1972

Jacksonville on the St. John's, 1822-1972: A Sesquicentennial Sketch Celebrating a Century and a Half of Jacksonville

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Recommended Citation
JACKSONVILLE
ON THE ST. JOHNS
1822-1972

A sesquicentennial sketch celebrating a century and a half of Jacksonville growth, progress, and leadership in Florida development.
A city's historical fabric is woven from a multitude of threads. Strategic location at the confluence of water, rail and air transportation attracts industry and business. Educational and governmental institutions contribute to growth, as do facilities for the entertainment and amusement of people. But underlying the growth and progress of a city is the quality of its people. It is their sturdiness, industry and dynamic spirit that builds a city of beauty, enterprise and culture.
Dear Citizens:

On August 8, 1967, the people of Jacksonville and Duval County voted to abolish their former city and county governments and create in their place a single, modern, urban-centered government. That new government has jurisdiction today over a city of 832 square miles (largest in the Western Hemisphere) and more than 550,000 people.

It is a city with romantic and historic traditions going back more than 400 years to events which led to the first permanent colonization by white men in territory now comprising the United States.

Forty-three years before the English landed at Jamestown, and fifty-six years before the Mayflower arrived at Plymouth, the territory now comprising Jacksonville was called New France and a colony of French Huguenots was established at Fort Caroline. The first war between Europeans in what is now the United States was fought at Fort Caroline when Spanish troops massacred the French garrison in 1565. It was in the area now covered by the City of Jacksonville that the first Protestant white child of record was born in what is now the United States.

Jacksonville was a strategic point on the King's Road between St. Augustine and points north during the American Revolution and during that era a colony of Loyalists established a flourishing settlement on the bluffs of the St. Johns River. Pirates were reported to have frequented the river and creeks in the area, and to have left behind buried treasure in earlier times.

It wasn't until 1822 that the City of Jacksonville was founded. But the City and its people, acting in the tradition of the earliest explorers, adventurers and pioneers, quickly set the pace for modern Florida development. It soon became the leading port, commercial, transportation, and financial center of the state, and led the way in the development of Florida promotion and tourism.

The same spirit of enterprise and innovation which has characterized the city and its people for so many years, continues to stamp Jacksonville as a pacesetter in modern times.

Jacksonville is still pioneering, still leading the way, this time through a wilderness of urban and governmental problems of the kind that stand today as a major barrier to continuing national progress in the 20th and 21st Centuries.
It is in this spirit that I am pleased to announce the formation of a Jacksonville Sesquicentennial Commission, and the appointment of Doctor Robert H. Spiro, President of Jacksonville University, as its chairman.

It will be the Commission’s task to prepare our people and our City for the 150th anniversary of Jacksonville’s founding on June 15, 1822. This will be a year-long observation, starting on January 1, 1972.

I envision a 50-member Commission, composed of citizens from all walks of life, similar to the Local Government Study Commission that gave us Consolidated Government in 1967, and by so doing launched Jacksonville into prominence on the national scene.

It will be Doctor Spiro’s enormous responsibility and challenge to assist me in the selection of an executive committee and other members of the Sesquicentennial Commission and to launch the community’s planning and development programs for the 1972 celebration.

As President of the Independent Colleges and Universities of Florida, and Secretary-Treasurer of the Association of Urban Universities of America, Doctor Spiro brings to the Sesquicentennial chairmanship the kind of leadership and stature we will need to make a success of this most ambitious project.

But he has other qualifications as well, not the least of which are his credentials as a professional historian, teacher and writer, with degrees in American and European history from Wheaton College, the University of North Carolina, and the University of Edinburgh in Scotland. His love of our city and people, and his knowledge of local history, combined with his abilities as an organizer and administrator, make him well-qualified, indeed, for this important post.

