

Florida East Coast

General Information
and List of Hotels



THE EAST COAST OF FLORIDA

LOCALITIES, like people, draw their own friends and gather unto themselves their following of congeniality.

Introductions in both cases count for something, but in the main it is the inherent qualities, with their capacities for friendliness, which hold you to a lovable land just as they hold you to a lovable human.





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HOTEL PONCE DE LEON, ST. AUGUSTINE

Under the Management of Mr. Robert Murray

Rates \$5.00 and up, per day. Accommodates 450



NO land on earth has in a greater degree the quality of friendliness than the Florida East Coast. Climate is its chief attribute and climate smiles at you through the golden sunshine; in blue skies; in dancing, sportive seas, salt air and softly blowing breezes. Climate fills the atmosphere with the fragrance of tropical bloom and makes even twenty-four hours in the outdoors seem not too great a tribute to pay to its overmastering charm. This is the charm which annually beckons its thousands upon thousands of friends and intimates back to bask in its all-engrossing friendliness; while the fame of Florida's wonderful East Coast resorts and hotels, with their unrivaled service and equipment, the diversity and unlimited facilities provided there for the enjoyment of outdoor life and sports, makes this the most sought for and the favorite winter playground in the world.

The East Coast, beginning at Jacksonville, and extending through St. Augustine, south to and including the Florida East Coast Railway's famous "Extension," that carries a full-sized railroad 155 miles over sea, by means of steel and concrete, to far Key West, is a land of winter pleasures and of beautiful resorts. Most of these resorts have the dual advantage of broad, sandy beaches, the surf, wide-spread ocean views and the attractions of the more protected waters in bay, inlet, lake and river. Golf, everywhere, is played on links ideally situated both for scenic beauties, and for "the rigor of the game," and they are all so perfectly equipped and maintained as to command the favorable attention of golf experts from all parts of the country. Tennis also is played here under exceptional conditions. The East Coast climate is especially favorable to good play and the dirt courts make the sport keen and



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full of thrill. Tennis events of international interest take place at the East Coast resorts during the season. Motoring, of course, is universal, and the Florida roads have been materially improved within the last few years. The famous beaches of the East Coast also afford a natural automobile speedway not equaled anywhere else in the world. Surf-bathing in waters whose winter temperatures average seventy degrees Fahrenheit, and all manner and variety of boating sports are enjoyed every day. Fishing in inland waters and in the deep sea is good sport at all times, while there are roads and paths and beautiful by-ways leading among the beautiful tropical woodlands.

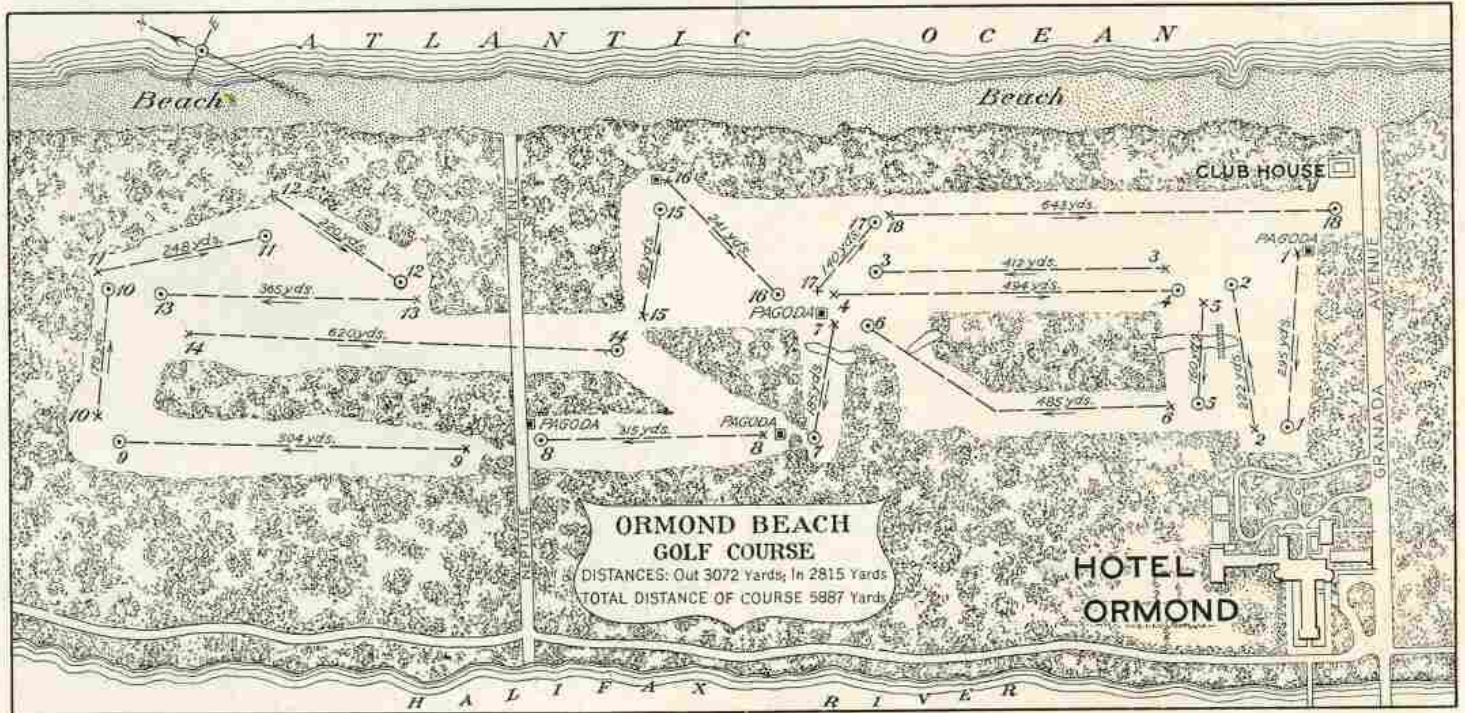
GOLF

THE Florida East Coast Hotel Company and the various resorts along the East Coast of Florida have always offered every inducement and provided facilities to golfers for the enjoyment of the ancient and royal game, but in the past year there has been even more interest manifested and several new golf courses have been laid out and a number of country clubs have been formed or projected.

Atlantic Beach—The Atlantic Beach golf course, now under construction, will be an eighteen-hole

course of about 6,000 yards. An expert is laying out the holes and when completed the course will compare favorably with most of the southern courses.

St. Augustine—There are two nine-hole courses in St. Augustine. One makes use of the grounds surrounding old Fort Marion in plain view of the bay and near the old city gateway. The total length is 4,980 yards for the nine holes. The other, also a nine-hole course of about the same length, is located on marsh land in the south end of the city and is considered very sporty. In addition to the two nine-hole courses, the Florida East Coast Hotel Company, with the co-operation of the citizens of St. Augustine and others interested in the establishment of an eighteen-hole course at this point, have recently incorporated the St. Augustine Golf Development Company and have acquired 360 acres of land just north of the city, bordering on the North River and along the brick-paved highway leading to Jacksonville. The tract is large enough for two courses of eighteen holes; the first is now under construction, and will be laid out by Donald Ross. The land is particularly suited to golf, having many natural feature advantages. The clubhouse will contain all the adjuncts of a country club, and will be located on the water, with a delightful view of the river and Anastasia Island in the distance.



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The Clubhouse, Overlooking the Golf Links and the Atlantic Ocean, Ormond

Many large live oaks, picturesquely draped with gray Spanish moss, line the fair-way for several of the drives. A natural sod is one of the special advantages of this particular course.

In the grounds of the Ponce de Leon Hotel there is a diminutive nine-hole course that is used quite extensively as an agreeable variation of the usual putting matches. Ladies and gentlemen, who, for one reason and another, do not care to indulge in the more strenuous full-grown game of golf, find this miniature course interesting and beneficial, both socially and from the health standpoint.

Hotel Ormond—Some years ago, when the game of golf was just manifesting its value to the pleasure and health-seeking American, the managers of the Hotel Ormond provided a course that, while it was used and had the effect of getting the players out in the open, was little more than an excuse, but it served the purpose of proving that a real course would be well patronized, hence the construction of the present excellent eighteen-hole course on the sand dunes of the Atlantic. 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. There are numerous hilly courses in this country, but none that approximate so nearly the conditions of the original courses of Scotland and Ireland as does the Ormond course. A number of tournaments take place each

season and the competition, while friendly, is interesting and sharp. Daily concerts at the clubhouse, 11.00 A.M. to 12.30 P.M. Total length, 6,026 yards. The clubhouse is one-half mile from the hotel and is reached by street car or auto, or afoot.

Daytona—The nine-hole course, located on the peninsula just north of the Clarendon Hotel, is being extended, and by the time the hotels open for the winter tourist season of 1915-1916 the eighteen holes will be ready for play. Adjoining the course is the Nautilus Casino, which is provided with shower baths and a swimming pool.

Rockledge—At Rockledge there is a nine-hole course of 2,548 yards maintained by the management of the Hotel Indian River; bogey, 38; par, 34. Visitors are made welcome. The course occupies an elevation that overlooks the Indian River on the east, and the railroad station to the west.

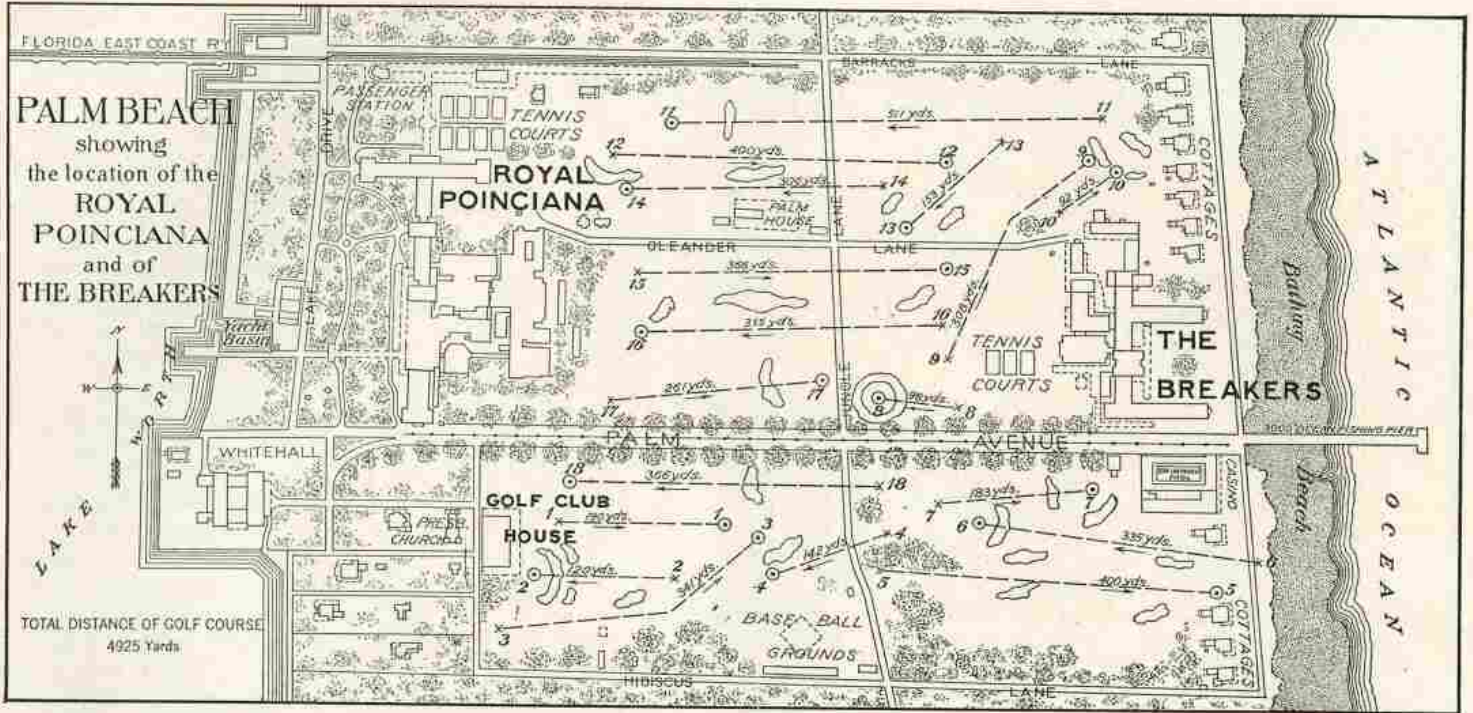
Melbourne—A nine-hole course is under construction at Melbourne, with the promise that it will be ready for play by January 1, 1916. No details available at time of going to press.



The Jupiter Island Golf Clubhouse



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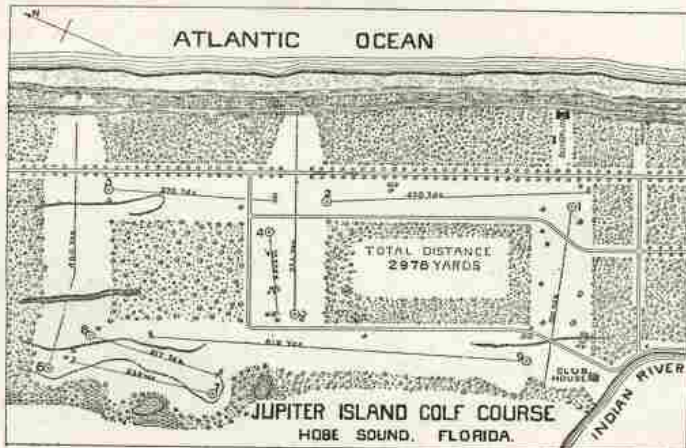


Hobe Sound—The Jupiter Island Golf Club has constructed a nine-hole course of 2,950 yards, which is located three-fourths of a mile from the Pinehurst Inn at Hobe Sound, with a good automobile road from the Inn to the course; also ferry service, requiring about ten or fifteen minutes' time either way. A clubhouse has been erected and the surroundings are very beautiful. The bogey is 40, with some good long holes.

