

OLD SPANISH TRAIL CENTENNIAL  
CELEBRATION ASSOCIATION  
REENACTMENT 1916 OST CONFERENCE



PENSACOLA, FLORIDA  
**HISTORIC  
DOWNTOWN  
WALK**

2:30 PM Thursday and Friday afternoons  
December 1 and 2, 2016  
Government and Palafox Street

## WALK WITH THE HISTORICAL ARCHITECT

Carter Quina, AIA will share his architectural and historical perspectives of the buildings drivers would have seen in 1916 along a block of Government Street and a few blocks of Palafox Street. He serves on the boards of the Pensacola Historic Preservation Society, and the City of Pensacola Architectural Review.

Mr. Quina has practiced architecture as a principal of the firm Quina Grundhoefer Architects in Pensacola, Florida, since 1984. An Auburn University and Tulane graduate, Carter has broadened his education through world travel, volunteer participation, and by teaching graduate level students. His appreciation for the history of place confirms his invested interest in restoration as well as the value of new construction that considers the context of history as a primary factor in design. Making buildings that will be built to last and be preserved, is the defining philosophy of his professional life.

The philosophy by which Quina Grundhoefer designs new or restoration projects “the distinctiveness of the place, the image and the historic context, is the criteria for excellence” has led to recognition and numerous awards over the years. Some of them for the very buildings we will be visiting during this conference: *Old Christ Church, Voices of Pensacola Multi-cultural Center, Imogene Theater, and Old Escambia Courthouse.*



Noticing Pfeiffer family homes and businesses located on the Downtown Walk and OST Saturday Motorcade route, they will be pointed out as sites of a typical pre-Great World War business family.

Written by Charlotte Kahl for the reenactment of the 1916 OST Conference  
[www.oldspanishtrailcentennial.com](http://www.oldspanishtrailcentennial.com)

To walk with Carter Quina, AIA from the UWF Historic Village Museum of Commerce, begin by stepping inside. The street scene depicted is of actual Pensacola shops of the past carefully reduced in size with perfect proportions of the old stores and offices. First shop to the right is John F. Pfeiffer's Toy and Bake Shop. Louisa, widow of John F. Pfeiffer had toys for sale at her home, 211 E. Intendencia.

Across the street in the first floor conference room of the 120 Church Street J. Earle Bowden Building offices of UWF Historic Trust is a display of the chronology of the San Carlos Hotel where the 1916 OST convention was held.

On the way from Bowden Building to Government Street, take notice of the long red-brick warehouse on the east side of Tarragona Street. It holds the workshop and found artist building remnants being used to continue expansion of Saville Quarter. Government Street was a quite lively place in 1916. Grocers, fruit and produce markets, trucks hauling to and from liquor, tobacco and furniture warehouses. Altho' the sounds of shoemaker and tinsmith's hammers, unmuffled trucks, voices of distraught owners overseeing the loading and neighbors greeting each other from balconies and the smells of varnish, tobacco, fruits and liquor are gone, the sights of gleaming windows, polished woodwork, sturdy brickwork and fine ironwork still remain.

**130 E. Government** Altho' not in these buildings in 1916 Seville Quarter has been embellished with many furnishings related to the OST and that era.

### Seville Quarter

Trumpeter Bob Snow began to realize his dream of filling the 1871 Pensacola Cigar & Tobacco Company warehouse with life and music when *Rosie O'Grady's* opened in 1967. ***Lili Marlene's World War I Aviators Pub*** opened next with five other rooms to follow in Seville Quarter.

Of the various rooms, ***Lili Marlene's WWI Aviators Pub*** conveys the ambiance of our 1916 OST time period. Décor includes two bars from Chicago's Blackstone Hotel of political "smoked filled room" infamy; captain's chairs, benches and pub tables from London pubs; Atlanta, Georgia mansion light fixtures; big chairs from the Supreme Court of Massachusetts, and mirrors from a pub in Edinburgh, Scotland. The wainscot and wall paneling is the result of Bob Snow's clever use of numerous solid doors gathered during removal of American National bank from Seville Tower on the Government corner of Palafox. The building that houses Lili's was the original home of the *Pensacola News Journal* newspaper now located in the Isis Theater building.

