

# The tropics are calling you... will you listen?

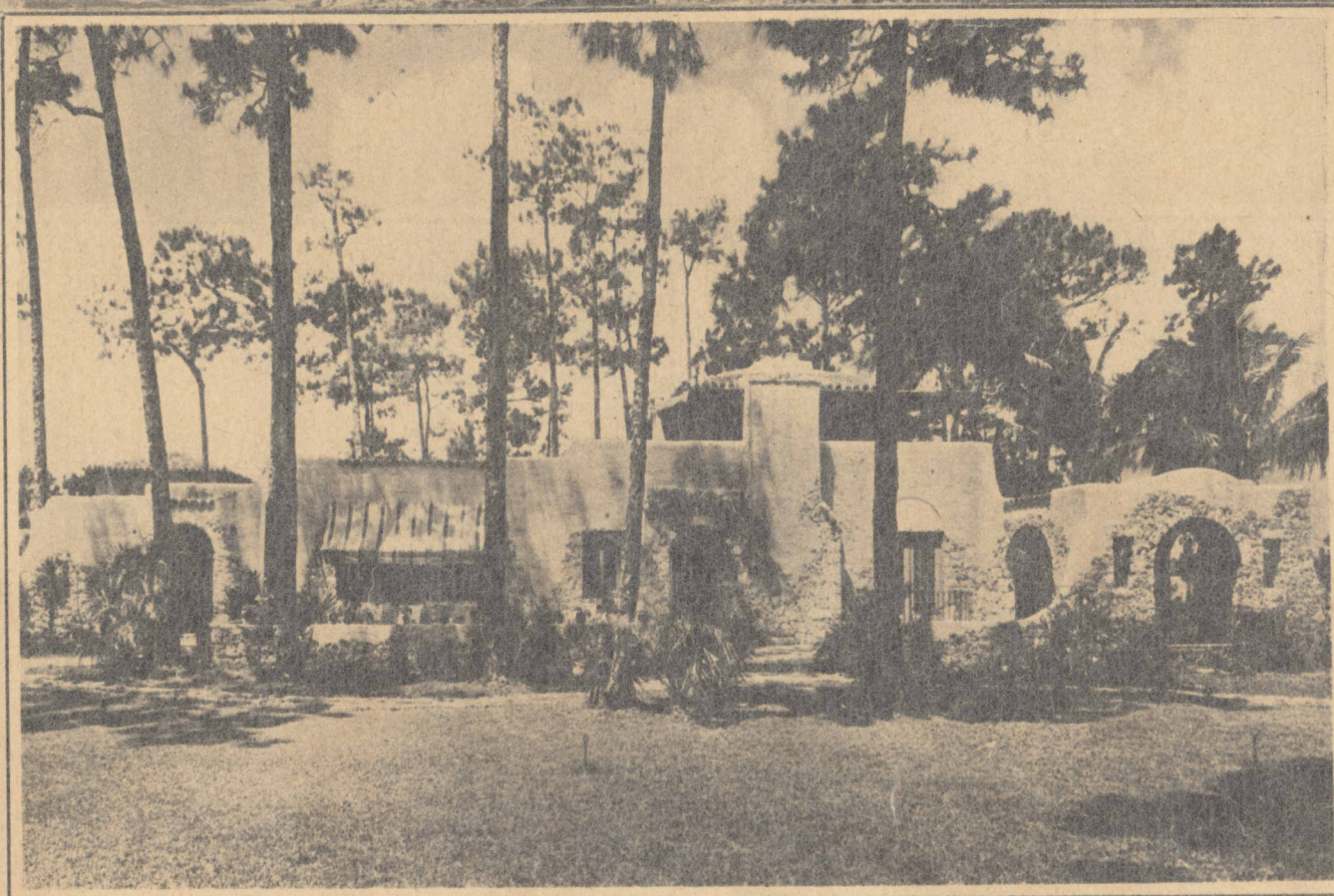


THE call of the only American tropics is sounding in every state and city. The daily news, the letters that go North, the experiences of home-builders and travelers—all carry the words that mean new opportunities for prosperity and happiness... Coral Gables... Miami... Florida.

The opportunities offered by Coral Gables are astonishing in number and variety. The business man finds facts and figures that justify a commercial investment. Professional men find new fields that exercise their abilities to the fullest extent. Bankers and capitalists, trust and insurance companies are drawn by the amazing figures of the Miami bank clearings. Sportsmen are coming for golf, racing, swimming, tennis, polo. Educators, writers and artists are drawn by the new fifteen-million-dollar University of Miami, the Art Center, the million-dollar University High School, and other assured developments in Coral Gables.

## And Everywhere — Homes, Homes, Homes — Each Steadily Rising in Value

Coral Gables offers home-builders an extraordinary opportunity to build under a plan that governs every physical aspect of the city. Only the Spanish type of architecture, perfectly suited to the tropics, is permissible. Hotels, schools, business buildings, homes—all must harmonize in design and planting. There are no wooden buildings. Your property cannot decline in value because of unsuitable buildings on adjacent lots. The new Miami-Biltmore Hotel in Coral Gables bears a distinct resemblance to the smallest house in the city. The entire city of Coral Gables has been planned by well-known architects, not politicians. The magnificent avenues and plazas are designed to emphasize the spectacular beauty of sky and sea, of brilliant tropical



Residence of George E. Merrick, Coral Gables, Miami, Florida

shrubbery, of stately pines and dramatic coconut palms. Under such a plan values increase, property advances, security and permanence attend every investment.

