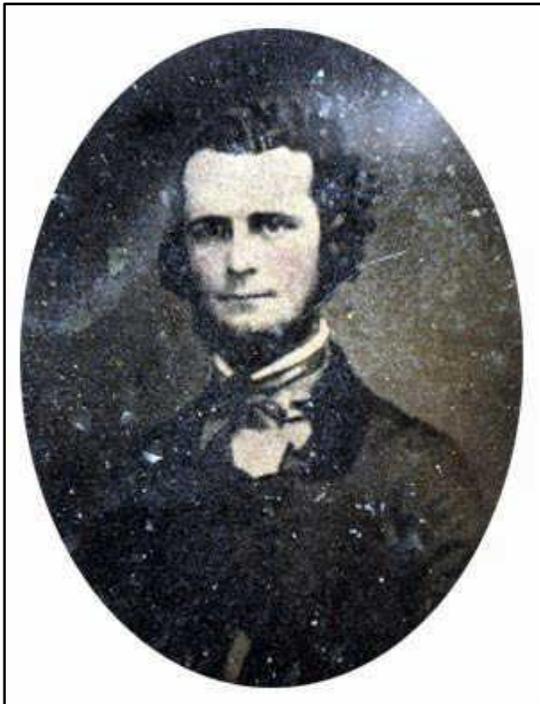


Fernando Joaquin Moreno

Floridian Businessman, Politician, Marshal



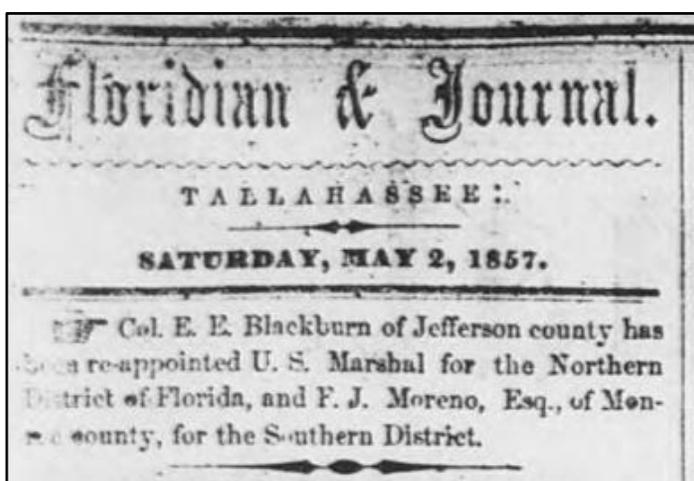
Courtesy of the Bruce Family Archives

Margareta Eleutaria Lopez and Francisco Moreno. Francisco, known as “The King of Pensacola,” was born in that city to a Spanish father and Floridian mother. He became one of the most prominent men in Southern Florida—not only did he help build Pensacola, he also had 27 children with three wives. Fernando, one of the 12 children born to Francisco’s second wife, followed his sister Angela and her husband, Stephen Mallory, to Key West in 1838. In Key West, Fernando worked with the mercantile firm Wall and Company—a relationship that would span decades. Fernando’s political connections, business acumen, and multicultural background led to him becoming one of the leading men in Key West, and he found himself accepting vice-consulships from Russia, Britain, Spain, Germany and France.

The U.S. Census Bureau continually strives to ensure an accurate count of the people of the United States. For this reason, it has always embraced the hiring of a diverse workforce that is representative of the local communities. In the middle of the 19th century, the United States expanded west into areas formerly governed by Spain and Mexico. Since many of the citizens and local officials only spoke Spanish, the Census Office quickly realized that it needed to employ workers fluent in the language. The establishment of a permanent Census Bureau in 1903 and increased immigration from Cuba and Central and South America expanded the need for Spanish-speaking employees both in the field and at headquarters.

