted during the late fall and winter months.)



PAPAYA TREE



BANANA STALK

In conclusion, if you desire a winter home where you can enjoy tenting, hunting, fishing, sea-bathing and incomparable sailing and cruising; if you are weary of struggling with a northern farm, with its short growing season, and where you hibernate for several miserable months, Miami, inviting and balmy, will appeal to you. Apart from its remarkable money-making opportunities, it has all the features that make this region ideal for a permanent or winter home.



THE MAGIC CITY



Nothing is so convincing as an actual visit. Then you can see and judge for yourself. You will enjoy the trip. You will find it a land of surprises. We welcome you to our beautiful city.

THE MIAMI BOARD OF TRADE

C. H. WARD, Secretary

Miami Needs

Street Railway and Interurban Lines, Crate Factories, Fertilizer Factory, Sash and Door Factory, More Hotels and Modern Apartment Houses, Building and Loan Associations. One Hundred Medium-priced, Attractive Bungalows could be sold or rented within thirty days.



COCOANUT PALM

THAT WONDERFUL FLORIDA MOON

Last night I gazed beyond fishing-boats nestling near the shore of Biscayne Bay, and selfishly, greedily drank in the beauty of a transformation in Nature's realm which beggars description. To the eastward the signal was given by multitudinous rays of vari-colored lights seeming to shoot into the blue sky from the ocean depths beyond. The moon peeped over the island as though making sure that the coast was clear, and gave out a blush of modesty which radiated in every direction. As the magnificent orb slowly climbed from the horizon it seemed to race with a fleecy cloud, whose raiment was bordered in a peculiar black, forming a contrast in colors of crimson, black and white. The great red light reflected with wondrous power as it lifted itself just above the bay and, though quite distant, I discerned on the island each individual tree skirting the shores, the effect being that of a far-away forest-fire with tongues of flame leaping into the heavens. Across the bay crept a line of light in all the colors a rainbow might wear, pointing the path from the ocean to the pretty city nestling at the bay; and through it all, silence reigned supreme. Without friction this mighty transformation proceeded until the moon, well up into the ethereal blue, gradually threw off its colors of red, and moved along as a majestic sentinel of the night. An owl hooted from a tree near the shore, and the merry laugh of a child sounded from a vine-covered cottage, as zephyrs from the sea played with its curly locks. And that was all.—LON. A. WARNER.

J. Horace McFarland Company, Mt. Pleasant Press, Harrisburg, Pa.

Pensacola Ft. San Carlos 1499 3 Spanish
Barancos 15 — 3



Mail form 7