

**THE FLORIDA MIRROR'S EDITORIAL PROMOTION  
OF TOURISM AND SETTLEMENT IN THE STATE UNDER  
MAJOR GEORGE R. FAIRBANKS, EDITOR, 1880-1886**

By

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By 1880, the state of Florida had begun serious development efforts, specifically the attraction of investors, settlers, and tourists. To succeed, the state had to overcome a slow recovery from the Civil War, its negative image among many outsiders, and limited internal transportation. The state, transportation companies, hotels, land developers, towns, and newspapers all began promoting Florida's advantages. As editor of The Florida Mirror beginning in 1880, Major George R. Fairbanks of Fernandina promoted settlement and tourism in the state through his editorials.

After presenting background of the state and Fernandina between Florida's statehood in 1845 and 1880, the thesis reviews Major Fairbanks. His life from birth to 1880, qualifications as an editor and ideas about press responsibility are included, followed by Florida Mirror background.

His editorials between 1880 and 1886 are examined to see how Major Fairbanks promoted settlement and tourism. Under settlement, topics discussed are railroads, promotional material, the state's advantages, land sales, agricultural and industrial opportunities, and desirable settlers. Transportation, hotels, and climate and health are covered under tourism.

Major Fairbanks promoted settlement of Florida and Fernandina more than tourism. He was particularly interested in improving Fernandina to attract more settlers and tourists.