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GUIDE of
JACKSONVILLE,
FLA.



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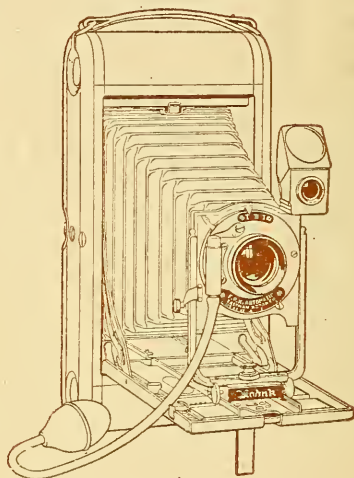
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SEE ARTICLE ON THE

Beautiful St. Johns River

M. C. W. Jordan 2-5-11

EXECUTIVE DEPARTMENT
City of Jacksonville, Florida
WM. S. JORDAN, MAYOR.

October 5th., 1910.

A hearty welcome and
the best consideration of our merchants
and manufacturers is extended to all who
may visit our City.


MAYOR.

TABLE OF CONTENTS.

	Page.
Announcement -----	3
Amusements -----	4
Automobile Rates -----	4
Auto and Taxi-Cab License -----	4
Baggage Rates -----	4
Bands -----	4
Banke -----	4
Beautiful St. Johns River, The -----	6
Board of Education -----	6
Board of Health -----	6
Board of Trade -----	6
Board of Trade Bldg. -----	36
Cab and Carriage Rates -----	8
Cemetries -----	8
Churches -----	8 to 14
City Gov't -----	14
Clearing House -----	16
Climate -----	16
Clubs -----	16
Drives -----	18
Distances. From Jacksonville to East Coast Resorts and Leading Cities of the U. S.	18-24

Educational Advantages	24
Express Offices	28
Federal Officers	28
Financial	28
Fire Departments	28

FIRMS AND BUSINESS HOUSES 28 to 31

Florida	32
Foreign Consulates	32
Halls	32
Health	32

HOTELS AND BOARDING HOUSES... 34

Hospitals	34
Labor Unions	36
Libraries	36
Lost Articles on Cars.....	38
Mail (Information).....	41
Newspapers	38
Office Bldgs	43
Points of Interest.....	41
Parks	38
Police Department (City Gov't).....	14
Postoffice (Information).....	41 to 43
Population	43
Public Buildings	43
Public Buildings	43
Public Schools	44
Railroad (Information)	44
Rapid Transit (Street Cars).....	44
Side Trips	44 to 45
Secret Societies	45 to 46
Street Cars (Rapid Transit).....	44
Taxi-Cabs Rates	46
Telephone	46
Telegraph	46
Theatres	46 to 47
Weather Bureau	47
Wharves (Principal)	47
Wireless Offices	47
Y. M. C. A.....	47

ANNOUNCEMENT.



THE Tourist's guide of Jacksonville, Florida, is compiled, not only for the tourist or visitor but for our residents, and could be correctly called a "miniature" city directory. The contents of this booklet are arranged alphabetically, making it convenient to look up any subject. All features which have created such a demand for publications of similar nature in the past, have been improved upon, which the publishers feel sure will add still further to its usefulness and popularity.

To the many patrons (See Classified List of Reliable Business Houses) who have made possible the publication of a better book, the publishers take this opportunity in extending their sincere thanks and appreciation.

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AMUSEMENTS.

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AUTOMOBILE RATES.

Automobiles, \$3.00 per hour.

(See Taxi-Cab rate.)

Sight-seeing cars pass all points of interest throughout the city—fare \$1.00.

Automobile and Taxicab License.

Each automobile or taxicab used for private purposes, seating two people, must pay \$2.00 annual license—one dollar for each additional person—private cars seating more than four persons, \$5.00.

Automobiles or taxicabs used for transportation of passengers for hire from \$15.00 to \$50.00 (according to size.)

Sight-seeing (automobile) cars from \$125.00 to \$250.00. (according to size.)

BAGGAGE RATE.

Trunks transferred or hauled two miles, 25 cents each. Over two miles 50 cents. For one person within two miles, day rate 25 cents, after midnight to 5:00 a. m. 50 cents. Child under six, accompanied by adult, free. Hand baggage not exceeding 50 pounds carried free. over 50 pounds 15 cents per parcel.

BARBERS.

See Classified List.

BANDS.

First Regiment Band—Duval County Armory.

Grunthal's Band—201 W. Bay.

BANKS.

Atlantic National Bank of Jacksonville—121 W. Forsyth.

BARNETT NATIONAL BANK OF JACKSONVILLE—Forsyth and Laura.

Citizens Bank of Jacksonville, The—8 Bridge.

Florida National Bank of Jacksonville—Laura and Forsyth.

Florida Trust Co., Seminole Hotel.

Fourth National Bank, The—Bay and Main

Guaranty Trust & Savings Bank, The—Ocean and Bay.

Auto Tires & Repairs

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State Bank of Florida, The—Bay and Main.
Woodman Banking Co.—512 W. Adams.

BEAUTIFUL ST. JOHNS RIVER, THE

The beauties of the picturesque St. Johns River have been extolled by poets, writers and artists since the days of Ponce de Leon and yet the half has not been told. The poets have in their dreamy imaginative way sung its praises, the writers have exhausted their descriptive powers in vain endeavor to depict to their readers the glories of this beautiful stream, and the artists have added by means of all the colors at their command pictures, which to the uninitiated seems like scenes in some fairy land, but with all these no description can do full justice to the wealth and variety of tropical scenery found on this river. The publishers suggest that before making this trip you should call on A. F. Gibson, twenty-two and twenty-four West Forsyth street, and secure a Kodak which will be loaned at almost unnoticeable figures and the films may be developed and pictures printed immediately upon your return—"Let the Kodak tell the story." (See Clyde St. Johns River Line.)

BOARD OF EDUCATION.

James Q. Palmer, Supt. of Instruction, 415 Masonic Temple.

BOARD OF HEALTH.

Office 515 Dyal-Upchurch Building.

BOARD OF TRADE THE POWER HOUSE OF JACKSONVILLE.

Owens its own building and property on the corner of Main and Adams streets, valued at \$155,000.00, with handsome library auditorium, committee rooms, library of directories of principal cities of the country, telephones, etc.

Has one thousand members.

Has thirty-two live committees on all matters of civic and commercial development.

Sends delegations to national conventions in interest of public good.

Conducts a continual publicity campaign for the upbuilding of Jacksonville, Duval County and Florida.

Officers—F. P. Conroy, President; W. M. Toomer, First Vice-President; Geo. L. Drew, Second Vice-President; H. H. Richardson, Secretary and Treasurer; Robt. E. Law, Asst. Secretary.

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Governors—W. H. Baker, J. H. McLaurin, H. B. Race, M. D. Johnson, C. P. Lovell, Cecil Willcox.

BILLIARDS AND POOL

See Classified List.

CAB AND CARRIAGE RATES.

To be charged for conveyance of Passengers and parcel baggage within the corporate limits of the City of Jacksonville. The ordinance fixing these rates construes the word "Hack" to include any vehicle used for the conveyance of persons for hire.

One adult person between the hours of 5:00 a. m. and midnight, for a distance not exceeding two miles, 25 cents; beyond two miles, 50 cents.

Between the hours of midnight and 5:00 a. m. one adult, for a distance not exceeding two miles, 50 cents nor more than 75 cents beyond two miles, provided conveyance is continuous from one point to another.

No charge for a child five years or under, when accompanied by an adult. Children over five years and under twelve years, when accompanied by a person paying full fare, shall be charged half the rate for adult passengers.

When hired by the hour, the charge not to exceed \$1.00 per hour between the hours 5:00 a. m. and midnight, and not exceeding \$1.50 between midnight and 5:00 a. m.

Each passenger is allowed to carry free, one package not exceeding fifty pounds in weight, but for each additional package 15 cents may be charged.

CEMETERIES.

B'Nai Israel Cemetery—Rock R'd, North City Cemetery—Union and Washington.

Evergreen Cemetery—Rock R'd, 1 mile N. of city limits. Office, 18 W. Bay.

Memorial Cemetery—Four Miles N. W. of city limits. Office Doty Bldg.

Mt. Olive Cemetery—N. Main.

St. Mary's Cemetery—N. of city on Rock Road.

Woodlawn Cemetery—Rock R'd, N. of city.

CHURCHES—See illustrations.

ADVENTIST.

Second Advent Christian Church—Clay and Duval.

