

One Hundred Years Ago

Tampa in 1922



City of
Tampa
Florida

A project of the



Compiled by Jennifer Dietz, City of Tampa Archives and Records Division.
Archives and Records is a division of the City Clerk's Office.

Cover photo: People on foot on Franklin Street, November 17, 1922.
Photo courtesy of the Tampa-Hillsborough County Public Library System.

Burgert Brothers Photographic Collection

The photographs in this booklet, all from 1922, are courtesy of the Tampa-Hillsborough County Public Library's Burgert Brothers photographic collection, unless otherwise noted. This collection features nearly 19,000 historical photographs captured by local photographers in the Burgert family from the late 1800s until 1960. Images from the collection are available online: hcplc.org/research/burgert



Alfred Burgert is standing at far left and Jean Burgert is standing right of him.



Burgert Brothers Photography Studio at 407 East Lafayette Street, front facade with entrance and porch. Lafayette Street was later renamed Kennedy Boulevard.

The City of Tampa in 1922



Mayor-Commissioner Charles H. Brown and members of the City Commission at a commission meeting on January 6, 1922.

In October of 1920, the citizens of Tampa voted in favor of the Commission-Manager form of government. In this form of government, a Mayor-Commissioner was elected with four Commissioners, who each had equal power. The first Mayor to serve under this new system was Charles H. Brown, who took office as Mayor-Commissioner on January 4, 1921. He served until 1924. William James Barritt served as Mayor-Commissioner Pro Tempore, and the other commissioners elected in 1922 were William A. Adams, Dr. Sumter Lowry, and James McCants.



Commission Government Club billboard on Florida Avenue.

Gasparilla in 1922



Gasparilla was held on February 6th, 1922, and strong winds blew the pirate ship onto sandbars in the Hillsborough River. It was freed by tugboats and the celebration continued. This photo shows spectators on the Lafayette Street Bridge (now Kennedy Boulevard Bridge) watching the invasion of Gasparilla ship "C.H. Hackley." These clippings from the Tampa Tribune discuss the festivities.

PIRATE KREWE WILL CAPTURE CITY TODAY CHIEFTAIN DECLARES

TO WREST KEYS FROM MAYOR BROWN AT FAIR GROUNDS.

Craft To Dock At Tampa Bay Wharf At 1:30 P. M.—Citizens Are Warned

GASPARILLA PROGRAM.

10:30 A. M.—Arrive at Oscar Daniels shipyard.
11:30 A. M.—Departure of pirate craft "Gasparilla XIII."
1:30 P. M.—Arrival of ship at Tampa Bay docks.
1:40 P. M.—Presentation of keys of Tampa to pirates, by Mayor Charles H. Brown.
2:30 P. M.—Luncheon to pirates at Tampa Bay hotel.

BIGGEST FAIR OPENS GREATEST WEEK WITH EVERY DAY BUSY ONE

"GASPARILLA DAY" IS PICTURESQUE EVENT OF TODAY

Governor's Day Tomorrow and Other Features Planned For Rest Of Week

TODAY'S PROGRAM.

"Gasparilla Day," Gates open at 9 a. m. Gasparilla and his Pirate Krewe receive keys of city in front of fair ground grandstand after landing of boat at 1:30 p. m. Free act program, with quarter and three-quarter-mile races, starting immediately after the Gasparilla ceremonies. Free act program at 7:30 p. m., followed with fireworks display. Buildings close at 9 p. m.

1922 and Blanch Armwood: What a Year -- What a Woman!

**By Charles F. (Fred) Hearns
Curator of Black History
Tampa Bay History Center**

On the one-hundred-year anniversary (1922) of a high point in Tampa history and a landmark in a most remarkable career – meet Madame Blanche Armwood.

First, here is some background. The Central Avenue Business District Blanche was born into began to rise serendipitously in Tampa, Florida around 1890. Formerly enslaved African people, who had remained in the town at the end of the Civil War, had only been free for 26 years. Hundreds of black laborers moved here after completing construction on Henry Bradley Plant's railroad to Tampa on January 23, 1884, a mere six years earlier. The 1896 Plessy vs. Ferguson Supreme Court decision that legalized "separate but equal" public facilities was to uphold the principle of racial segregation in the United States from the time Blanche was six years old (1896) until fifteen years after her death (1954).

In 1885, Don Vicente Martinez Ybor had brought the cigar industry to Tampa, turning this small hamlet on the Gulf Coast into the "Cigar Capital of the World" by the 1920s. Blanche May Armwood was born into a prominent African American family on January 23, 1890. By the age of 32, she would become one of Tampa's most influential citizens – male or female, black or white.

As a child I often rode my bicycle down N. 26th Street past the Italian Club Cemetery in the Belmont Heights section of Tampa. It always puzzled me, although I didn't then further investigate the mystery, why several black people named "Armwood" were pictured on tombstones there. "Isn't this a 'white' cemetery?" I asked myself. One headstone in this section was different from the rest: it didn't stand as tall, was rose colored and had on it the picture of an attractive woman who I always wished I had known. Many, many



years later I would learn her story. Yet the more I learned about her, the more I realized there was much I did not know. And there sure was a lot to know. And admire. Her story is important because it may inspire young people to never stop reaching for the stars.



