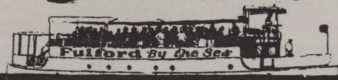


Fulford By the Sea News



Vol. I

JULY 1, 1925.

No. 5.

SPEED: KING

(Reprinted by Permission from the Miami Beach Call.)

With the throb of roaring motors deafening the air, fifteen vividly painted racing cars were off to a beautiful start in a 250 mile speedway classic which was destined to make new history within the State of Florida. Shooting over the starting line apparently without a fraction of an inch difference between the balloon tired wheels—a breathless moment of jockeying—the hoarse cry of a speed maddened crowd in the main grand stand, and then two cars climbed the steep embankment at a 75 degrees angle and rounded the corners of the oval bowl at 100 miles an hour. And Florida's first automobile race run under the sanction of the American Automobile Association was under way for main cash prizes of \$25,000.00.

And it is this scene which will be enacted this year in the Miami Zone when the big league drivers of the world gather on January 30th to drive in competition for the Carl G. Fisher Trophy at the gigantic wooden speed bowl now under construction at Fulford By-the-Sea, nine miles north of Miami Beach, on the Ocean Blvd. loop drive. Winter visitors have been provided with every form of amusement and entertainment from surf bathing to horse racing and automobile racing now rounds out the sports program in a most notable way. No sport in America has attracted all classes of people to such an extent as has auto racing and when one has visited the wooden speed bowls of Culver City, California, of Charlotte, North Carolina, and of Altoona, Pa., on race days one of the curious things has been to see dignified physicians rubbing elbows with icemen and French maids hobnobbing with members of the Four Hundred, all in one unified desire to see Speed immortalized. For the thrill of an auto race is a thing which cannot be described but can only be lived and after one experience one goes again, hesitatingly at first, but before long a wild enthusiastic member of a surging mob which crowds the race track to breathlessly await the starter's gun. Unlike some sports to the unlucky goes the popular accords of the crowd, for that tense nerve racking moment when the blur of a sleek racing car rounding a 75 degree turn, slows down, takes the shape of an automobile, and hurtles down the steep embankment to safety on the right of way while 12 or 13 other cars barely miss its back wheels by inches a deathlike silence broken here and there with hysterical cries permeates the entire throng. Tenseness of the situation grows and seconds drag into

HERE is the beautiful electric fountain just inside the Dixie Highway Entrance at Fulford By-the-Sea. It was erected at a cost of \$15,000.00 and stands completed except for the placing of a few cut stone ornaments. It is the first of several fountains which will be built throughout the new city.



longer minutes and anxious eyes watch the announcers stand for word of possible accident. Then slowly—hours it almost seems—the word is given out that Bill Smith is out of the race because of a broken connecting rod—and the crowd cheers. Cheers not because of his misfortune but because of the beautiful race he

drove and the wish of better luck next time, and despite who walks off with the cup at the end the grind the crowd still likes to feel that Bill Smith would have been in the money if he had had a real car beneath him. To live through these breath taking moments, to live possibly through those anxious moments when due to faulty me-

chanism drivers are thrown from their steel steeds and the clang of the ambulance bell strikes terror and the glad news is given out that driver Number 8 is badly hurt but will recover, is to live through all the emotions which are life itself, and one finds at the end of a days racing that mental and bodily reaction has come more

BROADCASTING STATION WGBU GOES ON AIR; MODULATION PRAISED

Letters and Telegrams Pour In From All Sections Congratulating Co.

Miami's new 500 watt radio broadcasting station, WGBU, at Fulford By-the-Sea, which took the air a little over a week ago has met with instantaneous recognition and letters and telegrams have been pouring in from all over the country and from the Islands off the east and south of the Coast of Florida.

The station is a Western Electric 500 watt type of the latest design and is so tuned that the wave band is very narrow, not spreading out like a fan as do many stations in the country. The modulation of this station is coming in for a great deal of praise and it is equipped with a type of modulator such as is used at Station WEAJ in New York. The station is already earning itself the reputation of having the best modulation south of the Mason Dixon Line and east of the Mississippi river at the present time. The operation of the station is in charge of Herbert Quick, formerly of Miami and more lately of Big Creek, Calif., where he was employed by the California Edison Co. The operating room of the station is located on the first floor of the bandshell in Central Park, at Fulford By-the-Sea, and is so situated that it is equal distance from the bandshell and from the studio, both of these being used for the broadcasting of concerts. The Fulford By-the-Sea Marimba Band broadcasts from the bandshell while artists on the program are broadcast from the studio. The studio is furnished in red furniture and a gray tone predominates. The walls and ceiling are draped in gray monk cloth which makes the room practically soundproof. Robert H. Nolan, formerly with WOR in Newark, N. J. is chief announcer and program editor.

easily than the finest vacation in the world could ever provide.

