



9128 B SE Bridge Road Hobe Sound, FL  
[www.hobesoundbeachshop.com](http://www.hobesoundbeachshop.com)

# Hobe Sound Beach Shop's Turtle Times

Volume 6 • Number 3 • May 2025

Our History is a Treasure: Chapter Thirty-Four *By Jan Otten*



Celebrating The 100th Anniversary of  
 Martin County  
 and Historic Preservation Month  
 1925-2025

What was happening one hundred years ago in 1925 when the northern part of Palm Beach County and the southern part of St. Lucie County were merged into what became known as Martin County?

It was an exciting time!! It was the middle of the "Roaring Twenties" sometimes referred to as the "Jazz Age". It was a time of economic prosperity with rapid cultural and social changes. Noteworthy transformations were occurring in music, in fashion and in social norms with unwritten rules guiding behavior and expectations within society. At the same time, America was facing challenges like Prohibition and was sliding towards the stock market crash of 1929 and the Great Depression.

The income average was approximately \$5,425, which in today's world would be nearly \$99,000. The prices of automobiles ranged from \$1,000 to \$3,000 with the affordable option of the Model T Ford selling for as low as \$260, and gasoline averaging 22 cents a gallon. The cost of houses was approximately \$11,600, while rent averaged \$75 a month. The price of a 24-ounce loaf of bread was just 10 cents, going up that year to 12 cents as the cost of flour began to rise. The typical cost of a gallon of milk was 35 cents which later dropped to 26 cents during the Great Depression years.

Children favored the Teddy Bear but there were a lot of other toys making a debut during the 1920s including Raggedy Ann, Crayola crayons, chemistry sets, toy planes, trucks & tractors, circus toys, pedal cars, and mini golf. Then add to those, Lincoln Logs, Tinker Toys, yo-yos and Tiddlywinks. Popular



**John W. Martin**  
 24th Governor. 1900  
 (circa). State Archives of  
 Florida, Florida Memory

activities for recreation included canoeing, horseback riding, swimming, tennis and dancing (picture the Charleston).

On inauguration day, March 4, 1925, Calvin Coolidge became the 30th President of the United States, with Charles G. Dawes, Vice President. They served until 1929.

And in Florida...A man by the name of John Wellborn Martin was sworn in on January 6, 1925 as the 24th Governor of the state serving in that position until January 8, 1929. John Martin was born in Plainfield, Marion County, Florida on June 21, 1884, moving with his family to Jacksonville in 1899. In his youth he

# Catch the Wave: A Summer at Hobe Sound Surf Camp

This summer, dive into an unforgettable adventure at Hobe Sound Surf Camp, where the ocean meets opportunity. Nestled on the pristine shores of Hobe Sound Public Beach, our camp offers more than just surfing—it's a journey of growth, fun, and community.

## What to Expect

Each day begins with a warm welcome and a focus on ocean safety, ensuring every camper understands the waters they'll navigate. Under the guidance of professional surfers and CPR-certified instructors, campers engage in:

- **Surfing:** Ride the gentle waves of Hobe Sound, perfect for both beginners and seasoned surfers.
- **Boogie Boarding:** Experience the joy of catching waves close to shore.
- **Paddle Training:** Build strength and coordination on the water.
- **Beach Games:** From shell hunting to relay races, fun is always on the agenda.
- **Fishing & Ocean Safety Lessons:** Learn about marine life and the importance of preserving our oceans.

## The Hobe Sound Surf Experience

Hobe Sound isn't just a surf spot; it's a sanctuary. With its calm waters and scenic beauty, it's the ideal place to connect with nature and fellow campers. The camp's location at Hobe Sound Public Beach, a lifeguarded area, ensures safety while you enjoy the waves.

## Meet Coach Ryan Croteau

Founded by Hobe Sound native and pro surfer Ryan Croteau, the camp reflects his passion for surfing and community. Having competed globally, Ryan returned home

to inspire the next generation of surfers. His vision is clear: to provide a nurturing environment where kids can learn, grow, and perhaps one day, compete on the world stage.

## Camp Details

- **Dates:** June 2 – August 8, 2025
- **Days:** Monday – Friday (no camp on July 4)
- **Ages:** 6 – 16
- **Hours:** 9:00am – 2:00pm
- **Cost:** \$350/week; \$50 sibling discount; \$90/day drop-in (call for \$50 off by mentioning *The Turtle Times*)
- **Location:** Hobe Sound Public Beach

## What to Bring

- Bathing suit
- Towel
- Lunch & water bottle
- Sunscreen
- Sandals
- Rash guards available

## Why Choose Us

- **Smaller Groups:** Limited to 20 campers for personalized attention.
- **Experienced Instructors:** Learn from professional surfers and passionate educators.
- **Comprehensive Curriculum:** Beyond surfing, gain knowledge in ocean safety and build lifelong ocean confidence.