Blanche Armwood

Blanche was the fifth child of Levin Armwood, Jr., and Margaret Holloman. The Holloman family was another well-respected, East Hillsborough County group of settlers. Levin Jr., his three brothers and their families came to Hillsborough County after the Civil War. They settled in Fort Lonesome, and in Seffner, and in Tampa. Margaret was the daughter of Adam and Cynthia Holloman. Blanche, no doubt, had inherited her sense of public duty from her father and from others in the family. Levin, Jr. was an African Methodist Episcopal Zion Church minister, a school official and by 1873, he had become a registered voter.

He worked as a farmer, was elected marshal and tax collector for the northeast Florida town of Enterprise, Florida. Before Blanche was born, he moved from this small hamlet near the St. Johns River further southwest to Hillsborough County. And by 1888, Levin Jr., had been appointed to serve as a Tampa policeman. He survived being shot twice in the back by a man he once apprehended. In his later years Levin Jr. was a deputy sheriff for Hillsborough County.

Blanche was born at 1020 Constant Street, locally known as 20 Constant Street, at the intersection of Governor Street in Tampa's Scrub community, near downtown and Central Avenue. More black people lived in the Scrub than in any other part of Hillsborough County,

from the period following slavery until 1940, when public housing for black families opened at North Boulevard Homes. The Catholic Diocese built the private St. Peter Claver School on Morgan Street in 1894, but the school was burned down a few days later by people who were opposed to white nuns teaching black children near their homes and schools on the north end of downtown. Undeterred, the Catholics rebuilt St. Peter Claver School the next year at its present location of Governor Street at Scott Street. Blanche attended the new school and earned the equivalent of a high school diploma at the age of twelve. That same year she passed the Florida State Uniform Teachers Examination.

Because Tampa did not have a black high school in 1902, Blanche's family sent her to Atlanta, where she enrolled in the "high school English-Latin course" at the Spelman Seminary. Today Spelman College is known as a much-respected Historically Black College and University (HBCU). Blanche's parents soon moved to eastern Hillsborough County. And four years later, at the age of 16, she graduated from Spelman summa cum laude. Armwood earned a teaching certificate, returned to Tampa and in 1906, began teaching at Tampa's first black school, the Harlem Academy on Harrison Street. The school also was known as Hillsborough County School No. 2. Blanche soon was promoted to assistant principal at Harlem. And by 1913, her private life had changed – she fell in love with Daniel Webster Perkins, a Tampa attorney.

In 1914, she began working as director of the Tampa School of Household Arts. Her employers were the Tampa Gas Company, the Hillsborough County Board of Education, and the Colored Ministers Alliance. And within a year, over 200 black women had earned certificates in domestic science under her instruction. This was an important skill for black domestic women to have: they were working with new appliances in the homes of their employers in South Tampa and elsewhere (Davis Islands had not yet been created out of Big Grassy and Little Grassy Islands). Blanche later would set up similar schools in Roanoke, Virginia, Rock Hill, South Carolina and in Athens, Georgia.

She married Perkins and they moved to Knoxville, Tennessee. But when Blanche learned that her lawyer husband had an illegitimate son (and after the child's mother made her presence known outside the Armwood home there), Armwood quickly filed for an annulment of the marriage. She moved to New Orleans and renewed there the

profession she was introduced to in Tampa, home demonstrations. For a while she continued her work in Baton Rouge, Louisiana on the campus of Southern University. Blanche worked for the U. S. Department of Agriculture as Supervisor of Home Economics. Blanche published a 37-page cookbook during World War I based on her work titled *Food Conservation in the Home*. This publication proved very useful for an America entering a war overseas and the book put her work on the national stage.

Meanwhile, Perkins returned to Tampa, perhaps in an attempt at reconciliation with Blanche. But she never joined him there. He was elected the first president of the Tampa Branch of the National Association for the Advancement of Colored People (NAACP) and was an effective civic leader. But he soon joined the military and afterwards settled in Jacksonville. The NAACP went into a lull after Perkins left Tampa but recovered a few years later under new branch president Christina Meacham. Meacham had been principal at Harlem Academy when Blanche went there to teach. Interestingly enough, Blanche would later serve as president of the local NAACP branch. After her marriage to Perkins ended, she would wed two more times. After 1920, her parents moved to Washington, D. C.

While in Louisiana, Blanche met and married a dentist, Dr. John C. Beatty. Not content to be a housewife, she got involved in politics and campaigned for Warren G. Harding on the 1920 Republican presidential ticket and was appointed as a national campaign speaker. He won the election. In 1922, her husband moved his medical practice to Tampa, bringing her back home and ushering in perhaps the most eventful year of Blanche's incredible life.



Urban League

When National Urban League Southern Field Director Jesse Thomas learned in 1922 that Blanche was moving back to Tampa, he successfully recruited her to become the first executive secretary of the Tampa Urban League.

In that position, she also organized the Booker T. Washington Chapter of the American Red Cross and assisted with launching the Helping Hand Day Nursery and Kindergarten. This day care still is in operation in Tampa. Some folks thought of Blanche as the "Booker T. Washington of Tampa." She was likely in attendance in 1912, when Washington spoke at the Casino on the grounds of what now is Plant Park at the University of Tampa. And she surely was instrumental in the first secondary school in Tampa being named for him.