The wooden speed bowls of the United States are patterned after each other and as a new one is built it embodies only minor changes which are put into effect at the suggestion of the fearless drivers who are seeking safety and greater speed. Year after year some new track sets a new speed record and the men who are

(Continued on Page 2)

HERE are five of the best known race drivers on the speed tracks of the world today and all of them are expected to be present when the Carl G. Fisher Trophy race is run at Fulford By-the-Sea next year. Jerry Wunderlich, known as the Sheik, is attempting to look serious while Bob McDonough is trying to make you think that he is laughing. Tommy Milton known for his fearless driving comes next in line while Benny Hill is seen in a natural pose. Peter De Paolo was snapped by the photographer just after he had won the Indianapolis Speedway race in which he set a new record of 161 miles an hour.



SPEED: KING

(Continued from Page 1.)
 building the new track at Fulford By-the-Sea are expecting that a speed record of 150 miles an hour will be hung up in the first annual classic because one angle of the straight of way and the curves on this mile and a half wooden speed bowl have been increased slightly. Two degrees at the top of the curve which stands 75 feet above the ground may mean an average of ten miles an hour faster time. In the grand stands the crowds are crying "Speed," and in the arena, so to speak, this little body of fearless men who live lives apart from the average person try to the utmost of their ability and their racing cars to satisfy the desires of the modern Americans.

Wooden speed bowls today are constructed first with the idea of safety to the crowd and around the edge of the track a concrete wall two feet high is built, this being sufficient under test to prevent any automobile from hurling over the track, the center of gravity on those racing cars being only six to eight inches above the ground. Then ten feet back from this is erected a wire fence and it is inside of this in the infield of approximately 100 acres that the crowd surges back and forth watching every move of their favorite. Safety to the driver comes next but it is the one thought that is farthest from the driver's mind for he cares not about himself but is fearful only that someone may be hurt through his driving.

Race Day at Fulford By-the-Sea will undoubtedly prove a holiday in the greater Miami district and by nine o'clock, the morning of the race, automobiles will be bounding northward over the Dixie Highway to get into the giant arena and secure choice location. As has always been the case in Miami uniqueness always features a new enterprise and while Miami will be the only place in the tropics that boasts of a speedbowl this is featured by the fact that the bowl is being erected on an island of approximately 160 acres and it is because of this that the speedway will be known as the "Tropical Island Speedway." Three bridges of approximately 250 feet in length will connect the island with the mainland and ample parking spaces will be provided outside of the huge bowl while 40,000 automobiles can be cared for inside of the track. Landscape architects who have been engaged to make the wooden bowl a thing of beauty have arranged for the covering of the exterior of the bowl with lattice work and before the second annual speed classic is run the bowl will be a bowler of purple bougainvillea and scarlet flame vine. The big track at Fulford will be managed by Ray Harroun, one of the most noted automobile men in America. It is a coincidence that Ray Harroun carried off first honors in Carl G. Fisher's Indianapolis Speedway

STANDING out above the sentinel pines at Fulford By-the-Sea are the 150 foot steel radio towers of broadcasting station WGBU. They are 200 feet apart and span the Dance Pavilion and Administration Building. The antennae and spreader bars are visible at the top of the towers. These towers are shafts of light at night time and are visible for miles in all directions.



Race in the original classic in 1911 when he drove his Marmon car to victory. Now fourteen years later Harroun will see 12 or 15 other drivers get away to a flying start for the Carl G. Fisher Trophy, which the Miami Beach founder donated when the project was inaugurated. The most famous drivers of the A. A. A. will be on hand on race day on January 30th, and colorful characters such as Fred Wagner, who has waved the checkered flag over more races than possibly any other man in America will be among those officials who handle the strenuous details of auto racing. It is needless to say that Miami and Miami Beach and all of Florida will welcome the big speed classic in January and it is believed that the biggest crowd that has ever attended automobile races anywhere in the United States will be present at the Fulford By-the-Sea track next season.

Wife—"Don't you dare speak to me again for a month."