This summer, join us and let's make waves at Hobe Sound Surf Camp and positively impact the community. Whether you're catching your first wave or refining your skills, every day promises new adventures and lasting memories. Join us and be part of something special.



**Ryan Croteau**  
772-289-7590  
flsurfexperience.com

## Summer Plans

As we do each year, we will close the store for summer vacations June 29 – July 13.

Working 6 days a week wears us out so we need a break!

Once again we'll have emergency coverage, so call the store and leave a message and we'll take care of you!

**772-245-8940**





# Hey surfer dudes and dudettes!!

## Before you head to the beach you'll want to pop into the Hobe Sound Beach Shop

A variety of surf wax has just arrived. Choose from one of these to be sure your day in the waves is fun and successful.

You can also find a few other items you might need to add to your backpack:

- a nice towel
- sunscreen
- sunglasses
- flip flops
- hats
- a water bottle (we'll even fill it with ice cold water for you)

And how about an SPF long-sleeved shirt for super protection, and we even have some swim trunks available. We've got what you need for your day in the sun.



## Hobe Sound Toasters

Club #1206922 of Toastmasters International

**Richard W. Otten, DTM**

*President Emeritus/Founder*

- Become a More Effective Communicator
- Sharpen Management Skills
- Develop Leadership Potential
- Reduce the "Public Speaking Butterflies"
- Learn to Speak with Greater Confidence

## Public is invited

**For more information about  
Hobe Sound Toasters contact**

**Richard Otten**

Tel: 561-385-3715 or

Email: dancensound1@gmail.com

Visit: 1206922.toastmastersclubs.org

**For more information about  
Toastmasters International**

Visit [www.toastmastersinternational.net](http://www.toastmastersinternational.net)



**MARTIN COUNTY  
PROPERTY APPRAISER**

Jenny Fields, CFA



# Property Tax Exemptions for Disabled Veterans

A handout form titled 'Property Tax Exemptions for Disabled Veterans'. It contains three questions with checkboxes for 'YES' or 'NO'. Below the questions is a table with three columns: 'Disabled Veterans', 'Veterans with 10% or more service-connected disability', and 'Totally & Permanently Disabled Veterans'. The table lists eligibility criteria, required documents, and exemption amounts. At the bottom, there is a QR code and a note about the form's purpose.

There are three (3) property tax exemptions to assist disabled veterans in reducing their homestead property's assessed value. To learn more about these exemptions and if you qualify, please view the handout using the QR code provided below or visit our website!



**Scan here to  
view full handout**

**"We VALUE Martin!"**

**Website: [pa.martin.fl.us](http://pa.martin.fl.us) • Email: [info@pa.martin.fl.us](mailto:info@pa.martin.fl.us) • (772) 288-5608**

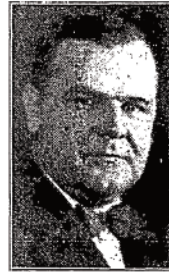


labored on his father's plantation and later, he worked as a clerk and for a time as a tobacco salesman earning \$3 a week. With only four years of formal education, he went on to study law at night and on Sundays and was admitted to the bar in 1914. His years as a salesman proved helpful in his ensuing political career since he had developed a friendly, outgoing personality, was good at speaking extemporaneously and was remembered by people who met him. He had a successful law practice and was elected mayor of Jacksonville in 1917 with the platform of "liberty and common sense." He was re-elected mayor in 1919 and again in 1921. Martin was known as a "businessman's politician." He successfully dealt with the post-World War I economic slump, and the inflation of the early 1920s. He supported the paving of streets in Jacksonville creating a welcome to those who were driving automobiles, bringing prosperity to the area.

With those successes, in 1924 John W. Martin made a run for governor. Florida had a booming economy at that time, and he resolved *"to be a living advertisement for life in the sub-tropical paradise abounding in sunshine, oranges, palm trees, and white-sand beaches."* At the top of the list of his campaign platform was his certainty that the people of Florida needed good roads; essentially a system of paved highways that could bring in industry as well as enhance tourism. He campaigned on the premise of *"building roads from one end of the state to the other, and to do it before the people now living are in the cemetery."* To drum up support he visited every part of the state. He was adamant about a higher standard of proficiency in public schools and state institutions of higher learning. As part of that endeavor,

# For Governor---

## JOHN W. MARTIN



### FLORIDA NEEDS JOHN W. MARTIN!

John W. Martin believes that weak government is responsible for conditions in the State and Nation. He believes the people are tired of cheap political platforms.

