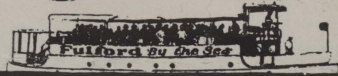


Fulford By the Sea News



Vol. I

AUGUST 1, 1925.

No. 6.

MY HOME TOWN

ONCE UPON A TIME I lived in the North, doomed to endure for about nine months of each year the rigors of a harsh and hostile climate. But one day I caught the wisdom and marvellous instinct of the birds and I, too, flew away from the frozen fields of winter.

And so I stand a herald from the great American tropics, a messenger from the fair State of Florida, which Roger Babson predicts is destined to be the richest State in the Union.

And of all the spots in sunny Florida, none so beautiful, so fascinating as the Magic City of Miami, which I have the honor to represent—the fastest growing city in the country. Miami's marvelous prosperity and popularity is of far-flung renown and men call it the Miracle City, the City of the World.

In the past our great American cities have builded largely upon industry, commerce or agriculture, but it remains for Miami, Queen of the Southern Seas, to enjoy the distinction of a city built on climate! For the time has come when the American people have awakened to the great fact that climate is one of the most powerful factors in human life, great Nature's richest blessing to man.

And to enjoy Miami's surpassing climate, with all its other manifold charms and delights, already tens upon tens of thousands from all parts of the North are literally swarming down upon us, taxing the capacity of all routes of travel.

And to accommodate its remarkable increase in population, Miami has already built and is now building great hotels, apartment houses, office buildings, dwelling houses and ocean and bay-front developments, together with improvements running into the hundreds of millions of dollars.

Time does not permit me to relate the full story of Miami's magic expansion. One statement must suffice. Last month, with an increased percentage of 385 per cent over the year before, Miami stood at the head of the list of all the American cities in the country in building construction and at the same time her bank clearings increased 400 per cent.

Miami and its sun-kissed daughter, Miami Beach, yesterday the world's winter playground—today, fast approaching the world's all-year-round playground, a paradise for the sportsman and the lover of the great outdoors.

And now in conclusion, abideth health, wealth and happiness, these

THE huge dance pavilion at Fulford By-the-Sea is the scene of unusual gaiety twice a week and is rapidly becoming one of the popular dance floors in the Miami zone. It is more than 115 feet in length and the camera was unable to get the orchestra in the band shell.



three, the chief aim of man while here on earth, and to be enjoyed in Miami as nowhere else.

Health—in Miami it's always June, land of palms, sunshine and eternal youth, where the old grow young and the young never grow old.

Wealth—the boundless opportunities of a young city under full headway of a tremendous development, destined to be one of the wonders of the world.

Happiness! Happiness for all in the golden rippling sunbeams of a marvelous tropical city, blessed with a surpassing setting of ocean, bay and rare tropical foliage and with all the magnificent attractions which the creative genius and enterprise of man have added.

Such is Miami, my friends, a city set apart, unequalled and unrivalled. And, if you, too, arise—my friends, like the birds, you will all come down to Miami soon and enjoy with us the fullness of a life such as you have

never seen before.

(Above is a five-minute speech by Walter Scott Bigelow, president of the Advertising Club of Miami, which won second prize in the National Contest at the National Realty Convention held recently in Detroit. Mr. Bigelow represented the Magic City in competition with speakers from almost every city in the United States.—The Editor.)

NEW RADIO STATION GETS WAVE LENGTH

WGBU Assigned 278 Meters As Result of Constant Interference.

Because of continuous hetrodving, radio broadcast station WGBU, Fulford By-the-Sea is now operating on 278 meters.

The station formerly operated on 384 meters and the constant annoyance and interference from other high-powered stations caused the temporary change over to 278 meters. Word was received from Washington that a new wave allocation will be put into effect in September, at which time station WGBU will be given another wave length.

The effect of the lower wave length on reception is another evidence for the theory that high power with low wave length secures the best result, a general influx of letters from radio fans throughout the northern and New England States being noticeable. Under the present plan the station is broadcasting a luncheon hour program from 12 to 1 o'clock and is on the air in the evening from 6:30 to 7:30 o'clock and comes back again at 10 o'clock, running until 1 a. m. in the morning.

A HOME COLLECTION.

During a recent rainy Sunday a devout member of the Motor Club, who was attending church over his radio, inadvertently leaned forward and dropped a coin in his hat when the minister broadcasted "Let Your Light So Shine."—The Road.

HARROUN ARRIVES TO ARRANGE PLANS FOR AUTO RACES

Manager of Big Speedbow Will Help Push Construction Work.

