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FAMILY

PALM BEACH COUNTY, FLORIDA
JULY - AUGUST, 1966

3

2

110

60

40

31

20

HERE WE "GROW" AGAIN

1

World Radio History

The Taj Mahal It Isn't . . . Nor Even An Egyptian Sphinx



COVER PICTURE

RCA's new growth includes buildings 20, 31, 40, 60, 70 and 110.

AREAS OF INTEREST

1. Route I-95.
2. City of Palm Beach Gardens.
3. Village of North Palm Beach.
4. City of Lake Park.
5. Town of Palm Beach.
6. Lake Worth (Intracoastal Waterway).
7. Atlantic Ocean.
8. Amaryllis beached (September 1965 during hurricane Betsy).
9. North Palm Beach Country Club.
10. Route A1A.
11. Monet Road.

. . . but the imposing and durable complex of buildings is our RCA Palm Beach Plant! That in itself means much more than the Taj Mahal to the people of Palm Beach County. It is a living and working monument that is acquiring worldwide recognition.

We grew . . . we expected to grow . . . we're over five years old and we have grown in stature, knowledge and product. This area recognizes our steadily increasing economic impact here and over 90,000 RCA employees recognize our prowess and unlimited potential for assistance to business and industry universally.

Our expansion and growth program includes over 310,000 square feet of work area . . . over 17 acres of parking area . . . more than 18 acres of landscaping . . . a man-made 2,500,000 gallon lake fronting on I-95 . . . the addition of 1,300 light fixtures, more

than 5,000 cubic yards of poured concrete, connecting more than 26 miles of wire to the existing circuits, increasing electrical power facilities to provide an additional 3250 KVA and in excess of 2,200 employees.

Groundbreaking ceremonies . . . land clearing . . . the rains . . . delays . . . storms . . . all are now just memories as all personnel make the new additions an integral part of the daily work program.

This working Plant that has exploded in size in these past few years is a source of pride to all its employees. They are proud of their operations and are awaiting the opportunity for others to visit their Plant and work areas.

. . . and now the final phase of this expansion program: all of the employees will invite their families to visit the new facilities on "Open House Day" in mid-September.



Jeff Snyder, six year old son of Don, Manufacturing Engineering, points across lake to the newly expanded facilities of RCA and informs his mother "Skip", "That's where daddy works". Below, L to R, the chronological sequence of the building program. Groundbreaking, building framework, roof girders, and the lattice work shadows in the new #70 building during the course of construction. The completed facilities will be open to RCA families and guests on Saturday, September 24.

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*Brig. General David Sarnoff,
Chairman of the Board,
Radio Corporation of America.*



Three National Organizations Plan "Salute To David Sarnoff" On His 60th Anniversary In Communications And Electronics

Plans for an unprecedented tribute by the electronics and communications industries to Chairman David Sarnoff of the Radio Corporation of America, in commemoration of the 60th Anniversary of the start of his career in communications, were announced recently.

Three national organizations — the Electronic Industries Association, the Institute of Electrical and Electronics Engineers, and the National Association of Broadcasters — will co-sponsor the "Salute to David Sarnoff." It will be held in the Grand Ballroom of the Waldorf-Astoria Hotel, in New York, on September 30, the exact day sixty years ago when General Sarnoff started working for a telegraph company.

Frederick R. Kappel, Chairman of the Board of the American Telephone and Telegraph Co., will serve as program chairman at the dinner, and Lowell Thomas, noted author, commentator, and explorer will act as toastmaster. Approximately 1,700 people, including national government leaders and eminent Americans in all walks of life, are expected to attend.

The principal industry speakers for the occasion will be Dr. Jerome B. Wiesner, Provost and Dean of the School of Science at the Massachusetts Institute of Technology, and former Special Assistant to the President on Science and Technology and former Chairman of the President's Science Advisory Committee under President Kennedy, who will represent the IEEE; Robert W. Galvin, Chairman of the Board of Motorola, Inc., speaking for the EIA; and William S. Paley, Chairman of the Board of the Columbia Broadcasting System, who will represent the NAB.

