

Color Me West Tampa!



**Color & learn about West Tampa's
history, government & attractions!**

Acknowledgments

Color Me West Tampa was produced by City of Tampa employees in collaboration with the Mayor's Hispanic Advisory Council, Tampa Bay History Center, USF Libraries Special Collections, Tampa-Hillsborough County Public Library, and AIA Tampa Bay. We would not have been able to create this coloring book without their artistic talent, dedication, and commitment to preserving Tampa's history. This project was enhanced by the invaluable contributions of Donna Parrino and the Honorable E.J. Salcines, who both shared their wealth of knowledge about West Tampa. Special thanks goes to Andrew Huse for his meticulous composition of the image captions, as well as to Maria Steijlen for providing Spanish translations, and to John Rañon for proofreading. Activity pages were crafted by Nancy Dalence and Stacey Jurewicz, who found fun ways for students to further explore West Tampa. Additional gratitude is given to those who assisted in creating the coloring book pages: Kim Headland, Benita McConico, Skylar Curts, Melissa Davies, and the Mayor's Youth Corps. Finally, many thanks go to the talented Jeremy Rex and Sioux Winter for their outstanding graphic design. West Tampa has a rich cultural history and we are grateful to be able to share it.

Robin Nigh
Art Programs Manager
City of Tampa

Jennifer Dietz
Archives and Records Manager
City of Tampa

Advisors

The Honorable E.J. Salcines
Retired Judge

Donna Parrino
Mayor's Hispanic Advisory Council

Contributors

Skylar Curts
Newsome High School

Benita McConico
City of Tampa

Nancy Dalence
Tampa Bay History Center

Jeremy Rex
City of Tampa

Melissa Davies
City of Tampa

John Rañon
City of Tampa

Kim Headland
AIA Tampa Bay

Maria Steijlen
Tampa Bay History Center,
Mayor's Hispanic Advisory Council

Andrew Huse
USF Libraries Special Collections

Sioux Winter
City of Tampa

Stacey Jurewicz
Tampa-Hillsborough County Public Library

A project of the



Image sources are listed in the Works Cited page at the end of the book.

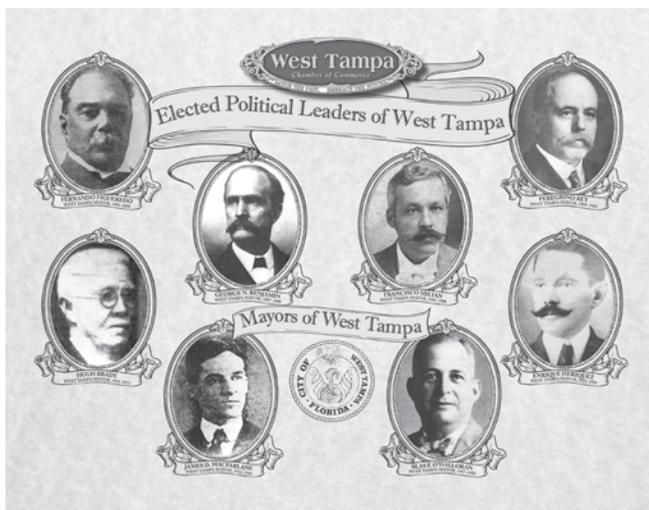
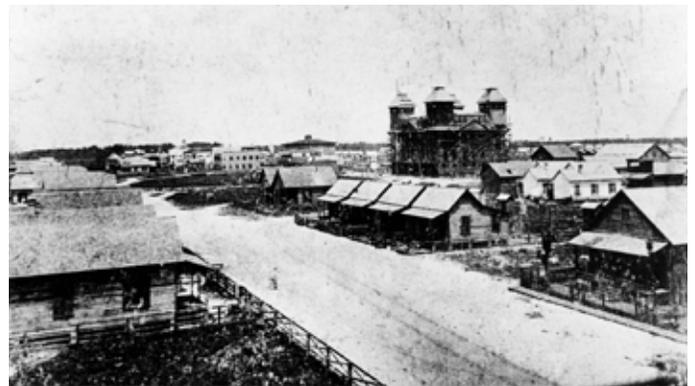
An Introduction to West Tampa's Colorful History



Retired Judge E. J. Salcines

West Tampa has had a very colorful history, so it's only natural for it to have a West Tampa coloring book. What a wonderful way to tell its history to our youngsters. Here's a bird's eye view of early West Tampa history.

In 1885, when Henry B. Plant brought his great railroad to Tampa Town – all the way from New York City – the west bank of the Hillsborough River was swamps, forest and wilderness. A lawyer by the name of Hugh Campbell Macfarlane bought land on the west side and so did George Benjamin, who moved to Tampa from Nebraska, and was urging his friends to move here. Three more land developers followed Macfarlane and Benjamin: Dr. Phillip Collins (Benjamin's father-in-law), John H. Drew, and Alonzo Charles Clewis, a banker. As incentives to bring industry to West Tampa, these visionaries offered to build cigar factories and free land – if the different cigar companies opened their operations in West Tampa. Getting workers to West Tampa was a problem because there was no bridge north of downtown. There was only a barge pulled by a rope across the Hillsborough River. So, Macfarlane, Benjamin, and other friends pooled their money together and built the Fortune Street Bridge. The road that brought the workers across to West Tampa was named Main Street.



The land developers succeeded and by May of 1895, the Florida Legislature created a new city in Florida called West Tampa. Fernando Figueredo was elected as the first Mayor of West Tampa and Jose G. Pompey was elected as Clerk of the City of West Tampa. The City Government existed for 30 years – from 1895 to 1925. During those years, West Tampa elected 8 mayors.

Mr. Macfarlane named 2 important streets in the center of West Tampa for his wife and son: Howard Avenue was named for his son, and Frances (now Albany Avenue) was named for his wife. I hope you will want to find out how the streets of West Tampa got their name. You will find it very interesting.



John H. Drew built four large cigar factories in the early 1900s, two of which still stand today. One factory is located on North Armenia Avenue at Kathleen Street, and the other factory is located on North Habana Avenue at Kathleen Street. The four factories built by Drew employed more than 1,000 cigar makers. Drew built many homes and commercial buildings in the area between North Habana Avenue and North Lincoln Avenue. Drew Park became Drew Field during World War II and Dale Mabry Highway was constructed to link both MacDill Air Force Base to Drew Army Airfield.

The City of West Tampa grew so fast as a major cigar making center, that by 1925, it was the fifth largest city in Florida producing cigars that were shipped all over the country in cigar boxes made here and labeled, "Made in Tampa." We still have many buildings that had been cigar factories. Cigar factories are generally three stories in a rectangular form, always made east to west (for maximum sunlight and circulation) and either wood or brick. Generally, a water tank was constructed next to the factory as part of their sprinkler system in case of fire.



We have many colorful landmarks in West Tampa, the oldest being our cigar factories. Nine of the original brick cigar factories still stand. Perhaps the most impressive from an architectural viewpoint is the factory on the northeast corner of North Albany Avenue and West Cherry Street. It is the only factory in West Tampa that has four large clocks facing north, south, east and west. We grew up calling this building, "The West Tampa Clock."

The West Tampa Library was built as a "Free Library," before the term "Public Library" came into common use. It was dedicated on January 1, 1914. It has been serving the public with great distinction for 103 years, and is the first and oldest of all public libraries in Hillsborough County. The money to build this historic building came from industrialist and philanthropist Andrew Carnegie, an immigrant from Scotland, living in Pittsburgh, Pennsylvania.

Carnegie responded to a letter requesting a Carnegie Library written by the founder of West Tampa, Attorney Hugh C. Macfarlane, himself an immigrant of Scotland. Mr. Carnegie eventually funded 10 libraries in Florida and the construction of more than 1,600 public libraries in our country. In West Tampa, we provided the property plus agreed to fund the library's operating expenses.

Located on Howard Avenue and Cherry Street, the Centro Español Building in West Tampa is truly an architectural masterpiece. It was referred to as "The Palace" and its theatre was the "Royal Theatre." It was completed in 1912. It was the center of social activities in West Tampa in the early and mid-1900s. This historic building is listed in the U. S. National Register of Historic Places. It now is occupied by the Hillsborough Education Foundation with a resource center of school supplies. Across the street is Rey Park named in honor of Peregrino Rey, former Mayor and Chairman of City Council and Partner of A.L. Cuesta & Rey Cigar Factory.



The southeast corner of North Howard Avenue and Main Street had the Bank of West Tampa from a very early date until bank closures during the Great Depression. It had a long history of affiliation with the downtown Exchange National Bank. Then, immediately following the end of the Second World War, it opened as the State Bank of West Tampa until 1970, when it relocated to the corner of Howard Avenue and Grand Central (now Kennedy Boulevard) when it took the name of Central Bank of Tampa. It is now Toronto Dominion Bank. But that historic West Tampa corner of Howard and Main became the last location of a West Tampa landmark, the 4th of July Café. In its near 100-year history, that café occupied different locations that were all close to that intersection.

In this coloring book, you will see that West Tampa had its own City Seal with two horns of plenty. You will see our water towers that supplied the water for the sprinkler systems in the cigar factories. You will also see different cigar box labels in beautiful colors that decorated our cigar boxes. Every factory had its own labels. Cespedes Hall became our first City Hall

and was used as our integrated school. You will see streetcars as our public transportation. You will see the famous “lector,” the reader in the cigar factory, who read aloud to the workers informing them from the daily newspapers in the morning and reading famous novels in the afternoon. Famous baseball star Al Lopez, business leader George Guida, Governor Bob Martinez, Judge George Edgecomb, and famous Clara Frye are all pictured in this coloring book. You will also see the mural at Macfarlane Park and the roosters that roamed the streets and alleys of old West Tampa, as well as the guava trees that were very abundant. You will see the Cuban bread from our many West Tampa bakeries and how important our fishing boats were for our food supply.

Education is the foundation of success, and schools have played an indispensable role in educating our youth. Even before West Tampa became an independent city in mid-1895, the west side of the Hillsborough River already had small “schools” in private homes. As the cigar industry grew, and West Tampa became a City, cigar makers on their way to work would drop off the children at school.

Church affiliated schools started to appear such as Emelina and Rosa Valdez in the Methodist Settlement (December 1894). The Roman Catholic Sisters of the Holy Names of Jesus and Mary had a 3-story brick building built in 1896, on North Albany Avenue at Spruce Street, where they had their “Academy” for 30 years before they moved their Academy to Bayshore Boulevard. The Salesian Sisters took over the school calling it St. Joseph School. Their new school continues in operation today near North MacDill Avenue and Cherry Street.

West Tampa cigar factory owner Angel L. Cuesta provided the children of his employees with a unique school, teachers, books, pencils, blackboards, etc. The instruction was in Spanish. A new “free” public grammar school was opened on Tampania between Cherry and Pine Streets in 1902. It soon became over-crowded and an enlargement was built with a \$20,000 donation from Mr. Cuesta. He followed that with another \$14,000 donation. In 1910, a new school was built and named A. L. Cuesta School. The school provided bilingual education which helped the students’ assimilation into the American way of life. In 1925, the Cuesta School already had 882 students, and was one of the largest in the county. That year, the City of Tampa annexed the City of West Tampa, and the West Tampa government ceased to exist.



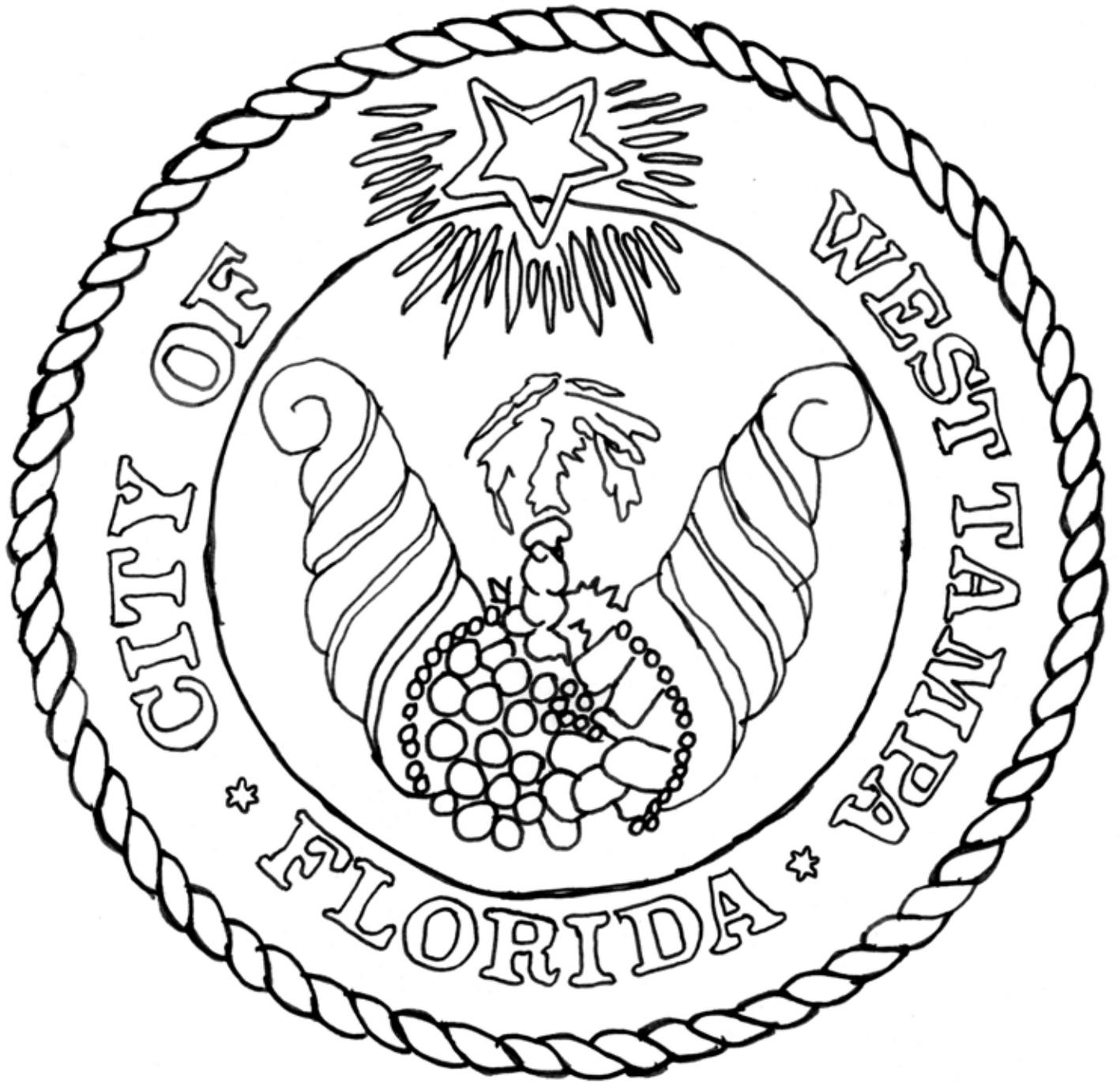
Baseball is synonymous with West Tampa. Baseball is simply part of the West Tampa fabric. Since its founding in 1892, West Tampa has been one of the neighborhoods where Tampa’s love of baseball has flourished. Generations of boys and girls have grown up playing on the fields and sand lots of West Tampa, with some becoming high school, college, Minor and Major League stars. Others have become coaches, managers, league owner and have even been honored in Baseball’s Hall of Fame.

By the mid 1890s, there were baseball teams in West Tampa. A young Alex Pompez had arrived with his parents from Key West. His father, Jose G. Pompez, owned a cigar factory in West Tampa. Alex Pompez played baseball in West Tampa and became a cigar maker and eventually moved to New York City, where he became very active in the National Negro Baseball League. Pompez soon owned the New York Cubans and became a scout for the New York and San Francisco Giants. He got to be Vice President of the Negro National League. In 2006, he was posthumously elected to the National Baseball Hall of Fame. Tampa has others in Baseball’s Hall of Fame, like Al Lopez, Wade Boggs, Tony LaRussa, etc. In West Tampa, we had the Al Lopez Baseball Stadium until the property was used for the new Tampa Stadium, but we do honor his memory with the Al Lopez Park and Statue. He was the Trailblazer to the Majors and Hall of Fame. Since then, more than 80 players from Tampa have made it to the Major leagues, and the list is growing with every season.

