

A Message From Miami, Florida

If you prefer sunshine to storms, and palms to icicles; if you consider surf-bathing and golf good appetizers for a New Year's dinner, these words about Miami will interest you.

Miami's 50,000 winter visitors include old people and young, golfers, swimmers, fishermen, canoeists, motor boat "fans," tennis enthusiasts, baseball devotees, the disciples of the fox-trot, motorists, aviators, kodak experts, botanists, artists, motorcyclists, and hunters. All of these and many others find their favorite pastime admirably staged amid the gorgeous tropical scenery, the clear, balmy days, and the calm, starlit evenings of Miami.

Let this winter be a revelation to you that the world's best winter climate is not abroad and far away, but right here at home, "Made in America." Miami invites you to spend the most delightful winter you have ever known.

MIAMI, FLORIDA'S MAGIC CITY

Miami, a city of more than 20,000 population, is on beautiful Bay Biscayne, at the southern end of the east coast of Florida. It is 366 miles south of Jacksonville and 156 miles northeast of Key West, on the main line of the Florida East Coast railway. Miami has direct water connections with Jacksonville, Key West and Nassau and is only 41 hours from New York, 46 hours from Boston and 48 hours from Chicago.

Miami's popularity as a winter resort, evidenced by the presence of nearly 50,000 tourists last season, is solidly based on the ideal climatic conditions, excellent and moderately priced accommodations for visitors in hotels, boarding houses and apartments, the picturesque tropical scenery, abundance of recreation and splendid conditions as to health.

There are twenty hotels in Miami and about fifty boarding houses and apartment buildings, offering comfortable accommodations at reasonable prices. Many people will spend this winter in Miami's suburbs such as Coconut Grove and Miami Beach, which are within a few minutes ride of the center of the city.

South Florida is the only sub-tropical section of this country. The luxuriant profusion of tropical plant life, ablaze with color, can no more be transplanted into printer's ink than can the splendor of the Grand Canyon, or the majesty of Niagara. Miami has made the most of its natural resources, and travelers who have seen the world's most beautiful cities, place Miami among the very first.

Amusement is easy to find in Miami. There are two good golf courses. The city parks contain many public tennis courts. The "Boston Braves," 1914 world champions, will train in Miami next spring. Bay Biscayne is an ideal yacht harbor (10½ feet of water in the channel) and affords perfect facilities for sailing, canoeing and motor boating. The annual speed

boat regatta brings to Miami the fastest motor craft afloat.

Miami has one of the best bathing beaches in the world. The water is warm, even in mid-winter, and the three large casinos have every convenience for the bathers. Visitors at the beach may choose between the surf and the large concrete and white tile pools. All the casinos have excellent dance floors and restaurants. Ferry boats run across the bay at frequent intervals, and there is a motor bus line to the beach by the way of Collins bridge, one of the longest vehicle bridges in the world.

Thousands of people come to Miami every year for fishing. Several hundred different varieties of fish are found in the waters between Miami and Key West. Numerous boats, large and small, are for hire, and plenty of fish can be caught within easy distance of the city.

Miami is a thoroughly safe place to live in, or visit. The city's sanitation is always maintained at a high standard. The water supply is pure and abundant. The milk is clean and from rigidly inspected dairies. Prevalent diseases are practically unknown here. Mosquitoes and flies are few in summer and almost entirely absent in winter. Miami's balmy climate is ideal for convalescents and those suffering from catarrh, hay fever, throat troubles and rheumatism.

MIAMI'S CLIMATE MOST DELIGHTFUL IN THE WORLD

According to the records of the government weather bureau (obtainable in pamphlet form from the Miami chamber of commerce) Miami's average temperature, by months, is as follows: January, 67.1; February, 68.0; March, 72.3; April 74.2; May, 78.2; June 80.6; July, 81.9; August, 82.2; September, 81.3; October, 77.6; November, 73.0; December 68.6. During 1914, Miami had only ten days with a minimum temperature below 45.

The highest and lowest recorded temperatures of Miami, Los Angeles and San Diego, California, are as follows:

	Highest degrees	Lowest degrees	Range of temp.
Miami	96	29	67
Los Angeles	109	28	81
San Diego . .	110	25	85

Miami uses the shortest thermometer in the United States. The marked evenness of Miami's climate is due to its proximity to both the Atlantic ocean and the Gulf of Mexico, whose vast waters are nearly constant in temperature. Miami is almost surrounded by the Gulf Stream and, therefore, is never too cold in the winter and is, in summer, frequently much cooler than New York or Chicago. In 1914 there were 274 days with the prevailing wind of the ocean.

Miami's rainy season is in the summer, there being little rainfall in the

winter months. These conditions are in marked contrast to those on the Pacific slope, where winter tourists find a great deal of wet and stormy weather.

The world-famous Riviera can not compare, in winter climate, with Miami. The mean temperature at Nice from November to April is 49.13 degrees, while Miami's average for the same period is 69.2 degrees. The Riviera enjoys 981 hours of sunshine from November 1st to April 30th. Miami's average total for the same period is 1225 hours. A much advertised feature of the Riviera climate is its stability of barometric pressure, varying only 1.34 inches annually. Miami's total barometric variation in 1914 was only .73 inches.

During the year 1914, Miami had 2594 hours of sunshine. The average wind velocity was 9.8 miles per hour and there were only two days with fog. The maximum daily temperature was only once below 60 and only eight times as high as 90 degrees.

