A date with Destiny---October 1, 1968

City of Jacksonville, Florida
The brief articles contained in this commemorative program are designed to provide Jacksonville citizens, visitors and friends with an overall view of the city, from its inception to the present day, showing the continuity between old and new. A COMPLETE LISTING AND DESCRIPTION OF ALL CONSOLIDATION DAY EVENTS APPEARS ON THE CENTER FOLD OF THIS PROGRAM.
Mayor's Message

My fellow citizens:

Today, Consolidation Day, October 1, 1968, we embark upon a great adventure in the building of a city of the future. We should all be proud and excited that it is going to be our city by the St. Johns that will, within the lifetime of many of us, become the shining example which all cities will want to emulate.

There is no iron-clad guarantee that we will succeed. There is no one to catch us if we fall except ourselves. But when men are not afraid to set their sights on stars; when men are ready and willing to pick up the gauntlet of challenge; when people have great faith in themselves and greater faith in God, then we must succeed.

I welcome you and your contribution in the building of our Bold New City of the South — Jacksonville.

[Signature]
We, the undersigned respectfully request the Duval County Delegation to the Florida Legislature to prepare an enabling act calling for the citizens of Duval County to vote on the consolidation of government within Duval to secure more efficient and effective government under one governmental body.

Signed January 19, 1965

[Signatures]

This page sponsored by: Charter's Jacksonville National Bank
Glidden-Durkee, Organic Chemicals Group
National Life Insurance Company of Florida / Thunderbird Motor Hotel
History of Consolidation

In 1917, when the city charter under which Jacksonville was to operate for the next half century was passed, the city's population was 88,000 while the county numbered only 19,000 people.

By 1960, city population had begun to drop and for the first time, the county population of 254,000 exceeded the city's. In 1963 and 1964, two annexation attempts failed in referendum and the city continued to decline.

In 1965 a move of utmost importance took place. The Duval Legislative Delegation created the Duval County Local Government Study Commission under an Act of the Florida Legislature. This 50-man commission was supported by $60,000 contributed equally by city, county and private citizens.

Two years later the Study Commission submitted its "Blue Print for Improvement" to the Committee and to the Duval Legislative Delegation and later, a proposed charter for a completely new consolidated city-county government. During the same year, 1967, the Legislative Delegation acting on the proposals made by the Study Commission and other interested citizens, amended the Charter and adopted it as a state law subject to voter referendum.

On August 8, 1967, this referendum took place with the result that Duval citizens voted overwhelmingly to restructure their government in a new single uniform government for what would now be the largest city, 827 square miles, in the free world. On October 1, 1968, this new form of consolidated government began to function officially.
Early History

On the banks of the “River of May” near present-day Arlington, the French Huguenot adventurer Laudonniere built Fort Caroline and made the first substantial attempt at settlement of Europeans in North America. Here the first Protestant white child was born—forty-two years before Jamestown.

The Indian name for the site of our city was “Wacca Palatka”—a place where cows crossed over. Later the British anglicized the name to “Cow Ford.”

By 1791, Florida was back in Spanish hands and our city-to-be was still a shallow place in the river. But in that year Robert Pritchard obtained a Royal grant from Governor Quesada and established a farm near the present site of the city. He lived there but a few years.

In 1816, Lewis Zachariah Hogans became the first permanent settler of Cow Ford. His house stood at the corner of present-day Forsyth and Hogan streets. Other settlers quickly followed him as the ford became an important stopping place on the route west. Juan Maistre (John Masters), and John Brady, William C. Dawson and Stephen Buckles built a store at present-day Market and Adams; Mrs. Sarah Waterman established an inn for travelers.

Isaiah D. Hart and his brother Daniel C. Hart arrived from the St. Mary’s section. In 1821, when Spain had ceded Florida to the United States, Isaiah Hart laid out the first streets of the city. The next year it was surveyed and renamed Jacksonville in honor of General Andrew Jackson whose efforts to free Florida from foreign domination had made him a hero to the men of our state.

This original Jacksonville was bounded by Catherine and Ocean streets, and by Duval Street and the river—less than a square mile, in contrast to 827 square miles today!

Duval County was created the same year and Jacksonville became the county seat.

Truly, each day we walk in our ancestors’ footsteps along familiar ways.
As the pale day dawned on the morning of May 4, 1901, the Confederate soldier, still firm atop his pedestal in Hemming Park, looked out over a scene of frightful desolation.

During lunch hour on the day before, a Friday, a small fire had broken out in the Cleveland Fibre Factory in the block bounded by Davis, Madison, Union and Beaver Streets. Workmen made the mistake that makes every fireman shudder. Seeking to contain the fire themselves, they waited too long before sending in the alarm. By the time the firemen got there a freshening southwesterly breeze was carrying sparks and burning debris on to the tinder-dry roofs of the surrounding neighborhoods.

When it was over, seven hundred acres—one hundred and forty-six blocks of schools, churches, homes, office and public buildings were gutted. For mile after mile only the blackened tree limbs stood sentinel above the rubble-strewn streets.

