

## The Highwaymen Are Back!

In the early 1950's through the 1980's a group of twenty-six African-American artists known as the "Florida Highwaymen" used vivid and bright colors to display the beautiful untouched Florida landscape. The Florida Highwaymen painted wind-bent palm trees, serene sunsets, churning oceans and bright red Poinciana trees. They painted from their garages and back yards on inexpensive Upson board and then on the weekends they would travel and sell their Highwaymen paintings to hotels, offices, businesses and individuals who appreciated the artwork for around \$25 a piece.

In 2004 the 26 original Florida Highwaymen ([www.floridahighwaymenpaintings.com/highwaymen\\_artists](http://www.floridahighwaymenpaintings.com/highwaymen_artists)) were inducted into the Florida Artists Hall of Fame. The Highwaymen are credited for encouraging the beginning of the "Indian River School" and "Backus" art movements and have many followers but these 26 individuals are the only true "Highwaymen."

Collecting Florida Highwaymen art has become an exciting, but often expensive, hobby. The market for an original work of art by a Florida Highwayman can easily bring \$5,000 or more. Some of the Highwaymen who are still living have resumed painting to meet the continuing demand for their work. Please take your time to browse our collection on loan from Safety Harbor Museum of Regional History's Delaplane Collection.

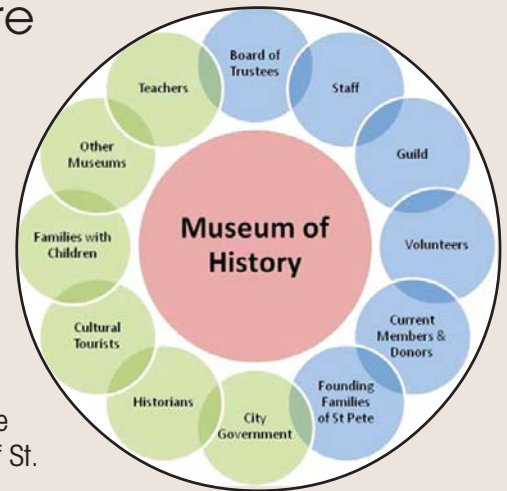


RL  
 Lewis  
 Painting

## An Eye to the Future With Vision 2020

What will the St. Petersburg Museum of History be in 10 years?

The Museum will provide an enriching and engaging experience that uses Tampa Bay's unique history to highlight relevant issues of today. As a must-see destination for tourists and a favorite among local residents and families, it will be where people come to experience the best of St. Petersburg.



That's the ambitious vision outlined by the Museum's board and stakeholders in 2010 that will serve as the basis of a new 10 year strategic plan for the institution. Altogether, these improvements will transform the museum into an integral part of the waterfront experience, Beach Drive restaurant scene, and a redeveloped Pier. Specifically, the Museum will:

- Create two new permanent exhibits that will become the signature elements of Museum; Commercial Aviation and Spring Baseball. These exhibits will be highly interactive and utilize cutting edge technology like virtual reality and flight simulators to create exciting experiences for visitors.
- Develop an Education Center that promotes hands on learning and provides technology and resources for teachers in the Tampa Bay Area. Education is a critical part of the museum's vision, and this facility will allow educators to teach around concepts presented in the Museum and will strengthen our relationships with local school systems.
- Create an Online Archive. One of the museum's greatest assets is the treasure trove of history in the archives. We will create an online archive so users from around the region, country, and even the world can have access to the thousands of amazing maps, photos, and other records housed there.
- Enhance visitor amenities, including a themed playground for children and a museum shop that sells unique items such as maps, postcards, and other documents from the archives.

An initial workshop was held in April, 2010. A key outcome was a list of stakeholders to engage with regarding the Museum's future. Board members met with key stakeholder groups throughout the summer and fall to learn what they thought about the Museum today and suggestions they had for the future. A second workshop was held in September to summarize feedback from constituents and outline a path forward. The participants of this workshop included members of the Board of Trustees, Museum staff, and representatives from key stakeholder groups. Together they assessed the Museum's strengths, weaknesses, opportunities and threats, and ultimately developed the above list of priorities they believed were important parts of the Museum's future.

The Museum's 10-year strategic plan will be unveiled in 2011, and will provide a road map for implementing the Vision 2020 plan outlined above. We look forward to building an exciting future with you!

