The Story of

JACKSONVILLE
Jacksonville lies in a great double bend of the St. Johns River, where, after its long journey north, it turns eastward to the sea.

THE STORY OF JACKSONVILLE

The First Protestants in America—English Slave Traders Raid Spanish Missions—The Republic of Florida—Citizens of the United States—Gunboats and Trenches—River Steamer Days—The Modern City—Drives: along the St. Johns River south to Green Cove Springs, St. Augustine, and Mandarin; north to Fort George Island and Fernandina; across the river to Mayport and the Beaches.

The Modern City

In the past twenty years Jacksonville has tripled in size. For the accommodation of her increasing population, heavy expenditures have been made for street-building and sewers, modernized fire and police departments, municipal recreation centers, health service, and many other items incidental to a city’s growth. For example, in the past twenty years, Jacksonville’s
street-paving has increased from approximately 64 miles to over 200 miles today. Yet the bonded indebtedness of her citizens is very low, less than $80.00 per capita. This remarkable progress is due to Jacksonville’s career during the past forty years as a city of municipally-owned public utilities; she now owns more public utilities than any other city of any importance.

The investment in her municipal electric light plant, alone, yields earnings now equal to the operating expenses of the city government. It is probable that the augmented earnings of the plant will take care of the future in taxation. At the same time that it helped to bear the expenses of growth, the electric light plant furnished light and power at such low prices that it prevented the citizens from spending more than one million dollars a year in rates which they would have paid a private company.

The progressive citizens of Jacksonville have invested successfully in the future of their city, by means of public utility holdings, which now include: electric light plant, 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 future of Jacksonville as a great port is receiving additional assurance from the $143,000,000 Gulf Atlantic Ship Canal now under construction by the Federal Government. It is estimated that in five years this waterway will carry nearly all the shipping from the Atlantic to the Gulf, cutting off the long hazardous jour-
ney around the Keys. Jacksonville will be the Atlantic port for this canal, one of the great waterway projects of our government, comparable in many respects to the Panama Canal.

**The First Struggle of the Old World in the New**

The past of Jacksonville, like its future, is linked with that of the great St. Johns River for which it is the port. Almost sixty years before the Pilgrim Fathers sighted Plymouth, another group of Protestants knelt at the mouth of the St. Johns river and celebrated the first Protestant service in America. Captain John Ribault, who commanded these earlier pilgrims, a band of French Huguenots, erected a stone column at that place, a replica of which stands near this spot today. Thus began the first active challenge to Spain's claim to North America. Fort Caroline arose two years later,
beside St. John's Bluff, a few miles up the river. Here came Sir John Hawkins, the earliest English, slave trader, who took home marvelous reports of lions, tigers, and of a land "which all the year long is so green as any time in the summer with us". To this little settlement, where the first Protestant women and children braved the pioneer life in America, came Spain's efficient answer to this threat to her claim. Soon Spanish soldiers, waist-deep in the river, their helmets dripping with rain, waited for the light by which they exterminated the settlement. In this engagement Menendez de Aviles, Spain's foremost admiral, won the first battle between two European nations in this country. The Spanish regarrisoned Fort Caroline, and suffered a bloody revenge at the hands of French raiders in 1568; but Spanish control tightened more firmly with a line of fortified missions along the coast, the river and the northern boundary of Florida. Around these missions, gentle agricultural communities of the formerly savage Indian arose. A catechism and grammar in the Indian language

The new million-dollar development of Hogan's Creek Boulevard

leading into beyond, a right

HICKSCHER

MUNICIPAL

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Continuing miles from the across the river. Near here stood a fortress captus salt marshes of famous marsh of that name.

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Jacksonville) -
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compiled in this vicinity in 1606 aided in their conversion and are among the most valuable records of our early American history.

The Cowford

During these frontier years, cattle were driven into the water at a narrow place twenty-five miles from the mouth of the river. A marker at the foot of Liberty Street indicates this ancient ford where an Indian trail led to St. Augustine, later used by English, Spanish, and American pioneers. Called Wacca Pilatka by the Indians, translated Cowford by the English, it is known as Jacksonville today. Before 1820 the more considerable settlement was on the south bank of the river where the guns of Fort St. Nicholas guarded the passing to and fro. A stone marker beside Atlantic Boulevard directs to the location of the Fort.
An Outpost of England's Empire

From the smoking ruins of the mission settlements, English slave traders in the early eighteenth century drove long, sorrowing trains of peaceful Christian Indians north to the Charleston slave-market, until Florida was desolate and nearly empty of a native population. Weakened by loss of their Indian allies, the Spanish government, by 1735, was forced to allow the English occupation of what had been considered North Florida, henceforth known as Georgia. In 1763 by a treaty with Spain, the English became masters of Florida also.

