

# FLORIDA EAST COAST

## A WORD OF WELCOME

**T**he Florida East Coast extends a cordial invitation to YOU to visit its sunny shores. Here you will find — Health, Happiness and a World of Recreation. Ours is a Land of Sunshine Eternal and beneath our blue skies a Nation's playground is spread. Come bide a while. ☉ ☉ ☉

THE WINTER VACATION LAND





# Hotels of the Florida East Coast Hotel Company

Hotel Alcazar  
St. Augustine

Hotel Ormond  
Ormond on the Halifax

Hotel Ponce de Leon  
St. Augustine

The Breakers  
Palm Beach

Hotel Colonial  
Nassau, Bahama Islands





# Hotels of the Florida East Coast Hotel Company

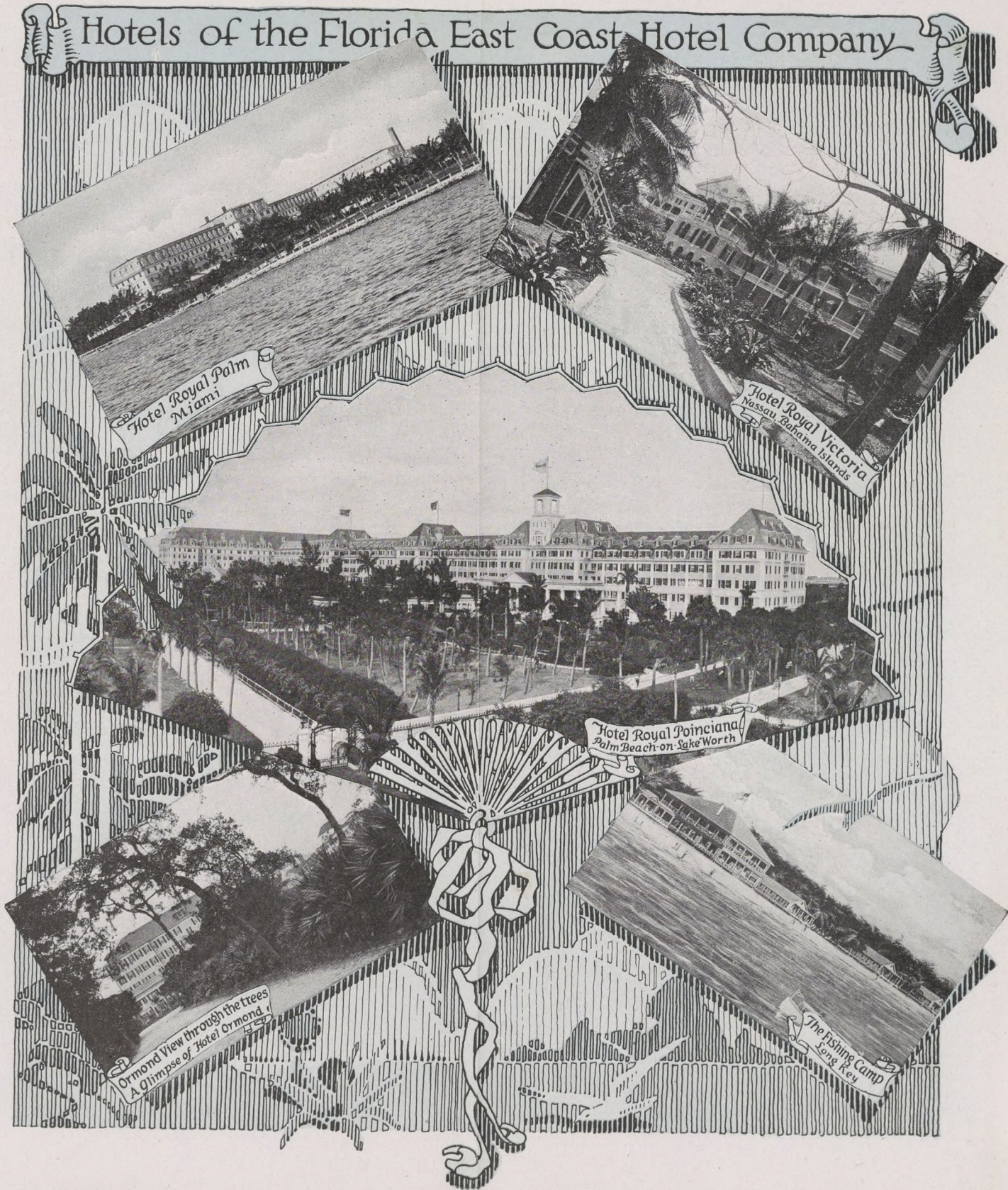
Hotel Royal Palm  
Miami

Hotel Royal Victoria  
Nassau, Bahama Islands

Hotel Royal Poinciana  
Palm Beach on Lake Worth

Ormond View through the trees  
A glimpse of Hotel Ormond

The Fishing Camp  
Long Key







# Florida East Coast Railway Company

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## GOLF ON THE FLORIDA EAST COAST

**T**HE East Coast of Florida is particularly fortunate in having so many superior golf courses located at various points thereon, and devotees of the ancient game, be they amateur or expert, are cordially invited to avail themselves of the privileges which are freely extended under the usual conditions at all of the clubs. Experience has taught followers of the ancient and royal game of golf that the State of Florida is the ideal winter golfing section of this country. The Florida East Coast Hotel Company and the other East Coast interests, ever bearing in mind that outdoor sports and pastimes make for the health, happiness and pleasure of the visitor, have aimed to keep in the van in the matter of golf links.

THE ST. AUGUSTINE LINKS, first opened for play last season, exceeded in popularity the expectations of the promoters and were crowded all season with players. As previously announced, The St. Augustine Links were designed and constructed by Donald Ross, the celebrated golf architect, and are admitted to be entitled to first rank. The links will be in even better condition this year than last. The clubhouse is ideally located on a point of high ground with a splendid water view towards the east and south. Convenient to the clubhouse are the tennis courts and a miniature golf course. A brick road connects the grounds with the John Anderson Boulevard, making the clubhouse easily accessible by carriage or automobile.

The St. Augustine Golf Club and the Country Club Course were also popular.

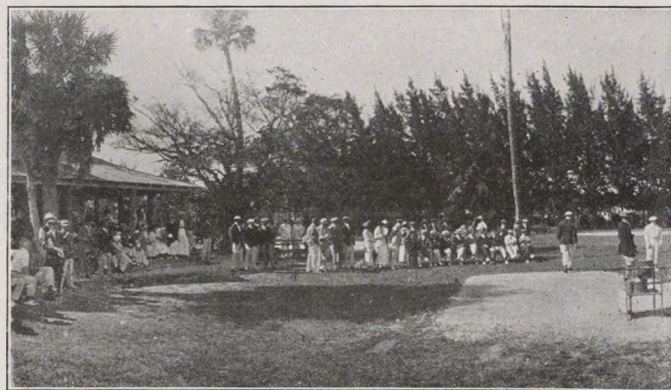
In the grounds of both the Ponce de Leon and the Alcazar are diminutive nine-hole courses that are used quite extensively as an agreeable variation of the usual putting matches. Ladies and gentlemen, who, for one reason and another, do



THE UNIQUE CLUBHOUSE, MIAMI BEACH LINKS

not care to indulge in the more strenuous full-grown game of golf, find these miniature courses interesting and beneficial.

The eighteen-hole course at Ormond is most interesting, particularly from such vantage points as yield a view of old Ocean as it advances and recedes along the wide white sand beach. The investigation of golf possibilities at Hotel Ormond developed a marked similarity between the Florida Coast and the sand-dune coast of Scotland and Ireland, where are located the famous links of the old country. The undulating character of the ground and natural hazard possibilities were taken advantage of in producing what is recognized as a particularly fine course. The clubhouse is on the ocean beach and so arranged that the golfer can quickly change from golfing toggery to bathing suit and have the pleasure and benefit



CLUBHOUSE AND FIRST TEE, ROYAL POINCIANA COURSE



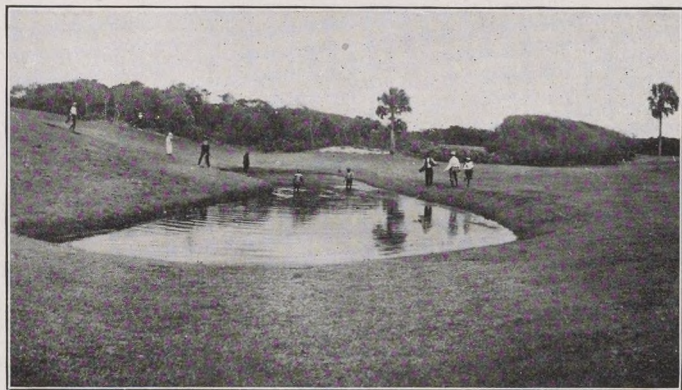
CLUBHOUSE, ST. AUGUSTINE LINKS





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GOLF AT ORMOND

of a surf-bath in the tonic waters of the broad Atlantic. Daily concerts at the clubhouse, 11.00 a. m. to 12.30 p. m. Naturally the links are among the first put in use each season and the last to be abandoned.

The Palm Beach Country Club Course, nine holes of which were opened for play last season, has been completed and will be in superior condition for play when the season opens. This course was also designed by Donald Ross, and is on par with other courses constructed under his supervision. Reaching from the ocean to Lake Worth, it embraces almost every phase of good golf country, including sand dunes, rolling upland, waterways and hills, providing not only a thoroughly

sound test of skill, but exhilarating views of scenery. The handsome clubhouse is a mecca for golfers at Palm Beach.

The Royal Poinciana Course remains a favorite with many who prefer the game right at the door, as it were, and has been placed in excellent condition for this season's play.

The dates for the 1918 Golf Tournaments at Palm Beach are as follows:

Lake Worth Tournament, January 1-February 1, four sixteens.

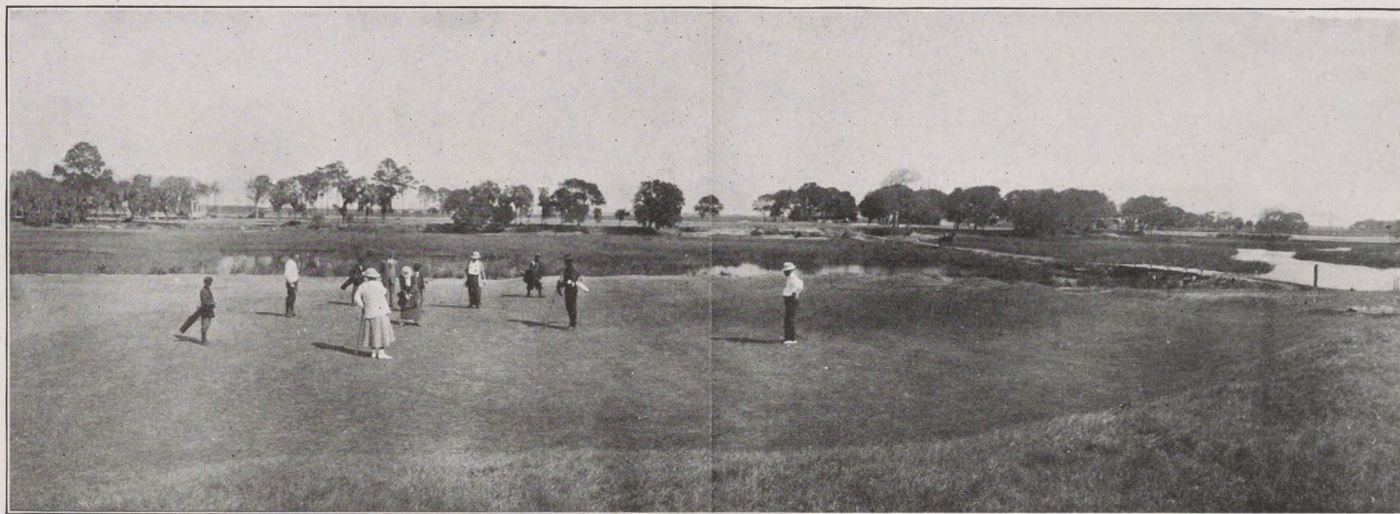
South Florida Championship, February 11-15, five sixteens.

Women's Championship, February 18-22, two sixteens.

Championship of Palm Beach, March 11-15, four sixteens.

The Royal Palm Golf Club links are located west of the city, on the north bank of the Miami River, and are accessible by boat up the river, by motor car or carriage. It is a nine-hole course, with a total length of 3,118 yards. In addition to the Royal Palm Course, there is an eighteen-hole course on the peninsula east of the city, known as the Miami Beach Golf Club. It is splendidly maintained and is patronized by many visitors who like the location with the picturesque surroundings and the advantages of the unique clubhouse.

The next point of interest for the golfer is Nassau, which is one of the Bahama Islands, under British rule. The Nassau links are picturesquely laid out in the old Fort Charlotte Government Reservation, and visitors are heartily welcome. The course is nine holes. It faces the Atlantic and play is about the old forts of Spanish origin and hundreds of years old. A number of appreciable improvements have been made,



NUMBER ELEVEN GREEN, THE ST. AUGUSTINE LINKS





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TOURNAMENT ON ROYAL POINCIANA LINKS

greens have been enlarged and oiled and will be in perfect condition for next season. The clubhouse is provided with lockers, shower baths, etc. The course is reached from the hotel by carriage, a distance of one-half mile, fare sixpence, the equivalent of twelve cents per person in each direction.

Since we have carried the golfer to foreign ground, he will probably not object to a further experience in that direction, so we recommend to him the Country Club of Havana with its beautifully situated clubhouse and attractive links.

A directory of the golf clubs reached by the Florida East Coast Railway follows:

**ATLANTIC BEACH** — Atlantic Beach Country Club — Eighteen holes. Length, 6,000 yards. Grass greens. Club Secretary, J. E. Saeger. Visitors' charges, \$1.00 per day, \$5.00 per week, \$15.00 per month. Professional, James M. Barnes.

**ST. AUGUSTINE** — The St. Augustine Links — Eighteen holes. Length, 6,288 yards. Grass greens. Club Secretary, H. E. Bemis. Professional, Geo. Low, of the Baltusrol Club.

**St. Augustine Golf Club** — Nine holes. Length, 2,490 yards. Sand greens. Club Secretary, E. A. Sumner. Visitors' charges, \$1.00 per day, \$5.00 per week, \$15.00 per month. Professional, Jack Croke.

**St. Augustine Country Club (private)** — Nine holes. Length, 2,700 yards. Club Secretary, Wm. A. Knight. Grass greens. Visitors' charges, \$1 per day, \$4 per week, \$10 per month.

**ORMOND-ON-THE-HALIFAX** — Ormond Beach Golf Club — Eighteen holes. Length, 6,017 yards. Sand greens. Operated by Florida East Coast Hotel Company. Professional, Geo. S. Merritt.

**DAYTONA (Seabreeze)** — Hotel Clarendon Golf Club — Nine holes (nine additional holes under construction).

Length, 3,100 yards. Sand greens. Club Secretary, Miss M. A. Bigelow. Visitors' charges, \$1.00 per day, \$4.00 per week, \$12.00 per month. Professional, A. J. Christie.

**ROCKLEDGE** — Rockledge Golf Club — Nine holes. Length, 5,096 yards. Sand greens. Club Secretary, R. L. Bradin. Visitors' charges, \$1.00 per day, \$4.00 per week, \$20.00 for season. Professional, Wm. Entwistle.

**MELBOURNE** — Construction of a nine-hole course now under way.

**HOBE SOUND (Jupiter Island)** — Jupiter Island Golf Club — Nine holes. Length, 2,850 yards. Sand greens. Club Secretary, Robt. M. Angas. Visitors' charges, \$1.00 per day, \$5.00 per week, \$12.00 per month. Professional, Joe Mitchell.

**PALM BEACH** — Palm Beach Country Club — Eighteen holes. Grass greens. Length, 5,719 yards. Club Secretary, H. M. Wing. Professional, Arthur H. Fenn.

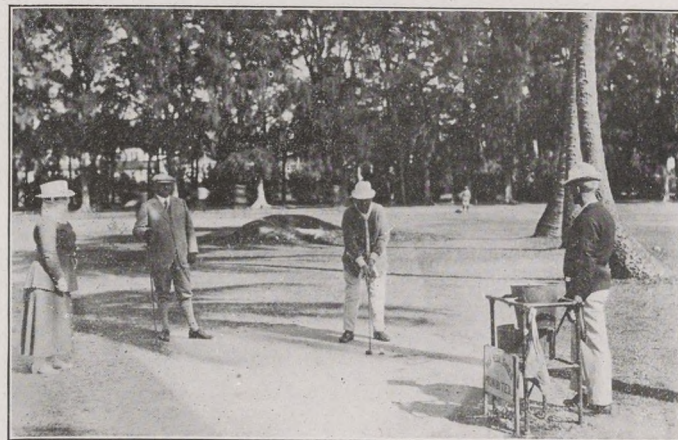
**Royal Poinciana Golf Club** — Eighteen holes. Length 4,925 yards. Sand greens. Operated by Florida East Coast Hotel Company. Secretary, H. M. Wing. Professional, A. H. Fenn.

**MIAMI** — Royal Palm Golf Club — Nine holes. Length, 3,118 yards. Sand greens. Club Secretary, R. H. Rutherford. Professional, Chas. B. Thom.

**MIAMI BEACH GOLF CLUB** — Eighteen holes. Length, 6,088 yards. Grass greens. Club Secretary, Henry K. D. Davis. Visitors' charges, \$1.00 per day, \$5.00 per week.

**HAVANA, CUBA** — The Country Club of Havana — Eighteen holes. Length, 6,100 yards. Grass greens. Secretary, F. J. Beaty. Visitors' charges, \$1.00 per day, \$25.00 per month. Professional, Chas. Boyle.

**NASSAU, BAHAMAS** — The Nassau Golf Club — Nine holes. Length, 2,511 yards. Sand greens. Club Secretary, Jno. W. Greene. Professional, James C. Ferguson.



NUMBER ONE TEE, ROYAL POINCIANA LINKS





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## FOR THE TENNIS ENTHUSIAST

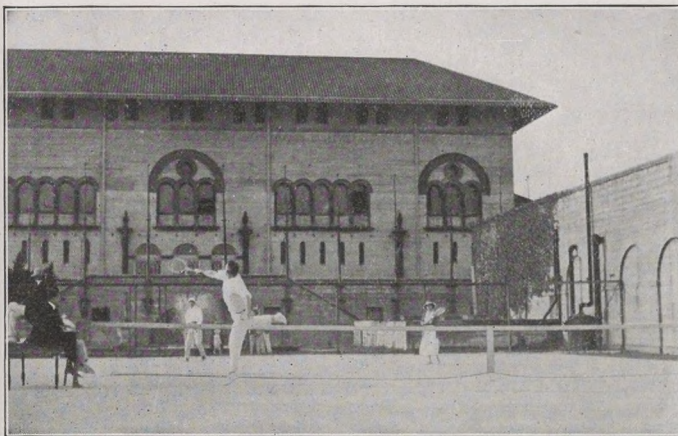
**T**ENNIS players have always been particularly fond of play on the East Coast of Florida, the climatic conditions being admirably suited to the game. The courts, resurfaced each year, are fine and tournaments are frequent.

At St. Augustine both the hotels, Ponce de Leon and Alcazar, have dirt courts, and tournaments are held twice a month. Those at the Ponce de Leon are in the west garden and the Alcazar courts are south of the casino.

The tennis conditions at Hotel Ormond are ideal, and the tournaments are so scheduled that they will not conflict with the tennis events being held at other Florida East Coast hotels.

At Palm Beach there are ten courts, always in the pink of condition, and located near the hotel verandas, which serve as ideal galleries during the interesting contests. The Annual Tennis Tournament for the championship of Florida is held under the auspices of the United States Lawn Tennis Association, on the Royal Poinciana courts, beginning, men's singles and doubles, March 2d-4th, and following days. The women's singles and doubles, February 25th, and following days. Mixed doubles and consolation singles follow the men's events as early in the week as conditions permit.

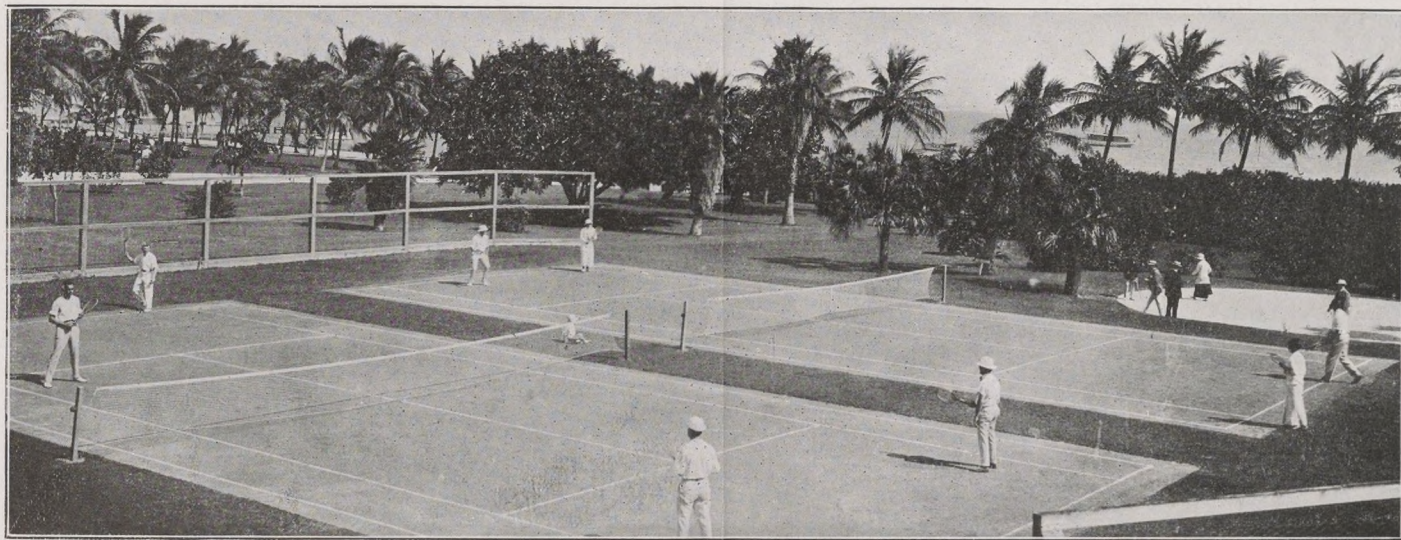
The Royal Palm courts at Miami are in the hotel grounds and are much enjoyed by the guests of the hotel. In addition to the Royal Palm courts the city of Miami maintains several public tennis courts in the city parks that are very



TENNIS ON THE ALCAZAR COURTS

popular with the lovers of tennis among the winter visitors.

The dirt courts of the Hotel Colonial at Nassau are unexcelled. Surface, backgrounds and windscreens leave nothing to be desired and this is one of the reasons why Nassau is fast becoming a winter tennis center. The turf courts of the Nassau Tennis Club are also available to visitors for play, and even during the crowded seasons one has no difficulty in getting a court. Tournaments are held almost weekly at the Hotel Colonial, and the Bahamas' Championship for challenge cups is held in February.



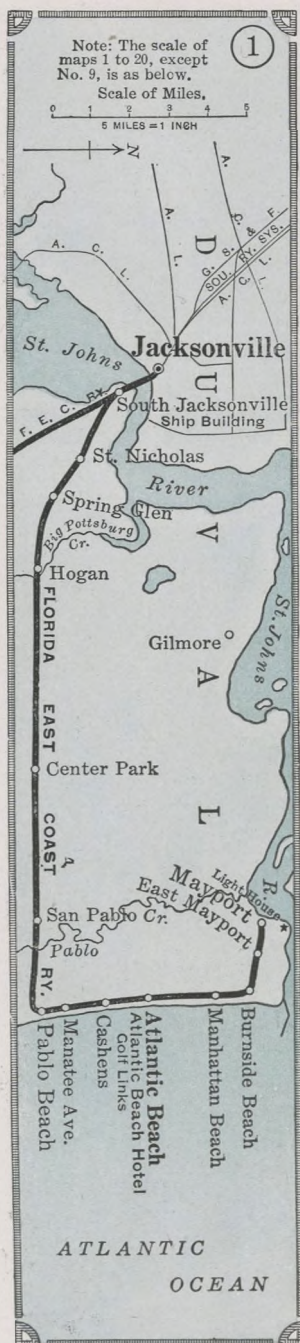
A TENNIS TOURNAMENT. ROYAL PALM COURTS, MIAMI





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southern people; also visited by many winter tourists. Splendid surf-bathing, fishing and other amusements.

*Ocean View*—W. H. Adams; open entire year; accommodates 100. Located directly on the ocean front. Rates, \$3 up per day; \$15 to \$18 per week. One-thousand-room bath-house, deep well, artesian water. Sea foods a specialty.

*Pablo Beach Hotel*—R. E. Dent; open entire year; accommodates 25. Rates, \$2.50 per day; \$10.00 to \$12.00 per week.

*Perkins House*—Mrs. M. E. Perkins, accommodates 50; rates, \$2.00 to \$2.50 per day; \$12.00 to \$15.00 per week. Three-hundred-room bath-house in connection with hotel.

## ATLANTIC BEACH

20 miles from Jacksonville  
One-way fare, 50 cents  
Round-trip fare, 60 cents

The most northern of the Florida East Coast beach resorts. Famed for its invigorating climate, pure artesian water, excellent fishing from the jetties and ocean pier, its wide automobile beach speedway, golf links, tennis courts and the usual accessories of a splendid beach resort.

*Atlantic Beach Hotel* is distinguished by being open all year. Besides being an ideal winter playground, it is the most famous summer resort on the South Atlantic beach. Now managed by W. H. Adams, lessee, formerly of Ocean View Hotel, Pablo Beach, Fla. The table is well supplied with a variety of sea foods. Real Southern cooking is here found in perfect form. "A home away from home." Rates, \$4 a day and up, American plan. Special weekly rates.

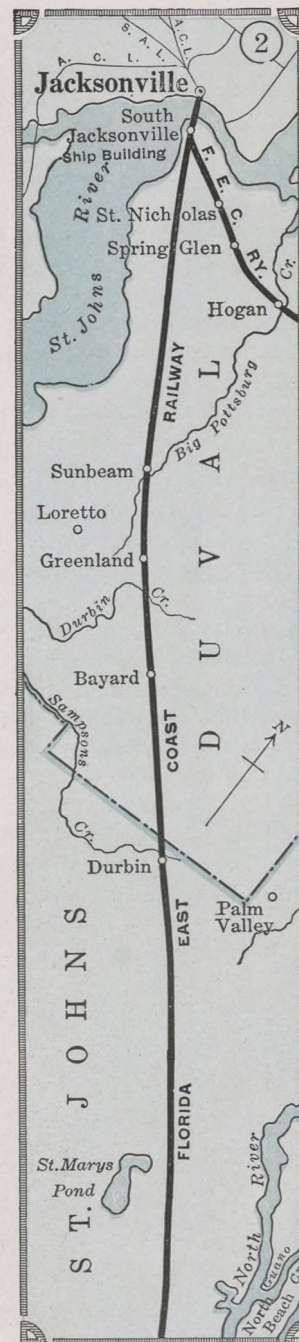
*Murphy House*—Opposite station. Accommodates 20; rates, \$2.00 up per day; special weekly. B. A. Murphy, proprietor.

## MAYPORT

26 miles from Jacksonville  
One-way fare, 65 cents  
Round-trip fare, 75 cents

The terminus of the Mayport Branch at the mouth of the St. Johns River. The large coal docks of the Railway Company are located here. The St. Johns River lighthouse is close by. A favorite resort for deep-sea fishing.