Ray Harroun, noted automobile racer and manager of the A. A. A. sanctioned automobile speedway to be built at Fulford By-the-Sea, arrived here last week to take active part in construction of the big track.

Engineers who have been engaged on the work for the past several months have completed their grades for the cuts and fills for the making of the lake and island and the contracts for the bulkheading and piling have been let. The bulkheading work will get under way this week and will be completed by the middle of September, at which time the dredges will go into action.

Mr. Harroun will be ready to throw a gang of 300 carpenters onto the island the 1st of December in order to have all in readiness for the first classic to be run early next year. He will remain in Miami for several weeks during which time he will make preliminary arrangements for the policing of the grounds and roads leading into the big oval so that when the race is run the system for handling the crowd will be perfected. He will also establish a tent city near the race track in order to care for the carpenters and laborers who will actually care for the construction work as an army of over 300 persons will come directly from Detroit to erect the bowl.

the Ocean Boulevard. With the County Commissioners now working on the new West Dixie Highway at Biscayne Park, Flagler Blvd., because of its intersection with this road just north of Irons Manor, is destined to become the most traveled highway leading in from the north end of Dade County.

A CASE OF I. O. U.

"I owe a lot to that old lady."
"Your mother?"
"No, my landlady."—California Pelican.

CORRECT ANSWER.

Waggish Diner (with menu)—
"Chicken croquettes, eh? I say, waiter, what part of a chicken is the croquette?"
Waiter—"The part that's left over from the day before, sir."—Boston Transcript.

FIVE MILES OF WALK LAID IN FEW MONTHS

Distance Would Be 3 Times Greater If Usual Width of Walks Had Been Built.

Approximately five miles of 12-foot-wide sidewalks, curbs and central parkways have been laid at Fulford By-the-Sea during the past six months, and the cement gangs are now pushing construction work northward on Flagler Blvd. from Central Park.

This 125-foot-wide boulevard will be the main artery of travel to the Three A sanctioned automobile speedway, which is about a mile and a half due north of the civic center. Sidewalks, curbs, parkways have already been laid along five blocks of this stretch and by January will be completed at least from the race track to

DO you recognize this scene? Take a good look at it, for pretty soon you will see another picture that will be quite different. This is Flagler Boulevard, looking north from the civic center, and construction gangs have now started work to push this street through to the racetrack.



HERE is one corner of the studio of radio broadcast station WGBU, located in Central Park, Fulford By-the-Sea. The room is used daily for the broadcasting of artists who appear on the radio program



**NOTED INTERPRETER
OF LITERATURE WITH
WGBU STUDIO STAFF**

**A. W. Hoeny Joins Force and
Will Broadcast Daily From
New Station.**

Because of the hundreds of letters received in the past few days congratulating radio broadcast station WGBU, located in the Central Park, Fulford By-the-Sea, for sending out on the air readings by A. W. Hoeny, interpreter of Biblical and Classic literature, Mr. Hoeny has been added to the studio personnel as a dramatic reader.

Mr. Hoeny is a Virginian, and John Poewell, the great American pianist, after hearing him said: "He is a great artist. His voice is a revelation of power and beauty." Throughout Virginia and practically the entire country, Mr. Hoeny has been rated by some of the most noted men as being a master of his art. Gov. Trinkle of Virginia, and John Garlin Powell, Dean of the School of Government at the College of William and Mary, and Edward Valentine, the noted sculptor, after having various interviews, praised his wonderful work. At the Lambs' Gambol last year at New York, Mr. Hoeny appeared in a selection entitled "At the Grave," by Chopin, and he was accompanied at the piano by Richard Hagmen, director of the Metropolitan Opera Orchestra.

Mr. Hoeny has moved into the Miami district to make his home and will temporarily at least retire from the stage. Prior to taking up interpretation work Mr. Hoeny was a Shakespearean actor. He has appeared at station WGBU on three occasions to date and he will become one of the studio artists broadcasting every evening for 15 minutes.

IT CAN BE DONE

By Edward Guest

With a bit of a grin and a lift of his chin,

Without any doubting or quit-it, He started to sing as he tackled the thing

That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,

There are thousands to prophesy failure,

There are thousands to point out, one by one,

The dangers that wait to assail you.

But just buckle in, with a bit of a grin—

Take off your coat, and go to it. Just start in to sing as you tackle the thing

That cannot be done, and you'll do it.

Somebody said that it couldn't be done,

But he, with a chuckle, replied, That maybe it couldn't, but he'd not be the one

To say so till he tried.

