

TARPON SPRINGS Florida
"The Venice of the South"

WHERE perpetual springtime lasts at winter. Loveliest locations—most perfect climate—in all Florida. Continuous sunshine and balmy breezes. Everything to attract the winter resident.

Splendid Hotels
Tarpon Inn
Stratford Hotel
The Tavern
The Ferns
Meres Hotel

Splendid Golf Course
Country Club
Fishing
Hunting Motoring Bathing Boating
Ideal living conditions. Splendid schools. Churches of all denominations. Convenient, well-stocked and reasonable stores. Not an invalid resort, but climatic conditions beneficial for many affections.

Come This Year—You'll Come Always
Sited in a network of lovely bayous. Lake Butler, close to the city, affords charming boating and picnicking. Gulf of Mexico but a short distance by water. Delightful river scenery; the Anclote River skirts the city itself.

For Full Information, List of Addresses,
CHAMBER OF COMMERCE
Tarpon Springs
Florida

St. Petersburg
The Sunshine City

Spend your winter in this land of sunshine and flowers—oranges and palms—gorgeous days and wonderful nights—with the beautiful Gulf of Mexico on one side and picturesque Tampa Bay on the other.

Here the sun shines overhead 360 days every year. In eleven years the sun has failed to shine only 63 days.

Here the sunshine is in people's hearts and you find friendliness everywhere. An alluring city for rest and pleasure.

The one place in Florida where all recreations are enjoyed out-of-doors. Comfortable benches along the main streets for those who love to rest in the sunshine or shade. In beautiful Williams Park, under huge moss-hung oaks, are card and checker tables, quiet lanes, roque courts and comfortable seats for visitors. At a little distance the Royal Scotch Highlanders give daily concerts.

Golfing, bathing, boating, fishing, trap-shooting, tennis.

St. Petersburg cares well for its guests, offering them accommodations in a wide range of prices and appointments.

Write for booklets on the City, or on Sports and Recreations.
Any information on request. Address

F. A. Lawrence,
Chamber of Commerce
St. Petersburg, Fla.

Fountain Inn
Eustis, Florida

H. E. BISSELL, Manager RANDWICK A. BISSELL, Assisting

Florida has no rival and Eustis no equal in the glories of a semi-tropical winter. Its genial warmth and sunshine insure beautiful weather and unlimited pleasure both indoors and out.

Fountain Inn, opening January 15th, offers a greater variety of advantages to the tourist, at conservative rates, than any other hotel in the State.

Absolutely Fireproof
Electrically Lighted
Electric Elevators
Rooms and Bath light and airy
Substantially and neatly furnished
Spacious Terrace and Promenade
Balcony
Comfortable Lounging Rooms

Ladies' Reception Room
Writing Room
Uniquely attractive Dining Room
Golf
Motoring
Fishing
Almost doubling and all other Outdoor Sports

Take advantage of this opportunity. Write for reservations today.

Virginia Hot Springs

Sparkling sunshine and invigorating atmosphere make Winter days glorious at

Virginia Hot Springs

2500 feet up in the Alleghenies, where expanse of hills and valleys holds special beauty for the eye.

Two famous golf courses with Summer greens the winter thru. Horseback ramblings over the mountains.

And at The HOMESTEAD a hospitable welcome, luxurious comfort and genial social life.

The celebrated Thermal Bath Establishment offers hydro-therapeutic treatment under competent medical direction for rheumatism, gout and nervous disorders—or as a help to successful rest.

The HOMESTEAD
Christian S. Anderson, Resident Mgr.
Hot Springs Virginia

THE WONDER SPOT OF FLORIDA

AMONG the orange groves on the ridge at Lake Jackson is Sebring, with its dry, bracing air and health water.

Private golf course at the door, with all other out-door sports which the sunshine permits you to enjoy every day.

Kenilworth Lodge
SEBRING, FLORIDA

DAVID F. TUTTLE, Manager
Proprietor of BRIMLEY LODGE

BOOKING OFFICE
BROADWAY AT THE STREET
New York, N. Y.

AMERICAN PLAN
RATES \$8 to \$18

"The Right Spot in the Sunshine City"

HOTEL DETROIT

ST. PETERSBURG, FLA.