When elected Governor he will stop the practice of draining money out of Florida and sending it into the North. He will devote his energy to restoring the balance of trade, bringing new industries into the State and assisting those already here.

Florida's people know John W. Martin; they know he keeps his word. When he promised roads, he built roads, and it is only necessary to drive over Florida's splendid system of highways, largely paved by John W. Martin, to see evidence of his promise fulfilled.

John W. Martin now promises the people of Florida better government at less cost. He will meet every issue and every problem with courage, with the best interest of his State and its people at heart, and will draw upon his long experience and proven ability in meeting every emergency.

Florida needs a Governor with courage, honesty and stamina, who will devote himself not only to relief from tax burdens but to the restoration of trade and Florida's credit, and to the creation of a market for Florida lands and products and jobs for Florida citizens.

VOTE for JOHN W. MARTIN and GOOD TIMES.

Go to the polls early today and vote for John W. Martin for Governor and a better day for our beloved State.

## Better Government at Less Cost

Donated by Friends of John W. Martin

(Paid Political Advertisement)

Gainesville Sun. June 7, 1932. page 7.



## Afternoon Tea at the Apollo



2:30PM SATURDAY, JUNE 7TH

Enjoy an elegant afternoon tea celebrating the Historic Apollo School's Centennial with dainty sandwiches, scones and petite desserts. Cost is \$25 adults/children ages 6-12 \$10. Limited seating. Purchase tickets by May 31<sup>st</sup> on the website.



WWW.APOLLOSCCHOOL.ORG  
9141 S.E. APOLLO STREET, HOBE SOUND 33455



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he advocated for financing public schools by direct state appropriations and furnishing free textbooks to all pupils through the sixth grade. He was in favor of a proposed amendment to abolish inheritance and income taxes in the belief that this would attract new industry and affluent people to Florida. Part of his plan was to utilize convict labor for his roadbuilding projects and he advocated for convicts to make automobile license tags.

The list of his forward-thinking plans for the state of Florida is extensive. He attended rallies and barbecues appealing to the emotions of the people. Typically, he would attend a banquet in a luxurious restaurant, followed by a "rousing street parade" with a band and fuse-lit torches and ending with an inspiring speech from the back of a truck or other makeshift stage. Adding to the uniqueness of the 1924 election was the fact that it was the first major election in which women voted, and apparently many exercised their right. The Panama City Pilot noted that *"in Bay County the women's vote was heavy: That they changed the results in many cases is undoubted, and they have demonstrated that they can and will vote, and that they know how to vote."*

It was reported in the Florida Historical Quarterly in 1973, that *"John Wellborn Martin was elected as a governor dedicated to promoting the boom economy and with taxes on inheritances and incomes removed, the Florida 'boom in paradise' shifted into high gear. And with the inauguration of Martin's ambitious roadbuilding program and the expectations of Floridians rising over the prospects of increased industry and tourism, Florida leaped from its past agricultural orientation into a modern, urban-oriented future."*

Martin was defeated in his 1928 bid for the U.S. Senate and in his 1932 bid for governor. He died in Jacksonville on February 22, 1958.

Interestingly, according to an article in Palm Beach Daily News dated September 26, 2016: *"By the 1920s, the Stuart area wanted to form a new county. With the process stalling, business interests pressed Gov. John Wellborn Martin. They offered him a deal: make it happen, and we'll name the place for you."* Hence, Martin County Florida was incorporated on August 5, 1925 encompassing the communities of Hobe Sound, Hutchinson Island, Indiantown, Jensen Beach, Jupiter Island, Palm City, Port Salerno, Rio, Sewall's Point, and Stuart. After some controversies, in February 1927 voters named Stuart the permanent county seat.

Also celebrating 100 years in 2025 is the Golden Gate Building located on Dixie Highway in Stuart. It became the cornerstone for Martin County's first planned major residential development. It happened around the same time that another developer launched plans for a major development in Hobe Sound and Jupiter Island that was called Picture City.

Meanwhile in Hobe Sound...Henry Flagler's railroad was stopping at the depot in Hobe Sound bringing tourists and potential landowners. And picking up and delivering mail.

...The Olympia Company was vigorously advertising "Picture City" as an idyllic place to live and as the future home of the "Hollywood of the East." Here motion pictures would be made, and homes would be built on streets with the names of the gods of mythology like Zeus, Mercury, Apollo, Athena, Hercules, and more. Sadly, the stock market crash and the hurricane of 1928 turned this dream into a nightmare and the Olympia Company pulled up stakes and moved out of town. (Besides the street names in Zeus Park, cement lampposts from that era still remain on Dixie Highway.)