Other rooms have touches of OST related décor; ***Fast Eddie's Billiard Parlor*** cypress doors from New Orleans and benches from the old L&N depot; ***Apple Annie's*** chandeliers from New Orleans and huge courtyard glass doors that formerly graced the old New Orleans Ursuline Convent; French doors in the ***Palace Café*** from the old Italian Hall also in New Orleans; ***Phineas Phogg's Balloon Works'*** iron gates from the old New Orleans Governor's mansion. Other venues are open-air ***End O' the Alley Bar*** and ***Seville Quarter Courtyard*** entered through huge iron gates from American National Bank. The east end of Seville Quarter is the long ***Heritage Hall***

**In 1916 the buildings on this north side of Government had the following people using some parts of them.**

**140 E. Government Thomas F. Wrighton's wallpaper establishment.**

**128 E. Government Joseph M. Levy and George C. Hallmark ran their wholesale produce from this large building with Mrs. Mary E. Atwell renting furnished rooms upstairs. Driver Daniel Atwell and clerk Oscar Atwell boarded there.**

**120 E Government Shoemaker John Floro and wife Viola lived two blocks east and had two shops, one on Palafox and one in this building.**

**114 E. Government Mrs. M. Josephine (widow of B. Theodore) Marshall worked here as a public stenographer. Her home was 22 E. Gadsden on the Old Spanish Trail auto highway.**

**112 E. Government Monroe J. Elkan's wife Leone F. Elkan worked here with their M. J. Elkan and Company business while he, as president of Citizens Realty and Mortgage Company, had his office upstairs in the Brent Building on Palafox.**

**121 E. Government** This beautiful wood and window façade will soon be the entrance of another Seville Quarter venue enhanced by the accoutrements now in the warehouse on Tarragona. Other exterior ornamentation includes brick corbeling and a denticulated cornice with pilasters. The 1916 City Directory lists Mrs. Kunigunda (widow of John M.) Pfeiffer as the owner of 121 E. Government Street. Jacob S. Pfeifer a clerk at L&N RR and his wife Margaret lived at 121. Eva M. and Ernestine P. E. Pfeiffer boarded there. Mrs. Minnie Givens lived upstairs and managed the Pfeiffer Apartments. Many separate chimneys from the apartment fireplaces still exist. Pensacola Fruits had the ground level in all of 121 to 127. The apartments were no longer listed by the mid-1930s. This building was probably built in the late 1800s by physician John Brosanham adding to his significant property holdings in Pensacola. Mrs. K. Pfeiffer also had a home listed at 1119 E. Gadsden Street on the Old Spanish Trail auto highway.

**117 E. Government** This Norman Simons building built in 1912, is a great place to now do research. In 1916 David and Jacob Kugelman were wholesale grocers of D. Kugelman and Company here.

**101 E. Government** This corner followed trends of the times. 1916 visitors would have been saddened by the hurricane ravaged grand 2½-story Opera House that filled the whole end of this block overlooking the park. It had stood tall since 1888. Demolition began in 1917. As the automobile and truck era began a gas station was on this corner with auto repair in 108 and auto roof repair and upholstery down the street in 127.

**SE corner Palafox & Government** Plaza Ferdinand named after King Ferdinand VII de Borbon of Spain (b.1784 d.1833) who was overthrown by Napoleon in 1808 and regained the crown from 1813 to his death. This plaza donated by owner Don Manuel Gonzalez to the City of Pensacola has been the site of the transfer of Florida by Spain to the United States (1821), inauguration of first Florida Territorial Governor Andrew Jackson (1821), and lynching of Leander Shaw (1908). The name of this park was changed and a statue dedicated honor the accomplishments of Pensacola Mayor and Florida legislator, railroad tycoon Colonel William Dudley

Chibley (1840 – 1897). The plaza was Chibley Square in 1916. The name reverted to Ferdinand due to continued public use. On National Register of Historic Places since 1966.



**223 S Palafox** This was built as the **United States Customs House & Post Office**, with hundreds of cotton bales still left at the foundation of the basement by general contractor, M. E. Bell to stem underground water flow during construction from 1884 to 1887. This elegant four-story limestone building was used by the Old Spanish Trail association as the beginning point of the 2-mile measurement for travelers to the nearest tourist camp. The first floor was the post office, second customs and third federal court. Masonry work was contracted to S. S. Leonard.

**213 S Palafox** Designed by New York architectural firm of Mowbray & Uffinger, built by Charlie Hunter's construction company in 1908 as the First National Bank this handsome Matt Langley Bell III Building housed several prominent Pensacola banks before becoming part of the Escambia County Government Complex. The exterior is of pure white marble upon a base of dark granite.

**207 S. Palafox** Master Site List suggests that this was probably built early 1880s after the 1880 fire by Henry Hyer who also owned and built building to the north of this one.

