Showing Jacksonville's Accessibility to the Centers of Population and Its Tropical Location Compared with Other States.
THE STORY OF JACKSONVILLE

The Modern City

The First Protestants in America—English Raids on Spanish Missions—The Republic of Florida—The Blockhouse—Union Occupation—River Steamer Days—The Modern City—Descriptive Drives to Mayport, the Beaches, Fort George Island, Fernandina, Mandarin, Green Cove Springs and St. Augustine.

Jacksonville is comparatively a new city. It is true, a village began to grow here in 1832 and by 1910 had become a town of 52,000. But in the last twenty years the town has tripled in size. This rapid expansion has necessitated heavy expenditures for paving and sewers, increases in fire and police department, and many other items incidental to a city’s growth. For example, twenty years
ago, Jacksonville had approximately 64 miles of street paving and today has over 200 miles. In spite of this, the bonded indebtedness of the citizens is still very low—less than $80.00 per capita. The reason for this is that about forty years ago, Jacksonville started on her career as a city of municipally-owned public utilities. She invested in her own municipal electric light plant, whose earnings now equal the operating expense of the city government. There is reason to believe that the growth of the plant will take care of the future increase in taxation. At the same time that it was helping to bear the expenses of growth, the electric light plant was furnishing light and power at such low prices that it saved the citizens over one million dollars a year in rates under what they would have paid a private company.

Jacksonville now owns more public utilities than any other city of any importance. Besides the electric light plant, she owns her own waterworks, municipal docks and terminals with their own railroad system, cotton compress, and naval stores yard; broadcasting station, airport, two golf courses, public swimming pools and playgrounds.

The Ribault Monument is a duplicate of the original placed at Mayport in 1952.
These progressive tendencies are the outgrowth of her cosmopolitan character. Jacksonville people, unlike those in most Southern cities, have come from every section of the United States, and very few can claim to have lived here more than thirty years. Why this oldest section of the United States should have remained so long without a native population, is a story of vital interest.

First Battle Between Europeans for Mastery of America

The early history of Jacksonville is the story of the great river beside which it stands. When Captain Jean Ribaut placed a stone column beside the entrance to the river in 1562, he became the first active challenger of Spain's claim to the whole continent. A duplicate of that column stands there today, where Ribaut and his French Huguenot sailors celebrated the first Protestant service in America. Two years later, in spite of Spanish protests, a Huguenot colony built Fort Caroline beside St. Johns Bluff, a few miles up the river, and Sir John Hawkins, earliest English slave trader, visited the colony, and saw the first Protestant women and children in America braving the dangers of pioneer life. Disaster soon overtook them, however, for in 1565 Spain sent her foremost admiral, Menendez de Aviles, to destroy them, a task which he accomplished with merciless efficiency. The engagement, in which he captured Fort Caroline, was the
first battle between two European nations in America. In spite of a spectacular raid on the St. Johns river forts by French in 1568, Spain remained in control and spread a cordon of fortified missions along the coast, the river and the northern boundary of Florida. A catechism and grammar in the Indian language was written in 1606 by the missionary on Fort George Island, at the mouth of the St. Johns river. These books are among the most valuable records of our early American history.

The Crawford

An Indian trail, running from St. Augustine, crossed the great St. Johns river at a comparatively narrow place, twenty-five miles from the mouth, where the ford was known as Wacca Pilaska by the Indians (translated Cowford by the English), later to be known as Jacksonville. A marker at the foot of Liberty Street indicates the early ford. On the south bank, Fort St. Nicholas guarded the crossing, where a stone marker beside Atlantic Boulevard records this location also.

English Incursions

In the early eighteenth century, English slave hunters raided the Florida missions and sold their Indian captives in the Charleston markets by the thousands. Weakened by the loss of his Indian allies, the Spanish governor was forced, by 1735, to allow the English occupation of what
Jacksonville lies in a great double loop of the St. Johns River, where, after a long journey north, it turns southward to the sea.

had been considered North Florida, henceforth to be known as Georgia, and in 1763, by treaty with Spain, the English became masters of Florida also.

During the American Revolution, thousands of English Loyalists settled along the St. Johns River, Florida being the only loyal colony south of Canada. They built the King's Highway from Georgia into Florida, which crossed the river at Cowford, then a little village on the south shore. A marker in Hemming Park shows the ancient road system, where even at this early date, Jacksonville's strategic position was apparent. Today, the great national highways follow the same old trails, bringing a no less colorful throng of health and pleasure seekers to this new-old land.