Blanche remained in charge of the Tampa Urban League until 1927, when she stepped down to focus more on education. And a bright young man named Benjamin Mays brought his wife, his intelligence (he and his wife both had masters degrees) and his strong conviction to town. From 1927 until 1928, Mays served as the Tampa Urban League's second executive secretary. From 1940 until 1967, the then Dr. Mays served with honor and distinction as the president of Atlanta's Morehouse College, another one of that city's many HBCUs. Mays' bronze bust is on the Tampa Riverwalk near the Tampa Museum of Art. One of his former college students was Perry Harvey, Jr., who in 1983, became the first black person elected to the Tampa City Council in the 1900s. Three black men, Cyrus Charles, Henry Brumick, and Joseph A. Walker, had served in the late 1800s.

In 1926, the Hillsborough County Board of Public Instruction appointed Armwood its first Supervisor of Negro Education. The black population (including a growing number of children) in the city was exploding, thanks to the expanding cigar industry, the ports, the railroad and their draw of lots of jobs. It was during this time that my great-grandfather, John Bates Henry, relocated to Tampa from Monticello, Florida and began operating his moving company.

It appeared that the job Blanche accepted in Tampa had practically been created for her. In 1926, black children in Hillsborough County attended school only six months a year. Many people wanted to steer them toward a lifetime of servitude. Blanche and others in the black community had other ideas. She successfully advocated for more tax dollars to be spent on these children. The school board expanded the academic term to a nine-month period for all students. And during her eight-year tenure in this position, the board opened five new school buildings, including a junior/senior high school. It also increased black teachers' salaries (though they would not be equal to the salaries paid white teachers for many more years).

Dr. John Beatty died in the late 1920s, after he was shot by his chauffeur. The homicide occurred right in front of Blanche and was ruled a murder. After her husband's tragic death, she threw herself into church work. It was there that she became acquainted with Edward T. Washington, a maintenance supervisor for the Interstate Commerce Commission. Meanwhile, as assistant principal at Booker T. Washington High School in 1930, Armwood somehow got involved in a controversy that led to her leaving the school under questionable circumstances. Some people said it was simply a personality clash with a staff member. Whatever the reason, Blanche never worked in another public school.

She and Washington were married in 1931, and soon they moved to Washington, D. C., where she was able to help care for her aging parents. Blanche would not live in Florida again. While in the nation's capital, she again turned her attention toward politics. In 1934, she enrolled as a special student at the College of Law at HBCU Howard University. Two years later, while she was still a law student, both of her parents died.

Armwood received the juris doctorate degree in 1938, becoming the first known black female Florida native to earn a law degree. A letter from prominent Tampa Attorney Peter O. Knight indicated that she had considered practicing law before the Florida State Supreme Court. But on October 16, 1939, while on a speaking tour in Medford, Massachusetts, she died suddenly of a blood clot. She was only 49 years old.

In October 1984, Congressman Mike Bilirakis of Tampa paid a tribute to Blanche before Congress. And that same year the Blanche Armwood Comprehensive High School opened its doors in Seffner. Her portrait hangs in the administration building, lovingly looking down on students who may not know her story beyond her name. It is most fitting that she was laid to rest back in Hillsborough County where her story began. A few years ago, the Armwood name began to resonate in circles around the State of Florida, primarily for winning high school football state championships and for the impressive billboard at the school's stadium in Seffner just south of Interstate-4.

Most appropriate for a woman of her many notable achievements, Blanche's family held two funeral services for her: the first one at a church in Washington, D. C. and the second one at Tampa's St. Paul African Methodist Episcopal Church.

St. Paul is within blocks of where Blanche Armwood was born, lived as a child, attended grade school, taught, was a school administrator and led the Tampa Urban League. The epitaph on her head stone is but one simple yet profound word – "Resting."

About the Author



Charles F. (Fred) Hearns is the Curator of Black History at the Tampa Bay History Center. Previously, he served the City of Tampa for more than thirty years, retiring in 2007 as the Director of Community Affairs. He has a Master of Science Degree in Human Services from Springfield College, and a Master of Arts Degree in Africana Studies from the University of South Florida.

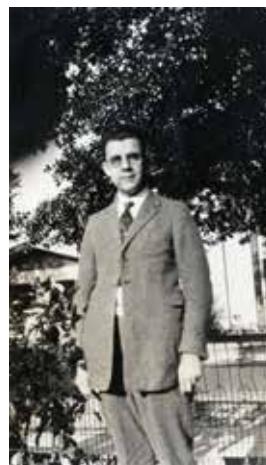
Victoriano Manteiga

(1894 – 1982)

By Rodney Kite-Powell
Director, Touchton Map Library
Tampa Bay History Center

Victoriano Manteiga was the preeminent leader of Tampa's Latin community for much of the twentieth century. He founded La Gaceta in 1922, and it remains the nation's only trilingual newspaper: published weekly, it has pages in Spanish, Italian, and English. Born in Cuba, he became a lector, or reader, in cigar factories soon after his 1914 arrival in Tampa. Cigarmakers hired lectors to read to them while they worked, and many Tampa immigrants thus were more familiar with classical literature and international news than most Americans. Manteiga was one of many lectors, but he became the outstanding advocate for immigrants by founding LaGaceta – less than a decade after arrival and at age 29. Although some termed him a "communist" at the time of the Cuban revolution in the early 1960s, respect for him nonetheless was so great that candidates for national office sought his endorsement. He passed the newspaper on to his son Roland; in its third generation, it is owned by grandson Patrick Manteiga.