In a joint statement announcing plans for the dinner, Dr. William G. Shepherd, President of the IEEE, Robert W. Galvin, President of the EIA, and Vincent T. Wasilewski, President of the NAB, said that the event was being held to commemorate General Sarnoff's "outstanding contributions to the progress and welfare of his industry, his country, and his fellow men. No man has placed his stamp of genius more firmly upon an era than General Sarnoff."

The presidents of the three sponsoring organizations are serving as Honorary Chairman of the occasion, and their respective Boards of Directors are acting as members of the Honorary Committee. This is the first time, it was pointed out, that these three associations have ever united in such a tribute.

General Sarnoff, who earlier this year celebrated his 75th birthday, came to this country in 1900 at the age of nine. He sold newspapers, and worked as a delivery and messenger boy. On September 30, 1906, he joined the Marconi Wireless Telegraph Company of America as an office boy and began his career in wireless. When the Radio Corporation of America was formed, in 1919, he became its Commercial Manager.

General Sarnoff was elected President of RCA in 1930, at the age of 39. In 1947, he was elected Chairman of the Board and Chief Executive Officer. In 1966, he relinquished the post of Chief Executive Officer, continuing to serve actively as Chairman of the Board.

A memorandum he wrote to his superior officers in the Marconi Wireless Telegraph Company of America in 1916 has become famous in the annals of American industry. In it, he proposed a plan for broadcasting programs into the home by using a "radio music box." This proposal led directly to the development of the radio and radio broadcasting as it is known today.

General Sarnoff likewise was the moving force behind the development of both black-and-white and all-electronic, compatible color television. In 1944, the Television Broadcasters Association conferred upon him the title "Father of American Television."

In addition to his scientific and industrial activities, General Sarnoff has achieved wide recognition for his efforts in military communications, especially during World War II. He served as Special Consultant on Communications at General of the Army Dwight D. Eisenhower's SHAEF Headquarters in Europe, and was elevated to the rank of Brigadier General on December 6, 1944.

RECORD EMPLOYEE BOND PURCHASES EARN TREASURY CITATION FOR RCA



RCA President, Robert W. Sarnoff, congratulates James D. Bradburn, EDP Division Vice President and General Manager for the tremendous employee response in EDP during the U. S. Savings Bond Campaign.

The United States Treasury Department recently presented a citation to Robert W. Sarnoff, President of the Radio Corporation of America, in recognition of the record participation by company employees in the 1966 U. S. Savings Bond program.

With 90,000 men and women — now purchasing bonds through the payroll savings plan, RCA is “outstanding among industrial concerns in the nation,” the citation said. It added: “A splendid example has been set for all Americans.”

The citation, hand-embossed on parchment and signed by Secretary of the Treasury Henry H. Fowler, was presented to Mr. Sarnoff by William H. Neal, Assistant to the Secretary and National Director of the Savings Bond Division, at a luncheon in Cherry Hill Inn, Cherry Hill, N. J. Present were more than 100 representatives of RCA major operating units throughout the country, along with leaders of organized labor, which has given strong support to the campaign.

Mr. Sarnoff then presented special Treasury Department awards to representatives of ten units in the company that met or surpassed the per cent goal set for 1966. He expressed appreciation to the employees for their support, which, according to Treasury statistics, has placed RCA highest among all major corporations at this time, both in total number and percentage.

Among the ten units receiving the special awards were:

RCA Parts and Accessories, P. B. Garver, General Manager; RCA Service Company, A. L. Conrad, President; C. R. Denny, Vice President and Managing Director; Electronic Components & Devices, J. B. Farese, Division Vice President; Defense Electronic Products Divisions, T. W. Massoth, Manager, Administration, on behalf of all divisions; Electronic Data Processing, J. D. Bradburn, Division Vice President and General Manager; RCA Victor Home Instruments, R. W. Saxon, Vice President and General Manager; Broadcast & Communications Products Division, C. H. Colledge, Division Vice President and General Manager; RCA Victor Record Division, G. R. Marek, Vice President and General Manager; RCA Victor Distributing Corp., J. F. O'Brien, President.