335 2nd Ave. NE  
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 727-894-1052  
 Hours:  
 Wed.-Sat. 10-4 PM  
 Sunday 1-4 PM  
 closed Mon. & Tues.  
 www.spmoh.org

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**Thanks to all of you** who have made generous contributions to the St. Petersburg Museum of History in 2010. We would especially like to thank the Hough Family Foundation, Robert and Mildred Baynard Trust, Marion Gay, Betty Smith, Joe and Joanne Fleece, Barbara Smith, Susan & Pat Henry, Bill & Jeanne Heller, Harriett Strum, Wheeler Trust, Sylvia Rousche, Alison Barlow, and Connie Kone. With all of your support we will have an "Eye to the Future with Vision 2020."

## From the Board President Connie Kone

As we pack up the Christmas ornaments and look forward to a New Year filled with new challenges and opportunities, I am filled with optimism for the museum. While we continue to face challenges, we have made solid progress this year and I am convinced that the museum will thrive in the year ahead.

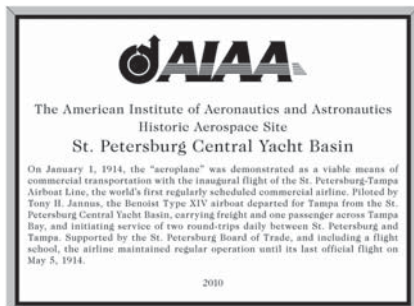


Thanks to the Baynard Trust, we have opened an interactive gallery where youngsters can enjoy an Interactive Native American experience.

For six weeks, we hosted Jazz Jam, America's Ambassadors Embrace the World, a world cultural photographic depiction of the Jazz Greats who traveled around the world as America's Ambassadors during the cold war. Presented by Meridian Corporation, an arm of the state department and the International Council of Tampa Bay, the exhibit and the jazz related performances were outstanding and represent the caliber of exhibit offerings we hope to continue to offer.

The talented young singers and dancers of the Royal Theatre treated us to a holiday performance on Saturday, December 11th. They are from programs developed by the Boys & Girls Club and are part of our effort to partner with other organizations to provide educational opportunities to young people.

On Oct. 29th the American Institute of Aeronautics & Astronautics presented the museum a plaque designating the Central Yacht Basin as the site of the World's First Commercial flight on January 1, 1914 and recognized the St. Petersburg/Tampa Aeroboat Line that operated two flights a day for five



months. The city's Community Preservation Board will review the designation on January 21st and if approved, the designation will be official. On January 29 the plaque will be installed and a flight related program will be presented. Visitors including families with children are invited.

In the spring, in conjunction with spring training, we aspire to do a presentation of Spring Training teams that have played in St. Petersburg.

Also, thanks to the efforts of some of our board members, we have just learned that the Leadership St. Petersburg Class of 2011 has chosen the museum as the site of their class project. It will include upgrading the archival reading room and improving the physical approach possibly including signage.

Finally, this is my last letter to you as board president. On April 1st, I will conclude my third year as President and twenty two months as acting director of the museum. I will still be active as a volunteer but will turn over management to our talented board members who I am confident will lead our museum to a great future. I want to thank each of you for all of the wonderful support and friendship that you have given me. You will always have a special place in my heart.

## Museum Receives Flight Memorabilia

Jon Krupnick has donated to the Saint Petersburg Museum of History his collection of 1st Flight memorabilia. These are items he has collected about the first commercial flight from Saint Petersburg to Tampa in the Benoist Airboat in 1914. This memorabilia has an estimated value of \$13,000.



Jon Krupnick signs one of the books he donated to the Museum



## Founding Family

*Profile: Betsy Pheil is a past museum board member and has long volunteered as part of the exhibits committee. Her grandfather was St. Petersburg's Mayor in 1914. He won a bidding contest to become the first passenger on the Benoist Airboat. This plane was first flown by Tony Jannus on January 1st, 1914 from St. Petersburg's Yacht Basin to Tampa, where they landed on the Hillsborough River. He carried a ham to the Mayor of Tampa. The St. Petersburg/Tampa Aero Boat Line subsequently made two flights a day for five months before going out of business as World War One erupted. Several of Betsy's memories are as listed below.*



**M**y grandfather, A. C. Pheil was the first commercial airline passenger. He died in 1922, quite a few years before I was born. So, when it was decided to add a mannequin of him to the gallery at the Museum, I had the opportunity to see him three-dimensional. The mannequin was unloaded from the crate, and several

stood around waiting for me to comment on his resemblance to the family — or I should write our resemblance to him. I stared at the figure and was stunned! "He" was nothing like what I would have imagined. I finally mumbled that I thought I had his earlobes. Now when I imagine Grandfather, I picture him looking like the mannequin, and not the grainy black and white photos the family has of him.

