New Britain Dispatch

A Journal of the Ormond Beach Historical Society
Ormond Beach, Florida
Greetings! Welcome to the Spring 2023 edition of the Ormond Beach Historical Society’s *New Britain Dispatch*. Our goal with this journal is to provide you with interesting stories about our history, focusing on Ormond Beach and its vicinity, and relevant stories from other parts of Florida.

In 1874, Daniel Wilson and George Millard traveled to this area from New Britain, Connecticut to start a settlement on the west side of the Halifax River. Others from Connecticut soon followed and they built palmetto shanties near present-day Tomoka Avenue and Beach Street, cleared land, and planted crops including oranges. In the winter of 1874, Daniel Wilson built the settlement’s first wood framed house which became known as Colony House. The settlement was named New Britain in honor of their hometown in Connecticut. In 1880, as more post-Civil War settlers arrived in the area from different parts of the country the town’s name was changed to Ormond. On April 25, 1950, a referendum renamed the city to Ormond Beach.

Thus, we have named this journal the *New Britain Dispatch* to link the present to Ormond Beach’s past. We hope you enjoy this Spring 2023 edition, and we welcome your input.

*New Britain settlers gathered in front of Colony House (which was located on the southwest corner of present-day Tomoka Road and Beach Street, Ormond Beach) - photograph dated January 29, 1878. (Ormond Beach Historical Society’s collection.)*
Invitation and Instructions for Article Submissions

The Ormond Beach Historical Society’s History Journal Committee welcomes article submissions for our history journal, New Britain Dispatch. You do not need to be an experienced writer or professional historian to submit an article. Preferably, articles should be connected to the history of the Ormond Beach area; however, articles of historic importance regarding the state of Florida are also acceptable. Submissions can be researched articles, recollections, oral histories or short stories. Submissions should be prepared in Microsoft Word (Times New Roman 12-point font, double spaced with a maximum word count of 2,500). Articles longer than 2,500 words can be broken into different parts and published in multiple editions. For researched articles please use endnotes (not footnotes), and include a list of sources. Chicago style endnotes and bibliography are preferred.

Please include a brief biography of yourself.

Submit articles via email with any illustrations and photographs (high resolution, if possible) to the Ormond Beach Historical Society’s office at office@ormondhistory.org (Please include Editor, New Britain Dispatch in the subject line.)

You can also save your article, illustrations, and photographs on a USB flash drive, CD or DVD and mail it to:
Ormond Beach Historical Society
Attn: Editor, New Britain Dispatch
38 E. Granada Blvd.
Ormond Beach, FL 32176

Articles can be submitted anytime.

The deadline for the Spring edition is April 15 (published early in June).

The deadline for the Fall edition is October 15 (published early in December).

- The Ormond Beach Historical Society - New Britain Dispatch - needs your article submissions to add to the knowledge base and help keep local and state history alive and remarkable.

New Britain Dispatch – OBHS History Journal Staff

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Castillo de San Marcos: The Unconquered Protector

by J. Zach Zacharias

No journey to Florida is complete without a visit to the oldest city in America, St. Augustine, and the magnificent Castillo de San Marcos. The masonry structure, the oldest in North America, dominates this quaint seaside town. It is a classic example of a medieval bastion style fort.

In Florida’s early history, St. Augustine was a remote Spanish military outpost that protected the treasure fleets sailing from Mexico and South America on their route back to Spain. Following the swift Gulf Stream current, these ships passed right offshore. Although the colony was of immense strategic importance, it was always chronically underfunded, undermanned, and outgunned by its enemies.

Early in its founding, St. Augustine was constantly under threat from English and French interests, as well as rogue pirates and privateers. The original fort’s construction consisted of wooden buildings which either caught fire, were destroyed by pirates, or were decimated by the harsh Florida elements. The first assessment of St. Augustine’s protective fort came in 1586, when Sir Francis Drake, whom the Spanish called “The Sea Devil,” spotted a wooden watchtower from his forty-seven-cannon flagship called the Elizabeth Bonaventure, on the southern tip of Anastasia Island. He blocked the harbor with his ships and his landing forces raised the dreaded red flags of “No Quarter” on the barrier island. Terrified city residents fled to the safety of the woods along with the Spanish soldiers, so scared of Drake’s approaching forces that they abandoned the royal chest in the fort’s bastion. The chest contained the silver ducats to pay the Spanish garrison along with other important documents. Drake’s raiding party easily took the chest of silver ducats, the sole support for the small garrison. A small female child was found abandoned in the wooden fort and was returned unharmed. Governor Pedro Menéndez Marquis wrote to His Majesty in a letter that he had ordered the chest to be hidden but the order was never followed.

After capturing St. Augustine and the fort, Spanish sniper Juan Ramirez de Contreras fired on Drake and his men, and killed Sergeant-Major Anthony Powell, a relative of Drake and his third in command. Ramirez testified that the man he dispatched rode a horse and carried a lance or javelin. As retaliation, Drake sacked the entire city, stole as much as he could, and destroyed the wooden fort. Drake left the
already poor town destitute. The Spanish believed him to be the most ruthless pirate in existence. To the English, Drake was a hero and knighted for his efforts against Spain in the New World. Spanish governor Pedro Menéndez Marques wrote to the Crown describing the dire situation of the colony after the attack and desperately pled for relief.

About a hundred years later, another pirate attack by Captain Robert Searles convinced the Spanish of the need for a masonry structure to replace the easily burned wooden fort. On May 28, 1668, Searles captured a Spanish supply ship from New Spain, and the Presidio’s own frigate ship off Vera Cruz. As both ships were expected in St. Augustine, the harbor master unsuspectingly allowed the ships into the harbor. When the harbor pilot sailed out to greet the ships, he was taken prisoner. The pilot was forced to give the all clear signal and the town relaxed. The buccaneer crew hid below decks as the ships entered the harbor and patiently waited until nightfall. Near midnight, over a hundred men moved into the town and began wreaking havoc. For the next twenty hours, the “free-booters” shot their guns, raided storehouses, and attacked the decaying wooden fort. By the end of the violence, they killed sixty Spanish soldiers and citizens, and ransacked churches, homes, and the hospital. Searles also took hostages and demanded food, clothing, tools, and other items for the return of its citizens. Those terms were met but the dreaded pirate captured all non-Spanish citizens and sold them into slavery. As the pirates departed, the Spanish survivors witnessed the crew taking soundings of the harbor which gave the impression of a possible second attack. The result of this daring raid convinced Queen Marianna V to agree to a stone fortification.