The Republic of Florida

After the loss of her other colonies, England gave Florida back to Spain and the St. Johns river plantations and the village of Cowford were almost deserted. To keep these places from ruin, the new Spanish governor offered land grants to Americans. Troubles soon developed with the Spanish authorities, and in 1812, the Americans declared a Republic of Florida, comprising the territory between the St. Johns and the St. Marys Rivers. They captured Fernandina, burned Fort St. Nicholas at the
Cowford and attacked St. Augustine. Pirates, Indians and highwaymen took advantage of the civil war to prey upon travelers and planters of this region.

The United States in Control

The United States brought order to the lawless province by purchasing Florida in 1819, and the Cowford at once began to prosper, being laid out as the town of Jacksonville in 1822 and incorporated in 1832. Its blockhouse served as a refuge for settlers in clashes with the Seminoles in 1835, and today a marker at Monroe and Ocean Streets shows where the blockhouse stood.

Federal Occupation

Union gunboats anchored opposite Jacksonville several times during the War Between the States, and Federal trenches extended from Hemming Park to where the Terminal Station now stands, for Jacksonville became the base for Union raids into middle Florida. The famous racing yacht, America, then a Confederate blockade runner, was sunk in the river a few miles south of Jacksonville, in an effort to hide her from the Federals, but she was soon discovered and raised. A marker in Hemming Park, where the Northern troops camped after their retreat from the sanguinary battle of Olustee, on the Lake City
road, gives but an idea of the many military operations here. Most of Jacksonville was burned when the Union soldiers left in 1863, and the returning citizens walking along the ruined railroad from Baldwin found desolation and poverty awaiting them.

The First Tourists

Northern soldiers took home such glowing accounts of Jacksonville's mild, clear winters, that gradually Jacksonville residents began to receive winter boarders, and even before St. Augustine had hotels of any note, Jacksonville was a cosmopolitan tourist city with many fine hotels. In 1880, General Grant visited Jacksonville and General Lee was also an honored guest of the city. Sidney Lanier wrote that it was like a roster of New York society to see the distinguished company here. President Cleveland gave a reception for his bride where the St. James Building now stands, and William Waldorf Astor became the first president of the Florida Yacht Club, which now has a new clubhouse in Venetia.

The Modern City

Even before war was declared with Spain in 1898, the tugboat Three Friends had made Jacksonville famous by spectacular filibustering of men and arms from here to Cuba. During the war, forty thousand troops were
encamped beside the little city of twenty-six thousand people, and Toney's Rough Riders, led by a lawyer of national note, paraded here. President Harrison's son was provost marshal of the town when war tension was high. The river was mined, and St. John's Bluff fortified to repel a possible raid on the coast by Spanish ships.

The great fire of 1901 seemed at first a terrible disaster, but when the modern city of brick and stone rose from the ashes, it became apparent that the real foundations of this great metropolis of the South rested on an indomitable spirit in its citizens, who have since built the largest city in the state on this historic site.

Centers of Interest in the City

HEMMING PARK—Visitors will find it convenient to locate other points from Hemming Park, the small park in the heart of the city, where parking space is reserved for out-of-town cars and a policeman is stationed to direct strangers. Here throngs of people listen to concerts in winter.

In the center of the park stands the Confederate Monument, the Florida soldier facing south towards the land he defended so bravely, while at the base are portraits of Florida's two Confederate generals, J. J. Dickinson and Edmund Kirby-Smith. This monument, presented by Charles Hemming, was unveiled during the Spanish-American War, when the Seventh Army Corps paraded under Major-General Fitz-Hugh Lee at the ceremony.
Public Library (Adams and Ocean Streets)—Open on weekdays from 9 a.m. to 9 p.m., and on Sundays from 2 p.m. to 7 p.m. In addition to other books, a fine collection of Florida books will be found there. Visitors may take books by depositing two dollars, which will be returned to them when their use of the library is ended.

Stadium—A great concrete structure on East Adams Street, in Fairfield Park, where many national football celebrities play during the season.

Municipal Docks and Terminals—On one mile of riverfront, with area of 144 acres. These represent an investment of $3,000,000 and were built to carry out requirements of the Federal Government to secure funds to maintain a 30-foot channel from Jacksonville to the sea. The docks are now paying all carrying charges and are beginning to earn money for the city, besides offering inducements to industries wishing to locate here.