Palm Beach—One of the earliest golf courses to come into prominence in the South was at Palm

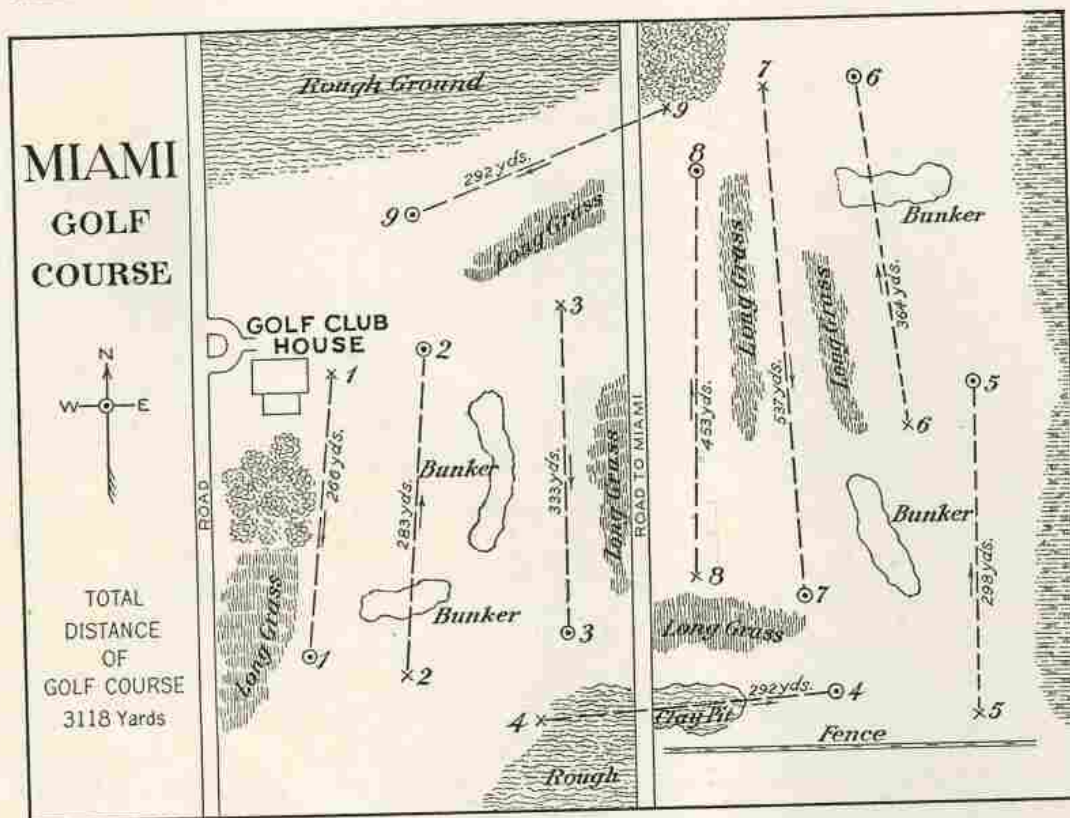
Beach. This was due largely to the number and quality of the players. At a time when golf was still classed as a foolish fad by many representative men, men of large interests, who have since become strong supporters of the game, Palm Beach had an eighteen-hole course, which was even then crowded with players. The links being so far south permitted the novelty of winter play; they speedily became widely known and were the scene of many exciting matches, the memories of which even now are part of the traditions of Palm Beach.

Golfers everywhere will welcome the announcement of a new golf course at Palm Beach. 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 and scenery. The preparatory engineering work is already under way and those coming to Palm Beach this winter will be able to gain a clear idea of the scope and quality of the new links, which will be ready for the opening of the following season. The new course will be under the direction of the Palm Beach Country Club and it is the intention to erect a clubhouse on the ocean beach, with all the features





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Country Club. They have acquired a sixty-three-acre tract just south of the center of the town. The proposed course, as laid out, will be 5,735 yards, and the holes have been named after various tropical trees, each hole to be surrounded by a group of from twenty to forty trees of the particular kind after which the hole is named.

On the peninsula, across the bay from Miami, the Miami Golf Club have nearly completed an eighteen-hole course, covering about 110 acres. This course is laid out on private property, ten holes on the south side of the Collins Canal, and eight holes north of that waterway.

Nassau—The Nassau Golf Course is a regularly constituted organization, with president and greens committee in authority. The course is nine holes and 2,500 yards in length and located in the Government Fort Charlotte reservation. It is one of the most unique and sporty courses in the South. It faces the Atlantic and play is about the old forts of Spanish origin and hundreds of years old. Local tournaments are of weekly occurrence and the annual tournament for handsome prizes offered by the Florida East Coast Hotel Company occurs in February. A

of a country clubhouse. The links will be laid out, three holes among the sand dunes on the ocean beach, eight holes on the highland overlooking the lake, the highest point being thirty-five feet above the water, and the remainder of the holes in the low lands between the two ridges, covering a greater diversity of play than on any links in Florida. The dates for the 1916 tournaments at Palm Beach are as follows:

- New Year's—January 17th–21st.
- Lake Worth—January 31st–February 4th.
- South Florida Championship—February 14th–18th.
- Woman's Championship—February 14th–18th.
- Florida State Championship—March 6th–10th.

Miami—The Royal Palm golf links at Miami 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 2,800 yards. In addition to the Royal Palm course there are two new eighteen-hole courses under construction, one at Coconut Grove, known as the Coconut Grove



The Miami Golf Clubhouse

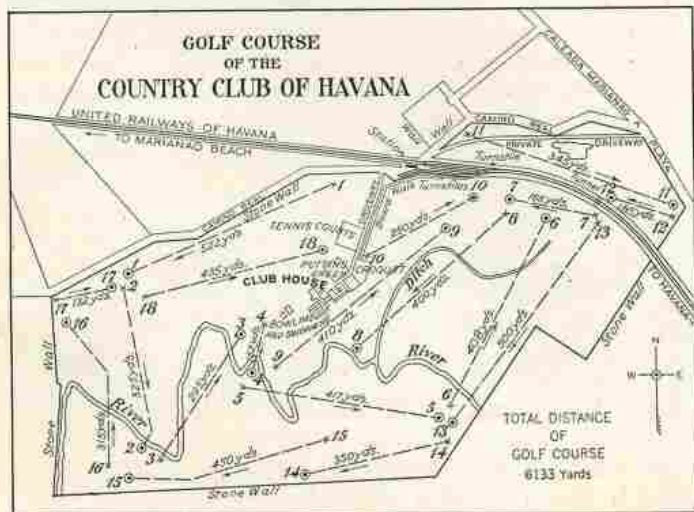
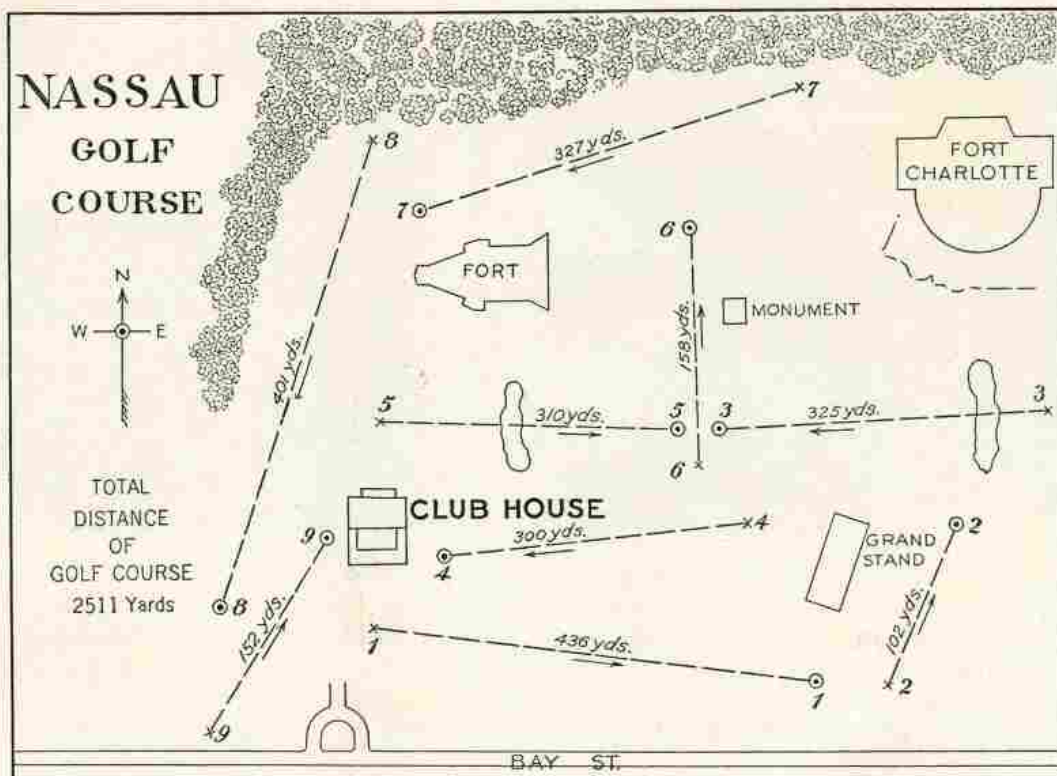


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number of appreciable improvements have been made in the links over last year. The greens have been enlarged and oiled and will be in perfect condition for the season of 1916. The clubhouse is provided with lockers, shower baths, etc. The course is reached from the hotel by carriage, a distance of one-half a mile—fare sixpence, the equivalent of 12 cents per person in each direction.

Havana—The Havana Country Club has a beautiful location between Marianao and La Playa. The latter is the seashore bathing resort for the Havanese. The course is eighteen holes, with a total of 6,133 yards—a splendid clubhouse, ideally located on the brow of a hill, surrounded with tropical trees and other vegetation that is strange and interesting to the newcomer. The electric car line passes the entrance and the hard-surfaced roads between Havana and the country club are kept in remarkable condition.



TENNIS

TENNIS players have always been especially fond of the East Coast of Florida, the climatic conditions being particularly suited to the game. The courts are fine and tournaments are frequent. The courts are resurfaced each year, making them fit for play of the highest class. No expense is spared in doing this, and devotees of the racquet, trying out the courts, will agree they are quite equal to those of the famous Riviera resorts.

At St. Augustine both of the hotels, Ponce de Leon and Alcazar, have dirt courts, and tournaments will be 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 at the hotel are held the same as other Florida East Coast hotel events, all so scheduled that one will not conflict with another.

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



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Tennis at Palm Beach
Showing the Interest in Tennis During the Progress of the Palm Beach Tournament

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, Saturday, February 26th, Monday, February 28th, and following days. The woman's singles and doubles, February 21st and following days.

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 popular with the winter visitors.

The dirt courts of the Hotel Colonial at Nassau are unexcelled. Surface, backgrounds and wind-screens 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.

Jacksonville, Fla.

On the north or west bank
of the St. Johns River

The gateway to the wonderfully progressive State of Florida, is situated on the St. Johns River, twenty-two miles from its mouth, with excellent harbor facilities. It is a modern city, the county seat of Duval County, with a population of approximately 73,000.

It has many miles of paved streets, a splendid electric street railway system, and remarkably good hotels and theatres and public parks. It is through this gateway, a fitting entrance, that visitors pass to the now world-renowned East Coast of Florida. The trains of the Florida East Coast Railway departing from the Union Terminal Station cross the St. Johns River on a steel and concrete bridge to

South Jacksonville

On the south or east bank
of the St. Johns River

At this point are located the large freight transfer yards of the Florida East Coast Railway, with docks, piers and other essential facilities for the handling of freight. There are several manufacturing plants, ship-repair and boat-building yards in this vicinity. It is the home of many who have their business interests in Jacksonville. The Mayport or Seashore Resort Branch of the Florida East Coast Railway leaves the main line at South Jacksonville for

Pablo Beach

17 miles from Jacksonville
One-way fare, 40 cents
Round-trip fare, 50 cents

One of the many fine beaches on the Florida East Coast and a famous summer resort for southern people; also visited by many winter tourists. Splendid surf-bathing, fishing and other amusements.

Imperial Hotel—C. F. Rockett; accommodates 60; rates, \$2.00 per day; \$10 to \$12 per week.

Ocean View—W. H. Adams; open January to October; accommodates 100. Located directly on the ocean front. Rates, \$2.50 up per day; \$10 to \$15



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per week. One-thousand-room bathhouse, deep well, artesian water. Sea foods a specialty.

Perkins House—Mrs. W. E. Perkins; accommodates 35; rates, \$1.50 to \$2.00 per day; \$9.00 to \$12 per week.

Atlantic Beach

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

Another of the famous beach resorts of the South Atlantic Coast; the social center of the colony promoted by the

Atlantic Beach Corporation. To the natural advantages possessed by this seashore resort have been added golf links, tennis courts, bowling alleys and the usual accessories of a splendid resort hotel.

Atlantic Beach Hotel (formerly the Continental Hotel)—Owned and operated by the Atlantic Beach Corporation; open the entire year; American and European plans; rates, January to May, American, \$4.00 and \$5.00 per day up; May to January, \$3.00 and \$4.00 per day up; European plan, \$1.00 and \$2.50 per day up; weekly rates on application. Ocean and poppy grills; music; dancing. Garage for autos.

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 and lumber docks of the

Railway Company are located here. The St. Johns River lighthouse is close by. A favorite resort for deep-sea fishing.

Boarding—H. S. Clark; accommodates 40; rates, \$1.75 per day; \$10 to \$13 per week.

St. Johns Hotel—Mrs. A. J. Floyd; accommodates 40; rates, \$2.00 per day; special for fishing parties and by the week; open all the year.

From South Jacksonville the main line of the railway extends southeasterly through pine lands, passing the stations of Sunbeam and Greenland to



The Atlantic Beach Hotel

The delightful ocean beach resort, only twenty miles east from Jacksonville, on the Florida East Coast Railway



Clubhouse Site at the New Golf Course, St. Augustine

Bayard

15 miles from Jacksonville
One-way fare, 50 cents
Round-trip fare, \$1.00

Here is located one of the largest young pecan nut groves on the East Coast, and in the immediate neighborhood of

Bayard and the next station of Durbin there are a number of turpentine stills and small truck farms.

