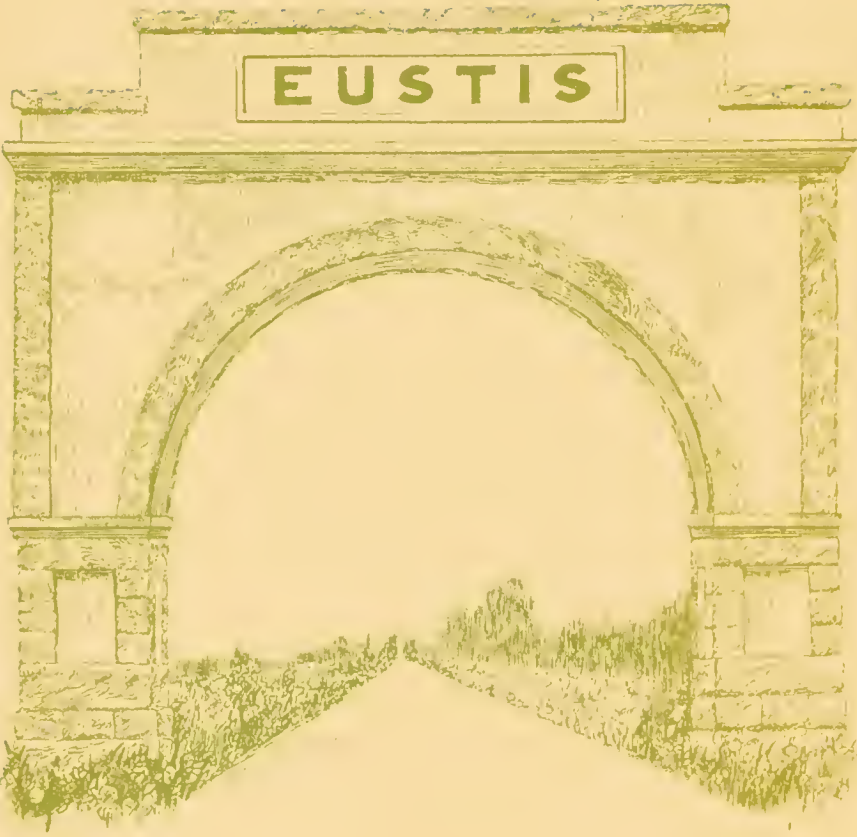


EUSTIS

LAKE COUNTY

FLORIDA







NEW CLUB HOUSE, Lake County Country Club, Eustis



Foreword



THIS booklet is issued by the Eustis Chamber of Commerce, an organization maintained by the progressive business and professional men of Eustis, to encourage and develop farming, mercantile, manufacturing and all other interests in Eustis, Lake County, Florida; to collect, preserve and circulate useful information concerning Eustis and adjacent territory for the tourist and homeseeker; to increase the wealth, industries, trade and population, and to do such other acts consistent with the upbuilding of this city.

This booklet is intended to answer most of the inquiries made, and give reliable information regarding the possibilities of this city and vicinity for tourists, homeseekers, those desiring a business location, the suitability of this city for a year around home, etc.



EUSTIS

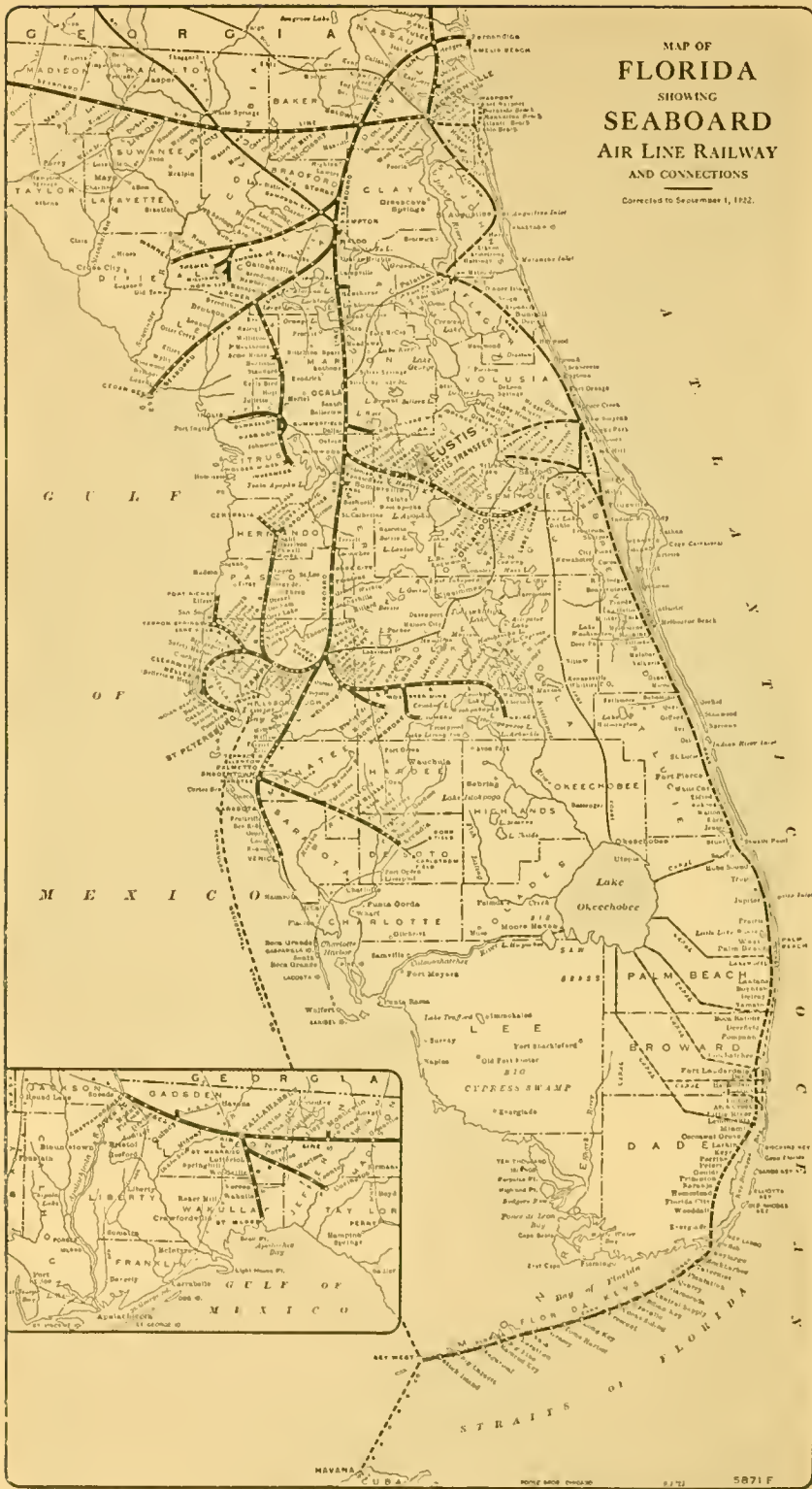
LAKE COUNTY

FLORIDA



ISSUED BY THE
CHAMBER OF COMMERCE
EUSTIS, FLORIDA

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MAP SHOWING CENTRAL LOCATION OF EUSTIS

