

•~• = ~• You'll Enjoy : : : : : : :

JACKSONVILLE

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HUNDREDS of thousands of friendly guests, eager for the winter warmth and summer joys of Florida, meet their first welcome at Jacksonville — the main portal to the sunny peninsula. All the main lines of travel — highways, skyways, railways and waterways — meet at Jacksonville and spread out again to reach every part of the peninsula.

The fame of Jacksonville has spread to far places by friends who have come from all corners of the world to see and enjoy Florida and to sample its first delights in this swiftly growing seaport where the grace of the Old South mingles with the methods of modern custom.

And through many years of service to Florida's multitudes of guests, Jacksonville has learned the arts of welcoming her visitors. This great, gateway city pleases the visitor because of its genuine charm; its friendliness and its comfort.

Jacksonville is a city of beautiful homes, of spacious hotels and apartments . . . a city in which Florida's brilliant sports and diversions are at their height. It is a good place for work — a splendid place for play. Here Florida's climate is at its best the whole year 'round, genial throughout the winter time and gentle in summer.

While Jacksonville is an important business city, it is also a tourist city. Its play-loving, sport-loving populace, its romantic Southern atmosphere, its lakes, woods and streams, its historical background make a powerful appeal to the seasonal visitor. The tourist season is not confined to winter play. More and more the cool beauty of its summer days is bringing warm weather visitors who find comfort and ease in its salt-tanged ocean breezes, its summer sports, its marvelous beach—unsurpassed by any in the world.

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