



# GREETINGS



At this season it gives us great pleasure to express our appreciation of the cordial business relations of the past and wish for you health, happiness and prosperity during the coming year.

# THE GLACIER

### HECTIC BOOM IN FLORIDA

(Continued from first page)

quaint these new farmers with the methods used to advantage, and with the time to plant various crops for the best results, the amount of fertilizer necessary and various other details of Florida farming and trucking. Had similar methods been adopted ten years ago there might have been a different story, although statistics show that a carload of produce leaves the state every four and a half minutes in every hour of every day for some northern market.

There is no reason for acreage plants any more than there is for entrance gates to subdivisions, but no subdivision in Florida would be complete without an ornamental entrance. It is a condition which exists all over the state, just like the sunshine. Some of these gates cost \$25,000 and even as much as \$35,000. They are made of stucco or brick, or tile, but many of the more ornate structures are of stone and fashioned after some Spanish castle gate. Probably two of the most handsome of these entrance gates are those at Coral Gables and at Daytona Highlands. I recall one subdivision, one from Sebring, in the hill section, where the developer of the project conceived the idea of a rainbow. The arch of the gateway is painted in the colors of the rainbow, and this arch is supported by two huge pots of gold mounted on large brick pillars.

There are few subdivisions which are without their white ways. The streets and sidewalks are laid out and then there will be a whiteway with parkways down the center. Many of them have gas and water, electricity and sewers. Nearly all have building restrictions also. One section of the subdivision will be available for the residence of one certain type of architecture, while another section may be available to owners who desire to erect a more modest home or a bungalow, and still another section will be available for only Spanish type homes, or English type bungalows, etc. These restrictions, however, apply mainly to the more pretentious subdivisions.

In the main, practically all the newer residences in Florida are of the stucco type and are of Spanish design. Even the hotels and club houses, and even some of the newer business blocks, embody the Spanish idea in architecture. The residences have vari-colored awnings at all windows, and many are of colored stucco, usually of some bright tint.

It is almost beyond belief the number of residences which have been erected within the past year in the various subdivisions. One wonders where all the people come from, but the fact remains that they are there, and that thousands of others from all sections of the country are still coming—and the winter season is just opening.

Just what might have happened in Florida's building program is merely speculation, because the railroads have clamped down an embargo on materials so hard and fast that work on many of the residential sections of the larger subdivisions has been almost stopped. How serious the housing problem in Florida will grow this winter remains to be seen. When one considers that houses and apartments are hardly to be had in any part of the state at any price, and that some of the towns and cities are seeking to meet the problem through the construction of tented cities, it would appear that the best bet for those going into Florida this winter

ter, unless accommodations have already been secured, would be to provide some sort of camping outfit and carry it along as a trailer. I am offering this advice to the Florida visitor of moderate means who cannot afford the resort hotel, or who has no relative who might put him up for a week or two.

One might think that with all the thousands of homes which have been constructed in Florida within the past year, and with all the new hotels almost ready for the opening of the tourist season along the first of the coming year that ample provision would be made for all who might visit that state, but such is not the case, and the housing problem in Florida becomes more acute each passing day.

"How did this thing start?" I asked the editor of one of the leading papers of Florida.

"Well," he said, "during the World War many of the people who had been accustomed to go abroad and who were shut off from Europe on account of the war, came to Florida. They liked it and they came again, and they began to invest. Others followed and the visitors to Florida increased, as did also the investments. And then the first thing anybody knew it had broken out like the measles."

Some of the highbrows might call it the "inhibitory complex" in human nature which compels persons to want to do—and to do—those things which they are admonished not to do. For instance, there appears to have been a desire on the part of hundreds and thousands to get into Florida and see whether or not all the things which have been said about the state were true, and while many Floridians want to tar and feather Harold Keats and the other investors, and then the first thing anybody knew it had broken out like the measles.

The real secret of the development of Florida and the apparent desire of people from every state in the Union to go there lies in the power of advertising intelligently directed and persistently followed. Florida and the beckoning of her waving palms, and the lure of her sapphire lakes and the appeal of a climate which is unequalled—and really, after all, Florida's climate is the whole thing—the desire to get out of a long, hard winter and to get into the sunshine, to golf, to fish, to cruise along the coast to bathe and enjoy the hundred and one other amusement attractions offered the winter visitor in that state, have all been presented in such attractive manner in so many different mediums of advertising that the golden harvest has been inevitable.