The Seminole Club, the magnificent Windsor Hotel, and the City Hall were gone. Almost every great church in the mid-city area was lost—St. John's Episcopal, First Baptist, First Christian Church, Mt. Zion A.M.E.—all of them but blackened stone and empty windows.

The City Armory had burned and the City Regiment mustered in the street outside the ruins. The beautiful Opera house, as well as the Conservatory of Music, was now but ashes. It was a night to remember.

But to be remembered too, were the courage and spirit with which Jacksonville's citizens rallied to rebuild their city and to aid the thousands of citizens who had lost not only the roofs over their heads, but everything they owned in the world.

It well may be that those dark days that followed the frightful fire of 1901 were Jacksonville's finest hour. For on the ashes of the old city Jaxons had built, within but a few years, a new Jacksonville—and many of those buildings are still standing today. The great fire of 1901 marked one of the significant turning points in our history.
The great St. Johns River, broadening out south of the city's bridges, gives us a backdrop of breath-taking beauty and is the natural feature from which our city draws its character. From first ferry crossing to great port, the river has shaped our destiny.

But we've sometimes had to struggle with it. One of the earliest of our citizens to help shape the river to our use was Dr. A. S. Baldwin, a young physician who came to Jacksonville from Connecticut in 1838. He saw that Jacksonville could develop as an important port if the sand bar, which blocked the mouth of the river, could be channeled.

He headed the drive that got work started in 1853 when only six to eight feet could be carried across the bar at low tide. In 1880 he was instrumental in bringing General Q. A. Gilmore of the Army Engineers to work on the jetties to clear the channel at St. Johns Bluff and New Berlin (Old Yellow Bluff). By that time seventeen feet could be carried across the bar and Jacksonville had become a flourishing shipbuilding as well as shipping center. (The bark American Eagle was Jacksonville's first keel laid—she slid down the ways in 1858.)

General Gilmore, incidently, was responsible for many of the street names in the Riverside area—Post and Fisk were on his staff and Lomax Street is named for General Lomax, ex-Confederate officer who was inspector of jetty work. Of course, General Gilmore didn't neglect to name one for himself while he was at it.

Dr. Baldwin would be right at home as a member of today's Jacksonville Port Authority—channel deepening is still a major project as we continue to improve our river. With the completion of the Cross-Florida Barge Canal, and continued expansion of our port facilities, Jacksonville, on the St. Johns, looks forward to becoming one of the world's most important shipping ports.
As might be expected, the great fire of 1901 marked a great point of change in the appearance of Jacksonville's skyline—practically all of downtown Jacksonville had to be built from the ground up.

But the era which preceded this, from about 1875 onward, marked the first distinguished architectural development in the city. The city became noted for its fine hotels and on Hemming Park the magnificent Windsor and St. James Hotels became the center of the city's life.

The Jaxons went to work with a will after the fire and in the early days of the century were pointing with pride at many a beautifully designed up-to-date building. They were proud of their Greek-influenced library at Ocean and Adams built in 1905, and of the new First Presbyterian Church just behind it, finished but one year after the fire had destroyed the original church. A new City Hall had been completed in 1903 at a cost of $74,000, as well as a new County Court House the year before. The Post Office Building with its great clock tower at Hogan and Adams had been built in 1895 and it, too, had survived—the only public building in the city to do so.

In the “suburbs”—as far away from the downtown as a man could drive a horse and buggy home for lunch—the great mansions of the well-to-do spread on the river bank and along the tree shaded streets of Springfield. Many-turreted, with their portes cochere and deep verandas, some of them are still standing, proud monuments to an age of elegance and leisure.

Today, within just a handful of years, we have watched the face of our city change again as great governmental and business structures rise on both sides of our river. One thing Jaxons can be sure of—no city in America today can claim a more architecturally distinguished facade than the riverfront area of Jacksonville.
If, in great-grandfather's day, Jacksonville had a famous son, it had to be General Francis Kirby-Smith, C.S.A., whose name appears at the base of the Confederate Memorial in Hemming Park. Born in the building that is now the Public Library in St. Augustine, he was a resident of Jacksonville until he entered West Point. He had a distinguished career and was the last Confederate general to lay his sword down in the War Between the States.