Naval Stores Yard—This is the largest naval stores yard in the world and the only one owned by a municipality. Approximately 50 per cent of the nation's naval stores passes through this yard.

Cotton Compress—Only municipally-owned cotton compress in the United States, giving advantageous rates to farmers for the compression of their cotton.

Municipal Electric Light Plant—(On Talleyrand Avenue, beyond the Stadium)—One of the most modern
and efficient electric light plants in the country, housed in a handsome building on the water front. The city has a ten-million-dollar investment in its electric light system, which serves an area of 400 square miles, including six towns and one entire county.

Chamber of Commerce (At Julia and Duval Streets)—Where general information about the city, conventions, traffic and room accommodations may be obtained. An auditorium with seating capacity for about 300 people is here.

Motor Club—In the Chamber of Commerce building is this efficient organization for giving road information, suggested trips, and other information about the city.

Other centers of interest are included along the routes suggested for trips.

Across the River to the Beaches

Proceed from Hemming Park along Duval Street west and turn left on Broad Street, continuing over the Broad Street Viaduct until reaching the great St. Johns River Bridge, when turn left over the river. Beside this large bridge is the Florida East Coast drawbridge, the second largest claw-type bridge in the world. Here the expanse of the St. Johns river is most impressive. Regarding this river, a marker on the old Jacksonville postoffice says: "The first great river in North America to be discovered by white men. Called by the French, Riviere de Mai; by the Spanish, San Mateo; and by the English, St. Johns. Holding a prominent place in Europe's American adventure, it has a recorded history of over four hundred years. Claimed under the sovereignty of more nations than any other great river in the world, it has seen unfurled the flags of Spain, France, England, the Republic of Florida, the Southern Confederacy and the United States."

Florida Ostrich Farm—To the right of the south end of the bridge is an interesting exhibit of ostriches and alligators. Early travelers complained that the roar of alligators on the river disturbed them at night, but in river steamer days, passengers shot them from the decks of the boats in such numbers that the majority of these reptiles are now to be found only in such collections as the alligator farms.

South Jacksonville—Older than Jacksonville, because early Spanish settlers felt safer on the same side of the river as Fort St. Nicholas. Many fine old estates line the river on the south shore, which often presents abrupt banks and rolling hills on this side.

Taking the first boulevard to the right after crossing the bridge, through the suburb of San Marco, turn left into Atlantic Boulevard, a splendid twenty-mile concrete road, thirty-five feet wide. The Fort St. Nicholas marker will be noted on the left, about a mile beyond San Marco.
JACKSONVILLE BEACH—Formerly Pablo (Spanish, Paul)—Site of the Spanish mission of Santa Cruz destroyed by Governor Moore of South Carolina in 1706. After the Civil War, General Spinner, United States Treasurer for fourteen years, spent the latter part of his life here, a devotee of the beach. Murray Hall, a great resort hotel of 1890, stood where the life-saving station is now located. Good hotels, a boardwalk, pier, and all seaside amusements make this a popular resort. The wide, hard beach, stretching for forty miles from St. Augustine to the mouth of the St. Johns river, is like the Ormond-Daytona beach, one of Florida’s incomparable attractions.

If the tide is out, a drive on the beach to Ponte Vedra, three miles south, may be enjoyed, otherwise it is advisable to take the Atlantic Coastal Highway, which parallels the beach.

PONTE VEDRA—Here is an excellent golf course, clubhouse and pretty cottages beside the ocean, offering a delightful combination of seaside sports, hunting and golf. This was the site of the Indian Mission of San Diego. Diego Fort, a few miles inland, was captured by Oglethorpe on his way to St. Augustine in 1738. Many Indian mounds are to be found in this vicinity, especially at Palm Valley.

ATLANTIC BEACH (Six Miles North of Jacksonville Beach)—Here a fine, modern hotel of Spanish design has a splendid salt-water swimming pool, 50 x 150 feet, serving the exclusive clientele of this beautiful resort.