It has been a wonderful experience to travel over the state, to see the development going on, to listen to the stories of sudden wealth, and fortunes made within a few weeks, to meet the people from every nook and corner of the globe. And one must see it to believe it, for nothing like it has ever happened to any other state in the Union, and it is safe to say nothing like it will ever happen to any other state.

People in other sections have been judging values by the standards to which they have been accustomed for a quarter or a half century; they knew Florida perhaps in the old days when she was grateful for the winter tourists who came in December and stayed until the latter part of March

or the middle of April. But the Florida of today is something else. Northern, eastern, and southern western capital is pouring into the state, property is changing hands five and six times within three months, and every time at an increased price. Business property is soaring, as is also water front property; subdivisions are springing up all over the state, and the English language has almost been depleted for names for such developments and foreign tongues have been tapped here and there for an added appeal; million-dollar hotels, million-dollar residences, ten and twenty-million-dollar subdivisions and development schemes are so common that a month in the state attunes one's ears for almost anything.

All former standards of values to which one has been accustomed are swept aside in Florida and held for naught. If you ask one of these millionaires what it is that makes a corner lot—nothing but a patch of white sand with here and there a raw palmetto showing—worth \$30,000 a front foot, he'll probably smile and tell you "it's the climate," or "supply and demand." Anyhow, the prices are there whether you can see or appreciate the values, and people are buying at those prices.

"Well, they may be getting those prices, but it's all on paper," some skeptic may say.

The answer is that it may not be all cash, but it most assuredly is not all paper. The time was a few years back, however, when there may have been considerable "paper trading," but that day has passed. Most of the transactions—and big ones too—are today being handled on at least one-fourth cash and the balance one, two and three years.

The day of the man with small means is passing. The operator is rapidly passing in Florida a few years back comfortable fortunes were made with comparatively small capital, and the "blunder boys" were in their heyday. The blunder, which is a full-blooded cousin to our optimism, still being employed in Florida, but it is not the potent factor it was by any means.

Among the busiest people in Florida today are the abstract and title office. Abstracts are being built to most of the court houses in the state to accommodate the increasing forces necessary to handle the registration of deeds and to handle this tremendous abstract business. In Miami a new court house has been launched to be 27 stories high. Lawyers from other states have come in and opened abstract and title offices and are doing a thriving business, and even all this has not been sufficient to handle the business. It takes even now from two weeks to 31 to secure the registration of a deed, and from 10 to 30 days to secure an abstract of title.

The record of many large transactions made without the scratch of a pen—merely upon a man's word—has a tendency to increase one's faith in mankind. Lawyers have told me of such deals where men have been offered material advances over the sale price and have declined with the statement that "I have passed my word to another."

I do not mean by this that all deals in Florida are handled by such men, or that Florida is free of sharpers or crooks. But there are "square shooters" in Florida who esteem their word as their bond. And there are crooks and sharpers also, but it would be almost impossible to keep them out and con-

ditions which have obtained in that state within the past few years. Credit should be given, however, to those agencies and men who have waged persistent and unrelenting war upon all those men and those schemes which appear to avarice of an attempt to mislead the public. Efforts have been made to take certain subdivisions off the market because the elaborate promises made in the advertisements were not forthcoming, and little prospect of their being carried out. Many have been read out of the realtors' association because of sharp practices in an effort to rid the state of those operators who were wholly on the taking side and never on the giving end.

"What about this Florida thing—is it a bubble?" I asked. The question was addressed to a man of means who lived in the state for many years and whose business—the was a newspaper editor—had kept him in touch with the state's activities.

"Most assuredly not," came the prompt reply. "Do you think railroads would back a bubble? Do you think the Interstate Commerce Commission would permit the railroads in Florida to put on a building program which represents more new railroads construction in a year than has been built in the whole United States in the past ten years, if they thought it was a bubble? Railroads, my dear sir, do not invest in bubbles, and this one thing of itself should convince any fair-minded man that the development in Florida is on a substantial basis and that all this propaganda about a bubble is a myth."

