

HIGHLANDS SECTION OF FLORIDA OFFERS CHANGING PANORAMA BEAUTIFUL LAKES, GROVES AND FINEST HIGHWAYS AWAIT MOTORIST

Northerners are amazed when touring Florida in that section known as the scenic Highlands, between the trans-penninsula route at Haines City and Lake Okechobee, as the towns and villages are built on ridges 200 feet higher than sea level...

Florida, the Land of Flowers Before we start down the highways mentioned above, let us say something about the flowers and trees that grow in such great profusion in the yards along the way.

are the orange, grapefruit, Japanese persimmon, kumquat, lemon, lime, tangerine, mango, papaya, avocado, guava, pomegranate, sapadilla and others.

In describing the highway which goes to Fort Myers, the first community passed through is a popular resort known as Florence Villa.

Florence Villa Florence Villa is situated in the picturesque highlands and lake region 200 feet above sea level. There are 27 lakes within a radius of five miles.

Bartow Bartow is the county seat of Polk county—the second richest county in the state. Bartow is a beautiful town of 2,000 people.

Citrus Fruits So radically different in their physical aspects are the phosphate and citrus industries that they would almost leave the sightseer wondering if it is possible that the two exist in the same county.

Except to the geologist or the investor phosphate mining is prosaic—a conglomeration of water, mud, pipes, machinery and grime—while the citrus grove, well kept and laden with golden riches, is the embodiment of poetry, promise, beauty and fragrance.

production of citrus fruits, oranges, grapefruit and tangerines attains its pinnacle of perfection. But little of the romance is to be equaled anywhere.

Sports and Amusements To the seeker of pleasure Bartow offers a variety of sports and amusements that can hardly be equaled anywhere.

Golf and Field Sports However, you may not care for the pleasure of pitting your skill against the cunning of fish and game, but prefer a human brain and muscle to compete with.

All Kinds of Game Abound For the hunter, deer, turkey, quail and other small game abound. For the fisherman, the lakes team with spotted perch and bass, weighing up to 10 or 12 pounds.

Acadia Acadia is the county seat of DeSoto county, with a population of 700 people. It is a beautiful town of 70 miles southeast of Tampa.

There are thousands of lakes in Florida, but only one Lake Jackson. There are seven large, beautiful lakes in the Highlands, and hundreds of smaller ones.

United State geological survey, Iron Mountain, in Mountain Lake reservation, one mile from Lake Wales, is the highest point in the state—324.9 feet.

There are 17 lakes within or touching the city limits. It is surrounded by productive citrus groves.

Crooked Lake is a picturesque section and the next is Babson Park, also a lovely place that can claim the usual attractiveness of fishing, hunting, golf, bathing and boating.

Sebring Sebring is in the high, healthful ridge section of Florida fronting Lake Jackson. A 12-mile boulevard skirts the shore of the lake.

The soft gulf winds on one side and the more bracing zephyrs from the Atlantic, with a tang of the ocean on the other, make the climate vigorous and ideal, with bathing the year round.

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beautiful body of water and quite large, and as we go further down, Lake Stearns and Lake Childs come into view, and then the town of Lake Annie, where connections are made with the highway to Okechobee City and Connors highway, which goes to West Palm Beach, on the East Coast of Florida.

Seminole Indians Very little is known of the Seminole Indian by the people of the United States. Around Lake Okechobee and in the Everglades are Seminole camps, which are peaceful and law-abiding.

The gateway to the vast area of some of the finest farm lands in the state is the town of Okechobee. The city, incorporated about eight years ago, is a thriving town today with more than 2,000 inhabitants.

Okechobee City has a progressive, far-seeing and hard-working people. They believe in this great future "Inland Empire" of Florida.

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000 pounds of fish were shipped north. Okechobee leads as the catfish producing center of the United States.

One of the world's greatest reclamation undertakings is that embracing the vast drainage operation in the Everglades, in south Florida, east, south and west of Lake Okechobee.

The control of Lake Okechobee is one part of the drainage plan. The other part is the providing of drainage canals through the glades to the Atlantic. Five canals have been constructed and are nearly finished.

These Everglades, with the borders of Lake Okechobee, are the only part of the United States with a tropical flora. The warm trade winds reach them from the West Indies, so that climatically and botanically they are in the same class with Cuba and the Bahamas.