Once the Spanish government confirmed funds for building a stone fort, work finally commenced in 1671, but this was no simple task as it took twenty-four years to complete. The Spanish used a locally quarried stone called “peidra” which means stone in Spanish. When Spain deeded Florida to the United States in 1821, it became known as “coquina.” Coquina is a form of sedimentary limestone found only in a few places in the world. After about one hundred years in Florida, the Spanish finally figured out how to use it to build structures. They quarried the coquina blocks from across the harbor on Anastasia Island using the conscripted labor of Native American and African slaves. Upon the
fort’s completion, Governor Cendoya held a public celebration to commemorate it and ceremoniously dug the first spade of dirt.

During the 18th century, several wars broke out in Europe and these conflicts spread to New World holdings. The Castillo’s first test came in 1702 when the British colonial governor of South Carolina, James Moore, attempted to take Florida. Governor Moore conducted a two-prong attack with a force of 500 militia soldiers and 300 Yamasee Indians. His strategy was to simultaneously sail down along the coast and march through the middle of Florida in order to destroy the Spanish missions and any tribes loyal to the Spanish.

When Governor Moore’s fourteen ships arrived at St. Augustine’s harbor, some 1,500 Spanish residents fled to the safety of the fort. Commanded by Colonel Robert Daniel, the land forces destroyed the entire city. The English soldiers dug siege trenches to move the cannons close enough to bombard the Castillo. The siege went on for two months as Governor Moore’s cannons pounded the fort. However, they proved to be ineffective weapons against the Castillo’s mighty walls. Coquina is a unique material with an interesting side effect; the cannonballs either bounced off or lodged in the stone. Frustrated by the siege, Moore requested larger cannons brought in from Jamaica. By November 19th, the trench lines were within a hundred yards of the fort. The siege was at a standstill when four Spanish warships arrived with 200 soldiers landing just south of St. Augustine. With English morale low, and the arrival of Spanish reinforcements, Moore withdrew from the attack. He burned his ships and marched up the coastline to the St. Mary’s River where reserve ships took his forces back to South Carolina. Residents back in Charles Town were furious with Governor Moore and rioted in the streets. Many residents had pledged their own assets for the failed attack on St. Augustine.

Following Governor Moore’s incursion, the Spanish completed additional renovations. Vaulted ceilings and a gun deck allowed cannons to be placed on the top platform of the fort. The Spanish were again ready to defend their small outpost with a big fort.

The next English attack came in June 24, 1740, when Georgia Governor James Oglethorpe laid siege to St. Augustine. This violence on the town is directly attributed to yet another war that began in Europe and spread to the New World called “The War of Jenkins Ear.”

Oglethorpe attacked by both sea and land as he bombarded the fort for twenty-seven days with little effect. Again, the cannon balls proved ineffective against the coquina fortification and simply bounced off its walls. Oglethorpe’s forces landed on Anastasia Island while a naval squadron blockaded the harbor and the Matanzas Inlet. His intent was to starve out the fort. Spanish half galleys anchored in the channel.
between Anastasia Island and the coquina citadel thwarted Oglethorpe’s plan to take the city and fort by storm. His summons to Spanish Governor Manuel de Montiano to surrender was met with mocking scorn as spirited fighting on both sides continued. Several small Spanish ships broke through the blockade at Matanzas Inlet and sailed to Havana for help. The successful counterattack at Fort Mose, a small fort north of town manned by free Black militia loyal to the Spanish, was a disheartening blow to English moral. The brutal hand-to-hand fighting at Fort Mose and the retaking of the fort heartened the resolve of the Spanish forces.

Finally, Governor Oglethorpe decided to attack the fort with a full assault land siege, but was persuaded otherwise, due to the fast-approaching hurricane season and many ill soldiers. He abandoned his artillery and retreated back to Georgia to wait for a Spanish counterattack. A British victory might have been possible had their forces received better support from the other colonies and the British Government, but the British did not view the destruction of St. Augustine as high priority. Other possible targets, like Cuba, appeared more lucrative and British resources were limited. Spanish forces eventually counter attacked in 1742 and were defeated at the Battle of Bloody Marsh on St. Simon’s Island, one of the barrier islands of Georgia. An interesting side note is that the siege on St. Augustine was the first use of Scottish kilted highlanders, recruited by Oglethorpe in North America. This group settled at Darian and the troops were known as the Darian Highlanders.

The Castillo saw no further action through the remainder of the 1700s as Florida was transferred to Britain in 1763 as a result of the French and Indian War. England divided the peninsula into two halves, British East Florida with its capital at St. Augustine and British West Florida with its capital located in present day Pensacola. At the end of the American Revolutionary War, Florida reverted back to Spain after twenty years of English rule. Spain was now a greatly weakened power and its hold on Florida was tenuous.

The strategy to control Florida played out in the “Patriot War of 1812.” Georgia and Florida frontiersmen attempted to wrangle the Florida territory from the Spanish for the United States. At first, the United States favored the enterprise under President James Madison. Initial support was given in the form of U.S. Navy gun boats and organized filibustering activities resulting in a quick capture of the City of Fernandina on Amelia Island by March 1812. St. Augustine was the next target for the American patriot army.

As American forces approached the Ancient City, the fort proved yet again to be a formidable barrier. Spanish resistance was heavy with runaway slaves and Seminoles fighting alongside the Spanish. This alliance with the Spanish militia was key to Spain’s hold on the East Florida territory. As international tensions rose, the coup d’état was called off and all-American forces retreated to their home soil.

As Spain began to lose interest in Florida, the United States purchased Florida for five million dollars in 1821 (the Adams-Onis Treaty). On February 22, 1819, King Ferdinand VII of Spain gave up Florida to the Americans 254 years after founding St. Augustine. The U.S. military took control of the
old fort and renamed it Fort Marion after Revolutionary War hero Francis Marion. The Castillo became part of the American Coastal Defense System.

Spain’s last day controlling the Castillo was a day of contrasts. On July 10, 1821, the Spanish troops hoisted their flag for the last time at precisely 5:00 a.m.; a twenty-one-gun salute immediately followed. At 3:00 p.m., the Spanish soldiers began a second twenty-one-gun salute. When the salute ended, Spanish Governor José Coppinger ordered the Spanish flag lowered and the American flag raised. The American warships Tartar and Revenge anchored just off of St. Augustine returned the salute. United States soldiers filed into the fort as Spanish troops exited and each exchanged hand salutes. All Spanish soldiers and citizens had to be on the ships by 6 p.m. that night for departure to Cuba.

