

# 7 ONE DAY TRIPS *from* JACKSONVILLE

ST. AUGUSTINE



MULT  
AGENT

JACKSONVILLE  
BEACH



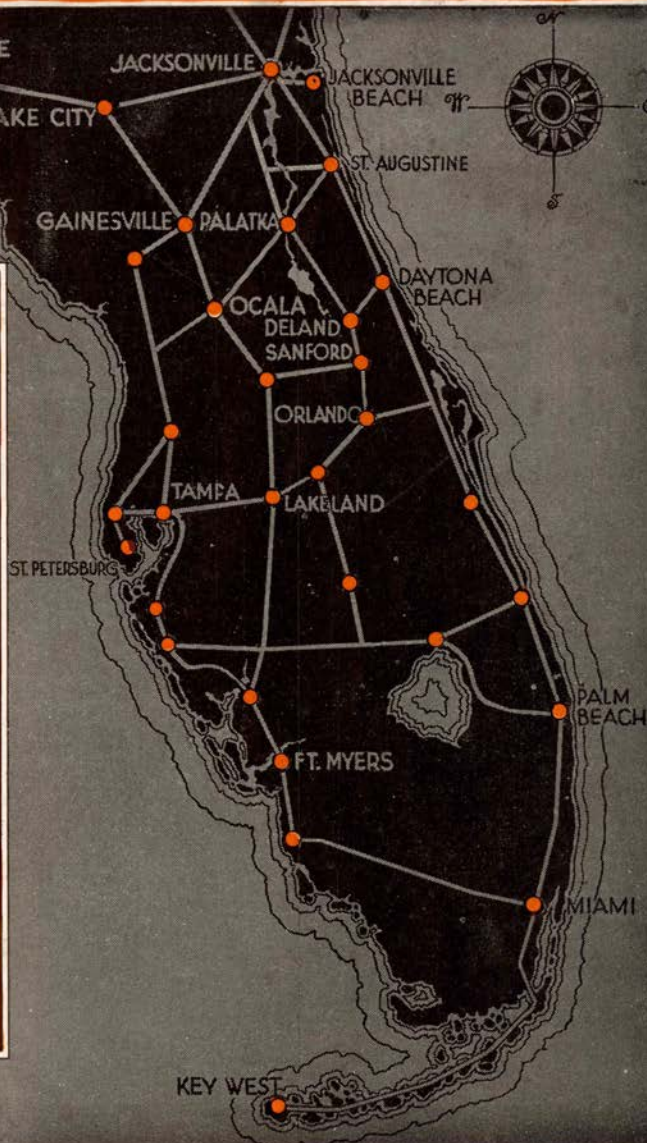
RACING  
PARK



SPEND A WEEK IN  
JACKSONVILLE

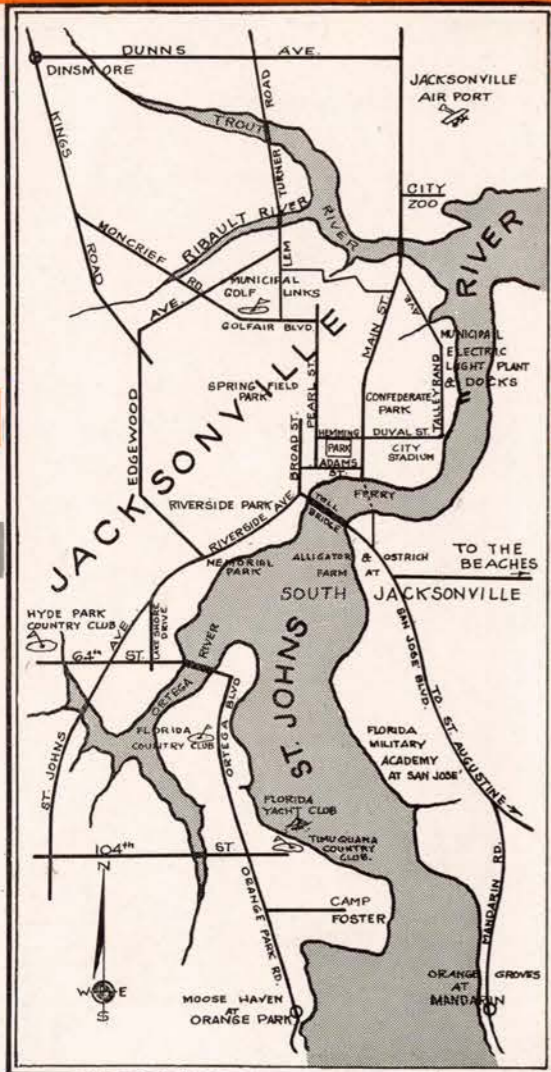
**T**HIS BOOKLET has been prepared to serve you as a trip guide in planning and making enjoyable one-day trips from Jacksonville . . . Each motor jaunt listed in this travelchart can be made comfortably in one day. The seven trips outlined delineate a solid week of enjoyment . . . Only the high spots of each day's tour have been set forth. Many more obscure but nonetheless beautiful charms and attractions await the visitor who makes these trips in more leisurely fashion . . . The tours begin with short drives around Jacksonville, swinging farther afield in ever-widening circles as the series progresses. Their scope encompasses north Florida's scenic beauty and colorful history.

