

# BEACHES TIDINGS

THE NEWSLETTER OF THE BEACHES MUSEUM & HISTORY PARK



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## History Exhibit: Jacksonville Beach or Bust!

Jacksonville Beach or Bust!:  
A Look Back at the Boardwalk

From the 1910s to the 1970s, Jacksonville Beach's boardwalk served as a hub of entertainment for visitors and locals alike. Amusements, dance halls, snack bars and parades made for a vibrant coastal destination. "Jacksonville Beach or Bust!: A Look Back at the Boardwalk" provides not only an opportunity to reminisce but also to explore the boardwalk's role in shaping a community. The exhibit highlights the range of experiences as told through photographs, artifacts, and the personal accounts of those who remember this rich piece of Beaches history.

"Jacksonville Beach or Bust!" will be at the Beaches Museum & History Park **until October 7.**



## Upcoming Art Exhibit: Jeffrey Luque

The Beaches Museum & History Park is pleased to announce the upcoming exhibit "Vibrancy & Illumination" by artist Jeffrey Luque.

Luque's highly detailed large-scale floral paintings are inspired by his time in the desert where the sparse landscape emphasized the singular beauty of the plants. Upon returning to Florida, Luque began his "Girl with Flowers" series which pushed his technical and creative skills to a new level. Using pointillism to highlight and add depth to the larger than life subjects of his paintings, Luque transforms oil paint and canvas into snapshots of natural beauty.

The exhibit will be on display from **October 11 to**



**February 11.**

## 5th Annual Beaches Art Fest!

**On October 13-14**, the Beaches Art Fest will be at the on the grounds and in the streets surrounding the Beaches Museum & History Park. It will consist of outstanding artists and craftsmen from around the country. The jury committee carefully selects only the best work in each category assuring a well-rounded quality art and fine craft festival.

The Beaches Art Fest is presented by the Beaches Museum & History Park and Driftwood, Jacksonville Beach, FL and produced by Holiday Art Shows, St. Augustine FL.



## Archaeology Day

The Archaeological Institute of America Jacksonville Chapter presents International Archaeology Day, hosted by the Beaches Museum, **Saturday, October 20 from 10 a.m. until 2 p.m.**

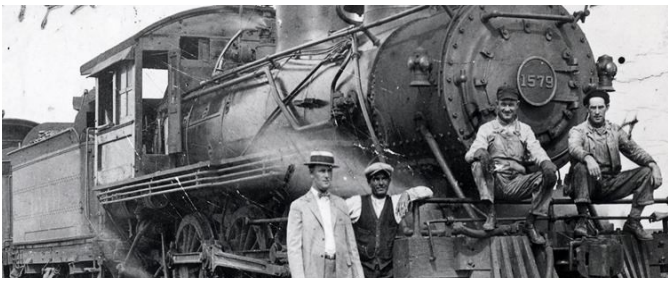
Archaeology Day is a fun-filled, educational day when children and adults can participate in mock digs and pottery making; Dr. Ashley from UNF will identify local artifacts; Master Gardeners will discuss past and present plant life; and more.

Dr. Kenneth Sassaman, Director of the Lower Suwannee Archaeological Survey, will present his lecture "Sea-Level Rise Among the Ancients: Results of the First Decade of the Lower Suwannee Archaeological Survey" in the Beaches Museum Chapel at noon. Refreshments will be served following the lecture.

The Cowford Archaeological Research Society, Dr. Keith Ashley from UNF, the Florida Public Archaeology Network, the Lighthouse Archaeology Maritime Program, MOSH and Lee McDonald with the Duval County Master Gardener's program are participating.



## Riding The Rails: Pablo Beach Train Day-



**September 8, 9:30 a.m. - 3:30 p.m.**

Step back to the turn of the century when railroads spanned the beaches. A time when the most modern and convenient form of transportation cost beachgoers 50 cents for a round trip ticket from downtown Jacksonville. Come delight in some of the marvelous inventions of that time; learn about Henry Flagler's enterprise and consequent development in the area. Join us for a fun-filled day of all things trains!

Hear keynote speaker Neil McGuinness at 1:30 p.m. in the Beaches Museum Chapel as he presents his Boardwalk Talk, "How Railroads Transformed America...and the Beaches!"

Enjoy three operating model train layouts in the FEC Mayport Depot and Museum Lobby, and a static display of historic model trains in the 1903 Post Office.

Ride a train with real steam and sounds around the block between 9:30 a.m. and 3:30 p.m., kids and adults welcome.

Learn about train safety with Operation Lifesaver, enjoy a bite to eat as Boy Scout Troop #37 offers hamburgers and hotdogs for purchase, peruse exhibits, play old-time games, and more!