W. W. Watts, Group Executive Vice President, accepted the awards on behalf of RCA Victor Home Instruments and RCA Victor Distributing Corp.

C. M. Odorizzi, Group Executive Vice President, accepted the award on behalf of RCA International.

N. Racusin, Division Vice President and Operations Manager, accepted the award on behalf of RCA Victor Record Division.

The awards were handsome plaques bearing the Great Seal of the United States and the official Treasury Seal, with a brief explanation and history of each on the reverse side.

In accepting the Treasury citation, Mr. Sarnoff said that it was evidence of three things: First, that RCA “as a member of the American business family is doing its share to maintain a disciplined economy and helping to curtail inflationary pressures;” second, its employees recognized the value and importance of bonds to themselves, their families and their government; and, third, “the award is tangible tribute to our people’s ability to successfully organize and execute a campaign in a large multi-location company.”

James J. Brant, Staff Vice President, Personnel Administration, who served as toastmaster, noted that RCA was the first major corporation to adopt the payroll savings plan when the program was inaugurated 25 years ago with the purchase of the first Series E bond by President Franklin D. Roosevelt. The company has maintained a “close partnership” with the Treasury’s Savings Bonds Division ever since, he said, citing the steady increase in participation over the last decade.

Mr. Neal, in presenting the citation, pointed out that the savings bond was originally a tool to support the company’s defense posture as involvement in World War II appeared imminent. Today, he said, it is again a “weapon of defense, supporting our Vietnam campaign,” but at the same time is a weapon against inflation and a valuable means of disciplined savings.



SPORTS SP

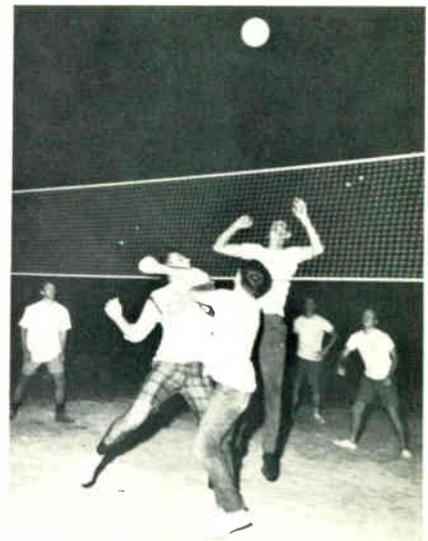


A part of the rooting section that attends and cheers the RCA champions to greater effort. In the front row, Bob Thomas and Pat Smith. Below is picture proof of the prowess and form exhibited by our male and female heroes.

Would You Believe . . .

Actually a glamour magazine would probably be more appropriate for this item but with no reporter present we covered it. A bevy of lovelies from RCA cavorted nimbly about under the lights at the volley ball court on the banks of the Earmann River in North Palm Beach the other Wednesday evening. Inquiry brought forth the information that this was definitely not a weight reducing venture but if 3 or 4 tons of excess muscle was lost in the process no one would feel too badly. Rather, it was felt that the men were capturing too many headlines with their athletic endeavors and it was time the girls stole some publicity. The girls were serious in their efforts and charged about the court with all of the nimbleness and agility of experienced ballet dancers. Would you believe — we forgot to keep track of the score so intent were we on the sensational form shown by those budding stars. The girls tell us that regular games will be held every Wednesday evening and we are looking forward to more and more of RCA's lovelies joining this group.

P.S. RCA's men's teams also played.



ECTACULAR



Blattner and Lilly Capture Honors At Stuart Tournament

This month's issue covers some of the action exhibited by RCA golfers at the recent tournament held at the Martin County Country Club in Stuart, Florida. League and Tournament play has resulted in earned handicaps which apply at scheduled events. At the tournament covered by the pictures; winners were "A" Flight: Bill Blattner and Ray Lilly. "B" Flight: Bill (Eng.) Allen and Don Calvin. "C" Flight: Joe Dambro and Gil Walne. Regularly scheduled monthly tournaments highlight individual efforts with recognition in the form of an award. All of this play points toward the Annual RCA EDP GOLF Championship Tournament held during December.

