

Interesting History

Florida's landscape began a dramatic transformation in the early 20th century as a new mode of transportation became available – the automobile. For decades, Florida's visitors were wealthy resort guests who ventured south on plush passenger trains. By 1917, larger numbers of middle class citizens wanted to experience Florida's tropical beauty – and as the automobile's popularity rose, many chose to travel by car. The first American company to make a reliable car was Oldsmobile (namesake of the city of Oldsmar) in 1901, quickly followed by Henry Ford's Model T in 1903. In 1902, more than 17 million horses carried goods and people across the country compared to only 23,000 cars. By 1915, the number of automobiles skyrocketed to two million cars and motorists were excited about exploring beyond the borders of their hometowns. Enthusiastic motorists formed 50 small motor clubs, and in 1902 nine of them joined together to form the national motoring organization of the American Automobile Association (AAA).



Ford's Affordable Model T Meant
More American Drivers Longing for
Good Roads
<http://tdowling.hubpages.com>

For 111 years, the AAA has focused on the creation of safe and efficient highways and a multi-modal transportation system that is accessible and affordable to everyone. AAA established a Bureau of Touring Information in 1907, introduced road service for stranded motorists in 1915 and established the School Safety Patrol system in 1920. Today, elementary school students vie to be a "Patrol," stranded motorists call AAA for a variety of car services and an online service provides international information for anywhere you want to go. Visit <http://newsroom.aaa.com/about-aaa/history/> for more information about the AAA.

More below

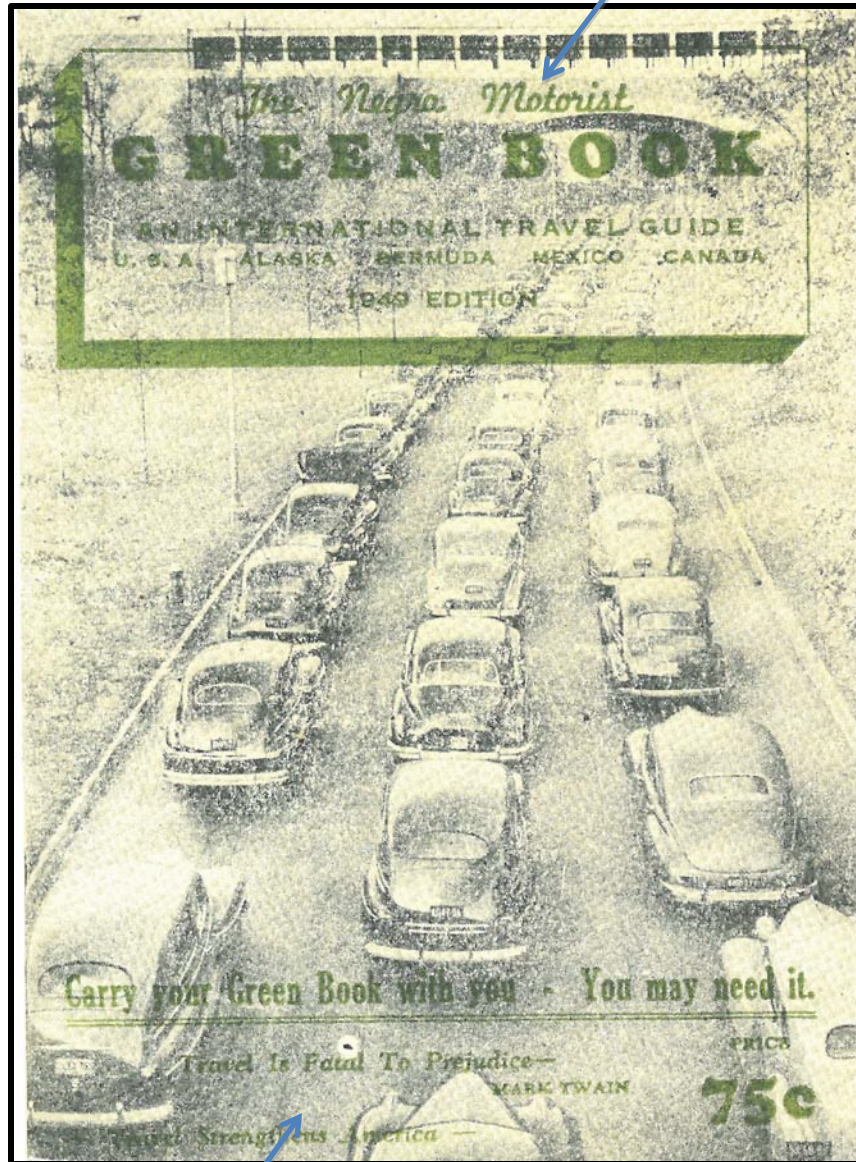
American Automobile Association, *Florida*.

The Green Book

During the era of segregation, African Americans ran into difficulties traveling throughout the United States. In 1936, Victor H. Green published *The Negro Motorist Green Book* – the book was designed as a travel guide, and listed establishments including hotels, restaurants, and entertainment venues where African Americans were accepted. Below are the front cover, the introduction and the Florida page from *The Negro Motorist Green Book*.

American Automobile Association, Florida.

The Negro Motorist
Green Book
An International Travel Guide
1949 Edition



Carry your Green Book with you - You may need it.
Travel is Fatal to Prejudice-
Mark Twain
Travel Strengthens America

ESTABLISHED 1936

THE Negro Motorist GREEN BOOK

INTRODUCTION

With the introduction of this travel guide in 1936, it has been our idea to give the Negro traveler information that will keep him from running into difficulties, embarrassments and to make his trips more enjoyable.

