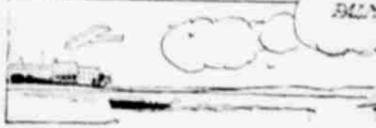
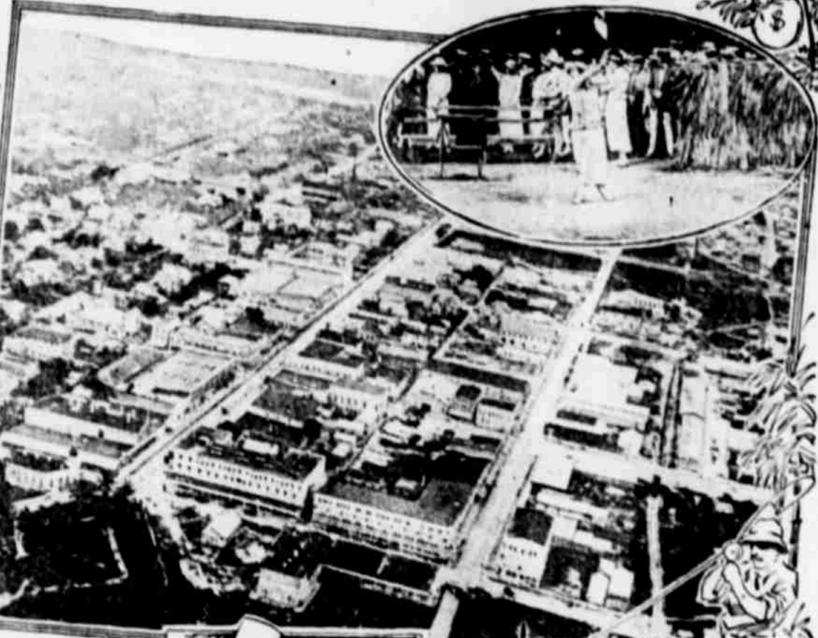


South's Golden Winter Flood



ANYWHERE in the United States it may be said, "Now is the winter of our discontent." But not in the South. For in the winter flows the South's golden flood from the North. The annual migrations of seekers after health and pleasure is now under full headway. And it is a veritable golden flood. Here are some of the facts about it.

Tourists to Southern winter resorts—travelers by rail, 200,000; by steamer and private yacht, 20,000; by automobile, 150,000; total, 400,000. Hotel expenses, \$44,800,000. Amusements, \$10,000,000. Cottage and bungalow rents, \$30,000,000. Value of homes owned by Northerners, \$320,000,000.

Yes, the migration is on. About 100 sleeping cars leave New York and Chicago daily for the South, and at least 200 automobiles begin the journey every day.

Of course, California has also a golden winter flood from the East—which is another story.

And the North has a return flood from the South in the summer—of which something later. This migration season is looked upon by those sections of the South where the Northern tourist floods as one of harvest. Crops and fruits, for which Florida is known, take second place as a source of revenue. The hotels are crammed to overflowing, cottages and bungalows are filled for the entire season at rates which make that of a New York apartment seem fairly reasonable. The beaches swarm with bathers forgetful of the ice which binds the Northern waters and the crack of the golf ball sounds from Asheville to Key West.

This costs money. Just how much nobody knows. It used to be said that \$100,000,000 was spent by tourists in Florida every winter, but that was before the war, and the cost of touring has gone up. The estimates must be revised.

Some approximation of the facts can be obtained, however, by diligent search among the railroad records. The season starts a little earlier in the Carolinas than in Florida, and then laps over again after the Florida season, but the season of capacity is considered by railroad men to be approximately fifteen weeks. During this period the travel South is fairly constant. There are two main gateways for Northern approach to the South—Chicago and New York. Out of Chicago there are running every day 50 Southern sleepers, which hold on an average of 1,000 persons. From New York by rail and boat there leave about the same numbers, 2,000 persons in all. With a season of about 100 days, that reaches a total of 200,000 persons who travel by rail and boat.

400,000 to Go South.

The automobile traffic carries others who are an inconsiderable part of the whole. Fully 500 cars a day are now going South. Three persons to a car and 100 days of travel would indicate that 150,000 persons find the Southern touring a pleasant relief from bucking snow drifts.

In all, about 400,000 persons will go South this year. Those figures can be checked up somewhat with the hotels. There are some famous places of recreation, which are filled from the time they open until the end of the season, hotels in resorts such as Asheville, Pinehurst, Aiken, Southern Pines, in the Carolinas; Augusta and Thomasville, in Georgia; and Belleaire, Miami, Palm Beach, St. Petersburg, Daytona and St. Augustine, in Florida.

The total hotel capacity of these places is 40,000. The average stay at most of these hotels can be reckoned at about two weeks. That would give a population in these better known hotels for three months of about 280,000 persons. The other 120,000 find their way to the smaller places and to bungalows, cottages and boarding houses.

It is from this great majority, also, that the bulk of the revenue comes. One is apt to think of Florida—for Florida is the Ultima Thule of the Southland, and has more recreation places than all the others put together—as a place dotted with million dollar homes and surrounded by a protecting flotilla of costly yachts. But, as a matter of fact, the great majority of the people who go to Florida are neither enormously wealthy nor great spendthrifts.