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Location of Eustis

Eustis is the center of Lake County, which is directly in the center of the state of Florida, 160 miles south of Jacksonville, and midway between there and Tampa. Sixty miles both east and west separates Eustis from the Atlantic Ocean and the Gulf of Mexico. There are over 1,375 beautiful fresh water lakes adjacent to Eustis. The town is situated on the eastern shore of Lake Eustis, one of the chain of lakes that have a shore line of 300 miles, and the source of the famous Ocklawaha River, known the world over for its beauty is only six miles away. Eustis offers much to those who delight in the beautiful. The scenic site, its glorious sunsets seen over the lake, its stately pine trees hung with delicate Spanish moss, its splendid streets and sidewalks lined with grand old oaks and eucalyptus trees, its homes and home grounds decorated with tropical plants, palms and flowers in bloom the year round, all combine to produce a charm which attracts and holds all lovers of Florida nature.

HOW TO REACH EUSTIS

Most people coming to Eustis change cars at Jacksonville. Trains are in waiting there to meet the many through limiteds to convey you to Eustis. Those starting from the eastern states can get through sleeper to Sanford, Florida, thirty miles from here, and get train there for Eustis, over the Atlantic Coast Line. This company has a Pullman car which operates on train 85, leaving Jacksonville at 3:15 p. m. You can come direct to Eustis in this car during the tourist season beginning November 25th and ending about April 1st. You may also come via the Seaboard Air Line Railway from Jacksonville to Eustis Transfer, at which point you take one of the Lake Transfer Company's splendid motor boats for a delightful sail of ten miles over Lake Eustis. Baggage is also handled via this route and Pullman service is at your command. For those who favor the water route to Eustis, you can get fine accommodations on the boats of the Clyde Line from Jacksonville to Sanford, with a short train ride from there to here. Motor boats make regular connections at Eustis Transfer with incoming and outgoing Seaboard trains. If further information is desired along these lines, write to the Eustis Chamber of Commerce, Eustis, Florida.

"QUEEN CITY OF THE LAKES"

Eustis is often referred to as the "Queen City of the Lakes," and justly so owing to the fact that there are over twenty large bodies of



AERIAL VIEW OF THE LAKE FRONT

water in close proximity to the town. Many of these lakes are surrounded by thick pine woods, palms and shrubbery. No other city in Florida is so beautifully situated among such an array of lakes. There are four elegant bodies of water within the corporate limits of Eustis, that afford the best facilities for fishing, boating, canoeing, etc. Below is a partial list of the best known lakes:

- | | | |
|---------------|-------------------|-----------------|
| Lake Eustis | Lake Saunders | Mud Lake |
| Lake Joanna | Lake Lincoln | Lake Dalhousie |
| Lake Gracie | West Crooked Lake | Lake Nettie |
| Lake Dot | Lake Dicie | Lake Swatiska |
| Trout Lake | Lake Irma | Lake Serpentine |
| Lake Gertrude | East Crooked Lake | Lake Alfred |
| Lake Woodward | Lake Yale | |

Florida in general is often considered a barren desert of sand and swamps by many who have not visited this state, and for the benefit of those who labor under this misapprehension, a recent survey gave evidence of the fact that Lake Joanna is 147 feet 2 inches above sea-level, Lake Irma 132 feet, and Lake Alfred 68 feet 6 inches. Lake Eustis, one of the largest is 58 feet above sea-level.

CHAMBER OF COMMERCE

Among the notable organizations of Eustis is the Chamber of Commerce, with a membership of 300, composed of the business and professional men of the town. They are heartily united in every effort which tends to advance the business interests of Eustis and their acts are con-

spicuous for the entire absence of friction or any appearance of selfishness. Another organization that is doing great work, and acts as an inspirational institution towards the Chamber of Commerce is the Tuesday Noon-Day Club, made up of the progressive business men. Luncheons are held every Tuesday noon from twelve to one o'clock and discussions take place on vital subjects of importance concerning the welfare and future development of this city.

Bring your children to Eustis. They can obtain schooling here equal to the best in the north and west."

CLIMATIC CONDITIONS

Situated in one of the highest counties of the state, on the backbone of Florida, surrounded by lakes and pine clad hills, and only sixty miles from the Atlantic Ocean and Gulf of Mexico, with an elevation of over two hundred feet, Eustis has a climate that draws people and holds them. The situation insures cool, refreshing air in summer and a warm delight-



A. C. L. R. R. DEPOT

ful climate in winter. The following statistics are taken from the United States Weather reports:

	Av'ge Winter Temp.	Av'ge Summer Temp.	Av'ge Yearly Temp.	Av'ge High Temp.	Av'ge Low Temp.	Av'ge Clear Days
Southern Italy	47.3	73.3	60	85	20	220
Los Angeles	52	70	62	100	28	250
Eustis, Florida	61.7	77.7	78	80.4	58.9	267

Unlike California, the winter season in Eustis is the dry season and the summer the rainy season. While the summers are long and warm, the southeast trade winds blow constantly from the ocean sixty miles away, which clears the atmosphere and keeps one comfortable while in the shade.

The thermometer rarely reaches 95 degrees and heat prostrations are unknown. Many people have the impression that when it is 100 degrees hot in the North, it must be as hot again in Eustis. It is just the opposite. Covers are always necessary while sleeping during the summer.

HEALTH CONDITIONS

In no place in the world could the health conditions be more ideal than in Eustis and vicinity. Its elevation of some 200 feet reaches far above the homes of malaria and other lowland diseases. The city water being pure and drainage of more than sixty feet across the town towards Lake Eustis, a modern sewage system with septic tanks, together with the most pleasing climate to be found anywhere, assure perfect conditions along the lines of healthfulness. Many cases of catarrh, asthma, rheumatism and other ailments have been cured by simply living here. Elderly people may renew their youthfulness and lengthen their lives by many years. Parents have brought their weak, sickly children to Eustis and have seen them develop into romping, robust youngsters. Playing out-of-doors every day in the year produces this result. The city is high and dry and has no abrupt changes of temperature. Vital statistics show that there is only one death in every 1,750 people.

