

Be a Swinger—On the House

FOR YOUR GAME: Unlimited free play with guest club privileges at two championship 18 hole courses.

FOR YOUR IRONS: Our own BRAND NEW Par 3 holes 65 to 100 yards, with bunkers and rolling greens.

FOR YOUR PUTTING: BRAND NEW 18 hole practice green alongside patio.

FOR YOUR WOODS: Our 350 yard driving range.

FOR YOUR INSTRUCTION: Our ever popular PGA pro at your service with pro shop complete with all accessories.

Safety Harbor Spa

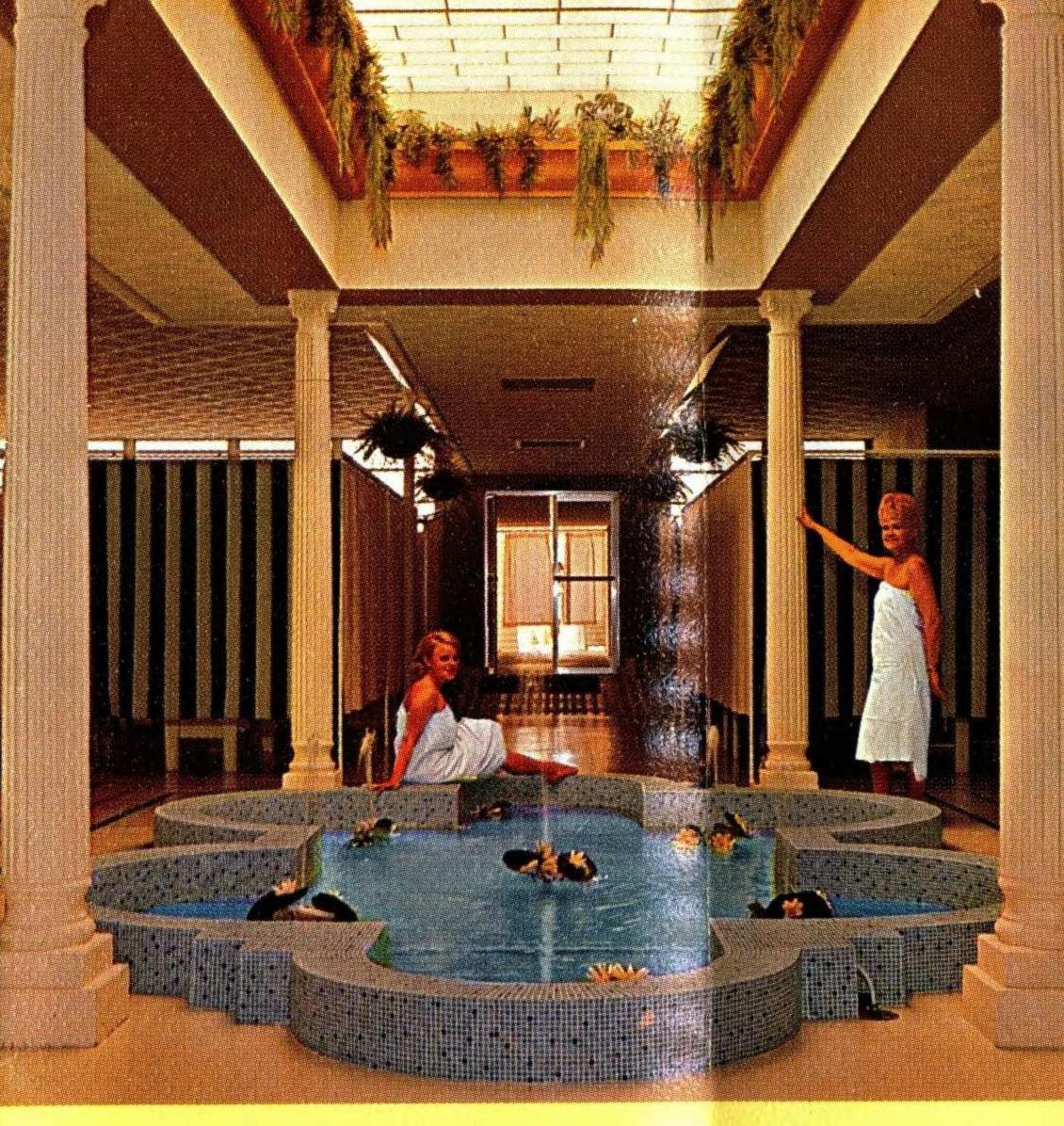
SAFETY HARBOR, FLORIDA 33572 TELEPHONE (AREA CODE 813) 726-1161

NEW YORK OFFICE
415 Lexington Avenue
New York, New York 10017
(Corner East 43rd Street)
Telephone (212) CH 4-7280

SAFETY HARBOR, FLORIDA

Saptification Spa

FLORIDA'S HEALTH and SUNSHINE RIVIERA



The Finest of
Old World Spa Traditions in
an Elegant and Idyllic
Tropical Florida Setting
Where the pursuit of happiness
and health are blended...



Holiday Magazine — "only a few (those starred) are spas in the truest sense of the word." Safety Harbor Spa is one of the five in the United States which qualify for this accolade according to Holiday Magazine.

Business Week — "A few moderately priced spas have taken hold. One of the most successful is Safety Harbor Spa near Clearwater, Florida, a pioneer in the health business."

Mademoiselle a "no-nonsense spa that concentrates on health more than plush." "You almost have to lose weight."