English Loyalists, during the American Revolution, fled to Florida, the only colony on the mainland south of Canada loyal to George III. Thousands piled their household goods along the banks of the St. Johns River. They cleared plantations and built the King's highway from Georgia into Florida, crossing the river at Cowford, then a little village on the south side. A marker in Hemming Park, indicating this
ancient road system, suggests the commanding position which Jacksonville held even at that early date. Today, multitudes of health and pleasure seekers, following the old trails, know them as a national highway system.

East Florida: A Republic

When news reached Florida that England had yielded independence to the States in the north, and given Florida back to Spain, the St. Johns river became a scene of saddened English families, looking back at their homes as they boarded departing frigates. To fill the empty acres, the Spanish offered landgrants to Americans. These restless men soon declared their independence. The Republic of Florida comprised the territory between the St. Johns and the St. Marys rivers. In small but fierce engagements, they seized Fernandina, burned Fort St. Nicholas at the Cowford, and attacked St. Augustine. During this little war, pirates, Indians, and highwaymen preyed upon travelers and planters of the region, and for many
years the Cowford, half-deserted, was the haunt of dangerous men.

**Citizens of the Great Republic**

Florida, purchased in 1819 by the United States, was put under the stern direction of Andrew Jackson, its first Governor. The Cowford immediately prospered, being laid out as the town of Jacksonville in 1822. Today a marker at Monroe and Ocean Streets shows where stood the blockhouse that protected settlers against marauding Seminoles in 1835.

**Gunboats and Trenches**

During the war between the states, swift blockade runners slipped in and out of the St. Johns river. Among these was the famous racing yacht, America, sunk a few miles south of Jacksonville in an effort to hide her from the Federals, who soon discovered and raised her. Union gunboats anchored several times opposite Jacksonville, and Federal trenches extended from Hemming Park to the present location of the Terminal station. The town was seized and used as base for Union raids into middle Florida. Retreating from the Confederate forces after a bloody defeat at the battle of Olustee on the Lake City road (where remnants of the trenches can still be seen) the Federal army encamped on the site of Hemming Park. A marker there gives an idea of the extensive military operations in this section. Most of Jacksonville was burned when the Union soldiers left in 1863, and the returning citizens, walking the ruined railroad from Baldwin, found desolation and poverty awaiting them.
Northern soldiers remembered the beautiful river and the mild clear winters, and thus an increasing stream of northern visitors came to Jacksonville. Even before there were important hotels in St. Augustine, Jacksonville was a cosmopolitan tourist city. Generals Grant and Lee were early guests of the city, and Sidney Lanier wrote that the distinguished company seemed a roster of New York society. A reception was given President Cleveland's bride here. William Waldorf Astor became the first president of the Florida Yacht Club.

Jacksonville became famous as a source of daring filibustering expeditions when the tugboat, THREE FRIENDS, smuggled arms and men to Cuba, before the war with Spain in 1898. During that war, forty thousand troops encamped beside the little city of twenty-six thousand people. The river was mined to repel a possible raid by Spanish ships, and St. John's Bluff was fortified. Ruins of this fort,
partly overgrown by the jungle, are still there. President Harrison’s son was provost-marshall of the town when war tension reached its peak.

Flames leveled the city in 1901, but the citizens, undaunted by the disaster and ashes, erected the modern city of broad streets and stone buildings. The real foundation of this great metropolis of the South rested on an indomitable spirit in its citizens. In the past twenty years, the city has become the largest in the state.

Civic Points of Interest

HEMMING PARK—This small park in the heart of the city is a convenient point from which to find local places of interest. A policeman is stationed here to direct out-of-town cars, for which a parking space is reserved.

Winter concerts are given near the Confederate monument which stands in the center of the park.

CHAMBER OF COMMERCE (At Julia and Duval Streets)—You may obtain general information about the city, conventions, traffic and room accommodations in this building. Here, also, are headquarters for the MOTOR CLUB, an efficient organization for giving road information, suggested trips, and other instructions about the city.
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**PUBLIC LIBRARY** (Adams and Ocean Streets)—Open on week days from 9 a.m. to 9 p.m. Visitors may take books by depositing a small sum to be returned to them when their use of the library is ended. A fine collection of Florida books may be examined in the Florida room.

