NPS Form 10-900
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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

187

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name American Red Cross Volunteer Life Saving Corps Station

other names/site number N/A/DU14692

2. Location

street & number 2 Ocean Front North N/A ☐ not for publication

city or town Jacksonville Beach N/A ☐ vicinity

state FLORIDA code FL county Duval code 031 zip code 32250

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Alissa Slade Lotane 3/14/14
Signature of certifying official/Title Date

State Historic Preservation Officer, Division of Historical Resources
State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☒ entered in the National Register
☐ See continuation sheet
☐ determined eligible for the National Register
☐ See continuation sheet.
☐ determined not eligible for the National Register
☐ See continuation sheet.
☐ removed from the National Register.
☐ other, (explain)

for Edson H. Beall
Signature of the Keeper

Date of Action 5.5.14

American Red Cross Volunteer Life Saving Corps Station
Name of Property

Duval Co., FL
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☒ private
- ☐ public-local
- ☐ public-State
- ☐ public-Federal

Category of Property
(Check only one box)

- ☒ buildings
- ☐ district
- ☐ site
- ☐ structure
- ☐ object

Number of Resources within Property
(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Name of related multiple property listings
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

SOCIAL: Civic

Current Functions
(Enter categories from instructions)

SOCIAL: Civic

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT: Art Moderne

Materials
(Enter categories from instructions)

foundation STUCCO
walls CONCRETE
STUCCO
roof ASPHALT
other N/A

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

American Red Cross Volunteer Life Saving Corps Station
Name of Property

Duval Co., FL
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ **B** Property is associated with the lives of persons significant in our past.

☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ **D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

☐ **A** owned by a religious institution or used for religious purposes.

☐ **B** removed from its original location.

☐ **C** a birthplace or grave.

☐ **D** a cemetery.

☐ **E** a reconstructed building, object, or structure.

☐ **F** a commemorative property.

☐ **G** less than 50 years of age or achieved significance within the past 50 years

Areas of Significance
(Enter categories from instructions)

Health/Medicine
Recreation
Architecture

Period of Significance

1947-1964

Significant Dates

1947

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Powell, Jefferson Davis, architect
Brownett, Harry, contractor

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography
Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 36) has been requested
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey
#

☐ recorded by Historic American Engineering Record

Primary location of additional data:

☒ State Historic Preservation Office
☐ Other State Agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of Repository

#

American Red Cross Volunteer Life Saving Corps Station
Name of Property

Duval Co., FL
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References
(Place additional references on a continuation sheet.)

	Zone	Easting	Northing
1	17	462593	3350850
2			
3			
4			

☐ See continuation sheet

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Andrew Waber/Historic Sites Specialist

organization Bureau of Historic Preservation date March 2014

street & number 500 South Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items
(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name American National Red Cross

street & number 430 17th Street NW telephone (800) 733-2767

city or town Washington state DC zip code 20006

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

SUMMARY

The American Red Cross Volunteer Life Saving Corps Station in Jacksonville Beach, Florida, is a two-story masonry building with an attached five-story watchtower and an attached one-story non-historic addition. The building features a smooth stucco finish, asymmetrical facade, hipped roof, and prominent bay doors along the east and south elevations leading to the boat storage room. Fenestration consists primarily of 1/1 SHS windows along all four elevations. The interior layout of the building centers around the central staircase that serves as the primary access point to the second floor. It features a boat storage room, first aid room, officer of the day office, and showers and lockers for men and women on the first floor. The second floor features a social lounge and men's and women's dormitories. The five-story watchtower, known as "the peg," best exemplifies the Art Moderne style with its rounded edges, porthole windows near the top, and horizontal balustrade at the top. The one-story non-historic addition, constructed in 2012, serves as a classroom and meeting area for the Corps. It is consistent in appearance with the rest of the building, with a smooth stucco finish and projecting eyebrow similar in style to that found along the tower and east and south elevations of the main building. The interior of the addition is a single open space. The building has undergone several alterations since its construction but it retains its integrity so as to be considered eligible for listing in the National Register.

SETTING

The Jacksonville Beach Red Cross Life Saving Station is based at the foot of Beach Boulevard, which becomes Highway 90, in Jacksonville Beach, Florida. The City of Jacksonville Beach is a beachfront community located in the southeast portion of Duval County on an artificial island that extends from the St. Johns River to Vilano Beach in St. Johns County. Jacksonville Beach is bordered on the north by Neptune Beach, on the south by St. Johns County, on the east by the Atlantic Ocean, and on the west by the San Marco River/Intracoastal Waterway. With a population of a little over 23,000 people, it is largest of the four communities in Duval County that are not incorporated into the City of Jacksonville. Most of the economic activity generated within the city is centered on its beachfront location, as its beaches remain a popular draw for both tourists and residents. The Jacksonville Beach Red Cross Life Saving Station occupies a prime spot at the foot of Beach Boulevard, which is one of the major thoroughfares running through Jacksonville Beach and Jacksonville. Ocean Front North runs adjacent to the rear elevation of the building. The immediate surroundings are commercial in nature, with restaurants, hotels, and storefronts that cater primarily to beachgoers.

PHYSICAL DESCRIPTION

Exterior (Main Building)

The Jacksonville Beach Life Saving Station is a two-story masonry building with a historic attached five-story watchtower (known as the peg) and a small non-historic single story addition completed in 2012 (Photo 1). The building is asymmetrical with a hipped roof with wide overhanging eaves extending over the main portion. The building is covered in smooth stucco and rests on a steel-reinforced poured concrete slab foundation.

Main (East) Elevation
The main (east) facade of the building runs adjacent to the beachfront. Featuring prominently along this elevation is a projecting eyebrow located between the first and second stories of the building (Photo 2). The eyebrow extends around the south and north elevations (including the addition) but projects most prominently along the main facade. On the first story, adjacent to the southeast corner, is a bay door that opens into the boat room storage area. In the area between the bay door and the peg on the first story are three single doors topped by one-light fixed transom windows, and a hexagonal protrusion that serves as an office for the main day-to-day operational headquarters for the lifesaving corps (Photo 3). The doors adjacent to the storage room and the tower serve as the main access points into the building. Fenestration on the office protrusion consists of 1/1 and 1/2 SHS topped by one-light fixed windows.