## The Irresistible Rise in Property Values is Drawing Shrewd Investors

The fascinating story of the rise in Miami property values is known everywhere. Yet the upward surge of prosperity for this city and its environs has only begun. The next few years will see the most amazing transformation in the history of this country. Limitless opportunities present themselves to the investor in Coral Gables as its developments mature.

## A Remarkable Opportunity for Investment

The census of 1920 showed an increase in Miami's population of 440 per cent in ten years. Since then it has increased even more rapidly. Bank clearances today are ten times those of a year ago. Business is prosperous, investments not only in

buildings and land, but in practically all industries, are returning remarkable profits. Every activity feels the stimulus of this tremendous growth, and especially is it manifested in the increase of property values in the city and suburbs. In Coral Gables the value of plots has increased on an average of 100 per cent for the past three years.

Yet building plots in Coral Gables may now be secured by a moderate initial payment. These plots are offered in a wide range of prices, which include all improvements such as streets, street lighting, electricity and water. Twenty-five per cent is required in cash, the balance will be distributed in convenient payments over a period of three years.

## The Facts About Coral Gables

Coral Gables is a city, adjoining the city of Miami itself. It is incorporated, with a commission form of government. It is highly restricted. It occupies about 10,000 acres of high, well-drained land. It is four years old. It has 150 miles of

wide paved streets and boulevards. It has seven hotels completed or under construction. It has 45 miles of white-way lighting and 50 miles of intersectional street lighting. It has 6½ miles of beach frontage. Two golf courses are now completed, two more are building. Two country clubs, a military academy, public schools, and the College for Young Women of the Sisters of Saint Joseph are now in actual use. More than one thousand homes have already been erected, another thousand now under construction. A new theatre is almost finished. More than fifty million dollars have already been expended in development work. Additional plans call for at least twice that amount. More than one hundred million dollars worth of property has already been bought in Coral Gables.

Mr. John McEntee Bowman is now building the ten-million-dollar hotel, country club and bathing casino in Coral Gables to be known as the Miami-Biltmore Group. The Miami-Biltmore Hotel will open in January, 1926. Coral Gables will also contain the following buildings and improvements:

The \$15,000,000 University of Miami, the \$500,000 Mahi Temple of the Mystic Shrine, a \$1,000,000 University High School, a \$150,000 Railway Station, a Stadium, a Conservatory of Music, magnificent new entrances and plazas, and other remarkable projects.

The Miami district is growing faster than any section of this country. To know more about its prosperity, and to take the first step toward sharing in it—sign and mail the coupon today.

## The Coupon Brings Rex Beach's Dramatic Story—Free

REX BEACH has written about the miracle of Coral Gables. It not only tells the amazing story of this city, but also contains certified figures and other tangible proofs of the success of Coral Gables. Send for it. Better still, come to Coral Gables and see for yourself. We will tell you about the special trains and steamships that we run to Coral Gables. Should you take one of these trips, and buy property at Coral Gables, the cost of your transportation will be refunded on your return. Sign and mail the coupon today!



The Venetian Pool, Coral Gables, Miami, Florida

## SOUTH SIDE OFFICE

1539 East Fifty-third Street  
Telephone Midway 8812  
C. M. LANSING  
Representative

## WEST SIDE OFFICE

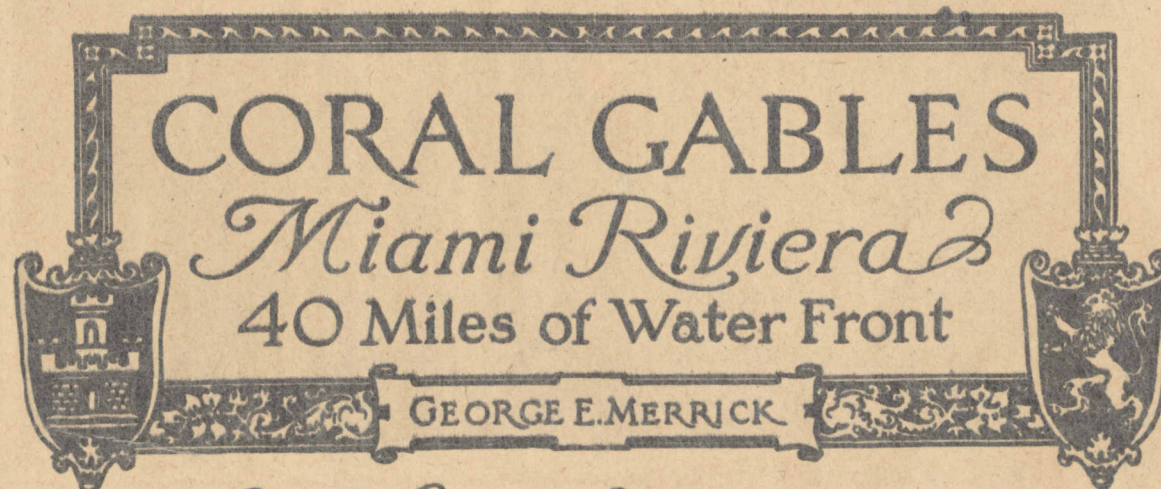
5201 Washington Blvd  
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3156 Sheridan Road  
Phone Lake View 9608  
EUGENE A. BOURNIQUE CO.  
Representatives

## NORTH SHORE OFFICE

1605 Chicago Ave. Evanston, Ill.  
A. W. BAHR Jr.  
Representative



For information—write, phone or call CORAL GABLES CORPORATION, 164 North Michigan Blvd., Chicago, Ill.

Phone Central 3443

CORAL GABLES CORPORATION  
164 North Michigan Blvd., Chicago, Ill.

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Please send me Rex Beach's story upon the miracle of Coral Gables. I understand that this places me under no obligation.

Name \_\_\_\_\_

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