The greatest daily range of temperature Miami has ever known is 33 degrees. The following are the greatest daily ranges of temperature of other cities: San Diego, 39 degrees; Pittsburgh, 52 degrees; Philadelphia, 43 degrees; New York City, 40 degrees; Louisville, 45 degrees; Los Angeles, 41 degrees; Jacksonville, 40 degrees; Kansas City, Mo., 65 degrees; Cleveland, 52 degrees; Chicago, 47 degrees, and Boston, 44 degrees.

RAPID DEVELOPMENT

The southern half or the east coast of Florida, of which Miami is the principal city, has developed very rapidly in the last few years. Centering in Miami is an excellent road system, totaling about 500 miles of automobile highway. Miami is the southern terminus of the Dixie highway, the new national thoroughfare from Chicago through the south. The first official tour over the Dixie highway begun at Chicago, October 9th, 1915, and ended at Miami, October 21st.

Miami is also the southern terminus of the Montreal, Canada, to Miami, international highway.

The smooth, hard-surfaced roads of south Florida have greatly helped the speedy development of the enormous natural resources of this fertile region, and it is now one of the nation's principal producers of grape fruit and vegetables, being known as "America's Winter Garden." The 1913-14 crop of citrus and tropical fruits of Dade and Palm Beach counties was \$1,086,432.00 in value, and the 1913-14 vegetable crop totalled \$2,474,948.00. Among the fruits successfully grown in the Miami section are grape fruit, oranges, limes, avocados (alligator pears), mangoes, pineapples, bananas, sapodillas, papayas and the like. The vegetables reach their market earlier than any competing section can produce them, and include tomatoes, potatoes, beans, peppers, egg plant, cabbage, celery, lettuce, radishes, cauliflower, sweet potatoes and other varieties.

The world-famous Everglades, now being reclaimed by the state of Florida, are just west of Miami. This vast acreage of fertile prairie, when drained and fitted for cultivation, will produce enormous yields. Among the crops already successfully grown on reclaimed Everglades land are corn, numerous forage crops and grasses and almost every known vegetable and fruit. It is predicted that stock raising will become one of the principal industries of this section when the drainage is completed.

INTERESTING FACTS

Miami is building a deep water harbor to meet the growing demands

of south Florida's commerce. The city is spending \$585,000, and the federal government \$900,000, and when the work is completed Miami will have eighteen feet of water, a municipal dock and a municipal railroad connecting the dock with the Florida East Coast railroad. Miami has the most southern harbor on the mainland of the United States and the nearest mainland harbor to the Panama Canal.

The Collins bridge, nearly three miles in length, crosses Bay Biscayne to Miami beach. The peninsula across the bay was a wilderness of swamp and sand dunes three years ago. Today, after a n expenditure of several million dollars in dredging and filling, Miami Beach is an exceedingly attractive town with scores of homes, miles of paved streets, several parks and bathing beaches. Thousands of people daily patronize the three well equipped casinos which face the ocean.

The protected waters of Bay Biscayne afford many delightful boat trips. Indian Creek, Cape Florida, Cocoplum Beach and Coconut Grove are within a few miles of the docks. Longer trips, among the wild beauties of the Keys, or to the wonderful marine gardens in the south end of Bay Biscayne, are also popular. Travelers, who have visited the sea gardens of Catalina and the Bahamas, say those of Bay Biscayne are even more picturesque.

Many yatchmen make the trip by the way of the Everglades drainage canals to Lake Okeechobee, the second largest fresh water lake fully within the boundaries of the United States. The intercostal canal, paralleling the shores of the Atlantic from Miami to Jacksonville, is a protected waterway for small yachts.

Twenty years ago there were but a few scattered homes of early pioneers on the shores of Bay Biscayne. Today fifteen miles of the shore in the vicinity of Miami is developed and almost solidly built up. From the Coconut Grove Country Club on the south to Lemon City on the north, together with a large frontage on the peninsula, almost every foot has been improved. The most extensive of these improvements is being made by Mr. James Deering, whose hundred acres of grounds are being transformed into the most elaborate estate in the south. Eight hundred men are now at work on the Deering mansion and grounds.

Among the well-known people who spend all or part of the year in Miami are James Whitcomb Riley, William Jennings Bryan, Alton B. Parker, James Deering, Charles Deering, Carl G. Fisher, Kirk Monroe, Walter E. Flanders, W. L. Douglas and many others.

Miami has numerous clubs and social organizations. The Miami Woman's club, of which Mrs. W. J. Bryan is an active member, is the largest in Florida and owns a substantial and attractive club-house. The Coconut Grove Country club has recently completed its home on a beautiful site just south of Miami. A campaign for a Y. M. C. A. building is in progress.

Thirteen denominations are represented among the twenty church societies in Miami. Fifteen of these societies own their own property, the total value of which is more than \$500,000. There are over 3,000 communicants of the Miami churches and 2,600 pupils in the Sunday schools.

Miami has seven grade schools and a high school, with 65 teachers and 2,325 pupils. Seven of the buildings are of concrete and all are thoroughly equipped. Besides the public schools there is a business college, a Seventh Day Adventist school *

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JULIAN CHARLTON RIVERS, Proprietor

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The Holland House has an ideal location on Fifth Avenue, with the best shops at its very door, and the theatres within easy walking distance. It is midway between the Pennsylvania Terminal and the Grand Central Station, being equally convenient to both.

Within the past year, under its present management, the hotel has been renovated throughout, extensive alterations and improvements having been made. Bedrooms have been enlarged, new bathrooms with the latest sanitary plumbing have been installed, and the entire house redecorated.

The Cuisine, famous the world over, is recognized as the best in New York; and the service in all departments will be found to merit the approbation of all. Write for folder giving details of rates and service.

HOLLAND HOUSE, FIFTH AVENUE & THIRTIETH STREET, NEW YORK