So he buckled right in, with a bit of a grin

On his face—if he worried he hid it,

He started to sing, as he tackled the thing

That couldn't be done, and he did it.

Somebody scoffed, "Oh, you'll never do that—"

At least no one ever has done it." But he took off his coat, and he took off his hat,

And the first thing we knew he'd begun it.

An Earthly Heaven.

S. S. Teacher—"Where do little boys go who fish on Sunday?"

Johnny—"Over to the deep hole on Perkins' farm."—New Orleans Times-Picayune.

A Happy Choice.

Mistress—"You can have this hat, Reynolds. I shall not wear it again."

Her Maid—"That is kind of your mum. It's the very one my young man likes me in best!"—Pearson's Weekly.

W. A. HOENY, interpreter of Biblical and classic literature, recently joined the sales organization and in addition is appearing from radio broadcast station WGBU at Fulford By-the-Sea.



**HARROUN TO DRIVE
NEW BISCAYNÉ BABY**

The speedboat of the Florida Cities Finance Company, flying the colors of Fulford By-the-Sea, which placed fifth in the Biscayne Babies race of last season's regatta, Miami Beach, has been entered in the Gold Cup Regatta to be held at Manhasset Bay on August 27 to 30.

Ray Harroun, in charge of Miami-Fulford Speedway and driver of the watercraft last season, will pilot the Fulford By-the-Sea entry. Mr. Harroun inspected the Biscayne Babies at the Purdy Boat Works just prior to coming to Miami and predicts that the new hulls furnished by Carl G. Fisher of Miami Beach will make for faster racing. At the close of the race the crafts will be shipped to Miami and put in readiness for next season's event.

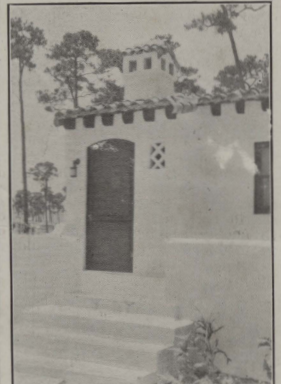
**SIDEWALKS ALONG
BOULEVARD ARE
BEING COMPLETED**

Sidewalk on Flagler Boulevard has been laid more than half of the distance from the Civic Center to the site of the A. A. A. sanctioned speedway and will be completely finished before the opening of the sports program this winter.

The big track will be approximately a mile and a half north of the administration building and at this writing almost a mile of the distance has been cared for by the construction gangs. This walk is 12 feet wide with side parkways and curbing and central parkways in the center of the 125 foot wide boulevard.

As quickly as the construction gang moves out of the way the landscape gang is following with the result that the beautification work is going along hand in hand with the other work.

This Spanish entrance treatment in one of the homes recently completed on Fulford Boulevard in Fulford By-the-Sea is worthy of attention.



**ELECTRIC LINES ARE
EXTENDED TO FULFORD**

New Power Plant Will Provide Current for Old Townsite.

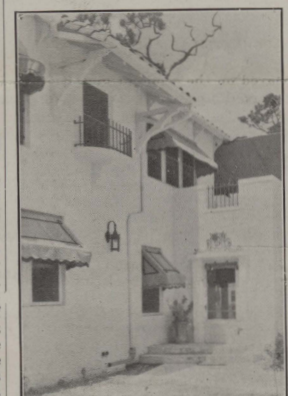
Extension of high voltage electric lines from the new power plant to the old townsite of Fulford is now being carried out by the Fulford Utilities Company, according to an announcement made from the executive offices of that concern.

The work will take about 30 days and will provide the 40 or 50 houses in the old townsite with ample power for lights and heating purposes. At the same time it was announced that lead-covered cable valued at \$75,000 arrived here on Friday and work was begun immediately on installation of the white way. This will be carried from the Dixie Highway entrance to the property westward along Fulford Blvd., to the Royal Glade Canal and also around Central Park. With the completion of this unit the installation of a white way along Flagler Blvd. will be started.

To Be Quite Precise.

At a college examination a professor asked: "Does the question embarrass you?" "Not at all, sir," replied the student; "not at all. It is quite clear. It is the answer that bothers me!"—Watchman Examiner.

A FRAGMENT of architecture at Fulford By-the-Sea. In this case the entrance treatment of the residence of M. C. Tebbets, president of the Florida Cities Finance Company.