*Daniels Hotel*—Mrs. J. V. Daniels; accommodates 40; rates, \$2 per day; \$10 per week. From South Jacksonville the main line of the railway extends southeasterly through pine lands, passing the stations of Sunbeam and Greenland to







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## BAYARD

15 miles from Jacksonville  
One-way fare, 45 cents  
Round-trip fare, 90 cents

there are a number of turpentine stills and small truck farms.

*Wings Hotel*—C. W. Wing; open all the year; accommodates 30; rates, \$1.50 per day; \$7.00 per week. Located near the station.

## ST. AUGUSTINE

37 miles from Jacksonville  
One-way fare, \$1.10  
Round-trip fare, \$2.20.

The ancient city makes so many appeals to the traveler that to enumerate them all, with justice to each, is difficult. The oldest city in the United States, it has a wealth of historic lore. St. Augustine is as quaint as a wooden shoe. Founded in 1565, by Pedro Menendez de Aviles, it has passed successively under Spanish, English and American rule. Four hundred years of occupation by a romantic people has filled the city with many a historic pile to excite the interest and admiration of the visitor. The old buildings are constructed of native coquina and the newer ones of coquina shell mixed with sand and cement to form a concrete. In some of the narrow streets there are still quaint little old houses, with overhanging balconies, that make one think he has been suddenly transported to some half-forgotten city of long ago. To the natural advantages that attracted Ponce de Leon four hundred years ago, have been added the luxury and comfort of a twentieth century city. The modern buildings are picturesque as well, following, generally, the Spanish and Moorish type of architecture — in all there is a pleasant blending of the best of the old and the new. Despite the time that has passed and been forgotten and during which St.



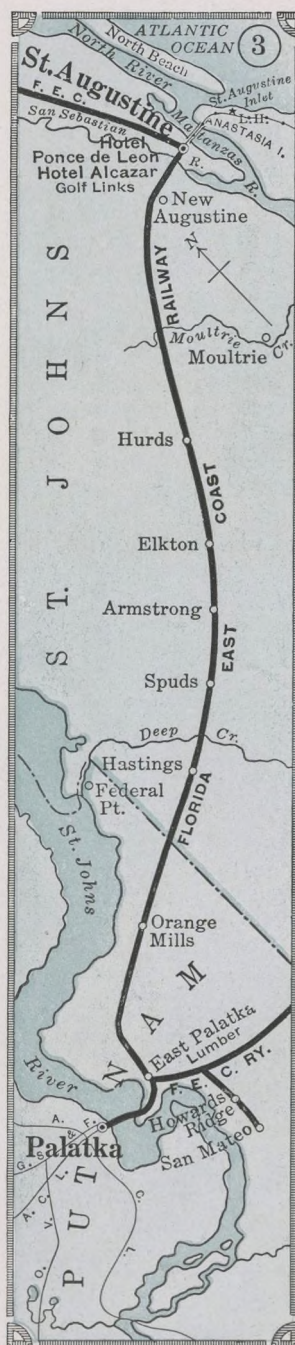
A ST. AUGUSTINE STREET

Augustine has stood, the city is today one of the most up-to-date and progressive in Florida. It has a live Chamber of Commerce, composed of the business men from all over the county; has miles of paved streets, with a brick road from one end of the county to the other. It is the home of the State Institute for the Deaf and Blind, the St. Joseph's Academy and the winter home of the Keewatin Academy of Wisconsin. It has recently adopted the Commission-Manager form of Government and has appointed a city plan board, the duties of such board to procure and suggest plans for the arrangement of the city, with a view to its general improvement, future growth and advancement.

The climate of St. Augustine seems to be exactly suited to human requirements. The mean annual temperature is 68 degrees. The monthly mean temperature for July and August, the hottest months, is 80 degrees, and for January and February, the coldest months, it is 59 degrees. The annual rainfall is 48.4 inches. Oppressive heat or sunstroke is unknown.

An equalizing breeze from the ocean, prevailing winter and summer, prevents sudden changes and makes the out-of-doors always pleasant and bracing. A general average shows two hundred and thirty-five clear days a year and disagreeable weather seldom lasts more than one or two days.

St. Augustine is a natural playground. The play spirit takes possession of you when you arrive and regardless of how tired you may have thought you







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were, your nerves and muscles wake up in this bracing outdoor climate and again you feel the spirit of youth.

If you like golf you will find three good courses here and the finest golf climate to be found anywhere in the world.

Boating is particularly fascinating because of the extensive territory that may be covered and on account of the millions of waterfowl encountered in every direction. The bay is fine for sailing and the rivers and canals are navigable for hundreds of miles. For the more venturesome, the great Atlantic rolls scarcely a mile away and is easily accessible from the bay through the inlet.

For automobiling there are miles of hard-surface roads winding through a most picturesque country, and on the ocean beach there is a natural speedway, as hard and as smooth as asphalt, extending twenty miles down Anastasia Island, on which sixty miles an hour is both safe and lawful.

The winter resort life of St. Augustine and its attendant social activities center around the hotels and the Alcazar Grill. The hotels Ponce de Leon and Alcazar are famed among the noted resort hotels of the world. In architectural magnificence, in the richness of their decorations and colorings they are palatial. In service and appointments they represent everything for which the high standard of the Florida East Coast Hotel Company is noted.

*Hotel Ponce de Leon* — The Hotel Ponce de Leon is doubtless the most celebrated hotel in the world. At the time it was built it was the most artistic and probably the most expensive hotel building ever constructed, and although in operation over twenty-five years, the management have kept abreast with the times and it is still thoroughly modern and up-to-date. Designed by Carrere & Hastings, of New York, it is so planned that from no point of view are the forms and color other than pleasing. It is of Spanish renaissance style, with flattened domes, towers, broadly projecting eaves, red tile roof, a courtyard, surrounded by loggias and filled with tropical plants. The entrance in the center of the one-story portico, on the Alameda, is designated by two independent gate-posts, on each one of which, carved in high relief, is a lion's masque. It is the heraldic lion of Leon, that sturdy Spanish town which so long and so bravely withstood the Moors; it is an emblem, too, of the doughty warrior, Juan Ponce de Leon, proclaimed in his epitaph, "a lion in name, a lion in heart." About the full-centered arch in the gateway, repeated in the spandrels of the panel arches, is the stag's head, which was the sacred totem of Seloy, the Indian village, on the site of which St. Augustine was built. From the gateway or the court the towers are seen for the first time in their full proportions. Each side of the square tower is pierced



TEA GARDENS, HOTEL PONCE DE LEON





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near the top with an arched window opening upon a balcony, reminding us of the balconies of Mohammedan mosques; and from them, at morning, noon or nightfall, we might almost expect to hear the muezzin's call to prayer. From the rotunda a broad stairway of marble and Mexican onyx leads to a landing from which is entered the dining hall. In delightfully antique letters, set in mosaic in the floor of the landing, is the aptly-chosen verse of welcome, taken from Shenstone:

*Who'er has travel'd life's dull round,  
Where'er his stages may have been,  
May sigh to think he still has found  
The warmest welcome at an inn.*

On each end, north and south, of the central dining hall is a panel of dancing cupids, with roguish faces and outstretched hands, representing the feast; some extend clusters of luscious grapes and bread and cups of wine in welcome to the guests, while others ladle steaming olla from great Spanish caldrons. On the wall above are pictured ships of Spain, with sails full set and gracefully waving streamers and pennants; they are the high-pooped Spanish caravels of the sixteenth century, just such vessels as that in which Ponce de Leon came to Florida in his search for the fountain. On the pendentives between the stained-glass windows allegorical paintings represent the Four Seasons. The ground parlor decorations

are in ivory-white and gold, with frescoes by Tojetti of cupids and garlands.

*Hotel Ponce de Leon*—Under the management of Mr. Robert Murray; opens Saturday, January 5, 1918; closes Saturday, April 6, 1918.

*Hotel Alcazar*—On the south side of the Alameda, opposite the Ponce de Leon, and facing it, is the Hotel Alcazar, hardly less interesting architecturally, although differing in design and treatment. This hotel is built around a very wonderful court, in the center of which is a vine-clad pool, with a series of fountains playing in the center and along the sides. Palms and rare flowers, walks and a rustic bridge brighten the woodland suggestion; and in the evening, when illuminated by an artistic arrangement of electric lights, it is indeed a fairy spectacle. This court is surrounded by an arcade upon which open the Alcazar Grill and shops and offices. One approaches the Alcazar through winding walks, bordered with hedges and rich blooming flowers. The building itself takes in a whole square, is four stories high, and the entrance is flanked on either side by towers. One of the attractions at the Hotel Alcazar is the dances, which are given in the spacious parlor ball room and are patronized by guests of both hotels and town society. The interesting grill room is another attraction and it is growing more popular each season. The service is



THE ST. AUGUSTINE LINKS





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AFTERNOON TEA IN COURT, HOTEL ALCAZAR

up-to-date in every respect and it is thronged until midnight from the beginning until the close of season.

**Hotel Alcazar**—Under the management of Mr. Wm. McAuliffe; opens Monday, December 10, 1917; closes Saturday, April 20, 1918.

**The Alcazar Baths**—The Alcazar Baths are the only curative baths in the world available from December to April under such satisfactory conditions. In the first place they are complete in every detail, provided with all the appliances for the various treatments, including hydrotherapy, mechanotherapy, electrotherapy, tonic, Turkish, steam spout, Roman, Russian, hydroelectrical, spout, massage, saline, sulphur and hot and cold Nauheim baths; a special room, complete in every detail, for the treatment of heart disease under the Scott System of resistance movements.

**The Alcazar Casino**—The Alcazar Casino is a veritable temple of amusement, a fitting complement to the hotel and a decided factor in the social life of the old town. The swimming pool is unusually large and well arranged and a series of water sports is provided during the season. The casino band plays mornings and evenings, which is a pleasant accompaniment for bathing and dancing. The entrances are from both Cordova and Granada streets and from the rotunda of the hotel.

**The Barcelona**—A. N. Blair; season, November to May; accommodates 70; rates, \$3.50 per day; special by the week. Delightfully located, corner Carrera and Sevilla streets. Rooms with bath or running water. Steam heated throughout.

**Bay State Apartments**—W. P. Oliver; singly or en suite. Centrally located near the bay.

**Bennett House**—R. M. Bennett; accommodates 150; rates \$4.00 per day up; \$18 per week up. Centrally located on the bay front, with splendid outlook over the water.

**The Buckingham**—Wachenhusen & Maust; accommodates 125; directly opposite Alcazar gardens. Tenth season under same management. Open December to May; rates, \$3.00 per day up; special by the week. Steam-heated, running water and private baths.

**Campbell House**—No. 50 Marine Street, overlooking the bay. Furnished rooms with or without housekeeping privileges. Laundry and garage conveniences. Rates by day, week or season. John T. Campbell; accommodates 30.

**Chautauqua**—M. Friedman; King Street, near seawall; accommodates 40. Rooms only; 75 cents per day up; special weekly.

**Craddock House**—No. 91 Bridge Street; Miss J. B. West; accommodates 30; rates, \$1.50 to \$2.00 per day; \$8.00 to \$10.00 per week; open all the year. Conveniently situated near business part of the city.

**Dixie Highway Inn**—St. George Street; accommodates 50. Rooms only. New house; hot and cold running water; private baths. David Gerstel. \$1 up. European; special weekly.

**Dunham House**—131 Marine Street; accommodates 40; open November to May; rates, \$1.75 to \$2.00 per day; \$9.00 to \$16.00 per week. Pleasantly located on the bay, near the State Arsenal. Mrs. D. L. Dunham, proprietor.

**Granada Hotel**—Mrs. J. S. Baker; accommodates 150; rates: American plan, \$3.00 per day up; European plan, \$1.00 per day up; special weekly. Located on King Street, opposite Hotel Ponce de Leon.

**Kenwood**—Mrs. E. C. Aylward; accommodates 40; open November to May; rates, \$2.50 to \$3.50 per day; special weekly. Centrally located, near seawall.

**Keystone Hotel**—Mrs. L. J. Boyes; accommodates 90; rates, \$2.50 to \$3.50 per day; special weekly. Centrally located on King Street, near the large hotels and only two blocks from station and postoffice.

**La Posada**—D. J. Bridger; accommodates 50; rates, \$1.50 per day; \$7 to \$8 per week.

**Lyon Building**—Corner King and St. George streets; rooms and apartments; O. B. Smith, president; accommodates 100. Opposite postoffice and Plaza. Rates on application.

**Magnolia Hotel**—Palmer & MacDowell; accommodates 350; rates, \$3.50 up per day; special weekly. 50 suites with private bath; \$4.50 to \$7.00 per day; 100 rooms with hot and cold running water. Pleasantly and centrally located on St. George Street, one block from the postoffice and Plaza.

**Marion Hotel**—Henry Muller; accommodates 150; open all year; rates, \$2.50 per day up; special weekly. Steam-heated, electric lights and bells, hot and cold running water in every room, private baths; overlooking bay and ocean.

**Monson**—F. S. Monson; delightfully located on bay front overlooking the ocean; open all the year; new, modern in every detail; fireproof construction; built in 1915; new addition of 30 private suites in 1916; capacity 150. Hot and cold running water in every room. Steam heat, electric lights and bells; rates, \$3.50 per day up; special weekly.

**Ocean View**—H. E. Hernandez; located on the bay; with splendid water view; accommodates 75; open all the year; consumptives not taken; American plan, \$2.00 per day up; European plan, \$1.00 per day up; \$8.00 to \$17.50 per week.

**Private Board**—63 Orange Street, one block from Fort Marion and car line. Mrs. M. L. Shorter. Large rooms and verandas; home cooking. Rates, \$2.00 per day; special weekly.

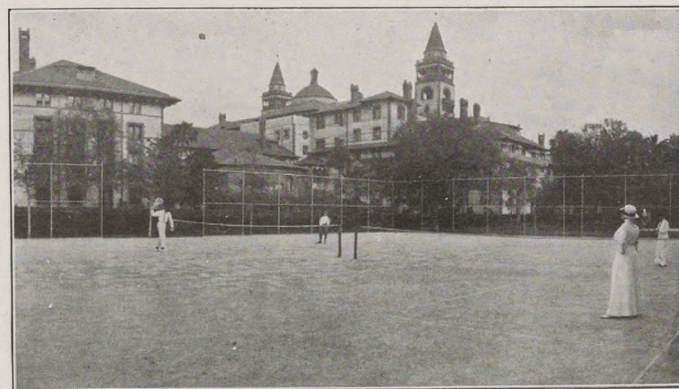
**Royal Hotel**—A. Williamson; accommodates 40; rooms only; \$1.00 per day up; special weekly. Located on Orange Street, near Fort Marion. Meals served at Royal Cafe, Cathedral Place.

**Sevilla Cottage**—30 Sevilla Street; Mrs. C. L. Walker; accommodates 30; rates, \$2.00 per day up; special weekly. Nicely located on residential street, near postoffice, Plaza and points of interest.

**Spear Mansion**—St. George Street; Mrs. A. R. Spencer; open all the year; rates, \$2.50 and up per day; special weekly.

**St. George Hotel**—Dudley & Hill; accommodates 200; open November to May; rates, \$3.00 per day, without bath; \$4.00 to \$5.00 per day, with bath; special weekly. Spacious porches overlooking beautiful lawns.

**Valencia Hotel and Cottages**—No. 276 St. George Street; accommodates 75; Mrs. and Miss Eckert; rates \$3 to \$7 per day; \$18 to \$35 per week. Pleasantly situated on St. George Street, with large verandas first and second floors, and gardens. Steam-heated, open fires in living rooms; electric lights. Write for folder; special rates for cottages, suites, and holiday season.



THE SPLENDID TENNIS COURTS, HOTEL PONCE DE LEON





# Florida East Coast Railway Company

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**The Vanaman**—Mrs. C. D. Vanaman; located on Granada Street, opposite Hotel Alcazar; a first-class, up-to-date rooming house. Rooms and baths supplied with running soft water. Rates from \$10.00 to \$15.00 per week.

**Seaside Inn**—J. R. Andrews, proprietor. Located on St. Augustine Beach, St. Augustine, Fla. Hotel overlooking Atlantic Ocean. Open all year, \$2.50 per day and up; special weekly. Steam heat, electric lights, hot and cold running water in every room. Bath-house accommodations day or night. Eight miles hard beach for carriage or auto drives. Hotel reached by trolley car or auto. Electric car service between St. Augustine and St. Augustine Beach every thirty minutes.

St. Johns County is a most favored section for the successful pursuit of agriculture. It is bounded on the east by fifty-odd miles of the Atlantic coast, on the west by the St. Johns River, with small rivers and creeks running through it in many directions. It is entirely within the artesian water area, and flowing wells can be obtained at a depth of from one hundred and twenty-five to one hundred and seventy-five feet at an expenditure of about one dollar per foot. As the top soil is a sandy loam, with a clay subsoil, it is easy to irrigate a forty-acre farm by means of one four-inch flowing well.

## ELKTON

47 miles from Jacksonville  
One-way fare, \$1.40  
Round-trip fare, \$2.80

The first station in the famous potato section. The surrounding country contains some of the most fertile land in the State. Thousands of acres await the settler. Ten miles only from St. Augustine on the brick highway and a new drainage canal in course of construction. Small game abounds. Over three hundred carloads of potatoes shipped from Elkton during month of May.

## HASTINGS

54 miles from Jacksonville  
One-way fare, \$1.60  
Round-trip fare, \$3.20

Only fifteen or twenty years ago it was discovered that the soil in and around Hastings was peculiarly adapted to the raising of Irish potatoes for the early market, and from a small beginning the potato industry in the Hastings, Elkton and East Palatka district has grown until 750,000 barrels were shipped from the territory during the months of May and June, 1917.

**Hastings Hotel**—Chas. Silva; accommodates 60; rates, \$2.00 per day up; \$10.00 per week up. A modern brick building, opposite railway station.

## EAST PALATKA

62 miles from Jacksonville  
One-way fare, \$1.85  
Round-trip fare, \$3.70

This station is the junction point where connection is made with the branch line trains for Palatka proper, at the west side of the St. Johns River, and for San Mateo.

Is in the potato belt; an ideal farming country; brick roads. "The Gem City," so called, is the county seat of Putnam County, and is a progressive city of several thousand inhabitants and the head of deep water navigation of the St. Johns River. It is here that tourists take the steamboats for the Ocklawaha River trip. Palatka is served by four railway lines.

**Brakeman House**—316 Kirkland Street; R. R. Brakeman; accommodates 12; rates, \$1.00 per day; \$6.00 per week.

**Devereux House**—115 S. Fourth Street; E. P. Chamberlain; accommodates 10; rooms and apartments furnished. Moderate rates.

**Hotel James**—A new buff brick hotel of 32 rooms, 16 with private bath; open year round, on the European plan; rooms \$1.00 to \$1.50 per day; Cafe on ground floor; Robert James, proprietor.

**Kupperbush Hotel**—Chas. Kupperbush; accommodates 50; rates, European plan, 50 cents to \$1.00 per day and up. Modern, hot-water heat, baths and electric lights.

**Metcalfe House**—Mrs. Willie Metcalfe; accommodates 30; open all the year; rates, \$1.50 to \$2.00 per day; special weekly. Located in most attractive part of city, near park and public buildings.

**Putnam Hotel**—G. L. Crawford; accommodates 300; open all the year. All modern conveniences. Pleasantly and centrally located, adjoining City Hall Park, opposite postoffice. Rates, \$3 per day and up; \$15 per week and up.

**Saratoga**—H. J. Goldsmith; accommodates 75; rates \$2.25 per day; special weekly. Conveniently located near business center, with large sunny rooms, well heated; open all the year.

## SAN MATEO

66 miles from Jacksonville  
One-way fare, \$1.95  
Round-trip fare, \$3.90

A small village, nicely situated on a bluff overlooking the St. Johns River, among pine woods, with several large orange and grapefruit groves in the immediate vicinity.

**Idlewild**—Mrs. S. J. Phillips; accommodates 10; rates, \$2 per day; \$10 to \$12 per week.

**Palms**—Mrs. F. A. Bailey; accommodates 10; rates, \$2.00 per day; \$8.00 to \$10.00 per week.

## ESPANOLA

82 miles from Jacksonville  
One-way fare, \$2.45  
Round-trip fare, \$4.90

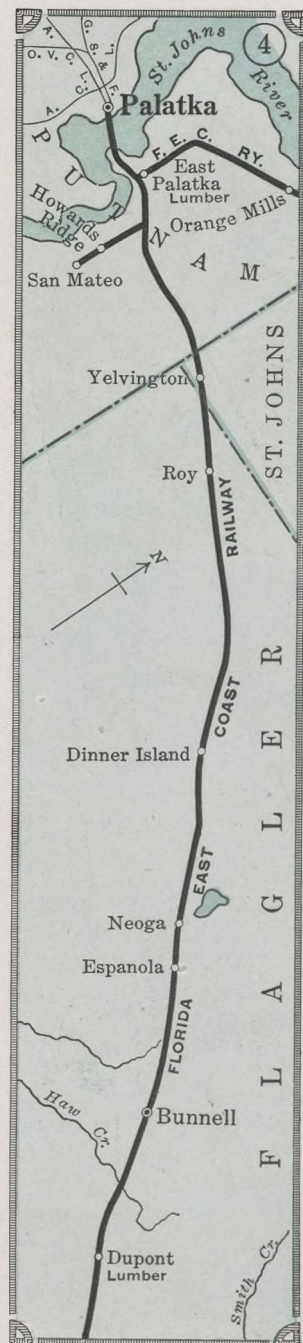
A small village, with farming and trucking the principal occupation. Good water and very healthy.

**Espanola Inn**—J. E. Safriet; accommodates 15; rates, \$2.00 per day; special weekly.

## BUNNELL

87 miles from Jacksonville  
One-way fare, \$2.60  
Round-trip fare, \$5.20

County seat of the newly created Flagler County and headquarters for the Bunnell Development Company and one of the busiest little towns in this section, with good hotels, stores, bank, school, electric lights, etc. Small farms in the immediate vicinity, with good hunting. During the past year the Bimini drainage district has been established, having for its purpose the drainage of

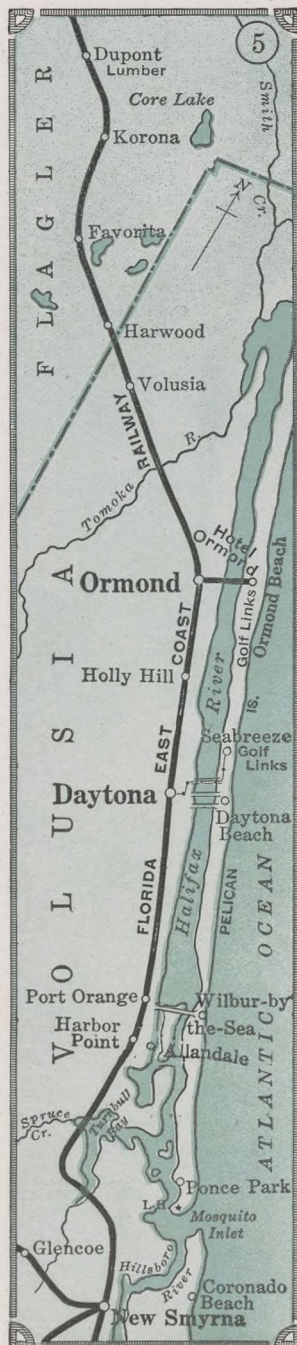






# Florida East Coast Railway Company

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53,000 acres, making the entire acreage adjacent to Bunnell available for farming purposes. Only seven miles from the ocean, with a new brick highway to the beach.

*Pine Grove Inn*—Mrs. S. M. Bostree; accommodates 30; rates, \$2 per day; special weekly.  
*Halcyon Hotel*—Mrs. Byrd; accommodates 40; rates, \$1.00 to \$2.50 per day; \$10.00 per week; open all the year; twenty minutes to beach; fine hunting and fishing.

## DUPONT

90 miles from Jacksonville  
One-way fare, \$2.70  
Round-trip fare, \$5.40

Dupont has a population of about two hundred and fifty, a large sawmill and naval stores company, principal products being lumber and naval stores, and is also the junction point with the Dupont Florida Central Railway Company, owners of a large tract of farm and timber land in Haw Creek district. Thousands of barrels of potatoes as well as cabbage, celery and other produce are shipped from this station. Excellent quail and turkey shooting and fresh-water fishing.

*Tippecanoe Inn*—G. A. Pacetti; accommodates 40; rates, \$2.50 to \$3.50 per day; \$12.00 to \$18.00 per week. Hot and cold running water, private bath, electric lights.

## VOLUSIA

99 miles from Jacksonville  
One-way fare, \$3.00  
Round-trip fare, \$6.00

A new, clean, attractive and healthy settlement, with hotel, good stores, school, church and water works. Close to Dixie Highway.

*Volusia Inn*—Mrs. H. F. Bott; open all the year; accommodates 20; rates, \$2.00 to \$2.50 per day; special weekly rates for tourist and hunting and fishing parties.

## ORMOND

104 miles from Jacksonville  
One-way fare, \$3.15  
Round-trip fare, \$6.30

Ormond is noted for its picturesque drives, bicycle and automobile trails, its many beautiful



GOLF BESIDE THE SEA, HOTEL ORMOND

orange and grapefruit groves and for its hard, smooth beach on which the first automobile speed races were held, and more recently for its splendid eighteen-hole golf course. It is on the Halifax River and is connected with the peninsula by a bridge. The climate is of a moderate quality, which permits one to come early and stay late. The month of April is delightfully cool and pleasant, and the records show that the mean temperature during the month is about 70 degrees. Short excursions from Ormond up the Tomoka River and by automobile, or on horseback, are very popular. One never tires of the fascination of tropical Tomoka.

*Hotel Ormond*—Ormond Beach—The hotel is beautifully situated on the peninsula and facing the Halifax River. Express trains during the winter season cross the Halifax River to Hotel Ormond, and passengers may leave or board the train at the hotel entrance. From other trains passengers are transferred by automobile bus from Ormond Station. Porters of Hotel Ormond meet all trains and carefully look after the transfer of baggage. For the convenience of guests the railway and Pullman ticket office and the Western Union Tele-



OBSTACLE GOLF, HOTEL ORMOND





# Florida East Coast Railway Company

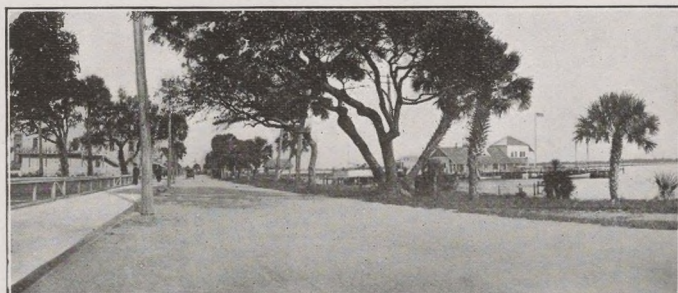
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SADDLE HORSES AT HOTEL ORMOND ARE ROAD TRAINED

graph office are located on the main floor of the hotel opening off the lobby.

There is an atmosphere of homelike comfort at Hotel Ormond, which obtains to a greater degree than perhaps at any other resort hotel. Many of the guests have been going to Ormond for years and the newcomers are taken in to form one great happy family. Additional bathrooms have been added from time to time until now it has its full complement. The livery service in connection with the hotel consists of saddle horses from Bretton Woods, N. H., thoroughly road trained. There is also a well-equipped garage and automobile livery, with competent drivers.



ALONG THE HALIFAX RIVER NEAR ORMOND

*Hotel Ormond*—Under the management of Mr. D. J. Trudeau; opens Monday, January 7, 1918; closes Tuesday, April 2, 1918.

*Mildred Lodge*—A. M. Watson; accommodates 35; open all the year. Pleasantly located, overlooking the beautiful Halifax River. Rooms with or without bath; rates, \$2.00 per day and up; \$12.00 per week and up.