He will be joined by Richard A. Martin, Chief of the Consolidated Government’s Public Relations Division who will be responsible for coordinating the government’s participation in the Sesquicentennial and helping to develop the Commission’s programs. Mr. Martin is recognized as an authority on local history and has authored many articles and two books about Jacksonville. He also was editor of The Florida Times-Union Centennial Edition in 1964, which contained more than 300 pages, most of them devoted to city history.

It is my hope that the Sesquicentennial Commission will sponsor art, sculpture, prose, poetry, history, original music, drama, ballet and a variety of cultural
enterprises celebrating our city during 1972. Cultural and historic programs and projects are only part of the picture, however. The Sesquicentennial has great economic potential should we decide to produce a StratosFair or some major attraction for promoting our city and state, and for projecting our spirit dramatically and meaningfully to the nation and the world in 1972.

Few projects in the history of Jacksonville have a potential equal to the Sesquicentennial in terms of unifying all of our people and enriching their lives both culturally and economically.

I am confident that under Doctor Spiro's leadership the Sesquicentennial—like Consolidation before it—will make a major contribution to Jacksonville's continuing development and the progress and well-being of our people.

HANS G. TANZLER, JR.
MAYOR OF JACKSONVILLE

DR. ROBERT H. SPIRO
CHAIRMAN, JACKSONVILLE SESQUICENTENNIAL COMMISSION

Hans G. Tanzler, Jr.
Mayor of Jacksonville
Jacksonville is the result of many forces; its location yields the resources of a mild climate, and abundant water. Its founders were men who envisioned in this area great possibilities for the future. The city has suffered wars, epidemics of disease, money panics and disastrous fires, yet through these varied and trying experiences, it has continued to thrive and grow.

In the pioneering days before the region was even a part of the nation, the Spanish and British colonists in Georgia and Florida traveled a trail between settlements that became known as the Kings Road, crossing the river at a narrow point which the Indians called "Wacca Pilatka," meaning a place where cows crossed the St. Johns River. The Spaniards called the ford the El Vado de las Vacas but the English and Americans translated it to Cow Ford. So, the site of Jacksonville was known initially as Cow Ford.

Through a succession of Spanish and English grants, the land around Cow Ford was divided into several ownerships. Among the early Spanish grants was one in 1791 to Robert Pritchard of 450 acres on the north side of the St. Johns River, across from Fort St. 

ion with underg instruments, Central Garage, National Bank, Barri facilities building Florida National ney's and Woolworth Federal Building, Florida Publisher. All of these business new "look" to the 

Apartment living pro gressed greatly. 
Nicholas. On the death of Mr. Pritchard, 200 acres of his tract were granted to Mrs. Maria Taylor who subsequently became Mrs. L. Z. Hogans. In 1816, the Hogans moved from St. Nicholas on the southside to their property on the northside of the river where they erected a home on a site near what is now the intersection of Forsyth and Hogan Streets in downtown Jacksonville.

Although prior to this time there was a scattering of settler's shacks and buildings easterly of the Hogans site, all were destroyed by fires during the Patriot's War of 1812. It is therefore considered that the Hogans' home was the first permanent residence on the site of the present city of Jacksonville. In this same year, 1816, Juan Maestre, a Spanish sailor, received a grant of 80 acres extending from Hogans Creek westerly to Mrs. Taylor's grant and thence to the river. In 1820, Maestre sold his holdings to John Brady who later operated the first hotel in the area.