As a relative of the first commercial passenger my family and I were invited to the United States Capitol in June of 1995, for the commemoration of the 10 Billionth Commercial Passenger. US Air flew me up in first class, but not before Tampa International Airport had a celebration, with a large cake and Dixieland band. Other passengers wondered what was going on. The next day, we met with the heads of the major airlines and Newt Gingrich! With Mr. Gingrich being a history major, he spoke about how brave Grandfather was because the Wright brothers had only figured out how to fly eleven years earlier! I was given an oblong silver pin with the Benoist Airboat engraved on it. And, I wear it proudly!



## St. Pete is Officially the Birthplace of Scheduled Aviation

Ever wonder where Jannus Landing got its name? A little known fact about St. Petersburg is that it is the birthplace of scheduled commercial aviation.



January 1, 1914 a young pilot named Tony Jannus along with first passenger former mayor Abe Pheil took off on the first flight of the Saint Petersburg-Tampa Airboat Line. There was room for one passenger and it only flew between St. Petersburg and Tampa, but they made

history that day being the first in the world to do what they did.

The St. Petersburg Museum of History is proud to announce the dedication of a new Historic Marker nationally recognizing this achievement. The American Institute of Aeronautics and Astronautics (AIAA) clarified the historical accuracy of our claim and has officially accepted St.

Petersburg's significance in the growth of aviation to become the international trade it is today.

**Join us Saturday January 29, 2011 at 1pm**, as the museum hosts an unveiling party for the new plaque. This event will include the entertainment of a Tony Jannus impersonator arriving by sea plane at 1:30, a viewing of our Flight One Commercial Airline exhibit. A representative from the Experimental Aircraft Association (EAA) will be inviting students ages 8-17 to participate in their Young Eagles Program giving children the chance to fly for free.

Founded nearly 90 years ago, the St. Petersburg Museum of History has established itself as the preservation and education center it is today, primarily through the interest and generosity of members of our community just like you.



For a full list of upcoming events please see our website:

[www.spmoh.org](http://www.spmoh.org)

## Kids: Preserving the Past and Planning For The Future



### Reception and Panel Discussion For Parents and Friends and Building "Box City", A Special Activity for Children

The Historic Old Northeast Neighborhood Association kicks-off its Neighborhood Exhibit, based

on "Souvenir of St. Petersburg, Views from the Vinoy", at St. Petersburg's Museum of History Sunday Afternoon, **February 13th, 3:00 – 5:00 pm**

Panelists will discuss the challenges and rewards of teaching our children about history, preservation, and planning for the future. All have experience leading student tours of historic sites and presenting programs about St. Petersburg's history to student groups. They look forward to sharing their entertaining, and often humorous, experiences with you!

**Emily Elwyn**, preservation professional  
**Robin Gonzalez**, author of "Souvenir of St. Petersburg"  
**Elaine Normile**, Historian at the Renaissance Vinoy Resort

**Bill O'Grady**, Supervisor of Sunken Gardens

Children will be introduced to city planning by participating in the construction of a Box City, a nationally recognized educational building project.

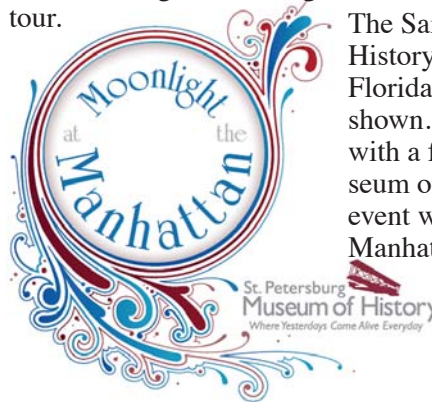
Light refreshments will be served, and Robin Gonzalez will be available to sign your copy of "Souvenir of St. Petersburg, Views from the Vinoy".

A \$5 donation to the Museum is requested.