**201-205 S. Palafox** Built after an 1880 fire leveled many businesses in this block, this two-story masonry building was altered with the metal facade on the east side. From 1898 to 1915 the prominent grocery of Sol Cahn & Company was at street level. By 1916 it was divided into separate shops.

**123 S. Palafox** South half of this white building was built in 1881 by J. George White. A. H. White's Men's Clothing Store was there from 1910 to 1950 expanding the store to double the space in 1931.

**115-121 S. Palafox** Built in 1959 by the J. C. Penny's on the site of many smaller shops that were there in 1916

**113 S. Palafox** This two-story was built in about 1890 by L. M. Davis. The 1916 City Directory lists Boston Shoe Store at that address.

**111 S. Palafox** Built in 1882 by Simon Damiani the Bonita Theater was here from 1912 until the mid-1920s.

**101 S. Palafox** Arthur T. and Moses G. Yniestra built this after the big fire in 1880.

**37-41 S. Palafox** This single story masonry building on the NW corner of Palafox and Romana was the only building to survive the devastating 1905 [Halloween Night Fire](#) that destroyed the other structures on this block of Palafox.. It was built in the early 1880s by W. L. Wittich.

**33-35 S. Palafox and 29-31 S. Palafox** A couple of the buildings that Francis Celestino Brent had to replace after the 1905 fire. From 1925 to the mid-1960s Bon Mache Department Store was in the one to the south

**11-27 S. Palafox** Commissioned by F.C. Brent [to be built in 1906 after the Halloween fire](#). In 1916 the center street-level businesses were S. H. Kress Co. and Balkcom Drug Store. In the upper two stories insurance agencies

had offices along with **the Escambia County Fair Association, Chamber of Commerce, W. T. Brent and numerous other tenants.**

**300 W. Garden** This seven-story Blount Building was constructed in 1906 to replace William Alexander Blount's Blount-Watson Building destroyed by the Halloween fire. In 1916 many business filled the upstairs offices including W. A. Blount, Jr. with Banking Savings and Trust at street level.

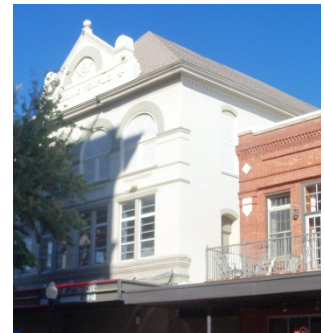
**NW corner Palafox and Garden Streets** The 1916 Old Spanish Trail Convention was held in the San Carlos Hotel completed in 1910 with a Pensacola Journal article stating why it would be the perfect place for OST planning: *"The name 'San Carlos' is typical of Pensacola and of Florida. It suggests at once the romance and chivalry of the early Spanish days. Fort San Carlos, the little, ancient Spanish fort at the entrance to Pensacola harbor, and Hotel San Carlos, the magnificent hotel in the center of Pensacola's business section, will help combine to make the city itself one of the greatest tourist resorts of the south."* With the advent of roadside motels in the 1950s the San Carlos could not compete. It entered a period of decline and was demolished in 1993. A new United States Courthouse was built on the site in 1998.

**2-4 N Palafox** Across Palafox from the San Carlos Hotel in 1913 Nat Kaiser and M. J. Elkan built the building they leased to the Saenger Amusement Company. The Isis Theater showed first silent films during 1916 featuring Francis X. Bushman, Charlie Chaplin, Lillian Lorraine, Theda Bara, and during the 1916 convention, Mary Pickford in *LESS THAN THE DUST*. And soon came "talkies." A 1950 federal decree allowed the Saenger successor Paramount Gulf Theaters to operate only one theater in Pensacola. They chose the Rex up Palafox and this building was leased to other businesses. Bricks from the ISIS theater, salvaged during renovation are included in the floor of Seville Quarter's "Phineas Phogg's" dance hall.

**2 S. Palafox** This building constructed in 1897 was home to Avery Hardware for many years. During 1916 land transfer companies occupied the first floor with rooms for rent on the second and the Masonic Temple on the third.

*The following buildings with addresses 10 to 28, new in 1910 and 1912 were built by Harriet S. Keyser on the site of Sisters of Mercy School next to Wm. A. Blount's older building.*

**6-12 S. Palafox** This two-story building was commissioned by Keyser in around 1910. It was the home of the B&B Café until 1993.



**14 S. Palafox** Although drastically altered this building was built in about 1910. In 1916 it had Diffenderfer and Ingram businesses downstairs with Bell's Studio upstairs.