Mr. Isaiah D. Hart, credited with being the founder of Jacksonville, came into the area from St. Marys, Georgia. In 1821, 2 years after Spain ceded the territo-
ry of Florida to the United States, Hart bought 18 acres of land at the southeast corner of the Taylor Grant from L. Z. Hogans where he built a double log house into which he moved his family. Mr. Hart, a plantation operator from St. Marys, was an enterprising man who quickly saw the potential of the area and started promoting a townsite at Cow Ford. His corporate area was described as follows: "Along the river front from the ferry at the foot of Liberty Street westward to Mr. Hogans' eastern fence (where Laura Street is located now) eastward of the ferry to Catherine Street was open pine land and a good high bluff; the open pine land also extended from the ferry to Hogans Creek and north of Forsyth Street far beyond the limits. Kings Road led up to the north from the river east of Mr. Brady's house, whence it turned northwesterly passing on the north, the store of Dawson and Buckles." Brady, Hogans and Hart were all friends, yet Hart had difficulty convincing them of the feasibility of the site plan. Finally, both consented to donate a portion of their lands for streets. This first plan of Jacksonville was thus defined in June, 1822.
This plan of 1822 was not expansive in scope yet its basic land subdivision pattern of streets and blocks was subsequently extended throughout the central portion of the city. Market street was made eighty feet wide with property owners donating forty feet. All other streets were made seventy feet wide. Each of twenty blocks were subdivided into lots 105 feet square. All, except the tier of blocks between Market and Liberty Streets contained six lots each; these blocks each contained eight lots each to prevent Mr. Brady's house from being located within the body of the street.

The patriotism of the commissioners under whose direction the plotting was done, was reflected by the street names selected. Liberty and Washington, Adams for John Quincy Adams then Secretary of State to President Monroe. Forsyth was named for General Forsyth of Georgia, Duval for territorial Governor DuVal of Florida. Finally, Jacksonville was named for the popular idol of that time, General Andrew Jackson, the first American governor of Florida in 1821-1822.

Along the river to the east fence of Mr. Hogans'
property, where Laura Street is now located was hammock land through which no one passed. What is now Main Street south of Duval, was a swamp with a creek within the street. East of Market Street to Catherine Street was a bluff and east of Catherine Street was swamp. North of Forsyth Street was open pine land almost to Hogans Creek.

Growth of the new community was disappointingly slow, about one house per year being built. The general store of Dawson and Buckles was located on the southside of Adams Street near Market; John Brady operated a rooming house or hotel and Mrs. Waterman an “Inn,” which were the only commercial establishments.

After the original plan of 1822 had been surveyed, the interest in real estate became active. It was reported that Hart and Brady sold many lots while the survey was in progress. In August of 1822, Duval County was created out of St. Johns County and the northeast corner of Forsyth and Market Street was donated by Barry Chaires and James Ross as the site of the new County Courthouse. County business, however, was conducted in the upper story of the John Warner store at the northwest corner of Bay and Newnan Street. A new Courthouse was started in 1824.

In 1830, the population of the new town was estimated to be less than 100 persons; by 1840 it was 350; in 1850 it was 1,045, and by 1860 it had risen to 2,018. Growth, however, was impeded by the Seminole War and the money panic of 1837. After the Indians had been subdued, the future looked brighter.

Pursuant to action of the Legislative Council of the Territory of Florida at its session of 1832, Jacksonville received its first charter as a Town on February 11, 1832. Its corporate area was delineated as follows: "a line connecting at a point on the south bank of the
St. Johns River, opposite Hogans Creek, on the north side, running north half a mile up said creek, thence one mile and a half to McCoys Creek, thence south to a point on the south side of the St. Johns River, opposite to McCoys Creek, thence east to a point of beginning.” This charter expanded the original Hart townsite to embrace lands between Hogans and McCoys Creeks. An election resulted in William J. Mills being elected Mayor. By a legislative act approved on January 1, 1859, the town became the City of Jacksonville. A map of the city, prepared at that time, revealed that the subdivision pattern of the city followed the original plan.

The enormous timber resources of the area gave rise in 1828 to the first steam sawmill in East Florida on Trout Creek in the area now known as Panama Park. A brick kiln was established the following year and a small sugar mill was also built and a boat line began operation to Tocoi. These various industrial activities together with cotton production improved the economy of the area and revolutionized the building industry. Whereas logs had been used to erect build-

[Image of a harbor scene]
ings, now lumber and brick were being used. In 1835, the first bank was incorporated in the growing community and the first newspaper, the Jacksonville Courier was published in January of that year. By this time, the town was booming. Wholesale trade opened with Cuba and Jacksonville started its career as a distribution center and port of importance.