*Rose Villa*—Mrs. Frank Mason; accommodates 14; open October to May. Conveniently located on Granada Avenue, near postoffice. Rates, \$2.00 and \$2.50 per day; \$12.50 to \$15.00 per week.

*Bretton Inn*—J. P. Vining; accommodates 120; rates, \$3.00 to \$4.00 per day; special weekly. Bretton Inn is situated on a bluff overlooking Ormond-Daytona Beach, where automobiles are constantly coming and going and as far as the eye can reach the white lines of tumbling surf are rolling and breaking.

## DAYTONA

110 miles from Jacksonville  
One-way fare, \$3.30  
Round-trip fare, \$6.60

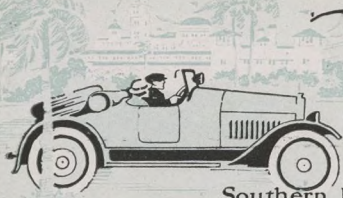
No word pictures can convey a true impression of the real charm and beauty of this unique and attractive southern city. It is one of the prettiest spots in

Florida, built in a forest of oaks, palmettoes and glossy magnolias, with all the charming features of a park reserve; the residences appear to be incidental to the park-like appearance, rather than the main feature. Fronting Daytona, on the east, is the beautiful Halifax River, with about two miles of water front. Beach Street, on which is located the postoffice and principal shops, and the Casino Burgoyne, is separated from the river by a fine cement esplanade and seawall and forming at night with the myriad of lights Daytona's "Great White-way," with the green shore of the peninsula beyond. Casino Burgoyne, the gift of one of the city's benefactors, is open and free to all alike and concerts are given therein daily throughout the season. Across from Daytona, on the peninsula, are located Seabreeze and Daytona Beach, with four bridges crossing the Halifax River, and a street car line operating from one end of Beach Street across one of the bridges to Seabreeze. The present city of Daytona was founded in 1870, and was first named Tomoka. About a year later, however, the present name was substituted. Daytona is primarily a cottage city, and has a great number of handsome private residences. Hotel accommodations range from extreme simplicity and low prices to the elegance of the newer hotels which rank with the best elsewhere. Furnished rooms may be secured by those who prefer to do light housekeeping.



AN INTERESTING POINT NEAR HOTEL ORMOND





# Florida East Coast Railway Company

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RIVER FRONT, DAYTONA

Game of all kinds abounds in the wooded district just west of the city. Boat lines make the trip from Daytona up the Tomoka River and to Mosquito Inlet.

*The Bennett*—Albert Bennett; accommodates 80; rooms with running water, private baths; rates, \$3.00 per day up.

*City Hotel*—H. & H. C. F. Dohm; accommodates 50; European plan; rates, \$1.00 per day up; always open.

*Cleveland*—Mrs. S. B. Green; rooms only; rates on application.

*Colonial*—Ridgewood and Third avenues; R. F. Gibbons; open December to May; accommodates 60. Excellent table; steam heat, hot and cold running water in rooms, with or without private bath. Rates, \$2.00 per day up; \$10.00 per week up.

*Despland Hotel*—L. M. Waite; open January to April; accommodates 250; rates, \$4.00 per day up; \$21.00 per week up. Pleasantly and centrally located, corner Magnolia and Palmetto streets.

*Fairview*—46 Fairview Avenue; Miss N. L. Lynch; accommodates 12. A private home, open from December to May, and nicely located near the Halifax River. Has all modern conveniences and select table; rates on application.

*Flagler*—413 North Beach Street; Chas. E. Luther; accommodates 30; rates, \$1.50 per day; \$9.00 weekly. Hot and cold water, electric lights. Street cars pass door; automobile meets all trains.

*Hamilton*—I. M. Mabbette; accommodates 70; steam heat, electric lights and bells, with or without private bath; rates, \$2.50 per day up; special weekly.

*Howard*—29 Volusia Avenue; Lee Henwood; accommodates 65; rates, \$2.50 per day; special weekly; open October to May.

*Islington*—18 South Ridgewood Avenue; Mrs. J. B. Parkinson; accommodates 40. Beautifully located in best residential part of Ridgewood Avenue, one block from railway station; easily accessible to all points of interest. All modern conveniences; rates, \$3.00 per day up; special weekly.

*Ivy Lane Inn*—W. W. Foltz; accommodates 70; rates, \$3.00 to \$5.00 per day; \$17.50 per week and up. Centrally located.

*La Vergue Mansion*—La Vergue Edwards; rooms only, first class, modern kitchenette, hot and cold water and heat; accommodates 30; rates, \$1.00 per day up.

*Lyndhurst*—Second Avenue, near Beach Street; R. W. and J. H. Ball; accommodates 50; open December to May; hot and cold water in all bedrooms, steam heat; rates, \$2.50 per day; \$12.00 to \$15.00 per week.

*Magnolia*—Mrs. Celeste Hinks; accommodates 50; rates, \$2.50 per day up; special weekly.

*Morgan*—Mrs. P. B. Smith; accommodates 50; rates, \$2.00 per day up; special weekly.

*Myrtle*—21 Myrtle Avenue; H. Hoffman; accommodates 20; rates, \$2.00 per day; \$10.00 to \$12.50 per week. Located in center of city, near all transportation lines.

*New Cables*—S. H. Moseley; accommodates 100; new hotel with all modern conveniences; centrally located. Rates, \$2.00 per day; \$10.00 per week up.

*Oaks*—111 Ridgewood Avenue; Mrs. Silvernail; accommodates 60; rates, \$2.00 per day up; \$12.50 to \$17.50 per week up. Pleasantly situated two blocks from station.

*Orange Villa*—S. & C. Cass; accommodates 50; rates, \$2.50 per day; \$15.00 per week up. Public and private baths; running water and heat in all rooms. Choice location. Northern cooking.

*Osborne House*—15 Orange Avenue; A. Osborne; accommodates 50; rooms only; open all the year. Centrally located, next door to postoffice. Rates, 50 cents to \$1.00 per day; \$3.00 to \$7.00 per week.

*Pines Hotel*—340 South Ridgewood Avenue; M. I. O. Hinsky; accommodates 50; rates, \$2.00 per day up; special weekly. Nicely located on Ridgewood Avenue, three and one-half blocks from postoffice.

*Prince George*—Hilyard & Holroyd; accommodates 150; rates, \$3.00 per day up.

*Prospect*—Mrs. M. S. Jackson; accommodates 45; located on Ridgewood Avenue opposite the Ridgewood Hotel; rates, \$15.00 to \$25.00 per week.

*Ridgewood*—Ridgewood Avenue; E. P. Woodbury; open January to April; accommodates 225. 100 rooms with private baths. Orchestra, dancing, tennis, golf. Rates, \$4.00 per day up; special by the week or month.

*St. George Apartments*—W. W. Austin; first class, modern apartments; rates on application.

*Schmidt's Hotel*—Henry Schmidt & Son; accommodates 100; open October to May; rates \$2.50 to \$3.50 per day; special weekly; rooms with or without bath, southern exposure, fronting Halifax River.

*Seville*—Mrs. N. M. Purdy; accommodates 40; rates, \$3.00 and up per day; \$15.00 and up per week.

*Tourist Hotel*—S. Bennett; accommodates 100; rates, \$2.50 per day up; special weekly. Steam heat, hot and cold running water in each room.

*Troy*—Mrs. M. Troy; accommodates 60; rates, \$2.00 per day; special weekly. Centrally located, two blocks from the station.

*Virginia Villa*—E. M. Brown; accommodates 40; a moderate-rate family house. Home cooking; all conveniences; centrally located. Rates, \$1.50 per day; special weekly. Auto meets train. Open October to May.

*Williams*—T. F. Williams; accommodates 30; rates, \$2.00 to \$3.00 per day, European plan; \$4.00 to \$5.00 per day, American plan.

*Wilmer Apartments*—W. C. Branch; furnished housekeeping apartments, \$75.00 to \$200.00 for season.

*Windsor Hotel*—South Beach Street; Jas. H. Baker & Son; accommodates 50. Located on the Halifax River. All modern improvements. Open December 15 to April 15. Rates, \$2.50 per day up; special for long period.

## DAYTONA BEACH AND SEABREEZE

Railroad Station, Daytona

Are separate municipalities on the ocean beach across from Daytona. The Halifax Peninsula at Seabreeze and Daytona Beach is one-half mile wide

from river to ocean and presents a succession of ridges rising from twenty to thirty feet above the ocean and river embankments. The atmosphere is surcharged with the salty tonic of the sea. Malarial conditions are unknown.

### HOTELS AT DAYTONA BEACH:

*The Breakers*—N. M. Kurtz; accommodates 60; located on Ocean Avenue, one-half block south of Fishing Pier, directly on ocean front. Open all the year. Hot and cold water; electric lights and bells, and steam heat in every room. Hot salt baths. Rates, \$2.00 per day up; special weekly.

*Clenwood*—F. A. Griffith; accommodates 50; rates, \$2.00 per day; special weekly.

*Hotel Greystone*—Mrs. H. A. Keffer; accommodates 60; rates, \$2.50 per day up; special by the week and for parties.

*Kentucky*—Burgin & Embury; accommodates 60; rates, \$2.00 to \$3.00 per day; special by the week.

*Lone Bay Inn*—Mrs. I. Dougherty; rates, \$1.00 to \$1.50 per day; special weekly.

*Neptune*—L. H. Merryday; accommodates 75; rates, \$2.50 per day up; special by the week.

*Seaside Inn*—On the ocean front; J. P. Glenn; accommodates 125; rates, \$2.50 per day up; special by the week and for parties.



TOMOKA CABIN. A FASCINATING RIVER TRIP





# Florida East Coast Railway Company



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RIVER SHORE DRIVE, ALLANDALE

*Oyama*—Thos. Oyama; accommodates 25; rates, \$1.50 per day; special weekly.  
*Pinehurst Apartments*—Mrs. W. H. Freeman; housekeeping apartments with all modern improvements; rates on application.  
*White House*—E. L. Howard; rates, \$1.50 per day up; special weekly.

## HOTELS AT SEABREEZE:

*The Clarendon and Cottages*—E. L. Potter, Managing Director; C. J. Root, Assistant Manager; accommodates 350. A modern, absolutely fire-proof hotel of recent construction, overlooking the ocean. Open January to April 15th. Golf, autoing, surf-bathing, fishing, dancing, riding and driving. Running water and telephone in every room. Rates \$5.00 per day and up; special weekly.

*Princess Isena*—Henry W. Haynes; open November to May; accommodates 150; rates, \$4.00 per day; special for December and April. Located in the center of a five-acre park with beautiful walks and grounds. Also several bungalows connected with the hotel which have full hotel service. Fresh vegetables and table milk from own dairy.

## PORT ORANGE

115 miles from Jacksonville  
One-way fare, \$3.45  
Round-trip fare, \$6.90

On the Halifax River, with excellent fishing and boating. Numerous hotels and boarding-houses at reasonable rates. Good schools, artesian water. A favorite excursion is to the sugar mill, a picturesque ruins in a lovely clearing in the woods, about two miles from the village. Its history, like that of many ruins in Florida, is somewhat vague, but it probably belongs to the period of English occupation and dates from the end of the eighteenth century. Good shell and asphalt roads. On the Dixie Highway. Surf-bathing and beach autoing. Furnished cottages, renting from \$60 to \$150 for the season. Connected with the beach by a bridge one mile long. Write the Secretary Port Orange Progressive League.

*The Toronita*—Wilbur-by-the-sea; Francis E. Piper, proprietor; accommodates 60; a new hotel, steam heated, electric lighted and modern in every way; rates, \$3.00 and up; special weekly.

*Tribble House*—Mrs. L. P. Tribble; accommodates 30; rates, \$2.00 per day up; special weekly.

## ALLANDALE

Railroad Station,  
Port Orange

Allandale is located on the Halifax River, half way between Daytona and New Smyrna. It is in the center of a thousand-acre tract that was set aside for the development of a strictly winter tourist resort colony.

Allandale has a postoffice, a fine library building built of concrete, a progressive Improvement Association, and many beautiful homes, but no stores, as the residents have preferred to trade in nearby places, keeping out every objectionable small town feature. However, there is now under construction a row of seven stores to be of concrete with tile roof and pergola porch after the style of those at Magnolia, Mass. There is also under construction a large public garage after the style of the Guilford development near Baltimore.

Something over one hundred and twenty acres are available for the golf links to be constructed in the future. In due time a railway station will be established, but until then Port Orange will be used for passenger, express and baggage service.

*Allanwood Inn*—On the Dixie Highway; Cornelius Christancy; open January to April; accommodates 40. Social club, spacious grounds, shore dinners, private baths, garage. Rates, \$4.00 per day; \$18.00 to \$25.00 per week. An old-fashioned inn, catering to an exclusive clientele willing to pay a fair price for the very best.

*The Belvedere*—Within a hundred yards of the Allanwood Inn, located in adjoining grounds. A strictly first-class hotel in family style, 34 bedrooms, five stories, two upper floors, having beautiful view of the Ocean Beach, two public toilets and bath on each floor. Elevator service, sun parlors and ladies' sitting-room on third floor, as well as other unique features. Season guests only are solicited and very reasonable rates for excellent service. \$10.00 to \$14.00.

*The Graffam*—Under construction, to have 60 rooms with 30 private baths, on the asphalted Dixie Highway that traverses the riverside in Allandale, the only auto road from Jacksonville to Miami. The principal features of this house will be the advantages offered guests for boating, yachting, fishing and water sports generally. Edwin M. Graffam, owner; summer address, Malden, Mass.

## PONCE PARK

Railroad Station,  
Daytona or New Smyrna

A settlement on Mosquito Inlet, eleven miles south of Daytona, on a strip of land between the Halifax River and Atlantic Ocean, and considered one of the finest fishing grounds in the northern part of the State. Reached by steam launch from Daytona, Port Orange or New Smyrna, and also by automobile, via various bridges. Post-office, Ponce Park, Florida.

*The Park*—Mrs. J. R. Ellison; accommodates 75; rates \$2.50 per day; special weekly. A first-class house and quiet home for people of refinement. Bird-lovers will find the myriad of seafowl which haunt vicinity a source of constant entertainment. Launch operated to Daytona for accommodation of guests.

*Pacetti House*—Mrs. M. J. Pacetti; accommodates 20; rates, \$2 per day; \$10 per week. A resort for those fond of fine fishing. Launches and rowboats in connection with the hotel.

*Immokalle Cottage*—B. J. Pacetti. Personal attention given to ensure the comfort of guests. Sea foods specially prepared. Rates on application.

## NEW SMYRNA

125 miles from Jacksonville  
One-way fare, \$3.75  
Round-trip fare, \$7.50

New Smyrna is a very attractive little city in a dense oak hammock. The streets are paved with shell and are smooth and hard, making fine automobile drives.

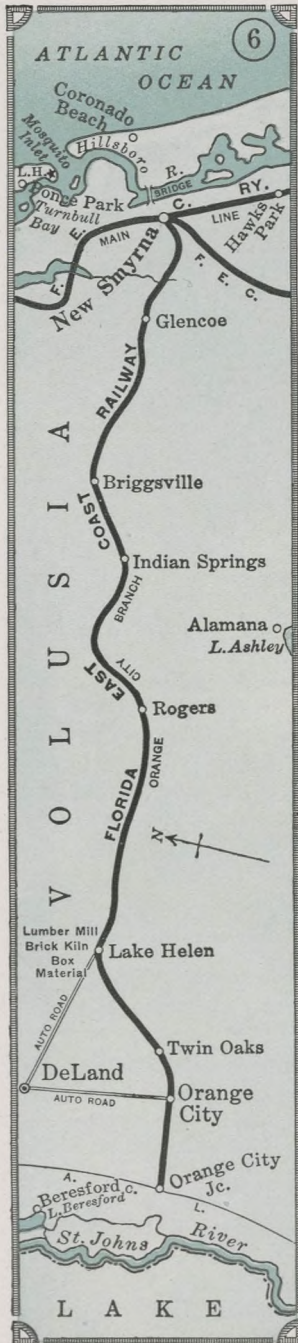
During the past few years the town has taken on new life and is in a very thriving condition. Bond issues have provided the city with water works, sewerage and an excellent system of public schools, including a school building costing \$40,000. There is also an electric light and ice plant. The fishing in the vicinity of New Smyrna is unexcelled. Oysters and shell fish abound in the Hillsboro River. The city is connected with





# Florida East Coast Railway Company

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the peninsula by a bridge spanning the Hillsboro River, and bus lines and ferry make regular trips to the beach, where is located the beach colony, CORONADO. The town is located in what is known as the Indian River Orange Belt. The land about New Smyrna is very rich and particularly adapted to vegetable raising and general farming. From an historical standpoint, New Smyrna is famous for the Greek and Minorcan colony of 1,500, established by Dr. Andrew Turnbull in 1765, who also named the settlement Smyrna after the town in Asia, which was the birthplace of Turnbull's wife. New Smyrna is the headquarters of the Northern Division of the Florida East Coast Railway and the junction for the branch to Lake Okechobee, by way of the new cut-off built in the summer of 1916 from New Smyrna to Maytown, also the branch to Orange City Junction, where connection is made with the Atlantic Coast Line.

*Alba Court*—H. L. Savage; accommodates 45; rates, \$3.00 per day up; special by week. All outside rooms.  
*Boulevard*—W. T. F. Warren; accommodates 40; rooms only; rates on application.  
*Dixie House*—Mrs. Hornung; accommodates 30; rates on application.  
*McCullough House*—J. C. McCullough; accommodates 30; rates, \$1.25 per day; \$7.00 per week.  
*Ocean House*—Frank Sams; accommodates 150; rates, \$3 per day; \$18 per week.  
*Palms*—Mrs. M. S. Bryan; accommodates 30; rates, \$2 per day; \$10 per week.  
*Rio Vista*—F. E. Lovejoy; accommodates 200. A new modern hotel built in the summer of 1916; steam heat, hot and cold water, telephone in each room, rooms with or without private bath; rates on application. Located on the river front, one mile from station.  
*Rose Villa*—J. S. Shoemith; accommodates 40; rates, \$2 per day; special weekly.  
*Turnbull Hotel*—M. B. Maddox; accommodates 25; rates, \$2 per day; \$10 per week.  
*Woodward House*—Mrs. Julia Woodward; accommodates 30; rates on application.

## CORONADO BEACH

A popular beach resort, both summer and winter, with fine surf-bathing and no undertow.

*Barber House*—S. N. Barber; accommodates 30; hot and cold baths; rates, \$1.50 per day; \$8.00 per week up. Automobile meets trains at New Smyrna.  
*Silver Sea*—Mrs. S. A. Carr; accommodates 50; rates, \$2.50 per day; \$9.00 per week up. Located on the beach two miles from New Smyrna station. Automobile meets all trains.

## LAKE HELEN

145 miles from Jacksonville  
Orange City Branch  
One-way fare, \$4.35  
Round-trip fare, \$8.70

A delightful village in the pine woods, on the highest land east of the St. Johns River, eight miles from the river and twenty-one miles from the Atlantic Ocean. The air is resinous and pure and has no miasma. Good fishing in the lake, and small game is plentiful in the woods. Lake Helen has a plentiful water supply, several churches, good schools, bank and stores. Municipal plant furnishes ice, water and electric lights. Also one of the largest lumber mills and brick plants in the State. The company operates its own railroad to lumber lands, on beautiful Lake Ashby, ten miles away. Lake Helen is connected by hard surfaced roads with all East Coast and interior points.

*Harlan-in-the-Pines*—Geo. H. Kendall; accommodates 75; open November 25 to May 1. Located on the lake; rooms with bath, open fires. Reasonable rates.  
*Cassadaga*—Cassadaga Hotel Company; accommodates 50; hot-water heating system, electric lights, modern improvements. Rates on application.



THE DIXIE HIGHWAY THROUGH NEW SMYRNA





# Florida East Coast Railway Company

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## ORANGE CITY

150 miles from Jacksonville  
One-way fare, \$4.50  
Round-trip fare, \$9.00

Orange City is an inland village on the Orange City Branch of the Florida East Coast Railway and also on the automobile highway across the State from

Daytona. Has a high, dry and healthful location, hard-surfaced streets, concrete sidewalks, abundant shade trees, three churches, good school and water works, with an inexhaustible supply of water, which received the highest award at the St. Louis Exposition. One and one-half miles from Orange City Junction, where connection is made with the Atlantic Coast Line Railroad for points in south Florida. Good fishing in the St. Johns River, two and one-half miles away. New nine-hole golf links. Passengers en route to DeLand, via the Florida East Coast Railway, transfer via automobile from Orange City.

*Berkshire Hall*—W. F. Clark; accommodates 20; rates, \$8.00 to \$12.00 per week.

*Boarding*—R. D. Thursby; accommodates 10; rates, \$10.00 per week and up.

*Orange City Hotel*—Mrs. D. B. Hargreaves; accommodates 60; rates, \$2.50 per day up; special weekly.

## DE LAND

Via automobile and carriage  
from Lake Helen or  
Orange City Station

DeLand is the county seat of Volusia County and the commercial centre of a well-developed agricultural section. It has a permanent population of about

4,000 people. This is augmented greatly in winter by tourists and students attending the university. Stetson University, with a plant of seventeen buildings, and investment of one million dollars, is located here. DeLand has a delightful climate the year round, being situated on the highlands of central Florida, surrounded by forest, intermingled with orange and grapefruit groves. Her streets are well paved and beautifully shaded with massive oaks. The veritable network of new brick and asphalt pavement entering DeLand from every direction is fast making DeLand one of Florida's most attractive cities both to the tourist and homeseeker. The College Arms Golf Course, open to the public, is one of the best in the South. There are a number of good hotels, The College Arms and Putnam Inn ranking high among tourist hotels in Florida. Beautiful churches of all the leading denominations, modern and efficient public schools, two banks, two newspapers—one a daily—and modern commercial club which combines the social, recreational and civic features; these are some of the features that make DeLand an unusually attractive city.

*Alabama*—The Misses Erhart; accommodates 20; rates, \$2 per day; \$10 to \$12 per week.

*Commercial*—L. Florrell; accommodates 20; rates, \$2 per day; special weekly.

*College Arms*—Theo. C. Brooks; accommodates 250; rates, \$5.00 per day up; \$28.00 per week up.

*Dunn & Dunbar*—Mrs. H. M. Dunbar; accommodates 20; rates \$2.50 per day; \$15.00 up per week.

*The Ferns*—Mrs. A. M. Anders; accommodates 25; rates, \$2 up per day; \$7 up per week.

*Hutchinson Hall*—Mrs. Mary D. Leary; accommodates 20; rates, \$2 per day; \$9 per week.

*The Lexington*—Clifford Botts; accommodates 75; rates, \$3 up per day; \$15 up per week.

*McLeod House*—Mrs. E. D. McLeod; accommodates 50; rates, \$2 per day; \$10 to \$12 per week.

*Melrose*—Mrs. W. W. Alcott; accommodates 50; rates, \$2 per day; \$8 to \$12 per week.

*Magnolia*—Mrs. Geo. Ward; accommodates 20; rates, \$2 per day; \$8 to \$10 per week.

*Moore's*—Mrs. G. L. Moore; accommodates 25; rates, \$1 per day; \$7 per week.

*The Oaks*—S. P. Hays; accommodates 50; rates, \$2.50 per day; \$12 to \$25 per week.

*Putnam Inn*—B. E. Brown; accommodates 150; rates, \$3 to \$5 per day; \$14 to \$35 per week.

*Palms*—Mrs. F. N. DeHuy; accommodates 30; rates, \$2 up per day; \$10 to \$20 per week.

*The Summers*—Mrs. M. B. Elliot; accommodates 15; rates, \$2 per day; \$10 to \$12 per week.

*The Vines*—Mrs. S. P. Smith; accommodates 20; rates, \$2 per day; \$10 up per week.

*The Waverly*—Miss M. D. Drake; accommodates 16; rates, \$2 per day; \$8 up per week.

## HAWKS PARK

127 miles from Jacksonville  
One-way fare, \$3.80  
Round-trip fare, \$7.60

Hawks Park has for some years been a favorite resort for a coterie of sportsmen. There are a number of fine orange groves in the immediate vicinity and there are also a number of apiaries, the honey from the neighborhood being particularly good. An interesting water trip from Hawks Park is to Turtle Mound, one of the largest midden mounds of the prehistoric Indian of Florida. The mound is 60 feet high and 300 feet long.

*Bay View Hotel*—Mrs. M. R. Mendell; accommodates 40; rates, \$2 per day up; \$10 per week up.

*Park Inn*—Mrs. E. W. Dunklee; accommodates 20; rates, \$2 per day up; \$10 to \$15 per week.

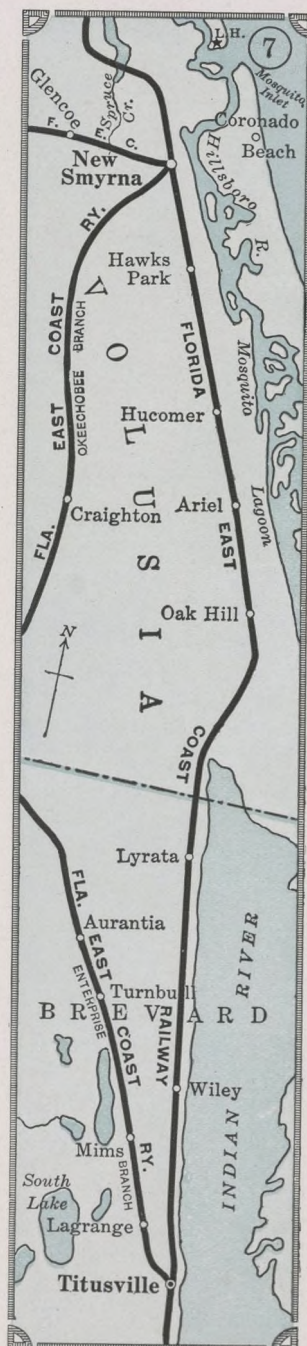
## OAK HILL

136 miles from Jacksonville  
One-way fare, \$4.10  
Round-trip fare, \$8.20

Oak Hill is a small village, on the main line just south of New Smyrna. The soil is especially adapted for the raising of citrus fruit. Good fishing in the lagoon, near by, and hunting in the vicinity is excellent; quail, wild turkey and deer abound in season.

*Barker House*—Mrs. H. S. Barker; accommodates 20; open November to April. Pleasantly located, near Indian River. Good beds and board. Rates, \$1.50 per day; \$6 per week. Fruit, fish and game in season.

*McCullough House*—McCullough Bros.; accommodates 20; rates, \$1.50 per day; \$6 per week.