On the second story of the main facade just above the protruding eyebrow is painted the name and torpedo buoy logo of the corps (Photo 1). There are four paired 1/1 SHS windows with distinctive brick sills and mullions. The brick patterning between the windows above the storage room door and the other three windows is interrupted but remains continuous around the remaining three. The Red Cross logo is located in this area. On the first story, there is an engraved marble dedication marker set into the wall commemorating the completion of the 1920 building, which was originally from the second Corps station (Photo 4). Also on the first story is a metal plaque dedicated to Paul Reinhold, a longtime board member of the Corps and whose foundation was a primary benefactor of the 1998 renovations (Photo 5).

South Elevation
The most prominent features of the south elevation is the projecting eyebrow that extends the entire width of the elevation and protrudes further out above the bay door opening (Photo 6). The name of the Corps is also painted along this elevation just above the projecting eyebrow. Fenestration along this elevation consists of 13 single 1/1 SHS windows (three on the first story and ten on the second story) with brick lintels. Adjacent to the west elevation is a single door topped by a one-light fixed transom window that has since been filled in.

West (Rear) Elevation
The west elevation, which runs adjacent to Ocean Front North, is plain in appearance with the exception of the addition that protrudes slightly beyond the rest of the building on the northwest corner (Photos 7-9). Fenestration consists of 1/1 SHS windows with brick lintels similar in appearance to those found along the south elevation. There are also vents and air conditioning units found on this elevation. A single metal door topped by a one-light fixed transom window, which is found on the west side of the building, provides rear access to the addition.

North Elevation
The north elevation of the main portion of the building is plain in design, with 1/1 SHS windows on the second story similar in appearance to those found on the south and west elevations (Photos 10-11). The attached five-story watchtower and the addition are visible from this elevation. There are three access points on the first story and two access points on the second story located on this elevation. An exterior staircase is located between the east end of the addition and the north wall of the original building, which is accessed by doors adjacent to the stairs in the addition and main portion of the building. A second door is located on the east end of the addition that serves as a primary access point into the addition. On the second story, there are doors leading from the peg and from the second floor lounge.

Interior (Main Building)

First Floor
Most of the day-to-day operations and public interactions are handled on the first floor; the layout and interior spaces on this floor reflect this. The floor plan is irregular by design, centered roughly around a central stairwell that serves as the primary access point to the second floor (Photo 12). On the east side of the building adjacent to the beachfront is the officer of the day (OD) office, which is where most of the coordination efforts and public interaction take place. To the south of the OD Office is the first aid room for minor triage care. There are two primary entrances into the building, one located between the first aid room and storage area, and the other between the OD office and the peg. There are two primary corridors flanking the central stairwell to the north and the south. The south hallway leads from the main south entrance and provides access to the stairwell, the boat room and a small public bathroom located between the men's locker room and the stairwell. The north hallway opens up into a larger room that includes the OD office. It serves as the access point for the women's and men's locker rooms and shower rooms (Photos 13-14). The two hallways are connected by a smaller corridor located east of the stairwell.

The largest space on the first floor is the boat storage room, which is a single open space used primarily for storage of necessary boats, vehicles, and equipment (Photo 15). On the far west end of the room a kitchen has

been installed (Photo 16). In 1998, the storage room was partitioned into two rooms but it went back to being a single space after the completion of the addition. On the northeast corner within the peg is an office (Photo 17). This space is cut off from upper levels of the peg, which is accessed from the second story. Along the northwest corner of the first floor is the men's shower and locker room, and immediately to the east of the men's shower is the women's shower and bathroom.

Second Floor

The second floor serves primarily as a social lounge and short term residential facility, which is reflected in the layout. The primary access point to this floor is through the central stairwell. All flooring on the second floor is wooden except in the bathrooms. The bunkrooms are located along the south and west sides of the building. On the south side of the building, over the boat storage room, is the men's bunk rooms and bathrooms (Photos 18-19). The senior men's bunks are on the southeast corner. The men's bunkroom on the southwest corner opens up into a second larger room along the west side of the building. The women's bunks and bathrooms are located along the northwest corner of the building. The social lounge is located along northeast side of the building (Photo 20). The lounge prominently features wood flooring and wood paneling that gives it an appearance much different than the rest of the building. It serves as a recreational room for Corps members. There are three interior access points to the lounge, one opening directly into the central stairwell and one each for the men's and women's bunkrooms. The lounge serves as the primary access point to both the upper levels of the peg and the exterior staircase running along the north elevation.

Watchtower (Peg)

The five-story attached watchtower, known as "the peg," has a distinct Art Moderne appearance (Photos 1, 11, 21). It is square in shape with rounded edges. A projecting eyebrow extends just above the first story and round window openings are near the top. The peg is topped by an octagonal cupola surrounded by a small walkway and a metal balustrade, which is where the lookout stands. Fenestration consists of paired 1/1 SHS and circular one-light fixed windows on the tower itself and fixed 6-light and 3-light windows on the cupola. At one time, there were fixed circular windows on all four sides of the tower, but today only the window on the west side remains, as the other three windows have been filled in with concrete block (Photos 22-23). There were also windows just above the second story, but those have been filled in with brick. The openings, however, remain visible.

The primary access point to the peg is through the second floor lounge (Photo 24). Access to the top of the peg is via a distinctive metal spiral staircase, which is the most notable feature of the peg's interior. Floors have been put in place on the interior and are used for storage (Photo 25).

Addition

Constructed in 2012, the single story addition serves primarily as a classroom and training room for the corps and a venue for social gatherings (Photo 26). The style and materials used in the addition are consistent in appearance with the rest of the building. Although it wraps around the northwest corner of the building, it is mostly located along the north elevation and the original walls of the main building remains in place. The most prominent feature of the exterior is the projecting eyebrow, which extends around the entire addition. There are three access points to the addition: two located on the eastern end of the addition and a third located on the western end. The interior is a single open space (Photo 27). The Corps initially planned on building the addition as a storage room, with the old boat storage room used as a classroom. They determined, however, that the boat storage room would not be sufficient to address their needs and so decided to use the addition as a classroom.

Alterations

The most prominent alteration to the building is the 2012 addition added to the northwest corner. This addition is consistent in appearance to the rest of the building and is only one-story in height. While mostly visible along the north elevation, it is partially obscured on the east by the peg.

The exterior of the main building and tower have undergone a few changes. The windows along the east and south elevations and on the first three stories of the peg were three-light awning windows flanked by fixed three-light sidelights. These windows were eventually changed due to leakage problems, first with double-hung sash windows and later with the current single-hung sash windows as part of the 1998 renovations. On the peg, the third story windows, originally three-light awning windows, have been in-filled. Three of the four circular windows located near the top of the peg, which were originally fixed five-light windows, have been in-filled sometime during the 1970s or 1980s; the exception being the window located on the west side of the tower. The protective railing along the top has been replaced. The original roof, which was made of Spanish barrel tile, was replaced in 1971 by asphalt shingles.

