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Presented to

Willie A. Muse

for the help and cooperation in
making this volume complete.

L. S. Merrell, Inc.
Album of

FLORIDA
& WEST INDIES

wherein

Vivid Pictures

and

authentic information
combine to create
an irresistible desire
to see ... to enjoy
these famous resorts
which are a part of
the Great Tropical
Domains of the
American
Hemisphere
It is most gratifying to receive the spontaneous recognition from hotel men, travel organizations and the public alike for the service rendered by our Album ... a publication which focuses attention strictly upon the Travel subjects involved-

where to go -
where to stay -
what it will cost -

The publishers appreciate the many helpful suggestions from their readers, some of which are embodied in this edition.
"SIX IN THE MORNING"
FLORIDA HISTORY records that Christopher Columbus discovered America in 1492, thereby indirectly being responsible also for Florida's discovery. This was some 447 years ago, however, it is only within the past twenty-five years that Americans have begun to discover the real Florida. Even yet the possibilities of Florida's development from an agricultural, horticultural and industrial standpoint have been barely touched. Those who know Florida at all, and intelligently appraise her possibilities, probably often wonder what would have happened if the Pilgrims had landed on the sun-splashed shores of Florida instead of the cold, bleak shores of Plymouth.

The seemingly gigantic efforts of Henry M. Flagler and Henry B. Plant, respective builders of the Florida East Coast Railway from Jacksonville to Key West and the Atlantic Coast Line to Tampa and other points, did much to open up the state, however, it is only since the 1920's that countless thousands have really explored Florida. Many think of Florida solely as a resort playground, and rightfully so, as this phase has received the greatest exploitation, however, the real facts about the productivity of this land of sunshine and flowers is gradually being brought forcibly to the attention of all.

Florida has an area of over 56,000 square miles which contain over 83,000,000 acres. Of this vast acreage 5,940,000 acres, or nearly a fifth of the State, with some 60,000 farms and groves, is under cultivation. There are 9,200 miles of highways, 7,500 miles of railroads and 2,664 schools. The average rainfall per annum is 52.4 inches and the temperature averages 70.8. Strange, though Florida is the last state to be developed, it contains the oldest white settlement in the United States. In 1880 the population of Florida was estimated at about 270,000 ... in 1937 at 1,650,000. There is no illusion as more than 90% of the population of the United States can reach Florida within forty-eight hours. Within the past few years summer tourists, especially those from southern states, have found Florida to be a splendid summer resort.

The citrus industry of Florida represents an investment of from $350,000,000 to $500,000,000 in some 350,000 acres of groves. These annually produce over 20,000,000 boxes of fruit which yield a gross return of over $42,000,000. In vegetables the total gross revenue to Florida is estimated at approximately $50,000,000 annually ... the poultry industry shows an income of over $10,000,000 and the approximate records in one of Florida's fastest growing industries, live stock, show figures in excess of $21,000,000. Add also the vast timber and phosphate interests and other natural resources like the tremendous fisheries industry and these figures will give proof that Florida has a solid foundation of the basic elements of prosperity.

Possibly the widest known, however, and probably the greatest Florida industry is that of providing accommodations and recreation for a vast number of tourists. Until recent years these tourists came only during the winter months but now, though coming in increasing numbers in the winter, they are found to be touring throughout the State every month in the year. This is Florida's greatest spot cash crop for her numerous cities and communities which provide the proper accommodations for their visitors.

It may be said, conservatively, that the development of the State of Florida is still in its infancy. There cannot be a more attractive and better educational trip, a more beautiful, healthful and inspiring motor trip, than to the principal cities, through the countryside and to the matchless beaches of this vast area of sub-tropical land. Visit Florida's magnificent cities with their beautiful homes, fine buildings, imposing hosteries, resplendent casinos and clubs but do not fail to see the smaller cities and towns with their equally attractive communities and substantial backgrounds. See Florida ... see all of Florida and discover for your possession the last of the "Frontier States".

JACKSONVILLE

Pack your guns and fishing tackle along with the golf clubs when you head for Jacksonville ... and bring your tennis rackets, too. The benign climate, the sea-spiced, invigorating air will create a new zest for living that will tempt you to enjoy glorious outdoor sports every day of your vacation. You'll play golf in Jacksonville on your choice of several sporty 18-hole courses, including a beautifully landscaped seaside course, ranked as one of the six best in America. Fighting gamblers of both fresh and salt water varieties abound in the lakes, streams and coastal waters around Jacksonville. More than a score of fishing camps, located at the best fishing spots in this area, have excellent boats, guides and tackle available at reasonable charges. Deer, wild turkey, quail, doves, ducks and snakes provide good hunting in season. Two fine skeet and trap-shooting layouts welcome visitors.

You'll enjoy surf-bathing, sun-tanning, motoring and other brilliant beach pleasures on Jacksonville's magnificent 30-mile stretch of ocean beach. Smart resort hotels at the beach offer you complete facilities for a glorious vacation in the salt-tanged, healthful atmosphere. Municipal and country club tennis courts, several floodlighted for night play, are open to visitors. Good mounts are obtainable at conveniently located riding stables. Bridle paths wind through palm-thatched jungle and a scenic countryside of vivid charm. If you are a boating enthusiast, you will find a cruiseway replete with tropical beauty along the winding course of the magnificent St. Johns River. Jacksonville has complete facilities for outfitting, supply and repair of yachts of any size.

For your leisurely moods, an amazing variety of historical and romantic points of interest reaching back to the earliest days of Spanish and French colonization. Half a century before the Pilgrims sighted Plymouth, Jean Ribault and his daring band of French Huguenots knelt on the banks of the St. Johns River for the first Protestant prayer in North America. Close to St. John's bluff are ruins of Fort Caroline, built by the Huguenots in 1564. Later a detachment of Spanish men-at-arms under the notorious Mendez clanked up the broad beach from St. Augustine and slaughtered the French garrison in the first battle between European nations in the New World. The former home of Harriet Beecher Stowe, author of "Uncle Tom's Cabin", is the center of attraction of the quiet old river port of Mandarin. Other historical and beauty spots are Ribault Monument, commemorating the landing of the Huguenots; the picturesque fishing village of Mayport; Epping Forest; magnificent estate of the late Alfred I. DuPont; Fernandina, once a notorious pirates' haven, now famous as the new home of great pulp mills; Fort Clinch near Fernandina, built before the Civil War and now being restored by the State Park Service.

Once a sleepy river village named Cowford, Jacksonville was re-christened in 1822 in honor of Andrew Jackson, first Territorial Governor of Florida and later President of the United States. From its earliest days the city has prospered mightily by virtue of its dominant position as a converging point for traffic by land, sea and, more recently, by air. Jacksonville, as an industrial and wholesale center, has 855 firms who manufacture 425 different commodities. Five railroads enter Jacksonville ... the Florida East Coast, Atlantic Coast Line, Seaboard Air Line, South Georgia and Southern ... with the Eastern Air and National Air Lines and several coastal steamship lines and bus lines giving supplemental transportation.

- EAST COAST CITIES -
The northern boundary of Florida is more than 200 miles south of California's southern boundary and Jacksonville lies about 400 miles south of Los Angeles. Rarely do summer temperatures exceed 90°, or winter temperatures drop below 32°. The average daily temperature of 69.3° is ideal for glorious, healthful living. No matter how you prefer to spend vacation hours, your dollars will buy more fun in this brilliant year-round playground where living and pleasure costs are lower than in short-season resorts. Pack and come to Jacksonville for a grand, inexpensive vacation.

SAINT AUGUSTINE

A momentous Easter Sunday Morning on March 27, 1513... Don Juan Ponce de Leon, in his quest for the "Fountain of Youth", discovered land and the site upon which St. Augustine was afterward to be built. He named this new land "Florida" and took possession of it in the name of Spain. In 1565, Pedro Menendez de Aviles founded the settlement of St. Augustine, with 1,500 Spanish Colonists. Three centuries later, on July 10, 1821, the flag of Spain was permanently lowered and the Stars and Stripes unfurled from Fort Marion.

Time has seemed to add to the charm and loveliness of St. Augustine with its ancient European atmosphere and historic landmarks... reminders of days of adventure and romance. The old houses, gardens and patios... San Marco... gateways to the old city... Parish records dating back to 1594 are all a part of the picture. With the advent of Henry M. Flagler, Empire Builder... a new St. Augustine arose. His famous Ponce de Leon Hotel, connecting link of yesteryear and today, the housing of the executive offices of the Flagler Railroad and Hotel interests, and the Florida East Coast Railroad repair shops still stand as monuments to his greatness.

During the winter season hundreds of visitors are to be seen daily inspecting ancient landmarks... the old city gates built in 1620... Fort Marion, construction of which was started in 1672, is a history in itself. Four flags... Spanish, English, Confederate and Federal... have flown from its ramparts. The "Fountain of Youth", of which legend says Ponce de Leon drank seeking eternal youth... the oldest house in America... the oldest schoolhouse... being built prior to 1778... the old tavern and hospital and the Spanish Treasury erected in 1690.

St. Augustine has a permanent population of approximately 19,000, occupies twenty square miles, lies 13 feet above sea level and enjoys an annual average temperature of 68°.

DAYTONA BEACH

Fifty-seven miles south of Jacksonville lies the city with a world-famous beach... twenty-three miles of smooth, hard automobile roadway 300 feet in width where, in 1936, Sir Malcolm Campbell drove his car at 300 miles per hour for the first time. This city, with a permanent population of 23,000, covers 13.2 square miles. Four city parks, comprising 42 acres, add to the natural beauty of this year-round city. There are three banks, depositaries for almost $5,000,000, thirty churches, three daily and two weekly papers, and over fifty hotels. Daytona Beach is largely identified as an outstanding home community, owned largely by a well-to-do middle class. True, some of Florida's finest homes are here, but the gay night life and thrilling excitement found in other Resort cities is purposely lacking.

Life is far from dull... outdoor sports prevail, principally bathing and fishing. Surf casting... angling from piers, or deep sea fishing from chartered boats to each. The Atlantic, the St. John's and the Halifax Rivers offer a wealth of game fish. Bluefish, Amberjack, Sea-bass, or Red Snapper. Six hundred varieties of fish are abundant in or around the Daytona area.

It is estimated some 5,000 motor yachts and other boats pass through Daytona every year through the intracoastal waterway. Four theatres provide current film productions. The ocean amphitheatre, a municipal auditorium, is the principal entertainment center, seating 5,000 persons and equipped with the latest facilities, for any type of musical or operatic production. Here, Sunday evening religious service has become an outstanding weekly event. Daytona Beach Airport has daily plane service north and south... the Florida East Coast mainline, and continuous service by bus in every direction, gives to this city excellent transportation. Twelve public schools, including three senior high schools, three junior high schools, one vocational and one parochial, give permanent and visiting students every educational advantage.

Four free bridges connect the peninsula and beach with the mainland. Life Guards are always on duty... a boardwalk (3,000 feet), a fishing pier... motoring on the famous beach... shuffleboard, lawn bowling, croquet in waterfront park. At City Island Playgrounds Park handball and diamond-ball are played all day and at night with modern lighting facilities... three golf courses... and many other attractions make Daytona Beach one of those delightful coast cities where every desire may be gratified.

NEW SMYRNA

Where majestic Indian River joins the Halifax as they flow on to the Atlantic. Here 'neath magnificent old live-oaks... magnolia and palm trees... is New Smyrna, established by Doctor Andrew Turnbull, wealthy English physician. As one of the oldest settlements in all Florida there is, within its boundaries, an old Fort whose origin and history remains unsolved. "Turtle Mound"... is said to have been the first glimpse of land seen by Ponce de Leon. All of the original, natural beauty of New Smyrna has been preserved even though it is now a modern city with over 4,000 population. New Smyrna has a splendid public school system and excellent public playgrounds. The shrimp industry is one of the city's greatest assets and the rich surrounding agricultural and horticultural back country aid in making this a substantial city. This is reflected in excellent bank deposits. The City Park is provided with various recreational facilities for visitors and the golfer may enjoy his game on a course within the city limits. There is a spacious yacht club and wharf for visiting craft.

COCOA

A thriving industrial community of 3,000 persons engaged in supplying the commercial needs of a great citrus, trucking, shrimp and crab fishing territory... Gateway to Merritt's Island, famous for its citrus groves and gardens which cover 75,000 acres of rich, fertile lands.

Cocoa is connected with Cocoa Beach by free bridges over Indian River. Motorists agree that the Indian River Drive, passing through Cocoa and Rockledge, is one of the most picturesque routes in Florida. Pure, clear, soft water from near-by lakes gives Cocoa an unusually excellent water supply. Fully accredited grade and high schools, civic and professional organizations, a new half million dollar public playground. The shrimp industry is one of the city's greatest assets and the rich surrounding agricultural and horticultural back country aid in making this a substantial city. This is reflected in excellent bank deposits. The City Park is provided with various recreational facilities for visitors and the golfer may enjoy his game on a course within the city limits. There is a spacious yacht club and wharf for visiting craft.

VERO BEACH

Built on both mainland and island with three miles of ocean beach within its corporate limits... connected by a free bridge spanning the half mile "Narrows" of the Indian River... over 56,000 persons are the shipping center for local citrus crops collected at large, modern packing houses. The permanent population is over 3,000 and splendid churches, schools and theatres are provided. The city owns its own power plant and obtains its natural soft drinking water from deep wells. Frequent rail and bus service... a municipal airport with hangars for private plane storage... regular daily service over Eastern Air Lines.

Nearby are the attractive McKee Jungle Gardens, the beach casino with restaurant, dance hall, salt-water pool, picnic pavilions, board walk with free showers. Pocahontas Park is the recreation center for tourists... tennis, horse shoe pitching, bowling, croquet, a soft ball diamond illuminated for night playing, and two golf courses... Royal Park and Riomer... each 9 holes. At the fishing camp, boats may be chartered for deep sea fishing. Vero Beach is a happy, prosperous community which will appeal to all visitors.
FORT PIERCE

Back in the forties Fort Pierce was only a trading post... today finds it an important shipping center by boat, rail and truck. The 22 foot ship channel and the strategic location in respect to surrounding citrus and vegetable producers makes this city an important East coast port. It is said Fort Pierce ships as much citrus as any point in Florida. Refrigerated ships, carrying to the New York market famed Indian River oranges and grapefruit, ply on regular schedules.

The new pre-cooling plant in Fort Pierce can handle 600 carloads of citrus fruit per week with cold storage for 200 carloads. Over 100,000 tons are shipped annually by boat, and the Florida East Coast Railway serves Fort Pierce, handling a considerable amount of her products.

Lumber and fish are two other important export products.

Once pineapples were an important crop but competition, with preferential tariffs, destroyed this industry. It is possible, however, that a new and superior variety of pineapple may make possible a "comeback" for this formerly profitable crop.

Though primarily active and seemingly more interested in her industries, Fort Pierce welcomes a large and growing tourist population. Tourists are attracted by the natural beauty of its location 16 feet above famed Indian River... the surrounding scenery and the mile after mile of beautiful groves and farms. Many of these tourists become interested in, and enter, the citrus, or vegetable, growing field.

Fort Pierce has 5,000 permanent residents, splendid hotel accommodations, many fine homes, churches, schools, civic clubs, theatres... varied sports, sailing, deep-sea regattas and fishing. It is, in reality, a substantial community for all who dislike turmoil and hubbub—any season of the year.

THE PALM BEACHES

Possibly no two cities complement each other as do these... Palm Beach—strictly a Winter Resort city and West Palm Beach active all the year. Long ago exclusive society families of the Nation selected Palm Beach as their winter capital and established elaborate estates along the highlands facing the ocean. The concentration of this wealth was reflected in the development of a sportman's paradise with ten golf courses, tennis courts, polo fields, diamond ball parks, greyhound track, skeet range, swimming pools and exclusive Clubs on the white, wide beaches. Miles of protected waterways encourage water sports such as yachting, cruising, speed boat racing and, of course, fishing. Magnificent hotels, apartments, estates and villas afford a full range of accommodations. The shops and clubs are frequented by the social elite of this and other countries.

The sister city of West Palm Beach across Lake Worth has a population of 35,000 in summer... increasing to 60,000 in the winter. Twelve feet above sea level with a mean annual temperature of 74.8°, this city has ten lovely parks added to the natural beauty of its environs. Besides a large residential section there are thirty-seven hotels providing a wide variety in accommodations. The Florida East Coast and Seaboard Airline Railroads, Florida Motor Lines and Eastern Air Lines connect with all northern centers. There are four theatres, seven golf courses, fifteen public schools and a parochial school in the city. A fine yacht harbor in Lake Worth, a part of the inter-coastal waterway, is the rendezvous for private vessels and the charter fleet. Modern park clubhouses offer varied recreational facilities. For thirty years the Washington's Birthday Regatta has been a big feature of the winter season. Completely supervised playgrounds and fully accredited, tuition free schools are features of West Palm Beach... concerts and lecture forums provide a cultural background.

The luxurious pleasures which bring the ultra wealthy to Palm Beach each winter are available in less degree to those of moderate means but the glorious sunny days... starlit and moonlit nights and the matchless beaches are free to all.

DELRAY BEACH

Seventeen miles south of Palm Beach and forty-eight miles north of Miami and Miami Beach... is Delray Beach, a charming little city which, by virtue of its splendid location and distinguished citizenry, has claimed its "place in the sun" of Florida tourist cities.

Here world celebrities, such as Nina Wilcox Putnam, William B. Nestor, Fontaine Fox, H. T. Webster, Herb Roth and Hugh McNair Kayser, have established residences.

Today the average tourist desires a sports program. There is an excellent bathing beach only half a mile from the business section and a splendid city owned golf course. Polo is at its best here for this is truly a polo minded town... with the two polo fields that draw some of the finest players in the country.

Accommodations are within the price range of the average man. Should the quiet restfulness become a bit monotonous... a quick motor trip will take the visitor into the heart of fashionable Palm Beach... or a drive south and you are in Miami Beach and Miami for the Horse and Greyhound Races, Jai Alai or... dancing and floor shows in smart hotels and night clubs. There is charm and a distinctive air to Delray Beach with a cordial welcome assured its visitors at all times.

FORT LAUDERDALE

Fifty minutes from Miami there lies what her citizens call "A Tropical Home Town"... the delightful and progressive city of Fort Lauderdale. Picturesque New River flows from the Everglades through the city, providing an unexcelled fresh water yachting harbor. This river is twenty to ninety feet deep, being the deepest for its length in the United States. Here may be seen many of the country's finest yachts docking alongside the concrete bulkhead. Served by both Florida East Coast and Seaboard Air Line Railroads, likewise nationally known bus companies... transportation facilities are complete. The permanent population of 16,000 entains up to 40,000 visitors every season.

No finer surf bathing is to be found... waters tempered by the Gulf Stream which comes close to the coastline at this point. A new $350,000 "Spanish Spa" Casino directly on the beach has one of the largest pools in the south and is the scene of daily activities with special swimming and diving events held frequently. The new Golf and Country Club, with its sporty course, provides golf with nominal green fees... the municipally owned community center provides varied entertainment.

The "still" fisherman enjoys at Fort Lauderdale unusual opportunities for angling by reason of the many miles of canals, waterways, rivers, bays and coves. Fort Lauderdale holds an enviable reputation for deep-sea fishing... charter boats carry the angler quickly to ocean fishing grounds where Sailfish, Tarpon, Barracuda, Amberjack, Dolphin, King, Bonita, Tune and Swordfish abound.

Like her neighbor, Greater Miami, Fort Lauderdale enjoys a steady, progressive building program of homes, apartments and hotels so as to provide ample accommodations for the ever increasing tourist trade. A new $2,000,000 water system gives excellent soft water. There is an efficient school system and splendid churches of various denominations.

One may enjoy all forms of outdoor recreation here and yet spend a winter vacation on a nominal budget. Whenever you choose... motor in thirty-five or forty minutes to enjoy the races, sports and nightlife of Miami and Miami Beach. Drive north an hour and enjoy a day, or evening, at exclusive Palm Beach. Plan your vacation carefully so as to come to Fort Lauderdale... your "particular" wants can be taken care of... within your means.

HOLLYWOOD

One's first impression upon approaching Hollywood is that here is a Florida city that was planned before being built. This is plainly evident in its model business districts, zoned residential areas and attractive municipal parks. Twenty hotels and eighty-four apartments provide splendid tourist accommodations as well as many cottages and bungalows... These take care of some 15,000 visitors. Port Everglades joins Hollywood on the north.

Its founder, Joseph W. Young, planned and created the city out of a wilderness of tropical jungle in 1921. Through the depression years this city has carried on... fulfilling the dream of its founder until today, it is a city with a permanent population of 5,000 with one hundred miles of wide paved boulevards and sidewalks, attractive homes, accredited schools, splendid churches and clubs.

