

1910

April 1: Boat house of the Florida Power Boat Club in Riverside destroyed by fire and along with it 13 locally owned power boats, among them several fast racing boats.

July 4: When the result of the Jeffreys-Johnson prize fight in Reno became known in Jacksonville bands of negroes assembled in the western part of the city and rumors of trouble began to spread. Crowds of whites patrolled the down-town section and as might be expected there were frequent disturbances. Brickbats were used in some cases and at one time it appeared as though serious rioting could not be avoided. The saloons were ordered closed and the police took extra precautions. The event passed over without anyone being killed.

July 28: Formal opening of Atlantic Boulevard, South Jacksonville to Mayport road.

History of Atlantic Boulevard

Soon after the Jacksonville & Atlantic railroad was completed to Pablo Beach (1884) E. F. Gilbert acquired a tract of land at the beach for development purposes. He promoted the idea of a road from South Jacksonville to Pablo, a wagon road, for this was long before the appearance of the automobile. At his own personal expense he engaged a surveyor, Francis LeBaron, to lay off a route and after severe hardships in the swamps and marshes they finally completed the survey. Mr. Gilbert now got up a petition signed by prominent people, requesting the County Commissioners to build a road using convict labor. This they finally agreed to do and the work started in September, 1892. About two-thirds of the distance was graded and the first bridge to span Pablo Creek was built when there was a change in the membership of the board and the work was soon afterward abandoned.

In 1902, the question of an improved road to the beach was revived by Fred E. Gilbert, pioneer automobile dealer of Jacksonville, who took up the work started by his father. It was a long fight with much opposition from various sources and it was not until the spring of 1906, when the first automobile races were held at Atlantic Beach, that the appeal for a hard road to the beach became generally accepted as a necessity. The matter was frequently before the board of