Husband—"D'you think you'll have finished all you want to say by then?"—Passing Show (London).

"Your driving is atrocious! Why don't you stay in the road?"

"I've just had the car washed and I can't do a thing with it."—Boston Beanpot.

FLORIDA REAPS LARGE REWARD FROM RADIO

Lectures on State Are Broadcast From Station WGBU By M. C. Tebbetts.

Miami and its surrounding country have been receiving vast amount of publicity lately as the result of a series of lectures on Florida which are being broadcast from Radio Station WGBU at Fulford By-the-Sea, by M. C. Tebbetts, President of the Chamber of Commerce. Mr. Tebbetts is lecturing for fifteen minutes on an average of twice a week and his lectures are devoted mainly to the wonderful strides that Miami has made and is making with statistics showing the increases in building permits and bank clearings. This series of lectures will continue for sometime and it is estimated that hundreds of thousands of persons will have learned more about Miami through this method than through any other procedure ever attempted by the Chamber of Commerce along the east coast of Florida.

Florida with its wonderful advantages is today reaping untold benefits as the result of the new radio broadcasting station, WGBU, located in Central Park at Fulford By-the-Sea.

During the past three weeks listeners in all over the country have heard lectures on Florida, the Miami Zone and the Everglades and the message of this glorious land is being carried right to the ear of the northerner who freezes in winter and dries up with the intense heat in summer while south-eastern Florida basks in the sunshine tempered by the breezes of the Gulf Stream.

Fulford By-the-Sea is the only city in the entire State which has a broadcasting station of sufficient size to carry the lure of tropical America directly to the ears of thousands upon thousands of interested folks.

The erection and the installation of this giant set was made by the Florida Cities Finance Co., who in turn have leased the station to the Chamber of Commerce to further its work of spreading the gospel around the world.

WHERE TIME IS NOT MONEY
 "Have you forgotten that five dollars you owe?"
 "Not yet; give me time.—Columbia Jester.

A MAN'S PRAYER

By Frank W. Woodstrike.

Let me live, Oh Mighty Master,
 Live this life in every phase,
 Taking triumph and disaster
 Without pride, complaint or praise:
 Let me live and take my chances
 In this world of fearless men
 Battle-luck, and circumstances,
 Fight and fall, but fight again.

Let each fellow man and woman
 Know I'm not so bad—nor good,
 That I'm fallible, just human,
 Only—make me understood:
 Charge me, to a task unnering,
 Test my strength in tyrant's lair,
 Let me win, if I'm deserving;
 Let me loose—if I'm not square.

Let me love, Oh God!—and be loved;
 Let me help the young, and old;
 Still hold ideals that are highest
 Though those shattered, scorched
 my soul:
 Let me play life's game 'till finished
 Fair to foe, and square to friend
 With a courage undiminished
 Like a MAN—until the end.
 (Copyright 1925, by F. W. Woodstrike.)

FOUR NEW HOMES ARE NOW UNDER CONSTRUCTION

Individuals Start Erection of Beautiful Houses in Fulford By-the-Sea.

Four new houses are under construction here by individuals, which brings the number of new homes in course of erection and built during the past six months, up to a total of 30.

Frank Schwertley and his son of Missouri Valley, Iowa, are erecting two cement block and stucco homes on the Ocean Boulevard, just west of the Ocea House on the old Captain Fulford Homestead. These homes will be ready for occupancy within the next few weeks. Work was begun last week on a coral rock bungalow for J. J. Coxwell on E. Duval Way. Mr. Coxwell is in charge of the street and sidewalk construction at Fulford By-the-Sea.

At about the same time W. L. Turpin, for many years owner of the Alabama Hotel opposite the Fulford Station, began the construction of a two story stucco residence at the corner of Flagler Boulevard and Broward Way. Mr. Turpin recently sold the Alabama Hotel and commenced work on his new residence 24 hours later. He temporarily stopped work in order to make a flying trip to Pleasantville, N. J., his former home. He expects to return during the month of August and complete the building. At least five more homes built by individuals will rise above the ground within the next 30 days, plans for all of them now being in the hands of the Architectural Department of the Florida Cities Finance Company.