Fine fishing and boating... either in the waters of the Gulf Stream, or in numerous bays and miles of inland waterways, is enjoyed here. The municipally owned modern Bathing Casino, with its three...
American Airways, with its international Winter Playground.

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Tropical Park at Miami, for the finest horse racing in the country.

In addition to the splendid school facilities of Hollywood... this is also the winter home of the famous Riverside Military Academy which houses its enrollment of over six hundred in imposing buildings in the midst of a splendid campus. A winter may be spent here on a modest budget. Enjoy every possible outdoor recreation... live in desirable accommodations... and should you desire to "spaze" you are but twenty minutes from the night life and varied attractions of the greater Miami area.

MIAMI BEACH

This great resort city is humming with activity winter and summer... estimates from electric and telephone companies showing more people here in recent summers than during mid-winter five years ago. Since its inception there has been a progressive building program until today Miami Beach has 3,320 residences, 645 apartments and 235 hotels with accommodations for 72,000 persons. Hotels and apartments claim a turnover of three times during the winter season, thus estimating that around 216,000 people visit the city between November and May.

The recent hotel construction is amazing in view of the fact that from the time the city was incorporated in 1915, until 1939, there have been 193 hotels built; whereas in the first nine months of 1939, 42 permits amounting to $4,095,000 were issued for hotel construction alone. Add to this year's construction 60 new apartment buildings ($1,769,120) and 193 new residences ($2,050,694), the total construction cost for the first nine months of 1939 was $9,449,220. During the past five years construction figures show over $100,000,000, the assessed value of which is over $61,000,000.

This city is devoted to serving visitors from all over the world... providing for them the finest in private homes, hotels and apartments. Restaurants, night clubs... varied entertainment of the highest type is provided lavishly. For the out-of-door enthusiast numerous golf and bath clubs... city parks and bathing beaches stretching for miles.

Many winter residents and visitors of average means have all these privileges on a more modest scale but with equally delightful environment. Everyone enjoys the fishing... the finest fishing fleet on the ocean and pools leads in popularity... 8 sporty courses welcome the golfer... tennis courts are plentiful in 6 different parks... horseshoes, chess, checkers, croquet and other park games are maintained. Thousands follow racing at Tropical Park and Hialeah... Jai Alai for human speed... more thrills at dog races. The local waters abound with six hundred and fifty-three varieties of fish... thousands of anglers cast from causeways, docks, bridges and sea-walls... the finest charter fishing fleet in America for deep-sea fishing, providing everything for the angler to catch a one pounder or a marlin weighing up to six hundred pounds. All may thrill with the joy of living in this land of sunshine and flowers. Thousands come yearly, enjoy this environment, know rare contentment.

CORAL GABLES

Eighteen years ago on November 27 the first lot was sold... the following March saw the first street cut through... today, Coral Gables is rated one of America's beautiful cities, result of the marvelous vision of its founder, George E. Merrick. The magnificent Miami Biltmore... is said to be the finest hotel of the famous group bearing the Biltmore name. Hones in Coral Gables are owned by better class citizens from every state in the Union, Canada and foreign countries. Within a five minutes drive of Coral Gables are the beaches, night clubs, race tracks and whatever adventures fun seekers may desire. Coral Gables has developed as an educational center... Ponce de Leon High School, Coral Gables Elementary School... St. Joseph's Academy, Exmoor School and the University of Miami which has an ever increasing enrollment. Coral Gables... the quiet home city... continues to grow in the midst of Greater Miami's Playgrounds.

KEY WEST

Down on the Florida Keys... standing out into the open sea and connected with the mainland by the Overseas Highway is the Nation's southernmost City... Key West. Headquarters for the 7th Lighthouse District and 7th Naval District... the government maintains an Army Barracks here, Naval Base Hospital, Marine Hospital, Naval Air Station, Coast Guard Patrol Base and a Submarine Base.

Key West has one of the world's finest fishing grounds where anglers may pursue the Giant Marlin, Tarpont, Sailfish and Tuna, or the numerous varieties to be found in adjacent waters of the Atlantic Ocean and Gulf of Mexico. At Key West's Turtle Cattery Sea Turtles weighing from one hundred to five hundred pounds are prepared for market.

The charm, leisurely pace and freedom from formalities attract many famous writers including some of whom, like Ernest Hemingway, have become permanent residents. Cuba is only ninety miles from Key West via plane or ferry... this southernmost outpost of the United States again takes her place among Florida's "must see" cities.
CITIES OF FLORIDA

TALLAHASSEE

The selection of Tallahassee as the capital city of Florida is worth relating. Two appointed commissioners set out on horseback late in 1823, one riding west from St. Augustine, the other east from Pensacola, both bearing appointments from the Legislative Council in St. Augustine to select the site of the capital at the exact location of their meeting. These two men, Dr. Simonsen and Mr. Williams, rode into the wilderness and twenty-three days later met at a point 218 miles from their respective cities. This became the official site for Tallahassee, named in honor of a local Indian tribe. In 1824, Governor Duval issued a proclamation fixing Tallahassee as the State capital.

Tallahassee is easily accessible by motor, railroad, bus and plane. It is the home of two State Department buildings. The State Museum and Geological Survey, where the base meridian is located, the point from which all Florida has been surveyed. The Florida State College for Women, largest Women’s College in the south and third largest in the United States in enrollment, is likewise located here. No tour of Florida is complete unless the capital city is included in the itinerary.

GAINESVILLE

Gainesville, County Seat of Alachua County, is one of the most productive in Florida, having an estimated income of $6,000,000 from agriculture, timber and phosphate. The unusual charm of the city, with its beautiful tree bordered streets ... attractive parks, modern hotels ... ample sports and recreational facilities, coupled with its cultural background, makes it an admirable selection for winter visitors. It is essentially, however, a cultural and commercial city.

Home of the University of Florida ... Gainesville is located on the Ridge Section 200 feet above sea level, is seventy miles southwest of Jacksonville and well serviced by the Atlantic Coast Line and Seaboard Air Line Railroads. There is a permanent population of 15,000 inhabitants who are provided with ten churches, six theaters, fraternal and social clubs, two elementary schools, one senior high and one junior high school. The 4,000-student enrollment of the University of Florida adds considerably to the permanent population. Practically all courses, with the exception of medicine and dentistry, are offered. The attractive University buildings are arranged on a 1,500 acre tract ... the Campus comprises 200 acres. The property is attractively landscaped with pines and moss-draped oaks which harmonize perfectly with the Tudor-Gothic architecture of the buildings, forming in its entirety a most imposing scene. The athletic stadium, seating 22,000, is center of the University sports activities. Additional facilities are provided for baseball, track meets, handball, a swimming pool and other provisions are made for intra-mural sports.

Mount Dora is a typical University City it has varied industrial activities. It is practically surrounded by prosperous farms from which several thousand carloads of farm produce are shipped yearly. While these poultry and dairy products are increasing, the forest and fur industries are decreasing. The University of Florida, established in 1883 by Henry A. DeLand and John B. Stetson, the teaching faculty numbers over one hundred. Special musical events are arranged by the Stetson 90-piece band, the Stetson 60-piece orchestra and the men’s and women’s Glee Clubs. An occasional drama is given by the Stetson Players ... in all a cultural background to the social atmosphere. The municipally owned artesian water system became renowned during the St. Louis Exposition (1904) when it was acclaimed the world’s purest water supply. Ten hotels and thousands of summer homes make Modena an excellent hotel and home for winter visitors. It is essentially, however, a cultural and commercial city.

OCALA

Located on the narrowest part of the Florida peninsula midway between the Atlantic and the Gulf of Mexico and 102 feet above sea level is Ocala, a thriving city of 9,000 population. Notable progress has recently been made here in developing livestock, poultry and dairying. Swift and Company recently built a packing plant and a new creamery has started. A large cold storage plant handles fruit and vegetables for the market.

The city takes pride in its eight parks, three banks with deposits over $4,000,000, fifteen churches, nine public schools and thirty-two manufacturing establishments. There is an airport and two Railroads ... the Atlantic Coast Line and Seaboard Airline. Eastern Airline’s daily service, added to the local rail service, gives complete transportation facilities. Eight hotels and numerous attractive apartments make Ocala a popular tourist center.

MOUNT DORA

On the crest of the ridge running through the central section of the state ... up among gem-like lakes and within easy reach of any part of the state, Mount Dora’s location is one of her principal attractions. Splendid highways radiate from Mount Dora. The Atlantic Coast Line Railroad and Florida Motor Lines assure good transportation to a permanent population of 2,500 which doubles when winter guests arrive. It is a city of good schools, numerous churches, fine water ... and one of the best park systems in the State.

Everything in outdoor recreation is available. Donnelly Park, in the center of the city, is equipped with a large stadium, flood lighted for night games. There are two athletic fields similarly equipped. Locale of the oldest Yacht Club in America, this is a center of yachting and power boating. You may cruise from Mount Dora to any point on the St. Johns and Oklawaha River, to famous Silver Springs and on to Jacksonville. Experienced guides are always available for fishing in this matchless lake country. Ten pounds are plentiful. Deer, fox, bear, quail ... good hunting in “open” season. Two 18-hole golf courses which capitalize the use of natural lakes and hills and offer the golfer something real to “shoot” at. If you want to get to the “top” of all that is best in air, health, restfulness and beauty you will find a place well to your liking in ... Mount Dora.

SANFORD

At the head of the St. Johns River where it widens into Lake Monroe is the bustling city of Sanford ... abounding in agricultural activities ... especially the culture of celery, where over five thousand acres maturing in

A 3,000 acre game reservation, Seminole Indian Village, reptile exhibit and the Ocala National Forest, containing 430,000 acres, attract thousands of visitors yearly. Ocala offers good Black Bass fishing, also good hunting, in season, for deer, bear, wildcat, fox and quail. The Ocala Highlands sporty hillside 18-hole golf course makes the devotee think he is back in Scotland. Marion County is rich in points of interest ... Juniper Springs, Fern Hammock Springs, Rainbow Springs, Lake Weir.
December, January and February require 5,000 railway cars to transport the crop to northern markets. Two thousand crates valued at over $3,000,000 are annually shipped.

The area encompasses 9.8 square miles ... with three primary, one grammar and one high school, five churches, and three banks to serve the community. It is the connecting link for a branch line of the Atlantic Coast Line.

The golfer finds here a splendid 18-hole course ... yachtsmen enjoy the facilities of Sanford's yacht club. The municipal athletic field features various sport activities. The latest in motion pictures are released at Sanford theatres ... motorists find never-ending panoramic views of the pebble phosphate in America. The Florida Citrus Commission one of the most attractive cities in all Florida. Polk County produces

The many excellent hotels, set in beautiful surroundings, have accommodations for visitors. Fine accommodations are always available at any of the six large, modern hotels or cottages.

LAKE WALES

Thirty-four miles east of Tampa ... in the Ridge Section of Central Florida with an elevation of 227 feet ... lies Lakeland, largest city in Polk County (21,000 population), a solid business community and one of the most attractive cities in all Florida. Polk County produces more than one-third of the citrus fruit grown in Florida and 85% of the pebble phosphate in America. The Florida Citrus Commission maintains its headquarters here. Lakeland has become a popular resort city of the Ridge Section and expects soon, with the completion of the Lakeland Golf Canal, to be an inland port.

The pleasant Civic Center on Sunset Lake, in the heart of the city, provides varied entertainment for the winter visitor ... the Atlantic Coast Line Railroad, the various bus systems, and the Eastern and National Air Lines provide ample transportation. The Carpenters Home and Cleveland Heights Golf courses are favorites with visiting golfers. Lakeland's recreational department provides tennis, lawn bowling, roque and shuffleboard. Yachting, swimming and fishing are popular ... the Lakeland Gun Club has a fine skeet court and, in season, many of the fields in the area are open to the general public. Many are the nearby points of interest, such as Cypress Gardens, Bok Singing Tower and various golf beaches, as one drives through miles of orange and grapefruit groves.

The many excellent hotels, set in beautiful surroundings, have caused Lakeland to become a favorite Convention City. The Lakeland Hotel Association maintains a fair schedule of rates. Educational facilities are complete from primary up to, and including, the Florida Southern College. Attractive homes, splendid schools, imposing church edifices, civic clubs, Women's Sorosis and Music Clubs and Lakeland Civic Chorus add to the cultural background.

WINTER HAVEN

Winter Haven ... "City of Lakes" and Citrus Center of Florida, rightfully claims distinction as a commercial center and for its scenic beauty. Some of the State's largest packing houses and canneries are here and handle the products from thousands of surrounding acres of oranges, grapefruit, tangerines, limes, kumquats, king oranges and fancy varieties of citrus. An experimental laboratory, maintained by the Federal Government, aids in the improvement of processes for fruit preservation and in the development of new uses for citrus and other sub-tropical fruits. The annual Orange Festival ... foremost citrus show of the State will be held here this season on January 23-29, 1940.

One hundred lakes lie wholly, or in part, within a five mile radius of the city's center. Seventeen of these lakes have been connected by canals, providing a fifty-mile boat course, bordered by gleaming groves, beautiful homes, and natural jungle. These lakes and canals also form a popular waterway to the famous Florida Cypress Gardens which attraction, by road, is some four miles out of town on the way to the Bok Tower.

The Gardens, in a beautiful setting of ancient cypress trees, contain an unequaled collection of both rare and unusual plants. Flowers, shrubs and trees from the far corners of the earth ... masses of azaleas which turn dark waters of pools and lagoons into a blaze of color ... "Aristocrats of Southern Gardens", Camellia Japonicas (Gardenias), present a rare picture against their background of moss-draped Live Oaks ... huge leaves of jungle creepers ... giant elephant ears, fifteen feet high ... exotic fruits, brilliant flowers ... weird cactus, palm fringed waterways all presenting a scene of exotic beauty.

LAKE WALES

Thronged by motorists seeking the ever-changing beauty of this attractive section of central Florida, Lake Wales has become world famous for the Carillon recitals presented at the Bok Memorial Tower. For many years the late Edward Bok spent his winters at Mountain Lakes, exclusive residential area of Lake Wales. Charmed by the marvelous view from Iron Mountain, he purchased sixty acres, conceived and built the "Singing Tower" which rises 205 feet from a 62 foot base of gray and pink marble. High in his tower are seventy-one bells which make this Carillon the largest and finest in this country. These bells, imported from England, range in weight up to eleven tons for the largest bell. Programs of modern and classical composition are given by the official carillonneur, formerly of Antwerp, Belgium ... starting about the middle of December and continuing until the middle of April each year.

Lake Wales is located on the highest land in all Florida ... it is a city that is proud of her surroundings, attractive homes, churches, schools and gardens. At Crystal Lake Park, adjoining the Tourist Club, are numerous forms of entertainment for visitors. Fine accommodations are always available at any of the six large, modern Florida cottages.

This is truly a perfect setting for this unusual attraction. In the surrounding country there are 25,000 acres of oranges, grapefruit and other citrus trees. It is said to be the largest solid citrus area in the world. Sooner or later every visitor, or resident, makes a "pilgrimage" to see and hear the Singing Tower. Lake Wales always has a ready welcome for all.

AVON PARK

First city of Highlands County ... Avon Park, justly gives that regardless of points of interest you go from the city you will take a scenic drive. The Bok Singing Tower is but a short distance away, likewise beautiful Florida Cypress Gardens and Highlands Hammock State Park. These nationally known attractions and others are close enough for delightful afternoon trips. There is superb fishing in numerous fresh water lakes, or only a short trip ...
to fine salt water fishing. Swimming and boating are great favorites here, especially on the lakes that are within the city limits. Golfing is excellent and the courses have good fairways with excellent grass greens. Hunting is at its best in Highlands County . . . deer, bear, wildcat, turkey, or larger game in the 'Glades with experienced guides and trained dogs.

The manufacture of crates for shipping fruits in this thriving citrus section is an important industry here. The Pittsburgh-Florida Groves is one of the state's most outstanding citrus developments . . . while the Avon Canning Company, engaged in preserving grapefruit and oranges, is now enjoying a national distribution and reputation. Fishing-minded visitors to Avon Park often motor to Everglades City where incomparable salt water fishing will test the angler's skill. See Avon Park by all means . . . it is one of Florida's "worth while" cities.

PENSACOLA

Here on the site of the old Navy Yard with tents for hangars and few pusher-type planes, the Navy first took on her wings in a serious way . . . today, Pensacola is the largest Naval Air Training Station in the United States. Modern buildings and hundreds of latest type planes are in evidence . . . 4,000 civilian employees and enlisted personnel. Still further expansion is in view with the newly established Felton Field for land planes. This busy city of 45,000 population, 85 feet above sea level, has an average annual temperature of 67°. There are twenty-eight beautifully landscaped parks, three banks with deposits of over $10,000,000, sixty-three churches of nineteen different denominations, five theatres, one large auditorium, twenty-eight public and one parochial school, sixty-eight manufacturing establishments, two daily newspapers and three first-class hotels that serve both tourist and commercial travel. The Louisville & Nashville and Frisco Line Railroads both come into Pensacola, as well as Airlines. Gateway to the northwest Florida Gulf Coast, Pensacola dates back to the Fifteenth Century when Spaniards first unfurled their flags over the blue-green waters of Pensacola Bay. Within her gates can be seen reminders of former bloody conflicts . . . old forts, grim dungeons, misty corridors, silent cannon, crumbling ramparts . . . overlooking one of the finest deep water, land-locked harbors in the United States.

TAMPA

Overlooking a natural harbor, first entered by Panfilo de Narvaez of Spain, stands Tampa . . . one of Florida's three largest cities. The permanent habitations of 135,000 persons occupy 24.1 square miles with altitudes varying from 4 to 62 feet above sea level and a mean annual temperature of 71.8°. Twenty-two beautifully landscaped parks (697 acres) and twenty-nine city playgrounds benefit both residents and visitors. Five Tampa banks and one Trust Company have total deposits well over $36,000,000 . . . churches number two-hundred-seventy-five, there are five daily, two Sunday, one semi-weekly and four weekly newspapers. Tourists will find the twenty-two modern hotels to be splendid hosteries, with rates in line. The municipally owned waterworks supplies excellent water to the area.

As for transportation . . . the Atlantic Coast Line and Seaboard, the Eastern Air and National Airlines (each having its own airport), and three Bus Lines serve the city well. At the Municipal Auditorium (2,031 seats) and Davis Island Coliseum (5,000 seats) varied entertainment is offered, while the theatres show all current films. Twelve modern hospitals offer the best in hospitalization. There are forty-four public schools including three senior high, seven junior high, one vocational and seven parochial schools, together with several private schools. Tampa University, one of the State's leading centers of education, was originally built by Henry B. Plant as a hotel . . . a distinctive example of Moorish architecture. Tourists visit Ybor City, or Latin Quarter, to enjoy its Spanish and Italian cafes, and atmosphere. The output of two-hundred cigar factories is valued at $25,000,000 yearly, while over 198,000,000 cans of grapefruit are processed by forty-eight plants. These are but two of the most important industries of 264 business enterprises.

Tampa Little Theatre annually presents excellent plays . . . there are several golf courses . . . fishing in bay, gulf, lakes and river . . . swimming at the Gulf beaches, Sulphur Springs Pool and Davis Island pool . . . every form of sports and entertainment.

ST. PETERSBURG

With a permanent population of over 40,000, an area of 58.5 square miles, 20 to 70 feet above sea level, and having an average annual temperature of 72° . . . St. Petersburg enjoys an enviable reputation. It is termed the "Friendly City" and one quickly senses upon arrival that here one can enjoy a rest or, if so inclined, can enter into any or all of various sports activities so generously provided. A large proportion of the annual visitors from northern and western states return regularly just because of evident genuine hospitality and that "make yourself at home" feeling, so characteristic of St. Petersburg and its residents.

There is an appeal particularly to middle-aged and elderly people. The thousands of green benches which line the broad sidewalks of "Main Street" and in all of the thirty-seven Parks are known from Coast to Coast. Every conceivable game, such as shuffleboard, checkers, bowling, etc., are available for those seeking the leisurely type of game. For the younger element there is tennis, hand-ball, golf, fishing, bathing and other outdoor sports. The numerous excellent tourist hotels furnish dancing and diversified forms of entertainment.

Half a mile into Tampa Bay stretches the municipal pier with its fishing facilities. St. Petersburg leads the way in providing "close in" sports activities for all ages and varied desires. At Mirror Lake Park, five acres are devoted to tourist sports. The St. Petersburg Shuffleboard Club, with over 6,000 paid members, is the world's largest, diamond-ball, baseball, basketball, trapshooting, bowling, cricker, riding, tennis, archery and roque vies with golf. It is a unique fact that there are five 18-hole golf courses within the city limits. Greyhound Racing is also a popular sport here.

