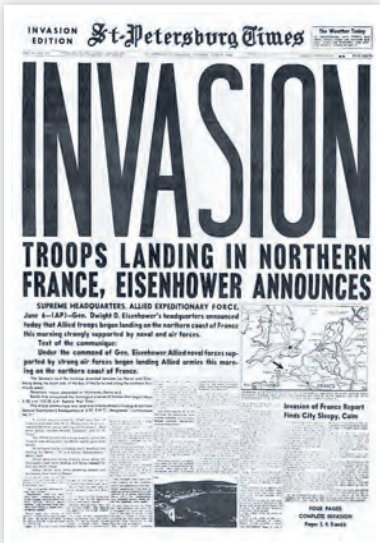
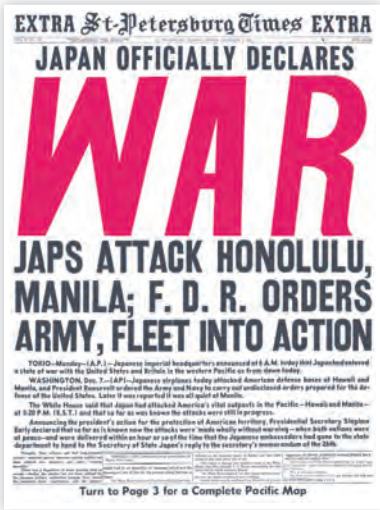


125 YEARS

AS HISTORY UNFOLDED

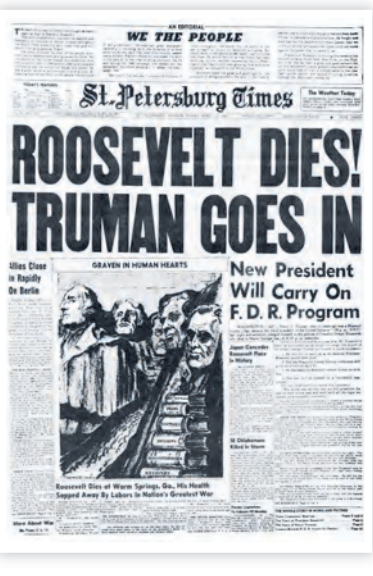


Moon, We're Onto You

Article about the moon landing with a photo of Neil Armstrong and a quote: 'That's one small step for man... one giant leap for mankind.'

Man's Boundary: Always One Step Away

Large article about the moon landing with a simulated scene photo and a table of Kennedy's accident charges.



The Times through time

BY DAVID SHEDDEN
Special to the Times

- **July 25** — The first issue of the *West Hillsborough Times*, the forerunner of the *St. Petersburg Times*, is published.
- J.M. "Doc" Baggett, Dr. J.L. Edgar, and M. Joel McMullen are the founders of the *Times*. Baggett, right, is the editor, Edgar serves as the business manager, and McMullen is the printer.
- The *Times* is a four-page weekly based in Dunedin, Fla. It is printed in the rear of Edgar's pharmacy.
- **December** — Arthur C. Turner buys the *West Hillsborough Times* and moves it to Clear Water Harbor (now Clearwater). Rev. Cooley S. Reynolds becomes the new editor.



- The newspaper's estimated weekly circulation: **480**

- **Fall** — Richard J. Morgan buys the *West Hillsborough Times* for \$1,200 and moves it to St. Petersburg. As the new editor, Morgan experiments with different names: the *Times*, the *News*, the *Once a Week*, but by 1894 or 1895, he settles on the *St. Petersburg Times* as the new name.

- **Oct. 8** — More than half of the newspaper's front page includes advertising. There are ads for wagons, harnesses, buggies, patent medicines, steamer and railroad tickets.

- **Sept. 7** — Editor and owner J. Ira Gore dies. His son, J. Ira Gore Jr., publishes the paper until a new owner is found.

» 1884

» 1885

» 1892

» 1898

» 1900

HE GAVE IT AWAY

By donating his life's work to a school, Nelson Poynter ensured the *Times* will remain independent.

BY ROBERT W. HOOKER
Times Staff Writer

The *St. Petersburg Times* had just won two Pulitzer Prizes in a single year for the first time, and delighted staff members gathered in the newsroom to celebrate.

Applause, cheers and laughter rang out as the newspaper's executives saluted the reporters, photographers and editors who did the prize-winning work.

Then editor and chairman Paul Tash offered a final toast.

"Here's to a little guy in a bow tie who came from Indiana," said Tash. "He gave us the chance, and today our colleagues have vindicated his confidence."

The little guy is Nelson Poynter. Over the four decades he ran the *Times*, Poynter transformed his father's small, financially wobbly paper into a large, robust enterprise. He became one of American journalism's most conspicuous figures — a liberal in a conservative community, an innovator in a sometimes stand-pat industry, a loner in a field increasingly dominated by chains.

He was damned as a Communist, a fool and a meddler, praised as a patriot, a genius and a visionary. And when he died in 1978, he did the most remarkable thing of all: He gave away his life's work, willing most of his newspaper's stock to a private, nonprofit school for journalists — now called the Poynter Institute — so that the paper would remain locally owned and safe from the clutches of an outside chain.

Ownership of a newspaper, Poynter declared, is "a sacred trust and a great privilege" — something so important, so vital to democracy and good government, that serving readers well is more important than making the biggest profits.

Poynter was born in Sullivan, Ind., in 1903, nine years before his father, Paul, a Sullivan businessman who bought or started 10 newspapers over his lifetime, came to St. Petersburg and bought the *Times*.

The younger Poynter earned a bachelor's degree from Indiana University and a master's from Yale. In the decade that followed, he owned or worked for seven newspapers before coming to the *Times* in 1938 as general manager. He became editor the next year, and in 1947, three years before his father's death, he became the paper's majority stockholder.

The new editor was a wiry 5 feet 5 with a toothy grin and freckled face. With his soft-spoken, genial style and trademark bow tie, he hardly seemed like a newspaper executive. In later years, newsroom wags would joke that the unimposing little man looked more like a file clerk.

Behind the courtly, amiable exterior, however, was a driven man the *New York Times* once called "tough as a railroad spike." When his first wife divorced him in 1942, she said Poynter had become a slave to his duties. "He said ... he hoped if he was on his death bed when he was 85 he would have to say, 'Damn it, I can't die today. I have got to get up to New York to see a man.'"

As editor and then chairman of the board, Poynter was an extraordinary executive who was never satisfied with the paper. On a little pad he carried everywhere, he constantly jotted down reminders, suggestions, admonitions and praise to send to the staff.



Nelson Poynter, once called "tough as a railroad spike," ran the *St. Petersburg Times* for nearly four decades.

When told an idea was impossible or impractical, he sometimes grew impatient. He would take a dime (then the price of the paper) out of his pocket, place it on the balking lieutenant's desk and declare, "I'm a reader; don't tell me you can't do it."

Poynter liked to say he had never been wrong, "just premature." In fact, he was ahead of his time. He made the *Times* a pioneer in the use of color and graphics, in typesetting and printing, in consumer and environmental reporting, in editorial crusades for racial equality and other unpopular causes, in management concepts like profit-sharing and personnel development.

He was also a pioneer in Washington, where in 1945 he and his second wife, Henrietta, founded *Congressional Quarterly*. It provided detailed information on congressional deliberations and lawmakers to newspapers and other clients.

Poynter believed that St. Petersburg and the Suncoast should be the best place in the world to live and work. To him, that meant an informed electorate, strong public schools, good government and two-party politics, integration and racial justice, a clean environment and controlled growth, efficient transportation and a thriving downtown.

Yet Poynter was also a man of apparent contradictions.

His editorial page called repeatedly for women's equality, yet he saw no conflict in his membership in private clubs that barred women. ("Most men have very dull wives," he once said.) He endorsed integration and civil rights, yet the paper's hiring and promotion policies lagged behind its editorial policy.

He championed labor unions and the right to organize, yet three times broke strikes by unions in his production department. He lamented

the ravaging of Florida's fragile environment, yet contributed to the area's rapid growth by publishing lavish special sections that touted the area's positives while glossing over its problems. He declared that his staff deserved the best, but he could be maddening to work for and paid only modest salaries. Some of his best lieutenants left the paper.

He took great pains to ensure the long-term security of the *Times*, yet left unresolved a conflict with his sister that exploded after both died, putting the paper in considerable peril.

For years, Poynter and his sister, Eleanor Poynter Jamison, sparred over the value of her minority stake in the paper. In 1988, a decade after his death and three years after hers, Jamison's daughters sold the stock to a group led by Texas investor Robert M. Bass. It took Poynter's successors two stressful years and \$56-million to buy the stock and end the threat to the

paper's independence.

Poynter embraced no idea more firmly than his desire to keep his newspaper locally controlled, in the hands of a single person, once he died. But to do that, he took the extraordinary step of giving the paper away.

Although he left a widow and two daughters, Poynter stipulated in his will that most of his stock in the paper would go to a nonprofit educational institution that he established to help train working and student journalists. The institution would own majority interest in the *Times* and its stock would be voted by an executive whom Poynter designated as his successor. That ensured that his beloved newspaper would not have to be sold to pay estate taxes. It also would be safe from chain ownership.

The institution, which began in 1975 in an old bank building two blocks from the paper in downtown St. Petersburg, was first called Modern Media Institute. Several years after Poynter's death, it was renamed the Poynter Institute for Media Studies and moved into a new, elegant building near the city waterfront. Although the institute is tax-exempt, the newspaper is a private, for-profit company that pays federal, state and local taxes.

At least one of the advisers who helped Poynter write his will and establish the school worried that his successor might sell the company and get rich. "Well, you've got to trust someone," Poynter is said to have replied.

That someone was Eugene Patterson, a highly decorated veteran of World War II who had been a Pulitzer winner at the *Atlanta Constitution*, managing editor at the *Washington Post* and a teacher at Duke University.

When he retired in 1988, Patterson honored Poynter's wish and passed the baton of leadership to Andrew Barnes, a *Post* editor he had brought to the *Times* in 1973. In 2004 Barnes was succeeded by Tash. A Hoosier like Poynter, Tash started at the paper as a summer intern in 1975.

Today's *St. Petersburg Times* is dramatically different than Poynter's last edition in 1978. Much of the staff's work is also delivered — and sometimes enhanced — over the Internet on its Web site, tampabay.com. There is a thriving, free daily tabloid, called *tbt** *Tampa Bay Times*, that is aimed at readers in their 20s and 30s. The staff also collaborates with Bay News 9, a cable television news service, which has cameras in two of the paper's newsrooms.

For all that has changed, however, "these days Mr. Poynter looks increasingly prescient," said Tash. "The corporate media chains he feared are staggering under the weight of stockholder expectations and the loans they borrowed to grow."

"Even at the *St. Pete Times*, business is plenty challenging these days. But to a real extent, this newspaper has been shielded by Mr. Poynter's singular decision to give it away, and it is still guided by his faith in journalism and democracy."

Some of the material for this report is taken from The Times and its Times, an 80-page supplement by Robert Hooker that appeared on the newspaper's 100th anniversary in 1984. Other sources: research by David Shedden, library director at the Poynter Institute, and A Sacred Trust: Nelson Poynter and the St. Petersburg Times by Robert N. Pierce.

Philanthropy to students, groups shown in millions of ways

BY NANCY WACLAWEK
Times Staff Writer

When he bought the newspaper in 1912, Paul Poynter determined he would set an example by giving back to the community that was helping to make his business successful. It was his obligation, he believed.

Nelson Poynter followed his father's example.

Today, the philanthropy of the *Times* is carried out through the St. Petersburg Times Fund, the philanthropic arm of the newspaper. The nonprofit organization

was established in 1953. Its mission: to "train, assist and inspire those pursuing a career in the newspaper profession" through scholarships and fellowships.