Victoriano Manteiga was born in Havana, Cuba, on November 2, 1894 to Ramona De Los Rios and Patricio Manteiga. Both of his parents were natives of Spain and had immigrated to Cuba. Victoriano first came to the United States on June 17, 1914 on the historic ship that traveled between Tampa and Havana, the Olivette. According to Gaceta's website, the nineteen year old had a ten-dollar bill and two linen suits. He rented a room on the second floor of El Encanto Cleaners, and on his second day in town, went to work as a lector for the Morgan Cigar Factory in West Tampa. Tall and slim, he soon established a reputation as a dramatic reader capable of making books come alive. Sometimes he



Courtesy of La Gaceta

translated from English to Spanish as he read.



Courtesy of La Gaceta

Manteiga briefly returned to Cuba, but was back in Tampa by October 9, 1918, when he married Ofelia Pedrayas, also a Cuban native, who was born December 26, 1900. (Their wedding license uses the formal Spanish name structure

that includes parentage, calling her "Ofelia Pedrayes y Madera" and him "Victoriano Manteiga de los Rios.") Ofelia's father had died when she was twelve, so she was accustomed to working and continued to be employed at Katz Fabrics after marrying Victoriano. One of their children, Ramona, recalled in a 2017 interview that her mother frequently gave sewing materials to poor women and asked the shop's owners to deduct it from her pay. Victoriano and Ofelia would go on to have four children between 1920 and 1929: Rolando (later called Roland), Victoriano, Claudette, and Ramona.

Cigar makers were proud of their craft, and strikes against corporate owners were not uncommon. The 1920 strike, unfortunately, would end the tradition of lectors. Owners never had approved of their often-liberal readings, and getting rid of them became easier when handmade cigars increasingly were replaced by machines that made factories too noisy for lectors. Out of a job, Manteiga made the huge leap of establishing LaGaceta in 1922.

He got financial support for his newspaper from Dr. Jose Avellanal, a physician and benefactor to the Latin community, but Ofelia's experience as a businesswoman doubtless added to their success. While Victoriano did most of the writing, she handled the bookkeeping, advertising, and delivery. According to their daughter Ramona, Ofelia had amazing mathematical ability: "She could add up five figures across and five figures down in two minutes." The children helped at the newspaper, and Ramona continued to work there even after her brother Roland became its publisher.

La Gaceta (The Gazette) was a success immediately after its 1922 genesis, and Manteiga's reputation as a leader of community opinion soon was cemented.



Courtesy of La Gaceta

He became an American citizen in 1928, and when democratic forces resisted fascists in Spain during the 1930s, he led Tampa's Spanish-



Courtesy of La Gaceta

speaking community in support of the rebels. That revolution failed, but he went on to editorialize against the rising fascism in Germany, Italy, and Japan that resulted in World War II. Governor Spessard Holland, co-founder of the international law firm Holland & Knight, recognized Manteiga with a commendation in 1941, the first year of American involvement in that war. Encouraged by his editorials, many Tampa Latinos joined the military, including Roland Manteiga, who was decorated for heroism in the Pacific.

During the decade after World War II, rebellions erupted all around the world as people newly aware of democracy resisted colonial and/or repressive governments. Cuba, with help from the United States, had thrown off Spain's colonialism in 1898, but internal dictators soon arose. Fidel Castro was one of the young soldiers who formed an army in the mountains to resist Fulgencio Batista's Havana government. In the words of eminent historian Gary Mormino, Batista was "Cuba's corrupt and brutal president."

The initial rebellion failed, and Castro was sentenced to fifteen years in prison. He got early release in 1955 and came to Ybor City to raise funds for the continued rebellion. Residents responded generously, just as they had with earlier revolutions, and Victoriano Manteiga led Tampa's 26th of July Club, which honored the date of the failed 1953 rebellion.

But a photograph of silver-haired Manteiga seated next to young Castro soon would come back to haunt Manteiga, as Castro also sought help from the Soviet Union. The FBI put Manteiga under surveillance, and American intelligence agents made Batista aware of Manteiga's activities. He not only was a target for Cuban right-wingers, but also for the Ku Klux Klan, as he editorialized for justice for all. Florida was a prohibitionist state back then, too, and he campaigned against this hypocrisy by publishing the locations of moonshiners – who once sprayed his house with bullets. He raised a posse in response, and the violence never recurred.

Castro's forces won their revolution in 1959, and Manteiga visited there in 1960, but was troubled by the increased influence of the Soviet Union – and told the FBI that. Nonetheless, many conservatives branded him a communist and a traitor. He supported John Kennedy in the 1960 election and remained a liberal Democrat. He also led plans for revitalization of Ybor City in this era.

Ofelia died prior to Victoriano, and he lived on to age 87. His death certificate listed his address as 2911 Harborview and said that he died at 4:20 PM on July 30, 1982. His funeral director was the historic West Tampa firm of A.P. Boza, and he was buried in Myrtle Hill Cemetery in East Tampa.

