

Jacksonville Florida



As a
Place of Winter
Residence

Introductory and Explanatory

This book is intended to describe and picture a few of the many things which combine to make Jacksonville a pleasant place to visit and in which to live.

Every illustration is a reproduction of a photograph taken within the past few months. The selection of pictures has been carefully made to give a thoroughly representative showing of the city's attractions for winter visitors.

The fact that Jacksonville's population grew from 57,699 to 91,558 between 1910 and 1920 gives ample evidence that the many attractions and advantages of the city increasingly are of appeal to people from elsewhere. A warm welcome to other desirable citizens will be extended by the community.

On the third cover page of this booklet will be found a schedule of other descriptive literature prepared under the auspices of the Advertising Committee of the City Council of Jacksonville. Persons who are interested in Jacksonville from any standpoint and who desire further information of a specific character regarding the city will have their wishes cheerfully complied with upon application to the City Advertising Department, Recorder's Office, Room 11, City Hall, Jacksonville, Florida.



Dixie Highway,
Leading South
from
Jacksonville



Horseback
Riding in
Jacksonville

Jacksonville as a Place of Winter Residence

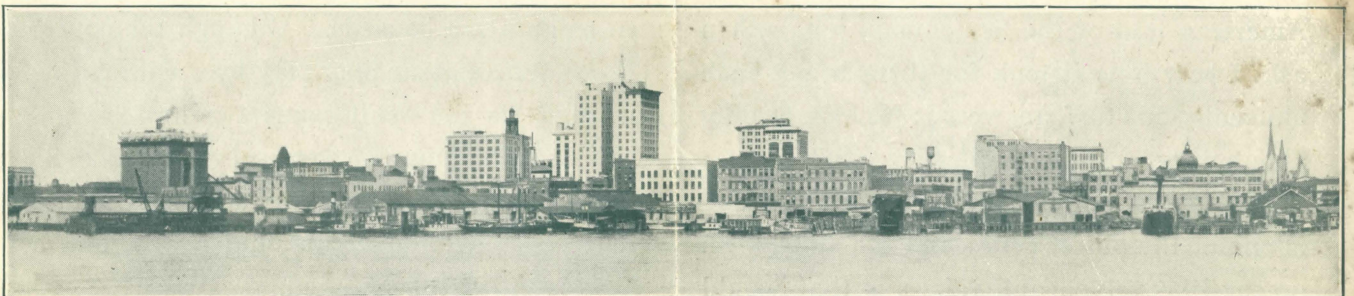
JACKSONVILLE is such an appealing medley of sunshine, tang of the sea, the exhilaration of sport, the paradoxical combination of cosmopolitanism and natural beauty that pen descriptions fail to do it justice. Pictures, however, may tell something of its material attractiveness, though any picture will lack its color and distinctiveness.

Back of these pictures imagine an atmosphere which to you would seem most ideal for a winter holiday. People from all parts of the world gather here to play, in increasing numbers. They leave the chill of winter behind, for there is no hint of snows or blustering winds to make them realize that

the earth is anything other than a "World of Sunshine."

Try to see them as one who is with them. You may be planning a day at the beach, an invigorating swim climaxing a ride on the famous twenty-mile motor beach. Perhaps you are to join a foursome on one of the sportiest golf links in Florida—the Florida Country Club course. Or, it may be a hunting trip just a short distance from your hotel—or a fishing excursion a half an hour's sail on the St. Johns River, or a wonderful motor drive over good roads to the beaches or springs, or to the many places of scenic beauty and historical interest.

View of Jacksonville, Showing Central Location of Hotels and Churches





Modern Type
of Jacksonville
Apartment
House



Springfield
Park,
Jacksonville

Or, to you, joy may be found rather as a spectator instead of player, and you may plan to watch a tennis tournament, a football game, or a horse race. You may be in the mood for a quiet sail on one of Jacksonville's lovely waterways — or for an automobile or bus ride to some picturesque spot.

