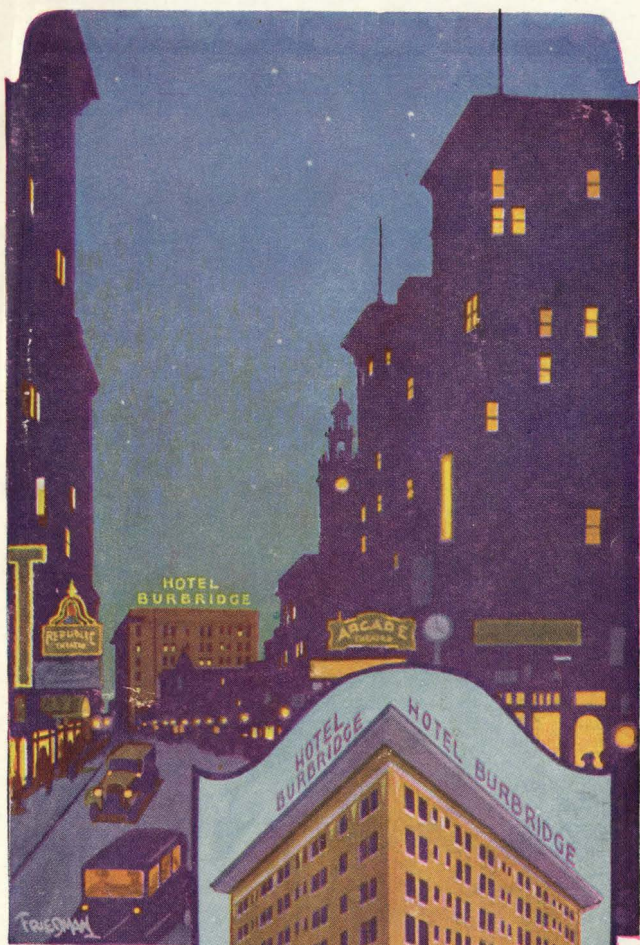


When in  
**Jacksonville**  
FLORIDA



Stop  
At the

Hotel  
**Burbridge**

\$20-



**THE HOTEL BURBRIDGE  
150 ROOMS WITH BATH**

## **The Hotel Burbridge is Worthy of Your Patronage**



HE Burbridge is a fireproof, soundproof hotel with every modern convenience and is operated on the European plan.

On November 1st, 1926, the Burbridge passed into new ownership and the entire hotel has been redecorated and refurnished in a most elegant and tasteful manner. The very best Grand Rapids furniture has been installed in the rooms, the lobby and parlors.

A specially attractive feature of the Burbridge is the beautiful Sun Parlor, glass enclosed, with a view on busy Forsyth Street, where one may bask in the health-giving Florida sunshine.



## Florida Continues the Winter Playground of America



WITH over twenty-five nationally known, superbly equipped trains bringing one from an ice-coated vista in the North to the tropical beauty and warmth of Florida in less than twenty-four hours; with splendid automobile roads leading from every direction and meeting Florida's wonderful network of hard surfaced roads to every section of the state; with two fine steamer lines into Jacksonville—ten sailings a week from New York, Philadelphia and Baltimore—it is little wonder that people who can afford to get away from the strenuousness of winter come to Florida, for they can reach here quickly, and return home in a hurry if it is found necessary.

Besides being a bower of tropical beauty where exotic scenes meet the eye at every turn Florida caters so thoroughly to the visitor from the North that indeed is the man or woman who cannot find here full relaxation from worries through the opportunity of always doing something interesting and worth while, building up health and strength, not in the serious mode that governs sanatoriums and health resorts, but in the honest, wholesome pursuit of his or her favorite sport.

Florida's automobile roads extend from one end of the state to the other—first-class hard surfaced roads that do not depend on the weather for their good condition.

Florida has recognized the demand among the tourists for sports. Most men play golf and because the golf courses of the North are not playable during the winter months our winter visitors number a large percentage of golfers who want to keep up their game during the cold months. So Florida municipalities have built golf courses until there are so many that an aspiring golfer can play such a wide variety of holes that every thrill known to the biblic wielder is his for the asking.

Florida and "Good Fishing" are synonymous terms. There are places where the kids can pull in the little perch and bream to their hearts' content and others where the best fishermen find a serious challenge to all their skill with the wily Tarpon or the game Sailfish.

Tennis, polo, horse racing, dog racing, sailboating, motor boat racing, jai alai—the snappiest Spanish game ever known—and dozens of other sports are provided at the winter resort centers—these things are here for your pleasure. Florida will certainly do her part in your entertainment.

## Jacksonville is Florida's Leading City and a Pleasure Resort



JACKSONVILLE offers the visitor to Florida many municipal attractions and bids for her share of the winter tourist business with high class hotels, splendid vaudeville and picture shows showing the very latest releases, men's and women's clothing stores, jewelry stores, sporting goods stores, department stores and all the other great lines with establishments rivalling those of the great cities; golf on five good courses of championship calibre, well kept with grass greens, one municipal and four private courses, which are available to the public under certain conditions; municipal and private tennis courts; river, lake and deep sea fishing; a beach resort only seventeen miles away on one of the finest concrete double boulevards in the South, electrically lighted for its entire length; yachting facilities on the St. Johns, which is from a half mile to five miles wide.

From the standpoint of municipally-owned projects Jacksonville is one of the outstanding cities of the country. The electric light plant provides power and lights to the city and to outlying sections within a radius of twenty miles and offers manufacturers power at a lower rate than ordinarily found in plants other than hydro-electric.