About the Author



Rodney Kite-Powell is the Director of the Touchton Map Library at the Tampa Bay History Center, and was appointed by the Hillsborough County Historical Advisory Council as Hillsborough County Historian in 2019. He received a Bachelor of Arts from the University of Florida and a Master of Arts from the University of South Florida, both in American History. He is the author of three books, including *History of Davis Islands: David P. Davis and the Story of a Landmark Tampa Neighborhood*, and *Tampa Bay's Waterfront: Its History and Development*, co-authored with Arthur Savage. This article was reprinted with permission from the author. Originally published online:

<https://thetampariverwalk.com/visit/historical-monument-trail.html/title/victoriano-manteiga>

Sources include, but are not limited to: La Gaceta's website; Tiffany Razzano, "Silhouettes," LaGaceta, June 30, 2017; Gary Mormino, "Castro, Cuba, Tampa Recast," Tampa Bay Times, December 31, 2014; Paul Guzzo, "Gaceta Founder Swayed Cuba History," Tampa Bay Times, January 12, 2014; Jack Espinosa, Cuban Bread Crumbs (Xlibris, 2008) Maggie Rivas-Rodriguez, Latina/os and World War II: Mobility, Agency, and Ideology (Austin: University of Texas, 2014); Araceli Tinajero, El Lector: A History of the Cigar Factory Reader (Austin: University of Texas, 2007); wedding license, naturalization and death certificates.

The Centennial of La Gaceta The Only Trilingual Newspaper in the Country

By Retired Appellate Judge
E.J. Salcines
District Court of Appeal

La Gaceta newspaper was founded in Tampa in 1922. That was 100 years ago. La Gaceta is the oldest Spanish language newspaper in the State of Florida and the only trilingual newspaper in the nation.

This historic newspaper was born with its first edition on May 22, 1922. It was a four-page afternoon daily in the Spanish language, printed six days a week, Monday thru Saturday, serving the large Spanish-speaking population in this area. Its founder and publisher was Victoriano Manteiga, a 28 year old, Cuban born, resident of Tampa since his arrival in 1914. He was quickly selected as the "Lector" (the reader) at the large Morgan Cigar Factory (on Howard Avenue and Laurel St.) in the neighboring independent City of West Tampa. There were some cigar factories (small, medium, and large) in the greater Tampa area with a predominant Spanish-speaking workforce of some 20,000 employees. Many of these factories had "lectores" (readers) that read newspapers

in the mornings and classic novels in the afternoon. The readers served at the pleasure of and were employees of the cigarmakers who paid their weekly salary, not the owner of the factory. If a better reader applied and was selected by the audition committee – the new one was hired and the old one found another job. Manteiga was an exceptionally good and respected reader, with a good voice that projected in the large work area – considering that there was no microphone or amplification system. Readers sat at an elevated podium in the center of the room. He was so good as a "lector" that he was regarded by his listeners as a very

smart man, a good teacher, an intellectual. He could easily do instant translations into Spanish from English language newspaper articles.



Courtesy of La Gaceta

Spanish language newspapers and magazines were received daily in Tampa from the ferries that went back and forth from Tampa to Havana and back. Tampa Latin Quarters always had local small newspapers in West Tampa and Ybor City disseminating information. But only La Gaceta has served these 100 years – founded by and still owned by the same Manteiga family – now in their third generation.

By 1922, when Victoriano founded his newspaper, he had married and already had a young son, Roland. Victoriano's wife Ofelia helped the management of the newspaper while her husband did the writing and translations.

Victoriano became a naturalized American citizen in 1928, and his son Roland joined his parents at age 10 working for the paper. As the U. S. entered the World War II, Roland was off to the islands of the Pacific Theatre in the U. S. Army Infantry, returning to Tampa after the war was over. He joined the family at La Gaceta and after Ofelia died, La Gaceta became a weekly rather than a daily newspaper. On January 15, 1954, English language articles appeared making it a bilingual newspaper and on May 7, 1954 the first Italian page appears making La Gaceta a trilingual newspaper (Spanish, English and Italian). The only such multilingual newspaper in the nation. Then on June 11, 1954, the first "As We Heard It" column by Roland Manteiga appeared becoming a very popular weekly column. In 1962, Victoriano, 72 years of age, stepped aside so his son Roland could take over direction of the newspaper as the Editor and Publisher. Victoriano continued to write articles until 1979, when his last article appeared. The founder died in Tampa at 87 years of age on July 30, 1982. Roland continued leading La Gaceta until his death in Tampa on September 25, 1998, when his son, Patrick, took over as Publisher and Editor.



Courtesy of La Gaceta



Courtesy of La Gaceta

La Gaceta was one of numerous Spanish language newspapers that all competed for their select market. La Gaceta boasted that it was the only Spanish daily paper in the U. S. having direct cable service from Cuba and Spain, that kept "breaking news" flowing into their office. Victoriano and his few employees were constantly reading and/or translating from English to Spanish. Victoriano focused on the social, political economic and cultural events – in theatres, movies, concerts and sports, especially baseball. He was an outspoken defender of the U. S. Constitution and always against all forms of tyranny, despots and strong-arm dictatorships, whether fascist, Nazi, communist, anarchist or otherwise. Always in favor of the working class, the unions and the underdog, he was a champion for free speech, who was not afraid to speak out against Hitler, Mussolini and Franco. Always ready to fight oppression, prejudice, bigotry and corruption. As Roland took more of a lead, La Gaceta became more English than Spanish. Roland's column "As We Heard It" made the newspaper an epicenter for political news and opinion. As La Gaceta's circulation and reputation continued to rise, it increased its attention to local political and domestic issues. Always democratic, La Gaceta solidified its progressive voice in the 1960s and 1970s and gained its reputation for its boldness and political prognostications. It brought to light social injustices, human rights stories and discriminations that were being under reported and motivated thought, exchange of ideas, produced reform and held powerful people accountable to society for the public good. Roland was known statewide for his honesty and fair play and he always in defense of the Latin community or the underdog.