When you have finished planning, you will have an agreeable surprise in store — there will not seem to be days enough to enjoy all of Jacksonville's varied attractions. There is no lack of diversions, no dull moments — for

although Jacksonville is not crowded, it is a metropolis, and for that reason one of the most delightful playgrounds in Florida.

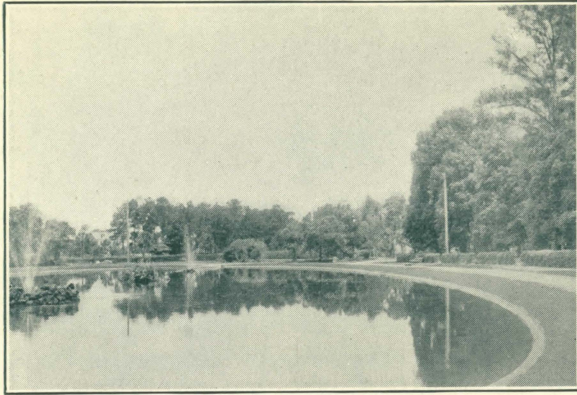
Jacksonville is blessed with an invigorating, sunshiny winter climate. The temperature from November to May is balmy, but never enervating. A dry atmosphere and glorious, warm sunshine are first to make their appeal, and never to be forgotten. It is the sea air that is largely responsible for Jacksonville's mild, equable and inviting winter climate.

Golf and Tennis are Winter Sports

Florida is golf country, and Jacksonville has one of the most noted courses of the state. This is logically explained by the story an American told of the Scotchman, who, when asked how long it took for them to get such unusually fine turf, answered: "It took us only about three or four hundred years."

The Florida Country Club at Jacksonville is one of the oldest courses in the state, with greens like velvet, and fairways that would

warm the heart of any old Scotch golf veteran. It is an eighteen-hole course, and has several water hazards, cross bunkers, sand traps and tree hazards. Although the course is one the amateur may play over with enjoyment, it is the rendezvous for professional golfers who demand a very sporty course. So fast is Jacksonville growing as a golf center, that two new courses are under way, and a new country club planned.



Riverside
Park,
Jacksonville



Residence,
Riverside
Section,
Jacksonville

Tennis, too, has a host of enthusiastic followers, among players themselves and those interested in watching tournaments, many of which are played on the excellent courts at the Florida Country Club. There also are nu-

merous public courts for tennis and for basketball as well. Baseball, football, trap shooting, riding, boating, fishing, motoring — name any sport you like — you may enjoy it in and around Jacksonville.

Riding and Driving Under Sunny Skies

Bridle paths on many of the outskirts of Jacksonville will tempt you to ride and there are plenty of well-trained saddle horses to hire. One of the chief pleasures of a Florida winter is the opportunity offered by climate and roads for horseback-riding, and Jacksonville has a wide variety of different places that invite you to saddle a horse.

A delightful afternoon's ride is that to North Beach, where you may watch the bathers gracefully hurl themselves from diving boards, listen to music, dance or enjoy a boat ride on the river. After a bit of refreshment and rest, you will just have time to reach town for dinner. There are many other nearby points of interest and beauty, easily reached after an hour or two in the saddle.

A moonlight canter to Orange Park will be unlike any other you ever enjoyed. This ride takes you through one of the prettiest residential sections of Jacksonville and the fast-growing suburb of Ortega — on past the Florida Country Club and golf links. As you approach Orange Park you will see the winter or year 'round homes of many Northerners. But the tid-bit at the end of this ride, like the lump of sugar given a horse for some especially clever performance, is the moss-bearded grove of huge live-oak trees, which makes weird, filigreed patterns as the moonlight filters through. The beauties of the place will make you come again and again on this trip, whether on horseback, by motor, or afoot, if you are an ardent hiker. The St.



Golf Course of the Florida Country Club, Just Outside the City Limits of Jacksonville. A Sporty, Eighteen-Hole Course, Played Over Every Day of the Year

Johns River makes a picturesque background for most of the trip, which renders it equally as beautiful in the daytime because it is so colorful. It is not difficult to let your fancies take you back a generation or two and picture Orange Park as a typical Southern plantation, worked by singing darkies, and loved by a proud owner.