...The Olympia School opened the doors of a two-room schoolhouse to the children of "Picture City." In continuous use



Golden Gate Building in Stuart, Florida. Tamanoeconomico. CC BY-SA 4.0

as a school from 1925 until 1962, later restored and in use currently as a gathering place for social events and as a mini museum reminding the people of Hobe Sound of its 100 years of history as a school. Now called the Apollo School due to its location on Apollo Street.

...In 1924, the Andrew Lester family moved to Hobe Sound and would soon become prominent members of the community. Andrew, born March 13, 1870 in Norway, had come to the USA in 1893 and married Iraymotto Autowell, Sept. 26, 1896. Andy Sr. and adopted son, Andy Jr., born Jan. 1, 1904, built Hobe Sound's Olympia Ice Company in 1925, in proximity of the railway depot. The icehouse and cold storage plant would also serve as the center of many community events in that area in the ensuing years. (Per TCPalm 6/19/2013, Historic Vignettes by Alice L. & George E. Luckhardt)

Palm Beach Post, October 6, 1925. Page 11.

**Buy in or North of the Palm  
Beaches and You Cannot  
Go Wrong**

After you have visited all of the other developments north of here, be sure to see

**OLYMPIA  
PICTURE CITY  
GOMEZ**

The Natural Beauty Spot of Florida's East Coast  
This is truly a city as "pretty as a picture"

When Henry M. Flagler was looking for a site on which to create his famous winter resort and had all of Florida to choose from he picked this spot but was unable to buy it.

**Not a City of Promise But One of  
Accomplishments**

PICTURE CITY has all improvements now, including water, lights, paved streets, cement side walks, a new school, church, stores and garages.

Contract for the new Casino which will cost about \$200,000.00 has just been awarded. PICTURE CITY has a nine hole golf course, unsurpassed bathing beach, Olympia and Tangerine Inns. The beautiful Indian River runs through the Eastern part of the property.

Be sure to visit PICTURE CITY—the most wonderful, natural beauty spot on the entire east coast.

**Prices and Plots of the New  
Indian River Section**

may be had if you will write, wire, phone or call at the office.

**Picture City Corporation**

CHAS. L. APPEL, President  
**WILLIAM. H. LINDSAY and ROBERT D. CLOW, JR.**  
SELLING AGENTS

Kettler Theatre Building      West Palm Beach, Fla.  
Temporary Miami Office—Room 622, Ponce de Leon Hotel

Edward Duffy, Sales Manager.

"A profit to every purchaser for the past 29 years"

5



...On October 18, 1925, Mr. & Mrs. Andrew Lester, Sr., and their son, Andrew Lester, Jr., organized a Sunday School to meet on Sundays in the Apollo School. There were 34 people present. Then with growing attendance and interest, they requested the formal organization of a church. The need was evident and now with 50 members, on January 10, 1926 "under the supervision" of the Presbyterian Church, U.S.A. the Hobe Sound Presbyterian Church was organized. Today the church is planning to do some much needed renovations and preparing to celebrate its 100th anniversary.

...Willie E. Pettway was a young man in Alabama with a young family and unfortunately somehow accidentally killed a dog. It was imperative that he "get out of town" immediately. He hopped a train headed for Florida and got off in Hobe Sound. Eventually raising here his family of 14 children, working hard, buying land and establishing a legacy that still exists. Surely, you've stopped into the tiny Pettway Grocery on Dixie Highway for a quick pick up of a loaf of bread or a gallon of milk.

1925 was a remarkable year for Martin County. Definitely an era to be celebrated. There are places to visit to learn more about the foundation of this county we call home upon which has been built a rich history!

To name a few very worthwhile places of interest that abound with preserved and well-presented pieces of Martin County history : The Elliott Museum; The Gilbert's Bar House of Refuge; The Stuart Feed Store and Museum; The Golden Gate Building; The Apollo School; And soon the Hobe Sound Train Depot.



Willie E. Pettway. Courtesy of the Pettway family.

### George W. Parks General Merchandise Store

This historical icon situated along the St. Lucie River in downtown Stuart is one of the earliest commercial buildings in the area. George W. Parks constructed the two-story building, with the store on the first floor and living quarters for his family upstairs. The store provided everything from household items such as furniture and butter churners, to baby chicks, and animal feed. Parks also ran the Gulf Oil distributorship behind the store along the Gulf Oil docks of the St. Lucie River. The hurricanes of 1926, 1928, 1933 and 1949 caused damage to other town buildings, but the Parks store withstood it all.