Plan now to take these Seven One-Day Trips from Jacksonville. Spend a week here this year. You'll enjoy Jacksonville.





# THE FIRST DAY



## A CIRCLE TOUR IN AND NEAR ★ THE CITY ★

This initial tour gives you a glimpse of Jacksonville and its environs. Leaving the heart of the city you go from the business district into the exclusive residential sections along the St. Johns river. Then in a sweeping circle to the north you skirt the city, returning by way of the commercial waterfront through a rapidly developing industrial area « » Here you may visit the municipally-owned electric plant, a model of its kind; the municipal docks, shipping center of the naval stores world; the busy wharves, and huge storage yards of the big oil companies.



Above... Memorial Park monument.  
Below... a glimpse of Jacksonville's municipally-owned port terminals.

# THE SECOND DAY



An air view of Jacksonville's business center and waterfront.



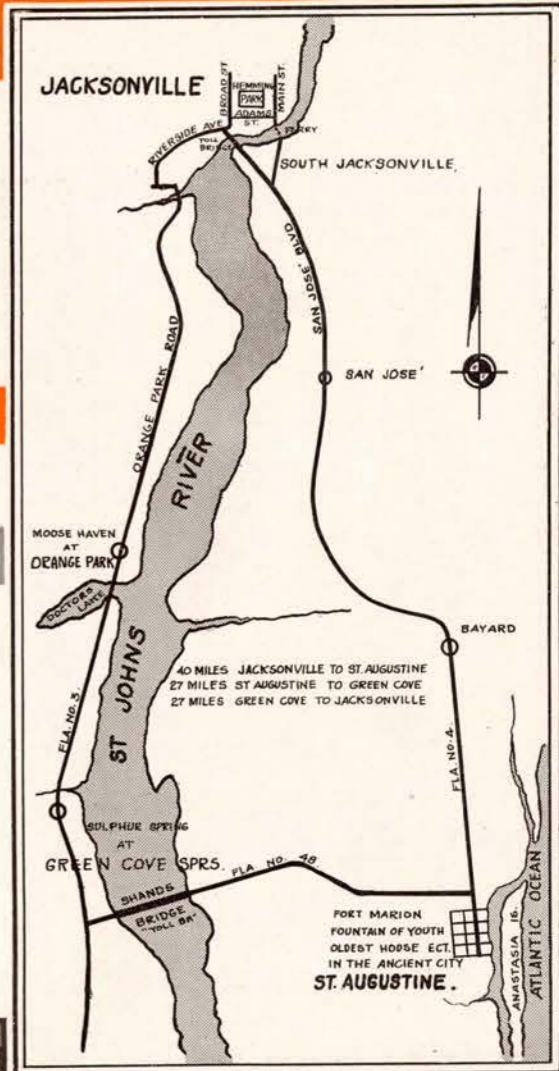
St. Augustine's ancient portals bid you welcome.