**INTERSTATE BOND CO.
OPENS MIAMI OFFICE**

The Interstate Bond & Mortgage Company of Miami has opened offices at 29 S. E. First Avenue, and J. Reynolds has been appointed as manager, according to an announcement made by M. C. Tebbets, president of the company. The adjoining office in the same building has been leased by the Southern States Realty Company, which will conduct a general real estate brokerage business besides being resale agents for Fulford By-the-Sea Properties.

THE RIGHT ANSWER

Visitor—I hear you've lost your parrot that used to swear so terribly.

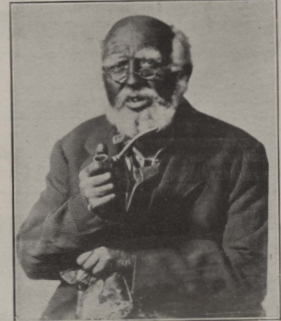
Hostess—Yes, poor dear, we found him dead on the golf links.—Passing Shew (London).

COMPLETE ALIBI

Judge—According to the docket you are charged with assault and battery.

Prisoner—I won't pay it. I don't use salt, and I never bought a battery.—Oklahoma Whirlwind.

In negro roles, W. A. Hoeny has been praised by leading critics of the country, and radio audiences will hear him from time to time in readings of the Old South.



**POST OFFICE HERE SHOWS
BIG GAIN FOR YEAR**

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% this year over the season previous.

During the 1924 season stamp cancellations totaled \$464.65, while during the 1925-1926 period stamp cancellations were \$1,229.69. During the same period money orders issued totaled \$15,027.27, 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.

Let's Hope So!

On safe ground. New Hampshire paper—"Friday, generally fair, probably followed by Saturday."—Boston Transcript.

High Cost of Thinking.

The increased postage for private postcards makes the local postmistress remark: "Two pennies for your thoughts."—Tom Masson in Collier's.

Enjoyed the View.

Officer (to couple in parked auto)—"Don't you see that sign, 'Fine for parking'?"

Driver—"Yes, officer, I see it, and heartily agree with it."

Enlightening the Urbanite.

City Boarder—"I suppose you hatch all these chickens yourself?"

Farmer—"No. We keep hens for that purpose."—Wallace's Farmer.

**PLANS FOR TWO NEW
APARTMENT HOUSES
ARE BEING PREPARED**

**Six Homes for Purchasers
Will Also Be Erected
Immediately.**

Plans for two apartment houses and six homes are now being completed by the architectural department of the Florida Cities Finance Company, and contracts will be awarded for the erection of these buildings at Fulford By-the-Sea during the first ten days of August.

The apartments will each be two stories in height and will contain 20 and 12 suites accordingly. The six homes are for individuals who recently purchased property in the new townsite and must be completed by October 15, according to contract. During the past week the Fulford Utilities Company has completed the erection of a large cooling tower which is used in connection with the cooling system for the Deisel engine in the electric light plant.

**RADIO FANS SHOW
APPRECIATION FOR
SPLENDID SHOWS**

Radio station WGBU at Fulford By-the-Sea is receiving letters of praise daily and to date the farthest northern point to be heard from is Glace Bay in Canada. Glace Bay is the most easterly point in Canada and the writer tells how a wireless spark station there usually makes radio reception impossible.

Moncton, N. B., Canada, has also been put on the list, and the New England states are being blanketed every evening by concerts from the station. At the present writing almost 2,000 letters have been received from fans in the north and west, and all of them tell how powerful WGBU is and how it cuts through stations within easy miles of their homes.

At the present time Radio Operator R. Quick is working on the station to bring it up to a higher point of efficiency and he promises that before long radio fans will hear of WGBU much more consistently than in the past. Since the opening of the station hundreds of fans have taken advantage of the invitation to inspect it and hardly a day passes that visitors are not shown through the studio and operating room in the Administration Building in Central Park.

**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 G. W. Young, Temporary Trustee and Secretary, Chamber of Commerce, Fulford By-the-Sea, Fla.

Fulford By-the-Sea News

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

Address all communications
to the Secretary.

"WHAT BECAME OF A LIE."

First somebody told it.
Then the room wouldn't hold it.
So the busy tongues rolled it.
Till they got it outside:
When the crowd came across it,
And never once lost it,
But tossed it and tossed it,
Till it grew long and wide.

From a very small lie, sir,
Till it reached to the sky, sir,
It grew deep and high, sir,
And frightened the moon:
For she hid her sweet face, sir,
In a veil of cloud-lace, sir,
At the dreadful disgrace, sir,
That happened at noon.