MAYPORT (Twenty-six miles from Jacksonville at the mouth of the St. Johns River)—A drive north along the beach brings the visitor to the south jetties at the mouth of the river, where stood Fort Steele, Confederate battery guarding the mouth of the river in 1865. Good fishing and a fine view of the shrimp boats returning from their day’s trip, may be enjoyed here. A short distance south of the jetties, a road leaves the beach for East Mayport, at which village, turn right through Wonderwood, a pretty group of cottages, where stood a trading post in English times, visited by William Bartram, famous naturalist, in 1774. Just beyond Wonderwood, on the right, rises the stone column recording the landing of the French in 1562. The village of Saturiba, Indian friend of the French who concealed the original French column
"Tabby" or Oyster Shells House on Fort George Island

from the Spaniards, stood nearby. Mayport, last remainder of the French name for the St. Johns river (river of Mai), beside which the little fishing village stands, is an interesting end to an afternoon's drive. A Spanish blockhouse here was destroyed by DeGourges in 1568, and Oglethorpe landed his stores here on his march against St. Augustine in 1738. A little later, pirates and slave traders alike used the islands of this vicinity for rendezvous, without interference from the great sugar cane plantations nearby. The fish houses, nets and boats of the present village are as picturesque and unique as the coast villages of Canada. A return to Atlantic Boulevard may be made by way of a fine road through dense tropical growth.

North to Fort George Island and Fernandina

From Hemming Park, go two blocks east on Monroe and turn left on Main Street. Proceeding north on Main, cross Hogan's Creek, where there is the half-million-dollar Hogan's Creek Boulevard development, with Confederate Park on the right. In this park stands the first Confederate monument to Confederate women, a monument to Robert Burns and one to Governor Broward. One block east is the Duval County Armory, with an auditorium
seating three thousand people. Across Main Street from Confederate Park is WJAX, the Municipal Broadcasting Station, with 1000-watt Western Electric equipment, operating on 900 kilocycles. It is a station for NBC programs, besides farm, commercial and weather reports and local programs. WJAX’s net profits for 1934 were approximately $15,000, enough to offset the city’s contributions to charity wards in three hospitals. Club rooms and auditorium offer diversion for the visitor.

One block west is Springfield Park, with its winding drive, large swimming pool and tennis courts. Nearby, the City Waterworks are notable for their wells, one thousand feet deep, which furnish Jacksonville with water equalled in purity by only one other city in the world—a little town in Switzerland. The water rates are 50 per cent lower than in three hundred other American cities of similar size, and yet this year the water department cleared approximately $13,000 for general government purposes for the city. Continuing out Main Street, a turn to the left at Golfair Avenue, past the Fair Grounds, brings one to the Municipal Golf Course, three miles from the city, where a Donald Ross golf course and a $23,000 clubhouse serving excellent meals, are well worth a visit.

Municipally-owned Docks and Terminals on which is located the largest and best equipped Naval Base Yard in the World.
Another left turn from Main at State Street leads to the Baseball Park, and farther our Main Street, just before crossing Trout River, is Panama Park, where the regiment of W. J. Bryan camped during the Spanish-American War.

Trout River—A broad stream, fringed by several bathing and boating centers and spanned by a concrete bridge leading into the road to Fernandina. A few miles beyond Trout River, a right turn brings you to:

Heckscher Drive—The picturesque drive along the north shore of the St. Johns river to Fort George Island.

Municipal Zoo—Just beyond the turn into Heckscher Drive, a right turn leads to the Jacksonville Zoo, attractively situated in a grove of oak trees, where many native and foreign animals may be seen.

Continuing on the Heckscher road, about eighteen miles from the city, a fine view of St. Johns Bluff across the river on the south bank, may be seen. Near here stood Fort Caroline, the French Huguenot fortress captured by the Spanish in 1565.

Fort George Island (Twenty-five miles from Jacksonville) — An ancient landmark of great beauty. Lying on the north side of the mouth of the St. Johns river, with the famous Inland Waterway on its west side, this little sea island held an important place in the early struggles of pioneers for the coast. Here the Spanish mission of San Juan del Puerto flourished and five hundred Indian
parishioners were baptized by the Bishop of Cuba in 1606. Small forts were placed here by Spanish, English and Americans, to command the river and the Inland Waterway, until finally, in English times, it became part of a great plantation. Later it was owned in turn by John H. McIntosh, President of the Republic of Florida, and Zephaniah Kingsley, a planter who brought his slaves direct from Africa in his own ships. After the Civil War, the island enjoyed a reputation as a resort where three United States ambassadors wintered, but with the advent of railroads, tourists were diverted to the East Coast, and Fort George was forgotten until the Heckscher Drive brought it within reach again. Two clubs own the major portion of the island, but the visitor may see the old avenue of palms and oaks leading to the plantation house, the ruins of the slave quarters, and the quaint little shell house on the left, just after crossing the causeway to the island.

