FLORIDA
EAST COAST HOTELS
FLAGLER SYSTEM

Court of the Ponce de Leon—St. Augustine

These world-famous hotels announce the opening of their hospitable doors to their many friends in the social and commercial world. The sunny, palm-fringed shores of Florida's East Coast welcome you this winter with the gayest of life, every sport and pastime, luxury and comfort.

ST. AUGUSTINE

ALCAZAR — *Opens December 15th*
Mr. William McAuliffe, Manager

PONCE DE LEON — *Opens January 6th*
Mr. Robert Murray, Manager

ORMOND

ORMOND on the Halifax — *Opens January 7th*
Mr. John W. Greene, Manager

PALM BEACH

ROYAL POINCIANA — *Opens January 15th*
Mr. H. E. Bemis, Manager

BREAKERS — *Opens December 22nd*
Mr. Leland Sterry, Manager

MIAMI

ROYAL PALM — *Opens January 1st*
Mr. Joseph P. Greaves, Manager

LONG KEY

LONG KEY FISHING CAMP — *Opens January 1st*
Mr. L. P. Schutt, Manager

Sea Bathing, Golf, Tennis, Finest in the World—and the gayest of companions.

Reservations should be made now. For information and rates, address

FLORIDA EAST COAST HOTEL CO.
243 Fifth Avenue, New York City