26 HOURS FROM ZERO TO THE HOTEL DETROIT
200 ROOMS EVERY MODERN CONVENIENCE 150 BATHS

36 HOURS FROM PHILADELPHIA
FRANK F. PULVER, Owner

RIO VISTA HOTEL
"Pride of the East Coast"
NEW SMYRNA, FLA.

Adjoining Dixie Highway and Indian River
OCEAN BEACH—GOLFING—BOATING
Our Own Northern Cuisine and Service
Accommodates 150. Terms Strictly Moderate
MATLIN FRISBIE HOTEL CO., Prop.
Also THE PINES, Adirondack Mts., Lake Placid, N. Y.

Asheville
"LAND OF THE SKY"
America's All-the-Year Resort

Winter Tourist Headquarters of the Southern Appalachian; Eastern America's Climax in Altitude, Scenic Grandeur and Invigorating Climate

The sparkling sunshine of "Way Down South in Dixie" with its oxygen-laden atmosphere make Asheville the ideal spot in all America for pleasure, rest, recreation, hunting.

You'll be "bored to death" with these wonderful forest-covered mountains and valleys, the Pisgah National Forest and Game Preserve, and our road makes seeing them by motor a breeze. Runners, the best paved county road, 54 peaks over 5000 ft. hereabouts. Two fine all-weather golf courses of the Asheville Country Club and the Hillsboro Forest Country Club. The slopes of Sunset Mountain, with its view of "Pisgah and the Kat" to the West, has a view all its own.

The Leading Hotels are...
Manor, Grove Park Inn, Battery Park, Langren, Swannanoa, Berkley, Meras Terrace.

Illustrated booklet about this wonderful land in the heart of the "Blue Ridge" for vacations, hunting, business, livestock agriculture, containing all the best and latest information for the winter season.

CHAMBER OF COMMERCE F. L. Wilson, Secretary
ASHEVILLE, N. C.

"Florida without Palm Beach is like France without Paris"

WEST PALM BEACH, U. S. A.

EL VERANO HOTEL
ON LAKE WORTH

Newest, Finest, Fireproof Hotel
On the East Coast. European plan. Unsurpassed in a class dining room. Capacity 400.

HOTEL SALT AIR WEST PALM BEACH, FLA.
Most modern equipped hotel on the coast. Whole block on Lake Worth, facing Royal Palm Beach, surrounded by tropical gardens. Our table will give you the most beautiful view of ocean bathing, sailing, fishing, etc.; all attractions nearby. Golf, tennis, etc. on the beach. TRAVEL & MAAR.

The NEW INN WEST PALM BEACH
ON THE LAKE FRONT
Modern in every particular. Dining room on fifth floor. Private bath. Convenient to Ocean. Bathing, golfing and social activity of the beach. American and European. Open all year. On Lake Worth. JAMES CHESWILL, Prop.

HOTEL PALMS
Overlooking Lake Worth
Opposite City Park; hot and cold water and telephone in each room. American plan, 25¢ per day, write for booklet and see city rates. D. G. BENTON, Mgr.

Lake Court Apartments
91 bachelor and hotel apartments with every modern convenience. Roof garden and dining room. WRITE FOR BOOKLET

"THE HOLLAND"
Four Floors of Solid Comfort
On the Lake Front. SANFORD, Prop.

KEYSTONE HOTEL 85 per day up
American plan. W. B. JUNES, Manager

BIRMGHAM HOTEL
European plan. Mrs. C. R. BRIGGS, Prop.

HOTEL POINSETTIA
European plan. 22.50 up. Excellent restaurant. JAMES CHESWILL, Prop.

BUENA VISTA HOTEL On Dixie Highway.
Garage. European plan.

CHATEAU LIZOTTE
GEORGE LIZOTTE, Proprietor

EUROPEAN PLAN

253 Second Avenue North
St. Petersburg, Fla.

Bath and Telephone in Every Room

THE GENEVA SEABREEZE, Florida

Delightfully located between the Halifax River and a 4 Ocean. Idealistic. Near golf course.

FLORIDA

HOTEL MASON
GEORGE MASON, Proprietor

Every room with private bath

European Plan

JACKSONVILLE, FLA.