The station has also undergone some renovations to the interior since its construction. The second floor interior of the peg was walled off from the rest of the lounge due to fire department concerns in the 1990s. When the building was first completed, the entrance to the north of the OD office opened into a major triage room, where surgeries were performed. The office on the first floor of the tower was used for minor triage. It has since been repurposed into an entry foyer, with access points leading to the north hallway, the OD office, and the first floor tower office. The space retains its open character, however, and therefore retains its historic integrity. The non-historic green linoleum tiles that covered the lounge at one point were removed in 1993. The inclusion of

women in the Corps in 1995 necessitated the change of the interior to accommodate them. In 1995, the northwest dormitory on the second floor was partitioned off and the bathroom located between clubroom and northwest dormitory was fitted with a shower. On the west end of the boat storage room, a kitchen has been installed.

The station underwent a major renovation in 1998, costing $500,000. The windows were replaced, and central heating and air, new electrical wiring, and new plumbing were installed. The women's locker room was added to the first floor and the upstairs women's bunk and bathroom were expanded. The boat storage room was partitioned off, but the partition was removed following the completion of the one-story classroom addition in 2012, allowing the room to return to its original configuration. A handicapped accessible bathroom was also added onto the first floor adjacent to the central stairwell, replacing what was once a storage closet.

SUMMARY

The Jacksonville Beach American Red Cross Life Saving Corps Station in Jacksonville Beach, Florida, is being nominated under Criterion A at the local level in the areas of Health and Entertainment/Recreation and Criterion C in the area of Architecture. The station has been a beachfront landmark within the city of Jacksonville Beach since its construction in 1947. The Jacksonville Beach American Red Cross Volunteer Life Saving Corps, which has played a significant role nationally in the expansion of American Red Cross' water safety program as its first beachfront lifesaving corps, continues to use this building as the center of their operations. The building and the Corps has significantly improved the safety of the beaches, not only helping to save drowning victims but also serving as a first aid room and de facto clinic for victims of automobile and theme park accidents. The building is a late example of the Art Moderne Style, which is best expressed by the attached five-story watchtower known as the peg. It is also one of the best-known works of noted local architect Jefferson Davis Powell. Although the building has undergone a number of alterations, including a one-story addition in 2012, it retains enough historic integrity to qualify for listing in the National Register.

HISTORIC CONTEXT

Jacksonville Beach

The history of Jacksonville Beach dates to 1884, with the arrival of the first permanent residents, William and Eleanor Scull, who set up a general store and post office, naming it Ruby, Florida, after their daughter. The beaches near the Mayport area had long been a popular tourist destination for people from Jacksonville, who would take steamboats down the St. Johns River to partake in "bathing" along the beaches. Recognizing an opportunity, a group of speculators founded the Jacksonville and Atlantic Railway Company (J&A) in 1883, with the intention of building a narrow gauge railroad connecting Jacksonville with the beaches south of Mayport. They platted out the town and made plans for the construction of a beach resort in what is now Jacksonville Beach, which served as the terminus for this railway. The hotel, known as the Murray Hall Hotel, was a massive six-story building that was completed in 1886 by John G. Christopher. After a few years without much success, the hotel burned to the ground in 1890. It was the first of several hotels built in Jacksonville Beach that met limited success.[1]

The Jacksonville and Atlantic Railway Company renamed the settlement Pablo Beach in 1886. During the Spanish-American War in 1898, Pablo Beach served as an encampment spot for several units of the United

[1] Donald F. Mabry, "Carnival on the Boardwalk," [online resource] http://www.historicaltextarchive.com/sections.php?action=read&artid=782.

States Army, which sought to acclimate soldiers to warm, humid climates in preparation for sending them over to Cuba. Hampered by financial difficulties of the J&A and accessibility issues, the town's fortunes improved in 1899, when the Florida East Coast Railway acquired the J&A. The FEC replaced the narrow gauge track connecting the town to Jacksonville with a standard gauge and connected Pablo Beach with Mayport, which was the furthest point major ocean liners could travel in the St. Johns River. This led to increased train traffic and growth for the area. The town was officially incorporated in 1907 as Pablo Beach. By the beginning of the 20th century, the distinctive steep sand dunes along Jacksonville Beach had been flattened out in an effort to create better beachfront views. The first paved road connecting Pablo Beach with what is now Jacksonville, Atlantic Boulevard, was completed shortly afterwards in 1910. Beach Boulevard, which became the second major thoroughfare connecting the beaches area to Jacksonville, was completed in 1949. It was laid over the old FEC railroad, which ceased operating the Jacksonville to Jacksonville Beach line in 1932. The city was officially renamed Jacksonville Beach in 1926.[2]

Life Saving Stations

The first serious organized attempts at shore-based lifesaving in the United States began with the creation of life saving stations. The Humane Society of Massachusetts, which was founded in 1786, became the first water safety organization founded in the United States. The group's primary focus was on the shore-based rescue of shipwreck survivors, setting up a series of lifeboat stations and houses of refuge along the coast of Massachusetts. Houses of refuge were simple unmanned wood buildings stocked with food and supplies intended to provide refuge for survivors of shipwrecks who found their way to shore. The lifeboat stations were often simple wood buildings that housed lifeboats and other lifesaving equipment and were manned by volunteer crews from the local community. While the local programs such as those in Massachusetts produced some significant results, they were still inhibited by shortages in funding, staffing, and equipment. This led to the beginning of federal government involvement in lifesaving with the passage of the Newell Act in 1848. Because of federal investment, the number of lifeboat stations and houses of refuge expanded considerably throughout the country, including Florida. In 1871, the federal government created the United States Life-Saving Service (USLSS) to man these stations. The managers of these stations, known as keepers, were year-round professionals who managed a crew of usually around six or seven men. The primary responsibilities of the crew, known as surfmen, was to keep watch over the shore and to act as oarsmen on the rescue boats. Keepers were also assigned to houses of refuge but operated without the assistance of a crew. The USLSS continued to operate as an independent entity until 1915, when it merged with the US Revenue Cutter Service to form the United States Coast Guard.[3]

[2] Ibid.
[3] Daniel Koski-Karell, Ph.D., "U.S. Government Lifesaving Stations, Houses of Refuge, and pre-1850 U.S. Coast Guard (USCG) Lifeboat Stations," National Register of Historic Places Multiple Property Form, Section I, p. 1-3, 5-10.

