

Celebrating 50 years of the

PONTE VEDRA



SPECIAL ANNIVERSARY EDITION

# Recorder

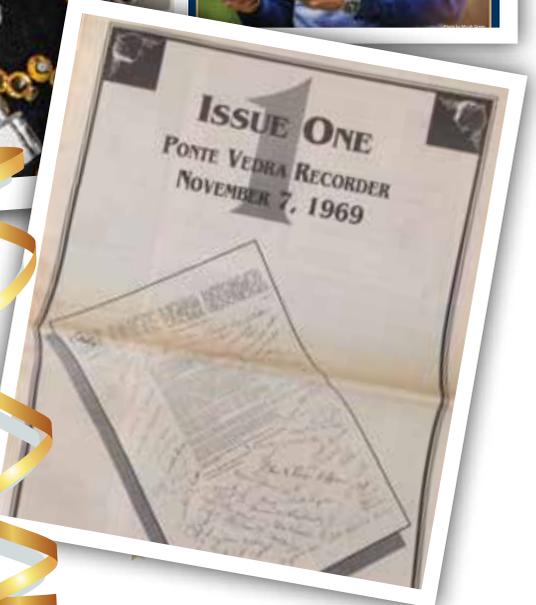
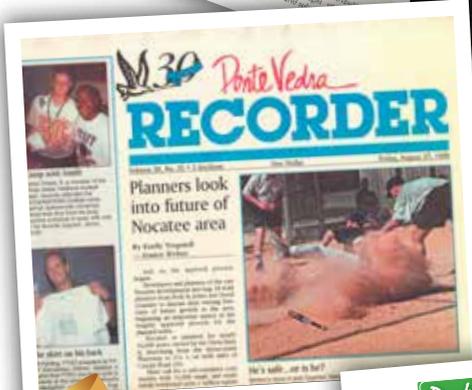
November 7, 2019  
Volume 51, No. 1  
75 cents

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# Cheers to 50 Years



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# INSIDE

One of Us

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Calendar

Pages 22-23

Anniversary

The pages in this special issue of the Ponte Vedra Recorder celebrate the paper's 50th anniversary.



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## Send us your news

We welcome submissions of photos, stories, columns and letters to the editor. Let us know what's happening. Email submissions to [pvreorder@opcfla.com](mailto:pvreorder@opcfla.com) or bring them by our office at **1102 A1A N., Unit 108, Ponte Vedra Beach**. Submissions may be published in the paper, on our website or on our social media platforms.

Visit our website at [www.pontevedrarecorder.com](http://www.pontevedrarecorder.com)



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Find us on Twitter @[PonteVedraNews](https://twitter.com/PonteVedraNews) and on Instagram @[pvreorder](https://www.instagram.com/pvreorder)



Also, check out the **Ponte Vedra Recorder** channel on YouTube.

### WHAT'S THIS?



Do you know what this is?

Email answer to [pvreorder@opcfla.com](mailto:pvreorder@opcfla.com) by Monday at 5 p.m.

All correct entries will be entered into a random drawing to win tickets for two adults and two children to the Jacksonville Zoo. In order to allow as many families as possible to win, participants are only eligible to win a ticket prize pack once every four months.

Only one correctly identified last week's photo as the storefront for Model Citizen. The winner of the draw was **Denise Smith**. Congratulations, Denise — you may pick up your prize at the Recorder office during normal business hours.



### ADOPT A PET



#### CAT OF THE WEEK

Pickles was picked up and brought to the Pet Center as a stray. He is a grey, neutered male domestic shorthair. He is shy, but very sweet and lovable — he just wants to be scratched behind his ears and cuddled in his new furrever home. Come see Pickles today at the Pet Center. #51893



#### DOG OF THE WEEK

Boone was brought to the Pet Center as a stray. This sweet, handsome boy is a 3-year-old neutered male terrier mix. He is house-

trained, great on a leash, good with other dogs, kids and very lovable. Come see Boone today at the Pet Center. #52408

Any new pet being introduced to a new home will need time to adjust to its new environment. Please reinforce house training and behavioral training, and be mindful of interacting with other pets.

### St. Johns County Pet Center

Cat adoptions are \$30 for males and \$40 for females. Dog adoptions are \$45 for males and \$60 for females. Adoption fees include microchipping, neutering/spaying, rabies vaccinations and shots. The Pet Center is located at 130 N. Stratton Road in St. Augustine, off U.S. 1 between County Road 210 and International Golf Parkway. Business hours are Tuesday through Friday 9 a.m. to 4:30 p.m. and Saturday 9 a.m. to 4 p.m. The center is closed to the public on Sunday. On Monday, the office is open by appointment only to claim a lost pet. **For more information, please call the St. Johns County Pet Center at (904) 209-6190.**

### PUZZLE SOLUTIONS

F	L	O	R	A	E	R	R	B	A	R	S	
L	I	T	E	R	Y	O	U	F	R	E	A	K
O	S	I	E	R	A	T	M	R	O	O	M	Y
P	A	C	K	E	R	S	B	R	O	W	N	S
S	A	E	M	A	U	L						
B	U	S	R	A	J	A	B	I	O	N	I	C
I	T	E	M	R	E	D	O	C	R	E	D	O
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L	L	O	Y	D	S	N	I	P	S	T	E	T
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I	D	E	A	D	U	O						
G	I	A	N	T	S	B	E	N	G	A	L	S
S	L	A	C	K	S	O	Y	G	E	N	O	A
H	O	M	E	S	A	W	E	F	E	T	U	S
E	B	B	S	Y	E	S	U	S	E	R	S	

7	2	6	1	5	3	8	9	4
1	3	9	4	8	7	2	6	5
8	4	5	9	6	2	1	3	7
6	5	1	8	7	9	4	2	3
4	8	2	5	3	6	9	7	1
3	9	7	2	4	1	5	8	6
2	7	4	6	9	5	3	1	8
5	1	3	7	2	8	6	4	9
9	6	8	3	1	4	7	5	2

Solutions correspond to last week's puzzles.

discover membership

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# COLLECTION



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**Curtis Carter | 904.386.4651**  
 CurtisCarter@WatsonRealtyCorp.com



**FIDDLERS MARSH**  
**\$399,900**  
 Charming, move-in ready home with low HOA fees in the desirable Fiddler's Marsh neighborhood. This nicely updated home features a courtyard pool, private master suite with walk-in closet, & spacious kitchen with new stainless Frigidaire appliances & granite counters. MLS 1022780  
**Megan Vallejo | 904.495.2535**  
 MeganVallejo@WatsonRealtyCorp.com



**SOUTH HAMPTON**  
**\$425,000**  
 Gorgeous ranch-style home with magnificent views of the 8th fairway in sought-after South Hampton! This freshly painted home features an open floor plan, oversized great room, 4 bedrooms, office, 3 baths, large kitchen with round bay windows, & a huge covered patio. MLS 1022330  
**Ann Shahin | 904.238.3307**  
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**TREASURE BEACH**  
**\$619,900**  
 Custom ranch-style home located on a canal navigable to the Intracoastal & ocean. This move-in ready home features 4 bedrooms, 3 baths, wood-like tile flooring, a gourmet kitchen with cherry cabinets & granite countertops, paved lanai with summer kitchen, & new custom dock with covered boat lift. MLS 987069  
**Patti Mohr | 904.813.4430**  
 PattiMohr@WatsonRealtyCorp.com



**CYPRESS CREEK**  
**\$724,900**  
 Move-in ready home with private backyard featuring large paver patio & sparkling pool. Significant upgrades include a spa-like owners' suite, renovated kitchen, new roof, fresh exterior paint, new downstairs HVAC, wood-look tile floors throughout the lower level, & much more. MLS 1021721  
**Nancy Herbkersman | 904.271.1933**  
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**51 S. ROSCOE BLVD.**  
\$2,895,000