Water is obtained from deep artesian wells and is pure and wholesome, the municipal plant being complete and adequate; the municipal docks and terminals form one of the progressive developments of the city's water front; the municipal golf course is on a paying basis, yet one can obtain a game, a locker and shower for fifty cents; the municipal swimming pool provides considerable enjoyment, especially for the youngsters, and our school system is so good that Jacksonville-educated children going to other cities are almost invariably advanced to higher grades. Two high schools, three Junior High Schools and a number of up-to-date grammar schools take care of somewhere around 30,000 children, providing technical and physical training and all the usual branches of study generally found in such schools.

You will, we believe, like Jacksonville and we hope that you will stop here long enough to find out for yourself just what we have to offer. It may be that we have just what you want and we assure you that a few days' stay here will be both pleasant and profitable.



Skyline of Business Section of Jacksonville






Looking East on Forsyth Street  
Jacksonville's Financial District

## **The Hotel Burbridge is Conveniently Located Downtown**



HE Burbridge is on the corner of Forsyth and Clay Streets. Forsyth Street is the main retail artery of the city and the hotel is within a few blocks of seven theatres and equally convenient to good stores, the postoffice, parks and garages.

There is a very good restaurant as well as a first-class barber shop connected with the lobby.

Our rates are as follows: Single rooms range in price from \$2.50 to \$4.00; for two persons \$4.00 to \$6.00; rooms with twin beds \$5.00 to \$8.00. All rooms have private or connecting baths.



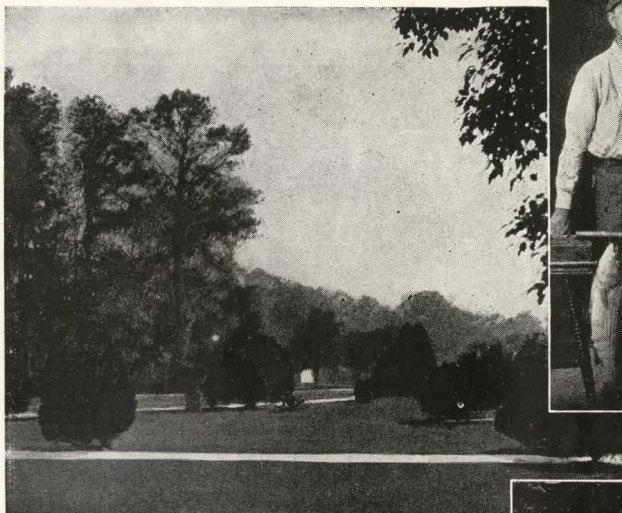
# JACKSONVILLE'S PLAYGROUND



Jacksonville Beach is 500 feet wide and 30 miles long at low tide



A view  
of the  
St. Johns



One of Jacksonville's Parks



A Fair Day's  
Catch



A typical road—concrete—good in all weather



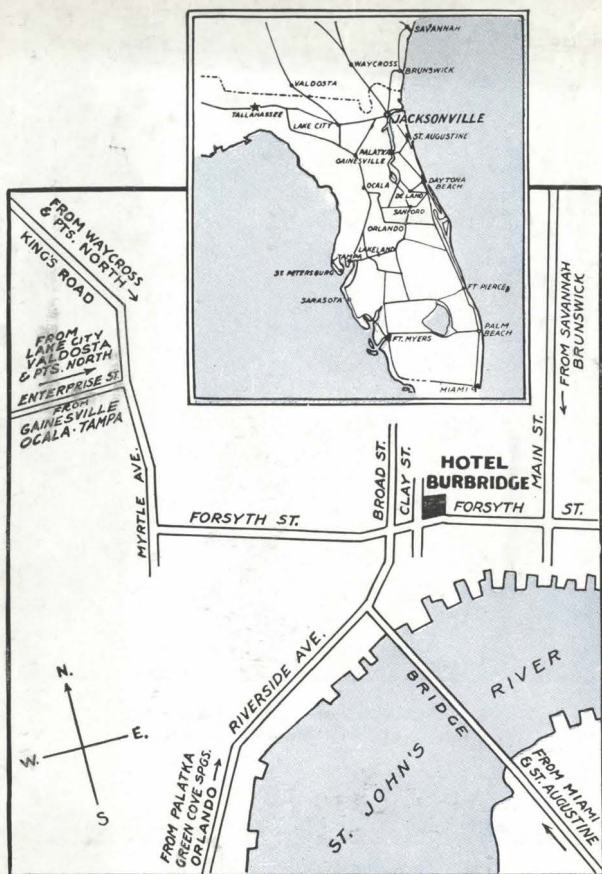
The St. Johns River is a splendid  
speedway for motor boats



The Municipal Golf Links



# Through Jacksonville You Reach All Florida



## Miles from Jacksonville to Points South

Miles		Miles	
St. Augustine .....	41	Vero .....	234
Ormond .....	105	Fort Pierce .....	249
Daytona .....	110	Stuart .....	271
New Smyrna .....	125	West Palm Beach.....	309
Titusville .....	159	Lake Worth .....	316
Cocoa .....	178	Fort Lauderdale .....	352
Rockledge .....	180	Hollywood .....	359
Melborne .....	200	Miami .....	376

## Miles from Jacksonville to Points on West Coast

### Via Green Cove Springs

Green Cove Springs.....	33	Winter Haven .....	213
Palatka .....	60	Lake Wales .....	223
Crescent City .....	86	Lakeland .....	231
DeLand .....	122	Bartow .....	234
Sanford .....	141	Sebring .....	261
Orlando .....	165	Tampa .....	264
Haines City .....	206	Arcadia .....	281

### Via Gainesville

Baldwin .....	19	Tampa .....	235
Starke .....	46	St. Petersburg.....	255
Gainesville .....	72	Tarpon Springs.....	260
Ocala .....	115	Clearwater .....	262
Leesburg .....	151	Bradenton .....	281
Eustis .....	169	Sarasota .....	293
Dade City .....	188	Fort Myers .....	352