The Flower Shop

20 LAURA STREET

The "QUALITY" Flower Store

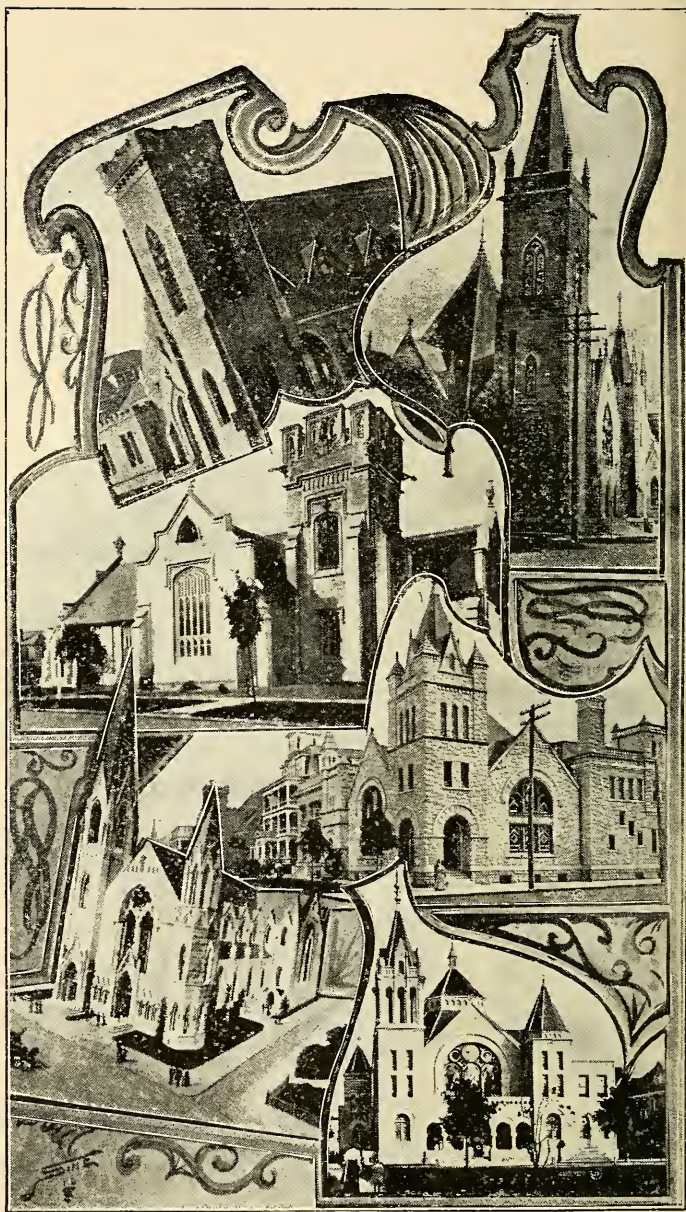
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Address All Communications to Home Office

CHURCHES

BAPTIST

First Baptist Church—Hogan and Church.
Grace Baptist Church—Duval and Van-Buren.

Main St. Baptist Church—Eighth and Main.
Phoenix Baptist Church—Cummer and Whitaker.

Riverside Baptist Church—Margaret and Park.

Union Baptist Church—Grant and Morgan.
West Jacksonville Baptist Church—Highway Ave.

Woodlawn Baptist Church—Woodlawn, nr. Highway.

CATHOLIC.

Church of the Immaculate Conception—Ocean and Duval.

CHRISTIAN.

Edgewood Christian Church—Highway and Edgewood.

First Christian Church—Hogan and Monroe.

Main St. Christian Church—Tenth and Main.

CHRISTIAN SCIENCE.

First Church of Christ, Scientist—Union and Laura.

CONGREGATIONAL.

Union Congregational Church—Cor. Church and Hogan.

EPISCOPAL.

All Saints Church—Catherine and Hendricks.

Church of the Good Shepherd—Gilmore and Oak.

St. Andrews Church—Duval and Florida Ave.

St. Johns Church—Market and Duval.

St. Mary's Chapel—Laura and Ninth.

St. Paul's Mission—South Arlington.

JEWISH.

Ahaveth Chesed Congregation—Ashley and Laura.

Congregation B'Nai Congregation—709 W. Duval.

LUTHERAN.

St. John's Evangelical Lutheran Church—Laura and Ashley.

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125 West Bay Street

219 Main Street, Corner Hogan and Forsyth Streets

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METHODIST EPISCOPAL.

Fairfield M. E. Church (South)—112 Catherine.

First Methodist, (South)—600 Estelle.

Grace Methodist Church—149 Myrtle Ave.

Kings Road M. E. Church—2200 Kings Road.

Paiker St. M. E. Church (South)—Parker and Church.

Riverside M. E. Church (South)—Roselle and Banana, Riverside.

St. Matthew's M. E. Church (South)—815 W. Monroe.

Snyder Memorial M. E. Church—Cor. Monroe and Ocean.

Springfield M. E. Church—Sixth and Market, Springfield.

PRESBYTERIAN.

First Presbyterian Church—Monroe and Ocean.

Springfield Presbyterian Church—Sixth and Silver.

SEVENTH DAY ADVENTIST.

Seventh Day Advent Church—Roselle and Charles.

SPIRITUALIST.

Zuleika Spiritual Society—Friday and Sunday, 8:00 p. m., 112 E. Eighth.

UNITARIAN.

First Unitarian Church—Union and Hogan.

CITY GOVERNMENT.

City Hall—Forsyth, Adams and Ocean.

CITY OFFICIALS.

Mayor—W. S. Jordan.

Comptroller—L. T. Gregory.

Recorder—G. D. Ackerly.

Treasurer and Collector—Alexander Ray.

Municipal Judge—A. O. Wright.

Marshal—E. H. Haddock.

City Attorney—P. H. Odom.

City Engineer—Philip Prioleau.

Supt. of Streets—W. C. West.

Health Officer—Dr. C. E. Terry.

Market Inspector—T. B. Wall.

License Inspector—J. W. Ingram.

POLICE DEPARTMENT.

Police Headquarters—Telephone 107, Newnan and Forsyth.

Chief of Police—Wm. D. Vinzant.

Lieutenants—F. C. Roach, Harry Hall and J. P. Morgan.

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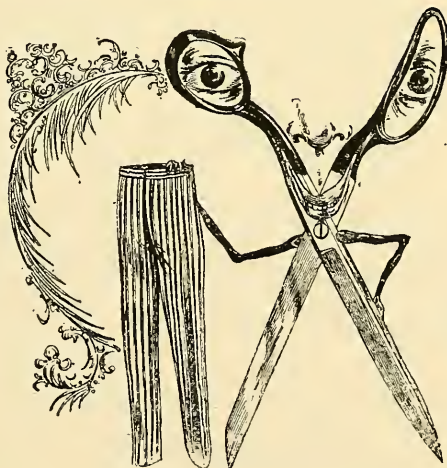
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Bertillion Opr.—O. H. Highsmith.
Electrician—John A. Rivers.
Property Clerk—Robt. A. Stivender.
Detectives—J. C. Crawford, H. R. Boggs, W. B. Cahoon, J. R. Lyons and Philip P. Lord.

CIGARS AND TOBACCO.

See Classified List.

CLEARING HOUSE.

Jacksonville Clearing House Ass'n—Thos. P. Denham, President; Henry Gailliard, Mgr. Office in Commercial Bank, Laura and Bay.

CLIMATE.

Average mean temperature: spring 71 degrees, summer 80 degrees, autumn 71 degrees, winter 60 degrees. Annual mean temperature 70 degrees. In summer time the heat is tempered by cooling breezes from the Atlantic ocean and the Gulf of Mexico, and by refreshing rains. The annual rain fall is 52 inches, mostly in summer. The evenings and nights are delightfully cool and pleasant.

CLUBS.

Elks Club—Laura and Adams.
Church Club—230 E. Forsyth.
Florida Country Club—Office 44 Mutual Life Bldg.
Florida Yacht Club, The—Riverside and Fishwier Creek.
Germania Club—336 Riverside Ave.
Governors Club—Upstairs, 9 Main.
Phoenix Club—119 W. Beaver.
Power Boat Club—Riverside Ave. between Leilla and McCoy.
Seminole Club—Duval and Hogan.
Woodman's Club—18 W. Duval.

COURTS.

U. S. District Court—Southern District of Florida, meets on the first Monday in Dec., J. W. Locke, Judge; R. P. Marks, U. S. Att'y.

U. S. Circuit Court—Southern District of Fla., Jacksonville, Key West, Ocala and Tampa.

Circuit Court—4th Judicial District of Fla., R. M. Call, Judge; W. A. Hallows, State Att'y. Meets on first Monday in May and third Monday in November, at Duval County Court House.

Duval County Criminal Court of Record—J. S. Maxwell, Judge; DeWitt Gray, Solicitor; R. F. Bowden, Sheriff.

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Duval County Court of Record—H. B. Philips, Judge; R. C. Ingram, Clerk.