**14402 MARINA SAN PABLO PL. #902**  
\$1,550,000 - Penthouse with 50' boat slip



**24985 MARSH LANDING PKWY.**  
\$1,089,000



**309 ROYAL TERN RD. S.**  
\$1,029,900 or Rent for \$5,900/mo.



**14402 MARINA SAN PABLO PL. #704**  
\$799,900



**MARINA SAN PABLO #203**  
\$799,000



**209 CLEARLAKE DRIVE**  
\$899,999



**142 OSPREY COVE LANE**  
\$749,000



**3528 BAY ISLAND CIR.**  
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**223 SAN JUAN DR.**  
\$3,450,000



**340 PABLO TERRACE**  
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**1243 WINSOR HARBOR DR.**  
\$1,049,000



**6548 BURNHAM CIR.**  
\$485,000



**SHELLY WILLIFORD**  
904.887.1655



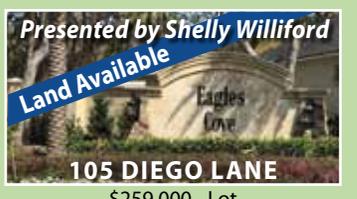
**274 POSSUM TROT RD.**  
\$689,990



**12065 CRANEFoot DR.**  
\$549,990 - Jacksonville



**13533 MONTECITO PLACE**  
\$335,000 - Seller Incentives



**105 DIEGO LANE**  
\$259,000 - Lot



**TRICIA BOWERS**  
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**NEWMAN ROSSIE**  
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**254 HAWKS HARBOR RD.**  
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\$169,900



**12845 JULINGTON FOREST CT.**  
\$273,000 - Jacksonville



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**121 CARRIAGE LAMP WAY**  
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**2345 & 2347 S. PONTE VEDRA BLVD.**  
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All properties listed are in Ponte Vedra unless otherwise noted.



**2865 S. PONTE VEDRA BLVD.**  
\$865,000



**2599 S. PONTE VEDRA BLVD.**  
\$825,000



**2827 S. PONTE VEDRA BLVD.**  
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**2589 S. PONTE VEDRA BLVD.**  
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*As a next-door neighbor to Ponte Vedra Recorder co-founder Gretchen Carpenter in 1969, Jacquelyn Bates witnessed the newspaper's creation. Eleven years later, Carpenter's co-founder, Peg Bradford, and her son, Tim, asked her to become its managing editor. Bates shares her memories of the early years, and her opinion of the paper today.*

## Jacquelyn Bates

As told to Maggie FitzRoy

### What was your first experience with the Ponte Vedra Recorder?

In 1969, my husband and I moved to Ponte Vedra Beach, to a house on Duval Drive that my family had owned since the 1950s as a summer beach house. Next door to us lived Gretchen Carpenter. She and Peg Bradford started the Recorder that year, so we were exposed to it peripherally.

### And then, what impact did the new newspaper have on your life?

Then, in 1970, we had twins, a boy and a girl. That was news because there wasn't much going on back then. I felt like every waking moment of every waking moment of those of us who lived there was covered by the Recorder.

### Where did you grow up?

In Jacksonville. I lived in Ortega; we were the second house in Ortega Terrace. Went to Ortega schools, then Bartram. Then I went to Mount Holyoke in Massachusetts, then went to University of North Carolina at Chapel Hill for a Masters in English Literature.

### What did you do next?

I went to work in downtown Jacksonville in my father's real estate business as a receptionist. Later worked for the Florida Times-Union as a writer.

### How did you end up working for the Recorder?

In 1980, Tim and Peggy Bradford asked me to be the managing editor. I guess they thought I could write a story. I was managing Tim, because he was one of the most energetic, intelligent and fun people we'd ever run into around here.

### What was your job like?

I edited some, I wrote stories, I reported — and I went to a lot of parties. Tim did the photographs. Tim and I wrote the cutlines. We had a lot of people write columns. Ninety percent of the photographs were people at cocktail parties having drinks, and 10% were children's sports activities.

### Did anything surprise you?

I had come to the Recorder with a New York Times-attitude that there should be no relationship between advertising and editorial. We did not think that way at the Recorder. If you advertised with us, we put as much editorial in about you as we could squeeze in.

### What else do you remember?

Madelyn Palmer was Peggy's assistant. She was calm and that was very important. Every week, she would drive Peggy's station wagon with Peggy and me to St. Augustine, where the paper was printed. Somehow that paper got glued together down there, which was always a miracle. Because putting it together was hectic. It's the nature of the business.



Photo by Alex Quijano

### What was Peggy like?

She was a lovely lady. She was very proud, and money was very tight, and we never knew when we would get paid. The checkbook would get lost or the dog would eat the checks. We always got paid. It just wasn't on a regular schedule.

### You worked at the Recorder through the early 1980s. Did you enjoy it?

It was one of the most fun jobs I ever had. High energy and a lot of fun.

### How was Ponte Vedra Beach different when the Recorder was founded and when you worked there?

In the 70s, I was a regular customer of Atkinson's

Shoe Repair in Jacksonville Beach. When I went in, I would leave the car running and the car door open because nobody was coming down Third Street. There was one grocery store, Winn-Dixie and the Ponte Vedra Post Office was in a little building across from the Surf Club at the Ponte Vedra Club. There was also a little store there that sold the essentials of Ponte Vedra, which was cheese, crackers, peanuts, candy and alcohol. Very different. So few people.

### Why did you leave the Recorder?

To become a Realtor. So, I moved from editorial to advertising. I'm still advertising. I'm in last week's Recorder. It's really delightful that it has continued to serve our community and broadened its content, in a good way.

**CURRENT FACES OF THE RECORDER**



**Susan Griffin**  
*Publisher*  
 Time at the Recorder:  
 25 years



**Maggie FitzRoy**  
*Editor*  
 Time at the Recorder:  
 1 month



**April Snyder**  
*Sales Assistant & Inside Sales*  
 Time at the Recorder:  
 14 years



**Ed Johnson**  
*Account Executive*  
 Time at the Recorder:  
 19 years



**Kristin Flanagan-King**  
*Account Executive*  
 Time at the Recorder:  
 15 years



**Paris Moulden**  
*Page Designer/Reporter*  
 Time at the Recorder:  
 2 years



**Amber Lake**  
*Reporter*  
 Time at the Recorder:  
 1 year



**Daniela Toporek**  
*Reporter*  
 Time at the Recorder:  
 9 months



**Christine Rodenbaugh**  
*Reporter*  
 Time at the Recorder:  
 4 months

**50 Years**

Continued from 4

In the Recorder's 25th anniversary "Silver Anniversary Issue," dated Dec. 16, 1994, the Recorder reprinted a story from the Feb. 1, 1980 issue about the passing of Gretchen Carpenter after a nine-month battle against cancer. Also, in that issue, publisher Timothy Bradford, Peggy's son, reprinted a story he had written for the Aug. 24, 1984 edition about the death of his mother, who had died earlier that month after "a long bout with cancer." Dedicated Community Spirit "was more than a catchy motto," he wrote. "Providing a vehicle to promote the community gave her great joy."

Tim Bradford served as publisher, as well as editor, writer and photogra-

pher for many years, leading the paper until his death in February 1997. His widow, Pamela Bradford, kept it going until 1999, when she sold it to Journal Community Publishing Group, based in Wisconsin.

Then in 2011, the Osteen family of Sumter, S.C. acquired the Recorder along with three other sister publications. OPC News, LLC is owned by three members of the Osteen family: Graham, Kyle and Jack. The brothers also have holdings in Osteen Publishing Company, Inc., a Sumter newspaper operation that has been in their family for more than 100 years.

Shortly after purchasing the Recorder, the Osteen brothers gave an encouraging statement that was reprinted in the Nov. 6, 2014 issue, when the paper celebrated its 45th anniversary. In keeping with the spirit and enthusiasm first shown by

Gretchen Carpenter and Peg Bradford, they said, "Ponte Vedra is a great community with an audience that traditionally loves to read newspapers. Along with the staff at the Recorder, we think we can bring a renewed vitality to the operation. We believe in the future of smaller community news organizations."