GARAGE BUILDING TO BE BUILT AT ONCE

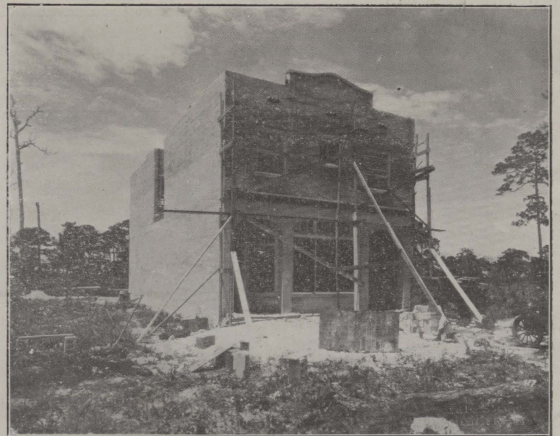
Erection of a garage building 50x125 ft. will be started on the Dixie Highway at the corner of Dixie Terrace and Fulford By-the-Sea within the next few weeks by Saunders and Chambers, of Ojus.

This firm is developing a section of Maule's Lake, east of the Dixie Highway, and have maintained a garage on the highway at Ojus for the care of the rock trucks for the past year. Need of more space caused them to acquire this Dixie Highway frontage and plans for the structure have been completed. The garage will be one of the most modern in the North end of the Miami Zone and will be fitted out with reborring machinery and a full equipment for the re-building of automobiles and trucks. Dixie Terrace which intersects at its Western extremity with Fulford Boulevard, is now being cut through to the Dixie Highway.

HERE are the two youngest lot owners in Fulford By-the-Sea. They are Willis Naff and his brother H. H. Naff, Jr., of Knoxville, Tenn. They came to Florida this winter and purchased lots and went back home smiling with the Bonds or Deed in their possession.



THE future home of the Elite Electric Co., is shown here nearing completion in the business district of Fulford By-the-Sea. The second floor of the building contains two apartments. The building will be ready for occupancy in about two weeks.



Fulford By-the-Sea News

Published Monthly by the
CHAMBER OF COMMERCE,
Fulford By-the-Sea, Fla.

Address all communications
to the Secretary.

Last month the Chamber of Commerce launched a campaign designed to raise an endowment fund of \$25,000,000.00 with which to establish Fulford University.

Donations today are beginning to come in slowly, but your name is not among the list of those who has already shown his or her faith in the future of America. Fulford University is of vital interest to every property owner of Fulford By-the-Sea as it means an immediate increase of valuation because of the dignity of such an institution will lend to this new community. The minimum amount accepted by the Chamber of Commerce is \$10.00, which will obtain honorable mention in the "Book of Record"; subscriptions of \$1,000.00 or more will insure the donor's name of being engraved on a bronze plaque to be embedded in the walls of the Hall of Fame in the Administration Building. There are sufficient property owners at Fulford By-the-Sea today to make possible a Million Dollars as a minimum towards this amount. When may we expect your cheque?

"The coming winter will doubtless be Miami's greatest season, and in my opinion there will be more people here than can be accommodated," declared Police Chief H. Leslie Quigg, who returned to his duties Saturday from a month's vacation.

Chief of Police Quigg returns to Miami as have many others with the prediction that Miami will witness the biggest season that it has ever experienced in the past. But Mr. Quigg is wrong when he voices the opinion that Miami will not be able to accommodate the influx of visitors for a casual survey of Miami, Miami Beach and the environs of both cities show that more homes, apartment houses, hotels are in process of erection today than ever before in the past. The entire country today is watching Miami and vast numbers are ready to move here to make this section their home for the same reason that you and I came to this tropical land—to 'get in' at the beginning when Miami is still more or less in her infant clothes and to lay a future that will reap a large harvest.

Miami's growth and rapid expansion at present is due to the effect of accumulated advertising which has been in progress during the past five years. Begun by the Chamber of Commerce of Miami, this body has every year increased the size of its budget until today Chamber of Commerce advertising has brought thousands upon thousands of new citizens into the greater Miami district. Several years ago large development firms joined in with the Chamber of Commerce for the up-building of the district and today no less than four of these organizations are spending hundreds of thousands of dollars apiece in advertising designed to bring investors from all over the country into the Miami Zone and thus build up the tropical east coast of Florida. Today those wise men who realize full well the powers of advertising are ready to meet the oncoming horde with homes and apartments which they have erected on their property all of which are within easy access to the center of Miami and all of which are built to care for the necessity of modern day life.

Visitors to the Magic City need have no fear that accommodations will not be here for them this winter for what is a vacant lot today is simply the site of an apartment house tomorrow and accommodations to care for all of those who can come to Miami this winter will be available in sufficient measure.