Through the years, the Times Fund's giving has expanded to scholarships for college study other than journalism and grants to nonprofit organizations in the Tampa Bay area.

Since 1956, when the first scholarship checks were written, the fund has awarded nearly 1,200 scholarships and fellowships worth more than \$4.7 mil-

lion. It also has awarded more than \$16 million in grants to local nonprofit groups.

In 1999, the Times Fund established a new scholarship program to help high-achieving high school seniors afford to attend their dream colleges outside Florida.

The Barnes Scholarship program annually awards four scholarships worth up to \$15,000 per year for four years. In the past 10 years, the Times Fund has provided more than \$1.6 million to educate 40 Barnes Scholars.

Bucking current trends, the

Barnes program's college graduate rate is 100 percent — students who have entered as freshmen have graduated in four years or less. There have been 24 so far. Barnes Scholars attend such schools as MIT, Harvard, Yale, Georgetown, Duke, Columbia, Cornell, Michigan, Northwestern and Washington University.

Through its grants program, the Times Fund provides support to nonprofits in the areas of arts/culture, education, social services and journalism. Benefactors of the fund's generosity

range from the area's largest cultural institutions — the Salvador Dali Museum, the St. Petersburg Museum of Fine Arts, the Florida Aquarium, USF — to the smallest — Happy Workers Child Care Center, the Nature Coast Environment and the Tampa Bay Children's Chorus.

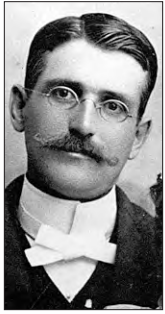
The fund also helped launch journalism programs at Melrose Elementary and John Hopkins Middle School in St. Petersburg. Since 2004, those schools' journalism programs have won national awards from the *Weekly*

Reader. The program expands to Lakewood High School in August.

Long a supporter of annual United Way campaigns, the Times Fund matches employee contributions dollar for dollar. In 2003 the fund expanded the workplace matching program to include arts and education organizations. Other programs match employee contributions to universities and other nonprofits.

Annually, the fund provides nearly \$1 million in philanthropy.

• **April 1** — W. L. Straub, A.P. Avery, and A.H. Lindellie buy the newspaper from the Gore family for \$1,300. Straub, right, becomes the new editor.
 • The annual subscription rate for the newspaper is \$1.50 a year.



• The *Times* has a staff of five people.
 • **Jan. 10** — The *Times* is printed every day of the week except Mondays.
 • **March 21** — The *Times* prints its first extra edition. The special edition deals with a \$1,000 jewelry store robbery.
 • **September** — Paul Poynter, right, buys majority stock in the Times Publishing Co. from Straub. The stock costs \$3,000 and Poynter assumes the paper's outstanding liabilities for \$7,000. Straub remains as editor and Poynter becomes the new manager and president.



• **Aug. 2** — The *Times* prints a World War I extra with pictures and maps. More than 1,000 copies are sold.

• **Feb. 25** — Eleven-year-old Nelson Poynter writes his first newspaper article for the *Times*. The story is about the crash of a small airplane into Tampa Bay near the old St. Petersburg pier.

• **March 17** — The *Times* announces that the weekly *Times* will be consolidated with the *Sunday Times*. The weekly was an extra edition containing a round-up of the week's news.

» 1901

» 1912

» 1914

» 1915

» 1918



Times files
Nelson Poynter, seen in the portrait on the easel, handpicked his successor, Gene Patterson, left, who chose Andrew Barnes, right, to follow him as editor and chairman. In 2004, Barnes passed the baton to Paul Tash.

10 reasons the Times lived to see 125

I started at the *St. Pete Times* when I was 20. A standard assignment for a cub reporter is to interview some old lady who is marking (at such advanced age, the word "celebrating" can be a stretch) her 100th birthday, and the standard question is her secret to such a long life.

This month the *St. Pete Times* turns 125 years old. That's a remarkable milestone for any enterprise, especially one born as a thin weekly in the back of a Dunedin drugstore and which grew to become Florida's leading news organization.

So, I return to the question routinely put to those of long life: What's the secret? On a magazine cover, the headline would go something like this: 10 Reasons the *St. Pete Times* is Still Kicking After 125 Years!

1. AIR CONDITIONING. The pioneers managed without it, but in the middle of July, it's hard to imagine Tampa Bay as a robust metropolitan economy without the chance to come in from the heat. And since newspapers rely on the vitality of their cities, this invention makes my list.

2. LOCAL ROOTS. Most newspapers are owned by chains with headquarters somewhere else. Not this one. The *Times* and the company that publishes it are based here in Tampa Bay. We know the territory. We have substantial operations and editions serving local communities, from Brandon to Brooksville, from Port Richey to Pinellas Point.

3. SOCIAL SECURITY (AND MEDICARE). Between 1900 and 1960, the life expectancy of the average American jumped from 47 to 70 years old. The government programs helped people look forward to a life beyond



PAUL TASH
 Editor, chairman, CEO

their working years, and Florida was a magnet for them. Our economy today is more diverse, but retirees formed the first wave of the Florida boom.

4. CONTINUITY. For 97 years, the *Times* has been owned by a family and then a school named Poynter. We don't have rotating editors and executives, moving through town on their way up the corporate ladder, and our editorial positions are clear and consistent. The journalists who broke our recent stories about Scientology have covered the church for years.

5. HIGHWAYS (AND BRIDGES). The interstates were pipelines that pumped tourists and retirees into Florida, and the bridges reaching across Tampa Bay connected the various burbs into a single region. The great majority of *Times* readers live outside St. Petersburg, and that percentage gets bigger every year.

6. AMBITION. We are a local newspaper, but we test ourselves against the highest standards of the craft, both in our news coverage and our business operations. We also try to see the world beyond Tampa Bay. Our reporters have won eight Pulitzer Prizes, two for national reporting.

7. WAR. Misery elsewhere brought prosperity here. The Spanish-American War was

launched from Tampa, and World War II introduced tens of thousands of soldiers in training to Florida's charms. Major defense contractors arrived here to help build the weapons of the Cold War. It may be giving way now to the War on Terror, but MacDill Air Force Base remains front and center in that struggle.

8. RESILIENCE. Florida is going through some rough times, and so is the newspaper business. We have been through worse. In 1934, during the depths of the Depression, the news staff was down to 15 people who shared six telephones. The newspaper itself dwindled to eight pages. Cash was so short that advertisers paid their bills in scrip, which the company handed out to employees in place of pay.

9. SPORTS. Some readers will dismiss these endeavors as mere ornaments, but our professional sports teams — starting with the Bucs — helped raise our national profile and reinforced the regional identity of "Tampa Bay." They also have enlivened our sports section, consistently ranked among the best in the country.

10. GOOD FRIENDS. Nobody gets this far without support along the way. Day in and day out, we depend on the trust of readers and advertisers, so I hope our customers take pleasure in this milestone for the *Times*. And when the chips were down, friends have rallied to our side. In 1990, they helped us turn back a challenge from a corporate raider who wanted to take over the *Times*.

This longevity list includes some dynamics that shaped local history, along with characteristics particular to the *Times*

itself. Newspapers thrive only if their communities do, too.

In turn, the *Times* must be a community asset and advocate. Every year, our charitable foundation donates roughly \$1 million to worthy causes, including college scholarships, but our most important contribution to civic life is a vigorous news report and principled editorial voice. Even if you don't personally read the investigative stories about how the state has been investing its pension funds, you can be very glad that someone's paying attention.

At the outset, I compared this column to an interview with an old lady who had reached her 100th birthday, but there is this important difference. For the centenarian, her next appearance in the newspaper will likely be her obituary. The *St. Pete Times*, on the other hand, has many years ahead.

Yes, these are difficult times, and the *Times* is navigating the worst economic storm in generations. Combine that with some of the gloomy forecasts (overdone, in my view) about the future of newspapers, and even some of our harshest critics have started pulling for us.

The other day, a reader who takes regular exception to our editorial page wrote me, worried that the trend lines could put us out of business. "To lose this," he continued, "would be akin to one day awakening, and finding an insane neighbor's home vacant," with a "For Sale" sign in the yard.

Here's what I told him: We intend to keep the lights burning for a long time to come, but it's nice to know that you'd miss us.

Poynter named SPJ Fellow

Add another accolade to the record of Nelson Poynter, editor and then chairman of the *St. Petersburg Times* from 1939 until his death in 1978.

Next month he will be honored as a Fellow of the Society by the Society of Professional Journalists for his "extraordinary contributions to the profession."

Two other journalists also will be honored — the late Stanley E. Hubbard, a pioneer and innovator in the broadcast industry, and Austin Kiplinger, 90, chairman

of Kiplinger Washington Editors Inc. and former editor-in-chief of *Kiplinger's Personal Finance* magazine.

The Society of Professional Journalists was founded in 1909 as Sigma Delta Chi. It promotes the free flow of information, helps educate the next generation of journalists and works to protect the First Amendment guarantees of freedom of speech and press. Since 1948 it has given its highest honor to more than 170 journalists.



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• The *Times* leaves its building on the southeast corner of First Avenue S and Third Street and moves into a new three-story brick building on the southeast corner of First Avenue S and Fifth Street.

• **Oct. 25** — The *Times* continues to publish even when the city loses its electricity during a hurricane. A motorcycle engine is used to power the linotype machine.

• Daily circulation:
4,409

NOV. 3 — TIMES EDITORIAL: "SEVEN DAYS A WEEK"

"Today the St. Petersburg Times becomes a seven-day newspaper, and, with this issue, goes to press on Monday morning for the first time in its history. The pride the Times feels in this accomplishment is not that it merely has reached the place where the physical equipment and man power necessary to the greater undertaking is available, but in the fact that the growth of St. Petersburg and Pinellas County has made it necessary."

• **December** — The newspaper's crossword puzzle makes its debut.

The *Times* opens a news bureau in Clearwater.

• The *Times* begins relocating to its new eight-story building at 440 First Ave. S. The move will be finished in 1927.



• A copy of the *Times* costs five cents.

• There are 15 people on the newspaper's news staff.

• **July 25** — The *Times* celebrates its 50th anniversary.

» 1921

» 1922

» 1924

» 1925

» 1926

» 1929

» 1934

THE TOP 10

Picking the most important or most interesting front pages out of 12 decades of publishing is an impossible task. Still, a panel of *St. Petersburg Times* editors combed through the archives and chose 10 as having had a significant impact. We then featured the pages on tampabay.com and invited readers to vote for their favorite. This chart shows the results. The most popular page, an extra edition printed on Sept. 11, 2001, after the terrorist attacks, is reproduced here. The other nine appear on the following pages. To view more historic front pages, watch a video about the *Times*' 125th anniversary and see the special section produced for the 100th anniversary, go to www.tampabay.com/st-petersburg-times-history.

EXTRA EXTRA EXTRA

St. Petersburg Times

Florida's Best Newspaper

TUESDAY, September 11, 2001

AMERICA UNDER ATTACK



As smoke billows from one World Trade Center tower hit by a plane shortly before 9 a.m., another aircraft heads for the second tower, crashing into it moments later.

**PLANES CRASH INTO WORLD TRADE CENTER AND PENTAGON
OFFICE TOWERS COLLAPSE; HUNDREDS ARE MISSING
ALL FLIGHTS GROUNDED; TWO UNITED PLANES CRASH
MARKETS CLOSE; DISNEY SHUTS PARKS; U.S. ON ALERT**

• The newspaper increases its Associated Press service to 24 hours a day.
 • **July** — *Times* publisher Paul Poynter overextends himself with real estate and other financial deals and loses control of the Times Publishing Company. The Smith and Ottaway families, who now own the majority of Times stock, take over. During a seven-week legal battle Nelson Poynter helps his father regain control of the company.