Five years after that declaration was reprinted, it continues to ring true.

"In a fast-changing, instant gratification world, local journalism is at the heart of readers' communities and is the conduit to the community," Pam Bradford Williams said. "Community newspapers have the power to bring about great good and make a profound difference within neighborhoods and are the true, original social media. Congratulations to the Ponte Vedra Recorder on 50 years of success."



**Introducing The Connolly Team!**

Suzie Connolly and her son Rory have joined forces to deliver the high-quality real estate services Florida's First Coast area demands and deserves. Committed to building lasting relationships through dedicated "on-call" service, Suzie and Rory look forward to helping you reach your real estate goals. Please come by and meet The Connolly Team at their OPEN HOUSE this Saturday, November 9th from 10am-12pm.



**125 Belvedere Place in Ponte Vedra Beach**  
**\$1,249,900**

OPEN HOUSE, Saturday, Nov 9th from 10am-12pm. Very rare opportunity to own a brand new 4BR/5BA home within 1 mile of the ocean. Hardwood floors and wide-open floor plan with kitchen open to the dining and gathering room. All overlooking the most amazing and spacious covered lanai with outside fireplace and alfresco dining area. MLS 996013

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*Rory Connolly*



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# A Proclamation

by the  
Board of County Commissioners  
St. Johns County, Florida

**WHEREAS**, the *Ponte Vedra Recorder* was founded by Peggy Bradford and Gretchen Carpenter and first published on November 7, 1969, in Ponte Vedra, Florida; and

**WHEREAS**, the *Ponte Vedra Recorder* has remained Ponte Vedra's paper of record, providing consistent coverage on local government, business, education, religion, healthcare, and lifestyle news; and

**WHEREAS**, the *Ponte Vedra Recorder* partners with area agencies, groups, local businesses, and nonprofits through community journalism and advertising; and

**WHEREAS**, the *Ponte Vedra Recorder* has been a trusted, essential source for weekly community news for 50 years, and continues its mission of finding and sharing newsworthy information, events, and accomplishments with the residents of Ponte Vedra and Jacksonville Beaches.

**NOW, THEREFORE, BE IT PROCLAIMED**, by the Board of County Commissioners of St. Johns County, Florida, that November 7, 2019, be recognized as

## Ponte Vedra Recorder Day

**PASSED AND ADOPTED** by the Board of County Commissioners of St. Johns County, Florida this 5<sup>th</sup> day of November 2019.

Attest: Hunter S. Conrad,  
Clerk of Court

  
Brad Bradley  
Chief Administrative Officer



Board of County Commissioners  
of St. Johns County, Florida

  
Paul M. Waldron  
Chairman

# Nov. 7 is officially Ponte Vedra Recorder Day

The Rotary Club of Ponte Vedra Beach planned to hold its weekly meeting at Ruth's Chris Steakhouse Thursday, Nov. 7, in order to honor and celebrate the 50th Anniversary of the Ponte Vedra Recorder.

They planned to present the paper with an award of appreciation and recognition, with County Commissioner Jeremiah Blocker presenting a proclamation declaring Nov. 7, 2019 Ponte Vedra Recorder Day.

"The Recorder has served the community for 50 years and serves as a trusted source to all of the residents of Ponte Vedra and the Beaches," Vickie Cavey, President of the Rotary Club of Ponte Vedra Beach, announced in an email to Publisher Susan Griffin. "We appreciate all the fine work the paper does, and you personally have been a steadfast constant for 25 years — we want to thank you for a job well done."

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**5396 Bentpine Cove Rd**  
**\$2,948,800**  
5BD/5BA/3HB 7,630 sq ft



Nicholas Eklund  
904-575-1197



**1299 Ponte Vedra Blvd**  
**\$5,300,000**  
5BD/5BA/1HB 6,802 sq ft



Michelle Floyd / Jack Floyd  
904-343-5067  
904-343-5196



**108 Palm Forest Pl**  
**\$599,000**  
367' on Marsh Landing  
Golf Course



Michelle Floyd / Jack Floyd  
904-343-5067  
904-343-5196



**2203 Miller Oaks Ct**  
**\$1,995,000**  
6BD/4BA/2HB 5,800 sq ft



Jane Chefan  
904-463-1179



**117 Twelve Oaks Ln**  
**\$949,000**  
4BD/4BA 4,098 sq ft



Moorman & Rowe Group  
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**16 Ocean Oaks**  
**\$699,000**  
4BD/3BA 3,153 sq ft



John Lucas  
386-569-5880



**7901 James Island Trail**  
**\$1,299,000**  
5BD/4BA/1HB 6,536 sq ft



Michelle Floyd / Jack Floyd  
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904-343-5196



**8020 Merganser Dr**  
**\$1,490,000**  
5BD/4BA/2HB 4,669 sq ft



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# A 'Devine' Life Lived For Others

Grace Hayes, former Recorder editor, led the community for many years



**Scott Grant**  
Guest Columnist

There is a mystery in Palm Valley; one that doesn't involve ghosts of bootleggers or moonshiners. Every day, thousands of people drive down Palm Valley Road past the Ponte Vedra Valley Cemetery, blissfully unaware of the mystery that lurks inside.

Perhaps 'lurks' is too strong a word. It is not spooky or creepy like most mysteries. Still, a tomb inside the mausoleum troubles some who have seen it. It belongs to Grace Hayes. For many years, Grace was the editor of the Ponte Vedra Recorder. Her name became synonymous with the publication and is still beloved by some local writers.

I am one of those writers. I first met Grace in 2006, when I was introduced to her by a Recorder employee at the time, Sean Johnson. Sean was tall and handsome with a full head of thick black hair. He came from Mississippi and looked like he had just stepped out of a John Grisham



**The death of longtime Ponte Vedra Recorder editor Grace Hayes in 2009 was front-page news and a big loss to the local community.**

novel. Sean had read some of my work online and thought I would be a good addition to the Recorder.

Grace agreed. She gave me a chance. I was soon receiving regular emails from her reminding me that I had a column due. "It's that time of the month," she would write.

It turns out, I was not the only person Grace inspired. Maggie FitzRoy, author of several books, remembers that Grace gave her a chance to prove herself as well. Maggie was working as a photogra-

pher for the paper but wanted to do more. When Grace appeared one day as the new editor, Maggie told Grace she wanted to write, too. In her typically no-nonsense way, Grace told her: "Then do it!" Fittingly, Maggie now holds down Grace's old editor's desk at the paper.

Grace Hayes remained a pillar of the community for two decades. Ponte Vedra Beach Internist Ronald "Doc" Renuart recalls, "Grace was involved in everything."

So much so, that since her death, the St. Johns County Chamber of Commerce

has honored her by awarding the "Grace Hayes Award" to its most valuable Ponte Vedra Ambassador.

Many people remember Grace as being tough, but fair and determined. Sean Johnson remembers her as a savvy early adopter. "She told me Twitter was going to be big and urged me to get my name as a handle before it was gone," he told me.

Grace passed away in 2009.

Several years ago, I was suffering from writer's block. I went out to Ponte Vedra Valley to visit Grace. I stood in front of her mausoleum and talked to her. She told me I had "a deadline." Chills went down my spine. Maybe it was just my imagination. But that is exactly what Grace would have said. Other people who have heard my story have been moved by it, including Publisher Susan Griffin, who continues the tradition of leadership at the Recorder.

Now, back to the mystery: The word divine is misspelled on Grace's gravestone. It is spelled 'Devine,' like a name. It's capitalized, like all the words in the phrase below her name: No one seems to know why. Grace was an editor. It was her job to correct spelling errors.

I knew Grace and I can tell you this: the word fits her, no matter how it is spelled. Grace lived a purposeful life. She did things with intent.

Her intent was always good and often powerful.

So maybe she's winking at us from beyond the grave.