St. Petersburg is a substantial city. Two banks and a Trust Company have total deposits of over $16,000,000. Essentially, it is a home city; boasting of over 18,000 homes, eighty-three churches of every denomination and splendid hotels and apartment houses. Though thought of generally as a tourist city, there are some 500 industrial establishments with an estimated annual business of $11,000,000. The Seaboard and Atlantic Coast Line, the Eastern and National Air Lines provide passenger and freight service. The Albert Whitted Airport, on the waterfront, is only five blocks from the

SEBRING

Founded by George E. Sebring of Ohio in 1912. Sebring has over 3,000 permanent residents today. The site was originally selected because of its natural beauty. The surrounding hills are today covered with orange groves and small farms. The soft drinking water supply is analyzed 99% pure-soft as rainwater. Fine, hard-surfaced highways, complete bus service and its own airport . . . help this city to forge ahead. Sparkling lakes, such as beautiful Lake Jackson . . . modern hotels, golf courses and tennis courts, Black Bass fishing . . . are but a few of the attractions for tourists.

Among nationally known residents are Rex Beach, famous author, Fred Stone of the stage and screen. These, like their neighbors, keenly appreciate the natural beauty of the Highlands Country of Florida. Near Sebring is a twelve hundred acre sub-tropical jungle . . . Highlands Hammock State Park, where sub-tropical flora is luxuriant, combined with a strange mixture of giant hardwood trees and graceful palms. Splendid macadam drives wind throughout and foot paths enable the tourist to penetrate even to the deep recesses of the cypress swamps . . . where tame deer graze without fear. Sebring is popular . . . as a city, a resort, or with the lovers of nature.

• FLORIDA WEST COAST •

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center of the city. A hangar-dock for Goodyear Dirigibles, a U.S. Coast Guard Seaplane Base, a Seaplane Basin, hangar and ramp, together with the Airport, places St. Petersburg definitely on the aviation map. There are thirty-seven schools, including two senior high schools, four junior high schools and six parochial schools, thus the educational facilities are of the finest. Nine theaters provide the latest feature films.

Among the points of interest is the Federal Soldiers House upon which $2,000,000 already has been spent. The Florida Military Academy is likewise located here. Its home was formerly a magnificent hotel, a boom-time development ... truly palatial quarters for a splendid institution. St. Petersburg became famous as "The Sunshine City" when the St. Petersburg Independent dramatized the sunny climate by offering for all time to give its entire edition away every day the sun did not shine. This has rarely occurred as is evidenced by the fact, that in 1927, the city celebrated its first annual Sun Festival at the conclusion of 367 consecutive days of sunshine. St. Petersburg is a city of physical beauty and charm for both residents and visitors.

BRADENTON
You cannot say of any Florida resort that its charms are the most abundant, but you can say, truly, that there is no greater variety of natural attractions than can be found in Manatee County, the "Garden Spot of Florida's West Coast". The principal city is Bradenton ... which, with its neighboring towns of Manatee and Palmetto, has an aggregate year-round population of 15,000, covers an area of four square miles, has a twenty-five foot elevation and a mean annual temperature of 82.2°. Two banks here have over $3,000,000 in deposits. There are twelve churches, moving picture theatres, two auditoriums, three golf courses and Atlantic Coast Line and Seaboard Air Line Railroad service.

Modern accommodations ranging from the modest to suit even the most discriminating, are provided. Social events are comparable with larger cities in the State. The Bradenton Club, North Shore Country Club, Recreation Park, Bradenton Tennis Club, and Memorial Pier offer a wide variety of attraction for the young, the near young, and those who have had enough of the lively tempo and are content in a world of sunshine, bracing air and natural beauty.

Along the banks of the many open and inland waterways are found scenes rich in historic lore ... the Gamble Mansion at Ellenton, Cortez fishing village ... Braden Castle ... ruins of famous old Seminole War Fortress ... cowboys and beef cattle at Myakka City. Here in Bradenton and Manatee County is the unusual combination ... a city and a county blended into a place worth living in.

SARASOTA
One of Florida's most interesting cities ... Sarasota was originally settled by a group of Scotch sent out by a British syndicate. It remained, however, for two outstanding personalities of a modern age to make Sarasota famous, not only as a resort city but also an art center. These were Mrs. Potter Palmer and John Ringling. Mrs. Palmer planned to make Sarasota a West Coast version of Palm Beach ... a fashionable winter resort for the Chicago social set. She built the Palmer Estate which set a high standard. Mr. Ringling then built the palatial Ringling residence fronting on Sarasota Bay. Possibly the most lasting monument to Mr. Ringling's memory, however, is the Ringling Museum and School of Art. This, with its contents, is said to be valued at $25,000,000 to $40,000,000 and is second only to the New York Metropolitan Museum of Art.

Sarasota is noted for its even winter and summer climate ... unusually snow-white sandy beaches feature the famous Gulf Beaches. Sarasota Bay, with its palm fringed keys, elongated islands and broad sloping white powdery sand beaches, is often compared to Honolulu. Hunting, fishing, greyhound racing, dancing, boating, sailing, lawn bowling, shuffleboard, tennis and riding are all available. The Bobby Jones and Whitfield Estates Golf Courses are among the finest. Incidentally, Sarasota claims the peculiar distinction of being the site of the first golf course in America. The Sarasota Players present some of Broadway's most popular productions in their own theatre ... the winter quarters of the Ringling Circus gives added interest to visitors ... old and young.

The Atlantic Coast Line and Seaboard Air Line Railroads both give regular freight and passenger service and the National Air Lines give a scheduled service with the landing field only two and one half miles from the center of the city. Public Schools are free, both as to tuition and text books ... private schools are also a feature of Sarasota's educational facilities. This is an unusually attractive city where one may lazily lounge, satisfy their sports desire, or fulfill their every wish to live in a delightful home atmosphere with the unusual in artistic and cultural interest.

FORT MYERS
County seat of Lee County ... a city of over 12,000 and the resort, commercial and agricultural center of southwest Florida. The famous Thomas Alva Edison built a winter residence here when he first visited Florida in 1884 ... to him is given credit for the city being called "The City of Palms", for mile after mile of palm lined boulevards have been planted in accordance with plans which originated in Mr. Edison. In 1907 he imported innumerable Royal Palms from Cuba ... today these full grown stately trees, together with numerous other varieties of palms and shrubs, have caused the city to take the appearance of one vast park.

Served by the Atlantic Coast Line and Seaboard Airline there is also a regular bus service in all directions, including direct service to Miami via the Tamiami Trail. Fort Myers is the western terminus of the cross-state Atlantic to Gulf Waterway for light-draft boats. Yachtsmen consider the new municipal yacht basin one of the most complete in Florida. Every form of outdoor recreational facilities are available ... boating, fishing, tennis, shuffleboard and swimming. The Fort Myers Golf Club course was designed by Donald Ross. Twenty minutes from the city is Fort Myers Beach ... a complete resort colony with eight miles of white sand beach. Lee county waters are the habitat of some 600 varieties of fish with Tarpon, Channel Bass, Kingfish. Red Snapper among the better known ... experienced guides are available at all times for fishing either in the quiet waters of the bays or for angling in the open Gulf.

Climatic and soil conditions in Lee County are unexcelled ... hundreds of carloads of vegetables and fruits worth in excess of $4,000,000 are annually shipped to northern markets ... sea-shell novelties, fancy cigars, thousands of tons of phosphate, fish, lumber, cement and concrete products, brick, lime, mill-work, tents, awnings, fertilizers, boats and yachts assist in making this a widely diversified industrial area in addition to being one of the richest agricultural and horticultural sections of all Florida. For the tourist who enjoys a tropical environment with the sports and recreational facilities typical of the resort cities, or for those seeking either a home or industrial location ... Fort Myers has much to offer.

NAPLES
In a latitude 300 miles south of Cairo, Egypt, Naples is situated on the Gulf of Mexico ... a favorite spot for those seeking a delightful climate with an ever-changing panorama of bays and inlets, backed by luxuriant tropical plant life.

Bathing on seven miles of white, sandy beach, golfing, hunting, yachting, trap-shooting ... and for the deep sea fisherman—Tarporn, or other game fish make Naples popular with the sportsman. Water hazards, surf fairways and well trapped greens feature the new 18-hole golf course. At the new Golf and Beach Club one may follow the thrill of golf with a plunge in the surf. Inland waterways lure the yachtsmen where he, too ... if an angler, may indulge in seeking Redfish, Mackerel, Sea Trout or Blue fish. For the angler who prefers still fishing there is a 500 foot pier from which these may be caught daily.

Naples is served by the Atlantic Coast and Seaboard Airline Railroads and is directly on the Tamiami Trail with daily bus service from Miami, or quick transportation over the National Airlines. Fine hotels, apartments and bungalows provide comfortable accommodations ... while churches and schools contribute to the educational and spiritual background of this home community.
This vast archipelago with around a hundred thousand square miles of land is becoming better known to tourists who enjoy a tropical, or semi-tropical climate however... Cuba, Jamaica, Puerto Rico and the Bahamas group need little introduction since the advent of air travel via Pan American Airways. Nassau is the center of travel interest in the Bahama group. As seat of the Colonial Government its social activities appeal to tourists, and, through a well organized tourist service, Nassau is bringing in an ever increasing patronage to its fine hotels. Under the Treaty of Utrecht (1713) the British claims to the Bahamas, Jamaica and many lesser islands were confirmed, while the Spanish-American War (1898) resulted in the new Republic of Cuba, and the purchase of Puerto Rico by the United States.

Nassau, the center of travel interest in the Nassau group, is a replica of Old Spain, in contrast with Nassau’s touch of Old England. It is a land of enchantment which is not altogether centered in Havana, as some think, but rather the entire island offers many days of enjoyable and exciting trips, through tropical scenery... tobacco and sugar-cane plantations to... Varadero Beach on the north coast... Batabano, center of the sponge industry... Camaguey with its famous three hundred year old LaMerced Church... or Santiago De Cuba with its famous Plaza.

Out in the blue Atlantic, on the island of New Providence, the quaint old City of Nassau lures to its palm fringed shores and matchless beaches an increasing number of visitors from the United States, Canada and distant points. This twenty square miles of hospitality is reached in two hours by Pan American Airways from Miami, or over night by boat. Nassau is surrounded by seven hundred, or more, islands forming the Bahamas West Indies group... the surrounding tropic seas afford the yachtsman and big game fisherman the finest in fishing thrills and no end of adventure.

Nassau’s hotels are among the world’s best, with tropical gardens that in design are reminiscent of the Riviera. There are also many smaller hotels, apartment houses and cottages which provide ample accommodations. Loll leisurely, enjoy the seafood delicacies of Nassau’s restaurants, wander through British stores and picturesque market places. If you choose... join in the brilliant social life with its international social functions... or enjoy the quieter, friendly and informal hospitality characteristic of Nassau.

Montague Park is a favorite rendezvous for lovers of the “Sport of Kings”... the 27-hole Bahamas Country Club Golf Course overlooking the ocean daily attracts scores of devotees. For the fishing enthusiast, Grouper, Kingfish, Tuna or Blue Marlin are captured by amateur and professional anglers alike. For the sun seeker, Paradise and Emerald Beaches are outstanding with approximately twenty miles of coral white sand. Nassau is the terminus of the thrilling annual Miami Nassau Yacht Race.

CUBA

Gay Havana... Capital City of Cuba... gives the visitor a real touch of Old World atmosphere. Throughout this picturesque Isle of which Havana is the gateway, one may motor over seven hundred miles of fine scenic highways. The stamp of the ancient Spanish race, religion, architecture and customs dominate everywhere. Havana is both ancient and ultramodern. Every possible attraction for tourists is available. The clubs and casinos have a distinctly Havana atmosphere which differs from the customary resort city... bright cafes and night clubs, attractions too numerous to mention.

Founded in 1519, Havana and Cuba are rich in historical lore. Columbus Cathedral, resting place of the discoverer prior to Spain’s evacuation, is one of Havana’s most interesting old buildings... Morro Castle, scene of many ancient dramas, on its frowning ramparts and within its dungeons and tunnels. The battleship “Maine” monument, is the shrine of all American tourists... the Prado, or “Street of Progress”, with its modern skyscrapers... the majestic capitol building, which cost over $18,000,000; and the beautiful amphitheatre are worthy attractions for any traveler. Only the finest appointments are to be found at Havana’s splendid hotels.

Worth while is a drive over the famous Malecon, “Gulf of Mexico Drive”, viewing the shops, theatres and opera house... on past the national library, Zayas Park, Colon Market, the magnificent Presidential Palace, the famous Corona-Corona Cigar factory, the LaPunta Fortress and old city environs... Maceo Park, Santa Clara Battery and on into Havana’s beautiful residential section.

Cuba’s countryside is a vast panorama of natural beauty... rolling acres of sugar, tobacco, coffee, bananas, pineapples, cocoa, castor beans and cashew nut trees... little villages dotting the landscape with their picturesque and colorful tile roofed homes. Sugar is Cuba’s outstanding crop although her fine tobaccos set a world standard. The ever changing scenery, on the ninety mile coast to coast trip, fascinates from the time of your start in Havana as you go past her waterfront, Maracanao Beach, the Yacht Club and then on through typical farm sections.

Cuba... Pearl of the Antilles... and its capital, the Paris of the new world. The country and its customs enchant you... its people welcome you.
JACKSONVILLE

Camp Foster, on the St. Johns River, focal point of 3,000 acre tract selected by the United States Navy as site for $15,000,000 Southeastern
• NAVAL AIR BASE •
The Hotel Windsor ... for years the landmark of hospitality in Jacksonville ... is the symbol of hotel perfection toward which thousands of winter visitors have long gratefully turned.

Facing beautiful Hemming Park, the Windsor is protected from the noisy distractions of traffic, yet it is located in the heart of Jacksonville's shopping, business and theatre district.

No other hotel has so consistently maintained high standards of comfort and service as The Windsor. The guest rooms are large and beautifully furnished, imparting the feeling of gracious living that necessarily comes from the perfect accomplishment of hospitality. The many parlors and public rooms are notable for their quiet dignity and exquisite taste.

The Terrace Dining Room, overlooking the Park, is renowned for its excellent food and splendid service. You'll enjoy the broad verandas, bathed in the friendly warmth of Florida sunshine, or the charming comfort of the glass-enclosed portion on the occasional cool days.

For guests who come by motor, there is the added convenience of our own Storage Garage, directly connected with the hotel lobby.

Rates are unusually moderate for the fine accommodations offered and the superlative character of courteous, unobtrusive, yet efficient service rendered.

For Rates and Reservations, Write or Wire
Jerry R. Caldwell, Manager
A ROBERT R. MEYER HOTEL
Guest rooms are beautifully furnished, large, airy and comfortable.

The Windsor lobby is charming and hospitable.

The Terrace Dining Room is noted for its excellent cuisine and splendid service.

The unusual "Below the Decks" cocktail lounge features a realistic nautical atmosphere.
DIRECTLY ON THE OCEAN FRONT, facing one of the world's finest driving and bathing beaches, the hotel overlooks the broad Atlantic... a private fishing pier reaches out into the ocean for the big ones!

Notably different, the Atlantic Beach Hotel is planned for those who come to Florida seeking rest and recreation in the hospitable atmosphere of a home with the luxury of a graciously appointed inn.

North Florida's climate is delightfully different... pleasantly cool in summer, mild and zestful in winter. Steam heat insures comfort on the occasional crisp days that come during the winter months.

Fishing from the pier, from the jetties, or at sea, hunting in season; golf on a championship course just six miles down the beach; swimming and other outdoor activities for those who seek recreation... quiet and restful comfort in the lounges and sun parlor indoors, or long, lazy hours in bright warm sunshine on the pavilion, pier, or lawns for those who come for rest.

Open the year round. Rates are accordingly moderate.
ST. AUGUSTINE
TROPICAL GRANDEUR ... an "OLD WORLD ATMOSPHERE" ... THE MONSON ... a modern hostelry in an antique setting.

Convenience of this Hotel to the Plaza de la Constitution enables guests to be within easy walking distance of the shopping and business district ... also the Spanish section of America's oldest city!

Every room has outside exposure ... majority with baths. Elevator service is provided, likewise telephone in each room. American plan menu is offered ... Monson cuisine is famous throughout the area.

* A complete range of sports is available to the visitor. Numerous golf courses ... fishing from the Bay and tributary rivers ... or ... down to the sea for the big fellows that try the angler's skill. Other forms of healthful sports!

* Your selection of this hostelry insures both a hotel and home for either a short stay, or ... special rates can be arranged for a long visit. During the season, unique entertainments are offered guests!

A warm welcome ... a pleasant stay ... 

HOTEL MONSON
SAINT AUGUSTINE, FLORIDA
Chas. E. Young, Sr. * Chas. E. Young, Jr.

Afternoon tea 
in our garden
Happy surroundings . . .

AND PLEASANT ASSOCIATIONS IN THE FRIENDLY
WARMTH OF DAYTONA BEACH'S SUN DO AS MUCH
TO BRING BACK HEALTH AS TO MAINTAIN IT.

SAFE SURF BATHING ALONG
23 MILES OF WARM WHITE BEACH . . . FISHING —
DEEP-SEA, RIVER AND SURF-Casting . . . MOToring
ALONG THE WORLD FAMOUS BEACH CHOSEN BY
RACING DRivers . . . SKEET-SHOOTING . . . GOLF
. . .. TENNIS . . . SAILING ON RIVER OR SEA . . . SPEED-BOAT RACING . . . DANCES, HOUSE PARTIES, SMART
HOTEL AND RESORT LIFE . . . THESE ARE A FEW OF
THE PLEASURES THIS FAMOUS RESORT OFFERS YOU . . .
IN AN ATMOSPHERE OF REFINEMENT.

DAYTONA BEACH IS THE DE-
SIRABLE SPOT FOR FAMILY HOLIDAYS WHERE EVERY
MEMBER CAN INDULGE HIS FAVORITE PASTIME—
FROM ACTIVE SPORTS TO DOZING IN THE SUN.

ALL INQUIRIES GLADLY AND
PROMPTLY ANSWERED.

ADDRESS:
RUSSELL DYMOND, Executive Secretary
CHAMBER OF COMMERCE
DAYTONA BEACH, FLORIDA

"America's Finest
Ocean Beach"
A city within a city... winter home of numerous guests who return regularly.

INSTINCTLY different... The Princess Issena is not just another resort hotel but rather a delightfully planned ensemble of hotel, inn and cottages... all combined and within the borders of a beautiful tropical landscaped private park.

Seventeen modern buildings... attractively arranged... accommodating three hundred and twenty-five guests. An innovation... here children are welcome and in addition have their own playground, playhouse and well supervised dining room.

Just a minute's walk from the world's most famous Beach... guest privileges at the Bath and Tennis Club with its swimming pool, tennis, dining room and cocktail lounge. Several Golf Clubs are nearby as part of a complete and available sports program.

Numerous luxurious public rooms... Concerts provided twice daily. Other entertainment and recreational activities provided guests at all times. The large, airy dining room has long been famous for cuisine and service. A welcome awaits you.

PRINCESS ISSENA
Hotel — Inn — Cottages
Henry W. Haynes, Manager
Daytona Beach Florida
ONE of the most beautiful avenues of the "Beach side" and adjacent to Daytona's famous beach and the Atlantic... is the GENEVA.

Facing south... the broad verandas are flooded with sunshine throughout the day... four golf courses are available... also tennis courts... fishing in the river and from ocean pier... shuffleboard and lawn bowling... swimming from the world's finest beach or in pools of private clubs.

Though in the heart of an exclusive residential area, there is bus service to the Beach, shops and theatres... steam heat... excellent cuisine... a real welcome.

Owner-Management
Mrs. E. P. and F. N. Stengle
Daytona Beach, Florida

Spacious, luxuriously appointed lounging room
—center of social life
Comparable only with the best that South and East Florida has to offer. Maintaining highest standards, The Bath and Tennis Club of Daytona Beach is designed for and suited to the most discriminating and exacting. Whether the visitor's stay is of a season's duration, or but a short time, memberships may be arranged accordingly.

Inviting are the luxuriously appointed drawing rooms, lounges and ball rooms . . . impressive in elegance and dignity. An orchestra delights young and old alike. The retinue of trained servants and an experienced staff assure unexcelled service to all guests.

Delicious luncheons, private teas or continental dinners on the terrace of the Patio Pool . . . become pleasant memories. Swimming in the warmth of sunshine and moderately heated artesian water . . . sun bathing available under glass solariums on the River Beach. The tennis courts . . . designed for champions, but maintained in perfect condition for either the lowly "dub" or the shining pro. Truly a real Bath and Tennis Club.

BATH AND TENNIS CLUB, Inc.
On-the-Halifax Daytona Beach Florida

"A Gentile Club"
The most unique tropical subject submitted to the Publishers this year. From Kodachrome by W. F. GERECKE, Miami.
Wine - Cornelian moon against a Jovehin sky.
A javelin of whirring wings where red flamingos fly...
— Don Blanding
Midway between Jacksonville and Miami and bordering the mile-wide Indian River is one of Florida's alluring, beautiful east-coast communities... Cocoa — up-to-date, industrious and warmly hospitable; residential Rockledge; and neighboring Cocoa Beach. With tall palms growing out over the water, gigantic Live Oak trees covered with Spanish Moss, and carefully kept citrus groves, it is a scenic section loved by Floridians and thrilling to visitors. Here one enjoys all his favorite outdoor recreations and digs his teeth into the finest oranges and grapefruit grown.

