

FUNTIME
Around the Clock

JACKSONVILLE



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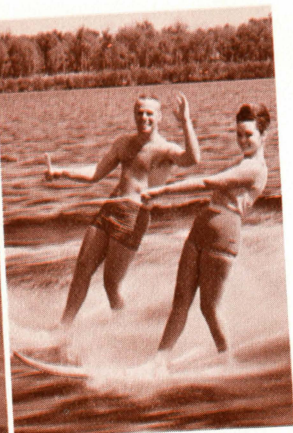
**FASCINATING TOURS TO NEARBY
HISTORICAL AND PLEASURE SPOTS
add to your vacation enjoyment**

VISITORS GUIDE MAP
To Beautiful, Historical
JACKSONVILLE, FLORIDA

AND SURROUNDING AREAS



Prepared by JACKSONVILLE ADVERTISING COMMITTEE



SPORTS TOUR

Jacksonville is a sports city. The multi-million dollar Sports Complex is the center of sports activities which feature the annual nationally televised Gator Bowl Game, numerous collegiate and high school games, the Sun Valley baseball park, home of the AAA Jacksonville Suns and the Coliseum, where collegiate basketball, boxing, wrestling, ice hockey in season and other sports events are held. Two tracks feature nighttime greyhound racing in season. Winter and summer there is always some sports activity in progress. Summertime, softball leagues playing on a dozen different diamonds provide evening excitement. Eight golf courses surround the city, with frequent championship matches featured. With more than a thousand square miles of water, boating, sailing and water skiing are highly popular. Fishing around Jacksonville, with more than 400 species to choose from either fresh or salt water, is second to none. Charter boats are available and fishing from piers, banks and bridges is highly popular with both visitors and residents alike. Swimming or sunbathing is shared by surfing enthusiasts and surf fishermen.



SCENIC TOUR

For sheer scenic beauty Jacksonville is enchanting. In season, azaleas, camellias and a host of other exotic blooms paint the city a vari-hued rainbow. In addition to the 160 public parks maintained by the City Park Department every home strives to outdo its neighbors in floral splendor. A drive through almost any part of the city, especially in the springtime, is heart warming to the flower lovers. Other scenic areas warranting a

visit include the Jacksonville Zoo, the City Nursery, the Beaches, Ponte Vedra, the Garden Club of Jacksonville and the Dallas Thomas Park and Marina. A panoramic view of the city from either the top of the Prudential Building or the City Hall is breathtaking in awesome grandeur. The buildings and grounds of Jacksonville University, strikingly modern, are in sharp contrast to the rustic charm of the sleepy little fishing village of Mayport. Fifty miles away Marineland offers closeup looks at our numerous oceanic creatures gliding by only inches from your porthole. In St. Augustine the Alligator and Ostrich Farm furnishes thrills and chills for the curious. Hecksher Drive follows the majestic St. Johns for fifteen miles and continues on up scenic Highway 105 to Talbot Island and Amelia Island where nuns once planted and harvested rice. Southward on US 13 lies vast fields of potatoes, cabbages and gladioli surrounded by semi-tropical beauty amid moss-hung oaks and magnolias.



HISTORY TOUR

The serious history student or the curious visitor will find a tour of Jacksonville historical areas enchanting. Begin at the Fort Caroline National Monument commemorating America's first white settlement (1564), then cross to Fort George Island by way of the Mayport ferry to visit the site of San Juan del Puerto Mission (1580), see where Oglethorpe's buffer fort was built in 1739 from which the Island derives its name and where stand today the still tenable buildings built by the famous slave trader, Zephaniah Kingsley, in 1799.

