

CLIMATE . . .

In the sub-tropical coastal belt where ice and snow are practically unknown and where winter chill is tempered by warm salt breezes from across the nearby Gulf Stream, Charleston offers an ideal climate and a maximum of sunshine hours. Official weather bureau figures show an average yearly temperature of 67 degrees and, over a twenty-year period, an average of but six days per year when the thermometer falls below 32 degrees.

SPORTS . . .

Golfers will enjoy the several splendid courses near Charleston. The Charleston Country Club and the Charleston municipal links are within ten minutes driving time of the hotel.

Duck, wild turkey, dove, quail, deer, fox and other game abound for those who desire to hunt. Skeet shooting also is to be enjoyed.

In salt and in fresh water the fishing is excellent.

Fine mounts are always available for horseback riding along intriguing bridle paths.

GARDENS . . .

Near Charleston are the internationally famed Magnolia Gardens, Middleton Gardens, and Cypress Gardens, noted over the world for the beauty and profusion of the azalea bloom and the myriads of other flowering plants and shrubs in picturesque settings.—Magnolia Gardens is known as "the world's most beautiful garden"—"Middleton Gardens is the "oldest landscaped garden in America."

SIGHTSEEING . . .

Regular scheduled sightseeing busses leave the Francis Marion several times daily for tours about the interesting city, to the gardens, historic churches and plantations. If preferred, private guide service can be quickly arranged at moderate charges. Apply at desk for details of tours.

BEACHES . . .

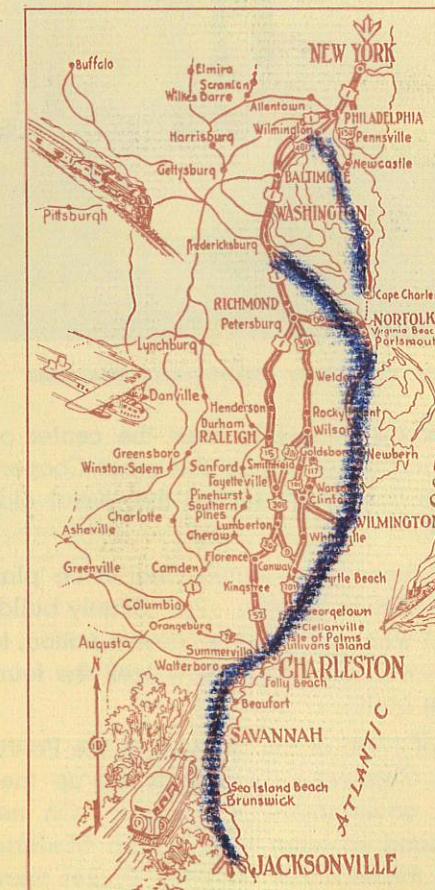
Three breeze-swept, wave-lapped, sun-kissed beach resorts—The Isle of Palms, Sullivans Island, and Folly Beach—are within a short distance of Charleston, over all-paved roads. Summer guests at the Francis Marion can enjoy the comforts and conveniences of a modern hotel in the city, and yet, within fifteen minutes, be at one of these splendid and beautiful sea island resorts to enjoy the surf and water sports or the dances.



(Swamp Fox)

Francis Marion, American soldier, born near Georgetown, S. C., 1732, died at Pond Bluff, February 27th, 1795. In 1775 Marion was elected member from Saint John in the South Carolina provincial congress which adopted the Bill of Rights and voted money for raising troops. He was chosen Captain June 21st, 1775, and later on made Brigadier General. He took refuge in the swamps and forests and he was always feared by the British. With a handful of men he gathered recruits, fearless riders and good marksmen, who formed the famed Marion's Brigade. After a vain pursuit, Tarleton named Marion the "Swamp Fox." As a leader he was admired and beloved and justly ranks among the heroes of the Revolution.

In 1784 he married a wealthy lady, Mary Videau, who survived him with no children.

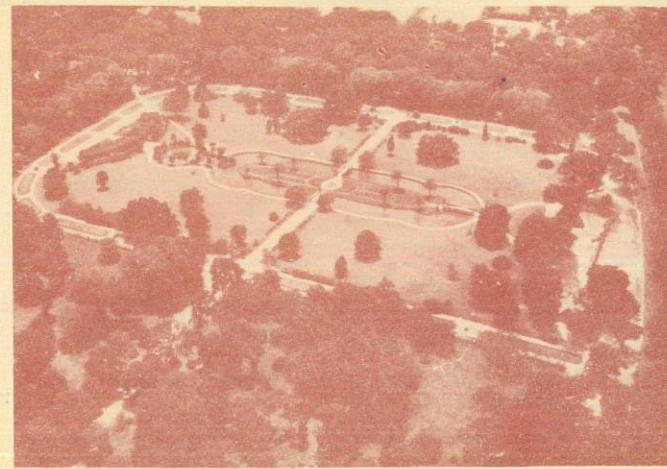


"LARGEST AND FINEST HOTEL"
CONVENIENTLY LOCATED
IN THE HEART OF THE CITY
H. OLIVER RILEY — MANAGER



THE
Francis Marion Hotel
Charleston, South Carolina

OPEN ALL THE YEAR



HAMPTON PARK
ONE OF THE MANY PUBLIC PARKS IN CHARLESTON

THE FRANCIS MARION HOTEL

Charleston long has been noted for hospitality to the stranger within her gates.