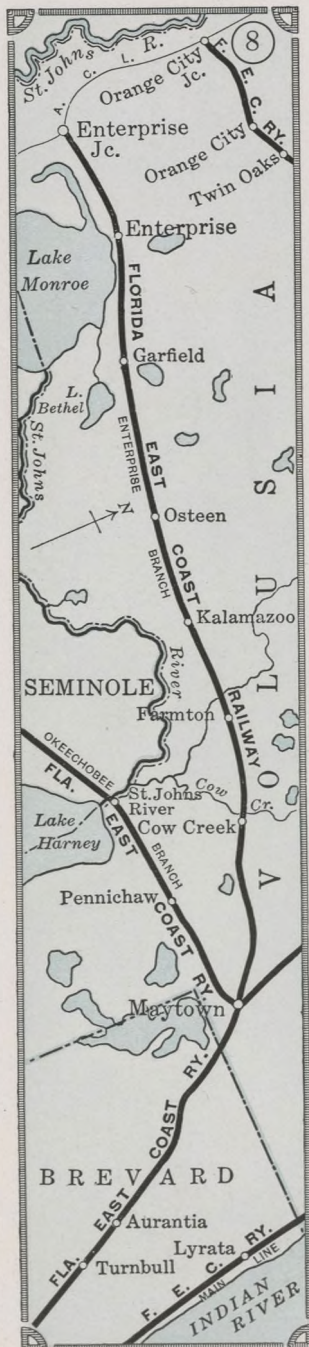






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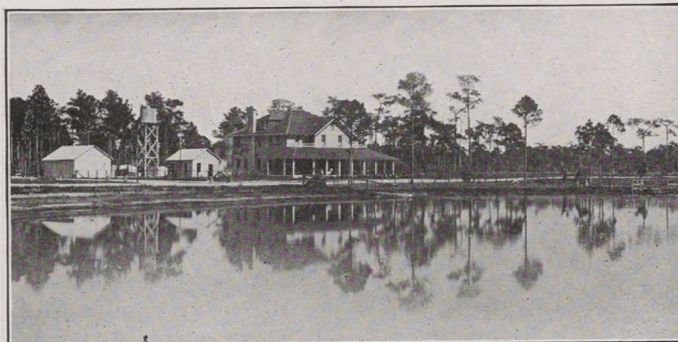


## TITUSVILLE

154 miles from Jacksonville  
One-way fare, \$4.65  
Round-trip fare, \$9.30

Titusville is the county seat of Brevard County and one of the oldest towns on the central East Coast, having been incorporated in 1886. It is located on the banks of the Indian River, which is six miles wide at this point and furnishes unsurpassed boating and fishing. Duck shooting is particularly good here and there is also good hunting for wild turkey, deer and quail. Titusville is the junction point for the branch of the Florida East Coast Railway to Enterprise Junction, and also to Maytown, where connection is made with the Okeechobee Branch. The streets are mostly paved with coquina rock and shell, and the water works is owned by the municipality. There is a first-class system of public schools, and several fine, fire-proof school buildings have been erected. The leading church denominations are represented, and there are two banks, a newspaper, and several good hotels and boarding houses, three garages. The principal industries at Titusville are commercial fishing and raising of citrus fruit, there being about 800 acres of groves, yielding annually approximately 200,000 boxes of grapefruit and oranges.

*City Hotel*—Mrs. Kate Myers; accommodates 30; rates, \$2 per day; special weekly.  
*Hotel Dixie*—J. M. Wharton; accommodates 100; rates, \$3 per day; special by the week or month.  
*Hotel Hurst*—J. L. Hurst; accommodates 20; rates, \$1 per day.  
*Hotel Ostrander*—Mrs. T. B. Wilson; accommodates 25; rates, \$2.50 per day; special weekly.



CHULUOTA INN, ON LAKE CATHERINE

## MAYTOWN

142 miles from Jacksonville  
One-way fare, \$4.25  
Round-trip fare, \$8.50

Valley, a beautiful and remarkably fertile region.

Board may be secured at the home of J. M. Crandell, located near station.

## ENTERPRISE

191 miles from Jacksonville  
One-way fare, \$5.70  
Round-trip fare, \$11.40

In the olden days before there were many railroads and the St. Johns River was the principal artery of travel to the southern part of the State, Enterprise was one of the principal landings for the St. Johns River steamers and rendezvous for hunters, campers and fishermen. The old Brock House in its early days was a popular stopping place for the prominent men of the time. Botanists and entomologists found this section the richest in returns, and the Smithsonian Institute at Washington is said to have more specimens from Enterprise than from any other locality in Florida. Land around Enterprise is well adapted to celery raising and truck farming, the section being in the famous flowing well district. Health-giving springs abound.

*Binson Springs Inn*—F. A. Gordon; accommodates 100; open November to May; rates, \$2.50 per day; \$10 to \$14 per week. Pleasantly located on Lake Monroe and famous Binson Springs.

## ENTERPRISE JUNCTION

Four miles from Enterprise. Connection is made with the Atlantic Coast Line Railroad. Rich undeveloped farm lands in the flowing well district promise a rich harvest on development.

## GENEVA

On the Okeechobee Branch  
154 miles from Jacksonville  
One-way fare, \$4.60  
Round-trip fare, \$9.20

Beautifully situated between Lake Harney, on the east, the St. Johns River, on the north, and Lakes Jesup and Mullet, on the west. The large citrus fruit groves around Geneva ship between fifty and seventy-five thousand boxes yearly. Fine fishing within radius of four miles.





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A PRAIRIE VIEW, OKEECHOBEE COUNTY

*Geneva House*—Miss Lucie Flynt; accommodates 20; rates, \$1.50 per day; \$30.00 per month.

*Kilbee House*—E. H. Kilbee; accommodates 15; rates, \$1 per day; \$18 per month.

## CHULUOTA

On the Okeechobee Branch  
161 miles from Jacksonville  
One-way fare, \$4.80  
Round-trip fare, \$9.60

The town of Chuluota is six miles west of the St. Johns River, and twenty-eight miles inland on a direct line from the Atlantic Ocean, on the Okeechobee Branch. The country is high and rolling, with almost countless lakes of all dimensions scattered here and there. It is estimated that within the borders of Seminole County, in which Chuluota is situated, there are one thousand lakes. Within two miles of Chuluota Station there are between thirty and forty lakes varying in size from one acre or less to one mile in diameter, while within the townsite there are two lakes and portions of two others. These numerous lakes are deep and clear, and abound with fish, furnishing great sport for the angler.

The Indians, who, in the days before the coming of Ponce de Leon four hundred years ago, roamed through this country, had an eye for the beautiful as well as a faculty for picking healthful spots for their camping grounds. Being in full possession of all this territory, they picked out the most attractive spots. They gave Chuluota its present name, which in their language means Beautiful View.

The Econlockhatchee, which forms a meandering boundary of the Chuluota district on the west and north, has its rise in Hart Lake, in the southern part of Orange County. The river follows a sinuous course for about one hundred miles north and east, and empties into the St. Johns River a little to the south of Lake Harney.

The stream is well named by the Indians. The name of the river is really three names in one; Econ means black, lock means crooked, and hatchee means river, so it is the black and crooked river. It is a turbulent little stream, with a swift current between narrow banks.

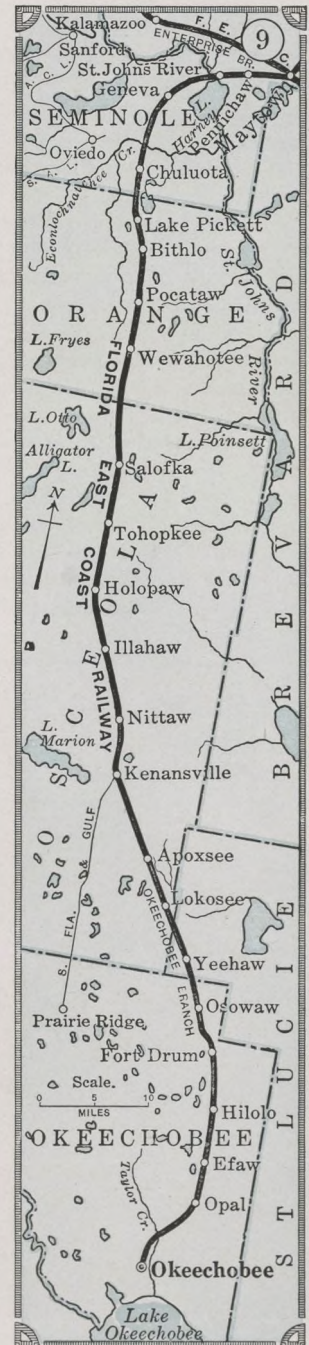
The hunting around Chuluota is particularly good, there being an abundance of quail, squirrel, duck, wild turkey and deer. The main streets of the town are hard-surfaced, and good roads make a large adjoining territory easily accessible. The townsite is high, having a natural drainage and being very free from mosquitoes and other insects. This territory is adapted to general farming, stock raising, citrus fruits and trucking; and its beauty and healthfulness make it a most attractive location for winter homes.

*Chuluota Inn*—Mrs. Chas. D. Brumley; accommodates 40. Electric lights, hot water heating plant, fire protection and all modern conveniences. Rates, \$2.50 per day and up; special weekly.

## KENANSVILLE

On the Okeechobee Branch  
215 miles from Jacksonville  
One-way fare, \$6.45  
Round-trip fare, \$12.90

Kenansville is located in the eastern central part of Osceola County on the watershed separating the St. Johns and Kissimmee Rivers. This section of the State is one of the most fertile and one of the last to be developed. Before the railroad drew settlers to develop the territory, when this part of Osceola County was in the original Brevard County, what is now the Kenansville section was then the most populous part of Brevard County, and the ruins of the old courthouse are still to be seen on the north shore of Lake Marion. It is a rolling country generally covered with pines, and enjoying the mild climate of South Central Florida. A hard-surfaced road extends from Kenansville to the west connecting with the county road, and the town serves quite a back country and has had a gradual







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growth since the opening of the Okeechobee Branch. This is about the highest point in the Kissimmee Valley section, having an altitude of seventy-three feet. The soil is mostly sandy loam, and the section is particularly adapted to stock raising and general farming. It has been a range for cattle since the coming of the first settlers. The lands are also suitable to citrus culture, and there are tracts adapted to raising vegetables.

There are few localities which offer as good hunting grounds as are to be found in this vicinity. Quail, squirrel, wild turkey and deer are abundant, and hunting parties seldom fail to secure a satisfactory "bag." In the neighborhood of Kenansville is Lake Marion, a beautiful sheet of fresh water, about seven miles long and from one to one and one-half miles wide, which affords the finest of fishing, boating and bathing.

The main streets are hard-surfaced and there are stores and hotels. Whittier, which was a town long before the coming of the railroad to this section, is a mile and one-half west of Kenansville, connected by a first-class, hard-surfaced road. The South Florida and Gulf Railway, operating trains to Bassenger, through the heart of Kissimmee prairie, connects with the Florida East Coast Railway at Kenansville, using the same station.

*Piney Woods Inn—Phillips Bros.; rates, \$2 per day; \$10 per week.*

## PINE ISLAND

Pine Island, fifteen miles south of Kenansville, on the South Florida and Gulf Railway, and division headquarters for this new road. Postoffice, Kenansville.

*Island Pines—C. H. Armstrong; accommodates 50; rates, \$2 per day; \$14 per week.*



VIEW OF LAKE PICKETT

## OKEECHOBEE

On the Okeechobee Branch  
264 miles from Jacksonville  
One-way fare, \$7.90  
Round-trip fare, \$15.80

Okeechobee, the terminus of the Okeechobee Branch, is located about two and a half miles north of the north shore of Lake Okeechobee, with the picturesque

Onosohatchee flowing along the eastern boundary of the townsite. It is the county seat of the newly-created Okeechobee County. A spur track extends to the river, where dockage facilities are to be had. Considerable work has been done grading and hard-surfacing the streets. Parrott Avenue has been graded and extended, making a main thoroughfare from the town to the shore of Lake Okeechobee where boating and bathing are available. There is a gradual slope of the townsite toward the lake and the river, which affords good drainage, and several miles of drainage canals have already been constructed and more work of the same character is now under way.

In this section are some exceedingly fertile lands—prairie, muck, hammock and some pine—which are adapted to general farm crops, vegetables and citrus fruits. The muck lands are down towards the lake with the prairie and hammock further back; then to the north and the east are some pine lands.

Only a little over two years after the completion of the Okeechobee Branch finds Okeechobee a town with a population of about two thousand, and with buildings and dwellings that are above the average generally found in towns of this size. There is a forty-thousand-dollar school house and Okeechobee, now being the county seat of Okeechobee County, will soon have other public buildings. This is the chief shipping point for Lake Okeechobee and there are generally several cars of fish sent north daily.



WILD TURKEYS, OKEECHOBEE BRANCH

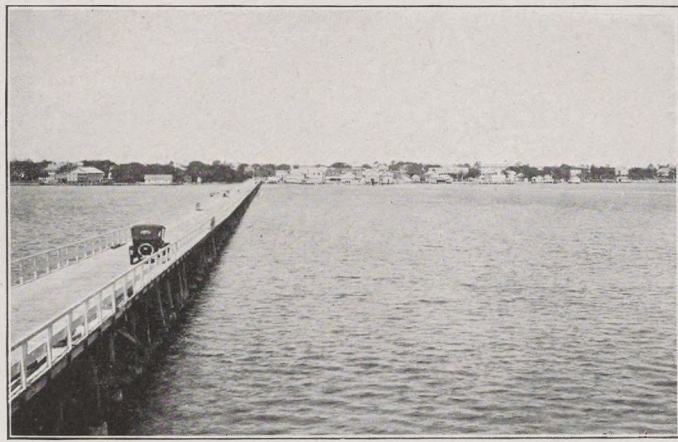




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NEW BRIDGE AND TOWN OF COCOA

This Okeechobee region is the real heart of the State, a vast wilderness that up to now has been barred from settlement by the white man, owing to its inaccessibility, except by the few hunters and the cattlemen who followed their herds southward after the luxuriant grasses of the prairies.

**Hillsboro**—Mrs. J. P. Moses; accommodates 15; European plan; rates, \$2 up per day; special by the week. Located two blocks from station.

**Northern Hotel**—Mrs. Minnie McNeff; accommodates 20; European; rates, 75 cents per day up. Located in center of town next to postoffice. Restaurant downstairs. Modern improvements, baths, etc.

**Seminole**—J. A. DeLoach; accommodates 30; American plan; rates, \$1.50 per day; special weekly. Located opposite station; artesian water used.

**Southern Hotel**—Arthur Nassar; accommodates 50; rooms only; rates, 50 cents per day up.

## SHARPES

158 miles from Jacksonville  
One-way fare, \$5.05  
Round-trip fare, \$10.10

A settlement made up mostly of northern people, the population having more than doubled in the last five years. A congenial community of all-the-year people interested in orange growing and farming. Has a Board of Trade. Good board may be secured in private boarding houses at reasonable rates.

## CITY POINT

169 miles from Jacksonville  
One-way fare, \$5.10  
Round-trip fare, \$10.20

A small village of genial people with pretty homes and orange groves. There is good hunting and fishing, and board may be obtained at reasonable rates. West of City Point there are hundreds of acres of fine farming lands, an ideal location for vegetables, citrus fruits, poultry and stock raising.

## COCOA

173 miles from Jacksonville  
One-way fare, \$5.20  
Round-trip fare, \$10.40

Cocoa, almost in the center of Brevard County, on the main line 173 miles south of Jacksonville. Overlooking the beautiful Indian River, surrounded by bearing citrus groves and truck farms, lies the city of Cocoa, dominated by the spirit of progressiveness.

The center of the famous Indian River orange section and the largest shipping point of these celebrated oranges and grapefruit. The river from which this section derives its name is a beautiful body of water one hundred twenty miles in length and varying in width from one to six miles. At this point a bridge one and one-half miles long has recently been constructed connecting the mainland with Merritt Island.

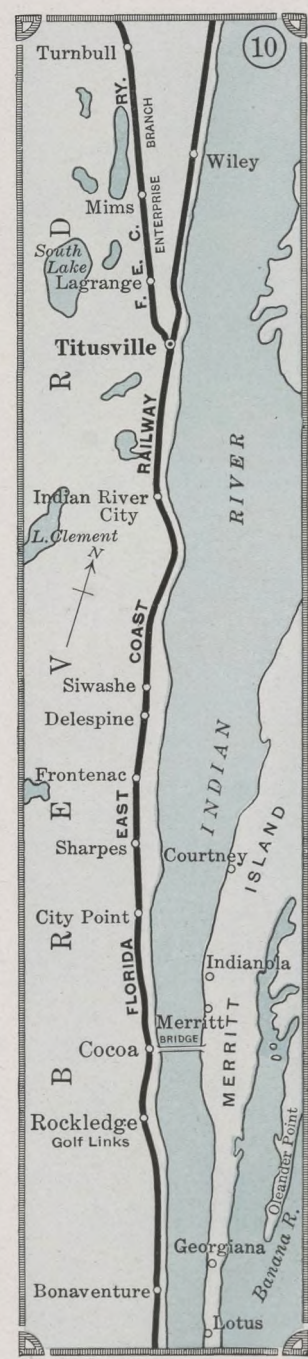
Indian River is noted for its abundance and variety of salt-water fish. The many wharves and the specially constructed fishing platforms on the new bridge make this a most desirable point for this sport. Lake Poinsett, two and one-half miles west of Cocoa on the St. Johns River, is also noted for its black bass and bream fishing. Surrounding this lake and to the west are thousands of acres of pine, prairie and hammock lands where game of all kinds are plentiful. Conveyances and competent guides may be secured at a nominal fee.

With nearly three miles of newly-paved asphalt streets, new \$50,000.00 high-school building, \$85,000.00 bridge, the only one across the Indian River proper, a new white way, the most modern hotels and business houses, Cocoa justly deserves the name of "The City Progressive."

**Cocoa House**—E. E. Grimes; accommodates 150. So located as to command a beautiful view of the Indian River and surrounding country. Private baths, all rooms hot and cold running water. The table is bountifully supplied with fresh fruits, vegetables and milk of home production. Rates, \$2.50 per day and up; special by the week.

**Hotel Knox**—A. A. Barlow; accommodates 100; rates, European, \$1 up per day; American, \$2.50 per day up; special weekly.

**Singleton Cottage**—Mrs. G. S. Singleton; accommodates 20; rates, \$1.50 per day; special weekly.









MAP SHOWING THE

# FLORIDA EAST COAST RAILWAY

AND STEAMSHIP CONNECTIONS

MIAMI TO NASSAU, BAHAMAS  
KEY WEST TO HAVANA, CUBA

## MILEAGE

### FLORIDA EAST COAST RAILWAY

Main Line . . .	522.17 Miles
Branch Lines . . .	233.92 "
Trackage Right . . .	8.67 "
Total Mileage	764.76 "



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C A R I B B E A N S E A

Yucatan Channel

MEXICO

Santa Cruz de Bravo

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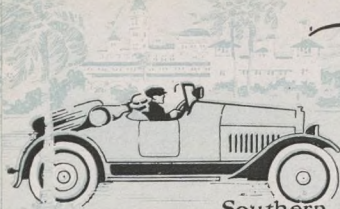
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# Florida East Coast Railway Company

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*White Cottage*—Mrs. M. White; accommodates 35; rates, \$1.50 per day; weekly rates on application.

## MERRITT ISLAND

Railroad Station, Cocoa, Fla.

Situated opposite Cocoa and is about thirty-five miles long and varies in width up to four or five miles. On Merritt Island are located the villages of Courtenay, Indianola, Merritt, Footman, Georgiana, Lotus, Banyan and Tropic. The people are chiefly engaged in the culture of fruit, although there is considerable truck farming. Owing to the protection from frost afforded by the water of the Indian River, Merritt Island is especially adapted to the raising of winter vegetables.

*Nevin's River View Hotel*—Merritt, Fla.; F. J. Nevins; accommodates 70; open January to May. Situated in the grove of the Nevin's Fruit Company, overlooking the Indian River. Newly furnished, baths, electric lights, sulphur swimming pool. Good boating, fishing and gunning. Porters meet all trains. Northern service. Rates, \$3 per day; \$15 per week and up.

*New Island Home*—Herman Glass; accommodates 50; rates, on application.

## ROCKLEDGE

175 miles from Jacksonville  
One-way fare, \$5.25  
Round-trip fare, \$10.50

Rockledge was one of the first winter resorts established in Florida and was popular when tourists were obliged to make the trip by way of the St. Johns River to Enterprise, rail to Titusville and Indian River steamboats to destination.

It derives its name from the formation of coquina rock, which crops out in ledges along the shore. The hotels at Rockledge are surrounded by beautiful orange groves and the water life is very attractive. The Indian River Hotel Company has a nine-hole golf course, which is available for use by guests of all the hotels at Rockledge. There are

many interesting places to visit in the vicinity of Rockledge, excursions to Merritt Island and the Banana River being popular.

*Hotel Indian River*—Hotel Indian River Company; accommodates 250; open January to April. A fine, commodious hotel, recently renovated and all modern improvements installed. Thirty suites, with private baths; electric lights throughout the hotel and garden. Boating, fishing, golf, tennis and dancing. Orchestra. White help. Rates, \$4 per day and up.

*Hotel Rockledge*—Hotel Indian River Company; accommodates 200; rates, \$3 per day and up. For further information write the management.

*The Oaks*—Fred D. Baldwin; accommodates 60; open November to April. Hot and cold water in every room. Steam heated. Garage. Good fishing and boating. Rates, \$2.50 per day; \$17.50 per week.

*White's Cottage*—Mrs. J. J. White; accommodates 30; open December to April. Conveniently located, near the large hotels and surrounded by orange grove. Rates, \$1.50 per day; \$10 to \$12 per week.

## EAU GALLIE

190 miles from Jacksonville  
One-way fare, \$5.70  
Round-trip fare, \$11.40

Eau Gallie is located on the Indian River opposite the southern entrance to the Banana River, which is celebrated for its fine fishing grounds, duck shooting, etc. Eau Gallie has graded schools, a high school, three churches and two missions. Lake Washington, six miles to the westward, is famous for black-bass fishing and is easily reached by team or auto. Quail shooting in the season is good. Eau Gallie has a good harbor for boats, several miles of hard-surfaced streets, cement sidewalks and electric lights.

*Highland Avenue Cottages*—C. C. Houston; accommodates 20; rates, \$2 per day; special weekly.

*River View Hotel*—J. Gosch & Son; accommodates 60; rates, \$2.50 per day; special by the week.

*Southland Hotel*—Tood Company; accommodates 40. A new hotel only opened two years. Operated by the Tood Company, which also operates the Livingston Hotel, at Grand Rapids, Mich. Rates, \$2.50 per day; special weekly.

## MILITARY PARK

191 miles from Jacksonville  
One-way fare, \$5.20  
Round-trip fare, \$11.40

Winter home of Kentucky Military Institute. Founded in 1845. Thirteenth year of winter migration; accredited to colleges and universities. Designated by U. S. War Department—"Honor School," 1914-1915-1916—there being only ten in the United States named by the President as a Reserve Officers' Training Corps. The Kentucky



VIEW AT MELBOURNE





# Florida East Coast Railway Company

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Military Institute was the first large school to inaugurate the movement of a whole school to Florida so that its pupils might have the benefit of outdoor life. The school has permanent buildings, large campus and an ideal location on the west side of the railway and south bank of the Eau Gallie River. Visitors interested in school stop at Eau Gallie hotels, one mile distant.

## MELBOURNE

194 miles from Jacksonville  
One-way fare, \$5.85  
Round-trip fare, \$11.70

A beautiful town on the Indian River and north of Crane Creek, with good stores, churches and schools. The first settlement in what is now the city of Melbourne was established in 1878. It was named by an Englishman after his native city of Melbourne, Australia. Is located on a bluff twenty-five feet higher than the Indian River and is known as one of the highest and most healthy places on the East Coast of Florida. The streets are well laid out and lighted by electricity. The beauty of the town is enhanced by palmettoes, pines, camphor, umbrella and oak trees with many semi-tropical shrubs and numerous flowers. The climate is mild and pleasant, with temperature ranging in winter from seventy degrees to eighty-five degrees and tempered by a balmy ocean breeze which continues throughout the day. To those who love fishing, Melbourne and the Indian River strongly appeal. There are many varieties caught and sport is nearly always good. In the Indian River there are sea trout, sea bass, sergeant fish, cavalla and many others. On the ocean beach one may hook a tarpon, blue fish, Spanish mackerel, sea bass or trout. In the smaller freshwater lakes toward the interior there are black bass often weighing nine to twelve pounds. During the winter wild ducks are plentiful on the Indian River and a few miles in the interior there may be found black bear, deer, wild turkey and quail. Just across the Indian River on the peninsula between the river and the Atlantic ocean is Melbourne Beach, and during the past summer a company has been organized to build a bridge across the Indian River from Melbourne to Indialantic. There is a bath-house with bathing suits and fishing tackle for hire. Also a restaurant where lunches may be obtained. Surf-bathing is popular all through the winter. A townsite has been laid out at Melbourne Beach to be known as Indialantic-by-the-Sea, which is now being developed. A nine-hole golf course is under construction which will probably be ready for play this winter.

*Bon Air*—Mrs. G. S. Snedicker; accommodates 15; rooms only; rates, 50 cents up per day; \$3 to \$6 per week.

*Brown House*—Mrs. Sarah H. Brown; accommodates 40; open the year round. Located on the river. Rates, \$3 to \$4.50 per day up; special weekly.

*Carleton*—L. C. MacDowell; accommodates 85. Nicely situated on a bluff, overlooking the river. Modern improvements. Rates, rooms with hot and cold running water, \$2.50 up per day, American plan; rooms with private bath, \$4.50 per day; special weekly.

*Melbourne Inn*—Belle Ernest McBride; accommodates 30; situated two blocks east of station on shore of the Indian River. Homelike accommodations; rates, \$1.50 to \$2.50 per day; special weekly.

*Melbourne Hotel*—F. C. Bruce; accommodates 45; rates, \$1 per day; special weekly.

*Villa Marine*—Melbourne Beach, reached by ferry from Melbourne; R. W. Sweet; rates, \$2.50 per day up; \$12 to \$15 per week; a delightful little hotel. Bathing, surf-fishing, boating and tennis.

## HOPKINS

195 miles from Jacksonville  
One-way fare, \$5.85  
Round-trip fare, \$11.70

A new town, and a busy, enterprising place. The large saw-mill, owned by the Union Cypress Company, is located here and is operated throughout the entire year, cutting fifty to one hundred thousand feet of finest grade of cypress timber daily. The population, including the logging force, is about eight hundred. Has one hotel, drug store, postoffice, church, hospital, theatre, and one of the largest general stores on the East Coast. The town is brilliantly lighted by a large up-to-date electric plant, which also furnishes the electricity for the neighboring city of Melbourne. Hopkins is the junction point with the Union Cypress Company's Railroad, which extends westward for thirty miles. Deer Park is the name of the town at the western terminus of the Union Cypress Company's Railroad.

*Hopkins House*—Union Cypress Company; accommodates 15; rates, \$1 per day; \$4.50 per week.

## MALABAR

200 miles from Jacksonville  
One-way fare, \$6.00  
Round-trip fare, \$12.00

A picturesque little town situated between Cape Malabar and Rocky Point on the famous Indian River, three miles from the ocean. Noted for its progressive citizens, beautiful location, splendid bathing and fishing.

*Riverview Hotel*—J. L. Arnold; accommodates 15; open all the year, a quiet homelike hotel. Located on the Indian River and Dixie Highway. Plenty of fruit, vegetables and home cooking. Rates, \$2 per day; special weekly.

## GRANT

206 miles from Jacksonville  
One-way fare, \$6.15  
Round-trip fare, \$12.30

Grant derives its name from a small island in the river, named Grant's Farm, the channel on either side of which is almost impassable. Indian River steamers were often detained by low water.

*Ridgeland House*—The Jorgesen Company; open all the year, accommodates 30; rates, \$2 per day; \$9 per week.

## MICCO

209 miles from Jacksonville  
One-way fare, \$6.25  
Round-trip fare, \$12.50

A small village settled principally by northern people, who have winter homes at this point.

*Bay Crest Hotel*—G. G. Tucker; accommodates 50. A quiet country hotel; open November to May. Excellent boating, fishing and bathing. Tennis. Cottages and motor boats for rent. Rates, \$2 per day; \$10 per week.

## SEBASTIAN

215 miles from Jacksonville.  
One-way fare, \$6.45  
Round-trip fare, \$12.90

Sebastian is the junction point with the Fellsmere Railroad and is a growing community. A shipping center for fruits and early vegetables. The ocean beach is two miles away, where fishing is very good.

