

playground

chamber of commerce

P. O. Box 56

Fort Walton Beach, Florida

Phone CHerry 3-3723



- world's whitest sand beaches
- home of the Gulfarium
- swimming and boating
- fishing and hunting
- golfing and dog racing

THANKS FOR YOUR RESPONSE:

YES, THANKS FOR YOUR REPLY TO THE TEST PROGRAM PRESENTED BY RADIO STATION WFTW, FORT WALTON BEACH, FLORIDA, MARCH 19TH.

WE, HERE AT THE PLAYGROUND CHAMBER OF COMMERCE ARE PROUD OF OUR STATION AND ARE GRATEFUL TO YOU FOR YOUR RESPONSE. WE HOPE YOU WILL TAKE THIS OPPORTUNITY TO READ OVER THE MATERIAL ABOUT THE PLAYGROUND AREA AND WILL DECIDE TO PAY US A VISIT IN THE NEAR FUTURE.

IF THERE ARE ANY QUESTIONS YOU WOULD LIKE ANSWERED, PLEASE FEEL FREE TO CALL ON US.

THIS NORTHWEST SECTION OF FLORIDA HAS BEEN DUBBED "THE MIRACLE STRIP" BECAUSE OF ITS WHITEST SAND BEACHES IN THE WORLD, AND ITS OTHER WONDERS OF NATURE.

AGAIN, THANKS, FOR YOUR RESPONSE AND FOR THE KIND THINGS YOU SAID ABOUT THE PROGRAM AND THE REMARKS THEY MADE.

VERY TRULY YOURS,

Jerry Melvin
JERRY MELVIN
MANAGER

JM/AB



Florida's "Miracle Strip" on the northwest gulf coast • • •

MARY ESTHER • FORT WALTON BEACH • CINCO BAYOU • OCEAN CITY • NICEVILLE • VALPARAISO
EGLIN AIR FORCE BASE • SHALIMAR • DESTIN • THE BEACHES • SANTA ROSA BEACH • SEAGROVE BEACH