"A City Is Known by the Spirit of Its People"

Fernandina—A Good Town to Live In

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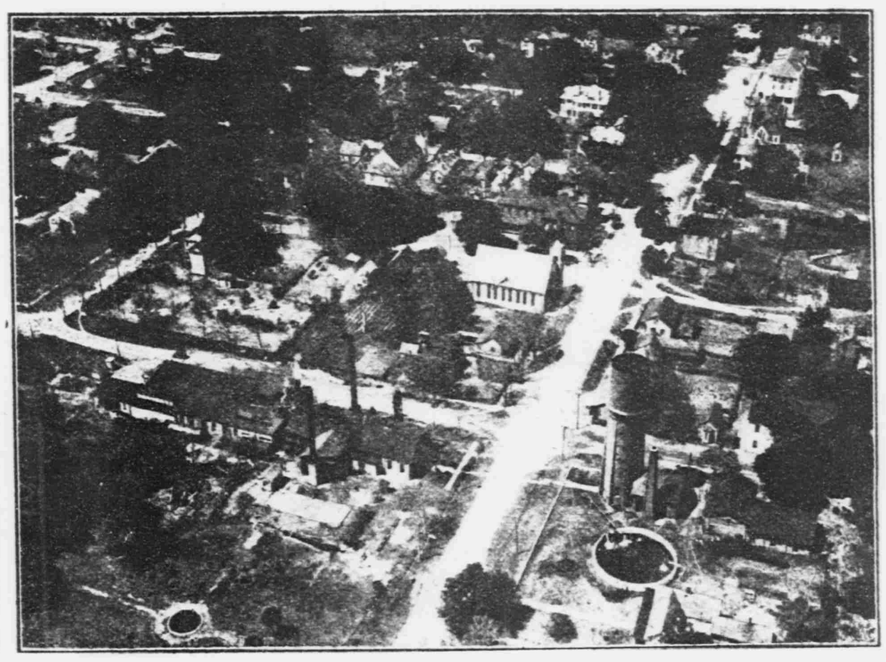
NASSAU COUNTY LEADER

By the FERNANDINA CHAMBER OF COMMERCE Conducted by E. W. CARROLL, Secretary

Name Fernandina's Needs and Win $5.00

In order to ascertain from many different angles some of the needs of the community, the Chamber of Commerce through its Publicity Committee offers a prize of Five Dollars in Gold for the best article on the subject "Five Greatest Needs of Fernandina Today." The only rule governing the contest is that the article must not contain more than 100 words and must be in the office of the secretary before noon of Thursday, July 16th.

Get busy and write the Chamber of Commerce what, in your opinion, are the five things of first importance to be done for Fernandina.



TELL THE WORLD ABOUT FERNANDINA'S ADVANTAGES

Wonderful Climate, Ideal Health Conditions, Unsurpassed Natural Scenery, Magnificent Ocean Beach Are Some of City's Assets.

Perhaps one of the things most needed in Fernandina at the present time is an adequate advertising program to acquaint the public of the wonderful advantages this community has to offer. In order for others to know just what there is offered in the way of inducements to prospective citizens and prospective enterprises, it must be broadcasted to the world. This can be done most effectively by talking and telling others about the worthwhile things Fernandina has.

Let every citizen be a booster of his city; believe in his city; have faith in the ultimate future of his city and his faith coupled with his boosting will get results. The spirit is contagious. One booster will induce others to see the opportunities the city offers and to realize the wonderful possibilities stretching out before the citizens of this community and, as a rule, there will be formed an army of City Boosters whose aim it will be to promote progress and development in every way possible.

The people of Fernandina can justly be proud of their city. They can, in all justice to themselves, boost their city and boast of the advantages of their city because it has in it those things which command the highest admiration from progressive citizens everywhere.

Among the things which are of interest to outsiders and which supply ample reasons for boosting and advertising, are:

A Wonderful Climate.

The climate of Fernandina is incomparable. For at least nine months in the year it could not be improved upon, and there is comfort even in the heated period of summer. The salt water atmosphere, remarkably free from humidity, is life-giving and invigorating.

Ideal Health Conditions.