This has been a brief overview of West Tampa’s colorful past. Much more is missing that space just doesn’t permit for me to cover in an introduction to this unique coloring book. I hope you will study more. Enjoy and Good Luck!

About the Author:

E.J. Salcines is a native of West Tampa and a retired Appellate Judge of the District Court of Appeal. He was our elected State (Prosecuting) Attorney for 16 years. He was the President of the West Tampa Centennial Society; Vice President of the Tampa Historical Society, and former member of the Board of Trustees of the Tampa Bay History Center. In 1981, the West Tampa Optimist Club selected him as the Outstanding Citizen of West Tampa. In 1993, the City of Tampa selected him as the Hispanic Man of the Year. He produces documentaries on Tampa History for the City of Tampa Television station (CTTV).



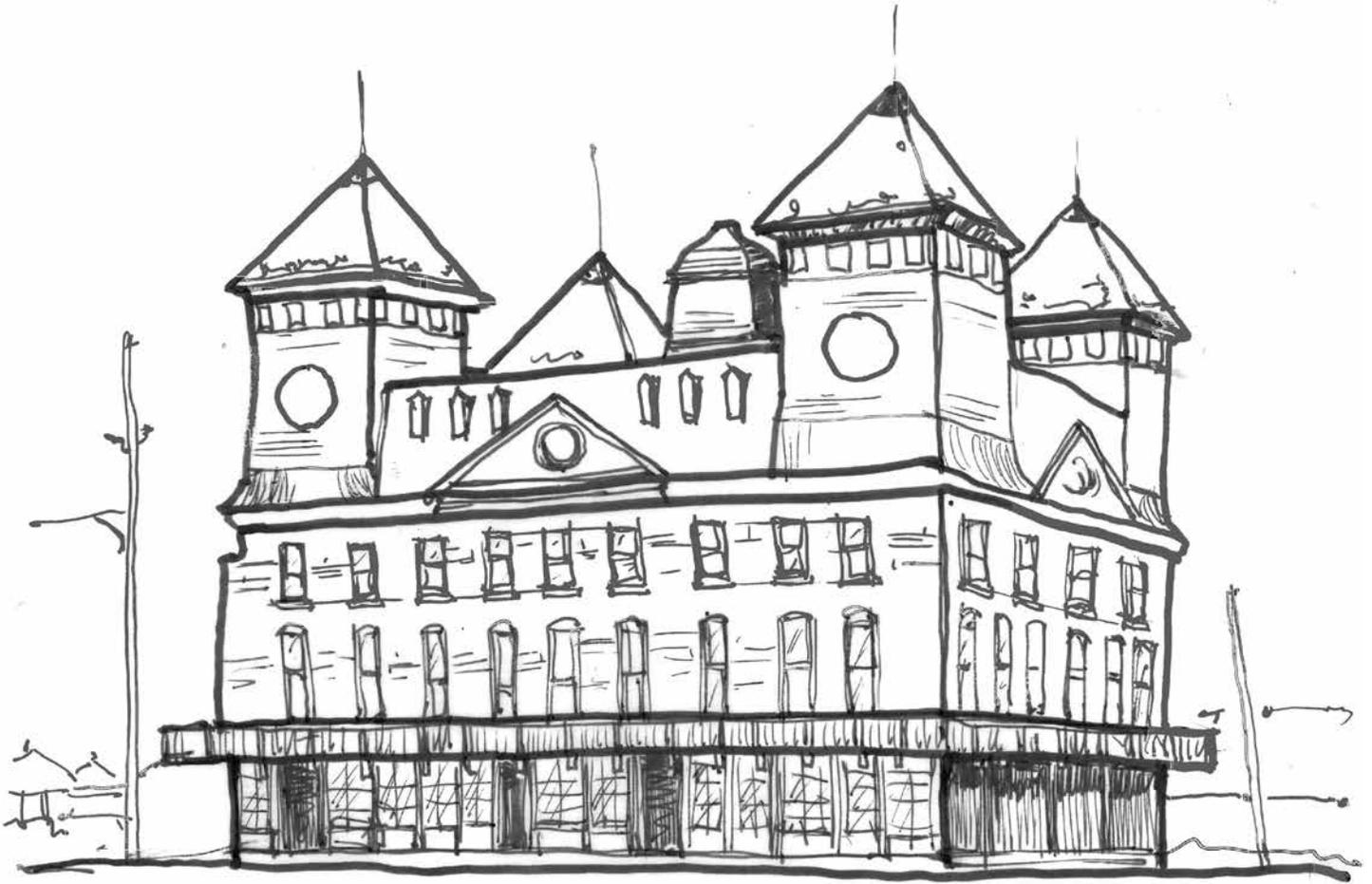
The seal of West Tampa features two cornucopias beneath the lone star of Cuba's flag.

El escudo de West Tampa cuenta con dos cornucopias debajo de la singular estrella de la bandera de Cuba.



The modern West Tampa water tower was built in 1954.

La moderna torre de agua de West Tampa fue construida en 1954.



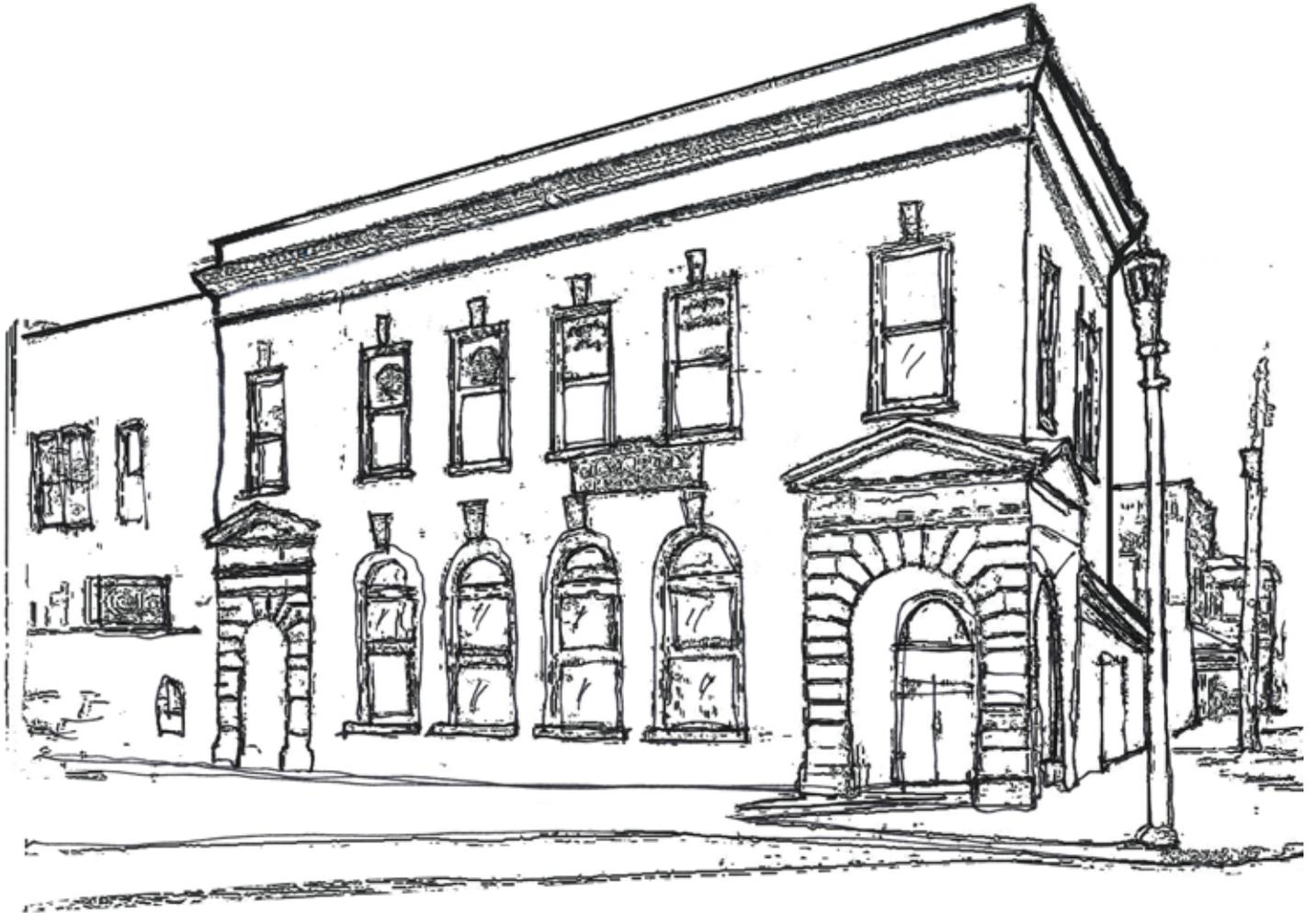
Privately built in 1895 by a Cuban club, this large building was known as Cespedes Hall as a clubhouse and opera. Named after the first president-in-arms of Cuba (Carlos Manuel de Cespedes y Quesada), the incomplete structure was purchased by the city of West Tampa and turned into its City Hall.

Financiado y construido por un club Cubano en 1895, este edificio recibió su nombre en honor al primer presidente de armas de Cuba (Carlos Manuel de Céspedes y Quesada), la parcial estructura fue adquirida por la ciudad de West Tampa y convertida en su ayuntamiento.



Tampa had been a major hub of air power during World War II. When the military left bomber base Drew Field, it became Tampa's newest airport. This photo of the Army's old terminal was taken in the late 1940s. In 1952, a new terminal opened nearby and the site was declared "Tampa International Airport."

Durante la Segunda Guerra Mundial, Tampa se había convertido en un importante centro aéreo. Cuando la base Drew Field fue desmilitarizada, esta se convirtió en el nuevo aeropuerto de Tampa. Esta foto del viejo terminal Militar fue tomada a finales de 1940. En 1952, un nuevo terminal abrió sus puertas relativamente cerca el cual fue declarado "Aeropuerto Internacional de Tampa."



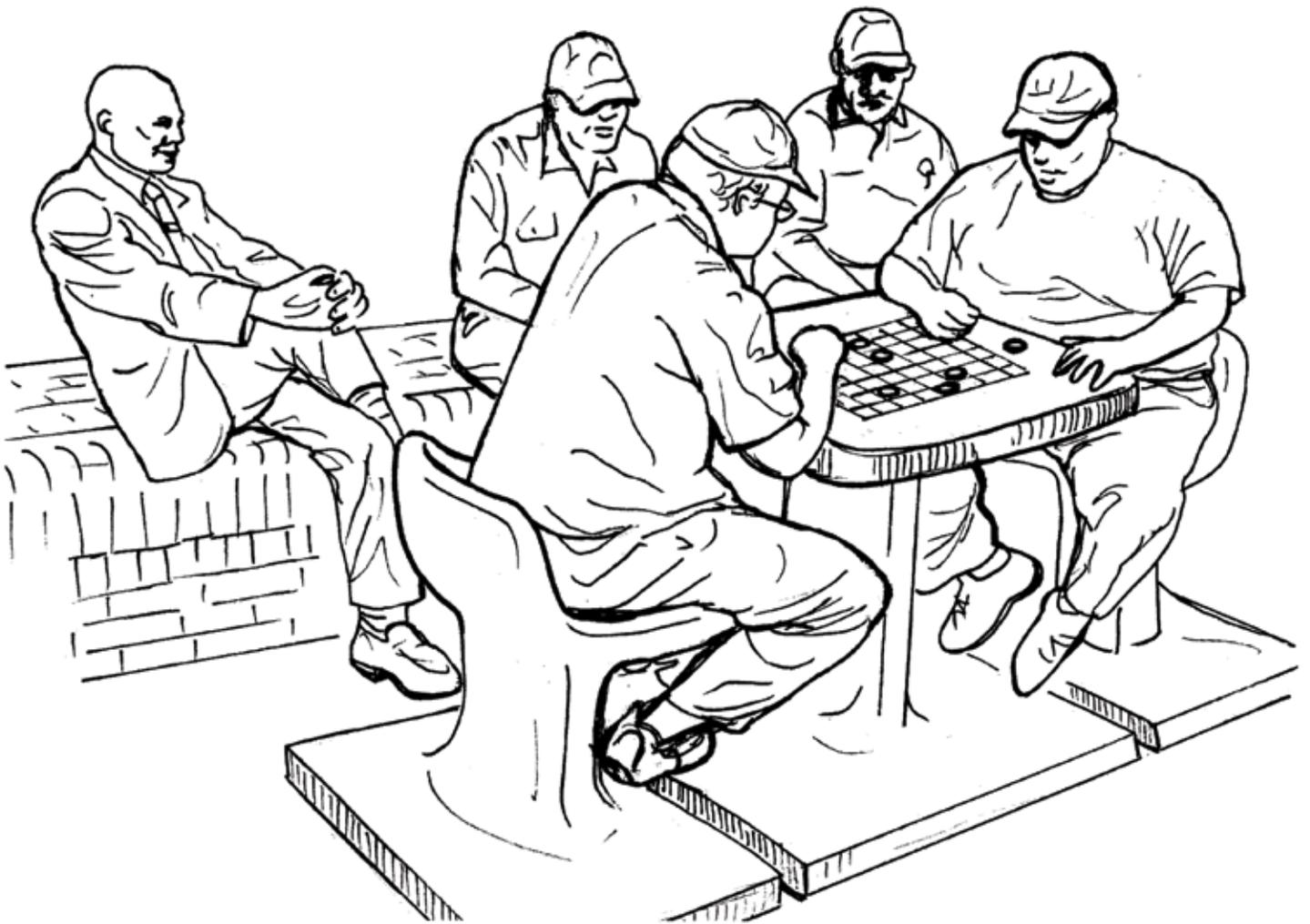
Built in 1900, the Bank of West Tampa was founded by Alonzo Clewis, who also founded the town of Clewiston in south Florida. The Fourth of July Café can be seen to the left.

El Banco de West Tampa fue construido en 1900, fundado por Alonzo Clewis, quien también fundó la ciudad de Clewiston en el sur de la Florida. Se puede observar el Café Cuatro de Julio a la izquierda.



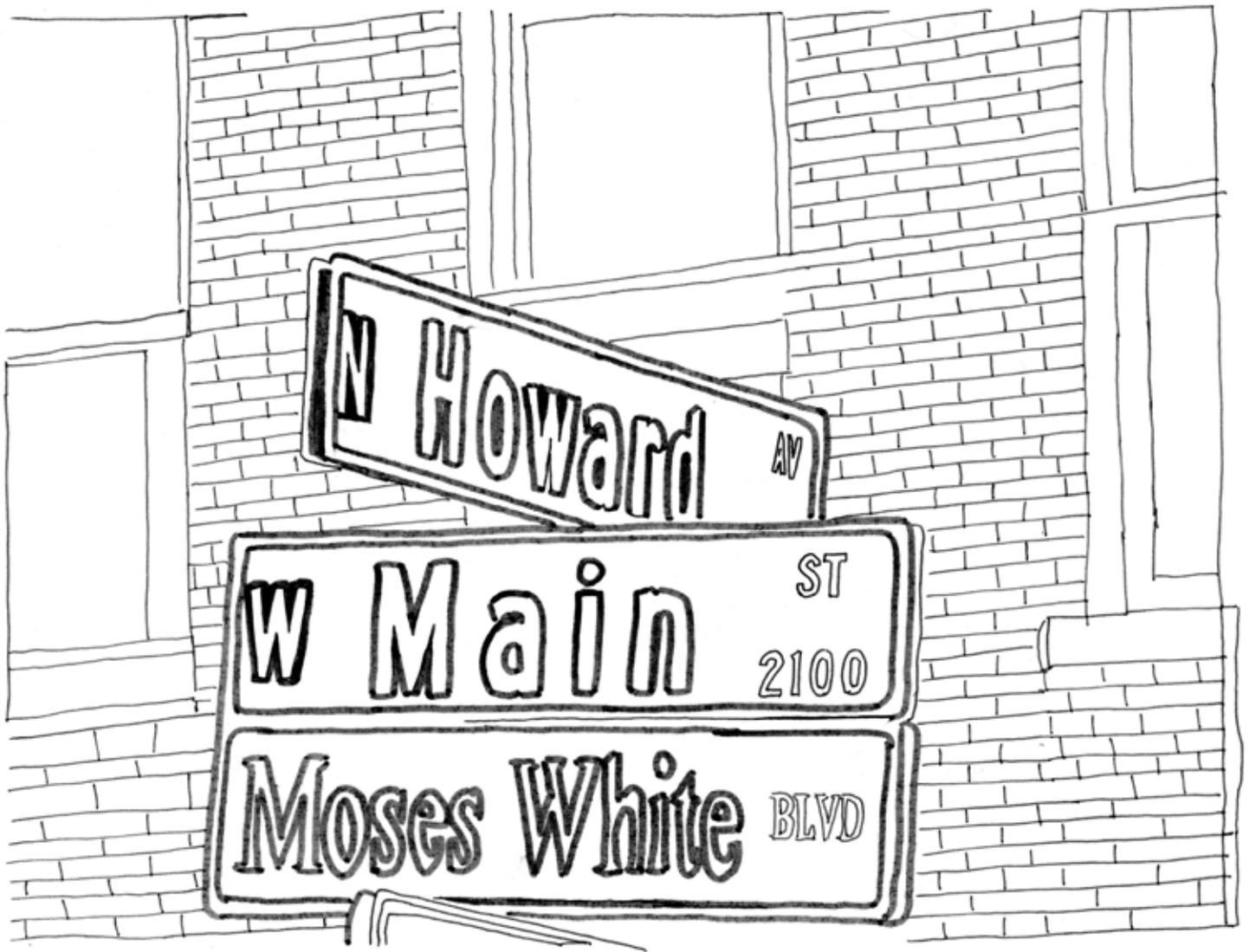
When West Tampa sought a Carnegie-financed library, cigar producer Angel Cuesta donated the land that made the West Tampa Library possible in 1914.

