7 ONE DAY TRIPS from JACKSONVILLE

ST. AUGUSTINE

JACKSONVILLE BEACH

RACING PARK

SPEND A WEEK IN JACKSONVILLE
THIS 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.
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.

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.
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 Aeet, 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.

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.
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这个词在所有运动中都很受欢迎。沙滩是各种运动的热门场所。

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.
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 byways invite you on this charming jaunt.

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 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-breeze cooled in summer.
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 10,676 persons with annual payrolls aggregating $11,099,450. Their finished products amount to $77,903,166.

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 the Tourist Club and adjoining miniature golf links, WJAX is now tourist headquarters. Jacksonville’s hotel accommodations are unexcelled.

Jacksonville has 571 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 new school buildings recently built to meet the demands of Jacksonville's rapidly growing population.

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 bunker bog factory in Florida. Its raw materials are drawn from Czechoslovakia, England, Scotland, Celle, Italy, 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 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.

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