In the 1840s, Castillo de San Marcos was used as a federal prison to house Second Seminole War leaders, including Chief Osceola. Osceola was not an actual native chief, but rather a war leader who rallied Seminoles against the United States Army.

In October 1837, Chief Osceola was captured under a flag of truce by General Thomas Jessup at Payne’s Landing on the Ocklawaha River and sent to Fort Marion. Over 230 Seminoles were captured and imprisoned at the fort. Osceola became ill, and suffering from heavy fevers, was moved to Fort Moultrie in South Carolina where he died a month later. Doctors believed his death was caused by a throat infection from malaria. Doctor Frederick Weedon oversaw his care at Fort Marion and accompanied him to Fort Moultrie. In a macabre act after his death, Dr. Weedon severed his head for unknown reasons. It was said at the time to be on display in his drug store in St. Augustine but its whereabouts today are unknown. An archaeological excavation in the 1950’s of Osceola’s tomb confirmed his head was missing.

During the Civil War, the United States placed Fort Marion on caretaker status with only one Union soldier guarding the fort. On January 7, 1861, a company of state militia confronted the caretaker Sergeant Henry Douglas and demanded the fortification. Sergeant Douglas was taken by complete surprise at the request. Facing an overwhelming force, he agreed to hand over the keys to the fortification as long as he was given a receipt. The Confederates gave him a receipt and took control of Fort Marion along with a considerable amount of ordinance stored there. The Confederate Militia was
impressed with the sergeant’s spirit and took up a collection amongst themselves to pay his passage back to Philadelphia. The receipt is still in the United States Army Archives. Many of its sixty-five cannons were moved to other locations and a local militia was formed called the St. Augustin Blues.

On March 11, 1862, the steam frigate *U.S.S. Wabash*, along with other Union ships, anchored off the coast of St. Augustine. The overwhelming show of force convinced the Confederates to evacuate the city and the fort. St. Augustine changed hands yet again without a shot being fired.

In 1875, well after the Civil War, Fort Marion was converted back into a federal prison to hold Native American prisoners. Between 1875 and 1878, an amalgamation of some two hundred Plains Indians was sent to the fort, including seventy-two Cheyenne, Kiowa, and Comanche. Prison Warden Richard H. Pratt decided it was in everyone’s best interest to civilize the Plains prisoners. The warden began a program to teach them Christianity, English, reading, and art. Pratt supplied the inmates with old ledger paper from outdated accounting books. The prisoners, mostly men, began to create pencil, ink, and watercolor art using the ledger paper. They created scenes memorializing their deeds and bravery during battle. This folk art became known as Ledger Art for the paper on which it was created. Today, the Smithsonian Institution holds the most extensive collection of this amazing art produced in St. Augustine at the old Castillo.

In the late 1800’s, the fort had one last tour of military duty. During the Spanish American War, also known as the War for Cuban Independence, it housed two hundred deserters from the American Army. This marked one of its last operational uses before being taken off duty in 1900.

During the Gilded Age, 1865-1900, Fort Marion was the center piece tourist attraction for wealthy northern visitors. Henry Flagler with his resort hotels and trains transformed St. Augustine into a bustling winter haven for those seeking refuge from cold winters. Flagler even created a three-hole golf course on the grounds of the old fort. Golfers played three rounds to complete nine holes of golf.

This Castillo represents two hundred and five years of active military service under five different flags. In 1942, in honor of its Spanish heritage, Congress authorized renaming Fort Marion as
“Castillo de San Marcos.” Today, the National Park Service manages the Castillo. Visitors can walk on its bastions or stroll along its seawall and feel the history. The citadel still stands guard over the “Old City,” harbor and inlet, but now it beckons the history buff and the artist instead of pirates and European rivals.

Night view of Castillo de San Marcos. (Photograph by J. Zach Zacharias.)

Construction plans of Castillo de San Marcos - ca. 1677.
Bibliography


Editor’s Note

This article is an extract of Chapter 2 from the book: Florida Forts: On the Edge of Empire by J. Zach Zacharias, which was published in 2020 by Zacharias Publications.
Trains in Local History

by Skip Lowery

Most of you reading this will have crossed the bridge over the Tomoka River on I-95, and if you looked west you saw another bridge, a train trestle. That trestle was of great importance to Ormond (renamed Ormond Beach in 1950) and Florida in general, but there were problems having it built. I’ll tell you why in a moment.

Before the trestle, the only train directly north of Ormond went from Jacksonville to St. Augustine and stopped in Palatka.

Finally, in 1886, a track was extended from Palatka that stopped on the north side of the Tomoka River. Passengers to Ormond and Daytona had to leave the train and be put on a ferry that headed eastward on the river, crossed the basin, and south down the Halifax. The boats brought people to Ormond and encouraged John Anderson and Joseph D. Price to construct the first bridge to cross the Halifax River to the peninsula. It helped them finish building the Ormond Hotel. Not long afterwards, Henry Flagler bought the hotel. He knew the hotel would be a good investment, especially when the Tomoka trestle was finished.

But the trestle had problems, as I said. Workers could not get fill to stay in place. They eventually solved the problem by building a “mattress” (logs crossed over each other), but they had another difficulty cutting through the coquina rock on the south side. The labor took about a year, but they finished it, and eventually a 3 ft. narrow-gage track reached Ormond.

When passenger trains came to Ormond, Flagler had an arm of the railway extended across the peninsula parallel to the wooden bridge. This made it possible for wealthy people to have their cars taken to the hotel, and Flagler’s additions to the hotel made it one of the largest anywhere and a winter home for John D. Rockefeller (until he bought the Casements and moved across the street). Flagler later owned the Florida East Coast Railway which went down the east coast of Florida from Jacksonville to Key West. In 1935, the Great Labor Day Hurricane killed 485 people, including 257 World War I
veterans, and partially destroyed the Overseas Railroad (Flagler’s Folly), which was widely referred to as the “Eighth Wonder of the World.” The Florida East Coast Railway was financially unable to rebuild the destroyed sections of the Overseas Railroad and train service to Key West ended. I’ll get to other bad news about Florida trains in a minute, but first let me insert some of my own train news, part of which is also bad.

