

Hogans, John Brady and Isaiah D. Hart. It was Hart who suggested, in fact, insisted, that a town be laid out at this promising spot and that each of the three owners give land for streets.

The day the town was laid out was a busy day: D. S. H. Miller was the surveyor, Benjamin Chaires, John Bellamy and Francis J. Ross were advisors who helped decide where the streets should run and the names to be given them. John W. Roberts acted as clerk. John Warren, a former soldier under General Andrew Jackson, suggested that the newly laid out town be named for him, a suggestion which was supported unanimously.

Jacksonville's earliest records have been lost through fires or carelessness. Supreme Court records and early secondary sources give June of 1822 as the month and year of the city's founding. However, diligent search for more than 30 years has failed to identify the day in June. As a consequence, the Jacksonville Historical Society, in 1965, selected the 15th and the Mayor designated this date as the founding date until such time as proof of another date might be discovered. The basis for the decision was a petition from Jacksonville on 15 June 1822 to the United States Secretary of State requesting that the city be made a port of entry. This is the first known use of the new name, Jacksonville.

The town, as laid out, was made up of the 20 blocks South of Duval and East of Ocean to Catherine Street. Most of the streets were named for important people and the one which followed the Kings Road up from the river, was called Liberty.

Such grand prospects and plans there were for the little town, but

only slowly did it grow. Incorporation in 1832 and the election of its first Mayor, William J. Mills, helped but not enough.

Not until the Seminole War, 1835-1842, did the city begin to show its latent possibilities. There were two reasons for this awakening. First, the town was a staging area for troops and army supplies. Second, the war opened up the peninsula for settlement and Jacksonville, astride the waterways, could not but benefit.

Most of the large plantations grew up in Middle Florida and Jacksonville, with the added impetus of the deep harbor at Middleburg, served to ship out cotton and to ship in the needs of plantations and farms. In addition, logs were brought in by monstrous ox-carts or were floated down the river, bound together in huge rafts, as food for the sawmills which lined the town's waterfront. And sailing vessels from around the world came to load the products of farm and forest.

Manufacturing and trade became, and have remained, essentially, the basis of the city's economy. An impetus was added in the 1840's upon the discovery of Florida by invalids and tourists seeking a warm and healthy climate.

By the 1850's life was somewhat easier than in pioneer days, made gay by balls and parties, boat trips, picnics and barbecues. Merrymakers serenaded newly-weds in loud midnight glee. And the ancient art of jousting gave opportunity to show off fine horsemanship.

Slashing across this scene came war, the Civil War. Jacksonville was four times captured by Federal forces and three times regained by the Confederates. The town at times was virtually deserted, many families had gone inland to comparative

safety and most businesses were destroyed. The lumber mills were burned by the Confederates to prevent valuable shipbuilding material falling into enemy hands. And other parts of the town were burned in a second conflagration.

Peace did not come easy. And a renewal of spirit was even harder to achieve. In a way, recovery was easier in Florida than in other parts of the South for the tourists returned in great numbers. Their presence meant a livelihood in those grim times, a firm knowledge that one's family would eat.

By the 1870's, the tourist rush was on. Hotel building grew a-pace. The St. James, the Windsor, the Everett and its annex, the Aragon went up. The finest cuisines and entertainment were provided for those who visited this world-renowned tourist mecca. Ocean steamboats brought the tourists to the city and smaller ones waited to take them on excursions up-river to Green Cove Springs, Silver Springs, Enterprise and to Toco for the overland jaunt to St. Augustine. Fort George Island and Mayport were also favored spots.

Only temporarily were the visitors frightened away by yellow fever. And after each scourge or freeze, they reliably returned. But what "yellow jack" and Jack Frost could not do, Henry M. Flagler did. Beginning with the opening in 1888 of Flagler's grand Ponce de Leon Hotel in St. Augustine, the tourists pushed southward to a warmer winter sun.

Jacksonville was no longer the "Winter City in Summerland" as it had so proudly claimed for many years. (Not until recently, when tourism stretched year-round and conventions became big business, have Jacksonville and the beaches attracted crowds of tourists.)