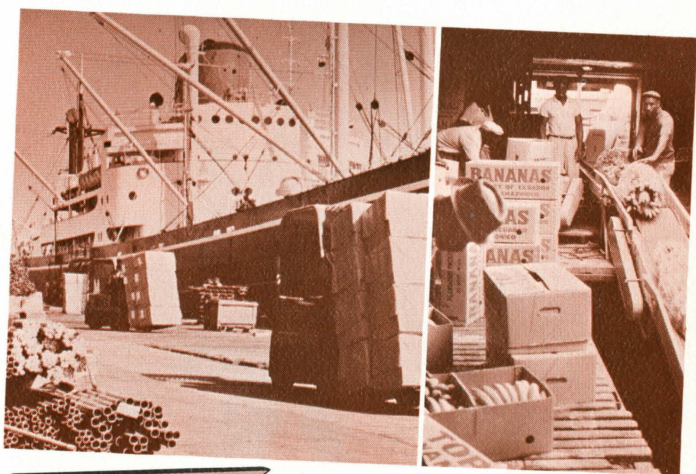
A short distance from the ferry landing is where the "Three Friends", steam tug owned by former Florida Governor, Napoleon Broward, sailed to run guns to the Cuban insurrectionists at the turn of the century. The Broward Home, complete with cupola, still stands and is occupied by the family. Continuing north on Highway 105 one crosses Big and Little Talbot Islands before reaching Amelia Island, the only place in Florida to serve under seven flags, not counting the banners of the LaFitte's and other pirates who made Fernandina their base of operations. On the south end of Amelia Island are still visible today the rice fields tilled by nuns more than 150 years ago. Indian relics dating back to 2000 B.C. are fairly common through this area.

Ten miles south of Jacksonville, in the quaint little Mandarin community, is found the Stowe Lodge, home of Harriet Beecher Stowe, authoress of Uncle Tom's Cabin. Nearby is the old Mandarin Church, more than 150 years old and still used as a parish church. Within a stone's throw of the Dallas Thomas Marina on the Southside is found the 800 year old Treaty Oak where whites and Indians are reputed to have met in councils.



EVENING TOUR

Jacksonville is a pretty city at night. Any evening tour should begin at the Dallas Thomas Park and Marina to enjoy the famous Friendship Fountain, America's largest, and its display of waters roaring up to 120 feet high and multi-colored lights which dominate the scene with ever changing patterns thrilling to see. Here again, the waterfront drive is a fabulous display of ships, lights and people. The many parks, with their cool beauty and flower scented fragrance, attract strollers. Open air public concerts are held periodically with the Jacksonville Symphony and other orchestral and choral groups blending instruments and voices to the enjoyment of all. There are a number of fine restaurants and clubs featuring your favorite beverage or cuisine. No lovelier way to end the evening could be found than to tour the waterfront on one of the boat rides periodically leaving from the Dallas Thomas Marina.



INDUSTRIAL TOUR

This tour can be taken in two parts. First, the industrial waterfront can be comfortably enjoyed from the seats of pleasure craft making regular guided tours of the area each day. The fee is nominal and the tour lasts about two hours. It covers all the industrial points of interest on the waterfront. In your own auto you can move along the rows of shipyards, chandleries, naval store yards, shipping terminals including shipboard transportation of trailers destined for the West Indies and other Caribbean ports, manufacturing plants and a host of industries located near the water. Inland may be found two large paper mills manufacturing kraft paper from Florida pines, glass factories, creosote impregnating plants, the world's largest cigar manufacturer, lumber mills, chemical plants, bottling plants and even

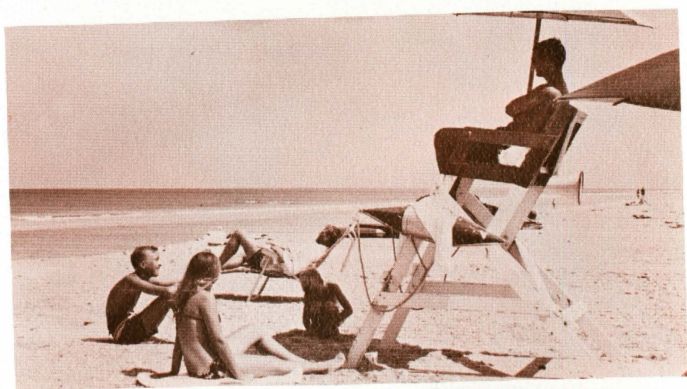
pizza pie crust manufacturers. If a particular segment of interest in specific industries is desired, a phone call to the Chamber of Commerce will usually result in permission to visit those industries in which you are most interested.