The freeze of 1835, the Seminole Indian War of 1835-42 and the money panics of 1837 retarded the economy and growth but within another decade a fair nucleus of an active community was forming around Liberty, Bay and Forsyth Streets.

In March of 1845, Florida was admitted to the union with a population of 58,000 and by 1850 Jacksonville was the fourth city of the state, being exceeded in population by Key West, Pensacola and St. Augustine.

The river with its potential as a carrier of goods emphasized the value of the site for a town. In 1850, there were seven saw mills on the St. Johns River between Jacksonville and Mayport and the river was filled with sailing vessels exporting lumber. To this time there were many trails but no improved roads to
the interior except Kings Road to St. Augustine and New Smyrna and a road to Lake City and thence to Tallahassee. A stage line operated between Jacksonville and Tallahassee, taking three days to make the trip. It wasn’t long before the need for better transportation was apparent. In 1834, a group conceived a plan for a railroad to Tallahassee and westward to be known as the Florida, Peninsula and Jacksonville Railroad, but this project was abandoned because of the Seminole War. The railroad idea persisted, however, and in the 1840’s a survey was made for a railroad from Jacksonville to Cedar Key and another to the Suwannee River. Because a railroad was built from Fernandina to Cedar Key, the Jacksonville projects were abandoned. But regardless, enterprising citizens in Jacksonville were determined to build a railroad from Jacksonville to Lake City. The Florida, Atlantic and Gulf Central Railroad was planned and financed through bond issues, the city of Jacksonville floating its first issue of $50,000 for this undertaking. In March of 1860, the westward railroad was completed. This railroad later became a part of the Seaboard Air Line, now the Seaboard Coast Line. In 1858, a short rail line was built from St. Augustine to Tocoi on the St. Johns River, to establish communication with Jacksonville. There were no other railroad attempts because of the war between the states.

In August of 1864, The Florida Union began regular publication and in January, 1866, the executors of the Hart estate donated the block bounded by Hogan, Duval, Laura and Monroe Streets, now known as Hemming Park, to the city. In 1873, St. Lukes Hospital was organized and in 1878 the first telephone was installed. In 1881, the Jacksonville Street Railway began service within the area now occupied by the Central Business District. The first electric lights were provided in 1883. The forerunner of the East Coast was established. In 1895, St. Luke’s Hospital was organized. The active year began in city building of principal railroad southeast. Many developed which dated finally into East Coast, and 8.
were provided in 1883 and in 1884 the Board of Trade, the forerunner of the Chamber of Commerce, was established. In 1895 the Jacksonville Terminal Company was organized. The city was moving ahead.

The active years of the '80s in railroad building and in city building clearly stamped Jacksonville as the principal railroad and transportation center in the southeast. Many railroad plans were conceived and developed which through the years have been consolidated finally into the Seaboard Coast Line, Florida East Coast, and Southern Railroads.

Following the war between the states, tourists began to explore Florida and Jacksonville. The first New York-Florida train came into Jacksonville in 1888. This stirred the imagination of H. B. Plant who built the first direct line of railroad from the north in 1881, which terminated on the river at a point east of the Broad Street viaduct. In 1881, the Jacksonville-Fernandina Railroad was built which marked Jacksonville as the center of a competitive rail and water service. In the 1870's it is estimated that 60,000 tourists visited Jacksonville, one of whom was Henry
Flagler, an associate of John D. Rockefeller. Mr. Flagler, while residing in the old St. James Hotel in Jacksonville, conceived a hotel and a railroad system which became a total reality in 1912, operating along the entire coast of Florida. By the year 1900, Jacksonville had become a city of 28,429 persons; it was now the principal financial, transportation, distribution and manufacturing center in the Southeast.