History of Lifeguarding

By the mid 1800s, swimming, known then as bathing, emerged as a popular recreational activity in the United States. Tapping into this new market, a number of resorts started up throughout the country that either utilized existing bodies of water or artificial swimming pools to draw tourists. With the increase in swimmers came an increase in drowning. While lifeguards were employed by private hotels and bathhouses to watch over their pools, municipal beaches and pools often did not have such dedicated protection. At first, policemen were assigned to provide water rescue, but this proved to be inefficient as officers could not immediately respond to emergencies, and these rescues often took them away from other activities in which they were needed. The first city to actively provide lifeguarding was Atlantic City, New Jersey. In 1855, they appointed William S. Cazier as "Constable on the Surf." The city also assigned lifeguarding duties for their police officers as part of a regular shift, and this along with a small cadre of volunteer lifeguards from the community, provided protection along the shores. This lasted until 1884, when the city established the first paid, professional beach patrol in the country, which consisted of 20 lifeguards. Other cities followed afterwards, thanks in large part to water safety advocacy from groups such as the United States Volunteer Life Saving Service, the YMCA, and the American Red Cross.[4]

American Red Cross

The idea for what became the International Red Cross is credited to Swiss businessman Henry Dunant. In an effort to improve treatment of wounded soldiers, the First Geneva Convention was drafted and signed in 1863 by 12 countries, not including the United States. One of the key points of this treaty was the establishment of national humanitarian organizations for the care of sick and wounded soldiers on the battlefield. Adopting a red cross as a symbol of neutrality, these organizations eventually formed what is now the International Red Cross in 1867. As a requirement for formal acceptance into the Red Cross, the organizations needed formal recognition from their respective national governments and their country needed to be a signatory to the Geneva Convention.[5]

The driving force behind the creation of the American Red Cross was Clara Barton, a former schoolteacher from Massachusetts who earned national attention during the Civil War for her fearlessness in treating sick and wounded soldiers while under heavy gunfire. She also received notoriety for her work in locating missing soldiers and identifying the Union soldier burials at the Confederate prisoner of war camp at Andersonville,

[4] Atlantic City [NJ] Beach Patrol, "A Brief Sketch of the Atlantic City Beach Patrol," undated.
[5] Patrick F. Gilbo, The American Red Cross: The First Century (New York: Harper & Row, Publishers, Inc., 1981), 1-3.

Georgia. After the war, she became a noted lecturer and began advocating for the United States to ratify the Geneva Convention. In 1881, as the government began debating the acceptance of the Geneva Convention, Barton founded the American Association of the Red Cross almost a full year before the United States formally ratified the Geneva Convention in March 1882. What would distinguish the American Red Cross from its European counterparts was that it went far beyond the scope of providing battlefield care, early on offering civilian disaster relief and later emerging as a major public health and safety organization.[6]

While Barton was famous for being hands-on as a leader, personally overseeing natural disaster relief operations, she was also notorious for her aloofness to financial management, which in turn limited the growth of the organization. As a result, the Red Cross found itself underprepared for the Spanish American War. Due to the ensuing fallout and increased public scrutiny of the Red Cross, Barton was forced to resign and was replaced by Mabel Boardman. Under Boardman's leadership, the Red Cross experienced tremendous growth and salvaged its reputation. By the early 20th century, the Red Cross expanded from war and disaster relief to other realms, such as public safety, and emerged as a national leader. A key component of its public safety program was education, as the Red Cross began offering courses on first aid. Wilbert E. Longfellow, who was the head of the United States Volunteer Life Saving Service (USVLSS), saw swimming safety courses as a logical extension of the Red Cross. Mindful of the organization's farther reach and financial resources, Longfellow began petitioning for the creation of a water safety program and was successful. The Red Cross created its life saving program in February 1914.[7]

The Red Cross presence in Jacksonville dates back to 1888, when a group of nurses were sent over from New Orleans to assist in the yellow fever epidemic sweeping the city at the time. Barton, who normally personally oversaw disaster relief operations, was not able to come to Jacksonville and instead placed Colonel F.R. Southmayd in charge. The Red Cross effort was unsuccessful, as it soon became apparent that they were ill-equipped to handle disease epidemics and the nurses brought in to care for the sick were of questionable moral character. The performance of the Red Cross greatly damaged its reputation in Jacksonville. After the epidemic, the Red Cross would not return to the Jacksonville area until the start of the Spanish American War. There were a number of encampments in the Jacksonville area that were tended to or supplied by the Red Cross. In 1898, a recuperative hospital was set up in Pablo Beach for wounded veterans, which was staffed by Red Cross nurses, marking the beginning of Red Cross involvement in what is now Jacksonville Beach. The chief surgeon in charge of the Second Division Hospital in Jacksonville was initially reluctant to allow for female nurses. The extent of Red Cross involvement initially was in the form of material aid provided for the hospital, supplying ice, food, clothing, furniture, dishes, and hospital equipment among other things. The commandant eventually

[6] Ibid.
[7] Ibid., 32-33.

relented and allowed the nurses. The Red Cross was also present for the 1901 fire in Jacksonville. It would not be until 1914, however, that the Red Cross had a permanent presence in Jacksonville with the establishment of the Jacksonville Chapter of the American Red Cross and the Jacksonville Life Saving Corps.[8]

United States Volunteer Life Saving Service and the American Red Cross Life Saving Service

The United States Volunteer Life Saving Service, which was independent of the U.S. Life Saving Service, was founded in New York City in 1890 by Colonel J. Wesley Jones. Colonel Jones, a native of Philadelphia, was a Civil War veteran and the first superintendent for census in the state of California. He later moved to New York to work with the Customs Service. The USVLSS focused primarily on training and supplying lifeguard crews and on petitioning all levels of government to help sponsor water safety activities. By 1897, the organization grew to over 581 local corps throughout the state of New York. By the time Col. Jones died in 1905, the organization had spread throughout the country and had a membership of over 14,500 people. One powerful recruiting tool for water safety for the organization was what they called water carnivals. These were exhibitions featuring water safety demonstrations, swimming races, and swimming and diving lessons, among other activities. A crucial moment in the history of water safety training took place in June 1904, when the paddleboat General Slocum, loaded with over 1,300 people, primarily women and children out on a church excursion, caught fire and ran aground off the coast of New York City. Only 324 people survived, and of those, four children, taught by the USVLSS, were able to save themselves because of their swimming training. Most of the people on the boat were either of German origin or were themselves German citizens, leading to an international fallout with Germany. The resulting political pressure and public outcry led to an increased awareness to the importance of swimming instruction, increasing the USVLSS presence in the public baths and beaches and the money allocated for their activities. Shortly afterwards, the local USVLSS corps became their own department within the city of New York.[9]