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POPULATION

Eustis has fared well during the past three years in the way of increased population. Since the last census was taken dozens of new families have located here from all over the country, and it is safe to estimate that our population is near 2,000 during the summer. While this figure seems low, yet the city, with its many activities, takes on the atmosphere of a city of 5,000 or more. The winter population always runs in the neighborhood of 4,500.



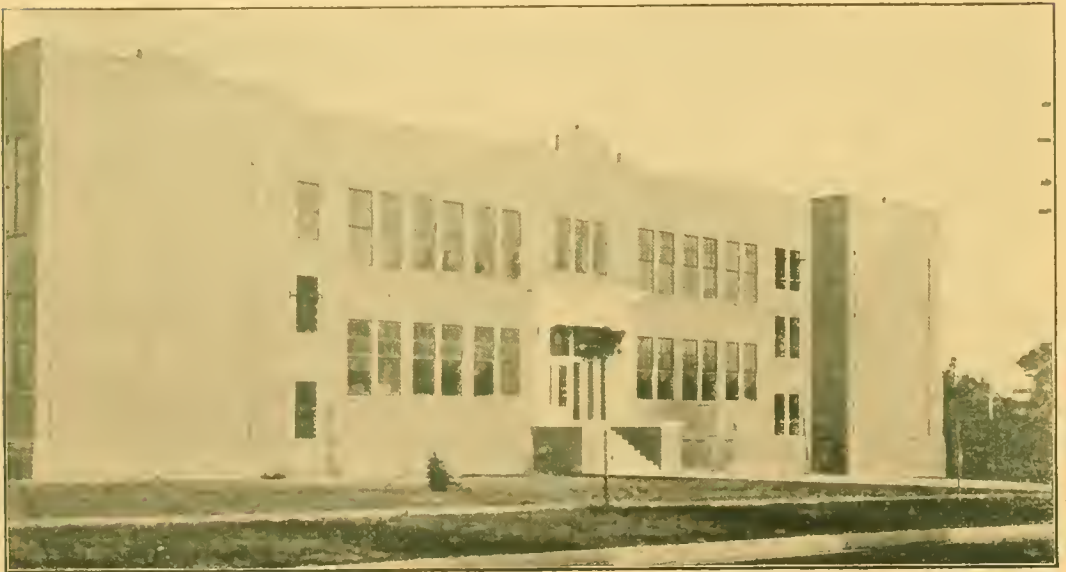
NEW FOUNTAIN INN

Social Advantages

SCHOOL FACILITIES

At a cost of \$70,000 one of the most spacious and complete school buildings has been erected in Eustis. It has just been placed on the Southern accredited list as a first grade or senior high school. Every convenience for the comfort of the scholars has been provided, such as sanitary drinking fountains, excellent lighting system, paper towels, liquid soap containers, adequate library equipment, and above all, the very best teachers available. A splendid feature is the magnificent auditorium seating 600, in which entertainments of various kinds are held. A motion picture machine is installed to be used for educational purposes. Basketball, baseball, school plays, annual picnic, motion pictures and many other social gatherings make up the features of sport and entertainment during the school year. All the above advantages are absolutely free to tourists. Another important organization is Wisdom Hall, a private school where many children receive their schooling during the winter months. A kindergarten is also conducted for the little ones.

Grammar and high school is free to visitors.



EUSTIS HIGH AND GRAMMAR SCHOOL

CHURCHES

Eustis has seven splendid churches embracing the following denominations: Presbyterian, Methodist Episcopal, Christian Science, Baptist, Church of Christ, Episcopal and Catholic. Some of the churches have regular pastors and services are held at the usual hour of 10:30 a. m. and 7:30 p. m. on Sabbath Day. The new Christian Science church was recently dedicated and is an imposing little edifice. The Presbyterian church is considered one of the finest buildings in Central Florida. Other denominations have ample space for all who wish to worship with them. Mass is said in the Catholic church during the tourist season at 8:00 a. m. Many social hours are provided in the different Protestant churches for children as well as for their parents and other grown-ups. Additional information can be had by writing to any of the above churches and the pastor will be pleased to make suggestions and assist you in any way.



Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.

CLUBS AND FRATERNAL ORGANIZATIONS

The Parent-Teachers' Association, the Women's Club and the Business and Professional Women's Club are organizations that rank high and contribute largely to the advancement of thought and constructive living in Eustis. These clubs take active part in all local and many state questions and movements. The Society of Eustis Sojourners of Ohio, the Eustis-Kentucky Club and the Eustis-New England Club are social organizations made up of visitors from the above-mentioned states who make Eustis their winter home. Fraternities include Masonic F. & A. M., R. A. M., Eastern Star, Knights of Pythias, Pythian Sisters, Odd Fellows, Woodmen of the World and Modern Woodmen. The Ernest Westbrook Post of the American Legion is a live organization and holds meetings regularly every month. Out-of-town visitors are welcome to attend any of the meetings of the above fraternities.

Other organizations of interest to the young folks include the Boy Scouts of America and there is also a similar one for girls.



EUSTIS CONCERT BAND

We are especially proud of the Eustis Concert Band, the personnel of which is made up of the good musicians of Eustis and this section. A series of twenty concerts were rendered during the winter months last season, and in all probability we will have the same schedule again. The various clubs and societies give frequent picnics, boat rides and entertainments which due to the mild climate, can be enjoyed almost every day during the year. Visitors will find here a most hospitable people and you will be received in such a way as to make your stay most pleasant and comfortable.

The Eustis Gun Club is another body that affords opportunity to those who are fond of trap-shooting. They meet once a week, and some of the members chalk up very efficient scores considering the meagre amount of time spent at practicing. If you are a clay-bird enthusiast you will enjoy an afternoon out with the boys.

MAGNIFICENT MOVIE THEATRE

A new and modern theatre to provide the best and latest releases in motion pictures and with ample stage facilities and all equipment for the showing of road attractions has been completed. This theatre-business building is of handsome design and in addition to the theatre, store-rooms fronting on the wide arcade and the street in addition to a number of office suites, are a factor in meeting the demand for business locations.

Transportation Facilities

RAILROAD SCHEDULES

The Chamber of Commerce considers itself fortunate in being able to ascertain definite information concerning the train service this city will have this year. Close connections for all important points can be made both from here and also by auto at Leesburg and Sanford. The schedules below are considered the most valuable ones to our visitors:

Leave Eustis for Jacksonville: 1:25: p. m., 8:37 p. m. (A. C. L.). Sleeper direct to Jacksonville from here on 8:37 train.

Leave Eustis for Jacksonville via Lake Tranfer Co., 10:30 a. m. via Eustis Transfer.

Passengers for Sanford, Orange City Junction, DeLand, Palatka, Orlando, Kissimmee, Haines City, Lakeland and Tampa leave at 1:25 p. m.