Municipal Court—A. O. Wright, Judge. Meets at Police Headquarters daily except Sunday, at 9:00 a. m.

DRIVES.

ATLANTIC BOULEVARD DRIVE.

About eighteen miles in length and one of the most picturesque drives in the country. Atlantic Boulevard Drive was dedicated in May 1910 and cost the City of Jacksonville nearly twenty thousand dollars. Is constructed of shell, brick and asphalt. From "City to the Sea" via this drive is a delightful thirty-five minute spin, in an auto.

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The resorts of the East Coast of Florida furnish a greater diversity of attractions than any other resort section of the world—each place, in turn, possessing distinctive features and individuality. Taken as a whole, they offer unequaled opportunity for outdoor life and pleasures. Golf on the finest links in the country; tennis on clay courts kept in the pink of perfection; surf-bathing in water at a temperature of 70 degrees and above; riding, motoring over picturesque roads through tropical scenery and on the hard sand beach; yachting, rowing and fishing at sea and in land-locked waters; quail and deer shooting; chair wheeling and bicycling on palm-lined promenades and through tropical jungles. The finest winter climate in the world—every day a June day full of sunshine.

Jacksonville: "The Gateway to Our Winter Play Grounds;" the almost magical development of the East Coast of Florida has converted Jacksonville into a gateway through which one must pass to enter "Real Florida."

St. Augustine: "The Oldest City" in the United States, full of Spanish landmarks, and for social life the Newport of the South. 37 miles from Jacksonville. Fare, one way, \$1.25.

Ormond: "The Beautiful," with its marvelous scenery and famous for its automobile beach course. The annual races take place usually during the first week in March. 104 miles from Jacksonville. Fare, one way, \$3.10.

IN JACKSONVILLE.....

There is an unpretentious little studio where you have a real treat in artistic portraiture --- where you may have your photo taken in any style, and just a little better than at your own home. : : :



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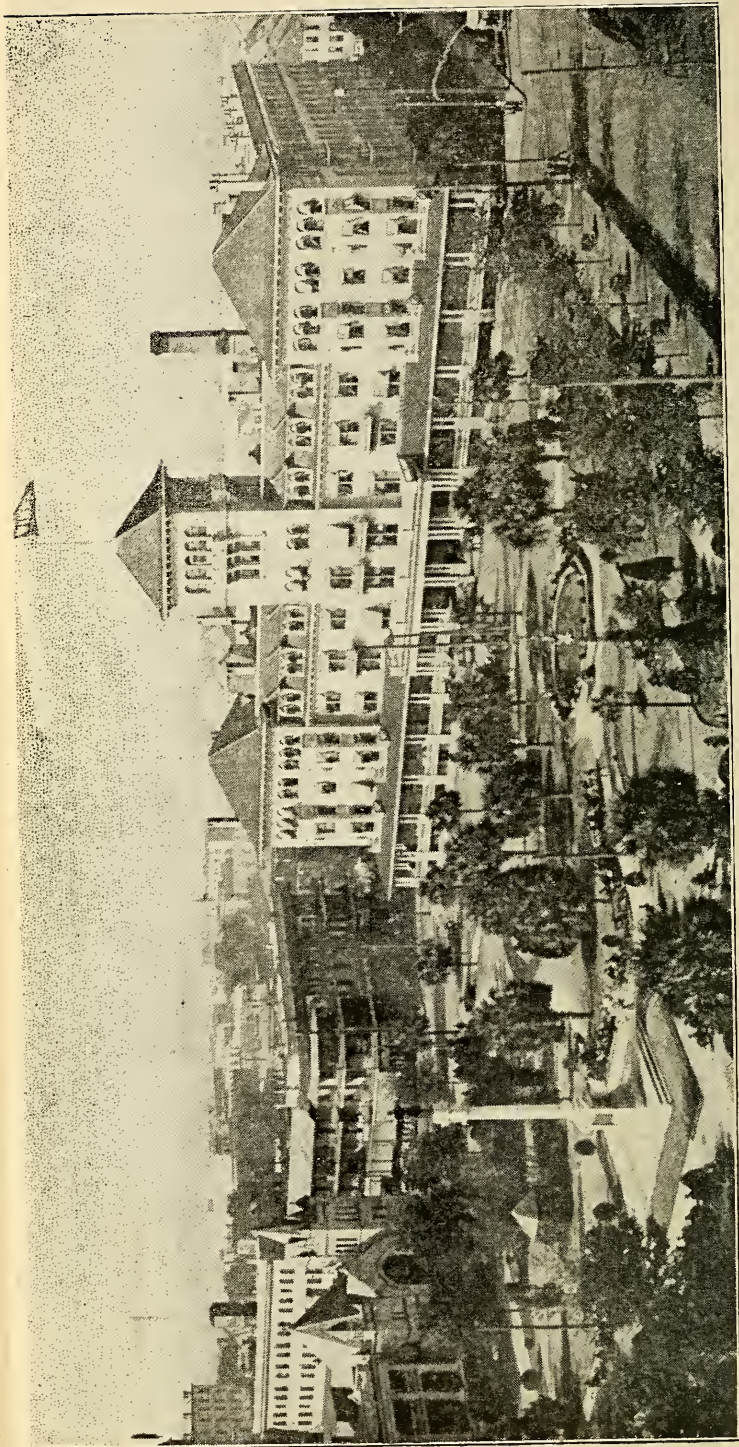
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Ashville, N. C. -----	478	12.25
Baltimore, Md. -----	885	21.65
Via Steamer -----	885	18.50
Birmingham, Ala. -----	485	10.90
Boise, Ida. -----	2768	67.15
Boston, Mass. -----	1303	31.70
Via Steamer -----	1303	26.15
Buffalo, N. Y. -----	1239	28.60
Butte, Mont. -----	2177	59.30
Charleston, S. C. -----	254	7.30
Via Steamer -----	254	8.00
Chattanooga, Tenn. -----	488	12.45
Cheyene, Wyo. -----	1931	45.80
Chicago, Ill. -----	1082	26.15
Cincinnati, O. -----	812	20.90
Colorado Springs, Colo. -----	2060	42.05
Daytona -----	110	3.30
Dallas, Tex. -----	1242	27.80
Denver, Colo. -----	1824	27.80
Detroit, Mich. -----	1073	26.35
Dubuque, Ia. -----	1249	28.90
Duluth, Minn. -----	1516	35.45
El Paso, Tex. -----	1805	45.75

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Galveston, Tex. -----	1027	29.25
Havana, Cuba. -----	588	29.05
Helena, Mont. -----	2606	59.30
Hot Springs, Ark. -----	883	22.45
Indianapolis, Ind. -----	899	22.55
Kansas City, Mo.-----	1185	29.90
Los Angeles, Cal. -----	2463	68.25
Louisville, Ky. -----	789	20.15
Memphis, Tenn. -----	671	17.40
Milwaukee, Wis. -----	1181	27.85
Minneapolis, Minn. -----	1516	33.45
Miami -----	366	11.00
Montgomery, Ala. -----	390	8.50
Nassau, N. P. -----	551	26.00
New Haven, Conn. -----	1146	28.55
New Orleans, La.-----	616	18.05
New York, N. Y. -----	1073	26.30
Via Steamer -----	1073	24.90
Norfolk, Va. -----	691	17.85
Oklahoma City, Okla. -----	1187	28.75
Omaha, Neb. -----	1385	33.40
Palm Beach -----	300	9.25
Philadelphia, Pa. -----	982	24.05
Phoenix, Ariz. -----	2152	63.50
Pittsburg, Pa. -----	982	26.35
Portland, Me. -----	1411	34.50
Portland, Ore.-----	3204	74.95
Providence, R. I. -----	1262	30.80
Via Steamer -----	1262	25.15
Reno, Nev. -----	3002	68.25
Richmond, Va. -----	640	17.15
Salt Lake, Utah. -----	2387	58.30
San Francisco, Cal. -----	2945	68.25
Santa, Fe, N. M. -----	1908	50.05
Savannah, Ga.-----	139	4.40
Via Steamer -----	139	3.50
Seattle, Wash, -----	3333	74.95
Sioux Falls, S. D.-----	1582	35.00
Spokane, Wash. -----	2933	68.50
St. Louis, Mo. -----	972	23.15
St. Paul, Minn. -----	1506	33.45
St. Augustine -----	37	1.25
Topeka, Kan. -----	1252	30.55
Washington, D. C. -----	845	20.65
Wilmington, N. C. -----	499	12.60

EDUCATIONAL ADVANTAGES.

Jacksonville is an educational center. This fact is attested by the number and excellence of her institutions of learning—totaling fifteen in the city and fifty-three in Duval County. See public schools.