## TO AMERICA'S MOST ANCIENT ★ CITY ★

St. Augustine, the objective of this second day's jaunt, has a quaint, Old-World atmosphere. Fort Marion's frowning walls, the Fountain of Youth, the ancient city gates, the oldest house in America, the slave mart and many other colorful attractions lure the visitor. You return across the Shands bridge through Green Cove Springs and lovely Orange Park « » Green Cove Springs is a favorite winter resort with many northerners. Quiet Orange Park is the site of Moosehaven, the home for aged members of the Loyal Order of Moose.



Above... Sentry box guarding approach to old Fort Marion.  
Below... Giant oaks shade the highway to St. Augustine.



FORT MARION  
FOUNTAIN OF YOUTH  
OLDEST HOUSE ETC.  
IN THE ANCIENT CITY  
ST. AUGUSTINE.





# THE THIRD DAY



## PIRATE TROVES AND TROPICAL BEAUTY

Sea-robbers buried their pirate gold in Fernandina's sand-dunes.

Historic Fernandina was once the rendezvous of the raiders of the Spanish Main. Caches of pirate gold are still found occasionally on Amelia Island, where buccaneers of old careened their ships and held their revels. Fort Clinch, the white-winged shrimp fleet, and many other sights await the visitor in Fernandina. A side trip on Heckscher Drive, a toll road, takes you to beautiful Fort George Island, once a prosperous Colonial plantation. The slave-cabins and other old buildings are still standing and may be seen.



Above... boats of the shrimp fleet at Fernandina's docks. Below... old Fort Clinch.



# THE FOURTH DAY



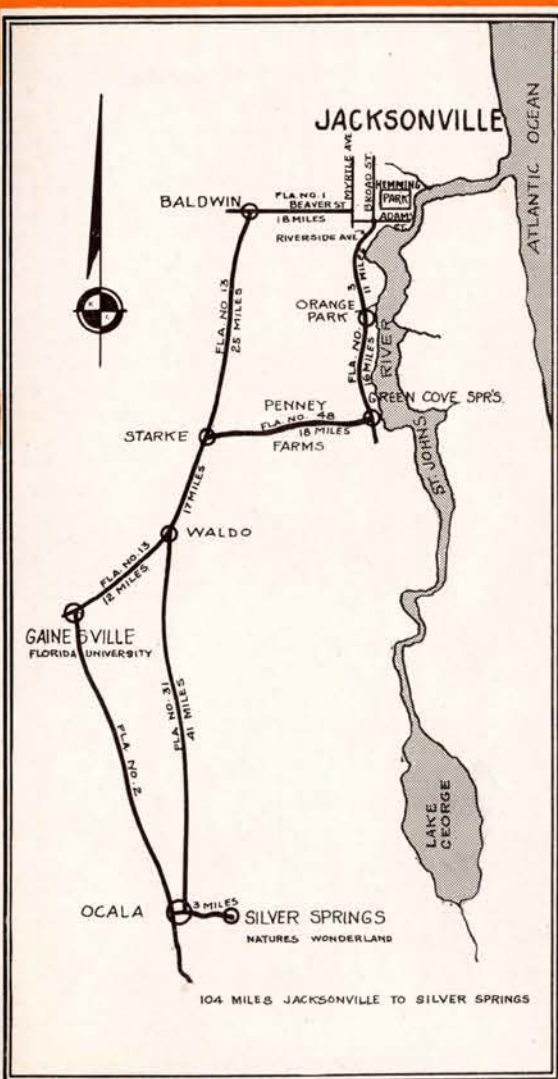
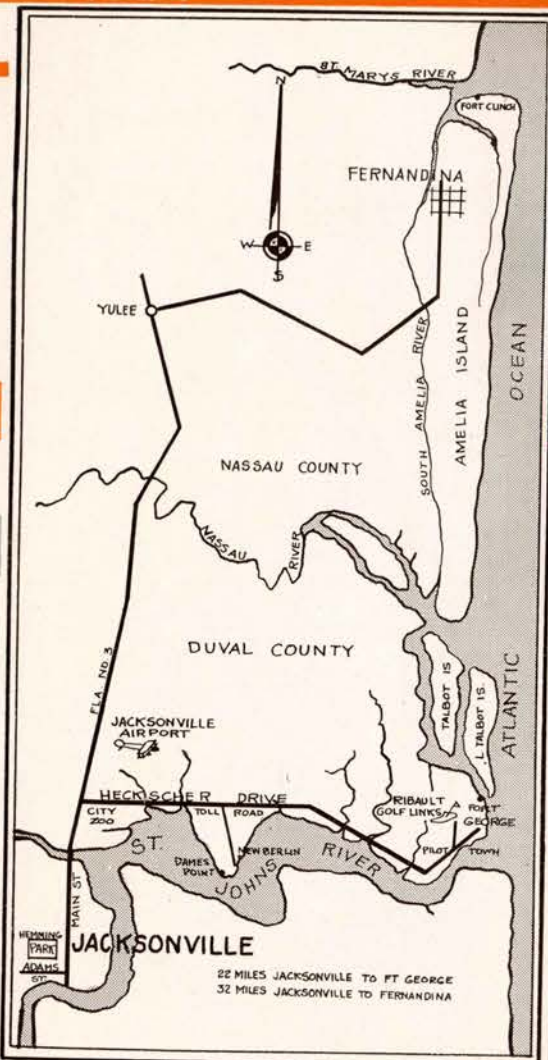
Beauty basks in Silver Springs' submarine garden.