Passengers for Leesburg, Trilby, Tarpon Springs, Clearwater, St. Petersburg leave at 2:00 p. m. (A. C. L.).

Passengers for Leesburg, Ocala, Gainesville, Alachua, Burnett's Lake, Baldwin and Jacksonville leave 9:50 a. m. and 8:37 p. m. (A. C. L.).

Passengers for Umatilla, Pittman, Seller's Lake and Astor leave at 6:10 p. m.

Parlor car service from Jacksonville to Eustis on A. C. L. train leaving there at 3:00 p. m.

"One trip to Eustis will convince you of its suitability for a year around home."

BUS LINES

Extensive bus line service is carried on with Eustis as the terminus, putting this city in close touch with the neighboring towns within a radius of seventy-five miles. Splendid day trips of interest, in all directions, may be planned. Schedules are observed as close as possible, allowing for break downs, etc. The time-tables below are mentioned merely as information, but we cannot guarantee that busses will leave exactly on time.

Leave Eustis for Mt. Dora, Tangerine, Zellwood, McDonald, Plymouth, Apopka, Lockhart, Fairvilla and Orlando at 6:30, 7:30 a. m., 12:15, 12:30 and 5:30 p. m. Cars leave Orlando for return trip to Eustis at 10:30 a. m. and about two hour schedule thereafter.

Leave Eustis for Tavares, Leesburg, Fruitland Park, Lady Lake, Conant, Lake Weir, Bellevue, Santos and Ocala at 8:00 a. m. and 12:30 p. m. Cars leave Ocala for Eustis at same hours as above.

Leave Eustis for Umatilla, Altoona and Pittman at 1:45 p. m. Car leaves Pittman for Eustis at 12:00 noon.

Leave Eustis for Mt. Dora, Sorrento, Wayland, Cassia Station, Ethel, Wekiwa Bridge, Sylvan Lake, New Upsala and Sanford at 9:00 a. m. This bus connects at Sanford with trains north for DeLand, Crescent City, Palatka, Green Cove Springs and Jacksonville. Trains south for Orlando, Kissimmee, Haines City, Lakeland and Tampa. Return car to Eustis leaves Sanford at 3:30 p. m., receiving passengers from points in north and south Florida.

A touring car meets all Clyde Line boats at Sanford and passengers destined for Eustis may engage this car at a very reasonable figure.



AEROPLANE LANDING FIELD

AUTOMOBILE ROUTES

For the benefit of those who motor to Eustis we print below some favorite routes to Florida. Here and there these roads are being repaired, but the data given here is as near correct as could be ascertained on October 1st, with very few detours.

Route 1.—Best route from Washington: Washington to Richmond to Durham to Charlotte to Greenville to Athens to Macon to Valdosta to Madison to Live Oak to Lake City to High Springs to Gainesville to Ocala to Leesburg to Eustis.

Route 2.—Best route from Cincinnati: Cincinnati to Corbin to Knox-

ville to Asheville to Hendersonville to Greenville and same route as No. 1 from here on.

Route 3.—Best route from St. Louis: St. Louis to Cairo to Paducah to Russellville to Murfreesboro to Shelbyville to Huntsville to Albany to Anniston to Opelika to Columbus to Cusseta to Dawson to Albany to Camilla to Thomasville to Quitman to Madison and same as Route 1 from here on.

Route 4.—Best route from New Orleans: New Orleans to Biloxi to Mobile to Pensacola to DeFuniak Springs to Marianna to Tallahassee to Madison and Route 1 from here on.

Route 5.—Optional route from Henderson, N. C.: Henderson to Raleigh to Southern Pines to Cheraw to Camden to Columbia to Aiken to Augusta to Savannah to Brunswick to Jacksonville to St. Augustine to Daytona to DeLand to Crows Bluff to Eustis.

MAIL SERVICE

While not directly on the main lines of railroads, yet Eustis has an exceptionally good mail service. Trains leaving here connect with the main line trains at Sanford and Leesburg, and your letters and packages reach their destinations, both north and south, as quickly as though you had mailed them on the main line. The schedule below is maintained throughout the year:

Northern mail received 8:50 a. m., 1:25 p. m., 5:44 p. m., 8:37 p. m.
Last mail not distributed until next morning.

Northern mail outgoing closes at 9:20 a. m., 1:10 p. m. 7:00 p. m.

Mail for Tavares, Tampa, Orlando and points on West coast close at 1:10 p. m., 5:30 p. m. and 7:00 p. m.

Mail from Astor branch received at 1:12 p. m. Mail for this branch closes at 5:30 p. m.

Eustis has a free delivery service. The department requires patrons using same to have mail boxes in a convenient place. Two deliveries are made each day except Sunday. Postoffice is open daily from 8:00 a. m. to 6:00 p. m. except Sunday.

Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.



POPULAR TRIPS FROM EUSTIS

Below will be found the approximate mileage by land and water to many interesting points in this section. Most of these places can be easily reached by auto and motor boats, and give opportunity for half or whole day excursions:

BY LAND

Altoona, 10 miles	Lane Park, 9 miles.	Rock Springs, 29 miles.
Apopka, 16 miles.	Lake Eldorado, 5 miles.	St. Johns River, 24 miles.
Apopka Mts., 18 miles.	Umatilla, 5 miles.	Tangerine, 10 miles.
Astatula, 18 miles.	Lake Jem, 12 miles.	Tavares, 5 miles.
Blackwater, 12 miles.	Leesburg, 18 miles.	Wekiwa Bridge, 20 miles
Daytona, 51 miles.	Mt. Dora, 5 miles.	Wekiwa Spr'gs, 25 miles
DeLand, 29 miles.	Montverde, 26 miles.	Fruitland Park, 20 miles
Grand Island, 3 miles.	Orlando, 34 miles.	

BY WATER

Dead River, 7 miles.	Leesburg, 17 miles.	Lake Beauclair, 14 miles
Eldorado, 12 miles.	Lisbon, 8 miles.	Ocklawaha River 8 miles
Emeralda, 18 miles.	Montverde, 23 miles.	Silver Springs, 75 miles.
Grand Island, 5 miles.	Okahumpka, 18 miles.	Eustis-Dora Canal
Lake Apopka, 20 miles.	Sunnyside, 14 miles.	6 miles.
Lake Dora, 7 miles.	Yalaha, 14 miles.	Wekiwa Spr'gs, 19 miles
Lake Griffin, 12 miles.	Palatka, 180 miles.	Jacksonville, 225 miles.
Lake Jem, 16 miles.		

MOTOR BOAT TRIPS

Eustis, the starting point for the famous inland boat trips. The Lake Transfer Company have several spacious motor boats plying the wonderful fresh-water lakes of Lake County. The following gives you an idea of the many trips from here.