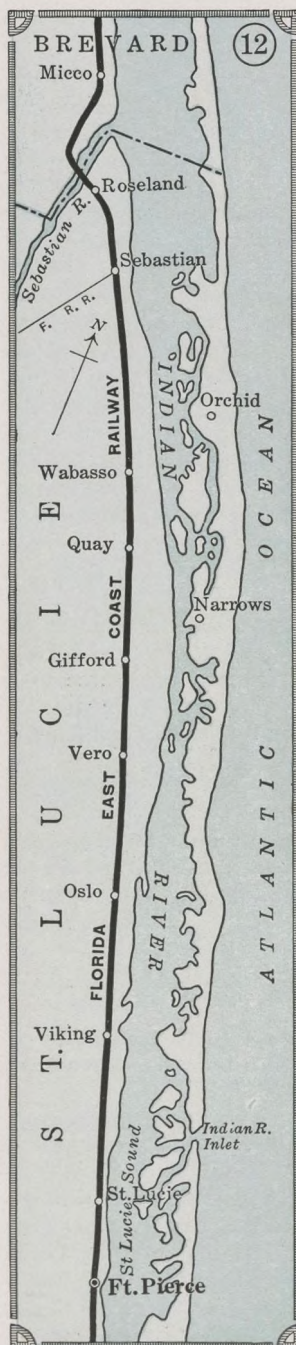
*Mills Hotel*—Robert G. Mills; accommodates 35; open all the year. Pleasantly located, facing the river. Rates, \$2 per day; special by the week.





# Florida East Coast Railway Company

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## FELLSMERE

10 miles west of Sebastian  
on the Fellsmere Railroad

Fellsmere is located on the Fellsmere Railroad, on a tract of 118,000 acres, where the Fellsmere Farms Company has expended upwards of two million dollars on a complete drainage system.

The town of Fellsmere is a thriving community of many attractions. It has several miles of concrete and macadam streets, a new \$40,000.00 school house, bank, well equipped stores, many attractive residences, moving picture theatre, library, two churches, tennis courts, lodges, municipal electric light plant and an artesian well system. There are 1,000 acres of citrus groves in the vicinity.

In addition to hard-surfaced county roads, now under construction, a bond issue of \$80,000.00 has recently been approved, which provides for the extension of hard-surfaced roads into the adjacent farming territory. Shipments of farm products are made throughout the year.

The one-way fare from Sebastian to Fellsmere is 40 cents. Through tickets may be purchased from points on East Coast of Florida to Fellsmere, via Sebastian and the Fellsmere Railroad.

*Patterson Hotel*—On Broadway, one-half block from depot; rates, \$2 per day; \$8 per week. Apartments for light housekeeping in connection.

*Fellsmere Farms Company*—Cottages for rent; terms on application.

List of private boarding houses can be had on application to Fellsmere Farms Company.

## VERO

228 miles from Jacksonville  
One-way fare, \$6.85  
Round-trip fare, \$13.70

A farming town surrounded by 45,000 acres of well-drained land, over one million dollars having been spent by the Indian River Farms Company for drainage canals, etc. Good fishing in the river and canal; excellent hunting in season. Hard-surfaced roads through the farm district. Over eighty cars of vegetables and one hundred cars of oranges and grapefruit were shipped last season.

*Edgewood Inn*—F. Deason; rates, \$2.50 up per day; special weekly.

*Private Board*—Mrs. Trice; \$2 per day; special weekly.

*Sleepy Eye Lodge*—Indian River Farms Company; accommodates 50; first-class accommodations and good table; rates, \$2.50 per day up; special by week.

## ST. LUCIE

239 miles from Jacksonville  
One-way fare, \$7.15  
Round-trip fare, \$14.30

Fishing and hunting are both excellent here.

*Kilcaire*—Samuel Gale. Rates on application.

## FORT PIERCE

242 miles from Jacksonville  
One-way fare, \$7.25  
Round-trip fare, \$14.50

County seat of St. Lucie County and divisional boundary between the northern and southern divisions of the Florida East Coast Railway. A few years since Fort Pierce was little known; in fact before the coming of the railroad it was only a Seminole Indian trading post. It now has a splendid courthouse, churches, paved streets, two newspapers, etc. One of the largest school buildings in the State has been built at Fort Pierce. The new county school covers more ground than any other similar building and the auditorium has a seating capacity of 1,200 people. Eight acres of ground will be utilized for playgrounds, agricultural experiments and a public park. In addition to the county



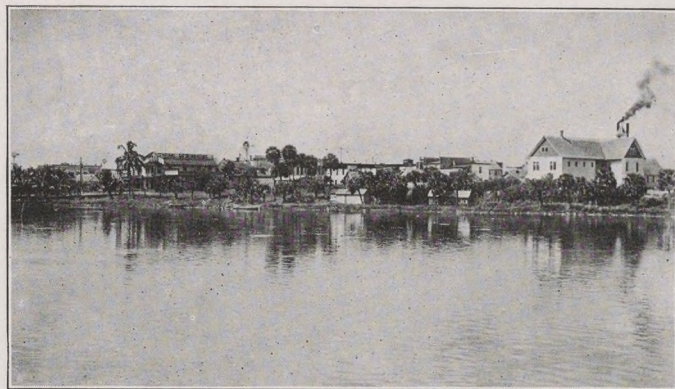
DIXIE HIGHWAY ALONG THE INDIAN RIVER





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FT. PIERCE FROM INDIAN RIVER

school building, there is a Catholic school for boys, and convent for girls under construction. Fort Pierce is in the great pineapple belt of St. Lucie County, and in addition to the fruit industry, its fish shipments amount to thousands of dollars annually. Wild ducks, snipe, and waterfowl are abundant, and in the woods in the vicinity of Fort Pierce may be found wild deer, turkey and quail. Competent guides, with horses and dogs, as well as boats and naphtha launches, are available at reasonable rates.

*Carlton House and Cafe*—Mrs. L. L. Carlton; accommodates 30; European plan, meals a la carte; rates, 50 cents, \$1 and \$1.50 per day; special weekly.

*Commercial Hotel*—A. J. Lightfoot; accommodates 40; hot and cold running water in every room. Rates, \$2.50 per day; special weekly.

*New Fort Pierce Hotel*—Henry J. Dynes; accommodates 75; rates, \$2.50 to \$5 per day; special weekly. A new modern hotel erected the past summer. Opens December 1st. Same management as Raleigh Hotel, Atlantic City. Splendid location; tennis courts, boats, etc.

*Riverview Hotel*—Mrs. S. W. Jennings; accommodates 35; rates, \$3.00 per day; special weekly.

*Rose Cottage*—Mrs. E. R. Raulerson; accommodates 40; European plan, \$1 up per day.

*Spring Cottage*—Mrs. M. V. Stetson; accommodates 40; near station and Indian River; rates, \$3 per day; special by the week.

*Summerlin*—Mrs. A. Summerlin; accommodates 15; rates, \$1.50 per day; special by the week.

*Trowell House*—Mrs. N. J. Trowell; accommodates 15; rates, \$1.50 per day; special by the week.

## WHITE CITY

246 miles from Jacksonville  
One-way fare, \$7.40  
Round-trip fare, \$14.80

The village of White City is two and one-half miles from the railroad station in a westerly direction, located on the banks of the St. Lucie River and is a desirable place for settlement. Lands are fertile and all kinds of vegetables may be grown successfully.

## WALTON

252 miles from Jacksonville  
One-way fare, \$7.55  
Round-trip fare, \$15.10

Located on the west bank of Indian River, on the Miami-Montreal Highway for automobile travel, which follows the river for twenty miles; principal industries being commercial fishing, fruit growing and truck-

ing. Has several tennis courts, a large clubhouse and a winter population of three or four hundred people.

*Walton Inn*—F. G. McMullen; accommodates 50; private baths, telephones. Autos and boats for hire. Dogs and guides furnished for hunting parties. Two miles from ocean. Rates, \$2.50 to \$3 per day; special weekly.

## EDEN

254 miles from Jacksonville  
One-way fare, \$7.65  
Round-trip fare, \$15.30

Eden is the original home of the pineapple industry in Florida, and to Capt. Thos. Edward Rickards, who came to Eden in 1878, belongs the distinction of having introduced the business of raising pineapples in the United States.

*Grove Hotel*—Accommodates 30; rates, \$2 per day; special weekly.

## JENSEN

257 miles from Jacksonville  
One-way fare, \$7.70  
Round-trip fare, \$15.40

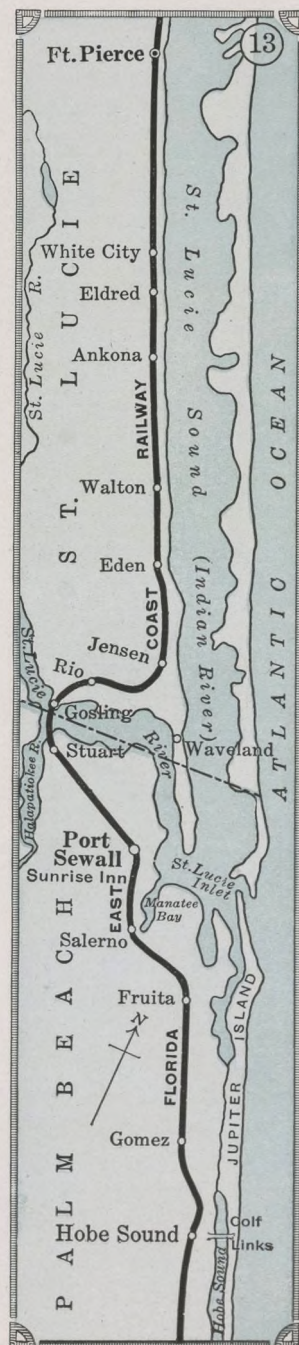
Jensen is located in the pineapple section, with the St. Lucie River on the west, the inhabitants being engaged principally in the pineapple and citrus fruit industry. Fishing and hunting at Jensen is unsurpassed. Has churches, ice factory, telephone system, etc.

*Private Board*—Mrs. Anna Beville; accommodates 10; rates, \$1.50 per day; special by the week.

## STUART

261 miles from Jacksonville  
One-way fare, \$7.85  
Round-trip fare, \$15.70

Stuart first came into prominence through the annual visits of the late President Cleveland, who came regularly every winter to enjoy a month's fishing. It is located on the St. Lucie, seven miles inland from the inlet, and is growing rapidly. Pineapple plantations, citrus groves and vegetables are grown in quantity for the northern markets; also splendid banking facilities and an up-to-date theatre. During







# Florida East Coast Railway Company

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the past summer a tarpon club has been organized for the promotion of interest in tarpon fishing and prizes will be offered for record catches.

*Coventry Hotel*—Mrs. H. G. Leamer; accommodates 100; rates, \$2 and \$2.50 per day; \$12 to \$14 per week. One block from the station, overlooking the St. Lucie River. Open all the year. Modern throughout. Splendid lobby and cafe. Accommodations and equipment for fishing parties.

*Danforth's*—Mrs. Elizabeth Smart; accommodates 40; open November to May. The house of Grover Cleveland and Joseph Jefferson. Rates, \$2 per day; special weekly.

*Kimberly Apartments*—Mrs. Kimberly; accommodates 75; large well furnished airy rooms facing the beautiful St. Lucie River. Broad verandas and every comfort. Write for rates.

*Leamer House*—Mrs. H. G. Leamer; accommodates 25; rates, \$2 per day; special weekly.

*St. Lucie*—Lewis and Sams; accommodates 60. On south bank of the St. Lucie River, two minutes' walk from station. A new hotel, furnished and equipped up-to-date. Hot and cold water in every bedroom. Rates, \$3 per day; \$20 up per week.

*Stuart House*—Chas. Glass; accommodates 75. Rates, \$2.50 up per day; \$10 up per week.

## PALM CITY—VIA FERRY FROM STUART

*Palm Villa*—Mrs. C. O. Coffrin; accommodates 40. Nicely located on the river. Good hunting and fishing and up-to-date in every way. Open all the year. Rates, \$2 per day; special by the week.

## PORT SEWALL

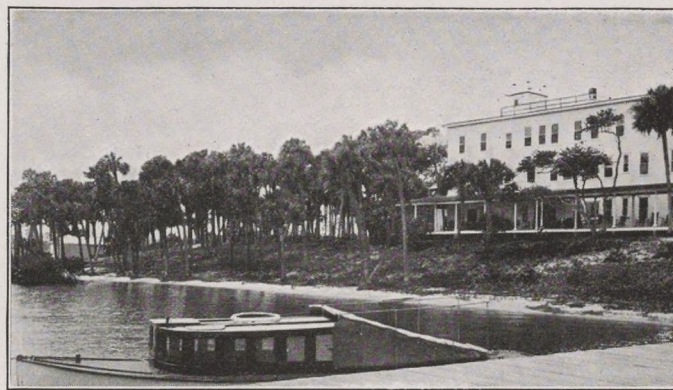
264 miles from Jacksonville  
One-way fare, \$7.95  
Round-trip fare, \$15.90

Port Sewall is located about midway between Jacksonville and Key West at the mouth of the St. Lucie River, and is 125 miles further east than Jacksonville,

the gulf stream being only four miles from the shore. The Government has let a contract for making a deep water harbor at St. Lucie Inlet, which, when completed, will make Port Sewall an important seaport. Situated on the crest and slopes of ocean ridges the natural drainage is nearly perfect. The air is dry, the evenness of temperature, the pure and wholesome drinking water together with the absence of fogs, make it an ideal location for homes. The surrounding country furnishes splendid hunting, and the fishing in the immediate vicinity is first-class. It is the winter home of Captain Hugh



A WINTER HOME AT STUART



SUNRISE INN, PORT SEWALL

Willoughby, who is well known in connection with aviation and wireless telegraphy. Motorists will be glad to learn that the concrete bridge across the St. Lucie River is open for traffic.

*Sunrise Inn*—L. N. Moss, lessee and manager; located at the junction of the St. Lucie and Indian Rivers, the famous fishing grounds and one of the most beautiful spots in Florida. Accommodates 80; open December to May. A splendid place for automobilists to stop over when traveling on the East Coast. Telephone and telegraph service day and night. Rates, \$4 per day up; weekly rates quoted on application.

## SALERNO

266 miles from Jacksonville  
One-way fare, \$8.00  
Round-trip fare, \$16.00

A new town on Manatee Bay, one mile from St. Lucie Inlet, and rapidly settling up.

*Boarding*—J. K. Clark; accommodates 15; rates, \$1.50 per day; special weekly.

*Inlet Inn*—B. W. Mulford; accommodates 40; rates, \$3.50 up per day; \$20 up per week.

*Salerno Inn*—F. D. Davidson; accommodates 24; opposite station; open all the year; rates, \$2 per day; \$12 per week.

## HOBE SOUND

275 miles from Jacksonville  
One-way fare, \$8.25  
Round-trip fare, \$16.50

Hobe Sound is twenty-five miles north of Palm Beach, the trip requiring by rail forty-five minutes, by automobile about one hour, and by launch two to three hours. At CAMP CHOWENWAW, on the ridge overlooking Hobe Sound, has been established the first Winter Camp for Girls in the United States. Experienced councillors from girls' camps in the East are in charge of the swimming in the Sound and Gulf, golf, tennis, boating, bicycling, riding, tutoring and handcrafts. Season, January 15th to March 15th.

## JUPITER ISLAND

Railroad Station and  
Postoffice, Hobe Sound

Jupiter Island, lying between the ocean and the Indian River, is one of the most delightful winter home colonies on the entire Coast of Florida. A good macadam road crosses the Indian River on a concrete and steel bridge, a little north of Hobe Sound station, and runs southward some miles down the island, through an avenue of Australian pines. There is a good nine-hole golf course on the island, about 2,800 yards in length, with an attractive





# Florida East Coast Railway Company



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clubhouse. Joe Mitchell, of the Cleveland Country Club, Cleveland, Ohio, is the professional in charge and people desirous of playing must apply to him. Adjoining the golf course is Island Inn, with accommodations for forty people. Rates, \$6.00 per day and up. Special weekly rates. Apply to Island Inn, Hobe Sound, Fla. Surf-bathing is practically the same as at other nearby places on the coast, and there are bath-houses on the beach with fresh-water showers. A short distance south of the golf course are some of the finest winter homes to be found in Florida, and south of these, on the county road, are the curious cliffs known as the Spouting Rocks. Yachtsmen will find Hobe Sound a good center, with protected anchorages and deep water close in shore at each side of the river. Drinking water is piped to the dock on the mainland and is available for boats.

## JUPITER

283 miles from Jacksonville  
One-way fare, \$8.50  
Round-trip fare, \$17.00

The trip up the river is particularly attractive and there is splendid black-bass fishing. This is one of the oldest settlements on the lower East Coast, and years ago the Government erected a lighthouse on the sand dunes, overlooking the Atlantic Ocean. There is also a Government wireless station at Jupiter Inlet from which was flashed the first news of the battleship Oregon on her record run from the Pacific to the Atlantic Ocean, during the Spanish-American war.

*Carlin House*—M. M. Carlin; accommodates 20; open November to June. Located at the mouth of the river opposite the lighthouse and radio station. Rates, \$2.50 per day up; special weekly.

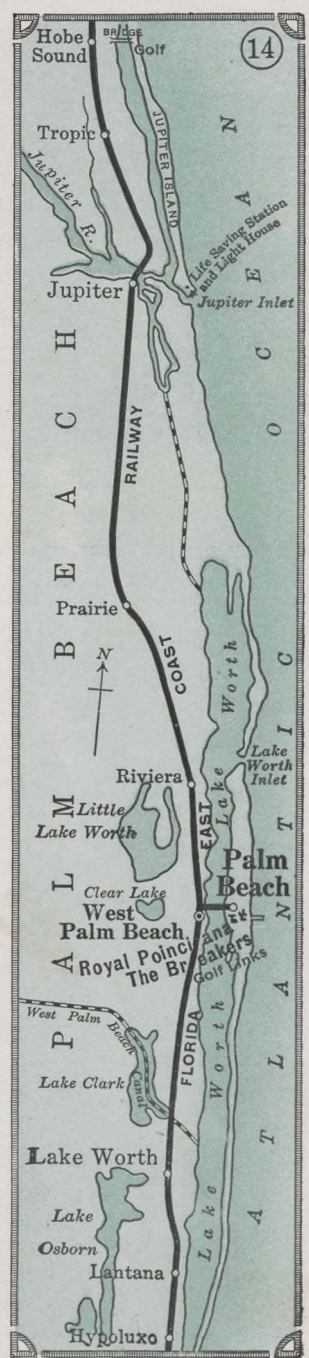
## WEST PALM BEACH

299 miles from Jacksonville  
One-way fare, \$8.95  
Round-trip fare, \$17.90

A rapidly growing city, the county seat of Palm Beach County, situated on the west shore of Lake Worth, opposite Palm Beach, and connected with that famous resort by two bridges and a ferry. All streets within the city limits are either waterbound macadam with a surface treatment of asphalt, or concrete with asphalt wearing surface. There are a number of good, moderate-priced hotels

and apartment houses. Due to the ridge on which the city is located, drainage and sanitary conditions are excellent, the result being an abnormally low mortality rate. The county has just completed a magnificent courthouse at a cost of \$150,000 on a site donated by the late Henry M. Flagler, also two commodious and well-equipped school buildings representing an investment of approximately \$100,000, well located in the most elevated part of the city. West Palm Beach is the market town of what promises to be one of the most famous winter-trucking sections of the country. The lands lying west of the city are fertile and suitable to all kinds of fruits and vegetables. Eight thousand acres of upper Everglades land lying in the western part of Palm Beach County is tributary to West Palm Beach. None of this land has an elevation of less than seventeen feet and 100,000 acres are now ready for cultivation. With the completion of the West Palm Beach Canal in the early part of 1917 and the building of the Palm Beach-Everglades Automobile Highway, the products of this wonderful land will be marketed in West Palm Beach. This road is designed as a part of a Cross-State Highway beginning at Fort Myers and ending at West Palm Beach. The city has approximately 6,000 permanent inhabitants.

*Alton*—Dennis Randolph; accommodates 30; rates, \$2 per day; special by the week.  
*Augustine*—316 Datura Street; Mrs. Clara A. Stymann; accommodates 20; open September to May; rooms only; rates, \$1 per day and up.  
*Briggs*—Mrs. C. B. Briggs; accommodates 50; private baths, running water, excellent cuisine, central location. Rates, \$3 to \$4 per day; special weekly.



GOLF AT HOBE SOUND





# Florida East Coast Railway Company

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*International Film Service*

## AVENUE OF AUSTRALIAN PINES, PALM BEACH

**Detroit**—213 Datura Street; H. C. and L. B. Fisher; accommodates 50; open all the year. Pleasant and homelike surroundings. Adjoins the business district and within a block of the postoffice, bank, theatre and city park. Rates, \$2 to \$2.50 per day; \$10.50 to \$14 per week.

**Frederick**—222½ Clematis Avenue; Miss Caroline E. Gates; accommodates 60. Centrally located. Large airy rooms; running water. Open all the year. European. Rates, \$1 up per day; special weekly.

**Gables**—Corner Olive and Datura Streets; Ross Brothers, owners; accommodates 125. Private baths, hot and cold water. Rates, \$2.50 per day; special weekly.

**Grassmere Lodge**—A refined boarding place, five minutes' walk from center of town; accommodates 40; rates, \$2.50 to \$3 per day; special weekly. Write the proprietor for further information.

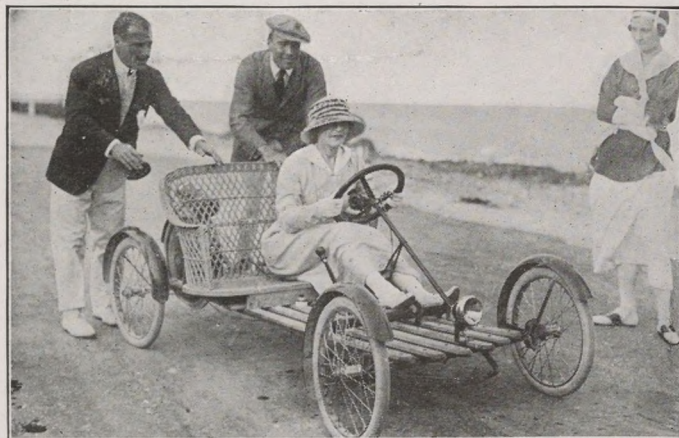
**Holland**—L. D. Lockwood; accommodates 100; private baths, elevator; rates, \$2.50 per day and up; special weekly.

**Holly Hall**—710 Poinsettia Street; Mrs. Emma Burkhart; two new modern five-room apartments. Write for further information.

**Lake Park**—O. A. McClintock; accommodates 150; rates, \$3 per day; special weekly.

**Lakeview Inn**—328 Second Avenue; Mrs. Florence Beihl; accommodates 20; open November to May; rates, \$1.50 per day; special weekly.

**Minerat**—315 South Olive Street; Mrs. Frank Darling; accommodates 30. Pleasantly located near Lake Worth, with large airy rooms, modern conveniences and best of service. Open December to May. Rates, \$2 per day; \$10 up per week.



READY FOR THE WORD "GO"



*Copyright, Underwood & Underwood*

## ROYAL POINCIANA GOLF COURSE

**New Keystone**—423 Datura Street; Benjamin Cook; accommodates 75; open all the year; rooms singly or en suite. Nicely located among the pines and palms. Rates, \$2.50 to \$3 per day; special weekly.

**Hotel Palms**—M. J. Hoenig; accommodates 200. A family hotel up-to-the-minute in every particular. Hot and cold running water in every room. Private baths, electric lights, telephone, steam heat. Rates, \$3 up per day; special weekly.

**Poinsettia**—W. D. Hunt; accommodates 75; all rooms with hot and cold running water, with or without private bath, elevator, open all the year. Centrally located. Rates, \$2.50 per day and upwards; special weekly.

**Salt Air**—On lake front boulevard; W. A. Weihe; accommodates 150; open November to May. First-class hotel, all white northern help. Telephone, hot and cold water in all rooms. Electric lights, furnace heat. Extra large porches. Auto bus meets all trains. Rates, \$3 per day up; special by the week.

**Tanglewood**—Mrs. C. B. Briggs; accommodates 20; rooms only. On Narcissus Street, facing Lake Worth.

**Thornton Inn**—333 Datura Street; Mrs. Lillian M. Thornton; apartments for light housekeeping; rooms, \$5 per week and up. Write for further information.

**Virginia**—Mrs. A. L. Haugh; accommodates 20; rooms only; \$1 per day up.



THE WINNER AT THE FINISH, PALM BEACH COUNTRY CLUB





# Florida East Coast Railway Company

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## PALM BEACH

300 miles from Jacksonville  
One-way fare, \$9.20  
Round-trip fare, \$18.40

Like a myth from the Arabian Nights, rising at the touch of a modern Aladdin, has been the growth and development of beautiful Palm Beach. The story of

its conception and development would furnish a theme for the pen of a Jules Verne.

Palm Beach is a winter paradise, created by the genius of man for pleasure-loving human beings. It is indisputably the most famous of the winter resorts; its hotels are the largest, the most fashionable and the most frequented. Palm Beach, with its wealth of cultivated beauty, is on a strip of land between the east shore of Lake Worth and the Atlantic Ocean, the former of which, like other inland waters of the East Coast, is a tidal lagoon of sufficient size to make an ideal harbor for the many private yachts which yearly visit Palm Beach, and for boating pleasures of all varieties. It is a perfect waterway for motor boating; motor-boat racing events take place there frequently every winter. On the ocean side is a fine sandy beach for surf-bathing, and a casino, with a large covered pool for those who prefer their salt-water bathing in quiet waters.

Globe trotters the world over have come to know and appreciate Palm Beach as the ideal winter resort. No more cosmopolitan resort exists in the world. At no other winter resort the world over can so endless a variety of things to do and see be found. No matter what your pleasure hobby, your sport hobby may be, it will be found here, either on land or sea. No effort has been spared to make the place one continual delight. Man and nature have thus combined, the result being a rare perfection of beauty, comfort and luxury.

*Hotel Royal Poinciana*—The Royal Poinciana is six stories in height and over one thousand feet in length; has luxurious accommodations for upwards of fifteen hundred people and



VILLA AT PALM BEACH

holds within itself all that fashionable society may require for the gayest of social seasons. Shops from Fifth Avenue here display their finest wares, and modiste and haberdasher are prepared to fill the ever-present demand for the latest accessories of costuming. The seeming miles of veranda are always filled with a gay company who find the enjoyment of the hour in the perfect climate, the *sine qua non* of winter pleasuring. Since its opening, the Royal Poinciana has entertained the most prominent members of American and European society. Only one knowing Palm Beach can have any idea of its gayety and sociability. One may be busy from early morning until late at night with golf, tennis, surf-bathing, motor-boat excursions to the house-boat at the inlet, afternoon teas and dancing, dinners at the garden grill, evening concerts, balls and various other entertainments provided by the management; or, *per contra*, the time may be delightfully spent in peaceful quiet. The hotel occupies a site overlooking



A FEBRUARY DAY ON PALM BEACH SANDS





# Florida East Coast Railway Company

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Lake Worth and is set in a garden of most extraordinary beauty. The rarest tropical vegetation flourishes here and among them the Royal Poinciana tree, which is famed for the blazing brilliance of its midsummer bloom. It is from this tree that the hotel takes its name. The hotel is conducted on the American plan and the table is provided with the best the market affords and in great variety, but for those who may desire something out of the ordinary, specially prepared with such little evidences of individuality as may be ordered, there is the attractive Garden Grill, in which may be had such service as occasions demand, whatever that may be.

Both the Royal Poinciana and The Breakers have rooms arranged singly, with or without bath, and suites of parlor, bedroom and bath, as may be desired. On the main floor of both hotels are great lounging rooms, writing and card rooms, brokers' office, with direct New York wire, news stand, railroad and Pullman ticket offices, Western Union and wireless telegraph offices, etc. Broad avenues of palms and Australian pines connect the two hotels.