**Scott A. Grant is a local author and historian. By day he runs Standfast Asset Management in Ponte Vedra Beach, FL. He has written off and on for the Recorder since 2006.**



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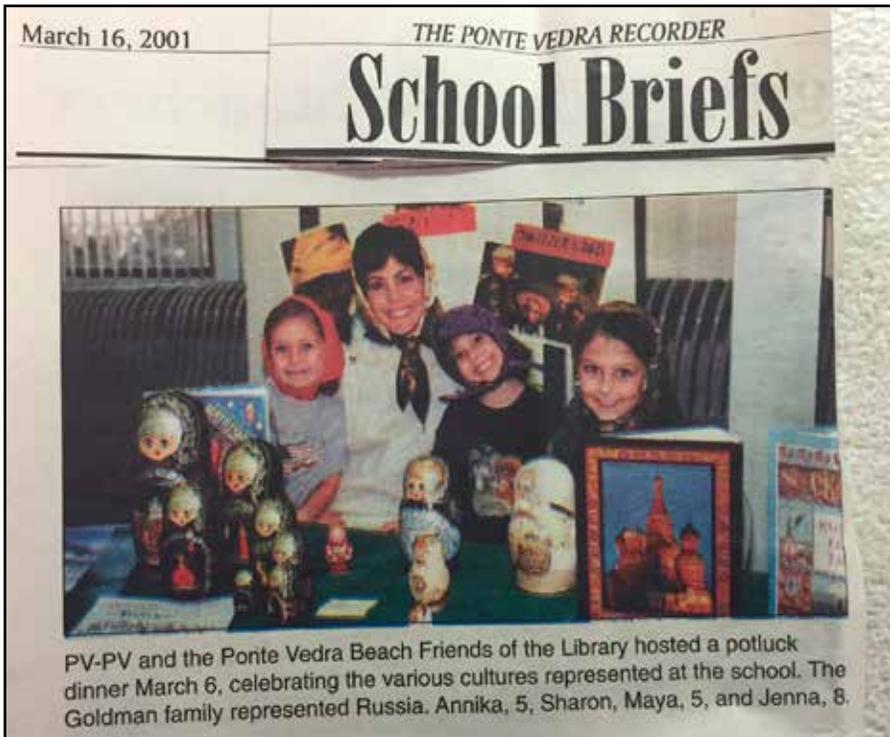
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LOOKING BACK: READERS SHARE THEIR MEMORIES OF THE PONTE VEDRA RECORDER



**GOLDMANS SAVE SCHOOL DAYS MEMORIES**

Sharon Goldman saved clippings from the School Briefs section of the Recorder when her children attended PV/PV in 2001. In the March 16 issue, the family is pictured dressed for a cultural event.

“We thought we were supposed to dress up for a culture event,” Goldman stated. “We were the only ones dressed up and we were put behind the Russia exhibit

to answer questions. Of course, we were unprepared.”

The second clipping shows the twins in costume for a school play.

“The twins dressed up and sang,” Goldman stated. “They must have made quite an impression on the principal of PVPV/ Rawlings at the time, who kept their bumblebee picture on her desk about 10 years after they graduated from that school.”

Randy Hopson’s mother has kept page 9 from the June 10, 1994 Ponte Vedra Recorder in a scrapbook. Her son appeared in the Footprints column. The text reads:

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Imagine playing tennis with the big guys! That’s what happened recently to Randy Hopson, during the Played with Strings tennis exhibition and concert at the ATP Tour.

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Stan said he was tired and needed a little rest, according to Randy.



Ten-year-old Randy Hopson swings Stan Smith’s tennis racket in a match against Brian Gottfried

Compiled by Christine Rodenbaugh

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# Bonnie Hayflick remembers the Recorder as a teen

By Maggie FitzRoy

Many people in Ponte Vedra Beach have fond memories of the Ponte Vedra Recorder.

Bonnie Hayflick, a public relations professional who attended the 50th anniversary party Oct. 23, does. Her parents subscribed to it during her teenage years.

“I have very fond memories of the Recorder from the 70s,” she said. “It was a true social rag. And it was much sought after the moment it came out. Ponte Vedra was a very small community among the social set who were regularly featured in the pages.”

Hayflick also has fond memories of Ponte Vedra Beach, a town much smaller, with far fewer people than today. Hayflick recalls that her parents were the first patio homeowners when Arvida built TPC Sawgrass, purchasing a home on Bermuda Court for \$47,000 cash.

“I remember there were just a few, maybe two or three, boutiques at the apex of Corona and A1A, now Ponte Vedra Boulevard,” she said. “Before the Lodge was built, before the Cabana Club was built, there were boutiques with gorgeous resort wear and all of your fashions for ladies.”

Founding families, frequently featured in the Recorder’s pages back then, “Had beautiful homes on the ocean,” she remembered. “Their names were Stockton, Fletcher...”

While newcomers like her family tended to move to the Arvida Community. The Oak Bridge Club was called Innlet Beach at the time. “Oak Bridge was the affordable golf club,” she said. “But it was really nice. The monied families belonged to the Ponte Vedra Club, and the newcomers belonged to Oak Bridge.”



Bonnie Hayflick poses at the 50th anniversary party Oct. 23.

Photo by Christine Rodenbaugh

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# Memories of the Recorder of 40 years ago



**Clare Berry**  
Guest Columnist,  
former employee

In 1979, my husband Vance and I landed back in my hometown. Vance was hired by Jacksonville native Arthur Milam to join his law practice. We chose to move to the beach, renting part of a Jacksonville Beach house that belonged to my

childhood doctor. We walked our dog on the beach almost every day. BBQ LTD (now Skatch Kitchen) and The Homestead (now Taco Lu) on Beach Boulevard were our go-to restaurants. There was no downtown in Jacksonville Beach; “redevelopment” of the area was promoted by numerous developers, but it just didn’t get traction in those years. There was the Lifeguard Station, a wonderful restaurant called 12 North owned by dear Marie Yazbec, some mom-and-pop hotels and a funky auditorium for concerts. J. Turner Butler Boulevard opened in 1979 as a limited-access highway between the beach and town (I-95). I was on the first public transport over that highway, a media bus, and wrote an article about JTB.

This is how I came to work for the



**Peggy Bradford**

Ponte Vedra Recorder.

Looking for a job, I ran into a friend from Episcopal days. One of his family members knew Peggy Bradford, who 10 years before had founded the Recorder with her friend Gretchen Carpenter. Gretchen was ill, and Peggy was struggling to handle the many aspects of the publication. Someone told Peggy about me, an energetic former local who grew up hanging around the Ponte Vedra Club and who had experience working for newspapers.

Peggy invited me for an interview. We met at her house on Rutile Drive, where

a front bedroom was the Recorder’s office. I spent almost two years working with Peggy. What an opportunity it was. I interviewed, wrote, edited, created ads, laid out pages, labelled papers to subscribers and delivered them to the post office. Peggy handled the money side, including getting bank presidents, like Rip DuPont, to bring their camera-ready ad copy to the house, sometimes with payment for insertion. The St. Augustine Record, with great help from then-president Bobby Martin, later a chairman of The Players Championship, printed the paper for us. It was like Driving Miss Daisy when Peggy and I went down A1A, over the little Vilano Beach Bridge, downtown to the Record office to proofread, me at the wheel of her Mercedes and she in the back. On the way back to Ponte Vedra, we would stop at the drive-through window of the Vilano Beach liquor store for Peggy’s favorite libation. By then it was 5 p.m. ... in those days, cocktail hour was real in PVB!

It was truly a labor of love working for the Recorder. Peggy and I did everything, often with help from wonderful neighbors and friends who loved Peggy and the paper that had grown to tell the stories of residents’ lives. People would deliver articles, often handwritten, to Peggy’s house – travel notes, gardening tips, names of tennis and golf champions, often with

photos. Nancy Hickey was the social photographer, later joined by Peggy’s son, Tim, who eventually took over the paper.