In this city of the old South is The Francis Marion, the largest and best hotel in Charleston and one that is outstanding in every detail. Owned and operated by Charlestonians.

The Francis Marion is Charleston's most conveniently located hotel. It is on King St. at the corner of Calhoun and in the heart of the shopping and theatre district. Only seven city blocks distant, at the west end of Calhoun St., is the fine new municipal yacht basin. King street is the city's principal thoroughfare.

The hotel overlooks beautiful and historic Marion Square, which, like the hotel, was named in honor of the famous Revolutionary General Francis Marion.

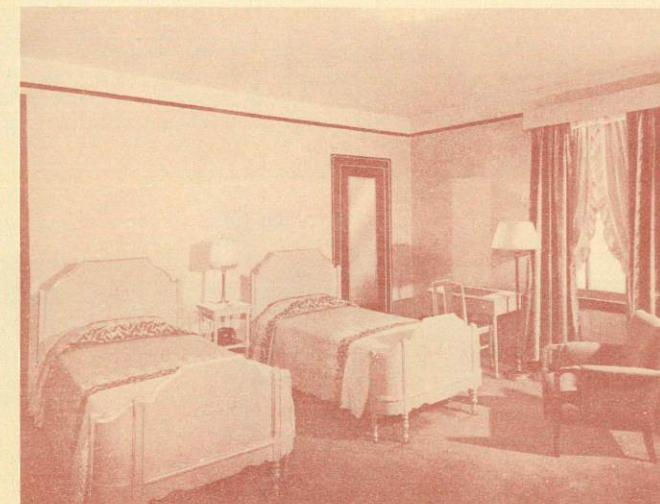
The building is twelve stories high, and of modern fire-proof construction. It is the tallest building in the city and from the guest rooms is an unexcelled view of the water on three sides, the Ashley river, Cooper river and Charleston harbor.

The Francis Marion Hotel offers within its own building every comfort and convenience. There are three hundred spacious well furnished guest rooms, a great and inviting lobby, attractive mezzanine and parlors, beautiful ballroom, Colonial dining room and coffee shop. There are also the city ticket offices of the Atlantic Coast Line, Delta Air Lines, Eastern Air Lines, and Carolina Motor Club.

CHARLESTON, SOUTH CAROLINA — AMERICA'S MOST HISTORIC CITY

Splendid accommodations, excellent service, choice food, convenient location and reasonable rates combine to warrant the popularity of the hotel. The Francis Marion has become the center of Charleston's social life and is naturally the hotel preferred by discriminating travellers.

Colonial Dining Room and Coffee Shop specializing in She Crab Soup, Shrimp Pie, Hoppin-John and many other old recipes for which Charleston is famous.



ONE OF OUR MANY COMFORTABLE BEDROOMS

On a broad peninsula near the center of the sunny Carolina coast, where the great Cooper and Ashley rivers flow together, lies the restful old city of Charleston.

In 1670, those who settled Charleston planned not a frontier post, but a great city. Stately buildings, that were old when America became a nation, today in their mellow beauty show how well the founders of Charleston built.

In July of 1774, at the meeting of the Provincial Congress in Charleston there was set up the first independent government in America. On nearby Sullivans Island at what is now Fort Moultrie the great British forces under Sir Peter Parker were de-

feated in 1776, for the colonists' first decisive victory of the Revolution. In Charleston harbor nearly a hundred years later, was fired the shot that precipitated the great Confederate War.

From Charleston have come, through the centuries, many developments that have played important parts in the growth of the nation. From this seaport in 1784 the first shipment of cotton to Europe was made; here in 1830 the "Best Friend", first steam locomotive train ever to operate in America regularly with passengers and freight, made its maiden trip; in 1735 the first fire insurance company in America was begun and in 1822 the first fireproof building was erected. The first submarine ever to function in warfare was Hunley's boat, used by the Confederates in 1863. Here also are the first prescription drug store, first apartment dwelling house, first museum society and the first city Chamber of Commerce.

Charleston's streets have been trod by a long procession of adventurers, pirates, soldiers, statesmen, men of affairs and prominence, artists, historians, painters and poets. Today thousands of Americans walk or ride along these same streets; coming to see and staying to admire.

The warm, balmy climate, justly world famed gardens, and historic background combine to make Charleston a city every American should visit.



CHARLESTON MUNICIPAL YACHT BASIN