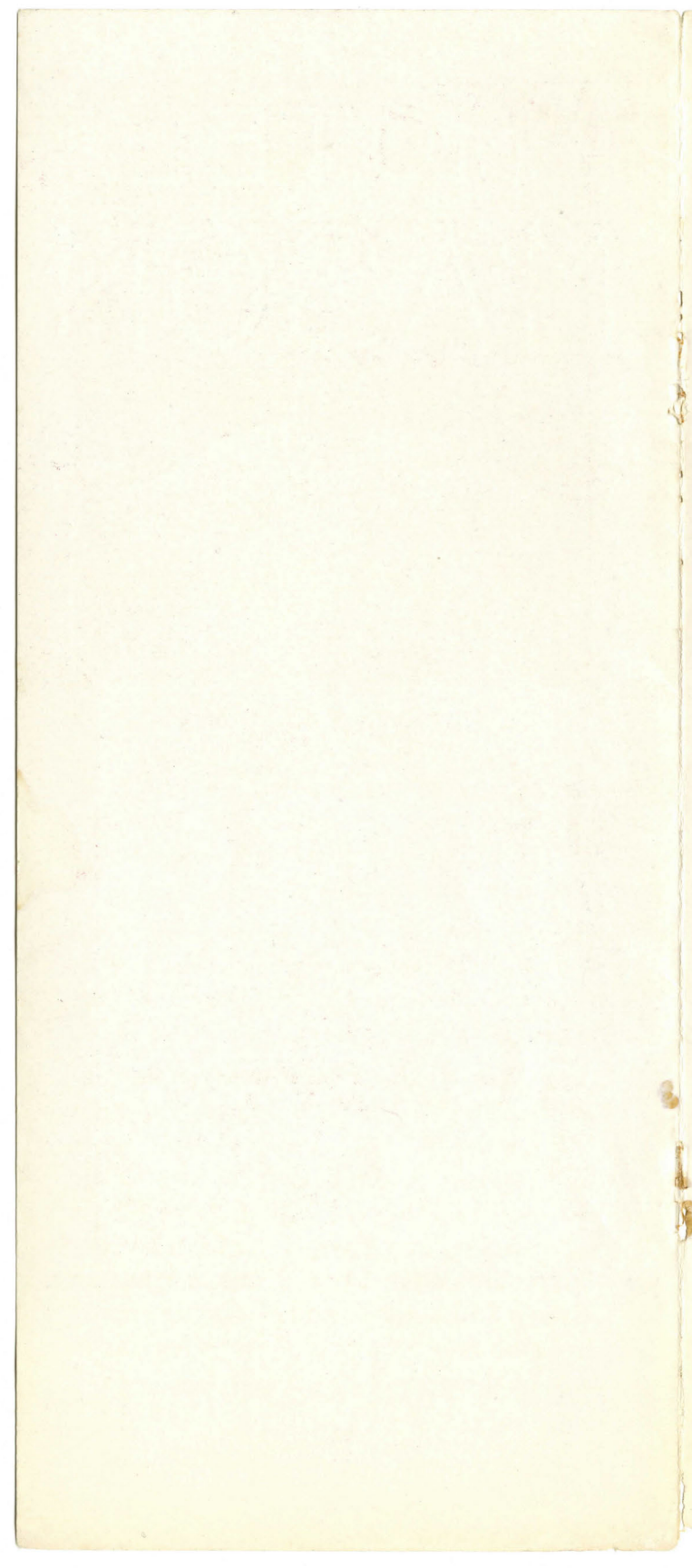


HOTEL MASON



Jacksonville - Florida







The Lobby

RNOWING in advance just where to go when you reach any city is one of the elements which go to make traveling a real pleasure.

A few facts about the Mason Hotel are here briefly stated, so that you will be able to quickly realize that the Mason is "just where to go" in Jacksonville.

The Mason is the easiest hotel in the city to reach. It is on a direct car line from the Union Station, where all trains enter and leave; a direct line from the Clyde Steamship Docks, only one transfer is necessary to bring you directly from the Merchants and Miners Docks. You will always find taxicabs and public cars ready to bring you promptly to our doors from any of these places.

*Our Location is Central
--Close to Everything*



Lumberman's Club

The reproduction on the front page of this pamphlet is true to life. The Mason is a new absolutely fireproof hotel, finished in 1914; constructed of highly ornamental, but thoroughly substantial tapestry, brick and tile.

The ground floor is devoted to the office, a spacious lobby and a very convenient and well appointed writing room. When you enter the lobby, everything from the beautifully tiled floor to the lofty ceiling impresses you at once with a sense of hospitable and dignified sumptuousness.

The native palms scattered among the massive lounges and harmoniously upholstered easy chairs give a tropical effect to the whole. The quick, cheerful and intelligent service at the desk creates a feeling

Organizations find splendid facilities here



Bed Room

of friendliness, and is a fitting forerunner of the good service you will experience every minute you are a guest of the Mason.

The second to tenth floors are devoted to bed chambers, all equipped with private baths, and the necessities and luxuries of the most modern sleeping apartments. The design of the hotel is unique in that each of its two hundred and fifty rooms enjoys Florida's balmy air and warm sunshine.

A Mason bed room is a delightful resting place, and the whole surroundings so pleasing to the eye and in every way comfortable, that one is apt at times to remain "at home" at the Mason when not lured away to enjoy the river and sea fishing, hunting, or the many city attractions.

*Every bed room
has a bath*



Dining Room

'Way up on the eleventh floor you will find one of the finest dining rooms in the South. It occupies all of the South Wing of this floor, and is open on four sides, with a magnificent view of the city and the mighty St. Johns River, which sweeps majestically around a point directly opposite the hotel. Here one can see ten miles up the river past Riverside, the exclusive residential section, and then past Ortega, a sort of de luxe edition of Riverside, five miles from the center of Jacksonville.

From the dining room windows the river seems so close that you feel like "throwing something" just to see it splash when it hits the water.

In this dining room, the society people of Jacksonville congregate in the evenings

*The Dining Room furthest
from the noisy streets*



One of the Parlors

after dinner and linger for the Dancing, which starts at nine o'clock.

To the stranger, no better guaranty of the "fitness" of the Mason could be given. Where you find the young society men and women of a city, there you will find the place your wife and daughter will feel thoroughly at home.

We want you with us. We have given you in this little statement, an honest, straightforward prospectus of the Mason. We can make you feel mighty glad if you choose this hotel for your stay in Jacksonville.

GEORGE MASON, *Manager*

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