EMPLOYMENT BUREAUS.

See Classified List.

A GENTLEMAN.....



His Wife or His Daughter will find all the comfort and repose of a well ordered **PRIVATE** residence as well as all the advantages of a modern hotel at

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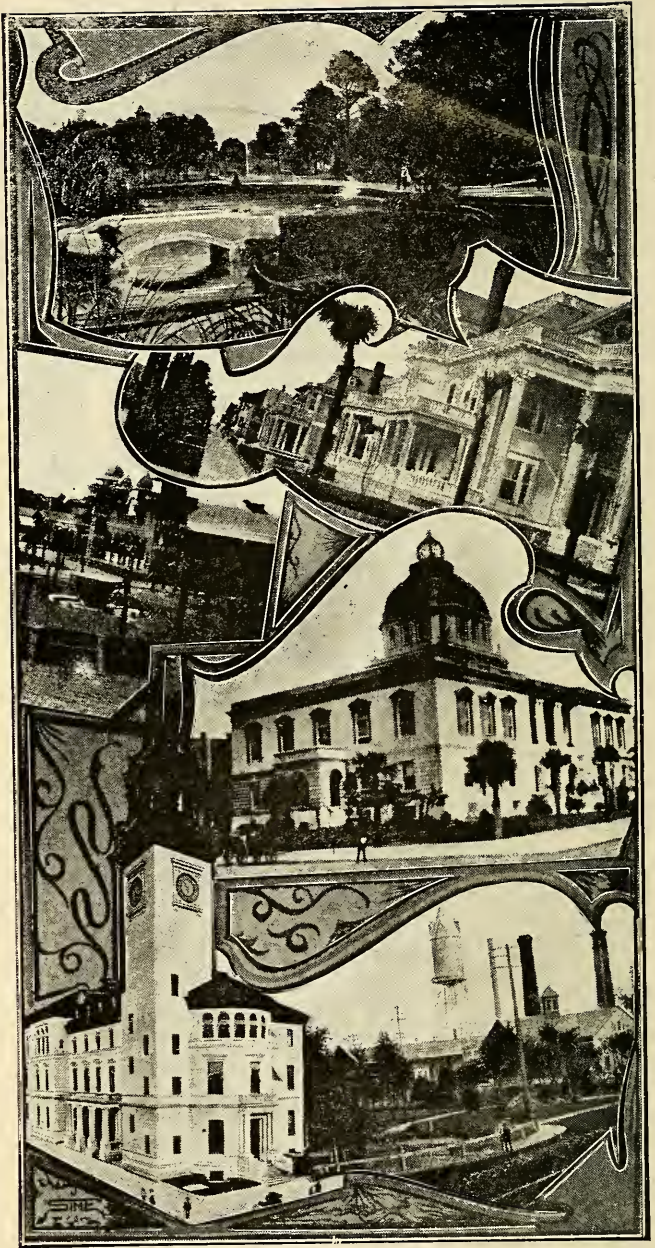
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The Original Picture Theatre
of Jacksonville

EXPRESS OFFICES.

Southern Express Co.—126 W. Bay and Union Depot.

FEDERAL OFFICERS.

Custom House—Forsyth and Hogan. Office hours 9:00 a. m. to 4:00 p. m. W. H. Lucas, Collector.

Inspector of Steam Vessels—Chas. A. Spencer.

Internal Revenue—J. E. Lee (colored) Collector.

Railway Mail Service—Chief Clerk, C. S. Beaver.

U. S. Postoffice Examiner—J. A. Davis.

U. S. Life Saving Service—205 Main.

U. S. Immigration Bureau—Government Building.

U. S. Army Recruiting Office—108 W. For-

FINANCIAL.

See banks, Board of Trade, and Jacksonville Jacksonville's banking capital totaled \$550,000 in 1900, compared with \$1,750,000 in 1908. Deposits for the same years, respectively, amount to \$2,388,000 and \$12,131,240. Facts prove that Jacksonville's general business, as measured by bank clearings made the astounding gain of 608.4 per cent in nine years, ending Dec. 31st last, an average advance of 67.6 per cent yearly, and made a record scarcely excelled in North America. Population follows business, and in 1920 Jacksonville will undoubtedly have a population of 200,000.

FIRE DEPARTMENTS.

Headquarters—Ocean and Adams.

Chief—T. W. Haney; Ass't Chiefs—E. D. Zoller and H. R. McMillan.

Sup't. of Fire and Police Alarm—Geo. P. Allen, 1636 Liberty.

Fire Stations—Station No. 1, Adams and Ocean, Tel. 172; Station No. 2, Fourth and Main, Tel. 433; Station No. 3, 14 Catherine, Tel. 441; Station No. 4, Bridge and Adams, Tel. 313; Station No. 5, Forest and Riverside, Tel. 769; Station No. 6, 1015 Fla. Av., Tel. 673.

FIRMS AND BUSINESS HOUSES.

In the Tourist's Guide of Jacksonville, Fla. will be found the advertisements of some of the largest and most trustworthy houses in the South. You should keep this book in some place where it may be readily found; there's no telling when you may want the name and address of some one or more of these concerns.

Knight & White Co.

WHOLESALE DEALERS AND FACTORY AGENTS

**Crockery, Furniture, Woodenware
and Hotel Furnishings**

SALESROOM AND OFFICE

30 South Main Street, Jacksonville, Fla.

Gem News Stand

10 Hogan Street

HEADQUARTERS FOR

NEWS, POST CARDS AND STATIONERY

At 118 W. Adams is a Comfortable High-Order

BOARDING HOUSE

Where there is always good living, easy of
access just around the corner

W. ADAMS STREET FROM THE POSTOFFICE

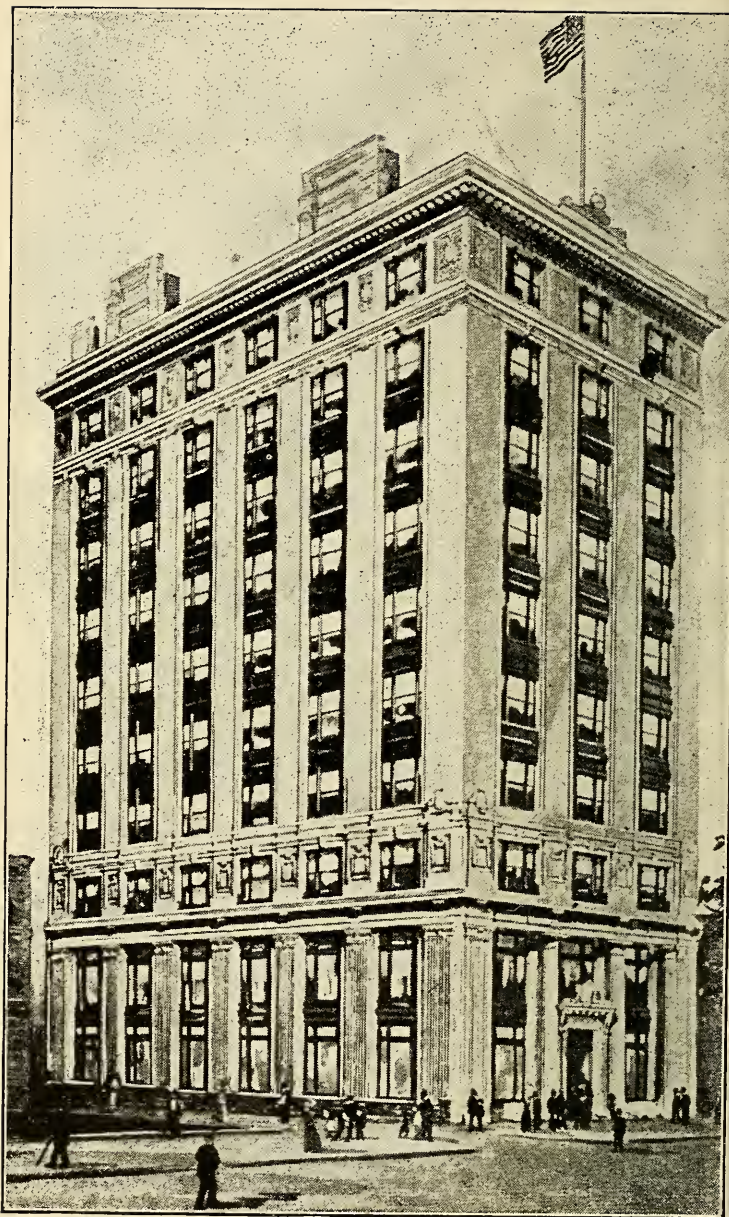
TELEPHONE 1633

Agnes Hedengren MILLINERY

Sole Agency for the

CELEBRATED KNOX HATS FOR LADIES

24 Main Street.



ATLANTIC NATIONAL BANK BUILDING

MARK THIS!