### Becoming Stuart Mercantile

Parks partnered with C. E. 'Riley' Christensen in 1913, and the store's name was changed to Stuart Mercantile Co., which handled hardware and 'kindred lines.'

### Becoming Stuart Feed Store

By 1924, George Parks had sold the store and operated the local Gulf Oil business full time. In 1946 the store was sold to the Truman Fertilizer Company and was renamed Stuart Feed Store carrying seed, fertilizers, insecticides, pet and garden supplies.



### Becoming Stuart Heritage Museum

The building operated as Stuart Feed Store until the late 1980s when the City of Stuart purchased the building and land which extends from Flagler Avenue east to the St. Lucie River. Since August 1992, Stuart Heritage, Inc. has operated the Stuart Heritage Museum in the building. The museum is located in historic downtown Stuart between the Stuart City Hall and the Flagler Place. Open Every Day 10:00 a.m. to 3:00 p.m. (Closed Holidays)/ Admission Always FREE!

## Some trivia of interest:

- John Wellborn Martin married Lottie Wilt Pepper in 1907. The couple had one child, John Wellborn Martin, Jr., but he died during infancy.
- Governor Martin's paternal grandfather was John Marshall Martin, a slaveowner who served in the Confederate Army and the Confederate Congress, and his maternal grandfather was James Byeram Owens, a slaveowner who served in the Provisional Congress of the Confederate States.
- The "in-tact" Hobe Sound train depot has recently been returned near to its original location on Dixie Highway after many years being used as an office for Hobe Groves, Inc. and later as the sales office for the potential Polo community located on Bridge Road out towards I-95. Watch for details of upcoming events to showcase this remarkable building and to raise funds for renovations to restore it to its original configuration.

## Some trivia of interest:

- Martin County proudly boasts more than 22 miles of uncrowded beautiful beaches and more than 77 parks—not to mention the most bio-diverse lagoon ecosystem in the Northern hemisphere. This unique ecosystem provides a habitat for over 4,300 species of plants and animals, including more than 30 threatened and endangered species
- Per [travelmediapressroom.com](http://travelmediapressroom.com): *"You'll find every kind of family activity to tickle your fancy, from rodeos to high-end shopping, art galleries and one-of-a-kind museums to eco-friendly sea turtle adventures. Located just off A1A and accessible by a plethora of scenic avenues, Martin County is 45 minutes from Palm Beach International Airport, an hour from Fort Lauderdale Hollywood International Airport, 90 minutes from Miami International Airport, and two hours from Orlando International Airport."*
- Martin County has a county-wide, four-story height restriction that prevents towering hotels or condo buildings.
- Per Discover Martin County: Gilbert's Bar, House of Refuge is the oldest structure in Martin County and is the only remaining building out of the 10 original houses of refuge that once dotted Florida's treacherous eastern coast. These lifesaving stations were purpose-built to serve as safe havens for shipwrecked travelers. Managed by the Historical Society of Martin County, it's now home to a museum and has been restored to showcase historical lifesaving equipment and the Keeper's living quarters as they were in 1904, full of authentic artifacts and colorful tales from a bygone era.

The House of Refuge at Gilbert's Bar has been awarded over \$1.7 million for a comprehensive restoration project, thanks to the Martin County Board of Commissioners and other supporting partners at Martin County.

Starting June 1, the House of Refuge will temporarily close to the public so that this essential preservation work can be done safely and thoroughly. The project is expected to take about 6 to 8 months, with the goal to reopen just in time for a 150th Anniversary Celebration in 2026!

The work will be led by The Tradesmen Group, a nationally respected team known for restoring historic landmarks with skill, care, and heart.

You can follow the progress on Facebook, Instagram, and YouTube for behind-the-scenes photos, stories from the craftsmen, and sneak peeks at the progress.

**To learn about upcoming events and activities that showcase the rich history of Martin County visit:**  
[info@discovermartin.com](mailto:info@discovermartin.com).

## Martin County Park Finder

This service is provided by Martin County Board of County Commissioners to provide residents and visitors with an easy way to find parks near them, a park name, or recreation opportunities offered by Martin County Parks and Recreation department.



## Martin County Trail Finder

Use this map to locate the trails in Martin County. Zoom in to be able to view the trails and then click on the trail of your choice to see more information. We hope you enjoy your outdoor adventures in Martin County!



House of Refuge. Photo by Nancy Lee,





# Real Estate Corner – Happy Birthday Martin County 100 Years Old

Some say, "I always seem to be a dollar short and a day late." Imagine if you and I invested in Hobe Sound 100 years ago. Wow! Times have changed but Real Estate will always be a solid investment. Yes, it fluctuates up and down but, in the end, it always goes up in value as there is only so much available!

