



"Yo'all" are invited to HOLLYWOOD-by-the-Sea by Joseph W. Young

Founder of Hollywood

And it's a sure-enough, Way-down-South invitation, all the way from the farthestmost end of Dixie. It is chock full of hospitality from a section of our country famed for hospitality to friend and stranger.

Not many of us can say "Yo'all" with the magnetic drawl of the born Southerner.

But we have learned by experience the genuineness of Florida and the South. We know that southern hospitality is more than mere reputation.

The Joseph W. Young Companies cordially invite you one and all to visit us, and the southern sincerity and genuineness will show in the warm welcome that will be given you personally.

You will find true southern hospitality at Hollywood-by-the-Sea.

Rare Chance to Visit Florida

We are making it easy and inexpensive for you and everyone in your vicinity to visit us, and see for yourself the wonder of the Southeast Coast of Florida, of which we are proud to say Hollywood-by-the-Sea is a shining spot.

We are making it easy for you to look over our lovely All-year Resort City and the whole golden coast from Palm Beach to Miami Beach, and get the great story of Florida first-hand.

We are providing a fine outing and restful tour with a colorful variety of scenes, abundant entertainment, amusement, and recreation.

We are doing it in a way to fit the pocket-book of the most modest income.

We are eager for you to put the old test of "Seeing is Believing" to Hollywood-by-the-Sea, and do it with the most enjoyment at the least cost.

Florida Its Own Best Advertisement

Our invitation and these random words, I suppose, must be taken as an advertisement for Florida and Hollywood-by-the-Sea.

But Florida and Hollywood are their own best advertisement.

All others are but pleasant introductions. See our land of sunshine, and you will believe in it and its future.

I know because I have gone through it myself.

Nature in the beginning lavished every gift on Florida.

Ponce de Leon was on the right trail when he sought the Fountain of Youth and the beauty of life in our "Land of Flowers."

Again and again, the persistent quests of

men seeking fortune in one form or another have touched on Florida's shores.

Why have its kindly climate and natural wealth lain hidden, or neglected?

Who knows? Possibly they awaited the time when we needed them most.

But Florida is now unfolding a dreamlike picture and story, worthy of the Arabian Nights.

Glowing superlatives and rhetorical figures are inadequate to describe what it is, and what it is to become.

See and you will gain conviction from what you see, feel, and enjoy.

I know because I have traveled the same mental route you must travel.

Building a Rainbow City

Five years ago I came to Florida a little curious to know what it was all about.

I came with a Westerner's superior immunity from the blandishments of any place or climate not his own, and a vast amount of real estate sophistication.

My first glimpses of Florida in its clear, all-revealing sunshine told me that I was looking on something different from anything else in the world.

Florida was a new place to live, and live with a greater sweetness of life. Ponce de Leon was right.

Out of my experiences came the urge to be a builder; the aspiration that comes to all of us in some form, to do something permanent; to make something; to establish something of which one has a right to be proud, first because it represents usefulness and happiness to a great many people, and next, because it is one's own handiwork.

Here in a setting at once the most dramatic, the most dreamful, and most exhilarating spot in the United States, I resolved to build a city.

A presumptuous dream, it is true, but we all have presumptuous thoughts with ourselves.

Where could there be a better place to build a city than in the most favored spot of our

land, on the seventy miles of beautiful coast between Palm Beach and Miami, a golden stretch of smooth beaches and open ocean?

Here is a climate that spells freedom from the changing seasons, a place free from the fickleness of weather.

Here people who have earned the right to rest, can rest, under benignant skies.

Here people can enjoy life as they work, unhampered by the battledore-and-shuttlecock of heat and cold.

Here we have built Hollywood and it holds forth a welcome to people of the most modest income as well as those of vast fortunes.

Hollywood a Place to Live

This is what you will find at Hollywood: "A Place to Live."

You will find it a fine city now, and a greater city in the making.

It is situated fifteen miles north of Miami, an hour's ride away, on the cleanest, most beautiful of all the beaches of the Southeast Coast.

From the cement Broad Walk which par-



allels the ocean front, back six miles into the Hollywood Hills, we have placed a city, scientifically planned and scientifically built.