104 MAIN STREET

IT ^{WILL} PAY YOU!

COME in, today or tomorrow,
or any business day, and
see the finest and most reliable
BARGAIN HOUSE in Jacksonville

Bargains in **EVERYTHING**
EVERY DAY...
FOR MEN, WOMEN AND CHILDREN

TO YOUR **ADVANTAGE**

We are ready to show you the
place; and glad to; you're invited
to come just to look around; . . .

"The House for Values"

All we ask is that you come in and
look at our goods--your own
judgment will prompt you to buy

STYLISH GOODS FOR
STYLISH PEOPLE...

The Mark Co.

104 Main Street

FLORIDA.

In addition to being the largest state in the Union, east of the Mississippi River, it enjoys many advantages, principal among which are her health giving climate, her wonderful soil for all kinds of farming, her fruit and tropical scenery.

The word Florida has become symbolic with all that is delightful to the health and pleasure seeking tourist. Travelers from the snow clad North and West have found it a veritable paradise in the winter time, where they may escape from the chilling blasts and bask in the delightful sunshine of this truly wonderful Peninsula. So much has been, and is being constantly written, about this wonderful country, that, in presenting this publication it is not deemed wise to dwell at too great a length in a descriptive way. We will however, set forth a few statistics about Jacksonville—"The Gateway to our Winter Playgrounds."

FLORIST.

See Classified List.

FOREIGN CONSULATES.

British Vice-Consulate—Walter B. Mucklow, 47 Mutual Life Building.

Cuban Consulate—Julius Embil, Masonic Temple, Main and Monroe.

HALLS.

Castle Hall (K. of P.)—111 W. Forsyth.

Central Trades and Labor Union Hall—114 E. Forsyth.

Eagle's Hall—28½ W. Forsyth.

Elks Club—Adams and Laura.

Foresters Hall—12 E. Bay.

Howard Hall—Bay and Madison.

I. O. O. F. Hall—Market and Adams.

K. of C. Hall—608 Main.

Lincoln Hall—106 Davis.

Masonic Temple—Monroe and Main.

HATS FOR MEN.

See Classified List.

HEALTH.

Mortality in Jacksonville is low—14.32 per 1,000. That of Florida 3 to 1,000, comparing favorably with any state in the Union. Records show that the ratio of deaths to the number of cases of remittent fever is less in Florida than any other state, being one in every 278 cases.



THE LA PORTE

[See advertisement page 13]

Brenizer's Barber Shop



Everything the Best

125

W. BAY STREET

125

HOTELS AND BOARDING HOUSES.

Elegantly equipped hotels are here, ranking with the best in the country. Among these are the Hotel Seminole, newest and most modern hotel in sunny Florida; the Windsor, Aragon, Duval, Hotel Albert and many others. The rate of Jacksonville hotels are very reasonable. Scores of homelike boarding houses offer choice accommodations.

See Classified List.

HOSPITALS.

Confederate Soldiers Home—City limits and Forsyth.

Cunningham-Wright Kiropractic Infirmary—216 Hogan.

De Soto Sanatarium—5th and Perry.

Duval County Hospital—Franklin and Jessie.

Keeley Institute—229 Stockton.

St. Luke's Hospital—Duval and Palmetto.

JACKSONVILLE.



THE CITY with a splendid present, and a magnificent future. Jacksonville is the metropolis of the state and the great natural point of distribution of travel through Florida, Cuba and Nassau. Many thousands of health and pleasure seekers passing back and forth each season. The city is situated on the famous St. Johns River (see illustrated article on the beautiful stream) one of the two rivers in the world running north, and within twenty miles of the Atlantic ocean. The city is laid out in broad, beautifully paved and grass-plotted avenues, dotted here and there with beautiful parks containing shrubbery and tropical plants of many varieties. The city may very properly be termed the "New Jacksonville" as all signs of the destructive conflagration of May 3, 1901, have entirely disappeared through the rapid rebuilding of the city on modernized plans of architecture.

CHAS. H. ANDERSON FISH AND OYSTER CO.

Game in Season

Lobsters,

Turtle,

Halibut,

Scallops,

Etc.

The Oldest
In the City

TRY US.



1102 ...Phones... 1115

132 Bridge Street
JACKSONVILLE, FLA.

BIJOU THEATRE



Main and Beaver

Under New Management

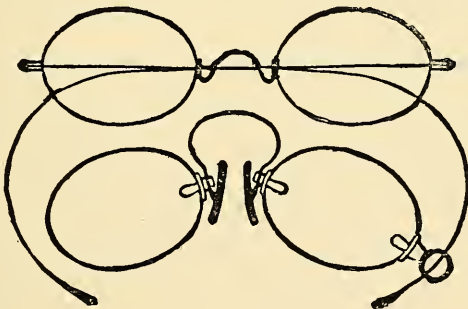
Only Exclusive Vaudeville
House in Jacksonville
COOLEST HOUSE IN FLORIDA

Matinees Sunday, Wednesday
and Saturday 3 p. m. Two
Shows Nightly 7:30 and 9:15

J. C. GRAY, Lessee and Manager

Prices 10c, 20c and 30c Always

GEO. E. LYONS OPTICAL COMPANY



**WORK
GUARANTEED**

**GRADUATE
OPTICIANS**

PHONE 4726

No. 50 West Forsyth Street

LOST ARTICLES ON CARS.

Any article left by passengers upon the cars will be turned in at the barn of the respective line, where it will be held until the following morning when it will be sent to the company's offices at Riverside Avenue and McCoy. (Telephone 4228.)

MAILS.

Consult article under Postoffice heading.

MILLINERS.

See Classified List.

NEWSPAPERS.

The press is well represented in Jacksonville, having nearly twenty newspapers which are published daily, weekly and monthly. The principal ones among those are the Fla. Times-Union and The Metropolis.

The Metropolis—"Florida's Greatest Evening Paper." The paper of the Strongest influence in Jacksonville and contiguous territory—One of the best and most complete sporting editions in the South. Circulation 13,765. Subscription \$5.00 a year.

Carter & Russell Pub. Co.

OFFICE BUILDINGS.

See Public Buildings.

PARKS.

Dignan Park—Main St. nr. Power Plant and Water Works. A delightful walk from business section, or it may be reached by taking Main St. car.

Dixieland Park—South Jacksonville. Take ferry, foot of Main St.

Hemming Park—Opposite Windsor Hotel. More attractive flowers have never been seen under semi-tropical sky. The park is owned and controlled by the city of Jacksonville and is bounded by Hogan, Duval, Laura and Monroe Sts. (In the heart of the city).

Phoenix Park—At the end of the Main St. car lines, and near the beautiful St. Johns River. Take Phoenix Park car on Main or Sight-seeing car which traverses boulevards and highways, unsurpassed in any city in the country.

Riverside Park—Take Riverside car.

Springfield Park—Including the City Water Works grounds. Take Main St. car.

PHOTOGRAPHERS.

See Classified List.

PUBLIC



STENOGRAPHER

IF YOU WANT COMPETENT, YES,
EXPERT SERVICE THEN HAVE

MISS B. E. SMITH
DO YOUR WORK

MULTIGRAPHING

PERFECT IMITATION
OF TYPE - WRITTEN
LETTERS HAVE THE
SAME EFFECT AS A
PERSONAL LETTER

Office Phone 1039.

Residence Phone 1988

44 BUCKMAN BUILDING

The
Waverly
Hotel

European Plan

PRIVATE BATHS

The most centrally located hotel in the city; in the heart of the retail district, near all first-class places of amusement.

TELEPHONE 2140

MRS. LUCK WILSON, *Proprietress*

—ALSO CONNECTED WITH THE—

Atlantic Hotel

Overlooking famous Bay Front in
28 Bay Street

St. Augustine

“The oldest city”

POINTS OF INTEREST.

Beaches—See Ocean Beaches.

Boulevard Drive—Encircling the city—fine Confederate Monument—Hemming Park.

auto drive.

Dixieland Park—South Jacksonville. Take ferry.

Fairfield Residence Section—A very attractive suburb—Fairfield car.

Florida Avenue—Oldest street in Jacksonville. Take auto or Fla. Ave. car.

Hemming Park—(See parks).

Mayport—The famous rock jetties on St. Johns bar—noted for deep sea fishing—a delightful trip via the Atlantic Boulevard drive in auto or F. E. C. Ry. (See time table).

Ostrich Farm and Zoo—The largest ostrich farm in the U. S., east of Cal., up-to-date amusement is always on the program. (Consult daily papers for advertisements).

Phoenix Park—(See parks).

Springfield Park—(See parks).

South Jacksonville—Athletic fields and South Atlantic League Baseball grounds.