No city in Florida has a better health record than Fernandina. In recent years there has been very little malaria and typhoid fever is practically unknown. The outdoor life on the island is conducive to health and it is seldom that one hears of a case of tuberculosis any where in Nassau county. The city is sufficiently elevated and well drained. First-class sanitary conditions obtain the year round. The atmosphere is unusually clear and balmy; sunshine predominates — the Florida variety of sunshine that is famed the world over for its health-giving qualities. There is no greater inducement to prospective citizens than climate and good health.

Schools and Churches.

Fernandina has exceptionally good churches, practically every denomination being represented here, and its public school system compares favorably with other systems of the State. Definite plans are under way for improving the facilities of the public schools of the city. a new high school building with modern equipment undoubtedly will have been completed before the end of the next school term, and then our educational advantages will be equal to the best in the country.

Beautiful Paved Streets.

Already Fernandina has a number of well paved streets and when the projected street paving program is carried out by the municipal administration Fernandina will be in the front ranks of the best paved cities.

Superb Scenery Unsurpassed.

While the people of Fernandina have become accustomed to the beautiful scenery so abundant about the city, the visitor, newcomer, or traveler is at once impressed with the wonderful work of nature, which have made the views around this section unexcelled anywhere. The beautiful streets and moss-covered oaks and the ever green and restful appearance on every side adds much to the attractiveness for the visitors and is a real asset to the city. The rivers, creeks and ocean, by which Amelia Island is surrounded, are likewise beautiful at every season of the year, and there is nothing that compares with the hard surface driving beach extending from one end of the island to the other; motorists are afforded every opportunity of feasting their eyes on scenery that cannot be surpassed anywhere else on the Atlantic Coast. The scenery on Amelia Island is worth millions; it can be capitalized without any great expenditure of money and will sell itself wherever presented.

Harbor a Great Asset.

Fernandina's harbor, the deepest near-to-sea harbor on the South Atlantic, large enough to float all the navies of the world at once, with thirty-four feet of water on the bar at high tide, is one of the tangible assets of which every citizen should be justly proud.

Added to this list are numerous other things in which Fernandina excels that we should tell the world about. Briefly they are:

The largest hard rock phosphate shipping port in the world. Also the largest shrimp shipping point in the United States. One of the most modern and best conducted hotels in the South. A clean and well edited newspaper with an up-to-date job printing plant that turns out the highest grade of printing.

Fernandina has a live-wire Chamber of Commerce that is ever on the alert to advance the welfare of the community. No community in this section of the State can boast of a stronger, more pregressive banking institution. A splendid public library that would be a credit to a much larger city. One of the finest and most substantial postoffice buildings in the State and a postal service that is far above the average in efficiency. A clean, well governed city free of graft and dirty politics. Up-to-date and well kept stores with enterprising merchants and courteous and accommodating clerks.

These advantages are only a few of the outstanding features of Fernandina. Yet they are strong inducements to prospective citizens. Why not tell others about them? Other towns of Florida are being tooted and boosted and advertised in a way that is getting splendid results. Why not the same thing for Fernandina? The development of the community will be contingent, to a large extent, upon the boosting that is given it by its citizens.

JUST A LITTLE CO-OPERATION

Let us all take a hand in trying to make Fernandina one of the most attractive cities in the United States.

We have the location, we have the natural scenery, we have the opportunity and we have the sort of citizenship that can bring about the desired end.

All that is needed is co-operation.

And it's a work in which every one can help.

Are you going to help?

First of all get rid of the eyesore. Let us show how easily that can be done.

No city can afford to have a stranger form an unfavarable opinion. First impressions are always the most lasting.

It's the elimination of the eyesores that count for most in the aggregate.

Speak a good word for Fernandina every time you can.

CITIES PROGRESS BY "BOOSTING"

Those cities are doing the most in the way of progress these days that have the largest number of "boosters" devoted to the advancement of their own community. "Knocking" helps no one and injures a great number. "Boosting" leaves a pleasant impression in the mind, begets a general condition of cheerfulness and attracts attention to a municipality's advantages.

Fernandina possesses many advantages easily observvable for those willing to see them. In the dispensation of His blessings the Almighty has been most generous to Fernandina. But "God helps those who help themselves." The fact that Fernandina is just now experiencing a revival of interest from people all over the State is not not due to chance or has just come about "in the nature of things," as some might conclude. Chance is going to play little part in its future development. In fact, the future Fernandina is in the hands of its citizens. If they are wise and energetic in promoting the city's interests in the course of a few years it will have assumed a commanding position in the state that will obtain wider recognition than is accorded Fernandina today.