1. "Lake Jem." Through Lakes Eustis, Dora, Beauclair, Carlton, Horseshoe. Also through four fascinating tropical rivers. Distance 52 miles.
5. To Okahumpka, via Lake Eustis and Lake Harris. Distance 38 miles.
2. To Leesburg. From Eustis up the famous Ocklawaha River, 34 miles of open water, 18 miles of river, as many as 98 alligators have been counted sunning themselves on floating islands in the river. Distance 104 miles.
6. To Rosalona, via Lake Harris, Big Lake Harris and Little Lake Harris. Distance 55 miles.
3. To Leesburg, via Lake Eustis and Lake Harris. A delightful open water trip of 36 miles.
7. To Yalaha, via Lake Eustis and Lake Harris. Distance 38 miles.
4. To Silver Springs. Through the Ocklawaha River. Two days' trip. Hotel at Ocala. Distance 160 miles.
8. To Oxmoor, via Dead River, also Lake Eustis and Lake Harris. Dead River is inhabited by many different colored birds, with beautifully colored plumage. Distance 36 miles.
9. On trip to Silver Springs, connection can be made there for Jacksonville by boat. Distance 390 miles.

Material Aspect

BUSINESS HOUSES

The fast increasing permanent population and the large tourist trade during the winter justifies our merchants in carrying larger and better stocks than are usually found in cities of this size. Our merchants fully realize and appreciate the patronage of our winter visitors as well as those who drive into Eustis from the many neighboring towns, and the same reasonable prices prevail at these stores during the entire year. The field of general merchandise is very well covered by a large number of up-to-date establishments.

ADEQUATE FIRE PROTECTION

Perhaps the most important thing that has happened in Eustis since the town began to attain its present proportions, was the recent acquisition



NEW FIRE APPARATUS WITH CREW

of an \$11,000 La France fire truck. This apparatus is fitted up with all the latest implements for fire-fighting and is in charge of Chief Edwin S. Reeve and a corps of capable men. Fire drill is held every Friday at 5:00 p. m. This truck is stationed at one of the garages with the chief always on hand ready to answer an alarm.

Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.

EXCELLENT DRINKING WATER

What many people are most anxious about when considering a visit to Florida is the drinking water. The supply of Eustis comes from deep driven artesian wells. There is no sulphur in our city water. It is as pure as crystal, palatable, wholesome and invigorating. Mr. Leonidas H. Cress, of West Newton, Mass., says: "The greatest thing in Eustis is its delicious drinking water. I have knocked about in most corners of the world and nowhere have I found such a fine table water. If you were to pass it along to the rest of Florida in quart, gallon and five gallon demijohns, its excellent quality would in a few years make your city tax free. After a bath in it one feels as though they had been dusted with a fine talcum powder. It is of such fine quality that it could be carbonated and would make wonderful ginger ale."



A COSMOPOLITAN CITY

Eustis is a cosmopolitan city. Its people have come from the four corners of the earth and have brought here the best of the north, south, east and west. It has the entrancing charm of the tropical southland, together with something that is northern, blended, yet distinct. Eustis is withal a good place to live every month in the year. Its citizens are hospitable, intelligent, and above all, progressive.

"The Eustis Lake Region" is our weekly newspaper, issued every Thursday morning. Daily every afternoon except Sunday.

STREETS AND ROADS

Streets and scores of blocks are paved in a thorough manner with asphalt, and other streets are hard-surfaced with sand-clay and lined with the finest system of concrete sidewalks to be found anywhere. Contract-

ors are now at work laying an additional six miles of asphalt paving which will, when completed, give Eustis the reputation of having an almost completely paved city. Eustis is located on the central route of the Dixie Highway, the eastern Lake County unit being one of the best sections of highway between Chicago and South Florida. The recent bond issue of \$600,000 to pave additional new roads leading into Eustis is beginning to show results. Highways are being widened, and a portion of the road-building schedule has been put through. With this great system of roads finished Eustis and Lake County will be directly in the center of a remarkable network of good roads. It is only a matter of a short time when this city will be on the main highway between Jacksonville and Tampa.

"One trip to Eustis will convince you of its suitability for a year around home."

LAKE FRONT PARK

The city of Eustis is now building a large bulkhead directly at the foot of the main street which extends 250 feet out into the lake. This will provide a large area for the purpose of creating a beautiful tropical park and promenade. A sea-wall made of cement, with pilasters fitted up with electric lights at intervals of fifty feet, will be an important feature. Ornamental palms and other decorative plants will be placed along the walks and driveways. There will also be a landing for motor boats directly in the center. The south end of the bulkhead will be put in shape for those who indulge in the many outdoor games played in Florida during the winter. This improvement will fill a much needed want and will add greatly to the present space devoted to outdoor amusements.

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BEAUTIFUL HOMES

Eustis people take great pride in their home grounds. Here in Florida we have so much with which to beautify the lawns and parkways, and the growing season continuing the year around it is comparatively easy to have attractive premises at all times. Different varieties of roses can be obtained which bloom every month in the year; the poinsettias, oleander and hibiscus each bloom at different seasons, and with the many species of palms, tropical plants, shrubs and annual flowers, furnish delight for the lover of plants and flowers. To no other location in Florida has mother nature been so generous and now the intelligence and enterprise of man and woman is taking advantage of these natural gifts and developing here a city which will take its place among the garden spots of the world.

Bring your children to Eustis. They can obtain schooling here equal to the best in the north and west."

FINE HOTELS AND APARTMENT HOUSES

The Fountain Inn, with Henry E. Bissell as manager; the Ocklawaha Hotel, under the guidance of Lewis N. Wiggins, and the Grand View Hotel make up a formidable list of excellent stopping places that rank second to none in the state. The Fountain Inn is one of the most modern structures ever built in Florida. Situated one-half block from the lake on the main street, in the center of activity, this hotel offers facilities of the very best and at reasonable prices. The Ocklawaha Hotel has been operated for a number of years and is located a short distance from the business section. Splendid accommodations can be secured here. The Grand View Hotel was the first large establishment of its kind in Eustis and satisfactory quarters at a fair price can be had. Eustis is proud of the fact that it has a very fine apartment house. For those who like small suites The Glenore Apartments are most comfortable. Other hotels include the Hotel Boyer, Park Hotel, The LaVilla, Palm Apartments, Hannum-Kennedy Apartments, and numerous other small places including bungalows, cottages and private homes which are opened to accommodate the fast increasing number of newcomers.