POLICE DEPARTMENT.

See city government.

POSTOFFICE.

U. S. Postoffice—Forsyth, Adams and Hogan. (Gov't Bldg.) D. T. Gerow, P. M.; A. E. Sawyer, Asst. P. M.

CARRIER DELIVERY.

Business Section—Carriers leave P. O. at 8:00 a. m., 12:00 m. and 3:00 p. m. Suburban and residence district, carriers make two deliveries, leaving P. O. at 8:00 a. m. and 2:00 p. m.

CITY STATIONS.

Station A.—940 W. Bay; Station B.—Fla. Ave. and Church; Station C.—Davis and Kings Road; Station D.—Adams and Madison; Station E.—Riverside and Dora.

OFFICE HOURS.

Daily	Sunday
8 A. M. to 8 P. M.	10 A. M. to 11 A. M.

Registry Window—(In small lobby.)

General Delivery—(Windows 4 and 5.)

7:15 A. M. to 9 P. M.	10 A. M. to 11 A. M.
	6 P. M. to 7 P. M.

Supt. of Mails and Forwarding—Window No. 7.	
7:15 A. M. to 6:15 P. M.	10 A. M. to 11 A. M.

Supt. of Delivery and Inquiry— Window No. 9.
8 A. M. to 6 P. M. 10 A. M. to 11 A. M.

Carriers' Window—Nos. 10, 11, and 12.
7:30 A. M. to 5:30 P. M. 10 A. M. to 11 A. M.

Money Orders Issued—Window No 13.
8:15 A. M. to 6 P. M. Not Open

Money Orders Paid—Window No. 14.
8:15 A. M. to 5:30 P. M. Not Open

Stamp Window—No. 15 and 16.
7:15 A. M. to 8:30 P. M. 10 A.M. to 11 A. M.

On holidays all departments of this office are open until noon.

Domestic Postage Rates—(Apply to mail matter for Canada, Canal Zone, Cuba, Guam, Hawaii, Mexico, Phillippines, Porto Rico, Republic of Panama, Tutulia and the U. S. Postal Agency at Shanghai. The Domestic Rate for letters, but not for other articles, applies also to Germany, Great Britain and Ireland, and Newfoundland.)

First Class—Letters and sealed matter: 2 cents for each ounce or fraction. Postal cards and post cars 1 cent each.

Second-Class—Newspapers and periodicals. 1 cent for each four ounces or fraction.

Third-Class—Miscellaneous printed matter. 1 cent for each two ounces or fraction.

Fourth-Class—All matter not included in first three classes. 1 cent for each ounce or fraction.

Special-Delivery—A special-delivery stamp (or 10 cts. in ordinary stamps when the letter orw parcel is marked "special delivery") in addition to postage, secures immediate delivery within the carrier-delivery limit of city free delivery and within one mile of any other United States postoffice.

Foreign Postage rates—Letters and sealed matter: 5 cents for the first ounce and 3 cts. for each additional ounce or fraction.

Postal cards: single 2 cts each; double 4 cts. each.

Commercial papers: 1 cent for each two ounces or fraction, but not less than 5 cents for each packet.

Printed matter: 1 cent each for two ounces or fraction.

Samples of merchandise: 1 cent for each two ounces or fraction, but not less than 2 cts. on each packet.

Parcels-post rates: 12 cts. per pound. For further particulars consult your postmaster.

Domestic postage rates apply to mail matter for Canada, Canal Zone, Cuba, Guam, Hawaii, Mexico, Philippines, Porto Rico, Republic of Panama, Tutuila and the U. S. Postal Agency at Shanghai. The Domestic Rate for letters, but not for other articles. Applies also to Germany, Great Britain and Ireland and Newfoundland.

POPULATION.

The fire of May 3, 1901 destroyed 2,600 building and made 30,000 people homeless, but having confidence in the future of "New Jacksonville," plans were immediately made to rebuild the city. The result follows: We have 80,000 for 1910.

PUBLIC BUILDINGS.

Adams Block—521 W. Bay.

Atlantic Natl. Bank Bldg.—Forsyth and Hogan.

Atlantic Block—Bay and Main.

Baird Bldg.—Bay and Ocean.

Bisbee Bldg.—7 Laura St.

Bisbee Block—Forsyth, bt. Laura and Main.

Blum Bldg.—117 W. Forsyth.

Board of Trade Bldg.—Adams and Main.

Buckman Bldg.—Hogan and Forsyth.

City Bldg.—Adams and Ocean.

Consolidated Building—116-20 E. Bay.

Custom House—Hogan and Forsyth.

Duval Bldg.—35 E. Bay.

Duval County Armory—115 Market.

Duval County Court House—Adams, Market and Forsyth.

Dyal-Upchurch Bldg.—Bay and Main.

Emery Block—46 West Bay.

Government Bldg.—Hogan and Forsyth.

Grunthal Block—Hogan and Bay.

Guaranty Trust Bldg.—Bay and Ocean.

Herkimer Bldg.—Bay and Newnan.

Holmes Block—111 E. Bay.

Labor Hall—?

Livingston Bldg.—20 Main.

Masonic Temple—Main and Monroe.

Metropolis Bldg.—9-11 E. Forsyth.

Mutual Life Bldg.—23 Main.

Park Bldg.—232 W. Bay.

Postoffice—Forsyth and Hogan.

Uedemann Block—108 W. Forsyth.

U. S. Government Bldg.—Forsyth and Hogan.

Halls and apartments, see index.

PUBLIC SCHOOLS.

Duval High School—Ashley and Ocean.
Central Grammar School—335 E. Church.
Highway School—Lincoln and Highway.
LaVilla Kindergarten—801 W. Adams.
LaVilla Grammar—Stuart and Church.
Riverside Grammar—Charles and Gilmore.
Springfield Grammar—Hubbard and Fourth
East Jacksonville Grammar—Ashley and
Fla. Ave.

Cambelton Primary—Evergreen and Argyle

RAILROADS.

The Atlantic Coast Line, Seaboard Air Line, Southern Ry., Ga. Southern & Fla. and Fla. East Coast Line afford splendid service from all points North, South, East and West. About 80 passenger trains arrive and leave the Union Depot daily. (Consult time table.)

RAILROAD TERMINALS.

Union Depot—Myrtle avenue and Bay st.
Jacksonville Terminal (fright)—West Bay street.

RAILROAD TICKET OFFICES.

Atlantic Coast Line—138 West Bay.
Central of Georgia—224 West Bay.
Florida East Coast—226 West Bay.
Georgia Southern & Florida—16 Hogan.
Illinois Central—Seminole Hotel.
Mobile and Ohio—212 West Bay.
Nashville, Chattanooga & St. Louis—124
West Bay.
Loisville and Nashville—118 West Bay.
Seaboard Air Line—202 West Bay.
Southern Railway and Q. & C.—108 West
Bay.

RAILROAD TIME TABLES.

As this guide is published annually, we find it impossible to publish time-tables that can be relied upon—but suggest that you consult daily papers.

RAPID TRANSIT.

The Jacksonville street cars compass all points of interest, fare 5 cents.

REAL ESTATE.

See Classified List.

SIDE TRIPS.

South Jacksonville. Fare from Jacksonville, round trip, 10 cents. South Jacksonville is opposite Jacksonville on the south side of

the St. Johns river, at which point the Florida East Coast Railway branches off to the northeast, forming the Mayport division, which serves the north coast seashore resorts. South Jacksonville is naturally increasing in importance each year. In addition to the Florida East Coast Railway trains which cross the bridge, South Jacksonville is connected to Jacksonville by a ferry service with its terminal right in the center of the business section.

Mayport, on the Mayport Division, F. E. C. Ry. 26 miles from Jacksonville. Fare, one way, 65 cents, Round trip, 30 days, 90 cents.

Mayport is at the mouth of the St. Johns river.

To a limited extent Mayport is a summer resort. Quite a number of Jacksonville people have cottages here which they occupy during the warm weather to have the benefit of the cool sea breezes, the surf bathing, and the fishing which off the jetties is very good. It is the headquarters for the house-obat colony who put in a good portion of the heated term here, enjoying the freedom from strenuous city life.

Atlantic Beach, on the Mayport Division, F. E. C. Ry, 26 miles from Jacksonville. round trip fare, with 30 days' limit, 70 cents.

Atlantic Beach is directly on the famous Florida Beach, made so by the automobile races that take place each winter opposite Ormond and Daytona, about one hundred miles further south.

Pablo Beach, on the Mayport Division, F. E. C. Ry, 18 miles from Jacksonville. Fare, one way, 40 cents, round trip, 30 days, 60 cts.