•SEPT. 8 — THE FOLLOWING NOTICE APPEARS IN THE NEWSPAPER:

"Back in 1926 the *Times* asked its readers for an expression of what they liked about the paper and what they didn't like. Thousands of readers filled out the questionnaire and mailed it in. It proved of great value to the editors.... But times have changed and the *Times* is anxious for a new expression about its features, comic strips and news reports.... It will take you about five minutes to sit down and fill out the questionnaire below. Will you do it?"

» 1935

2 JAPAN OFFICIALLY DECLARES WAR
 Dec. 7, 1941

The paper didn't have type this big. So editors had WAR set in the biggest type available, then photographed and enlarged many times, and then set into a zinc engraving.

EXTRA St. Petersburg Times EXTRA

JAPAN OFFICIALLY DECLARES

WAR

JAPS ATTACK HONOLULU, MANILA; F. D. R. ORDERS ARMY, FLEET INTO ACTION

TOKIO--Monday--(A.P.)-- Japanese imperial headquarters announced at 6 A.M. today that Japan had entered a state of war with the United States and Britain in the western Pacific as from dawn today.

WASHINGTON, Dec. 7--(AP)-- Japanese airplanes today attacked American defense bases at Hawaii and Manila, and President Roosevelt ordered the Army and Navy to carry out undisclosed orders prepared for the defense of the United States. Later it was reported it was all quiet at Manila.

The White House said that Japan had attacked America's vital outposts in the Pacific--Hawaii and Manila--at 3:20 P.M. (E.S.T.) and that so far as was known the attacks were still in progress.

Announcing the president's action for the protection of American territory, Presidential Secretary Stephen Early declared that so far as is known now the attacks were made wholly without warning--when both nations were at peace--and were delivered within an hour or so of the time that the Japanese ambassadors had gone to the state department to hand to the Secretary of State Japan's reply to the secretary's memorandum of the 26th.

Pompey, Navy officers said that long prepared counter measures against Japanese surprise attacks had been ordered into operation and were "working smoothly."
 There was a disposition in some quarters here yesterday whether the attacks had not been ordered by the Japanese military authorities because they feared the president's direct negotiations with the aggressor.
 Honolulu--(AP)--President troops were ordered off Barker Post today.
 The report of damage and casualties made to the White House from Rear Admiral C. G. Block, commanding the 14th Fleet, Manila, which withdrew from the Philippines.
 The White House learned that the Japanese sent two bombs to the islands in view of early morning.
 Aerial attack reports broadcast from Washington, if a report.
 Statement of Hawaii, presidential secretary Stephen Early said he could not disclose them.
 A White House report that an Army transport ship had been torpedoed and had been torpedoed 1,300 miles west of Hawaii.
 This is well east of Hawaii.
 The time announcement did not say whether the ship was sunk.
 TOKYO WIRE TODAY: Page 4, line 8.

Turn to Page 3 for a Complete Pacific Map

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Aug. 2 - TIMES EDITORIAL: "LIFE IN 2037"
"Most of us undoubtedly would be intrigued by a glimpse into the future to see what life in the United States 100 years from now may be like.

trials inventions which it feels may effect disturbing changes in employment, not only 100 years from now, but possibly within the next 20 years:
1. air-conditioning
2. trailers
3. plastics
4. prefabricated houses
5. television"



April 11 - Nelson Poynter becomes the new editor of the St. Petersburg Times.

The Times Publishing Co. enters the broadcast field when it buys radio station WTSP (which stands for Welcome To St. Petersburg). Broadcast studios are located in the newspaper's downtown St. Petersburg building. (The radio station is sold in 1956.)

Dec. 7 - The newspaper prints a World War II extra with the headline "WAR" printed in large red letters.

August - Paul Poynter sells his remaining shares of Times Publishing Co. common stock to Nelson Poynter.
Aug. 6 - Nelson Poynter writes his "Standards for Ownership" to express his philosophy of journalism and his policies for running an independent newspaper. The standards are circulated to Times staffers and readers. (In 1979 the standards are updated by editor and president Eugene Patterson and renamed the "Standards of Operation.")

Daily circulation: 31,336

» 1937

» 1939

» 1940

» 1941

» 1947

3 Moon, We're Onto You July 21, 1969

St. Petersburg Times Florida's Best Newspaper
Special This Week: 39¢
Special This Week: 65¢
Special This Week: 39¢

Moon, We're Onto You

That's one small step for man... one giant leap for mankind.
Americans Walk On Moon's Plain
The first to step foot on the moon was Armstrong, 38, of Wapakoneta, Ohio. His last step preceded into the dust at 10:56 p.m. EDT. His first words were "That's one small step for man... one giant leap for mankind."

Man's Boundary: Always One Step Away

Man's Boundary: Always One Step Away
The first human to set foot on the moon, Neil Armstrong notes a "Very Level Surface"
The first human to set foot on the moon, Neil Armstrong notes a "Very Level Surface"

5 Freighter rams Skyway May 10, 1980

St. Petersburg Times
Low in 60s, high in 80s, 14 winds 10 mph, gusts 20 mph
St. Petersburg Times
Florida's Best Newspaper

Freighter rams Skyway, span falls into sea, at least 30 die

Freighter rams Skyway, span falls into sea, at least 30 die
The St. Petersburg Times reached the scene of the disaster...
The Skyway bridge was struck by the bow of the Summit Venture...



Roadway from the Skyway lies across the bow of the Summit Venture near the sheared support of the bridge

Death rode in on early morning storm

Death rode in on early morning storm
A paramedic with Florida Ambulance Corp. was seen driving north on the Skyway...
The Skyway bridge was struck by the bow of the Summit Venture...

He fell: From the bridge, to the sea
Wesley MacIntyre drove head first off the Sunshine Skyway bridge into the sea...

4 BRRRRRRRR!!! Dec. 13, 1962

A young news editor named David Laventhol proposed this unusual way to report some record cold weather. Laventhol later became an executive at Newsday and the Los Angeles Times.

St. Petersburg Times
We're Blue - It's The Cold
Hour By Hour: 10:00-11:00 25-30, 11:00-12:00 25-30, 12:00-1:00 25-30, 1:00-2:00 25-30, 2:00-3:00 25-30, 3:00-4:00 25-30, 4:00-5:00 25-30, 5:00-6:00 25-30, 6:00-7:00 25-30, 7:00-8:00 25-30, 8:00-9:00 25-30, 9:00-10:00 25-30

BRRRRRRRR!!!

Record Lows Face Suncoast In Cold Wave
The U.S. Weather Bureau office at Tampa International Airport...
The Suncoast area was hit by a cold wave...

Record Lows Face Suncoast In Cold Wave
The Suncoast area was hit by a cold wave...

Ice, Snow Reign

Ice, Snow Reign
The Suncoast area was hit by a cold wave...

Citrus: Doomed?

Citrus: Doomed?
The Suncoast area was hit by a cold wave...

Columnist Sokolsky Dies At 69

Columnist Sokolsky Dies At 69
Sokoloski was a well-known columnist...

Kennedy Faces Accident Charge

Kennedy Faces Accident Charge
Kennedy was charged with an accident...

6 Kennedy assassination Nov. 23, 1963

St. Petersburg Times
Section A
Low in 60s, high in 80s, 14 winds 10 mph, gusts 20 mph
St. Petersburg Times
Florida's Best Newspaper

SHOCKED WORLD MOURNS KENNEDY ASSASSINATION

SHOCKED WORLD MOURNS KENNEDY ASSASSINATION
The assassination of President John F. Kennedy...

Lyndon Johnson Is Now President; Suspect Charged
Lyndon B. Johnson is sworn in as the 36th President of the United States...

President Lyndon B. Johnson Takes The Oath Of Office
President Lyndon B. Johnson takes the oath of office...

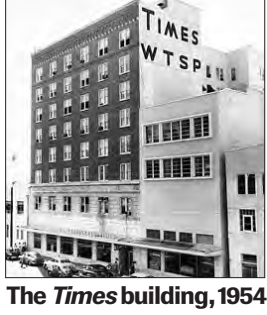
The Tragic Story
The tragic story of the Kennedy assassination...

Police Charge Suspect
Police charge a suspect in the Kennedy assassination...

Murder Suspect Lee Oswald, Center, Is Taken To Jail
Murder suspect Lee Oswald is taken to jail...

Police Charge Suspect
Police charge a suspect in the Kennedy assassination...

• Sept. 6 — A large photo of the Sunshine Skyway is the newspaper's first full-color front page photo. The photo is for a story describing the opening of the bridge.



The Times building, 1954

• The average size of the St. Petersburg Times is 50 pages. There are 500 full-time staffers working at the newspaper.

• Daily circulation: **93,566**
 Sunday circulation: **97,403**

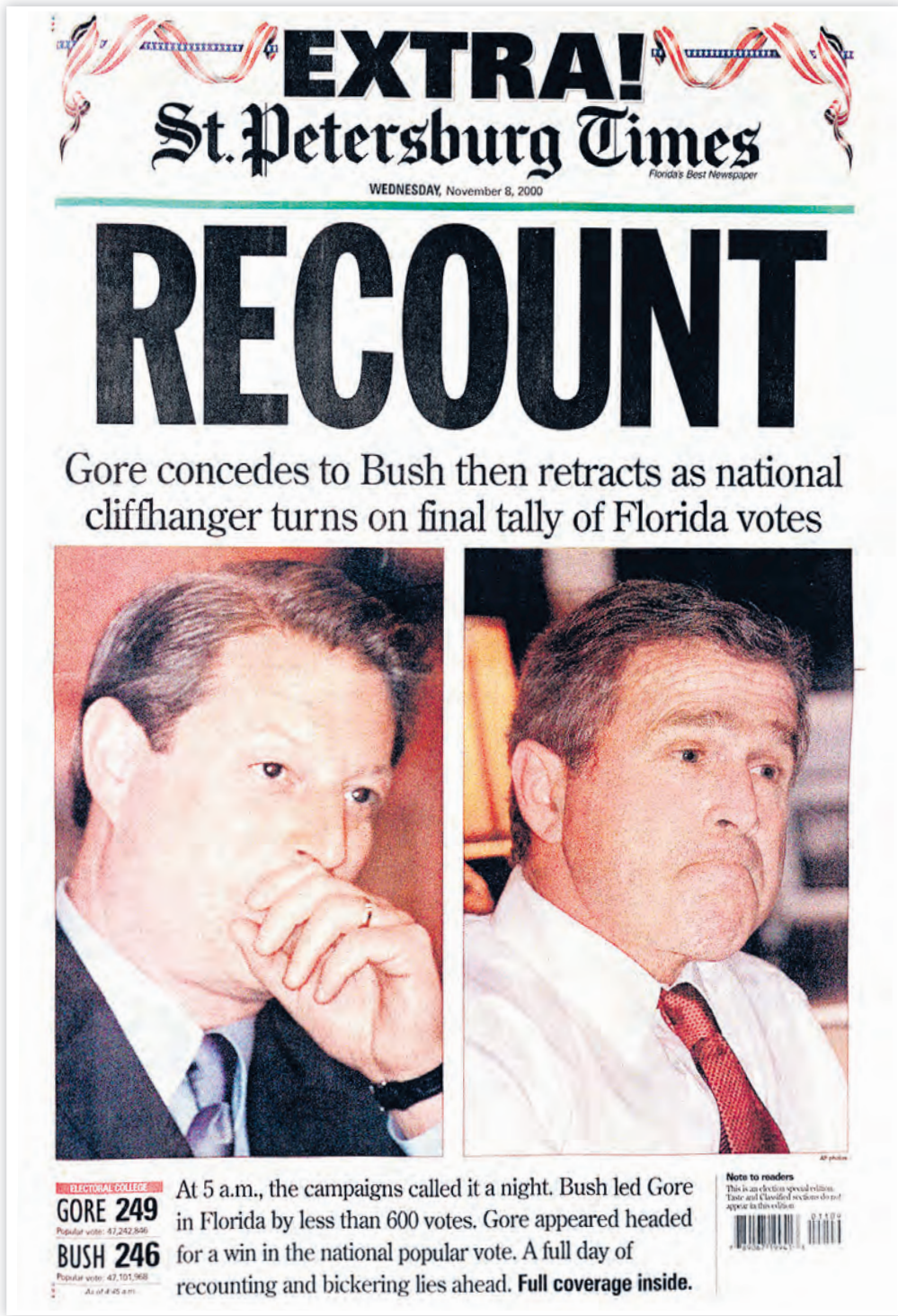
• Donald K. Baldwin is named the new managing editor of the Times.