We have many modern Jacksonville heroes who have carried the name of their city to far places. There are authors such as Dr. Frank Slaughter, professional football players like Al Denson and Bob Hayes; our Olympic swimmers, Catie Ball, Don Schollander and Ken Walsh; people from the entertainment world like Jimmy Edmondson (Professor Backwards), Connie Haines, Dorothy Shay, Judy Canova and Pat Boone. On the professional golf tours, Dan Sikes carries the Jacksonville colors. Bill Terry—of the baseball Hall of Fame and Natalie Wood, famous actress, are others who call Jacksonville their home town.
Today
October One
Consolidation Day Events

8:00-9:00 A.M. PRAYER BREAKFAST
Location: Exhibition Hall — Civic Auditorium
HYMN — National Anthem (Band) Wm. M. Raines H. S. Band
INVOCATION — Most Reverend Paul F. Tanner, Bishop of St. Augustine
BREAKFAST — (Sing Out Jacksonville)
INTRODUCTIONS by Mr. Richard B. Schwalbe, Pres., Church Alliance
WELCOME BY MAYOR HANS G. TANZLER, JR.
PRAYER SERVICE
Old Testament Lesson — Rabbi Israel P. Kaplan, Rabbi Emeritus, Jewish Temple
New Testament Lesson — Rev. Dr. C. Earl Cooper, Pastor, Riverside Baptist Church
Prayers (Litany form) — Rt. Rev. E. C. Hatcher, Bishop A.M.E. Church
HYMN — America (Band) Wm. M. Raines H. S. Band

9:15-10:45 A.M. OFFICIAL CEREMONY AND STATE-OF-THE-CITY MESSAGE
Location: Civic Auditorium
INVOCATION (Bishop Hamilton West)
PRESENTATION OF COLORS U. S. Navy Color Guard, Jacksonville NAS
OATH OF OFFICE For Boards Appointed by City Council — Building & Zoning Adjustment Board — By: Judge Charles Luckie, Senior Circuit Judge
For Boards and Authorities Appointed by Mayor — By: Judge Marion W. Gooding, Presiding Circuit Judge

Authorities: Port & Airport
Public Housing
Electric
Expressway
Hospital

Boards: Health — Advisory
Child Service — Advisory
Recreation — Advisory
Library
INTRODUCTION OF GUESTS
Governor Claude R. Kirk, Jr.
Former Governors
Mayors
State Senators
State Representatives
Other Guests

MESSAGE BY Mayor Hans G. Tanzler, Jr.

11:00 - 1:00 P.M. GIANT STEP PARADE
Location: Downtown Area
Jacksonville's largest parade ever — a great show for the largest city in the free world! This gigantic two hour parade will form in the vicinity of the Seaboard Coastline Building and move North on Hogan, East on Forsyth, North on Laura, West on Ashley, South on Julia, past the Reviewing Stand located in front of the Post Office Building, West on Adams and South on Pearl to area of Civic Auditorium for disbanding. The parade will form at 10 A.M. and kick off at 11 A.M.

1:00 - 4:00 P.M. OPEN HOUSE — CONSOLIDATED CITY GOVERNMENT
Location: City Hall
Consolidated city employees will conduct tours and "personalize" consolidation. Visitors will be asked to sign a guest register which will later be placed in the time capsule. A continuous slide presentation describing the new consolidated government will be shown.

6:00 - 6:30 P.M. TIME CAPSULE
Location: City Hall
W. Ashley Verlander and his committee have asked officials and dignitaries to place various documents in the time capsule. A brief description of each document will be given. The time capsule will be opened October 1, 2000.

6:30 - 9:30 P.M. GIANT STEP BARBECUE
Location: City Parking Area in back of City Hall
This will be a festive, relaxing evening, good food and refreshments. Cost of the barbecue plate is $1.00 per person. (Includes baked beans, rolls, potato chips, beverage, cole slaw and barbecue.) Continuous entertainment will be provided by a western band, a symphonette, a dance orchestra and the very popular Sing Out Jacksonville Youth Group. Barbecue will be prepared and served by the Morocco Temple Shrine. The following parade awards will be presented at 8:00 P.M.: Mayor's Award, City Council Award and City Employees Award.

8:30 P.M. GIANT STEP FIREWORKS DISPLAY
Location: Banks of the St. Johns River (downtown area)
This blastoff extravaganza will delight the kids and will be one of the largest fireworks displays ever held in Jacksonville. You'll never forget the aerial grand finale!
Additional Consolidation Events

Historical Look Back on the Bold New City
October 1 - October 5
Location: Regency Square Shopping Center
The Jacksonville Historical Society will feature a Historical Look Back on the Bold New City. This will feature interesting photographs and historical displays depicting Jacksonville's history.

Airport Opening
October 6
Location: Jacksonville International Airport
On October 6, Jacksonville's new International Airport will open. This will mark a milestone for the Jacksonville area in transportation.

ARTS FESTIVAL XI
October 11 - 15
Location: Civic Auditorium
Arts Festival XI will emphasize the bold and new in art today.

THE MONTH OF RENAISSANCE
October 1 - 31*
Location: Jacksonville Art Museum
A photographic essay of Jacksonville featuring photographs by Charles Smith. Also exhibited will be special models of new landmarks in Jacksonville.
*October 3: Reception 8:00-10:00 P.M. (open to the public)

This page sponsored by: William E. Arnold Company / McCall Services, Incorporated
Our wonderful art museums (not all Jaxons appreciate how fortunate we are), our flourishing musical organizations and Little Theatres which afford so much pleasure to so many of us, all have their roots in an earlier day.

