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Greetings From Jacksonville, Florida



Synopsis

Jacksonville, a gateway to Florida by air, land, and sea, has enjoyed a rich past. 400 color images trace Jacksonville's roots. Named in honor of President Andrew Jackson, it became a favorite winter resort. This book will be treasured by historians and tourists alike, and provides a good resource for postcard collectors.

Book Information

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Customer Reviews

Donald D. Spencer loves Florida and its attractions. He has been collecting vintage postcards about the region for 35 years

Colored post cards were a major publicity tool for communities seeking to boost their tourist and business attractions during the late 19th and early 20th centuries. Such was the case with Jacksonville, Florida as evidenced by an impressive collection of such colorful images compiled by Donald D. Spencer and featured in "Greetings From Jacksonville, Florida". Considered a 'gateway' to Florida by air, land and sea, Jacksonville (originally called 'Cow Ford' until renamed by its residents after President Andrew Jackson) became established in the opening decade of the 20th century as a favorite winter resort. The postcards themselves are expertly captioned, flawlessly reproduced in full color, and provide a fascinating approach to the history of this thriving community. "Greetings From Jacksonville, Florida" is especially recommended for postcard enthusiasts and readers with an interest in the early history of this key Floridian city.

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