In 1948, my father took my mother and me in a trailer down U.S. 1 on the way to West Palm Beach. It was late on a hot summer afternoon (and no air-conditioning), so we stopped for gas at a Gulf station in a place called Ormond. Next to the station was a small cafe called The Ormond Diner, and across the highway was the Granada Trailer Park. My father was tired, so when we were eating at the cafe, he asked the cook if the park would take overnighters. “Sure they do,” said the woman, “and the owners have a boy your son’s age (I was 8).” We rented a spot for the night, stayed five years, and remained in Ormond the rest of my parents’ lives and most of mine.

The park was close to the railroad. I could hear trains passing at night, sounds that fascinated me, gave me dreams, and when I was a little older, a friend and I would walk to the track, where Granada ended. A short way south was the Ormond depot. Train schedules were printed in chalk on a blackboard near the ticket window. We would play nearby on the crossties and looked toward Daytona for a cloud puffing above the black outline of a locomotive. When we saw one, we would lay pennies on the tracks.

Trains called “steamers” often stopped at the depot for water. When they did, the engineer released pressure in one long jet that hissed past wheels taller than we were. But later our fascination shifted to something new, the Florida East Coast Champion, called “streamline locomotives,” a diesel-electric, art deco marvel. We no longer looked for a puff of cloud but for a bright light rocking back and forth in a semi-circle, and when the Champion pulled into the station, a porter in a red hat crossed from a Pullman sleeper coach to the dining car where well-dressed passengers drank wine out of patterned glasses on white tablecloths.

The Champion was also the inspiration for a book of poetry with the same name. The writer was Rod Taylor, a graduate of Seabreeze High School who eventually went to Hollywood to write songs and screenplays. One of his poems was titled “The Champion,” which ends with lines about the effect of train rides.
“...I watched out the back of the train, the lifted cloud swirl in the thing that moved it, sensing the godliness of things that never stand still and the greater godliness of those who move and feel it.”

But I must also include the final verse of another poem, also called “The Champion,” the last in his book, and bad news.

“No blue blowing is attached for the engine, no reservations for the threadbare seats. The trainmen shed that place like a skin beside the rocks of cities, the forks of wooden towns, leaving its jackknife form lying in the sun - nothing but bones with a reputation.”

Taylor’s description is a reference to the end of passenger train service on Florida’s east coast (1968).

To understand why let’s go back to 1888 when Henry Flagler took over the “St. John’s and Halifax River” railroad and transformed it to the “Florida East Coast Railway Company.” Flagler widened the tracks and extended passenger service. Then, in 1930, the Du Pont family bought the railroad. The Du Pont’s claimed that passenger train service was costing the FEC too much money. One result was the closing of the Ormond Depot in 1959, and later all of them. I’ll end with how I discovered another reason for this disaster.

I loved trains, yes, but I didn’t ride one until I was 20 and a student at Florida State. My roommate Butch and I walked one night to a small restaurant in Tallahassee that sold us beer. It was next to a large rail yard. The woman who brought us beers said “Police are nearby. Get away from here!” We walked into the rail yard, and I did something really stupid: “Hey,” I said to Butch, “Let’s climb on a train!”

And we did, to the top of a tank car to drink our beers. We assumed the tank car was parked for the night, but a few minutes later the train began to move. We should have climbed down, but dumb-dumb here said, “Aw, let’s go with it!” To where we had no idea, and no money, and no idea how we’d get back for classes the next day.

Well, we were young men. And the trip was exciting...for a while. We got cold and tired, and when the train finally stopped, it was in another freight yard. We got off the tank car and headed toward a campfire in the woods, a hobo jungle. The two men minding the fire were skeptical, but finally told us we could stay with them for the night, and they would show us how to get back to Tallahassee in the morning. Turns out we were in the city of Baldwin, 15 miles from Jacksonville, and the rail way was one of Florida’s largest switching stations. Then they said we were lucky nothing bad had happened to us. A strike against the FEC had begun and there were threats against the FEC by members of the union. If we were caught near trains we would be in serious danger.

In the morning they took us to a spot in the woods near the tracks where we watched for a box car to begin rolling westward. When one did they tapped us on the back and yelled “Run over and jump in the box car. Then get out of sight!” We did, and we made it back to the college. Pure luck. The strike became the longest in railroad history and was a major reason for the end of passenger trains. Depots
would be closed, and Daytona’s depot, a beautiful building people fought to save, was ordered by the railroad owners to be torn down.

Despite what happened I still love trains, and have ridden them from other parts of the state and country. The reason might be clear in my own Champion poem:

“From the train window I watch them wave, I will think to me. The whistle sounds, the rhythms bound. Places to go, things to see. Places to go, things to see.”


Photograph of Skip Lowery from his Ormond Boy: A Mid-century Memoir book.

The Ormond Beach Florida East Coast Railway Station was located on Granada Blvd. - photograph ca. 1961. (Ormond Beach Historical Society’s collection.)

A passenger train stops on West Granada Blvd. - photograph ca. 1920s. (Ormond Beach Historical Society’s collection.)
Bill McCoy (“The Real McCoy”) Prohibition’s Celebrity Rum Runner

by Randy Jaye

William Frederick “Bill” McCoy was born in Syracuse, NY on August 17, 1877. His father, William, served in the Union Navy during the American Civil War, participated in blockading major ports of the Confederacy, and served time in a Confederate prison.

Bill McCoy chose a life at sea and was trained aboard the school ship *U.S.S. Saratoga*, and graduated first in his class from the Pennsylvania Nautical School in 1895. He spent the next few years serving as mate and quartermaster on various ships including the *SS Olivette*.

Around 1898, the McCoy family moved to Holly Hill, Florida. Bill and his older brother Ben went into the boat yard and taxi boat service businesses in Holly Hill and Jacksonville. They specialized in building large shallow-draft power yachts for many of the nation’s wealthiest families, and gained a good reputation.

Around 1918, Bill and Ben McCoy found themselves in financial trouble due to a sluggish economy and failed investments. When Prohibition (the legal prevention of the manufacture, sale, and transportation of alcoholic beverages in the United States, lasting from 1920 to 1933, under the guidelines of the Eighteenth Amendment) went into effect, Bill, a teetotaler, thought it was a ridiculous infringement on personal freedoms. When the brothers were propositioned by a rum runner to sail a shipment of illicit liquor into the U.S. from international waters they decided to try their luck in the rum running business after considering their needy financial predicament.

