

THOMAS C. IMESON
COMMISSIONER
IN CHARGE

JOHN T. HOPKINS, III
MANAGER AND CHIEF ENGINEER

JACKSONVILLE is located on the St. Johns River, which empties into the Atlantic Ocean with a channel of 30 feet at the bar and is navigable for 200 miles into the heart of Florida.

Jacksonville is served by 5 trunk line railroads; 144 passenger trains from all parts of the country entering and leaving daily. Its steamship service extends to the ports of the world.

Jacksonville owns and operates its municipal docks. Has over 400 manufacturing plants with an annual production output of \$100,000,000.

Jacksonville is a terminus for the Dixie Highway, the Atlantic Coastal Highway and the National Highway. It is the hub of Florida's good roads system.

Jacksonville has the finest driving and bathing beach in the world. It is 30 miles long and 600 feet wide at low tide. It is as smooth as velvet and hard as concrete. A 32-foot concrete boulevard, electrically lighted joins Jacksonville and its beach.

Jacksonville has a rich back country which is especially attractive to specialized agriculturists.

Jacksonville has many public-owned utilities. Its municipal electric plant, in addition to furnishing cheaper power and domestic rates than any plant in the United States, earns a net profit of over \$500,000 annually which goes toward the reduction of taxes.

Jacksonville has a cosmopolitan population, with every state in the Union well represented. Here they share a common happiness. It is AMERICA'S ideal city.

CITY COUNCIL

JAMES C. MERRILL, PRESIDENT
GEORGE G. ROBINSON, VICE-PRESIDENT
WALTER F. ROGERS, CHAIRMAN
ADVERTISING COMMITTEE



COMMISSIONERS

FRED M. VALZ, CHAIRMAN
P. M. ULSCH
ERNEST E. ANDERS
ST. ELMO W. ACOSTA
THOS. C. IMESON

Municipal Radio Broadcasting Station

WAVE LENGTH 333.1 METERS, 900 KILOCYCLES—POWER 1000 WATTS

Jacksonville, Florida

December 16, 1935

Dear Radio Friend:

We appreciate very much your report and comment on the Tenth Anniversary celebration of WJAX Thanksgiving night, and under separate cover we are sending you a miniature bottle of Orange Blossom perfume, manufactured in Jacksonville, which we trust will be a constant reminder of "The Land of Sunshine."

Again thanking you for your interest in this radio station, and hoping you will have the opportunity of visiting Jacksonville and WJAX in the near future, we are

Very truly yours,

RADIO BROADCASTING STATION WJAX,

Thos. C. Imeson
Thos. C. Imeson,
Commissioner in Charge.