Pictured left: Jim Simpson watches Nick Del Vecchios' 20 foot putt come up and stop just short of the cup. Center picture: Wil Lloyd, handicap committee chairman discusses a technicality with Ray "Long-knocker" Lilly. Bill Blattner and golfing buddy sit out a slightly damp interruption of play.



Shark and Barracuda Target Of RCA Diver

Skin-diving teams from throughout Florida competed here Sunday in an elimination meet to help pick the Florida entry for the national tournament in Miami Beach. The Florida Skin Diving Association sponsored the free-diving spearfishing meet.

The Jupiter Tequesta Diving Dolphins Team No. 1 captured first place in the men's competition in the second in the series of the State Elimination Spearfishing tournament.

The No. 1 team made up of Craig Swavelly; RCA employee, Ron Schlusemeyer and Bob Rowe totaled 380 points for the win. The No. 2 Diving Dolphins team took second place with 332 points.



Ron Schlusemeyer holds a bad actor Barracuda that got too close, too inquisitive, and wound up too dead.

The Jupiter-Tequesta Diving Dolphins won the Florida honors last year and were in the nationals in California, but were disqualified on a technicality. The Florida winners the preceding two years were the Miami Glug-Glugs.

Diving started at 9:30 and ended at 1:30 with the weigh-in at Loxahatchee Marina.



CANDID CAMERA

Our candid cameraman roamed through operations as the expansion program caused the movement of people, equipment and materials. Pictured here is some of the action he encountered.

The pictures actually depict only a minute portion of what the employees enjoyed as our growing pains affected various areas. Now, with the expansion program practically completed and all moves more or less stabilized, the plant personnel await RCA Family and Guest Day to show off the new quarters.

We have attempted to apply humorous type captions to the pictures in an effort to convey the spirit of the employees all during the inconvenience of the moving operations. Our cameraman actually "shoots" candid, unposed pictures and this accounts for the surprised or startled expressions of some of the subjects as they suddenly discover they are on camera.



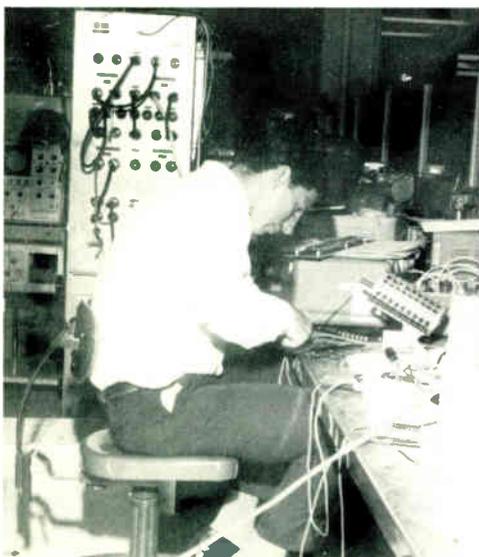
2. Don't look now, but I think somebody's looking over our shoulder.
Jim Picucci and Jerry Brinkley.



3. And awa - a - y, we go!!
G. Martin.



4. It pays to have that "board"ing house reach.
Dora Amodeo and Ruth Kelley.



1. Don't disturb . . . man at work.
Art Beller.



5. Now . . . who told him to bunt?
Mike Quinn and John Cattaneo.



6. Sw - o - o - s - h . . . the bat must have a hole in it.
Umpire, catcher and "swhoosh".



7. Smile . . . you are on candid camera.
Rusty Wasson, Tex Frank, Wilson Clements and Mitch Wolanski.



8. How come you get a different answer than I do?
Ike Geddings and Don Duffy.



9. Ticker-tape parade material?
Peter Hions, Sue Reichert, Gail Campbell and Dee Wilmore.

"ROSES ARE RED" . . . And Yellow And Orange Too!



