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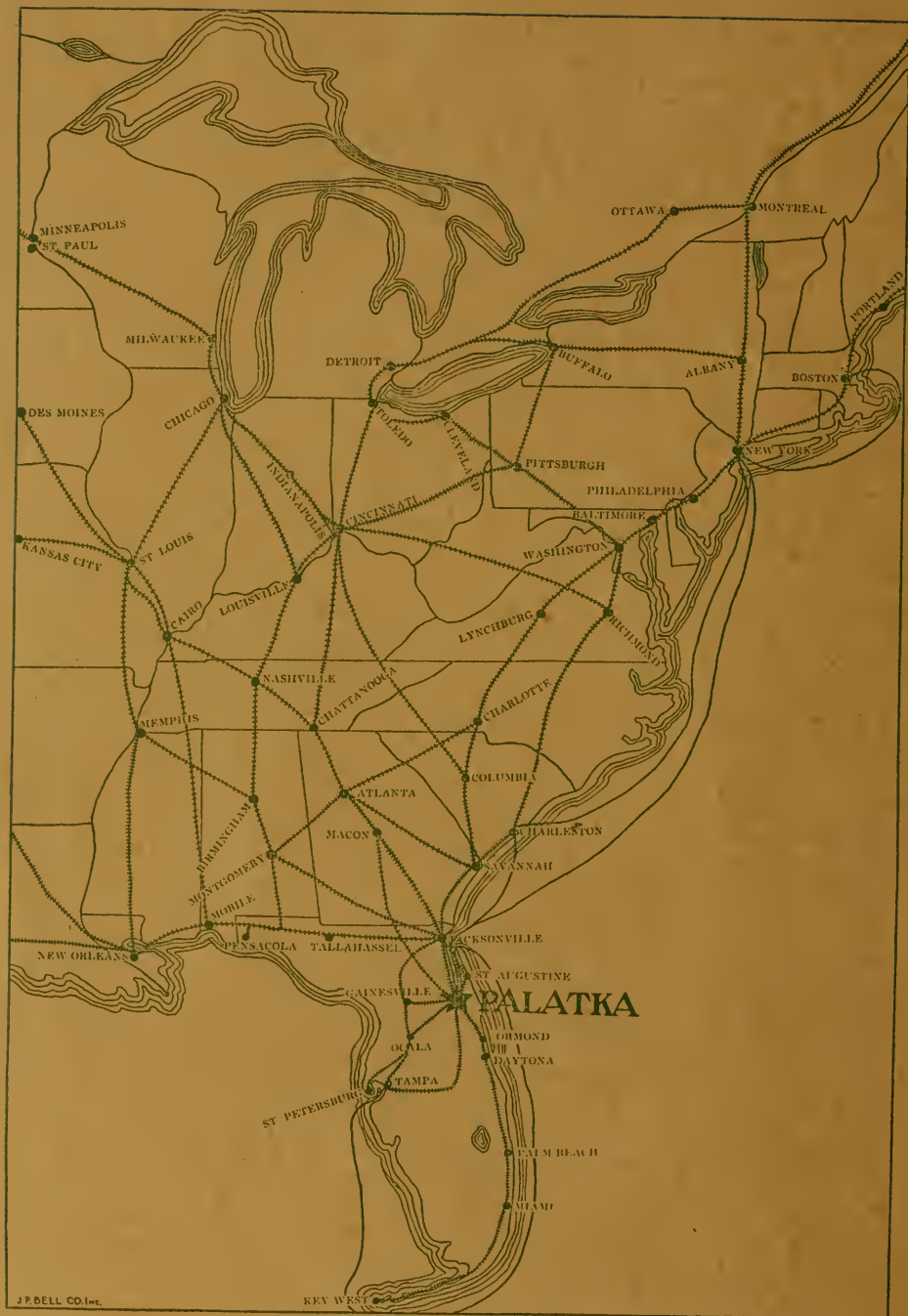
PALATKA

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PUTNAM COUNTY FLORIDA



THE GEM CITY



PALATKA

PUTNAM COUNTY

FLORIDA

The
Gem City

Published by
Palatka Board of Trade



PALATKA - FLORIDA

FLORIDA NO FAR COUNTRY



O many people in the North, Florida seems a far-off country, and a visit to it entails as much preparation and expense as a trip to the Pacific Coast or Europe. All do not realize that they can come here and return home within a week. It is less than a thousand miles from Palatka to the center of population in the United States (see maps), and within a radius of 1,500 miles will be found all the chief cities of the eastern half of the Union, and more than two-thirds of the population.