**RADIO
ADVICE**

By ROBERT H. NOLAN
Announcer WGBU

SAY, Brother Fans have a heart . . . Radio! Radio! Radio! I want to tell you all I can about your sets but oh Boy you sure have me snowed under this month with all sorts of sad stories about your troubles . . . really if I receive so much correspondence next month I shall have to hunt up another assistant.

Let me draw a word picture for you . . .

A beautiful wide boulevard, central parkways crowned with lovely flowers, a twelve foot sidewalk, lined with tall graceful pine trees, and swaying palms, all this with the delightful background of a glorious Florida sunrise. There, on the twelve foot sidewalk, staggering through the soft shades of pinks and ambers of dawn, is a man . . . He is bent low under his heavy burden . . . a giant canvas bag. He winds his weary way with faltering step up to the Fulford By-the-Sea Chamber of Commerce, and there with a sigh of relief, he throws the bag on the floor . . . Who is he? None other than Alonzo, the Fulford mail man. And his burden? A mail sack . . . Yea a mighty sack, and in it, were . . . not two hundred, nay, nor even twenty letters . . . There were two. And in the two letters were TWO questions. AND here are the Questions and the Answers.

From O. U. S.A.P. What does a man do when he has a GRID LEAK?

Answer. Call a Plumber.
Ed. Note. This reply required many hours of earnest thought and meditation.)
From Mike Reefon:

If a fellow has a date with a girl to go to the Radio Dance at Fulford By-the-Sea, and he can't make it what does he do?

Answer—Why not have his friend VOLTMETER?

But on the other hand (which is the left hand side) there WAS one question which came in from Miami. It was:

What in your opinion is the best direction for my antenna to point so that I can receive your Station WGBU with the best results?

Answer—If you can just imagine that oscillations are not electric vibrations, but just little men, who have to catch hold of the strands of your antenna, and run down them into your set and then into the ground circuit, thence back up to the antenna again, you can readily see that if you will just set the aerial in such a way as to give them a good hold you will get clear reception. In other words, this station is almost due north from your location, and if you were to place the antenna east and west, when the oscillations come along from the north they would have very little surface to cling to as they would be crossing the wire at right angles. If, however you will simply point your aerial toward the station you wish to hear the clearest, then the "Little Men" have a long wire to run on and naturally give you a stronger signal.

Radio Fans Big and Small
I greet You everyone and all
If at any time you're feeling blue
Just tune in WGBU.

CO-OPERATION

ADMAN, salesman, manager, here's a word or two for you, Farmer, middleman, consumer, miner, operator too,—
Those who work with brain or muscle, those who buy and those who sell.
If you hope to thrive and prosper in the world wherein you dwell, You must learn co-operation, you must cease to work alone, (Why the caveman stopped that nonsense just the minute he was "shown")
Join your forces, be united, for the word is truly said—
"You have got to get together if you want to get ahead."
—Berton Braley.

Homer Pigeon Says—?

THE meanest man in the world was the object of Homer's up abed bright and early to hear the little birds sing and to a hurried conference with Newt and a discussion of capital punishment. For only the night before 15 to 20 happy little gold fish disappeared from the sunken garden in Central Park. With microscope and telescope and with electric torch and candle Newt explored underneath the Bridge of Sighs and the Cave of Winds, as an erstwhile member of the advertising department was once prone to call them, but without avail. The gold fish were gone. In one corner hiding under a water hyacinth was a baby alligator and those of you who have thought that alligators did not have blue blood in their veins have a different opinion now because only the wealthy and the politicians can afford to live on gold fish and mangoes in winter time. Some mean man placed this one foot long alligator in the sunken garden and the gold fish have disappeared. Of course capital punishment was discussed and we know not what action Newt will take but be it suffice that if he is caught red handed or white handed or under handed his name will be "Run Quick Big Chief."

AND so to the genial H. MacWilliams to discuss the size of a milk bill made out in an atrocious manner and to present him with a bill for publicity in Homer's own column which will more than care for the eggs and milk for the next decay. But H. hates to talk business when the shoe is on the other foot and I perceive that the only way to collect this money is to openly slander him, force a liable suit and file a counter action against his kindness and thus get the money which is needed for publicists are not of the variety of poet or other temperamental animals whose spirits are buoyed up with love and dew drops. Of course Homer mentions no names.