Probably one of the most influential of those early cultural organizations was the Friday Musicale—a group of women who not only enjoyed fine music but wished to share their pleasure with others. Among their projects was the Junior Symphony Orchestra which they brought into being and enthusiastically sponsored.

Jaxons have a distinguished stage record, too. Few of us realize it, but careful research seems to indicate that our Little Theatre, established before World War I and whose...
Today's Leaders

Few cities in the United States today can boast as wide and deep a commitment to the future of their city on the part of their leaders.

In a sense they are all leaders, for there are few business and professional men in our city who are not active in some way in the life of our community.

To attempt to name them all would be impossible, and to name but a few would be unfair.

The picture on this page is symbolic. It is symbolic of the fact that Jacksonville has closed ranks and is marching forward, united, toward the building of a new future and a new city. It is symbolic of the spirit that brought Consolidation into being, the united effort that will build a greater Jacksonville than ever before.
Our pioneers in merchandising were Cohen Brothers, founded in 1865 and the Kohn-Furchgott Company which opened at Main and Bay Streets in 1868. Between Reconstruction and the '90s, "visitors" were certainly one of our major industries, with good hotels dominating the economic life of the city.

Today, Jacksonville is a great industrial center, important in the manufacture of such diverse products as cigars, chemicals, paper products, fertilizer, coffee and ship building and repair.

Jacksonville's industrial progress is, again, a mark of the modern city in the new South. Nowhere is Jacksonville's ability to change, to recover, and to adapt better illustrated than in its industrial growth. When it is remembered that in 1901 the city was a smoking shambles that had to be rebuilt from the ground up, the record of industrial growth is indeed impressive.
Education

With a 10,000 student junior college system, with increased emphasis on Vocational Training, a new state university, and one of the finest small private universities, and many other private schools and institutions, within the next few years Jacksonville must certainly rate as one of the most remarkable "seats of learning" in the country.

It all started with a "male and female" school conducted by one Alexander Graham back in 1835. However, for the first half-century of Jacksonville's life, education was gained either through private tutoring or from the employer one was apprenticed to.

Not until 1875 did we have our first public school, the first incidentally, in the state of Florida. For a number of years, the old Duval High School stood on the corner of Liberty and Church Streets. In 1908 a new high school was built on Ocean Street between Beaver and Ashley. It was a day when few people went to high school—those who did went mostly for college preparation. Duval High's class of 1907, for instance, had twenty students—seven of whom were young men. In 1915 a $1,000,000 bond issue was floated and the modern era of the Duval County School System can be traced from that time. In 1927, Duval High School was replaced by three new high schools—Lee, Jackson and Landon.

In 1871 James Weldon Johnson was born here in Jacksonville. He was destined to become world known as a poet, author and educator. Under his administration Stanton Grammer School became a high school. The Rev. J. C. Waters, pastor of Mt. Zion A.M.E. church, and first principal of Stanton High School, founded the Edward Waters College for Negroes in 1895.

Today, Duval County encompasses the largest single school system in the United States with 133 schools.
Florida's first medical society—the Duval Medical Society—was formed here in 1853. Our first "city" hospital for the poor was established in 1873 by the Ladies Benevolent Society who called their hospital "St. Luke's," located in East Jacksonville.

St. Vincent's Hospital was organized in 1906 by five local physicians as "DeSoto Sanitarium." It was purchased by the Sisters of Charity in 1916 and given its present name.

Today, with the modern, growing Baptist Hospital on the Southside, Methodist Hospital and the new Memorial Hospital and expanding Duval Medical Center, Jacksonville is making significant progress in providing for the needs of its fast expanding population.

The First Methodist Church, oldest in the city, was organized in the 1820s and its first building purchased in 1846. St. John's Episcopal was organized in 1834. The first building, erected in 1842, was burned in 1863. Again, fire destroyed the next structure in 1901. The present Cathedral was built in 1906. First Baptist was established in 1838 and its first structure, too, was destroyed in '63 during the occupation by Union troops. First Presbyterian was formed in 1834 and the city's first Catholic Church, Immaculate Conception, was organized in 1857. Ahavath Chesed is one of the south's oldest Jewish congregations. It was organized in 1882 and this congregation, too, lost its synagogue in the Great Fire of 1901. Most of Jacksonville's "old" churches date their present buildings from after the 1901 period when many of them were destroyed in the great fire of that year.

Today Jacksonville has almost 400 churches encompassing practically every sect. Some of our newer churches are of great architectural note. One of the features of our ecumenical religious life is the Easter service held at the beach each year. Our Ministerial Alliance is a real and active force for good in the community.
Government Leaders

CITY COUNCIL

Top Row (L to R)
Jack Carter
Jake M. Godbold
Walter D. Dickinson
Sallye B. Mathis
Mayor Hans G. Tanzler, Jr.
John F. Lanahan
Mary L. Singleton
I. M. Sulzbacher
Homer H. Humphries, Jr.
Earl M. Johnson
W. E. Grissett, Jr.