PALATKA OF EASY ACCESS

Palatka is easy to reach, at the head of deep-water navigation on the St. Johns, to which steamers and sailing vessels come for products of our mills and factories; besides, there are four different railroad systems, radiating in seven directions: the Atlantic Coast Line, the Georgia Southern & Florida (Southern Railway), the Florida East Coast Line, and the Ocala Northern, in all providing thirty or more passenger and numerous freight trains daily. Only one other point in Florida equals Palatka in transportation facilities.



PALATKA - FLORIDA



IN THE RETAIL SECTION OF PALATKA

ACCOMMODATIONS FOR ALL CLASSES

Palatka has good hotels, desirable apartments for light housekeeping, large rooming and boarding houses and fine restaurants. The Putnam House, with 300 rooms, is one of the most spacious and comfortable to be found outside of the largest cities of the South, while the Saratoga, Kupperbusch, Arlington, Howell, Metcalf, Riverside, Kimball, Bennett, and others can take care of many guests.



OCEAN LINER AT PALATKA WHARF



PALATKA - FLORIDA



CITY HALL, THREE HOMES, AND WINTER HOME-GARDEN SCENE IN PALATKA



PALATKA - FLORIDA



G. M. DAVIS & SON, MANUFACTURERS OF CYPRSS TANKS, STEEL TOWERS, SILOS,
AND SOME OF THEIR PRODUCTS
ONE OF THE FOUR CIGAR FACTORIES

SELDEN CYPRSS DOOR FACTORY. LARGEST IN U. S. A.
WILSON CYPRSS MILL. LARGEST IN FLORIDA. AND SECOND LARGEST IN U. S. A.



PALATKA - FLORIDA



THE PUTNAM HOUSE



PUTNAM HOUSE, CAPACITY 300. OPEN THE YEAR ROUND
A DAY'S CATCH ON THE ST. JOHNS NEAR PALATKA
A WINTER MORNING'S CATCH OF BASS ON THE ST. JOHNS AT PALATKA
DUCKS KILLED ON THE ST. JOHNS BY GUESTS OF THE PUTNAM HOUSE



PALATKA - FLORIDA



OCEAN-GOING LUMBER SCHOONERS AT PALATKA

NUMEROUS RESORTS NEAR PALATKA

There are hundreds of pleasure spots which dot Florida's sea-swept shores—which border the many waterways banked with tropical vegetation—which adorn the restful orange-lined inland retreats, easily and quickly reached from Palatka. St. Augustine is 28 miles distant, Daytona 54 miles, Silver Springs 48 miles by rail and 120 miles by steamer, Green Cove Springs 25 miles, Crescent City 23 miles, Federal Point 12 miles, Hastings 9 miles, San Mateo 6 miles, Welaka 22 miles, Orange Springs 29 miles, Gainesville 50 miles, Jacksonville 55 miles, with many points intermediate.

Good country roads, leading off to orange groves and truck gardens, to pretty lakes, rural retreats, forest glens, rose gardens and restful spots—and the only camphor plantation, 2,000 acres, in the United States—afford automobiles, motorcycles, bicycles, carriages, equestrians and pedestrians easy traveling.



THE WATER FRONT AT PALATKA. ONLY TRAFFIC BRIDGE ACROSS THE ST. JOHNS



PALATKA



PANORAMIC VIEW OF A PORTION OF THE BUSINESS DISTRICT

PALATKA A MODERN CITY

Palatka is sanitary, with good sewerage, water works (soft water), electric and gas plants, ice factory, public library, well-stocked stores, churches, schools, and more miles of brick-paved streets, 9—more miles of concrete sidewalks, 20—more printing offices, 7—with good daily and weekly papers—than can be found in any city of the same size in the country; besides neighboring attractions in variety sufficient to keep the visitor busy all winter with constant change. There are no saloons and the town is a good one in which to live. All the leading fraternal societies are represented. Band concerts are regular street events.