As we look back at these 100 years and Victoriano's leadership, he was an accomplished narrator, journalist, archivist and historian. What he reported about the events in the Latin community were mostly ignored by the major English language newspapers in the life and time of our community. He has left us a chronological record of events in the Latin community of Tampa, and a historical diary about the other half of Tampa's population. Victoriano's Gaceta is "the Chronicler of an Era" and together with his son Roland "Chroniclers of a Century." His grandson, Patrick, now continues informing us in a different form and venues.



Courtesy of La Gaceta



Courtesy of La Gaceta

The Manteiga Family, during a full Century (1922-2022) have told us real, daily, inside stories of Ybor City and West Tampa – with the trials, agonies and successes of the immigrant working class in the midst of the Deep South. The defenders of the little people, the disenfranchised, the overlooked and the ignored foreigners are all there, in the archives of La Gaceta in black and white. Latino history of Tampa is saved, forever, for posterity. La Gaceta has been in these 100 years, "the Champion of the Voiceless and the Champion of Righteous."

About the Author

E.J. Salcines is a native of Tampa, and a career state and federal prosecuting attorney with a legal career spanning more than 55 years, including 16 years as the elected State (prosecuting) Attorney and serving more than 14 years on Florida's Second District Court of Appeal. He has 2 academic degrees including his law degree, as well as 2 honorary doctorate degrees. He is a recognized local historian and has produced documentary programs on Tampa history seen on City of Tampa Television and YouTube titled Tampa: Untold Stories. He is the 2021 recipient of the Medal of Honor from the Florida Bar Foundation.



Dale Mabry: The Centennial of His Death

The Worst Tragedy in Young American Aviation

By Retired Appellate Judge
E.J. Salcines
District Court of Appeal

The newsreels and photographs documented the infamous fiery catastrophe of the airship Hindenburg in New Jersey on May 6, 1937. It burst into flames as the Nazi German commercial passenger zeppelin airship was attempting to land and dock after its transatlantic crossing. American theatre audiences were shocked. Something similar had occurred 15 years before, but the cameras and photographers were not there to capture the fiery explosion of giant airship ROMA in a test flight on February 21, 1922, over Norfolk, Virginia. It was a similar zeppelin filled with hydrogen that the U. S. Army Air Corps was checking out. It was on a trial trip when this fiery catastrophe occurred.



It was the worst tragedy in the young history of American aviation. Captain Dale Mabry was at the controls when the steering controls of this dirigible blimp failed. Captain Dale Mabry was a Florida native, born in Tallahassee on March 22, 1891, and raised in Tampa. He was an early army pioneer aviator in World War I. He was at the controls when the explosion started as the airship hit high voltage live wire, flames leaped 800 feet in air. Dale Mabry never left his post. He was found still holding the steering wheel – after the catastrophe was over. Captain Dale Mabry and 33 others on board died – but thanks to Dale Mabry, he was able to maneuver the blimp away from the people on the ground. It could have been so much worse, but for his heroic self sacrifice.

Dale Mabry was the son of former Florida Supreme Court Justice (1891-1903) Milton Harvey Mabry and Ella Dale Bramlett. Their son Dale was a graduate of Marion Military Academy in Alabama and was the fifth child of eight total children, in which only six children had survived. Justice Mabry had moved to Tampa upon retiring from the Florida Supreme Court to join Dale's oldest brother Giddings Eldon Mabry who was practicing law in Tampa, as Mabry and Mabry. But in 1904, when Dale Mabry's mother Ella died, Justice Mabry returned to Tallahassee and became the Clerk of the Florida Supreme Court, but he died in Tampa on March 3, 1919. Dale Mabry died 3 years later February 21, 1922, while his older brother Giddings was serving as Hillsborough County Attorney (1917-1923). He had been President of the Hillsborough County Bar Association in 1918. In 1912, Doyle Carlton had become Giddings law partner and Governor of Florida (1929-1933). The Tampa law firm is Carlton Fields today.

Before it became known as Dale Mabry Highway – it was a county road called Vera. As our nation approached World War II and the growing importance of aviation, the federal government decided to acquire the southern portion of the Tampa Peninsula for a new U. S. Army air base called MacDill Air Base. Today its MacDill Air Force Base. There was already another private air base in West Tampa called Drew Field (now Tampa International Airport) that the U. S. Army Air Corps acquired, as they needed a well built, paved roadway for aviation equipment between these two government air bases. Lisbon Avenue became MacDill Avenue for Colonel Leslie MacDill. Vera Avenue was selected for reconstruction and in 1943, it was renamed in honor of Army Air Captain Dale Mabry. It has become the key artery in Tampa linking South Tampa with Carrollwood, Lutz, Land O'Lakes and other communities to the north. It is the busiest and the longest street in Tampa.

In 1929, Tallahassee had already named their municipal airport in honor of Captain Dale Mabry and during World War II, it was known as Dale Mabry Army Air Base until 1945, when it was deactivated following the close of the war.

At the dedication ceremony at the east gate of Dale Mabry, Mabel Mabry, a niece of Captain Dale Mabry - and daughter of Tampa Attorney Giddings Mabry – represented the family of the highway's namesake, together with other Mabrys, in the company of the Mayors of Tampa, St. Petersburg, Clearwater and County Officials from Hillsborough and Pinellas Counties.