*Hotel Royal Poinciana*—Under the management of Mr. H. E. Bemis; opens Tuesday, January 15, 1918; closes Monday, March 25, 1918.

*The Breakers* — The Breakers, facing the Atlantic Ocean, is somewhat smaller than the Royal Poinciana, and is popular with those who like to be where they can hear the pounding of the surf. The hotel is so constructed that a majority of its rooms afford a view of the ocean, and many of its



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EXPERT GOLFERS ALWAYS HAVE A GALLERY ON THE PALM BEACH  
COUNTRY CLUB LINKS

patrons come early every season and stay until closing time. In character and service The Breakers is a complement to the Royal Poinciana, and a pleasant social intercourse obtains between the guests of both hotels. Indeed, life at Palm Beach observes a certain round that includes interchange of amen-



THE GARDEN GRILL



AFTERNOON TEA AND DANCING IN THE COCOANUT GROVE, PALM BEACH





# Florida East Coast Railway Company

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ities each day. After indulging in your favorite sport, golf or tennis or whatever appeals, then comes the hour in the surf; at eleven in the morning society heads for the Casino, adjoining the bathing beach. After the salt-water dip, which may be taken in the Casino swimming pool, should the surf prove uninviting, it goes *en masse* to the piazza of The Breakers for the band concert and a drink, or other light refreshments and dancing. The hydrotherapeutic bathing establishment, in charge of competent attendants, for both ladies and gentlemen, is in the Casino building. North of the Casino, nearly opposite the eastern entrance of The Breakers, is the great steel pier extending 1,000 feet into the ocean, the rendezvous of the Palm Beach devotees to the rod and reel. The headquarters and club rooms of the Sail Fish Club of America are also located in the Casino. This club was organized in February, 1914, to promote fishing and to place the same on a basis consistent with the best traditions of the sport. Several prizes are offered each season, open to competition under the club rules. In the past two years, the Casino has been greatly improved, 200 rooms for bathers having been added, providing ample accommodations for all.

*The Breakers*—Under the management of Mr. Leland Sterry; opens Saturday, December 22, 1917; closes Saturday, April 6, 1918.

*Palm Beach*—Sidney Maddock; accommodates 400. A large modern hotel of moderate rates, facing Lake Worth, near Royal Poinciana railroad station. Special weekly and season rates. Write for booklet.

*Hibiscus Hotel*—A. C. Inglessi; accommodates 125; open December to May. Modern; has electric lights, bells, hot and cold water in every room and sanitary conveniences, newly renovated. Rates, \$3.50 and up per day; special weekly.

## LAKE WORTH

306 miles from Jacksonville  
One-way fare, \$9.20  
Round-trip fare, \$18.40

Lake Worth is named after the beautiful lake which forms its eastern boundary, and is a town of about fifteen hundred people, with a live Chamber of Commerce.

Nearly every line of business is represented and it has all the advantages of the present-day modern town. It is backed by a farming country that is being rapidly settled up, and its progressiveness and ability to do things has gained it an enviable reputation. Tourist accommodations of the best and prices not excessive.

*Boarding*—Mrs. L. E. Bailey; accommodates 12; rates, \$1.50 per day; \$10 per week.

*Cole Apartments*—R. W. Nickerson; accommodates 20; first-class rooms, running water. Rates, 75 cents to \$1 per day; \$3.50 to \$5 per week.

*Pavilion*—Mrs. F. H. Harris; accommodates 15; rooms, \$3 and \$4.50 per week.

*Lake Worth Villa*—G. W. Fairchild; accommodates 25. New and up-to-date. Private baths. Rates, \$2 to \$2.50 per day; \$12 to \$14 per week. Overlooking Lake Worth. Private dock. Screened porches.

*Florida Hotel*—Mrs. Jos. Elliott; accommodates 40; rates, \$2 and up per day; special weekly. Auto service between station and hotel.

*Indiana*—W. F. Ludlum; rooms only; accommodates 30; rates, 75 cents per day.

*Lake Worth Hotel*—Paul Andre; accommodates 25; rates, \$2.50 up per day; special weekly



TENNIS TOURNAMENTS, ROYAL POINCIANA COURTS

*New Jersey*—Mrs. M. E. Lloyd; accommodates 25; open all year. Pleasantly located near lake and park. Rates, \$2.50 per day; special weekly.

*Wayside Inn*—Mrs. Mildred Clayton; accommodates 20; rates, \$2 per day; special weekly.

## LANTANA

308 miles from Jacksonville  
One-way fare, \$9.25  
Round-trip fare, \$18.50

*Carlson House*—A. Carlson; accommodates 10; rates, \$2 per day; \$12 weekly.

*Lantana House*—M. B. Lyman; accommodates 10; rates, \$2 per day; \$12 per week.

Lantana is located at the lower end of Lake Worth, in the middle of pineapple plantations and extensive vegetable farms. The hunting and fishing is good.

## BOYNTON

312 miles from Jacksonville  
One-way fare, \$9.35  
Round-trip fare, \$18.70

Located on the ocean beach, at the south end of Lake Worth, and in the heart of the farming center of Palm Beach County. There are a great many bananas of the "Lady Finger" variety raised in this neighborhood.

*Bank Hotel*—Accommodates 10; rates, \$2.50 per day; special weekly.

*Boynton Hotel*—Boynton Hotel Company; accommodates 200. Has large well-furnished sleeping rooms; fine dining room, is within fifty feet of the ocean beach and commands a splendid view of the ocean. Rates, \$2.50 per day up; \$14 to \$22 per week. Open December 15th to April 15th.

*Vero*—F. L. Muster; accommodates 20; rates, \$2 per day; special weekly.

## DELRAY

317 miles from Jacksonville  
One-way fare, \$9.50  
Round-trip fare, \$19.00

Delray is a thriving colony originally settled by Michigan people and named after a suburb of Detroit. It is one of the few towns in Florida that combines

the advantages of a location on the Atlantic Beach with those



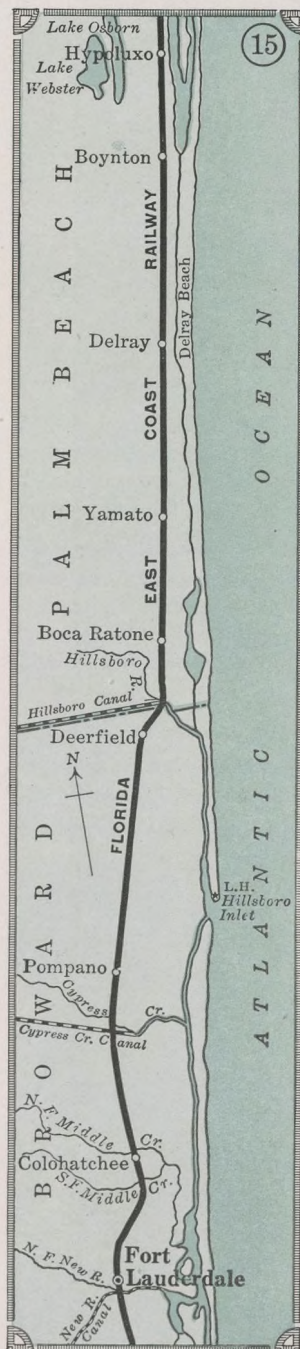
CLUBHOUSE, PALM BEACH COUNTRY CLUB





# Florida East Coast Railway Company

Southern Express Florida East Coast Hotel Company Western Union Telegraph  
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of a soil suitable for the growing of vegetables, pineapples and citrus fruits. On account of the nearness of the Gulf Stream on the east and the position of Lake Okeechobee on the northwest, Delray and vicinity is not as susceptible to the cold winds as some other points, making it especially free from damaging frosts.

Recently the T. A. Snider Preserve Co. established a branch of their business, manufacturing their tomato catsup and soup, and consuming over 20,000 baskets of ripe tomatoes each twenty-four hours and operating day and night during the tomato season. The Causse Manufacturing and Importing Co. have also established a branch at Delray for the preparing of pineapples for shipping to their headquarters for crystallizing. Not only do the plants mentioned use the produce raised in the immediate vicinity, but also use crops shipped from points north and south of Delray.

Grand — W. P. Eaton; accommodates 20; rates, \$1.50 per day; \$6.50 per week.

Kentucky House — L. H. Bradshaw; accommodates 30; open all the year. Situated 1,800 feet from the ocean, with surf-bathing the year round. Table furnished with home-grown vegetables, good milk. Electric lights, hot and cold water. Rates, \$1.50 to \$2 per day; \$7 to \$9 per week.

Sterling — H. J. Sterling; accommodates 40; rates, \$2 per day; \$12 per week.

The Duane, Delray Beach — Mrs. Jennie E. Fish; accommodates 12; rates, \$2 per day; \$12.50 per week.

## YAMATO

321 miles from Jacksonville  
One-way fare, \$9.65  
Round-trip fare, \$19.30

Yamato is a Japanese settlement, and the experiment to colonize by these Japanese people seems to have been successful. Not only do they cultivate American vegetables, but they are also experimenting with the vegetables of Japan with good success.

## DEERFIELD

327 miles from Jacksonville  
One-way fare, \$9.80  
Round-trip fare, \$19.60

Located at mouth of the Hillsboro River, which forms part of the Hillsboro Canal from Lake Okeechobee. About 2,000 acres of farming land under cultivation every year. Free and easy access to ocean beach where building lots are available at reasonable prices. Wild turkey, deer and quail abound in the adjacent woods and fine game fish in surf and streams. An ideal spot for winter home, midway between Miami and West Palm Beach, on the famous Dixie Highway.

Hotel Australian — E. T. Thomas; accommodates 40; rates, \$2 per day; \$7 per week.  
Pioneer — W. H. Dias; accommodates 15; rates, \$2 per day; \$7 per week.

## POMPANO

333 miles from Jacksonville  
One-way fare, \$10.00  
Round-trip fare, \$20.00

an automobile highway.

Hamilton Inn — Mrs. Hamilton; accommodates 20; rates on application.

## FORT LAUDERDALE

341 miles from Jacksonville  
One-way fare, \$10.25  
Round-trip fare, \$20.50

County seat of Broward County, and sometimes called the Gateway to the Everglades. The town is located on the site of a fort of the same name built during the Seminole War. New River, the outlet of the two largest of the drainage canals, flows through the town. Fort Lauderdale and vicinity is particularly adapted to the growing of all kinds of winter vegetables. It is a large shipping point also, much of the products being forwarded to Fort Lauderdale through the canals and by way of the river. It is about twenty minutes' run by motor boat and five minutes by auto to a beautiful shaded beach. Seminole Indians are frequent visitors to the city. Interesting excursions up the canal to Lake Okeechobee are popular. Good bathing beach and up-to-date pavilion. Deep-sea and river fishing, excellent hunting. Rock road throughout the county and no toll bridges.

Gilbert Hotel — L. O. Hooper; accommodates 75; rates, \$3 per day up; special weekly.

Keystone — T. H. Fisher; accommodates 25; rooms only; rates, 75 cents per day.

New River Hotel — L. O. Hooper; accommodates 40; rates, \$2.50 per day and up; special weekly.

Palm Hotel — W. W. High; accommodates 20; rates, \$2 per day up; special weekly.

## DANIA

346 miles from Jacksonville  
One-way fare, \$10.40  
Round-trip fare, \$20.80

One of the most desirably located towns in this section. Twenty miles north of Miami on the Dixie Highway. Two miles from the ocean and good roads make this easily accessible. Splendid bathing beach, good fishing and hunting. Beautiful homes, excellent school, good churches, prosperous bank and live merchants. Water and light system. It is one of the largest tomato shipping points in the entire State as well as growing its share of many other kinds of vegetables. The State is now digging what is known as the Dania Cut-off Canal, which will affect and drain a large





# Florida East Coast Railway Company

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body of farming lands adjacent to Dania. In addition to this the land owners of Dania are putting into operation a very elaborate system of drainage (to be completed for the season 1917-18), which will greatly enhance the value of its already choicest farming lands.

*Dixon House*—L. V. Dixon; accommodates 30; rates, \$2 per day; special weekly.  
*New Webb Hotel*—Mrs. G. W. Bloom; accommodates 25; rates on request.  
*Osceola House*—W. G. Moore; accommodates 20; rates, \$1 per day; special weekly.  
*Dania Hotel*—P. H. Roper; accommodates 40; rates, \$2 per day; special weekly.

## HALLANDALE

351 miles from Jacksonville  
One-way fare, \$10.50  
Round-trip fare, \$21.00

Hallandale is one of the healthiest places along the East Coast, being high and dry, and its nearness to the ocean beach makes it a very desirable place to live.

There is now under construction a wide, hard rock road from the center of the town to the beach, and a bridge is also being built across the State Canal between Hallandale and the ocean. Both will be completed this season, and will give easy access to the beach. A bathing pavilion has already been erected and several cottages are now ready for occupancy.

*Hallandale Hotel*—Miss M. Reese; accommodates 15; rates, \$2 per day; special by the week.

## FULFORD

355 miles from Jacksonville  
One-way fare, \$10.65  
Round-trip fare, \$21.30

Fulford is located on the Miami-Montreal and Dixie highways, midway between Miami and Fort Lauderdale, and on Snake Creek and the Royal Glade-Fulford Canal. Fulford is planned along the "City Beautiful" lines, with wide streets, parks and every provision to take care of a growing city. The streets are very wide, paved with Miami rock, and most of them planted with coconut palms and hibiscus. The elevation above the sea level ranges from ten to twenty feet and the drainage is for the

most part natural. Healthful climate, pure water, salt and fresh-water fishing, boating, bathing and abundance of fresh fruit and vegetables.

*Alabama*—Lapham & Cantlon; accommodates 50; open all the year. A new, modern, concrete hotel, pleasantly located near the canal and Dixie Highway, with tennis court, motor boating, etc. Rates, \$2.50 per day; \$16 per week.

## ARCH CREEK

357 miles from Jacksonville  
One-way fare, \$10.70  
Round-trip fare, \$21.40

Located nine miles north of Miami, and derives its name from the beautiful natural bridge one-half mile north of station, at which point a natural park has been perfected for rest and picnic purposes. Ideal location for winter bungalows. A new \$20,000 schoolhouse has been completed within the past year. Two fine Dixie Highway routes to Miami; about eleven hundred acres finest trucking land in the South; country board obtainable from \$7.00 to \$10.00 per week.

## LITTLE RIVER

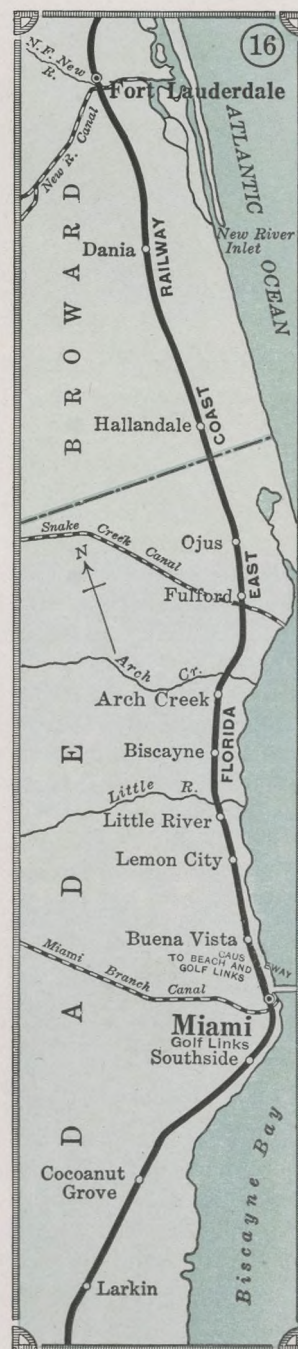
361 miles from Jacksonville  
One-way fare, \$10.30  
Round-trip fare, \$21.60

Located on the northern end of Bay Biscayne in a rapidly growing country. Citrus culture is very successful, while many of the semi-tropical fruits, like sapodillas, mangoes, avocados, papaya, are successfully grown. The largest plant in the United States for the production of arrowroot is located at this point. For hotel information write the ticket agent.

Good accommodations at the

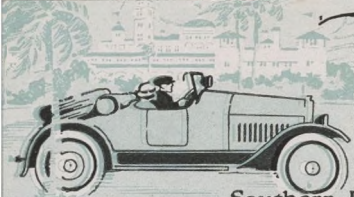
*Huskey House*—Mrs. A. J. Huskey, proprietor.

*Pine Tree Inn*—A. B. James, proprietor. Rates on application.



THIRTEEN DIFFERENT VARIETIES OF FISH CAUGHT BY ONE PARTY, BAY BISCAYNE





# Florida East Coast Railway Company

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*Flagler System.*



CLUBHOUSE, ROYAL PALM GOLF CLUB

## LEMON CITY

An attractive town beautifully located 362 miles from Jacksonville on Bay Biscayne which is nearly four miles wide at this point. Boating, fishing, bathing and hunting afford ample amusement for visitors. It has a population of about 1,000 and an assessed valuation of the amount of \$1,000,000. There are three churches, a public library, a hotel and a number of boarding houses where accommodations may be secured at very reasonable rates. On a plat of ten acres a new \$25,000 school building has recently been erected. The streets are hard-surfaced and the Montreal-Miami highway passes directly through the town. In the vicinity are more than one hundred acres of grapefruit and three hundred acres of pineapples. There are also about two hundred acres planted in tomatoes, peppers, beans, etc., which yield a satisfactory profit to the growers.

The locality is indeed a pleasing one and its future seems to be well assured. Consequently great things are expected of this growing and typical East Coast town.

*Victoria Hotel*—W. M. Reid; accommodates 40; new hotel; open October 1, 1916; rates, \$2 per day; special weekly.

## BUENA VISTA

Buena Vista (meaning in Spanish "Good View") was formerly an incorporated town, but is now a part of greater Miami, and the Buena Vista depot is really a suburban station of the "Magic City." Nestling close to the shores of Bay Biscayne, surrounded by beautiful homes and well-kept groves, it is a most desirable locality. The full tropical effect is seen at its best and the beautiful roads, splendid class of people and social attractions add to its desirability.

*Buena Vista Villa*—C. L. Sheeler; on Biscayne Boulevard, near the bay. Cool, breezy rooms; home comforts; rates, \$2 per day; special weekly.



BAND CONCERT, ROYAL PALM PARK, MIAMI

## MIAMI

Twenty years ago Miami was only an Indian trading post. Today it is a city of nearly thirty thousand people and probably the most beautiful city of the New South. The remarkable growth of Miami has caused it to be called the "Magic City." It is the county seat of Dade County, which has 500 miles of excellent rock road.

The city of Miami is not only beautiful and picturesque, but it is clean and remarkably healthy and comfortable to live in. Boating in all its variations, from life on the handsome deep-sea yacht and the magnificently appointed houseboat, down through the many gradations of pleasure and fishing craft to the primitive canoe and light rowboat, according to one's inclination, is here the paramount pastime. Miami has one of the best yacht harbors in the world, and during the winter season the bay is filled with pleasure and fishing craft. There are frequent boat excursions to the beaches, Norris Cut and Cape Florida. The fishing is particularly good, and one can take his choice of variety and size by the simple selection of location. Small pan fish may be caught in the bay, while outside in the ocean the large ones are waiting to be caught. One of the finest golf courses in the South will be found at Miami Beach, the eighteen holes measuring 6,088 yards. A handsome clubhouse has been built and visitors are welcomed. The annual midwinter speed-boat races on Bay Biscayne attract some of the fastest boats in the world. Surf-bathing at Miami's ocean beaches is the equal of that anywhere on the Atlantic Coast. The beaches are now connected with Miami by a long wagon bridge over Bay Biscayne, with autobus service from Twelfth Street to the ocean pavilion. There are also ferry lines operating from the foot of Twelfth Street. There are good hotels suited to the means of all classes. Winter visitors may place their children in the public schools free of any charge and the Southern Business College founded





# Florida East Coast Railway Company

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THE CASINO, ROYAL PALM, MIAMI

by A. H. Perry, or the private school of Miss Julia Filmore Harris will be found equal to any in the North.

*Hotel Royal Palm*—The last link in the chain of Flagler hotels on the mainland of Florida is the Royal Palm. When its construction was decided upon, the site for it was ready to hand, as there could be no more delightful spot for the location of a hotel than the point of land to the north of the mouth of the Miami River, formed by the junction of the river with Bay Biscayne. Here the natural wealth of subtropical flora, combined with the magnificent water frontage, was Nature's own selection. And here was built a modern hotel, to be managed and maintained for the accommodation, pleasure and happiness of a class of tourists who would demand and appreciate the very best. The front commands a view of the beautiful Bay Biscayne; to the south is the Miami River, with picturesque Brickell's point beyond. Surrounding the hotel on all sides are beautiful cocoanut palms and other subtropical plant life, all plainly labeled with their botanical and common names. The hotel has detached verandas on three sides and by their peculiar construction gives the effect of a covered esplanade. It is naturally the center of social life in Miami during the season, and all kinds of diversions are provided for the pleasure of guests, including costume balls, dances, theatrical entertainments, excursions to various points, etc. Music twice daily. To the north of the hotel are the tennis courts, and through the palm grove is located the casino. The swimming pool is in the casino and is supplied with sea water, which is renewed daily. The pool is the favorite forenoon gathering place. The grill room is most attractive, being decorated with rich tropical plants so arranged as to form delightful little alcoves, nooks and corners. There are several shops on the main floor of the hotel, with telegraph, railroad and Pullman ticket offices for the convenience of the guests. At the Royal Palm docks, in the hotel



MIAMI BEACH CASINO

grounds, there is a fleet of power boats, sail boats, dories and all kinds of craft for hire, fully equipped with tackle and bait, with competent fishermen in charge.

*Hotel Royal Palm*—Under the management of Mr. Jos. P. Greaves; will open for the season 1918 on January 1, and close April 1.

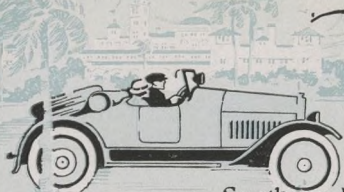
## HOTELS, ROOMING AND BOARDING HOUSES.

- Al Fresco*—Mrs. L. Gorman; accommodates 50; rates, \$1 up per day; \$7 up per week.
- Abnerholm*—Mrs. C. D. Herin; accommodates 50; rates on application.
- Biscayne Hotel*—F. W. Brown; accommodates 100; rates, \$1 up per day; special weekly.
- Boyd Hotel*—R. B. Sextsmith; accommodates 30; rates on application.
- Dixie Highway Inn*—Mrs. I. E. Coston; accommodates 25; rates, \$2 per day; \$12 per week.
- Esmeralda Hotel*—L. K. Beach; accommodates 80; rates on application.
- Florida*—Graham and Neil; accommodates 25; rates on application.
- Ft. Dallas Hotel*—I. H. Bradshaw; accommodates 75; rates, \$2.50 up per day; special weekly.
- Frances Hotel*—T. W. Mitchell; accommodates 100; rates, \$1 up per day; special weekly.
- Frazure House*—C. M. Frazure; accommodates 50; rates on application.
- Grallynn*—Salem Graham; accommodates 250; rates, \$4 up per day; special weekly.
- Grand*—A. T. Dayrampel; accommodates 100; rates, \$1 up per day; special weekly.
- Green Tree Inn*—Mrs. E. A. Forssell; accommodates 100; rates, \$3 up per day; special weekly.
- Hotel Halcyon*—H. M. Marsh; accommodates 300; rates, \$4 up per day; special weekly.



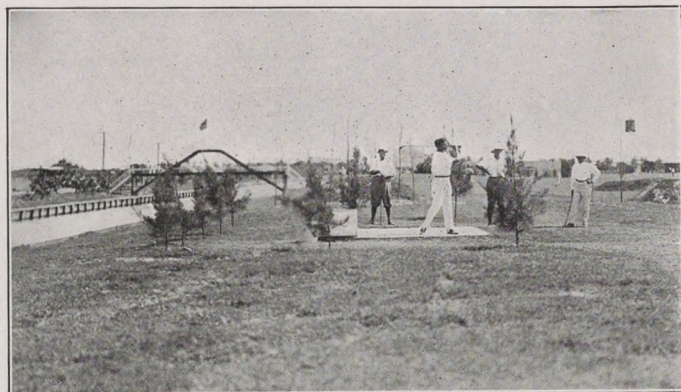
AFTERNOON TEA, ROYAL PALM GARDENS





# Florida East Coast Railway Company

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GOLF AT ALTON BEACH, MIAMI

*Ingram Inn*—Mrs. W. R. Ingram; accommodates 30; rates, \$2 up per day; \$12 up per week.  
*Lincoln*—F. H. Wiswell; accommodates 100; rates on application. Located on Atlantic Ocean, Miami Beach.

*McCrory Hotel*—W. N. Urmev; accommodates 150; rates, \$1.50; rooms.  
*Manhattan*—W. G. DeBerry; accommodates 40; rates, \$1 up per day; rooms.  
*Miami Inn*—L. Hurst; accommodates 50; rates on application.  
*Oaks*—Mrs. S. A. Sims; accommodates 50; rates on application.  
*Osceola*—C. B. Johnson; accommodates 20; rates on application.  
*Paramount*—B. A. Hirt; accommodates 60; rates on application.  
*Plaza*—J. W. Chase; accommodates 300; rates, \$3.50 up per day; special weekly.  
*Poinsettia*—A. Roe; accommodates 60; rates on application.  
*Royal Palm*—J. P. Greaves; accommodates 500; rates, \$6 up per day; special weekly.  
*Royalton*—John Gardiner; accommodates 40; rates, \$1 up per day.  
*Rutherford*—Mrs. V. A. Rutherford; accommodates 100; rates, \$2.50 up per day; special weekly.

*San Carlos*—Gus Muller; accommodates 150; rates, \$2.50 up per day; special weekly.  
*Urmev*—W. N. Urmev; accommodates 200; rates, \$3.50 up per day; special weekly.  
*Windsor*—Mrs. Clara Peebles; accommodates 20; rates on application.  
*Yarborough*—Mrs. M. J. Yarborough; accommodates 30; rates on application.

## APARTMENTS.

*Avondale*—Catherine McCarthy; accommodates 45; rates on application.  
*Breakers*—Located on Atlantic Ocean, Miami Beach; S. A. Belcher; accommodates 75; rates on application.  
*Brickell*—Chas. C. Brickell; accommodates 125; rates on application.  
*Chester*—R. D. Choquette; accommodates 30; rates on application.  
*Cleveland*—T. S. Davenport; accommodates 30; rates on application.  
*Dennis*—L. K. Beach; accommodates 40; rates on application.  
*Dean*—Mrs. A. A. Walsh; accommodates 40; rates on application.  
*El Mar*—Located on Atlantic Ocean, Miami Beach; Hugh M. Anderson; accommodates 40; rates on application.  
*Esmeralda*—L. K. Beach; accommodates 80; rates on application.  
*Gautier*—T. N. Gautier; accommodates 75; rates on application.  
*Johnson*—Jas. H. Johnson; accommodates 200; rates on application.  
*Mackinaw*—L. E. Edwards; accommodates 20; rates on application.  
*Olmstead*—J. F. Olmstead; accommodates 50; rates on application.  
*Osceola*—W. T. Carter; accommodates 35; rates on application.  
*Ostend*—C. M. Bush; accommodates 60; rates on application.  
*Saragossa*—S. B. Sampson; accommodates 100; rates on application.  
*Sutcliffe*—Mrs. H. D. Sutcliffe; accommodates 60; rates on application.  
*Toledo*—Located on Atlantic Ocean, Miami Beach; A. H. Schmitt; accommodates 100; rates on application.  
*Vista del Mar*—S. A. Berni; accommodates 80; rates on application.  
*Winton Court*—E. A. Theed; accommodates 30; rates on application.  
*Wireless*—Located on Atlantic Ocean, Miami Beach; Hugh M. Anderson; accommodates 60; rates on application.  
*Waddell*—Jas. H. Johnson; accommodates 75; rates on application.