Wings Hotel—C. M. Wings; open all the year; accommodates 30; rates, \$1.50 per day; \$6.00 per week. Located near the station.

St. Augustine

37 miles from Jacksonville
One-way fare, \$1.15
Round-trip fare, \$2.30

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. Augustine has stood, the city is to-day 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

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HOTEL ALCAZAR, ST. AUGUSTINE

Under the Management of Mr. W. McAuliffe

Rates \$4.00 and up, per day. Accommodates 500

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 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 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



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

Ponce de Leon—Under the management of Mr. Robert Murray; opens Thursday, January 6, 1916; closes Monday, April 3, 1916.

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

Alcazar—Under the management of Mr. Wm. McAuliffe; opens Monday, December 6, 1915; closes Monday, April 17, 1916.

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 hydro-therapy, mechano-therapy, electro-therapy, tonic, Turkish, steam spout, Roman, Russian, hydro-electrical, 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



Old Fort Marion, St. Augustine
A relic of Spanish occupation
21



Court of Hotel Ponce de Leon, St. Augustine
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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, \$3.00 per day; special by the week. Delightfully located, corner Carrera and Sevilla streets.

Bay State Cottage—W. P. Oliver; open November to May; accommodates 25; rates, \$1.50 to \$2.00 per day; special weekly. Centrally located near the bay.

Bennett House—R. M. Bennett; accommodates 150; rates, \$2.50 per day up; \$15 per week up. Centrally located on the bay front, with splendid outlook over the water.

The Buckingham—Wachenhusen & Maust; accommodates 125; open December to May; rates, \$2.50 per day up; special by the week. Steam-heated, running water and private baths.

Campbell House—John T. Campbell; accommodates 30; rates, \$2.00 per day up; special weekly. Located at 50 Marine Street, facing the bay.

Colonial Hotel—Geo. B. Nicholson; accommodates 40; rates, \$2.50 per day up; \$17.50 per week up. Located on Orange Street, near Fort Marion.



Postoffice Park, St. Augustine
One of the public parks of the Ancient City



Presbyterian Memorial Church, St. Augustine
In memory of the daughter of Mr. Henry M. Flagler

Craddock House—No. 91 Bridge Street; Miss J. B. West; accommodates 30; rates, \$1.50 and \$2.00 per day; \$7.00 to \$9.00 per week; open all the year. Conveniently situated near business part of the city.

Dunham House—131 Marine Street; Mrs. D. L. Dunham; accommodates 40; open November to May; rates, \$1.50 to \$2.00 per day; \$8.00 to \$15 per week. Pleasantly located on the bay, near the State Arsenal.

Granada Hotel—Frank A. Robertson; accommodates 150; rates, \$2.50 per day up; special weekly. Located on King Street, opposite Hotel Ponce de Leon.

Kenwood—Mrs. J. L. Morgan; accommodates 40; open November to May; rates, \$2.00 to \$3.00 per day; special weekly. Centrally located, near seawall.

Keystone Hotel—Mrs. L. G. Willaume; accommodates 80; rates, \$2.00 to \$3.00 per day; special weekly. Delightfully located on King Street, near the large hotels and only two blocks from station.

Laposada—Mrs. B. Deyo; accommodates 50; rates, \$1.50 per day; \$7.00 to \$8.00 per week.

Lynn's Hotel—St. George Street; D. Gerstel; accommodates 40; one block from postoffice; open all the year; European plan, 50 cents per day up; American plan, \$1.50 per day up; special by the week.

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



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Magnolia Hotel—Palmer & MacDowell; accommodates 350; rates, \$3.00 per day up; special weekly. 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, private baths; overlooking bay and ocean.

Monson—Bay Front; F. S. Monson; open all the year; new, modern, fireproof; constructed in 1915; sixty rooms; forty baths. Hot and cold running water in every room. Steam heat, electric lights and bells.

Ocean View—H. E. Hernandez; located on the bay; with splendid water view; accommodates 75; open all the year; modern improvements; consumptives not taken; American plan, \$2.00 to \$3.00 per day; \$8.00 to \$17.50 per week; European plan, \$1.00 to \$1.50 per day.

Private Board—80 Cedar Street; Mrs. W. M. Jones; rates, \$1.50 to \$2.00 per day; \$10 to \$12 per week. Centrally located. Excellent table.

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 November to May; 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; Mrs. and Miss Eckert; rates, \$3.00 to \$6.00 per day; \$18 to \$25 per week. Pleasantly located on St. George Street, with large verandas and gardens. Steam-heated, open fires in living rooms.

Elkton

47 miles from Jacksonville
One-way fare, \$1.45
Round-trip fare, \$2.90

The first station in the famous potato section. The surrounding country contains some of the most fertile land in the



The 18th Hole of the New Golf Course at St. Augustine

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, \$1.65
Round-trip fare, \$3.30

Only fifteen or twenty years ago it was discovered that the soil in and around Hastings was particularly 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 312,126 barrels were shipped from the territory during the months of May and June, 1915.

Hastings Hotel—S. F. Skelton; accommodates 60; rates, \$2.00 per day up; \$10 per week up. A modern, brick building, opposite railway station.

East Palatka

62 miles from Jacksonville
One-way fare, \$1.90
Round-trip fare, \$3.80

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.

the west side of the St.

Palatka

64 miles from Jacksonville
One-way continuous passage fare, \$1.50
Round-trip fare, \$3.00

"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.

Arlington—B. C. Pierce; accommodates 50; rates, European plan, 75 cents per day; \$4.00 per week.

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

Devereux House—Mrs. M. Devereux; accommodates 10; rooms only. Write for rates.

James Cafe—111 Lemon Street; Robert James; open all the year; rooms in connection.



The Sixth Hole, St. Augustine Golf Club



GENERAL INFORMATION



The Famous Ormond Bathing Beach and Automobile Speedway
800 feet wide at low tide and hard as a macadam road

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.

Metcalf 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.

New Howell—F. J. Fields; accommodates 50; rates, European plan, 50 cents to \$1.00 per day.

Putnam Hotel—Leon Despland; accommodates 300; open all the year. All modern conveniences. Pleasantly and centrally located, adjoining City Hall Park, opposite postoffice. Rates, \$2.50 per day and up; \$15 per week and up.

Saratoga—H. J. Goldsmith; accommodates 75; rates, \$2.25 per day and up; 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, \$2.00
Round-trip fare, \$4.00

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.

Byrlyn Place—J. A. Crosby; accommodates 10; rates, \$2.00 per day; \$8.00 to \$10 per week.



The Twelfth Hole, Ormond Golf Club

Idlewild—C. H. Stackwell; accommodates 10; rates, \$2.00 per day; \$10 to \$12 per week.

Palms—Mrs. F. A. Bailey; accommodates 10; rates, \$2.00 per day; \$8 to \$10 per week.

Espanola

82 miles from Jacksonville
One-way fare, \$2.50
Round-trip fare, \$5.00

A small village, with naval stores the principal product.
Espanola Inn—L. R. Brunner; accommodates 15; rates, \$2.00 per day; special by week.

Bunnell

87 miles from Jacksonville
One-way fare, \$2.65
Round-trip fare, \$5.30

Headquarters for the Bunnell Development Company and one of the busiest little towns in the south end of St. Johns County, with good hotels, stores, bank, school, electric lights, etc. Small farms in the immediate vicinity, with good hunting. Only seven miles from the ocean, with a new brick highway to the beach.

Pioneer Hotel and Cottage—Mrs. Byrd; accommodates 35; rates, \$2.50 per day; \$14 per week; open all the year; near hunting and fishing grounds.

Dupont

90 miles from Jacksonville
One-way fare, \$2.75
Round-trip fare, \$5.50

This is quite a little town, principal products being lumber and naval stores, and is also the junction point with the Dupont Railway and Land Company, owners of a large tract of farm and timber land in Haw Creek district. Excellent shooting and fresh-water fishing.

Tippecanoe Inn—G. A. Pacetti; accommodates 40; rates, \$2.50 to \$3.50 per day; \$12 to \$18 per week. Hot and cold running water, private bath, electric lights.

Volusia

99 miles from Jacksonville
One-way fare, \$3.05
Round-trip fare, \$6.10

A new, clean, attractive and healthy settlement, with hotel, good stores, school, church and water works. Brick highway passes through the village.

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.



FLORIDA EAST COAST



Ormond

104 miles from Jacksonville
One-way fare, \$3.20
Round-trip fare, \$6.40

Ormond is noted for its picturesque drives, bicycle and automobile trails 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—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 disembark 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 Telegraph 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. The popularity of Hotel Ormond is emphasized by the fact that it has several times been enlarged and is a perfectly appointed hotel with all the latest improvements. 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.

Hotel Ormond—Under the management of Mr. D. J. Trudeau; opens Saturday, January 8, 1916; closes Monday, April 3, 1916.

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 per week and up.

Rose Villa—Mrs. Frank Mason; accommodates 14; open October to May. Conveniently located on



A Winter Home at Ormond-on-the-Halifax

Granada Avenue, near postoffice. Rates, \$2.00 and \$2.50 per day; \$12.50 to \$15 per week.

Bretton Inn—J. P. Vining; accommodates 80; rates, \$3.00 to \$4.00 per day; special weekly. Bretton Inn is on a bluff overlooking Ormond-Daytona Beach. 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, \$3.35
Round-trip fare, \$6.70

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, is separated from



Obstacle Golf in the Attractive Grounds of Hotel Ormond



GENERAL INFORMATION



HOTEL ORMOND, ORMOND-ON-THE-HALIFAX

Under the Management of Mr. D. J. Trudeau

Rates \$5.00 and up, per day. Accommodates 450

the river by a parkage and overlooks a pleasant water view, with the green shore of the peninsula beyond. Across from Daytona, on the peninsula, are located Seabreeze and Daytona Beach, with three bridges crossing the Halifax River, and a street car line operating from one end of Beach Street across one of the bridges to Seabreeze. Daytona is primarily a cottage city and has many handsome residences. It also has a large number of hotels and boarding-houses, and furnished rooms may be secured by those who prefer to do light housekeeping.

Game of all kinds abounds in the wooded district just west of the city and a boat line makes the trip from Daytona up the Tomoka River and to Mosquito Inlet.

Austin—Beach Street; J. J. Wegman and H. Cot-taneo; accommodates 100; open November to May. Rates, \$2.50 to \$3.50 per day; \$14 to \$21 per week; special November and December.

Bennett House—C. R. Bennett; accommodates 80; rates, \$2.50 per day up.

City Hotel—J. M. Wharton; accommodates 100; rates, \$3.00 per day up; special weekly.

Colonial—Ridgewood and Third avenues; R. F. Gibbons; open December to May; accommo-dates 60. Excellent table. Rates, \$2.00 per day up; \$10 per week up.

Desland Hotel—L. M. Waite; open January to April; accommodates 250; rates, \$3.50 per day up;

\$21 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. 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, electriclights. Street cars pass door.

Hamilton—I. M. Mabbetts; accommodates 20; rates, \$2.50 per day up; special weekly.

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

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

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. Rates, \$3.00 per day up; special weekly.

La Vergue Mansion—La Vergue Edwards; accom-mo-dates 30; rates, \$3.00 per day up; special weekly.

Lyndhurst—Second Avenue, near Beach Street; R. W. and J. H. Ball; accommodates 50; open December to May; rates, \$2.50 per day; \$12 to \$15 per week.

Magnolia—Mrs. Celeste Hinks; accommodates 40; rates, \$2.00 per day up; special weekly.



FLORIDA EAST COAST



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 to \$12 per week. Located in center of city, near all transportation lines.

New Gables—S. H. Moseley; accommodates 50; new hotel with all modern conveniences; centrally located. Rates, \$2.00 per day; \$10 per week up.

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

Orange Villa—Mrs. S. Cass; accommodates 50; rates, \$2.50 per day; \$15 per week up. 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. J. 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 125; rates, \$3.00 per day; special weekly.

Poinsettia—Mrs. M. H. Zuber. Write for terms.

Prospect—Emily F. French; European plan; rates on application.

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.

Schmidt's Hotel—Henry Schmidt & Son; accommodates 100; open October to May; rates, \$2.50 to \$3.50 per day; special weekly.

Tourist House—S. Bennett; accommodates 100; rates, \$2.00 per day up; \$15 per week up. 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.

Windsor Hotel—South Beach Street; Jas. H. Baker & Son; accommodates 50. Located on the Halifax River. All modern improvements. Open October to May. Rates, \$2.00 per day; special for long period.

Daytona Beach and Seabreeze

Railroad Station, Daytona

Are separate municipalities merging together and located 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 80. Located on Ocean Avenue, one-half block south of Keating 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. Whiteservants. Rates, \$1.50 per day up; special weekly.

Glenwood—E. N. Griffith; accommodates 35; rates, \$1.50 per day; special by the week.

Kentucky—Burgin & Embry; 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—Mrs. M. Delmar; accommodates 75; rates, \$2.50 per day up; special by the week.

New Seaside Inn—Glenn & Hill; accommodates 125; rates, \$2.50 per day up; special by the week.

Oyama—Thos. Oyama; accommodates 25; rates, \$1.50 per day; special by the week.

Van Valzah—Mrs. Martha Van Valzah; accommodates 60; rates, \$2.50 per day up; special by the week.

White House—E. L. Howard; rates, \$1.50 per day up; special weekly.



Characteristic Woodland Scene, Ormond

GENERAL INFORMATION



South Beach Street, Daytona

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 Issena—Henry W. Haynes; open November to May; accommodates 150; rates, \$3.00 per day; special for season.

Port Orange

115 miles from Jacksonville
One-way fare, \$3.50
Round-trip fare, \$7.00

On the Halifax River, with excellent fishing and boating. Numerous hotels and boarding-houses at reasonable rates.

Good schools, artesian water. Ruins of old Spanish sugar mill, in operation in 1735, near the town. Good shell and brick roads. Furnished cottages, renting from \$60 to \$150 for the season. Connected with the beach by a bridge one mile long.

Allanwood Inn—On Dixie Highway; Cornelius Christiancy; open December to May; accommodates 40. Social club, spacious grounds, shore dinners, private baths, garage. Rates, \$3.00 per day; \$14 to \$25 per week. Also six furnished apartments, containing four or five rooms, with baths, renting from \$125 to \$150 for the season.