Commodore Wilbert E. Longfellow, a writer for the Providence [RI] Telegram, emerged as a national voice for water safety in the early 20th century. He was vital to the expansion of the USVLSS from outside the confines of New York and New England to around the country. Alarmed at the number of drowning cases nationwide, Longfellow advocated for the instruction of water safety classes in water rather than on land, which was the standard practice of the time. Longfellow was also opposed to the practice of rolling drowning victims over a barrel, which was still a popular method of resuscitation. He advocated for teaching women and girls how to swim and for the creation of one-piece swimming suits for females. Up to that time, swimming clothes for

[8] Barbara E. Mattick, "Ministries in Black and White: The Catholic Sisters of St. Augustine," (PhD diss., Florida State University, 2008), 118-120; Clara Barton, The Red Cross in Peace and War (Washington: American Historical Press, 1899), 416-419.
[9] New York Times, "Life Savers' Chief Dead" December 16, 1905; Lisa Bier, Fighting the Current: The Rise of American Women's Swimming, 1870-1926 (Jefferson, NC: McFarland & Co., 2011), 55-59.

women weighed over 30 pounds. One powerful demonstration on the unwieldiness of women's swimming attire took place in Newport, Rhode Island, as a crowd witnessed a well-trained male swimmer dressed in women's clothes of the day struggle to swim back to shore, eventually needing assistance. Longfellow toured the country lecturing and providing swimming classes. His instruction courses for girls and women comprised a major element of these tours. Many of the women instructed by Longfellow became world record swimmers. Given the rank of commodore with the United States Volunteer Life Saving Service (USVLSS) in 1905, Longfellow was placed in charge of the USVLSS corps in Rhode Island. After experiencing tremendous success with the program there, he took over the corps in New York. He was later promoted to Commodore-in-Chief in 1910. With the creation of the American Red Cross Life Saving Service, Longfellow was placed in charge of this program, a position he held until shortly before his death in 1947.[10]

The American Red Cross Life Saving Program emerged as a significant part of their national public health education program from its inception. In a continuation of work carried out by older programs such as the USVLSS, the Red Cross program included public demonstrations, literature distribution, swimming and first aid lessons, and lifeguard certification. It also served as a public relations and lobbying wing for improved safety in swimming pools and waterfronts. Longfellow served as the public face of this program much as he did with the USVLSS. When first founded, the number one stated objective of the life saving program was "To develop sentiment and facilities for safeguarding persons from drowning."[11] The charter granted to the Pablo Beach corps was a major step in achieving this objective since they were the first group to have their own dedicated station. The national program grew quickly and the Red Cross established itself as a national leader in water safety. By the beginning of World War I, Red Cross instructors taught swimming, rescue, and first aid to the US military. The numbers of people who achieved Red Cross certification in swimming and first aid swelled into the tens of thousands (over 10,000 in 1920 alone) and the number of drowning cases nationwide plummeted by half from 1912 to 1920 thanks in large part to a proliferation of Red Cross trained lifeguards.[12]

Pablo Beach/Jacksonville Beach Life Saving Corps

The Jacksonville Beach Red Cross life saving corps traces its beginnings to 1912, when Jacksonville Beach was still known as Pablo Beach. Earlier that year, a local nurse named Mary Proctor drowned off the coast, resulting in a lawsuit being brought against a local business owner who owned the bathhouse and the bathing suit she used. Although the owner won the lawsuit, the ensuing notoriety led to some concern about beach safety and the impact it would have on tourism. Recognizing this concern, Dr. Lyman G. Haskell, the physical education director of the local YMCA, and Clarence H. McDonald from the City of Jacksonville organized a life saving

[10] Bier, Fighting the Current: The Rise of American Women's Swimming, 1870-1926, 55-59.
[11] Patterson, "First Aid Department," The Red Cross Magazine, 8, no. 2 (April 1913): 115-116.
[12] American Red Cross, "Makes Swimming Safe," The Red Cross Bulletin, 4, no. 4 (January 19, 1920): 1, 3.

corps under the auspices of the United States Volunteer Life Saving Corps. McDonald, who served as a lifeguard in Massachusetts prior to arriving in Jacksonville, would serve as the first captain of the corps. McDonald was also involved with the American Red Cross as a first aid technician. The first members were drawn from the local YMCA senior leader corps under the direction of Haskell. The corps was organized as the Pablo Beach United States Life Saving Corps. The first building for the corps, a simple wood boathouse, was dedicated on April 6, 1913. This smaller wooden building served as the headquarters for the corps until 1920, when a second larger masonry building was completed.[13]

In February 1914, the American Red Cross officially started its life saving program and the Jacksonville American Red Cross Life Saving Corps, as it became known, became the first station of the American Red Cross Volunteer Life Saving Corps, obtaining its charter on April 17, 1914. Wilbert E. Longfellow and Clarence McDonald played a pivotal role in convincing the American Red Cross at the time to expand their operations into life saving stations. The Pablo Beach Corps was active from the beginning. The very first morning after it received its charter, corps members rescued three people from the ocean. Among the earliest activities undertaken by the group after receiving its charter was assisting the local Red Cross nurses in caring for veterans who were in Jacksonville for the national United Confederate Veterans Reunion in 1914. The Red Cross award for water first aid was awarded in 1915 to John C. Marshall, a member of the Jacksonville Corps who saved a man from drowning in the St. Johns River.[14]

McDonald and Haskell implemented a ranking system within the corps, still in use today, that was intended to provide leadership of the organization. After McDonald's departure in 1914, Haskell served as captain of the corps for one year before moving on to Gainesville. Two brothers, O.L. and Wenzel Schubert, served as captains from 1916 to 1923, during the period when the group moved into its larger wooden building. The Schuberts were the first captains selected from within the ranks of the corps.[15]

In the early days of the corps, the station served as a de facto clinic for the community of Pablo Beach, with the nearest hospital being over 25 miles away in Jacksonville. The corps had the assistance of medical officers, who were doctors from the community who came and taught the corps members proper first aid techniques. Because automobiles were allowed on the beach at this time, lifeguards had to be as adept with handling victims of car accidents as they were with drowning victims. On July 4, 1921, a motorcycle and car collided, killing two