**COCOANUT GROVE** A small town on Bay Biscayne, connected with Miami by a hard-surfaced road. The town is a collection of homes, school and clubhouses and the bay front is a succession of villas. The drive from Miami to Cocoanut Grove extends through a hammock, the beauty of which forms a fitting introduction to the semi-tropical paradise of Cocoanut Grove. It is the winter home of the famous author, Kirk Monroe, and of the Adirondacks-Florida School, founded by Paul C. Ransom. Information may be obtained by writing to L. H. Somers, Head Master; summer address, Meenahga Lodge, Saranac Lake, N. Y. The Lake Placid School for Boys, founded by John M. Hopkins, is also located at Cocoanut Grove during the winter. Wealthy Americans have acquired practically the entire bay front all the way from Miami to Cocoanut Grove and are improving the already beautiful surroundings and building handsome homes. The Cocoanut Grove Country Club has been incorporated and a clubhouse completed. The plans of a golf course are under consideration.

*Camp Biscayne*—R. M. Munroe. An old established resort on the bay shore facing Cape Florida and Fowey Rocks lighthouse, adjacent to the Yacht Club and near public library. Open early and late. Cottages. Rooms and central dining hall. Electric lights, running water, baths, etc. Illustrated circular and rates on application.

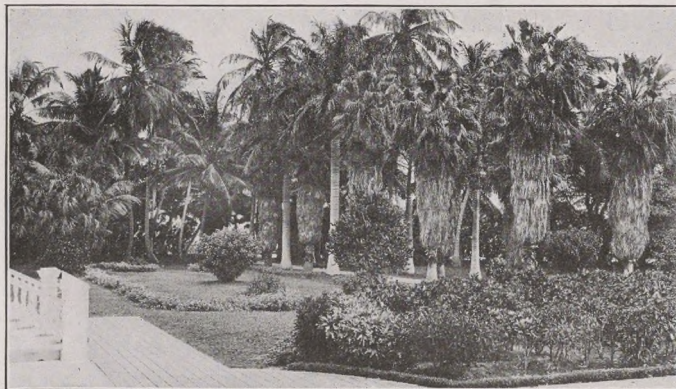
*Coleman House*—Mrs. L. A. Coleman; accommodates 25; rates, \$2 per day; special by the week.

*Private Board*—Mrs. R. M. Price; accommodates 10; rates, \$2 per day up; special weekly.

## PERRINE

382 miles from Jacksonville  
One-way fare, \$11.45  
Round-trip fare, \$22.90

Perrine is one of the largest shipping stations on the line for tomatoes, and also ships large quantities of grapefruit, oranges, etc. It is located on a grant of 24,000 acres, given to Dr. Henry Perrine, in 1855. He was killed by the Indians and the conditions of the grant were never carried out. Perrine has a new \$15,000 school building, fine rock roads. Cutler, a village on Biscayne Bay, is three miles distant.



A TROPICAL GARDEN NEAR MIAMI

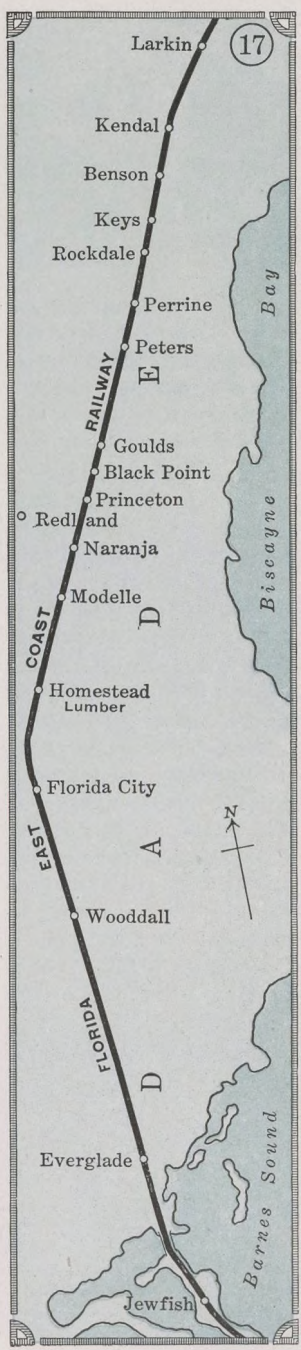




# Florida East Coast Railway Company



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## GOULDS

386 miles from Jacksonville  
One-way fare, \$11.55  
Round-trip fare, \$23.10

The town of Goulds is located about two miles west from Biscayne Bay and is surrounded by bearing grapefruit groves; three miles to Biscayne Bay where there is splendid fishing.

*Private Board*—Mrs. Emil Collittscheck; rates, \$2 per day; \$7 per week; \$25 per month.  
*Private Board*—J. E. Johnson; rates, \$2 per day; \$8 per week, or \$30 per month.  
*Private Board*—Mrs. S. P. Lewis; rates, \$2 per day; \$8 per week, or \$30 per month.  
*Private Board*—J. W. Starns; rates, \$8 per week, or \$27 per month.  
*Strange House*—Mrs. J. Strange; \$2 per day; \$7.50 per week, or \$25 per month.  
*Cauley House*—C. R. Lee, Manager; rates \$2 per day; \$8.50 per week; \$30 per month.

## HOMESTEAD

394 miles from Jacksonville  
One-way fare, \$11.80  
Round-trip fare, \$23.60

Homestead is the shipping point for the famous Redland District of South Dade County. It has a larger acreage of grapefruit groves than any other locality in Florida of corresponding size. It is a great truck-farming section, shipping tomatoes, beans, peppers, eggplants, squash and other garden truck from the middle of December until late in spring. Homestead has a \$30,000 school building and a first-class corps of teachers; the town owns its own electric light plant which will be installed and in operation by September 1, 1917; paved streets and concrete sidewalks; \$5,000 City Hall, seven churches; the "Ingraham Highway," Homestead to Cape Sable, will be completed by October 1, and the health of the town is unsurpassed; the Chamber of Commerce has plans whereby a three-story reinforced concrete hotel will be built soon.

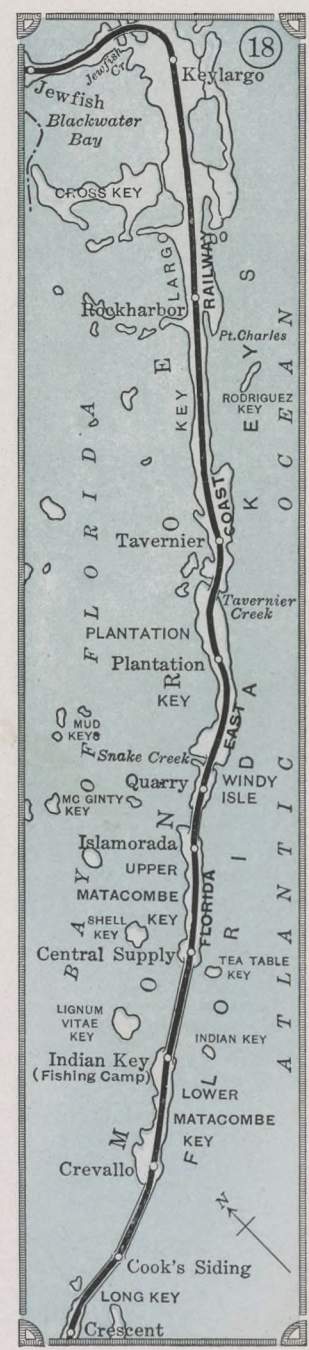
*Homestead Hotel*—T. E. Evans; accommodations 20; rates, \$2 per day; special weekly.

*Southern Pines*—D. W. Sullivan; accommodations 35; rates, \$1 per day; \$6 per week.  
*The English*—Mrs. J. W. English; rates, \$1 per day; \$6 per week.

## FLORIDA CITY

396 miles from Jacksonville  
One-way fare, \$11.90  
Round-trip fare, \$23.80

This station was originally Detroit, but was changed to Florida City after being incorporated, December 28, 1915. Florida City has seven stores, ice plant, town hall, two-room modern concrete school building, \$5,000 M. E. church, modern buildings, pavilion, several large packing houses, including a branch of the Snider Preserving Company, two canals extending to Bay Biscayne, nine miles east across the prairie. The benefit of good boating, fishing and bathing in fresh and salt water is here available. The county rock oiled, paved road extends from Miami, the county capital, to Florida City, and is being extended southwesterly through Royal Palm Park to Cape Sable. Suburban land on the east and south is of the best marl loam prairie, and west and north pine and redland and porous rockland, being suitable for growing winter vegetables and fruits. Here is the natural home for growing avocado and other fruits, tomatoes and other vegetables, natal grass, para grass and various feed products, and for raising cattle, hogs and poultry. Florida City is the most southern incorporated town on the mainland in the United States, and the farthest southeast, and now has a population of about 500, with good prospects for future growth. The climate is ideal; snow, ice, sleet and freezing being strangers.

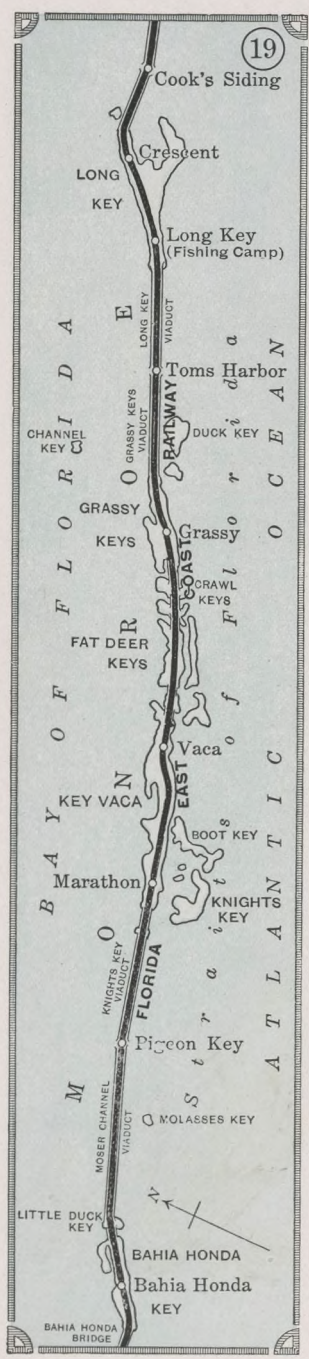






# Florida East Coast Railway Company

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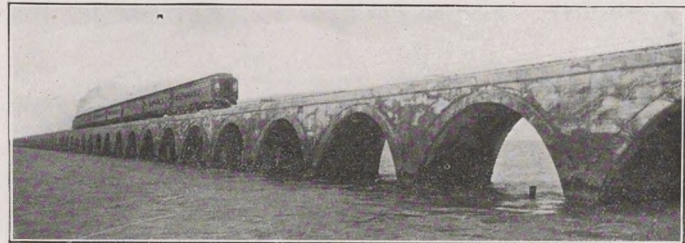
## KEY WEST EXTENSION

While the Key West extension really begins at Miami, the portion of the line usually known as such begins at Homestead. Across the Jewfish Creek draw-bridge the railroad uses the southern half of Key Largo, which is the largest key in the series and has been inhabited for many years. Leaving Key Largo over Tavernier Pass Keys, the road crosses Plantation Key, Upper and Lower Matacombe, all of which now have regular stations, their names and order as follows: Key Largo, Rockharbor, Tavernier, Plantation, Quarry (where much of the rock used for filling on the south end was obtained), Islamorada, Central Supply, Indian Key, Crevallo, Cook's Siding and Crescent.

## INDIAN KEY FISHING CAMP

Railroad Station, Long Key  
457 miles south of Jacksonville  
One-way fare, \$14.35  
Round-trip fare, \$28.70

Indian Key Fishing Camp is an ideal location on the beautiful and historic island of Indian Key, seventy-five miles south of Miami, in the famous Hawk and Indian Key Channels. This is the nearest point, four miles to the celebrated reef and deep-sea fishing of Alligator Reef Light, on the Gulf Stream. Dining room and sleeping accommodations, fishing and boating facilities; good sand and bathing beach; beautiful marine gardens; cocoanuts, tamarinds and other tropical growths. Experienced steward and chef in charge, railroad station, telegraph and express office at Long Key. For terms and accommodations address Indian Key Fishing Camp; Postoffice, Long Key, Fla.



THE LONG KEY VIADUCT

All along this portion of the line the view from the car window beggars description—the opalescent waters, the larger and smaller keys, the vari-colored seaweeds showing through the water, and the deep blue sky, making a picture that must be seen to be appreciated. From the lower Matacombe, over the rock trestle, the traveler reaches Long Key.

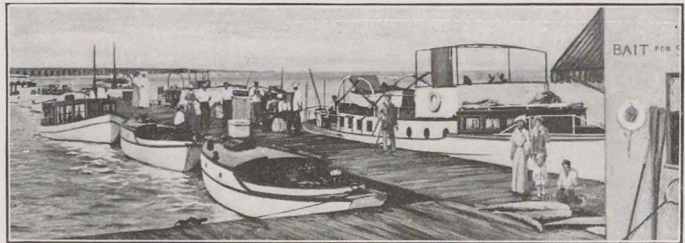
## LONG KEY

457 miles from Jacksonville  
One-way fare, \$14.35  
Round-trip fare, \$28.70

The Long Key Fishing Camp, under the management of Mr. L. P. Schutt, will open for the season 1918 on January 1, and close April 13. It is delightfully

located in a large grove of cocoanut palms, with a sandy, white, shell beach that dips caressingly into the bright, many-hued waters of the Atlantic.

Barton W. Evermann, Ichthyologist of the United States Fish Commission, in a paper read at the Fishery Congress, held at Tampa, Fla., January 10, 1893, says: "There is, perhaps, no State in the Union whose fishes have attracted more general attention than those of Florida. The interest in the fishes of this State is shared by the commercial fishermen, the angler and the ichthyologist. The number of species that are sought because of the commercial value is far greater than in any other section of America. Those that are of interest to the angler are more numerous than any other State can boast, while the richness and peculiarities of the fish fauna of Florida have made this State a fascinating field to the ichthyologist and students of geographic distribution. The total varieties of fishes known from Florida waters are about six hundred or about one-fifth of the entire fauna of America.



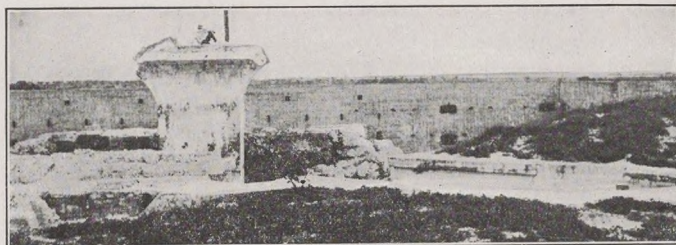
THE WHARF AT LONG KEY





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MARTELLO RUINS, ONE OF THE OLD FORTS AT KEY WEST

north of Panama." It would seem that the Creator specially arranged the Florida Keys with its many and intricate waterways and protected bays with the distinct idea of providing a breeding place for the inhabitants of the deep, and Long Key is practically in the center of activities.

**Long Key Fishing Camp**—L. P. Schutt, manager, accommodates 100; open January 1, 1918, to April 14, 1918. Among the attractions of a trip to Florida is the typical fishing camp on Long Key, an island of the Floridian Archipelago, 457 miles south of Jacksonville, an ideal camp for fishing and boating, with facilities for housing and feeding upward of one hundred persons. Here the fishermen find their paradise. The camp consists of a number of small cottages, with a central lodge as office, reading room, etc., the kitchen and dining room being in a separate building.

Leaving Long Key, the road crosses the now famous Long Key Viaduct, two and one-half miles in length, and here the over-sea journey really begins. The Long Key Viaduct is built of reinforced concrete and consists of 180 semi-circular arches of fifty-foot spans, the track being at an elevation of thirty feet above low tide. South of Long Key Viaduct the road crosses Grassy, Fat Deer, and Vaca Keys, and on the last named is

Marathon Station, which is the headquarters of construction department of Key West Extension.

## CHASE

506 miles from Jacksonville  
One-way fare, \$16.30  
Round-trip fare, \$32.60

Chase is a station on Sugar Loaf Key, sixteen miles north of Key West. It has a postoffice, stores, office buildings, marine ways, boat building and machine shops, factories, ice and refrigerating plant, concrete bungalows and many pretty tropical homes, and boasts of a growing and thriving community. Here is located the Florida Keys Sponge and Fruit Co., which operates the only sponge farms in the world. The waters they control embrace nearly twenty square miles, with a planting capacity of 15,000,000 sponges yearly.

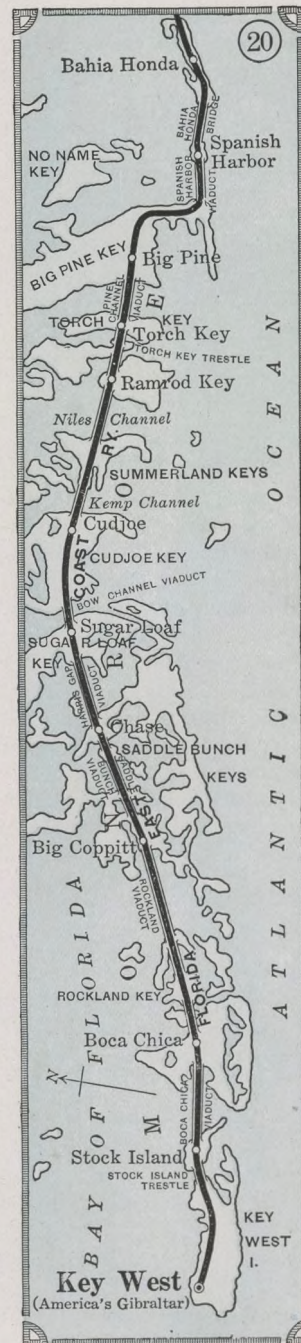
## KEY WEST

522 miles from Jacksonville  
One-way fare, \$16.95  
Round-trip fare, \$33.10

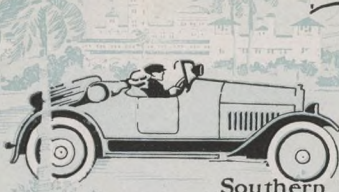
"America's Gibraltar," is the most southern city in the United States. It is situated on a small island of the same name and has a population of about 25,000 people. Key West is an important naval station and has a powerful wireless station, with a radius of about 1,500 miles, a harbor large enough to accommodate the entire fleet of the United States navy at one time, and commands the entrance to the Gulf of Mexico. The chief commercial industry is cigars, manufacturing over 150,000,000 annually. It is also the sponge market of Florida, the sponge gatherers bringing the result of all their cruises to Key West to the sponge auction.



SPONGE WHARF, KEY WEST







# Florida East Coast Railway Company

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The climate of Key West does not vary more than ten degrees in the course of a year, the temperature being about eighty degrees in the summer and seventy-five degrees in the winter — frost is unknown.

*Duval*—Frank Johnson; accommodates 30; rooms only. Located in heart of city. Rates, 75 cents up per day.

*Edgar House*—H. H. Page; accommodates 20; rooms only; rates, \$1 per day.

*Florida House*—Mrs. Lilly Gwynn; accommodates 30; rooms only; rates, \$1 per day up.

*Island City House*—Sherman & Burrus; accommodates 50; rates, \$2.50 per day up. American plan.

*Jefferson*—Chas. H. I. Roberts; accommodates 80; European plan; rates, \$1 per day and up.

*Over-Sea Hotel*—Johnson Brothers; accommodates 75; new, modern; European plan; pleasantly located near points of interest. Rates, \$1.50 to \$4 per day. Dining room in connection.

*Panama Inn*—Corner of Eaton and Elizabeth streets; C. R. Pierce; accommodates 50. A modern, well-equipped hotel, centrally located. Large verandas. Open all year. European. Rates, \$1 to \$2 per day.

*Seminole*—Mrs. Geo. Robinson; accommodates 15; European; rates, \$1.00 day up.

## NASSAU, BAHAMAS

Fares from Jacksonville  
One-way fare, \$26.05  
Round-trip, \$48.10

Few realize that these quaint British Islands, the nearest tropical lands to the American shore, have a perfect equable winter climate, averaging 72 degrees. Nassau is the capital of the Islands and the residence of the British Governor-General, the Government House being at the head of George Street, on Mount Fitzwilliam, on which are built the principal residences of the city. The appearance of Nassau from the ship, entering the harbor, is distinctly prepossessing. The water is perfectly transparent, the bottom being coral-lime rock. As soon as the ship is within the harbor, dozens of rowboats put out from the wharves, laden with scores of little negroes, who crowd about the vessel and dive for pennies, nickels, and dimes, while the interested passengers watch the divers scramble for the coins fifteen to twenty feet below the surface of the water. Among the many places of interest are Forts Charlotte, Fincastle and Montague. Near Fort Fincastle is the famous Queen's Staircase, a series



FLORIDA EAST COAST CAR FERRY TERMINAL AND PENINSULAR AND OCCIDENTAL PASSENGER WHARF, HAVANA

of steps chiseled through solid rock down a distance of more than sixty feet.

Social diversions are many and the presence of the Governor-General lends a feature of considerable interest to the American visitor. Clubs in Nassau extend a cordial welcome to the winter visitor. The Bahama Racing and Polo Association has been formed to foster sport in general, and pony racing and polo in particular. One must not forget that instead of dollars, dimes and cents, the coin of the realm is pounds, shillings and pence.

*Hotel Colonial* offers all the attractions of a continental resort, and every effort is made by the management to agreeably entertain its guests. A splendid orchestra gives concerts daily, and there is dancing, tea parties, excursions to the marvelous sea gardens, the Lake of Fire, tennis tournaments, etc.

The sea bathing at Nassau is not surpassed anywhere in the world. One may run over snowy white sand and into snowy white surf, and the pure, tonic ocean water has a warmth and a delightfulness that the northern dweller can not find at home. The hotel company has acquired the famous bathing beach known as Colonial Beach and has also purchased a large and commodious launch, which will run direct from the hotel basin to the beach.

*Hotel Colonial*—Under the management of Mr. John W. Greene; will not be opened for the season 1918.

*Hotel Royal Victoria*—Under the management of Mr. John W. Greene; will not be opened for the season 1918.

## HAVANA, CUBA

Via the Over-Sea Railroad and Peninsular & Occidental Steamship Company  
Fares from Jacksonville  
One-way, \$31.95  
Round-trip, \$58.10

The trip to Florida, with all its charms, is completed and rounded out by a visit to Cuba, the pearl of the Antilles. Havana combines all the strangeness of a foreign city, with the advantages of

being easily accessible. No traveler ever forgets the approach to Cuba's capital. The city, as viewed from the harbor, is wonderfully picturesque, with its large and imposing structures, solidly built, often painted in brilliant colors on the green background of the distant hills. The vegetation is that of the tropics, the climate is ideal and the temperature is modified by the ever-prevailing sea breeze. One is impressed by the foreign aspect, the oriental glamour of lattice and



PENINSULAR AND OCCIDENTAL STEAMSHIP ENTERING HAVANA HARBOR





# Florida East Coast Railway Company

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balconied windows and half-open doors, where a glimpse into the inner court displays fountains, palms, and cage-like windows. The cities of Cuba architecturally are reproductions of many romantic buildings in old Spain. Many American improvements are fast appearing, but the old can never be erased. The Prado is a wide and beautifully shaded boulevard, reaching from La Punta to Central Park, with handsome buildings on either side. Along the Prado are the principal hotels, theatres, clubs, etc. Many of the streets, including the business thoroughfares, are very narrow, and they are so arranged that awnings are stretched across them through the middle of the day. Traveling through Cuba is easy and comfortable, the railway trains are modern and up-to-date and service excellent. There are also many short excursion trips from Havana, including the Valley of the Yumuri, the Caverns of Bellamar, the Hermitage of Monserrate, Providentia and its sugar mills, Playa de Marianao, the fashionable bathing resort of Havana, headquarters of the Yacht Club and Country Club, Batabano, the Isle of Pines, and many others. The Cuban hotels have been very much Americanized, many of them catering exclusively to the American travelers, but the delightful Spanish custom of serving breakfast between eleven and one o'clock still obtains.

Information concerning excursion fares to Matanzas, Cardenas, Camaguey, Santiago, the Isle of Pines, and other points in Cuba may be secured at city office of United Railways of Havana, Prado 118.

Several points of interest are as follows:

**Custom House**—Foot of Teniente Rey Street and to right of passenger landing (La Machina), formerly the church and convent of "San Francisco."

**Principe Castle and Pyrotechnic Building**—Where ammunition was made. Take cars on Central Park, marked "Principe."

**Atares Castle**—This is the only fort which held out successfully against the English; as a reward, they were given a silk flag. Take a boat in the harbor or the Jesus del Monte cars to the Christina Station, from whence only a short walk.

**San Alejandro**—Academy, containing paintings by Dutch and Spanish old masters. On Dragones Street.

**St. Augustine's Chapel**—For the English-speaking Catholics. In charge of American Augustine priests. Corner of Amargura and Aguiar streets.

**San Felipe**—Church and convent. Corner of Aguiar and Obrapia streets.

**Governor-General's Palace**—Between O'Reilly and Obispo streets, fronting Plaza de Armas.

**Postoffice**—At foot of O'Reilly Street.

**Cable Office**—Oficios and Muralla streets.

**Theatres**—Payret, Prado, near Central Park; Nacional (formerly Tacon), Prado and San Rafael; Albusu. San Rafael and Aulueta; Marti, Dragones and Aulueta; Chinese theatre, 35 Zanja Street. Rates on application to box office.

**Quinta de los Molinos**—Governor-General's summer palace, Carlos Tercera Avenue.

**Botanical Gardens**—Carlos Tercera Avenue.

**Colon Cemetery**—Where the "Maine" victims were buried, and containing some of the finest sculpture in the world. Take car marked "San Francisco" to gate.

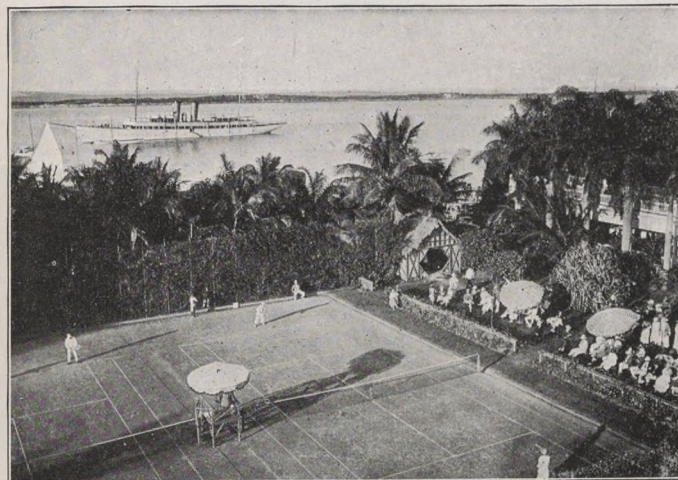
**The Cathedral**—Built in 1724, containing the vault in which the remains of Columbus rested. Corner Emperado and San Ignacio Street.

