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## Earl Weir Floridiana Collection, Second Accession

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Nelson Poynter Memorial Library. Special Collections and University Archives.

Earl Weir

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# **Earl Weir Floridiana Collection, Second Accession**

A Collection Guide by

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**Nelson Poynter Memorial Library**

**University of South Florida St. Petersburg**

**24 April 2014**

## **Introduction to the Collection**

Earl Weir, a longtime St. Petersburg resident who now lives outside of the area, originally donated materials related to his family's history and the Tampa Bay region in 2012. Many items from the original accession were digitized versions of home movies, and they were received in multiple installments. Some artifacts were also included in the original accession, such as an electric clock from Webb's City, a longtime department store located in St. Petersburg. Mr. Weir donated a second accession of items in early 2014 while visiting the Poynter Library. This finding aid enumerates materials from this *second accession only*, comprised largely of ephemera and matchbooks. A list of materials from the original 2012 donations is maintained by Special Collections and University Archives and is available for inspection upon request.

## **Preservation Note**

While preservation measures may slow the physical deterioration of items within this collection, these steps cannot prevent damage from occurring. To prevent further damage to the fragile materials in this collection, avoid exposing them to light for an extended period of time. Please report any tears or other damage so that library staff may take appropriate preservation or conservation measures. Protective gloves should be worn when handling all fragile materials. While no restrictions limit access to this collection, library staff will evaluate photocopying or digitization requests on an individual basis to ensure the long-term preservation of this unique collection. Patrons using this collection must adhere to copyright and fair-use guidelines and provide proper citation of sources appearing in their research.

## **Provenance of the Earl Weir Floridiana Collection, Second Accession**

This collection falls under the Local and Regional History provenance of the Special Collections and University Archives department, Nelson Poynter Memorial Library, USF St. Petersburg.

## **Scope and Contents**

The contents occupy a single document box (0.42 ln. ft.) and represents the second accession of materials that comprise the Earl Weir Floridiana Collection.

## Container Listing: Second Accession

### Photographs

- Benoist airboat with P. E. Fansler
  - 8" x 10" black and white reproduction
  - Printed onto negative: "Opening" "St. Petersburg – Tampa" "Air Boating"
  - Description (separate paper) accompanying states:
    - (top left) City News Bureau / P. O. Box 2842 / St. Petersburg, Florida 33731
    - P. E. Fansler, center – with plaid cap, was general manager of the St. Petersburg-Tampa Airboat Line. In this picture taken at the inauguration he has just introduced the chief pilot, Anthony Jannus. "Tony's" speech was short; / his closing words were: "The maxim of this airline will be safety first." / The man on the right is unidentified.
    - (bottom right) City News Bureau Photo
- The Take-Off
  - 8" x 10" black and white reproduction
  - Description (separate paper) accompanying states:
    - (top left) City News Bureau / P. O. Box 2842 / St. Petersburg, Florida 33731
    - The Take-Off! The first flight of the World's First Scheduled / Airline – from the shores of St. Petersburg to the banks of Tampa / Bay in Tampa. New Year's Day – 1914.
    - (bottom right) City News Bureau Photo
- Job Printing Record Press
  - 8" x 10" black and white reproduction
  - Hand-written on back (blue ink):
    - Nov. 1936
    - Note brick street (2<sup>nd</sup> Ave So. – St. Pete. Fl.)
    - "Downtown" – 2 Ave. & 3 St. So.
  - Raised imprint, bottom right
    - Franklin Studios / St. Petersburg, Florida
  - Damage: 3 holes along top edge of photo (as though put into binder)

### Ephemera

- Cup
  - White, plastic
  - height: 5 3/16"; bottom diameter: 2 1/8"; top diameter: 3 1/8"
  - Image of top of Statue of Liberty, "Festival of States" printed underneath – both in dark blue
- Ashtray
  - Round, glass (clear) with three cigarette "rests" that project outward at equal intervals
  - Words & image on bottom (visible through top)
    - Aunt Hattie's

(image of a chicken standing on a pile of wood)

“Chicken / in the / Woodpile”

Where home cooked food is not just an expression (around edge of top half)

625 1st St. So., St. Petersburg, Fla. (around edge of bottom half)

- Potholders (2)
  - White with red & blue lettering & images
  - (a) 5 1/8” square with tortoise shell-ish circular hook, light staining on both sides
  - (b) 5 3/4” square with goldtone hook, in plastic, with light staining on both sides
  - Side one: “91st / Depot / Supply / June / 1978”
    - no images
  - Side two: “St. Pete / Fla. / CBI”
    - two, blue, 4-pointed stars; red & white striped shield

## Matchbooks

### **St. Petersburg**

- *Dolphin Beach Resort*

“Directly on the Gulf / Heated Pool”  
Quantity: 1  
Colors: light peach with brown lettering  
4900 Gulf Blvd. / St. Petersburg Beach, FL 33706 / USA
- *Webb’s City*

“Home of the World’s Most Unusual Drug Store”  
“The Original One Stop Shop”  
“Operating / 77 Large Stores As One Unit”  
Quantity: 1  
Colors: medium blue background with black & yellow lettering  
St. Petersburg, Florida “The Sunshine City”
- *Pillsbury Cleaners*

“Expert Tailoring / Complete / Laundry Service / Hand Finishing / On Request”  
Quantity: 1  
Colors: white background with red lettering  
1800 4th St. N. / St. Petersburg / Florida  
Bob Prudhomme / Owner – Mgr.
- *Webb’s City, Inc.*

One Stop Shop / 75 Stores To Serve You  
Quantity: 4  
Colors: pale blue with black lettering  
St. Petersburg, Fla.
- *the Happy Dolphin Inn*

Directly on the Gulf / Heated Pool  
Quantity: 1  
Colors: white background with sea foam green & red graphics & lettering  
St. Petersburg / Beach / Fla.