Regular contributors who pitched in gratis were Susie Sears, Shirley Bowers and Georgia Wahl. I could count on them taking on any task. Artist Everett Draper created a masthead for the Recorder featuring his signature sea gulls. Everyone loved Peggy and loved helping. I knew a lot of people from having grown up here, but I got to know everyone through the paper and the very active Ponte Vedra Community Association, which was and continues to be the voice for unincorporated Ponte Vedra Beach.

There were fewer than 6,000 people living in Ponte Vedra Beach at the time. I would drive my MGBGT to the post office on Ponte Vedra Boulevard, at today’s Racquet Club location, leave the engine running, and go enjoy what was then the social hub of PVB. Most people had post office boxes. They would stand at the large trash cans and deposit whatever they didn’t want, while visiting with friends, planning their next get-together. Next door was “The Store” where you could buy beautiful filets wrapped in bacon. Just north on Ponte Vedra Boulevard was “The Flower Shop,” where staff from the Ponte Vedra Club (now known as the Ponte Vedra Inn and Club) would create beautiful arrangements.

The classic Ponte Vedra Boulevard home was white clapboard with green shutters. Most of those are replaced with a wide variety of styles. I remember when I started my real estate career in the mid-1980s, I listed an oceanfront home near The Club for \$350,000. That house sold in the last five years for around \$3 million.

The Recorder gave me an insider’s view of all that made Ponte Vedra Beach turn, socially, politically and economically. I’m so happy that the paper’s owners have continued Peggy’s vision, to keep the residents informed and entertained. Happy 50th Birthday to Publisher Susan Griffin and all the hard-working staff of the Ponte Vedra Recorder!

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Photo by Maggie FitzRoy

Jimbo Stockton was among the many guests who attended the Ponte Vedra Recorder's 50th anniversary party Oct. 23.

## Jimbo Stockton remembers longtime friend, Tim Bradford

By Maggie FitzRoy

As prominent real estate developers of Ponte Vedra Beach, the Stockton family has been frequently featured in the Ponte Vedra Recorder through the years.

Telfair Stockton was an early developer of Jacksonville in the later part of the 1800s. His son, James, developed Ponte Vedra Beach as it transitioned from a mining operation called Mineral City to the seaside haven it is today. James "Jimmy" Stockton Jr. developed Sawgrass Country Club in the early 1970s.

And Jimmy Stockton's son, James Stockton III, who everyone calls "Jimbo," grew up as a friend to Tim Bradford, whose mother, Peg Bradford, co-founded the Recorder.

Tim Bradford ran the paper for many years, until his death in 1997.

And Jimbo Stockton helped celebrate the paper's 50th anniversary Oct. 23 at its birthday party.

"I remember the Recorder from the beginning," Jimbo Stockton said. "I grew

**STOCKTON** continues on **Page 17**



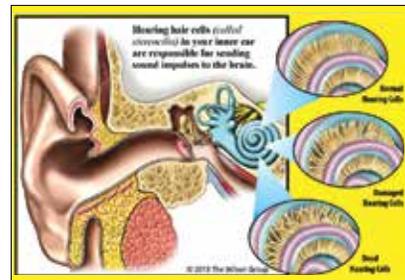
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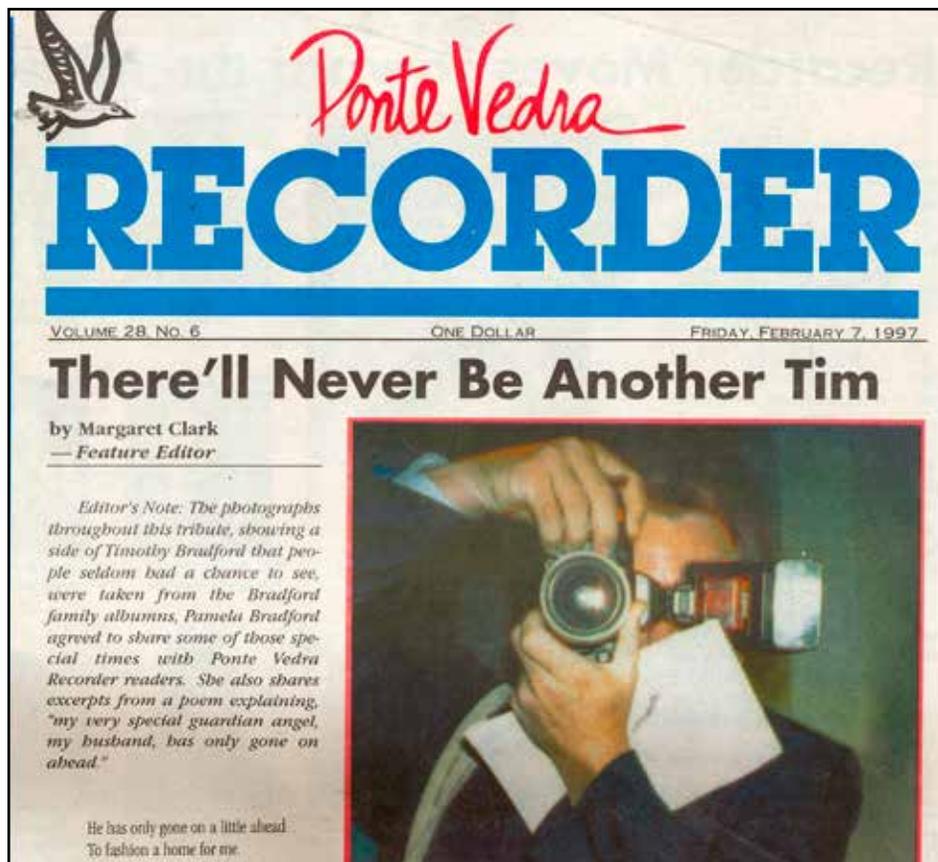
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A tribute to Tim Bradford ran in the Feb. 7, 1997 edition of the Recorder.

## Stockton

Continued from 15

up with Tim. He was in my wedding. He was a significant pillar in our community. He absolutely loved this community. He was there for everybody.”

Tim’s death was a “significant loss” for the community, Jimbo Stockton said. But he said Tim Bradford did leave his lifelong pal a lasting legacy — his nickname.

“He kept putting me in the paper as Jimbo,” he said.

So Jimbo he has remained.

