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Florence Villa, Florida

Florence Villa (Winter Haven, Fla.)

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FLORENCE VILLA FLORIDA



ON THE
SUBURBAN
LAKE SHORES
of Winter Haven



A Modern Inn Open December-April



IN
SOUTH
CENTRAL
Florida



*The
Florence
Villa*

WINTER HAVEN *FLORIDA*

CITY OF A HUNDRED LAKES

THE FLORENCE VILLA
125 ROOMS WITH BATH, ALL STEAM HEATED.
AMERICAN PLAN \$6.00 to \$10.00 PER DAY.
MALCOLM H. MERRILL, Manager.



THE FLORENCE VILLA NESTLES AMONG THE PINES AND PALMS WITH GREEN SLOPING LAWNS EXTENDING TO THE LAKE SHORE

UPON YOUR FIRST VISIT, you will be impressed by the attractive plantings and rows of fruit-laden orange trees bordering the driveway and the expanse of velvet green tree-planted lawns, sloping southward to the lake shores and boat pavilion. Here, on lawns of the Lake Shore, one may bask in the sunshine or rest in the protecting shade of spreading oaks, of pines and palms, and at evening watch the dancing waters of a moonlit lake.



Bathing and Water Sports in City limits. There are well-equipped bathing beaches.



Florence Villa offers 125 well-appointed chambers with bath, all steam-heated, at moderate rates. Limited number of double and single rooms without bath. Private supply of deep-well water pumped from 500 feet depth, of purity and excellence.

FLORENCE VILLA AT WINTER HAVEN. Nature has been bountiful in its bestowal of beauty given to this Lake Region. From the sky heights are seen the outline of blue lake waters studding the vast area like sapphires on a mosaic pattern of emerald green formed by the row upon row of orange trees making up the hundreds of orange groves bordering the Lakes of Florence Villa and Winter Haven. The beauty of this scene is not equaled elsewhere in America.



MUSIC HALL

The Florence Villa Social Events and Entertainments, aside from afternoon and evening concert programs, will include dinner dances weekly, on Saturday evening; bridge parties, two evenings each week; and varied other entertainments.



THE FLORENCE VILLA ON SPRING LAKE

To the visitor motoring along the lake-bordered boulevards and county highways, the added offerings to the countryside charm are the innumerable homes of Spanish and Floridian architecture in a setting of green lawns, landscaped and planted with native sub-tropical flowers which abound and bloom in profusion throughout the winter months in South Central Florida. The red and purple Bougainvillea blooms on trellises and arbors; the Flame Vine (Bignonia Venusta) mantling garden fences and towering to heights on wayside poles; the Poinsettias, with head flowers ten inches and more, blooming at Christmas, carry over the early months of winter; the Hibiscus in variegated colors; the scarlet Turk's-cap, in hedge plantings, blooms throughout the winter months; mid-season, the Oleander comes into bloom at the time when the flowering of the orange groves permeates the air with their sweetest fragrance,—then spring has come with its new freshness of verdure and blooms and the spring songs of migrating birds on their way northward.