I would like to talk a little about Real Estate in 1925, right here in little Hobe Sound where a dream almost came true.

In the early 1920s, tens of thousands of people across the United States, many of whom had never set foot in Florida, made down payments on unbuilt lots in the Sunshine State, lured in by fanciful brochures and fast-talking salespeople.

"All of America's gold rushes, all her oil booms and all her free-land stampedes dwindled by comparison with the torrent of migration pouring into Florida during the early fall months of 1925," wrote journalist Mark Sullivan in his encyclopedic history of the era. "If Ponce de Leon's Fountain of Youth had just been found, it could hardly have attracted a greater multitude."

The Stuart Messenger (predecessor to The Stuart News) ran a banner headline across the front page: "Olympia-Gomez to be Picture City."

The first effort to bring Hollywood glitz and glamour to the Treasure Coast was Picture City, a plan in the mid-1920s to build a "moving picture" studio as part of a planned residential community in Hobe Sound.

A promotional brochure for Olympia and Picture City called the stretch between Stuart and Miami "the Fifth Avenue of Florida, the finest land throughout the entire world."

Page Twenty THE PALM BEACH POST Tuesday Morning, October 20, 1925

## HENRY L. DOHERTY JOINS EXECUTIVE FORCES OF PICTURE CITY

ANNOUNCEMENT IS MADE BY APPEL FROM NEW YORK

from Friday's Miami Tribune  
from Friday's Miami News

# READ or REGRRET

H. L. DOHERTY WILL MANAGE PICTURE CITY

Public Utility Magnate Takes Leadership of Florida Development

Henry L. Doherty, executive manager, United States and head of the United States Co. of New York, has been named to manage the development of the Picture City project in Florida. He will assume the management of the project in conjunction with Charles J. Appel, president of the Picture City Co., together with the company, according to a statement given by the Picture City Co. in New York City, Oct. 19.

The United States Co. of New York, which is a public utility company, has been named to manage the development of the Picture City project in Florida. It has been named to manage the development of the project in conjunction with Charles J. Appel, president of the Picture City Co., together with the company, according to a statement given by the Picture City Co. in New York City, Oct. 19.

Included in the assets are \$100,000 of cash in various banks of the company, and the assets of all of the company. The assets of the company are: \$100,000 of cash in various banks of the company, and the assets of all of the company. The assets of the company are: \$100,000 of cash in various banks of the company, and the assets of all of the company.

Read these newspaper clippings. Then figure that Picture City Park is in the heart of Picture City, the development which will now be backed by no less than Henry L. Doherty.

Do you realize what this means? It means that Picture City will probably be the biggest development that the state of Florida has ever known! This development may even break WORLD records.

And listen: Right now—today—YOU, the man of moderate means, can get in and benefit from this great development at LITTLE COST.

There are a VERY FEW lots left in Picture City Park at \$775.

Oh, yes, they are already making profits from resales of lots in Picture City Park.

But we believe that when the Picture City development gets under way the profits being made now will be to the profits possible then as the chaff is to the wheat!

## PROFITS BEING MADE NOW!

**Location**  
Picture City Park is located right in the center of the great Picture City Development.

It is only two blocks from the site of the Seiznick Studio.

It runs clear to the Indian River.

It has a railroad station—the Picture City station—nearby.

It has wide roads.

It is near the bustling towns of Olympia and Gomez.

And it is but a short distance from the Dixie.

**Read This**  
A crew of 100 men is now working at the site for the Seiznick Studio.

This studio is only TWO blocks from Picture City Park.

It is expected that ground will be broken within a short time for the studio which is destined, we understand, to become the moving picture center of the East.

We understand further that building materials are now en route for the studio by boat.

Profits are being made at Picture City Park NOW. Listen to these facts:

October 10 a buyer made a \$125 payment on a lot there and sold it Monday at a profit of \$625 (name on request). Leo J. Clapper paid a \$30 binder on a lot at 7 p. m. and sold it at 7:30 p. m. for \$230. Donald Bergantino bought a lot for \$775 at noon. Twenty minutes later he sold it to Mrs. Annie Ford of New York for \$1,075. At 1 o'clock the same day Mrs. Ford resold to A. Harper for \$1,275.

And if that can happen NOW think what will be the effect on property values when the Great Henry L. Doherty joins hands with Charles J. Appel! And YOU can be owning a lot RIGHT IN THE CENTER OF THAT DEVELOPMENT!

# Warning!

Within a few weeks we have sold FAR MORE THAN HALF of all the lots in this section of Picture City Park. The news reproduced above will cause the balance of these lots to GO LIKE WILDFIRE.