Port Orange Hotel—J. M. Masters, accommodates 60; rates, \$2.50 per day up; special weekly and monthly; open November to May. A convenient tourist hotel, with first-class accommodations and best of fare. Steam heat, gas lights, hot and cold water in rooms. Boats and automobiles for use of guests. Overlooking Halifax River.

Tribble House—Mrs. L. P. Tribble; rates, \$2.00 per day up; \$7.00 per week up.

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. Postoffice, Ponce Park, Fla.

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 sea fowl 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, \$2.00 per day; \$10 per week. A resort for those fond of fine fishing. Launches and rowboats in connection with the hotel.

Immokalie 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, \$9.80
Round-trip fare, \$7.00

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, sewage and an excellent system of public schools. 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 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



Ruins of the Old Mission, New Smyrna



FLORIDA EAST COAST



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 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.

Dixie House—Wm. T. F. Warren; accommodates 30; rates, \$1.50 per day up; \$7.00 to \$10 per week.

McCullough House—J. C. McCullough; accommodates 30; rates, \$1.00 per day; \$6.00 per week.

Ocean House—Sams & Lewis; accommodates 150; rates, \$3.00 per day; \$18 per week.

Palms—Mrs. M. S. Bryan; accommodates 30; rates, \$2.00 per day; \$10 per week.

Rose Villa—Accommodates 30; rates, \$1.25 per day; \$8.00 per week.

Turnbull Hotel—Mrs. J. M. Cadeau; accommodates 25; rates, \$2.00 per day; \$8.00 per week.

Woodward House—Mrs. Julia Woodward; accommodates 30; rates, \$1.50 per day; \$7.00 per week.

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

Atlantic Hotel—T. B. Demaree; accommodates 75; rates, \$2.00 per day; \$8.00 to \$10 per week. Located on the beach two miles from New Smyrna station. Automobile meets all trains.

Barber House—S. H. Barber; accommodates 30; hot and cold baths; rates, \$1.50 per day; \$8.00 per week up. Automobile meets trains at New Smyrna.

Lake Helen 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

145 miles from Jacksonville,
Orange City Branch
One-way fare, \$4.40
Round-trip fare, \$8.80

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 also has a starch factory, manufacturing starch from cassava and coontie grown in the locality.

Harlan-in-the-Pines—Geo. H. Kendall; accommodates 75; open all the year. Located on the lake. Reasonable rates.

Cassadaga—Cassadaga Hotel Company; accommodates 50; hot-water heat system, electric lights, modern improvements. Rates on application.

Orange City
150 miles from Jacksonville
One-way fare, \$4.55
Round-trip fare, \$9.10

Orange City is an inland village on the Orange City branch of the Florida East Coast Railway and also on the automobile

highway between Daytona and Tampa. 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. Passengers en route to De Land, via the Florida East Coast Railway, transfer via automobile from Orange City.

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

De Land
Via automobile and carriage
transfer from Orange City
Station

De Land is the county seat of Volusia County, and a university town, with a population of about 4,000. The home of

the Stetson University. It is situated on the highlands of central Florida, surrounded by pine forests, intermingled with orange groves. Has beautiful streets shaded with massive oak trees, many miles of sidewalks and attractive homes.

Hutchinson Hall—F. Hutchinson; accommodates 30; open all the year. Centrally located, good cooking. Rates, \$2.00 per day; special by week and for families.

Oaks—S. P. Hays; accommodates 50; rates, \$2.00 per day up; \$12 per week up.

Putnam Inn—B. E. Brown; open all the year; accommodates 150. An up-to-date house, with all modern improvements, steam heat, electric lights and bells, and large grounds pleasantly located. Tennis court, dancing, basket ball, etc. Rates, \$3.00 per day and up; \$14 per week and up.



GENERAL INFORMATION



Waverly House—Mrs. M. D. Drake; centrally located, with large airy rooms, wide verandas, beautiful grounds, with shady trees. Open October to May. Rates, \$2.00 per day; \$10 per week.

Hawks Park

127 miles from Jacksonville
One-way fare, \$3.85
Round-trip fare, \$7.70

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.

Bay View Hotel—Mrs. M. R. Mendell; accommodates 40; rates \$2.00 per day up; \$10 per week up.

Park Inn—Mrs. E. W. Dunklee; accommodates 20; rates, \$2.00 per day up; \$10 to \$15 per week.

Oak Hill

136 miles from Jacksonville
One-way fare, \$4.15
Round-trip fare, \$8.30

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; \$6.00 per week. Fruit, fish and game in season.

Titusville

154 miles from Jacksonville
One-way fare, \$4.70
Round-trip fare, \$9.40

Titusville is the county seat of Brevard County, situated on the banks of the Indian River and is also the junction point for the branch of the Florida East Coast Railway to Enterprise Junction and to Okeechobee. To the southeast of Titusville is a magnificent body of water six miles wide, formed by the waters of the Indian River. On the beach, opposite Titusville, is located the Canaveral Club, which is surrounded by 10,000 acres of land, and owned by prominent residents of Boston, Mass. Fishing and duck shooting are particularly good at



Chuluota Inn, on Lake Catherine

this point. There is also good hunting for wild turkey, deer and quail. Titusville has shelled streets, electric lights, very responsible bank, churches, board of trade, etc.

Hotel Dixie—Mrs. Kate Myers; accommodates 100; rates, \$2.50 per day; special by the week or month.

Palmhurst Hotel—Near station; Mrs. J. S. Daniels; rooms only; accommodates 25; rates, 75 cents per day up; \$3.50 per week up.

Maytown

At Maytown, sixteen miles from Titusville, begins the extension to Lake Okeechobee, through the Kissimmee Valley, a beautiful and remarkably fertile region.

Geneva

On the Okeechobee Branch
182 miles from Jacksonville
One-way fare, \$5.50
Round-trip fare, \$11.00

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.

Geneva House—Miss Lucie Flynt; accommodates 20; rates, \$1.50 per day; \$30 per month.

Kilbee House—E. H. Kilbee; accommodates 15; rates, \$1.00 per day; \$18 per month.

Chuluota

On the Okeechobee Branch
189 miles from Jacksonville
One-way fare, \$5.70
Round-trip fare, \$11.40

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, and is located in a most beautiful fresh-water lake region. These numerous lakes are deep and clear, and abound with fish, furnishing great sport for the angler. 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



Kissimmee Valley Prairie



FLORIDA EAST COAST



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 and all modern conveniences. Rates, \$2.00 per day and up; special weekly.

Palms—J. Tilden Jacobs; accommodates 15; rates, \$2.00 per day; \$10 per week.

Kenansville

On the Okeechobee Branch
244 miles from Jacksonville
One-way fare, \$7.35
Round-trip fare, \$14.70

Kenansville is located in the heart of one of the best hunting sections in the State, there being an abundance of both

large and small game, while Lake Marion, a beautiful sheet of water seven miles long, furnishes the finest of fishing, boating and bathing. This is an agricultural country, and in this section are found first-class farming and grazing lands. This is about the highest point along the Okeechobee Branch, having an altitude of seventy-three feet. Kenansville serves quite a back country and has had a gradual growth since the coming of the road. The main streets are hard-surfaced and there are stores and hotels.

Piney Woods Inn—Phillips Bros.; rates, \$2.00 per day; \$10 per week.

Trudell Hotel—B. E. Trudell; accommodates 20; rates, \$2.00 per day; \$7.00 per week.

Okeechobee

On the Okeechobee Branch
293 miles from Jacksonville
One-way fare, \$8.80
Round-trip fare, \$17.60

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 Onoshohatchee flowing along the eastern boundary of the townsite. 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 is being extended, making a main thoroughfare from the town to the shore of Lake Okeechobee. There is a gradual slope of the townsite toward the lake and the river, which affords good drainage. In six months after the opening of

the Okeechobee Branch, on January 4, 1915, there were one hundred buildings completed and in course of construction on this townsite.

Coats Hotel—W. L. Coats; accommodates 15; European plan; rates, 75 cents to \$1.00 per day; special by the week.

Northern Hotel—Mrs. Minnie McNeff; accommodates 20; European; rates, 75 cents to \$1.50 per day. Located in center of town next to postoffice. Restaurant downstairs. Modern improvements, baths, etc.

Seminole—J. A. DeLoach; accommodates 30; American plan; rates, \$2.00 per day; \$6.00 up per week. Located opposite station.

Enterprise

191 miles from Jacksonville
One-way fare, \$5.75
Round-trip fare, \$11.50

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 at Enterprise has probably entertained more prominent men than any other hotel in Florida. 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.

Epworth Inn—Dr. and Mrs. J. W. Coleman; accommodates 100; open November to May; rates, \$2.00 per day; \$10 to \$12 per week. Pleasantly located on Lake Monroe and famous Binson Springs.

Enterprise Junction

Four miles from Enterprise, is the junction point with the Atlantic Coast Line Railroad.

Cocoa

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

Cocoa, on the Main Line, eighteen miles south of Titusville, is located in the center of the Indian River orange

section and is one of the largest shipping points of the celebrated Indian River oranges. The Indian River, so called, has a length of about 120 miles and varies in width from one to six miles. The northern portion, extending the full length of Brevard County, about seventy-five miles. Almost in the center of Brevard County and overlooking the river, surrounded by bearing groves of oranges and grapefruit, lies the town of Cocoa. To the westward of the town are thousands of acres of pine, prairie and low hammock land.



The Onoshohatchee River, near Okeechobee



GENERAL INFORMATION



Cocoa is a clean, well-governed, healthy little city, with good streets, electric lights and cement sidewalks.

Cocoa House—E. E. Grimes; accommodates 150. So located as to command a beautiful view of the Indian River and surrounding country. 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.

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

Merritt Island 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.; C. H. Neal; 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, \$3.00 per day; \$15 per week and up.

Rockledge 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 Steamboat Company 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



Sunrise Inn, Port Sewall



The Indian River at Rockledge

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, \$3.50 per day and up.

New Rockledge—Hotel Indian River Company; accommodates 200; rates, \$2.50 per day and up. For further information write the management.

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; \$12.50 to \$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 Located on the Indian River, directly opposite the southern entrance to the Banana River, which is celebrated for its fine fishing grounds, duck shooting, etc. Lake Washington, on the west, is six miles distant and famed for black bass. Easily reached by team or auto. Quail shooting in season is good.



FLORIDA EAST COAST



Highland Avenue Cottages—C. C. Houston; accommodates 20; rates, \$2.00 per day; special weekly.

River View Hotel—J. R. Mathers; accommodates 60; rates, \$2.50 per day; special by the week.

Southland Hotel—Tood Company; accommodates 40. A new hotel only opened one year. Operated by the Tood Company, which also operates the Livingston Hotel, at Grand Rapids, Mich. Rates, \$2.50 per day; \$12 up per week.

Military Park

191 miles from Jacksonville
One-way fare, \$5.75
Round-trip fare, \$11.50

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. Visitors interested in school stop at Eau Gallie hotels, one mile distant.

Winter home of the Kentucky Military Institute. The Kentucky Military Institute was one of the first large schools

Melbourne

194 miles from Jacksonville
One-way fare, \$5.90
Round-trip fare, \$11.80

Melbourne is particularly desirable for hunters, as wild duck are plentiful, and a few miles in the interior are found deer, wild turkey, quail, opossum and occasionally a black bear. In the Indian River are bass, trout, sergeant fish and many others; from the ocean beach are tarpon, bluefish and large sea bass, while fresh-water fish may be caught in the fresh-water lakes about four miles toward the interior.

A beautiful town on the Indian River and north of Crane Creek, with good stores, churches and schools.

Bon Air—Mrs. G. S. Snedicker; accommodates 15; rates, \$2.00 per day; \$8.00 to \$12 per week.



Fresh-Water Fishing near Hopkins is Very Satisfactory

Brown House—Mrs. Sarah H. Brown; accommodates 40; open the year round. Located on the river. Rates, \$2.50 per day; special weekly.

Carleton—L. G. McDowell; accommodates 85. Nicely situated on a bluff, overlooking the river. Modern improvements. Rates, \$2.00 per day up; special weekly.

Hopkins

195 miles from Jacksonville
One-way fare, \$5.90
Round-trip fare, \$11.80

A new town, only about three years old, and a busy enterprising place. The large sawmill, 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, 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 Co's Railroad, which extends westward for thirty miles. Deer Park is the name of the town at the western terminus of the Union Cypress Co's Railroad.

Hopkins House—Union Cypress Company; accommodates 15; rates, \$1.00 per day; \$4.50 per week.

Malabar

200 miles from Jacksonville
One-way fare, \$6.05
Round-trip fare, \$12.10

The towns of Malabar and Tillman, adjoining, are being settled up by a Catholic colony, headquarters of the Company being in Chicago.

Riverview Hotel—Miss J. L. Arnold; accommodates 15; open all the year. Located on the river, only three miles across to the ocean. Rates, \$2.00 per day; special weekly.

Grant

206 miles from Jacksonville
One-way fare, \$6.20
Round-trip fare, \$12.40

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 Jorgensen Company; open all the year; accommodates 15; rates, \$2.00 per day; \$9.00 per week.

Micco

209 miles from Jacksonville
One-way fare, \$6.30
Round-trip fare, \$12.60

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 December to May.

Florida East Coast Railway

"FLAGLER SYSTEM"

August 1st, 1915.





GENERAL INFORMATION



Royal Palms, the Prince of Tropical Trees

Excellent boating, fishing and bathing. Tennis. Cottages for rent. Rates, \$2.50 per day; \$14.50 per week.

Sebastian

215 miles from Jacksonville
One-way fare, \$6.50
Round-trip fare, \$13.00

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.

Private Board—W. F. Baughman; rates, \$2.00 per day; special by the week.

Idlewild Inn—R. G. Mills; accommodates 20; rates, \$2.00 per day; special weekly.

Mills Hotel—Robert G. Mills; accommodates 35; open all the year. Pleasantly located, facing the river. Rates, \$2.00 per day; special by the week.