» 1954

» 1957

» 1958

7 **Recount**
 Nov. 8, 2000



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Congratulations on

125

years of success

For many years, our companies have provided printing services to the St. Petersburg Times. It has been a pleasure working with the talented and dedicated individuals that make the Times so successful.

Like the St. Petersburg Times, we too started as a small operation. Working through both struggles and successes, we have been able to grow our companies thanks to the dedicated and talented individuals within our own organization. With strong roots in the Tampa Bay area, our family owned and operated companies have provided printing and mailing services to newspapers and publishers across the Southeast for over 35 years.

We would like to congratulate those that have made the Times the success it is today and we look forward to many more years of helping continue that success.



054699-01

•Daily circulation reaches 100,000.
•April — The 34th Street printing plant is dedicated. The \$2.5 million structure contains 10 Walter Scott presses capable of printing 128 pages at 60,000 per hour with the opportunity for process and single color.

•June — The Times purchases its afternoon competitor, the Evening Independent, from the Thomson Newspaper company.
•Dick Bothwell, right, begins a popular Times newspaper column called "Of All Things." The column continues until his death in 1981.



•Nov. 18 — The Times reports on President John Kennedy's visit to Tampa. Kennedy was assassinated in Dallas just four days after his visit to Tampa.

•May 4 — The Pulitzer Prize for Disinterested and Meritorious Public Service is awarded to the St. Petersburg Times and a team of reporters led by Martin Waldron for coverage of financial abuses at the Florida Turnpike Authority. The newspaper's investigation leads to the reorganization of state auditing and bonding practices.

•January — The Computer Services Department is created. In May, two Honeywell Model 200 computers are installed.

» 1959

» 1962

» 1963

» 1964

» 1965

8 Champs Jan. 27, 2003

9 St. Petersburg and Tampa united Nov. 20, 1924

St. Petersburg Times CHAMPIONS TAMPA BAY 48 OAKLAND 21. Main headline: CHAMPS. Sub-headline: SUPER BOWL XXXVII. Includes photo of coach Jon Gruden celebrating with the Vince Lombardi Trophy.

St. Petersburg Times ST. PETERSBURG AND TAMPA UNITED. Main headline: ST. PETERSBURG AND TAMPA UNITED. Includes multiple sub-headlines like 'WIFE CREMATED', 'BISHOP BRENT SUBMITS U.S. OPIUM TREATY', and 'GANDY BRIDGE MARKS EPOCH OF PROGRESS'. Includes a large photo of the Gandy Bridge opening ceremony.

Advertisement for Marketing G2. Text: 'We're looking for one more GREAT CLIENT like the St. Petersburg Times'. Includes MG2 logo and 'MARKETING G2 results through marketing intelligence'. Contact info: Patrick Glennon 215.740.6493 cell, 215.822.2289 office.

Advertisement for Burt Technologies. Text: '125 CONGRATULATIONS TO THE ST. PETERSBURG TIMES'. Includes 'Burt Technologies would like to congratulate its business partner, the St. Petersburg Times, for 125 years of continual service...'. Includes Burt Technologies logo and website: www.burtmountain.com.

Congratulations
to the St. Petersburg Times for

125

years of quality journalism

Thank You for being
such a great partner.

— Tampa Bay Lightning & St. Pete Times Forum



• **May** — Robert Haiman is named the new managing editor of the *St. Petersburg Times*. He becomes executive editor in 1976 and president of the Poynter Institute in 1983.

• **February** — Reporter Lucy Morgan opens a one-person news bureau in Pasco County. It is the first move as the newspaper expands into Pasco, Hernando and Citrus counties.



• The *Times* moves into a new five-story building. The 1920s eight-story structure is remodeled.

• Daily circulation: **160,937**
• Sunday circulation: **182,051**

• Excerpt from Nelson Poynter's introduction to the 1971 annual report to the *Times* staff: "I want the whole staff to suffer — bleed — and to weep with me if there is one typographical error on Page 48 — a single wrong address in the whole multi-million classified ad department — one missed delivery of a paper before 6 a.m. — a wet paper in stormy weather — a badly printed picture — one little imperfection in our relation to all those beautiful readers. ... With every staffer doing just that little extra — every day — we will be Florida's Best every day in happy 1972."

• **February** — Following the departure of Donald K. Baldwin, Eugene Patterson, right, becomes the new editor and president of the *St. Petersburg Times* and *Times* Publishing Co.



• **Nov. 1** — *Times* Pasco County reporter Lucy Morgan is sentenced to jail for refusing to tell the state attorney the name of a source. (This case will end in 1976 with the Florida Supreme Court's ruling, *Morgan v. State*, overturning Morgan's conviction for refusing to reveal her sources.)

• Computers begin to replace typewriters in the news department.

• **May 29** — Nelson Poynter announces that the Modern Media Institute will be started and that Donald K. Baldwin, former editor of the *St. Petersburg Times*, will become the Institute's first director. Initially the Modern Media Institute is financed by The Poynter Fund. (In 1984 the Modern Media Institute changes its name to The Poynter Institute.) On Nov. 10, 1975 Modern Media Institute's articles of incorporation are issued. This is the official beginning of the school.

• **February** — Andy Barnes, right, is named the new managing editor of the *St. Petersburg Times*. Robert Haiman becomes the newspaper's executive editor.



• **Feb. 15** — Nelson Poynter announces that he has willed his ownership of the *Times* Publishing Co. to the Modern Media Institute.

» 1966 » 1968 » 1969 » 1970 » 1971 » 1972 » 1973 » 1974 » 1975 » 1976 » 1977

A COLORFUL CAST OF CHARACTERS

BY ROBERT W. HOOKER | *Times Staff Writer*

Shortly after he bought the *St. Petersburg Daily Times* in September 1912, Paul Poynter wrote to his wife back in Sullivan, Ind., to report on the acquisition. ¶ "I am actually in charge of the business here and a bad mess it is," he wrote. "The machinery is in bad condition (with) most of the force suffering from ... hookworm and absolutely inefficient." ¶ The *Times* hasn't always been in St. Petersburg. (It was founded in Dunedin in 1884 and moved to Clear Water Harbor — today's Clearwater — before com-

ing to St. Petersburg in 1892.) It hasn't always been called the *Times* either. (For a time in the 1890s, it was apparently called the *News* and the *Once A Week*.) For many years, it wasn't even the dominant paper in St. Petersburg. ¶ And if, as Paul Poynter suspected, some members of the 1912 staff had hookworm and other shortcomings, that didn't last long. Throughout its 125-year history, the paper has attracted talented, energetic people to its staff. Some of them were quite colorful, too.



In about 1905, *Times* editor W.L. Straub, right, and his tiny staff worked in a building on Central Avenue between Third and Fourth streets in St. Petersburg. Straub and two partners bought the *Times* for \$1,300 in 1901.



Billy Rose Theatre Collection, N.Y. Public Library



On Broadway, Lorna Carroll played the heroine in *Abie's Irish Rose*. As a *Times* reporter, she never lost her flair for the dramatic.



When they reached the still-incomplete middle span of the original Sunshine Skyway, outdoors writer Rube Allyn, front, and photographer Bob Moreland gingerly inched their way across.



State capital bureau chief Martin Waldron talked like a hillbilly and kept a messy desk. He also had no peer in pursuing stories of government skulduggery.



Always looking for a laugh, *Times* columnist Dick Bothwell did rope tricks in the newsroom the day before he died. He started at the paper in 1939 as an editorial cartoonist at \$17.50 a week.



When a movie studio liked this photo of Bette Orsini, the *Times* published it under the headline "Magnificent Doll."



Years later, Orsini was all smiles when she and Charles Stafford won a Pulitzer Prize.

THE CRUSADING EDITOR

Perhaps none of the people who have held the title of *Times* editor was more colorful than the editor Poynter inherited when he bought the paper — W.L. Straub. Like so many who followed him, Straub came to St. Petersburg for his health. He and two partners bought the *Times* — a humble, four-page weekly — for \$1,300 in 1901. And for the next 38 years, he was editor, associate editor or vice president as the paper and the community grew up together. Straub was a 6-footer with a rugged, friendly face and gray eyes that peered through wire-rim glasses. A boyhood injury left him with a crippled left leg. But nothing slowed him down. Using a crutch on his left side, a cane on his right, he could walk rapidly and clamber up stairs with ease. Straub disdained the typewriter. From his pencil and big black pen came editorials (sometimes masquerading as news stories) and cartoons that exhorted the little town by the bay to uplift itself with better roads, schools and government, to beautify itself with parks and a publicly owned waterfront, to sell itself to the tourist market up north. It was Straub who led the long fight to separate Pinellas from Hillsborough County and give the peninsula its own county. Although the *Times* grew and improved, moving to twice-weekly publication in 1907 and six days a week in early 1912, it never prospered as a business. When Poynter bought the paper later that year, he had good reason to call it a mess. The new owner was smart enough to retain Straub as editor, however, and even when Straub left the paper for several years to be St. Petersburg postmaster, he continued to write editorials. He also wrote a history of Pinellas County. Straub died in 1939. "Like every good editor, he felt a tremendous responsibility for his readers," a *Times* editorial said. "Friends, gifts or threats could never dissuade him from a crusade in the interest of his readers."

THE BOY REPORTER



As a copy boy and cub reporter in 1923-24, Tom Harris wore knickers and used a non-dial phone. Within a few years, he was city editor — and wearing long pants.

He was a gawky, shy teenager in knickers on his first day as a copy boy. But 14-year-old Tom Harris already had big plans. "He says he wants to be editor of the *Times*," business manager C.C. Carr told the staff with a twinkle in his eye. The teenager in knickers didn't remain a copy boy very long. Late one night in February 1924, the newsroom got word that a St. Petersburg couple had been murdered in their home. Since there were no reporters about, the city editor turned to Harris, who caught a ride to the scene in an ambulance. It was a sensational crime — the couple had been killed by their deranged son — and Harris handled it so well that he was assigned to help cover the trials that followed. "The distinction of being one of the youngest reporters in the country ever to cover an important murder case is held by Tom Harris whose stories on the Frank McDowell trial appear in today's *Times*," the paper reported under the headline "Boy Reporter Stars at Trial." The byline on the story: "By Tom Harris, *Times* 16-Year-Old Boy Reporter."

Harris needed one more thing before he could become a regular reporter: long pants. Another reporter took him to a clothing store and bought him a pair for \$4. He was still a teenager when he became city editor and only 25 when he became managing editor. When he retired in 1908, he had been on the staff for 45 years. He died in 1985.

THE DUCHESS



From her post in the *Times* women's department, Diana Rowell decided which weddings, club meetings and teas got splashy display in the Society section.

She was a grandmotherly widow with swept-back white hair, rimless spectacles and high-top shoes. She lived quietly in a simple home, drove a little Dodge and favored dark clothing and a pearl choker. She also held St. Petersburg's "high society" in the palm of her white-gloved hand. As society editor of the *Times* in 1931-1948 and then food writer until 1956, Diana Rowell was St. Petersburg's social arbiter. From her post in the newsroom, she decided which weddings, club meetings and teas were important enough to rate a splash of publicity — and which could be downplayed or disdainfully ignored. Rowell typified the way the *Times* and other American newspapers covered women in their pages and treated them in their newsrooms. It was an era in which "women's news" was generally limited to society functions, gardening and cooking, a time when most female staff members were paid less than men, barred from key supervisory roles and denied the opportunity to cover "hard news" such as government, politics, courts and police. The redoubtable Rowell may have been "Diana" to friends. But to the staff, the imposing woman with a lace handkerchief was always "Mrs. Rowell" or — behind her back — "The Duchess." It was Rowell who originated the debutante ball for prominent white families in St. Petersburg in 1937. Until her death 96 years later, she helped decide which young women deserved the honor of making a debut in society.

