

★ REPLACE YOUR STORAGE BILLS WITH BRILLIANT CRUISING THRILLS ★

*Cruise the Magnificent  
St. Johns River  
This Winter*

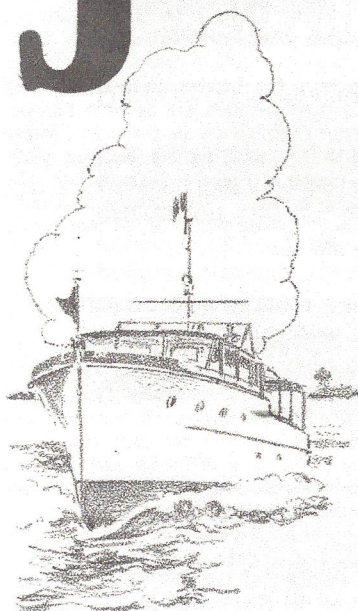
# Bring Your Boat To . . . . JACKSONVILLE

Nowhere else in America . . . perhaps nowhere else in the world . . . is there a cruiseway so replete with tropical beauty, so laden with opportunity for sunny adventure as the winding course of the magnificent St. Johns, the only northward-flowing navigable river in the United States.

Jacksonville, at the mouth of the St. Johns, is the logical headquarters for you who would explore the endless delights of this enchanting Nile of America as it flows through palm-crowned jungles and shining lake-reaches toward central Florida.

Here, in Jacksonville, you will find a gay, cosmopolitan city with myriad attractions to hold your interest. Here also are complete facilities for outfitting, supply and repair of yachts of any size.

Come along to Jacksonville this winter. Have cruising thrills instead of storage bills. Take the Inland Waterway to Jacksonville. Make this great playground city your headquarters and spend blissful days on the almost limitless cruiseways of the St. Johns River and its tributaries. Enjoy the superb bass fishing—10, 12 and 14 pound bass are not uncommon in the St. Johns. Become acquainted with the beautiful cities and towns that border this great river . . . delightful communities of vivid charm. Start to plan now for this glorious winter cruise. Write for full information.



Address inquiries to  
Tourist and Convention Bureau  
101 Hemming Park

# JACKSONVILLE, Florida