[13] Jacksonville [FL] American Red Cross Volunteer Life Saving Corps, 75 Years of Service: Jacksonville Florida American Red Cross Volunteer Life Saving Corps (Jacksonville, FL: Jacksonville Printing, 1986), 1-4.
[14] Ibid.; Jane A. Delano, "Activities of the Nursing Service," The American Red Cross Magazine, 9, No. 3 (July 1914): 170; Maj. Robert U. Patterson, "How First Aid Work is Forging Ahead," The American Red Cross Magazine, 10, No. 11 (October 1915): 363.
[15] Jacksonville [FL] American Red Cross Volunteer Life Saving Corps, 75 Years of Service: Jacksonville Florida American Red Cross Volunteer Life Saving Corps, 3.

people. Corps members managed to bring a third man to the station for severe burns and saved his life, keeping him stabilized until an ambulance could take him to a hospital in Jacksonville three hours later.[16]

In 1919, Henry W. Walters, a member of the Pablo Beach corps, invented the torpedo buoy. Considered one of the most important developments in life saving technology, the torpedo buoy was considerably sturdier and more reliable than the old ring buoys used before. The buoy was capable of supporting up to six people and was far less cumbersome to manage in the surf, allowing the lifeguard to swim back to shore while towing people. This equipment, which is now regarded as standard life saving equipment around the world, first saw use with the local lifesaving corps in what is now Jacksonville Beach, and has been used to save numerous lives since its invention.[17]

As visitation along the beaches increased, it became clear that there needed to be professional lifeguards on duty, as the volunteers could only cover the beaches at the busiest periods on weekends. The first professional lifeguards along Jacksonville Beach were actually privately hired by the hotels and bathhouses during the 1920s. Starting in the mid-1930s, the City of Jacksonville Beach began organizing its own professional lifesaving corps. Since the Red Cross Life Saving Station was the only viable building suited for housing a corps, and Red Cross rules prohibited the usage of its facilities by non-Corps members, the City and Red Cross began its unusual arrangement which continues today. The professional lifeguards under the employ of Jacksonville Beach must also be accepted as full members of the Red Cross Corps. While Red Cross Corpsmen may not necessarily be employed by the City, the lifeguards paid by the City were full members of the Corps. The volunteer Corpsmen today are distinguished by their blue uniforms, which were the traditional colors of the Red Cross Corps, while the professional lifeguards wear red. As the scope of the beach patrol expanded, a similar arrangement was made in Atlantic Beach and Neptune Beach, as a smaller station was built in 1935 at the foot of Atlantic Boulevard. This building was replaced by a concrete block building constructed in 1956 in Neptune Beach. By the 1960s, as the cities of Neptune and Atlantic Beach began providing their own lifeguard services, the station property was given over to the City of Neptune Beach.[18]

First Two Station Buildings

The Red Cross Life Saving Corps has had a presence at the end of what became Beach Boulevard since 1913, although its present building is actually the third building located at this site. The first building, built in 1913, was a simple wood frame building originally built on a wood pier foundation (Photo 28). This building was often in need of repairs as storm damage took its toll. The building was twice blown off its foundations by 1918,

[16] Ibid., 11.
[17] Ibid., 6.
[18] Ibid., 13.

when the foundations were replaced with concrete. It soon became evident that the building was too small to suit the Corps' needs and the building needed to be replaced by something sturdier and better suited for the oceanfront environment. As plans were underway for a new building, the original building was removed to the city yard to be used as a storage building.[19]

The second building, also located at the foot of what became Beach Boulevard and designed by Jefferson Davis Powell, was built in 1920 (Photo 29). This building, while more substantial than the first, needed several additions as the need of the corps grew. It was constructed within a period of six weeks and completed in time for the official opening of the beaches in April 1920. The two-story building included an attached three-story octagonal watchtower, first aid station, dormitories, showers, and other amenities that allowed for Corps members to live there while working. The two dormitories were added in 1924 and 1927. As the stretch of beach patrolled by the corps expanded, the tower's height proved insufficient to properly survey the whole area. To fix this problem, a 50- to 60-foot high crow's nest was placed in front of the station in 1923. Repurposed from a wooden telephone pole, it was replaced in 1933 by a 75-foot high wooden crow's nest. Known as "the peg," it remained in use until 1948. Two smaller 25-foot high crow's nests were later placed on the north and south ends of Jacksonville Beach and remained in use until 1986. The second building proved to be considerably better than the first, actually withstanding hurricanes. Due to its heavy usage and location along the ocean, however, it began to deteriorate. In 1936, a committee was established to renovate the building. The project made very little progress before stopping altogether during World War II. By the end of the war, the building deteriorated to the point where it was beyond repair. In 1945, the committee decided to demolish the second building with the hopes of having a newer building erected for the start of the 1946 swimming season. Due to the shortages of wartime and immediately afterwards, however, the construction on the third building did not begin until the end of 1946.[20]

HISTORIC SIGNIFICANCE

The present building, designed by noted Jacksonville architect Jefferson Davis Powell, was officially open for use in May 1948 (Photos 30-31). A crucial aspect of the planning and design phase of the building was the input of former Corps members who served on the building committee. The building as originally laid out featured two first aid rooms (Photo 32), a resting room, a storage room for boats and equipment, and lockers and showers all on the first floor. On the second floor of the building was a clubhouse, recreation room, and two dormitories for Corps members. The tower, still under construction when the building opened in May 1948, was completed shortly afterwards. This tower, known as the peg (a nickname also given to the earlier crow's nest

[19] Ibid., 4.
[20] Ibid., 4-5, 12.

that previously stood in front of the second building), is a five-story watchtower that still plays a critical role in communication and coordinating rescue efforts along the beachfront.[21]

After World War II, the beaches area began to take on a different appearance. The distinctive large roller coasters and theme parks started to disappear. The beach cities also began to change into bedroom communities as improved roads allowed for commuters to live at the beaches and travel into Jacksonville for work, as opposed to relying strictly on tourism for a living. The completion of Beach Boulevard and its subsequent expansion towards the beach, immediately adjacent to the Red Cross Life Saving Station, diverted most of the traffic away from Atlantic Boulevard. In 1964, Hurricane Dora did extensive damage to the Jacksonville area, especially along the beachfront communities. The station sustained some damage, primarily to the east garage door and water damage along the first floor but largely held up. As a result of Hurricane Dora, efforts were made starting in the 1970s to restore many of the natural sand dunes that had been cleared out years before. Starting in 1978, the beaches themselves looked different as sand pumped out from dredging projects was placed down on the beach.[22]