AIRPORT—Returning to the Fernandina road, seven miles north of Jacksonville is the Municipal Airport, where ten hangars and fifteen planes are maintained and tourists may "take the air." This field contains 2.25 acres, has a first-class rating from U. S. Department of Agriculture, and is on the government beacon route. Eastern Air Lines have offices and waiting rooms and maintain regular schedules for passengers and mail to New York, Chicago, Miami and points intermediate.

FERNANDINA (Thirty-six miles from Jacksonville)—This quaint and lovely little town with its magnificent harbor was known as the "pirates' stronghold" for many years. Ten Spanish soldiers made but a pretense of holding the old fort in 1812, when, at times three hundred ships of all nations, thronged here, smuggling contraband goods into the United States. The Republic of Florida raised its white flag on the fort in 1812, to be succeeded next day by the American flag, when American officers aided the Republic in its fight against Spain. In 1817, Fernandina was seized by Gregor McGregor, brother-in-law of the South American patriot, Bolivar, whose flag was green, and when he departed, another adventurer fell heir to the port, Aury, flying the flag of the Republic of Mexico. United States warships dislodged Aury, but Amelia Island fell prey to Pierre Lafitte's band until Florida became a part of the United States. Fort Clinch, built just before the Civil War, commands the entrance to the harbor and is remarkable for its fine brick arches.
Entrance to the Dungeon, Fort Clinch, Fernandina

towers and tunnels, while across the harbor the palatial home of the Carnegies, called Dungmeu, can be seen on Cumberland Island. The Episcopal Church in Fernandina has several beautiful Tiffany windows, and Old Town, home of the sea captains of sailing days, is very picturesque, while the shrimp fleet, returning to the great harbor at sunset, with clouds of snowy gulls in the wake of each gaily painted little boat, is alone worth the trip to this unusual old town.

Along the St. Johns River Going South

Proceeding from Hemming Park, as on the drive to the beach, continue across the Broad Street Viaduct past the St. Johns River Bridge into Riverside Avenue, through an exclusive old residential section, where the handsome new building of the Woman's Club, with its lovely gardens beside the river, may be seen at 861 Riverside Avenue.

Memorial Park—A few blocks farther, between the river and Riverside Avenue, stands the impressive War Memorial designed by Adrian Pillars, distinguished Florida sculptor—a beautiful winged figure of Youth, rising from the chaos of the Old World, a swirling ball beneath its feet. The wide bend of the river here and the fine shrubbery make an appealing setting for the statue.

Riverside Park—Two blocks back from the river, on Park and Gilmore Streets, is this charming old park with its tall pines and lovely walk beside a little lake.
Continuing south, follow State Road No. 3 through the lovely suburb of Avondale. From St. Johns Avenue, a right turn at Popular Point, and another right turn at Sixty-fourth Street will bring the visitor to Hyde Park Country Club, an eighteen-hole golf course and a fine clubhouse, offering dining room service. This course is the city's most recent acquisition.

Proceeding on St. Johns Avenue by State Road No. 3, cross Ortega River Bridge (where McGirt, a pirate of Revolutionary days used to escape Spanish pursuit by sailing up this winding waterway;)

Ortega—A beautiful suburb, where John H. McIntosh lived after he left Fort George Island (see Fort George).

Florida Country Club (On Ortega Boulevard, beside the St. Johns River)—An eighteen-hole golf course by Donald Ross, four tennis courts and a delightful clubhouse on the high bluff, presents a fine view of the city in the distance. This was formerly the St. Johns Golf Club of 1897.

Florida Yacht Club—Another old social club with a fine new clubhouse beside the river in Venetia, just beyond Ortega. A swimming pool, dock and yacht basin are for members and their friends.

Timucuan Country Club—A beautiful club and Donald Ross golf course named for the Indian tribe of this locality. A guest card is necessary for visitors. A short distance farther, to the right:

Seminole Canoe and Yacht Club—Turn right at sign in Venetia on 104th Street. A mile beyond, turn right again, as shown by arrow where side road leads to clubhouse on Ortega river. Semi-monthly water sports, outboard motor and canoe races, aquaplaning and swimming are held on alternate Sundays and are announced in the newspapers.

Camp Foster (Named for J. Clifford R. Foster, former Adjutant-General of Florida State Troops)—A magnificent reservation with a great grove of oaks along the high banks of the river, with brick roads running through the camp. It was built during the World War for the Quartermaster Department. It is used for annual encampments of troops of several Southern states and is open to the public.
The most beautiful school buildings in the South are those of the Bolles School.