BUT Homer made a great mistake in the June's edition of YOUR PAPER but information regarding the new arrival at the MacWilliams residence was written on statements made by the editor of the Daily Rag in Miami. Homer says it is a Rag and can maintain his stand as the paper it is printed on is made from rag so there is no comeback. This gentleman, so to speak, if indeed the species has not disappeared as the result of the Darrow—Bryan fued in Tennessee, gave the editor of YOUR PAPER certain facts—he said that they were facts but they were not facts for the calf did not show up as indicated. The editor knows this because he was awakened the other morning

An interesting report is the fact that tourists in Florida have increased five hundred per cent during the last six months while in California they have decreased fifty per cent. These figures will no doubt be of interest to the folks along the Pacific Coast also they may be productive of some interesting literature from that section. Florida does not want to steal California's business nor California's tourists, but it does delight in seeing the figures climb in its favor. California has been enjoying the invasion of vast numbers of tourists for a long time. Florida's turn has come and the more tourists the better for Florida and the tourists.—Plant City Daily News.

RUINS

The American heiress had just come back from her first trip to Europe. At dinner her neighbor inquired: "Did you see many picturesque old ruins during your trip?"
"Yes," she replied. "And six of them proposed to me."—Irish Weekly Times.

by the cry of a calf. And oh! such a miserable cry it was—so miserable in fact that it would have brought the confession from the hardest criminal ever detained in the Tower of London. Now just where this calf resides today is a dark secret. Thorough investigation is necessary to determine the exact location and if there is evidence that another Jersey Model farm is in process of formation Homer will certainly give this story to the people for it may mean that the price of milk will come down. It is of course true that the genial H has felt that competition was en route for it is evident now that the color of the milk that H. gives is not always white. It is a concoction which one is not prone to discuss in public. However enough.

FLORIDA

Florida's greatest asset as a drawing card is the climate.
The state's area is 35,000,000 acres, of which only 2,500,000 are actually under cultivation. There is ample room for millions of persons.
Florida's agricultural products shipped out of the state would fill 100,000 cars annually and they are bringing \$100,000,000 in cash into the state each year.
The 2,500 manufacturing plants in the state are turning out \$214,000,000 worth of products annually.
Florida, with 1,145 miles of seacoast, has developed a fish business with an annual return of \$15,000,000.
The mineral output is worth \$15,000,000 each year.
The lumber industry brings into the state \$25,000,000 every 12 months.
The orange groves alone pay three times as much annually as the United States gave Spain for the state.
The bank deposits are nearly \$663,000,000, or approximately \$600 per capita.

MIAMI IMPORTANT TELEGRAPH CENTER

Miami is now second only to Atlanta in volume of telegraph business among southern cities. Miami handled more Mothers' Day telegrams than any city in the south, even exceeding Atlanta. From a point of view of gross revenue, Miami stands sixteenth in the United States.

TOMATOES NET LARGE INCOME

The tomato acreage of Florida has increased in five years from 18,000 acres to 50,000 acres. The annual income now derived is about \$10,000,000. Celery is its nearest competitor, earning about \$8,000,000.

With the Wits

CALLED HOME

"When do you expect your wife home?" asked a guest of the host.
"Oh, in about two days."
"Oh, she's written you as to the time she is starting?"
"No, but I figure she'll hear from several of the neighbor women about that time."—American Legion Weekly.

ARLEN IN AMERICA

No recent visitor in New York has attracted as much attention as Michael Arlen. Among the celebrities he met was Miss Edna Ferber, the novelist. Because he was wearing a carnation, Miss Ferber—who likes to "take down" visiting celebrities—remarked to him: "You look almost like a woman."
"So do you," came back the author of "These Charming People."—New York Evening World.

THE SPECIALIST

A doctor who had taken up as his specialty the treatment of skin diseases was asked by a friend how he happened to select that branch of medicine.
"There are three perfectly good reasons," replied the physician. "My patients never get me out of bed at night; they never die, and they never get well."—Medical Review of Reviews.

THE IN ADVERTENT PHILANTHROPIST

A young Kansas City physician was asked by his hostess one night recently why he did so very much charity work. "Well, madam," replied the doctor, "I don't mean to."—Kansas City Star.

THE REAL CRISIS

First Doctor—"He sleeps naturally. He will recover."
Second Doctor—"I think so, too. We have got over the worst!"
First Doctor—"No. The worst is yet to come. We have to inform his relatives!"—Dorfbarier, Berlin.