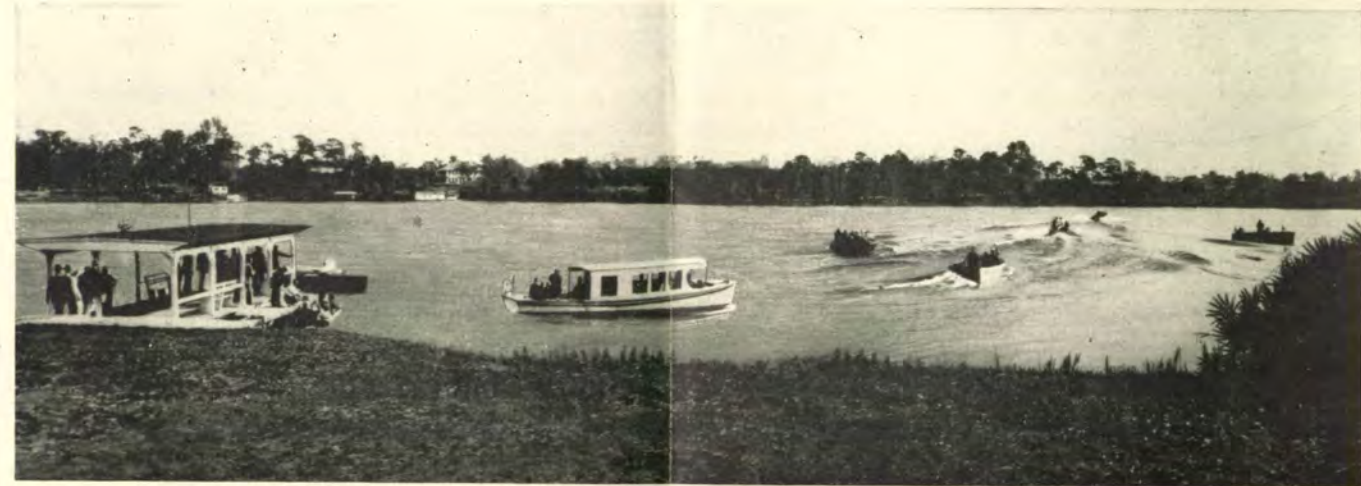
For sports one may follow the speed boat races, watching the world's fastest drivers; golf on delightful links on the lake shores of oak and pinelands of Winter Haven and the Lake Region Country Clubs; bathing at lake beaches; shuffle-board, park games, and varied other amusements. There is excellent fishing, boats starting from the Villa docks.



Pleasure craft and the lagoon boats accommodating guests on lake cruises make scheduled stops at The Florence Villa boat pavilion.



THE FLORENCE VILLA nestles among the orange groves on the pinelands of Winter Haven, and is surrounded by an expanse of green acres planted effectively with the sub-tropical shrubbery of Florida and shaded by spreading oaks and palms. The hotel property comprises an estate of seventy acres bordering the shores of three beautiful lakes. This modern Inn is attractively situated between the Villa's extensive citrus fruit groves and Spring Lake.



GOVERNOR SHOLTZ AND PARTY EMBARK FOR FLORIDA CYPRESS GARDENS FROM THE FLORENCE VILLA DOCK



Associated Northern Connection
The Lookout Hotel, Ogunquit, Maine

On Southern Maine's Sunshine Coast

THE LOOKOUT, Ogunquit, on Maine's Longest and Widest Hard Sand Beach, enjoys an unsurpassed location on Ogunquit Cliffs in close proximity to all fields of outdoor pleasure; a house with attractive appointments and a select patron list; it has attained commendable recognition and is a hostelry second to none on the Maine Coast.

THE LOOKOUT Open Mid-June to Mid-September
 250 Guests Steam Heated



THE LOOKOUT HOTEL, OGUNQUIT, MAINE
 Harry L. Merrill, Pres. Malcolm H. Merrill, Vice-Pres.
 AMERICAN PLAN \$6.00 to \$10.00 DAY
 Special Monthly and Season Family and Party Rates

"FOLLOW THRU" WITH THE SEASONS
 SUMMER IN MAINE --- WINTER IN FLORIDA

Summer on Southern Maine's Sunshine Coast

The Florence Villa is located on the Federal Highway of Northern tourist travel, Route U. S. 17, from Savannah, Ga., via Jacksonville, across the state to St. Petersburg, Fort Myers and West Coast cities; also on State Highway Fla. 2, entering and crossing the state from Lake City to the southeast and southwest coastal cities. Atlantic Coast Line and Seaboard Air Line Service.

LOOKOUT HOTEL OGUNQUIT, MAINE

THE FLORENCE VILLA FLORENCE VILLA, FLA.

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