Outstanding are the fine hotels, the many beautiful homes and the modern business community. Cocoa Beach, across Merritt Island by paved road, furnishes all the thrills of safe surf bathing and driving for miles on its hard white sand... eighteen interesting holes at Poinsett Golf Club test the golfer's skill... fishing by day or night, in salt water or fresh water... other recreational facilities provide complete relaxation, healthful exercise and the opportunity to mingle with as fine, congenial and representative winter visitors as can be found anywhere in Florida.

For descriptive folder of complete information address Greater Cocoa Chamber of Commerce, Cocoa, Florida.
On Beautiful Indian River... at Cocoa, Florida

THE BREVARD

Hospitality of a heart-warming brand awaits you at this picturesque spot in one of Florida's friendliest little cities. Here you enjoy the beauties of the majestic Indian River with its many scenic drives for miles along both shores... the comforts of a modern, fireproof hotel with inviting lounges, attractive guest rooms, log-burning fireplaces, roof solariums... golf, fishing, swimming, motoring, picnicking and planned outings.

"How's the food?" Everybody says it's wonderful -- and Duncan Hines has given the Brevard dining room a complimentary listing in his famous food guide, "Adventures in Good Eating.

COME EARLY... The Brevard offers attractive special rates during the delightful early season and late season months. European or American Plan. Same staff, same good times, same tempting menus. Steam heat if necessary.

Advance reservations advised.

Address H. C. Laycock, President

Summer, Winter, Spring, Autumn at a... Overlooking Little Traverse Bay, Harbor Springs, Michigan, June 15 to September 15.

Guest rooms overlook the wide, blue river. Here it's easy to relax amid beautiful surroundings. Outdoor recreation facilities on the spacious grounds include a putting green, shuffleboard court and children's playground. Weekly picnics on Cocoa Beach are informal, unforgettable highlights of a vacation at The Brevard.
One of the fine hostelries serving Cocoa, Cocoa Beach and Rockledge ... 

The BREVARD
McKee Jungle Gardens . . . a vast tropical botanical paradise . . . beautiful, eerie, mysterious, fascinating.
Of special interest are the groves of luscious Indian River citrus fruit; the ocean beach; the famous McKee Jungle Gardens; the unique "beach-combers' haven" known as The Driftwood Hotel; two golf courses, one of nine, the other of eighteen holes; fishing in either fresh or salt waters; a central park with community building, shuffle-boards, tennis, horseshoe and croquet courts and children's playground.

Vero Beach, central on the Florida East Coast, offers popular resort attractions with a variety of accommodations at moderate cost. Inquiry is invited through the Chamber of Commerce.
The City of FORT PIERCE

FOR HOTEL & APARTMENT RATES WITH DETAILED INFORMATION ... SEE PAGE 155
The spacious east porch—our beautifully landscaped grounds and a portion of the stone lobby and sun rooms.

Take home the memory of one of the most outstanding conceivable vacations.

The NEW FORT PIERCE HOTEL

A MOST popular medium priced waterfront hostelry renowned for its beauty and comfort. It offers a delightful block long lobby and sun room—attractively furnished guest rooms, all steam heated—surpassingly good food.

New Fort Pierce guests have reserved for their use a roof solarium, putting green, shuffle board, ping pong, badminton and croquet courts—or the opportunity to enjoy our sailboat, motor boat, beach cabana and fine bathing beach. Golf and tennis are available also. A genuine welcome is assured you in this friendly hotel.

Reservations recommended. Write

EDGAR SCHILL
President and Manager
PALM BEACH

Winter Capital of the Social World
Cloistered . . . luxuriantly landscaped patio . . . flower-banked central fountain.

Bamboo Dining Room . . . delectable food coupled with perfect service . . . an irresistible appeal.

Truly Old Spain . . . reproduced in perfect detail . . . gorgeously beautiful.
COLOR . . . CHARM.

At times mere words seem inadequate, for none can describe beauty that is ever-changing and charm that is elusive . . . perhaps it comes from its associations and careful management.

Close to ocean and lake in a quiet, residential area . . . accessible to all clubs and shops . . . this unique hostelry is a welcome surprise to one as they leave the bustle of everyday life and enter this "old world" confined within quiet cloisters and luxuriant patios.

The bamboo room, cocktail lounge, patios . . . each have their individual part in the ensemble. Rooms, one hundred eighty in number, single or en suite, combined with an unobtrusive perfection of service . . . tend to assure the guest the finest in appointments. The attentive management is renowned for its ever cordial welcome shown guests.

Reservations Requested
The BRAZILIAN COURT Hotel
Open from November 15th to May 1st

Affiliated with
Seven Ponds Inn
of Southampton, L. I.

Both under the personal direction of
Elliott F. Bishop
AUSTRALIAN AVENUE and Coconut Row . . . in the heart of Palm Beach is the attractive location of the Vineta Hotel, a beautifully appointed and artistically furnished modern hostelry.

In close proximity to all activities . . . the matchless Beach—golf courses and clubs . . . with its own tropical gardens in this land of palms . . . thus provision has been made for that desired restfulness.

In the spacious, beautifully furnished dining room, the cuisine and service are of the best. Thus a favorite dining place for a discriminating clientele of guests and visitors to Palm Beach has been established.

The combined lounge and card room—is the scene of many social activities throughout the season. Light, attractive guest rooms and a homelike atmosphere. These, with the finest in management, have always distinguished this popular hotel.

Season: December to April

Ira S. Dunkle, Manager

Palm Beach, Florida
Each season adds to the distinction of the Palm Beach Hotel.

In the midst of the social winter capital, this beautiful hotel, with its gracious hospitality, is again drawing the discriminating.

For Reservations Consult Any Tourist Agency or Write
JAMES J. FARRELL, Manager
Palm Beach Hotel, Palm Beach, Fla.

Summer Season:
Monmouth Hotel, Spring Lake Beach, N. J.
Set among palms on the shores of Lake Worth with private sun beach and putting green for convenience of guests. Free auto transportation to Palm Beach for surf bathers.

Enjoy all the gaiety and uniqueness of incomparable Palm Beach, but quietly and economically... in an atmosphere of geniality, comfort and privacy. Incidentally, you are but a few minutes to shopping and amusement centers.

One hundred modern rooms and baths... perfect appointments... an excellent cuisine, together with a highly personalized service, has combined to bring annually to the Miramar an increasingly enthusiastic clientele.

For Reservations Write
MIRAMAR INN, West Palm Beach
J. Stanley Smith, Managing Director

Who Also Owns and Operates
ALBEMARLE HALL
Virginia Beach, Virginia
ARISTOCRAT of West Palm Beach hotel apartments, overlooking Flagler Park and beautiful Lake Worth.

Operated as a hotel on either American or European plan, The Lake Court also offers completely equipped apartments. Strategically located, being opposite the Post Office and only two blocks from the shopping center. Convenient to churches and theatres... only a few minutes across Lake Worth to surf bathing.

Lake Court offers its guests the ultimate in comfort and convenience in its own solarium... a sky lounge, where bridge parties and dancing are the vogue... beautiful patios. The dining room, overlooking patio and lake, is famed for good food. Here is a complete hostelry that takes its place among the South Florida's finest.

LAKE COURT APARTMENT HOTEL
Ira S. Dunkle, Manager
West Palm Beach, Florida
Facial
eautiful Lake Worth and the city
park ... THE SALT AIR enjoys an attractive, as
well as advantageous, location.

The shopping, theatre and business dis-
tricts of West Palm Beach are but a block away.
However, even with this convenience, this in-
viting resort hotel is removed from all down-
town noise.

The majority of the rooms have a private
balcony and all large rooms have a balcony and
private bath. In our dining room, which over-
looks the lake, tastefully prepared food, properly
served, is available at exceptionally low prices.

A reputation of service, cleanliness and
hospitality has long been established by the
management. Our rate schedule is very mod-
erate. Reservations may be made for overnight
or season stays, as you may desire.

SALT AIR HOTEL
On the Lake Front at Datura St.
Offering the utmost in relaxation and seclusion... on your winter vacation.

This famous hostelry is neither hotel nor club but rather a colony under several roofs, designed solely for the purpose of bringing perfection to the fine art of genuine living. The service of a fine hotel... the congenial spirit of a splendid club.

Clientele Restricted and Reservations Required

The Hillsboro Club
Pompano - Florida
H. L. Malcolm, Owner and Manager
FLORIDA as you like it!

SOLATED, relaxed, soaking up sunshine in a quiet spot far removed from the larger cities—yet just around the corner from all that's going on along this carefree "Gulf Stream Coast."


LAUDERDALE BEACH HOTEL
Arthur H. Ogle, Managing Director
Box 3049 Fort Lauderdale, Florida
Restricted Clientele — Open December to April

The sheltered patio — a delightful spot for outdoor lounging.

Overlooking the broad Atlantic . . . this spacious lounge combines comfort and rare artistry.
Miami Beach

Staff Photographer, Robert Morris
Rich green lawns, graceful palms... and a crystal white beach.

Miami Beach, the American Riviera... seven miles of island along the Atlantic. Ocean to Bay... a vast park of luxuriant tropical growth enhanced with lakes and quiet waterways. The world's playground, Miami Beach offers every type of recreation, night life and exclusive club life, yet there is provided the best in churches, accredited schools and libraries... giving the visitor, as well as the citizen, a well-rounded community.

The thought that Miami Beach is merely for the idle rich is erroneous. It is a home community for permanent and transient residents. As a perfect platinum or gold setting adds new lustre to the diamond... so the gorgeous beauty of Miami Beach enhances the intrinsic value and gracious charm of the modest home, the palatial estate or the towering hostelry.
Miami Beach ... any day

Lincoln Road...Fifth Avenue of the South.

Sparking sunlight dancing...spray of green-blue waters...speed.

Venice in a tropical setting.
Living room in the "Little Penthouse. One of the delightful suites atop the hotel..."
Superb cuisine with a definite emphasis on economy . . . for the guests.

INTERNATIONAL IN POPULARITY . . . cosmopolitan, with the atmosphere of an exclusive Club and its accompanying congenial companionship . . . perfect organization.

A rare blend of convenient isolation from downtown noise, yet containing all resort features for your entertainment. Our social director is always glad to assist in arranging trips and entertainment.

The location of the GOOD, directly on the ocean, permits bathing on our private beach direct from your room.

Reservations are advisable – Restricted Clientele
Cable address “HOGOOD”

CAROLYN G. GOOD  FRED S. ROSSNER
Pres. Treas.  Manager

Hotel Good

Crystal Lounge . . . afternoon cocktails in an atmosphere of gay sophistication . . . hearty greetings in a gathering place of kindred spirits. A greatly favored spot and part of the charm of the Hotel GOOD.
The ocean is naturally the most important part of any beach vacation—and the Pancoast's exclusive seaside location provides the essential marine accent on the last word in Miami Beach.

So make your plans for a Miami Beach vacation to include the PANCOAST, one of America's truly distinguished and—because of its carefully restricted clientele—most exclusive hotels.

Here, in addition to traditional leadership in matters of appointments, cuisine and service, you have a palm-lined tropic sea at your doorstep—a spacious private beach to guard against unwelcome intrusion—a smart Cabana colony for the full enjoyment of luxurious leisure.

Open the year round, the staff of the PANCOAST operates smoothly and efficiently. Every modern improvement for the comfort of guests is included—from complete steam heat for the rare chilly mornings of winter to optional air conditioning for those who prefer "manufactured climate" in summer.

Rates are quoted American plan during the winter season, European in summer. For details, reservations, etc., it is advisable to write or wire well in advance.

ARTHUR PANCOAST, President
NORMAN PANCOAST, Manager
Finest decorative subject submitted to the Publishers this year . . . the work of Robert Morris, staff photographer.
Out of bed... into the Ocean!

VIA SPECIAL "BEACH" ELEVATOR DIRECT FROM YOUR ROOM . . . BREAKFAST AT LEISURE ON OUR OCEAN FRONT TERRACE — LUNCHEON, TOO. ENJOY THE PRIVATE BATHING BEACH TO YOUR HEART'S DESIRE.

Address all inquiries to:
FATIO DUNHAM, Manager
Restricted Clientele
Sea Breeze
Very detail ... for a well planned vacation has been given careful consideration at The Embassy.

An ideal central location facing the ocean, a private beach ... natural facilities for sports, or relaxation ... yet close at hand some of the world's finest shops and theatres. The restricted clientele assures congenial companionship.

There is a cosmopolitan atmosphere about The Embassy. The public rooms are spacious and comfortably furnished ... the terrace cafe and dining room feature food famous for variety and perfection.

The Embassy is open from December to May. A wide assortment of individual rooms, suites and two penthouses are available.

For more detailed information write:
G. S. Pickard, Manager
The Embassy

The Jewel Box Cocktail Lounge with its air of gay sophistication.

View of the Embassy's own private beach with hotel in the background.
Broadside to the ocean on the east and Lake Pancoast on the west this stately hotel is "all waterfront." Thus each of the 125 rooms receives its quota of Florida sunshine and ocean breeze. And every guest has his own bright vista of emerald lake or azure sea.

The Surfside is surrounded by a tropical garden and has one of the longest beaches in the area reserved for the guests of a single hotel.

Modern, complete, luxurious, The Surfside provides every service and facility — every advantage of location — needed to make life pleasant and effortless in Miami Beach. They include extensive dining facilities, solaria, beach equipment, private bathers' elevator, cocktail lounge, coffee shop, many others. European Plan. Ownership management. Surprisingly moderate rates. For details write —

J. H. MILLER, Managing Director

THE SURFSIDE, on the Ocean at 25th Street
In the very heart of the desirable, exclusive section of Miami Beach's lovely ocean-front is the Wofford. Famous for its charming appointments, its glorious Garden Room overlooking the private beach and blue Atlantic.

The Wofford accommodates a discriminating clientele - smart people who demand that rare combination of cultural environment and gay sports and entertainment.

Reservations are usually necessary. Write JOHN B. WOFFORD, Owner-Director, 24th and Collins Avenue, Miami Beach, Florida.

See how the Wofford is situated between beautiful Indian Creek Lake and the Ocean. The foreground shows happy throngs basking in the sun on the Wofford's private beach. Below - wonderfully landscaped Ocean Promenade, and a glimpse of the Veranda and Garden Room.

The Wofford arranges private sightseeing and fishing trips, golfing on world-famous courses, every conceivable sport and entertainment for its guests.
Exhibition diving in the large pool.

Exterior and interior of one of the many comfortable Cabanas.

Luncheon served on the Pool Deck.
A winter pleasure resort for discriminating people. Though one of the outstanding vacation resorts of Florida it has also drawn national attention by its operation in connection with Macfadden-Deauville Hotel and Health Resort—under the supervision of Bernarr Macfadden.

Health building Physical Culture Courses under the direction of Macfadden trained experts.

The world's largest circular salt water swimming pool... likewise surf bathing at its best. There is a double tier of Cabanas—modern beach equipment, chairs, umbrellas... each Cabana comfortably accommodating two families... with private dressing rooms and shower.

Here the entire family may lounge throughout the day in informal leisure. Dining and bar service is available at all times for members and it is never necessary to change from bathing attire to be served. Truly the Macfadden-Deauville Cabana Club is one of the outstanding privileges Miami Beach extends to the discriminating visitor.
This distinctive new hotel is modern ... luxurious and fireproof. Designed for your complete homelike comfort. Private beach and cabana colony. Superlative food, served in the beautiful dining room, overlooking the ocean, or on the terrace.

For reservations write or wire: D. BRYAN LOGAN, Manager
Let us know your personal requirements and we will be glad to send you the beautiful 1940 booklet and attractive rates for your stay.

ALFRED STONE,
Manager
NOW entering a fourth successful season . . . a unique, exclusive seclusion . . . just a few steps from the ocean.

In the midst of upper Miami Beach with its day and night sport and entertainment activities . . .

Modern — luxurious — with an atmosphere of elegance. Noted for its friendly comradrie evidenced by the former patrons who return and bring their friends.

The beautifully furnished and spacious lobby . . . overlooks delightfully landscaped tropical gardens . . . adjoining is the popular coffee shop.

A leisurely stroll to exclusive shops . . . theatres . . . night clubs . . . yet offering the maximum of genuine comfort, convenience and unexcelled service to a discriminating clientele.

CHARLES R. COLLINS
Resident Manager
Invites inquiries as to Rates and Reservations.
The COLLINS PARK... Park Avenue at 20th Street

A gem in the galaxy of modern Miami Beach hotels... and this one of the most beautiful. Startlingly attractive as to architectural design... arranged to assure the maximum of Miami Beach health-giving sunshine and ocean breezes.

Just a few steps to ocean bathing at its best... adjacent to shops and theatres, yet away from all traffic congestion...

Destined to become one of the most popular among patrons demanding refined — exclusive — complete service.

EDW. W. COLLINS
Resident Manager
Invites inquiries as to Rates and Reservations.

The COLLINS PARK is different!
Hampton Court
APARTMENTS
COLLINS AT 28th

Perfect location in the heart of exclusive North Beach . . . only a few feet from the ocean—within walking distance of the smart Lincoln Road shopping center and a number of the best restaurants . . . easily accessible to churches, schools, golf courses and tennis.

More than just "apartments" . . . a true home atmosphere prevails. Each tastefully, thoughtfully furnished . . . screened porches in practically all apartments, two to four exposures in every unit assuring an abundance of light and air.

Hampton Court caters to a discriminating clientele . . . established and dignified. Entrance to the spacious lobby and lounge is approached through a beautiful tropical patio and cloister facing the Atlantic . . . surf and sun bathing virtually at your front door.

SERVICE FEATURES
Steam heated . . . daily maid and houseman service . . . telephone switchboard service . . . garages, servants' rooms with private baths. Open all year.

Service under owner management is thorough and unobtrusive.

For reservations address
F. Kyle Ebersole,
President.
Apointments . . . Location . . . Convenience . . . all three important factors for comfortable living . . . are embodied in the Mildred Lee Apartments.

Attractive living rooms . . . combined in suites with various type bedrooms provide maximum comfort in a real winter home.

Located on Surprise Lake next to the exclusive King Cole Hotel and midway between the two finest Golf Courses on Miami Beach.

Correspondence Invited
C. G. Duttenhofer, Owner
MILDRED LEE APARTMENTS
Alton Road at 48th Street
Joy
The new Governor expresses everything to be desired in a fine resort hotel. No luxuries have been spared for your comfort and enjoyment... you'll find the BEST of everything in surroundings, appointment and service. It's location is ideal... directly across the street from the club house of one of Florida's finest courses... surf bathing from your room... near all resort activities, yet surrounded by spacious tropical gardens, tennis, badminton, shuffle board and handball courts. Dancing in the garden.

For brochure and rates, write or wire:
E. L. O'Leary, Manager
Most unusual tropical subject made with infra-red film by an amateur and submitted this year to the publishers.
Forging ahead! Miami, winter capital of the financial world, sets a pace for the Nation, impelled by a steadily increasing influx of substantial citizenry drawn from every State of our Nation and seeking, what others have found

HEALTH . WEALTH . HAPPINESS

Unquestionably the world's greatest winter resort city... Miami today takes a foremost position among the Nation's seaports and aviation centers. Her airports lead as the airports-of-entry from foreign countries. Advanced beyond the status of a tourist city... a year-round busy, prosperous and constantly expanding cosmopolitan metropolis.

Miami... extends a cordial welcome to friends old and new who, when once they know her lure... never forget.

The Royal Poinciana in all its glory.
CLOSEST Miami hotel to the ocean, Beaches, Biscayne Bay, Hialeah Park and virtually all other major recreation centers. Quiet, parklike surroundings, magnificent unobstructed views. Ample free parking space, direct connection with through routes to all points in metropolitan area. Attractive "all-season" rates. Open from December 1.
To a greater degree than any other, The Columbus provides the smart sophistication of atmosphere, the carefree gaiety of mood, the quiet luxury of appointments, the skilled attention to your creature comforts—the things that are inseparably linked with all that "Miami" stands for. Booklet and details will be furnished on request.
The Alhambra Hotel is Modern

...a fireproof hostelry...in a quiet neighborhood overlooking Biscayne Bay
...two blocks from the shopping center, the theatre district, and Miami's finest restaurants...convenient to all transportation lines.

Operated as a high type European plan family hotel, catering to refined clientele...an ideal winter home...quiet and comfortable, devoid of formality...at a cost in keeping with accommodations and service offered.

Rooms are large, airy, light, with extra large closets, private baths and excellent beds. Suites with living room can be arranged.