## SILVER SPRINGS WONDERLAND OF NATURE

A scenically beautiful and agriculturally rich countryside gives this drive to Silver Springs an exceptional charm. Marvelously beautiful of itself, Silver Springs takes added glamour from traditions woven by Seminole Indians and early settlers. Returning, you visit Gainesville, seat of the University of Florida, and the famous Penney Farms near Green Cove Springs. Near Starke is a famed strawberry-producing section which grows the berries that command premium prices on northern markets during the winter months.



Above... an endless variety of aquatic life is visible in Silver Springs. Below... view of the recreation grounds.





# THE FIFTH DAY



## JACKSONVILLE'S INCOMPARABLE BEACHES

Matchless beaches sweep in a great crescent from Mayport

to St. Augustine, more than thirty miles away. At low tide the beach is a perfect motor highway, six hundred feet wide. At Mayport, a tiny fishing village, is the Ribault Monument, commemorating the massacre of the first French Huguenot colonists by Spaniards from St. Augustine. A broad, inviting boulevard takes you to Jacksonville's Beaches... which are just eighteen miles from the heart of the city.



Beach sport brings thousands from all Southeastern cities here every summer.



Placidly mirroring Florida's azure sky the Suwannee flows to the Gulf of Mexico.

# THE SIXTH DAY



## WAY DOWN UPON THE SUWANEE RIVER

Way down upon the Suwannee River is White Springs, for

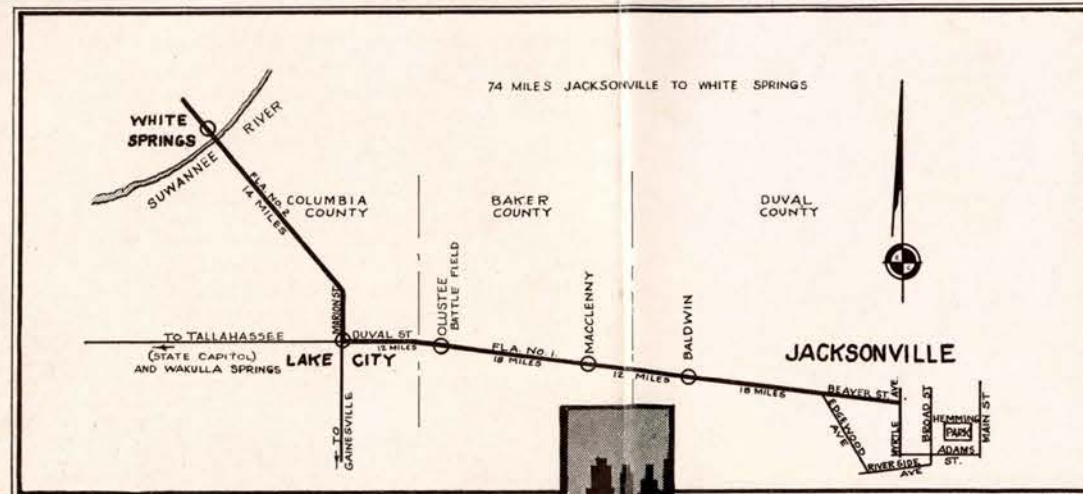
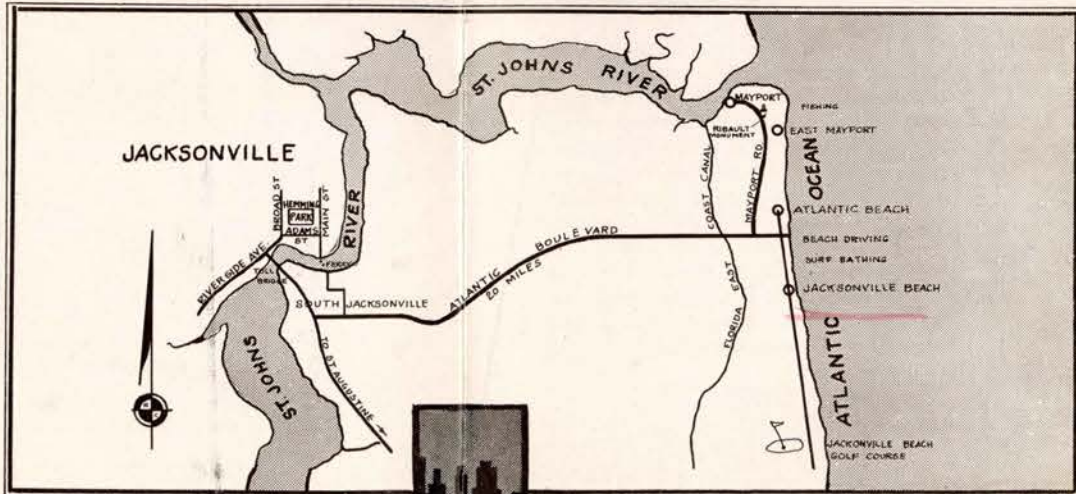
generations a famed resort, both winter and summer. An excellent highway takes you to White Springs through Lake City, in the heart of a region where lakes dot a beautiful countryside like jewels. Between Jacksonville and Lake City is the Battlefield of Olustee where Union and Confederate troops fought during the Civil War. The Olustee Battleground is marked with a monument. It is visible from the highway.



This simple shaft's classic loveliness marks the site of the tragic killing of the Huguenot Colonists by Menendez.



Olustee monument erected by United Daughters of the Confederacy on the Olustee Battleground near Jacksonville.