CULTURAL TOUR

If culture is your preference Jacksonville has much to offer. The Cummer Gallery of Art on Riverside Avenue features a permanent display of master works in both paintings and sculptures with traveling exhibits of rare works periodically shown. Just a short distance away the Children's Museum features several rooms of Floridaiana with other art, science and crafts displays including an operating planetarium. The Jacksonville Art Museum, privately owned by the Jacksonville Art Society features works of local artists. The Florida Room at the Haydon Burns Library in midtown features one of the State's finest collections of maps and old books dealing with the history of the state. Operas, ballets, concerts, lectures and other offerings are found at the Jacksonville Civic Auditorium on the waterfront. You are urged to check the calendar of events while in town.

Several community theatre groups offer hit plays year round. The Little Theatre on San Marco Boulevard on the Southside, the Guild Theatre Group performing at the Fairfax Theatre on Ortega Boulevard and the University Players at Jacksonville University have garnered widespread fame for the excellence of their talent and productions.

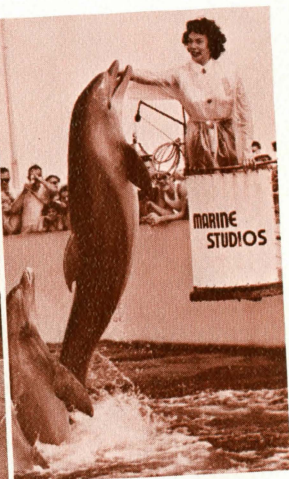
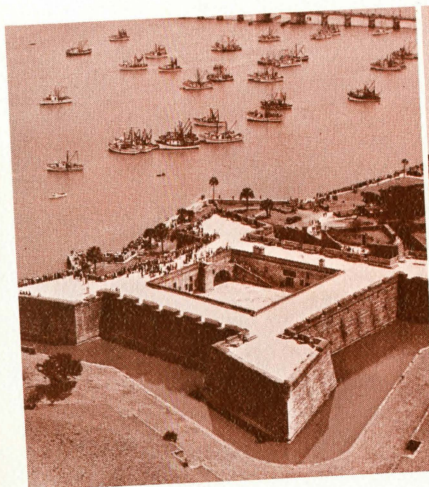


BEACHES TOUR

AND FERNANDINA

Just 18 miles east of Jacksonville lies the most fabulous beaches area along the eastern seaboard. Clean white sand forms a perfect recreation area bordered by the azure Atlantic surf. Swimming, surfing, surf fishing and sunbathing lead the list of recreational opportunities with more than 20 miles of beaches to enjoy them. Drive your car right down on the sand

and enjoy miles of sightseeing with boardwalks and beautiful beach homes to attract the eye. Crossing the St. Johns at Mayport via ferry drive 20 miles up to Fernandina, Florida's only city to see service under seven flags. Formerly a pirate haven, many legends of buried gold exist though most of Fernandina's gold lies in its history and charming bathing beaches. An excellent fishing pier extends 600 feet into the surf for catches of mackerel, bass, trout, whiting, drum, sheepshead and other finny denizens of the deep. Fort Clinch, built in 1840, is now a museum and one may enjoy climbing its circular bastions and marvelling at the intricate masonry work in its construction. Returning to Yulee, on US 17 and southward to Jacksonville completes a scenic and historic ride.



ST. AUGUSTINE TOUR

AND MARINELAND

Driving south on US 1 from Jacksonville a 45 minute scenic trip brings you to St. Augustine, America's Oldest City. Here there are dozens of things to see and do. The Castillo de San Marcos, oldest masonry fort in the northern hemisphere brings 400 years of history to your camera's eye. The Oldest House, the Slave Market, Customs House and scores of historical areas in process of restoration by State archeologists are yours.

Proceeding southward twelve miles you will discover the famous Marineland Studios where myriad forms of sea life are on display. From your underwater porthole you will see giant whales and tiny minnows, porpoises put on their playful antics while moray and conger eels slither from rock to rock. Giant sharks patrol the tanks while divers go into the watery elements to handfeed fishes. Excellent restaurant facilities are available and nearby an excavated Indian burial mound is open for inspection. Return to Jacksonville via the beaches and A1A for added scenic beauty.

Jacksonville
FLORIDA

For specific information on any of the activities listed above, visit the

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