**Columbus' Tomb**—From which his remains were removed 1898. Foot of O'Reilly Street, fronts Plaza de Armas.

**Paula Hospital**—For women. San Isidro Street.

**Cojimar**—This is a favorite summer resort and bathing place. Stages or carriage from Guanabacoa.

**Morro and Cabanas**—Take one of the small harbor boats from the wharves by the Custom House.



TENNIS COURTS, HOTEL COLONIAL AND NASSAU HARBOR

## Hotels and Boarding Houses Along the Line of the Florida East Coast Railway

Rates shown are for American Plan when not otherwise specified

Location and Name of Hotel	Capacity	Proprietor or Manager	Rates Per Day	Rates Per Week
<b>Pablo Beach</b>				
Ocean View	100	W. H. Adams	\$3.00 up	\$15.00 to 18.00
Pablo Beach Hotel	25	R. E. Dent	2.50	10.00 to 12.00
Perkins House	50	Mrs. M. E. Perkins	2.00 to 2.50	12.00 to 15.00
<b>Atlantic Beach</b>				
Murphy House	20	B. A. Murphy	\$2 up*; \$1†	Special
<b>Mayport</b>				
Daniels Hotel	40	Mrs. J. V. Daniels	2.00	1.00 up
<b>Bayard</b>				
Wings	30	C. W. Wing	1.50	7.00
<b>St. Augustine</b>				
Alcazar	400	W. McAuliffe		
Barcelona	70	Miss A. N. Blair	3.50 up	Special
Bay State Apartments		W. P. Oliver	Rates on application	
Bennett House	150	R. M. Bennett	4.00 up	18.00 up
Buckingham	125	Wachenhusen & Maust	3.00 up	Special
Campbell House	30	Jno. T. Campbell	Rooms only	
Chautauqua	40	M. Freidman	.75 up†	Special
Craddock House	30	Miss J. B. West	1.50 to 2.00	8.00 to 10.00
Dixie Highway Inn	50	David Gerstel	1.00 up†	Special
Dunham House	40	Mrs. D. L. Dunham	1.75 to 2.00	9.00 to 16.00
Granada	150	Mrs. J. S. Baker	3.00 up*	Special
Kenwood	40	Mrs. E. C. Aylward	1.00 up†	
Keystone	90	Mrs. L. J. Boyes	2.50 to 3.50	Special
La Posada	50	D. J. Bridier	2.50 to 3.50	Special
Lyon Building	100	O. B. Smith	1.50	7.00 to 8.00
Magnolia	30	Palmer & MacDowell	Rooms only	
Marion	150	H. Muller	3.50 up	Special
Monson	150	F. S. Monson	2.50 up	Special
Ocean View	75	H. E. Hernandez	3.50 up	Special
Ponce de Leon	500	Robert Murray	\$2 up*; \$1 up†	8.00 to 17.50
Private Board	12	Mrs. M. L. Shorter (63 Orange Street)	2.00	Special
Royal	40	A. Williamson	1.00 up†	Special
Sevilla Cottage	30	Mrs. C. L. Walker	2.00 up	Special
Spear Mansion	50	Mrs. A. R. Spencer	2.50 up	Special
St. George	200	Dudley & Hill	3.00 up	Special
Valencia	75	Mrs. and Miss Eckart	3.00 to 7.00	18.00 to 35.00
Vanaman	30	Mrs. C. D. Vanaman	Rooms only	10.00 to 15.00
<b>Hastings</b>				
Hastings Hotel	60	Chas. Silva	2.00	10.00 up

\*American Plan. †European Plan, price per day.

Continued on Next Page



# Hotels and Boarding Houses—Continued

Location and Name of Hotel	Capacity	Proprietor or Manager	Rates Per Day	Rates Per Week
<b>Palatka</b>				
Brakemans	12	R. R. Brakeman	\$1.00	\$6.00
Devereux Home	10	E. P. Chamberlain	Rooms only	
Hotel James	50	Robert James	1.00 to 1.50	European
Kupperbush Hotel	50	Chas. Kupperbush	.50 to 1.00	European
Metcalfe House	30	Mrs. Willie Metcalfe	1.50 to 2.00	Special
Putnam House	300	G. L. Crawford	3.00 up	15.00 up
Saratoga	75	H. J. Goldsmith	2.25	Special
<b>San Mateo</b>				
Idlewild	10	Mrs. S. J. Phillips	2.00	10.00 to 12.00
The Palms	10	Mrs. F. A. Bailey	2.00	8.00 to 10.00
<b>Espanola</b>				
Espanola Inn	15	J. E. Safriet	2.00	Special
<b>Bunnell</b>				
Halcyon	40	Mrs. Byrd	1.00 to 2.50	10.00
Pine Grove Inn	30	Mrs. S. M. Bostree	2.00	Special
<b>Dupont</b>				
Tippecanoe Inn	40	G. A. Pacetti	2.50 to 3.50	12.00 to 18.00
<b>Volusia</b>				
Volusia Inn	20	Mrs. H. F. Bott	2.00 to 2.50	Special
<b>Ormond</b>				
Bretton Inn	120	J. P. Vining	3.00 to 4.00	Special
Hotel Ormond	600	D. J. Trudeau		
Mildred Lodge	35	A. M. Watson	2.00 up	12.00 up
Rose Villa	14	Mrs. Frank Mason	2.00 to 2.50	12.50 to 15.00
<b>Daytona</b>				
The Bennett	80	Albert Bennett	3.00 up	
City Hotel	50	H. & H. C. F. Dohm	1.00 up†	Special
Cleveland		Mrs. S. B. Green Roo	ms only; Rates on appl'n	
Colonial	60	R. F. Gibbons	2.00 up	10.00 up
Despland	250	L. M. Waite	4.00 up	21.00 up
Fairview	12	Miss N. L. Lynch	Rates on application	
Flagler	30	Chas. E. Luther	1.50	9.00
Hamilton	70	I. M. Mabbette	2.50 up	Special
Howard	65	Lee Henwood	2.50 up	Special
Islington	40	Mrs. J. B. Parkinson	3.00 up	Special
Ivy Lane Inn	70	W. W. Foltz	3.00 to 5.00	17.50 up
La Vergue Mansion	30	La Vergue Edwards	1.00 up†	Special
Lyndhurst	50	R. W. & J. H. Ball	2.50 up	12.00 to 15.00
Magnolia	50	Mrs. Celeste Hinks	2.50 up	Special
Morgan	50	Mrs. P. B. Smith	2.00 up	Special
Myrtle	20	Henry Hoffman	2.00 up	10.00 to 12.50
New Gables	100	S. H. Moseley	2.00 up	10.00 up
Oaks	60	Mrs. Silvernail	2.00 up	12.50 to 17.50
Orange Villa	50	S. & C. Cass	2.50	15.00 up
Oshorae House	50	Amelia Osborne	.50 to 1.00	3.00 to 7.00
Pines	50	M. I. O. Hinsky	2.00 up	Special
Prince George	150	Hilyard & Holroyd	3.00 up	Special
Prospect	45	Mrs. M. S. Jackson		15.00 to 25.00
Ridgewood	225	E. P. Woodbury	4.00 up	Special
St. George Apartments		W. W. Austin	Rates on application	
St. George's Hotel	100	Henry Schmidt	2.50 to 3.50	Special
Seville	40	Mrs. N. M. Purdy	3.00 up	15.00 up
Tourist Hotel	100	S. Bennett	2.50 up	Special
Troy House	40	Mrs. Mary Troy	2.00 up	Special
Virginia Villa	40	E. M. Brown	1.50	Special
Williams	30	T. F. Williams	2.00 to 3.00†	4.00 to 5.00*
Willmer Apartments	50	W. C. Branch	75.00 to 200.00	00 season
Windsor	50	Jas. H. Baker & Son	2.50 up	Special
<b>Daytona Beach</b>				
Breakers	60	Mrs. N. M. Kurtz	2.00	Special
Glenwood	50	F. A. Griffith	2.00	Special
Hotel Greystone	60	Mrs. H. A. Keffer	2.50 up	Special
Kentucky	60	Burgin & Embry	2.00 to 3.00	Special
Lone Bay Inn		Mrs. I. Dougherty	1.00 to 1.50	Special
Neptune	75	L. H. Merryday	2.50 up	Special
Oyama	25	Thos. Oyama	1.50	Special
Pinehurst Apartments	25	W. H. Freeman	Rates on application	
Seaside Inn	125	J. P. Glenn	2.50 up	Special
White House		E. L. Howard	1.50 up	Special
<b>Seabreeze P. O.</b>				
Clarendon	350	E. L. Potter	5.00 up	Special
Gray Gables		Miss Ellen E. Butner	2.00 up	Special
Princess Issina	150	H. W. Haynes	Special	Special
<b>Port Orange</b>				
Allanwood Inn	40	Cornelius Christiancy	4.00	18.00 to 25.00
Tribble House	30	Mrs. L. P. Tribble	2.00	Special
The Toronita	60	Francis E. Piper	3.00 up	Special
<b>Ponce Park (Mosquito Island)</b>				
Immokalle Cottage		B. J. Pacetti	Rates on application	
Pacetti House	20	Mrs. M. J. Pacetti	2.00	10.00
Park Hotel	75	Mrs. J. R. Ellison	2.50	Special
<b>New Smyrna</b>				
Alba Court	45	H. L. Savage	3.00 up	Special
Boulevard	40	W. T. F. Warren	Rooms only; Rates on appl'n	
Dixie House	30	Mrs. L. Hornung	Rates on application	
McCullough House	30	J. C. McCullough	1.25 up	7.00
Ocean House	150	Frank Sams	3.00	18.00 up
Palms	30	Mrs. M. S. Bryan	2.00	10.00
Rose Villa	40	J. S. Shoesmith	2.00	Special
Rio Vista	200	F. E. Lovejoy	Rates on application	
Turnbull Hotel	25	M. B. Maddox	2.00	10.00
Woodward House	30	Mrs. Julia Woodward	Rates on application	

\*American Plan. †European Plan, price per day.

<b>Coronado Beach</b>				
Barber House	30	S. N. Barber	\$1.50	\$8.00 up
Silver Sea	50	Mrs. S. A. Carr	2.50	9.00 up
<b>Lake Helen</b>				
Harlan Hotel	75	Geo. H. Kendall	Rates on application	
Hotel Cassadaga	50	Cassadaga Hotel Co.	Rates on application	
<b>Orange City</b>				
Berkshire Hall	20	W. F. Clark		8.00 to 12.00
Boarding	10	B. D. Thursby		10.00 up
Orange City Hotel	60	Mrs. Hargraves	2.50 up	Special
<b>De Land (Transfer by auto)</b>				
Mobile and team from Lake Helen or Orange City				
The Alabama	20	The Misses Erhart	2.00	10.00 to 12.00
Commercial	20	L. Florrell	2.00	Special
College Arms	250	T. C. Brooks	5.00 up	28.00 up
Dunn & Dunbar	20	Mrs. H. M. Dunbar	2.50	15.00 up
The Ferns	25	Mrs. A. M. Anders	2.00 up	7.00 up
Hutchinson Hall	20	Mrs. Mary D. Leary	2.00	9.00
The Lexington	75	Clifford Botts	3.00 up	15.00 up
McLeod House	50	Mrs. E. D. McLeod	2.00	10.00 to 12.00
Melrose	50	Mrs. W. W. Alcott	2.00	8.00 to 12.00
Magnolia	20	Mrs. Geo. Ward	2.00	8.00 to 10.00
Moore's	25	Mrs. G. L. Moore	1.00	7.00
The Oaks	50	S. P. Hays	2.50	12.00 to 25.00
Putnam Inn	150	B. E. Brown	3.00 to 5.00	14.00 to 35.00
Palms	30	Mrs. F. N. DeHuy	2.00 up	10.00 to 20.00
The Summers	15	Mrs. M. B. Elliot	2.00	10.00 to 12.00
The Vines	20	Mrs. S. P. Smith	2.00	10.00 up
The Waverly	16	Miss M. D. Drake	2.00	8.00 up
<b>Hawks Park</b>				
Bay View House	40	M. R. Mendell	2.00 up	10.00 up
Park Inn	20	E. W. Dunklee	2.00 up	10.00 to 15.00
<b>Oak Hill</b>				
Barker House	20	H. S. Barker	1.50	6.00
McCullough House	20	McCullough Bros.	1.50	6.00
<b>Titusville</b>				
City Hotel	30	Mrs. Kate Myers	2.00	Special
Dixie	100	G. M. Wharton	3.00 up	Special
Hotel Hurst	20	J. L. Hurst	1.00	
Hotel Ostrander	25	Mrs. T. B. Wilson	2.50	Special
<b>Geneva</b>				
Geneva	20	Miss Lucie Flynt	1.50	30.00 per mo
Kilbee	15	E. H. Kilbee	1.00	18.00 per mo.
<b>Chuluota</b>				
Chuluota Inn	40	Mrs. C. D. Brumley	2.50 up	Special
<b>Kenansville</b>				
Piney Woods Inn	20	Phillips Bros.	2.00	10.00
Island Pines	50	C. H. Armstrong	2.00	14.00
<b>Okeechobee</b>				
Hillsboro Hotel	15	Mrs. J. P. Moses	2.00 up	Special
Northern Hotel	20	Mrs. M. McNeff	.75 up	Rooms only
Seminole	30	J. A. DeLoach	1.50	Rooms only
Southern Hotel	50	Arthur Nassau	.50 up	Rooms only
<b>Enterprise</b>				
Benson Springs Inn	100	F. A. Gordon	2.50 up	10.00 to 14.00
<b>Cocoa</b>				
Cocoa House	150	E. E. Grimes	2.50 up	Special
Hotel Knox	100	A. A. Barlow	\$1 up†; \$2.50*	Special
Singleton Cottage	20	Mrs. G. S. Singleton	1.50	Special
<b>Merritt (Cocoa)</b>				
River View	70	F. J. Nevins	3.00	15.00 up
White Cottages	35	Mrs. M. White	1.50	Rates on appl'n
New Island Home	50	Herman Glass	Rates on application	
<b>Rockledge</b>				
Indian River	250	Hotel Indian River Co.	4.00 up	Special
Hotel Rockledge	200	Hotel Indian River Co.	3.00 up	Special
The Oaks	60	F. D. Baldwin	2.50 up	17.50
White Cottage	30	J. J. White	1.50	10.00 to 12.00
<b>Eau Gallie</b>				
Highland Ave. Cottage	20	C. C. Houston	2.00	Special
Riverview Hotel	60	J. Gosch & Son	2.50	Special
Southland	40	Todd Co.	2.50	Special
<b>Melbourne</b>				
Bon Air	15	Mrs. G. S. Snedicker	Rooms, .50 up; 3.00 to 6.00	
Brown House	40	Mrs. Sarah H. Brown	3.00 to 4.50	Special
Carleton	85	L. G. MacDowell	2.50 up	Special
Melbourne Inn	30	Belle Ernest McBride	1.50 to 2.50	Special
Melbourne Hotel	45	F. C. Bruce	1.00	Special
<b>Melbourne Beach</b>				
Villa Marine		R. W. Sweet	2.50 up	12.00 to 15.00
<b>Hopkins</b>				
Hopkins House	15	Union Cypress Co.	1.00	4.50
<b>Malabar</b>				
Riverview House	15	J. L. Arnold	2.00	Special
<b>Grant</b>				
Ridgeland House	30	The Jorgensen Co.	2.00	9.00
<b>Micco</b>				
Bay Crest	50	G. G. Tucker	2.00 up	10.00 up
<b>Sebastian</b>				
Mills Hotel	35	R. G. Mills	2.00	Special
<b>Fellsmere (via Fellsmere R. R. from Sebastian)</b>				
Patterson Hotel	25	R. R. from Sebastian	2.00	8.00
<b>Vero</b>				
Edgewood Inn		F. Deanson	2.50 up	Special
Private Board		Mrs. Trice	2.00	Special
Sleepy Eye Lodge	50	Indian River Farms Co.	2.50 up	Special
<b>St. Lucie</b>				
Kilcaire		Samuel Gale	Rates on application	

†Located at Pine Island—Fifteen miles south of Kenansville on the South Florida & Gulf R'y, and division headquarters for this new road. Postoffice, Kenansville.



<b>Fort Pierce</b>	25	C. L. Faber	\$2.00	\$7.00 to 10.00	<b>Hallandale</b>	15	Miss M. Reese	\$2.00	Special
Atlantic	30	Mrs. L. L. Carlton	.50 up	Rooms only	Hallandale Hotel				
Carlton House & Cafe	40	A. J. Lightfoot	2.50	Special	<b>Fulford</b>	50	Laphan & Cantlon	2.50	\$16.00
Commercial Hotel	75	Mrs. A. A. Blemus	2.50 up	Special	Alabama				
Fort Pierce Hotel	35	Mrs. S. W. Jennings	3.00	Special	<b>Little River</b>		A. J. Huskey	Rates on ap	plication
Riverview Hotel	40	Mrs. M. V. Stetson	1.00 up	European	Huskey House		A. B. James	Rates on ap	plication
Rose Cottage	40	Mrs. A. Summerlin	3.00	Special	Pine Tree Inn				
Spring Cottage	15	Mrs. N. J. Trowell	1.50	Special	<b>Lemon City</b>	40	W. M. Reid	2.00	Special
Summerlin	15		1.50	Special	Victoria Hotel				
Trowell House	15		1.50	Special	<b>Buena Vista</b>	15	C. L. Sheeler	2.00	Special
<b>Walton</b>					Buena Vista Villa				
The Walton Inn		F. G. McMullen	2.50 to 3.00	Special	<b>Miami</b>				
<b>Eden</b>					Al Fresco	50	Mrs. L. Gorman	\$1.00 up	\$7.00 up
Grove Hotel	30		2.00	Special	Abnerholm	50	Mrs. C. D. Herin	Rates on ap	plication
<b>Jensen</b>					Biscayne Hotel	100	F. W. Brown	1.00 up	Special
Boarding	10	Mrs. Anna Beville	1.50 up	Special	Boyd Hotel	30	R. B. Sextsmith	Rates on ap	plication
<b>Stuart</b>					Dixie Highway Inn	25	Mrs. I. E. Coston	2.00	12.00
Cventry Hotel	100	Mrs. H. G. Leamer	2.00 to 2.50	12.00 to 14.00	Esmeralda Hotel	80	L. K. Beach	Rates on ap	plication
Danforths	40	Mrs. E. Smart	2.00	Special	Florida	25	Graham & Neil	Rates on ap	plication
Kimberly Apartments	75	Mrs. Kimberly	Special	Special	Pt. Dallas Hotel	75	I. H. Bradshaw	2.50 up	Special
Leamer House	25	Mrs. H. G. Leamer	2.00 up	Special	Frances Hotel	100	T. W. Mitchell	1.00 up	Special
St. Lucie	60	Lewis & Sams	3.00 up	20.00 up	Frazure House	50	C. M. Frazure	Rates on ap	plication
Stuart House	75	Chas. Glass	2.50 up	10.00 up	Gralynn	250	Salem Graham	4.00 up	Special
<b>Palm City (via Ferry from Stuart)</b>					Grand	100	A. T. Dayrampel	1.00 up	Special
Palm Villa	40	Mrs. C. O. Coffrin	2.00	Special	Green Tree Inn	100	Mrs. E. A. Forsell	3.00 up	Special
<b>Port Sewall</b>					Hotel Haleycon	300	H. M. Marsh	4.00 up	Special
Sunrise Inn	80	Louis N. Moss	4.00 up	Special	Ingram Inn	30	Mrs. W. R. Ingram	2.00 up	12.00 up
<b>Salerno</b>					Lincoln	100	F. H. Wiswell	Rates on ap	plication
Boarding	15	J. K. Clark	1.50	Special	McCrory Hotel	150	W. N. Urney	1.50	Rooms
Inlet Inn	40	B. W. Mulford	3.50 up	20.00	Manhattan	40	W. G. DeBerry	1.00 up	Rooms
Salerno Inn	24	F. D. Davidson	2.00 up	12.00	Miami Inn	50	L. Hurst	Rates on ap	plication
<b>Hobe Sound</b>					Oaks	50	Mrs. S. A. Sims	Rates on ap	plication
Pine Ridge Inn	40	Mrs. W. F. Phillips	3.50 up	Special	Osceola	20	C. B. Johnson	Rates on ap	plication
<b>Jupiter Island (Postoffice)</b>					Paramount	60	B. A. Hirt	Rates on ap	plication
Jupiter Island Inn	40		5.00 up	Special	Plaza	300	J. W. Chase	3.50 up	Special
<b>Jupiter</b>					Poinsettia	60	A. Roe	Rates on ap	plication
Carlin House	20	M. M. Carlin	2.50	Special	Royal Palm	500	J. P. Greaves	1.00 up	Special
<b>West Palm Beach</b>					Royalton	40	John Gardiner	2.50 up	Special
Alton	30	D. Randolph	2.00	Special	Rutherford	100	Mrs. V. A. Rutherford	2.50 up	Special
Augustine	20	Mrs. C. A. Stypmann	1.00 up	Rooms only	San Carlos	150	Gus Muller	2.50 up	Special
Briggs	50	Mrs. C. B. Briggs	3.00 to 4.00	Special	Urney	200	W. N. Urney	3.50 up	Special
Detroit	50	H. C. & L. B. Fisher	2.00 to 2.50	10.50 to 14.00	Windsor	20	Mrs. Clara Peebles	Rates on ap	plication
Frederick	60	Miss C. E. Gates	1.00 up	Rooms	Yarborough	30	Mrs. M. J. Yarborough	Rates on ap	plication
Gables	125	Ross Brothers	2.50 up	Special					
Grassmere Lodge	40		2.50 to 3.00	Special	Avondale	45	Catherine McCarthy	Rates on ap	plication
Holland	100	L. D. Lockwood	2.50 up	Special	Breakers	75	S. A. Belcher	Rates on ap	plication
Holly Hall		Mrs. Emma Burkhardt	Apts., Rates on application		Brickell	125	Chas. C. Brickell	Rates on ap	plication
Lake Park	150	O. A. McClintock	3.00 up	Special	Chester	30	R. D. Choquette	Rates on ap	plication
Lake View	20	Mrs. F. Beihl	1.50 up	Special	Cleveland	30	T. S. Davenport	Rates on ap	plication
Minaret	30	Mrs. Frank Darling	2.50 up	10.00 up	Dennis	40	L. K. Beach	Rates on ap	plication
New Keystone	75	Mrs. Benj. Cook	2.50 to 3.00	Special	Dean	40	Mrs. A. A. Walsh	Rates on ap	plication
Palms	200	M. J. Hoenig	3.00 up	Special	El Mar	40	Hugh M. Anderson	Rates on ap	plication
Poinsettia	75	W. D. Hunt	2.50 up	Special	Esmeralda	80	L. K. Beach	Rates on ap	plication
Salt Air	150	W. A. Weihe	3.00 up	Special	Gautier	75	T. N. Gautier	Rates on ap	plication
Tanglewood	20	Mrs. C. B. Briggs	Rooms only	Rooms only	Johnson	200	Jas. H. Johnson	Rates on ap	plication
Thornton Inn		Lillian M. Thornton	Apts.	5.00 up	Mackinaw	20	L. E. Edwards	Rates on ap	plication
Virginia	20	Mrs. A. L. Haugh	1.00 up	Rooms	Olmstead	50	J. F. Olmstead	Rates on ap	plication
<b>Palm Beach</b>					Osceola	35	W. T. Carter	Rates on ap	plication
The Breakers	600	Leland Sterry			Ostend	60	C. M. Bush	Rates on ap	plication
Hibiscus	125	A. C. Inglessi	3.50 up	Special	Saragossa	100	S. B. Sampson	Rates on ap	plication
Palm Beach Hotel	400	Sidney Maddock	Special	Special	Sutcliffe	60	Mrs. H. D. Sutcliffe	Rates on ap	plication
Royal Poinciana	1500	H. E. Bemis			Toledo	100	A. H. Schmitt	Rates on ap	plication
<b>Lake Worth</b>					Vista del Mar	80	S. A. Berni	Rates on ap	plication
Boarding	12	Mrs. L. E. Bailey	1.50	10.00	Winton Court	30	E. A. Theed	Rates on ap	plication
Cole Apartments	20	R. W. Nickerson	.75 to 1.00	3.50 to 5.00	Wireless	60	Hugh M. Anderson	Rates on ap	plication
Pavilion	15	Mrs. F. H. Harris	Rooms	3.00 to 4.50	Waddell	75	Jas. H. Johnson	Rates on ap	plication
Florida	40	Mrs. J. Elliott	2.00 up	Special	<b>Cocoanut Grove</b>				
Indiana	30	W. F. Ludlum	.75	Rooms only	Camp Biscayne		R. M. Munroe	Rates on ap	plication
Lake Worth Hotel	25	Paul Andre	2.50 up	Special	Coleman House	25	Mrs. L. A. Coleman	2.00	Special
Lake Worth Villa	25	G. W. Fairchild	2.00 to 2.50	12.00 to 14.00	Private Board	10	Mrs. R. M. Price	2.00 up	Special
New Jersey	25	Mrs. M. E. Lloyd	2.50	Special	<b>Goulds</b>				
Wayside Inn	20	Mrs. M. Clayton	2.00	Special	Private Board		Mrs. E. Gollittscheck	2.00	7.00
<b>Lantana</b>					Private Board		J. E. Johnson	2.00	8.00
Carlson House		A. Carlson	2.00	12.00	Private Board		Mrs. S. P. Lewis	2.00	8.00
Lantana House	10	M. B. Lyman	2.00	12.00	Private Board		J. W. Starns		8.00
<b>Boynton</b>					Strange House		Mrs. J. Strange	2.00	7.50
Bank Hotel	10		2.50	Special	Cauley House		C. R. Lee	2.00	8.50
Boynton Hotel	200	Boynton Hotel Co.	2.50 up	14.00 to 22.00	<b>Homestead</b>				
Hotel Vero	20	F. L. Muster	2.00	Special	Homestead Hotel	20	T. E. Evans	2.00	Specia
<b>Delray</b>					Southern Pines	35	D. W. Sullivan	1.00	6.00
Grand	30	W. P. Eaton	1.50	6.50	The English		Mrs. J. W. English	1.00	6.00 up
Kentucky House	20	L. H. Bradshaw	1.50 to 2.00	7.00 to 9.00	<b>Florida City</b>				
The Duane	12	Mrs. Jennie D. Fish	2.00	12.50	Florida City House	25	M. Garfunkel	2.00	Special
Sterling	40	H. J. Sterling	2.00	12.00	Taylor House		O. P. Taylor	1.00	Special
<b>Deerfield</b>					<b>Long Key</b>				
Australian	40	E. T. Thomas	2.00	7.00	Fishing Camp	100	L. P. Schutt	4.00 up	
Pioneer Hotel	15	W. H. Dias	2.00	7.00	<b>Key West</b>				
<b>Pompano</b>					Duval	30	Frank Johnson	.75 up	Rooms only
Hamilton Inn	20	Mrs. Hamilton	Rates on ap	plication	Edgar House	20	H. H. Page	1.00	Rooms only
<b>Fort Lauderdale</b>					Florida House	30	Mrs. Lilly Gwynn	1.00 up	Rooms only
Gilbert	75	L. O. Hooper	3.00 up	Special	Island City House	50	Sherman & Burrus	2.50 up	American
Keystone	25	T. H. Fisher	.75	Rooms only	Jefferson	80	Chas. H. I. Roberts	1.00 up	European
New River Hotel	40	L. O. Hooper	2.50 up	Special	Oversea	75	W. A. Johnson & Bro.	1.50 to 4.00	European
Palms	20	W. W. High	2.00 up	Special	Panama Inn	50	C. R. Pierce	1.00 up	Rooms only
<b>Dania</b>					Seminole	15	Mrs. Geo. Robinson	1.00 up	European
Dania Hotel	40	P. H. Roper	2.00	Special	<b>Nassau, N. P.</b>				
Dixon House	30	L. V. Dixon	2.00	Special	Colonial	500	J. W. Greene		Will not be open
New Webb	25	Mrs. G. W. Bloom	Rates on ap	plication	Royal Victoria	200	J. W. Greene		Season 1918
Osceola House	20	W. G. Moore	1.00	Special					

†Located on Atlantic Ocean, Miami Beach.



**EAST COAST of  
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