It is built as a place to live, a city where one may have all the wholesome enjoyment to be found at the seaside.

It is a city of wide streets, parks and parkways; fine business blocks and city buildings; of modern fireproof hotels, schools and churches.

We are proud of our Country Club and interesting Golf Course.

We are proud of the Park View Hotel and the other hotels in from the shore.

Most of all, we are proud of our clean, wide beach with its rustling coconut palms; its brilliant bathing casino—the finest, I believe, in Florida or elsewhere—and the great \$3,000,000 Hollywood Hotel overlooking the ocean, now being rushed to completion.

This is the Hollywood that is, a community of homes.

The Hollywood of our plans is nothing short of the largest city in Florida, and the most important port of call between New York and South America.

This is a Hollywood of canals, lagoons, and lakes, giving within the city limits alone seventy-five miles of waterway; and finally a \$15,000,000 harbor with a 30-foot channel and 30-foot turning basin, able to dock the greatest ships of the world.

You will see this all made, or in the making when you visit Hollywood—great dredges at work reclaiming the land; workmen busy rearing structures for immediate occupancy.

There is one principle underlying it all—the very touchstone of everything at Hollywood.

How does each improvement contribute to the welfare and the wholesome living of those who are going to visit Hollywood, or live there permanently?

I have lived enough among people to know that no city is composed of one class, of one society, or one point of view.

I have lived in enough places in the United States to know that likes, prejudices, and habits are matters of geography.

But most of all, I believe that I know what people seek, wherever they live.

City for All

What all of us want are the things that we have striven to incorporate in Hollywood-by-the-Sea, and shall always strive to keep there.

First it must contain the up-to-date equipment of a modern city—a city properly planned with wide, well lighted streets and parks, that is, a beautiful city.

Next, it must be a city that has all the conveniences of proper public service, the things that make for the quick transaction of the essentials of life; proper instruments of public health and safety; schools, churches, and an efficient and thrifty government.

Finally, it must feature the best of the things for which Florida stands; rest, recreation, and



entertainment—the life that compensates for the drudgery—the play time that has been earned by work time.

Again, The Joseph W. Young Companies invite you to visit Hollywood-by-the-Sea.

If it is convenient, come on one of the Hollywood all-Pullman special trains.

It will pay you in every way—a swift, non-stop trip through the scenic and historic southland—glorious days and nights of visiting in.

Hollywood, Palm Beach and Miami—living at our remarkable Beach City—golfing and dancing at the Country Club—surf bathing down at the



beach—and finally, the trip back home, with new friends and an accurate idea of what Hollywood-by-the-Sea and Florida really are like.

This trip can be taken at a cost of \$150, for everything with the small exception of dining car meals. It is a personally conducted trip that is not only economical but luxurious as well.

Join with one of our parties.

Rest assured that there is a warm welcome awaiting you at Hollywood-by-the-Sea.

"Yo'all" are invited down to Hollywood-by-the-Sea.

If you have any thought of visiting Florida this fall or winter—SEND THIS COUPON NOW! If you can not go to Florida now, come in and let us show you the wonderful development at Hollywood—NO OBLIGATION!

\$150 for ten glorious days

Reservations should be made immediately as accommodations are limited. Trains leave on following dates:

Oct. 20—Nov. 3—Nov. 17

HOLLYWOOD-BY-THE-SEA TOURING DEPARTMENT
1013 Merchants Bank Bldg., Indianapolis, Ind.
Office Hours: 9 a. m. to 6 p. m.—including Saturday
Telephone Riley 3976.

HOLLYWOOD TRIP COUPON

Hollywood-by-the-Sea Touring Department,
1013 Merchants Bank Bldg.,
Indianapolis, Ind.
Please send me, without obligation, folders checked:
☐ Folder describing ten-day tour to Hollywood-by-the-Sea.
☐ Folder written by New York newspaper men describing tour to Hollywood, Florida.

Name _____
Address _____

I. T.-10-6-25

Mail This!



HOLLYWOOD-by-the-Sea

Florida's All-Year Resort City—A Place to Live