Fernando Joaquin Moreno was born on February 5, 1824, in Pensacola, FL, to

Fernando’s 1860 Census, self-enumerated

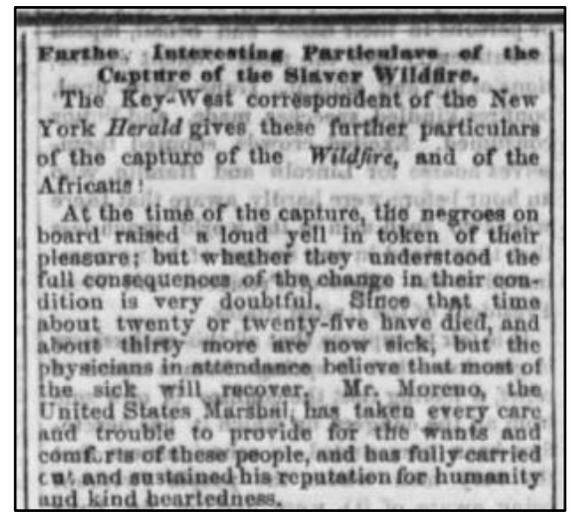


Fernando’s 1857 re-appointment as U.S. Marshal

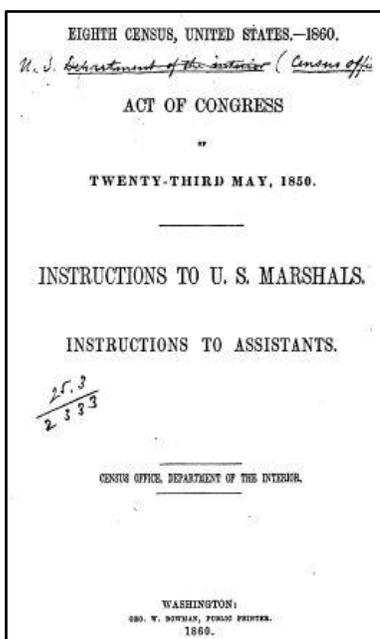
In March of 1853, the Senate confirmed Fernando’s nomination as an United States marshal—a position he would hold until 1861. In addition to their traditional role as fugitive hunters, U.S. marshals also served as the federal government’s only representative in many areas. They had a responsibility to ensure the courts ran smoothly, handled a large variety of official paperwork, helped disseminate government communications,

and every 10 years, marshals organized and conducted the national census—often appointing temporary marshals to assist them in the enumeration.

The 8th census of the United States started on June 1, 1860, and lasted until almost the end of that year, when it finished 5 months later. The 1860 Census not only counted population, but also surveyed mines, agriculture, commerce, manufactures, education, and other topics. Fernando, responsible for the Southern District of Florida, fulfilled his duties as supervisor by dividing and assigning enumeration districts, hiring and training temporary marshals, and disbursing and collecting schedules. Unlike most other marshals, Fernando enumerated the entirety of Monroe County, Florida, himself. Monroe County had a population of 2,913 in 1860, including one woman who claimed to be 125 years old and could allegedly recall the Revolutionary War.



Cincinnati Daily Press (Cincinnati, OH) 21 May 1860

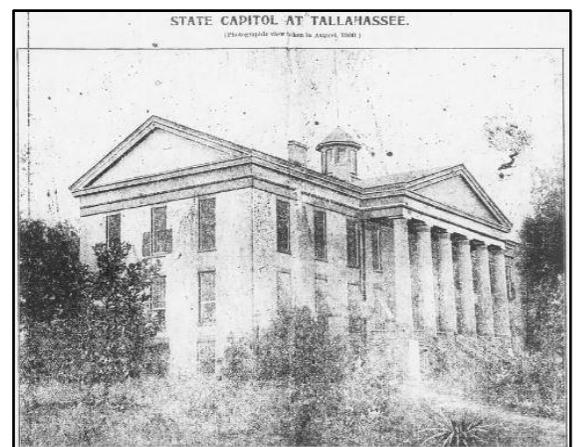


1860 Marshal's Instructions

However, Fernando did not count approximately 1,432 people in Monroe County that June. These African men and women waited at Key West to learn their fate after being rescued by the United States Navy from three different slave ships intended for Cuba. Although slavery was still legal in the American South, by 1860 the United States and almost every European nation had outlawed the trade in humans between Africa and the Americas. Whenever U.S. Navy ships encountered illegal slavers, they confiscated the ship and took the human cargo to the nearest port, where they became the responsibility of the local government official, and returned to sea to resume the hunt. As marshal of Key West (the nearest port to the smuggling routes of Cuba), responsibility for these people fell to Fernando, who quickly set about organizing the building of shelters and a hospital. Fernando even paid to bury the 295 men and women who died from the diseased conditions brought about by the middle passage and the slave ship. Fernando spent thousands of dollars of his own money to properly care for the abandoned former slaves, money which, for the rest of his life,

he would unsuccessfully petition the United States for reimbursement. Due to his hard work and compassion, the majority of the remaining Africans avoided sickness, and by July 19, they were all enroute back to Africa.

In addition to his marshal duties, on May 7, 1860, the people of Monroe County had elected Fernando as colonel of the local 21st Regiment during the build-up to the Civil War. In 1861, Fernando followed his state into the Confederacy and lost his position as U.S. Marshal. However, due to the importance of Key West as a naval station, Union forces quickly occupied the island and Fernando remained a captive for the entire war. Following the war, Fernando continued working as a merchant and consul, even serving in the Florida State Senate for one term in 1887. Fernando passed away in New Orleans, where he had moved for health reasons, on November 18, 1905.



Florida State Capitol, 1900, built in 1845, renovated in 1902

The Weekly Tallahasseean (Tallahassee, FL) August 30, 1900

The Census Bureau is grateful for Fernando's contributions to its mission and the United States.