**The Beginning of Rum Row**

In early 1921, the McCoy’s gathered up their assets, around $20,000, and purchased a 90-foot schooner named the *Henry L. Marshall*. The schooner was reconfigured for liquor smuggling operations, and could now haul hundreds of cases of liquor instead of several tons of fish. Bill
handled all the business at sea and sailed to the port of Nassau, Bahamas and purchased 1,500 cases of Canadian whiskey. He smuggled the shipment of booze into the U.S. at St. Catherine’s Sound, Georgia and sold it for $15,000, making a huge profit. At this point, McCoy was hooked on the illicit rum running trade and began thinking of ideas to flout the law in order to make even larger profits.

By the summer of 1921, people began sighting shadowy boats and ships anchored off the shorelines of Florida, and elsewhere along the Atlantic coast. It was soon known that these vessels were loaded with liquor and located beyond the maritime limit of the U.S. (three miles prior to April 21, 1924, and twelve miles thereafter), and this became known as Rum Row. Rum runners would sell alcoholic beverages to smugglers from their anchored freight ships at Rum Row. The smugglers would then illegally sneak into U.S. ports in contact boats (small high-speed vessels) and resell their illicit alcohol cargo, usually making good profits. This lucrative rum running business during Prohibition had many dangers including being shot at by the U.S. Coast Guard, and being victimized by violent crimes including hijacking and murder.

Rum Row was initially established off the coast of Florida where rum was smuggled in from the Caribbean. As the smuggling of Canadian and European liquor increased Rum Row locations were extended to all coastlines of the U.S., by far the busiest was the coast of New Jersey.

McCoy is often credited as the founder of Rum Row. He was a pioneer rum runner as he used his experience as a mariner and his familiarity with domestic and international maritime laws to his advantage. He established his company in Halifax, Nova Scotia, Canada, and documented the Henry L. Marshall schooner under a British flag. He also arranged for legal British documents to be written that stated he was transporting liquor from one legal port to another (outside of the U.S.). This arrangement allowed him to operate beyond the reach of U.S. jurisdiction as long as he remained in international waters.

In less than four years, he became the most notorious rum runner of them all, a household name, and an international celebrity (dubbed “Rummy McCoy” by 1920s contemporary press). McCoy followed a few basic rules that made him successful: “Stay true to your contract, stay clear of the government’s notice, stay well offshore, and stay vigilant to avoid Coast Guard cutters.”

“The Real McCoy”

The term “The Real McCoy” is an idiom and metaphor which is now used to mean “the real thing” or “the genuine article.” It most likely originated in 1856 where the phrase “The Real MacKay” was documented in a Scottish poem, and was later refashioned into the term “The Real McCoy.”
Bill McCoy ran his rum running operations very honestly and sold liquor unadulterated, uncut, and in original sealed factory bottles. This is how Bill McCoy’s nickname of the “Real McCoy” during Prohibition most likely originated.

**McCoy’s “Smugglers Ham” Innovation**

In addition to McCoy’s innovative Rum Row, he reportedly developed the creative method of storing, moving, and transporting illicit liquor bottles aboard vessels. The U.S. Coast Guard called this method “smugglers ham” or “burlock.” This method wrapped 6 bottles tightly in straw and burlap in a pyramid shape: 3 on the bottom, 2 in the middle, and 1 on the top. These bundles could be stacked top to bottom, were able to withstand rough handling, and were easy to load, transport, and unload from vessels. They also took up about one-third the space of the standard wooden cases that held a dozen bottles. Some rum runners stuffed salt into the these “smugglers ham” bundles, and if their vessel was in danger of being boarded by law enforcement the bundles would be thrown overboard and sink out of sight below the surface. After the salt dissolved the bundles would float back to the surface where they could be retrieved by the rum runners.

**The U.S. Coast Guard’s First Major Illicit Alcohol Seizure During Prohibition**

With a loan from some gangsters, and profits from using the *Henry L. Marshall* schooner, the McCoy’s decided to purchase a larger ship called the *Arethusa*, which could hold 5,000 cases of liquor. The *Arethusa* was reflagged as the *Tomoka*, and Bill McCoy became her captain. McCoy was very proud of the *Tomoka* and she became his favorite ship. McCoy appointed his former first mate, Carl Anderson, captain of the *Henry L. Marshall*, and left written instructions aboard the schooner for a delivery of 1,500 cases of liquor off of Atlantic City, NJ in July 1921. Captain Anderson broke McCoy’s rules and sold the cargo to another buyer at a higher price.

During an interview with a reporter onboard the *Henry L. Marshall* Captain Anderson disclosed many secrets of rum running operations. The *Henry L. Marshall* became a prime target of the U.S. Coast Guard.

The U.S. Coast Guard sent the cutter *Seneca* (CG-85) to investigate these rum running activities. The *Seneca* sighted a vessel flying a British flag and fitting the *Henry L. Marshall*’s description, and claimed the schooner made illegal exchanges with contact boats from the U.S., which constituted an illegal act. A boat was launched from the *Seneca* with a boarding team. The *Seneca* recorded her position as five miles off Little Egg Inlet, which was outside U.S. territorial waters. This placed the *Henry L. Marshall* beyond U.S. jurisdiction; however, the Coast Guard had legal authority to board her due to the suspected illegal activities. After boarding the schooner, the Coast Guard discovered that it was concealing its name and homeport under canvas covers.

The boarding team determined that the vessel was indeed the *Henry L. Marshall* and her homeport was Nassau. The Coast Guard also found 1,250 cases of scotch whiskey onboard the schooner. The lack of documentation for a legal transfer of the *Henry L. Marshall*’s flag to Great Britain gave the Coast Guard sufficient justification to seize the schooner.
After arriving in New York, additional papers aboard the *Henry L. Marshall* were found, which fraudulently allowed the schooner to enter the United States after delivering her illicit cargo. This confiscation was the Coast Guard’s first major illicit alcohol seizure during Prohibition.

McCoy’s handwritten instructions to Captain Anderson were also found, which identified him as the owner of the *Henry L. Marshall*, and the mastermind behind its rum running activities. Within a few days, Prohibition enforcement agents arrested the *Henry L. Marshall*’s captain Carl Anderson, and her first mate, C. Thompson. Warrants were issued for John G. Crossland, the broker of the illicit liquor deal, and Bill McCoy, the owner of the *Henry L. Marshall* schooner. Crossland was quickly arrested, but McCoy eluded Prohibition enforcement agents and continued his rum running activities.