Cuando West Tampa investigó la posibilidad de una Biblioteca financiada por Carnegie, el productor de cigarros Ángel Cuesta donó el terreno que hizo posible la biblioteca de West Tampa en 1914.



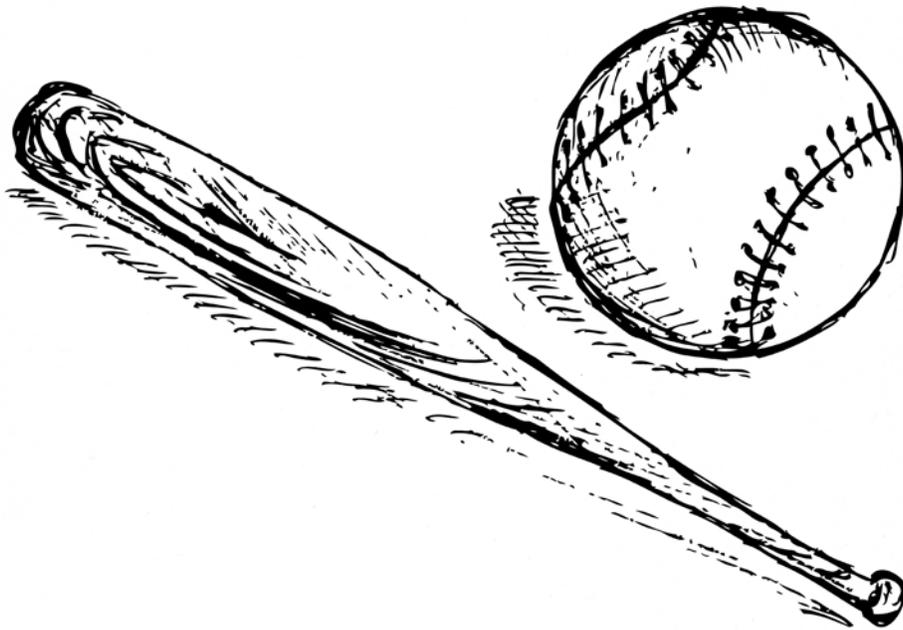
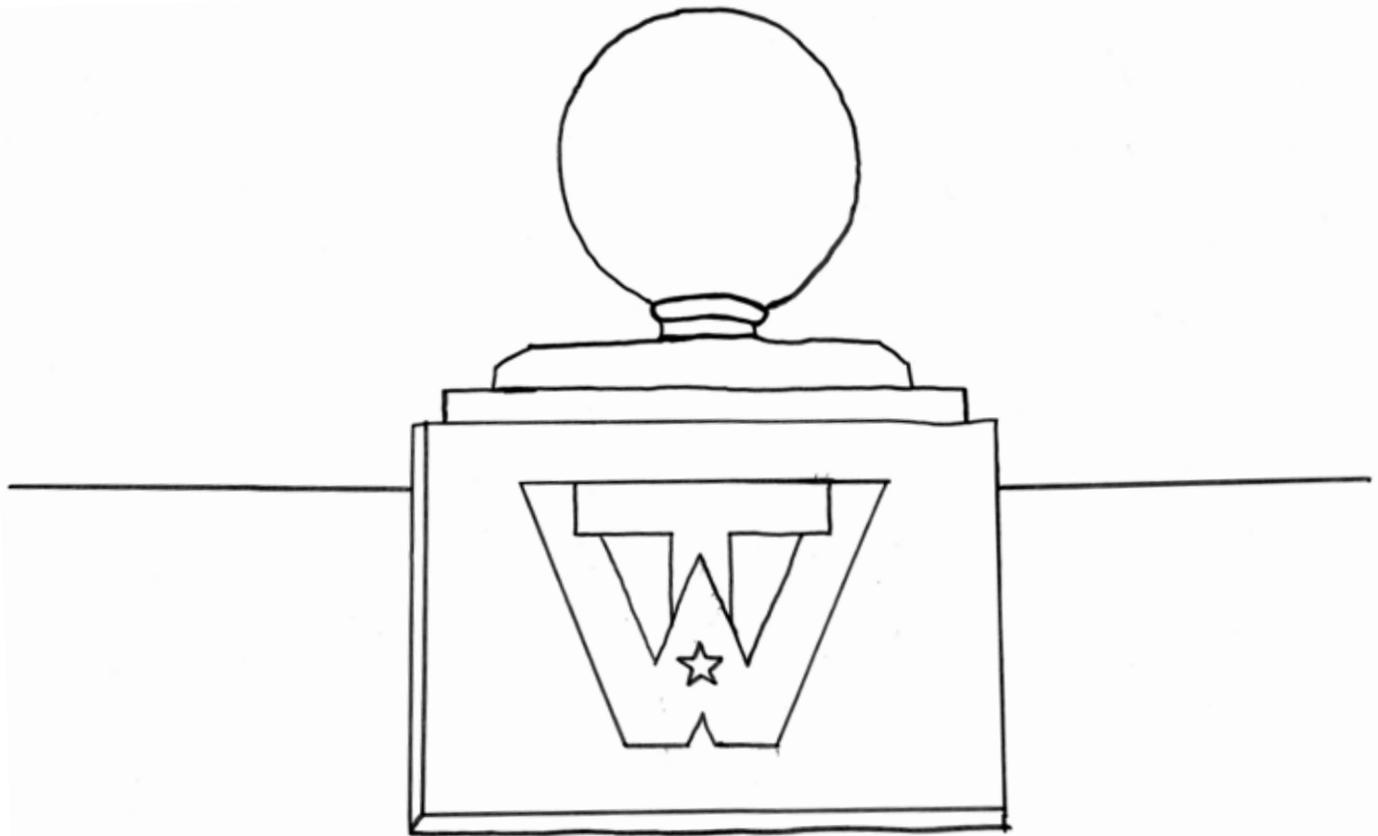
Named after department store owner Emiliano Salcines, Sr., Salcines Park is furnished with tables and seats for games and conversation at Main Street and Howard Avenue.

Nombrado en honor al propietario de almacén Emiliano Salcines, Sr., el parque Salcines, localizado en la esquina de Main y la Avenida Howard, cuenta con mesas y sillas para juegos y conversación.



Moses White, an influential African American businessman, moved his popular Cozy Corner restaurant to West Tampa. Today, he is still celebrated on this stretch of Main Street.

Moses White, un influyente hombre de negocios afroamericano, trasladó su popular y acogedor restaurante a West Tampa. Todavía hoy, él es celebrado en este tramo de la Calle Main.



Generations of immigrants and their children fell in love with baseball, making West Tampa a hotbed of Little League activity for many years. This monument pays tribute to West Tampa's Little League team that became the world champion in 1970.

Generaciones de inmigrantes y sus hijos se enamoraron del deporte de béisbol, haciendo de las pequeñas ligas de West Tampa, el centro de actividades durante muchos años. Este monumento rinde homenaje al equipo de Pequeñas-Ligas-de West Tampa que fue consagrado campeón del mundo en 1970.



Sculpted by Steven Dickey. Al Lopez Park is in West Tampa.

Like many of Tampa's immigrants, Al Lopez was born to parents from the Spanish province of Asturias. As a talented baseball player, he worked his way up from the minor to the major leagues, eventually playing for the Brooklyn Dodgers and managing the Cleveland Indians and Chicago White Sox.

Como muchos de los inmigrantes a Tampa, Al López nació a padres de la región española de Asturias. Como un pelotero talentoso, trabajó a su manera hasta de los menores a las grandes ligas, eventualmente jugando para los Dodgers de Brooklyn y administración de los indios de Cleveland y medias blancas de Chicago.



St. Joseph Church was built in 1903 at Albany and Walnut. The church bought a neighboring cigar factory and established the Academy of Holy Names, which moved into its present site in 1929.

La Iglesia San José fue construida en 1903 entre las calles Albany y Walnut. La Iglesia compró una fábrica de cigarros en el vecindario y estableció La Academia de los Nombres Santos, la cual fue relocalizada a su actual local en el 1929.



The new St. Joseph Church was built in the 1960s at Cherry Street and Gomez Avenue.

La nueva Iglesia San José fue construida en la década de 1960 en la calle Cherry y la avenida Gómez.



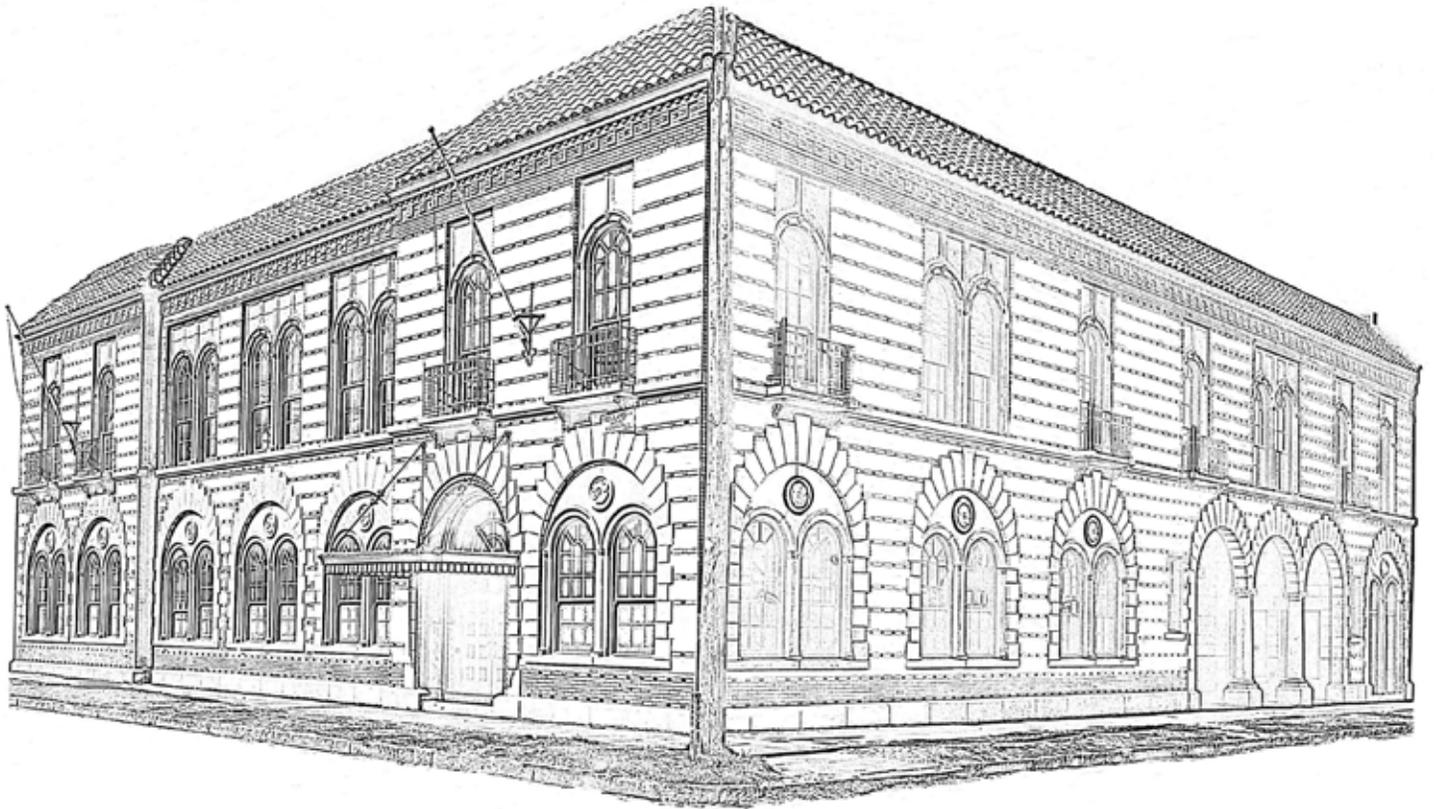
Cigar producer Angel Cuesta financed most of the school that bore his name.

El fabricante de cigarros Ángel Cuesta financió gran parte de la escuela que llevo su nombre.



The Centro Español club, also known as “The Palace,” is perhaps the most distinctive building in West Tampa. The structure was completed in 1912, with the popular Royal Theater inside.

El Club del Centro Español, también conocido como “El Palacio” es quizás el edificio más distintivo en West Tampa. La estructura fue terminada en 1912 e incluía el popular Teatro Real.



When members of L'Unione Italiana argued, some discontented members established a Sicilian Club in West Tampa. Tension between northern and southern Italians was common at the time, and most of Tampa's Italian settlers came from Sicily.

Descontentos miembros de la Union Italiana establecieron el Club Siciliano en West Tampa. Tensión entre italianos del norte y el sur eran comunes en ese tiempo, y la mayoría de los colonos italianos en Tampa eran oriundos de Sicilia.



The Cuesta-Rey factory. Accidental fires were a constant peril for cigar factories, so most owners built water towers (top left) nearby to supply sprinklers and firemen.

La Fábrica Cuesta-Rey. Incendios accidentales eran un constante riesgo para las fábricas de cigarros, por lo que la mayoría de los dueños construyeron torres de agua (parte izquierda superior) adyacentes, las cuales suministraban agua a la fuente de aspersores de riego y a bomberos.