Pablo Beach is the popular resort for Jacksonville and other nearby towns. The beach is hard, white sand 300 to 800 feet wide and safe. Frequent excursions to the Atlantic ocean is the principal pleasure of people living near the seaboard, and Pablo Beach is the objective point for the thousands in the northern part of Florida.

Pabo Beach has a city government, elctric light and water plants, stores, hotels, and is the year-round home of 1,500 to 2,000 people.

SECRET SOCIETIES.

B. P. O. Elks—Laura and Adams.

I. O. O. F. Duval Lodge—Meets Mondays 8:00 p. m.; 3rd floor L'Engle Bldg., 9 Main St.

Fla. Encampment No. 1—Meets 1st and 3rd Thursdays of each month.

Fla. Lodge No. 1—Meets Tuesdays at 7:30 p. m.

Grand Lodge—Meets 3rd Tuesday of April.

Independent Order of Foresters—3rd floor L'Engle Bldg., 9 Main St. Meets every Tuesday.

STEAMSHIP TICKET OFFICES.

American and West Indian—311 Masonic Temple.

Beach and Miller (River)—Foot of Laura. Cook Line—Logans Wharf.

Clyde Line—Clyde St. Johns River Line, 122 W. Bay.

Independent Line (River)—Foot of Newnan.

Merchant and Miners Trans. Co.—Hotel Seminole.

Peninsular and Occidental—Park Bldg., 232

STEAMSHIP TIME TABLES.

Clyde Steamship Company:

Schedule of sailing between Jacksonville and New York: Steamers of this line are appointed to sail from Jacksonville Mondays, Wednesdays, Thursdays and Saturdays at 2:00 P. M., arriving in New York the morning of the third day.

Clyde Steamship Company, Brunswick to New York: Steamers are scheduled to sail from Brunswick each Tuesday and Saturday early in the morning. Passengers arriving in Brunswick in the afternoon of sailing will be permitted to spend the night before sailing on the ship.

Clyde St. Johns River Line, between Jacksonville and Sanford: Commencing November 15th steamers will be scheduled to leave Jacksonville daily, except Saturday, at 3:00 P. M., arriving at Sanford 9:00 o'clock of the following morning.

Merchants & Miners Transportation Co. has three steamers sailing to Baltimore each week. (See daily papers for latest timetables.)

STREET CARS.

See rapid transit.

TAXI-CAB RATES.

Taxi-Cabs, per hour \$3.00 for first hour; \$2.00 for each additional hour; waiting time, \$1.00 per hour. (See automobiles).



THE GRAND

THEATRES.

Bijou Theatre (Vaudeville and Musical Comedy)—Main and Beaver.

Grand (World's Greatest Moving Picture Plays)—Forsyth, nr. Main.

See Classified List.

Dixie—Dixieland Park, South Jacksonville.

Duval (Road Shows)—Main and Monroe.

Lyric (Moving pictures)—Main, nr. Adams.

Orpheum (Stock Co.)—Main and Duval.

Pastime (High Class Motion Pictures)—W. Bay, nr. Hogan.

Majestic (Vaudeville and Pictures)—Laura and W. Bay.

WHARVES—(Principal)

Beach and Miller Wharf—Foot of Catherine.

Clyde (St. Johns River)—Foot of Catherine.

Clyde Wharf—Foot of Hogan.

Merchants and Miners Wharf—

WIRELESS OFFICES.

Aragon and Duval Hotels, also W. Way—Y. M. C. A.

Magnificent \$250,000 building, located Laura and Duval, nr. Heming Park.

Notice---Have you seen Gibson, "The Kokak Man?" (See classified list.)

*Superfluous Hairs, Moles
and Warts Removed
Painlessly By Electricity.
Guaranteed : : : :*

YOUR COMBINGS

Made into beautiful puffs, switches, transformations, etc. First-class work at moderate cost. : : : : : : : :

**For the Woman of Discriminating Taste
SKINNER'S HAIR GOODS**

❁
**The
Paris
Craze**

(Like Il-
lustration)

❁
A profu-
sion of
short, thick
curls, worn
high or
low; very
fetching



WE GUARANTEE OUR HAIR GOODS

To be of the finest quality and natural color, and therefore give wearing satisfaction.
Distinguished by Smart Style, Superior Quality, Artistic Finish.

**Electric Scalp and Facial Treatment Manicuring
Shampooing**

OUR REAL HAIR NETS--The Best quality, strongest and largest you ever used. 2 for 25c. A trial will convince you.

Out-of-town patrons can send samples of hair to be matched perfectly. Mail orders receive careful attention. Satisfaction guaranteed

Skinner's Hair Dressing Parlors
Rooms 206-8 Duval Building

Jacksonville

Development

Company

CAPITAL

\$500,000.00

**LARGEST HANDLERS OF
HIGH-CLASS REAL ESTATE
IN THE SOUTH.**

City Business Lots

Suburban Residence Lots

Villa Sites and Gardens

Truck Farming Lands

Improved Florida Farms

If You Are Looking for Land—Call On Us

**Jacksonville Development
Company**

OFFICES

**S. E. COR. LAURA AND FORSYTH STS.,
JACKSONVILLE, FLORIDA.**

TELEPHONE 1386

CLASSIFIED LIST OF RELIABLE JACKSONVILLE BUSINESS HOUSES

AUTO TIRES AND REPAIRS.
 JOSEPH H. WALSH, Page 5.

AUTO SERVICE.
 HANKINS AUTO SERVICE, Page 25.

BANK.
 THE BARNETT NATIONAL BANK
 (Oldest in Florida), Outside Back.

BARGAIN HOUSE.
 THE MARK CO., Page 31.

BARBER.
 BRINZDER'S BARBER SHOP, Page 33.

BILLIARDS AND POOL.
 GUY'S, Outside Cover.

BOARDING HOUSE.
 Page 29.

BOATS TO LET.
 MAIN ST., BOAT YARD, Pool of Main

CAFES.
 THE PLAZA CAFE, Inside Back Cover.

CHairs AND TOBACCO.
 J. B. PINKERTON'S CHAIR CO.,
 Page 13.

CHOCOLERY AND FURNITURE.
 KNIGHT & WHITE CO., Page 29.

CUT FLOWERS.
 THE FLOWER SHOP, Page 9

DENTISTS.
 DR. T. N. EVANS, Page 17.

EMPLOYMENT BUREAU.
 FLORIDA HELP SUPPLY CO., Page 11.

FISH AND OYSTERS.
 CHAS. H. ANDERSON, Page 35.

FRUITS AND PRODUCE.
 GERRITSON BROS. CO., Page 34.

FLORISTS.
 THE FLOWER SHOP, Page 9.

HAIR DRESSING.
 SKINNER'S HAIR DRESSING PAR-
 LORS, Page 18.

HATS FOR MEN.
 THE HAT BOX, Page 27.

HELP WANTED.
 FLORIDA HELP SUPPLY CO., Page 11.

HOTELS AND BOARDING HOUSES.
 THE SHELBOURNE, Page 11.
 THE MARGARET, Page 25.
 THE LA PORTIC, Page 15.
 WAYERLY HOTEL, Page 10.

KODAKS AND SUPPLIES.
 THE GIBSON KODAK STORE, Inside
 of Front Cover.

MANUFACTURING.
 SKINNER'S HAIR DRESSING PAR-
 LORS, Page 18.

MILINERY.
 THE BAN-BOX, Page 27.
 AGNES HEDENGREN, Page 29.
 HUTTO & HUTTO, Page 27.

MULTIGRAPHING.
 MISS H. E. SMITH, Page 37.

NEWSDEALERS.
 GEM NEWS STAND, Page 29.

NEWSPAPER.
 The Florida Times-Lion—"Florida's Greatest Morning
 paper" with a circulation greater than any two papers published
 within the borders of the State of Florida. Recent examination of the
 circulation shows it to have the largest circulation in the city of Jack-
 sonville, and to be before the best advertising medium, both in city and
 state business. Carries the largest amount of advertising of any paper
 in the city and state. Publishes the Associated Press news, largest
 and best state news service, and its local news service is unsurpassed.
 It is a paper for the home, and has the largest home circulation, which
 makes it doubly valuable for the advertiser. Published every day and
 Sunday by the Florida Publishing Company.

OPTICIANS.
 GEO. E. LYONS OPTICAL CO., Page 37.

PHOTOGRAPHERS.
 FORD, Page 19.
 O. PIERRE HAVENS, Page 9.

PRINTERS.
 KENNEDY-BROWN-BALL CO.

REAL ESTATE.
 THE JACKSONVILLE DEVELOPMENT
 CO. (The Lenders in Real Estate), Entire
 Back of Birds Eye View.
 BRODSTON & CO., Atlantic Nat'l Bank
 Bldg.
 W. I. P. HILL'S & CO., Page 15.