Rates are according to size and location of accommodation, and are quoted for the season, monthly or by day or week. Seasonal rentals arranged as of November, December or January first. Advance reservations are considered necessary.

W. Earle Spencer, Manager
XCLUSIVE • SECLUDED • IN FORT DALLAS PARK ... upon the site of the old fort itself, yet ... only three blocks to the bright glare of famous Flagler Street or an equal distance to the quiet tropical hued waters of Biscayne Bay.

THE ROBERT CLAY is a modern building that is ageless in associations and charm. The latter is always evident in the bond of good feeling and well being between management and guest.

OUR ROOMS ... are all outside, comfortable, inviting and appointed in good taste. We realize they are an important part of your visit and we designed them for you to stay a day ... a weekend or ... a winter season.

THE DINING ROOM ... in the Robert Clay ... is more than a mere place to dine. Your tastes are catered to ... a splendid cuisine ... but if you are economically-minded, our club breakfasts and table d'hote dinners are most inviting in menu.

WARM WELCOME is assured for ... should we not have just what you like ... it is our pleasure to help you find it elsewhere. Enjoy real living at practical prices!

For Reservations
Wire ... or ... Write:
THE ROBERT CLAY
James J. Helm, Mgr.
MIAMI * FLORIDA

Fireproof ... Steam
Heat in every room.
Situated immediately on the Bayfront... in the midst of spacious, tropical landscaped grounds overlooking beautiful Biscayne Bay. Soft breezes of trade winds... rest and quiet... freedom from disturbing noise and turmoil... a step to stores or a few minutes drive to the heart of Miami and Miami Beach.

Miami Miramar Hotel

That which is worthwhile... is worth looking for. The Miami Miramar caters to a reserved class of guests... those who wish a comfortable and enjoyable winter home... with assurance of excellent service... good food.

Congenial companionship assured. Our guest list, to a great extent, is that of previous years with yearly reservations. We wish no greater recommendation than the oft repeated remark on arrival of old friends, "We are back home again".

The Miramar's location, one block from Miami's busy Biscayne Boulevard, gives freedom from transportation problems. Buses to any point of amusement are available every few minutes. To appreciate the Miramar, its beauty and attractive atmosphere, come here first and see for yourself before deciding definitely on a vacation home.

MIAMI MIRAMAR HOTEL
Francis F. Hamilton, Manager
1744 N. Bayshore Drive
Miami Florida

Seasonal or short term rates. Reservation office open September.
Designed with the comfortable warmth of a home.

The main lobby, at street level... beautifully decorated and attractively furnished... is always a favorite rendezvous for guests.

SERVICE AT CLYDE COURT... its aim the satisfaction, pleasure and comfort of each guest.

In its guest rooms, as well as its public rooms, the Clyde Court guest finds the same tasteful care in decoration and furnishing. Being able to go more places in less time is extra dollar value from extra handiness of staying in the centrally located Clyde Court.

For reservations and complete rates:
C. G. DUTTENHOFER
Owner, Managing Director
Sun-Ray Park Health Resort
Miami • Florida

Rest, Relax, Rejuvenate!
An American plan hotel and health resort for those seeking a happy combination of Rest, Recreation and Pleasure, or a definite scientific plan for healthbuilding.

Sun Ray Park... Miami's first approved sanitarium... Established in 1928... entirely self-contained in five acres of beautiful, tropically landscaped grounds... only ten minutes from the heart of Miami.

A General Health Program, after a complete diagnosis has been made, will be arranged for you and supervised by resident physicians (M.D.) in cooperation with your personal local, or out-of-town physician. A complete physical therapy department is offered for resident guests and out-patients, which includes sun-bathing, baths, massage, physical culture, etc. Graduate nurses, dietitians, and technicians always in attendance.

Comfortable living accommodations... Delicious, home-cooked, well balanced meals. No need for separation of families... they can be accommodated at small additional charge... a total not exceeding that of the average hotel or apartment. Here is found a genuine aid to the solution of the problem for you or your family of... how to get well and stay well.

A cordial invitation is extended.
For booklet and further details—
Write or wire ARTHUR W. ELLIS, Managing Director
SUN RAY PARK HEALTH RESORT
125 S. W. 30th Court
Miami, Florida
QUIET and secluded in exclusive Ft. Dallas Park, yet just two blocks from the heart of the City. Facing Biscayne Bay and Miami River — unobstructed sweep of ocean breezes. Completely furnished and equipped housekeeping apartments — open the year round — attractive "season" and summer rates. Complete rates, details, floor plans, etc. will be furnished on request to

The TOWERS
MIAMI • FLORIDA

332 S. E. 2nd Avenue
Undersea

University of Miami
Students
The school is co-educational. The students, through the proximity of the University to the heart of Miami, are offered advantages to be found only in a metropolitan city plus natural facilities which add a healthy body to an active mind by living and participating in active sports in the warm, tropical atmosphere for which South Florida is internationally known.

Representation of virtually every state in the Union and a large representation from South America and the Islands of the West Indies.

For complete Bulletins write:

Registrar, University of Miami
Coral Gables, Florida

Typical men's dormitory. A home of character, designed for comfort.
A Fast Break...
EASTERN Air Lines
Flight-Stewards . . . courteous personal service on both ground and in the air.

Air travel is superior . . . more comfortable, more enjoyable.

Individual lounge chairs with reclining backs and footrests assure travel comfort. Lights for reading, air-conditioning and . . . sound-proofing out the roar of the motors . . . gives additional travel pleasure.

Tasty hot meals or appealing summer salads, served complimentarily, are a part of Eastern Air Lines' service to its patrons. Your every comfort is thought of from beginning to the end of your journey.

Bon Voyage!
Happy Landings!

Perfect equipment adds to ease of travel.

From Snow to Palms in 8 Hours
FLYING FISHERMAN CLUB

This is to certify that

Dr. Walter E. Grace

is a duly registered and recognized member of the Flying Fisherman Club and that on the date recorded below, he caught without end a

Sailfish

April 52 pounds 7 ounces

Length 7 feet 4 inches in length.

The Flying Fisherman Club

March 5, 1959

FLYING FISHERMAN CLUB

Anyone flying to Florida on Eastern Airlines and catching a Sailfish, Marlin, Tarpon, Tuna or Bonefish is entitled to a certificate of membership signed by Captain Eddie Rickenbacker.

The radio beam is the invisible highway of the air. Below is a description of the manner in which it operates.

Middlewesterners — Chicagoans particularly — long ago discovered the sun-drenched strands of Florida's East and West Coast resort cities were ideal as a winter recreation tonic.

From snow to flowers in eight hours, is a reality to which they have become accustomed.

Eastern Air Lines' luxurious Silverliner service places Miami, Palm Beach, Daytona Beach, Jacksonville, Tampa, St. Petersburg, Orlando and other famous Florida cities within commuting distance.

Air travel offers boundless pleasures for the vacationist, or for the busy man who finds it necessary to be within a few hours of his home or business headquarters — whether it be Chicago, Washington or New York.

Use of Silverliner service means more sunning time in Florida. It gives you that extra day-plus for business or pleasure.

Eastern Air Lines, Inc. General office, 1775 Broadway, New York, N.Y.
A Mexican farm boy makes his way to market with a load of corn.

Bull fights, national sport of Mexico, attract hundreds of thousands of spectators annually.

A crude Indian footbridge across the supports of a 16th century colonial structure over the Tula River, 120 miles north of Mexico City.

Xochimilco (Artes for floating gardens), the ancient play and living grounds of a people who had built a superior culture on the North American continent before the Spanish came, more than 400 years ago.

WASHINGTON

NEW YORK

NEWARK

WASHINGTON

The Great Silver Fleet soars over New York City en route to Brownsville, Tex., on the International border.

The imposing Cathedral of Mexico, D.F., is located in the main part of the bustling capital.

Swiftly...Comfortably...Securely...Eastern Air Lines' Silverliner. THE MEXICO FLYER vanquishes time by saving it. Because THE MEXICO FLYER wings its way direct to Brownsville, Tex., on the International border, without change of plane, the traveler's journey is without fretful delays.

Dinner in New York tonight and luncheon in Mexico City tomorrow!

Connection with Pan American Airways plane awaits at Brownsville for Mexico, and the Central Americas.

And what does this air travel lore have to do with Florida? It means the air circuit around the Americas is now complete from New York on the North to Santiago and Montevideo on the South, returning via the Caribbean countries to Miami, Florida.
Nature's Own Silver Fleet
Ibis over the Big Cypress
Central Florida Section
The City of Gainesville

Tallest Educational Building in the Southeast...

Housing Florida State Museum, State Plant Board, General Extension Division
and other activities of the University of Florida... John F. Seagle Building
GAINESVILLE . . . AMONG THE LEADING EDUCATIONAL CENTERS OF THE UNITED STATES AND CENTER OF THE TUNG OIL INDUSTRY . . . COUNTY SEAT OF ONE OF THE FOREMOST AGRICULTURAL COUNTIES OF FLORIDA.

Served by three railroads and traversed by three main highways. The principal motor lines maintain a daily schedule of bus services connecting with all points. Located on the Orange Blossom Trail, Florida's most scenic route, Gainesville is just far enough down the peninsula to be tempered winter and summer by breezes from the Atlantic Ocean and Gulf of Mexico.

Here the University of Florida occupies a tract of approximately 1,100 acres situated in the western part of Gainesville. Ninety acres are devoted to the campus with its nearly one hundred buildings, drill grounds, and athletic fields; the remainder is used by the College of Agriculture and Experiment Station.

The John F. Seagle Building, in downtown Gainesville, is a part of the University, housing the non-instructive offices of the University and also the Florida State Museum. State Radio Station WRUF, which is under the supervision of the State Board of Control, is located on the campus.

Gainesville is an ideal winter residence for retired professors, writers and artists. Its climate, intellectual and cultural surroundings, and natural beauty combined with recreational facilities, beckon to those who wish to rest or combine creative work with revitalizing play.

Attention is called to the adequate marketing facilities of Gainesville with 7,000 car annual shipments of farm produce alone.

The Gainesville Chamber of Commerce extends an invitation to those who would like to know more about Gainesville, to enter into correspondence with the Secretary of the organization.

GAINESVILLE CHAMBER OF COMMERCE
A BEAUTIFUL six-acre park surrounded by majestic oaks and graceful palm trees is the Hotel Thomas . . . ultimate in modern hotel accommodations.

Center of the social life of this interesting University City . . . here guests enjoy many social functions and sports. Available to golfers is the Gainesville Country Club . . . quail and duck hunting nearby, and all important Florida cities are readily accessible by motor.

One hundred delightfully furnished, large guest rooms . . . numerous public rooms. The Spanish Court and two other dining rooms enjoy an enviable reputation for excellent cuisine amid a fascinating environment.

HOTEL THOMAS
Virginia Avenue and Lassiter
Gainesville
Florida

A tasty meal in the setting of a regal banquet . . .
The Spanish Court.
But
No Muezzin Calls

*
DELAND.

The Athens of Florida
In Deland, Florida.

- John B. Stetson University... ideally situated in Deland; city of giant oaks and swaying palms... natural charm in the midst of well kept lands!
- The University has complete outdoor recreational facilities which are enjoyed throughout the entire year. Most popular are... tennis, golf, swimming and horseback riding!
- Only eight miles away is Ponce De Leon Springs... traditional site of the Spanish explorer's "Fountain of Youth"... a paradise for student body picnicking and bathing!
- The world-famous speed course of Daytona Beach, on the Atlantic, is but twenty-three miles away... a matter of minutes of enjoyable driving.

Halley Tower and Chaudoin Hall

Elizabeth Hall
The University Administration Building

A center under the oaks...
WEATHERING the trying conditions that usually face an educational institution in its early days, Stetson University stands firmly today on a solid foundation with a background of more than half a century!!

Established in 1883, it was originally named in honor of the founder of the city . . . H. A. Deland of Fairport, New York.

Chartered as a University in 1887, two years later the name John B. Stetson University was given, in recognition of support given by the Philadelphia hat manufacturer.

The aims here are threefold: Scholarship, Culture and development of Christian Character. Stetson maintains the highest standards of scholarship.

A College of Liberal Arts, consisting of twenty departments; a School of Music, and the oldest College of Law in Florida are available. The latter is accredited by the American Bar Association.

Stetson's growth has been remarkable. The 1937-38 enrollment represented an increase of 125% in the last four years. Progressive . . . Stetson confidently looks forward to continued growth!

For General Catalogues:
The Registrar

JOHN B. STETSON
UNIVERSITY
DELAND - - FLORIDA
Traditional Southern Hospitality at its best. Here in "The Athens of Florida" home of Stetson University . . . under moss-covered oaks, amid rolling uplands of East Central Florida . . . this statement is best exemplified by the Hotel Putnam.

A modern fireproof hostelry (125 rooms) . . . wide porches, promenade, a spacious lobby . . . magnificent grounds. The management's long record of sincere service has earned an ever-increasing patronage.

Maintained reasonable rates consistent with excellent service.

S. E. Brown, Manager

Fishing down the River
Sanford and Lake Monroe
from the air
at Sanford on the St. John's River

The MAYFAIR

FOR THE MOST DELIGHTFUL Florida vacation of all . . .
spend gay weekends . . . or glorious winter vacations
at the MAYFAIR.

Surrounded by the tropical splendor of Central Florida . . . on the banks of the beautiful St. Johns River . . . this gracious hostelry offers a haven in which to spend exhilarating days of golf, tennis, deep-sea fishing, or if you like, still fishing,—there are numerous lakes in the immediate vicinity. All other sports . . . swimming in innumerable Springs . . . boating . . . and at night . . . dancing under the stars.

You will enjoy too . . . the cordial hospitality shown. The spacious lounges . . . the luxurious accommodations . . . the modern appointments and the swift courteous services of the MAYFAIR!

American and European plan . . .

THE MAYFAIR
Sanford - Florida

Reservations suggested.
Rates over night, weekly or seasonal.

Ideal for morning sun . . .
opening attractive vistas.
Black Bass fishing at Kissimmee near Orlando.
Enchanting vistas from every room.

Living . . . in the manner you desire. Sport facilities, recreation and sun rooms, or . . .

For a refreshing swim . . . the sparkling waters of the COLONIAL swimming pool.

That intangible something . . .

charm naturally combines here at the COLONIAL ORANGE COURT with smartly modern appointments and service.

Beauty with the seclusion considered so necessary for complete rest . . . perfect service in either the dining room or breakfast grill. Within strolling distance of Orlando's theatre and shopping district, or five minutes to all highways leading to Florida's many points of interest.

Reservations Suggested

COLONIAL ORANGE COURT

William Atkinson
Manager
Beautiful Cypress Gardens
Twelve miles from Bol Tower, Winter Haven, Florida
Gardenia Lane
at Florida Cypress Gardens
Winter Haven
NATURE... with its combination of beauty, movement and charm... has given that perfect setting to... the HAVEN.

Located on beautiful Lake Howard, surrounded by a private park, affording picturesque vistas and the opportunity to relax in the open. Perfect roads radiate to every city and many points of interest.

Attractive in appointments, a permanent air of cordiality in management... thus the HAVEN is what the name implies... a home.

Address inquiries to:
George Andrews, Owner-Manager
WINTER HAVEN, FLORIDA

Nationally famous Bok Tower and Cypress Gardens are but a short drive from the HAVEN.
Weighed down with its own juice . . . fifty-six luscious Florida Grapefruit — a crate full on one branch.
Avon Park . . . Location of the Jacaranda, is in the heart of Florida's Ridge Section . . . only thirty minutes' drive from the internationally famous Bok Tower.

Fishing . . . the finest, in nearby lakes . . .
golf, swimming, boating, hunting birds, deer,
turkey and other game in season . . . or motor­
ing to numerous points of interest over sub­
tropical scenic drives. Comfort, genial
companionship . . . food, not just good but the
best . . . all ready for your discovery here at
the Jacaranda.

For complete information:
C. E. Crabtree, Manager
HOTEL JACARANDA
Avon Park, Fla.

For health, joy and an inexpensive vacation.

Plenty of entertainment and plenty
of room for entertainment . . . in and
out of doors.
Midst lovely lakes... bordered by towering pines and graceful palms is the setting of the Highland Lakes Hotel... three miles north of Avon Park.

From the very doors of this friendly hostelry a white sand beach slopes down to Lake Lillian... here bathing is ideal. Golf, tennis... readily available and excellent fishing is to be found in nearby lakes.

From the comfortable verandas... designed for real lounging... beautiful vistas and magnificent sunsets over Lake Lillian are to be enjoyed. Operated on the American Plan... there is a distinct quality to and excellent variety of food. Suites can be arranged... each of the 117 rooms has a private bath.

Service here is efficient, courteous and conspicuous only for its thoroughness. Reservations are advisable.

MOTOR DISTANCES FROM AVON PARK

<table>
<thead>
<tr>
<th>City</th>
<th>Distance</th>
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<tbody>
<tr>
<td>Homosassa</td>
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<tr>
<td>Tampa</td>
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<td>Orlando</td>
<td>87 miles</td>
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<td>Fort Myers</td>
<td>93 miles</td>
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<tr>
<td>St. Petersburg</td>
<td>105 miles</td>
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<tr>
<td>Lake Wales (Bok Tower)</td>
<td>25 miles</td>
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<tr>
<td>Palm Beach</td>
<td>146 miles</td>
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<td>Daytona Beach</td>
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<td>Miami</td>
<td>210 miles</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>225 miles</td>
</tr>
</tbody>
</table>

Above, looking across the crystal waters of beautiful Lake Lillian toward the Club House; the Lobby of the Highland Lakes Hotel.
Florida's West Coast
PENSACOLA
On the Scenic Gulf Coast
All forms of transportation lead to Pensacola, and whether you come by rail, water, air, in motorbus or your own car, you will find a genuine welcome awaiting you here.

**PENSACOLA**

ONE of America's oldest cities, is also one of Florida's newest vacation centers, offering an abundance of attractions to visitors. Located in the northwest corner of Florida's far-flung peninsula, this picturesque community occupies an advantageous situation on Pensacola Bay and the Gulf of Mexico.

Among the interesting attractions of Pensacola are the U.S. Naval Air Station, largest training school of its kind in the world; the old Spanish forts, old cemeteries, churches, dueling grounds; Pensacola Beach, which is one of the world's finest; a picturesque fishing fleet; and the scenic beauties of the Old Spanish Trail and the Gulf Coast Highway.

Plan to stop and visit Pensacola—for a day, a week or the season. And maybe you'll come back to live. Varied sports. Good accommodations.

For booklet and further information write to:
A. K. Langford, Manager,
MUNICIPAL ADVERTISING BOARD
PENSACOLA, FLORIDA
A TOUCH OF LUXURY...

Surrounded by the Sunshine and Glory of Northwest Florida's Gulf Coast.

Distinctly of the deep South, The SAN CARLOS nevertheless reflects a vivid after-glow of Spain and the Old World. . . . The Barcelona Room . . . Patio . . . Grill . . . The Shantung Room . . . rich furnishings . . . rare old paintings . . . its name derived from Fort San Carlos . . . erected by Spaniards in 1696.

Here the visitor finds rest . . . entertainment . . . varied sports . . . fresh water and deep sea fishing . . . hunting . . . golf, tennis, and yachting. Scenic tours, Old World delight . . . New World appointments.

Food to remember . . . old Southern dishes . . . sea foods . . . rare old wines . . . distinctive service. This is THE SAN CARLOS HOTEL.

SAN CARLOS HOTEL

L. C. Hagler
President and Managing Director
Pensacola, Florida

Open the Year 'Round . . .
Florida Mountains
St. Petersburg

"The Sunshine City"
known far and wide for its friendliness, hospitality, and sunshine, St. Petersburg is also famous for its surprising variety of things to do, to see, and to enjoy. Whatever you may prefer in sport or entertainment, you are likely to find it in the Sunshine City.

St. Petersburg is located on the southern end of Pinellas Peninsula between Tampa Bay and the Gulf of Mexico. It has thirty-three miles of shoreline with bathing beaches on both Bay and Gulf. It enjoys a remarkably mild and sunny climate. The entire city is one great outdoor playground.

St. Petersburg was founded and built as a city dedicated to better living. It has wide streets, beautiful parks, splendid schools, churches, charming homes, and a great variety of hotels, apartments, and other accommodations to meet every requirement of its rapidly growing popularity as a resort city.

For illustrated booklets and any special information desired, you are invited to write to
L. T. NEAL, Manager, Chamber of Commerce.
St. Petersburg's largest and best located downtown hotel . . . European Plan.

Strategically located on 1st Avenue North at the corner of 4th Street, this popular hotel is readily accessible to the business district and to the wealth of attractions and entertainment for which St. Petersburg is renowned.

The two hundred and fifty (250) guest rooms, each with private bath, are attractively furnished and provide the maximum in comfort and homelike atmosphere.

