



The Village Post

Winter 2014

The Heritage Village Museum Newsletter - compliments of the Pinellas County Historical Society

New Madeira Beach Book Benefits Heritage Village

A century ago, a developer from St. Petersburg bought miles of beachfront property with a few dollars and an ambitious dream. Noel Mitchell, often known as the "Sand Man" for his real estate gimmickry, acquired lands on the north side of Johns Pass in early 1914 with plans to develop the shoreline into a popular destination. Although his dreams washed away with the tide, others such as Albert Archibald and David Welch soon transformed the island in the 1920s. After World War II, the municipality of Madeira Beach took shape.

Jim Schnur, PCHS president, has published his third book since 2011 that will benefit Heritage Village. *Madeira Beach*, a new title in Arcadia Publishing's "Images of America" series, uses vivid images and a rich narrative to take the reader through the century of settlement and development of a city that has touted itself as "an island two miles long and a smile wide."

Similar to his published histories of Largo and the Pinellas County centennial, Schnur has assigned all royalties from *Madeira Beach* to local cultural heritage



A view of Archibald Park as it appeared more than forty years ago

institutions. Half of the royalties will go directly to the Pinellas County Historical Society to support its efforts at Heritage Village; the other half will allow the Friends of the Gulf Beaches Public Library to support a library that has served the residents of Madeira Beach, Treasure Island, and the Redingtons for more than sixty years.

The book's first chapter describes early attempts to settle the island as well as neighboring areas along the mainland at Bay Pines and near Seminole. Readers will learn about the opening of Welch Causeway in 1926 and the first bridge across Johns Pass a year later, the creation of the Madeira Casino and "Archie's Ark" by the

Archibald family, and Charles Redington's plans to develop new subdivisions north of Madeira around the Tides Bath Club. The second chapter traces the transformation of Johns Pass since World War II. Subsequent chapters allow the reader to see how the island community transitioned from a small settlement with beach cottages and fishing fleets to a city that experienced "condo mania" and grew through the dredging of "finger islands."

You may purchase signed copies of *Madeira Beach* at our Gift Shop, an appropriate venue, especially since this former beach cottage once sat along the shoreline in Madeira Beach.

Museum News



The advent of the new year seems the perfect time to recap all that our staff and partners were able to accomplish in FY 2013 to maintain your Village. County dollars paid for new roofs on the Lowe Barn and the Moore House; extensive wood rot replacement on the H.C. Smith Store; a new

electrical transformer to power the east side of the Village; and the exterior painting of porches and rails on our historic structures.

Our maintenance volunteers under wood worker Richard Samay replaced rotten wood on the interior of the Greenwood House, creating new bead board and then repainting the living room. Wooden spindles on the McMullen House porch and at the bandstand were fabricated and replaced.

Grounds and landscaping volunteers cleaned out the firebreak along the 125th Street fence line, installed a new irrigation line, and planted fence vines while also maintaining the Shirley McPherson native plant trail. Unfortunately the torrential rains this summer delayed the long anticipated pine-thinning project, but we will visit this project again in the spring.

The 1967 caboose restoration, funded by Pin-Mar Antique Car Club, is underway with skilled volunteers again providing the labor. The Seminole Lions Club, working with the Pinellas County Historical Society, financed the new Braille signs for the Garden of the Senses.

The Pinellas County Historical Society stands poised to begin construction of the McKay Creek boat shop after a successful fundraising campaign. An extensive audio history project headed by volunteer Michael Ramsey - focused on boat building and coastal history - will form the basis for an exhibit when the boat shop is completed.

And our very own author-in-residence, Jim Schnur, has yet another book under his belt, proceeds of which will once again benefit the Pinellas County Historical Society for Heritage Village operations. You can find his recently published history of Madeira Beach at the Heritage Village Gift Shop.

All told, 374 volunteers donated almost 33,000 hours to keeping Heritage Village looking its best, caring for its historic structures and collection, and interpreting our local history through tours, programs and exhibits.

Thanks to all of you for your continued support!

*Ellen Babb,
Museum Operations Manager*

News & Notes from the Pinellas County Historical Society

By James Anthony Schnur

PCHS enters the new year with a resounding commitment to support Heritage Village and preserve Pinellas County history. As new (and returning) president of the Society, I am grateful for the leadership of RoseMarie Kafer, immediate past president, and the officers who have built important partnerships over the past few years. We enjoyed another successful Jubilee in October, and have a busy slate of programs in 2014.

