

W J A X

WONDERFUL JACKSONVILLE

Municipal Radio Broadcasting Station

Wave Length 336.9. Kilocycles 1000

Jacksonville, Florida

Mr. David F. Thomas,

Proctorville, Ohio

DEAR WJAX FRIEND:

We acknowledge with grateful appreciation your report and comment on the nightly program of our broadcasting station. We would be pleased to have you inform us what particular feature of our program appealed to you most.

When you are in Jacksonville, we would be very glad to have you as our guest at the studio and see in detail the operation of the plant.

Thanking you for your interest and co-operation, we are,

Sincerely yours,

RADIO BROADCASTING STATION WJAX

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

JACKSONVILLE is headquarters for Florida and the Southeast.

Jacksonville is located on the St. Johns River, emptying into the Atlantic Ocean and navigable for 200 miles into the heart of Florida.

Its steamship service extends to the ports of the world.

Jacksonville is served by 5 trunk line railroads. 144 passenger trains from all parts of the country enter and leave daily.

Jacksonville 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 an ideal climate, winter and summer, the average temperature for the past 40 years being 69 degrees. It has 365 recreational and industrial days in every year.

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, the longest electric white way in the world, joins Jacksonville and its beach.

Jacksonville is the largest lumber market from Maine to Texas.

It is one of the largest naval stores ports in the world.

Jacksonville is a city of beautiful homes, colorful parks and supervised playgrounds, a city where myriad flowers bloom the year 'round.

Jacksonville's schools and churches are second to none in the South. It is a city that places the proper emphasis upon the finer things of life.

The largest automobile manufacturers in the world chose Jacksonville for their Southeastern distribution headquarters. Other distributors are following in their steps.

Jacksonville's building permits in 1925 were 100 per cent greater than in 1924.

In the first nine months of 1925 Jacksonville's bank clearings passed the billion mark. Considering the fact the city's population is slightly less than 150,000, this is a national banking record.

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

Duval county, of which Jacksonville is the county seat, has a complete system of hard-surfaced highways.

Golf, tennis and baseball are year round sports in Jacksonville.

With the exception of Glasgow, Scotland, Jacksonville has more public-owned utilities than any city in the world. Its 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's postal receipts passed the million mark in 1925.

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.

If you are further interested in Jacksonville, write to

Jacksonville Chamber of Commerce or City Council Advertising Committee

Jacksonville, Florida.