

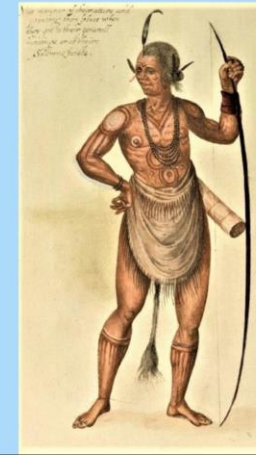


# Timucua Indians Lived in the Area Long Before Europeans Arrived

Timucua Indians and their ancestors occupied southeast Georgia and north Florida for several thousands of years, leaving behind hundreds of archaeological sites. In the early 16th century, there were as many as 150,000 Timucua organized into at least 35 tribes. By the late 1700s, the Timucua were decimated, the result of introduced diseases, warfare, and the scourges of European colonization.



**The Ormond Burial Mound, believed to date from about A.D. 800.**



**Paintings of a Timucua Indian man and woman (by John White ca. 1585. Courtesy: British Museum).**

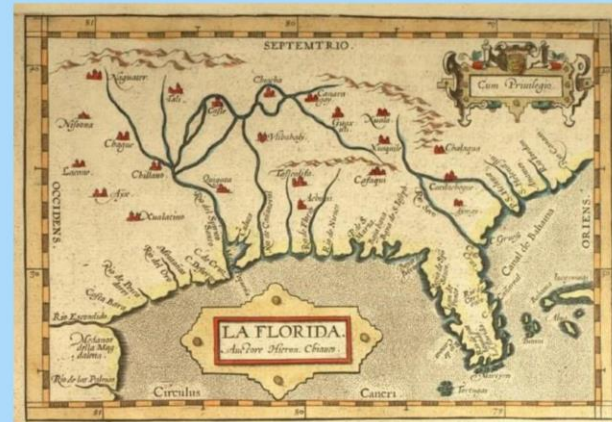


## The First Spanish Period (1513-1763) (Beginning of the European Invasion)

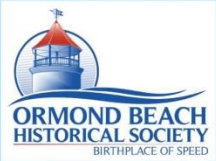
In 1513, Juan Ponce de Leon claimed *La Florida* for the Spanish crown. Later Spanish expeditions extended claims to much of the southeastern United States, a land already populated by hundreds of thousands of Native Americans. During this period, Spanish holdings in *La Florida* included military garrisons, Catholic missions, and the surviving Castillo de San Marcos in St. Augustine. The present-day Ormond Beach area was mainly a wilderness and was outside of most colonial endeavors during this period.



Juan Ponce de Leon landing on the east coast of Florida in 1513.



Map of *La Florida* by Geronimo de Chavez - ca. 1570.

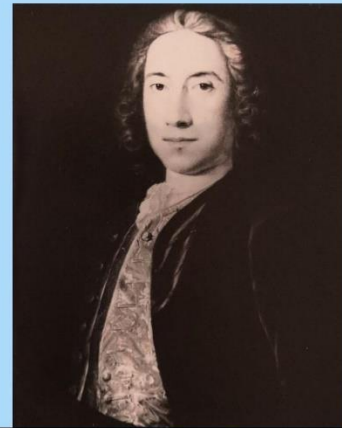


## The British Period & Rise of the Plantations (1763-1783)

Colonial Spanish Florida was transferred to the British after the Seven Years War (French and Indian War). The British divided former Spanish Florida into East and West Florida, and were desperate to populate the territory. They awarded many land grants and promoted the development of plantations and improvements in transportation including the construction of Kings Road. The present-day Ormond Beach area became the home to many large plantations and sugar mills that used Black human slave labor.



The Three Chimneys ruins. Established in 1764 as a sugar plantation and rum distillery.



Richard Oswald, slave trader, owner of the Mt. Oswald plantation, and Treaty of Paris (1783) signer.



# The American Revolution (1775–1783)

The British colony of Florida (West and East) remained loyal to England during the American Revolution. Florida's population increased as Tories (American colonists who supported the British side during the American Revolution) fled into the loyalist colony. When the Treaty of Paris was signed in 1783, Spain regained control of Florida and many English loyalists relocated to England and the Bahamas.



The Spanish, supporters of the Patriot cause, defeat the British during The Siege of Pensacola in 1781.



The last naval battle of the war occurred off the coast of Cape Canaveral on March 10, 1783.