**The exhibit will be at the Museum located on the Pier Approach from February through April. Contact: Robin Reed - (727) 825-0480, rreed@tampabay.rr.com**

## Jazz Ambassadors Exhibit

The Saint Petersburg Museum of History in conjunction with The International Council of Tampa, hosted in October/ November 2010 an exhibition of Jam Session - America's Jazz Ambassadors Embrace the World. This was a six week exhibit which included a historic photographic chronicle of the 1950's-1970's US Department of State "Jazz Ambassadors" (Lois Armstrong, Duke Ellington, Dizzy Gillespie, Count Basie, Benny Goodman, and many others), a special exhibit by renowned photojournalist and author Herb Snitzer, and many live music "jam sessions". This exhibit arrived in St. Petersburg from Shanghai, China completing its world tour.



The Saint Petersburg Museum of History was the only place in Florida where this exhibit was shown. The exhibit ended its run with a fund raiser for the museum on November 19th. The event was Moonlight at the Manhattan and highlighted the Manhattan Casino which is in South Saint Petersburg. Many of the jazz greats performed at the Manhattan Casino. Over

100 people attended the event and were were treated to a jazz concert by the jazz great Sharon Scott, a presentation by Al Williams (who had performed at the Manhattan Casino and lives in Saint Petersburg), and a delicious buffet provided by Emmanuel Roux.



# Fresco's

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# Art and Soul: Artists of St. Pete Exhibit on display through 2011

The St. Petersburg Museum of History excitedly ushers in 2011 with our community inspired exhibit: **Art and Soul: Artist of St. Pete.** Throughout the year we will have local artists of multiple mediums presenting their pieces within the museum. A new artist will be on display every two months. From Bill "BC Woo" Correira in January to Carrie Jadus wrapping it up in December, this is an exhibit not to be missed!

In addition, we will unveil our "Inspiration Corner," in which local elementary students use the Featured Artists' work as inspiration for their own masterpieces. This very special exhibit will be displayed alongside the main artists work as part of our community outreach programs.

**Proudly sponsored in part by: Sylvia Rusche Insurance Co. Inc., Stuthepainter.com, Sushi Rock Grill, The Emerald Bar, Art On Central, and Vitale Art Studio.**

## The 2011 Art and Soul lineup is as follows:

- Bill "BC Woo" Correira: January through February  
Opening Reception and Live Demo January 8th 2011, 6-9pm
- Paul Epling: March through April  
Opening Reception March 5, 2011 5-7pm
- Patricia Preston Warren: May through June  
Opening Reception May 7, 2011 6-9pm
- Creative Clay Artists: July through August  
Opening Reception July 9, 2011 5-7pm
- Stu Andrews and Josh Sullivan: September through October  
Opening Reception September 3, 2011 5-7pm
- Carrie Jadus: November through December  
Opening Reception and Live Demo Nov 5, 2011 6-9pm

All receptions include a meet and greet with the Featured Artist, Live Music by Rick Mastry and Jack VanOss, available beverages and light snacks. \$5.00 suggested donation at the door.



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# Did You Know You Can Rent Out The St. Petersburg Museum

## St. Petersburg Museum of History Where Yesterdays Come Alive Every Day First Airline Gallery

The St. Petersburg Museum of History is nestled on the beautiful waterfront in downtown St. Petersburg. This unique rental facility features the glass enclosed First Airline Pavilion overlooking breathtaking views of Tampa Bay, The Pier, Vinoy Yacht Club, sailboats at the St. Petersburg Marina, and Straub Park.

### Our facilities include:

- Great downtown location between the Pier and Baywalk
- Indoor/Outdoor event locations
- Access to galleries and exhibits
- Variety of floor plans

The First Airline Pavilion can accommodate up to 130 guests for sit down dinners, and up to 175 for cocktails and dancing. Whether it's a banquet, wedding reception, corporate event, or private party, our Museum provides a perfect setting for your special event.



Visit our website at [www.spmoh.org](http://www.spmoh.org) for photos of previous events  
Contact: the front desk at (727) 894-1052 ext. 200



# Did you know?

Among the jazz greats who performed at the Manhattan Casino were...



## Louis Armstrong

Daniel Louis Armstrong was a genius on trumpet and is considered by many experts to be not only the most influential

jazz musician of the 20th century, but the all time most important American musician.

**Count Basie:** A pianist and bandleader, the Count become one of the most known people in jazz and swing. He led a big band from 1935 until his death in Hollywood Florida in 1984.