Bungalow colonies are growing all over the state, built by people of moderate means, who go to Florida not for pleasure only, but for their health. There are, it is said, more old people in Florida than any other state in the Union; they go there to keep alive.

The people of wealth, whose names associated with Palm Beach have made it one of the most famous resorts in the world, are very few in number, but make up for that by the vast amounts

they spend in entertainment. Most of these people do not go to the hotels; they have their own homes, winter palaces by the summer sea.

These varying pocketbooks have caused a great variety in the decoration and cost of the hostelry, which seem to spring up all over Florida. There are places for the rich man, the poor man and even for the man who has a large family, but has the money and disposition to give them a good time. There are places where one can spend \$40 a day "and up," also modest little hotels, where \$3 and \$4 a day is charged for room and meals. In nearly all of them the American plan prevails. A fair average charge is \$8 a day.

Even this amounts to an enormous sum. For if each of the 400,000 persons stays on an average of two weeks, that brings the total of hotel charges to \$44,800,000.

Homes Owned by Northerners.

The homes also are not all of magnificent pretension. There are thousands of others. Around St. Petersburg has grown up a large colony of reasonably priced homes, and at West Palm Beach is another group of homes owned by persons of unassuming prosperity. In Miami, which in the last ten years has grown faster than any other city in the country, and is now a bustling place of 25,000, are still other houses which are not neighborhood show places. It is estimated that 10 per cent of the people who go to Florida own their own homes, and that the average valuation is about \$5,000. But 10 per cent of 400,000 is 40,000, which gives a real estate valuation of \$200,000,000 owned by Northerners. The tax from this is a source of profit to the state.

The cost of travel alone is tremendous. An average round trip fare, including Pullman, would be about \$100, and when 200,000 persons spend that it means a revenue to the roads of \$20,000,000. And there's the gasoline!

What is spent for amusement can only be guessed at, for it is a sum that varies according to the means and habits of the individual. Some of those who own beautiful homes and entertain lavishly spend sums that make the ordinary travelers' expenses seem pittance, and the people who spend a month at the great hotels also part with considerable amounts for ordinary diversion. This is outside the large sums which are dropped in some of the gambling places that may make the Southern tour exciting.

But it would probably not be wide of the mark to say that an amount equal to the average living cost of \$8 a day is spent by every visitor to the Carolinas and Florida, which would amount to more than \$40,000,000. This would include golf, fishing, autoing, boating and all the diverting sports that are offered by the ingenuity of the sporting population.

Golf is Popular.

Golf is perhaps the favorite diversion of those who go South. There are no better courses in the country. From the time the first visitors to Asheville and Aiken tee up early in November until the returning throng from Florida again invades the Carolina and West Virginia hills there is a constant procession of the best golfers in the country over the magnificent courses. Many of the clubhouses are huge and costly affairs, and membership fees are sufficiently large to appall the average individual. But there are smaller and less expensive links which are crowded with just as enthusiastic stick swingers as play the more exclusive links.

Pinehurst always opens the golf season with a tournament early in November. Southern Pines takes care of many golfers, Asheville, Aiken and Augusta all have good links, but when one reaches Florida the number of courses almost would enable one to play across courses from Jacksonville to Key West. One of the most famous is the St. Augustine golf course, one of the oldest going clubs in the South. There are two big courses at

Belleaire. Ormond Beach has an excellent course, which stretches along the Atlantic, while Ormond, Daytona, Fort Pierce, Kissimmee and others lead up to the Palm Beach Golf Club, the oldest course in this famous resort.

The South pays back some of this Northern money in the summer. Chicago is a summer resort for thousands of Southerners. Maine takes in something like \$50,000,000 a summer and Michigan nearly \$15,000,000. Wisconsin and Minnesota are full of "resorters" all summer, many of them from the South.

Visitors to National Parks.

The national parks and monuments last summer attracted 1,038,455 visitors from all parts of the United States. Many of these tourists were from the South. Motorcars from practically every Southern state were largely in evidence.

In 1917 travel to national parks totaled 488,268 visitors, which was an increase of over 100,000 over the best previous travel year. In 1918, the war year, 451,961 visitors were recorded in the same national parks. In 1919 two additional national parks were created, and travel for that year increased to 755,325 visitors, or 47 per cent over the war year record. Also in 1919, 56,191 visitors were recorded in six national monuments, making a total travel for 1919 of 811,516. Expressing this astonishing growth of tourist travel in terms of percentage, travel in 1920 increased 117 per cent over 1917, 134 per cent over 1918, and 30 per cent over travel for 1919.

In 1917, 54,602 private cars were recorded; in 1918, 80,096; in 1919, 97,721; and last summer the total number of cars entering the national parks was 128,074.

These visitors spent a lot of money all along the route—many millions. Here's a prediction that is interesting. The time is not far distant when several of the national parks will be crowded in winter with visitors enjoying winter sports.