**MUNICIPAL ELECTRIC LIGHT PLANT** (On Talleyrand Avenue beyond the Stadium)—A ten million-dollar investment in an electric light system, which serves an area of 400 square miles, including six towns and one entire county, is owned by the city. The plant, one of the most modern and efficient in the country, is housed in a handsome building on the water front.

**MUNICIPAL DOCKS AND TERMINALS**—An investment of $3,000,000, located on a 30-foot channel from Jacksonville to the sea. They have an area of 144 acres, and one mile of river-front. The docks pay all carrying charges and, besides offering inducements to industries wishing to locate here, are beginning to earn money for the city.

**NAVAL STORES YARD**—The largest in the world and the only one owned by a municipality. Approximately 50 percent of the nation's naval stores passes through this yard.

**COTTON COMPRESS**—Advantageous rates to farmers are given by this, the only municipally-owned cotton compress in the United States.

**STADIUM** (East Adams Street, in Fairfield Park)—Many football contests of national interest are held in this great concrete structure during the season.
WJAX (Across Main Street from Confederate Park)—The Municipal Broadcasting Station, with 1,000-watt Western Electric equipment, operating on 900 kilocycles. It is a station for NBC programs, besides farm, commercial and weather reports and local programs. Club rooms and auditorium offer diversion for the visitor.

CITY WATERWORKS—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 contributed approximately $110,000 for general government purposes for the city.

DUVAL COUNTY ARMORY (One block east of Confederate Park)—An auditorium seating three thousand people is housed here, where world famous artists and symphonies appear during the season. Other centers of interest are included along the routes suggested for trips.

Along the St. Johns River Going South

Proceed from Hemming Park along Duval Street west and turn left on Broad Street, continuing across the Broad Street Viaduct past the St. Johns River Bridge into Riverside Avenue, through an exclusive old residential section. The Woman's Club, a beautiful Tudor structure, with its lovely gardens beside the river, may be seen at 861 Riverside Avenue.

MEMORIAL PARK—Continue a few blocks farther along Riverside Avenue. A beautifully landscaped park overlooks a wide bend in the river. Silhouetted above the fine shrubbery is an impressive War Memorial executed by Adrian Pillars, distinguished Florida sculptor—a winged Youth rising from the chaos of the Old World.

RIVERSIDE PARK (On Park and Gilmore Streets, two blocks back from the river). A charming old park with tall pines and a secluded walk beside a small lake.

Follow State Road No. 3 south through the attractive suburb of Avondale.

HYDE PARK COUNTRY CLUB (A side trip on St. Johns Avenue by a right turn at Popular Point, and
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**Hyde Park Golf Club**, one of the city's two municipal courses

Continuing on State Road No. 3, cross the bridge over Ortega River. McGirt, a pirate of Revolutionary days, used to escape from the Spanish by sailing up this winding waterway.

**Ortega**—This beautiful suburb was once the plantation of John H. McIntosh, President of the Republic of Florida.

**Florida Yacht Club**—In Venetia, beside the river, just beyond Ortega. An old social club with a swimming pool, dock and yacht basin, and recently built clubhouse for members and their friends, nearby, on the river.

**Timuquana Country Club**—An exclusive club and Donald Ross golf course named for the Indian tribe of this locality. A guest card is necessary for visitors.

**Camp Foster**—Following State Road No. 3, beyond Venetia. A magnificent reservation with a great grove of oaks along the high riverbanks. Built during the World War for the Quartermaster Department, and named for J. Clifford R. Foster, former Adjutant-General of Florida State Troops, it is used for annual encampments of troops of several Southern states and is open to the public.

**Orange Park**, fourteen miles from Jacksonville—In 1809 a Spanish grant to Zephaniah Kingsley, a
great plantation owner and importer of slaves. Here is located Moose Haven, national home of the Loyal Order of Moose, a large group of substantial buildings viewing a broad expanse of the river.

**Green Cove Springs**, twenty-eight miles from Jacksonville—Live oak cutters settled here in 1830. The transparent water of the springs gushes from a deep fissure of rock down which the visitor may look many fathoms. Three thousand gallons a minute pour into a large swimming pool. Remains of a large Indian town have been found on this site where today good hotels and water sports add charm to this ancient little resort and watering-place. From here a side trip to **Penney Farms** (Eight miles west of Green Cove Springs)—Foundation Memorial for retired married ministers and other Christian workers. Its twenty-two brick apartment buildings of French rural type are a memorial to the parents of J. C. Penney.