HUNTINGTON HOTEL
ST. PETERSBURG, FLA.

A modern hotel in the exclusive residential section in the middle of a small orange grove and green golf course, overlooking Tampa Bay, within a stone's throw of all outdoor sports, shops, theaters and churches.

GOLF, TENNIS, SWIMMING, FISHING, FLYING

Ownership Management
J. LEE BARNES, Prop. Paul B. Barnes, Mgr.

NEW SMYRNA, FLA.

GOTHAM HOTEL
ST. PETERSBURG, FLA.
"A House of Distinction"
EUROPEAN PLAN
Near Center of Town
All outside rooms with hot and cold running water, with or without private bath. Steam heat. Every modern convenience. Rates on application. H. C. COOK, Prop.

—your nerves need a "brushing up,"
—you are convalescing from a recent illness,
—you desire a respite from confining city life—or for any other reason you feel the need of a change,

winter on the
East Coast of Florida

THERE'S peace and contentment in this magic, sun-kissed land of balmy days and glorious, starry nights, nothing to do but rest and play and experience the thrill of returning health and vigor.

GOLF, TENNIS, SURF-BATHING, FISHING, SAILING, MOTORING, HORSE-BACK RIDING

St. Augustine..	Alcazar	Now Open
St. Augustine..	Ponce de Leon.....	Jan. 4
Ormond-on-the-Halfway	Ormond	Jan. 5
Palm Beach....	Royal Poinciana.....	Jan. 15
Palm Beach....	Breakers	Dec. 20
Miami.....	Royal Palm.....	Jan. 1
Key West.....	Casa Marina.....	Dec. 30
Long Key.....	Long Key	Jan. 1
Nassau.....	Fishing Camp.....	Jan. 1
Bahama Islands	Royal Victoria.....	Dec. 28

ALL HOTELS OPERATED ON THE AMERICAN PLAN
Through Pullman trains from New York direct to all East Coast resorts, including Key West for Havana, also through direct service between Chicago and Miami, and from other sections through Pullman trains to Jacksonville make close connections with motor car and sleeping car trains on the Florida East Coast Railway. Through Sleeper between Boston and Miami daily—21 hours.

FLORIDA EAST COAST (FLAGLER SYSTEM)
245-248 Ave. NEW YORK
Telephones
Nassau No. 9920 and 9261

GENERAL OFFICES
St. Augustine
Florida

The Manor
Albemarle Park
Asheville, N. C.

A "perfectly charming" English Inn in the glorious, out-of-door Land of the Sky. Real Southern hospitality, homelike informality, perfect service, concentrated comfort. An "all the year" resort for pleasure and sport exclusively. Horseback riding. Finest of motor roads.

Through Sleeping Car Service Daily from New York

Perfect Golf in a Perfect Climate

Two 18-hole courses—The Asheville, and the New Biltmore Forest Country Clubs

ALBERT H. MALONE, Manager

In America — An English Inn —

Atlantic Hotel
JACKSONVILLE, FLA.

Location one block from Postoffice. Business center. Hot and cold running water in every room. Steam heat in every room. Garage. Special rates by the week. Rates \$1.50 and \$2.00.

CORNER BAY AND HOGAN
E. FRANK PEARCE, Proprietor.

Alba Court Inn
Washington St.
New Smyrna, Fla.

American plan; modern. Hotel for people of refinement. Golf and surf bathing within 7 minutes of hotel. Hunting and fishing.

Ownership Management
T. J. TOLTY, Prop.

BRADENTOWN, FLA.

Palm Tree Inn
St. Petersburg, Fla.
"For Those Who Desire a Cultured Home Atmosphere"

Excellent Cuisine
Near Center of City & Amusements
Write for Information
Mrs. Loretta Seiter

MANHATTAN HOTEL St. Petersburg, Fla.
Near new. Most beautiful grounds, waterfront; home atmosphere; clean, comfort; good food, music.

GREEN COVE SPRINGS, FLA.

New St. Elmo Hotel
Green Cove Springs
FLORIDA

New and modern, now open. 50 rooms, 25 private baths, telephone and hot and cold running water in all rooms. Steam heat. 200 feet of broad piazzas overlooking St. Johns River. 30 miles from Jacksonville. Summer Resort Bay View Hotel, Jamestown, R. I. Same management.
EARNEST L. CASWELL, Manager

PORT SEAWALL, FLA.