THE DARLING OF BROADWAY

She was born Hildegard Fisher, but after becoming a chorus girl in New York City she changed her name because it wouldn't fit on a theater marquee. As Lorna Carroll, she played a series of roles until 1924, when she became the heroine in a smash hit called *Abie's Irish Rose* and earned a new moniker — "the darling of the Broadway stage" — from the *New York Times*.

In the 1930s, she married, left the stage and came to St. Petersburg to establish a theater. When it failed in 1935, she took a job as a cub reporter at the *Evening Independent*. Three years later, she moved to the *Times*. In her 28 years at the paper, she covered everything from the gulf beaches to religion. She seemed an odd fit for one job — filling in as outdoors editor during World War II — but she was a natural as a feature writer. Carroll never lost her flair for the dramatic. To research stories about St. Petersburg's elderly in the 1960s, she dyed her hair and masqueraded as a widow from New York. For eight days, she pretended she was poor, then middle-class and then rich. Her conclusion: loneliness was a constant with each group.

When she died in 1976, one of her former editors — Tom Rawlins — noted that she never stopped performing. "At the slash of an editor's pencil," he wrote in her obituary, "she would begin pleading with the large blue eyes which had wooed theatre-goers decades ago, and if the editor stood firm, would begin a performance that could end with tears. No word in any story was insignificant to her. If she put it there, it was worth fighting for."

THE OUTDOORSMAN

It was July 1954, two months before the original Sunshine Skyway opened, and Rube Allyn could smell a good story. With photographer Bob Moreland right behind him, snapping pictures, he became the first to cross the 15-mile bridge from end to end. Part of the trip was by car — no sweat. But when the two journalists got to the still-incomplete middle span, 11 stories above the water, it took an hour to negotiate, walking and crawling over 8-inch steel girders and planks. "Up there," he reported, "it is a lot higher than I expected; the wind was blowing harder than I supposed — and the bridge, which looked solid from a distance, was swaying like a hammock." That was vintage Allyn. In his quarter century as the *Times* outdoors writer, he was known for both his daily column and his showmanship. He peppered his columns with fishing tips and calls for conservation. He loved a good adventure, like the time he and two companions became the first to cross the Florida Straits from Key West to Cuba in an outdoor motor boat. Allyn was an entrepreneur as well, founding a company that published a number of outdoors books. One of those books, his *Dictionary of Fishes*, sold more than a half million copies. He died in 1968 after he was struck by a car while bicycling. At his request, he was buried at sea, wrapped in sail cloth, at a spot near Egmont Key "where the kingfishing is best."

THE BOXER



As city editor, Robert H. Fowler could talk to photographers and reporters by radio. When he floored an annoying colleague with a punch, he was taken off the city desk.

In a 52-year career, Robert H. Fowler published several history magazines, owned four weekly newspapers and wrote seven novels. Starting with \$20,000, the lanky North Carolinian and his wife built a book and magazine publishing company with circulation of 15 million and annual sales of \$25 million. All of that was still in front of Fowler when he came to the *Times* in 1955 to be city editor. To prepare him, his new bosses had him explore the area and work briefly in several departments before assuming his post. Fowler was a genial, soft-spoken man, but he apparently had his limits. A former intramural boxer in college, he became so irritated at a colleague one day in 1956 that he floored him with a single punch. Fowler's victim was not especially popular, and most staff members secretly applauded. The *Times* brass took a dim view of the incident, however. He was removed from the city desk and resigned to take another newspaper job in Pennsylvania. He was living there when he died in 2002.

THE RELENTLESS REPORTER

As the *Times'* Tallahassee bureau chief in the 1960s, Martin Waldron was renowned as a scourge of the high and mighty, a reporter of boundless intuition and gall. When he was on the trail of skulduggery, he was relentless and exuberant. A beefy, unkempt man, Waldron talked and acted like a hillbilly from the south Georgia turpentine country, where he grew up. He had worked for the Associated Press and the *Tampa Tribune* when the *Times* hired him in 1961. The state capital and Waldron were perfect for each other. He had ideal instincts for the secrets and bureaucratic gamesmanship of a government town, and he was 250 miles from his editors, most of whom he regarded with contempt. Stories about Waldron's prodigious appetite for work and life abounded. He would down two steak dinners and eight martinis in a sitting. He drove an ancient convertible with a top that wouldn't go up. His clothes were so rumpled that former Gov. LeRoy Collins later remarked that Waldron's "idea of semiformal dress was having his shirttail in." Even *Times* editors were in awe of him, and his expense accounts were the stuff of legend. An anonymous call to Waldron triggered a series of stories on the Florida Turnpike Authority and its reckless spending and financial abuses. The authority's chairman resigned, the Legislature overhauled the state's bonding and auditing practices, and in 1964 the *Times* won its first Pulitzer Prize — the gold medal for "disinterested and meritorious public service." Two years later, Waldron left the paper for the *New York Times*. He was exposing financial ties between New Jersey politicians and the casino gambling industry when he died of heart disease in 1981.

THE HUMORIST

As a columnist, Dick Bothwell loved to crack jokes about stuck zippers, asparagus, exploding outhouses and country preachers. But his favorite target was himself. A man once described as "the *St. Petersburg* edition of Will Rogers," Bothwell switched places with a radio deejay for a day, became an extra in a TV movie and entered a beautiful legs contest — anything for a chuckle. He also liked to compare himself to Hollywood leading man Robert Redford: "Women will look me boldly in the eye and say suggestive things like, 'Have a good day,' which is obviously a come-on." The tall Dakotan taught himself to draw by correspondence course and came to St. Petersburg in 1939 as an editorial cartoonist at the princely salary of \$17.50 a week. When he returned from World War II service in the Pacific, he began reporting on the weather. That led to a general assignment reporting role and two columns — Of All Things (OAT) in 1962 and Brighten Up Monday (BUM) in 1978. In the newsroom, he was known for the candy jar atop his desk and, of course, his self-deprecating humor. One day in January 1981 he dressed as a cowboy and twirled a lasso as colleagues guffawed. The next morning, he died of an apparent heart attack at age 63. "For most of our readers, Dick Bothwell was the *St. Petersburg Times*," executive editor Robert Haiman said. "His column wrapped them in a blanket of good humor, nostalgia and optimism that made them feel good about themselves. A reader once wrote me, 'I read Dick Bothwell first every morning to get the warm snuggles; then I can turn back to page 1 and face the bad news.'"

THE RACE BEAT REPORTER

When Samuel Adams joined the *Times* staff in 1960, he did some reporting for the so-called "Negro news page," a daily casserole of news in the black community that circulated only in black neighborhoods. But soon Adams' byline was appearing from the datelines of the civil rights movement — Birmingham, Ala.; Tuscaloosa, Ala.; St. Augustine; Albany, Ga.; and Washington. In 1964, Adams wrote a series called "Highways To Hope" about the experiences he and his wife, Elenora, had as they drove 4,300 miles through 12 Southern states testing compliance with the new Civil Rights Act. That year, when *Newsweek* magazine singled out the best reporters on the "most dangerous assignment in U.S. journalism — the race beat," one of them was Adams. In fact, Adams was the only black reporter covering the civil rights movement for a white mainstream newspaper in the South, according to Gene Roberts and Hank Klibanoff in their 2006 book, *The Race Beat: The Press, The Civil Rights Struggle, and The Awakening of a Nation*. As a black person and as a reporter, he had learned how to comport himself. "You don't stick your hand into your pocket when you're around a bigot, for that's an excuse to be killed," he said. "You don't show fear and, if possible, you keep smiling. That hurts



Reporter Sam Adams and his wife, Elenora, encountered restaurants and hotels that would not serve them. Many bathrooms were still labeled Men, Women and Colored.

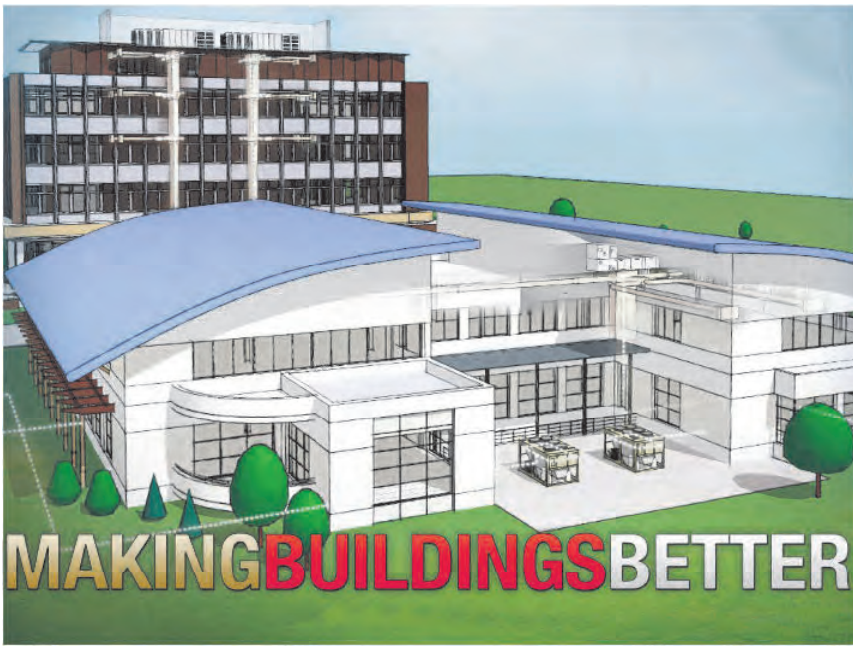
(bigots) most." In 1965, Adams and other *Times* reporters disclosed financial irregularities at the black junior college in St. Petersburg. Two top college officials were indicted and one went to jail, and eventually the college closed. Four years later, Adams won a prestigious journalism award, the Green Eyeshade, for a series on conditions in Florida's migrant labor camps. Adams left the paper in 1968 to teach and work for the Democratic National Committee. He then taught journalism at the University of Kansas until retirement in 2000. He now lives in Waycross, Ga.

THE TARGET

In Bette Orsini's early years at the *Times*, the paper was quick to capitalize on her blond hair and good looks. In 1946, it entered her photo in a movie studio's search for the best looking newspaper woman in America. When she was named runner-up, it ran her picture in a bathing suit beneath the headline "Magnificent Doll."

That same year, she was a double for the actor Elizabeth Scott when scenes for Humphrey Bogart's *Dead Reckoning* were filmed in Pinellas County. Over time, the bathing suit blond became a tough, tenacious reporter. She won a slew of national awards for education reporting, and her disclosures helped send state Education Commissioner Floyd T. Christian to prison. When the Pinellas School Board ejected her and colleague Charles Patrick from its meetings, the resulting lawsuit helped lead to Florida's open meetings law of 1967. Perhaps the high point in Orsini's 41 years at the paper came in the mid 1970s. Her digging shed light on the ugly underside of the Church of Scientology, an organization that had secretly bought the landmark Fort Harrison Hotel and other property in Clearwater. As it had elsewhere, Scientology answered its critics in the press and community with a campaign to discredit and intimidate them through lawsuits, harassment and dirty tricks. One of its targets was Orsini. Scientologists widely distributed an anonymous letter and official documents falsely accusing her husband, an Easter Seals official, of misconduct. Vindication for Orsini and the *Times* came in 1980, when she and colleague Charles Stafford won a Pulitzer for their reporting on the church. She retired in 1988.