Pablo Beach Train Day is FREE and open to the public. A donation of \$5 is suggested for the presentation with Neil McGuinness. For more information check out [www.beachmuseum.org](http://www.beachmuseum.org) or our Facebook page.

### Conductor Sponsor:



### Engine Sponsors:

First Coast Logistics Services

Toy Train Collectors, Jacksonville

NAWCC Jean Ribault Chapter 68

## Fall 2018 Concert Series:

### Tuesday, September 25: EG Kight

Known locally as the "Songbird of Georgia", Kight has developed a unique sound that blends blues, country, Americana, southern rock, jazz, gospel, and funk.

### Thursday, October 18: Heather Gillis Band

Gillis is a guitar player, lap steel player, singer, songwriter, and arranger; and at 22 has not only formed a strong southeastern following but has played alongside the likes of the Allman Brothers Band and Col Bruce Hampton.

### Thursday, November 8: John Németh

Drawing from his strong influences in blues and R&B, as well as contemporary sounds in hip hop and rock & roll, Németh creates music that is personal as well as universal.

### Monday, December 17: Celtic Christmas

Three troubadours join forces again for their Annual Celtic Christmas Concert Tour of the Gulf States, finishing up this year in Jacksonville Beach. **Two showings: 5p.m. & 7 p.m.**

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**Individual Advanced Tickets: \$25**

**Individual Day-of Tickets: \$30**

Chapel Concerts are held in the Historic Beaches Museum Chapel. Shows start at 7 p.m., check in begins and refreshments are served at 6 p.m. Seats are first come, first serve. For more information, visit our website at [www.beachmuseum.org](http://www.beachmuseum.org).

## Cummer Beaches Lecture Series:

### Friday, September 7

Florence: The Cradle of the Renaissance

### Friday, October 5

Rome as a Center for the Arts

### Friday, November 2

Caravaggio and the Drama of Baroque Art

\*\*\*

**Scheduled Times: 5:30 - 7:00 p.m.**

Cummer Lectures are held in the historic Beaches Museum Chapel and are free to the public. Please visit [www.beachmuseum.org](http://www.beachmuseum.org) or call 904-241-5657 for further information.

## From the Archives



With Johnny Woodhouse

Sherman Packard was working in the galley of the Honolulu-based destroyer USS Helm on Sunday, Dec. 7, 1941, when he heard the sound of low-flying Japanese bombers swooping down on Pearl Harbor's Battleship Row.

He quickly untied his apron and ran to his assigned gun mount. The ship survived the bombing. To commemorate the historic event, Packard had the words "Remember Pearl Harbor" tattooed on his lower left leg.

A 21-year Navy veteran, Packard finished out his military career as a chief petty officer in charge of the mess hall at the U.S. Naval Academy in Annapolis.

Before enlisting in the service in 1938, Packard was among the first 200 students to attend Fletcher High when it opened in the fall of 1937. A lanky 165-pound junior at the time, he was the starting full-back on the school's inaugural football team.

Packard's claim to fame at Fletcher: He scored the first touchdown in school history.

The Senators were a ragtag group in the fall of 1937, featuring future Neptune Beach councilor Monroe Griffin at quarterback, future county track champion Clarence Doerr at halfback, and hard-nosed shrimper's son Paul Hahn at right tackle.

Fletcher played a junior varsity schedule that first school year, with games against the likes of Bolles, Lee, Callahan and Jackson highs. The Senators lost their first three games by a combined score of 66-0, but the tide turned when Fletcher traveled to play the "Baby Lions" of Landon High on Nov. 1, 1937.

Both teams were winless and bringing up the rear in the Junior City Conference. Landon did, however, have a leg up on the Senators, having scored at least one TD coming into the 3:45 p.m. game.

But early in the second quarter, Fletcher broke its scoreless streak after Packard caught a lateral pass from Griffin and raced around right end from 20 yards out to put Purple on top 6-0. Packard also

scored the ensuing extra-point to give Fletcher a lead it would never surrender.

Fletcher won the game 13-7, marking the school's first victory in an athletic contest. A victory party for the players and their young coach, Cromer Shuler, was held at Justice of the Peace J.L. Gavagan's home in Mayport. Shrimp was the main course.

Fletcher's inaugural principal, Frank Doggett, and the school's cheerleaders were also invited. Fletcher finished 2-6 that inaugural season. Eleven players off the '37 team went on to serve in World War II, including starting guard Bob David of Atlantic Beach, a paratrooper who died in Southern France.

After the Navy, Packard served as a mail carrier in Jacksonville Beach. He laid eyes on Pearl Harbor for the last time on Dec. 7, 1979. He died of a massive heart attack a week later.