He then proceeded to quote some figures, saying that the Seaboard Air Line was expending approximately \$32,000,000 in extensions and double tracks in Florida; that the Atlantic Coast Line was expending fully half that amount in double tracking; that the Florida East Coast was double tracking some 400 miles of its line, and that approximately half the double track line between Miami and Jacksonville would be ready for use by the beginning of 1926. He also cited the enlargement of steamship facilities, of the recent placing of fast passenger ships into Miami from New York, closing his recital with the question: "Does all this appear to be the action of men who think this Florida thing is a bubble?"

Buses are popular in Florida. Regular schedules are maintained between all important points, and the hard surface roads enable these big cars to go most any place in the state. Using a bus enables the visitor to get an eye full of scenery, and the big Pullman coaches with individual chairs and air cushions afford a comfortable means of travel.

These big blue, white, green, red and orange buses go streaking across the state and up and down the highways at a fast clip, for it is remembered Florida has a speed limit of 45 miles an hour. Those contemplating such travel, however, would do well to go to a bus station early in the morning of the day of a contemplated journey and secure one's seat on the bus, for most of them have numbered seats, and it is "first come, first served."

Passenger train schedules mean little in Florida these days. Your train may be on time—which is rare—or you may be getting yesterday's train. Therefore, the bus as a means of transportation is more reliable and more generally used. Forced to use a train on one occasion, a tiresome wait of four and a half hours on a siding to meet the connecting train, both of

which were late, was an experience which might well cause most anybody to stick in a good word for the bus.

But the railroads are doing the best they can under the circumstances, for it seems that this Florida thing got away from them; in fact it appears to have developed such an impetus that it got away from most everybody except perhaps the real estate men.

Speaking of real estate it might be interesting to some of the Banner readers to know that women are very active in this field. There is one big development in Tampa with a woman vice-president and a woman advertising manager, and with numerous women on its sales force. Women work out of practically all the larger offices, and it is said that their commissions run into the hundreds and thousands some months. Some concrete pay ten per cent on sales—five to the salesman or saleswoman and five to the firm which employs them.

The best salesmen in the United States are to be found in Florida; if you advanced idea for making sales is to be found there; every method of attracting prospects is to be found there; many big developments use these big buses to bring their prospects in from other states; boats are utilized for taking parties out to the properties; it is a lead pipe clench for those who like free dinners and free trips, and some of the natives entertain visitors at the expense of those who manifest an interest in the property. Developers who like to see the buses filled.

In Miami the salesmen stand in the doorways and offer free trips to developments in distant points to all who manifest an interest in the property. The same practice is followed at other points in the state. One big development operates its own street cars.

It is doubtful if in any other state there are as many arcades as in Florida. No city or town but has its arcades. There are no less than four on Flagler street in Miami; Tampa has them; Fort Lauderdale has them; St. Petersburg has them by the dozens. They apparently mean added revenue to the owner of the building and they are extremely popular with the inhabitants and visitors.

At three of the points visited the postoffice boxes are out in the open just off the street—Sebring, Palmetto and St. Petersburg. The postoffices are not closed, and one steps from the sidewalk to his box. The general delivery windows, however, presented quite a problem until the postmasters decided to letter them for the convenience of the public, and now most of the larger cities have from three to ten general delivery windows—and there is always a long line at each.

It is safe to say there are more bicycle riders in Florida than in most any other state. In many of the towns there are bicycle parking spaces with racks for 50 wheels or more.

There are tourist camps in almost every town where those addicted to the roving habit may find shelter and a few conveniences not to be had along the highways. Many of these camps have been established for years, while some of the camp sites of former years

have given way to some subdivision just as many of the orange groves are giving way to them.

Of all the crops which Florida produces, perhaps the largest revenue is received from the winter tourist crop which has been variously estimated at from \$200,000,000 to \$250,000,000 annually.

The highways leading into Florida are dotted with the rusted "boxes" of automobiles of various makes, and one is reminded of the skeleton-strewn trail into Oregon and California as recounted by the historian who recounts the incidents of '49.