A ROSE IS A ROSE . . . might aptly describe this incident as Bob Hickman, Maint., lets Rose Martens, Mfg. Eng., sniff one of the floral beauties in the celebrity Rose Garden. Of the 156 different varieties in the garden, some are quite rare, according to Hickman.

Shakespeare penned the first phrase about them 350 years ago in a play, then Gertrude Stein reiterated it in a poem, but it takes on added emphasis when you view the RCA courtyard rose garden.

The garden in question, if you haven't already guessed, is the Celebrity Rose Garden and like the over used iceberg axiom, "what you see on top is nothing compared to what's underneath: both figuratively and literally.

The idea for the rose garden belonged to a frequent visitor to the plant, and a top notch gardener in his own right. He suggested it during a celebrity meeting and stated he would donate the roses and necessary chemicals.

The making of a rose garden is no small matter, at least not to our unnamed benefactor. He belongs to that cult of green thumbs who go under the auspicious title of "organic gardeners".

The first step was to remove the top 24 inches of soil from the proposed site. When this was done magazines and newspapers (not the RCA Family News, however) were placed on the bottom along with 25 bales of hay. The purpose of this was to keep the moisture in and to keep the fertilizer from being leached out. Next, compost was added. The compost, according to informed sources, consisted of numerous goodies including, among other things, citrus rinds (excluding lemons), seaweed, and par-

tially decomposed sharks, along with every conceivable chemical known to mankind. To top it off 6,000 genuine Georgia wigglers were added for good measure – and to irrigate the soil, of course.

Just as the bed was finished, the rains began and unfortunately the newspapers, magazines and 25 bales of hay did their job too well. The trapped water from the rains couldn't drain and the beautiful bed of carefully aged compost became a mess, complete with 6,000 sick, genuine Georgia wigglers.

Undaunted, the rose fancier and crew dug the bed up, and a drain field was put in. The compost, complete with convalescent wigglers, was returned to the bed. In addition, 85 bushels of perlite were mixed with the compost to loosen or aerate it.

The roses arrived, 156 different varieties, and were ceremoniously popped into the ground.

The rose garden has been a smashing success with RCA visitors, and accepted by the employees.

Today all is peace and quiet in the Celebrity Rose Garden. The fanfare has died down, the rose jokes have become stale and even the tenders of the roses come and go peacefully on their assigned tasks. You might even go so far as to say that roses and computers have become a way of life at RCA.

about us . . .