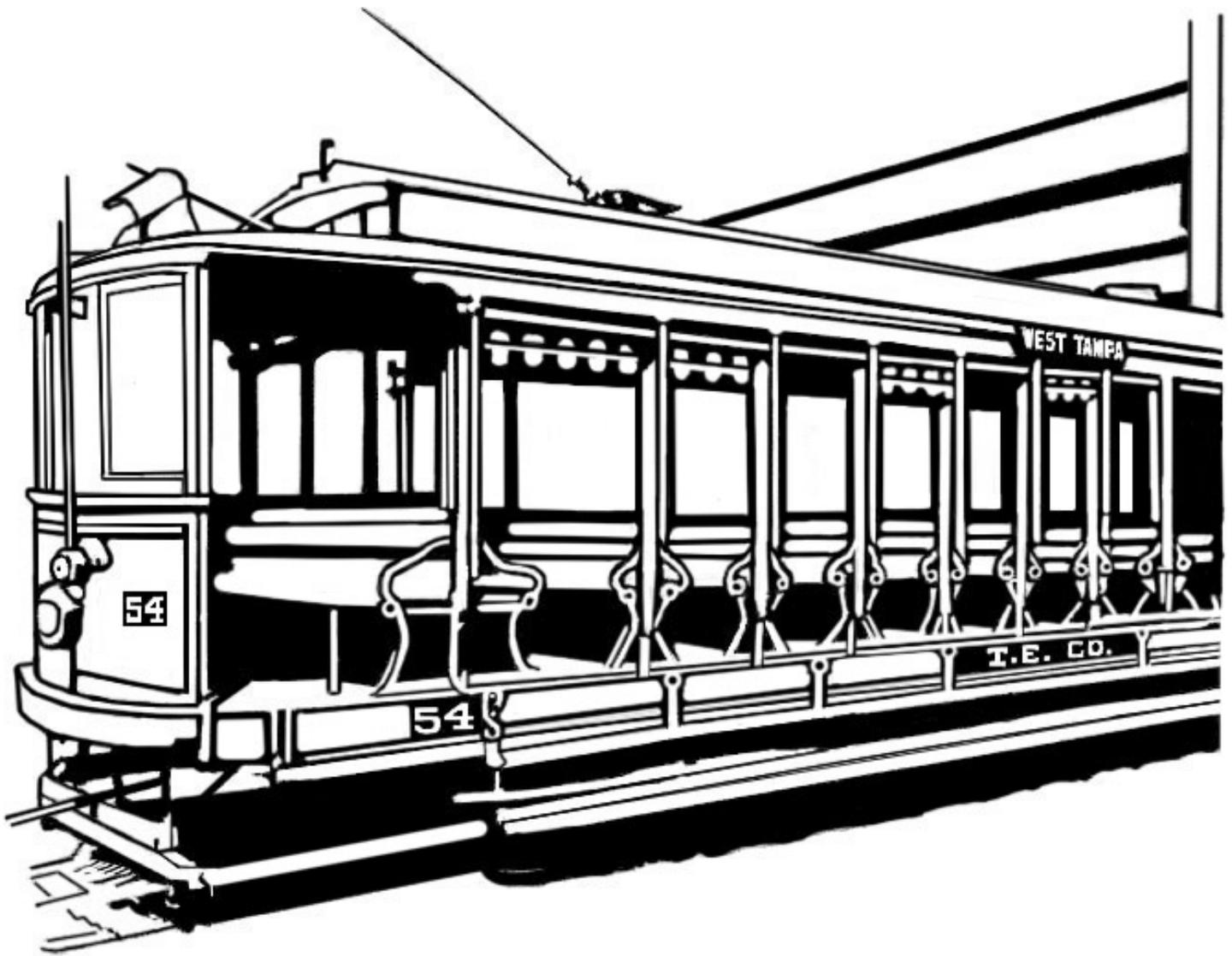
Cigar boxes became collectible items in and of themselves.

Las cajas de cigarros se convirtieron en artículos de colección.



Known as the Berriman-Morgan Factory, this iconic structure has begun a new life outside of the tobacco industry.

Conocida como la factoría Berriman-Morgan, esta icónica estructura ha comenzado una nueva vida más allá de la industria del tabaco.



Watchful mothers used to say to their children, “If the streetcar doesn’t go there, you have no business going.” Sadly, many streetcar systems all over the nation were mostly demolished in the late 1940s.

Las vigilantes madres solían decirle a sus hijos, “si el tranvía no va a ese lugar, tú no tienes ningún negocio en ir allí.” Lamentablemente, muchos la mayoría de los sistemas de tranvía en la nación fueron demolidos a finales de 1940.



Long before supermarkets, grocery stores mostly carried dry goods and shelf-stable products. Customers went elsewhere for meat, seafood, baked goods, and produce.

Mucho antes de los supermercados, las tiendas de abarrotes principalmente vendían productos secos y alimentos que podían mantener a temperatura ambiente. Los clientes visitaban otras tiendas para sus compras de carne, mariscos, repostería y vegetales.



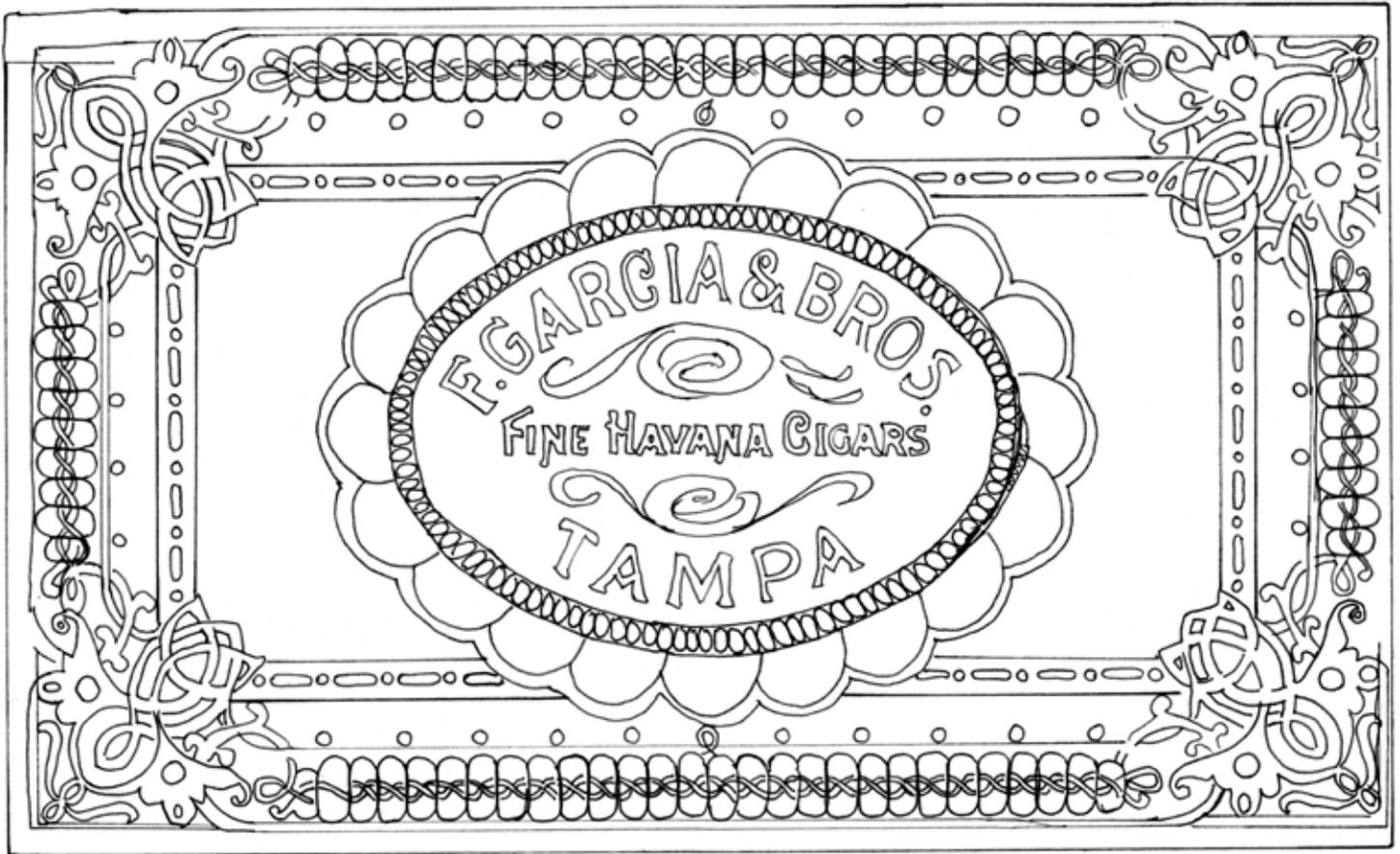
Julius Ellinger moved his cigar factory from Key West in 1893, but West Tampa did not yet have a name. Some called it Ellinger City and later, when J.W. Roberts bought the factory in 1909, Roberts City. Several other communities, later consolidated into West Tampa. Cuban patriot Jose Marti once visited the factory.

Julius Ellinger trasladó su fábrica de cigarros en Cayo Hueso en 1893, pero West Tampa aún no tenía su nombre designado. Algunos la llamaban Ciudad Ellinger y luego en 1909, cuando J.W. Roberts adquirió esta fábrica, la llamaban Ciudad Roberts. Otras varias comunidades, fueron eventualmente consolidadas en lo que es hoy West Tampa. El patriota cubano José Martí visitó esta fábrica.



Women worked in the cigar industry, especially in certain roles. Here, workers affix labels to cigar boxes.

Las mujeres trabajaban en la industria del cigarro, especialmente en ciertas posiciones. Aquí, las trabajadoras fijan etiquetas a las cajas de cigarro.



THE ORIGINAL GARCIA HAVANA CIGAR MADE IN TAMPA

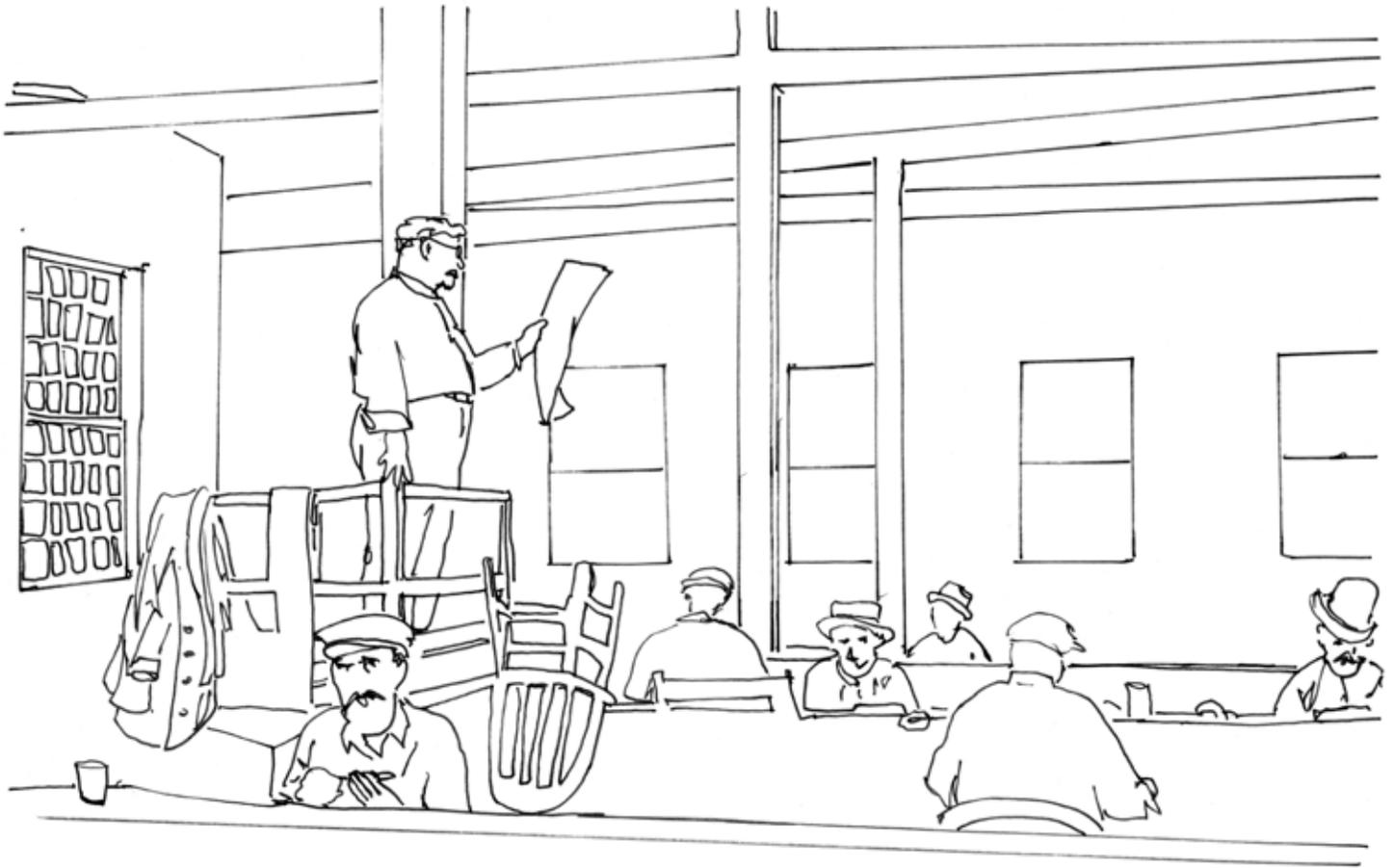
Through a painstaking process known as chromolithography, artisans created brilliantly-colored labels to market their products.

A través de un laborioso proceso conocido como Cromolitografía, artesanos crearon brillantes etiquetas de color para promover sus productos.



Cigar producers sometimes employed children to save money. Child labor was made illegal several years after this photo was taken.

Con el propósito de ahorrar dinero, los fabricantes de cigarros a veces empleaban niños. Varios años después de que esta foto fue tomada, el empleo de niños fue hecho ilegal.



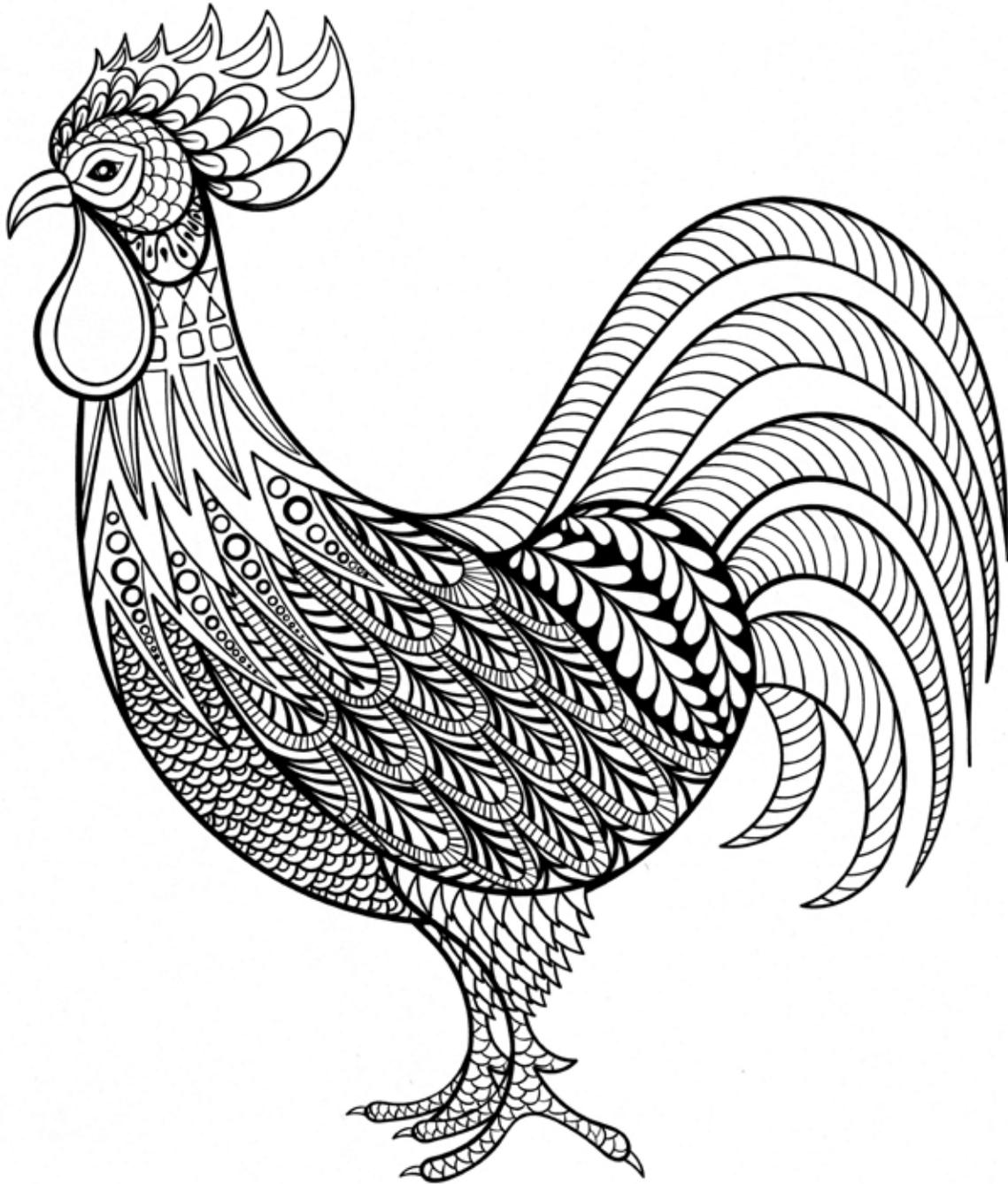
These cigar workers were rather cozy with the lector, a paid speaker who read the news and literature to workers. Few other industries employed black and white workers side by side.