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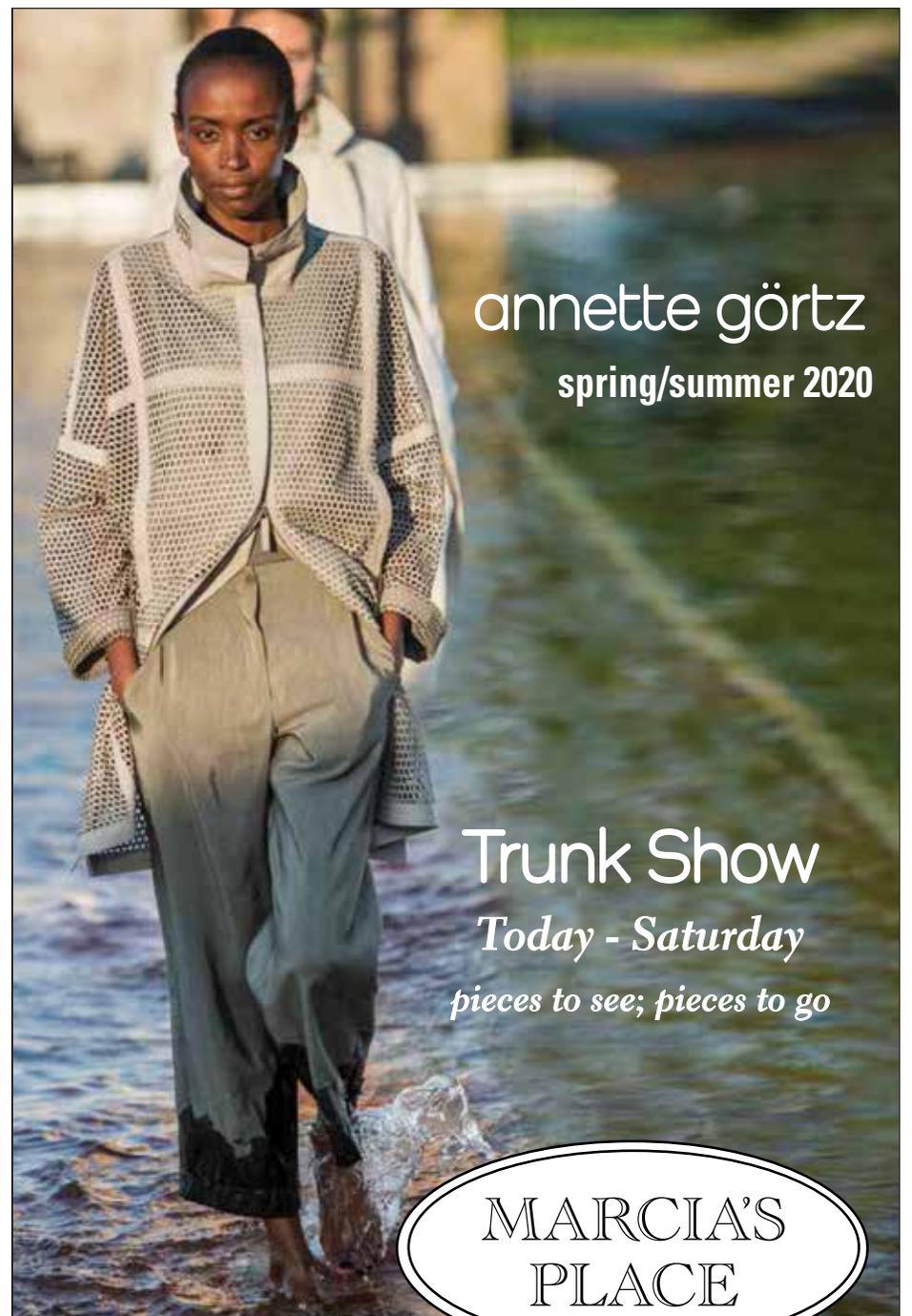
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Party-goers help the Ponte Veda Recorder celebrate its 50th anniversary on Oct. 23.

# The Recorder parties like it's 1969

By Christine Rodenbaugh

Many people from the Ponte Veda Beach community helped the Ponte Veda Recorder celebrate its 50th anniversary with a Cheers to 50 Years party Oct. 23. Held in conjunction with the Ponte Veda Beach Division's Chamber After Hours event, state and local officials, staff and former staff, advertisers and longtime area residents celebrated the longevity of the paper and its place in the community.

"The turnout for the party really showed how people feel about the Recorder, and why it has been successful for 50 years," said Hugh Osteen, Florida market manager of OPC News, LLC. "Many advertisers, former employees and residents came out to wish us well and congratulate the team. We appreciate the support and look forward to continuing to serve the community."

Publisher Susan Griffin agreed. "Our Big Cheers to 50 Years shindig was the place to be with the movers and shakers in our community there in support," she said. "I really appreciate the support of our many advertis-

ers and loyal readers and the Recorder staff for their hard work and dedication to bring you the best community paper in Florida."

Guests were greeted by a huge balloon sculpture in the shape of the number "50," then walked a red carpet to be photographed. Wine and other beverages were served under the tent as well as a few tasty bites. Inside, guests helped themselves to a full spread of a variety of culinary delights from local restaurateurs, topped off by sweet, monster-themed cupcakes. Chase Rideman of Chillula provided music.

"It was wonderful to see the outpouring of support and admiration the public holds towards the Recorder and the importance it means to them in their daily lives," said Parks Rogers, regional director of OPC News, LLC.

"We are so proud of Publisher Susan Griffin and her entire team at the Ponte Veda Recorder," Graham Osteen, a co-owner of the newspaper, said. "The 50th anniversary party was a big success, and those who attended made it a point to say how much they love and appreciate their local community newspaper."



Bonnie Hayflick and Isabelle Renault

# THE RECORDER'S 50TH ANNIVERSARY PARTY



The crowd enjoys food provided by Trasca and Co Eatery at the party



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# THE RECORDER'S 50TH ANNIVERSARY PARTY



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Jimbo Stockton and Malcolm Anthony



Balloons greet visitors to the 50th anniversary party.



Monster-themed cupcakes by Sweet by Holly are served at the event.



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Hundreds gather to help celebrate the Recorder's 50th anniversary.

# THE RECORDER'S 50TH ANNIVERSARY PARTY



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Jennifer Price, Parks Rogers, Susan Griffin and Lesley Vitel.



Chase Rideman, of Chillula, performs at the celebration.



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Karina Koryell, Jodi Oehler, Nicole Oehler and Trudy Toche