Days, yes, hours, count now. It's the man who gets into action IMMEDIATELY who will ride THIS gravy train. Because—

THE REMAINING LOTS in this section MAY ALL BE SOLD OUT WITHIN A VERY SHORT TIME, A MATTER OF HOURS.

Your own good judgment tells you what these news stories mean. GIVE YOUR POCKETBOOK THE ADVANTAGE OF IT: Buy EVERY LOT YOU CAN POSSIBLY AFFORD TO BUY IN PICTURE CITY PARK TODAY.

**Miami Offices:**  
222 N. E. First Avenue  
Next Door Pershing Hotel  
134 N. E. Third Street  
Phone 9312

**Palm Beach Office:**  
113 N. Narcissus  
Keller & Noyes  
Stuart Hotel, Stuart, Fla.

**T. & L. REALTY COMPANY,**  
DEVELOPERS

**Picture City Park**

A full-page ad in the Oct. 21, 1925, issue of The Stuart Daily News included: "Right now — today — YOU, the man of moderate means, can get in and benefit from this development at LITTLE COST. ... There are a VERY FEW lots left in Picture City at \$775. Oh, yes, they are already making profits from resales of lots in Picture City Park."

The ad goes on to note: "Donald Bergantino bought a lot for \$775 at noon. Twenty minutes later, he sold it to Mrs. Annie Ford of New York for \$1,075. At 1 o'clock, the same day, Mrs. Ford resold it to A. Harper for \$1,275."

But it didn't happen the way they planned and hoped. "The hurricane of 1928 and the Great Depression were merely nails in the coffin."

Credit to Tyler Treadway of TCPalm credit also to Frank Lund of Hobe Sound, a member of the Jupiter Island Historical Society!

Hobe Sound, located in Martin County on Florida's Treasure Coast, continues to exhibit strong market fundamentals in 2025, outperforming many other Florida markets:

- Home prices are experiencing moderate but steady appreciation of approximately 4-5% annually
- Months' supply of inventory in March 5.7 indicates a buyer's market advantage
- Days on market before contract 46 days, average shorter than many comparable Florida markets
- Median home prices hover around \$640,000, reflecting the area's desirability



# Key Factors Driving the Hobe Sound Market

## Strong Demographic Trends

- Continued migration from northeastern states and high-tax regions
- Steady influx of retirees attracted to the area's natural beauty and lifestyle
- Growing appeal to remote workers seeking Florida's tax advantages and quality of life

## Location Advantages

- Proximity to Jupiter and Palm Beach without the congestion and higher prices
- Access to pristine beaches and the Intracoastal Waterway
- Relative insulation from overdevelopment due to strict zoning and environmental protections
- Convenient access to I-95 and Florida's Turnpike.

## Challenges and Considerations

- Insurance costs continue rising due to Florida's hurricane exposure, impacting affordability
- Interest rates affecting buyer purchasing power, though less impact on cash buyers (common in this market)
- Limited inventory of entry-level homes under \$350,000

## Investment Outlook

Rental properties in Hobe Sound show strong performance with:

- Seasonal rental demand remaining robust
- Year-round rental rates increasing 3-4% annually
- Vacation rental properties achieving high occupancy rates
- Strong return on investment compared to many other Florida coastal communities

## 2025-2026 Forecast

The Hobe Sound market is expected to maintain stability and moderate growth through 2025-2026, with slightly higher appreciation rates than the national average. The area's limited developable land, environmental protections, and continued Florida in-migration support a positive long-term outlook for property value.

Just sayin!

### Rich Otten, PSA, C2EX

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A 1926 photo of staff at a Miami real estate office State Library and Archives of Florida