ALL RIGHT FOR THE PURPOSE

"Are you painting the scene over there? It doesn't look much like it at all."
"I know. I'm doing it for souvenir postcards."—C. C., N. Y. Mercury.

THAT FAMILIAR FACE

Guest—"Seem to know your face—met you here before, I fancy."
Host—"Very likely—it's my house!"—Passing Show (London).

MISSED

"Your son just threw a stone at me."
"Did he hit you?"
"No."
"Then he wasn't my son."—Oklahoma Seabag.

8% with Safety

First Mortgage Collateral Trust
Gold Bonds in the Miami District
provide absolute safety with 8 per cent.

In Denominations of \$100, \$500 and \$1,000

Profit sharing arrangement disclosing larger returns to those willing to take commensurate risks mailed on request.

**INTERSTATE
BOND & MORTGAGE CO.**

29-31 S. E. First Ave.

Miami, Fla.

**MARIMBA BAND HOLDS
RADIO FANS OF COUNTRY**

**Only Organization of Kind
That Ever Played in
White House.**

With the distinction of being the only Marimba Band which ever played at the White House, Washington, Louis Betancourt and his Fulford By-the-Sea Marimba Band are receiving plaudits of the nation as the result of their broadcasting daily concerts from Station WGBU, the high powered radio station in Central Park at Fulford By-the-Sea, which is under operation by the Chamber of Commerce of the new city.

Mr. Betancourt and his associates have played for President and Mrs. Coolidge on two occasions and despite the fact that summer is considered a bad time of the year for radio reception letters are being received daily at Station WGBU from as far north as Maine and from as far south as old Mexico, praising the renditions of this organization.

Prior to going on the air at Station WGBU the Fulford Marimba Band made a tour of the State of Florida and of Georgia giving free public concerts in every city, and in most cases playing from the bandshells in the City Parks at the invitation of city officials. At the present time the Fulford Marimba Band is on the air from 6:30 to 7:30 p. m. and 10 p. m. to 1 a. m. each week night except Wednesday, Saturday and Sunday nights, when special programs will be rendered.

Programs are being broadcast on a wave length of 278 meters, with a powerful 500-watt machine.

**FULFORD POST OFFICE
MAKES BIG GAINS**

**Growth 265 Per Cent. Shown
By Statistics Just issued.**

Growth of Fulford By-the-Sea during the past year is reflected in comparative figures prepared by the Fulford Post Office which show a gain of 265 per cent this year over the season previous.

During the 1923 and 1924 season stamp cancellation totalled \$464.65, while during the 1925 period stamp cancellations were \$1,229.69. During the same period money orders issued totalled \$15,527.27 while for the season previous the total was only \$6,957.89. It is believed that these figures show a greater percentage of growth at Fulford than has been revealed at any other point on the east coast of Florida.

Dignified Visitor (at Sunday School)—"Who was least pleased at the return of the Prodigal?"
Bright Boy—"The fat-headed calf."—London Opinion.

THIS is the beautiful two story Spanish home of M. C. Tebbetts, President of the Florida Cities Finance Co., owners and developers of Fulford By-the-Sea. Mr. Tebbetts's home was just recently completed on Fulford Boulevard, and is a noteworthy addition to the architecture of southern Florida.



**APARTMENT HOUSE
IS NOW COMPLETED**

**Ten Suites Occupied Day
After Two Story Building
Is Finished.**

Completion of the two-story apartment house on Ardiola Way, Fulford By-the-Sea, by the Florida Cities Finance Co., was seen last week and the ten apartments in the building are already occupied.

The building was erected at a cost of \$50,000.00 and the first floor contains two stores and a storeroom. At the present time the first floor is occupied by the Construction Department of the Florida Cities Finance Co. The ten apartments on the second floor each consist of a combination bedroom and living-room, bath, kitchen and breakfast nook, and porch. They are furnished complete, including electric stoves and all of them were rented 60 days before the building was finished. The Florida Cities Finance Co., in order to relieve the house shortage in the new city, and the demands for quarters at the present time are so great that the Company is contemplating the immediate erection of another apartment house.

**MCCOY LECTURES
AT UNVEILING OF
FULFORD PAINTING**

In an address before members of the Florida Cities Finance company and friends at the Wofford Hotel, Miami Beach, Thurman H. McCoy, representative of the organization, spoke on the progress of mankind in various developments. He spoke at the unveiling of an oil painting which will decorate one of the walls of the proposed Fulford University. He said in part:

"Institutions in the making, like faith, are the substance of things hoped for and the evidence of things not seen.