**Orange Park** (Fourteen miles from Jacksonville)—A Spanish grant to Zephaniah Kingsley in 1809. Kingsley Avenue, a splendid triple-lined avenue of moss-hung oaks, preserves the name of the original owner. Here is located Moose Haven, national home of the Loyal Order of Moose, housed in a large group of substantial buildings with a fine view of the river.

**Green Cove Springs** (Twenty-eight miles from Jacksonville)—Settled in 1830 by live oak cutters who found many evidences of the large Indian town which stood there before. The springs are noted for the clarity of their waters which pour from a deep iridescent fissure of rock at the rate of three thousand gallons a minute into a large swimming pool. Good hotels and water sports on the river add to the charm of this delightful little resort.

**Penney Farms**—Eight miles west of Green Cove Springs is the Foundation Memorial for retired married ministers and other Christian workers, with twenty-two brick apartment buildings of artistic French rural type. This community is a memorial to the parents of J. C. Penney.

**Shands Bridge**—A few miles south of Green Cove Springs, cross the St. Johns river over this bridge and travel to St. Augustine through heavily wooded country.

**St. Augustine** (Thirty-seven miles from Jacksonville)—Oldest city in North America. Founded by Pedro Menendez de Aviles, Spain’s foremost admiral, the little city struggled for many years among unfriendly Indians,
short of food, ammunition and everything except the resourceful energy of its founder. The town and fort were burned by Sir Francis Drake in 1565, who landed with two thousand men from twenty ships. It was again destroyed by Captain Davis, English freebooter, in 1665. The stone fort was started in 1638, under fear of the growing menace of Charleston, and completed after one hundred and eighty-eight years. And so, when Governor Moore of Charleston destroyed the chain of Spanish missions along the coast and burned St. Augustine in 1702, the stone fort remained impregnable. Oglethorpe of Georgia also failed to capture it and though the rest of Florida was overrun by the enemies of Spain, it was not until 1763 that the Spaniards surrendered Florida.

For twenty years the English brought prosperity to St. Augustine, such as it was not to see again for over a hundred years, and then when they were forced to leave after the American Revolution, it lapsed into a Spanish garrison town once more.

As it had been the capital in Spanish and English times, the Americans used it also in 1823, though later, Tallahassee was built in a more central location. Throughout the Seminole and Civil Wars, St. Augustine was a United States army post but suffered another period of oblivion after the Civil War, until Mr. Henry M. Flagler made it a leading winter resort in 1896. His Ponce de Leon Hotel, a Spanish renaissance work of art inside and out, enhanced the charm of the old town, which is today a beautiful little city. The principal points of interest are the fort, America's greatest relic of the early occupation by Europeans; St. Francis barracks, the military cemetery; the old house beside the fine library of the St. Augustine Historical Society and the Fountain of Youth Park, with its remarkable Indian cemetery. On the lovely Anastasia Island drive are to be seen the alligator farm, light-house, and the old quarries from which the city has gotten stone for four hundred years.

Matanzas Fort (Twelve miles south of St. Augustine) —Continuing on the Anastasia Island road to Matanzas Inlet (Matanzas, Spanish word for "place of blood") the scene of the massacre of Ribaut's three hundred shipwrecked men by Menendez in 1565. The fort rises on the right, a tower thirty-five feet high with two floors and a secret chamber. The United States Government restored it as an historical landmark.
Returning to Jacksonville, by the modern Spanish Trail, a left turn along the St. Johns river brings one to:

MANDARIN (Fifteen miles south of Jacksonville)—On a long, high point of the south shore of the river stood a Spanish mission in 1670. English loyalists had a postoffice here in 1765 and a band of Seminole Indians raided the settlement in 1841, killing several people, while the rest escaped to the blockhouse in Jacksonville. During the Civil War the United States Transport Columbine was captured at Horse Landing near Mandarin with the loss of twenty-five lives. The Maple Leaf, a Confederate boat, was also sunk off Mandarin Point in 1864. After the Civil War, Mrs. Harriet Beecher Stowe had a winter home at Mandarin. Mandarin is charming, with its moss-hung roads and famous orange groves. There is an attractive sea room in one of the groves facing the river. The little church nearby has a Tiffany window, a memorial to Mrs. Stowe, presenting an exquisite picture of the river shaded by great trees.

On the St. Augustine road again going toward Jacksonville, Bolles Academy (a few miles outside of Jacksonville), housed in the most magnificent school building in the South, overlooks the river from a fine high bluff.
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