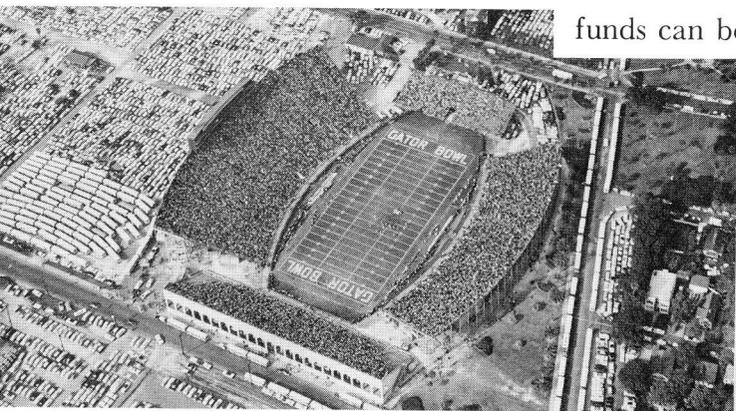




Tourists visiting the Gateway to the South will find hotel accommodations and service equal to any throughout the nation.



The famed Gator Bowl football classic attracts visitors and local fans by the thousands. Aerial view was taken during game.

Arlington was a remote hamlet across the St. Johns River. Today and as a result of this expressway and bridges, it is a thriving township containing our Jacksonville University, a fast growing four-year college. So intense has been its growth, the tolls on the Mathews Bridge, leading to it, have already reached the engineer's estimates for 1965.

A five-man Expressway Authority, appointed by the Governor, has directed this improvement. It is supported by tolls and a portion of the County's share of gasoline tax, pledged through 1990. However, due to the unexpected heavy usage and toll revenues on both of these bridges, the Authority has announced that all County funds can be released as of about 1960.

Two other great benefits have been derived from this Expressway: As the Expressway was developed, it cut and passed through many slum areas, with the result that slum clearance and redevelopment was effected along nearly the entire thirty miles of this Expressway; secondly, new industries attracted to our city and old established firms

have relocated all along the Expressway route. Offices, small and large business concerns and other lighter developments have been attracted to similarly appropriate sites on the newly opened areas.

In the last analysis this thirty miles of Expressway and toll bridges has made the downtown Renaissance possible. As fast as the metropolitan area has grown in this past decade, one can get downtown from any section of the city in a matter of minutes and can go from one outlying metropolitan district to another within half an hour.

Through far-sighted planning . . . through inspiring leadership . . . leadership with the courage and boldness to spend money for its future growth . . . Jacksonville, as the 1960s open, has become one of the great cities of the United States. This program represents almost \$200,000,000 worth of progress . . . but this will one day be considered only a drop in the bucket when we tally its potentialities and its future income.