We cherish the past. This year includes many important centennials. The St. Petersburg-Tampa Airboat Line began operations on January 1, 1914, marking what most aviation historians regard as the first commercial airline company to offer scheduled service on winged aircraft. In early 1914, the first attempts to develop Johns Pass at Madeira Beach took place. By March 1914, St. Petersburg welcomed the first spring training games in Pinellas as the St. Louis Browns (now the Baltimore Orioles) trained near Coffee Pot Bayou. Before the end of that year, a second railroad—the Tampa and Gulf Coast Railway—offered regular service to Pinellas.

We celebrate those who give to the Village in so many ways. At the PCHS Annual Dinner on September 20, we recognized two recipients of the Society's scholarship: Angela Hart and Anna Margiotta, both summer 2013 interns in the Junior Docent Program and students currently enrolled at USF Tampa. Angela, a history major, and Anna, an engineering major, each dedicated more than 100 hours during the summer to the program. Each of them took on leadership within the program, assisting teachers while mentoring their peers. We are thankful for their efforts.

I hope you will become involved in our Society. Through your membership, you allow us to strengthen our ties with the Village as well as encourage the next generation to appreciate and treasure our history.

"About the Scholarship"

*Anna Margiotta and
Angela Hart, 2013
recipients of the
James Anthony
Schnur Scholarship,
with Jim Schnur*



PCHS has offered a scholarship for many years. Originally awarded to undergraduate college students in the 1980s and 1990s, the scholarship later had many graduate student winners, based upon the hope that they would continue to research in local history.

A couple of years ago, the PCHS board decided that the scholarship should reward those who have already devoted their time and energy to Heritage Village and our history. Nominees must be college-bound or college-enrolled docents, junior docents, and volunteers.

Beginning with recipients in 2012, the board also decided to rename this honor the "James Anthony Schnur Scholarship" in honor of our current president, who was the 1991 recipient of the scholarship and has served as a longtime officer, board member, and supporter of the Society.

The Pinellas County Historical Society Welcomes These New Members

- William & Carolyn Allen
- Jan S Burlew
- Jenna DeMott
- Margaret V Harris
- James & Janetze Hart & Family
- Denise Jordan
- Tamisan Latherow-Soto
- Jim & Marie Lowe
- Roland Martens
- Stuart & Pat McBeath
- Wanda McKay & Family
- Judith Meinck
- Mr & Mrs Mark Panuthos
- Michael L Ramsey
- Susan Ruiz
- Okey Ryan
- Holly B Vernon

*Members,
watch your mail!*

**Friday, February 14, 2014, 6 p.m.
Pot Luck Dinner, Pinellas Room**

**Tuesday, April 8, 2014
Magnolia Luncheon**

**Friday, May 16, 2014, 6 p.m.
Pot Luck Dinner, Pinellas Room**

**Friday, September 19, 2014, 6 p.m.
Annual Dinner, Pinellas Room**

"Preserving Our Boating Heritage"

As you visit Heritage Village, you will notice a new structure taking shape along the eastern side of the campus, near the Greenwood House and McKay Creek. With the support of the Pinellas County Historical Society and other partners—including the Clearwater Yacht Club—a replica of a boat shop has been designed to celebrate the importance of coastal living and recognize the practical and recreational nature of boating in our county's history.



"Enjoying the waters along Pinellas County in the mid-1920s. Courtesy: Poynter Library, USFSP"

In addition to forthcoming exhibits, the Society has also started to preserve the memories of those involved in boat building along Pinellas County. Mike Ramsey, a Society member with thirty years of experience in video production and communications, has interviewed longtime boat builders and those involved in the boating industry in our county. It is hoped that this project will grow into a larger oral history program that will not only record the voices and images of those involved, but also expand our research collections and enhance exhibits at the Village and digital exhibits on the internet.

Mike brings great expertise to this project. He began his career at a television affiliate in Lexington, KY, before working at WTOG-TV, Channel 44, in St. Petersburg during the 1980s. More recently, he served as television producer and director at the Extension Service, adjacent to Heritage Village, during the early 1990s, before becoming station manager for the Pinellas County Channel and then the St. Petersburg City Channel between 1994 and 2012.

Although Mike has already conducted some interviews, others have expressed an interest in this project and the Society may offer workshops on oral history for prospective interviewers as we move forward. If you have an interest in this project, please contact Jim Schnur, PCHS president, at pinellas-countyhistoryjim@gmail.com or call the Society's office at (727) 582-2233.