About the Author



E.J. Salcines is a native of Tampa, and a career state and federal prosecuting attorney with a legal career spanning more than 55 years, including 16 years as the elected State (prosecuting) Attorney and serving more than 14 years on Florida's Second District Court of Appeal. He has 2 academic degrees including his law degree, as well as 2 honorary doctorate degrees.

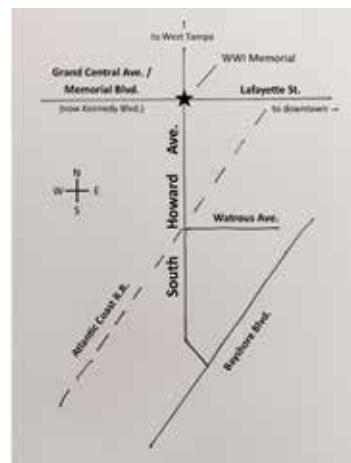
He is a recognized local historian and has produced documentary programs on Tampa history seen on City of Tampa Television and YouTube titled *Tampa: Untold Stories*. He is the 2021 recipient of the Medal of Honor from the Florida Bar Foundation.

SOHO A Century Ago

By Dr. Cameron Hunt McNabb

The history of South Howard actually begins on North Howard, when the road was named after West Tampa developer Hugh Macfarlane's son Howard. It also begins to the east, in the City of Tampa itself, whose limits extended to the east side of Howard Avenue. The road served as the City-County line.

That boundary made South Howard a place of transition in the early 1920s. At the southernmost end, on Bayshore, the newly built balustrade changed heights (and still does to this day) where the boulevard switched from a city to county road. On the north, the main thoroughfare into downtown (now known as Kennedy Boulevard) not only divided South Howard from West Tampa but it also marked the county-city transition by changing its name. Records show that the county road to the west was called Grand Central and then later Memorial, after the World War I memorial was erected at the Howard intersection. (The memorial is now located in the American Legion Cemetery further down the road.) Past Howard to the east, the road changed to Lafayette as it ran across the river and into downtown.



SOHO Map

A surviving map from 1920 not only shows these transitions but it places the end of Howard at Bayshore at the literal edge of what was drawn. The map shows the tight, orderly blocks of development in West Tampa to the north and the meticulous plots of Hyde Park, including a curious little section dubbed Suburb Beautiful, to the east. It then extends through downtown and out to Ybor. But on the southwest corner of the map, in what would now be Bayshore Gardens and New Suburb Beautiful, the map only shows blank space. So blank in fact that it is covered by an inset map of the trolley system.

But South Howard was, of course, more than boundary lines and empty space on a map. It was a place where the way of life transitioned too.

In 1922, the Burgert Brothers took a photo that captures the area well. The photo looks south on Howard, at the intersection of Watrous and the railroad line (the area's oldest piece of surviving infrastructure). Watrous, like its neighboring streets, did not cross over Howard to the county side yet.



SOHO Photo

In this photo, the contrast between the city and county sides of Howard could not be more evident. On the incorporated east side of Howard, electric poles line the entire length. Chimneys and rooftops rise above the few scattered grassy lots. But on the west side, there are no signs of electricity and the small row of single-story homes that stretch towards Bayshore all back up to a large, open expanse of Tampa's tall pines and undeveloped land. The 1922 City Directory notes that these "suburb" lots could sell for \$150 to \$2500, depending on the size, and these would soon become home to a new suburban neighborhood, New Suburb Beautiful.

The photo also shows both sides of Watrous, extending to the east into Hyde Park. On both sides of the street, two-storied bungalows are tightly packed and inch their way to Howard. They are decked with the amenities of city life: broad sidewalks, electric poles on both sides, and even what looks like some street lamps.

Both of the brick streets are also dotted with cars and bicycles. These served as the main modes of transportation because, unlike in West Tampa to the north or on Bayshore to the south, the trolley and car lines did not run down this stretch of Howard.

As interesting as these street scenes are, the photo's centerpiece is actually a two-business storefront, built just the year before. One half stands empty while the other boasts a sign for the L. L. Blakley Grocery Company. One of the store's newspaper ads boasts, "At Blakley's the housewife will find quality groceries in any form needed to satisfy the demands of her table." It even provides "an appetizing suggestion for hot weather: White Label Sliced Hawaiian Pineapple,

No. 2 Can." When the Burgert Brothers returned to this same spot in 1926, the building was fully occupied and had doubled in size. This row of storefronts would later become the home of Bern's.