Then there is an entirely different ride which you will want to take, and which will require two or three days. A party of at least a half a dozen should be arranged, for the more the merrier on a trip of this sort.

Part of the first day should be spent in riding to the beaches, which, taken leisurely, occupies about three hours. While the horses

are resting you will want to swim in the ocean surf along the coast. The next morning you will be ready to abandon yourself to a day of joy-riding on the twenty-mile beach boulevard. The most fertile imagination cannot conceive the thrills experienced in galloping a spirited mount over the hard, white sand of Jacksonville's world-famous beaches. It will be a delightful experience, that long will linger in your memory.

These beaches have been called the Ocean Boulevard, for the beach sand is so hard and smooth that automobiles, sometimes twelve abreast, ride between the thundering waves on one side and contrastingly calm, palm-tree-crested sand dunes on the other. For

miles, in some parts of the ride, you will see no sign of civilization, and will feel that the world belongs only to your riding party. Here, surely, is one of the most interesting ways to sweep fatigue-cobwebs from your brain and acquire renewed life and interest.

You will come here many times, too, because these superb beaches are so different from

others you may have visited and far more beautiful. By motor, horseback or walking by the ocean's edge there is enjoyment—and if you have longed to see "Southern seas, Southern skies and a Southern moon," you must see Jacksonville's beaches by moonlight. These beaches are reached in forty-five minutes from Jacksonville, either by train or motor.

Swimming and Fishing in Winter Months

Nothing hardens the muscles or generates energy like swimming. Jacksonville offers the ocean surf, quiet rivers, mineral springs and several indoor swimming pools for the swimmer. And if you are fond of fishing, better not take a sail out on the St. Johns

River or on any of its tributaries unless you take fishing tackle along. You are likely to find any kind of fish in its waters, from a small bream to the hard-fighting, jumping old Silver King—the Tarpon—a fish famous in the annals of angling.

Scene at Pablo Beach, One of Jacksonville's All-Year Attractions. Reached by Automobile in Fifty-Five Minutes from the Heart of the City





A Jacksonville Residence, Showing Well-Landscaped Grounds



A Scene on one of Jacksonville's Residential Streets

Enjoyable Trips to Places of Interest

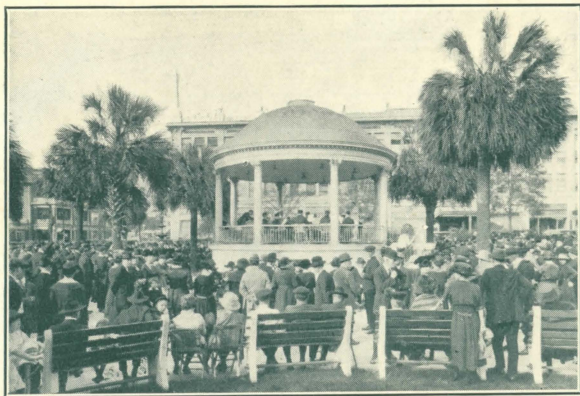
St. Augustine is about an hour away from Jacksonville, and is famous for its historical spots. It is reputed to be the oldest city in the United States. The old San Marco Fort and mouldering City Gates, narrow streets and quaint houses will fascinate you as much as its modernity, for there are splendid hotels and an eighteen-hole golf course on which President Harding has played for years, and over which you may want to try to better your game.

Green Cove Springs, nearer to Jacksonville, and just beyond Orange Park, will attract you many times, for there will be found a spring and swimming pool, which undoubtedly must be the Fountain of Youth, searched for by the intrepid Ponce de Leon. Its health-giving properties are unusual. Several doctors have analyzed the water of this spring, but have yet to learn what causes the feeling of exhilaration after bathing in it. The skin becomes soft and velvety upon emerging from the water, and there follows a pleasant after-