Much of the material for this report is taken from the *Times* and its *Times*, an 80-page supplement by Robert Hooker that appeared on the newspaper's 100th anniversary in 1984. Other sources: Research and stories by former *Times* staubarts Tom C. Harris and Dick Bothwell and A Sacred Trust; Nelson Poynter and the *St. Petersburg Times* by Robert N. Pierce. *Times* researchers Mary Melstrom and Chris Sturgeon and David Sheldon, library director at the Poynter Institute, also contributed to this report.



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• Daily circulation: **198,542**
• Sunday circulation: **247,974**

- **June 15** — Nelson Poynter dies at the age of 74. Poynter had become ill in his office just a few hours after he helped break ground for the new St. Petersburg campus of the University of South Florida.
- **June 16** — The Times Publishing Co. board of directors names editor and president Eugene Patterson as the new chief executive officer of the company.



» 1978

10 Nixon resigns Aug. 9, 1974



NIXON RESIGNS

Cites lack of support in Congress; Ford will take oath at noon today

Kissinger will stay in cabinet

By ANTHONY BRYLEY
WASHINGTON — Vice President Gerald R. Ford granted President Nixon Thursday night the "most personal and intimate" of all decisions: to resign. Ford would not disclose the president's exact words and Ford would not disclose the president's exact words and Ford would not disclose the president's exact words...

On the inside

The St. Petersburg Times presents a special section this morning on the historic resignation of President Richard M. Nixon. The resignation is the most dramatic event in the history of the United States since the death of John F. Kennedy...

Stocks spurt, then stall; wholesale prices soar 3.9 per cent
Stocks, 12-8
Dow Jones 1100
S&P 500 1100
Nasdaq 1100

St. Petersburg Times
1000
1000
1000



President holds daughter Julie during tearful family gathering Wednesday night

By JOHN HERBERS
WASHINGTON — Richard Milhous Nixon, the 37th President of the United States, announced Thursday night that he had given up his long and arduous fight to remain in office and will resign at noon today, less than two years after his landslide election for his second term.

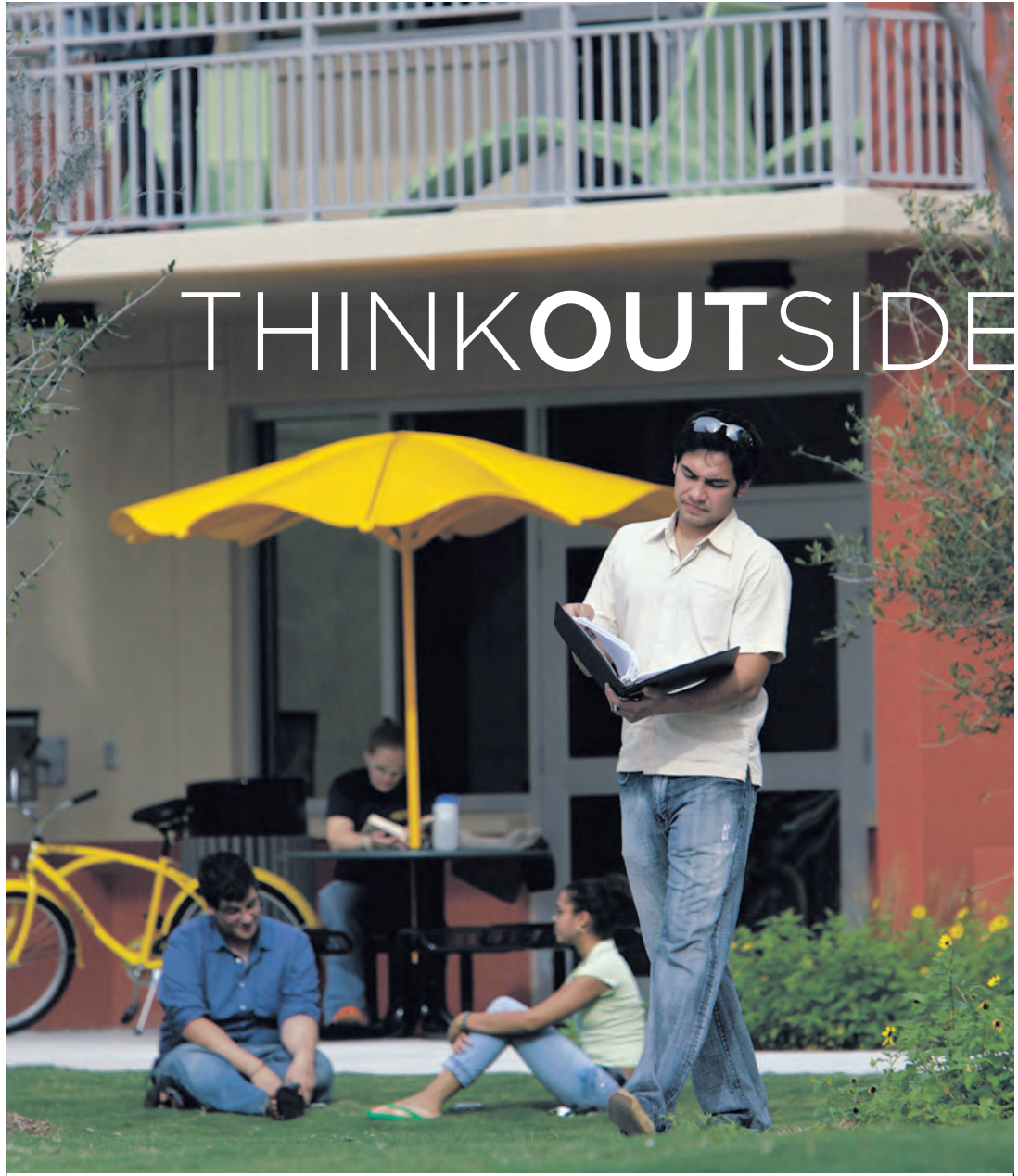
Capital is calm in day of drama
WASHINGTON — When the date finally came, the anger and tension and recrimination that had so enveloped the nation had been replaced by a sense of calm and a renewed sense of confidence in the future of the nation.

By RICHARD BARROW
WASHINGTON — When the date finally came, the anger and tension and recrimination that had so enveloped the nation had been replaced by a sense of calm and a renewed sense of confidence in the future of the nation.

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THINK OUTSIDE

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054928-01

• **April** — The *Times* is awarded the Pulitzer Prize for National Reporting. The Pulitzer is for coverage of the Church of Scientology by Charles Stafford and Bette Orsini.

• **Jan. 17** — The *Times* experiments with computer-assisted reporting when it purchases a computer tape containing census information. On Jan. 17, the *Times* publishes articles and graphics based on the tape's data.

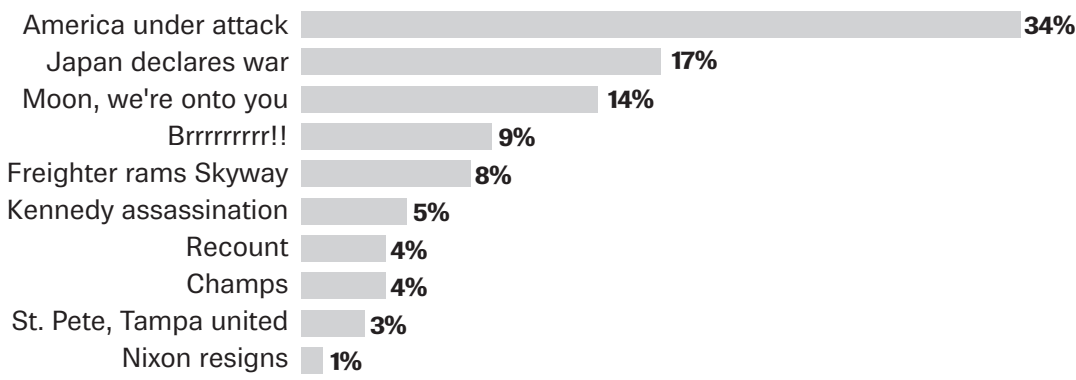
• **April 1** — Eugene Patterson becomes chairman of the board of the Times Publishing Company. Andy Barnes is named the new *St. Petersburg Times* editor and president.
 • **April 30** — *Time* magazine lists the *St. Petersburg Times* as one of America's top 10 newspapers.
 • **July 25** — The *Times* celebrates its 100th anniversary.

» 1980

» 1982

» 1984

The vote



Dec. 21, 1907

Dec. 5, 1933



**Congratulations,
St. Petersburg Times.**

Travelers congratulates the St. Petersburg Times on the 125th anniversary of its Sunday paper.

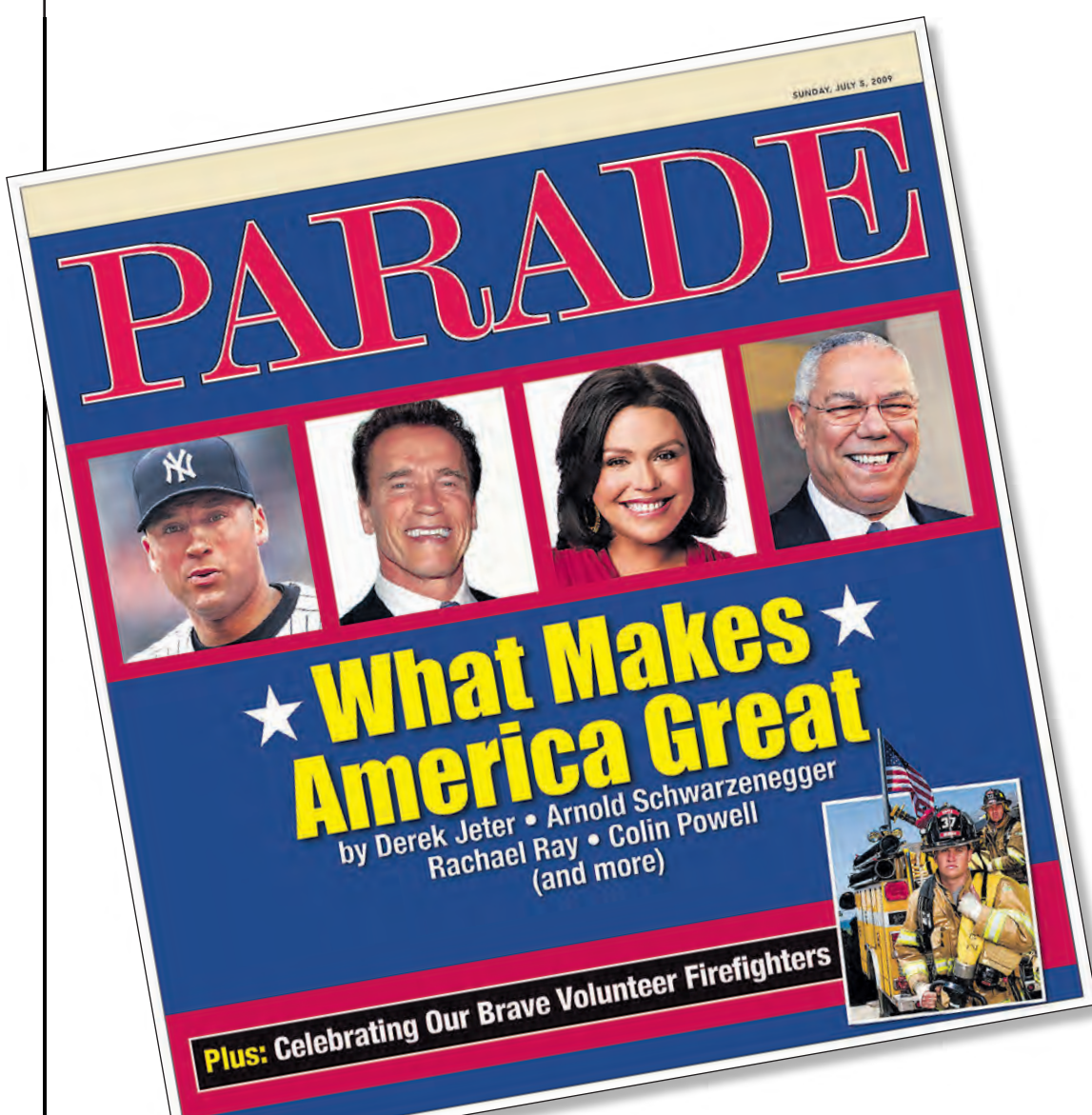


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054877-01

Happy 125th!