NEW LIBRARY BUILDING

Recreation, Hunting, Fishing

LAKE EUSTIS YACHT CLUB

All Eustis has long dreamed of the time when this community would have a yacht club. During September of this year one of the prominent members of the Chamber of Commerce set out to make this dream come true. The Eustis Yacht Club was formed and incorporated with one hundred charter members and the work of building a club house is now well under way. Lake Eustis offers all that might be desired in the way of aquatic sports, and this project will be the means of bringing hundreds here who are fond of motor and sail boating. Numerous races are to be held during the winter months, and perhaps during the summer also. Sir Thomas Lipton, the famous Englishman, has donated a valuable cup to be contested for by the various yacht clubs located in the lake region of this county, which is in itself an act worthy of the attention of all who are interested in yachting. Our lakes being inter-connected, makes it possible to hold races on the home grounds of each club.

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INTERESTING GOLF DATA

A number of months ago a few citizens of Eustis got together to discuss the advisability of building another golf course to take care of the increased demand by those who favor this pastime. Through this little meeting a great miracle has been performed. We now have the beautiful course of the Lake County Country Club. Nine holes are ready for play, and according to Mr. Tom Bendelow and Mr. Cuthbert Burchart, both famous golfers, this course is not to be excelled by any other in the United States. Beautiful little mirror lakes form the boundary on the eastern and western side, and there are two lakes within the course. The grounds are rolling and the natural hazards are unequalled. To give one an idea of the layout of the grounds, Lake Irma, within the course, is 132 feet above sea level. The fairways are exceptional for golfing and the holes unique. No matter where you are playing you are always in sight of a fine lake, situated behind the adjacent pine clad hills. Special information on this subject will be gladly supplied. The Ocklawaha Hotel maintains a course for guests situated about one mile from the city. This course is well kept and affords much pleasure to many who visit this well known hostelry.

Data concerning the new Lake County Country Club's new club house will be found under another heading.

9 hole Lake County Country Club links, 3,250 yards, par 37, bus 1 mile.

9 hole Ocklawaha links2,535 yards, par 36, bus 1 mile.

CITY PARK

Just a few minutes' walk from the center of the business section of Eustis will be found one of the beauty spots of Florida—the City Park.

It is a natural park of palms, palmetto, pine trees and large forest oaks, draped with silvery Spanish moss. No more delightful or restful place can be imagined. The park is situated directly on the eastern shore of Lake Eustis, and the view from this point is superb. Most of the outdoor events are held here, such as picnics, fish fries, barbecues, high and



CITY PARK

grammar school outings and games, tourist club events, band concerts, religious meetings and other affairs where large crowds are expected.

“One trip to Eustis will convince you of its suitability for a year around home.”

LAKE COUNTY COUNTRY CLUB

CLUB HOUSE

Golf enthusiasts will welcome the news that a spacious club house is being built on the highest elevation of the links of the Lake County Country Club. This building will be in keeping with the beautiful course. The grounds will cover approximately two acres including the space allotted for tennis courts, croquet grounds, etc. Club house is 168 feet long by 70 feet wide. The reception room is 40x60, with an exquisite fireplace. A large number of lockers have been provided together with shower baths and many other conveniences. A splendid cafe, 22x60, will take up the lower floor. Those who follow this game will receive courteous attention here, and if further information is desired the Chamber of Commerce will gladly supply same.

MOTOR

BOATING

SAIL

Lake Eustis has an area of about six by eight miles and connects by picturesque streams and canals with other lakes, making a total of about 300 miles of shore line. A trip through some of these canals will never



be forgotten. The foliage and palms of many varieties overhang almost to the boat's edge, the singing of birds of the tropics, the lazy alligators floating around almost within reach of your hands all go towards producing a weird environment. Splendid motor boats make these trips daily. The Ocklawaha River, known the world over as one of the most remarkable strips of inland water, gives one the same feeling as though you were traveling through the Zambesi River in Africa. It is tropical to the last word, and hundreds of tourists come here for the exact purpose of taking this trip. About one hundred motor boats are stationed in Eustis.

Rowboats are at your command all the time at a very reasonable figure.

"One trip to Eustis will convince you of its suitability for a year around home."

REAL FISHING GROUNDS

We don't hesitate to say that the very best bass fishing grounds are located in the lakes of Eustis and adjoining lakes. String after string of fine specimens are carried through the streets by anglers who are proud to show the results of their fishing trip. Parties fishing in Eustis have been awarded the first and third National prizes for big-mouth black bass for the season of 1920-1921. Just recently O. C. Donahey, of Eustis, caught a wonderful big-mouth black bass weighing eighteen and one-half pounds, perhaps the largest ever hooked in this country. After careful investigation, many rod and reel manufacturers have sent Mr. Donahey valuable prizes for his splendid catch. Other species include bream, pickerel, catfish, etc. If you care for deep-sea angling, arrangements can be made for a day's fishing in the Atlantic Ocean. This sport is not limited to the season, but, on the contrary, can be enjoyed any day in the year with reasonable assurance of a good catch. Further interesting information can be had on this subject by writing to this Chamber of Commerce.

Bring your children to Eustis. They can obtain schooling here equal to the best in the north and west.

AEROPLANES INVADE EUSTIS

Eustis has been selected as the home of a permanent aero concern which will sell aeroplanes, teach flying, do aerial photographic work, make passenger trips to any section of Florida and show you 500 lakes in five minutes in this section from the time of leaving the ground. Three planes are now stationed here and a possible fourth one might be added shortly. In addition to these, another hydro-aeroplane will be added in the near future, making it possible to alight on the lake, a feature of much interest to many. Numerous flights with passengers have already been made from Eustis to other parts of Florida, and a large increase in this line of work is expected during the coming months. According to the well-known pilot, James O. Johnson, who is in charge of the hangars, an aero-view over Eustis is a sight that will never be forgotten. Other interesting features in aviation are slated to be introduced later on.

Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.

HUNTING AND OTHER SPORTS

Eustis offers much to the hunter. Thousands of quail and doves infest the country adjacent to the town. Squirrels, rabbit, wild turkeys, wildcats, duck, goose and other game may be found in forest and field. An hour's auto ride will take you right out in the wilds where bear hold forth. A fine specimen of bear was bagged only a short time ago by local sportsmen out in the Blackwater section weighing 350 pounds.



FLORIDA WILD-CAT

Swimming is regarded by many as the most healthful and body-building exercise. Can you imagine the joy and fun of bathing in one of our many lakes in mid-winter? Lake Joanna is one of the many delightful spots where lovers of this sport spend many hours of pleasure.

"The Eustis Lake Region" is our weekly newspaper, issued every Thursday morning. Daily edition during the winter months.