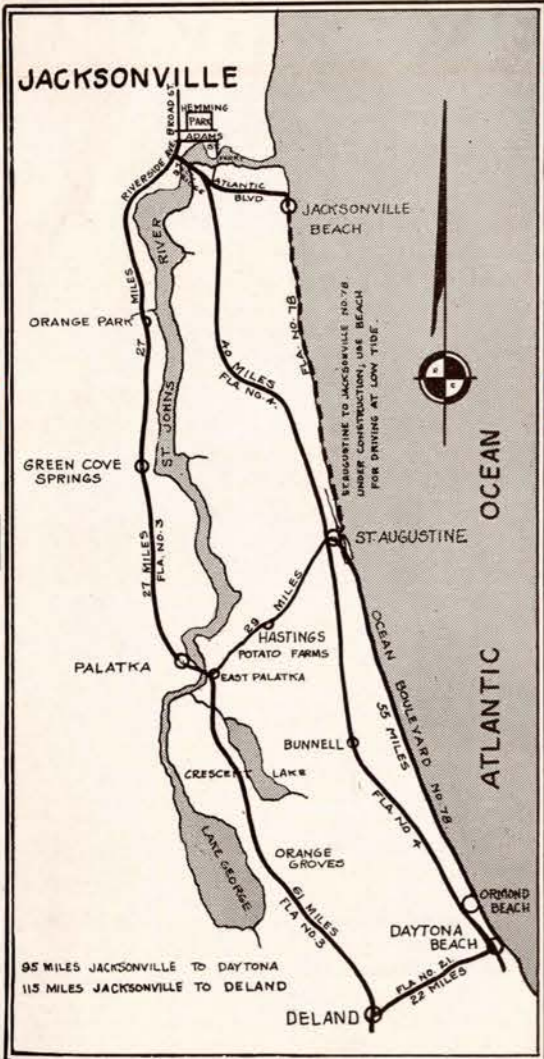






# THE SEVENTH DAY

# SPEND A WEEK IN JACKSONVILLE



Workers gathering Florida's golden treasured citrus from laden groves.

## A JAUNT THROUGH GLOWING CITRUS GROVES

Glowing citrus groves border the highway as you skim along toward Daytona Beach and DeLand. At Daytona you see the famous beach where automobile speed records are made. At DeLand is Stetson University, one of Florida's best known educational institutions. The homeward loop takes you to Crescent City and Palatka through fertile farm lands. This picturesque region is dotted with lakes and streams and is one of the finest fishing and hunting grounds in Florida. Many interesting by-ways invite you on this charming jaunt.



Above... Tropical charm crowds the Florida highways. Below... a bearing grove of citrus trees near DeLand



Skyscrapers tower over Jacksonville's golden business district and water-front.

## THE NATURAL GATEWAY TO ALL FLORIDA

Jacksonville is Florida's portal. With the great continental highways, railroads, steamship lines and air lanes converging here as they enter Florida, Jacksonville has become the center of the seasonal tourist movements in and out of this state. Merchants and manufacturers seeking Florida and Southeastern outlets have selected Jacksonville as the logical distributing point for this fast growing region. Jacksonville owes its growth and its dominance of Florida's trade, finance and manufacturing to its geographical location. From



Above... glimpse of Duval County Courthouse. Below... kids find joy in plunge in city-owned pool in Lackawanna Park.



little more than a trading post, known as Cow Ford, a century ago, Jacksonville has become Florida's chief city. Industry and commerce have come to Jacksonville because it is the Southeastern apex of a triangle which includes virtually two-thirds of the wealth and population of the United States. A large part of this area is Jacksonville's legitimate commercial territory. Although Jacksonville is primarily a port, commercial and manufacturing city, busy and bustling with the affairs of progress, it has not been indifferent to its advantages of climate. Many beautiful homes, imposing churches, a splendid park system and well developed recreational facilities show that residents of Jacksonville know the joy of living. This is an ideal city. Sun-warmed in winter, ocean-breezed cooled in summer.



These giant birds at the Alligator and Ostrich Farm have been steeds for many tourists.





# JACKSONVILLE FACTS AND FIGURES

Jacksonville is recognized as the financial, manufacturing and commercial center of Florida. It contains one-seventh of Florida's population, has one-seventh of Florida's wealth and pays one-seventh of Florida's taxes.

Four hundred and twenty-six manufacturing enterprises produce 450 commodities in Jacksonville. Among these are 192 major plants transforming raw materials into finished products. These major plants alone employ 16,765 persons with annual pay-rolls aggregating \$21,099,420. Their finished products amount to \$97,903,166.

The city of Jacksonville owns its own electric power plant, a model of its kind and the only dividend-earning municipally owned plant in America. Its rates are among the lowest in the Southeast. This plant produced 13 per cent of all the electricity produced by Florida public utility plants last year.

Jacksonville owns its municipal docks with a 30 foot channel. Jacksonville is the world's second largest naval stores market, and millions of dollars in naval stores are among the commodities handled through the municipal docks each year.