Bottom Row (L to R)
Don MacLean
Wallace P. Covington
Johnny Sanders
Joe Carlucci
Oscar N. Taylor
J. Earl Huntley
K. L. (Bobby) Moore
Walter L. Williams

ELECTED OFFICIALS*

(L to R)
Dale Carson, Sheriff
Bob Mallard, Tax Assessor
Harry Nearing, Supervisor of Elections
H. S. Albury, Treasurer
Henry D. Rogers, Member of Civil Service Board
W. Edwin Cagle, Member of Civil Service Board
Joe Dekie, Chairman: Civil Service Board
Warren E. Thomas, Member Civil Service Board
Charles E. Simmons, Jr., Member Civil Service Board

*Not Shown:
John D. Strickland, Jr., Member Civil Service Board
John Nelson, Member Civil Service Board
John E. Santora, Jr., Group 1 Municipal Court Judge
Ambrose Olliff, Group 2 Municipal Court Judge

This page sponsored by: The Five Atlantic Banks In Jacksonville
Consolidated Government of Jacksonville
Distribution Center

Early photographs show the Jacksonville waterfront at the present municipal parking lot bristling with the masts of ships from the seven seas. From its earliest days Jacksonville was an important distribution center as ocean going and river freighters carried Florida products to the outside world and received European and New England manufactured goods in return.

As the great Florida boom developed and as railroads and highways brought great two day delivery, Jacksonville’s importance as a distribution center continued to grow. Today, over 2 billion dollars worth of products are distributed by wholesalers from Jacksonville—motor vehicles and parts being the largest category.

We have a modern storage warehouse capacity of over 2 million square feet, cold storage facilities of 3 million cubic feet, and more than one million cubic feet of cooler space.

As a warehousing point Jacksonville is at the hub of a radius that reaches a market of millions. We are, and for many years have been, a retailing center of major importance, serving a wide marketing area—the “Florida Crown.”

The growing capability of our port to handle and store ever increasing tonnage assures us that Jacksonville will continue to hold an important place in the country’s distribution network.
In the 1880's Jacksonville was served by two railways and shipping systems. The Florida Railway and Navigation Company operated the Keyline, opened in 1884 from Fernandina to Cedar Key, Withlacoochee River, etc. The branch to Jacksonville was known as the Fernandina and Jacksonville Railroad. Built in 1882, it reached Jacksonville via Hart's Road Junction, 22 miles away. The trains ran directly into the city, depositing their passengers on Bay Street. Ticket offices and waiting rooms were at the foot of Julia Street.

Other roads were the Jacksonville, Tampa, and Key West Railway known as the Gem City Route. It had a train carrying passengers to Palatka, daily.

River transportation was most important in those days and was dominated by the De Bary-Baya Merchant's Line with a fleet of 13 "elegant" steamers running from Jacksonville to all points on the St. Johns River.

Today a magnificent new $27,000,000 International Airport serves Jacksonville and close to three-quarters of a million passengers each year. The city is a focal-point for six railroad systems with 66 passenger train arrivals daily and more in the winter season.

With "Piggyback" becoming an ever-increasing mode of transportation, Jacksonville, because of its strategic location, is developing into the "break-bulk" center of these operations.
Jacksonville was a good football town even back in the rubber nose-guard days. There was a city team which carried on a hot rivalry with teams from Savannah and Waycross, and such military organizations as the Metropolitan Grays and the City Guard turned out teams each year.

But Jacksonville's modern era of football fame must rest on our famous Gator Bowl, a fixture in the national sports picture since 1945 when somewhat more than 7,000 fans watched Wake Forest beat South Carolina 26 to 14.

Since that day the game has grown in interest and excitement with every passing year. The old stadium itself has seen many changes, too. Designed originally in 1926 for high school games, it held a little more than 7,000 spectators. Three years later bleachers were added and the capacity increased to 14,000.

Today's Gator Bowl, with the latest major changes, can now seat about 70,000 people. The entire sports complex represents an investment of 20 million dollars.

Under the year-round leadership of the dedicated members of the Gator Bowl Association, “Gator Bowl Week” with its intercollegiate basketball tournament, golf tournament and sailing regatta and other sports events, has become a fixture in Jacksonville’s life that all of us look forward to.
Jacksonville was a lively sports town in great-grandfather's day though the idea of a football game attracting 70,000 or more rabid fans would have astounded everyone. The Brooklyn Dodgers had selected the city for a training site, while the Jacksonville "Scouts"—later the "Jays"—of the South Atlantic League were alternately occupying the cellar or threatening to win the championship while replacing managers on a regular yearly basis. To Jaxons, this is not an unfamiliar pattern.

By the first decade of the century, football had caught on and there were several teams in town—the Metropolitan Grays, and City Regiment had a good team as did Riverside and the East End Football Clubs, who were great rivals. Out at the Jacksonville driving park, trotters and pacers raced every weekend as the "fancy" exhibited their new equippage.

