



the Truth about
F L O R I D A
is good enough!

DISCOUNT the stories about Florida all you will, the Truth remains—here is the new "Land of Good Fortune" because the world has awakened to Florida's four great realities: 1. The year 'round pleasantness of her Climate, and the easiness of her Life. 2. The matchless fertility of her soils, where every month is a growing season and each acre can yield, not one, but several profits. 3. The supreme beauty and charm of her natural playground areas of beaches, lakes and woodlands, which with magnificent hotels are making Florida the world's vacation Mecca. 4. Her easy tax condition—Florida's constitution prohibits state income or inheritance taxes, encouraging productive investment of capital.

Your faith in Florida has impressive endorsement—America's greatest building and industrial corporations have contracts running into **HUNDREDS OF MILLIONS** for new edifices and equipment in Florida. These far-sighted corporations know what they are doing. The big financial institutions and insurance companies have loaned still other **SCORES OF MILLIONS** for Florida's development. They too have faith that Florida's prosperity is *permanent*.

Have a share in Florida—in her matchless Destiny.

*Make all railroad, steamship and
 hotel reservations earlier this year*

FLORIDA CHAMBER OF COMMERCE

(formerly Florida Development Board)

421 Consolidated Building, Jacksonville, Florida.

Warning to Investors

INVESTIGATE BEFORE YOU INVEST. Come and see for yourself. In any event, deal only with responsible business concerns. Local volunteer business bodies such as Chambers of Commerce, Real Estate Boards, Banks and Better Business Bureaus are co-operating with the Florida Chamber of Commerce in vigorously contesting the activities of unscrupulous, fly-by-night operators who think to reap enormous profits from credulous and uninformed investors. Investigate before you invest.

TEAR OFF HERE

Florida Chamber of Commerce,
 421 Consolidated Building, Jacksonville, Florida
 I am interested in Florida and will appreciate your sending without obligation on my part information about

Name _____
 Street _____
 City _____
 State _____