# The Second Spanish Period, Territorial Florida, and Statehood

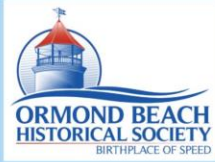
During the Second Spanish Period (1784-1821) the present-day Ormond Beach area featured a network of large industrial plantations. Spain began losing global power and ceded Florida to the United States under the 1819 Adams–Onís Treaty. In 1821, Andrew Jackson (president of the United States from 1829 to 1837) was appointed federal military commissioner with the powers of governor over the territory. Florida was a U.S. territory from 1821 to 1845. Florida was admitted to the United States in 1845 as the 27<sup>th</sup> state. Florida's total population in 1845 was approximately 66,000. Florida was originally a slave state.



The Dummett Plantation ruins. It featured the first steam-powered mill in the area.



Florida's First State Flag "Let Us Alone" - ca. 1845.



## The Second Seminole War (1835-1842) (Indian Resistance to Forced Relocation)

This war was one of three armed conflicts in Florida from 1816 to 1858 between the United States and groups of Native Americans collectively known as Seminoles. Many allies of the Seminoles were former slaves known as “Black Seminoles.” The Seminoles fought to keep their land and prevent being forcibly relocated to Indian Territory in the west. This war was the longest and costliest of all the Indian conflicts in the history of the U.S. The Seminoles destroyed the area’s plantations (scorched-earth warfare), which devastated the economy. Locally, most non-Native Americans fled for their lives, many never returned.



**Bulow Plantation Sugar Mill ruins. Soot from its 1836 destruction is still visible on its coquina stone walls.**



**Osceola (1804-1838) was a war leader and is the most famous Seminole Indian.**

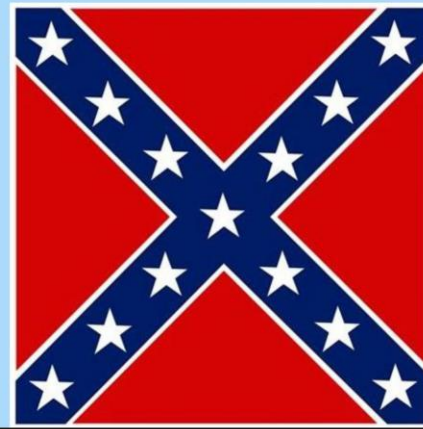


## The American Civil War (1861-1865) (Local Live Oak and Salt Commodities)

In 1861, Florida seceded from the Union and joined the Confederate States of America (CSA). During the American Civil War the live oak tree trade (timber used to build ships) was a significant area industry. Locally, Confederate forces burnt a large cut stack of live oaks on the banks of the Halifax River preventing Union forces from seizing them. Salt was a critical commodity during the Civil War. Local salt works were constructed, some using abandoned plantation equipment, which supplied many bushels of salt to the CSA.



The Fairchild Oak, one of the largest live oak trees in the South. Estimated to be more than 400 years old.



Battle Flag of the Army of Northern Virginia (1863–1865) – the most recognizable CSA flag.



## The Bostroms' and Post-Civil War Settlement (New Britain)

In 1865, John Bostrom, guided by Israel, a former Black plantation slave, came to the sparsely populated local area informally known as Tomoka Settlement. Bostrom and his brother decided to build a palmetto shack and settle. They lived off the land, grew crops and eventually built three homes. The Bostroms' attracted visitors, boarders, and other settlers to the area. In 1874, Daniel Wilson and George Millard came to the area from New Britain, Connecticut and formed a new town called New Britain (now Ormond Beach).



**Bosarve: a Bostroms' boarding house where some well-known people spent their winters – ca. 1903.**



**New Britain colonists photographed January 29, 1878, with the Colony House in the background.**





# James Ormond I, II & III

**Captain James Ormond I** owned the Dametta plantation (a Spanish land grant). He met an abrupt end as he was shot to death by a runaway slave. **James Ormond II** relocated to the area with his family, including son **James Ormond III**, to manage the plantation. After his father's death **James Ormond III** gave up the plantation and trained to be a merchant. During the American Civil War, he guarded Union prisoners at Andersonville (the infamous Confederate prison). The Ormond family is the namesake of Ormond Beach.