Lake Okechobee, reputed to be the largest body of fresh water wholly within the confines of the United States, except Lake Michigan, is unknown to the northern tourists.

Along the famous Connors highway avenues of eucalyptus, Australian pine and royal palms, great masses of hibiscus, oleander, poinciana and countless other ornamentals around thousands of neat homes.

Citrus Fruit Growing Citrus fruits include the following oranges, grapefruit, tangerines, lemons, kumquats and lemons. The first three make the bulk of the shipments.

and it can be produced about as cheaply as apples. Some called the mango "the apple of the tropics." It is more, it is the apple, peach and pear combined.

Motorists with the East Coast their objective can go direct from Okechobee City to Fort Pierce or from the Connors highway to Stuart, Port Seawall and Olympia.

The Connors highway from Okechobee City first skirts the shore of the lake for about 30 miles to Canal It makes a natural connection with the network of highways in not only the scenic Highlands but all the cross connections from the West Coast.

EIGHTEEN MILES PER HOUR HERALDED REAL SPEED 17 YEARS AGO

Seventeen years ago a Texas editor found news in the fact that a Buick model 10 traveled a distance of 90 miles at an average speed of 18 miles an hour. The item read: "Last Saturday Mr. and Mrs. J. W. Moore started out towards Fort Steele with their 20-horsepower Buick model 10, going 45 miles out and returning, and making the distance in five hours."

Berlin rents space for street parking Fifty parking spaces are to be set aside in Berlin, Germany, for parking automobiles on public streets and squares. The cars will be guarded by watchmen of a private detective agency. A charge of seven cents an hour, or 25 cents a day, is planned.

TWENTY STUDEBAKERS IN 20 YEARS RECORD FOR CHICAGO BANKER

Twenty Studebakers in 20 years is the record of the family of George Y. Schmidt, president of the Puget Sound State Savings Bank of Chisaco, to whom the twentieth car, a Studebaker standard six custom victoria was recently delivered.

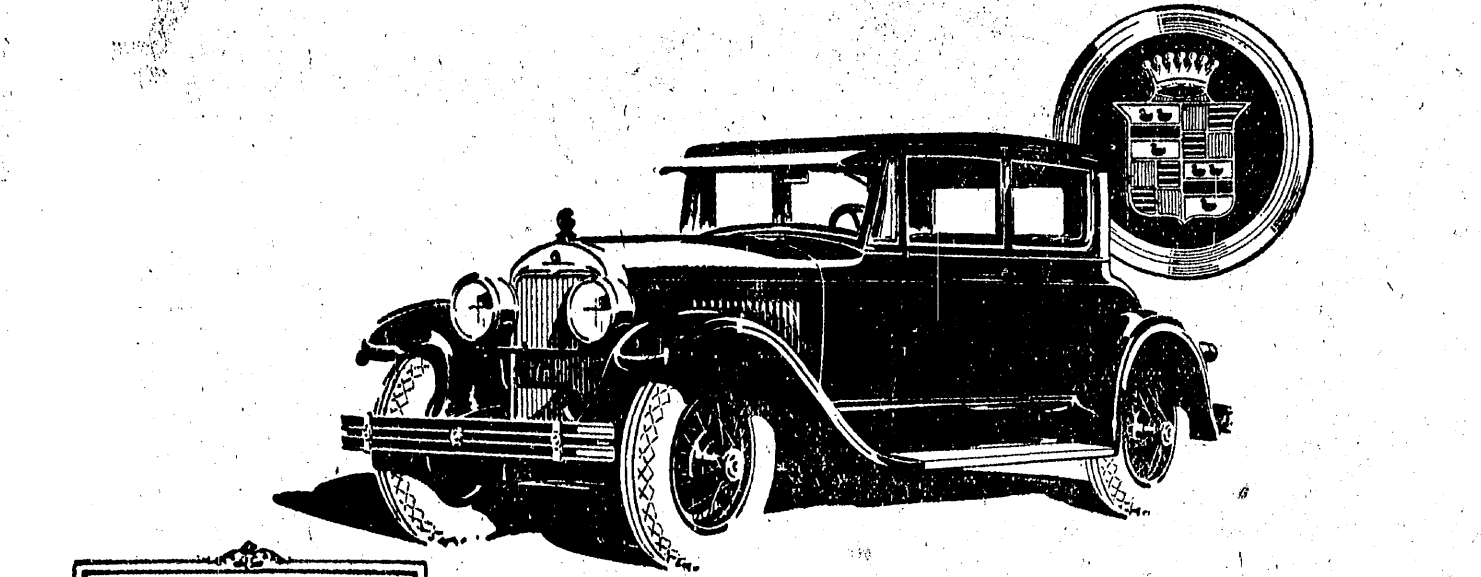
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EASE-COMFORT SHOWN IN NEW DODGE SEDAN