RESTAURANTS.
 GUY'S, Outside Cover.
 THE PLAZA CAFE, Inside Back Cover.

STENOGRAPHERS.
 MISS H. E. SMITH, Page 37. If you
 want competent, non-expert service, then
 have us do your work.

SOUVENIRS & CARDS.
 THOS. C. MASON, Page 31.

THE THEATRES.
 THE GRAND, Page 5 and 17.
 GRAND THEATRE, Page 37.
 THE LYRIC, Page 27.

TAILORS.
 ENDEL, KIDWELL, SHERIDAN CO.,
 Page 15.
 METROPOLITAN TAILORING CO., Page
 15.

TAILORING AND PRESSING.
 THE METROPOLITAN TAILORING AND
 PRESSING CO., Page 7.

TOURIST GUIDES.
 SIMS PUBLISHING CO., 24 W. Forsyth
 Street.

TRUCK FARMS.
 JACKSONVILLE DEVELOPMENT CO.,
 Entire Back of Birds Eye View.

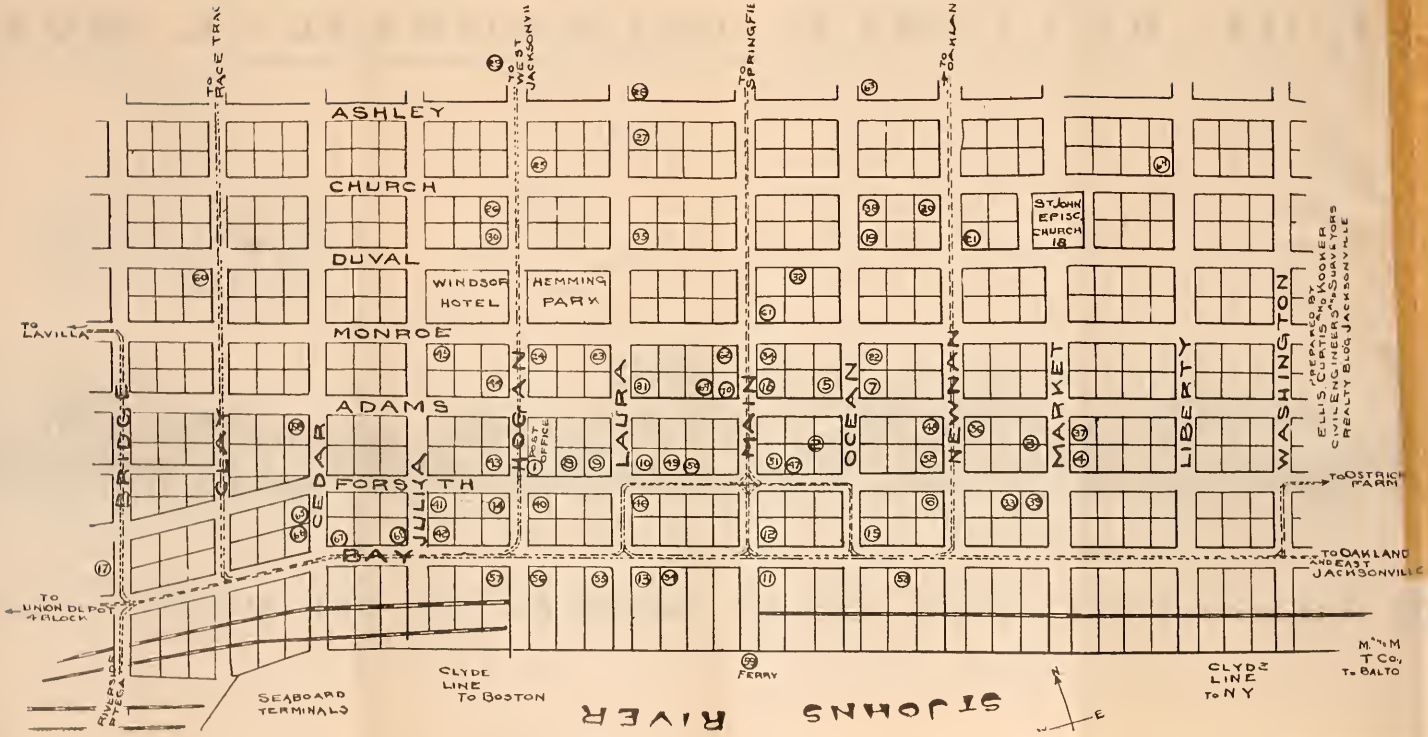
UNDEBTAKERS.
 MARCUS CONANT, Page 13.



SIX MILES OF JACKSONVILLE, "THE GREAT GATEWAY TO OUR WINTER PLAY GROUNDS"
 Supplement to the Tourist Guide of Jacksonville—Copyright 1910, Sims Publishing Company.

Photo by A. F. Gibson, 24 W. Forsyth St.

Map of Greater Jacksonville's Business Center



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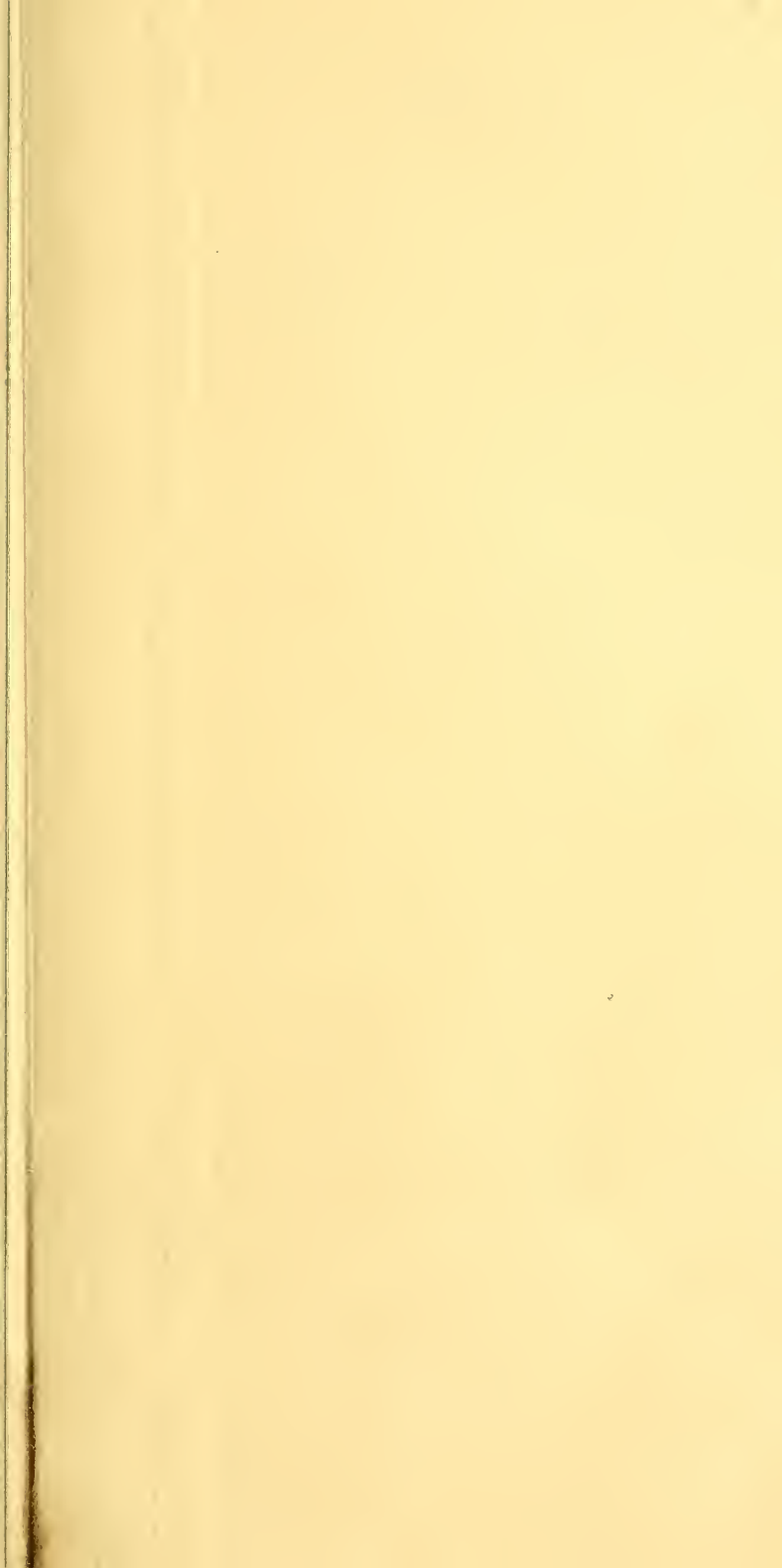
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