TOURIST CLUB

The Tourist Club of Eustis is an organization of about 100 members. It is a men's club to which all visitors are eligible, the fee being \$5.00. The club rooms are fitted up with billiard and pool tables as well as a section for cards, chess, checkers and the many other indoor games so well liked in Florida. On Washington's Birthday the Tour-

ist Club holds its annual horseshoe pitching contest which is looked forward to each year with great interest. Professionals come to Eustis on this day from all parts of the state.

Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.

WHAT THE PHYSICIANS SAY

Of the curative effects of this climate and the open air life which it permits and encourages, in the case of chronic diseases of the chest and bronchial tubes, or of the digestive organs, there can, of course, no longer be any doubt. There are individuals to be found in Eustis who can bear testimony to this fact from personal experience. Rheumatism, also, generally disappears here, especially when the victim comes to stay. If you are an invalid do not trust a winter visit or any number of winter visits, but make yourself a comfortable home here, either in Eustis or nearby.

GROWTH OF EUSTIS

Perhaps there is no one thing that indicates the growth and development of a community more than a comparative statement of its banking institutions. Eustis has just cause to feel proud of her banks, which have made a steady and satisfactory gain as shown by the following summary of the two banks doing business here.

	Capital, Surplus and Profits	Individual Deposits	Resourcees
July 1, 1918	\$95,016.65	\$446,301.69	\$548,999.50
July 1, 1921	115,577.76	1,121,029.45	1,256,088.15
July 1, 1922	126,882.52	1,460,317.83	1,597,207.96

Permits issued for construction during year ending September 1, 1922, reached the total of nearly one million dollars. This is an unparalleled record for any similar period.

Postoffice receipts have tripled during the last three years.



LAKE EUSTIS DRIVE

Agricultural Possibilities

CITRUS GROVES

Hundreds of magnificent orange and grapefruit groves are located in and about Eustis. This section is noted the world over for its abundant supply of this most delicious fruit. Those who have selected Eustis in the past for the purpose of developing an orange grove are now enjoying the benefit of their patience. The soil here is especially suited for growing citrus fruit, in fact, the United States government has an experimental station here with numerous species planted. Samples of new hybrids are produced annually which are sent to Washington for inspection by experts. An entirely new fruit, the result of a cross between an East Indian lime tree and grapefruit tree, was recently produced here, now known as the Eustis Limequat, a species best suited for cold drinks. Other crops of vast importance include melon culture, the growing of limes, lemons, guavas, peaches, pecans, grapes, etc. Grape culture is fast becoming a source of revenue among many growers. The scuppernong grape and other varieties including "Carmen blue-black" and "Tokay" do well on our soil. Canteloupes and watermelons come in during the latter part of May and early June and form a crop that brings in a vast amount of money every year.



Public Utilities—Telephone, telegraph, electric power, light, ice plant, steam laundry, drinking fountain.

AGRICULTURAL POSSIBILITIES

General farming and stock raising can be made to pay good returns in the country surrounding Eustis. Not the antiquated haphazard style of farming, but modern methods must be employed if farming is a success anywhere. Perennial grasses grow spontaneously, affording pasturage for nine or ten months of the year. Poultry raising is very profitable. The mild season make expensive housing unnecessary and feed is easily and cheaply grown. Fowls are subject to few diseases, living on the open range nearly the entire year, and pests are few and easily controlled. Poultry and eggs always find a ready sale at satisfactory prices, in fact

the supply in this fast growing section has never been equal to the demand. Those who are interested in this subject can get further information by writing to the Chamber of Commerce.

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MATERIAL ADVANTAGES

1. A fine climate always enjoyable and suitable for outdoor labor and recreation.
2. Healthfulness all the year round.
3. Reasonable priced lands and soils easily worked and, when rightly cultivated, largely productive.



PRIZE CORN

4. A greater variety of crops and some of them far more lucrative ones than grown in the North and West.
5. No snow, frost or cold to prevent work at any season of the year, and no winter to provide food, forage and fuel for heating, the soil producing more or less of the first two at all seasons, and but little of the last being required except for cooking.
6. Less expensive buildings and clothing are required and but slight protection for stock.
7. Having all seasons for work the settler or farmer need work no more than one-half or two-thirds to produce results equal to those attained by working all the available time in the North and West.
8. The pleasure of breathing at all times the pure air instead of the deadly gases generated in close stove or radiator heated rooms, and of being surrounded, summer and winter alike, by verdure and flowers.

Bring your children to Eustis. They can obtain schooling here equal to the best in the north and west."

WHAT GROWTH IS TO COME

The wise man will forecast the future of this surprising little city. He will take into account the increase of population. This is the ultimate measure of the worth of natural resources. It is safe to say that the next census will show a remarkable increase of population in Eustis. Then, there are great opportunities here for men who can bring with them a few thousand dollars. No country offers better inducements to the man who can buy a few acres and thereby become independent on his own land and under his own roof, instead of living in the North and continually on the edge of anxiety about his business, his position, his health, etc. A few thousand dollars invested in bungalows, cottages and other dwellings for sale or lease will produce very satisfactory returns also.



EUSTIS PROVERBS

Get used to Eustis.

When you say Eustis, say it LOUD.

Talk about the many good things Eustis possesses and not magnify the few things that are otherwise.

Give the glad hand to your neighbor.