**Cab Calloway:** Cab was a widely known entertainer and singer in the early 1930's. He attended law school but quit because of his love of performing. Who can forget his first big hit Minnie the Moocher, a classic at his regular venue, the Cotton Club in Harlem.

**Buster Cooper:** A St. Petersburg native and Gibbs High graduate, Buster became a world famous jazz trombonist playing with Duke Ellington and Lionel Hampton. He still plays regularly in downtown St. Pete. Ella Fitzgerald Perhaps the best female jazz singer in history, Ella grew up poor and got her big break when she won a talent show at the Apollo Theater. Working with Dizzy Gillespie, Duke Ellington and others her first big hit in 1938 was A-Tisket A-Tasket.

**Duke Ellington** Born in 1899, James Edward Ellington was the son of a White House butler. As one of the most influential composers of jazz, he was a bandleader for 50 years and won several Grammys. Ellington played mostly at a club called Joyland on 6th Ave. South just off 22nd Street.

**Al Downing** A legend in the St. Petersburg jazz scene, Al taught music at Gibbs High School where he organized a dance band and later at St. Pete Junior College

*Sources: All Music Guide to Jazz, Biographical Dictionary of American Music, Soul Music, The Playboy Guide to Jazz, St. Petersburg Times Files, interviews, Craig Pittman, St. Petersburg's Historic 22nd St. South by Rosalie Peck & Jon Wilson.*

# The Florida Folk Concert Series Returns to Museum 2011

The St. Petersburg Museum of History is proud to announce the 2nd Annual Florida Folk Concert Series beginning January 15, 2011 with headliners Rebekah



Pulley and the Reluctant Prophets. The year round event will be every third Saturday from 2-5pm on the Museum grounds overlooking beautiful Tampa Bay for all to enjoy. Like

our first series, the event will bring to the stage a wide selection of local and Florida native bands. The best part: it's free!

Founded nearly 90 years ago, this Museum has established itself as the preservation and education center it is today, primarily through the interest and generosity of members of our community just like you. The Florida Folk Concert Series was created to bring together folk fans and folk heritage musicians. As the city's oldest museum, the St. Petersburg Museum of History invites you to celebrate the history, evolution and impact of folk music on popular culture.

For a full list of upcoming musicians please see our website: [www.spmoh.org](http://www.spmoh.org)

## Mark your Calendar

### January

- All Month Exhibit: "Florida Highwaymen"
- All Month Exhibit: "Art & Soul" - Bill "BC Woo" Correia

**Jan 29** Birthplace of Commercial Aviation Dedication 1pm

### February

- Feb 13** Kids: Preserving the Past and Planning the Future - 3pm
- Feb 19** Florida Folk Concert - "Evergreen" 2pm-5pm
- All Month Exhibit: Bill "BC Woo" Correia

### March

- Mar 5** Opening Reception "Art & Soul" Paul Eppling - 5pm - 7pm
- Mar 19** Florida Folk Concert "Jubal's Kin" 2pm-5pm
- All Month Exhibit: "Art & Soul" - Paul Eppling

### April

- All Month Exhibit: "Art & Soul" - Paul Eppling
- Apr 16** Florida Folk Concert-"Gove Scrivenor" 2pm-5pm

### May

- May 7** Opening Reception - "Art & Soul" - Patricia Preston Warren - 6pm - 9pm
- May 21** Florida Folk Concert - "Ronny Elliott" 2pm-5pm
- All Month Exhibit: "Art & Soul" - Patricia Preston Warren

### June

- All Month Exhibit: "Art & Soul" - Patricia Preston Warren
- Jun 18** Florida Folk Concert - "Steve Arvey" 2pm-5pm

## Museum Brick Program

Personalized bricks and tiles are a great tribute to honor family, friends, or colleagues, commemorate a special moment, or just show your support for St. Petersburg's oldest museum.

Each brick or tile is engraved with your chosen message, an enduring recognition of your part in preserving St. Petersburg's past for its future residents and visitors.

### Entry Promenade Tiles

**\$1000** Promenade Patron 8" x 8" color tile engraved with your message and prominently placed at the Museum entrance walkway and a one-year family or corporate membership.

**\$500** Promenade Investor 4" x 4" color tile engraved with your message and prominently placed at the Museum entrance walkway.

**\$100** Terrace Supporter a brick with your message will be placed in the terrace surrounding the Museum promenade entrance.