The Corps continued to serve Jacksonville Beach well after World War II. They continued to handle not only near drowning and minor first aid cases but also automobiles accidents. The beaches did not become strictly pedestrian until 1979, as the cities outlawed automobiles on the beaches (with the exception of emergency and lifeguard vehicles). The Corps membership has since expanded to include both minorities and women. The first two women in the Corps were Bandi Morford (who also became the first female to attain the rank of commodore) and Leanna Rothstein. As local jurisdictions sought to gain total control over their lifeguard units, the Red Cross beachfront units across the country started to disband one by one. Today, the Jacksonville Beach Red Cross Life Saving Corps is the last of its kind in the country.[23]

ARCHITECTURAL SIGNIFICANCE

Art Moderne

The Art Moderne style experienced a brief period of popularity during the 1930s. Most examples of Art Moderne are apartment buildings, hotels, or large civic buildings, such as armories, schools, and auditoriums, primarily funded through public works projects under the New Deal agencies. The Art Moderne style evolved from the modernistic Art Deco style, which developed during the 1920s as a rejection of historical precedent.

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[21] Ibid., 4.
[22] American Red Cross, 100 Years of Service: American Red Cross Volunteer Life Saving Corps 1912-2012 (Jacksonville [FL]: self published, 2012), 73-74.
[23] Ibid.

Popularized during the mid-1920s, Art Deco focused on rectilinear massing, vertical elements, stylized ornament, and polychromatic exteriors. With the evolution of the streamlined industrial design for ships, airplanes, and automobiles, the Art Moderne style gained impetus after 1930. The style emphasized a streamlined horizontal line through the use of flat roofs with coping, horizontal grooves and balustrades, and curved corners. Other typical elements of the style include corner windows, cantilevered overhangs, glass block windows, round corner windows imitating ship portholes, smooth stucco wall surfaces, slab doors, and an asymmetrical facade.[24]

The Jacksonville Beach American Red Cross Life Saving Station is a late example of the Art Moderne style. The style is best expressed in the five-story watchtower known as the peg. The peg features the rounded edges, porthole style windows near the top, horizontal balustrade, smooth stucco, and horizontal coping which are indicative of Art Moderne. The main building features a distinctive rounded cantilevered overhang between the first and second stories, smooth stucco, and an asymmetrical facade consistent with what is found in Art Moderne buildings.

Jefferson Davis Powell

Jefferson Davis Powell (1890-1965), the architect of the current station, was a noted local architect who opened his own practice in Jacksonville in 1924 after working with the architectural firm Benjamin and Greeley. A native of Decatur County, Georgia, Powell designed several notable buildings in Jacksonville, including the Ritz Theater, the First Federal Savings and Loan Building, and the Jones Brothers Furniture Company Building. He was also the designer of the second Red Cross Life Saving Station. Powell designed a number of residential buildings throughout Jacksonville. The current 1947 Red Cross Life Saving Station is one of Powell's best-known works.[25]

Harry Brownett

The contractor, Harry Brownett (1897-1961), was an English born contractor who was active in Jacksonville.

[24] John and Florence McKeage House National Register of Historic Places nomination, Section 8, 7-8.
[25] Dr. Wayne W. Wood, Jacksonville's Architectural Heritage: Landmarks for the Future, (Jacksonville [FL]: University of North Florida Press, 1989), 12.

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GEOGRAPHICAL DATA

Verbal Boundary Description

173995-0000; 173995-0050 (Duval County Property Appraiser's Office property reference number)

Boundary Justification

The parcel contains the property historically associated with the Jacksonville Beach American Red Cross Volunteer Life Saving Corps Station.

PHOTOGRAPH LIST

1. Jacksonville Beach American Red Cross Volunteer Life Saving Station
2. Duval County, Florida
3. Andrew Waber
4. November 2013
5. Florida Department of State
6. View of main (east) facade, facing northwest
7. Photo 1 of 32

Numbers 1-5 are the same for the following photographs, except where noted:

6. View of main (east) facade, facing west
7. Photo 2 of 32

6. View of first story office protrusion, facing west
7. Photo 3 of 32

6. View of 1920 commemorative marker
7. Photo 4 of 32

6. View of Paul Reinhold commemorative plaque
7. Photo 5 of 32

6. View of south elevation, facing northwest
7. Photo 6 of 32

4. July 2012
6. View of rear (west) elevation, facing east
7. Photo 7 of 32

6. View of rear (west) elevation, facing southeast
7. Photo 8 of 32

6. View of 2012 addition, facing north
7. Photo 9 of 32

4. July 2012
6. View of northwest corner, facing southeast
7. Photo 10 of 32

4. July 2012
6. View of north elevation, facing south
7. Photo 11 of 32

6. View of central staircase, facing north
7. Photo 12 of 32

6. View of women's locker room, facing northeast
7. Photo 13 of 32

6. View of men's locker room, facing southwest
7. Photo 14 of 32

6. View of boat storage room, facing west
7. Photo 15 of 32

6. View of boat storage room kitchen area, facing west
7. Photo 16 of 32

6. View of first floor interior of the peg, facing northeast
7. Photo 17 of 32

6. View of men's bunk, facing southwest
7. Photo 18 of 32

6. View of men's bunk, facing north
7. Photo 19 of 32

6. View of social lounge, facing northeast
7. Photo 20 of 32

6. Exterior view of five-story watchtower, facing south
7. Photo 21 of 32

6. Interior view of circular tower window, facing west
7. Photo 22 of 32

6. Interior view of in-filled circular tower window
7. Photo 23 of 32

6. Interior view of metal spiral staircase from the second floor entry room
7. Photo 24 of 32

6. View of peg storage space floor
7. Photo 25 of 32

4. July 2012
6. View of 2012 addition, facing west
7. Photo 26 of 32

6. Interior view of 2012 addition, facing west
7. Photo 27 of 32

3. Photographer unknown
4. ca. 1914
5. American Red Cross Volunteer Life Saving Corps Archives
6. Historic view of original lifeguard station
7. Photo 28 of 32