There's Music in the Air!

Bring a folding chair and enjoy an exciting day of foot-stomping music at this year's Pinellas Folk Festival to be held on Saturday, January 25 from 10:00 a.m. – 4:00 p.m.

This year's performers include: Leigh & Steve Humes - Key of Life -Teresa Arruza - The Crackerbillys - Susan Boyer Haley - Juniper - Gypsy Wind - St. Pete Shanties - Keystone - Evergreen - Billie Noakes and Maureen Belote - Charlie Morris - Simple Gifts - Kevin & Dave Duo - the Hammerhead Dulcimer Society - German Folk Dancing - Abasi Ote - Charlie Cox - Fritz Kirsch - and the Shut Yer Trapp Family Band.

There will also be plenty of non-musical fun at the annual festival, including a food court with

a large variety of vendors. There will be fiber arts demonstrations, "fleece-to shawl" activities, curing and preserving meat in the smokehouse, cane grinding and boiling, blacksmithing, pioneer black pot cooking, story-telling, antique car displays, model trains, a Morse code interactive station, and hands-on activities for children and adults alike!

As always, free parking and a free shuttle to the event entrance are located on 119th Street between Ulmerton and Walsingham roads. Handicapped parking and drop-off is located in the parking lot at 12211 Walsingham road.

A \$5 donation is recommended for adults and children older than 12. All money raised goes to Heritage Village operations and to support programs like the Pinellas Folk Festival.



Here Come the Brides



An exhibit of antique wedding gowns dating from the Victorian Era through the 1930s was displayed in the parlors of the House of 7-Gables from June-August. To help promote the exhibit, the Pinellas County Historical Society (PCHS) offered the program "Portrait of a Bride: An Evolving Silhouette" on Saturday, June 8 to a sold-out audience.

The presentation, a fundraiser for PCHS, focused on the ever-evolving history of the American bride from the 1890s to the present as told through dozens of vintage and contemporary wedding gowns that were on display for the day in the Magnolia Room at the Parks Administration Office.

Through her extensive private collection, Leigh Anne Brown shared the stories of various wedding gowns, linking the social, economic and political events that surrounded each bride in her day and how these influenced the textiles and styles of each of the gowns. Ticket price included cupcakes and punch which were enjoyed by men and women of all ages.

(Special thanks to volunteers Sue Tiffin, Connie Allen, Joyce Pickering, and Molly Gaylord for coordinating the bridal exhibit in the House of 7-Gables.)

(Left to Right) Amy Robison, Mary Chedid, Sheila Pierce and Salle Bell enjoy cupcakes and punch at the wedding "reception"



Vintage wedding gowns from the Heritage Village collection are exhibited in the formal parlor at the House of 7-Gables



PCHS president RoseMarie Kafer and program presenter Leigh Anne Brown stand in front of the wedding dress display at the August 4 fundraiser

Thank You!

Heritage Village and PCHS

Thank our community support groups!

- Church of Jesus Christ of Latter Day Saints
- First Baptist Church of Indian Rocks
- GE Aviation –Early Career Professionals Organization and Legal teams
- Largo Historical Society
- PCSB Extended Transition
- Tata Consultancy Group
- United Way Hands-On Suncoast
- Veritas Academy Largo

If your organization would like to help with a Day of Service, unique project, or special event, please contact Paige Noel at (727) 582-2125 or pnoel@pinellascounty.org

CALENDAR OF EVENTS

11909 125th Street North, Largo, FL 33774 • (727) 582-2123

Hours: Wednesday–Saturday 10 a.m.–4 p.m. • Sunday 1 p.m.–4 p.m. • Closed Monday, Tuesday and County holidays.