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- **April 21** — Times Publishing Co. announces that it will expand its headquarters in downtown St. Petersburg with a new eight-story building. Part of the design challenge for the architects is to integrate the four different *Times* buildings while maintaining the historical integrity of the older ones.
- **April 24** — The *Times* earns a Pulitzer Prize. The award is for Lucy Morgan and Jack Reed's investigation into problems at the Pasco County Sheriff's Office.

- **Nov. 7** — The *Evening Independent* prints its last edition.



» 1985

» 1986

August 1, 1884

This is a very early front page of the paper, which was printed in a small room in the rear of a pharmacy in Dunedin owned by one of the paper's founders. The type was set by hand, one letter at a time, and it took more than two hours to print the 480 copies.



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• **September** — Paul Tash becomes the new executive editor of the *Times*.



• Daily circulation: **378,723**
 • Sunday circulation: **470,521**

• **Feb. 19** — The *Times* launches its first online Web project. The site offers a tour of the "Treasures of Czars" exhibit at the Florida International Museum in St. Petersburg.
 • **March 9** — More than 22,000 *Times* baseball extras are sold when St. Petersburg is awarded an expansion baseball team, the Tampa Bay Devil Rays.

• **April 18** — Jeff Good wins the newspaper's fifth Pulitzer Prize for his editorial series, "Final Indignities," which detailed the inadequacies of Florida's probate system. Good was honored in the editorial writing category. His series detailed ways in which personal estates are sometimes raided by probate lawyers and executors after the deaths of the benefactors.

• **May** — Veteran reporter Peggy M. Peterman retires after 31 years at the *Times*. After spending 20 years as a feature writer, Peterman became a columnist, and then in 1994 she joined the *Times* editorial board. In December 1996 the *Times* creates a college journalism scholarship in her honor.



» 1992

» 1994

» 1995

» 1996



April 1, 1998



August 8, 1999



June 8, 2004



Jan. 9, 2007



Sept. 21, 2008



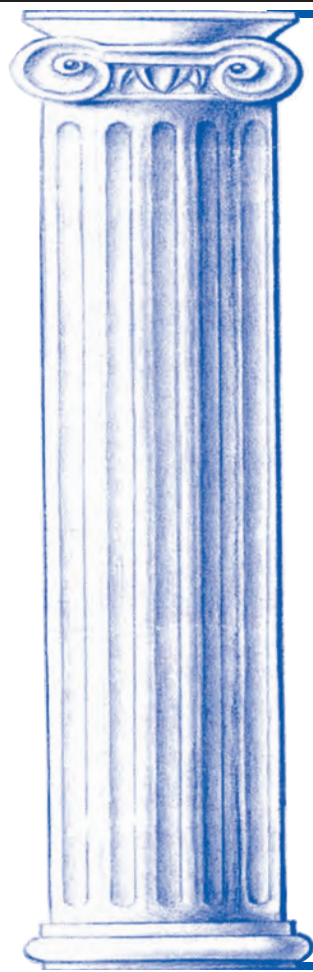
Oct. 20, 2008

Happy 125th Anniversary
ST. PETERSBURG TIMES!
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 on its first 125 years
 with best wishes for the future.

054891-01

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Daily circulation: **362,920**
Sunday circulation: **459,499**

• **April** — Tom French wins the newspaper's sixth Pulitzer Prize for his seven-part series, "Angels & Demons," which chronicled the events and investigation that led to the conviction of Oba Chandler in the 1989 murders of Jo, Michelle and Christie Rogers. French's October 1997 series was honored in the Pulitzer's feature writing category.

Daily circulation: **359,214** Sunday circulation: **452,723**

• **April 9** — TampaBay.com, the *Times* new entertainment/community Web site, goes online. Entertainment news for the site is pulled from the newspaper's various local editions.

• **Feb. 23** — Paul Tash is named editor and president. Andy Barnes, who has been editor and president since 1984 and chairman and chief executive officer of the Times Publishing Co. since 1988, remains as chairman and CEO.
• **July** — Marty Petty, former publisher of the *Hartford Courant*, is named the new executive vice president of the *St. Petersburg Times*.
• **Nov. 7** — The *Times* works under a presidential election night deadline to find accurate front page headlines. Among the banner headlines: "Photo Finish," "Florida Finish," "Bush Wins," "Recount," and "State of Confusion." The 2000 presidential election between Al Gore and George W. Bush ends with a controversial Florida vote recount. The winner is not officially decided until December.

» 1997

» 1998

» 1999

» 2000

Dec. 3, 1933

St. Petersburg Times
FEDERAL PROHIBITION ENDS TODAY
Cleaners to File Daily Complaints In Price Cutting
BONDS REMAIN FIRM DESPITE GOLD PROGRAM
SHOTS FIRED IN LOUISIANA ELECTION WAR
GOVERNOR SHOLTZ TELLS STATE CHAMBER FLORIDA WILL BE PUT ON CASH BASIS BY YEAR'S END
THREE STATES WILL RATIFY LAW'S REPEAL
FLORIDA CANAL PLAN IS URGED ON PRESIDENT
SANTA REACHES CANADIAN WILDS
RAIL SURGEONS TO MEET TODAY
2 BONDHOLDERS FILE PROTESTS
Empty Stocking Gift Means Making Some Family Happy
Diphtheria Immunizing Urged As Health Meeting Convenes

June 6, 1944

INVASION
St. Petersburg Times
TROOPS LANDING IN NORTHERN FRANCE, EISENHOWER ANNOUNCES
SUPREME HEADQUARTERS, ALLIED EXPEDITIONARY FORCE, June 6—(AP)—Gen. Dwight D. Eisenhower's headquarters announced today that Allied troops began landing on the northern coast of France this morning strongly supported by naval and air forces.
Under the command of Gen. Eisenhower Allied naval forces supported by strong air forces began landing Allied armies this morning on the northern coast of France.
Invasion of France Report Finds City Sleepy, Calm

April 13, 1945

St. Petersburg Times
ROOSEVELT DIES! TRUMAN GOES IN
New President Will Carry On F. D. R. Program
Roosevelt Dies of Warm Springs, Ga., His Health Sapped Away by Labors in Nation's Greatest War
Japan Concedes Roosevelt Peace
Allies Close in Berlin

August 14, 1945

EXTRA St. Petersburg Times EXTRA
OFFICIAL
WAR IS OVER
ALLIED SURRENDER TERMS ACCEPTED BY JAPAN
Japan surrendered late today, ending World War II. The surrender note came to the White House late this afternoon, 18 hours after the Tokyo radio had announced that Japan had made its fateful decision. It was handed to Secretary of State Byrnes at 6:10 p.m. by the Swiss charge d'affaires. The secretary took it immediately to President Truman.
This ended 1,347 days of warfare in the Pacific that started with the sneak attack on Pearl Harbor by the Japanese and reached a crescendo with the atomic bombing of Hiroshima and Nagasaki by the U. S. air force. Even as the glad news was flashed, the war by air, land and sea was in its fury. American planes were bombing Japanese installations on the homeland and the Russians were making new gains in Manchuria. The war ended 9 days after the first atomic bomb was dropped and 6 days after Russia's march against the Japs. It came 12 days after the Potsdam communique which laid down unconditional surrender terms which Japan finally accepted.
First report of the surrender-touched off by a brief flash on the Tokyo radio about 1:50 a. m.—started victory celebrations in many parts of the world, a world that has been anxiously and expectantly waiting for the end since last Friday when the Japs made their first peace bid.
City to Await V-J Day Before Celebrating

May 18, 1954

St. Petersburg Times
Supreme Court Rules Racial Segregation In Public Schools Is Unconstitutional
Ike's Silence Order Brings Inquiry Recess
Johns Talks About Calling Legislative Session
Vote Unanimous In Historic Decision
Segregation Ruling At A Glance
Dixie Political Leaders Express Caution, Mild Anger, Near-Defiance
French Present New Proposal On Evacuation
Guatemala Gets Shipment of Arms From 'Soviet-Controlled' Territory

Sept. 6, 1954

St. Petersburg Times
HANDS ACROSS THE BAY
Skyway Opens At 10 A. M. Today
Here Is Guide To Your Sunshine Skyway Edition

Feb. 3, 1962

St. Petersburg Times
U.S. To Cut Off Cuban Imports
Gen. Walker In Texas Demo Governor Race
Orleans In The Hemisphere
Fronzetti Bows To Military In Argentina
Tampa Cigar Industry Will Be Affected
Rusk Declares Cuba Rejected In Hemisphere
Red Underground A-Test Detected
Premier Fanfani Resigns In Italy
Crime Probers In S. Florida
Doomsday Bells Toll In India
Mrs. Rockefeller In Reno For Divorce
That Time You Needed A Doctor...
In The Times On Sunday

Nov. 19, 1963

St. Petersburg Times
Suncoast Smiles On Kennedy
Major Issues Are Explained
President Makes Five Speeches In Whirlwind Tour
For Gilpatrick The Questions Keep Coming
Reds Advised Of U.S. Goals In Hemisphere
She Survived Fire That Killed 15

July 17, 1969

St. Petersburg Times
Apollo Aloft—Destination MOON!
Historic Journey Begins In Florida
Soviet Sources Term Luna 15 'Mooncooper'
Follow Footprints For Moon Voyage
Today In Space

- **March 6** — The first edition of the daily *tb**/*Tampa Bay Times* is printed. The inaugural press run of 42,550 began at 2 a.m. at the 34th Street Plant in St. Petersburg.
- **June** — A new audio recording facility for Web podcasts is installed on the fourth floor of the downtown *Times* office. The new suite includes a sound-proof room for podcast hosting and a separate room with recording equipment.



• **Aug. 19** — PolitiFact, an online fact-checking project of the *St. Petersburg Times* and *Congressional Quarterly*, is launched.

• Daily circulation: **288,807** • Sunday circulation: **389,952**

• **June 30** — The *Times* increases its daily price to 50 cents. The cost of the Sunday newspaper remains the same at \$1. (In 1911, a single-copy of the *Times* cost 3 cents and two decades later it was 5 cents.)

• Daily circulation: **268,935** • Sunday circulation: **390,289**

• **April 20** — *St. Petersburg Times* writer Lane DeGregory is awarded the Pulitzer Prize for feature writing for her story about the discovery of a feral child shut off from the world until she was discovered and adopted by a supportive family. A second Pulitzer is awarded to *St. Petersburg Times* staff for PolitiFact, for its fact-checking initiative during the 2008 presidential campaign that used probing reporters and the power of the Web to examine political claims.

» 2007

» 2008

» 2009

David Shedden is the librarian for the Poynter Institute and an archivist of *St. Petersburg Times* history.

PROCLAMATIONS

Text of a proclamation by the Hillsborough County Commission, June 7, 2009

Whereas, the *West Hillsborough Times* began publication as a four-page weekly newspaper on July 25, 1884, in the town of Dunedin in what was then part of the county of Hillsborough; and

Whereas, that weekly publication over the following decades grew into an influential daily publication renamed the *St. Petersburg Times*; and

Whereas, since 1956, the newspaper's charitable arm, the *St. Petersburg Times Fund, Inc.*, has provided more than \$16.6 million in grants, fellowships and scholarships to organizations and students from throughout the greater Tampa Bay area; and

Whereas, since 1999, the Barnes Scholarship program has provided \$1.6 million for the education of 36 students from Tampa Bay area high schools; and

Whereas, the *St. Petersburg Times* has dutifully chronicled the growth and development of Tampa Bay for the past 125 years; and

Whereas, the *St. Petersburg Times* won two Pulitzer Prizes in 2009, making a total of eight of journalism's most prestigious honor.