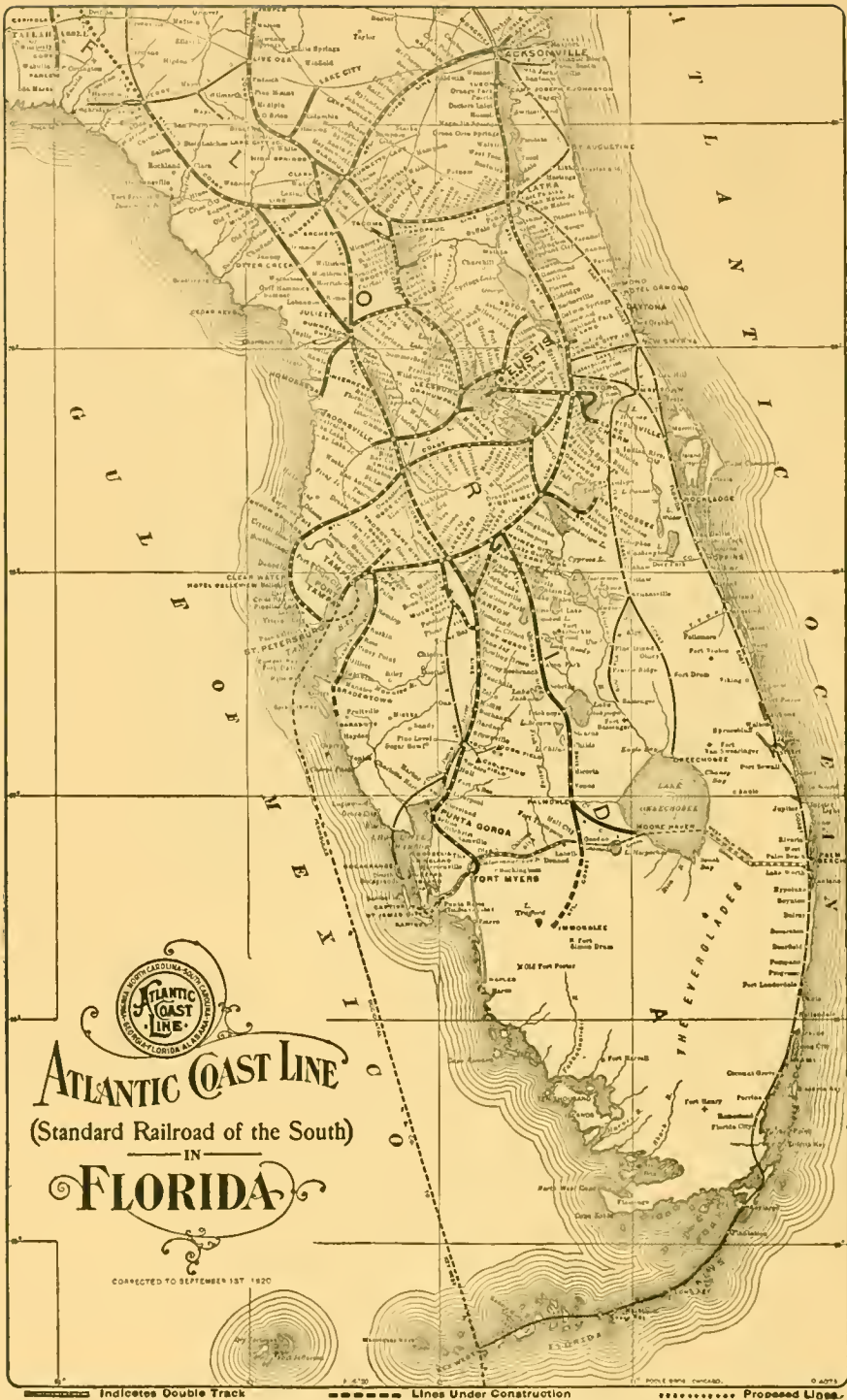
Greet the stranger in our midst.

Be shy of criticizing a fellow citizen. We can't all see alike but we can all try to be charitable.

Praise all of Lake County as well as Eustis.

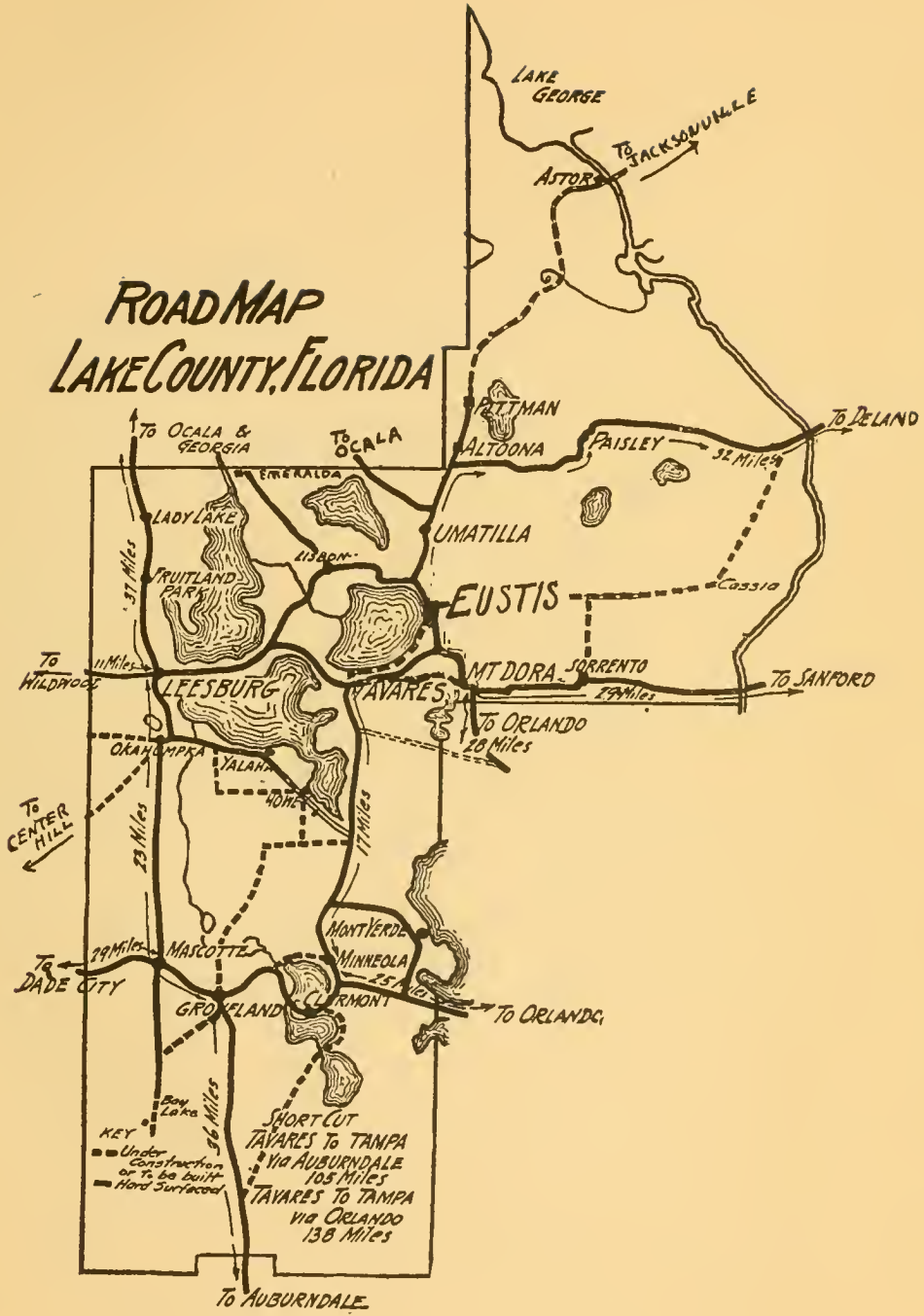
Frank Whitman says: "The welcome sign is hung up all over Eustis." Let that be said of us more and more.

Bring your children to Eustis. They can obtain schooling here equal to the best in the north and west.



MAP SHOWING EUSTIS IN LAKE COUNTY

ROAD MAP LAKE COUNTY, FLORIDA



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