For a congenial group or a social rendezvous the various colorful lounges and dining room are planned for your enjoyment. Everything to be desired is offered in comfort, service and cuisine . . . . A moderate tariff prevails at all times.

We suggest advance reservations, or advise us when you contemplate visiting St. Petersburg and a booklet with suggestions for your trip will be mailed you.

A. L. MANNING
Manager

Above . . . The Palm Room and . . . below one of the attractively furnished bedrooms . . . both indicative of the hospitable qualities of the PRINCESS MARTHA.
VINOCY PARK, the largest fireproof hotel on Florida's West Coast, is ideally situated on glorious Tampa Bay amid beautiful palm-shaded esplanades and tropical gardens.

The hotel has 375 rooms, all with bath. Every room is of good size with outside exposure, at least two windows, and attractive furnishings. Double rooms are equipped with twin beds. A few balcony suites are available.

Vinoy Park operates on the American Plan. The table at all times includes a wide variety of fresh vegetables. All food is prepared and served by a staff of trained white servitors. Facilities are available for the preparation of special diets, if required.

Every recreational feature is available... golf on any one of the four eighteen-hole courses... tennis... motor boating... sailing... yachting... swimming in the calm waters of Tampa Bay or the surf of the Gulf of Mexico... riding in the nearby Jungle section... fishing of all kinds... greyhound racing... motoring on the matchless Florida roads... concerts and dancing daily with Meyer Davis music... weekly card parties... shuffle board tournaments and other entertainments throughout the season.

Private, specially constructed sun-bathing houses are maintained on the grounds of the hotel, with competent attendant in charge. The services of physicians and specialists are always available.

A number of private open air schools of recognized standing are located within a short distance of the hotel. All have classes out-of-doors giving pupils full advantage of fresh air and beneficial sunshine.

St. Petersburg is served by the Atlantic Coast Line and Seaboard Air Line railroads. De luxe air-conditioned trains from all important points North and West bring cars direct to St. Petersburg. Airplane service connects with all points. The Albert Whitted Airport is less than a mile from the hotel. Garage accommodations are available in connection with the hotel.

The season at Vinoy Park opens early in December and continues into April. The hotel is under the management of Clement Kennedy; President of the New Ocean House at Swampscott, Massachusetts.

Vinoy Park presents an atmosphere of genuine cordiality and complete comfort. The Pompeian Dining Room, view from the spacious veranda and the beautifully appointed Palm Room Lounge all offer the happy combination of luxury and livableness.
Sailing on Tampa Bay is one of the many sporting events which are available to guests who sojourn at Vinoy Park. Shown here is the start of a winter regatta from the yacht basin immediately in front of the hotel.
St. Petersburg is the resort center of Florida’s glorious Gulf Coast . . . and the SORENO occupies the central position on the attractive Tampa Bay shore of the Sunshine City.

Removed from the crowds of the business section, away from the din of traffic, yet the SORENO is in the midst of one of America’s finest playgrounds and convenient to all sport, recreation and entertainment. The yacht harbor is only a few steps from the hotel; tennis courts, swimming pool, solarium, Recreation Pier and various recreation areas are only a few minutes distant. Golf, riding, aviation, fishing, boating—whatever sport your fancy dictates is readily available.

Indoors at the SORENO you will find a congenial social life, varied to suit your every mood, a friendly hospitality, and a standard of service which anticipates every requirement.

The SORENO is a thoroughly modern hotel, of reinforced concrete construction, fireproof, and with every up-to-the-minute convenience. The Soreno also offers all the attractions of large, light, well-ventilated guest rooms, luxurious and comfortable appointments, and public rooms that are exceptionally pleasant and hospitable.

*AMERICAN PLAN*
Soreno Lund, Jr. Manager
Combining modern luxury and comfort with the traditional hospitality of the Old South—THE HUNTINGTON is an outstanding resort hotel catering to a discriminating clientele.

"REST OR PLAY—YOU CHOOSE THE WAY."
Rambling porches and beautiful tropical gardens, gay with umbrellas and chairs for lazy sunning...entire floor of public rooms...complete social program...all sports at easy command.

Operated on both European and American Plan...Finest cuisine...Fireproof with automatic sprinkler system. Early reservations suggested. Ownership-Management.

THE HUNTINGTON
St. Petersburg, Florida

J. Lee Barnes,
President.

Paul B. Barnes,
Manager.
The dining room. Large, light and comfortable, good food.

Real homelike comforts here...and no tall buildings to spoil the view.

The dining room.

THE SUWANEE HOTEL, located at the corner of First Avenue and Fifth Street North, "in the heart of St. Petersburg," has long been the civic and social center of the Sunshine City, both winter and summer.

Rooms, (205), all outside, bright, well-ventilated and with steam heat. Excellent furnishings throughout. Each room has combination tub and shower.

Spacious lobbies, lounges and mezzanine. The Mirobar is St. Petersburg's smartest cocktail lounge. The SUWANEE dining room has always been especially popular for its cuisine and splendid service.

Enjoy ALL of St. Petersburg's famous resort activities from the convenient location of the Suwanee. European Plan. Booklets and floor plans. Let us know your requirements.

J. N. Brown, Proprietor.

Paul Brown, Manager.

"Way Down Upon the Suwanee River"

ST PETERSBURG
Florida

SUWANNEE hotel

The main lobby, on the street level. Friendly, inviting.

The Mirobar...refined atmosphere, excellent service and drinks.

© Burgess Bros.

European Plan...Open Year Around
The JUNGLE HOTEL combines, to a rare degree the sociability of club life with the comforts of a beautifully appointed home.

Although golf is emphasized, ample facilities are provided for tennis, trap-shooting, deep-sea fishing, boating, horseback riding and swimming.

The JUNGLE HOTEL operates on the American plan accommodating 160 guests. A complete social and entertainment program, indoors and out, enlivens each day. The tropical flower garden, the patio, sun lounges and extensive grounds of the JUNGLE... all add their interest to your vacationing.

Inquiries regarding the hotel will receive our immediate attention.

JOHN F. HYNES, Manager
• St. Petersburg, Florida
Luxurious Lounge and spacious Mezzanine. A delightful place for congenial gatherings.

On the Terrace. The sun's full benefit is obtained here. For recreation and your comfort.

Airy, spacious comfortable rooms.


Teeing off . . . from the Club.

Air view of extensive grounds . . . Gulf of Mexico . . . beach . . . golf course.
**HOW to reach BOCA GRANDE**

**BY TRAIN:** Over the Seaboard Air Line Railway, via either Jacksonville or Tampa. Direct Pullman service twice daily to and from New York City and other Northern points. Seaboard makes direct connections with all other railroads at Jacksonville and Tampa.

**BY MOTOR:** Leave Tamiami Trail three miles south of Venice, continue to Englewood; take right hand turn to Placida, automobile ferry, Placida to Boca Grande.

Anyone arriving too late for afternoon ferry will find it convenient to stop over night at The Hotel Orange Blossom in Sarasota.

---

**COLORFUL GASPARILLA ISLAND . . . location of THE BOCA GRANDE . . . world wide Mecca of fishing enthusiasts seeking "King Tarpon".**

The Boca Grande is a modern hostelry. There is an appeal in this rambling fireproof building located as it is in the midst of extensive and beautiful grounds. Accommodating 250 guests in luxurious manner and operated on the American Plan, discriminating guests are offered complete seclusion and relaxation from the world at large.

If inclined toward sports, then this hostelry doubly appeals because in addition to world famous fishing grounds, it is adjacent to Florida's finest quail shooting. There is also swimming from our own beach . . . yachting, boating . . . tennis . . . and golf on a course adjoining the hotel.

Everything for comfort and the assurance of a pleasant stay.

For rates and reservations write or wire.

THE BOCA GRANDE HOTEL
Boca Grande
Florida
Joseph Spadaro, General Manager
ACCLAIMED UNUSUAL...

by seasoned traveler and vacationist alike!

The rare combination of seclusion in a convenient and highly favored location. Seemingly in the heart of the city... all advantages, with freedom from traffic noise. Airiness... unobstructed views of beautiful Sarasota Bay.

Outdoor sports! Sarasota has many. Golf, tennis, swimming, horseback riding, fishing, yachting. Entertainment... theatres, winter quarters of Ringling’s Circus... numerous other attractions.

Every modern convenience and service assured.

Above all, the close relationship always prevalent between management and guests.

Reservations accepted for a short visit or winter season. European Plan. Write or wire.

* JOSEPH SPADARO, General Manager *
City of Fort Myers

- Famous for its palms -

FOR HOTEL & APARTMENT RATES WITH DETAILED INFORMATION . . . SEE PAGE 155
Where dull moments are unknown... day or night. The ROYAL PALM situated in spacious, semi-tropical gardens, overlooks the sparkling waters of the Caloosahatchee River... a perfect setting for a delightful vacation.

Every modern convenience... large lobbies, broad verandas, swimming pool, sun parlor casino... all for your pleasure. At the same time a homelike feeling has been preserved... providing the perfect retreat for rest and relaxation. The choicest foods available... prepared and served in a manner to suit the most critical. Cordiality is the keynote of our management.

Address:
LEE A. SEAMAN, LESSEE
For Reservations

Left—Our private swimming pool. Above—Fishing... leading diversion... many varieties including the "Silver King".
Bob Monroe photo
Southwest Florida's most distinctive hotel... is the justifiable claim of The Franklin Arms.

Located in the heart of Fort Myers, this splendid hotel is famed for a discriminating clientele who come from "the four corners" to enjoy the hospitality of both city and hostelry.

Complete in appointments... pleasant vistas from spacious verandas... a cocktail lounge and an unexcelled Dining Room and Coffee Shop... a convivial atmosphere at all times.

For complete information:
GILMER M. HEITMAN
Owner Manager
FRANKLIN ARMS HOTEL

The finest fishing on the West Coast.
West Indies Section
FINEST VACATION PRESCRIPTION EVER WRITTEN

"Restful drifting, or swift adventure, in Exotic Tropical Waters mixed with Warm Sunlight - or Sparkling Star Dust at will. Repeated Doses recommended."  

Dr. Nassau, Bahamas
ONWARD, TO THE FOUNTAIN OF YOUTH... Ponce de Leon commanded in 1512, as he sailed to Nassau in his tireless search for an ideal.

Though we know now he was doomed to failure in his odd quest, nevertheless he found on this beautiful coral isle and in the incomparable blue waters one of youth’s vital secrets... ability to relax and necessity of being out of doors, thereby giving Mother Nature the chance to turn back the thought of age and show one how to live again.

Enchantment... in a countryside of tropical gardens... feel of distant lands yet only a short two hours from Miami by plane, or overnight by boat. No passports necessary.

An appeal to the true lover of sports. Sailing, swimming, golf, tennis, miles of bridle paths... and that great sport without equal... big game fishing. Fierce Marlin, Blue and Whites... Sailfish, Bonefish, Amberjack, Shark, Tuna... some scaling hundreds of pounds. It is justly claimed that for this sport no waters equal those surrounding the Bahamas.

To imaginative sightseers, romantic history becomes
alive ... ancient cannon belch defiance from famous fortresses ... pirates again seek shelter in Blackbeard's Tower and other strongholds. Back to the present ... interesting and fascinating characters ... natives from distant Keys or OUT islands who daily come into Nassau's markets ... shifting of scenes from far places.

Modern hotels rarely equalled in the tropics offer every facility for comfortable living and an enjoyable vacation. Bay Street shops display beautiful British fabrics, garments, perfumes, contrasting strangely with the Hat Market, the Sponge Exchange and native vendors.

And as the day closes evenings offer many types of entertainment. There is, of course, the social side of English colony life ... open and hospitable to all who conform to their standards. Nassau evenings are formal in type and dress. There is ever present a feeling of gaiety, a glamour a tropical moon can best produce.

FOR LEISURE AND ENJOYMENT COME TO NASSAU

Nassau Bahamas Development Board
Nassau, B.W.I.
CONSIDERED ... TO BE ONE OF THE MOST BEAUTIFUL HOTELS IN TROPICAL WATERS ... The BRITISH COLONIAL commands the Nassau harbour front.

This magnificent hostelry contains the utmost in luxurious accommodations ... for five hundred guests. Complete entertainment and sports program provided, with private Surf and Beach Club but three minutes away in our own fast boats. Outdoor living on sunswep terraces ... dining in patios, smart entertainment ... always a cosmopolitan air.

Beautiful gardens, spacious grounds.
Center of Nassau's social activities.

Reservations are advisable
The BRITISH COLONIAL, NASSAU, B. W. I.
Cable address: Briol Nassau
WHERE LIFE IS AT ITS FULLEST . . . Your Stay — whether for a season or only a few days . . . the PRINCE GEORGE . . . hostelry of cosmopolitan atmosphere and central location is a delightful place to spend . . . that vacation.

All outside rooms . . . French supervised cuisine, perfect service. It is said that the party life of the tropics begins and ends in our Continental Room. Come and see . . . a cordial invitation is extended you.

"In the Heart of the City . . . on the Edge of the Sea"

THE PRINCE GEORGE Hotel
NASSAU . . . BAHAMAS

Reservations Advised
Cable: MAROCO NASSAU
EUROPEAN OR
AMERICAN PLAN

T. P. MAURY
Manager
Transplanted . . . "home" atmosphere of Old England in the heart of Nassau . . . where vacation enjoyment reigns.

Completely equipped apartments with electric ranges and refrigeration, or single hotel rooms. The requirements of an individual or family alike can be quickly filled. Live in the privacy of a self-contained home . . . or, if you choose, as a hotel guest.

Luxuriously furnished in the modern manner is the delightful lounge . . . rendezvous of a discriminating clientele and their friends. Rooms are spacious, with high ceilings . . . wide cool verandas.

Bahamian dishes cooked in native manner as served at the Rozelda Grill are world famous . . . varied menu, skilfully blended, stamps this one of the best restaurants in Nassau.

We suggest a reservation

THE ROZELDA HOTEL
Nassau-in-the-Bahamas
B.W.I.

Cable: Theodore
Luxury awaits you at
The SHOREHAM

OVERLOOKING TROPICAL HUED WATERS of the Atlantic . . . The Shoreham . . . newest of Nassau hotels.

A distinctive and charming dining room with a cocktail bar overlooking the swimming pool . . . If you prefer, dine on the ocean deck terrace beneath tropic skies . . . breathe the tang of salt air. At night . . . the attractive Marine Grill. French cuisine . . . served in the continental manner.

Located in exclusive Cable Beach . . . convenient to bathing beach, golf and country club, race track and shops.

Discriminating guests who desire modern appointments . . . every room with private porch and bath . . . complete comfort with an ocean-front location . . . select The Shoreham.

For Rates, Write or Cable
THE SHOREHAM HOTEL
Nassau-in-the-Bahamas, B. W. I.

Cable: Theodore.
"If Wishes Were Sail Boats"
ROM MIAMI—The famous fleet of Pan American’s flying Clipper Ships—each wider than a Pullman car—make Havana or Nassau available in two easy hours.

The same giant, four-engined flying boats take you along the radio-guarded airways south to Jamaica or Haiti between breakfast and luncheon time. The West Indies to gorgeous Puerto Rico, or the blue Caribbean to Panama, Colombia, Venezuela, is but a day’s ride, with full-course, hot meals served on board.

Ravishing Rio herself, “Paris of South America,” is only five days away. Around the entire southern continent, with scores of fascinating ports, requires but 11 days’ travel time.

Varied all-expense tours, short and long, to the Spanish Main will be explained by your travel agent or by Pan American offices in New York, Miami, Boston, Washington, Chicago, Seattle, San Francisco, Los Angeles, Houston and Brownsville, Texas. Or ask for information at any leading hotel.

Visit the International Pan American Airport in Miami—Air Gateway between the Americas.
CARIBBEAN PINES

Tom Huston
Cuba
"The loveliest land that human eyes have ever seen."
CHRISTOPHER COLUMBUS
*1492


Salon de Los Pasos Perdidos . . . Corridor in Cuba's majestic Capitol.

Havana is but the gateway . . . Motor on the Central Highway . . . Really see Cuba . . . 700 miles of perfect road. See historical Matanzas, Camaguey, Trinidad, Santiago de Cuba, and view, as you pass, landscapes of unimagined beauty.

Cuba, ISLE OF ENCHANTMENT
sky ever blue, fields ever green, the same light, the same joy of nature the year 'round . . . forever a paradise.
Here, proud ancient Spain left an enduring stamp of race, religion, customs and architecture. Though revering this lineage, the solemnity of that past age contrasts vividly with today . . . modern Cuba!

Cuba's countryside is a revelation of luxurious tropic scenery and charm. You might search the two hemispheres in vain for a country of greater natural beauty. Vast acreages are devoted to sugar, ruler of Cuban agriculture. Her tropical fruits and coffee also command large markets. Uniquely superior are her fine tobaccos, used in manufacturing the world's standard . . . Havana cigars.

You seek a foreign atmosphere? Here, it is at your elbow. Realize your dreams . . . this land where the sun shines with the radiance of Spring. Plan to come to this garden of the tropics . . . country of exotic attractions . . . CUBA . . . vivid expression of nature and . . . the arts of man.
Columbus Cathedral... dignified and impressive... hallowed by years. The bones of Christopher Columbus reposed here for a century.

Penetrate the heart... the old Colonial quarters... unchanged through the centuries. Know Havana and you too will love her!

It has been said... "to know a friend, you must reach his heart".

HAVANA'S NATIONAL AMPHITHEATRE

HAVANA... Paris of America... charmed gateway to the Island and her Provinces.

Though steeped in Old World atmosphere and zealously guarding her historical treasures, Havana is modern to her fingertips. Every amusement to attract the pleasure-seeker... Bathing Beaches, Clubs, Casinos, Race Tracks, Golf... ALL SPORTS! Bright Cafes, Night Clubs, etc. back of it all... a romantic age! Romance, our day has lost.

HAVANA, under a dazzling blue sky... fanned by constant breezes... hours of ineffable peace... all beautiful and different... an environment of exotic color... a FOREIGN adventure, just a few hours from the United States.

Open a parenthesis in life's prosaic reality... fill it with poetic adventure garnered from a trip to this romantic land!
Carefully blended old world environment served with a dash of modern entertainment during carefree hours in a sophisticated setting ... THE SEVILLA-BILTMORE.

Thus, here in the heart of Havana on the internationally known Prado and facing Cuba's magnificent Presidential Palace ... the Sevilla-Biltmore prides itself not only as a leader in the resort hotel world but also as the center of Havana's social and amusement life.

Warm cordiality, an atmosphere of rare beauty and good taste, a sincere regard for your well-being — perfect service and fine foods to satisfy the most particular of epicureans. These have brought and retained leadership for the SEVILLA-BILTMORE.

The entire staff speaks English. Our Personal Service Bureau is ready to see you through the Customs and arrange a trip through the country-side ... to the Havana-Biltmore Club ... the Race Track or the Casino. Open all year. Reasonable rates maintained.

See your travel agent ... or address your communications direct to the

SEVILLA-BILTMORE

Cable Address: "SEVILLA"
Havana, Cuba
World Leaders

... and you, too, will gather for cocktail hour at the Sevilla-Biltmore—a brilliant occasion in either the new Bohio Room or the Andalusian Patio.
Portion of Tropical Garden... one of the three famous Restaurants... where the elite of Havana gather for Tea Dances!

FOR DISTINGUISHED SERVICE TO THE TOURIST... IN THE HEART OF A FOREIGN CITY... THE PRESIDENTE!

You will sense the atmosphere of hospitality, of quiet, helpful efficiency, the moment you enter this thoroughly American hotel.

Situated in the most beautiful section of Havana, overlooking Malecon Drive and the Gulf of Mexico. On the Boulevard to the race track, bathing beaches, yacht and country clubs.

Famous for its three restaurants: the Tropical Garden... Terrace... and the Roof. Unsurpassed cuisine... fine wines... good living!

All are outside rooms at the Hotel Presidente and each has private bath.

Advance reservations assure our representative meeting you on arrival.

- Rates upon application.
- Havana Cable Address—"TELPRESDEN"
- European and American Plan...

HOTEL PRESIDENTE
Frederick J. Kessler, Managing Director
Set in a 13-acre estate bordered by the ocean and Malecon Drive, The Nacional is Havana's resort within a resort... close to all of the capital's attractions and with dozens of its own.

Designers of this... the largest hotel in the tropics... spared no details to make it the finest. Guests, without stepping from its boundaries, may swim in its sparkling outdoor pool, play tennis, try badminton and archery, go shopping, or stroll in its lovely garden.

All Havana comes to enjoy enchanting entertainment and starlight dancing at Aire-Mar—newest and most fashionable of the capital's after-dark rendezvous. For lunch and dinner, the delectable dishes of famous chefs are best enjoyed on open-air terraces overlooking the sea.