Following State Road No. 3 from Green Cove Springs, **Shands Bridge**—Across the St. Johns river on this bridge travel to St. Augustine.

**St. Augustine** (Thirty-seven miles from Jacksonville)—Oldest city north of Mexico. Founded by the great conquistador, Pedro Menendez de Aviles, as an outpost from which to destroy the French colony at the mouth of the St. Johns river. For two hundred years its troubled history echoes the old bitter struggle between Spain and England. Swarming from twenty ships, two thousand Englishmen led by Sir Francis Drake burned the town and fort in 1585. Almost eighty years later it was again put to fire and sword by an English freebooter, Captain Davis.

English settlements creeping southward alarmed the Spanish and in 1638 the stone fort San Marco (now known as Fort Marion) was begun under the threat of raids from Charleston. Almost two hundred years passed before the fort was finished, but when Governor Moore of Charleston destroyed the little town and the Spanish missions along the coast, this invincible fortification stood his siege successfully. It defied likewise the invasion of Oglethorpe, founder of Georgia. Not until 1763, when Spain surrendered all of Florida, did the English flag rise above the fort.
An Outpost of England’s Empire

From the smoking ruins of the mission settlements, English slave traders in the early eighteenth century drove long, sorrowing trains of peaceful Christian Indians north to the Charleston slave-market, until Florida was desolate and nearly empty of a native population. Weakened by loss of their Indian allies, the Spanish government, by 1735, was forced to allow the English occupation of what had been considered North Florida, henceforth known as Georgia. In 1763 by a treaty with Spain, the English became masters of Florida also.

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...
the scene of the massacre of Ribault and three hundred French Huguenots. Matanzas is Spanish for "place of blood." The fort is across the Inlet at the end of the Island, a grey tower with a secret chamber and two floors.

Returning to Jacksonville by the modern Spanish Trail, a side trip from South Jacksonville to

MANDARIN (Fifteen miles from Jacksonville)—An English post office handled news of the Revolution in the North for the Tory plantation owners here. Seminole Indians killed several of the pioneer residents in 1841. The rest escaped to Jacksonville. Federal and Confederate ships met disaster along the shore during the Civil War. Harriet Beecher Stowe spent her winters here, and, in the little church is the Stowe memorial, a Tiffany window. Orange groves, among the oldest in America, and drives among great moss-hung oaks are but part of the charm of Mandarin. Returning to Jacksonville, a few miles outside the city,

BOLLES ACADEMY, having the most elaborate school housing in the South, overlooks the river.

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 million-dollar Hogan’s Creek Boulevard development, with Confederate Park on the right. In this park stands the first monument to Confederate women, also a monument to Robert Burns and one to Governor Broward. One block east is the Armory. Across Main Street from Confederate Park is WJAX. One block west is Springfield Park, with winding drive, swimming pool and tennis courts. Continuing out Main Street, a turn to the left at Golfair Boulevard, past the Fair Grounds, brings one to the Municipal Golf Course, three miles from the city, where a Donald Ross golf course and a $25,000 clubhouse serving excellent meals, are well worth a visit.

Another left turn from Main at State Street leads to the Baseball Park, and farther out Main Street cross bridge at

TROUT RIVER—Several bathing and boating centers touch on this stream, spanned by a concrete bridge
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leading into the road to Fernandina. A few miles
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HECKSCHER DRIVE—A vivid drive along the north
shore of the St. Johns river to Fort George Island.

MUNICIPAL ZOO—Just beyond the turn into Heck-
scher Drive, a right turn leads to the Jacksonville
Zoo, attractively situated in a grove of oak trees.

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. The vast,
salt marshes on the left are the southern edge of the
famous marshes of Glynn, of Sidney Lanier's poem
of that name.

FORT GEORGE ISLAND (Twenty-five miles from
Jacksonville)—The great marshes on the west, the
ocean to the east, the river at the south, one is never
away from the sound and smell of the sea here. Many
roads wind among palm and oak jungles, ancient
ruins, and prehistoric shell mounds. This Island was
a strategic point in the struggles of Europe for the
cost. Indian parishioners of the ancient mission of
San Juan del Puerto knelt here to be baptized by the
Bishop of Cuba, three hundred and thirty years ago.
There were small Spanish, English, and American
forts. The President of the Republic of Florida, John
H. McIntosh, owned the Island later. Then it went
into the hands of Zephaniah Kingsley, a great planter
who brought his slaves direct from Africa. The Island
was a famed resort after the Civil War where three
ambassadors of the United States wintered. Fort George
was forgotten during the railroad era, until the Heck-
scher drive made it accessible again. Most of the Island
is owned by two clubs, but the visitor may see the an-
cient avenue of palms that lead to the plantation house,
walk among the ruins of the slave huts, and examine
the little shell ruin 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
225 acres, has a first-class rating from U. S. Depart-
ment 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. Last year some 6,000 planes transport-
ing about 30,000 persons cleared through the termi-
nal. A 6,000-foot runway, to be used for instrument
landing of aircraft, is now under construction.