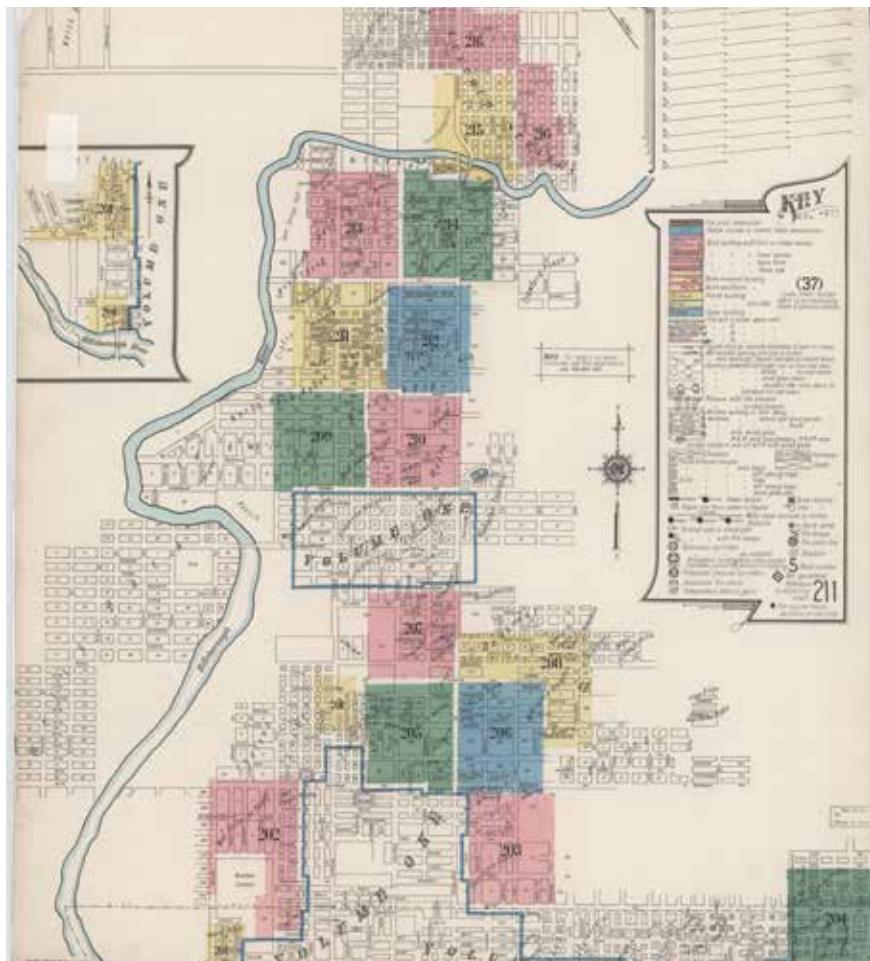
A century later, few signs of South Howard's early history remain. The City's boundaries have moved west, and development radiates from all sides of the now paved and crowded street. It remains to be seen what kinds of transitions the next century will hold.

About the Author



Dr. Cameron Hunt McNabb is a fourth-generation Tampa native and was a long-time resident on South Howard. She is an Associate Professor of Humanities at Southeastern University and avid fan of the Tampa Bay History Center.

Map of Tampa in 1922



This 1922 Sanborn Map from the Library of Congress shows the city's limits that year.

To see more Sanborn maps, visit: hcplc.org/research/genealogy

Images of Tampa in 1922

Curious about what Tampa looked like in 1922? Check out this collection of historic photos from 1922, courtesy of the Tampa-Hillsborough County Public Library's Burgert Brothers collection.



Lafayette Street Bridge, trolley, automobile traffic and crowds during the 1922 Gasparilla celebration.



Bryan-Keefe and Company Wholesale Grocers delivery truck in front of their warehouse at 105 Twiggs Street.



Eli Witt Cigar Company truck, with advertisement on side, posed on street in front of the 7th Avenue Public Library. This building is still standing today and is used by Tampa-Hillsborough Public Library staff.



Three bathing women from Madame Scovell's dancing school at Rocky Point, Tampa.



Fire at Starbuck Remilling Company on Water Street at foot of Morgan Street.



Passengers on the sidewalk in front of the Tampa Union Station.



Atlantic Coast Line Railroad Tampa's Special at Tampa Union Station.



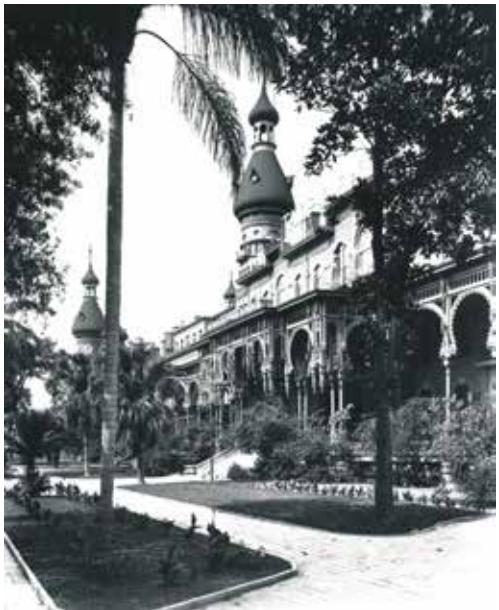
View of the schooner ""Marion G. Douglas"" at dock.



Men standing on seaplane "Nina" on Hillsborough Bay.



Commercial building (one-story brick) under construction at 1310 Central Avenue. This would later become a popular Central Avenue club called the Blue Room.



A view of the entrance of the Tampa Bay Hotel.



DeSoto oak tree in Plant Park.



Scenic shot of Palm Walk and docks in Plant Park.



Crowd outside entrance gate to Florida State Fairgrounds, which was previously located on the grounds of the present-day University of Tampa.



Wall Hall, front and side facades, at Florida State Fairground, which was previously located on the grounds of the present-day University of Tampa.



View of downtown and Hyde Park, looking southwest.



Houses in Sulphur Springs.



Corner view of Snow Park Filling Station at 602 Grand Central Avenue, front and side facades.



Rustic scene of canoes on the Hillsborough River.



Cows crossing Memorial Highway near West Shore Boulevard.



City of
Tampa
Florida

306 East Jackson Street
Tampa, Florida 33602
tampa.gov