SUNRISE INN
3 1/2 miles north of Palm Beach, Fla.
Modern, comfortable, clean, Northern style. For information, address to Mr. Seaman, Seawall, Fla.

Battery Park Hotel
ASHEVILLE, N. C.

IDEALLY situated on a commanding prominence overlooking Asheville, "Land of the Sky." Fascinating mountain views, including Mount Pisgah and the Pisgah National Forest.

Winter rates now in effect. Accommodations for 400 guests.

Two sporty 18-hole golf courses—Tennis courts—Saddle horses—Mountain climbing—Excellent Motor Roads—Concerts—Dancing

The prevailing winter climate is temperate and invigorating. Scenery of heat and cold are never experienced. Enjoyable surroundings. Large public rooms with huge open fireplaces and attractive furnishings. Sleeping chambers, single or en suite, with or without private baths. Wholesome cuisine. Extensive porches and verandas.

WILBUR DEVENDORF, Mgr.

CAMDEN, S. C. CHARLESTON, S. C.

NORTHERN HOTEL
821 W. Adams St.
Jacksonville, Fla.

Three Blocks From Station
All Modern Conveniences

RATES
\$1.00 with Detachable Bath } Per
\$1.50 with Private Bath } Person

B. FREEDMAN, Prop.

Hotel Windsor
Jacksonville, Fla.

Finest. Faces beautiful Hemming Park. Convenient to theatres and shopping center. Big airy bed rooms, sun parlors, unique dining rooms. Robert H. Meyer, Prop.

Jacksonville, Fla. J. H. Kavanagh, Manager

HOTEL SEMINOLE
Jacksonville, Fla.

Only hotel overlooking the city. Best location. Modern in every way. Rates \$1.00 to \$2.00.

Royal Palms Hotel
MRS. R. P. DECKARD, Proprietress

Rates Reasonable
All Modern Conveniences
AMERICAN AND EUROPEAN PLAN

225 West Duval St.
Opposite Windsor Hotel, Jacksonville, Fla.

HOTEL JACKSON
Jacksonville, Fla.

100 Rooms—25 Baths
Confortable Without Extravagance
Childs Restaurant
Center of amusement
Geo. L. Whipple, Mgr.

HOTEL JACKSONVILLE, FLA.
Central location, from beach, from downtown in all roads. Capacity 125. European plan \$1.50 day; American plan \$1.50 day up. W. T. FERRON, Mgr.

DAYTONA BEACH HOTEL
Daytona Beach, Fla.

Modern, comfortable, clean, Northern style. For information, address to Mr. Seaman, Seawall, Fla.

HOTEL FLORIDIAN
BRADENTOWN, FLA.
EUROPEAN PLAN

Cool, outside rooms, all with running water. One block from St. A. L. Station, three blocks from beach. Lining. Perfect in connection. Reasonable rates.

Write for Information
S. BURGIS, Proprietor

ORLANDO, FLA.

THE TREMONT
ORLANDO, FLORIDA

Home-like. Large airy rooms; beautiful location in tropical surroundings; large porches. Capacity 125. European plan \$1.50 day; American plan \$1.50 day up. W. T. FERRON, Mgr.

DAYTONA BEACH, FLA.

DAYTONA BEACH HOTEL
Daytona Beach, Fla.

Modern, comfortable, clean, Northern style. For information, address to Mr. Seaman, Seawall, Fla.

THE PARKVIEW INN
OPEN ALL THE YEAR

A comfortable and delightful hotel, conducted with an earnest desire to please and to satisfy. Excellent golf, polo, hunting, etc. Our rates are sane and reasonable. Under new management. Write Ledger Resort Bureau, or MRS. R. B. WILLIAMS.

VILLA MARGHERITA
CHARLESTON, S. C.

Located in beautiful section, only one overlooking the harbor and Battery Park.

Write for Terms and Booklet

ASHEVILLE, N. C.
Battery Park Hotel
ASHEVILLE, N. C.

Most being closed since a building was started. The building is now under way and will be ready for occupancy in the spring of 1923.