This lie brought forth others,
Dark sisters and brothers,
And fathers and mothers—
A terrible crew;
And while headlong they hurried,
The people they flurried,
And troubled and worried,
As lies always do.

And so, evil boded,
This monstrous lie goaded,
Till at last it exploded,
In smoke and in shame;
While from mud and from mire,
The pieces flew higher,
And hit the sad liar,
And killed the good name.

"To develop a suburb is one
thing; to build a city another."

At Fulford By-the-Sea a city is being built and it entails a calibre of improvement work which is not approached by any other development in the Miami zone. Suburban development usually calls for a strip of oiled rock road with parkways on either side and then sidewalks. It is completed quickly and momentarily holds the eye. At Fulford By-the-Sea streets must be dug out to grade, sidewalk must be laid to grade, curbs must follow and then the central parkways, and when one mile of street is completed it represents an outlay in money which would have built seven to ten miles of street in the ordinary development.

To you it means that your property will have an increased valuation and be in the preferred class of real estate investments. As time passes along the development work now in progress at Fulford By-the-Sea will stand out head and shoulders above the rapid and momentary type of construction work.

BEGINNING TO PALL.

She—"Is that a popular song he is singing?"
He—"It was before he began singing in the World."

TOWERING above the majestic pines in Central Park in Fulford By-the-Sea rise the huge steel radio towers of broadcast station WGBU, which daily tells the world about the wanderers of Florida. In their daylight garb of gold and green and at night a shaft of dazzling light, they daily attract the attention of hundreds who drive along the Dixie Highway.



Homer Pigeon Says——?

Up and away to the beach before the howling mob became rampant and then back again to give the once over to the new ticket prepared by the local politicians considered from their own viewpoint of course as to value or unworthiness. To smile awhile at the jockeying and to see the expectant faces when the ballot is counted—and the disappointed ones also. More power to them while it lasts but American history shows that the leaders in politics cause flurry and droop away at the mile post. And school teachers tell us that history repeats. Then to lunch and the waiters told us that everything was fresh from the produce farms of the Everglades and the string beans tasted like saw grass, so it must be so. An afternoon spent in nothingness and dinner with Bernard Shaw Thyson to discuss ways and means of preparing for Christmas. One hundred and fifty-one days to Old Santa Claus.

Great surprise at Fulford By-the-Sea yesterday. Yes, sir! A

certain gentleman who once (please note) once wore a diamond ring appeared on the scene of operation. Got mixed up in the traffic signals in Miami and had to come to Fulford in order to get straightened out to drive back home. Very sedate—very! Spent two hours and drove back again. His presence now a lingering memory. Where is my wandering boy tonight. Our secretary now getting out special invitations to the gas house gang to wait upon the gentleman once more and bring him back into the fold. Isn't it fortunate that he hasn't got the ring now for they tell us the Magic City is awfully wicked! Terrible!

Robert, the short stock fellow who manipulates the levers in the operating room and gives the world the music from WGBU, very nonchalantly put his body against the high frequency panel last week. The 1600 volts kept on getting through his body and finally the generator starts to puff and roar and the fuses blow out and the station goes off the air. Robert fans himself once, looks at a half a dozen severe burns on his arms and hands, doctors them up, shoots on the current, and says, "I'm tough." Any of you who doubt this statement come around some night and try it out. Personally, Homer never touches the woodwork when the sign reads, "Fresh Paint." Now I wonder who the next guy is that will write in here and say the "Shoe Fit."

THOSE ARTLESS LITTLE DEARS.

The street car conductor had asked Willie's mother how old he was to be sure he was entitled to a ride free.
"Three and a half," said the mother.
"And mama's thirty-one," added Willie politely.—Capper's Weekly.

VACATION NOTE.

Donald B. MacMillan, Arctic explorer, reports finding mosquitoes within 700 miles of the North Pole, so if you are planning on going that way on your vacation, don't wear sheer silk hose and peck-a-boo waiists. — Duluth News-Tribune.

RADIO

By B. N.
Announcer WGBU

Hello, radio fans. Hello, Guatemala, Nova Scotia, New York, Pittsburgh, Cuba—in fact, the whole world in general, for really the letters that have come into Station WGBU have made it apparent to those who are in the radio department that Miami's sister city is being heard from pole to pole.

Requests have come in asking us to sing "At Dawning," at "Three O'Clock in the Morning," "When You Do What You Do" at 6:30 and Andy Mansfield's "Add Song" has made him the target for many a radio sweetheart ranging from six to sixty-two. But, seriously, we wish to sincerely thank those who have written in to the station offering their suggestions and criticism, for after all we have only one way of knowing if the entertainment we broadcast meets with your approval, and that is for you to write in and let us about it.