## Pinellas County

- *Las Fontanas*  
“Specialty Restaurants Corporation”  
Quantity: 2  
Colors: white background with red lettering  
15481 49th St. N. / Clearwater, Florida / (813)xxx-xxxx
- *Leverock’s Seafood House*  
Since 1948  
#1 in Seafood  
Quantity: 1  
Colors: very light khaki with brown lettering  
St. Pete Beach / 10 Corey Avenue / xxx-xxxx  
Madiera Beach / 565-105th Avenue / xxx-xxxx  
Maximo Marina / 4801-37th St. S. / xxx-xxxx  
Pinellas Park / 7000 U.S. 19 / xxx-xxxx
- *Famous Fresh Seafood*  
“Since 1948”  
Quantity: 1  
Colors: plain cardboard background with black lettering  
Leverocks / Seafood House / 7000 U.S. 19 / Pinellas Park / Florida  
Leverocks / On the Beach / 10 Corey Ave. / St. Pete Beach / Florida
- *Lenny Dee’s King Inn*  
“The Hottest Supper Club, / Recording Star / Combination in Florida . . .”  
“John Damos, Manager”  
“In all the world there’s only one. / Lenny Dee / Hot Damn!”  
Quantity: 1  
Colors: white background with black lettering  
10551 Gulf Boulevard / Treasure Island, Florida

## Tampa Bay Area

- *Mirabella’s, Tampa’s Finest Sea Food Restaurant*  
“Nautilus Room / Shipwreck Room”  
“Sea Foods from the Gulf to You! / Broiled Florida Lobsters / Chicken Dinner – Steaks / Complete TAKE-OUT Service”  
Quantity: 1  
Colors: equally white and bright blue  
327 No. Dale Mabry / Tampa, Florida
- *The Colonnade – Seafood Restaurant & Lounge*  
Quantity: 1  
Colors: orange background with black lettering  
Map of location printed on the inside  
3401 Bayshore Blvd., Tampa, Florida 33609

## Florida

### United States

- *North Park Inn*  
“Restaurant / Cocktail Lounge / Coffee Shop”  
“The Aristocrat”  
Quantity: 1  
Colors: white background with light green lettering  
Dallas, Texas
- *Ramada Inn*  
Quantity: 1  
Colors: white background with red & black lettering  
Inside: “For / Worldwide / Reservations / Call / Your Nearest / Ramada Inn / Join the Ramada / Regulars” (red background with white lettering)
- *Econo-Travel Motor Hotel*  
“E – T / Quality Comfort / Economy / Television / Air Conditioned”  
Quantity: 3  
Colors: red & black plaid background with white & black lettering  
Inside: “Econo-Travel / Motor Hotel / featuring... / Large Rooms / Dressing Room – Bath / 2 Double Beds / Electric Heat / Deluxe Bedding / Direct Dial Telephones / Air Conditioned / Inspection Invited”
- *Tech Motel*  
“In the Shadow of the Skyline”  
“U.S. 78 and U.S. 278 – North Freeway”  
“T.V. – Radio – Direct Dial Phone / New Conference Facilities / Restaurant Added Late '61 / Swimming Pool”  
Quantity: 2  
Colors: white background with black & yellow graphics & lettering  
Inside: map of area showing motel location  
120 North Avenue, N.W., Atlanta 13, Ga. / Opposite Georgia Tech Campus
- *Days Inn / Days Lodge*  
“Budget Luxury Motel / Instant Reservations / 800-xxx-xxxx / Ga. Only xxx-xxxx”  
“Furnished Family Suites / Instant Reservations / 800-xxx-xxxx / Ga. Only 800-xxx-xxxx” / In Atlanta xxx-xxxx”  
Quantity: 2  
Colors: white background with black & yellow graphics & lettering  
[Atlanta, GA]
- *Econo-Travel Motor Hotel*  
“Your Passport / To / Quality / Comfort / Economy”  
Quantity: 1  
Colors: white background with red lettering  
13317 Gordon Blvd. / Woodbridge, VA  
(Located just off I-95 / at Woodbridge / Interchange)
- *The Poseidon Restaurant*

“Enjoy Beautiful Sunsets / & Water Front Dining”

“Seafood At Its Best”

Quantity: 1

Colors: light orange background with black & white graphics & lettering

Rt. 50 At Kent Narrows / Garrisonville, Maryland

*Mears Point Marina*

5 Miles East of / Bay Bridge

### **Foreign Countries**

- *The Matchless Rideau Ferry Inn*

“The / Hub of Heritage / and / Hospitality / (613)xxx-xxxx”

Quantity: 1

Colors: goldenrod with black lettering

[Ottawa, Ontario, Canada]

- *Godfrey’s Clothing Store*

“A Better Store To Save / You More / Owned and Operated by / Ralph Godfrey”

“Our best / advertisement / is . . . / A Satisfied / Customer”

Quantity: 1

Colors: off-white background with black graphics & lettering

Sydenham – Ontario

- *McTavish Motors*

“Sales – Rambler – Service”

“Cities Service / at your service”

Quantity: 3

Colors: white background with green & black graphics & lettering

Wilson St. Perth, Ont. / Phone 44