Sebastian Hotel—Mrs. A. C. Arnold; accommodates 20; rates, \$2.00 per day, special by the week.

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 is spending over one million dollars on a complete drainage system. 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.

Broadway Hotel—Corner Broadway and New York Avenue; G. L. Tucker; open all the year. Swimming pool in connection with hotel. Rates, \$2.00 per day; \$7.00 per week.

Patterson Hotel—On Broadway, one-half block from depot; Jas. D. Dean; rates, \$2.00 per day; \$8.00 per week. Apartments for light housekeeping in connection.

Vero

228 miles from Jacksonville
One-way fare, \$6.90
Round-trip fare, \$13.80

A farming town surrounded by 60,000 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 thirty-five cars of tomatoes and fifty cars of oranges and grapefruit shipped last season.

Private Board—Mrs. N. J. King; accommodates 25; rates, \$1.00 per day up; special by the week.

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, \$7.20
Round-trip fare, \$14.40

For many years this was the winter home of the late Senator Quay of Pennsylvania, and is still a favorite resort for many of his friends and colleagues. Fishing and hunting are both excellent here.

Kilcaire—Samuel Gale. Rates on application.

Fort Pierce

242 miles from Jacksonville
One-way fare, \$7.30
Round-trip fare, \$14.60

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



A Bird's-Eye View of Fort Pierce



FLORIDA EAST COAST



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, school, churches, paved streets, two newspapers, etc. 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 water fowl 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.

Atlantic Hotel—C. Leon Faber; accommodates 25; open all year. Centrally located; postoffice one-half block. Rates, \$2.00 per day; \$7.00 to \$10 per week.

Carlton—Mrs. L. L. Carlton; accommodates 15; European plan; rates, 50 cents, \$1.00 and \$1.50 per day; special weekly.

Fort Pierce Hotel—A. J. Lightfoot; accommodates 75; rates, \$2.50 per day up; special weekly.

Riverview Hotel—Mrs. S. W. Jennings; accommodates 35; rates, \$2.00 per day; \$10 per week.

Spring Cottage—Mrs. Stetson Adams; accommodates 40; rates, \$2.00 to \$2.50 per day; special by 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, \$7.45
Round-trip fare, \$14.90

The village of White City is two and one-half miles from the railroad station in a northerly 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, \$7.60
Round-trip fare, \$15.20

Located on the Indian River, on the main highway for automobile travel, principal industries being commercial fishing, fruit growing and trucking. Has several tennis courts, a large clubhouse and a winter population of three or four hundred people.

Walton Inn—F. G. McMullen. A nice hotel; good service. Rates, \$2.50 to \$3.00 per day; special weekly.

Eden

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

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

Groves Hotel—Paton & Wilson; accommodates 30; rates, \$2.00 per day; special weekly.

Jensen

257 miles from Jacksonville
One-way fare, \$7.75
Round-trip fare, \$15.50

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 a bank, churches, ice factory, telephone system, etc.

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

Stuart

261 miles from Jacksonville
One-way fare, \$7.90
Round-trip fare, \$15.80

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 opposite Gilbert's Bar, near the junction of the St. Lucie and the Indian rivers, and is growing rapidly. Pineapple plantations, citrus groves and vegetables are grown in quantity for the northern markets.

Coventry Hotel—Frank Coventry; accommodates 50; rates, \$2.00 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, \$2.50 per day; special weekly.

Florida House—Mrs. Smith; accommodates 20; open all the year. Rates, \$2.50 per day; special weekly.



On the Shores of Lake Worth
The usual route of the automobile



GENERAL INFORMATION



Afternoon in the Palm Garden, Palm Beach
A Delightful Palm Beach Custom

St. Lucie—Wm. Ehrhart; accommodates 50. 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, \$2.50 per day; special by the 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, \$2.00 per day; special by the week.

Port Sewall

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

Situated just across the St. Lucie River from Stuart and the winter home of Lieut. Hugh Willoughby, who has a

National reputation in connection with aviation and wireless telegraphy. St. Lucie Inlet, some day, will be one of the large ports of the Atlantic Coast.

Sunrise Inn—Louis N. Moss; accommodates 80; open December to May. The Inn is located on the St. Lucie River right at the fishing grounds and in one of the most beautiful spots in Florida. Telephone and telegraph service day and night. Accommodations the best. Rates, \$3.50 per day up; \$20 to \$40 weekly.

Salerno

266 miles from Jacksonville
One-way fare, \$8.05
Round-trip fare, \$16.10

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

Salerno Inn—F. D. Davidson; accommodates 24; opposite station; open all the year; rates, \$2.00 per day; \$12 per week.

Hobe Sound

275 miles from Jacksonville
One-way fare, \$8.30
Round-trip fare, \$16.60

Jupiter Island, a long, narrow island lying between the Atlantic Ocean and the Indian River, is one of the most

beautiful localities on the East Coast of Florida. Hobe Sound, the railroad station, is twenty-five miles north of Palm Beach, which place can be reached by auto in about one and one-half hours; by launch in two hours, and by rail in forty-five minutes.

Hobe Sound is on the main land, with which Jupiter Island is connected by a fine steel and concrete bridge. A good nine-hole golf course has been laid out on Jupiter Island, with an attractive clubhouse overlooking the water and can be reached from the hotel in about fifteen minutes. Just 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 main land and is supplied to all boats free. Surf-bathing is practically the same as at other near-by places on the coast, and there are bathhouses on the beach, with fresh-water showers.

Pine Ridge Inn—With adjoining cottages; Mrs. W. F. Phillips; accommodates 40; open during winter season. Electric lights, hot and cold running water, private baths. Beautifully located on a high ridge, overlooking Jupiter Island, the Indian River and the Atlantic Ocean. Rates, \$3.50 up per day; special weekly.

Jupiter

283 miles from Jacksonville
One-way fare, \$8.55
Round-trip fare, \$17.10

Located just across the peninsula from Jupiter Island, at the end of the famous Indian River and at the mouth of the

Loxahatchee River. 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



Gardens of the Royal Poinciana, Palm Beach



FLORIDA EAST COAST



Ridge Trail on Jupiter Island, Hobe Sound

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. There is also a life-saving station on the beach.

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; special weekly.

West Palm Beach A thriving city, county seat of Palm Beach County, on the west shore of Lake Worth, opposite the Flagler System

299 miles from Jacksonville
One-way fare, \$9.00
Round-trip fare, \$18.00

Hotels. Within the city limits are miles of hard-surfaced streets, sidewalks and many elegant homes. There are also a number of good, moderate-priced hotels. Under construction is a splendid new courthouse, to cost about \$90,000, which is being erected on a site donated by the late Henry M. Flagler, and will be completed by February, 1916; also under construction is a magnificent public school building, to cost about \$40,000. West Palm Beach is surrounded by a great many small farms, and the back country all

the way to Lake Okeechobee is wonderfully rich and suitable to the cultivation of all kinds of fruit and vegetables. West Palm Beach is the headquarters and eastern terminal of the Palm Beach and Everglade Railway, now under construction, and expected to be in operation by January, 1917. The road will follow the north bank of the Palm Beach and Okeechobee Canal for a distance of twenty-three miles west of the city, thence in a southwesterly direction skirting the southern border of the big lake to Lake Hictochee, a total distance of about seventy miles.

Alton—Dennis Randolph; accommodates 30; rates, \$2.00 per day; special by the week.

Augustine—316 Datura Street; Mrs. Clara A. Stypmann; accommodates 20; open September to May; rooms only; rates, \$1.00 per day and up.

Commercial Inn—Corner Clematis Avenue and Poinsettia Street; I. M. Wells; accommodates 75. Two blocks from the station. Light and airy rooms, with private bath. Cuisine under personal supervision. Rates, \$2.50 per day up; \$15 per week up.

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 city park. Rates, \$2.00 to \$2.50 per day; \$10.50 to \$14 per week.

Elizabeth Annex—Mrs. Chas. Ginders; accommodates 50; rates, \$1.50 per day and up; \$9.00 per week up.

Frederick—222½ Clematis Avenue; Miss Caroline E. Gates; accommodates 60. Centrally located. Large airy rooms; running water. Open all the year. European. Rates, \$1.00 up per day; special weekly.

Gables—W. M. and R. C. McGriff; accommodates 65; rates, \$2.50 to \$3.50 per day; \$16 to \$25 per week.

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

Lake Park—O. A. McClintock; accommodates 150; rates, \$3.00 per day; special weekly.



The Surf at Palm Beach on a Day in February

GENERAL INFORMATION



Tennis at Palm Beach
Showing the Interest in Tennis During the Progress of the Palm Beach Tournament

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

Minerat Cottage—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, \$2.00 per day; \$10 to \$12 per week.

New Keystone—423 Datura Street; Benjamine Cook; accommodates 75; open all the year; rooms singly or ensuite. Nicely located among the pines and palms. Rates, \$2.50 to \$3.00 per day; special weekly.

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, \$3.00 up per day; 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. Autobus meets all trains. Rates, \$3.00 per day up; special by the week.

St. Charles—Mrs. E. D. Horn; accommodates 20; rooms only; rates, \$1.00 per day and up.

Thornton House—333 Datura Street; Lillian M. Thornton; housekeeping apartments, with accommodations for twelve; rates, \$5.00 per week and up.

Virginia—Mrs. A. L. Haugh; accommodates 20; rooms only; \$1.00 per day up.

Palm Beach

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

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.

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



Golf at Palm Beach



FLORIDA EAST COAST



ROYAL POINCIANA, PALM BEACH-ON-LAKE WORTH

Under the Management of Mr. H. E. Bemis

Rates \$6.00 and up, per day. Accommodates 1,500

management; or, *per contra*, the time may be delightfully spent in peaceful quiet. The hotel occupies a site overlooking 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, newstand, railroad and Pullman ticket offices, Western Union and wireless telegraph offices, etc. Broad avenues of palms and Australian pines connect the two hotels.

Royal Poinciana—Under the management of Mr. H. E. Bemis; opens Saturday, January 15, 1916; closes Monday, March 27, 1916.

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 affords a view of the ocean and many of its 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 amenities 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. 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. Directly opposite the southern side entrance to The Breakers is located the hydro-therapeutic bathing establishment, in charge of competent attendants, for both ladies and gentlemen. The swimming pool and Casino adjoin the bathing beach, and 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 located in the Casino. In the past two years the Casino has been greatly improved, 200 rooms for bathers having been added, providing ample accommodations for all.



GENERAL INFORMATION



The Garden Grill of the Royal Poinciana, Palm Beach

The Breakers—Under the management of Mr. Leland Sterry; opens Thursday, December 23, 1915; closes Saturday, April 1, 1916.

Palm Beach—Sidney Maddox; accommodates 350. A modern hotel of moderate rates, facing Lake Worth. Special weekly and season rates.

Hibiscus—A. C. Inglessi; accommodates 125; open December to May. Modern; has electric lights, bells and sanitary conveniences. Rates, \$2.50 and up per day; \$15 per week up.

Lake Worth

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

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

Boarding—Mrs. L. E. Bailey; accommodates 12; rates, \$1.50 per day; \$8.00 per week.

Boarding—J. W. Shaw; accommodates 12; rooms only; rates, 50 cents per day; \$2.50 per week.

Detroit Pavilion—Mrs. Donlon; accommodates 20; rooms only; rates, 50 cents per day; \$2.50 per week.

Florida Hotel—Jos. Elliott & Son; accommodates 40; rates, \$2.50 per day; special weekly.

Indiana—W. F. Ludlum; rooms only; accommodates 30; rates, 50 cents per day; \$3.00 per week.

New Jersey—Mrs. M. E. Lloyd; accommodates 25; open all year. Pleasantly located near lake and park. Rates, \$1.50 to \$2.00 per day; \$10 to \$12 per week.

St. Louis Hotel—Mrs. Mildred Clayton; accommodates 40; rates, \$2.50 per day; special weekly.

Lantana

308 miles from Jacksonville
One-way fare, \$9.30
Round-trip fare, \$18.60

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 very good.

Lantana House—M. B. Lyman; accommodates 10; rates, \$2.00 per day; \$12 per week.

Boynton

312 miles from Jacksonville
One-way fare, \$9.40
Round-trip fare, \$18.80

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.

Boynton Hotel—Boynton Hotel Company. 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 \$18 per week. Open Dec. 15th to April 15th.

Vera—H. M. Holms; accommodates 20; rates, \$1.00 and \$1.50 per day; special weekly.

Delray

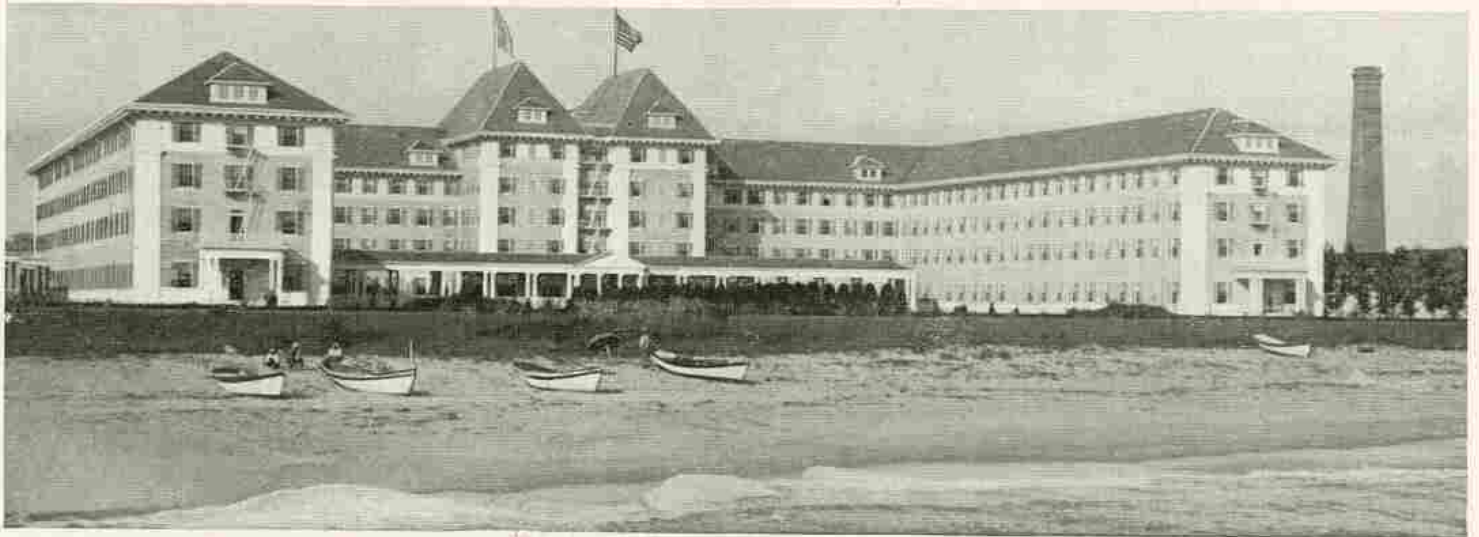
317 miles from Jacksonville
One-way fare, \$9.55
Round-trip fare, \$19.10

Delray is a thriving colony of Michigan people, settlement being named from a suburb of Detroit. It is one of the few towns in Florida that combine the advantages of a location on the Atlantic beach with those 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, the cold winds do not strike this section of the East Coast as they do the points above and below, making it especially free from frost. The combination makes Delray the largest shipping point on the coast for fruit and vegetables, as well as a popular winter resort, where hunting, fishing and bathing are offered to the northern visitors during the entire year.