We want you to feel that Station WGBU is really a great big invisible phonograph store and that instead of going and selecting your record, you write in for it. The Fulford By-the-Sea Radio Station is so equipped and has in its radio department such artists that it is in a position to broadcast almost any type of entertainment that is requested of them, be it classical or just plain fun-making, happy-go-lucky "jazz."

Mr. Blue Steele and his Fulford By-the-Sea Orchestra have for a number of years been considered by dancers from coast to coast as one of the snappiest organizations of its kind in America. Every man in this orchestra not only plays his individual instrument, but doubles on the ukelele and in many instances plays several instruments. Mr. Blue Steele, the director, leads in this doubling, however, and is an accomplished musician on the slide trombone, cornet, saxophone, ukelele, violin, piano, drums, bass horn; in fact, had he been gifted with enough hands and feet and enough lungs to carry on, he would be a whole orchestra in himself.

Theresa Horn, the studio accompanist, is an accomplished concert pianist and it is well known to the radio audience that she can play modern selections which meet the approval of the most critical radio fan.

Mr. Mansfield, the "ivory knock-

With the Wits

"BANG WENT SAXPENCE!"
Sandy was engaged to a girl who, a few days before her nineteenth birthday, succumbed to the prevailing feminine craze and had her hair bobbed. All her girl friends congratulated her on her improved appearance and it was therefore without any misgivings that she showed herself to her sweetheart. But Sandy viewed her with grave disapproval.
"It's hard on me, lassie," he said, "verra hard! After I've just bought ye a packet of hairpins for your birthday."—Buffalo Post.

First Doctor—"Tell me, Doc, have you ever made a serious mistake in diagnosis?"
Second Doctor—"Yes, once. I told a man he had a touch of indigestion. Afterwards I found he was rich enough to buy a good appendicitis."—W. S. Farmer.

From the Rainbow Gardens in Miami, is not only a distinguished musician, but his compositions, such as "You're Just Kidding Yourself," "Show Me the Girl," "Smoke Dreams," "I Wonder Who," "The Add Song" and innumerable others, have made him one of the most popular radio entertainers from the Fulford By-the-Sea Radio Station.

Mr. M. C. Tebbetts, the President of the Fulford Chamber of Commerce, has given to this station a service for the benefit of those who are not aware of the many pleasures known to those who live in Florida by his talks on Florida and the Miami district in particular, and it has been through these talks that many of those in the northland who wonder at their neighbors' sudden flight to the south have been able to more readily understand the beauties of this wonderful State.

Brother fans, we want you to realize that the entire staff of Radio Station WGBU are at all times at your service and if there are any musical selections, modern or classical, or if there is some type of entertainment not as yet broadcast from our station, that you would like to hear, we are ready and willing to broadcast it for you. We will go further than that, you are cordially invited at all times to come and visit our station, and if you are near Fulford during the mid-day we want you to come as our guest, enjoy lunch with us and inspect our station first handed.

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.

TWELVE MILES OF ROCK ROADS ARE LAID IN TOWNSITE

With 12 miles of the 15-foot-wide rock roads laid throughout Fulford By-the-Sea during the past eight months, instructions were issued from the executive offices of the Florida Cities Finance Company Saturday for the construction department to push these rock strips through every section of the new city.

The course of action regarding roads was decided on last season, inasmuch as the digging out of road beds to grade and the laying of sidewalks and curbs necessitated slow work. Under this method of construction walks and curbs were placed to grade first and then the road work followed. It was decided to run the 15-foot-wide rock roads to grade through the new city and then let the slower work follow and build the streets out to their full width. Twelve miles of these strips have been completed so that access can be had to most sections of the property.

With the practical completion of Fulford Boulevard and construction work on Flagler Boulevard going ahead on schedule, the main east and west highway and the main north and south artery will be completed. The new instructions call for the putting of the trails through all of the streets running east and west, which is the long side of the gridiron block system under which the townsite is laid out. These orders will mean that by the first of the year every lot in the central 600 acres of the 3,500 acres will be accessible. During the time that this work is underway the more tedious work of building the permanent asphalted streets will follow.

FULFORD RESIDENT GATHERS SPECIMENS OF SEAWEEDS

Turning aside from his interests at Fulford By-the-Sea, where he is building 10 dwelling houses, John B. Spurr has collected and mounted nearly 125 specimens of seaweed found near Miami. This collection, when completed (for Mr. Spurr estimates that he is but half through), will be presented to the Florida State Museum at Gainesville, and will be the first of its kind there.

