

FLORIDA FOOD POPULAR

Antilla Hotel At Coral Gables Makes Specialty of Dishes Native To State; Practice Has Been Adopted By Many Large Restaurants in Miami District.

THIS climate of Florida, its opportunities for wealth, and its magnificent tropical scenery have up to the present time, been the chief of the many lures by which its shores have been drawn to the northern states. To these lures there may now be added yet another scarcely less powerful. Florida foods and Florida restaurants are likely before long to establish themselves among the best in the world.

It is only within the last six months that Florida restaurants have begun to make a specialty of dishes that only Florida can supply. The idea originated with the Antilla Hotel in Coral Gables and its immediate success and the enormous increase in business which resulted has encouraged several other high-class hotels in the Miami district to follow suit. Several months ago a special "Tropical Grille" was installed in the Coral Gables Country Club at the suggestion of Henry R. Patton, and its success was equally rapid. There seems to be no doubt that Florida visitors and Florida residents appreciate well-cooked dishes which cannot be obtained outside the state.

When the new service was started at the Antilla Hotel last March, a \$1.50 table d'hôte dinner of which every item was either a product of Florida or of near-by tropical countries, was served. The menu consisted of a soup, an appetizer, either cocktail or fruit or sea-food, or a canape. Next came a choice of blisk or clear soup, a fish course, a choice of two entrees, a roast or a combination of cold delicacies with fresh vegetables, a well-dressed salad, and a choice of two cream, lemon-made pie, pastry or Florida fruit. The whole meal was topped-off with a demitasse of excellent coffee.

ALTHOUGH the Antilla Hotel is not chiefly run as a money-making proposition, it is owned by the Coral Gables Corporation, and is strictly speaking one of its income-producing "development works," nevertheless the extremely low price of \$1.50 for the table d'hôte was found to be a paying proposition. Typical Florida foods were used in the menu, and it was found that naturally enough these were not necessarily as expensive as other and less rare delicacies. Avocado, grapefruit, banana and pineapple were among the principal fruits on the Antilla tables; crawfish, shrimp, stone-crab, pompano, red snapper, and yellowtail supplied the fish courses; soups cunningly contrived from green turtle and bisque of crawfish proved especially attractive. Desserts were concocted from avocado pears and coconut ice cream made from fresh fruits, pastries made of the mammy-guava, mangoes, and Cuban candies. And of course as a standard dish there was always the finest turtle steak, fresh out of the water, which has been for centuries a favorite dish of epicures the world over.

The month previous to the beginning of the new policy at the Antilla the total business approximated \$1,200 a month. It was entirely handled by six waitresses, and the average attendance at the restaurant was between 45 and 55 patrons daily. During the first month the staff was increased to eight, and \$2,000 worth of business was done. The following month the takings reached \$4,000, and it was necessary for the kitchen accommodation to be doubled. Additional waiters were employed and the kitchen staffs expanded. Tables and chairs formerly placed on the sidewalks only to provide "atmosphere" were filled to their full capacity, and fresh patronage began to encroach on the dining space. Today the Antilla restaurant is averaging \$10,000 a month and is employing 27 waiters, two captains, a headwaiter and several bus boys.

THE Antilla Hotel is not in need of advertisement, and is not essentially even a commercial proposition; but the fact that it has specialized in high-class foods typical of Florida, has sold them at a low price and still at a profit, and has obtained such an enormous increase in its patronage by doing so, cannot be regarded as anything but significant. And a particularly interesting sidelight on its enterprise is the fact that at every meal which it serves its patrons become more and more cosmopolitan. The fame of Florida food is spreading, and because it started first and did its work well, the Antilla has come to be known as the "headquarters" of the state's typical dishes. Every evening diners from all parts of America gather at the Antilla and spread the fame of Florida food and Florida cooking a degree further. Many of its regular patrons drive between 20 and 30 miles to Coral Gables to prove their devotion to their native dishes.