Los tabaqueros tenían una relación grata con el lector, un orador que recibía paga por leer las noticias y literatura a los trabajadores. Pocas industrias empleaban a ambos trabajadores blancos y afroamericanos para trabajar juntos.



These houses, also known as casitas (little houses), were the most common houses in old Tampa. The simple, reasonably-priced wooden houses made home ownership possible for the working class. Immigrant families usually populated their yards with chickens and fruit trees.

Estas casas, también conocido como casitas (pequeñas casas), fueron las casas más comunes en la vieja Tampa. Estas sencillas casas de madera con un precio razonable, permitían la adquisición de vivienda a la clase obrera. Las familias de inmigrantes generalmente mantenían en sus patios gallinas y árboles de fruta.



The free-ranging rooster remains a symbol of Tampa's immigrant communities to this day.

Hasta hoy, el gallo de corral es un símbolo de las comunidades de inmigrantes de Tampa.

OPTIMO

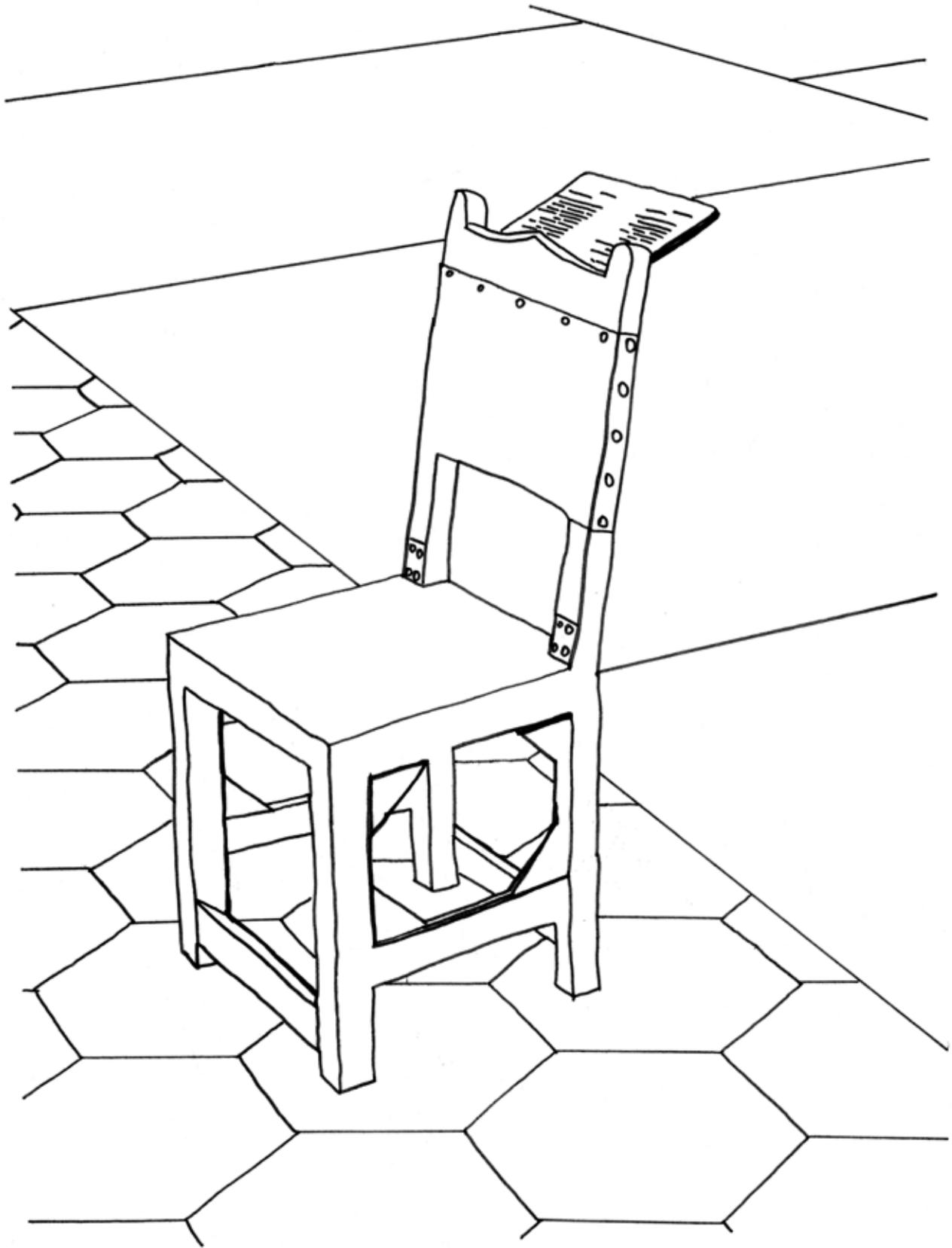


A. SANTAELLA Y CA - FLORIDA

25 CIGARS

In 1900, Antonio Santaella & Company moved to West Tampa, and created the popular Flor Mia and Optimo brands.

En 1900, Antonio Santaella & Company se trasladó a West Tampa y creó las populares marcas Flor Mia y Optimo.



Most cigar workers used simple wooden chairs with the seats and backs covered in leather.

La mayoría de los tabaqueros utilizaban simples sillas de madera con el asiento y respaldo cubierto en cuero.

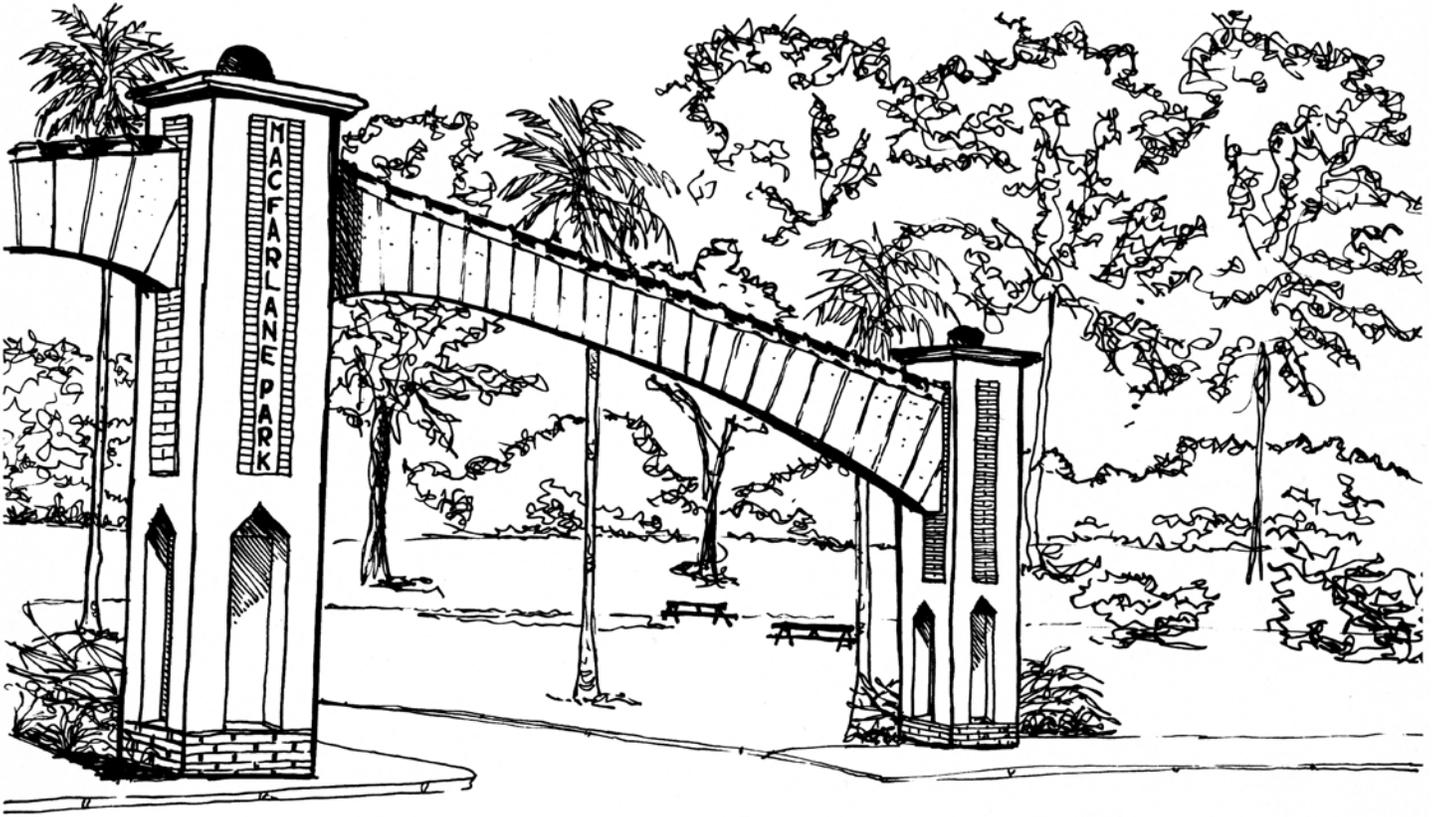


Kaleidoscope: A Heritage of Color

By Edgar Sanchez Cumbas & Guillermo Portieles

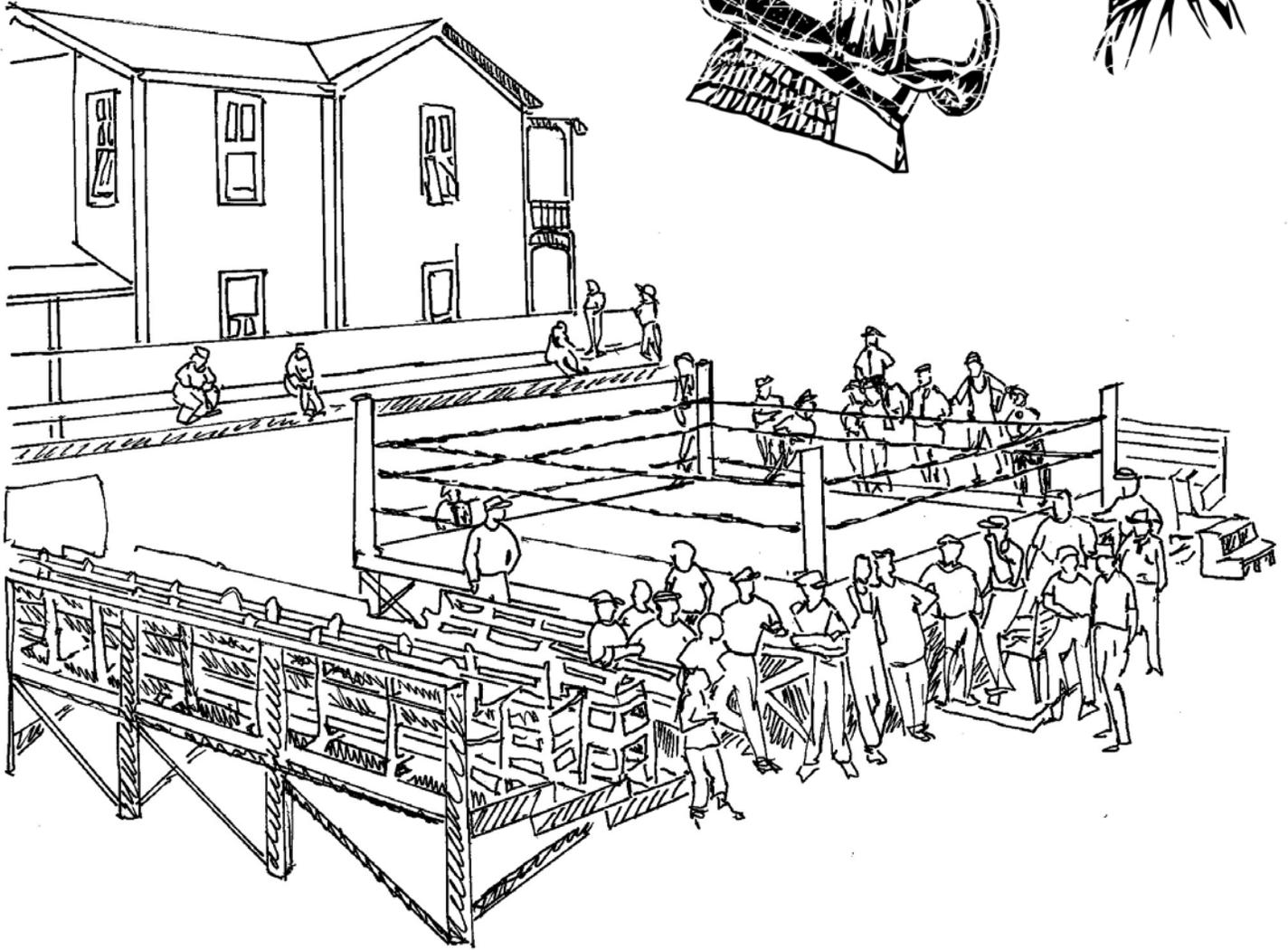
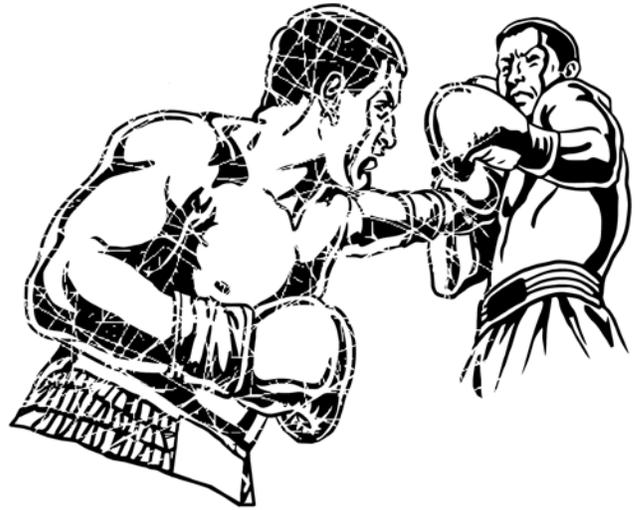
This mural at Macfarlane Park honors several local icons: Robert W. Saunders, Sr., the state and local field secretary for the NAACP; Luisa Capetillo, Puerto Rican women's rights activist and the only known female lector locally; Cuban writer and patriot Jose Marti; West Tampa founder and attorney Hugh Macfarlane; and Fernando Figueredo Socarras, the first mayor of West Tampa, the first Cuban to serve in the Florida legislature, and the Republic of Cuba's treasurer.

Este mural en el Parque Macfarlane rinde homenaje a varios iconos locales: Robert W. Saunders, Sr., Secretario local y del estado de la NAACP; Luisa Capetillo, activista de los derechos de la mujer puertorriqueña y el la única mujer lector reconocida localmente; José Martí, escritor y patriota cubano; Hugh Macfarlane, fundador de West Tampa y abogado; y Fernando Figueredo Socarras, primer alcalde de West Tampa, primer cubano que sirvió en la legislatura de la Florida y tesorero de la República de Cuba.