Mr. Spurr came to Miami nearly two years ago and he has stayed this year, interested in the tremendous development being carried on here. He came to Canada from England 42 years ago when a lad of 16 years. He studied botany in the Scarborough Museum, London, and has owned and edited The Edmonton Times, Alberta, Canada, and worked for The Toronto Daily World.

In speaking of his unusual interest in the various forms of seaweed life, Mr. Spurr said:

"The Florida State Museum at Gainesville is soon to have a collection of marine algae from the

ANNOUNCER R. H. NOLAN of a broadcast station WGBU is seen here in one of his characteristic poses before the microphone in the studio in Central Park.



MORRIS BEALE JOINS EXPLOITATION STAFF

Morris Beale of Atlanta, widely known newspaper man, has joined the Florida Cities Finance Company and will direct the activities of the educational department of the sales organization.

Besides this Mr. Beale will aid in the publicity work for the Chamber of Commerce. The addition of Mr. Beale will make possible the carrying out of exploitation details heretofore overlooked and the rounding out of the merchandising program. He will temporarily have offices in the executive building at Fulford By-the-Sea.

Miami beaches. This will be the beginning of a state collection for, up to the present, the museum has not contained a single specimen.

"Students of marine algae, or seaweeds, as they are usually termed, have heretofore had no means of assistance in their studies or in nomenclature of this very interesting branch of botany. This collection will embrace many of the different genera comprising the seaweeds of the East Coast, but many different varieties of this genera may be found in this district and in various other localities along the coast.

"Very similar to the seaweeds are the zoophytes, the sea fans and sponges, of which there are many varieties brown up on the marine beaches, but, like the coral, they are colonies of different species of zoophytes. The seaweeds, however, are true plants.

"The carralina, which grows along the Florida beaches, is not likely to be mistaken for a zoophyte or other plant-like animal creation on account of its segments and rocky texture; but it is a seaweed absolutely devoid of animal life.

"The most common seaweed

MIAMI DAILY TAB BROADCASTS FROM FULFORD STATION

The Miami Daily Tab, the Vanderbilt newspaper, will broadcast programs every Saturday evening from radio station WGBU at Fulford By-the-Sea.

Arrangements for this were made by the Chamber of Commerce several weeks about, but the initial concert was postponed on account of the untimely death of Le Verne Collier, general manager of the Tab. The first program by the Tab was broadcast on Saturday evening and possibly the finest program given from the local station went out over the ether. Letters of praise were received immediately and the fans called for more and more.

This is now a regular weekly feature of the station and in all probability the Tab will take over the Wednesday evening concerts also from 10 p. m. to 1 a. m.

found along our shores is the Sargassum Vulgare or Gulf Weed. There are many varieties of Sargassum and most of them have also parantial weeds growing upon them and some are covered with a zoophyte-like lace. Indeed many zoophytes make the Sargassum the foundation for their homes. Many of these varieties grow as they float along in the Gulf Stream and this mass of vegetation is the home of innumerable crabs and animal life to which the government scientists are now paying attention. Crabs and shell-fish are frequently found with seaweeds growing on them.

"Like the plants and flowers on land, the seaweeds have their respective habitats. Some plants will only grow where there is lime in the soil, some require light, some shade, some a certain amount of heat and dryness and to some moisture is the chief essential.

"So with seaweeds. They require that the rocks to which they are attached receive a certain amount of light, a certain depth and average temperature of water. Some require to be exposed to the sun or air for short periods of time. The Ulva Latissima is an instance of this. It grows on the piers at Lake Worth for about one foot in depth about midway between high and low water mark, a band of bright green. Larger specimens of this variety can be found in the still waters of the Indian River at Olympia, where it seems to thrive on rocks at the required depth.

"There are different varieties of ulva cast ashore on the beaches, some of which are like fine ribbon, but most of them are lacerated by the waves. Hollywood has a thick variety which is almost leathery. The Ulva Linza, a thin, long variety, is found in the same habitat at Olympia as the Ulva Latissima.

"The Indian River at Olympia is distinctly a salt river and contains jelly fishes, sea hares and many forms of ocean life that come in at the St. Lucie inlet and traverse the Indian River and the Loxahatchee River. Some varieties thrive in brackish water, hence varieties found in Biscayne Bay may not find their natural habitat at Olympia, and vice versa. Climate, water and rock conditions are as important as factors in the growth of marine algae as in land plants.