WJAX, Jacksonville's radio station, is municipally owned. It has 1,000 watts in power and is regarded by the United States government as a valuable institution because of its weather and agricultural service, with its Tourist Club and adjoining miniature golf links, WJAX is now tourist headquarters.

Jacksonville's hotel accommodations are unexcelled.

Jacksonville has 171 churches of all denominations. Many of these edifices were built recently and are imposingly beautiful.

Jacksonville's School system is of the most modern type with many fine new school buildings recently built to meet the demands of Jacksonville's rapidly growing population.

Jacksonville has the largest creosoting and chemical wood plant east of the Mississippi River. It occupies 34 acres of land and is served with nine miles of railroad siding.

Jacksonville has the second largest tractor plow manufacturing plant in the South. Its products are marketed in 40 states and 17 foreign countries.

Jacksonville is the largest lumber market on the Atlantic coast.

Jacksonville is the second largest coffee importing port on the South Atlantic.

Jacksonville has the world's only plant manufacturing water-soluble pectin from grapefruit.

Jacksonville has the largest individual cigar factory in the South with a daily output of 450,000 cigars.

Jacksonville has the only dry ice plant in Florida. It was the first of its kind in the Southeast.

Jacksonville manufactures large quantities of oils, paints and varnishes for the Southeastern states.

Jacksonville's oil terminals are the largest in the South with combined storage capacity of 35,632,000 gallons of gasoline; 2,737,000 gallons of kerosene; 24,877,000 gallons of fuel oil and 5,099,212 gallons of lubricating oil.

# JACKSONVILLE FACTS AND FIGURES

Jacksonville is located on the St. Johns river, the only river in the United States flowing due north, navigable for 120 miles.

Jacksonville has the largest glass bottle manufacturing plant in the South and the only one in Florida.

Jacksonville's nine big fertilizer plants have a total output of 300,000 tons annually.

The Atlantic Coast Line, the Seaboard Air Line, the Southern Railway and the Fruit Growers Express Company have their shops in Jacksonville, employing more than 1,000 persons.

Jacksonville manufactures more canned grapefruit than any other city in the world.

Jacksonville has the largest and finest passenger station south of Washington, D. C. Twenty-five tracks are needed for the passenger business alone.

Jacksonville has steamship service, direct or indirect, to all the ports of the world.

Jacksonville has three national banks with branches in various parts of this city and in other Florida cities.

Jacksonville is the seat of a Federal Reserve Bank.

Jacksonville has the only burlap bag factory in Florida. Its raw materials are drawn from Czechoslovakia, England, Scotland, Calcutta, India, and many other lands.

Jacksonville has a modern, municipally owned airport equipped with three runways, hangars, machine shop, fueling equipment and complete lighting facilities for night flying.

Jacksonville has five fine golf links, one of them

municipally owned and open to the visitor.

Jacksonville has nearly 70 parks ranging in size from a city block to 100 acres, including a fine zoo.

Jacksonville has a healthy, refreshing climate with an extremely low infant death-rate. Ocean breezes keep Jacksonville cool in summer, Florida's sun keeps Jacksonville warm in winter.

Jacksonville has an annual rainfall of 53 inches and a rich agricultural back country. It has sunshine nearly every day in the year.

Jacksonville is within one day's travel of the nation's centers of population and wealth.

Jacksonville is becoming the most important point for shipping to South America.

Jacksonville has eight miles of developed harbor frontage and 68 piers.

Jacksonville is due south from Cleveland, Ohio, and nearly 200 miles south of California's southern boundary.

Jacksonville offers every outdoor, warm-weather sport, hunting, fishing, golfing, tennis, bathing, boating and motoring.

Jacksonville is the outfitting point for yachts making Southern cruises.

This booklet is authorized and paid for by the City Council of Jacksonville. Address your communications to the Chamber of Commerce, the Jacksonville Motor Club or the office of the Mayor.

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JACKSONVILLE, FLORIDA



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SILVER SPRINGS

FERNANDINA

RIBAU  
MONU

FT. GEORGE  
ISLAND

SPEND A WEEK IN  
JACKSONVILLE