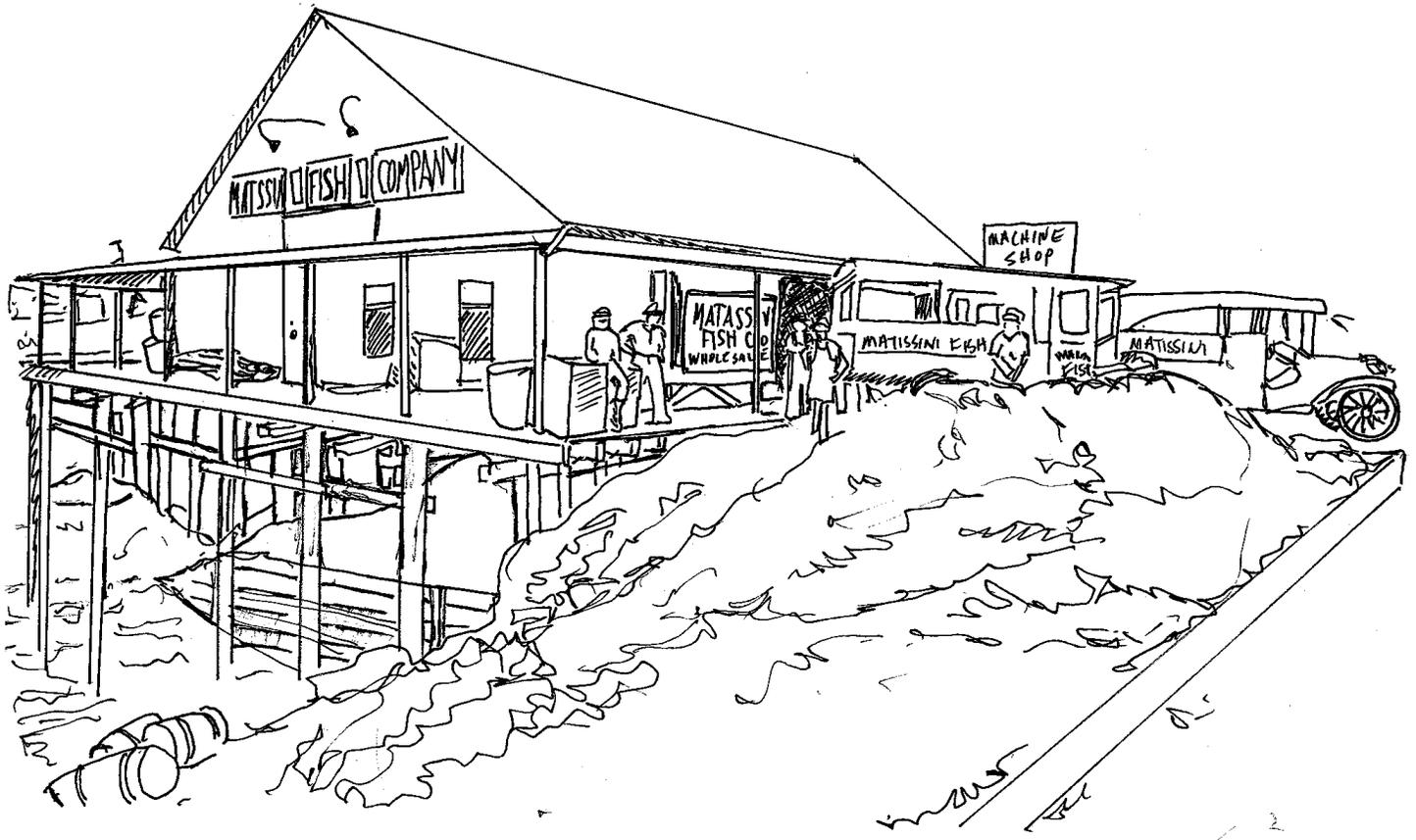
Named after Hugh Macfarlane, the founder of West Tampa, Macfarlane Park is a favorite site for recreation in the area. The archway was built in 1925, when Tampa annexed West Tampa.

Nombrado en honor a Hugh Macfarlane, fundador de West Tampa, el parque Macfarlane es uno de los preferidos lugares de recreación en el área. El arco fue construido en el 1925, cuando Tampa anexo a West Tampa.



During the desperate days of the Great Depression in the 1930s, many of West Tampa's young men took up boxing as a way to provide for their families.

Durante los desesperantes días de la gran depresión en la década de 1930, muchos de los hombres jóvenes de West Tampa boxeaban para ayudar a proveer a sus familias.



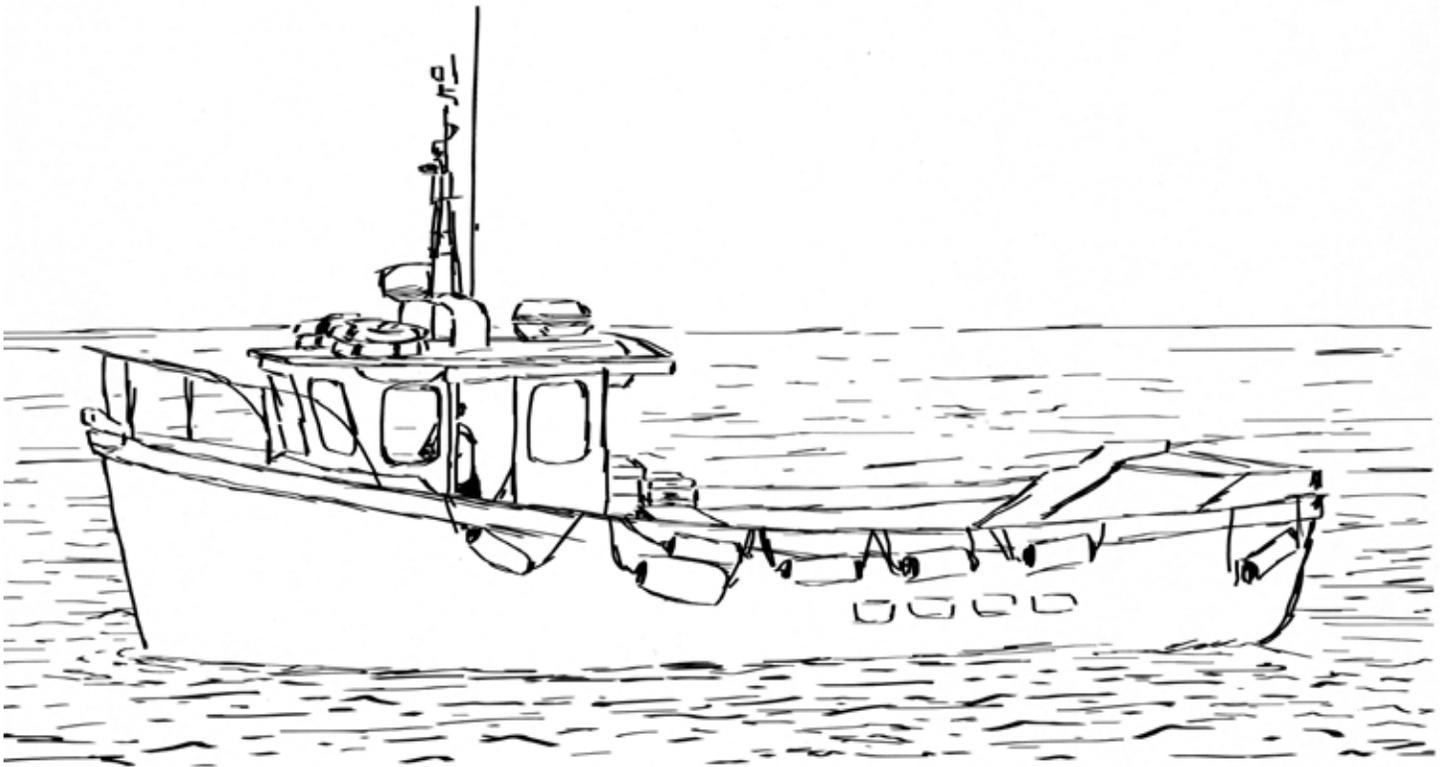
The Matassini Fish Company personnel pose in front of the building.

Los empleados de empresa de pescadería Matassini posan delante del edificio.



Tampa's surrounding waters are home to a number of different fish including snook, grouper, tarpon, and kingfish.

Las aguas que rodean a Tampa son hábitat para muchas especies diferentes de peces como el cabezada, dorado, tarpon, y el martin pescador.



Typical shrimp or fishing boats are rather small, but there is nothing small about the work performed by their crews.

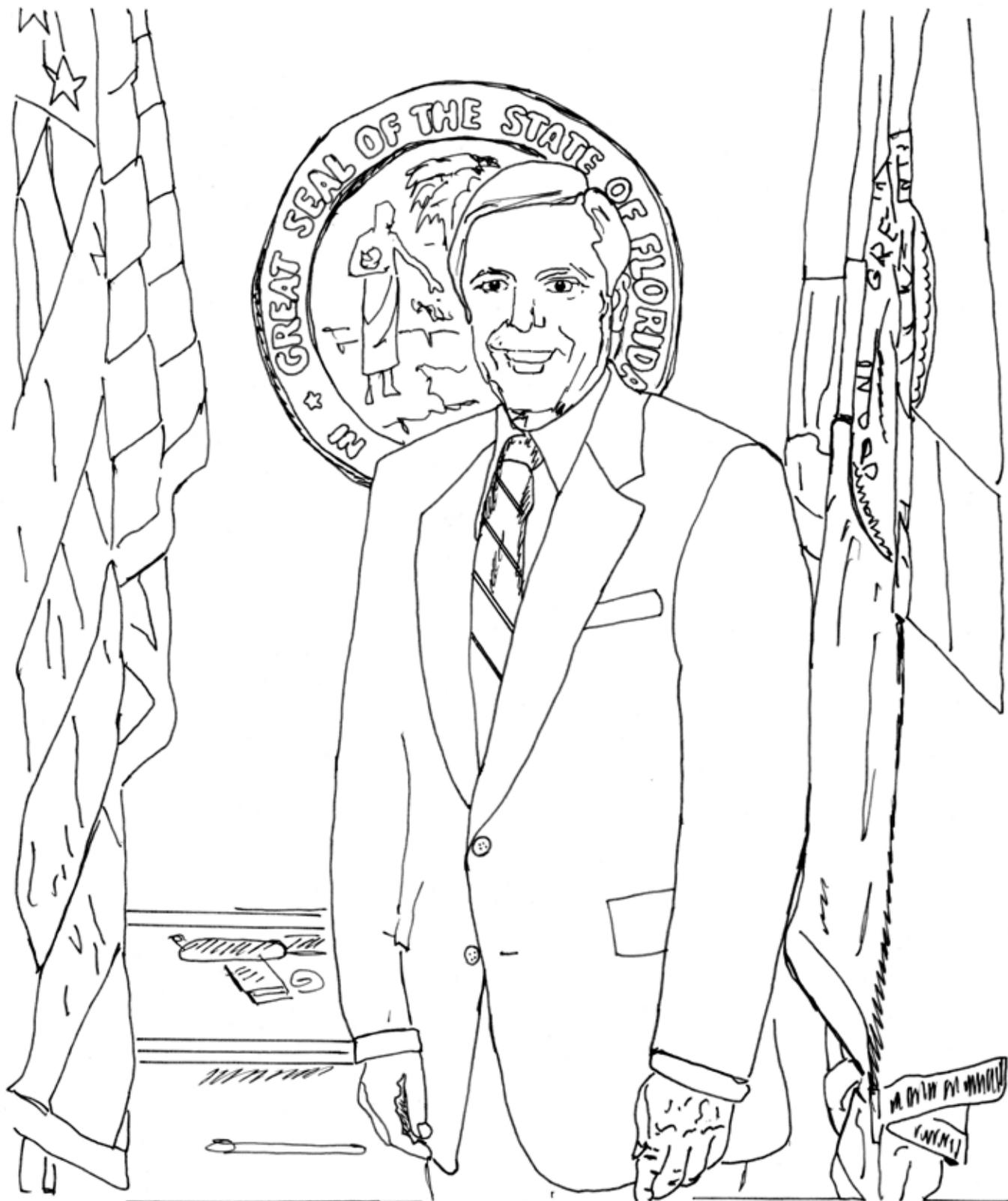
Los típicos botes para la pesca de camarones y pescado son generalmente pequeños, pero no hay nada pequeño, en relación al trabajo que realizan sus tripulantes.



Sculpted by Harrison Covington.

West Tampa native, George Edgecomb, was Hillsborough County's first African-American Assistant State Attorney and judge. Hillsborough County's George E. Edgecomb Courthouse is named in his honor.

George Edgecomb, nativo de West Tampa, fue el primer africano-americano asistente fiscal y juez del Condado de Hillsborough. La sala judicial George E. Edgecomb del Condado de Hillsborough fue nombrada en su honor.



Born in West Tampa, Bob Martínez served as Tampa's Mayor from 1979 until 1986. In 1987, he became Florida's first American governor of Spanish descent, and he remained in office until 1991.

Nacido en West Tampa, Bob Martínez sirvió como alcalde de Tampa desde el 1979 hasta el 1986. En 1987, se convirtió en el primer gobernador norteamericano de la Florida de ascendencia latina, y permaneció en esa posición hasta el 1991.



Clara Frye was a nurse, and in 1908, she turned her home into a clinic for the local black community. After lobbying City Hall, the Clara Frye Negro Hospital opened its doors in 1923. In 1930, the city took over its management and Frye continued her work at the hospital.

Clara Frye, enfermera de profesión, convirtió su hogar en una clínica ambulatoria para la comunidad afroamericana de la localidad en el 1908. En el 1923, y luego de cabildear en la Alcaldía Municipal, el Hospital de Negros Clara Frye abrió sus puertas. A pesar de que el hospital pasó a manos de la ciudad en el 1930, la enfermera Frye continuó sus labores caritativas en la institución.



A portrait of a young George Guida, who went on to great success selling appliances and floor supplies in his store.

Retrato del joven George Guida, quien eventualmente tuvo gran éxito en su tienda como vendedor de aparatos electrodomésticos y accesorios para pisos.



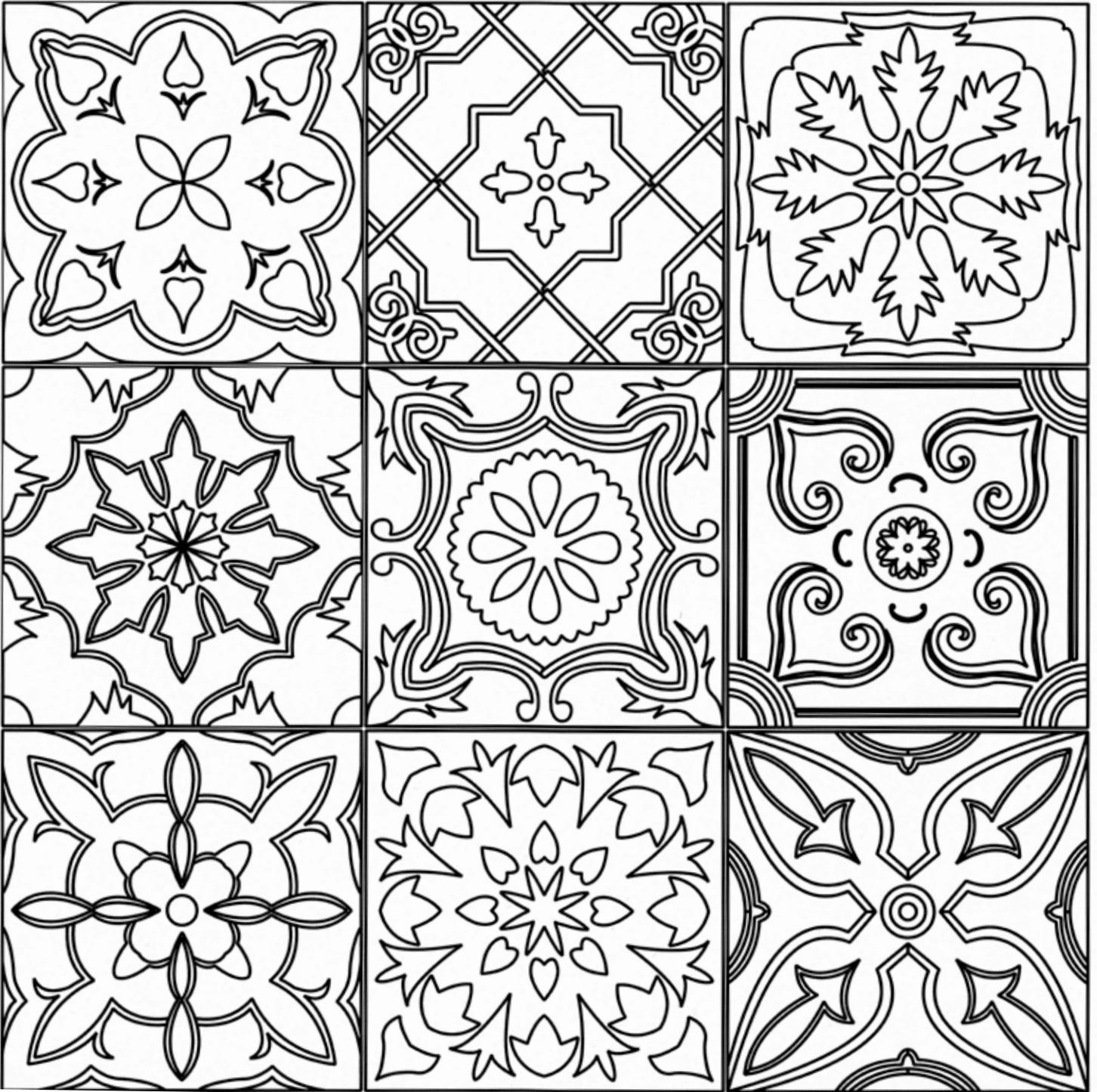
Led by local black entertainer Leon Claxton, the Harlem in Havana song and dance revue blended the exuberance of black nightlife and dancing of Harlem with the rhythms of Havana.

