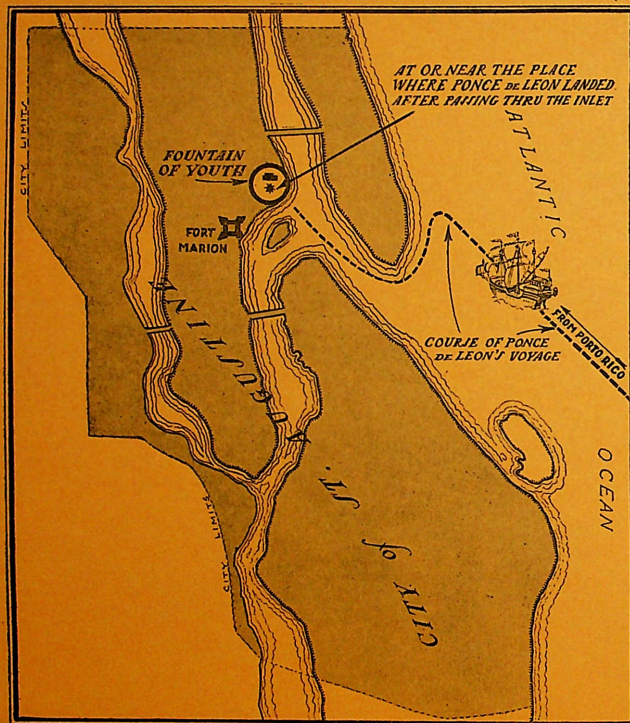


Ponce de Leon's Voyage from Porto Rico to Florida

Where the American History Began, 1513



The history of fair Florida starts more than a half a century before St. Augustine's settlement, this land being discovered in 1513 by Juan Ponce de Leon, Spanish explorer, who sought the Fountain of Youth, with its rejuvenating waters.

Historians have definitely established that Ponce de Leon landed at a point on the Florida Coast near the site of what is now St. Augustine. Almost the first thing visitors ask for upon arrival in the Oldest City is a glimpse of the Fountain of Youth, set in the midst of a picturesque grove of moss-draped live oak and magnolia trees, on or near the exact spot where the great explorer first landed. There is the glamour of romance and charm about the quaint story of hope for youth, which springs eternal, and St. Augustine is doing its bit to perpetuate this glamorous story of romance and beauty with its Ponce de Leon Celebration.

TO OUR VISITORS

ST. AUGUSTINE, the Mother City of America, is rich in history and legend. Her treasures of the past make our city a shrine, where tourists gather from all sections of our own America and foreign countries. There is much of interest and quaint charm here. Our old city is not content, however, just to be old. She is expanding and building a new city around the old city.



St. Augustine Offers Splendid Opportunities

1. For developing our fine bathing and driving beaches and expanding our resort possibilities. Yachting, fishing, golf and many other forms of pleasure can be extended, making St. Augustine both a winter and summer playground.
2. Come and build your home here and share our fine climate and other blessings. Excellent home sites are available, many facing bay or ocean.
3. We have rail, water and truck services, with splendid highways. A good year-round climate, good labor supply, long hours of daylight, plenty of electric power, and many other inducements that would make St. Augustine an ideal place for light industries.
4. St. Johns County has rich agricultural lands recently opened up by a fine new road system. We invite farmers to come and help build up our back country.

St. Augustine Chamber of Commerce