Now, therefore, be it proclaimed that the Board of County Commissioners of Hillsborough County, Florida, recognizes that the *St. Petersburg Times* continues to play a vital role in democracy by keeping the citizens of Tampa Bay informed with news and perspective.

Text of a proclamation by Tampa Mayor Pam Iorio, June 5, 2009

Whereas, the *West Hillsborough Times* began publication as a four-page weekly newspaper on July 25, 1884, in the town of Dunedin in what was then part of the county of Hillsborough, and that weekly publication over the following decades grew into an influential daily publication renamed the *St. Petersburg Times*; and

Whereas, the *St. Petersburg Times* won two 2009 Pulitzer Prizes, journalism's most prestigious honor, and has received a total of eight Pulitzer Prizes, including three Pulitzers for stories that originated in Hillsborough County; and

Whereas, since 1956, the newspaper's charitable arm, the *St. Petersburg Times Fund, Inc.*, has provided more than \$16.6 million in grants, fellowships and scholarships to organizations and students from throughout the greater Tampa Bay area; and

Whereas, since 1999, the Barnes Scholarship program has provided \$1.6 million for the education of 36 students from Tampa Bay area high schools; and

Whereas, the *St. Petersburg Times* has been a part of the downtown Tampa business community, opening a Tampa bureau in 1987, and since that time has published a Tampa edition that keeps Tampa area citizens informed, and has dutifully chronicled the growth and development of Tampa Bay for the past 125 years.

Now, therefore, I, Pam Iorio, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim June 7, 2009, as "*St. Petersburg Times Day*" in the City of Tampa, Florida, and ask that citizens of Tampa join me in congratulating the *St. Petersburg Times* on their 125th anniversary celebration.

Text of a proclamation by St. Petersburg Mayor Rick Baker

Whereas, the *West Hillsborough Times* began publication as a four-page weekly newspaper on July 25, 1884, in the town of Dunedin in what was then part of the county of Hillsborough and now in Pinellas County; and

Whereas, since 1956, the newspaper's charitable arm, the *St. Petersburg Times Fund, Inc.*, has provided more than \$16.6 million in grants, fellowships and scholarships to organizations and students from throughout the greater Bay Area; and

Whereas, the *St. Petersburg Times* has dutifully chronicled the growth and development of the Bay Area for the past 125 years; and

Whereas, the *St. Petersburg Times* has won two Pulitzer Prizes in 2009, for a total of eight Pulitzer Prizes, journalism's most prestigious honor; and


Whereas, the *St. Petersburg Times* is independently owned and has its headquarters in downtown St. Petersburg; and

Whereas, the *St. Petersburg Times* continues to play a vital role in the community by keeping the citizens of St. Petersburg and the Bay Area informed with news and perspective.

Now, therefore, I, Rick Baker, mayor of St. Petersburg, Florida, do hereby proclaim July 25, 2009,

St. Petersburg Times Day

in St. Petersburg, and urge all citizens to join me in celebrating the 125 years of service to the residents and City of St. Petersburg.



CHARLIE CRIST
GOVERNOR

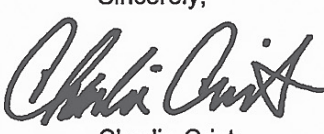
June 7, 2009

Dear Friends:

It is my pleasure to congratulate the *St. Petersburg Times* on celebrating your 125th year of exceptional service to citizens of the great State of Florida.

The *St. Petersburg Times* plays a vital role in keeping the residents of the Sunshine State informed with news from around Tampa Bay, throughout our state, and across our nation. What began as the *West Hillsborough Times*, a four page weekly newspaper, has grown into the largest newspaper in Florida. This anniversary is a significant milestone in the life of the *St. Petersburg Times*, and is a testament of the commitment and dedication of all involved in elevating the *St. Petersburg Times* into one of our country's premier newspapers.

I would also like to congratulate the *St. Petersburg Times* on winning two Pulitzer Prizes in 2009, making a total of eight of journalism's most prestigious awards. Best wishes on a memorable 125th anniversary celebration.

Sincerely,

Charlie Crist

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PINELLAS COUNTY BOARD OF COUNTY COMMISSIONERS

Proclamation

ST. PETERSBURG TIMES' 125TH ANNIVERSARY DAY

WHEREAS, the *West Hillsborough Times* began publication as a four-page weekly newspaper on July 25, 1884, in the town of Dunedin in what was then part of the county of Hillsborough and now in Pinellas County; and

WHEREAS, the *West Hillsborough Times* was based in Clear Water Harbor from December 1884 until the fall of 1892, when the paper was moved to St. Petersburg; and

WHEREAS, that weekly publication over the following decades grew into an influential daily publication renamed the *St. Petersburg Times*; and

WHEREAS, in 1925, the *St. Petersburg Times* opened a news bureau in Clearwater, the Pinellas County seat; and

WHEREAS, the *St. Petersburg Times* has chronicled the growth and development of Pinellas County and Tampa Bay for the past 125 years; and

WHEREAS, since 1956, the newspaper's charitable arm, the *St. Petersburg Times Fund, Inc.*, has provided more than \$16.6 million in grants, fellowships and scholarships to organizations and students from throughout the greater Tampa Bay area; and

WHEREAS, since 1999, the Barnes Scholarship program has provided \$1.6 million for the education of 36 students from Tampa Bay area high schools; and

WHEREAS, the *St. Petersburg Times* won two 2009 Pulitzer Prizes, journalism's most prestigious honor and has a total of eight Pulitzer Prizes; and

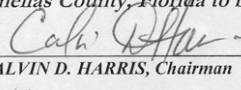
WHEREAS, the *St. Petersburg Times* is independently owned and has its headquarters in downtown St. Petersburg, its printing plant in St. Petersburg and a news bureau in Clearwater; and

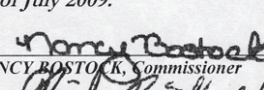
WHEREAS, the *St. Petersburg Times* continues to play a vital role in democracy by keeping the citizens of Tampa Bay informed with news and perspective.


NOW THEREFORE, BE IT PROCLAIMED by the Pinellas County Board of County Commissioners that July 25, 2009 be recognized as

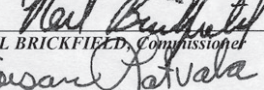
ST. PETERSBURG TIMES' 125TH ANNIVERSARY DAY


IN WITNESS WHEREOF, we hereunto have set our hands and caused the seal of Pinellas County, Florida to be affixed this 25th Day of July 2009.

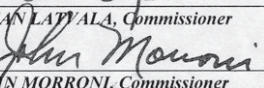

 CALVIN D. HARRIS, Chairman



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 SUSAN LATTALA, Commissioner


 JOHN MORRONE, Commissioner


 KENNETH T. WELCH, Commissioner



Feb. 13, 1973



They're Home!

POWs Taste Freedom, Ice Cream

Dollar Devalued By 10 Per Cent

April 30, 1975



Saigon surrenders to Hanoi

the longest U.S. war is over

On The Inside: Indochina

Last Americans leave Saigon

A decision without dramatics

Oct. 3, 1990



East is West is German

Senate confirms Souter to court

Bush makes pi for budget plan

Jet crash kills 120 in China

Jan. 17, 1991



WAR

Hundreds of planes hit Iraq; two raids staged in 7 hours

J.S. - led air strikes decimate targets

Bush says he had no choice but to attack

'When' is answered; now it's 'how long?'



CONGRATULATIONS

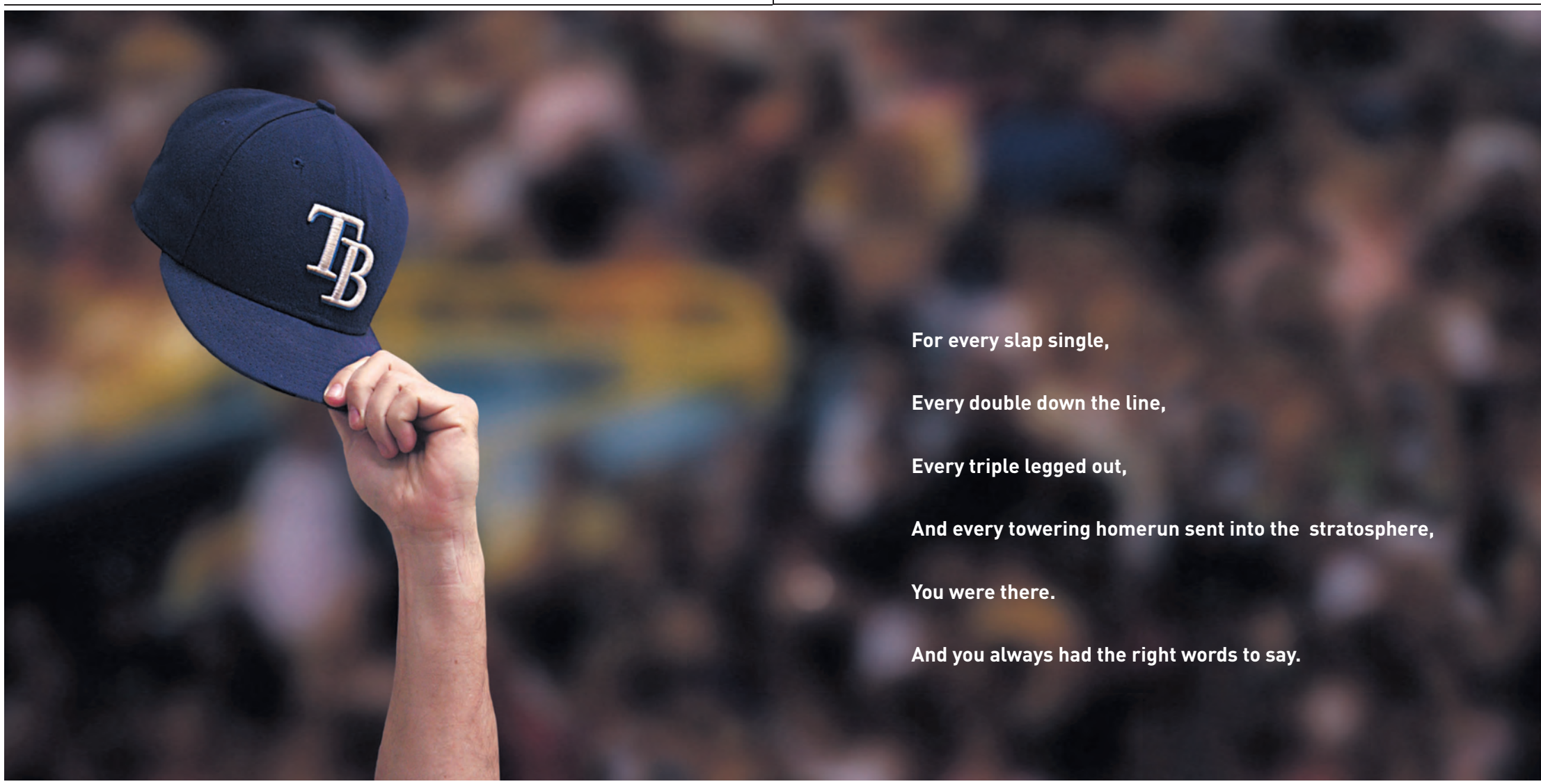
St. Petersburg Times

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Every double down the line,
Every triple legged out,
And every towering homerun sent into the stratosphere,
You were there.
And you always had the right words to say.

Congratulations on 125 years.

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