The city received a disastrous setback in 1901 when fire swept 500 acres in the heart of the city, leaving 10,000 homeless and causing 15 million dollars in economic loss. The fire started shortly after noon and raged through the section north of Adams Street and east of Laura before turning south to Bay Street. By 8:30 p.m. that same day more than 2,000 buildings were destroyed.

The period from 1900 to World War I was a peaceful one of steady development in which the predominant industries of the area were shipbuilding and repairs, lumber mills, sash and door, fertilizer plants, chemical industries, cigars and other diversified products. The movie industry was also active here in the years 1915-20. The riverfront along Bay Street became an active area for the handling of freight between the port and the railroads. Because of its growth after 1913 many of the port facilities moved to the Municipal Docks, Commodore Point Terminal and to other points on the river. The corporate limits of Jacksonville in 1915 were bounded by Seaboard tracks on the north and McDuff Avenue on the west. The railroad industry was operating at its maximum because neither the automobile nor highways were yet big factors in traffic movement.

In 1908, the central business district began to reflect a new day of progress. In that year the Bisbee Building was erected to be followed by the Atlantic Na-
tional Bank in 1909, the Seminole Hotel in 1910, the Burbridge Hotel in 1911, the Florida Life Insurance Building, St. James Building in 1912 and the Heard Building and Mason Hotel in 1913.

In 1914, the world storm broke with World War I and in 1917, when the United States joined forces with our Allies, Jacksonville became the site of a Quartermaster's encampment (Camp Joseph E. Johnston) for training purposes as well as the location of several shipbuilding plants along the waterfront. For the period of war, Jacksonville was a very busy city and community. All businesses and facilities prospered. At the end of the war in November 1918, another epoch of expansion was dawning. In this period, Riverside, Murray Hill and Springfield areas built up and expanded and the suburban movement began. Shortly thereafter, New Springfield, Panama Park, Brentwood, Norwood, Ortega, St. John's Park, Avondale, and other subdivisions were developed.

The prosperity of the war years was reflected in much new home and commercial development within the city and its immediate environs. In 1923 a real estate boom struck Florida, and Jacksonville, as the pivotal area, prospered. The automobile was now becoming an important new factor in transportation, which demanded new highways. As good roads and more automobiles were built, the transportation picture began to change. The street railway system that had serviced the corporate area for many decades was gradually replaced by automobiles and buses. In October, 1927, the municipal airport was officially opened and dedicated as the Thomas C. Imeson Airport in memory of the Commissioner who conceived and promoted the idea.

In the years following the war the school plant of Jacksonville was greatly expanded by the building and
opening of John Gorrie and Kirby Smith Junior High Schools in 1924 and in 1927 Andrew Jackson, Robert E. Lee and Landon Senior High Schools opened to replace the old Duval High School.

The southern part of Florida was teeming with people, most of whom were being supplied with their needs from Jacksonville. In 1924-25 real estate activity progressed here with such subdivisions as San Jose, Granada, Villa Alexandria, San Marco, Venetia, Fairfax Manor, Lake Forest, Lake Shore and others, adding further to the complex of Jacksonville. During these years, the Greenleaf Building, the Barnett Bank Building on Adams Street, the Roosevelt Hotel (then the Carling), the George Washington Hotel, Lynch Building (now American Heritage Life Building), the Florida Theatre and the new Elks Club were built. The Acosta bridge, which opened to traffic in July, 1921, intensified and expanded development of San Marco, Villa Alexandria, Granada and San Jose. Prior to the completion of the Acosta bridge, all access to the beaches and the south was via ferry across the river at Main Street. In 1919, the city limits were extended to include nearly all developed areas, and the population totaled 91,558. These were active, unprecedented years of growth. In 1926, the Florida bubble burst but Jacksonville withstood the disaster. Its sound financial structure and good administration stood well and Jacksonville was one of the bright
spots in Florida. As recovery from the boom time activity was in progress, the depression of the 1930's came, followed by World War II. In 1938-46, Jacksonville became the site of the Naval Air Station, Cecil Field and the Mayport carrier base which activities identified the city with the U.S. Navy. In 1934 South Jacksonville became a part of Jacksonville and in 1940 the Main Street (Alsop) bridge was completed. In June 1953 the completion of the Mathews bridge stimulated the growth in Arlington and other areas to the south and east to the beach. Transportation was the key to open new areas for development and urban expansion.