As others see us

House Beautiful — "Here is a real spa, operated like the traditional spas of Europe, except that it has the atmosphere of an American resort hotel. Under medical supervision, there are baths, massage, exercise, Yoga breathing courses and diets to put fatigued normal people back on their feet with slimmer figures. There's golf and swimming, dancing and sun-tanning. You can do any, all, or none of the builder-upper activities, since they're all included in the rates, but to go through the routine is an experience in 're-creation'."



Town & Country — "The Eternal Spa" — Surveying Spas of the world, the Town and Country article leads off: "Let's explore some of these famous spas. Let's begin by seeing American first." Eight and just eight American Spas are described and Safety Harbor Spa figures very prominently.

Toronto Star — "Safety Harbor is one of the world's authentic Spas, a gracious, elegant place in a palm tree setting, with medical supervision, a personal program of exercises, including baths, massage, Yoga, diet, sauna and steam. Every device to bring forth the body beautiful is available."

SAFETY HARBOR, FLORIDA
CHICAGO

CAMP OF MEXICO

CLEARWAYER TAMPA
SAFETY SAFETY TO POR TO POR

Our New York Office (Area Code 212, CH 4-7280) will be happy to arrange your air or rail reservations.

Safety Harbor Spa is ideally located on Old Tampa Bay within the golden triangle formed by St. Petersburg, Tampa and Clearwater...only minutes away from Tampa International Airport. Non-stop Jet service via Eastern, National, Delta, Air-Canada and other major airlines from New York, Chicago, Montreal, Toronto and other metropolitan areas.

By train the Seaboard Coast Line brings you from Pennsylvania Station in New York directly to Clearwater.

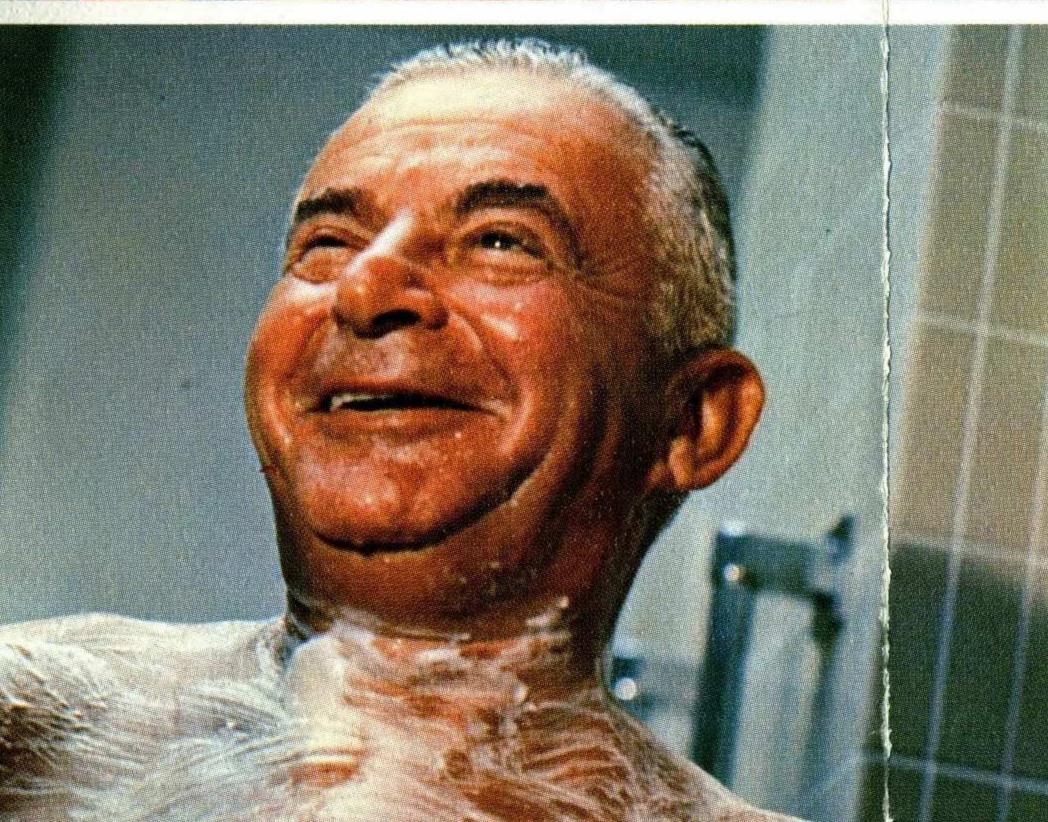


SAFETY HARBOR (813) 726-1161 NEW YORK OFFICE: (212) CH 4-7280

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WHAT IS A SPA?

Webster's Dictionary, and that we are! But Safety Harbor Spa is much, much more. In a word, it's your holiday NOW, with your FUTURE in mind — the vacation that endures.

All facilities are included in the tariff, with no extra charges.

Diet and health consultation on arrival, with our resident medical staff. Dine elegantly to lose (for most of us), or to gain (yes, we do this too). Diets individually planned as indicated for weight control, salt free and low fat content and other special purposes. Fruits and juice poolside in the afternoon, and in card lounges in

Daily massage, mineral whirlpool baths, sauna and steam, solaria, exercise classes, yoga and conditioning program. It's a full day of

healthy activity designed specially for you.

You'll love every minute, and come back for more. A Safety Harbor Spa stay is an addicting experience. Ask anyone who has been here.

Our theatre has the most spectacular acoustics south of Carnegie Hall, and the most beautiful view anywhere. Where else can you have moonlight on Old Tampa Bay and palms to accompany movies, shows or lectures on stage. Dancing, card lounges and game rooms to round out your evenings.

Dance team instruction, art and ceramic teachers, hair stylist, gift shops and all you might wish to serve you.

Facials and cometic care an outstanding feature.