Every room of The Nacional has its own private bath, while tile floors and twelve-foot ceilings insure airy comfort. For all of this, rates are surprisingly moderate... $5 a day up on the basis of two in a room.

Francis A. McKenna, Manager
In the heart of charming... exciting Havana...
... "CITY OF ENCHANTMENT"...
Capital of Cuba. The fascination of old Spain, the gaiety of Paris and the progressive-
ness of the New World.

To your liking... Golf, Bathing, Tennis, Fishing, Jai-Alai, Horse Racing. Beauti-
tiful drives... historical buildings... and incomparable Night Life all to intrigue your
every fancy.

Rural Cuba... motoring through the interior... Sugar Mill operations... The
Cuban "Guajira" or farmer... Old World rural atmosphere... in an Island country...
Land of Eternal Spring and sunshine.

Ultra modern appointment in a typical foreign setting. Walking distance to Central
Park... The Prado... The Malecon (Gulf of Mexico Drive)... Capitol Building,
Shops, Theatres. All rooms with private baths... the majority overlooking Gulf of
Mexico.

LINCOLN HOTEL
Havana, Cuba

Cable: "LINCOLNTEL"

Operated under American management...

Reasonable rates the year around...

Enjoy a typical Cuban dish Arroz Con
Pollo... Spanish, French, and American
cuisine in the popular Lincoln dining room.

A corner of the Lincoln's
spacious lobby.
Finis
Listing Section

ALBUM OF FLORIDA & WEST INDIES

Hotels and Apartments displayed in the Album are listed in Bold Type.
I

N our second annual edition for

1940 the following special listing

section has been carefully prepared

for quick reference by Travel Service

Organizations. All information and

rates were supplied by the manage-

ment of each hotel listed.

Mention of the Album by users

will be appreciated by the Publishers

as this book is designed, not as a

souvenir, but for practical use in

advising the traveling public....

Where to Go

Where to Stay

What it will Cost

Ask your friends in other cities to

see a copy of the Album at their local

Travel Bureaus, Automobile Club, or

Country Club.
**ATLANTIC BEACH**

**ATLANTIC BEACH HOTEL**


**HOTEL RATES**

American, European Daily Single Double Sept. 15 to May 15 $7.50-11.50 $12.50-15.50

May 15 to Sept. 15 8.50-12.50 13.50-17.50

Weekly Sept. 15 to May 15 $32.50-45.50 $45.50-60.50

May 15 to Sept. 15 $60.50-80.50

**BOON SPRINGS**

**IMPERIAL RIVER APARTMENTS**


**APARTMENT RATES**

Weekly Monthly

1 Apr. to Nov. $15 $45

2 Apr. to Nov. $25 $75

Nov. 1 to Apr. 1 $15 $45

**CORAL GABLES, cont'd.**

**THE UNIVERSITY OF MIAMI**

Under private control. Co-educational, non-sectarian. College of Liberal Arts: School of Education; School of Business Administration; School of Law; School of Music; Adult Division, Institutes and Summer Sessions.

Tuition and fees for the school year $250

Women's Residence Hall, including board and room $225 per semester

Men's Dormitories $225 per semester

Student dining room 7:50 per week

For information write Mr. H. H. Provis, Registrar, University of Miami, Coral Gables, Florida.

**CORAL GABLES**

**BRANDENTON**

**HOTEL ROBERT WHITNEY**

4th Avenue and 9th Street. American and European First, Fireproof, Restricted clientele. 80 Hotel Rooms with both, Single, Double and twin beds with Innertop mattresses. Telephone heat, and Automatic heat. Member of State and National AHA. 

**HOTEL RATES**

American, European Daily Single Double $2.75-3.75 $5-6 $1.50-2.50 $2.50-3.50 $5-5.75 $12 Special seasonal rates upon application.

Garage, 5 minutes to Golf and Club facilities. Solarium, 10 miles to beach; 6 blocks to railroad and the center of shops. 3 minutes to theaters. 3 minutes to airport. Special maid service. Apartments have Hotel Rooms connecting. Own water and air conditioning system. Yacht facilities nearby. Whitney Curry, Manager.

**BOCA GRANDE**

**HIGHLAND LAKES**


**HOTEL RATES**

American, European Daily Single Double Dec. 15 to Apr. 1 $5.50-7.50 $10-14 $2.50-3.50 $4-5.50 $6-8

Jan. 15 to Mar. 30 4-6 6-9 3-5 6-8

**BOOR PARK**

Private Beach. Golf and Club facilities. 4 miles to airport; 3 miles to railroad station. City parks where there are games. Special maid service. House physician. Quarters for chauffeurs and maids. 10% discount monthly stays. 

**JACARANDA**


**HOTEL RATES**

American, European Daily Single Double Dec. 15 to Apr. 1 $5.50-7.50 $10-14 $2.50-3.50 $4-5.50 $6-8

Jan. 15 to Mar. 30 4-6 6-9 3-5 6-8

**BOCA GRANDE HOTEL**


**HOTEL RATES**

American Daily Single Double Jan. 1 to Apr. 1 $12.50 $15-22

**BOEING**

Garage next door. Golf or Club facilities. 1 mile to beach. 5 miles to theater and theatres; 2 miles to airports. Atlantic Coast Line and Seaboard Air Line Railroads. Special maid service. House physician. Quarters for chauffeurs, House physician. City park opposite Hotel. Shuffleboard, tennis, bowling and miniature golf in parks. C. E. Crabtree, Manager.

**COCO**

**BREved HOTEL**

Brevard River Drive. Fireproof. Elevator. Restricted clientele. All Hotel Rooms with both, Single, double and twin beds with Innertop mattresses. Telephone and heat. Member of State and National AHA. 

**HOTEL RATES**

American, European Daily Single Double $2.75-3.75 $5-6 $1.50-2.50 $2.50-3.50 $5-5.75 $12 Special seasonal rates upon application.

Garage, 5 minutes to Golf and Club facilities. Solarium, 10 miles to beach; 6 blocks to railroad and the center of shops. 3 minutes to theaters. 3 minutes to airport. Special maid service. Apartments have Hotel Rooms connecting. Own water and air conditioning system. Yacht facilities nearby. Whitney Curry, Manager.

**CORAL GABLES**

**BEACb APARTMENTS**

GEORGE ANNA APARTMENTS

1426 S. 13th Street off of LeJeune Road (for 42nd Avenue). Bedroom Apartments. Twin beds. Private baths. All corner Apartments.

**APARTMENT RATES**

Seasonal

When you arrive until May 1 $300

June 1 $350

July 1 $400

August 1 $500

September 1 $350

October 1 $300

November 1 $250

December 1 $300

January 1 $300

February 1 $300

March 1 $300

April 1 $300

May 1 $300

**CORAL GABLES**

**CUBA**

**SEVILLE-BILTMORE**

**FERNWOOD HOTEL**

615 Main Street. 30 Rooms with both, 7 without. Fireproof. Running water in rooms. Double and twin beds with Innertop mattresses. Steam heat, telephones, hot and cold water in all rooms. Coffee Shop. Member of State AHA. Travel Agency Commission: 8.

**HOTEL RATES**

American Daily Single Double May 1 to Nov. 1 $1.50-2.50 $3.5

Nov. 1 to May 1 $2-3 4-6

**DAYTONA BEACH**


**HOTEL RATES**

American Daily Single Double $3.50-4.50 $5.50-7.50

**THE GENEVA**

319 Sedderee Boulevard. Semi-Serproof. Couples only. 65 Hotel Rooms with both, 10 without. Running water in rooms. Most of double rooms with twin beds. Spring mattresses. Steam heat, telephone, hot and cold water in all rooms. 

**HOTEL RATES**

American Daily Single Double $4.50-7.50 $9-13

Weekly $20-35 $50-60

**HUNTINGTON HOTEL**


**HOTEL RATES**

American Daily Single Double Dec. 1 to May 1 $14.50-18.50 $30-35

100-150 feet to beach; a few blocks to railroad station. City parks. Beach. Golf. Valet service, House physician, Beach service. Park shopping, Tennis, Swimming, Hunting, Fishing, Tennis, Golf, Curling. 

**HOTEL RATES**

American, European Daily Single Double $4.50-7.50 $9-13

Weekly $20-35 $50-60

**HUNTINGTON HOTEL**

Garage, Golf and Club facilities. Maid and valet service. 1 mile to beach; ½ block to railroad; 2 block to city parks, 1 mile to beach and running water; 1 mile to railroad. 

**HOTEL RATES**

American Daily Single Double Dec. 1 to May 1 $44.50-71.50 $85-110

157
### HOTEL RATES

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<tr>
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<td><strong>WILLIAMS HOTEL</strong></td>
<td>Jan. 1 to Apr. 1</td>
<td>$5 - $6, $9 - $12, $2 - $3, 50¢</td>
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<td>Apr. 1 to Nov. 1</td>
<td>$1.50 - $2.50</td>
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| **CHAMP CARR HOTEL** | Las Olas Boulevard, Fireproof, Elevator, European Plan. Room rates during the season: Double, $12 - $15; Double and twin beds with Air Spring mattresses, $15 - $18; Single, $15 - $18; Private baths for both. Breakfast and dinner included. 
| **MORGAN HOTEL** | Jan. 1 | $5.00 - $6.00 |
| | Jan. 10 to Mar. 1 | $4.50 - $5.00 |
| | Apr. 1 to Nov. 1 | $5.50 - $8.00 |
| | Dec. 10 to Jan. 25 | $4.50 - $7.50 |
| | Apr. 1 to Nov. 1 | $5.25 - $5.50 |

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### ABNEKOLM HOTEL

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<tr>
<th>HOTEL RATES</th>
<th>European</th>
<th>Daily Single Double</th>
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<tbody>
<tr>
<td>Nov. 1 to Jan. 1</td>
<td>$1</td>
<td>$2</td>
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<tr>
<td>Jan. 1 to Feb. 1</td>
<td>2.50 3.50 4.60</td>
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<tr>
<td>Feb. 1 to Mar. 15</td>
<td>3.50 5.10 6.90</td>
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<td>Mar. 15 to Apr. 1</td>
<td>4 6 7.50</td>
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<tr>
<td>Apr. 1 to Nov. 1</td>
<td>5 7 8.50</td>
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<tr>
<td>Seasonal</td>
<td>$650-750</td>
<td>$850-950</td>
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<td>6 months</td>
<td>500-700</td>
<td>600-800</td>
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<td>3 months</td>
<td>415-650</td>
<td>500-700</td>
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<tr>
<td>Apr. 1 to Mar. 30</td>
<td>400-600</td>
<td>450-650</td>
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</table>

### ALHAMBRA
115 S. E. 2nd Street. Fireproof. Extended clientele. All Hotel Rooms with both running water. Telephone. Single and twin beds with Innspring mattresses. Electric heat, Electric refrigeration. Apartments with large kitchen, electric stove, refrigerator, Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European</th>
<th>Daily Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Jan. 1</td>
<td>$3-5</td>
<td>$4-6</td>
</tr>
<tr>
<td>Jan. 1 to Feb. 1</td>
<td>3.5-4.50 4-5</td>
<td></td>
</tr>
<tr>
<td>Feb. 1 to Mar. 15</td>
<td>4-5</td>
<td>5.10-6.10</td>
</tr>
<tr>
<td>Mar. 15 to Apr. 1</td>
<td>5-6 6.50</td>
<td></td>
</tr>
<tr>
<td>Apr. 1 to Sep. 1</td>
<td>6-8 8.50</td>
<td></td>
</tr>
<tr>
<td>Seasonal</td>
<td>550-700</td>
<td>650-850</td>
</tr>
</tbody>
</table>
| Summer rates available all year.

### CASTLEREA CH APARTMENTS

<table>
<thead>
<tr>
<th>APARTMENTS</th>
<th>Bedroom Monthly EFFICIENCIES APTS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr.</td>
<td>65 76-76-76</td>
</tr>
<tr>
<td>Apr. 1 to Oct.</td>
<td>65 76-76-76</td>
</tr>
<tr>
<td>Oct. 1 to Dec.</td>
<td>65 76-76-76</td>
</tr>
<tr>
<td>Seasonal</td>
<td>550-700</td>
</tr>
<tr>
<td>6 months</td>
<td>500-700</td>
</tr>
<tr>
<td>3 months</td>
<td>415-650</td>
</tr>
</tbody>
</table>

### THE COLUMBUS HOTEL

<table>
<thead>
<tr>
<th>THE COLUMBUS HOTEL</th>
<th>Room Rates</th>
<th>European Daily Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 1 to Apr. 1</td>
<td>$5-10</td>
<td>$8-11</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>5-8-10</td>
<td>8-10-12</td>
</tr>
</tbody>
</table>

### CONGRESS HOTEL AND APARTMENTS

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Jan. 1</td>
<td>$1</td>
</tr>
<tr>
<td>Jan. 1 to Apr. 1</td>
<td>1.50 2</td>
</tr>
<tr>
<td>Summer rates-Mon.-Fri.</td>
<td>3 5</td>
</tr>
<tr>
<td>APRARTMENTS-Monthly</td>
<td>$5.50-6.50</td>
</tr>
<tr>
<td>Summer months</td>
<td>20</td>
</tr>
</tbody>
</table>

### EASTERN AIR LINES
It pays to fly. The great Silver Fleet.

### NEW YORK — MIAMI
Leave New York Arrive Miami
9:00 A.M. 5:45 P.M.
2:00 P.M. 10:20 P.M.
6:15 A.M. 5:20 P.M.
9:00 A.M. 5:55 P.M.
2:00 P.M. 10:20 P.M.
9:00 A.M. 5:55 P.M.
11:15 A.M. 10:00 A.M.

### THE ELGIN APARTMENTS
1142 S. W. 4th Street. Phone 2-8527. Discriminating patronage. ADULTS. Electric refrigeration, hot water, gas stoves, Travel Agency Commission: BS.

### SEASONAL RATES—October 1 to April 1
| Studio Apartments | $830 |
| Inside Efficiencies | 300 |
| Corner Apartments | 390 |
| One-bedroom Apartment | 430 |
| Two Bedroom Apartment | 600 |

### THE G Рас HOTEL
Windsor Hotel. All Rooms with both running water. Single, double and twin beds with Innspring mattresses. Telephone in rooms. Heat, Fans. Restaurant and Bar. Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>

### THE REGENT HOTEL
200 N. 3rd Street. Electric heat, Electric refrigeration. Apartments with large kitchen, electric stove, refrigerator. Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>

### THE SHERATON HOTEL
200 N. 3rd Street. Electric heat, Electric refrigeration. Apartments with large kitchen, electric stove, refrigerator. Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>

### THE WASHINGTON HOTEL

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>

### THE WESTMINSTER HOTEL
200 N. 3rd Street. Electric heat, Electric refrigeration. Apartments with large kitchen, electric stove, refrigerator. Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>

### WATERFORD HOTEL
115 S. E. 2nd Street. Fireproof. Extended clientele. All Hotel Rooms with both running water. Telephone. Single and twin beds with Innspring mattresses. Electric heat, Electric refrigeration. Apartments with large kitchen, electric stove, refrigerator. Member State AHA. @ Travel Agency Commission: BS.

<table>
<thead>
<tr>
<th>HOTEL RATES</th>
<th>European Daily Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1 to Apr. 1</td>
<td>$50-75</td>
</tr>
<tr>
<td>Apr. 1 to Dec. 1</td>
<td>75-85</td>
</tr>
</tbody>
</table>
GEORGIAN HOTEL

HOTEL RATES
Europe... Daily Single Double
All year $2.3 $3.6
Special weekly and season rates.

HARRIET'S APARTMENTS

EFFICIENCIES—Seasonal $275-350
BEDROOM APARTMENTS—Seasonal 400-500
Season begins when you arrive and ends when you leave. Winter rates—Monthly $55-125

HOSPITAL APARTMENTS

JACKSON APARTMENT HOTEL

APARTMENTS
Seasonal $375-750

LA FRANCE APARTMENTS

MIAMI MANOR

HOTEL RATES
Europe... Daily Single Double
Nov. 1 to Nov. 30 $2 $2.50
Dec. 1 to Dec. 30 2.50 3
Jan. 1 to Jan. 31 4 6
Feb. 1 to Feb. 29 2 2.50

One-half block from Biscayne Boulevard. (U. S. No. 1). Miss. Frances Roberts Leary, Manager.

MIAMI MIRAMAR HOTEL

HOTEL RATES
America... European Daily Single Double
Dec. 15 to Jan. 20 $4.6 $4.10
Jan. 21 to Mar. 20 7 11

APARTMENTS $300-450 $750


NEW BRADFORD HOTEL
250 N. E. 1st Street, opposite Bus Station, one block from bayfront. Restricted clientele. Open all year. 25 Hotel Rooms with both running water in Room, Single, double and twin beds with Beautyrest mattresses, Hot, heat and fans if wanted. Telephone, ½ block to Railroad Station and Restaurant. Travel Agency Commission: B.S.

HOTEL RATES
Europe... Daily Single Double
Jan. 1 to Apr. 1 $3 $3.50
May 1 to Oct. 31 1 2
Oct. 1 to Oct. 31 1.50 2

1/2 block to Golf and Club facilities. 10 minutes to beach; 5 minutes to railroad and steamships; 2 minutes to city parks where there are gardens, 20 minutes to airport; 1/2 block to shopping center and theatres. Special maid service if wanted. Maid and valet service. House physician. In the very heart of the downtown business section. Mrs. Mabel Jack, Owner.

OLMSTED STEAD HOTEL

BEDROOM APARTMENTS
Seasonal $600-800

Private parking, 5 minutes to private swimming pool and railroad; 20 minutes to beach; 3 minutes to city parks; 15 minutes to steamships; 12 minutes to airports; 2 blocks to shopping center and theatres. In Miami's most exclusive downtown hotel section (Dallas Park) overlooking Biscayne Bay and Park. Spacious, soundproof beds for all children. Mrs. H. A. Sims, Owner-Manager.

PAN AMERICAN HOTEL
330 E. Flagler Street or International Airport, JAMAICA, R.W.I., Tues. Mon. Wed. Thurs., and Sat. 9:00 AM to 11:00 PM. (Ar. Miami, Apr. 30) for Military
Lv. Miami 7:15 AM Ar. Kingston 12:10 PM
Lv. Kingston 12:00 noon Ar. Miami 5:10 PM
Lv. Miami 12:45 AM Ar. Miami 5:00 PM
Lv. Miami 6:30 AM Ar. Martin, Mexico 5:00 PM
Lv. Martin 12:05 AM Ar. Martin 4:50 PM
Lv. Martin 12:50 AM Ar. Martin 5:00 PM
Lv. Barrouquie 8:15 AM Ar. Miami 5:10 PM
Lv. Barrouquie 12:45 AM Ar. Miami 5:10 PM
Lv. Barrouquie 4:30 AM Ar. Martin 5:00 PM
Lv. Cristobol 7:00 AM Ar. Miami 5:10 PM
Lv. Cristobol 11:00 AM Ar. Martin 5:00 PM
Lv. Cristobol 1:05 PM Ar. Martin 5:00 PM
Lv. BAHAMAS—CABLE TOWN
Lv. Cat Cay 3:00 PM Ar. Grand Bahama 4:30 PM
Lv. Cat Cay 1:00 PM Ar. New Providence 4:00 PM
Lv. Cat Cay 11:00 AM Ar. Grand Bahama 4:30 PM
Lv. Bahamas 9:30 AM Ar. Nassau 1:00 PM
Lv. Bahamas 1:30 PM Ar. Nassau 4:00 PM
Lv. Bahamas 3:00 PM Ar. Nassau 7:00 PM
Lv. Bahamas 5:00 PM Ar. Nassau 9:00 PM
Lv. Bahamas 7:00 PM Ar. Nassau 11:00 PM
Lv. Bahamas 9:00 PM Ar. Nassau Midday
Lv. Bahamas 11:00 PM Ar. Nassau Midday

FARE $29.00 • ROUND TRIP. return portion limited to 60 days.
FARE $52.00 • ROUND TRIP. return portion limited to 50 days.

PAN AMERICAN AIRWAYS
300 E. Flagler Street or International Airport, HAVANA, CUBA—DAILY SERVICE
Dec. 16 to Apr. 30.
Lv. Miami 8:00 AM Ar. Havana, 5 hours later (Ar. Miami, 5 hours later)
Extr. sections as traffic demands.
FARE $28.00 • ROUND TRIP.
FARE $50.00 • ROUND TRIP.

R.display, return portion limited to 60 days.

PAN AMERICAN AIRWAYS Short Trips
300 E. Flagler Street or International Airport.
SLOTS-RE?KILY FLIGHTS, wider than a Pullman Car.

NASSAU, BAHAMAS—DAILY SERVICE
Dec. 16 to Apr. 30—Only Two Flight Lv. Miami 8:00 AM Ar. Nassau, 5 hours later (Ar. Miami, 5 hours later)
Lv. Nassau 10:50 AM 3:30 PM
Lv. Nassau 12:30 PM 6:00 PM
Lv. Nassau 12:00 AM 4:00 AM
4-engined FAMOUS FLYING CLIPPER SHIPS, wider than a Pullman Car.
FARE $28.00 • ROUND TRIP.
FARE $50.00 • ROUND TRIP.