During the years of the early thirties the port facilities located along Bay Street gradually went into disuse. The facilities of the Municipal Docks were being used increasingly as were the facilities at Commodores Point. The Clyde Line and the Merchants and Miners steamship companies that operated docks along east Bay Street discontinued their operations and the Clyde docks were destroyed by fire. The fire also destroyed docks in the vicinity of the present Coast Line Building.

The Jacksonville Port Authority created by the State Legislature has become the operator of the municipal port with its extensive development along Talleyrand Avenue and the improvement of Blount
Island. This development has created a new interest in the port.

The growth of Jacksonville and its development became subjects of community concern in the twenties. The Jacksonville Chamber of Commerce under the guidance of the late Arthur Snell initiated meetings to create a plan of development for the future growth of Jacksonville. The Chamber's efforts urged the Mayor and Council to do something about planning. As a result, in 1923, the Mayor appointed a City Planning Commission, which act was followed by actions of the local chapter of the American Association of Engineers, the Woman's Club, the Springfield Improvement Association and the Federated Circles of Garden Clubs of Jacksonville. Planning as conceived then did not include all the ramifications it does now.

In 1924 the Mayor of Jacksonville, the Honorable John T. Alsop, Jr., appointed a Board to give consideration to plans for the future growth of Jacksonville. The development of the port and new industries accelerated the planning interest.

The Planning Commission appointed by Mayor
Alsop in 1923 functioned unofficially for several years, devoting its principal efforts toward the enlightenment of the public on the benefits of planning.

In 1925 the city adopted its first zoning ordinance which subsequently was replaced by a new and more comprehensive ordinance in 1930, later to be amended again in 1954. In 1916 Mayor Alsop succeeded in getting an appropriation through the City Council which authorized the City Commission of Jacksonville to enter into a contract with George W. Simons, an engineering specialist in municipal projects planning, to undertake the work.

When the contract for a City Plan had been concluded, it was proposed that a City Planning Advisory Board be created and draw its members from various civic organizations. This Board of prominent citizens cooperated with and worked with the planner during
the creation of the Plan. The Plan was presented to and adopted by the City Commission and City Council on November 12, 1929 and July 12, 1930, respectively.

Following the adoption of the Plan the Advisory Board did not disband but, as an agency of the city, continued to function, their duties being related more specifically to zoning changes.

Shortly after the comprehensive plan of 1929-30 was completed and adopted by the governing bodies of the city, the depression of the thirties descended upon the world. Interest in planning subsided despite the monthly meetings of the Planning Advisory Board. During the subsequent years various components and recommendations of the plan were discussed and acted upon by the City Commission. The major street plan as defined was followed closely by the City Engineer; the Parks and Recreation Department observed recommendations made. But the first major physical improvement made in accord with the Plan was the construction of Roosevelt Boulevard and the designation of Post and College Streets as one way streets. One of the most important improvements however was the cleaning up of the riverfront along Bay Street from Broad to Washington and the location there of the City Parking lot, to be followed soon by the Duval County Courthouse and City Hall.

Industrially, Jacksonville has expanded from an initial lumber and naval stores industry, into a city of manifold manufacturing plants. Lumbering has just about disappeared but in its place have come paper, pulp and wood products, wall board, glass containers, chemical products, fertilizers, food processing, shipbuilding and repairing, cigars, machinery and other products.