Visit our website for further details! www.pinellascounty.org/heritage

schedule of activities subject to change

See It–Do It–Share It

Festivals & Events



2014 Pinellas Folk Festival Performers – “The Shut Yer Trapp Family Band”

Holidays at the Village*

November 30 – December 29
Closed Mondays, Tuesdays
Christmas Day and New Year’s Day

Trees and Traditions*

December 7, 2013 - 10 a.m. – 4 p.m.
\$2 suggested donation

Pinellas Folk Festival*

January 25, 2014 - 10 a.m. – 4 p.m.
\$5 requested donation

Antique Appraisal Fair*

June 21, 2014

Country Jubilee*

October 25, 2014 - 10 am – 4 p.m.
\$2 suggested donation

Farm City Day Celebration

November 2014 (date TBD)

* Sponsored by The Pinellas County Historical Society

Education

For Teachers

www.pinellascounty.org/heritage/for_teachers.htm

- Pop into History – “Enter-Action” History Fun!
- School For A Day
- Heritage Village History Kits



Speaking of History Lecture Series –

Sundays at 2 p.m. in the Pinellas Room

Call (727) 582-2233 for further details or visit our website at

www.pinellascounty.org/heritage

January 19, 2014

“Finding the Fountain of Youth: Ponce de Leon and Florida’s
Magical Waters”

Presenter: Mr. Rick Kilby

February 16, 2014

“Finding More of Florida”

Presenter: Ms. Cathy Salustri

March 16, 2014

“Women of the Florida Frontier”

Presenter: Ms. Elizabeth Neily

No lecture in April due to Easter Sunday holiday

May 11, 2014

“Fly Balls and Flights of Fancy: A Century of Spring Training in
Pinellas County and Commercial Aviation throughout the World”

Presenter: Mr. Jim Schnur

Heritage Village
Archives & Library
Largo, Florida

For more information or to make
an appointment, please call **582-2127**.

Connect the Past with the Present

Become a volunteer at Heritage Village and provide your community with a greater understanding of local and state history and the importance of preserving it for future generations.

Adult Volunteer Orientations

Saturday, November 9 at 10 a.m. - 2013
Saturday, February 15 at 10 a.m. - 2014

Junior Docent Orientation

Saturday, June 14, 2014 at 10 a.m.

Call (727) 582-2125 for further information.

Unique Volunteer Opportunities

Docent Tour Guide: Are you curious or interested about architecture, historic houses, Pinellas County or Florida history? Do you enjoy sharing your knowledge and passion with others? Then join our docents at Heritage Village and welcome visitors to our historic structures. Engage guests in conversation about community life, architectural styles, artifacts and more. One on one training and mentoring by experienced volunteers is provided.

Museum Greeters: Meet school groups, bus tours and visitors, provide tour information, help guests read their maps and answer questions in the field. Morning and afternoon shifts available.

Historic House Caretaker: "Adopt an historic house" and provide special care and detailing utilizing historic house preservation guidelines.

Maintenance: Are you experienced with home or commercial repair or are you interested in historic preservation? Help staff with behind the scenes upgrades, light maintenance and simple repairs. Inside and outside work is available.

Grounds Assistant: Do you love the Florida piney woods? Help keep Heritage Village pathways, porches and walkways clear of debris and provide upkeep to plantings around historic houses. Heritage Village Garden volunteers provide interesting info on the history of agriculture, crops and growing vegetable gardens in Florida.

Call (727) 582-2125 or email pnoel@pinellascounty.org for further information.

GET INVOLVED

Volunteer at Heritage Village

Volunteer opportunities include:

- Docent
- Greeters
- Interpreter
- Receptionist
- Maintenance
- Junior Docent
- Office Assistant
- Craft Demonstrator
- Gift Shop Volunteer
- Grounds Management
- Special Events Assistant
- Historic House Caretakers



For more information call (727) 582-2125 or
e-mail pnoel@pinellascounty.org

Heritage Village
Gift Shop



Discover unique items:

- Old-fashioned toys
- Local interest books
- Glassware & collectibles
- Citrus crate label post cards
- Home decor with a vintage flair
- Handcrafts... and more!

Hours: Wednesday - Saturday 10 a.m. - 4 p.m.
Sunday 1 p.m. - 4 p.m.

727-582-2219

10% Discount for PCHS & FBG members

Operated by the Pinellas County Historical Society.
Proceeds benefit Heritage Village operations.

Become A Member

Become a member of the Pinellas County Historical Society and help support Heritage Village. Society membership includes a subscription to the Society's newsletter; invitations to special programs; use of the library and archives; 10% discount in the Gift Shop and participation in special interest projects.