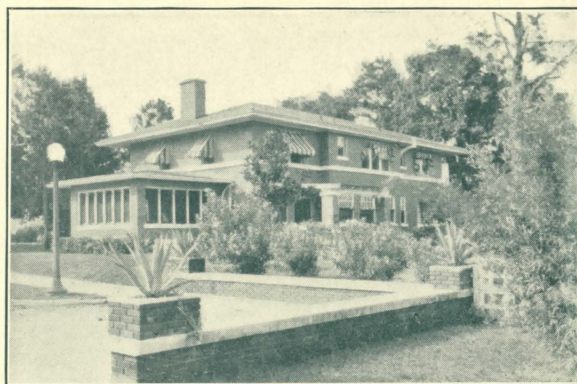
warmth, both soothing and refreshing. Millions of gallons of sulpho-mineral water spring from the depths of the earth into an unusually attractive swimming-pool, which, together with the Hotel Qui-si-sana, was designed after a noted group of buildings in Capri, Italy.

The famous Suwannee River is not far distant from Jacksonville. A house-boat trip "Way Down Upon the Suwannee River" will not only enrich your experiences — but, if you are fond of fishing or hunting, will be a rare adventure in enjoyment.

Hunting lodges of many Northerners are scattered throughout Suwannee County, considered one of the finest hunting grounds in the state. Here you may find quail, duck, deer, bear, squirrel, and other small game. You had better plan right now to pack up your pet rod, as well as your favorite gun, when you take this trip, for there is fine fishing and hunting all the way to the river's mouth at the Gulf of Mexico.



Band Concert
in Hemming
Park



Semi Tropical
Trees and Shrubs
Grow
Luxuriantly
in Jacksonville

Fernandina — an hour's run from Jacksonville — offers another interesting objective. It is the largest shrimp port in the world, with many other features of attraction. Like St. Augustine, Fernandina is very old. Here it was that the pirates from the Spanish Main came to bury their treasures when this part of Florida was still owned by Spain. Many landmarks still exist indicating the location of some buried treasures which have not been

Jacksonville, a Delightful Winter Playground

Jacksonville's hotels are among the finest, and in them you will find a friendly and hospitable atmosphere. You may rub shoulders with celebrities and plain folks, just as in the big hotels in New York or San Francisco — and the service given will be the same found in the best hotels. Good food, good music, dancing — all the accessories necessary to stimulate good cheer and companionship, and in addition, the very essence of Southern hospitality. In addition to the hotels, many private houses offer superior accommodations.

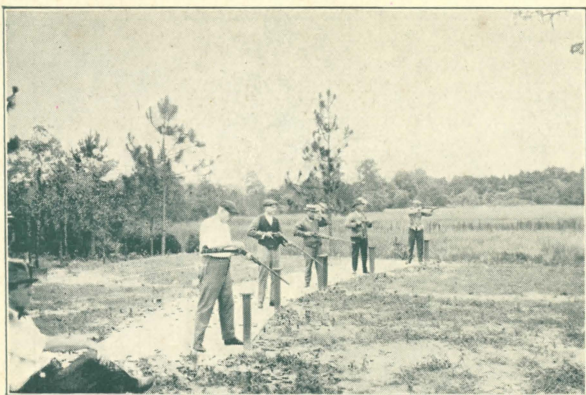
New York road companies present their

found for the lack of proper charts. Every now and then we hear of some of these treasures being accidentally unearthed.

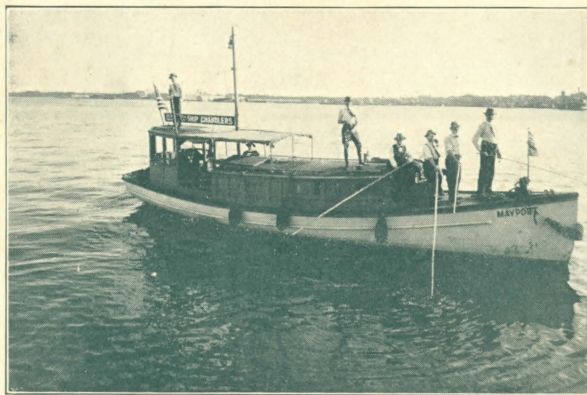
With all of these side trips, some of them often taking you into wildernesses quite like the tropics in their aspects, in short time you can be back in a live city, with all of the comforts and companionship of a metropolis. The cosmopolitan character of the city is, perhaps, one of Jacksonville's chief charms.

plays at two large theatres, and there are the usual number of motion picture theatres and vaudeville houses on a par with those in Northern cities. Concerts, by famous artists, lectures by noted persons, entertain and instruct during the winter, just as in your own home town, but minus the blizzard which usually accompanies you on the special night you had planned for pleasure. The winter calendar of social and other events is both attractive and varied, affording an infinite variety of choice.