In 1921, Jacksonville produced what was undoubtedly the finest high school football team in the nation. Old Duval High went through an undefeated season led by a 130 pound quarterback named Merritt. To prove their worth, they challenged the mighty forces of Steele High of Dayton, Ohio, who among other teams, had knocked off the great Massillon, Ohio team 69 to 0.

Duval won 21 to 0 and was generally regarded as the best in America—a feat which the kids of Wolfson, Lee, Forrest, Fletcher, et cetera might think about.

Today, no Jaxon need be without a spectator or participation sport. We enjoy most of the outdoor ones—fishing, golfing, etc., all year long. Our Gator Bowl sports complex where football, baseball, hockey and wrestling flourish is unique, and within our city limits we have no less than nine beautifully designed golf courses.
What most of us would regard today as the "inner city" was, in Great-grandfather's day, the suburbs. La Villa, Springfield, Brooklyn, and Riverside provided tree-shaded streets and comfortable homes for many of Jacksonville's residents. At their doorsteps they had the great St. Johns River with all its opportunities for boating and fishing. In those days, until the building of the Jacksonville and Atlantic Railroad in 1884, the Atlantic Ocean's beach was too far away and too difficult to get to for most people.

But with the completion of the first bridge the "Jacksonville-St. Johns River Bridge," now the Acosta, in 1921—and the construction of new highways on the east side of the river, (San Jose Boulevard was finished in 1924), a whole new era for living and recreation was opened up. Here, in the new suburbs, can today be found many of the homes which are so characteristic of Florida living. The newer ones are mostly single story, and with "Florida room," carport and—in a surprising number of cases—swimming pools.

Great-grandfather, whose home was tree-shaded, balconied, and surrounded by wide verandas, would be amazed at today's homes. But then he didn't have the air conditioning that has changed so much of our southern way of living!
Getting to the beach was an undertaking of major proportions for Jaxons until 1884 when the Jacksonville and Atlantic Railroad was built to Pablo Beach, originally known as “Ruby Beach.” Several notable hotels were erected at Pablo, Atlantic and Neptune beaches catering mostly to northern visitors. One of the finest was the Continental Hotel at Atlantic Beach which opened on June 1, 1901 and was destroyed by fire in 1919. It stood just adjacent to the site of the present Atlantic Beach Hotel.

By 1910, the automobile and the new Atlantic Boulevard had ushered in the “modern” era of the beaches, and the number of visitors and year-round residents went up dramatically. In 1925, Atlantic Beach was incorporated and six years later Neptune Beach became a town. The Ponte Vedra Golf Course had been built in 1928 and by 1934 the development of that section was well under way. Pablo Beach had an amusement park right on the beach which featured a bone-rattling roller coaster. Pablo was incorporated as Jacksonville Beach in 1925 and there are still plenty of Jaxons around who remember the amusement park and the bathhouses.

Today the wonderful swimming, fishing, golfing and surfing offered by “the beaches” are but a few minutes away by car for every resident of Jacksonville or the family who wishes to enjoy it. Few cities in America can boast a playground like ours at their front door!
Insurance

Within a few years after the great fire of 1901, Jacksonville had already begun to show signs of becoming the great insurance center of the Southeast. By 1905, interestingly enough, a number of fire insurance companies had established themselves here, possibly on the theory that, after its recent experience, Jacksonville had to be one of the most fire protection conscious cities in the country. All told, there were 23 fire insurance companies listing offices in the city.

We had 34 insurance agents serving this city and county, and 9 big life insurance companies had offices here.

In 1901 Abraham Lincoln Lewis and six other members of his race had formed the Afro-American Insurance Company, Jacksonville's first major business enterprise founded and managed by Negroes. Peninsular Insurance Company was also founded that same year.

Thus, from the beginning to the modern era, Jacksonville demonstrated that it was an "insurance city" and forecast the day when fourteen insurance companies would maintain their home offices here. And thirteen others moved their regional offices to Jacksonville. These companies alone employ more than nine thousand people and have total insurance in force of better than 32 billion dollars. Our largest Jacksonville-based insurance companies are Gulf Life, Independent Group, American Heritage Life and Peninsular Group. They account for almost $6 billion of insurance in force.
The first bank to be established in Jacksonville, indeed the first one in east Florida, was the House of Ambler, Marvin and Stockton, popularly known as Ambler's Bank. It was established in 1870 by D. G. Ambler and by 1880 occupied a new building at 16 East Bay Street.

The First National Bank of Florida was established on June 27, 1874 by John Clark, Damon Greenleaf, W. A. McLean, and others. Colonel T. W. C. Moore was its first president. The bank occupied its own building at the northeast corner of Bay and Ocean Streets. At the time (1890) it was the only national bank in east Florida.

In 1877 W. B. Barnett, a banker from Hiawatha, Kansas, came to town and opened the Bank of Jacksonville in the former offices of the Freedman's Bank, later moving to Pine and Forsyth streets. From 1888 to 1908 it was known as the National Bank of Jacksonville. In 1925 the Barnett Building was erected.

