This guide to Jacksonville and the many delights it holds in store has been compiled to make your way about the city easier. With its help you will soon be going about town with the ease of a native... and loving it just as much! Take any questions this guide does not answer to the friendly staff of the Tourist & Convention Bureau.

JACKSONVILLE
the City of Pleasant Memories

The largest deep-water port in the South Atlantic... one of the largest transportation centers in the South... the principal gateway to the Florida peninsula... big in industry... big in commerce... big in heart—This is Jacksonville.

The cosmopolitan character of our industry and culture, the hospitality of the deep South, and the friendliness of a happy people add up to a warm welcome for every visitor.

Here you'll find a vast store of entertainment, of fun and frolic and outdoor sports; theatres, parks, playgrounds, exotic sub-tropic gardens; and a wide variety of fishing in quiet lakes and inland waterways. You'll thrill to "The Sport of Queens," greyhound racing, a nifty event in Jacksonville.

Few sporting thrills compare with the sudden strike of deep-sea gamefish and the deep-sea fishing in our area takes second place to none. Some of the best game fishing to be found anywhere.

CONVENTION
AND VISITORS BUREAU
133 W. Monroe St.
in Hemming Park

The sweeping arm of the north-flowing St. Johns River has embraced some of the very earliest and most exciting American history. At Fort Caroline where Jean Ribault's Huguenots landed, the first Protestant white woman set up housekeeping and the first white child was born in what is now the United States. Here the first battle between white races for the possession of our country was fought... all of it preceding Plymouth Rock by almost one hundred years! On Ft. George Island, the Kingsley Plantation was the scene of slave trading and the old slave quarters still stand. A short drive to the north is Fernandina Beach, once the home port of pirate ships. The sunken skeletons of some of these are buried in the waters just off shore. To the south is St. Augustine, the nation's oldest city. Many of these sites are State Parks with swimming, fishing, camping and picnic facilities.

A short ride from downtown via one segment of Jacksonville's superb expressway system and you are relaxing at the world's finest beaches. Thirty miles of sun-warmed sand and cool, refreshing surf plus one of the few remaining Boardwalks on the Atlantic Coast offer fun in the sun to delight the entire family. Jacksonville... with sunny skies and cool Atlantic breezes... offers the most memorable vacation of your life!
City of JACKSONVILLE - Visitors' map and Directory

NEWSPAPERS
4 Florida Times-Union, 1 Riverside Ave.
4 Jacksonville Journal, 1 Riverside Ave.
6 Jake's News-Stand, 116 Julia St. (out of town papers)

OFFICE BUILDINGS
50 American Heritage Bldg.; 11 E. Forsyth St.
5 Atlantic Coast Line Bldg., 500 Water St.
26 Atlantic National Bank Bldg., 121 W. Forsyth St.
28 Barnett Bank Bldg., 114 W. Adams St.
22 Buckman Building, 206 West Forsyth St.
53 Clark Bldg., 305 Main St.
62 Consolidated Bldg., 118 E. Bay St.
16 Exchange Bldg., 218 W. Adams St.
9 Federal Bldg., 311 W. Monroe St.
61 Florida Theatre Bldg., 128 E. Forsyth St.
25 Florida Title Bldg., 110 W. Forsyth St.
37 Gulf Life Bldg., 125 W. Church St.
30 Greenleaf Bldg., 208 Laura St.
12 Guaranty Life Bldg., 137 East Forsyth St.
7 First Federal Savings, 300 W. Adams
15 Independent Life, Duval and Julia Sts.
95 Jacobs Bldg., 435 W. Church St.
74 Lanier Bldg., 107 Market St.
65 Law Exchange Bldg., 238 E. Forsyth St.
17 O'Reilly Bldg., 237 W. Forsyth St.
29 Professional Bldg., 126 W. Adams St.
* Prudential Insurance Bldg., So. Jacksonville
77 Public School Administration, County Court House
68 Red Feather Bldg., 314 Market St.
35 St. James Bldg., 117 W. Duval St.
91 Universal Marion Bldg.; W. Ashley at Main
76 Prudential South-Central Home Office

79 Seminole Bldg., 122 W. Forsyth St.
27 Shultz Bldg., 118 W. Adams St.
64 Title and Trust Bldg., 200 E. Forsyth St.
81 400 Building, Pearl & East Ashley Sts.
20 Gulf Life Complex

PUBLIC BUILDINGS AND MISCELLANEOUS

71 Armory, 851 Market St.
51 City Hall, 220 E. Bay St.
77 Duval County Court House, 330 E. Bay St.
77 Criminal Court, 330 E. Bay St.
47 Florida State Employment Service; 215 Market St.
39 Library, Adams and Ocean Sts.
88 Gator Bowl Association; American Heritage Bldg.; Room 803
80 Florida Gas Company; 29 E. Adams St.
32 Convention and Visitors Bureau, Hemming Park
19 Friendship Fountain, world's largest, and Downtown Marina
75 Baptist Memorial Hospital

RAILWAY CITY TICKET OFFICES AND TERMINAL
5 Atlantic Coast Line, 500 Water St.
21 Seaboard Air Line, 218 W. Forsyth St.
* Southern; 621 E. Bay St.
1 Union Terminal Station, Bay and Lee Sts.

RECREATION AND SERVICE CLUBS
23 Lutheran Service Center, 19 W. Forsyth St.
* Recreation Dept. (City of Jacksonville)
1245 E. Adams St.; Jacksonville Baseball Club
* Greater Jacksonville Fair, 1245 East Adams St.
54 Salvation Army, 21 East Church St.
17 Travelers' Aid Society, 237 W. Forsyth St.
42 USO, 318 N. Ocean
* Y.M.C.A., 221 Riverside Ave.
72 Y.W.C.A., 325 E. Duval St.
* Gator Bowl, 1350 East Duval St.
* Jacksonville Coliseum, 1145 E. Adams St.
55 Senior Center, 14 E. Church St.
90 Civic Auditorium, 300 Water St.

TELEGRAPH AND TELEPHONE OFFICES
41 Western Union Telegraph, 510 Hogan St.
82 Southern Bell Telephone & Telegraph, 401 W. Church St.

THEATRES (Downtown Only)
45 Center, 32 W. Adams St.
48 Empress, 18 E. Forsyth St.
61 Florida, 134 E. Forsyth St.
49 Imperial, 26 E. Forsyth St.