Just as Boston is associated with baked beans and brown bread, Rhode Island with shore dinners and chow-

ders, Virginia with fried chicken and Rhode Island with Johnny cakes, so Florida is beginning to be associated with good things in food that cannot be obtained anywhere else but here. Gross though the bare fact may appear, money and food are still the principal attractions which can be offered to mankind, and Florida can supply them both. The Antilla restaurant and the Coral Gables Corporation behind it have given the state a gastronomic boost whose effects may be far-reaching.

BARB AMERICAN COTTON.
Because shipments of American cotton may be harboring boll weevil stayaws, the government of British India has issued a ban on cotton imports from the United States, to take effect October 1. Bombay is to be the only Indian port where American cotton can enter the country and arrangements will be made there to have all such shipments fumigated on special barges at the expense of the importers.



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STATISTICS ARE GIVEN

Vast Amount of Materials Used in Coral Gables Sales Building.

IF THOMAS laid concrete eggs, and if 45,792 of them were to lay an egg a day for a whole year, they would barely supply sufficient concrete for the needs of the new Coral Gables ground sales building that is being erected at the corner of Coral Way and Ponce de Leon boulevard.

This solemn thought immediately occurred to members of the construction company, last night by the Coral Gables Construction Company, and is a weighty proof of the huge quantities of material required for the \$400,000 building. The actual amount of the construction company's material referred to 530 cubic yards of concrete, but an enthusiastic and mathematically-inclined office boy translated the bald facts into somewhat more forceful language.

In the same way, the statement that it will take 75 men working the eight hours a day, four months to complete the building, conveys no real idea of the huge amount of toil involved in appropriately housing C. W. DeLong, general sales manager, and his 70 associates. It is said that the average man's work may be calculated on the assumption that he can lift a weight of 10 pounds to a height of five feet every 30 seconds, or three times a minute. Following out this idea to its conclusion, 75 men working eight hours a day for 120 days, could between them lift a weight of 60 tons a mile high, or (if they preferred) it could hoist the giant Cunard liner Mauretania 13 1/2 feet out of the water. And all this is purely manual labor, without taking into consideration the numerous steam shovels and donkey engines also employed on the work.

A TOTAL of 200,000 bricks are to be used before the building is completed. The question naturally will occur to thinking people as to whether, instead of rearing them into a huge office building, it might not be more advisable to lay them out to end in a continuous line that would stretch from Miami to a point 18 miles outside the prohibition area, or more than half way to Bimini? In the same way, the 35,000 cement blocks to be used principally in the outside walls could be placed in 22 piles, each one of which would be

higher than the Woolworth building. This would form a unique architectural spectacle, which would undoubtedly draw thousands to Florida for the winter season.

Twenty thousand square feet of rubber tiles are to be used in the construction of the interior floors. Assuming that these tiles are slightly less than an inch thick, it may be calculated that approximately 2,500,000 cubic inches of rubber are to be trampled down by Mr. DeLong's 40 picked salesmen.

OTHER calculations of the sort will doubtless occur to earnest readers of the construction company's statistics. The 3,500 yards of plastering might be used to whitewash the lines of 8,000 tennis courts. The 12,000 square feet of wooden flooring might be made into the largest dance floor in Florida.

Finally, there is the actual money question. If all the \$400,000 involved

were to be turned into nickels, they could be piled side by side 45 miles along the Dixie Highway, or placed in a pile seven and a half miles high. If it were all to be converted into dollar bills, the complete exterior of the First National Bank building on Flagler street could be papered with one without leaving a crevice. But perhaps, after all, it would be wiser to leave the disposal of the money in the hands of the Coral Gables Construction Company.

They are going to make a fine building with it, anyway.

VELVET FAVORED BY FASHION.
NEW YORK, Oct. 17.—Velvet is certainly the favored protegee of fashion this season, says the Dry Goods Economist. For two-piece sport dresses, it is sometimes combined with jersey and still more often is the material used in its entirety for afternoon and evening dresses.