The Atlantic National Bank, established in 1903, was the first national bank in the state to found a savings department.

The Florida National Bank occupied its white marble building at Laura & Forsyth in 1906. It had been organized by S. B. Hubbard, well known hardware dealer, as the Southern Savings & Trust Company.

We are, today, one of the major banking centers of the Southeast. In addition to a branch of the Federal Reserve Bank, we have twenty-six banks serving the community with total assets of $1,181,790,000.
Communications

Probably our first newspaper was the Courier, a weekly started in 1835. It lasted only four years.

Our present Times-Union can be traced back to the Florida-Union, first published in 1864 by John K. Stickney. H.B. McCallum sold the daily Florida-Union in 1883 to Jones, Barnum and Company, owners of the Florida Daily Times. In 1888, the paper was sold to the Florida Publishing Company.

The Jacksonville Journal traces its ancestry to a four page paper called the Florida Metropolis of 1887. The Perry interests acquired the paper in 1922 and changed its name to the Jacksonville Journal. Today these two newspapers, now together under the banner of the Florida Publishing Company, still serve the city. In addition, we have 13 radio stations, three commercial television stations and a National Education Television station, Channel 7, to bring news and entertainment to the citizens of Jacksonville.

Our first post office was established as early as March 24, 1824. Mail was carried by horseback and later on by stage to St. Mary's River, St. Augustine and Tallahassee.

By 1859 we had a telegraph which ran to Baldwin and thence North. Jacksonville today is regional headquarters for Western Union offering complete telegraph, Telex and private wire services.

In 1897 long distance service to Savannah was inaugurated. Today Jacksonville is the headquarters for the gigantic network of communication services offered by Southern Bell Telephone and Telegraph Company throughout the Southeast. There are more than 262,500 phones in the area, and Jacksonville is the site of one of the micro-wave relay stations for overseas calls. The company gives employment to more than three thousand people.
The Military

Since the log fort was built during the Seminole War on the high ground at what is now the corner of Ocean and Monroe Streets, Jacksonville has always had a military flavor.

It was an important shipping point during the Mexican War, and Union Forces occupied this city on four different occasions during the Civil War. During one of these occupations, in 1863, the city had its first bad fire.

During the Spanish-American War there was a big encampment of the Seventh Division between Ionia Street, the Fernandina Railroad, and Third and Eighth Streets. The Commanding General of Camp Cuba Libra was none other than stout, bearded Fitzhugh Lee, son of the revered Confederate Commander of the Army of Northern Virginia, Robert E. Lee.

During World War I, Camp Joseph E. Johnston was established on Black Point. During World War II, this installation was converted to the Naval Air Station and commissioned in October of 1940.

Today with the Naval Air Station at Jacksonville, Mayport Station and Cecil Field Master Jet Base, Jacksonville continues to be an important link in our Country's defense chain. Military people and military payrolls play an important part in the economy of our city. One out of every seven dollars spent here comes from a military source. Jacksonville's "military" population numbers 32,084. On retirement many of these military personnel choose to stay with us. As a result, our community benefits from the great contribution these fine, experienced and skilled people have to make to us.
The Future

A generation, two generations from now, Jaxons will look back on this day, October 1, 1968, and remember it as one of the great turning points in their history.

What we have now in consolidation is the means by which we may control and shape our future, the device by which we can make our city into one of the great communities of the world.

Let history record that men who, in 1968, began to reshape the destiny of Jacksonville, realized the exciting potential of the 827 square miles of land, their great river and its hardly touched potential as a port.

In this fast changing world, they see a city emerging in north Florida which will be a showplace of western civilization. A great city whose beauty and productiveness bear the witness that modern man is not helpless before the march of change, but that he holds in his own two hands the ability to build and shape as he would desire.
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BIRTH OF THE BOLD NEW CITY...

JACKSONVILLE, FLORIDA

OCTOBER 1, 1968

MAYOR'S PRAYER BREAKFAST

SPONSORED BY

THE CHURCH ALLIANCE OF GREATER
JACKSONVILLE
CIVIC AUDITORIUM
8:00 A.M.
MAYOR'S PRAYER BREAKFAST
SPONSORED BY
THE CHURCH ALLIANCE OF GREATER JACKSONVILLE

HYMN  National Anthem
      William M. Raines
      Senior High School Band

INVOCATION
      The Most Reverend Paul F. Tanner, DD
      Bishop of Saint Augustine

BREAKFAST  Choral Music by
      Sing Out Jacksonville

INTRODUCTIONS
      Mr. Richard B. Schwalbe, President
      Church Alliance of Greater Jacksonville

MAYOR'S WELCOME
      The Honorable Hans G. Tanzler, Jr.
      Mayor

PRAYER SERVICE
      Old Testament Lesson
      Psalm 118
      Israel L. Kaplan
      Rabbi Emeritus, Jewish Temple

      New Testament Lesson
      Revelation 21:1-5a
      The Reverend Doctor C. Earl Cooper
      Pastor, Riverside Baptist Church