"Men surround themselves with homes, business blocks and institutions for the purpose of expressing an inward urge that demands an outlet.

"The ideal is thus the cause and the university or other establishment the result of its manifestation.

"Under proper guidance, this result in turn becomes a secondary cause which 'carries on' the spirit of the founder in an endless chain of cause and result.

"Without ideals which stretch beyond the normal range of the times, progress ceases and education becomes a vain and hollow acquisition.

"Today, we see on every hand the evidence of the progress of science, art and literature. But, while these departments of human activity have marched steadily onward, the study of life and its spiritual meaning has almost stood still.

"In the grasp of hide-bound traditions and widespread convictions, man has feared to openly discuss, much less oppose, the established institutions of the time.

"Those who have dared in the past to express unconventional ideas and ideals have suffered social ostracism, business loss and political defeat.

"The public disapproval of one's fellows, however ignorant and narrow this public may be, has deterred all but the bravest spirits from declaring their investigations and convictions in any widespread manner.

"It has appeared to be unwise in this world of men and women to allow one's spoken thoughts to travel on a plane very far below or above the average intelligence of the masses.

**NEW LIGHT METERS
ARE NOW CONNECTED**

Installation of electric light meters throughout Fulford By-the-Sea has been about completed.

Prior to the time that the new power plant went into operation service had been charged for on a flat monthly basis. Electric lights and stoves however are now on separate meters and arrangements are being made now by the Fulford Utilities Co., for the collection of garbage and waste. This service for residents of the new city will be in operation within the next few weeks.

"The contest that will shortly ensue in a little Tennessee town is thought by many to be a fight between hide-bound orthodoxy and the liberal thought of the age which, in the main, has been hidden away in the minds of the relatively few."

**DANCES AT CASINO
ARE WELL ATTENDED**

**Families Move Into New
Residences; R. E. Mc-
Donald Leaves for North.**

With the redecoration of the dance casino in Central Park at Fulford By-the-Sea, and with the screening in of the huge dance floor, large crowds are now attending the weekly dances held on Wednesday and Saturday nights. The Fulford Marimba Band has proven one of the greatest attractions and the music rendered by this organization is being broadcast from the 500-watt Radio Station WGBU on a wave length of 278 meters.

Mr. and Mrs. W. S. MacWilliams and Mr. and Mrs. H. MacWilliams have moved into their new residences on Duval Way.

Mr. and Mrs. R. E. McDonald and family are spending the summer at Cloudland, Ga., and do not expect to return to their home here until October. Mr. McDonald is treasurer of the Florida Cities Finance Company and one of the oldest inhabitants in the Fulford District having settled in this locality approximately thirty years ago.

W. J. M. Webster, Florida Cities Finance Company, has returned to Fulford after a hurried trip to White Sulphur Spring, Ga., where he took Mrs. Webster and their daughter to spend the summer months.

**ELECTRIC FOUNTAIN
NEARLY COMPLETED**

After several months of delay caused by lack of ordered materials the beautiful electric fountain just inside of the Dixie Highway Entrance at Fulford By-the-Sea, stands practically completed and should be in operation within the next few weeks.

The fountain towers 32 ft. above the ground and has a circumference of 32 ft. All that remains today is the placing of the gold and green tile on the dome of the fountain and the connecting of the electrical machinery which regulates the flow of colored waters over the pedestal in the center of the fountain proper. The fountain was erected at the cost of \$15,000.00 and is one of several which will be built at various entrances to the new city.

**Buy a Brick For
Your Child—and Mine!**

FULFORD UNIVERSITY has been founded to provide free education for residents of Florida and other states. A campaign to raise a suitable endowment fund is now under way. Those who desire to further the cause of assisting young people of our country to acquire higher education are invited to register their approval.

BUY A BRICK!

Any Size You Desire
From \$10 Up.

Mail subscription funds to O. W. Young, Temporary Trustee and Secretary, Chamber of Commerce, Fulford By-the-Sea, Fla.



ONE of the giant steam shovels at Fulford By-the-Sea is shown here cutting down the final grade on Fulford Boulevard. It stands today just one block away from the Royal Glade Canal. This boulevard will be completed and ready for asphaltting within the next few weeks.