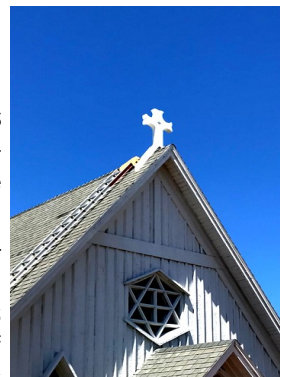
## From the Collection

The historical collection of the Beaches Museum is constantly growing with new artifacts, information, and photographs to preserve the area's unique and exciting history! Special thanks to Mr. Robert Sanford for his donation of historic postcard scans depicting various scenes around the Beaches in the early to mid-1900s. We would also like to thank Ms. Marci Cervone for her donation of a 1983 Fletcher High School letter sweater.



## Putting the Cross Back Up!

The Beaches Museum Chapel, missing its cross since Hurricane Irma, is whole once again. Thanks to craftsman Rob Emahiser, Joey Romano and the Romano Brothers Roofing team and Museum Facilities Chair Brant Lambert, a newly constructed cross has been placed at the top of the Chapel. The previous 130 year-old cross was beyond repair but will be restored and put on display at the Museum at a future date.



# Beach LEGENDS

Recognizing that tomorrow's history is being made today, the Beaches Area Historical Society has announced the extraordinary individuals selected to be recognized at its fifth Beach Legends event, Friday, September 21 at the TPC Sawgrass Clubhouse: **Hon. Elaine Brown and Hon. Richard Brown, Sam Veal, and James Roosevelt Stockton, Jr.**

## **Presenting Sponsor**

Walter Dickinson & Helen Coppedge

## **Landmark Sponsor**

Edward L. Baker

Bob Davis

Maxwell & Edna Dickinson

Billy & Holly Hillegass

Jack & Lori Schmidt

## **Preservation Sponsors**

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The Beaches Leader and Ponte Vedra Leader

## **In-Kind Sponsors**

Deanne Dunlop Photography

MorganMackenzie Designed Communications

Sight & Sound Productions

Chao Framing

Pam Almand, The Captain's Voice

## **Volunteer Corner**



The Museum's daily operations as well as its robust programming and event schedule would not be possible without the help of a dedicated team of volunteers. From January to August 2018, Beaches Museum volunteers logged over 5000 hours in support of the Museum's mission. Whether you have encountered Clyde at the front desk, Reggie giving a tour of the History Park, or Carol facilitating check-in at an event, you may have noticed they all have one thing in common – excellent and friendly customer service is their top priority.

In that spirit – and as part of the Museum's Strategic Plan – a committee of volunteers convened in early 2018 for the purpose of standardizing the Museum's customer service values. They worked through the Spring and Summer, devising a multi-faceted approach that included the creation of an official Volunteer Handbook and new guidelines for ongoing training. These updates will roll-out before the year's end.

For more information regarding the Museum's Volunteer Program, please contact Brittany Cohill at [info@beachesmuseum.org](mailto:info@beachesmuseum.org).

## **Welcome Elaine Dean!**

Elaine is originally from South Carolina but moved to Jacksonville in 2016 for her husband, Rudy's job. They bought a home in Jacksonville Beach in 2017



They have a daughter Cammie, a son Andrew, and 3 grandchildren (McKenzie, Parker and Oliver). Elaine enjoys cooking, gardening, fishing, birding, traveling and all things Nana.

She joined the Beaches Museum & History Park staff in May as our amazing Office Manager. If you see her around the museum, be sure to welcome her to the Beaches Museum family!



## Jean H. McCormick FOUNDERS' FUND

As the Beaches Area Historical Society approaches its 40th Anniversary in 2018, an endowment fund has been established to help to ensure the future of our mission: *to preserve and share the distinct history and culture of the Beaches area.* The fund, named the **Jean H. McCormick Founders' Fund**, honors those individuals who had the foresight to begin preserving the history of the Beaches decades ago.

Many thanks and appreciation to those who have contributed, at these contribution levels, so far.

### **Preservationist**

Helen Coppedge  
Jack & Lori Schmidt

### **Historian**

Margie Horvath  
Bill & Holly Hillegass:  
In Memory of Gavin Moore

### **Archivist**

Jerry & Susan Miller  
The Wainer Family  
The Mary E. Haverly Foundation  
Bob & Suzanne Taylor

### **Collector**

The Voiselle Family:  
In Memory of Chad Voiselle  
Robert Kastner  
Beaches Museum Board of Directors and Staff  
Jean & J.T. McCormick Family  
Preston and Joan Haskell  
The Bull Family:  
George, Beverly, Chelly, Dick and Chuck  
David & Valerie Pickett:  
Slider's Seafood Grille  
Carl & Sue Cofer  
Randy & Lisa Hayes  
Michael & Linda Lanier  
Neil & Kathie McGuinness  
William & Christine Carter  
Bruce & Suzy Barber  
Thurston Roberts Charitable Fund

## **Beaches Legacy Circle**

A planned gift to the Beaches Museum & History Park will further education, preservation and cultural programs in the future. Ways to leave a future gift to the Beaches Museum & History Park include:

**Bequests** - Bequeath a monetary sum, securities, or a percentage of your estate in your will or trust.

**Gifts of Retirement Funds** - Name Beaches Museum & History Park as the beneficiary of your retirement plan assets.

**Create a charitable trust** - Funded with cash or appreciated property or stock. This option can provide annual income for yourself and/or other beneficiaries.