      Prayer of Intercession
      The Right Reverend E. C. Hatcher
      Bishop, African Methodist Episcopal Church

BENEDICTION
      The Right Reverend Hamilton West, D.D.
      Bishop of Florida

HYMN  God of Our Fathers
      William M. Raines
      Senior High School Band
MAYOR'S PRAYER BREAKFAST
SPONSORED BY
CHURCH ALLIANCE OF GREATER JACKSONVILLE

National Anthem
William M. Raines
Senior High School Band

WELCOME
The Honorable Hans G. Tanzler, Jr.
Mayor

SERVICE
Testament Lesson
Psalm 118
Israel L. Kaplan
Rabbi Emeritus, Jewish Temple

Testament Lesson
Revelation 21:1-5a
The Reverend Doctor C. Earl Cooper
Pastor, Riverside Baptist Church

Prayer of Intercession
The Right Reverend E. C. Hatcher
Bishop, African Methodist Episcopal Church

BREAKFAST
Choral Music by
Sing Out Jacksonville

CONCESSIONS
Mr. Richard B. Schwalbe, President
Church Alliance of Greater Jacksonville

God of Our Fathers
William M. Raines
Senior High School Band

PRAYER OF INTERCESSION

Leader: IN PEACE, let us pray to the Lord:
For the peace from above for the salvation of mankind; that truth,
righteousness, equality, justice, and freedom may prevail among all
peoples and nations.
People: Hear us, good Lord.

Leader: For the well-being of all men in every place, and especially for the
citizens of this Bold New City of Jacksonville, that thou wilt
confirm us in the truth of thy holy word, and grant us the power
to live in unity, love, and brotherhood.
People: Hear us, good Lord.

Leader: For all spiritual leaders and especially those who serve in this com-
community: that both by their life and teaching, they may set forth
thy true and life-giving word, and have strength and courage to ful-
fill thy holy will,
People: Hear us, good Lord.

Leader: For all who bear authority in this and every land; for Lyndon John-
son, the President of these United States; for Claude Kirk, the Gov-
ernor of the State of Florida, and especially for Hans Tanzler, the
Mayor of the City of Jacksonville, and for his executive and adminis-
trative officers, that in thy holy fear they may govern the people
in wisdom, justice, and peace.
People: Hear us, good Lord.

Leader: For all who forge the policies and draft the laws by which men
live, and especially for the City Council and Policy Making Boards
of Jacksonville; that they may ordain for our governance only such
things as please thee, whose statutes are good and gracious and whose
law is truth.
People: Hear us, good Lord.

Leader: For all who labor to bring about equality; opportunity, and improve-
ment in commerce and industry, in education, in housing, and in
family life and personal dignity; that they may be worthy of their
calling to serve thee and their fellow men,
People: Hear us, good Lord.

Leader: For all who farm the fields and tend the woods; for all who gather
the harvest of the earth and of the sea, that mankind may be de-
livered from hunger and poverty by our faithful use of thy creative
bounty,
People: Hear us, good Lord.

Leader: For all thy people, and especially those of us gathered here this day
to ask thy blessing upon the Bold New City of Jacksonville, that
with faith, reverence, and godly fear, we may serve thee with a glad
mind and ready will, all the days of our life.
People: Hear us, good Lord.

Leader: O Praise the Lord, all ye nations: praise him all ye people.
People: For His merciful kindness is great toward us; and the truth of the
Lord endureth forever. PRAISE YE THE LORD.
THE NATIONAL ANTHEM  
J. S. Smith, 1771

Oh, say can you see by the dawn's early light
What so proudly we hailed at the twilight's last gleaming?

Whose broad strips and bright stars, thru the perilous fight,
O'er the ramparts we watched were so gallantly streaming?

And the rockets red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there.

Oh, say does that star-spangled banner yet wave
O'er the land of the free and the home of the brave?

Oh! thus be it ever, when freemen shall stand
Between their loved homes and the war's desolation!

Blest with victory and peace, may the heav'n rescued land
Praise the Power that hath made and preserved us a nation.

Then conquer we must, when our cause is just,
And this be our motto: "In God is our trust."

And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave!

F. S. Key, 1814

NATIONAL HYMN  
G. W. Warren, 1892

God of our fathers, whose mighty hand
Leads forth in beauty all the starry band
Of shining worlds in splendor through the skies,
Our grateful songs before thy throne arise.

Thy love divine hath led us in the past,
In this free land by thee our lot is cast;
Be thou our ruler, guardian, guide, and stay,

Thy word our law, thy paths our chosen way.
From war's alarms, from deadly pestilence,
Be thy strong arm our ever sure defence;
Thy true religion in our hearts increase,
Thy bounteous goodness nourish us in peace.

Refresh thy people on their toilsome way,
Lead us from night to never-ending day:
Fill all our lives with love and grace divine,
And glory, laud, and praise be ever thine. Amen.

D. C. Roberts, 1876