Thursday, Nov. 7	Friday, Nov. 8	Saturday, Nov. 9	Sunday, Nov. 10
<p><b>Big Bad Voodoo Daddy at Ponte Vedra Concert Hall</b> The Ponte Vedra Concert Hall is announces the return of Southern California swing revival group. Big Bad Voodoo Daddy, to the Concert Hall at 8 p.m., Thursday, Nov. 7. Tickets start at \$30. For more information, visit <a href="http://www.Ticketmaster.com">www.Ticketmaster.com</a> or call the Concert Hall at (904) 209-0399. The Ponte Vedra Concert Hall is located at 1050 A1A N. in Ponte Vedra Beach.</p> <p><b>Drink &amp; Draw at MOCA JAX</b> Join artist and teacher, William McMahan, at the Museum of Contemporary Art Jacksonville's Learning Lounge in downtown Jacksonville for an informal evening of observational drawing during the first Thursday of the month. This workshop is designed for artists of all levels of experience. Bring drawing materials and paper. NOLA MOCA will be open for food and drinks to enjoy (not included in registration fee). November's Drink &amp; Draw will begin at 6 p.m., Nov. 7. Tickets are \$15 for MOCA members and \$20 for nonmembers and can be found at <a href="http://www.EventBrite.com">www.EventBrite.com</a> by searching for the event, "Drink and Draw." For more information, call MOCA at (904) 366-6911. MOCA Jacksonville is located at 333 North Laura St. in Jacksonville.</p> <p><b>Thirsty Thursday at Al's Pizza</b> What's a better combination than pizza and beer? Every Thursday from open to close, Al's Pizza serves \$1.50 Yuengling Lager and house wines. Al's Pizza is located at 635 A1A N. in Ponte Vedra Beach.</p> <p><b>Greater Jacksonville Agricultural Fair</b> The Greater Jacksonville Agricultural Fair returns with food, music and entertainment from Thursday, Nov. 7 through Sunday, Nov. 17 at the Jacksonville Fairgrounds. Discount, advance admission tickets and mega passes are on sale now through Nov. 6. For tickets and more information, visit <a href="http://www.jacksonvillefair.com">www.jacksonvillefair.com</a> or call the Jacksonville Fairgrounds at (904) 353-0535. The Jacksonville Fairgrounds are located at 510 Fairgrounds Pl. in Jacksonville.</p>	<p><b>Hillary Whitaker Gallery opening</b> The same gallery that's been off North A1A for over 18 years is having a grand reopening under the new name, Hillary Whitaker Gallery, at 6 p.m., Nov. 8. Enjoy the opening reception and wander through the gallery to see the latest body of work by artists, Jennifer JL Jones and Erin Gregory. For more information, call the gallery at (904) 273-6065. Hillary Whitaker Gallery is located at 240 A1A N., #13, in Ponte Vedra Beach.</p> <p><b>Free kids admission at the MOSH</b> Valid from Nov. 1 through Nov. 30, the Museum of Science and History is offering free admission for children, ages 3 to 12, with the purchase of an adult admission. The offer works for groups that have up to five children. The MOSH features interactive, award-winning exhibitions such as health science exhibition, Health in Motion, and the Florida Naturalist's Center, which houses animals native to Northeast Florida. Daily science shows, live animal shows, planetarium programs and a children's area will not only stimulate the mind, but will also reopen the door of imagination for all ages.</p> <p><b>Ponte Vedra Professional Networking Group meeting</b> The Ponte Vedra Professional Networking Group schedules weekly meetings inside Fidelity Bank, where members network with each other and guests. Each member/guest will introduce themselves and one member will present about the businesses he/she represents. The next meeting is Nov. 8 at 8:45 a.m. Fidelity Bank is located at 110 A1A N. in Ponte Vedra Beach.</p> <p><b>Village Arts Framing &amp; Gallery artist open house and meet &amp; greet</b> Join Village Arts Framing &amp; Gallery from 4 to 8 p.m., Nov. 8, for a casual evening featuring light refreshments and a meet-and-greet with the gallery's artists. Stop by the open house and save up to 20% off select paintings and photographs by award-winning local and regional artists. For more information, call the gallery at (904) 273-4925. Village Arts Framing &amp; Gallery is located at 155 Tourside Dr., #1520, in Ponte Vedra Beach.</p>	<p><b>PorchFest 2019</b> Enjoy the weekend by exploring the Historic Springfield neighborhood and listening to live music at the 2019 PorchFest, from noon to 9 p.m., Nov. 9. Dozens of bands will perform on porches throughout the neighborhood, followed by an evening concert in Klutho Park. There will be a variety of craft beer, wine and food trucks available for purchase. Proceeds of PorchFest support arts-related activities in Jacksonville's urban core. For all stage locations and more information, visit <a href="http://www.jacksonvilleporchfest.org">www.jacksonvilleporchfest.org</a>. The first performance begins at noon at Klutho Park and is located at 204 W. Third St. in Jacksonville.</p> <p><b>Groove in the Grove at TrailMark Living</b> Join the TrailMark community for a day of music and family-friendly fun at Groove in the Grove at TrailMark. From noon to 7 p.m., Nov. 9, TrailMark will be the host of food trucks, face painting, inflatables and games such as a mechanical bull, human hamster balls and a mega obstacle course. There will also be craft beer for thirsty attendees and live music starting at noon by TJ Brown, Justin Lee Partin and The Band Be Easy. All are welcome, but space is limited. Register for the event at <a href="http://www.EventBrite.com">www.EventBrite.com</a> and search for "Groove in the Grove." For more information, visit <a href="http://www.TrailMarkLiving.com">www.TrailMarkLiving.com</a>. TrailMark Living is located at 805 TrailMark Drive in St. Augustine.</p> <p><b>Letters From Home at Silver Creek</b> The public is invited to enjoy a free, USO-style performance of music from the 1940's, 50's and 60's at Silver Creek Senior Living Community at 2 p.m., Nov. 9. :00 p.m. The musical duo, Letters From Home, will entertain the crowd with tap dancing, jazzy harmonies and laughs, all designed to stir sincerity, hope and patriotism. All are welcome, but space is limited. For more information or to reserve a spot, call (800) 821-8170 or visit <a href="http://www.SilverCreekRetirement.com">www.SilverCreekRetirement.com</a>. Silver Creek Senior Living Community is located at 165 Silver Lane in St. Augustine.</p>	<p><b>USWNT V. Costa Rica at TIAA Bank Field</b> The U.S. Women have a long history in Jacksonville, dating back to 1996, but this will be just the fourth match played at what is now TIAA Bank Stadium. Join and support the USWNT and World Cup champions as they go against Costa Rica for a friendly, international match at 8 p.m., Nov. 10. For tickets or more information, visit <a href="http://www.tiaabankfield.com/all-events">www.tiaabankfield.com/all-events</a>. TIAA Bank Field is located at 1 TIAA Bank Field Drive in Jacksonville.</p> <p><b>Feast for Rabbits at Sawgrass Marriott</b> Whether a seasoned vegan or just exploring the animal-free lifestyle, Vernon's Feast For Rabbits at Sawgrass Marriott is an accessible celebration of the meat-free movement developing in the food world. For \$50 plus tax, guests can enjoy fresh cocktails and a five-course, all-local meal of dish after dish of vegan delicacies. To secure a spot or for more information, call (904) 373-2098 or email <a href="mailto:Emily.Costa@Marriott.com">Emily.Costa@Marriott.com</a>. Sawgrass Marriott is located at 1000 PGA Tour Blvd. in Ponte Vedra Beach.</p> <p><b>Tea Ceremony Sundays at House of Leaf and Bean</b> Join House of Leaf and Bean at its device-free Zen Room to discover the enlightening experience of a traditional Chinese tea ceremony. Guests will discover the heritage and benefits of Chinese tea while sipping and enjoying tea snacks. Cost is \$5 includes tea and tea snacks. The attendance maximum is 10 people and is intended for those 12 years of age and older. For questions or more information, visit <a href="http://www.houseofleafnbean.com/events">www.houseofleafnbean.com/events</a>. House of Leaf and Bean is located at 14474 Beach Blvd. in Jacksonville.</p> <p><b>Sundays at Surfer the Bar</b> Join Big Fish Power Yoga on Sundays for a free "music &amp; flow" class at Surfer the Bar. The class is held upstairs and runs from 10 to 11 a.m. Bring friends and family and enjoy brunch and mimosas after class. Register under classes at <a href="http://www.bigfishpoweryoga.com">www.bigfishpoweryoga.com</a>. Surfer the Bar is located at 200 First St., in Jacksonville Beach.</p>