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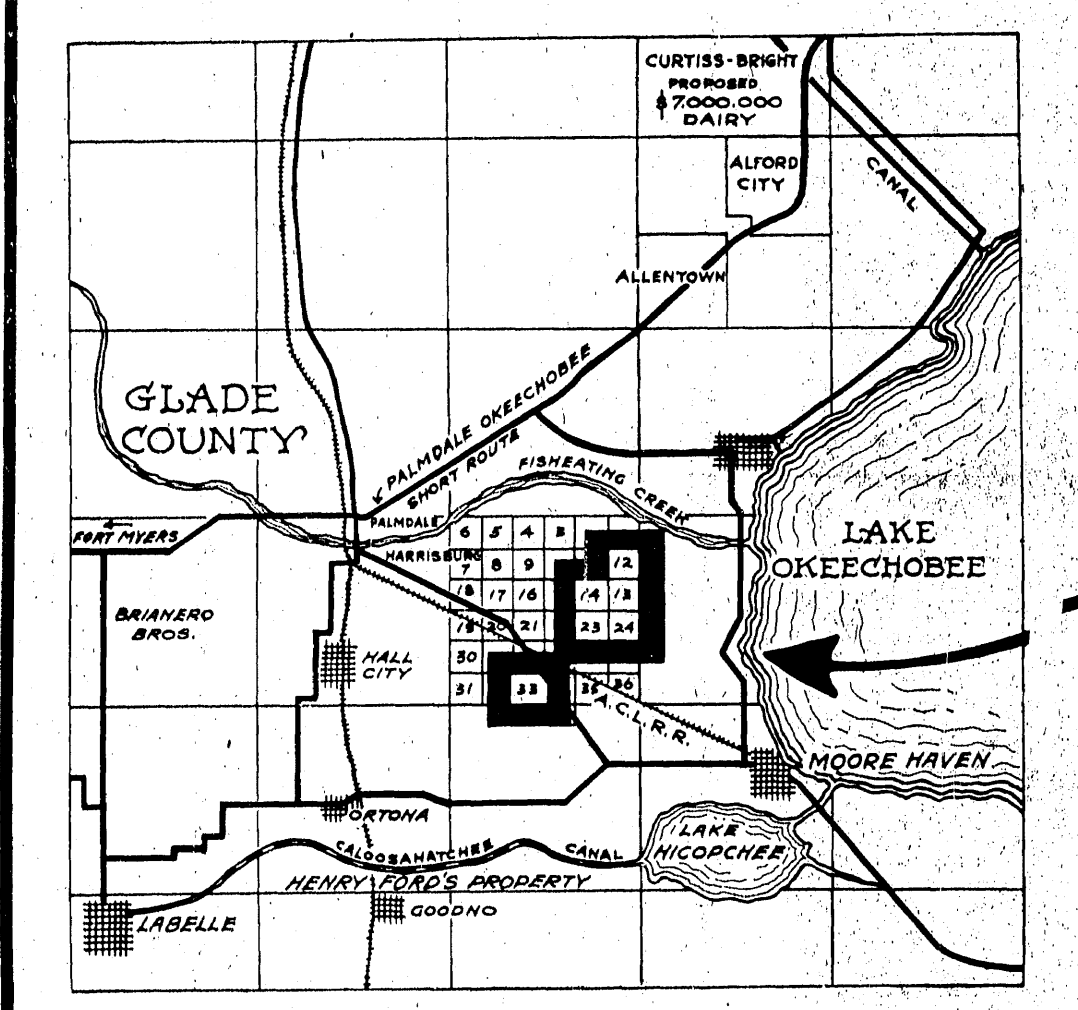
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C. H. Indian, Hotel Halcyon, Miami, writes that he went deep sea fishing, took a bottle of NOBURN along, but not having much faith in it, rather carelessly dabbed it on his face, but was astounded to find when the day was over that where he had applied NOBURN he did not suffer at all, but where he failed to apply it he was badly sunburned. Full Porter, Clyde Court, Miami, writes that he finds NOBURN an absolute preventive for sunburn. Elmer Taylor of W. R. Taylor & Co., Pensacola, writes: "My skin is very tender. NOBURN is the only thing I have ever found that will absolutely prevent sunburn even when I fish all day in the middle of the summer."

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