Inn—Mrs. Belle Hustleton; accommodates 20; rates, \$2.00 per day; \$8.00 per week.



FLORIDA EAST COAST



THE BREAKERS, PALM BEACH-BY-THE-SEA

Under the Management of Mr. Leland Sterry

Rates \$6.00 and up, per day. Accommodates 600

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 \$2.00 per day; \$7.00 to \$9.00 per week.

Sterling—H. J. Sterling; accommodates 30; rates, \$1.50 per day; \$8.00 per week.

Yamato

321 miles from Jacksonville
One-way fare, \$9.70
Round-trip fare, \$19.40

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 and China, with good success.

Deerfield

327 miles from Jacksonville
One-way fare, \$9.55
Round-trip fare, \$19.70

Located at the mouth of the Hillsboro River, a stream of considerable size, which forms a part of the Hillsboro Canal from Lake Okeechobee.

Hotel Australian—E. T. Thomas; accommodates 40; rates, \$2.00 per day \$7.00 per week.

Pioneer—W. H. Dias; accommodates 15; rates, \$2.00 per day; \$7.00 per week.

Pompano

333 miles from Jacksonville
One-way fare, \$10.05
Round-trip fare, \$20.10

Pompano is two miles from the Atlantic Ocean, with a rock road from the town to the beach and connected with Miami, Palm Beach and intermediate towns by an automobile highway.

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

Fort Lauderdale

341 miles from Jacksonville
One-way fare, \$10.30
Round-trip fare, \$20.60

County seat of the newly created county of Broward, 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, a part of one 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 canal and by way of the river. It is about twenty minutes' run by motor boat from Fort Lauderdale to open water. Seminole Indians are frequent visitors to the city. Interesting excursions up the canal to Lake Okeechobee are popular.

Gilbert Hotel—L. O. Hooper; accommodates 75; rates, \$3.00 per day up; special weekly.



Biscayne Bay, from the Royal Palm Gardens, Miami



GENERAL INFORMATION



Keystone—W. O. Coleman; accommodates 25; rooms only; rates, 75 cents per day.

New River Hotel—P. N. Bryan; accommodates 40; rates, \$2.50 per day and up; special weekly.

Dania

346 miles from Jacksonville
One-way fare, \$10.45
Round-trip fare, \$20.90

A busy, hustling point, particularly during the vegetable season. Good churches, schools and stores, and many pretty

homes. Good hunting and fishing in the immediate vicinity.

Dixon House—L. V. Dixon; accommodates 30; rates, \$2.00 per day; special by the week.

New Webb Hotel—Mrs. A. Webb; accommodates 25; rates, \$2.00 per day; \$10 per week.

Osceola House—W. G. Moore; accommodates 20; rates, \$1.00 per day; special weekly.

Roper Hotel—P. H. Roper; accommodates 40; rates, \$2.00 per day; special by the week.

Hallandale

351 miles from Jacksonville
One-way fare, \$10.55
Round-trip fare, \$21.10

Hallandale is one of the healthiest places along the East Coast, being high and dry, and its nearness to the ocean beach

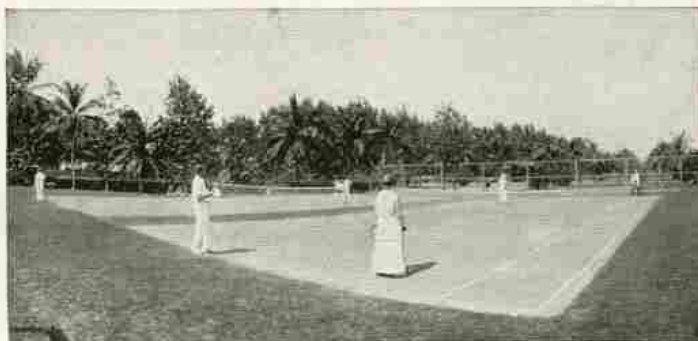
makes it a very desirable place to live. There is now under construction a wide, hard rock road from the center of the town to the beach, and a bridge is also being built across the State Canal between Hallandale and the ocean. Both will be completed this season, and will give easy access to the beach.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

Hallandale Hotel—Miss M. Reese; accommodates 15; rates, \$2.00 per day; special by the week.

Fulford

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

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



Tennis at the Royal Palm, Miami



Fishing at Miami Is Excellent

Canal. Fulford is planned along the "City Beautiful" lines, with wide streets, parks and every provision to take care of a growing city. Excellent rock roads, healthful climate, pure water, salt and fresh-water fishing, boating, bathing and abundance of fresh fruit, vegetables and the best class of people.

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.

Little River

361 miles from Jacksonville
One-way fare, \$10.85
Round-trip fare, \$21.70

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 sapadillas, mangoes, avacadoes, 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.

Lemon City

362 miles from Jacksonville
One-way fare, \$10.90
Round-trip fare, \$21.80

An attractive town, beautifully located on Bay Biscayne, with a population of about one thousand people. Three churches, public library and a new \$25,000 school building. Good board at \$1.00 per day and up.

Buena Vista

363 miles from Jacksonville
One-way fare, \$10.95
Round-trip fare, \$21.90

Buena Vista was formerly a separate town, but is now a part of greater Miami, and Buena Vista depot is really a suburban station of the "Magic City."



FLORIDA EAST COAST



ROYAL PALM, MIAMI-ON-BAY BISCAYNE

Under the Management of Mr. Joseph P. Greaves

Rates \$6.00 and up, per day. Accommodates 650

Buena Vista Villa—C. L. Sheeler; on Biscayne Boulevard, near the bay. Cool, breezy rooms; home comforts; rates, \$2.00 per day; special weekly.

Miami

366 miles from Jacksonville
One-way fare, \$11.05
Round-trip fare, \$22.10

One and one-half dozen years ago Miami was only an Indian trading post. To-day it is a city of nearly nineteen 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 380 miles of excellent rock road and during the past summer has issued bonds for \$100,000, for the construction of an additional fifty miles and another bond issue of \$100,000 for oiling and maintaining the main highway.

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. 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. 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. It has an up-to-date Chamber of Commerce, with an annual income of about \$15,000. The annual mid-winter 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 two ferry lines operating from the foot of Twelfth Street. As a winter resort the reputation of Miami has already been established. From early in the fall until late in the spring the city is overflowing with people from all sections of the country. There are good hotels suited to the means of all classes.



Miami Beach and Casino



GENERAL INFORMATION



Winter Surf-Bathing at Miami

The 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 sub-tropical 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 sub-tropical 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 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.

Royal Palm—Under the management of Mr. Jos. P. Greeves; opens Saturday, January 1, 1916; closes Saturday, April 1, 1916.

Abnerholm—C. D. Herin; accommodates 45; private bath, each room; rates, \$10 to \$20 per week.

Al Fresco—Mrs. A. L. Monroe; accommodates 50; rooms only; \$7.00 per week up.

Avondale Apartments—815 Avenue "B"; Miss Catherine McCarthy. Furnished apartments of one, two, three or four rooms, with private bath or bath privileges; all with kitchenette; rates on application.

Dean Apartments—Mrs. A. A. Welsh; accommodates 40; rates on application.

Boyd Cottage—Mrs. E. N. Patterson; accommodates 30; within half block of Biscayne Bay, on one of the most desirable residential streets; open all the year; rates on application.

Biscayne Hotel—W. J. Brown; accommodates 75; rates, \$2.50 to \$3.00 per day; \$15 up per week.

Chester—R. D. Choguette; accommodates 30; rates on application.

Fetting—Mrs. A. L. Fetting; accommodates 15; rates, \$2.00 per day up; special by the week.

Colonial Terrace—John Comstock; accommodates 60; rates, \$2.00 per day up; \$12 per week up.

Dallas Lodge—Mrs. M. Bohnert; accommodates 25; rooms only; rates on application.

Fort Dallas Hotel—I. M. Wells; accommodates 75; rates, \$2.50 per day up; special by the week.

Gracynn—Salem Graham; accommodates 250; rates, \$3.00 per day up; special by the week.

Green Tree Inn—Mrs. E. A. Forssell; accommodates 75; rates, \$3.50 per day up; special by the week.

Gillan House—Mrs. Mary Gillan; rates, \$3.00 per day up; special by the week.

Hinson House—Mrs. J. E. Hinson; accommodates 25; rates, \$2.50 per day; special by the week.

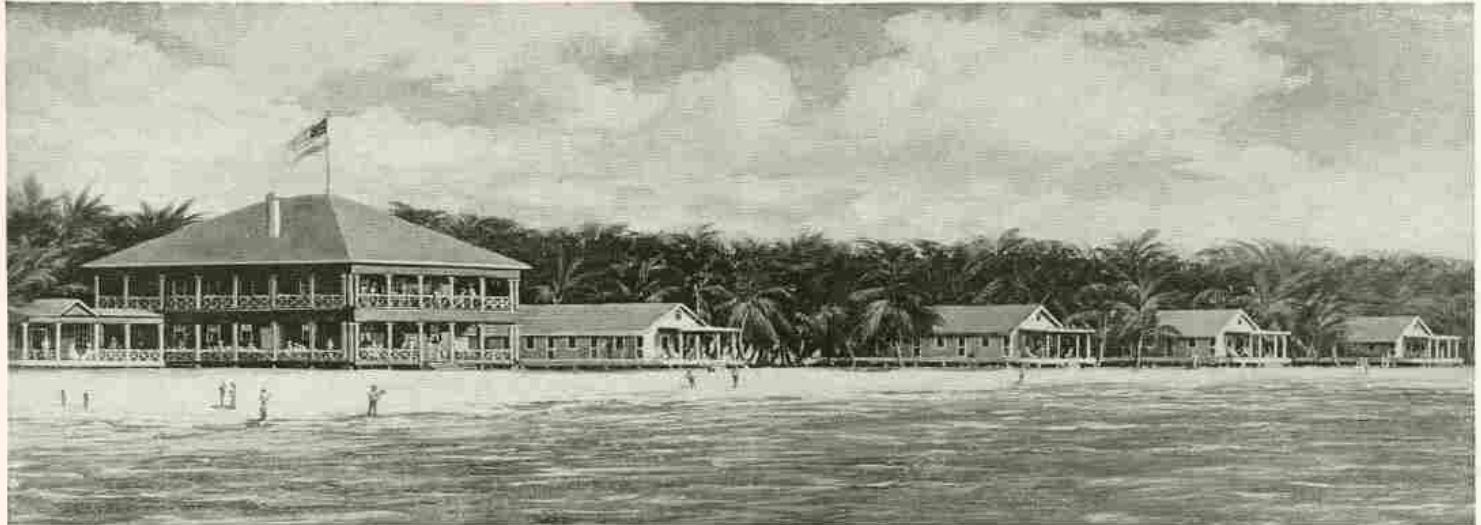
Halcyon Hotel—H. M. March; accommodates 300; rates, \$3.00 per day; special by the week.



First Tee, Miami Golf Club



FLORIDA EAST COAST



LONG KEY FISHING CAMP, FLORIDA KEYS

Under the Management of Mr. L. P. Schutt

Rates \$3.00 and up, per day. Accommodates 100

Ingram Inn—Mrs. W. R. Ingram; accommodates 20; rates, \$2.00 per day up; \$15 per week up.

Manhattan—W. G. DeBerry; accommodates 40; rooms only; rates, \$1.00 per day up.

Marion House—Mrs. H. C. Price; accommodates 35; rates on application.

McCrary Hotel—W. N. Urmey; accommodates 75; European plan; rates, \$1.00 per day and up.

Miami Hotel—Mrs. C. C. Brantte; accommodates 30; rooms only; rates, \$1.00 per day.

Minneapolis—J. P. Sawtelle; accommodates 60; rates, \$2.00 per day up; special by the week.

Oaks—Mrs. W. B. Sims; accommodates 15; rates, \$2.00 per day up; special by the week.

Palms—Mrs. J. Cass; accommodates 35; rates, \$2.50 per day up; special by the week.

Palm Apartments—G. A. Persch; accommodates 60; rates on application.

Plaza—J. W. Chase; accommodates 150; rates, \$2.50 per day up; special by the week.

Poinsettia—Mrs. S. M. Hawthorne; accommodates 60; rooms only; rates, \$1.00 per day.

Royalton—C. W. Gardner; accommodates 20; rates, \$2.50 per day up; special by the week.

Rutherford—223 Ninth Street; Mrs. V. A. Rutherford; accommodates 100; open November to May. Centrally located, within three blocks of postoffice, depot and Bay Biscayne. Everything clean and homelike. Rooms with or without private bath. Rates, \$2.50 per day up; \$18 to \$25 per week.

San Carlos—W. N. Urmey; accommodates 150; rates, \$2.50 per day up; special by the week.

Tourist—Mrs. C. A. Graves; accommodates 15; rooms only; rates, \$1.00 per day up.