**Portrait painting of Captain James Ormond I.**



**James Ormond Park – entrance sign. The park is the resting place of James Ormond II.**



## The Ormond Hotel (Built in 1887 | Demolished in 1992)

The Ormond Hotel was the most notable landmark in Ormond Beach for over 100 years. It was built in 1887 by John Anderson and Joseph Price and opened January 1, 1888. In 1890, Henry Flagler (1830-1913) the industrialist, major developer of Florida's modern east coast, and founder of the Florida East Coast Railway purchased the structure and transformed it into one of the most famous hotels in the world, a playground for the rich and famous of the time. After Flagler's renovations it was the largest wooden structure in the United States and included 11 miles of corridors and breezeways. The structure was located on 80 acres.



The Ormond Hotel, Ormond, Fla. - Alligator Border Postcard - ca. 1905.



The Ormond Hotel - view from the Granada Bridge, Ormond, Fla. - ca. 1937.



## The Jim Crow Era (Racial Segregation)

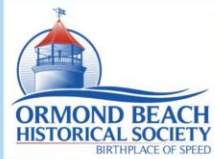
**Jim Crow (racial segregation) laws began in 1877 after Reconstruction (mostly in the Deep South including the Ormond Beach area) and lasted almost 100 years. During this era Blacks, and other people of color, were relegated to second class citizenship with limited mainstream societal opportunities, while White supremacy was legally protected. Jim Crow laws were finally outlawed by a series of federal Civil Rights legislation: The Civil Rights Act of 1964, the Voting Rights Act of 1965, and the Civil Rights Act of 1968 (Fair Housing Act).**



**Ormond Beach's Florida East Coast Railway station with its "Colored Intrastate" sign – ca. 1961.**



**Several White Ormond Hotel guests riding in "Afromobiles" at the Santa Lucia Plantation – ca. 1905.**



## The “Birthplace of Speed”

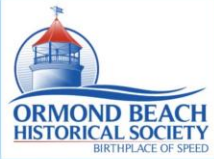
In 1902, automobile racing on Ormond’s hard packed beach sands became a proving ground for early automobile inventors and daredevil drivers. In 1903, the first timed speed tournaments in the U. S. began which earned Ormond the moniker “Birthplace of Speed.” The Ormond Garage, built in 1904 by Henry Flagler, was the first gasoline alley before the Indianapolis Speedway. In 1911, after numerous world records were set on Ormond’s sands, official auto racing moved to Indianapolis and elsewhere.



The start of an automobile beach race on the sands of Ormond, Fla. – ca. 1906.



The Ormond Garage housed 100 automobiles. The historic structure burned to the ground in 1976.



## John D. Rockefeller & The Casements

**John Davison Rockefeller (1839-1937) was an American industrialist, and founder of the Standard Oil Company which grew to dominate the nation's oil industry as a monopoly. Rockefeller was the wealthiest person in modern history, and many consider him to be a 'robber baron.' In 1918, Rockefeller purchased the Casements mansion in Ormond Beach (a rather modest house considering his massive wealth). He died in Ormond Beach at the age of 97, and was certainly one of the area's most famous residents.**



**John D. Rockefeller (seated in center) at the Casements in Ormond, Fla. - ca. 1930.**



**The Casements – northwest front view with extended canopy porch - ca. 2000.**



## World War II (1941-1945)

During World War II, Florida Governor Spessard Holland (1892-1971) ordered a blackout of coastal area lights to prevent passing ships from being spotted by patrolling German U-boats. Beaches were closed at night, and all windows were shielded with dark covers. Money from the war effort actually helped Florida's manufacturing, agricultural, and tourism businesses recover from the Great Depression. The Ormond Beach Watchtower is one of roughly 15,200 that were built along the coasts of the United States.



World War II Ormond Beach Watchtower.  
One of the few still standing in Florida.



In 1942, the SS Gulfamerica tanker was attacked and sunk near Jacksonville Beach by German U-boat 123.



## The Nathan Cobb Cottage and the Anderson-Price Memorial Building

The Nathan Cobb Cottage is a unique one and a half story residential structure that was constructed in 1897 from salvaged cargo and wood parts from the shipwreck of the *Nathan F. Cobb* schooner (it is a Florida Heritage Landmark). The Anderson-Price Memorial Building was built in 1916 to be used as both a library and a meeting place for community groups (it is on the National Register of Historic Places). Both of these historic buildings are owned and managed by the Ormond Beach Historical Society.



Front view of the Nathan Cobb Cottage featuring its Florida Historic Marker.



Night time front view of the Anderson-Price Memorial Building.