Bill McCoy was now a wanted man and the focus of intensive law enforcement investigations.

**The Federal Government’s Main Target**

As McCoy’s celebrity grew so did the U.S. government’s efforts to capture him. He was making a mockery of the inept ability of the Coast Guard to capture him as his rum running operation grew to a reported five boats with dozens of crew members.

Mabel Walker Willebrandt, at 32 years old, was appointed Assistant U.S. Attorney General in 1921 by President Warren G. Harding. She became the highest ranking woman in the federal government, and was burdened with one of the heaviest responsibilities of any appointed official during the Prohibition-era. She was head of the federal taxation division of the Justice Department, Bureau of Federal Prisons, and handled cases concerning violations of the Volstead Act (the act passed by the U.S. Congress designed to enforce the 18th Amendment).

Willebrandt immediately set goals to vigorously enforce the Volstead Act. She realized that in order to stop the numerous small bootleggers the large smuggling ring operations had to be shut down. One of her main concerns was the notorious, and now famous, rum runner Bill McCoy, who was embarrassing the federal government with his high seas smuggling exploits.

Willebrandt proclaimed Bill McCoy as the federal government’s most significant law enforcement target (the precursor to Public Enemy Number One). She lobbied for the federal government to modernize and expand the Coast Guard.

Over the next few years, the Coast Guard was expanded from 4,000 to 10,000 personnel that were trained to intercept and catch rum runners. A new fleet of cutters coupled with 25 refurbished Navy
destroyers complimented a vast coastal deterrent program, which caused a significant reduction in rum running activities.

**McCoy Saves the Life of Federal Agent Peter J. Sullivan**

Federal agent Peter J. Sullivan was sent undercover to Nassau, Bahamas to gather intelligence on rum runners, and specifically on Bill McCoy. When Sullivan’s identity was discovered by a group of unscrupulous rum runners and mobsters they made plans to kill him. McCoy was determined to prevent Sullivan from being senselessly murdered. He invited him to lounge overnight in his hotel, and then smuggled him onto a ferry heading to Miami, and to safety. McCoy said his moral code did not include murder. This honorable good deed helped define McCoy’s moral character for the rest of his life.

**McCoy’s Schooner Tomoka Outgunned by the Coast Guard’s Cutter Seneca**

On November 25, 1923, McCoy’s schooner Tomoka was off the coast of Sea Bright, NJ in international waters. McCoy was not aware that the U.S. State Department received permission from Great Britain to not interfere if the British-registered Tomoka was boarded and searched outside of U.S. territory.

Following instructions from Mable Walker Willebrandt to capture Bill McCoy as soon as possible, the Coast Guard’s cutter Seneca sent a boarding party onto McCoy’s schooner Tomoka. Coast Guard lieutenant Perkins claimed that McCoy’s papers were not legal and ordered him to sail the Tomoka to Sandy Hook, CT. McCoy refused and sailed the Tomoka further out into international waters.

The Seneca received orders to bring the Tomoka in or sink her. The Seneca chased McCoy’s Tomoka for several miles and then fired a shell over the Tomoka’s bow. The Tomoka returned machine gun fire, but the firepower of the Seneca’s military-grade 4-inch shells proved too much for McCoy’s Tomoka. McCoy ordered his vessel to stop and the Coast Guard seized it. Around 400 cases of whiskey was discovered onboard the Tomoka. McCoy was also carrying more than $60,000 in cash. On the way to Sandy Hook, McCoy paid his crew their owed wages, and wished them good luck as he sensed his rum running days were in jeopardy.

**McCoy’s Legal Battle and Light Prison Sentence**

McCoy told reporters that he was not breaking any U.S. laws and said, “I was outside the three-mile limit, selling whisky, and good whisky, to anyone and everyone who wanted to buy.”

Mable Walker Willebrandt offered McCoy a deal if he would cooperate with the Justice Department. He decided to plead guilty, negotiated for the charges to be dropped against his brother Ben, but did not name or testify against any other rum runners.

In March 1925, after almost two years of expensive legal maneuvering, Bill McCoy was sentenced to serve only nine months in prison at the Essex County Jail in New Jersey. He lost his ships and reportedly a lot of his wealth, but his celebrity status followed him to jail as he was occasionally permitted to leave the jailhouse as long as he returned by 9:00 pm. The warden of the prison, Charles E. Blue, accompanied McCoy to the Walker-Shade prizefight at Ebbets Field, in Brooklyn while he was incarcerated. When photographs appeared on the front page of newspapers showing them sitting
together in ringside seats the warden was fired, and McCoy was not granted an early release from prison.

**Bill McCoy Returns to Civilian Life**

After serving his full nine-month sentence Bill McCoy was released from prison on Christmas Day 1925. His brother Ben picked him up and they drove back to Florida. It seemed the McCoy’s had enough of the rum running business as the Coast Guard’s patrols were now more efficient, high jacking and piracy on the high seas had escalated, and organized crime was now controlling a majority of the illicit trade. As far as anyone knows, the McCoy brothers never again ventured into the rum running business.

The McCoy brothers returned to the boatbuilding business, real estate investments, and lived modestly in Holly Hill, Florida. They also donated their time and skills to restore several important historical ships.

In 1929, McCoy received a communication that the Arethusa (Tomoka), his once prized possession, had been wrecked during a snowstorm at the entrance of Halifax Harbor in Nova Scotia, Canada. The Coast Guard impounded the schooner after McCoy was initially arrested, and she was later auctioned off and used in the fishing trade in Nova Scotia. He never stepped foot on her or seen her at sail after his arrest. He anxiously traveled to Canada to discover what remained of her. McCoy found some of the schooner’s wreckage and donated pieces to various museums. The Arethusa is an important piece of maritime folklore to this day. The schooner’s plans are housed in the Smithsonian Institution.

**Bill McCoy’s Legacy**

On December 30, 1948, at the age of 71, Bill McCoy, the legendary pioneer rum runner of Prohibition died of a heart attack and complications of ptomaine (food) poisoning aboard his ship Blue Lagoon in Stuart, Florida. During McCoy’s short-lived rum running career, where it is estimated he transported two million bottles of liquor, he claimed he never paid a cent to organized crime, corrupt politicians, or to crooked law enforcement personnel for bribes or protection.