Dirigida por el artista local Leon Claxton, la revista de música y baile Harlem en la Habana combinó la exuberancia de la vida nocturna y las danzas afroamericanas de Harlem con los ritmos de la Habana.



For many years, Spain and Cuba inspired as much local fashion as the United States. Here, a young lady poses with castanets.

Durante muchos años, España y Cuba influenciaron a casi el mismo nivel de los Estados Unidos, la gran parte de la moda local. Aquí, una joven posa con castañuelas.



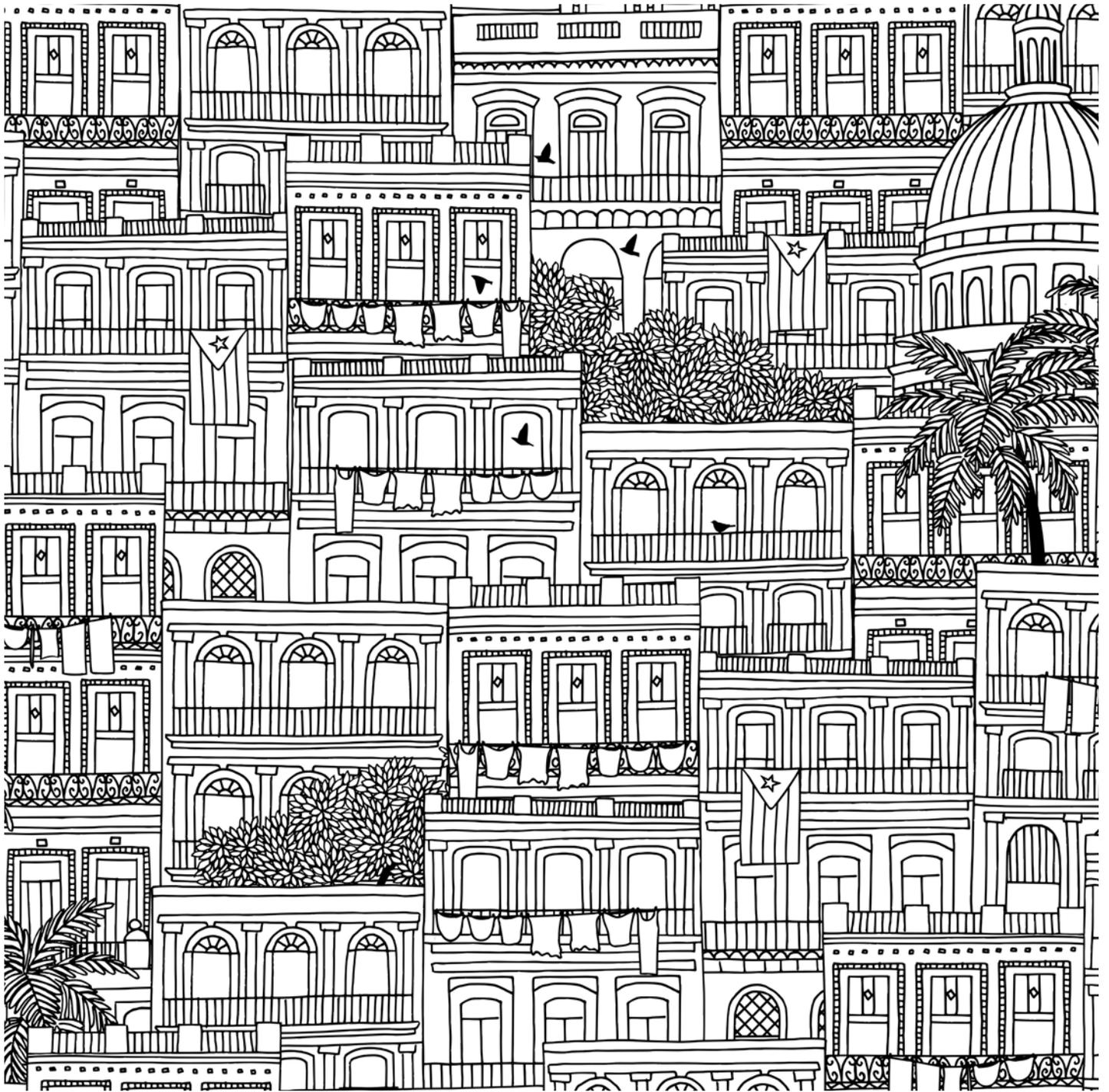
Painted tile became a form of fine art in the hands of Moorish, Spanish, and Portuguese artisans. Known as azulejos, the glazed tiles usually bore interlocking patterns inspired initially by Arabic artists in the 1200s and 1300s. Over the centuries, Iberian artists developed their own style and color palette.

La loza pintada se convirtió en una forma de arte fino en manos de artesanos moros, españoles y portugueses. Conocido como azulejos, las cerámicas esmaltadas generalmente tenían patrones entrelazados inspirados inicialmente en artistas árabes en los 1200s y 1300s. Por siglos, artistas ibéricos desarrollaron su propio estilo y paleta de colores.



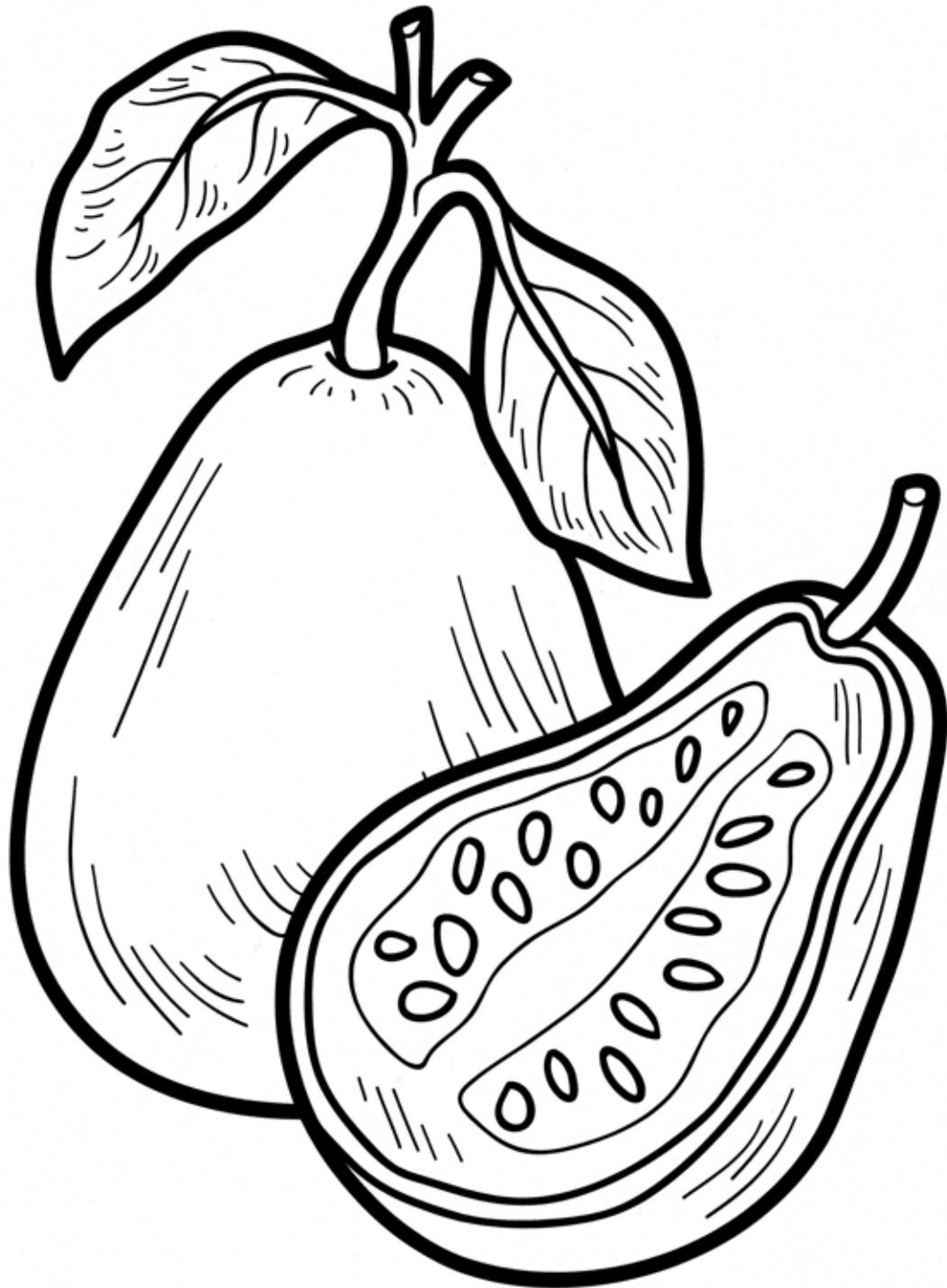
The Buena Vista Hotel was located next to the old Fortune Street Bridge. Note the wrought-iron balconies on the second floor.

El Hotel Buena Vista se encontraba cerca del antiguo puente de la Calle Fortuna. Observe los balcones de hierro forjado en el segundo piso.



West Tampa's architecture was inspired largely by the streetscapes of Havana.

La arquitectura de West Tampa fué inspirada en gran medida por las calles de la Habana.



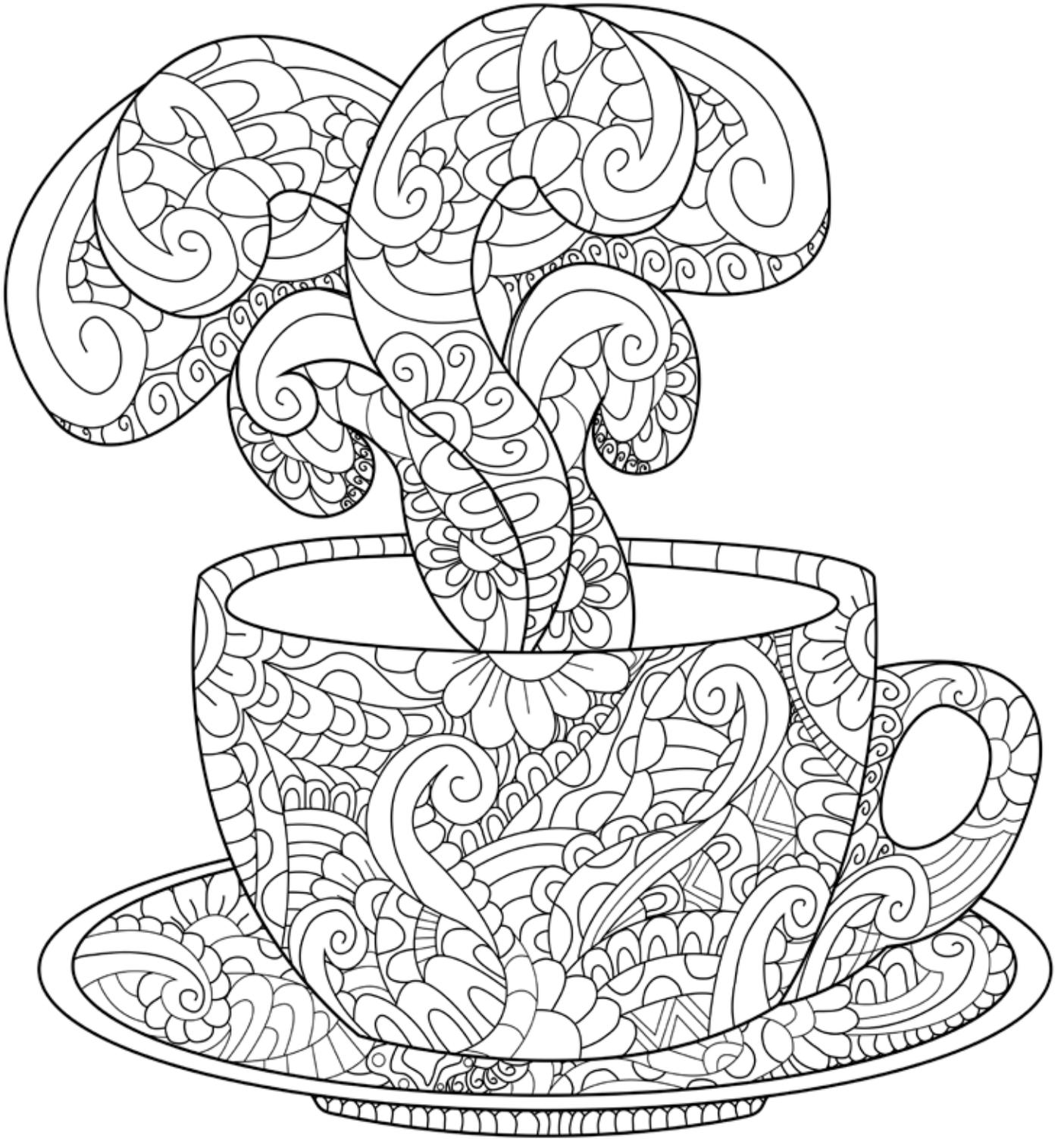
The guava was so beloved by Tampa's immigrants that the city has sometimes been called The Big Guava. Guava trees were very common locally until several winter freezes wiped out most of them. It is commonly eaten raw, prepared into baked goods, or processed into jellies and pastes. Although the fruit is common in Latin America and Asia, it is especially beloved by Cubans.

La guayaba era la fruta favorita de los inmigrantes a Tampa y la ciudad ha sido a veces llamada La Gran Guayaba. Los arboles de guayaba eran muy comunes localmente hasta que varios inviernos congelaron y destruyeron la mayoría de estos. Comúnmente la guayaba se come cruda o preparada en postres al horno o es transformada en jaleas y pastas. Aunque la fruta es común en América Latina y Asia, es especialmente la favorita de los cubanos.



This proud worker shows off his work, yard-long loaves of Cuban bread. Long, thin strips of palmetto leaf serve to split the top of the loaves.

Este orgulloso trabajador muestra su trabajo, barras de pan cubano una yarda de largas. Delgadas y largas tiras de hojas de Palmetto son utilizadas para dividir la parte superior de los panes.

