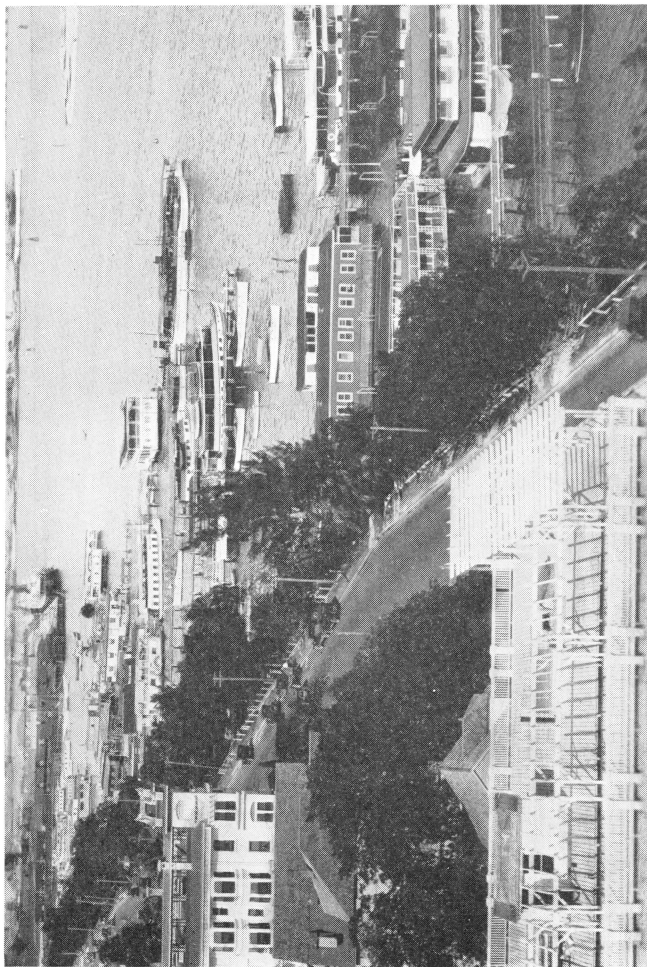


## CHAPTER V

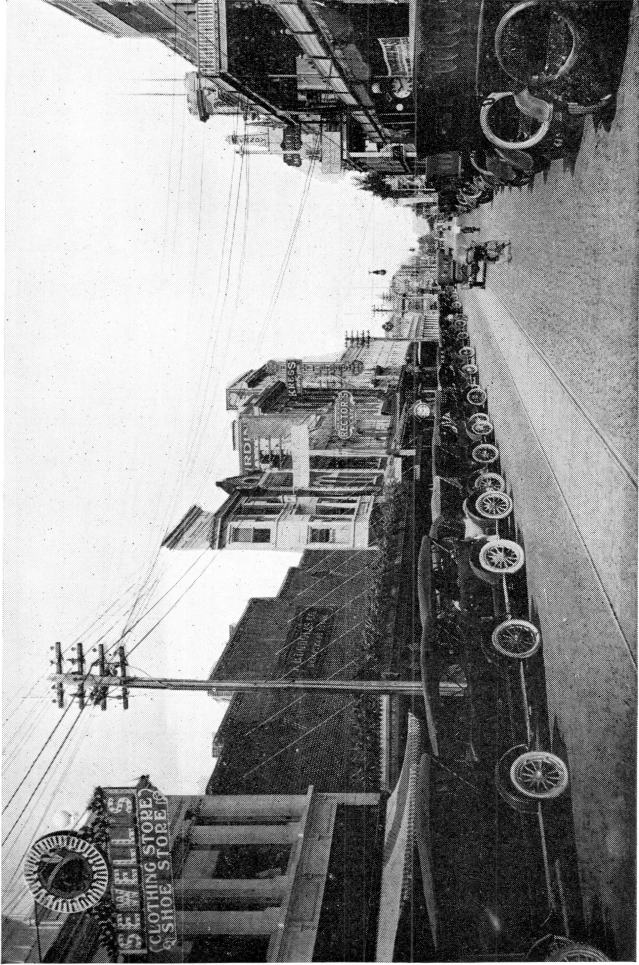
The Town That Climate Built—The Favored Child of the Elements—Its Miraculous Growth and Lavish Development—Assets and Aspirations—A City of Homes—"Greater Miami" and Greater Things.