"The Cladophora rupestris, a dark green grassy variety, covers the rocks in Lake Worth at the Palm Beach bridge, just as it does the rocks on the European coasts. The coasts in Europe are in places covered with dulse, an edible seaweed, and the deeper waters abound in Laminaria vegetables with stalks like a walking stick and leaves as wide as the palmetto. But these do not appear to be found in Florida, though farther north on the continent the dulse is found and gathered in quantity. It is packed in bales and used by tanners in the coloring of leather. There is one variety in the Florida beaches, probably a species of delleseria,

ANOTHER picture to conjure with. Flagler Boulevard with the camera standing on the spot where the auto race track will be, and looking south to the radio towers. A few months and you will see a "before and after" picture.



that gives out a very strong dye. The nearest approach to the Laminaria dytatis, from which iodine is made, is the thick broad grassy leaves of a variety found quite plentiful in Miami harbor, usually black in color from exposure to the light.

"Florida has a great many genera as well as varieties that are not to be found in Europe and they differ also from the seaweeds of the Pacific Coast. This is to be expected where the Gulf Stream washes its shores as where climate conditions are peculiar. It is quite probable that some seaweed varieties found on the Miami beaches will become less and less frequent and not to be found much north of Vero, whilst others may be found north of Vero that are not found at Miami. So that all along the coast of Florida the study of its marine algae has a peculiar interest, for anywhere a variety may be found that is not to be found elsewhere.

"The seaweeds on the Miami beaches vary in color with olive predominating, but there are many bright green, deep red, mauve and purple shades and some a deep orange when growing.

"Some seaweeds are as hot as pepper to the taste, some are shaped like a cactus, others like ferns. Some are like cedar leaves and one is like a squirrel's tail. There are seaweeds like feathers, seaweeds like moss, some like flowers and some like shrubs.

"The value of seaweeds is problematical. Man may not, as yet, have found out the uses for which the Creator designed them. We are beginning to find out that iodine, found in most seaweeds, is beneficial as a preventive of goitre; that persons living near the sea are not as liable to it as people inland; we know that seaweeds are a valuable fertilizer and contain constituents not found in the com-

mercial fertilizers.

"The nutritive value of vegetables grown with a seaweed fertilizer is a subject for the chemist. Carrots grown in a soil in which tin cans have been freely buried are a brighter red, contain more iron and are a better food than carrots grown on the Everglades soil, which is deficient in iron. Cabbages and green foods will take elements into themselves when supplied with a seaweed fertilizer and be more palatable than when grown on muck. The onion will grow on the Everglades soil, but it has never the pungent aroma nor the strength that it has when grown on a soil with more varied constituents. The asparagus grows wild on the Yorkshire coast, and though it may be grown in the average garden, all growers know that asparagus needs salt.

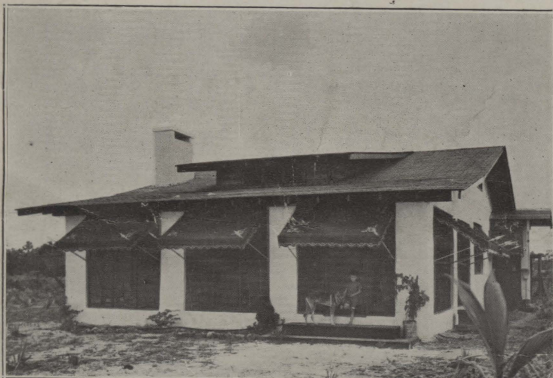
The coconut tree does not flourish more than three or four miles from the sea coast; but it may be grown successfully much farther from the sea if sea water is poured around the roots occasionally.

"The peculiar constituents to be found in the ocean weeds have their uses when scientifically understood. What has been discovered in regard to the treatment of goitre with iodine taken from them is evidence of it. At the same time they may be used with impropriety. Potatoes are injured by the use of salt. However, there is always the possibility of greater discoveries with further knowledge and the field is open to wide experimentation.

"The study of the seaweeds of Florida can hardly be said to have begun. The collection, which is the first contribution to the state museum, has been made during the past few months and is made with the hope that more interest is aroused in the interesting subject."

—Miami Herald.

A BOY, a dog and a house make a home, especially in Florida, and here is the heir of H. McWilliams on the steps of their new bungalow at Fulford By-the-Sea.



ONE of the English cottages recently completed in Fulford By-the-Sea and now occupied by W. S. MacWilliams, formerly of Miami. Landscaping of the large lawn is now underway by the new owner.