FERNANDINA (Thirty miles north of Jacksonville)—
This little fishing town with its shrimp fleet, old oak
drives, and fine harbor was once the most notorious
pirates' haven on the east coast. Eight flags have
dominated this harbor: those of 16th century France,
of Spain, of England, of the Republic of Florida, the
green flag of Bolivar, the liberator of South America,
when Fernandina was seized by his brother-in-law,
Gregor McGregor, of the Republic of Mexico, and that
of the Confederate States. The Jolly Roger might be
safely added. Fort Clinch, built before the Civil
War, with its fine brick arches, towers, and tunnels,
is interesting to visit. Not far is Old Town, home
of sea captains of windjammer days, and across the
harbor one can see Dungeness, on Cumberland Is-
land, home of the Carnegies. There are Tiffany win-
dows in the Episcopal church. It is well worth the trip
to the quaint sea town to watch the shrimp fleet, gaily
painted, returning at sunset.

Across the River to the Beaches

Proceed from Hemming Park as on the St. Augus-
tine route, but on the Broad Street Viaduct turn left
adjacent yard is the exclusive girls' school, Glynlea, set in a lovely campus that sweeps down to the river.

JACKSONVILLE BEACH—Formerly Pablo (Spanish, Paul)—Site of the Spanish mission of Santa Cruz destroyed by Governor Moore of South Carolina in 1766. Pleasure-seekers of 1890 enjoyed the hospitality of Murray Hall, a great resort hotel, which stood where the life-saving station is now located. Modern pleasure-seekers flock to this resort, delightful with seaside amusements, a boardwalk, pier, and good hotels. This wide, hard beach, stretching from the mouth of the St. Johns river to St. Augustine, forty miles away, is one of Florida's unrivaled attractions, similar to the Ormond-Daytona beach.

With a low tide, drive along the beach between the sea and sand-dunes as far as Ponte Vedra. From here use the highways that parallel the ocean.

PONTE VEDRA (Three miles south)—Diego Fort, a few miles inland, surrendered to Oglethorpe on his march to St. Augustine in 1738. Comfortable cottages, clubhouse, and excellent golf course, beside the ocean, offer a round of healthful pleasures in surf sports, hunting and golf.

ATLANTIC BEACH (Six miles north of Jacksonville Beach)—At this beautiful resort, a modern hotel of
street-paving has increased from approximately 64 miles to over 200 miles today. Yet the bonded indebtedness of her citizens is very low, less than $80.00 per capita. This remarkable progress is due to Jacksonville’s career during the past forty years as a city of municipally-owned public utilities; she now owns more public utilities than any other city of any importance.

The investment in her municipal electric light plant, alone, yields earnings now equal to the operating expenses of the city government. It is probable that the augmented earnings of the plant will take care of the future in taxation. At the same time that it helped to bear the expenses of growth, the electric light plant furnished light and power at such low prices that it prevented the citizens from spending more than one million dollars a year in rates which they would have paid a private company.

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Spanish design serves an exclusive clientele. There is a large salt-water swimming pool in addition to the surf-bathing.

Mayport (Near the mouth of the St. Johns, 26 miles from Jacksonville)—Continuing on the beach north of Atlantic Beach, the visitor soon comes to a broad expanse of dunes and the jetties at the mouth of the river. One may fish here and watch the ships entering. A brief way south of the jetties, a road leads from the beach, through palm thickets to East Mayport. Nearby on the road to Mayport rises the stone column recording the first landing of the French in 1562. This quaint fishing village is a reminder of the name for St. Johns river used by French Huguenots nearly 375 years ago (Riviere de Mai). A return to Atlantic Boulevard may be made by way of a fine road through dense tropical growth.
THE ELECTRIC DEPARTMENT OF THE CITY OF JACKSONVILLE PURCHASED THIS BOOKLET WHICH WAS PUBLISHED AND DISTRIBUTED BY THE WOMAN'S CLUB OF JACKSONVILLE. ADDRESS COMMUNICATIONS TO THE CHAMBER OF COMMERCE, JACKSONVILLE, FLORIDA.