Miami is The Town That Climate Built—climate plus advertising. Mark Twain once said that this country did not have any climate—only samples. Mark did not know Miami. He lived in our North where we have only two seasons—Winter and July and August. Miami's climate is not a "sample" climate. It is continuous—even monotonous—an endless succession of balmy summer days.

The United States Weather Bureau pays a man four thousand dollars a year to forecast the weather



WATER FRONT, MIAMI



FLAGLER STREET, MIAMI

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in Miami. This is a flagrant waste of the people's money. Any child can forecast the weather in Miami. There is but one month in the Miami calendar—and that is June.

Whatever differences of opinion there may be regarding other things in Miami, there is and can be no difference of opinion regarding Miami's climate. It is as near Paradise as many of us may ever hope to get, and the individual who could not be pleased with it would be lonesome. There doubtless have been other contributing factors towards Miami's phenomenal success, but the climate's the thing. It is the one supreme and matchless asset of the city, the base upon which has been erected a truly magnificent super-structure.

The location of Miami gives it a peculiar climatic advantage over any city in America. It is the favored child of the elements. Here the Gulf stream is but three miles from shore, and this is said to keep the water at a uniform temperature, ranging from 78 de-

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grees in Winter to 84 degrees in Summer. The water controls the air, resulting in maintaining an average variation of only twelve degrees between Winter and Summer. The water, it is claimed, also modifies the summer weather, preventing excessive heat. Equability of climate here reaches most nearly perfection. The winter days do take on the semblance of June. Only on very rare occasions does the city feel the cool breath of a northeaster and then usually only for a few hours, never to exceed a few days. This beneficent whim of the elements affects only that portion of Florida lying in what has come to be known as the Miami zone, which is that portion of the state lying south of Palm Beach.

Climate plus a highly-cultivated civic spirit—plus advertising—has made Miami the wonder and admiration of a continent and given it high rank among the resort cities of Europe and America. It is today a cosmopolitan city, thriving with commercialism and prosperity—especially commercialism.

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It is difficult to believe that this great transformation has been accomplished within so short a time, for scarcely more than twenty-five years ago the site of the now famed city was a tropical wilderness. Many of the pioneers of the city are still young men—some of them, in fact, young millionaires.

The story of Miami's rise reads like a page torn from the Book of Fairyland. In 1895 there were but two families residing in what is now Miami. When the city was incorporated in 1896 it had a population of a trifle over five hundred people. In 1906 it still had a population of less than four thousand. Today it is rated the third largest city in Florida (having passed Pensacola, which ranked third in the 1920 census) with a permanent or resident population variously estimated from fifty to sixty-five thousand, which is augmented during the winter season by a tourist population of from fifty to a hundred thousand. According to the United States census of 1920, the city of Miami increased in population during the

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preceeding ten years 440 per cent. and Dade County 229 per cent., establishing a record unknown to any other city or county in the United States.

The appraisal of real estate valuations for 1922 reached the imposing total of sixty-five million dollars. Ten years ago the total assessed valuation of Miami's property was about one and a half million dollars, which is an increase in valuation of approximately four thousand per cent. in ten years. In 1921 the city led all Florida cities in building operations, the building permits amounting to eight and one-half mililon dollars.

The city today is growing so rapidly that its municipal tailors can't make clothes to fit it. It is spreading out, like a huge fan, in every direction, and its public utilities can't keep pace with its phenomenal growth, though the city is bonding itself courageously in an effort to do so. When the Postoffice and Federal building was erected a few years ago it was said to be the largest and most expensive building



RESIDENCE STREET, MIAMI





A TYPICAL MIAMI RESIDENCE

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ever erected by the government in a city of the size of Miami at that time, but the rapid growth of the city has rendered it inadequate. Several sub-stations have been established, but even these do not fill the pressing demands.