**Life Insurance** - Gift your fully paid life insurance policy, or make Beaches Museum & History Park the beneficiary of an existing policy.



B E A C H E S  
L E G A C Y  
C I R C L E

Remembering the Museum through a planned gift can also be earmarked to a specific fund or program. Whether you would like your gift to support the Museum's endowment, preservation efforts or education programs, you can be assured that your gift will go far to invest in the mission of the Beaches Museum & History Park.

**For more information on supporting the future of the Museum, please contact Chris Hoffman at 904-241-5657 x 113 or [director@beachesmuseum.org](mailto:director@beachesmuseum.org)**

## San Pablo Society

Thank you to all of our members, donors, and supporters. We would like to recognize those who have gone above and beyond by joining our San Pablo Society. This list represents a very dedicated group of supporters who not only give financially, but are also very involved in the events and activities of the Museum. THANK YOU for your generous donations of time, talent, and treasure!

### Historian

Mr. & Mrs. Maxwell Dickinson  
Ms. Helen D. Coppedge  
Mr. Walter D. Dickinson  
Dr. & Mrs. Gasper Lazzara  
Mr. Edward L. Baker  
Mr. Bob Davis  
Mr. & Mrs. William G. Hillegass

### Mapmaker

Baptist Medical Center Beaches  
Mr. & Mrs. John C. Schmidt  
Mr. & Mrs. Robert F. Taylor  
Ms. Jean H. McCormick  
Mr. & Mrs. Robert Taylor  
Mr. Robert Kastner  
Mr. and Mrs. Jerry Miller

### Explorer

Mrs. Dana Voiselle  
Dr. John G. Bordelon & Mr. Gerry Williamson  
Mr. & Mrs. William Carter  
Mr. & Mrs. Michael J. Wainer  
Mr. & Mrs. Richard Hana  
Dr. & Mrs. Randy Hayes  
Ms. Margie Horvath  
Mr. & Mrs. Darby Brower  
Mr. & Mrs. Michael W. Lanier  
RADM & Mrs. Tim Jenkins

## Board of Directors 2017-2018

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Margie Horvath	

## Emeritus Board Members

William G. Hillegass	Dr. Don Mabry
Jean H. McCormick	Dwight Wilson
Maxwell & Edna Dickinson	Rob & EJ Taylor



*The Beaches Museum & History Park's window display at the Jacksonville City Hall. Photos and artifacts are exhibited depicting the history and flavor of the Beaches area.*

## Staff

Christine Hoffman - Executive Director  
Brittany Cohill - Museum Operations Manager  
Sarah Jackson - Archives & Collections Manager  
Jordan Cuevas - Education & Marketing Manager  
Elaine Dean - Office Manager



## Museum Hours of Operation

10:00 a.m. to 4:00 p.m. Tuesday through Saturday  
12:00 p.m. to 4:00 p.m. Sunday

# BEACHES MUSEUM & HISTORY PARK

BEACHES AREA HISTORICAL SOCIETY

381 BEACH BOULEVARD, JACKSONVILLE BEACH, FLORIDA 32250

Nonprofit Org.

U.S. Postage

**PAID**

Permit No. 1515

Jacksonville, FL

For more information, please visit [www.beachmuseum.org](http://www.beachmuseum.org) or call 904-241-5657

**September 7** Cummer Beaches Lecture

**September 8** Riding the Rails: Pablo Beach Train Day

**September 21** Beach Legends Gala

**September 25** Chapel Concert: EG Kight

**October 5** Cummer Beaches Lecture

**October 11** Jeffrey Luque Art Exhibit Opening Reception

**October 13-14** Beaches Art Fest!

**October 18** Chapel Concert: Heather Gillis Band

**October 20** Archaeology Day

**November 2** Cummer Beaches Lecture

**November 4** Cemetery Tour: Pablo-Mayport Cemetery

**November 8** Chapel Concert: John Németh

**December 7-8** Beaches North Pole Express

**December 14** Christmas at the Cabin

**December 17** Chapel Concert: Celtic Christmas

## Calendar