PAN AMERICAN HOTEL
27 N. E. 2nd Avenue. Fireproof. Elevator. 60 Rooms with both and 10 without. Single, double and twin beds with Innerspring mattresses. Telephone, Steam heat. Fans if wanted. Restaurant in building. Shop and bar next door. 6 Apartments with pullman kitchen, Gas stoves and electric refrigerators. Hotel service once a week.

HOTEL RATES
Europe... Daily Single Double
Oct. 1 to Jan. 1 $1.50 $2.00
Jan. 1 to Apr. 1 4

Garage. House physician available. Valet and maid service, 10 minutes to yacht dock; 25 minutes to beach; 5 minutes to railroad and steamships; 2 minutes to city parks across from Hotel. ½ block to shopping center and theatres. A nice, refined hotel. Beautiful trees in yard. Mrs. F. M. McDonald, Owner.

OAKS HOTEL
421 N. W. 3rd Street, Restricted clientele. Fireproof. 20 Rooms with bath. Single, double and twin beds. 4 blocks to Bar.

APARTMENTS: Low summer rates.

Garage across street. House physician. Valet and maid service. Solarium. 15 minutes to beach and airports; 3 minutes to railroads and steamships; ½ block to shopping center, theatre. A very spacious lounge, well ventilated and light. Hotel centrally located. Louis Salinas, Manager.
PARK EDGE HOTEL

HOTEL RATES
Daily Weekly
American $1.50 $2.50
European $1.50 $2.50

SUN RAY PARK HEALTH RESORT
125 S. W. 30th Court. Hotel Rooms with both. Twin beds with Innsprung mattresses. Most rooms with baths. Some of the Rooms have radiators. Electric or steam heat. Fans. Restaurant, Dining room. Travel Agency Commission: BS.

HOTEL RATES
American Weekly
Dec. 1 to Apr. 1 $3.75-
Apr. 1 to Dec. 1 $4.75-

VENETIAN

HOTEL RATES
Daily Weekly
American $2.50 $4.50
European $2.50 $4.50

Miami, cont'd.

PARK-MANOR APARTMENTS

EFFICIENCY APARTMENTS
Seasonal
Nov. 1 to May 1 $300.
May 1 to Nov. 1 Reasonable Summer Rates

ROBERT CLAY

HOTEL RATES (European) 1-Rm.
Daily $1.50 $2.50
Weekly $5.50

THE TOWERS

HOTEL RATES (European) 1-Rm.
Daily $1.50 $2.50
Weekly $10.00

ARCOURT APARTMENTS

HOTEL RATES (European) 1-Rm.
Daily $1.50 $2.50
Weekly $10.00

URMEY HOTEL

HOTEL RATES
Daily Weekly
American Single $2.50
Double $4.50
Seasonal Single $5.00
Double $9.00

ARCHAMBO APARTMENT HOTEL
Corner 41st Street and Indian Creek Drive. Hotel Rooms with both. Running water in every room. Electric heat, Fans, Refrigerator. Member State AHA. Travel Agency Commission: BS.

HOTEL RATES (European) 1-Rm.
Daily $2.50 $3.50
Weekly $3.50

Miami Beach, cont'd.

THOM JEFFERSON HOTEL
135 S. W. 5th Street. Restricted clientele. Fireproof. 50 Rooms with both. Double and twin beds with Innsprung mattresses. Telephone, Elevator. 15 minutes to beach. 5 minutes to steamships; 15 minutes to airport. In walking distance to railroad, shopping center and city parks. House physician. Valet and maid service. All apartments have kitchens, electric stoves and refrigerators. Travel Agency Commission: BS.

HOTEL RATES
American Weekly
Dec. 1 to Apr. 1 $3.75-
Apr. 1 to Dec. 1 $4.75-

WOODWARD APARTMENT

1-Bedroom Apartments Seasonal Weekly Monthly
$550-$650 $850-
$1500

ALTONIA HOTEL
In the fashionable shopping district, Lincoln Road Mall. Open Nov. 1 to April 15. Phone S-1131. Restricted clientele. Fireproof. 48 Hotel Rooms with both, some with shower. Single, double and twin beds with Innsprung mattresses. Phone in every Room. Radio in lobby, Heat in halls and lobby. Travel Agency Commission: BS.

HOTEL RATES
American Weekly
Dec. 1 to Apr. 1 $3.50
Apr. 1 to Dec. 1 $4.50

MIAMI BEACH

Harbour House. Maid and maid service. Valet service. All apartments have kitchens, electric stoves and refrigerators. Travel Agency Commission: BS.

HOTEL RATES
American Weekly
Dec. 1 to Apr. 1 $3.50
Apr. 1 to Dec. 1 $4.50

BECHE MAISONETTES

APARTMENTS
Weekly Monthly Seasonal
$200-$250 $500-
$1000-

B E A C H B A S T E L L E T T E S

HOTEL RATES
American Weekly
Dec. 1 to Apr. 1 $2.50
Apr. 1 to Dec. 1 $3.75

BEACH BAY HOTEL

ACOUNT HOTEL

APARTMENTS
Seasonal rates at $825-$1250-$1750-$2250

Private parking lot. House physician. 2 blocks to shopping center, theatres; 4 blocks to beach and city parks. 10 minutes to steamships; 20 minutes to railroad; 40 minutes to airport. Nice, quiet place for people in moderate circumstances. Homelike hotel conducted by refined manager, Mardas Warren, Manager.

Seasonal rates throughout year.

BEACH MAISONETTES

APARTMENTS
Weekly Monthly Seasonal
$200-$250 $500-
$1000-

1-1/2 blocks to beach. Quarters for chauffeurs. Maid service. 2 blocks to shopping center; 5 minutes to shopping center and theatres; 15 minutes to steamships; 20 minutes to airports. Located in refined Gentle section. W. E. Leonard, Manager.

BEACH VIEW APARTMENTS

APARTMENTS
Weekly Monthly Seasonal
$250-$400 $600-
$1500 $500-

1-1/2 blocks to beach. Quarters for chauffeurs. Maid service. 2 blocks to shopping center; 5 minutes to shopping center and theatres; 15 minutes to steamships; 20 minutes to airports. Located in refined Gentle section. W. E. Leonard, Manager.

Efficiency Apartments Daily Weekly Monthly Seasonal
$1.00 $5.00 $10.00 $20.00

4 blocks to yacht dock; 1/2 block to beach; 1 block to city, 30 minutes to railroad and steamships; 40 minutes to airport. 2 blocks to city parks, shopping center, theatres; 1 mile to Golf and Club facilities. Railroad and steamships in Miami. Tennis, Handball, etc., in parks. A real home environment. Our popularity is due to quality service we render. Tropical door ventilation. Seasonal rates include, gas, electricity, frigidaire, linen, hot water and use of sun deck. Write for further information. Manager, J. E. F. Branch, Resident Manager.

Packet efficiency.
Clevelander

On the ocean between 10th and 11th Streets.

Crescent Hotel

1430 Ocean Drive facing ocean and park.

Hotel Rates

By request

European

Coffee Shop. Single, double and twin beds with

Open all year. Elevator. Telephone. Heated.

Jan. 1 to Feb. 1

9-10-11-12

Furnished with Simmons mattresses. Telephone.

Mar. 20 to Apr. 15

Summer rates

$5-8-11

Restaurant and Bar. Member of State AHA.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.

Travel Agency Commission: BS.
MAYFLOWER

1070 Alton Road. Semi-springfree, elevator. Private bath and shower in every room. Double and twin beds with Simmons mattresses. Telephones, Radio and heat in lobby. Hotel service, Member #6, Travel Agency Commission: BS.

HOTEL RATES

<table>
<thead>
<tr>
<th>Period</th>
<th>European Daily</th>
<th>Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 1 to Jan. 15</td>
<td>$3.50-5.00</td>
<td>$4.75</td>
</tr>
<tr>
<td>Jan. 16 to Feb. 10</td>
<td>4.50-5.00</td>
<td>5.75</td>
</tr>
<tr>
<td>Feb. 11 to Mar. 1</td>
<td>7.00-8.00</td>
<td>8.15</td>
</tr>
<tr>
<td>Mar. 2 to Mar. 31</td>
<td>5.00-6.00</td>
<td>6.25</td>
</tr>
</tbody>
</table>

MILDRED LEE APARTMENTS

881 West 69th Street, Fireproof, Restricted clientele. Twin beds, Telephone, 2 Bedroom Apartments with electric stove and refrigerator. Hotel service is limited. Travel Agency Commission: Yes.

APARTMENTS

<table>
<thead>
<tr>
<th>Type</th>
<th>Rooms</th>
<th>Season</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 4 persons</td>
<td>30</td>
<td>Monthly Seasonal</td>
<td>$85-150</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$150-300</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$500-1200</td>
</tr>
</tbody>
</table>

Casa del Golf and Club facilities, 4 miles to beach. All bedrooms, 31 units and 1 Penthouse. Weekly maid service, C. C. Duttenhouser, Owner.

MORRISON HOTEL

7149 Bay Drive, (180 feet on Indian Creek). Restricted clientele. Twin beds, Telephone, Gas, heat, 18 Apartments, 3 floors, All casement windows, Electrolux refrigerator, Hot water and electricity furnished. Maid service as arranged. Twin, double, murphy beds and a few studio couches. Travel Agency Commission: BS.

EFFICIENCIES—

<table>
<thead>
<tr>
<th>Type</th>
<th>Rooms</th>
<th>Season</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner</td>
<td>1</td>
<td>Monthly Seasonal</td>
<td>$150-200</td>
</tr>
<tr>
<td>Corner</td>
<td>2</td>
<td>Monthly Seasonal</td>
<td>$200-250</td>
</tr>
<tr>
<td>Corner</td>
<td>3</td>
<td>Monthly Seasonal</td>
<td>$250-300</td>
</tr>
<tr>
<td>Corner</td>
<td>4</td>
<td>Monthly Seasonal</td>
<td>$300-350</td>
</tr>
</tbody>
</table>

Tropical, Golf and Club facilities, very near, Special maid service, Waikiki, House physician. 1/2 block to garage, 100 feet to yacht dock; 8 blocks to beach; 4 miles to railroad; 2 blocks to city parks; 3 miles to steamship; 10 minutes to shopping center. Near Golf Course and Yacht Club facilities. Special entertainment for guests. Norman Pancoast, Manager.

PINES AND PALM HOTELS


ROYAL PALM HOTEL

1545 Collins Avenue, Fireproof, Elevator. All Hotel Rooms with both and running water. Single, double and twin beds with Box Spring mattresses, Telephone and radio, heat. Restaurant, Travel Agency Commission: BS.

HOTEL RATES

<table>
<thead>
<tr>
<th>Period</th>
<th>European Daily</th>
<th>Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>$10 up</td>
<td></td>
</tr>
</tbody>
</table>


SHOREHAM HOTEL

10th and the Ocean, Fireproof, Elevator. 100 Hotel Rooms with both, Single, double and twin beds with Innerspring mattresses. Telephone, Radio, Heat, Fans, Restaurant, Coffee Shop and Bar, Member State AHA.

HOTEL RATES

<table>
<thead>
<tr>
<th>Period</th>
<th>American Daily</th>
<th>Single Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun. 15 to Oct. 15</td>
<td>$30-50</td>
<td>$50-75</td>
</tr>
<tr>
<td>Oct. 16 to Apr. 15</td>
<td>50-75</td>
<td>75-100</td>
</tr>
</tbody>
</table>

American Plan $2.25 per day per person extra. Garage, Hotel bus for guests. Oceana Beach and Surfside Beach, Special service for chaffeurs and valet service. 15 minutes to railroad and steamships; 30 minutes to airports, 1 block to shopping center. Recreation room—ping pong, Shuffleboard (night and day). Beach, Banquet, Quarters, Darts, Horsehoe Pits, Free Beach Chairs, Cabanas, Marvin Freeman, Manager.

MAYFLOWER

1700 Alton Road. Semi-springfree, elevator. Private bath and shower in every room. Double and twin beds with Simmons mattresses. Telephones, Radio and heat in lobby. Hotel service, Member #6, Travel Agency Commission: BS.

HOTEL RATES

<table>
<thead>
<tr>
<th>Period</th>
<th>European Daily</th>
<th>Single Double</th>
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<tbody>
<tr>
<td>Apr. to June</td>
<td>$1.25-2.00</td>
<td>$1.50</td>
</tr>
<tr>
<td>June 15 to Dec. 20</td>
<td>1.50</td>
<td>1.75</td>
</tr>
<tr>
<td>Dec. 21 to Apr. 10</td>
<td>2.00</td>
<td>2.25</td>
</tr>
</tbody>
</table>

Garage, Golf Club and Club privileges. Private cars for guests. Oceana Beach, Surfside Beach, Sorelum in winter season. Hotel located on beach. 6 miles to airport and 5 miles to railroad station. City Parks. Valet service. Quartes for chaffeurs and valet service. Special entertainment for guests. Norman Pancoast, Manager.

PINES AND PALM APARTMENTS


HOTEL RATES

<table>
<thead>
<tr>
<th>Period</th>
<th>American Daily</th>
<th>Single Double</th>
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</thead>
<tbody>
<tr>
<td>Dec. 21 to Apr. 10</td>
<td>$15-20</td>
<td>$20-25</td>
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<tr>
<td>Apr. 11 to Dec. 20</td>
<td>25-30</td>
<td>30-35</td>
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</tbody>
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An ocean view overlooking ocean.
PENSACOLA

SAN CARLOS

HOTEL RATES

December 15 to January 1 an European Plan breakfast only. Special European rates December to April. 3 blocks to railroad station. Quarters for chauffeurs and maids. Mrs. D. Dunkle, Manager.

POMPOANO

HILLSBORO CLUB
Fireproof, Restricted clientele, 77 Hotel Rooms with both, 7 without, 7 rooms with running water, 26 single and twin beds. 20 without, Running water in rooms. Single, double and twin beds with Simmons Beautyrest mattresses. Telephone, Radio, Heat. Member State and National AHA. Travel Agency Commission: BS (From Nov. 20 to Feb. 18).

HOTEL RATES
American Weekly Single Double Nov. 20 to Jan. 20 $35-70 $105-120 Jan. 20 to Mar. 1 77-105

SANFORD
Mayfair Hotel
Open all year, Room telephone, Heated Hotel. Restaurant.

HOTEL RATES
American Daily Single Double $25-35

THE HUNTINGTON


HOTEL RATES

PRINCESS MARSHA
401 1st Avenue, North, Fireproof. 4 elevators. Restricted clientele, 250 Hotel Rooms with both, Single and twin beds with Simmons Beautyrest mattresses. Telephone. Heat, Fans, Restaurant, Bar, and Special maid. Member State AHA. Travel Agency Commission: BS.

HOTEL RATES
American Daily Single Double Prior to Jan. 1 and after Apr. 1 $6-12 $12-20

JUNGLE HOTEL

5th Avenue, North, at Park Street, Fireproof. Restricted clientele, 100 Hotel Rooms with both. Running water in Rooms. Single, double and twin beds with special Simmons Innerspring mattresses. Telephone and heat. Member States AHA. - Travel Agency Commission: BS.

HOTEL RATES
American Daily Single Double These rates apply through $8-12 $15-20 entire season.

ROYAL PALM
115 5th Street, South, Fireproof. Steam heated, elevator, 100 Rooms with twin and double beds, Innerspring mattresses. Telephone in rooms. Colonnades, 1st street of bedroom, 1 block to railroad station. City parks. Valet service, House physician, Special entertainment for guests.

HOTEL RATES
American Daily Single Double Feb. 1 to Apr. 1 $12-16 $22-30

300-450 450-550

SAVANNAH
5th Street Avenue, North. Fireproof, Elevator. 4 elevators. Restricted clientele, 250 Rooms with both, Single, twin and double beds with Simmons Beautyrest mattresses. Telephone in all Rooms. Steam heat. Restaurant, Bar and Special maid. Member State AHA. Travel Agency Commission: BS.

HOTEL RATES
American Daily Single Double Dec. 15 to Apr. 1 $11-16 $19-25

THE VINYARD
Beach Drive at 5th Avenue, North, Fireproof. 4 elevators. Restricted clientele, 250 Rooms with both, Single, double and twin beds with Simmons Beautyrest mattresses. Telephone in all Rooms. Steam heat. Fans if desired. Telephone, Dinner room. Bar, Member of State and National AHA. Travel Agency Commission: BS.

HOTEL RATES
American Daily Single Double $5.5-8 $7.14 Apr. 1 to Dec. 31 3.5-5.5

SARASOTA

HOTEL RATES
American Daily Single Double $12-16 $22-30

WE ST PAIN T BEACH

ALLIER APARTMENT HOTEL
Corner City Highway and Tanglewood Court. 13 Apartments, 31 Rooms. Living room, bedrooms, dinette, kitchen, kitchenette, gas stoves, electric refrigeration, Hot water, Daily maid service. Utilities furnished. Studio couches. Twin, double and also Rollaway beds. Fans if desired.

EFFICIENCY Monthly Seasonal Nov. 1 to Mar. 1 $55-65 $300-350 Sep. 21 to Nov. 1 $55-65 $300-350 Nov. 1 to May 1 $55-65 $300-350
LAKE COURT APARTMENT HOTEL
Directly fronting on Flagler Park and the beautiful shores of Lake Worth. All Hotel Rooms have private baths, telephone and comfortable beds. Apartments are completely equipped for housekeeping, electric refrigeration, oil utilities, linens, silver, and telephone are furnished. Steam heat. Restaurant.

HOTEL RATES American European
Daily $10-20 $30-50
Single $5-10 $10-20
Double $5-10 $10-20

APARTMENTS
Monthly $150-300
Jan., Feb. 6 Mar. $200
Season $400-1.000

Golf courses, deep sea fishing, and supper clubs are easily accessible from the Hotel. It is only a few minutes ride across the lake for surf bathing. Solariums, 2 blocks from the business and shopping center, convenient to churches and theaters. Good home cooking. Iris A. Dunkle, Manager.

THE MIRAMAR INN

HOTEL RATES American European
Daily $5-6 $10-12
Single $5-6 $10-12
Double $5-10 $10-12
Jan. 15 to Mar. 20 6-10 12-16

Garage, Orchestra. Private Beach. Solarium. Hotel bus for guests. Golf and Club facilities. Hotel Located on Lake front. 1 mile to Palm Beach; 2 miles to airport. Quarters for chauffeurs and maids. Outdoor sports are unlimited. Here you may enjoy horseback riding, sailing and canoeing. The deep sea fishing is the finest on the Florida coast. Each room is on outside room. The Miramar is located on the shores of Lake Worth in the residential section of the city. J. Stanley Smith, Manager.

NORTHWOOD HOTEL
State Highway and Northwood Avenue. 38 Rooms with bath and twin or double beds with Innerspring mattresses. Connecting rooms. Semi-fireproof. Travel Agency Commission: BS.

HOTEL RATES European
Daily $1.50 $2.50
Single $1.50 $2.50
Double $1.50 $2.50
Apr. 1 to Dec. 1 1-5
Weekly $1.00 $1.25
Apr. 1 to Dec. 1 5

2 miles from beach; 3/4 mile from railroad; 1 mile to shopping center and theatres; 3 miles to airport. 2 blocks to city parks. House physician. Games in park include tennis, shuffleboard, diamond ball, cards, checkers, etc. Children’s playground. A delightful place to spend a quiet vacation. W. H. Haven, Manager.

SALT AIR HOTEL
Open all year. Room telephone. Heated Hotel. Restaurant and Coffee Shop. Travel Agency Commission: BS in summer only.

HOTEL RATES European
Daily $2.4 $3.6
Single $2.4 $3.6
Double $3.50 $5.50
Jan. 1 to Apr. 1 1.50 $2.50
Apr. 1 to Jan. 1 1.50 $2.50
Weekly rate six times daily rate during this period.


HAVEN HOTEL

HOTEL RATES American European
Single $1.50 $2.50
Double $2.50 $4.50
Apr. 15 to Nov. 1 1.50 $2.50
Nov. 1 to Dec. 15 $4.50 $5.50 $1.50 $2.50
Dec. 15 to Apr. 15 6-9 10-14 1.50 $2.50

WINTER HAVEN

OUR PURPOSE IS:
To create interest and promote travel to the American Riviera. To furnish accurate information on travel as to the rates and services of hotels in this area, as well as a true pictorial display of the various cities and their accommodations.

To work for the betterment of hotel accommodations, transportation facilities and to arouse the public interest. We, the Publishers, are doing our part to further interest the traveler in the cities, hotels, transportation facilities and schools we display in this publication.

CONFIDENTIAL
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