An illustration of the number of cars from other states observed in Florida may be found in a recent edition of a Tampa paper when the staff photographer at the Lafayette street bridge within an hour snapped license plates on cars from 28 states.

At the New River bridge in Fort Lauderdale where the Dixie highway leads to Miami, from 500 to 1,000 automobiles cross every day, according to those who keep tab on such things.

Lester, the aggressor, secured a fall in 17 minutes with an arm scissors and double wrist lock. La Chapelle, however, showed considerable ability in defensive work by breaking numerous holds of his opponent.

Henry Jones, of Utah, was the referee in the main event, and Harry Sonnicksen in the preliminary.

Teach Odd Fellowship by Living It. To the Odd Fellows of Oregon, Greetings: Dispensation is hereby granted to Woodville Lodge No. 217, I. O. O. F., to circulate the Odd Fellow Lodges of Oregon, asking for a donation from such lodges that feel they can afford it, for the benefit of Bro. Ferd Horton, who was badly hurt and is unable to earn his living. All donations should be sent to the Grand Secretary, Bro. E. E. Sharon, and be received for by him. Yours in F. L. T. Henry Young, Grand Master.

Sparks-Gatchel. Miss Ruby Gatchel, daughter of Mrs. W. E. Gatchel, and Walter Sparks, son of W. R. Sparks, both of Hood River, were married Sunday, December 20, Rev. W. N. Byars, of Odell, officiating at his Odell home. Mr. and Mrs. Sparks will make their home in Hood River.

Low Round Trip Fares for New Year's. Via Union Pacific between points in Idaho, Oregon and Washington. Sale dates December 30 and 31; return limit January 4, 1926. For further particulars see local agent.

Radium Vapor Baths. Six for \$10 during December. Evening appointments. Phone 1022. Corner Third and Oak streets.

Smoky and Smelly Oil Stores Cured by using Ecocene Oil. Try this high grade coal oil next time and see the difference. Any quantity, gallon to barrel, at E. A. Frans Co. m594

Health is yours. Drink radio-active water. Buy a Reviver for your home. Phone 1022, cor. Third and Oak Sts. 424

Marion Williams, shown in Mirrored Temple robes, will give an anti-slavery address at the Methodist church Sunday evening. The Riverside Community church will assist in the service. A meeting for WOMEN ONLY Monday evening at 7:30 sharp.

AIRPLANE SPIN GETS MORTENSEN. The airplane spin, a hold perfected by Mike Yokel to the extent of winning over 100 matches, proved the undoing of Fred Mortensen Saturday day night at the K. P. hall in the roughest match ever witnessed here. Although the match ended disastrously for the local wrestler the crowd of enthusiastic fans were keyed to a high pitch as their favorite clamped publishing holds on the Wyoming sheriff.

Using the same hold with which he planned to win in their first bout Yokel was securely fastened with a head scissor and double wrist lock in 31 minutes, in spite of the fact that the Dane had received a bad gash over his right eye in the first 20 minutes.

Mortensen, following the short rest period, evidently figured on ending things in a hurry. He picked Yokel up to slam him to the mat but instead Yokel went through the ropes into the ring-side seats. He immediately got back to the mat seemingly bent on revenge, for from then on, despite repeated warnings of the referee, his rough tactics such as severe punches over the kidneys, in the eye and everywhere possible whenever he thought he could avoid detection of the referee, drew boos from the excited fans.

With double wrist locks, head locks and arm bars, the Durable Dane, showing more stuff than in any previous match, was fast weakening the doughy Yokel. The step-over toe hold attempted by Yokel, was broken once by Mortensen by a kick which sent the former to the ropes.

Finally after 19 minutes of strenuous wrestling Mortensen was caught off his guard. Yokel picked him up from the rear, swung him around in a circle several times above his head, then threw him to the mat in a dazed condition. His right eye was closed and his shoulder injured by the impact, and he defaulted the third fall on the advice of his physician.

Two local wrestlers furnished an interesting bout in a preliminary at Arthur La Chapelle who 10 years ago held the welterweight championship of Canada, was matched with George Lester, who has furnished the padded mits and under the tutelage of Mortensen is bringing his time to the mat game.

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