Uptown are the Ivey Store building, Universal Mar-
ion with underground parking facilities, the Park Central Garage, the Jacobs building, the Florida National Bank, Barnett First National Bank, the parking facilities buildings of the Atlantic National Bank, the Florida National Bank, the Robert Meyer Hotel, Penney's and Woolworth stores, a new Sears and a new Federal Building on Bay Street and the plant of the Florida Publishing Company on Riverside Avenue. All of these businesses and facilities have imparted a new "look" to the Central Business District.

Apartment living in the Jacksonville area has progressed greatly. Throughout the southside area many apartments have been erected. On the St. Johns River in Riverside are two high rise apartments, Broadview Manor and Commander Apartments. The Park Lane, the first of the high rises has been modernized. The St. Johns Apartments are located in the Central Business District. The Arlington section is the locale of the Riverton Towers Apartments. In the Riverside area Blue Cross-Blue Shield has completed its new office building, and the offices of the Metropolitan Life Insurance Company add further to the insurance complex of the city.

The Imeson Airport located on North Main Street
A new hospital on University Boulevard has been built and opened early in 1969. University Boulevard takes its name from Jacksonville University, established as Jacksonville Junior College in 1934 on Riverside Avenue. The College moved to Arlington in 1950 and became a four-year institution in 1956. Its campus on the St. Johns River is one of the most beautiful in the nation.

Culturally, Jacksonville has taken its place along with other cities. The Civic Music Association, The Symphony Association, the Little Theatre and Guild Players Foundation and many others have intensified the interests and activities of the citizens. Through the dedicated interest of Congressman Charles E. Bennett, the restoration of Fort Caroline National Memorial has taken place. For the cultural enrichment of the people of Jacksonville and for the use of visitors the Cummer Gallery, with its collection of art objects and facilities for musicals and lectures, has been a valuable asset. Additionally the Children's museum, Woman's Club, Garden Center and the Jacksonville Art Museum have provided a range of cultural activities. For the en-
joyment of all a magnificent new auditorium has been built on the waterfront adjacent to the Coast Line Building and a complete Sports Complex was constructed in the eastern portion of the city consisting of the new Coliseum, baseball field and Gator Bowl facility. In 1965 the new Haydon Burns Library was opened to use. Currently, the new Isaiah D. Hart bridge from Empire Point to an approach near Commodores Point into Adams, Bay and Duval Streets and approaches from Monroe and Forsyth Streets has provided better distribution of the increasing volumes of traffic originating in the areas of the beaches and southside into the city.

This is the story of Jacksonville—the story of a city that rose from ashes to greatness. Today, Jacksonville has started a new epoch in its life as a consolidated government. As the result of an election held August 8, 1967, the governments of Jacksonville and Duval County were consolidated. Jacksonville now is the largest city in the United States. A challenging opportunity lies before its people, a time for county and regional planning in all its phases—political, eco-
nomic, cultural and spiritual. Now that consolidation has been effected, the job of planning for our city will forge ahead in not only the physical elements of land uses and transportation, but in the important social elements as well.

From the days of Cow Ford, a great dynamic city of business, industry and culture has arisen on the St. Johns River. It is now a city serving the world with its products and services. It is a city of wholesomeness and beauty, a city that is in tune with the desires of its people and the needs of the twentieth century.
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Text by: George W. Simons, Jr.
Photographs: The Florida Times-Union; Haydon Burns Public Library; William Sloan; Richard Martin.
Graphics: H. Dean Lyons, in cooperation with Graphic Designers, a division of Ambrose Creative Printers.
Published by: The Jacksonville-Duval Area Planning Board and the Public Relations Division of the City of Jacksonville.

The text of this booklet was set in 9 pt. Century Schoolbook and printed on 70 pound Beckett Laid Text; cover on 60 pound Beckett Laid Cover. Printed by Ambrose Creative Printers.