Women will be pleased with the shopping



Trap Shooting —
A Winter Sport
in Jacksonville



A Fishing
Party on
the St. Johns
River

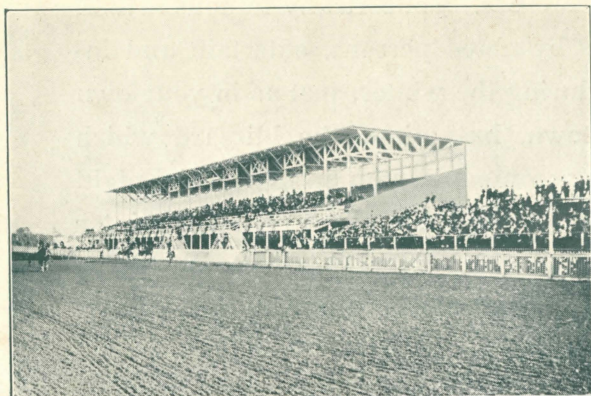
facilities Jacksonville offers. There are several good department stores and a number of specialty shops, which show the current modes and fashions simultaneously with New York, Chicago, and other centers of fashion.

Among the retail stores of the city will be found furniture stores, hardware stores, meat markets, groceries, drug stores, jewelry stores and others which rank among the largest and finest in the Southeast.

Winter residents of Jacksonville will enjoy the cosmopolitan aspect of the city. Many people from all sections of the country are constantly passing through its gates, while a

winter day census of the automobiles parked on its streets would include cars from nearly every state in the Union.

In all, Jacksonville is a happy combination of varied and desirable conditions. The usual activities of city life, mingled with the quiet, restfulness of a home-loving people. A delightful place for health, rest, recreation and enjoyment. A place that appeals to the many who like to enjoy city comforts, with the delights of the ocean and country within easy distance and convenient reach. You will find just such a place in Jacksonville — a city you enter with joy and leave with regret.



Race Track,
Florida
State Fair
Grounds,
Jacksonville



Tennis Courts
of the
Florida
Country
Club

Other Jacksonville Literature

The Advertising Committee of the City Council of Jacksonville has prepared the following additional literature descriptive of the city, all of which is fully illustrated:

“The Summer Attractions of Jacksonville”

Data as to the pleasant climate, the matchless ocean beaches and other pleasing features of life in Jacksonville during the summer.

“Jacksonville as a Convention City”

The accommodations available in Jacksonville and the attractions for conventions and like gatherings—why the city is so popular in this connection.

“Factory Advantages of Jacksonville”

The numerous ways in which the climate and other resources of the city make for efficient and economical manufacturing establishments in many lines.

“Investment Opportunities in Jacksonville”

Wherein the rapid development of Jacksonville and surrounding country offers investors an unusual combination in safety of principal and high earnings on money.

“Home Appeal of Jacksonville”

Information as to the delightful home life which prevails in Jacksonville, the excellent club, church and school facilities, the parks and playgrounds, the theatres and other amusements.

“The Port of Jacksonville”

Data and statistics with reference to the splendid harbor and waterfront facilities of Jacksonville. The case for the city as a distributing and shipping center concisely stated.

A copy of any one or all of these books and folders will be mailed free to any person upon request. Address City Advertising Department, Recorder's Office, Room 11, City Hall, Jacksonville, Florida.

Jacksonville Florida



Surf Bathing
Golf Tennis Motoring
Yachting Fishing Racing
Band Concerts