The city has recently let contracts totaling nearly two million dollars for public improvements. These improvements include extensions of sewers, enlarged docks and shipping facilities, street paving and sidewalks. The city now has one hundred twenty-six miles of sidewalks, ten miles of storm sewers, seventy-seven miles of sanitary sewers, twelve miles of asphalt paving, one hundred twenty-three miles of oiled macadam, and three and one-half miles of high-pressure fire-mains.

“Greater Miami” contemplates the absorption of a number of small independent municipalities which lie directly in the path of the city’s suburban development. The proposed plan of expansion must eventually come if Miami is to continue to grow—

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unless it chooses to grow into Biscayne Bay, as every other avenue of growth is shut off by these small communities which, of course, owe their very existence to Miami. The beautification of the city's bay front property is another contemplation. These forty seven acres form an asset to the city second only to the climate, and the delay of the enterprising Miami-ans to capitalize this asset is a bit unusual.

Transportation is one of the unsolved problems of Miami. A municipally-owned street railway traverses part of the principal streets, connecting with Miami Beach by way of a causeway across Biscayne Bay. Jitneys and motor buses provide other means of transportation, operating on certain streets and uncertain schedules. The causeway spanning Biscayne Bay, and built by Dade County at an expense of one million dollars, is typical of Miami enterprise. It is three and one-half miles in length and has two double driveways and two draws. The city is a terminal for domestic and foreign hydroplanes, with

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passenger service to Nassau, Bimini and Havana. The yacht anchorage in Biscayne Bay is said to be one of the finest in the world.

Miami is just "forty-five hours from Broadway." The town is situated on Biscayne Bay and the Atlantic Ocean, and is 366 miles south of Jacksonville, on the main line of the Florida East Coast railroad. It is the county-seat of Dade County, the southernmost county on the mainland of the United States. It is the southern terminus of the Dixie Highway. Below the city is the Ingraham Highway, and crossing the Everglades westerly is the Tamiami Trail, now being constructed, which will connect the Atlantic Ocean at Miami with the Gulf of Mexico. Miami Canal, running to Lake Okeechobee, connects at the south by way of the Miami river with Biscayne Bay. The Florida East Coast railroad has its shops in Miami, and the city is the center of all operations on the southern section of the road. The city is the site of an experimental station of the United States

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Department of Agriculture, where the cultivation of sub-tropical plants is carried on.

The city has the commission-manager form of government, the five leading bankers of the city serving as city commissioners. The industries include a number of small manufactures, and there are a hundred wholesale and jobbing houses. A large motion picture studio five miles west of the city and two smaller ones in the city give promise of making the city a large movie center. Expert cameramen have spoken highly of the mechanical results obtained in Miami, and claim that atmospheric conditions are so favorable that pictures may be made better and more rapidly in Miami than at any other point. This will be disputed by Los Angeles.

Miami is essentially a city of homes—principally winter homes. There is perhaps no city of similar size where such lavish expenditures have been made on residential properties. The shores of Biscayne Bay is one continuous line of concrete mansions. It is es-

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timated that over five hundred millionaires have property interests in the city. The James Deering estate, said to be one of the finest private estates in America, lies just south of the city, on Biscayne Bay. Adjoining it is William J. Bryan's modest villa. Many of the residences follow the Spanish type of architecture, which is peculiarly adapted to the environment of the sub-tropical climate. A native coral rock, found in abundance, is utilized in a wide variety of attractive designs. A profusion of palms and flowers give even the inexpensive bungalows a setting of undeniable beauty. The Spanish motif is also noticeable in the architecture of many of the business structures. In fact, Miami might well be called "The White City," most of the buildings being finished in a light stucco, reflecting an appearance of freshness and originality most noticeable to the visitor.

The Town That Climate Built is today a city of metropolitan proportions. The stamp of prolific enterprise is everywhere. To the newcomer it presents

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a panorama of wondrous beauty and challenges a contemplation of the miracle that wrought its accomplishment in so brief a time. The city is still in the adolescent stage, still growing and still reaching out for greater things, a lusty youngster, whose destiny none may yet foresee. So rapid is the city's progress that any estimate of Miami today is likely to be out of date tomorrow. By the time these pages reach the hands of the reader the city may have displaced Jacksonville as the metropolis of the state or established a new world's record in the evolution of cities.