

with a view to moving here; this was pointed to as a favorable sign for an upward trend of business.

*Some years later the moving picture industry did reach considerable proportions in Jacksonville and plans were drawn for quite an art city near Camp Johnston; but public sentiment turned against the business and those that were here picked up and moved away.

The business of the port increased considerably, especially as an oil terminal. Nevertheless properties continued vacant and taxes were a burden. Labor recruiting agents persisted in their activities to drain the South of its remaining labor content.

In the fall of 1916 the increasing cost of living became the topic of public discussion in Jacksonville. Mass-meetings were held to devise means for combatting it and general boycotts were suggested. The charge against merchants of profiteering was often heard, but in most cases the charge was unjust, for their troubles were as great as others and their struggles just as hard. The real causes of the burden were two-fold. By this time the food stocks of Europe had become exhausted as a result of the war and America, hardly raising enough to supply its own needs, was called upon to feed the Allies, who offered high prices for foodstuffs. This, of course, influenced prices at home, white flour being the principal item affected. Decreased incomes in the South magnified the rise in prices beyond the actual increase and the merchant got the blame.

*The decade beginning in 1914 furnishes a valuable record for the study of business extremes, and indicates that the safest and happiest position of the business pendulum is neither at the point of lowest margin of profit nor at that of big profits and high wages, but swings in a decidedly smaller arc between the two.

1917

February 12: University club formally organized: Cecil Willcox, president; M. H. Long and Fons A. Hathaway, vice-presidents; H. Ulmer, secretary; F. C. Reese, treasurer.

February 18: Plant of the Gibbs Gas Engine Co., on the South Jacksonville waterfront, was burned with a loss of \$30,000.