Saragossa—Chas. A. Hopkins; accommodates 100; furnished hotel apartments, with kitchenettes; private baths; rates on application for week, month or season.

Vista del Mari—S. A. Berni; accommodates 80; apartments; rates on application.

Windsor—Corner Avenue "C" and Seventh Street; Mrs. D. S. Hunter; accommodates 40; open all the year. Pleasantly located, four blocks from postoffice and business section. Rates, \$2.00 per day; \$10 per week; special rates to season guests.

Yarborough—Mrs. M. J. Yarborough; accommodates 30; rates, \$1.50 per day up; \$7.00 per week up.

Cocoanut Grove

371 miles from Jacksonville
One-way fare, \$11.20
Round-trip fare, \$22.40

A small town on Bay Biscayne, connected with Miami by a hard-surfaced road. The town is a collection of homes, school



A Cocoanut Grove View

GENERAL INFORMATION



Catching Fish Is the Easiest Thing We Do at the Long Key Fishing Camp, Long Key

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 practically 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 Honda 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. M. A. Coleman; accommodates 10; rates, \$2.00 per day; special by the week.

Private Board—Mrs. R. M. Price; accommodates 10; rates, \$2.00 per day up; special weekly.

Perrine

382 miles from Jacksonville
One-way fare, \$11.50
Round-trip fare, \$23.00

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.

Homestead

394 miles from Jacksonville
One-way fare, \$11.85
Round-trip fare, \$23.70

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 the spring.

Homestead Hotel—T. E. Evans; accommodates 20; rates, \$2.00 per day; \$6.00 per week.

Southern Pines—Mrs. E. C. Miller, accommodates 35; rates, \$1.00 per day; \$6.00 per week.

Florida City

396 miles from Jacksonville
One-way fare, \$11.95
Round-trip fare, \$23.90

This station was originally Detroit, but was quite recently changed to Florida City. The town was incorporated since the extension of the railway line to Key West, and already has seven stores, ice plant, town hall, pavilion, and several large packing houses; also a canal to the bay, which is nine miles distant, where there is good fishing. The climate is ideal, being seldom cold enough for heavy clothing. Florida City is at present the most southern incorporated town on the main land. The land is of the best marl prairie and pine rock, which is suitable for growing any kind of sub-tropical fruits, including the avocado.

Detroit Hotel—B. F. Forrest; accommodates 25; rates on application.

Private Board may also be secured at the Osborn home and at the home of J. H. Simmons.



Long Key Viaduct
An Important Link in the Over-Sea Railroad



FLORIDA EAST COAST



Martello Ruins, Evidence of Key West's Former Time Defenses



Saratoga, across the Bay from The Colonial, Nassau

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 drawbridge the railroad uses the southern half of Keylargo, which is the largest key in the series and has been inhabited for many years. Leaving Keylargo 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: Keylargo, 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 Central Supply
444 miles south of Jacksonville
One-way fare, \$13.85
Round-trip fare, \$27.70

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

Central Supply, one mile from Camp. For terms and accommodations address INDIAN KEY FISHING CAMP; Postoffice, LONG KEY, FLA.

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, \$14.40
Round-trip fare, \$28.80

The Long Key Fishing Camp is delightfully located in a large grove of cocoanut palms, with a sandy, white, shell beach

that dips carressingly 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



Loading Sponges at Key West



Golf at Nassau



GENERAL INFORMATION



A Silk Cotton Tree at Nassau

of the fish fauna of Florida have made this State a fascinating field to the ichthyologists 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, 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 to April. 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. Prospective patrons should not get the idea that this camp is

luxurious in its appointment and that the table and service will be maintained on a par with the other hotels of the Florida East Coast Hotel Company.

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 the construction department of the Key West Extension.

Chase

506 miles from Jacksonville
One-way fare, \$16.35
Round-trip fare, \$32.70

Chase is a station on Sugar Loaf Key, sixteen miles north of Key West. It is the only sponge farm in the United

States. In two of the four bays of this key are now growing more than 600,000 sponges that have been planted by the Florida Keys Sponge and Fruit Company. The magnitude of the enterprise can only be realized by a visit to the farms. The company owns buildings, boats, ice and refrigerator plant. The experiment will doubtless eventually form one of the chief industries of the Florida Keys.

Key West

522 miles from Jacksonville
One-way fare, \$17.00
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



Lawn Party, Hotel Colonial, Nassau
Winter-Time Pastime

FLORIDA EAST COAST



THE COLONIAL, NASSAU, BAHAMAS

Under the Management of Mr. John W. Greene

Rates \$5.00 and up, per day. Accommodates 400

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 all the result of their cruises to Key West for the sponge auction.

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 degrees in the winter—frost is unknown.

Duval—Frank Johnson; accommodates 30; rooms only. Located in heart of city. Rates, \$1.00 per day.

Edgar House—H. H. Page; accommodates 20; rooms only; rates, \$1.00 per day.

Jefferson—M. O. DeMerrett; accommodates 80; European plan; rates, \$1.00 per day and up.

Over-Sea Hotel—Johnson Brothers; accommodates 65. New, modern; European plan; pleasantly located near points of interest. Rates, \$1.00 to \$2.50 per day. Dining room in connection.

Panama Hotel—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, \$1.00 to \$2.00 per day.

Nassau, Bahamas

Fares from Jacksonville
One-way, \$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. The trip from Miami to Nassau is usually most enjoyable, the weather during the winter months being almost always calm and pleasant. 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-line 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

GENERAL INFORMATION



Obstacle Golf, Hotel Colonial, Nassau

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. There is much to see and do in and around Nassau. Among the many places of interest are Forts Charlotte, Fincastle and Montague. Near Fort Fincastle is the famous Queen's Staircase, a series of steps chiseled through solid rock down a distance of more than sixty feet, and, after dark excursions to the "Lake of Fire," are very interesting. It is located about two miles east of the city, and is a small body of water a short distance from the sea. Tourists embark in boats and are astonished to see drops of molten silver drip from the oar blades with every stroke. A negro boy will plunge into the lake and his body is immediately outlined by a bright, phosphorescent light. Cupfuls of the heavily charged water thrown into the air actually create an illumi-



Tennis on the Colonial Courts, Nassau

nation, and drop back into the lake, again producing soft flashes of light. The surf-bathing at Saratoga Beach is practically perfect, without a chill, the water is never too cold nor the wind too raw.

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—The Colonial, with a minimum charge of \$5.00 per day, 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



Golf at Nassau

The Links Are Sporty and Delightfully Located

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 cannot find at home. Since last season the hotel company has acquired the famous bathing beach known as Saratoga and has also purchased a large and commodious launch, which will run direct from the hotel basin to the beach. Saratoga Beach bathhouses have light, airy individual rooms, with fresh-water showers for both ladies and gentlemen. The custom of serving fruit free to visitors to Saratoga will be continued.

The Colonial—Under the management of Mr. John W. Greene; opens Tuesday, January 4, 1916; closes Monday, April 3, 1916.

Royal Victoria—Owing to the increasing demand for such accommodations at Nassau, the Florida



FLORIDA EAST COAST



ROYAL VICTORIA, NASSAU, BAHAMAS
Under the Management of Mr. John W. Greene. Rooms only

East Coast Hotel Company have decided to open the Royal Victoria, for rooms only, for the season of 1916. Opening on December the fifteenth, 1915. Special inducements to guests of this hotel in reference to rates for meals will be made at the Hotel Colonial. Rates and information may be had on application to the New York Office, 243 Fifth Ave., until December 1st; after that communications should be addressed to Jno. W. Greene, Manager, Nassau, Bahamas.

The Royal Victoria—Under the management of Mr. John W. Greene; rooms only; opens Wednesday, December 15, 1915.

Havana, Cuba

Via the Over-Sea Railroad and Peninsular & Occidental Steamship Company
Fares from Jacksonville
One way, \$29.50
Round trip, \$54.10

The trip to Florida, with all its charm, 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 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 LaPunta to Central Park, with handsome buildings on either side. Along the Prado are the principal hotels, theatres, clubs, etc. Many of the streets, including



Columbus Cathedral, Havana



S.S. "Henry M. Flagler," the Ocean Ferry from Key West to Havana

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 generally 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.

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 the foot of O'Reilly Street.

Cable Office—Oficios and Muralla streets.

Theatres—Payret, Prado, near Central Park; Nacional (formerly Tacon), Prado and San Rafael;



Morro Castle, Harbor Entrance, Havana

Albisu, 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 in 1898. Foot of O'Reilly Street, fronting Plaza de Armas.

Paula Hospital—For women. San Isidro Street.

El Vedado—This is the most delightful suburb of Havana. Cars pass on the way to Santa Clara Battery, and stop at the Almendares River, where the line of forts known as the "Chorrera Batteries" begins. Take car marked "Vedado."

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.

Parks and Drives—La Punta, foot of Prado, opposite Morro; Central Park, Prado, midway between La Punta and Colon Park; Colon Park, upper end of Prado; Albears Park, containing the celebrated Albears statue; Plaza de Armas, fronting Governor-General's palace; Almendares Park, baseball grounds, Carlos Tercera Avenue; The Prado, extending from Colon Park to La Punta; Carlos Tercera and Paseo de Tacon, extending from Belascoain Street to Castillo del Principe.



Typical Cuban Town on the United Railways of Havana

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
Pablo Beach				
Imperial	60	C. F. Rockett	\$2.00	\$10.00 to 12.00
Ocean View	100	W. H. Adams	2.50 up	10.00 to 15.00
Perkins House	35	Mrs. W. E. Perkins	1.50 to 2.00	9.00 to 12.00
Atlantic Beach				
Atlantic Beach Hotel	300	Atlantic Beach Co.	4.00 up A*	1.50 up E†
Mayport				
Boarding	40	H. S. Clark	1.75	10.00 to 13.00
St. Johns	35	A. J. Floyd	2.00	10.00
Bayard				
Wings	30	C. M. Wing	1.50	6.00
St. Augustine				
Alcazar	400	W. McAuliffe	4.00 up	
Barcelona	70	Miss A. N. Blair	3.00 up	Special
Bay State Cottage	25	W. P. Oliver	1.50 to 2.00	Special
Bennett House	150	R. M. Bennett	2.50 up	15.00 up
Buckingham	125	Wachenhusen & Maust	2.50 up	Special
Campbell House	30	Jno. T. Campbell	2.00	Special
Colonial	40	Geo. B. Nicholson	2.50 up	17.50 up
Craddock House	30	Miss J. B. West	1.50 to 2.00	7.00 to 9.00
Dunham House	40	Mrs. D. L. Dunham	1.50 to 2.00	8.00 to 15.00
Granada	150	Frank A. Robertson	2.50 up	Special
Kenwood	40	Mrs. J. L. Morgan	2.00 up	Special
Keystone	80	Mrs. L. G. Willaume	2.00 to 3.00	Special
La Posada	50	Mrs. B. Deyo	1.50	7.00 to 8.00
Lynn's Hotel	40	D. Gerstel	1.50 up	Special
Lyon Building	100	O. B. Smith	Rooms only	Special
Magnolia	350	Pulmer & MacDowell	3.00 up	Special
Marion	150	H. Muller	2.50 up	Special
Monson	100	A. V. Monson	2.50 up	Special
Ocean View	75	H. E. Hernandez	2.00 up	8.00 to 17.00
Ponce de Leon	500	Robert Murray	5.00 up	
Private Board	10	Mrs. W. M. Jones	2.00	10.00
		(83 Cedar Street)		
Sevilla Cottage	30	Mrs. C. H. Walker	2.00 up	Special
Spear Mansion	50	Mrs. A. R. Spencer	2.50 up	Special
St. George	200	F. D. Dudley	3.00 up	Special
Terminal Hotel	50	C. S. Phillips	2.00 up A*	1.00 E†
Valencia	75	Mrs. and Miss Eckart	3.00 to 7.00	18.00 up
Hastings				
Hastings Hotel	60	S. F. Skelton	2.00	10.00 up
Palatka				
Arlington	50	B. C. Pierce	.75 to 1.50	European
Brakemans	12	R. R. Brakeman	1.00	5.00
Devereux Home	10	Mrs. M. Devereux	Rooms only	Special
Howell	50	F. J. Fields	.50 to 1.00	Special
Kupperbush Hotel	50	Chas. Kupperbush	.50 to 1.00	European
Oaks	20	Mrs. F. Priest	2.00 up	Special
Kimball House	20	Mrs. J. A. Granger	1.25 up	Special
Metcalf House	30	Mrs. Willie Metcalf	1.50 to 2.00	8.00 to 10.00
Putnam House	300	Leon Despland	2.50 up	15.00 up
Saratoga	75	H. J. Goldsmith	2.25 up	Special
San Mateo				
Byrlyn Place	10	J. A. Crosby	2.00	8.00 to 10.00
Idlewild	10	Chas. H. Stackwell	2.00	10.00 to 12.00
The Palms	10	Mrs. F. A. Bailey	2.00	8.00 to 10.00
Espanola				
Espanola Inn	15	L. R. Brunner	2.00	Special
Bunnell				
Pioneer	35	Mrs. Byrd	2.50 up	Special
Dupont				
Tippicanoe Inn	40	G. A. Pacetti	2.50 up	15.00 up
Volusia				
Volusia Inn	20	Mrs. H. F. Bott	2.00 up	Special
Ormond				
Bretton Inn	80	J. P. Vining	3.00 to 4.00	Special
Hotel Ormond	600	D. J. Trudeau	5.00 up	
Mildred Lodge	35	A. M. Watson	2.00 up	Special
Rose Villa	20	Mrs. Frank Mason	2.00 to 2.50	12.00 to 15.00
Daytona				
The Austin	100	Wegman & Cottaneo	2.50 up	14.00 to 21.00
Bennett House	80	C. R. Bennett	2.50 up	15.00 up
City Hotel	100	J. M. Wharton	3.00 up	Special
Colonial	60	R. F. Gibbins	2.00 up	10.00 up
Despland	250	L. M. Waite	3.50 up	21.00 up
Fairview	25	Miss N. L. Lynch	Rates on application	
Flagler	30	E. Luther	1.50 to 2.00	9.00 up
Gables	50	S. H. Moseley	2.00	10.00 up
Hamilton	20	I. M. Mabbette	2.50 up	Special
Howard	65	J. C. Howard	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
LaVerque Mansion	30	LaVerque Edwards	3.00 up	Special
Lynchhurst	40	R. W. & J. H. Ball	2.50 up	12.00 to 15.00
Magnolia	40	Mrs. Celeste Hinks	2.00 up	Special
Morgan	50	Mrs. B. P. Smith	2.00 up	Special

* American Plan.