Bill McCoy became a national symbol for his defiance of Prohibition, the most unpopular law in U.S. history. He always believed he was not breaking any U.S. laws because he conducted his rum running business in international waters.
It was McCoy’s innovative rum running methods, especially the invention of Rum Row, that actually forced the U.S. Coast Guard to expand personnel, training, and enlarge their ship and boat fleet. Many believe that McCoy was the catalyst for the development of the modern U.S. Coast Guard.

Although he dealt in the illicit liquor business, with many unscrupulous characters, he kept his gentlemanly character, transacted honest business deals, and was considered an honorable outlaw by the general public.

The term “The Real McCoy” was used before the days of Prohibition. However, Bill McCoy’s insistence on selling untouched authentic alcoholic beverages in their original factory-sealed bottles was the inspiration for this term evolving from Prohibition until today to mean “the real thing” or “the genuine article.”

Northeast view of Bill McCoy’s former house at 1090 Riverside Drive, Holly Hill. (Photograph by Randy Jaye - May 2023).
Bibliography


The yacht Siesta had two decks, six state rooms, and was 100 feet long. It was built from cypress wood by Ben and Bill McCoy along the river front in Holly Hill prior to Prohibition. This photograph shows her anchored at the Daytona Beach Boat Works around 1950. (Collection of the Halifax Historical Museum, Daytona Beach.)
The Mysterious Rockefeller Subterranean Tunnels at the Casements

An oral history interview featuring Ned Kraft

After John Davison Rockefeller, Sr. (1839-1937), the wealthiest person in modern world history, purchased the Casements mansion (25 Riverside Drive, Ormond Beach) in 1918, local folklore states that he had two subterranean tunnels built: one ran under Granada Blvd. to the nearby Ormond Hotel (razed in 1992), and the other ran to his physician’s home (the Lion House, 75 Seminole Avenue, Ormond Beach) a half-mile away. Some people believe the water table level in that area is too high to allow for a subterranean tunnel to exist without being constantly flooded. Others believe that Rockefeller actually had subterranean tunnels secretly engineered in a quest for privacy. Unfortunately, no photographs of the mysterious Rockefeller tunnels are known to exist. Following is the New Britain Dispatch’s oral history interview with Ned Kraft, a retired city of Ormond Beach employee, who has quite an interesting firsthand account regarding the Rockefeller subterranean tunnels at the Casements.

New Britain Dispatch: How many years did you work for the city of Ormond Beach?

NED KRAFT: I worked there for 38 years, starting in 1974.

New Britain Dispatch: We understand that you actually saw one of these Rockefeller subterranean tunnels at the Casements in the mid-1970s – can you tell us about that experience?

NED KRAFT: The city of Ormond Beach purchased the Casements in the early 1970s with plans to turn it into a cultural center. There were some additions that had been put on to the Casements over the years – one of them was a dormitory that was built when it was a college for girls. This addition was torn down. It was built on the south end of the Casements where what is today the parking lot. John D. Rockefeller added another building on the northeast side of the Casements – it included a carriage house on the bottom part and an upstairs section where some of the staff stayed. Access from the Casements to this building was where the kitchen is today. This building was also torn down because it was not part of the original Casements building. Those of us that were there when they were tearing the building down located the tunnel that went from the Casements to the Hotel Ormond. It was in the area of where the carriage house was located. I had the occasion of going down into the tunnel – I walked several feet – I don’t remember bending over so it was close to six feet high – and it was kind of rounded at the top. To be honest I am not sure what it was made of – probably brick and cement was used to build it. A little way in – I couldn’t tell you how far in – there was a bricked up wall and I couldn’t go any further.
**New Britain Dispatch**: Would you say that this tunnel was leading in the direction of where the Ormond Hotel once stood?

**NED KRAFT**: It started to curve a little bit and head towards where the Ormond Hotel was once located.

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**New Britain Dispatch**: Do you think this tunnel would have been accessible to an elderly man, such as John D. Rockefeller?

**NED KRAFT**: Since he would play golf at the course behind the Ormond Hotel and walk around giving dimes to children, I think he would not have had any trouble walking down the few steps into the tunnel on the Casements end. I’m sure that there were probably other people with him whenever he went anywhere.

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**New Britain Dispatch**: Before you ever saw and walked in that tunnel did you ever hear any local folklore about Rockefeller’s tunnels?

**NED KRAFT**: I don’t think so – I don’t think I remember anything about it. In fact, I never heard anything about that other tunnel that was supposedly going to the Lion House until very recently.

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**New Britain Dispatch**: It seems that the supposed tunnel to the Lion House would have been a lot more difficult to build as it is a half-mile away from the Casements – do you think this is just the stuff of local folklore?

**NED KRAFT**: Yes, this supposed tunnel to the Lion House is probably just folklore.

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**New Britain Dispatch**: Did the city of Ormond Beach fill in the tunnel that you walked in?

**NED KRAFT**: Yes, the city filled in the section that I walked in and made sure that it was solid and would not sink.
New Britain Dispatch: Do you know if any pictures were taken of the tunnel that you were in?

NED KRAFT: I don’t think so – back then we didn’t even think of doing something like that – we didn’t have cell phones – we weren’t walking around with cameras while at work in those days.

New Britain Dispatch: Some people say it was impossible to build a tunnel in that area, but obviously you saw and walked in the tunnel – what do you say to these people?

NED KRAFT: Rockefeller would have got people that knew what they were doing and they would have probably used solid concrete and bricks to construct the tunnel. When I was in that tunnel it was relatively dry in there, and I don’t remember any water dripping down in there either. Back in those days there were rows of dunes back from the beach, and that area might have been a little higher and protected by a natural dune, and possibly the water table wasn’t as high there in the 1920s. There were other tunnels in the area – one was in Daytona Beach that ran under Ridgewood Avenue so kids could go to school without having to walk across the street.

New Britain Dispatch: What do you know about this recent ground penetrating radar (GPR) project that was done on the north side of the Casements?

NED KRAFT: Last year the Casements Guild contacted me regarding a post I did on a Facebook group about the Casements tunnel. They were very interested in proving that tunnels did exist there. Even though I saw and stood in the tunnel there are still people who don’t believe it. I met with people from the Casements Guild and took them outside and gave them an idea of where the tunnel is located. The Casements Guild asked the engineering department if they could use their GPR equipment to show open spaces in the ground where the tunnel exists. The engineering department did locate open spaces on the GPR equipment that led all the way to the edge of Granada Blvd. As far as they are concerned there is something physically down there. With my eyewitness account and the results of the GPR the Casements Guild say there are still some people who say a tunnel is impossible at the Casements because they think it would have been constantly flooded.