Therefore "boost," early, late and all the time. All cities have their pessimistic elements that are obstacles in the road to progress. These elements must be checkmated for the city's own good. Fernandina, however, has fewer who look on the darker side than most cities.

Fernandina, with its fine location, its agreeable climate, its general healthfulness, its modern and efficient public utilities, its splendid transportation facilities is in a position to attract outside capital and to encourage that at home. By "boosting" we can assist in having that capital applied to our industrial and commercial needs.

If every resident of Fernandina does his full duty in promotion of the general interests the beneficial results will be observable very soon.

An unpardonable sin to be in a community, to make a living off it, to educate your children from it, to get everything you possibly can out of it, and put absolutely nothing into an organization that constantly works for your benefit.

A leading citizen is a man who is going somewhere and inducing others to follow.

Let's make Fernandina known the world over as the "Little City With A Big Spirit."

CHAMBER OF COMMERCE IS DOING MUCH FOR COMMUNITY

Publicity and Advertising Program Resultful—Much Research Work Has Been Done —Board Members and Committees Active.

It is a fact beyond dispute that a Chamber of Commerce can accomplish the maximum of service only through the energy, devotion and team work of its members working along lines and for objects that command the intelligent support of the entire community as well as its members. Unfortunately a Chamber of Commerce cannot always be spectacular and supply its community with new sensations daily. Nor can it perform miracles.

Nature has done every single thing which she can for Fernandina. No one can or will give us the necessary things to complete the advantages of our location. We must WORK for them and PAY for them.

The final test of this community's desire for improvement is its willingness to pay a fair price for what is needed. Are we ready to pay? The price is not only cash, but work. An improved community spirit, constructive, not destructive criticism, boosting, not knocking, and a real belief in ourselves and in our community's destiny are prerequisites to success in Fernandina or any other city that would push ahead.

The second quarter of the New Chamber of Commerce activities is starting off excellently. Activities begun immediately following the reorganization campaign are maturing. Splendid results are being obtained from the advertising and publicity carried in the various newspapers during the past two months. A comprehensive survey of the city's resources and advantages is practically completed. The facts thus obtained will be included in numerous articles now in preparation for the leading magazines, newspapers and trade publications. Good roads and other special committees have been hard at work on the tasks assigned them and worthwhile results have been accomplished. The Board of Governors have been holding regular weekly meetings and a number of special meetings have been held to give specific attention to matters of vital importance to the community. A detailed report of the activities of the Chamber during the quarter just closed will be ready for publication shortly. This report will include a financial statement from the treasurer, showing in detail moneys collected and expenditures.

The program for the remaining months of the present year for this organization calls for more extensive work and greater activity than ever. To carry these plans through to successful conclusion members must give their time, knowledge and experience in unselfish service to our community.

You may have a part in this work by Fernandinians for Fernandina by enrolling in the Fernandina Chamber of Commerce. Will you do it now?

LET EVERY FERNANDINIAN SAY AS PAUL SAID, "I AM A CITIZEN OF NO MEAN CITY"

"I am a citizen of no mean city," said Paul who had been Saul of Tarsus.

Loyal to community was a strong characteristic of those old timers. They liked their nations much but they loved their cities more. As Paul was proud of his native Tarsus, so ought every resident of Fernandina make the proud boast that "I am a citizen of no mean city."

Paul was a very busy man, but he was not too busy to find time to say a few words for his beloved Tarsus.

Do we ever think of saying a kind word for Fernandina?

Do we not have the opportunity every day? We can say it when we write to our friends. We can say it when we are among strangers. We can tell them of the progress the city is making along all lines, of the proverbial hospitality of its people, of the health-giving qualities of its unsurpassed climate, of its fine harbor, of the wonderful natural scenery, of its beautiful beach, of its historic associations, of the spirit of co-operation which now manifests itself in Fernandina, of its splendid churches.

Emulate the example of glorious old Paul and boost your city wherever you can. You do not have to be a millionaire to do it. The humblest citizen of Fernandina can be a booster a dozen times a day if he wishes to be one.

Determine to boost Fernandina and BEGIN AT ONCE.