The Jewish press has long published information about places that are restricted and there are numerous publications that give the gentile whites all kinds of information. But during these long years of discrimination, before 1936 other guides have been published for the Negro, some are still published, but the majority have gone out of business for various reasons.

In 1936 the Green Book was only a local publication for Metropolitan New York, the response for copies was so great it was turned into a national issue in 1937 to cover the United States. This guide while lacking in many respects was accepted by thousands of travelers. Through the courtesy of the United States Travel Bureau of which Mr. Chas. A. R. McDowell was the collaborator on Negro Affairs, more valuable information was secured. With the two working together, this guide contained the best ideas for the Negro traveler. Year after year it grew until 1941 "PM" one of New York's great white newspapers found out about it. Wrote an article about the guide and praised it highly. At the present time the guide contains 80 pages and lists nu-

merous business places, including whites which cater to the Negro trade.

There are thousands of first class business places that we don't know about and can't list, which would be glad to serve the traveler, but it is hard to secure listings of these places since we can't secure enough agents to send us the information. Each year before we go to press the new information is included in the new edition.

When you are traveling please mention the Green Book, in order that they might know how you found their place of business, as they can see that you are strangers. If they haven't heard about this guide, ask them to get in touch with us so that we might list their place.

If this guide has proved useful to you on your trips, let us know. If not, tell us also as we appreciate your criticisms and ideas in the improvement of this guide from which you benefit.

There will be a day sometime in the near future when this guide will not have to be published. That is when we as a race will have equal opportunities and privileges in the United States. It will be a great day for us to suspend this publication for then we can go wherever we please, and without embarrassment. But until that time comes we shall continue to publish this information for your convenience each year.

FLORIDA

DAYTONA BEACH

TOURIST HOMES
M. Littleton—522 S. Campbell St.

RESTAURANTS
C. & B.—566 Campbell St.

LIQUOR STORES
Hank's—531 S. Campbell St.

Florida

IN PATRONIZING THESE PLACES

DAYTONA BEACH (cont.)

SERVICE STATIONS
Kirkland—Campbell & Orange Ave.

DELRAY BEACH

TAVERNS
Manfield—N. W. 1st St.

FORT LAUDERDALE

HOTELS
Hill—430 N. W. 7th Ave.

TAVERNS
Windsor

NIGHT CLUBS
2 Spot Cotton Club

JACKSONVILLE

HOTELS
Blue Chip—514 Broad St.
Richmond—422 Broad St.

TOURIST HOMES
Craddock—45th & Moncrief
Alpine Cottage—714 W. Ashley St.
E. H. Flipper—739 W. Church St.
L. D. Jefferson—1834 Moncrief Rd.
B. Robinson—128 Orange St.
C. H. Simmons—434 W. Ashley St.

NIGHT CLUBS
Two Spot—45th & Moncrief Rd.

RESTAURANTS
Sunrise—829 Pearl St.

LAKE CITY

TOURIST HOMES
MRS. M. J. McCOY (Ben-Flo)
720 E. LEON STREET
Rivers—931 Taylor Street

RESTAURANTS
Bill Rivers—931 Taylor Street

BARBER SHOPS
George's—302 E. Railroad St.

BEAUTY PARLORS
Ruby's—205 N. Dundee Street

SERVICE STATIONS
Farmenit—300 E. Washington St.

GARAGES
Chicken's—E. Railroad St.

LAKELAND

TOURIST HOMES
Mrs. A. Davis—518 W. 1st St.
Mrs. J. Davis—842½ N. Florida Ave.

MIAMI

HOTELS
Mary Elizabeth—642 N. W. 2nd Ave.
Dowsey—941 N. W. 2nd Avenue

BEAUTY PARLORS
Progressive—1324 N. W. 1st Court
Elizabeth—175 N. W. 11th Terrace
Charlows—1730 N. W. 1st Court
Minnie's—1469½ N. W. 5th Avenue

BEAUTY SCHOOLS
Sunlight—1011 N. W. 2nd Avenue

BARBER SHOPS
Smith's—363 W. Flagler St.

TAVERNS
Star—3rd Ave. & 15th St. N. W.

NIGHT CLUBS
Fiesta—627 N. W. 2nd Avenue

LIQUOR STORES
Cuban—1701 N. W. 4th Avenue
Ideal—175 N. W. 11th St.
Henry's—379 N. W. 14th St.

TAILORS
Valet—506 N. W. 14th St.

TAXI CABS
Brown's—N. W. 8th St. & 2nd Ave.

ORLANDO

HOTELS
Wells Bilt—509 W. South St.

PENSACOLA

RESTAURANTS
Rhumboogie—509 E. Salamanca Street

TAILORS
Reese—307 E. Wright Street

SEBRING

RESTAURANTS
Brown's—406 Lemon St.

SOUTH JACKSONVILLE

RESTAURANTS
Cool Spot—2619 Kings Avenue

ST. AUGUSTINE

TOURIST HOMES
F. H. Kelley—85 Bridge St.
H. G. Tye Apts.—132 Central Avenue

TAMPA

HOTELS
Central—1028 Central Avenue
Dallas—829 Zack St.
Rogers

RESTAURANTS
Bruce's—813 Scott St.

TAVERNS
Little Savory—Central & Scott

WEST PALM BEACH

RESTAURANTS
Silver Bar Grill—615 8th St.