WINTER-GROWN IRISH POTATOES

-FLORIDA



SECTION, LOOKING TOWARD THE ST. JOHNS RIVER

AGRICULTURAL PALATKA

Tributary to our city is "Florida's Potato Patch"—(the Palatka-Hastings district)—from which 1,600 cars of winter-grown potatoes went North last season, while the orange and grapefruit groves sent away nearly 400,000 boxes. Thousands of acres of virgin lands are available to farmers, fruit growers, truckers, dairymen, stock raisers and poultry fanciers. Vegetation is not limited to one class of plants, for trees and grasses and roots and vines of many kinds flourish with beauty and flavor that bless and cheer the industrious husbandman. Every month in Florida supplies something for the table or market.

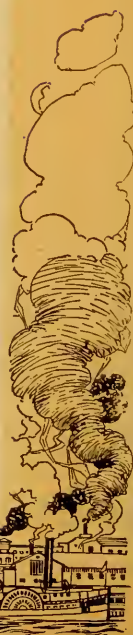


FIELD IN EAST PALATKA

PALATKA - FLORIDA



GROWING CUCUMBERS ON A PUTNAM COUNTY FARM
RAISING CELERY ON FARM NEAR PALATKA



PALATKA - FLORIDA



A PUTNAM COUNTY ORANGE GROVE

THE PALATKA CLIMATE

The climate of Palatka and Florida is Nature's Smile and goes with the land. There is no season when all Nature is at rest. Winter is only such in name. It is the northern Indian Summer. In the North the winter is a time of cold and snow and ice with attendant cost and discomfort. In Florida ice is made in factories.



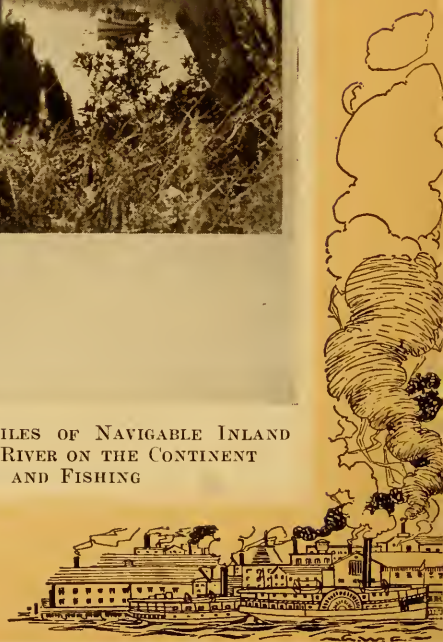
SECTION OF CAMPHOR PLANTATION, 2,000 ACRES, NEAR PALATKA. ONLY ONE IN THE UNITED STATES



PALATKA - FLORIDA



ON THE ST. JOHNS RIVER—A THOUSAND MILES OF NAVIGABLE INLAND
WATERS, TRIBUTARY TO PALATKA. FINEST RIVER ON THE CONTINENT
FOR YACHTING, HOUSE-BOATING, AND FISHING




PALATKA - FLORIDA



SCENES ALONG THE OKLAWAHA RIVER. PALATKA IS THE STARTING POINT
FOR THE FAMOUS OKLAWAHA RIVER AND SILVER SPRINGS TRIP




PALATKA - FLORIDA



In Florida winter is a time of growth, with fresh vegetables and ripe strawberries, and bush and vine radiant with flowers, and one can work in the garden or go fishing.

There are no extreme and violent changes of temperature. Expensive, frost-proof houses, heavy clothing and overshoes are not necessary. The summer is never oppressive. Sunstrokes and sultry nights unknown. There is no more healthful climate anywhere. Temperature ranges from 30 degrees in winter to 95 degrees in the summer. Annual mean 70 degrees. Rainfall 50 inches.



PALATKA A CENTER OF UNUSUAL INTEREST

If you want to see Florida from many viewpoints in a short time, come directly to Palatka. Putnam county has several hundred lakes, with good fishing and hunting. Palatka is located on Florida's largest river, the St. Johns, with daily steamer lines, and has the only wagon bridge across it. All points on the East and West coast are easily reached from Palatka. The mighty St. Johns and tributaries afford more than a thousand miles of inland navigation, including the



TORPEDO BOATS OF THE UNITED STATES NAVY AT THE PALATKA WHARF,
ON THE ST. JOHNS

PALATKA - FLORIDA



"ARTESIA" ON THE ST. JOHNS RIVER NEAR PALATKA

winding Oklawaha to Silver Springs, one of the most popular and famous trips in America. Two steamer lines run from Palatka to Silver Springs during the winter season. General U. S. Grant, Grover Cleveland, Henry Ward Beecher, and other distinguished people have enjoyed this wonderful trip.