The general body design of Dodge Brothers sedan with its low swayed appearance embodies the characteristics of the better known European custom built bodies.

The design and arrangements of the seats conform to the general contour of the body, the seat cushions being low in the body and tapered at the rear. The design and arrangement of the seats conform to the general contour of the body, the seat cushions being low in the body and tapered at the rear.

CADILLAC performance reflects a great engineering principle



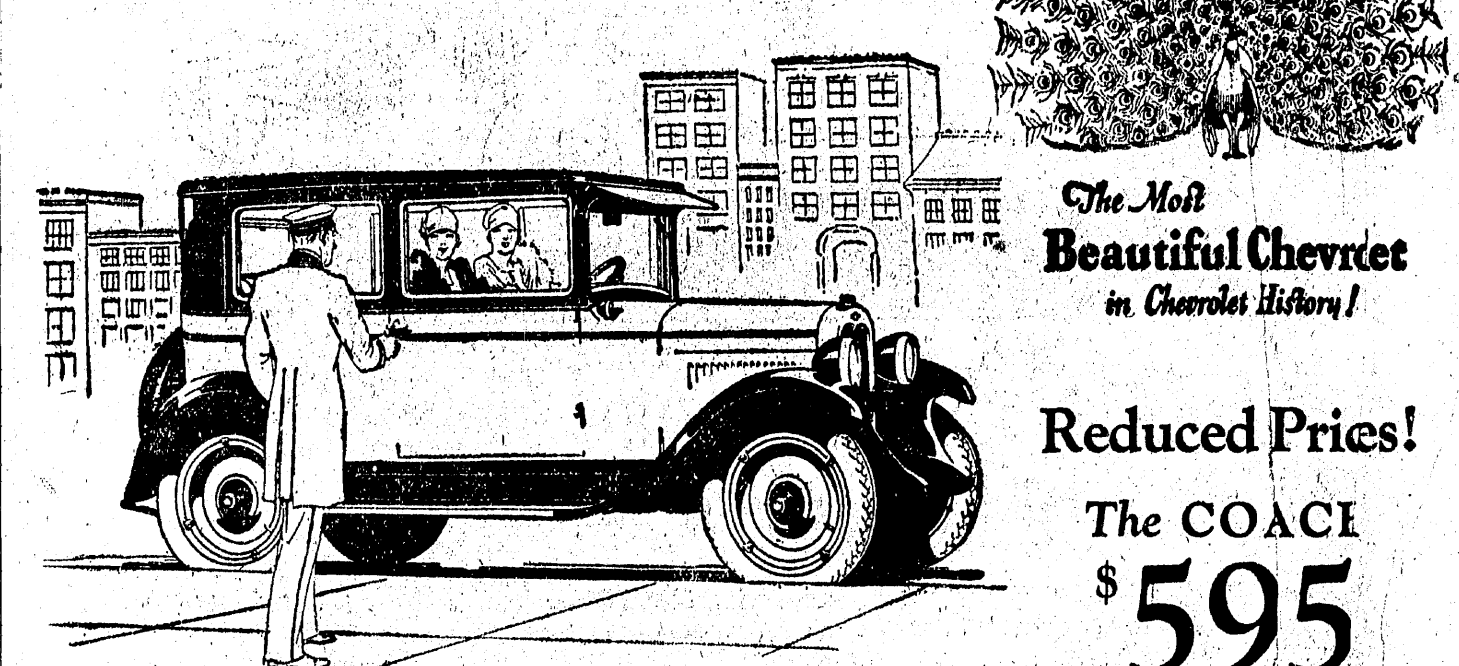
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