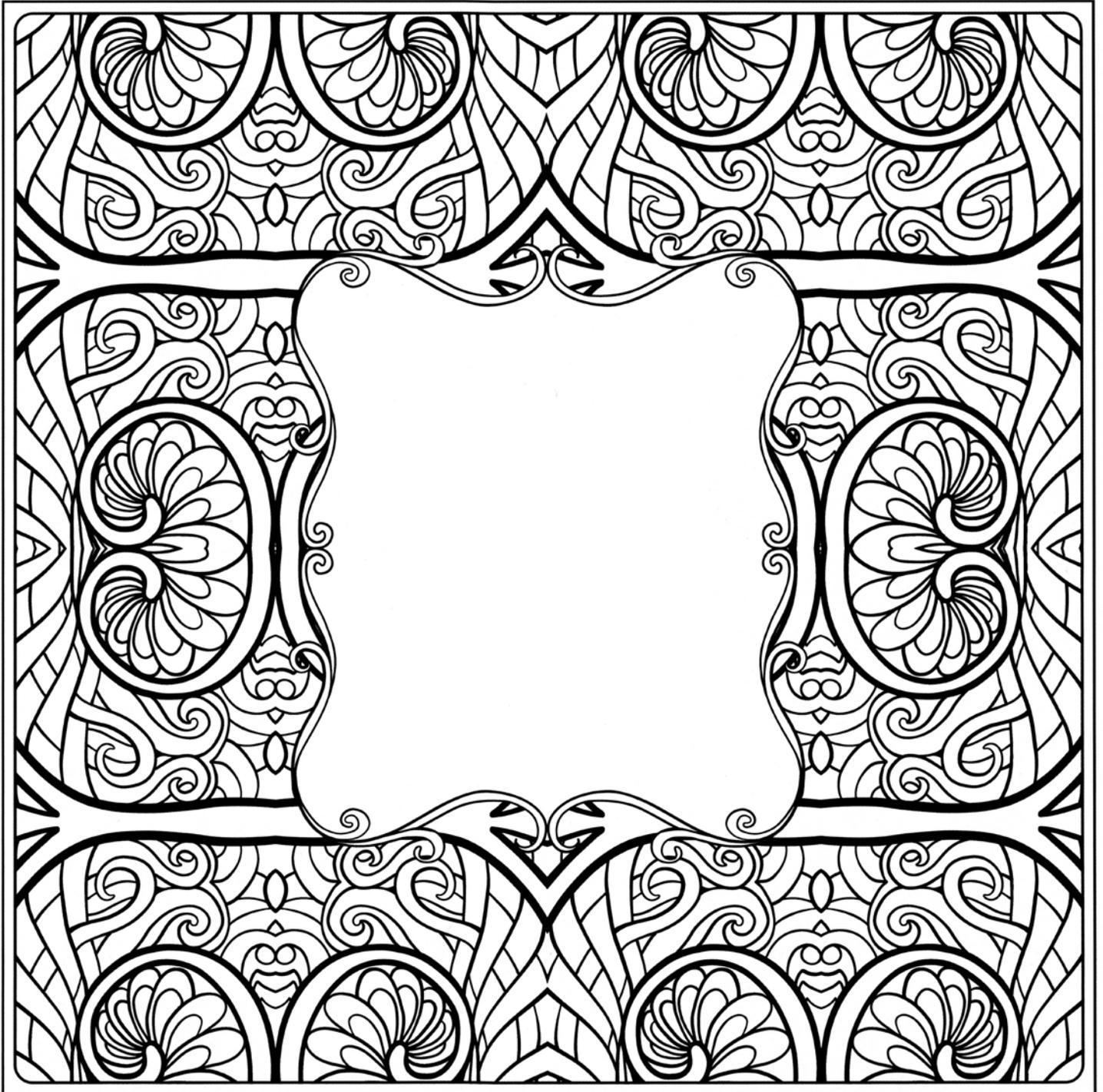


Café con leche was introduced to Tampa by immigrants, and it remains popular today. Although it tastes much stronger than typical coffee, it actually has less caffeine.

Café con leche fue presentado a Tampa por los inmigrantes, y sigue siendo popular hoy en día. Aunque tenía un sabor mucho más fuerte que el típico café, en realidad contiene menos cafeína.

ACTIVITY

PAGES



Draw Yourself in the Picture Frame

Name: _____

Created with TheTeachersCorner.net [Word Search Maker](#)

WEST TAMPA WORD SEARCH

Z W D H S L O N A P S E O R T N E C E R
D A E O A V A U G E E E W N I R Q M J O
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ARMENIA AVENUE
CIGARS
GUAVA
STREETCAR
LAGACETA
CENTROESPAÑOL
ROUGH RIDERS

MACDILL
BASEBALL
TOBACCO
IMMIGRATION
ALESSIBAKERY
MACFARLANE
LAUREL STREET BRIDGE

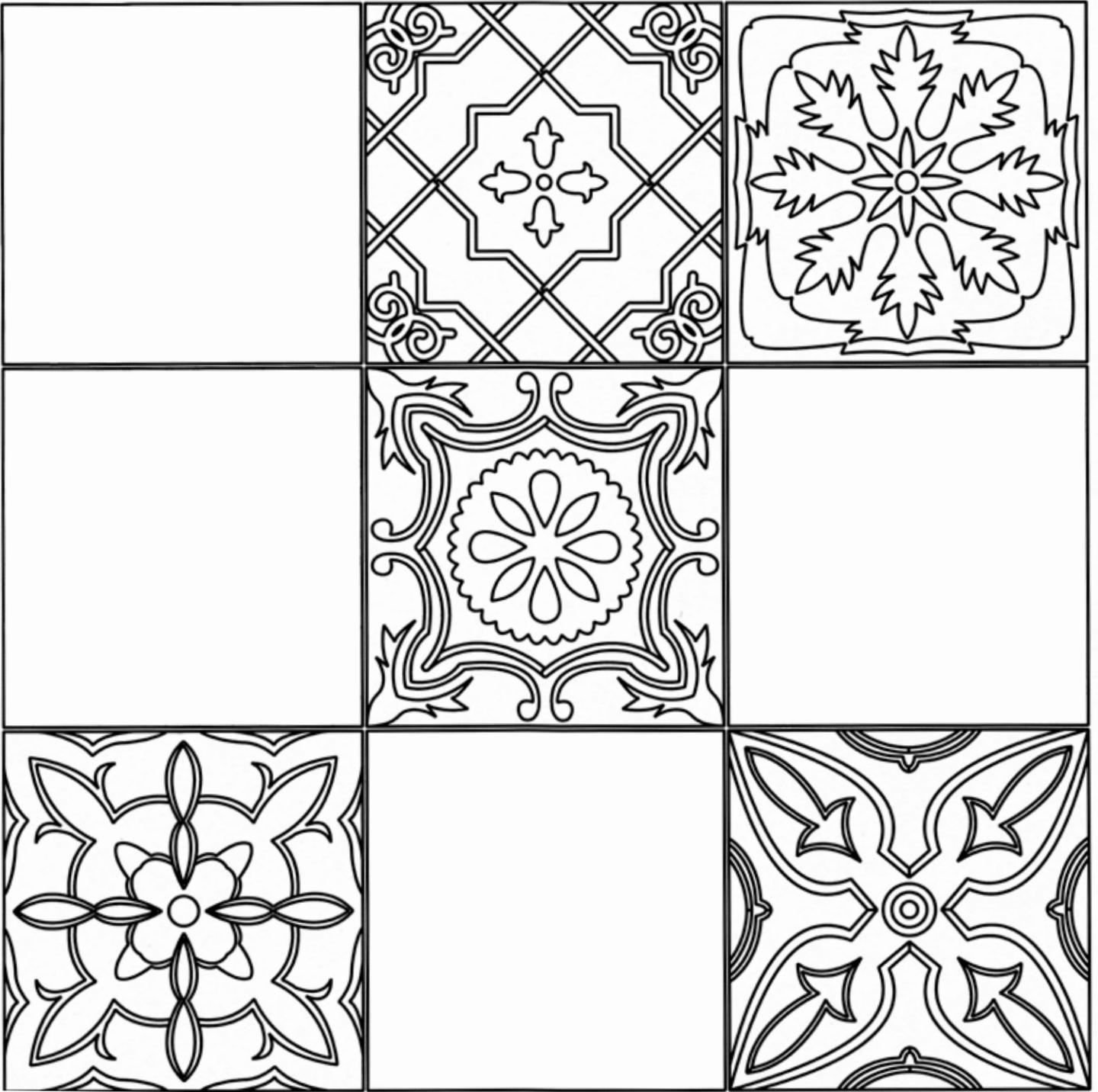
ROOSTERS
HILLSBOROUGH RIVER
CUESTAREY
ARMORY
HOWARD AVENUE
WRESTLING
JEFFERSON HIGH SCHOOL



WHAT DOESN'T BELONG?

This 1946 photo is of a play yard on the corner of Albany Avenue and Union Street, next to the Rosa Valdes Methodist Mission.

Circle the five items that don't belong in 1946.



Design Your Own Tile

West Tampa Notables Matching Game

Write the number of the person next to their accomplishments.

1. Frances Pettingill
2. Bob Martinez
3. Antonio Santaella
4. Delano Stewart
5. Alicia Gonzalez Neve
6. Alfonsia Ferrante
7. Garland Stewart
8. Andrew Carnegie
9. Sister Marie Celeste
10. Robert "Bob" Saunders
11. Hugh Macfarlane
12. Elisa Moris
13. Leon Claxton
14. E.J. Salcines
15. Fernando Figueredo
16. Luisa Capetillo
17. Marie Jackson Wimberly
18. George Edgecomb
19. Lou Piniella
20. Tony La Russa
21. Rosa Valdez

____ First Mayor of West Tampa, from 1895-1896.

____ Led Tampa's popular Front Social Club selling food to the Cuesta-Rey Factory during the Great Depression.

____ Helped fund an orphanage and an industrial school for boys.

____ Founder of the Santaella Cigar Factory, one of the largest cigar factories in Tampa.

____ Puerto Rican women's rights activist and only known female cigar factory lecturer in Tampa.

____ Produced *Harlem in Havana*, a popular traveling revue of Royal American Shows, from the 1930s through the 1960s.

____ Hall of Fame baseball player and manager of 33 years, guiding his teams to earn three World Series titles.

____ Revitalized West Tampa as Mayor and became the 40th governor of Florida.

____ Started a preschool, which grew to teach 3,000 students, by the time she was 98 years old.

- _____ The first African-American public defending lawyer in Hillsborough County.
- _____ Head of NAACP in Tampa during the turbulent Civil Rights era.
- _____ Northern industrialist-philanthropist who, in 1914, funded Hillsborough County's first public library, the West Tampa Free Public Library.
- _____ Head of Pettingill & Co., booksellers and stationers, and was influential in the development of West Tampa.
- _____ Established a small school in West Tampa for immigrants moving to the area.
- _____ Civil rights pioneer and Hillsborough County School District's first African-American administrator.
- _____ Professional baseball player (outfielder) for 16 seasons, then managed several teams and was named Manager of the Year three times.
- _____ Was administrator of St. Joseph's Hospital for 27 years, and later became the CEO of Allegany Health Systems.
- _____ Esteemed icon of West Tampa who served for 16 years as Hillsborough County State Attorney and later as a State Judge.
- _____ First African-American Hillsborough County Judge and namesake of its current courthouse.
- _____ Grew up working in the cigar industry in West Tampa, later opening La Gold Cuban Cigar Factory in New York City.
- _____ Scottish businessman who bought 120 acres on the west side of the Hillsborough River and founded West Tampa.

-
1. Frances Pettingill & Co., booksellers and stationers, and was influential in the development of West Tampa.
 2. Bob Martinez - Revitalized West Tampa as mayor and became 40th governor of Florida
 3. Antonio Santaealla - Founder of the Santaealla Cigar Factory, one of the largest cigar factories in Tampa
 4. Delano Stewart - The first African-American public defending lawyer in Hillsborough County.
 5. Alicia Gonzalez Neve - Helped fund an orphanage and an industrial school for boys.
 6. Altonia Ferrante - Grew up working in the cigar industry in West Tampa, later opening La Gola Cuban Cigar Factory in New York City.
 7. Garland Stewart - Civil rights pioneer and Hillsborough County School District's first African-American administrator.
 8. Andrew Carnegie - Northern industrialist-philanthropist who, in 1914, funded Hillsborough County's first public library, the West Tampa Free Public Library.
 9. Sister Marie Celeste - Was administrator of St. Joseph's Hospital for 27 years, and later became the CEO of Allegany Health Systems.
 10. Robert "Bob" Saunders - Head of NAACP in Tampa during the turbulent Civil Rights era
 11. Hugh Macfarlane - Scottish businessman who bought 120 acres on the west side of the Hillsborough River and founded West Tampa.
 12. Elisa Moris - Led Tampa's Popular Front Social Club selling food to Cuesta-Rey Factory during the Great Depression.
 13. Leon Claxton - Produced Harlem in Havana, popular traveling revue of Royal American Shows from the 1930s to the 1960s.
 14. E.J. Salcines - Esteemed icon of West Tampa who served 16 years as Hillsborough County State Attorney and later as State Judge.
 15. Fernando Figueredo - First Mayor of West Tampa, from 1895-1896.
 16. Luisa Capetillo - Puerto Rican women's rights activist and only known female cigar factory lector in Tampa.
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 19. Lou Piniella - Professional baseball player (outfielder) for 16 seasons, then managed several teams and was named Manager of the Year three times.
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 21. Rosa Valdez - Established a small school in West Tampa for immigrants moving to the area.

JUMP ON THE TROLLEY!



Follow the path HOME to discover some historical sites found in West Tampa.

ALL ABOARD!

WEST TAMPA LIBRARY

When West Tampa sought a Carnegie-financed library, cigar producer Angel Cuesta donated the land that made the West Tampa Library possible in 1914.



STEWART MIDDLE MAGNET SCHOOL

This school opened to African-American students as Blake High School in 1955 and was later renamed Stewart Middle Magnet School for Garland V. Stewart, the County's first African-American assistant superintendent.



GARLAND V. STEWART
MIDDLE MAGNET
SCHOOL
1955

WEST TAMPA SANDWICH SHOP

For over 30 years, West Tampa Sandwich Shop has been serving Cuban sandwiches.



HILLSBOROUGH RIVER

JULIAN E. LAKE FIVERFRONT PARK

The 23-acre park sits just across the river from downtown and was known as a place for gatherings and cookouts.



MACFARLANE PARK ELEMENTARY

In 1926, land donated by Hugh MacFarlane became West Tampa Elementary, the first school to serve cigar makers' children. In 2004, it was renamed MacFarlane Park Elementary Magnet School. Like MacFarlane, the school has made significant contributions to the community.



WEST TAMPA WATER TOWER

The modern West Tampa water tower was painted to look like an oversized cigar label.



WEST TAMPA HOME

Sources and Credits

A.L. Cuesta School at 2301 North Tampania Avenue, front and side facades, 1936.

Buena Vista Hotel, two-story brick commercial building, 700 block La Salle Street, including Brettons Pharmacy, 1920. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

Centro Español Club building, 1906 North Howard Avenue, two-story brick with arched windows, second floor balcony and decorative brickwork, 1914. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

Cigar factory of Julius Ellinger and Company at 1322 West 9th Avenue, three-story brick building, front and side facades, Tampa Tribune Midwinter Edition, 1900, Tampa, Florida.

Cigar label for Cuesta-Rey Cigar Company, n.d. , Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Cigar label for F. Garcia and Brothers Cigar Company, 1895. Courtesy of USF Libraries Special Collections, Tampa, Florida.

Cigar label for Cuesta-Rey Cigar Company, n.d. Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Cigar label for Optimo Cigars, n.d. Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

City of Tampa, comp. *Color Me Tampa!* Tampa: City of Tampa, Florida, 2003.

Cuesta-Rey and Company, corner Howard and Ponce DeLeon Street, front and side facade of multi-story brick cigar factory, 1924. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida
Drew Field, n.d. Courtesy of Tampa International Airport, Tampa, Florida.

E. Regensburg and Sons cigar factory at 2301 Albany Avenue, 1939. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

Female dancer performing at La Verbena del Tabaco Festival, 1937. Courtesy of USF Libraries Special Collections, Tampa, Florida.

Fredericks, David. *St. Joseph's Church, 2017.* Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Fredericks, David. *Street Signs, 2017.* Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Fredericks, David. *West Tampa Little League, 2017.* Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Fredericks, David. *West Tampa Water Tower, 2017.* Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

George Guida, 1934. Courtesy of Marilyn Favata Messina and Tampapix.com, Tampa, Florida.

Governor Bob Martinez, n.d. Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

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Mendez, Armando. *Ciudad De Cigars: West Tampa.* Tampa, FL: Florida Historical Society, 1995, Florida.

Roberts City Store, n.d. Tony Pizzo Collection, Courtesy of the University of South Florida Libraries Special Collections, Tampa, Florida.

Sicilia Club, 2112 Main Street, 1929. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

St. Joseph's Church, n.d. Tampa Photo Supply Collection, Courtesy of the City of Tampa Archives and Records Division, Tampa, Florida.

Two story brick commercial building for the Bank of West Tampa, J. M. Rey Insurance, and the 4th of July Cafe, at Howard Avenue and Main Street, 1925. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

West Tampa Streetcar No. 54 parked outside of barn, 1916. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.

West Tampa Free Public Library, 1918. Burgert Brothers Photographic Collection, courtesy of the Tampa-Hillsborough County Public Library, Tampa, Florida.



I hope you enjoy this *Color Me West Tampa* coloring book. It is a fun, educational book that highlights some of the cultural treasures of West Tampa. Many of the images you may recognize from photographs, while others may be new discoveries.

This coloring book was a collaborative project involving City of Tampa, The Mayor's Hispanic Advisory Council, Tampa-Hillsborough County Public Library, University of South Florida Libraries Special Collections, Tampa Bay History Center and AIA Tampa Bay. Special thanks to retired Judge E.J. Salcines for his introduction and his tireless love and dedication for our great city.

Bob Buckhorn
Mayor

Thank you to the sponsors who made *Color Me West Tampa* possible:

