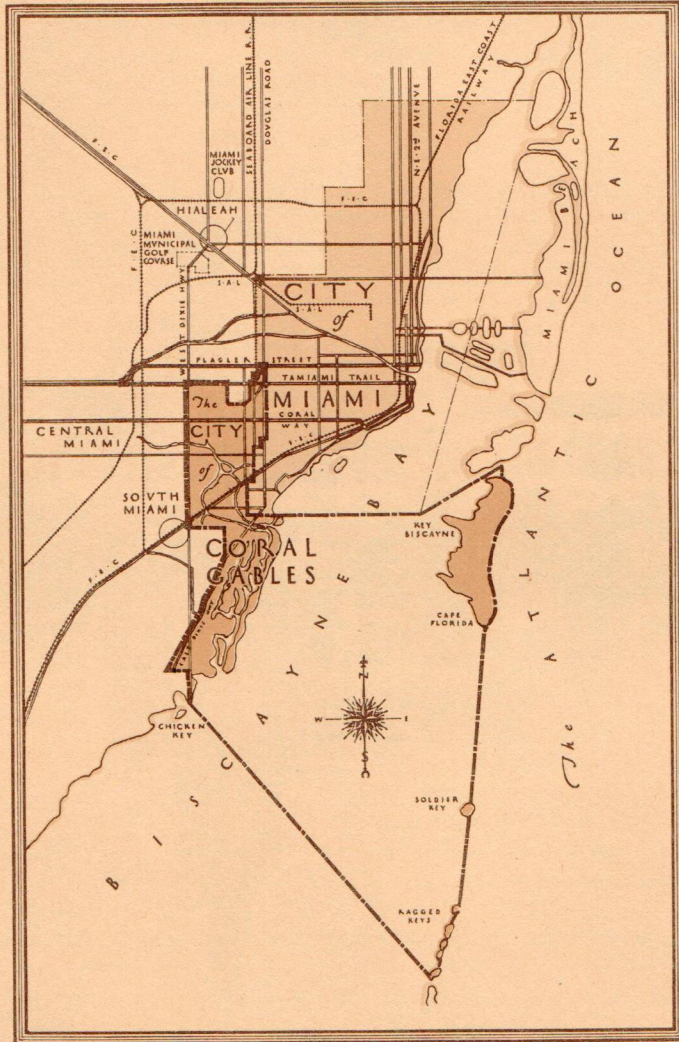


CORAL GABLES TODAY



The
MIAMI RIVIERA
• GEORGE • E • MERRICK •

NOVEMBER • FIFTEENTH
1926



[Coral Gables is a city, three and four-fifths miles from the heart of Miami, Florida. On the north and east the boundaries of the two cities coincide for thirteen miles.]



TYPICAL STREET SCENE IN CORAL GABLES

Coral Gables as It Is

CORAL GABLES, is an incorporated city, with full municipal organization under a commission form of government. It is bounded on the north and east by the City of Miami and on the south by Biscayne Bay. It consists of sixteen square miles of territory or about 10,000 acres, is but five years old and has approximately 10,000 population, a thriving business community, upwards of 4,000 buildings, and has invested in buildings and development upwards of \$150,000,000. It is "below the frost line," in the only Tropics in America, where the climate is that of summer the whole year through.

Coral Gables is the dominant residential suburban unit of Greater Miami, where hundreds of Miami's leaders in business, financial, professional and social affairs make their homes, together with a strong permanent representation of families drawn from practically every State in the Union. Miami is the commercial metropolis of tropical Southeastern Florida. Its entire area and all its environs, with especial reference to Coral Gables, are within forty hours' railway journey and two days by ocean steamship, of seventy-five per cent of the population and wealth of the United States. It is tapped by two great railway lines and by the steamship service of

America's great Atlantic ports. It is readily accessible by motor from all parts of the Atlantic Seaboard of Florida.

Coral Gables is connected with Miami by a rapid transit interurban electric railway system, by an electric street railway, and by an imposing number of great, well-paved trunk highways where motor travel is a positive joy. It has public utilities of wide scope and high order, power, light, water, and all municipal services. Aside from its permanent residential population, its year 'round facilities for outdoor sports, recreations and enjoyment are unexcelled anywhere in all America.

Historically, Coral Gables is unique among American cities. Its founder is George E. Merrick. More than thirty years ago his father, a Congregational minister of Cape Cod, came here with his family to escape the icy Northern winters and their attendant ills, and established a fruit grove. The elder Merrick, now gone to his rest, selected the 160-acre tract which was to become the nucleus of this city, because it was high land, with rich, fertile soil, underlaid with solid coral and relatively free from insect pests.

Benefited greatly in health by reason of this incomparable climate, he planned to establish a professional colony of small tracts for such men as himself. Carrying on the work he laid



THE BANK OF CORAL GABLES

down, George E. Merrick, having abandoned his training and education in law and literature in the North, set before himself the ideal of building a model city wherein nothing should be unlovely. In November of 1921, his original holdings having been expanded gradually to 3,000 acres, the project of his life was launched. So greatly did it succeed, that on April 29, 1925, Coral Gables was incorporated through the legislature of Florida, as a city in its own right. Today, the assessed valuation of its taxable property is \$92,250,312, with a rate of only 13½ mills on fifty per cent of the fair market value of land unimproved, improvements not being taxed.

It is the centre of a complete educational system, with nine public and private schools, ranging from kindergarten to university. It has six fine modern hotels, among them the Miami Biltmore, a \$10,000,000 plant operated by America's premier hotel magnate, John McEntee Bowman. It has hundreds of miles of paved streets and sidewalks and white-way lighting, 297 acres of the finest golf courses in America, swimming pools which are famed throughout the continent and the widest conceivable opportunity for other forms of outdoor enjoyment for every day in the year.

Cultural, religious and community progress has kept pace with material enhancement of property values pushed forward by construction and development programs of great magnitude. In addition to its complete school system, there are eight religious congregations in Coral Gables, organized by the major denominations. Coral Gables Congregational



FIRST NATIONAL BANK

Church is an edifice of noted beauty; the other congregations have secured sites and plan buildings for the near future, none of which is to cost less than \$100,000. Civic Clubs, Women's Clubs, Garden Clubs and kindred organizations pursue varied and manifold activity.

Coral Gables is in truth a city beautiful, and substantial withal. Its homes are set in



TYPICAL BUSINESS BUILDING

wide spaces, vast lawns and tropical landscaping of captivating verdure. Its spacious, beautified plazas, its magnificent gateways, its broad, winding, tree-shaded boulevards and streets, and tinkling fountains are a delight to behold.

The skill of America's nationally known architects and the consummate, deft assurance of master-artists has been applied to the preservation of stability, utility and beauty. Rigid restrictions ensure structural strength, climatic comfort, harmony of type and color and landscape. Thus it is that Coral Gables attracts to itself of America's best.