INDUSTRIAL PALATKA

Palatka has mills and factories of such interest, importance and capacity that motion-picture concerns have voluntarily made films of them in operation, and now being exhibited in the show houses of the country. Several of our industries and wholesale houses, with large payrolls, are the most important in the South. With raw material in abundance and the best of transportation, Palatka offers inducements for new industries. Water regulates freight rates, and provides lower rates than possible in towns served solely by rail, Palatka is a natural jobbing and distributing point. Newcomers can buy homes in Palatka on monthly payments, same as rent, and outside capital can be profitably used in extensions.



PALATKA - FLORIDA

AND FINALLY

For detailed information about Palatka and Putnam county, write for the Palatka Board of Trade Review. Any questions you may ask will be promptly and cheerfully answered. Ask your nearest city ticket agent, railroad or steamship, for tickets direct to Palatka.

Homeseekers' excursions are run on the 1st and 3d Tuesday in certain months, from the Potomac and Ohio river gateways, at \$25 for the round trip. Special round-trip tickets are sold by northern and eastern railroads, during the winter, concerning which write to the Palatka Board of Trade, or else ask your local ticket agents.

When you reach Palatka and you are not convinced that it is the place you are looking for, you will be given hearty good speed and best wishes to any other of the many good towns and communities in Florida.



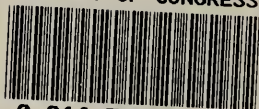
FRONT ENTRANCE TO PUTNAM COUNTY COURTHOUSE, PALATKA
PAID FIRE DEPARTMENT MOTOR ENGINE, PALATKA
EXCELLENT WATERWORKS SYSTEM, WITH HIGH-PRESSURE FIRE PROTECTION,
AND PURE WATER SERVICE FOR HOUSE USE



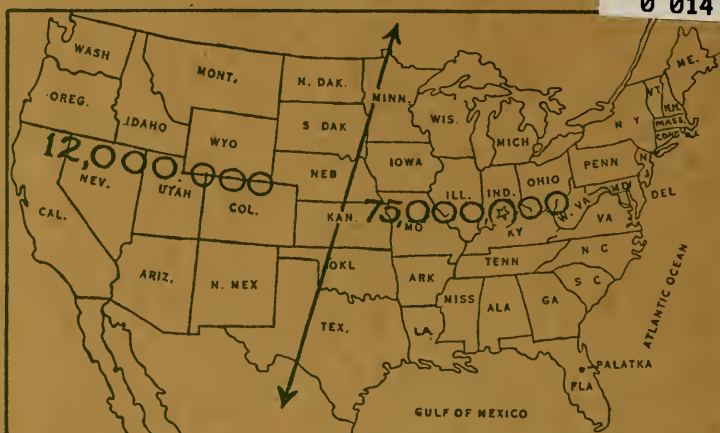
MAP OF PALATKA AND VICINITY

FROM DATA OBTAINED BY
COUNTY SURVEYOR OF PALATKA COUNTY





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FLORIDA'S STRATEGIC LOCATION

Florida is in the front yard of the United States. It has the longest salt-water coast of any of the states. It is nearest to the West Indies and South America, and, through the Panama Canal, it has closest access to the Pacific Ocean. Ships can sail from Palatka and other Florida ports to all continents and islands of the earth. It is the best favored of any state in the Union in this respect, and that's some. The outline map herewith shows where it is "at."

Florida is a peninsula which juts down into the sea in the shape of a huge finger, as if to beckon all the world to its balmy shores, generous living opportunities, and gentle skies. It is truly the winter playground and summer solace of America. For while the Northern states are covered with snow and people there burning up their summer savings to keep the fires going, and thawing out the water pipes, "us folks" in Florida are in the heyday of out-door life, plucking flowers and oranges, boat riding and catching fish, and eating ripe strawberries and fresh garden vegetables.



Trips for rest and recreation are now no longer considered as luxuries, but have become necessities to all classes. The human being can stand a good deal, but when badly treated the abused nature demands its dues, and when suffering it looks for a place of rehabilitation. The haven for the jaded and worn American, who does not wish to leave his own country, is Florida. And why should he when Florida is so near?

Fortunate, indeed, is America to have within its limits a region where one can in a day's journey be able to turn winter into summer.

The center of population in the United States is shown by the star. Florida is nearer to it by one-half than any other winter resort. Florida has a strategic location from many viewpoints.