Some vacation highlights for us . . . the over 100 degree heat in New York; the lush green rolling hills of the Carolinas; Aloyse O'Heir's world's greatest apple pie which we ate in a New York town; lovely New England; and 4400 miles that wound up back here in beautiful Florida . . . The Editor got lots of comments re: last issues back page; a shock, huh?? . . . Bob Hemp, an authority on tropical fish; he and wife, Ann, have huge aquarium with all types of exotic fish . . . Russ Sullivan camped out in the Black Hills of Dakota; heavy blankets every night . . . Mike Quinn off to Indianapolis; son, Bruce (summer employee, Eng'g. Dept.) married on the 27th, moving to Tampa and will study for MA at University of South Florida . . . Don't look now, but that really was Joe Scirrotto and his Missus roller skating at the Gayety the other eve; ditto Pat Smith and his pretty better half . . . That well known piscatorial fly caster, Personnel's Bill Allen, tied into a mess of ladyfish one canal away from his dock and boated nine before the fish knew they were fighting a losing battle . . . Tell Jack Nicklaus, Arnie Palmer, et al to step aside and make room for Jack Midgely; he has decided to be a golfer and all those divot holes in his lawn attest to his earnest practice . . . Bill Stellman real proud of his son, Bill, Jr., selected as a Palm Beach Gardens Khoury League All-Star and scheduled to play in the State Tournament games in Miami . . . Joe Toyzer well on the mend after major surgery at St. Mary's Hospital . . . Woody at Garden Lanes all set to welcome the RCA Winter League keglers now that our summer league champions have been crowned . . . John Morgan tells us he and his wife enjoyed a millionaires holiday this last vacation time; Nassau, Fountainbleu, Melbourne and Daytona, the whole bit shot the bankroll, but both agree it was worth it . . . Too scary for the column to tell you, but ask Ruth Gaskill about her last plane trip from big town . . . Would you believe Dick Nixon, Cullen Moon and Harry Baker tee off at 6 a.m. at NPB CC every Saturday (would you believe 7?) . . . Did you know that all men are not homeless but some men are home less than others (haw!) . . . Paul Yuschak and family (guests from Yankeeland, too) chartered a fishing boat and searched for sailfish all day; didn't raise a one, but returned with big catch of everything else and sunburn, too . . . Did you know that Fred Holler's log book records over 2800 hours of flying time; has a single-multi engine rating license . . . Engineer John Hammond now joins that exclusive hole-in-one club; achieved this feat the other night on first hole at Forest Hill; other RCA members include Fred Wilkinson and Gary Frank . . . The Lawlers, Phyllis, John and family are all moved into their beautiful new home on Shore Rd. in North Palm Beach . . . We watched Herb Walsh pilot that motor-bike around the Country Club pathways with his granddaughter astride the saddle seat; quite an expert . . . You just haven't lived until you see Marge Kuebler, Jean "Trigger" Welsch, Mary Harrison et al cavort around the volleyball court on Wednesday eves in North Palm Beach; well worth the trip, believe me . . . We won't boo those jai alai players any more when they miss one; know why? We recently had the op to strap on a cesta and toss the pelota; suddenly we were all alone, the players had all gone into their bomb shelters . . . Nadean Yuschak, one of Paul's daughters, becoming quite an expert young gymnast under the tutelage of Bud Watson a famous Palm Beach instructor; with a little more practice she'll be ready for "meets" and honors . . . Our big game hunter, Bob Hickman, has his Everglades hunting trip all programmed with he, Jeep and airboat just waiting for the opening day go-ahead whistle . . . Did Bill Stover really catch a 7 ft. sailfish the other day or did our informant mean he was sailing in one of those 7 ft. you-rent "sailfish" sailboats . . . A tour of the site now means quite a hike as we found out the other day when we squired some visitors on a clockwise trek . . . I guess the fishing was not too good according to the way John Cattaneo explains it to us; hear this; John went down to the fishing pier the other a.m., sat down next to another fisherman and politely inquired, "are they biting?" and received this answer, "I've been here two hours, stranger, and if they are, they are biting each other!" . . . WCKT TV Channel 7 (NBC Chain) shot some production scenes for a future industry program series; we'll keep you posted when to tune in .



lights . . . camera . . . action . . .

The studio was the Palm Beach County Health Department X-ray Mobile Unit. The setting was the parking lot adjacent to the Manufacturing entrance of the RCA EDP Plant. The date, Wednesday, August 10, 1966 and the Cast . . . RCA employees . . . in fact 707 employees.

Each and every one enjoyed a close-up shot and had their moment alone in front of the camera. All gave star performances and individually and collectively contributed to a record one day production of 707 perfect "takes". Cameraman (X-ray Technician, Jerry Smith) admitted that it was the largest group he had ever "shot" in a one-day operation and was elated to have been a part of the record performance.

This marked the fourth consecutive year that the mobile unit has visited RCA, and as a result, in excess of 2600 employees have received the benefit of this service.

. . . and with the setting sun we watch the mobile studio slowly fade from sight in the final scene. The Palm Beach County Health Department, through Joseph Alvarez, Program Coordinator, announced that RCA employees had participated in another record-breaking performance.



RCA Successfully Concludes 1965-1966 Air Force Education With Industry Program

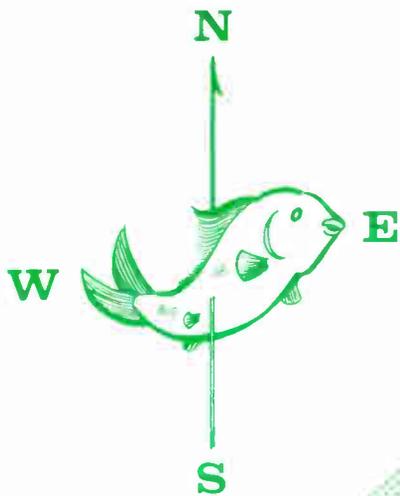
For the past several years, RCA has actively participated in the Air Force Education with Industry Program. The program extends from September through June each year and its objective is to familiarize selected Air Force Officers with Electronic Data Processing Systems.