† European Plan, price per day.

Location and Name of Hotel	Capacity	Proprietor or Manager	Rates Per Day	Rates Per Week
Daytona—Cont'd				
Myrtle	20	Henry Hoffman	\$2.00 up	Special
Oaks	80	Mrs. Silvernail	2.00 up	\$12.50 to 17.50
Orange Villa	75	Mrs. Clara Cass	2.50	12.00 up
Osborne House	50	Amelia Osborne	.50 up	Rooms only
Palmetto	100	H. Marshall Gardiner	3.00 up	Special
Parkinson	45	C. E. Blackwell	Rates on application	
Pines	60	Mrs. J. O. Hinsky	2.00 up	Special
Prince George	125	Hilyard & Holroyd	3.00 up	Special
Prospect		P. J. Doyle		European
Ridgewood	225	E. P. Woodbury	4.00 up	Special
Schmidt's Hotel	100	Henry Schmidt	2.50 to 3.50	Special
Tourist House	50	S. Bennett	1.50 up	8.00 to 12.00
Troy House	60	Mrs. Mary Troy	2.00 up	7.00 to 10.00
Virginia Villa	40	E. M. Brown	1.50	Special
Wayside Inn		W. W. Abercrombie	Rates on application	
Western		J. C. Rainsford	1.50 up	7.00 to 10.00
Wilmer	50	W. C. Branch	2.00	8.00 up
Windsor	50	Jas. H. Baker & Son	2.00 up	Special
Daytona Beach				
Breakers	80	Mrs. N. M. Kurtz	1.50	Special
Glenwood	35	E. N. Griffith	1.50 to 2.00	Special
Kentucky	60	Burgin & Embry	2.00 to 3.00	Special
Lone Bay Inn		Mrs. Ichabod Dougherty	1.00 to 1.50	Special
Neptune	75	Mrs. M. Delmar	2.50 up	Special
New Seaside Inn	125	Glenn & Hill	2.50 up	Special
Oyama	25	Thos. Oyama	1.50	Special
Pinehurst	25	W. H. Freeman	1.50	Special
Van Valzah	60	Mrs. Martha VanValzah	2.50 up	Special
White House		E. L. Howard	1.50 up	Special
Seabreeze P. O.				
Clarendon	350	E. L. Potter	5.00 up	Special
Princess Isina	25	H. W. Haynes	3.00 up	Special
Port Orange				
Allanwood Inn	40	Cornelius Christancy	3.00	14.00 to 25.00
Port Orange Hotel	60	J. M. Masters	2.50 up	Special
Tribble House		Mrs. L. P. Tribble	2.00	7.00
Wilbur-by-the-Sea		H. W. Eaton	Furnished	Cottages
Ponce Park				
(Mosquito Inlet)				
Pacetti House	20	Mrs. M. J. Pacetti	2.00	10.00 up
Park Hotel	75	Mrs. J. R. Ellison	2.50	Special
New Smyrna				
Alba Court	45	H. L. Savage	3.00 up	12.00
Dixie House	30	Wm. T. F. Warren	1.50	9.00
McCullough House	30	J. C. McCullough	1.00 up	8.00
Ocean House	150	Sams & Lewis	3.00	18.00 up
Palms	30	Mrs. M. S. Bryan	2.00	10.00
Rose Villa	30	Mrs. J. V. Cadieu	1.00	7.00
Turnbull Hotel	25	Mrs. J. M. Cadeau	2.00	10.00
Woodward House	30	Mrs. Julia Woodward	1.50	7.00
Coronado Beach				
Atlantic Hotel	75	T. B. Demaree	2.00	8.00 to 10.00
Barber House	30	S. N. Barber	1.50	8.00
Lake Helen				
Harlan Hotel	100	Geo. H. Kendall	Rates on application	
Hotel Cassadaga		Mrs. C. E. Myers	Rates on application	
Orange City				
Orange City Hotel	60	Mrs. Hargraves	2.50 up	Special
De Land (Transfer by automobile and team from Orange City)				
College Arms	200	T. C. Brooks	4.00 up	Special
Hutchinson Hall	30	Geo. Hutchinson	2.00	Special
Lexington	50	Mrs. B. B. Coulter	2.00 up	12.00 up
Oaks	50	S. P. Hays	2.00 up	12.00 up
Putnam Inn	150	B. E. Brown	3.00 up	14.00 up
The Waverly	35	Mrs. Drake	2.00	Special
Hawks Park				
Bay View House	40	M. R. Mendell	2.00 up	10.00 up
Park Inn	30	E. W. Dunklee	2.00 up	10.00 to 15.00
Oak Hill				
Barker House	20	H. S. Barker	1.50	6.00
Titusville				
Dixie	100	Mrs. K. Myers	2.50 up	Special
Palmhurst	60	Mrs. J. S. Daniels	.75	Rooms only
Geneva				
Geneva	20	Miss Lucie Flynt	1.50	Special
Kilbee	20	E. H. Kilbee	1.00	Special
Chuluota				
Chuluota Inn	40	Mrs. Chas. D. Brumley	2.00 up	Special
Palms	15	J. T. Jacobs	2.00	10.00
Kenansville				
Piney Woods Inn	20	Phillips Bros	2.00	10.00
Trudell House	20	B. E. Trudell	2.00	7.00
Okeechobee				
Coats Hotel	15	W. L. Coats	.75 up	Rooms only
Northern Hotel	20	Mrs. M. McNeill	.75 up	Rooms only
Seminole	30	J. A. DeLoach	2.00	Special
Enterprise				
Epworth Inn	100	Dr. & Mrs. J. W. Coleman	2.00 up	10.00 to 12.00
Cocoa				
Cocoa House	150	E. E. Grimes	2.50 up	Special
Singleton Cottage	20	Mrs. G. S. Singleton	1.50	Special

Hotels and Boarding-Houses in Cuba

The list of hotels and boarding places is made up from information sent in by our representative on the island of Cuba, and the rates shown were given to him by the proprietors as their regular prices, but are subject to advance during the winter season and are not guaranteed.

Location and Name of Hotel	Capacity	Proprietor or Manager	PLAN	
			European Rate	American Rate
Havana				
Sevilla	300	Urbano Gonzalez	\$3.00 up	
Plaza	350	Walter Fletcher Smith	2.50 up	\$5.00 up
Inglatera	250	F. Gonzalez & Co.	3.00 up	
Miramar	30	Mala Y. Lopez	5.00 up	
Pasaje	250	Urbano Gonzalez & Bros.	2.00 up	
Telegrafo	200	Co. General de Hotels	2.00 up	
Compoamor	200	Co. General de Hotels	2.00	5.00
Florida	80	Santiago Marschal		3.50 up
Trotcha	150	M. Trotcha (Vedado)		3.00 up
Perla de Cuba	150	Cassanovas & Co.		2.50 up
El Louvre	100	Jose Castro	1.50 up	2.50 up
La Union	50	Francisco Suarez		2.50 up
Gran America	140	Manual Duran	1.50	2.50 up
Maison Royal	70	R. Lesebure (Vedado)		2.50 up
The Buffalo	75	E. N. Chalmers	1.00	
Brooklyn	60	Mrs. H. Weideman	1.50 up	2.50 up
Ohio	50	M. Simosison	1.00 up	2.00 up
Isla de Cuba	100	Alvarez Lopez & Co.	1.00 up	2.50 up
Luz	100	Florentino Menendez	1.00 up	2.00 up
Palacio de Colon	50	Manual Rodriguez	1.00 up	3.00 up
Carabanchels	30	E. Rouco	1.00 up	2.50 up
Alcazar	100	J. Perez Sanchez	1.00 up	2.50 up
La Estrella	70	Manuel Gonzalez	1.00 up	2.50 up
American Home	30	F. Reynolds	1.00 up	2.50 up
Las Americas	60	Armando Martinez	1.00 up	2.50 up
Quinta Avenida	50	J. Socarras	1.00 up	
Matanzas				
El Louvre	50	Alfredo Arriaga	1.00 up	
Paris		L. Zabala	1.00 to 2.00	2.00 to 5.00
Sevilla		P. Fernandez	1.00 to 2.00	2.00 to 5.00
Camaguey				
Hotel Camaguey		Cuba R. R. Co.		
Plaza		I. Grossman		
Cienfuegos				
La Union		J. Busqueto		
Continental		J. Palomaras & Co.		
Guantanamo				
Hotel Washington		Manuel Pubillonos		
Antilla				
Hotel Antilla		Cuba R. R. Co.		
Santiago				
Venus	60	A. Martinez	1.50 up	
Casa Granda	200	Cuba R. R. Co.		4.00
Luz	50	Manuel Lopez	1.50 up	2.50 up
Palace	40	W. L. Whitney		2.50 up
El Alba	60			
America	70	Jose Bertran		
Cosmopolitan	60	N. Morcillo	1.25 up	

ISLE OF PINES

Columbia				
Columbia	35	F. M. Nelson		\$2.00 up
Los Indios				
Canada Inn	20	Mrs. Fred Sage		2.00 up
McKinley				
Grove House	40	Mrs. F. Dykins		1.00 up
Hotel Costa	24	G. C. Wityke		2.50 up
Orchid-in-Pines	16	Mrs. C. Wriker		2.00 up
Villa Constance	25	R. McLane		2.00 up
Nueva Gerona				
American Hotel	20	Will Percy	\$1.00 up	
Hotel Burnside	100	W. P. Doolittle		2.50 up
Hotel Casas	20	Mrs. G. W. Beandry	1.00 up	
Santa Barbara				
Santa Barbara Inn	60	S. S. Keller		2.50 up
Silver Spring	12	Mrs. J. E. A. Gaskell		1.50 up
The Norwood	10	C. H. Thompson		1.25 up
Santa Fe				
Hotel Ceballos	20	Pedro Ordenez		2.00
Hermann House	100	Mrs. R. Hermann		2.00
Hotel Santa Fe	75	W. R. Simmons		2.50
Homestead	75	Mrs. J. Shepard		2.00
San Pedro				
Hotel San Pedro	30	Mrs. M. P. Barsch		2.50 up
Vivijagua				
Mountain Inn	40	H. H. Robertson		2.50 up
West McKinley				
West McKinley Inn	60	Starr S. Keller		2.50 up
Norwood	20	Chas. H. Thompson		2.00 up
German Castle	20	Mrs. Wende		
Silver Springs Hotel	20	Mrs. J. E. A. Gaskell		1.50 up

Florida East Coast Railway Company

FLAGLER SYSTEM

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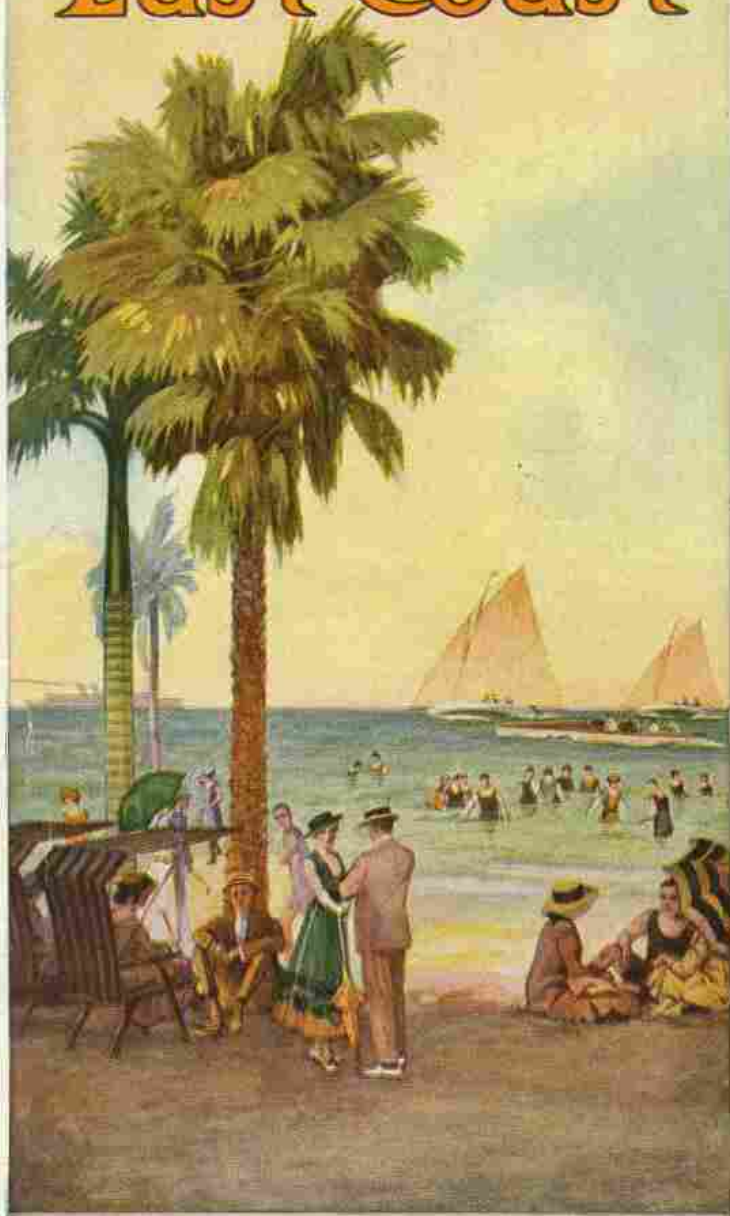
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Florida East Coast



General Information and List of Hotels



FLORIDA
EAST COAST
RAILWAY
"FLAGLER SYSTEM"



Florida East Coast

1915-16
85⁰⁰



General Information and List of Hotels



FLORIDA
EAST COAST
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