Up to very recently the general public has regarded the national parks in general as inaccessible and uninhabitable desolations in winter. This idea of the national parks in winter is all wrong and the public is fast coming to realize that to able-bodied and red-blooded people they are quite as attractive in winter as in summer. Scenically they are even more magnificent in the winter; frost and snow give added beauty and sublimity both by day and night.

"See America First."

From the viewpoint of the red-blooded man and woman looking for winter outdoor sport three of the national parks are likely to be pre-eminent. These are Yosemite, Mount Rainier and Rocky Mountain.

Many able-bodied and red-blooded Americans do not care to follow the summer all the year. It is a touch of frost that brings man to his full mental, moral and physical stature. And there will soon be no finer winter playground in the world than in Rocky Mountain, Yosemite and Mount Rainier National parks.

It's a fine big country we Americans have, with all sorts of climates and all sorts of scenery. The country and the climate and the scenery are good enough—there are no better—to keep us at home most of the time. Doing our traveling and vacationing at home, we shall keep hundreds of millions of American dollars at home—and working—where they will do the most good. We used to spend about \$500,000,000 in sightseeing abroad every year. Now the slogan, "See America First," has helped to keep us at home—and we are enjoying it, to the financial benefit of the good old United States of America.

ANTI-FRAUD BILLS BACKED BY WOMEN

THEY ARE DISAPPOINTED ON PEACEFUL HEARINGS ON MEASURES.

FRIVOLITY BARRED AT MEET

Delegates Who Attended From Over State "Stick It Out" At Long Session of Senate Committee at Capitol.

Jefferson City, Mo.—Women political leaders who came to Jefferson City arrayed in their fighting clothes to attend the election committee hearings were disappointed, for such an atmosphere of perfect unanimity prevailed that there was not even a sign of a shadow.

Representatives from the various state organizations came in response to a call from Miss Ames, the legislative secretary of the Missouri Woman's Legislative Committee, but as far as their taking active part in any legislative fight—there wasn't any fight.

Members of the Senate and House election committees were present at the meeting and before the adjournment there were few of the members who hadn't taken a recess, stretched themselves, partaken of a bottle of beer and returned to their committee duties. Not so with the women. With the exception of a few who were here primarily to attend the meeting of the Federated Commercial Clubs, they sat tight until the meeting was over.

The women were here for business, and business alone. There were no signs of frivolity among them. They sat together on one side of the committee room, and there was much nodding of heads when J. W. Jameson, the counsel for the League of Women Voters, arose to support the election and registration bills, which are nearest the hearts of members of that organization. It matters not to these veterans of convention and election night vigils that the meeting lasted for three hours.

In the course of the meeting Senator David M. Proctor of Kansas City, chairman of the Senate Committee, informed Mrs. George Withers of St. Louis, president of the Missouri League of Women Voters, that he and other members of the committee had made every effort to have a full attendance of the members of the committee.

298 BILLS INTRODUCED IN STATE SENATE

Jefferson City, Mo.—Several miscellaneous bills were introduced in the Senate, bringing the total to 298. Among those presented were:

By Senator Depebrouer of St. Louis, allowing the circuit attorney of St. Louis two additional clerks at \$150 a month each.

Making Labor Day a legal holiday in all the public schools of the state.

Giving married women whose husbands are injured by public service corporations the same right to sue for the loss of services of their husbands that husbands now have to sue for the loss of services by their wives under like circumstances.

Jefferson City, Mo.—Mrs. Arthur M. Hyde, wife of the governor, has taken her place in the official social life as first lady of the state and during the week the state's old mansion walls and the oil portraits of the state fathers of years past have looked upon several state affairs.

It is a timely custom for the governor to entertain members of the Senate and House of Representatives at dinner during the legislative session. The first of these state dinners was given when the governor and Mrs. Hyde entertained 40 members of the 51st General Assembly.

Many out of town visitors had their first glimpse of Missouri's new first lady at Mrs. Hyde's afternoon "at home," which she gave Wednesday afternoon. These affairs are given in honor of the wives and daughters of the members of the legislature and they are weekly affairs during the season.

Jefferson City, Mo.—The State Board of Barber Examiners is in bad with the legislative committee appointed to settle with the state auditor and treasurer, with all the members of the State Senate, and with the probabilities that unless its members make some satisfactory explanations to the governor and the attorney general the entire board will be ousted. It is not entirely new for this board to be in trouble. Its predecessor was in trouble over methods of bookkeeping and various debts. Very much the same trouble is confronting the present board, composed of Charles Lewis, of St. Louis, president; W. S. Hood of Kansas City, secretary, and D. E. Fisher of Joplin, treasurer.

Jefferson City, Mo.—Movie fans can demand seats or return of their admission fare under a bill presented by John H. Taylor of Kansas City, in the House. The bill makes it a misdemeanor for a motion picture proprietor to sell more tickets than he has seats. If he does, he must refund the money if the bill becomes a law.

Missouri Woman, Aged 78, Dies. Laddonia, Mo.—Mrs. Joe Fritch, aged 78 years, died at the home of her daughter, Mrs. Z. T. Doyle. She is survived by two children.

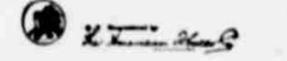
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