The successful completion of the 1965-66 Program was celebrated at a luncheon ceremony in Camden, New Jersey. The highlights of the program was the presentation of certificates to the officers by J. M. Hertzberg, Vice President and General Manager of the Communications Systems Division of Defense Electronics Products which sponsors the program for RCA.

The five "student officers" have since been assigned as Communications Officers at various Air Force locations throughout the world.

Palm Beach Operations served as host for this distinguished group during the week May 16th - 20th, 1966. The men met with key members of management and spent varying amounts of time observing EDP operations here at the plant.

Sincere appreciation is extended to all who contributed to the success of this vital Air Force Program. (See picture of certificate presentation elsewhere on this page.)



OKEECHOBEE

LAKE OKEECHOBEE . . . *Our Big Neighbor to the West*

by BILL MATTHEWS

The Caloosa Indians called it "Mayaimi," the Seminoles, "Okeechobee" but in both tongues it meant the same — "big water." And big it is this little known lake lying 40 miles to the west of us. It's the second largest fresh water lake in the United States, bowing only to Lake Michigan. It covers an area of 730 square miles, nearly 500,000 acres, and has a shore line of 135 miles.

The march of history seems to have passed the lake by, hidden as it was behind its veil of impenetrable saw-grass greenery which the English called "the Everglades." Time and statehood changed this. Knowing that the future of Florida hinged on settling its watery, lower half, the fledgling state government prodded Congress into action. Finally, the Everglades was deeded to the state. All Florida had to do was remove the water.

The idea was to reclaim the land for agriculture. As the lake was 20 feet above sea level, lowering it would stop the overflowing into the surrounding territory and make the rich peat bogs of the Everglades suitable for farming. The idea was simple, dig big canals to lower the lake and small lateral drainage canals to carry off local rainfall.

However, this was not enough. The disastrous hurricanes of 1926 and 1928, which drowned thousands, tragically pointed this out. In both of these storms, walls of water smashed over the small earthen dikes destroying life and property. In 1926, 200 persons drowned in Moore Haven. In 1928, 2,000 perished in and around the Pahokee, Belle Glade, Lake Harbor area. Because of these disasters the federal government erected the Hoover Dike. This levee stretches for 85 miles and towers 18 to 22 feet above the lake. Its job — to hold the rebellious Okeechobee in place.

With the severe flooding of South Florida in 1947, the South Florida Flood Control District was created. Its purpose was to provide for flood protection with water storage and conservation. This is what controls the water content of South Florida today.

The productivity of the Everglades muck lands is legend. Under cultivation since the turn of the century, the Everglades has been proclaimed not only the leading agricultural producing area of Florida, but one of the few outstanding farming sections of the United States. In 1943 the U. S. government gave Palm Beach County growers an "A" award for crop production. That year crops totaling \$22 million were grown on 104,000 acres. Compare that with the figures for this year to date. According to the Palm Beach County Agent \$121 million worth of crops were grown on a total of 266 thousand acres.

Today the "big water" lies torpidly under the broiling Florida sun as it has since time began. And for the most part, not too noticeably changed by man. True, her very waters are automatically regulated by armies of pumps, and the custard apple jungles on her south shore have given way to sugar cane, vegetables, sod for a million Florida lawns and herds of thoroughbred beef — yet Mother Nature is still very evident.

If you want a complete change of pace, why not drive to the lake. There is not only some of the world's best bass and speck fishing, but a chance to see some of the finest farm lands in the country. And probably most important a chance to see the real Florida in its native simplicity, stripped of the gaudy facade imposed on it for the tourists benefit.

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