New Britain Dispatch: Do you believe that your firsthand experiences coupled with the GPR results should prove the local folklore of the Casements tunnel running to the Ormond Hotel is indeed a fact?

NED KRAFT: Yes.
Concluding remarks by Ned Kraft: Thank you for putting my memory of being in the Rockefeller Casements tunnel into words for all to read. I never really thought much about what I saw so many years ago until I became interested in the fascinating history of Ormond Beach.
Ormond Hotel with tourist boats in the harbor - ca. 1905. (Ormond Beach Historical Society’s postcard collection.)

John D. Rockefeller, Sr. (seated in the center wearing a top hat) on the porch of the Casements - ca. 1930. (Ormond Beach Historical Society’s photograph collection.)

Northeast view of the Casements and its grounds. (Photograph by Randy Jaye - May 2023.)

Front view of the Lion House. (Photograph by Randy Jaye - May 2023.)
Samples of OBHS’s Historic Photographic & Postcard Collections

The following two postcards were donated by Ned Kraft.

New Ormond Beach Causeway, Ormond Beach, Fla. - ca. 1940s.

The following two digital photographs were taken in 2022 and donated by Randy Jaye.

The Emmons cottage, built in the late 1800s of cypress and heart pine in the Folk Victorian style, was slated for demolition in 1998. Local artist Sang Roberson bought the salvage rights and, with approval from the Ormond Museum board, she donated the house to the Museum as a children’s art and nature center. The following year the Garden Club of the Halifax Country and the Museum, with Ann Butt as director, raised funds to restore it.

The Dummitt Plantation Ruins – originally built in 1825 as a sugar mill and rum distillery. It was equipped with the first steam-powered sugar cane crushing mill in the area.
The following photograph and real picture postcard (digital photographs) were donated by Robert Sanford. (Sanford’s grandfather, Ross Edward Apgar, took the photograph in 1906, and obtained the signature of Fred H. Marriott on the postcard in Ormond, Florida in 1906.)

*Ralph Owens sitting on the hood of his Oldsmobile while attending Automobile Beach Races in Ormond, Fla. Owens and his crew travelled from N.Y. to Ormond, Fla. in 18 days.*

*One Mile World’s Record Made by Fred H. Marriott Driving a Stanley Steamer in Ormond Beach, Florida. Time, 28 1/5 Seconds. (Signed by Fred H. Marriott).*
Brief Biographies of this Edition’s Authors and Interviewees

**J. Zach Zacharias** is a Florida Native born and raised in Miami and holds degrees from Florida State University in Communications, University of Central Florida in American History and a Master’s in Education from Nova South Eastern University. Zach has been with the Museum of Arts and Sciences for more than 25 years and is the Senior Curator of Education and Curator of History with a specialty in Florida history, art and paleontology.

**Ned Kraft** moved to Ormond Beach in 1971. In 1974, he started working for the City of Ormond Beach in the Parks and Beautification Dept. He transferred to the Street Dept. and then became the head of the Traffic Sign Dept. in 1997. He retired from the City of Ormond Beach in 2012. In 1974, he joined the Ormond Beach Jaycees and helped organize the yearly Birthplace of Speed Antique Car Show and Beach Sprints, which began in 1959 to honor the first sanctioned automobile car race in the country on the sands of Ormond Beach in 1903. He became interested in Ormond Beach history as it was related to the automobile and began a 40-year search for antique postcards that were related to beach racing. Along the way he began collecting other antique postcards as he realized how interesting the history of the Ormond Beach area is. He donated the majority of his postcard collection to the OBHS. After his wife retired in 2012, they moved to the mountains of North Carolina. Ned still has a love for Ormond Beach, and occasionally participates in various local historic events.

**Randy Jaye** has recently researched and nominated 4 properties that have been successfully added onto the National Register of Historic Places. He is the author of three recent history books: *Flagler County, Florida: A Centennial History | Perseverance: Episodes of Black History from the Rural South | and Jim Crow Era Propaganda, Artifacts and Upheavals in Florida*. He also writes articles for historical journals, local newspapers, magazines, online publications, and has appeared on several radio shows and PBS documentaries. He earned both a Master’s degree and a Bachelor’s degree from California State University.

**Skip Lowery** taught high school and college for 40 years and spent most of his life in Ormond Beach. In 2014, he wrote a book called *Ormond Boy: A Mid-century Memoir*, which is where most of the information for his article in this issue originates, but he rearranged segments and made additions to keep the focus on trains. Skip has also written photo-essays and poems for several magazines, and wrote a play about Mark Twain that opened in Deland. Now, however, he just hopes he can hang around Ormond (and some parts north) with his wife.
Ormond Beach Historical Society - Board of Directors (2023)

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Ormond Beach Historical Society – Staff

Desiree Girty (Office Manager)
Cheri King (Office Assistant)
Randall Herron (Anderson-Price Building Superintendent)

Brief History of the Ormond Beach Historical Society (OBHS)

The OBHS was formed in 1976 as the Ormond Beach Historical Trust. The OBHS’s first major project was to save The Casements (John D. Rockefeller’s house from 1918 until his death in 1937) from demolition. The Casements was added onto the National Register of Historic Places in 1972, and was subsequently restored and now functions as the Cultural Center for the City of Ormond Beach. Other historic sites and structures that the OBHS helped to preserve include the Indian Burial Mound (ca. 800) located on South Beach Street across from Ames Park, the Pilgrim’s Rest Primitive Baptist Church (ca. 1879) in Bailey Riverbridge Gardens Park, the Ormond Hotel Cupola (ca. 1887) in Fortunato Park, the Anderson-Price Memorial Building (ca. 1915) at 42 North Beach Street, the Three Chimneys Sugar Mill Ruins (ca. 1768) at 715 West Granada Boulevard and the World War II Watchtower (ca. 1942), on Highway A1A, 4.3 miles north of Granada Boulevard. The OBHS currently owns and preserves the Anderson-Price Memorial Building (deeded to the OBHS by the Ormond Beach Woman’s Club in 2002), and the Nathan Cobb Cottage (bequeathed to the OBHS by Tom Massfeller in 2020). The OBHS’s main office is in the MacDonald House, 38 E. Granada Blvd., Ormond Beach, where it also operates the Ormond Beach Welcome Center.