Please write name the way you'd like it to appear in print.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Day Phone: _____

Evening Phone: _____

e-mail: _____

Please check one:

Annual

☐ Junior Docent \$10

☐ College Student \$10

☐ Individual \$20

☐ Family \$35

☐ Contributing \$50

☐ Sustaining \$100

☐ Patron \$500

Make membership check
payable to:

PCHS - Pinellas County Historical Society
727-582-2233

Mail to:

Pinellas County Historical Society
P.O. Box 4862
Seminole, FL 33775



Vintage Light Pole Finds New Home

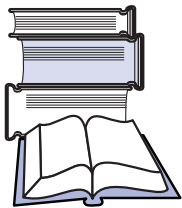


If you have been to Heritage Village lately, you may have noticed a “new” forest green electric light pole gracing the walkway by the Walsingham House. The light pole is a gift of sorts from the Pinellas County Public Works Department who earlier this year replaced the two original 1917 cast-iron Classical Revival electric lights at the county courthouse. One had deteriorated beyond repair,

and the other found a new home here at Heritage Village. The company that built the original light poles in 1917 – The Union Metal Manufacturing Company in Canton, Ohio – made molds to create the reproduction light poles now in place at the courthouse while visitors to Heritage Village enjoy one of the originals.

The 1915 Walsingham House, once home to civic leaders Jesse Ancil Walsingham and his wife Mary, seemed the perfect location for this piece of local history!

Help Build the



One Book at a Time

The Heritage Village Archives & Library provides answers to numerous research requests each month. To keep up with the demand for information, the Pinellas County Historical Society developed a program to help supplement this 3,500-volume library. You can help the Heritage Village Archives & Library continue to grow by making a minimum contribution of \$50 for a book to be purchased in memory or in honor of someone special to you or to celebrate a milestone event. Recognition of your gift will appear on a nameplate inside the book and will be noted in a leather-bound book displayed in the Archives & Library. For more information, please call (727) 582-2233.

Join us in recognizing these recent donations to the Book Recognition Program

In Memory of Dr Jim Bardsley
Pinellas County Historical Society

In Memory of Hank Hardy
Pinellas County Historical Society

In Memory of Wanda & Clayton Porter
Pinellas County Historical Society

In Memory of Anne Gerken
Fran & Howard Johnson

In Memory of Hank Hardy
Fran & Howard Johnson

In Memory of Anne Gerken
Pinellas County Historical Society

Green Bench Supporters

help preserve
Pinellas County's Historical Home

Green benches dot the landscape at Heritage Village, providing a place to rest while strolling the winding paths among the historic buildings; to enjoy performances at stages during festivals; and to contemplate in this special environment.

Celebrate a milestone event or honor a loved one by becoming a Green Bench Supporter. A commemorative plaque on a bench plus a prominently displayed recognition sign will be a visual expression of your commitment to preserving our past for future generations. Take a seat at Heritage Village and mark your place in history with your Green Bench contribution to help support the ongoing restoration and interpretation of our historic structures. Call (727) 582-2127 for more information.

Thank you to those recent supporters who have marked their place in history with a Green Bench contribution.

In Memory of Roger Dale Hanson
Supporters – His Family

In Memory of Carl and Norma Austin
Supporters - Their Children

In Memory of Charles “Dick” Schillmoller
Supporter – Verena L. Schillmoller



PLEASE PRINT CLEARLY

Donor Name _____

Address _____

City _____

State _____ Zip Code _____

Phone _____

Email _____

Please check one and fill in the name:

☐ In Honor of: _____

☐ In Memory of: _____

☐ In Appreciation of: _____

☐ Check box if you want the honoree or family member of honoree to be notified.

Name of honoree and/or family member of honoree: _____

Address _____

City _____

State _____ Zip Code _____

Please make check payable to: **PCHS**

Mail check and form to: **Book Donation -**

Pinellas County Historical Society P.O. Box 4862, Seminole, FL 33775



Be sure to visit Heritage Village's affiliate museum –



The Gulf Beaches
Historical Museum

115-10th Avenue
St. Pete Beach
FL 33706
(727) 552-1610



Be sure to also visit –



Palm Harbor Museum

2043 Curlew Road
Palm Harbor, FL 34683
(727) 724-3054



Museum Staff

Ellen Babb
Museum Operations Manager
727-582-2127

Paige Noel
Living History Interpreter
727-582-2125

Marcella Piniero
Museum Collections Custodian

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Heritage Village is a collection of 28 historic structures and features moved here to create a 21-acre living history museum. Explore the history of the Pinellas Peninsula as you wander the winding paths through the native pine and palmetto landscape.

Non-Profit Org.
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St. Petersburg, FL

Pinellas County Historical Society
Heritage Village

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