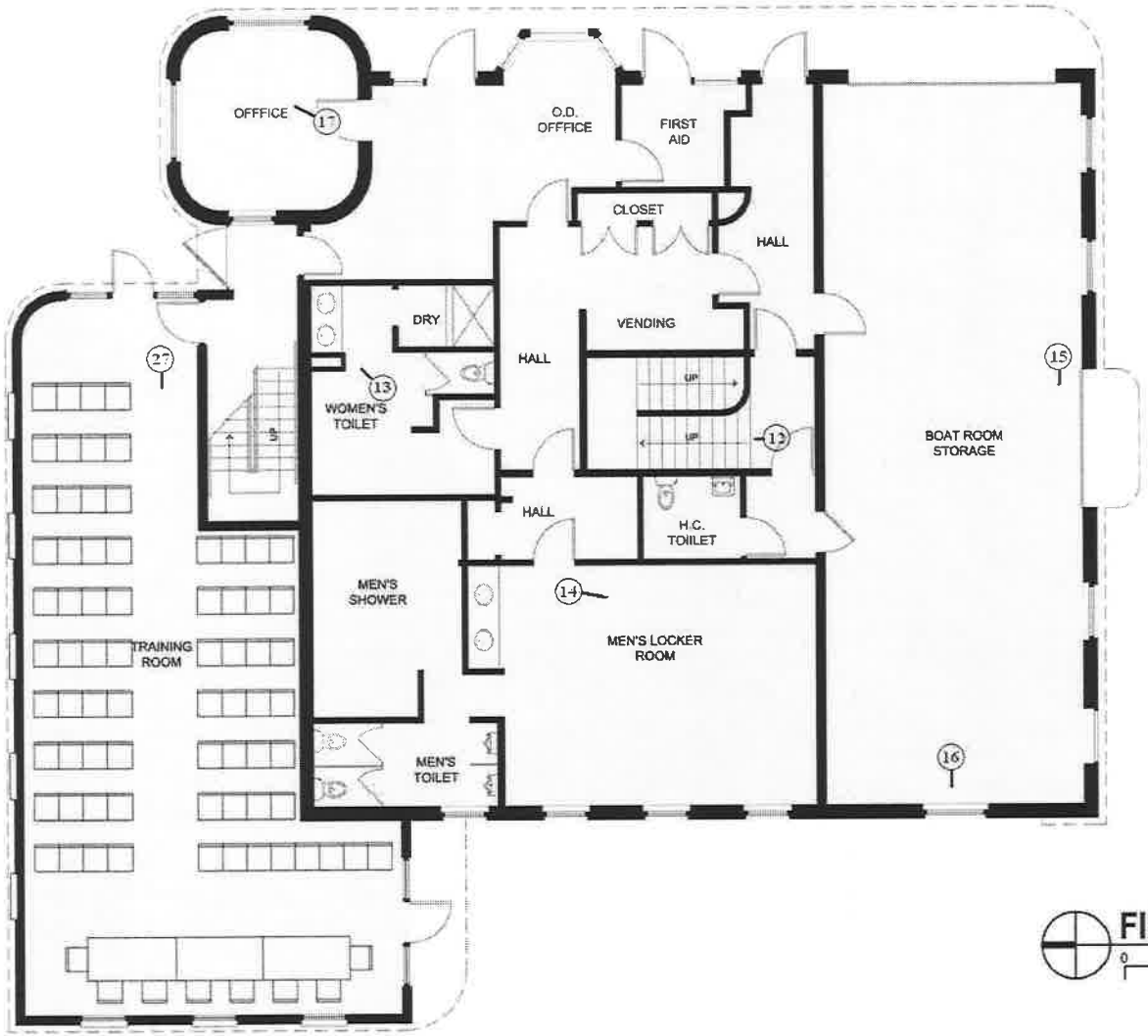
3. Photographer unknown
4. ca. 1944
5. State Archives of Florida
6. Historic view of second lifeguard station
7. Photo 29 of 32

3. Photographer unknown
4. ca. 1947

5. American Red Cross Volunteer Life Saving Corps Archives
6. Historic view of lifeguard station while under construction
7. Photo 30 of 32

3. Photographer unknown
4. ca. 1950
5. American Red Cross Volunteer Life Saving Corps Archives
6. Historic view of lifeguard station
7. Photo 31 of 32

3. Deane's Studio
4. ca.
5. American Red Cross Volunteer Life Saving Corps Archives
6. Historic view of minor triage room
7. Photo 32 of 32



FIRST FLOOR PLAN

0 4 8 16

RED CROSS LIFE SAVING CORP STATION

ENB
ARCHITECTS

SECOND FLOOR PLAN

0 4 8 16

RED CROSS LIFE SAVING CORP STATION

AMERICAN RED CROSS VOLUNTEER LIFE SAVING CORPS STATION

Jacksonville Beach, Duval County, Florida

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American Red Cross Volunteer Life Saving Corps Station

Jacksonville Beach, Duval County, Florida

Google earth

feet 800

meters 200

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Zone: 17 Easting: 462593 Northing: 3350850

AMERICAN RED CROSS VOLUNTEER LIFE SAVING CORPS

S VOLUNTEER LIFE SAVING CORPS
SINCE 1912

OD'S
OFFICE

LIFE SAVING CORPS
AMERICAN RED CROSS
JACKSONVILLE CHAPTE

THE REINHOLD BUILDING

PAUL E. REINHOLD

On June 10, 1944, Paul E. Reinhold and his daughter, June, attempted to rescue two young boys caught in a rip tide off Ponte Vedra Beach. Overwhelmed themselves by dangerous currents and near drowning, Paul and June were rescued by members of the American Red Cross Volunteer Life Saving Corps. Mr. Reinhold expressed his gratitude to the Corps by faithfully serving for forty years as a member and officer of its Board of Directors.

Restoration of the Volunteer Life Saving Corps Station is dedicated in loving memory of Paul E. Reinhold and was made possible in large measure through a generous grant from the Paul E. & Klara N. Reinhold Foundation.

June 1998

AMERICAN RED CROSS VOLUNTEER LIFE SAVING CORPS
SINCE 1912
AMERICAN RED CRO

AMERICAN RED CROSS
VOLUNTEER LIFE SAVING CORPS
WARNING
PARKING FOR
HOTEL GUESTS
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WILL BE TOWED

AMERICAN RED CROSS
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ENVOY
GMC

RECRUIT
J.MARRERO
SUNRISE
dogfunk

74
C. DAVIS
STRATA
36

MENINAK
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ERGENCY
FIRST
AID
ICAN RED CROSS
OXYGEN

RETIRED
MAN
D.TOWSON
RECRUIT
W. SNYDER
RECRUIT
J.DONNELL
RECRUIT
S.BITE

3
RECRUIT
KINES

EXIT

AMERICAN
NATIONAL
RED CROSS
VOLUNTEER
LIFE SAVING CORPS
COAST GUARD
DIVISION 1

VOLUNTEER
A.R.C.
LIFE SAVING CORPS

LIFE SAVING CORPS

DEANE'S STUDIO