**20-24 S. Palafox** Actually known as the Keyser Building this two-story brick commercial structure was built near 1912 The Catholic Church has owned it since 1916, renting in that year to shops that sold music, typewriters and books with Star Laundry in #22 and Keyser Hall upstairs. A new façade with a balcony was added in 2008.

**26-28 S. Palafox** Keyser built this one about 1912.

**28 ½ - 38 S. Palafox** Being safely cross the street from the 1905 fire, this building of Wm. A. Blount, built circa 1890 had 28 ½ known as the Old Armory Building and many, many other hardware type shops in the rest in 1916.



**40 S. Palafox** Danish businessman Christen Thiesen built the Renaissance Revival style **Thiesen Building** featuring terra-cotta ornamentation during 1902 as tallest building in Pensacola – a five-story commercial high-rise with a modern elevator and steam heat.. On National Register of Historic Places from 1979. Restored in 1992 by businessman [Ray Russenberger](#).

**100 S. Palafox** Graced with a Corinthian colonnade this two-story building built by George Brosnaham in 1890 had the Conservatory of Music upstairs in 1898 and the Businessmen’s Athletic Club up there in 1916.

**106 S. Palafox** Although altered considerably over the years, this was built in 1890 by physician F. B. Renshaw.

**108-110 S. Palafox** Built about 1898 by Lucy Finch, fire took the second story off in the 1930s.

**112-114 S. Palafox** An old building built early in 1880s is distinctive today for the colorful brand new 2016 mural.

**116 S. Palafox** Pensacola’s “most important contractor” R. H. Turner built this older building in about 1880.

**118 S Palafox** Designed by New Orleans architect Emile Weil who worked a lot for Saenge Amusement Company, this Saenger Theater wouldn’t have been here in 1916. It opened in 1925 for Vaudeville, later adding movies. The theater was dark from 1975, donated to the city, rented by University of West Florida, fostered by “Friends of the Saenger” to reopen in 1981 for concerts and other performing arts.

**120-128 S. Palafox** Known as the Johnson Building, commissioned in about 1870 by Francisco Moreno, this was one of the first brick buildings in Pensacola. In the 1880s major additions doubled the size of the building.

**200-02 and 204 S. Palafox** These modern buildings were built in 1950 and 1960 respectively.

**210-214 S. Palafox** These addresses were built after the 1880 fire that took out buildings on both sides of Palafox in the middle of this 200 block.

**216 S. Palafox** Wasn’t built until the 1940s replacing what in 1916 was called the Palace Market.

**226 S Palafox Seville Tower**, from its completion in 1909 until 1974 was the tallest building in Florida. Ten stories of offices over various banks, replaced another building that in 1880 housed Southern Bell’s first telephone exchange for Florida with 31 customers. On the National Register of Historic Places since 1978



#### **LODGING.**

**Pensacola Grand Hotel** 200 East Gregory Street  
Pensacola, Florida 32501      850-433-3336

#### **Thursday, December 1, 2016**

##### **2:30 - 4pm DOWNTOWN HISTORIC WALK**

From Museum of Commerce 201 E. Zaragoza Street

##### **6 to 8pm LEE HOUSE WELCOME RECEPTION**

Lee House Courtyard      400 Bayfront Parkway

#### **Friday, December 2, 2016**

##### **7:30 to 9:30am Complimentary BREAKFAST**

Historic Village Museum of Commerce 201 E. Zaragoza Street

##### **8am to Noon SYMPOSIUM** Old Christ Church 400 S. Adams

**8 – 8:20am** *Revitalizing and Preserving the OST* Charlotte Kahl

**8:30 – 9:10am** *Bridging the Old Spanish Trail* John Murphey

**9:20 – 9:50am** *Saving Long-Allen Bridge* Mayor Frank Grizzaffi

**10 – 10:30am** *1916 Pensacola Auto Travel* Dr. Brian R. Rucker

**10:40 – 11:20am** *Negro Motorist Green Book* Calvin A. Ramsey

##### **10am to 4pm EXHIBITS** With Complimentary Lunch

Historic Village Museum of Commerce 201 E. Zaragoza Street

##### **2:30 - 4pm DOWNTOWN HISTORIC WALK**

From the Museum of Commerce

#### **Saturday, December 3, 2016**

##### **MOTORCADE TO FLORIDATOWN AND MILTON**

**Assemble 8:30am      Depart 9am**

Grand Hotel L&N Depot      200 East Gregory Street

Via N.Palafox & E. Gadsden Sts, Scenic Bluffs Hwy. & U.S. 90

[www.oldspanishtrailcentennial.com](http://www.oldspanishtrailcentennial.com)