# Chapter 34 Crossword

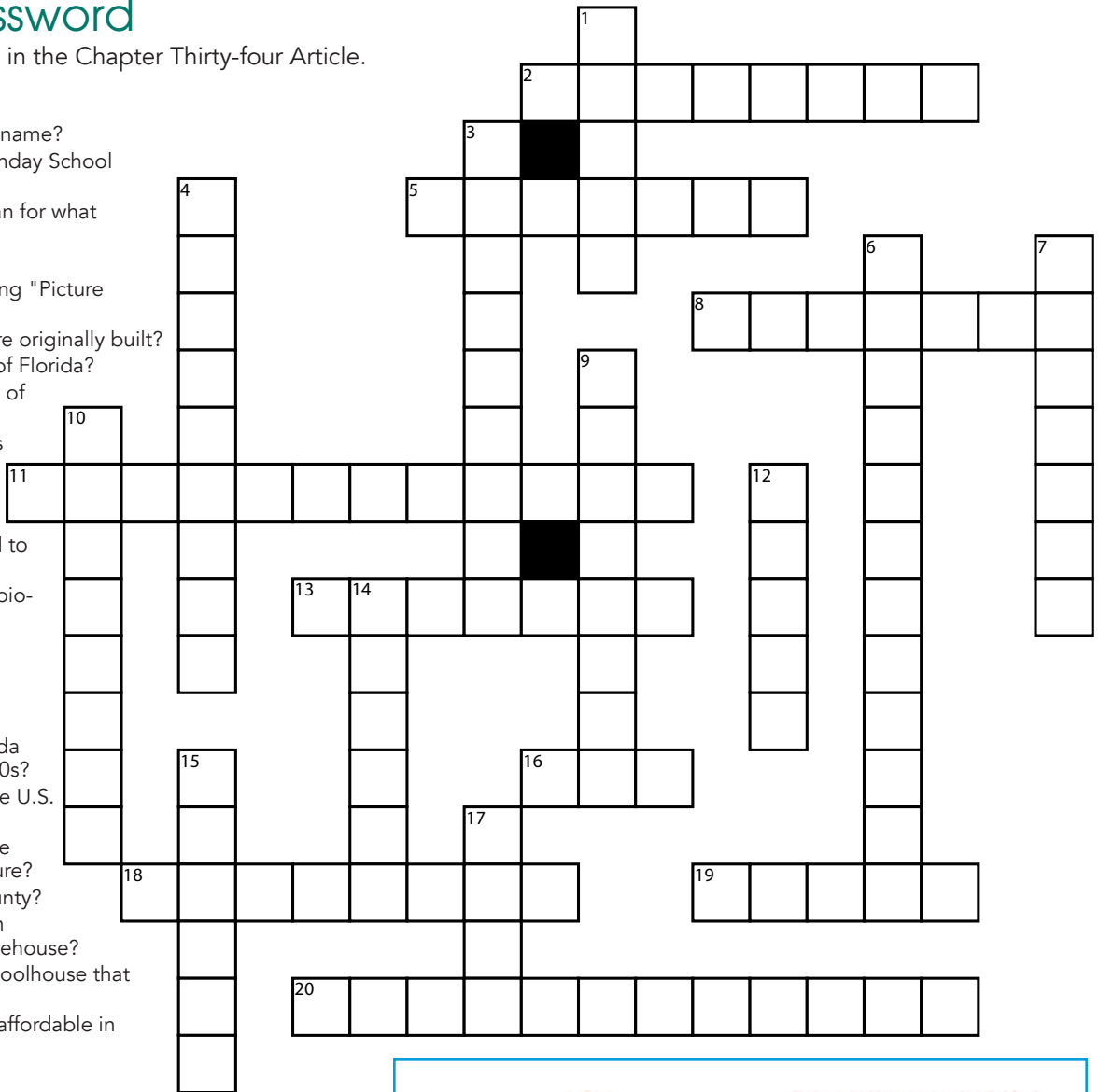
Hint: All Answers Can be Found in the Chapter Thirty-four Article.

## Across

2. What was John Martin's middle name?
5. In what month in 1925 was a Sunday School organized?
8. John Martin was once a salesman for what product?
11. May is Historic what month?
13. Name of the company developing "Picture City?"
16. How many houses of refuge were originally built?
18. John Martin was the 24th what of Florida?
19. Last Name of the Vice President of the U.S. in 1925?
20. Most important item on Martin's campaign agenda?

## Down

1. Relating to Flagler's Railroad, what has recently been returned to Dixie Highway in Hobe Sound?
3. Martin County boasts the most bio-diverse what in the northern hemisphere?
4. Dance craze in the 1920s?
6. John Martin was Mayor of what Florida city?
7. What kind of economy did Florida experience during the early 1920s?
9. Last name of the President of the U.S. in 1925?
10. We celebrate the past, honor the present and do what for the future?
12. There are 77 what in Martin County?
14. Name of the prominent family in Hobe Sound who opened the icehouse?
15. Current name of the 2-room schoolhouse that opened in 1925?
17. What make car was considered affordable in 1925?



## A little Trivia from Dictionary.com:

**milestone** [ mahyl-stohn ] noun. a significant event or stage in someone's life

*Is someone in your life experiencing a **milestone** ... graduation, retirement, new business, remarkable birthday, new baby, new home, special vacation in Hobe Sound? Stop into the Hobe Sound Beach Shop to find that special gift item to celebrate that event. Milestones are meant to be remembered, let us help you make it extraordinary! And don't forget, custom items available for only one up to as many as you might need.*



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