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Monday, Nov. 11	Tuesday, Nov. 12	Wednesday, Nov. 13	Thursday, Nov. 14
<p><b>Seven Habits of Highly Effective Teens</b> This interactive class works with teenagers on character development and leadership skills based off the best-selling book by Sean Covey. Teens will learn to make smarter decisions, increase self-confidence and gain better control of their lives. The class take place from 9:30 a.m. to 4:30 p.m., Nov. 11, at the Y Healthy Living Center at the YMCA. The event is open to all and is \$50 per participant. Call (904) 202-5376 or visit <a href="http://www.baptistjax.com/hlc">www.baptistjax.com/hlc</a> for more information or to reserve a spot. The Y Healthy Living Center is located at 170 Landrum Lane in Ponte Vedra Beach.</p> <p><b>K9s for Warriors 5K and Fun Run</b> Organized by Nease High School students, the school will be hosting a charity 5K and Fun Run for the local nonprofit, K9s for Warriors, at 6:30 a.m., Nov. 11, to give the community an opportunity to support and honor the nation's veterans. The requested donation is \$10 for participating in the Fun Run and \$15 for the 5K. To register, visit <a href="http://www.5kfork9sforwarriors.com/tickets">www.5kfork9sforwarriors.com/tickets</a>. Packet pick-up and day-of registration will begin at 6:30 a.m. The Fun Run starts at 7:30 a.m. and the 5K at 7:45 a.m. There will be an awards ceremony at 8:30 a.m. For more information, email Anna Hampton at <a href="mailto:annahampton87@gmail.com">annahampton87@gmail.com</a>. Nease High School is located at 10550 Ray Road in Ponte Vedra Beach.</p> <p><b>Veteran's Day at Culhane's Irish Pub</b> Veteran's Day is a time to pay respect to those who have served. Active duty, reserve, or retired military personnel in uniform or with a valid ID will receive a 10% discount off their food at Culhane's Irish Pub and Restaurant in honor of those who have sacrificed their time and lives for the nation. Veterans can also enjoy \$3 Guinness pints and 75-cent boneless chicken tenders. The specials last all day, Nov. 11. For more information, call Culhane's at (904) 249-9595. Culhane's Irish Pub and Restaurant is located at 967 Atlantic Blvd. in Atlantic Beach.</p>	<p><b>"Quit Smoking Now" class</b> Ever thought about quitting tobacco? Join for a free "Quit Smoking Now" course from the Northeast Florida Area Health Education Centers at the Flagler Hospital-Wellness Center. Classes meet once a week for six weeks starting Nov. 12, from 11 a.m. to noon. Free patches, lozenges and gum will be provided, along with a quit plan, workbook, water bottle, stress ball and more. For more information or to register, call Northeast Florida AHEC at (904) 482-0189. The Flagler Hospital-Wellness Center is located at 120 Health Park Blvd. in St. Augustine.</p> <p><b>Florida Blue free Tuesday at The Cummer</b> On Tuesday evenings from 4 to 9 p.m., enjoy free admission to the Cummer Museum and its historic gardens, thanks to the generous support of Florida Blue. Guests can enjoy free admission to the galleries and the Cummer Café, which is also open for Tapas Tuesday. This event is sponsored by VyStar Credit Union. The Cummer Museum of Art &amp; Gardens is located at 829 Riverside Ave. in Jacksonville.</p> <p><b>First Coast Newcomers Card Club playing date</b> The First Newcomers Coast Card Club will host its next playing date from 12:50 to 3:40 p.m., Nov. 12, at the St. Augustine Main Library. The event is free to attend, with walk-ins and guests welcome. Snacks and beverages can be brought, but will not be provided. Contact the club organizer at (904) 829-0643 to RSVP or for more information. The Main Library is located at 1960 N. Ponce De Leon Blvd. in St. Augustine.</p> <p><b>\$1 Tuesdays for kids at Trasca &amp; Co.</b> Take the kids out to eat and save some money on Tuesdays at Trasca &amp; Co. Eatery. Children eat for \$1 with the purchase of an adult entrée. The special works for dine-in, take-out and deliveries. For more information, call Trasca &amp; Co. Eatery at (904) 395-3989. Trasca &amp; Co. is located at 155 Tourside Drive in Ponte Vedra Beach.</p>	<p><b>Newcomers of the Beaches monthly luncheon</b> The Newcomers of the Beaches Club invites new members to attend its luncheon the second Wednesday of each month. This social club consists of a diverse group of women who have recently moved to the beaches and/or have gone through a major life event. November's luncheon will be held from 11 a.m. to 1 p.m., Nov. 13, at the Marsh Landing Country Club. For more information or to reserve a spot, visit <a href="http://www.newcomersofthebeaches.com">www.newcomersofthebeaches.com</a>. The Marsh Landing Country Club is located at 25655 Marsh Landing Pkwy. in Ponte Vedra Beach.</p> <p><b>Wednesday Pier Farmers Market</b> On Wednesdays from 8 a.m. to noon, the Pier Farmers Market at the St. Johns County Pier offers fresh produce, bread and local arts and crafts, ranging from 60 to 80 different vendors. After browsing, visitors can take a stroll along scenic St. Augustine Beach. The market helps the local economy by allowing local merchants to sustain their business and also offer fresh, local foods to the community. For more information, call (904) 315-0952. The St. Johns County Pier Park at the St. Johns County Ocean Pier is located at 350 A1A Beach Blvd. in St. Augustine Beach.</p> <p><b>Ponte Vedra Connect: Network over lunch</b> Network with like-minded professionals from the beaches at Mulligans Pub from noon to 1 p.m., Nov. 13. All industries are welcome and encouraged to invite other professionals who are interested to network in the area. Mulligans Pub is located at 43 PGA Tour Blvd. in Ponte Vedra Beach.</p> <p><b>Women and Investing talks</b> This informal chat over macarons and coffee is an intimate space where women can openly discuss topics on a monthly basis. The first talk will be at 10:30 a.m., Nov. 13, at Le Macaron in Ponte Vedra. Topics of discussion include changing the perspective one has on markets and viewing them in a logical, rational, and broader manner. The end goal is to reach financial wellness in women's lives. To RSVP or for more information, email <a href="mailto:amanda.rhodes@ml.com">amanda.rhodes@ml.com</a>. Le Macaron is located at 330 A1A N., #300, in Ponte Vedra Beach.</p>	<p><b>Beth El Sisterhood annual Fashion Show</b> Beth El - The Beaches Synagogue will host its annual Sisterhood Fashion Show from 6:30 to 9 p.m., Nov. 14. See the latest fashion trends from A'Propos Boutique and Carla's Shoes &amp; Accessories, as well as a Makeup Master Class by Dior National Makeup Artist, Sara Pierce. Entrance fee is \$18 in advance and \$20 at the door. To purchase tickets, visit <a href="http://www.EventBrite.com">www.EventBrite.com</a> and search for "Beth El Sisterhood Annual Fashion Show." Beth El - The Beaches Synagogue is located at 288 N. Roscoe Blvd. in Ponte Vedra Beach.</p> <p><b>29th annual Holiday Pop-Up Shoppes</b> The Cultural Center at Ponte Vedra Beach is hosting its 29th annual Holiday Pop-Up Shoppes from 10 a.m. to 4 p.m., Nov. 14 through 16, at The Lodge &amp; Club at Ponte Vedra Beach. This event is a community tradition in kicking off the shopping season in Ponte Vedra Beach. The Holiday Pop-Up Shoppes showcase nearly three dozen boutiques and attracts shoppers from all of Northeast Florida. A rotation of unique, quality vendors keeps patrons coming back annually to shop and socialize. Tickets for the Holiday Pop-up Shoppes cost \$5 and can be purchased at <a href="http://www.ccpvb.org">www.ccpvb.org</a> or at the door. A specialty lunch menu will be available for pre-purchase for guests. Valet parking is available at an additional fee. Proceeds from the event directly benefit the Cultural Center's annual national exhibitions, programming and events that are available to the public. The Lodge &amp; Club is located at 607 Ponte Vedra Blvd. in Ponte Vedra Beach.</p> <p><b>Tap Take Over at NINETEEN</b> Join NINETEEN from 4:30 to 9 p.m., as they host Tap Take Over. This take over will feature Veterans United Tap Brewery and the debut of its new Sawgrass Session Ale, as well as several other beers from the brewery. NINETEEN is located at TPC Sawgrass at 110 Championship Way in Ponte Vedra Beach.</p> <p><b>Free calendar listings for community groups and nonprofit organizations are published at our discretion on a space-available basis. Send your event at least 10 days before publication. Submit events to <a href="mailto:Daniela@opcfla.com">Daniela@opcfla.com</a> or call (904) 686-3939.</b></p>

Compiled by Daniela Toporek

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## SOME OTHER ANNIVERSARIES AND MILESTONES AROUND THE COMMUNITY

A look at some other businesses and people who are celebrating big anniversaries and/or have celebrated a lasting legacy in the area.

**Pages 26-56**

## THE CELEBRATION CONTINUES!

The Ponte Vedra Recorder's 50th Anniversary celebration will continue throughout our 50th year, and we realize many other local businesses and residents will also be celebrating big anniversaries and major milestones, so look out for our "Throwback Thursday" pages throughout the year to celebrate those events.

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# Sawgrass Marriott celebrates 32 years

By Christine Rodenbaugh

Built in 1987, the Sawgrass Marriott has gone through some changes, but still remains an integral part of the Ponte Vedra Beach community. General Manager Todd Hickey said that almost everyone in the area has a connection to the resort — often through weddings, other celebrations or maybe a first job. He's been with the Marriott brand for 25 years and at the Sawgrass property since 2014.

In a 2017 Recorder article about the hotel's 30th anniversary celebration, then-editor Jon Blauvelt wrote, "In 1987, Ronald Reagan was the president of the United States; a gallon of gasoline cost 89 cents; "Lethal Weapon" and "RoboCop" were playing on movie theatres across the country and the Sawgrass Marriott had just become a new destination in the Ponte Vedra Beach community."

A two-year, \$48 million renovation of the 511-room resort was completed in time for the 2016 PLAYERS championship. The spa was built where tennis courts used to be. Many of the most noticeable changes were made in the hotel's lobby, which had large cement planters, a waterfall, island bar and palm trees that rose up to the fifth floor.

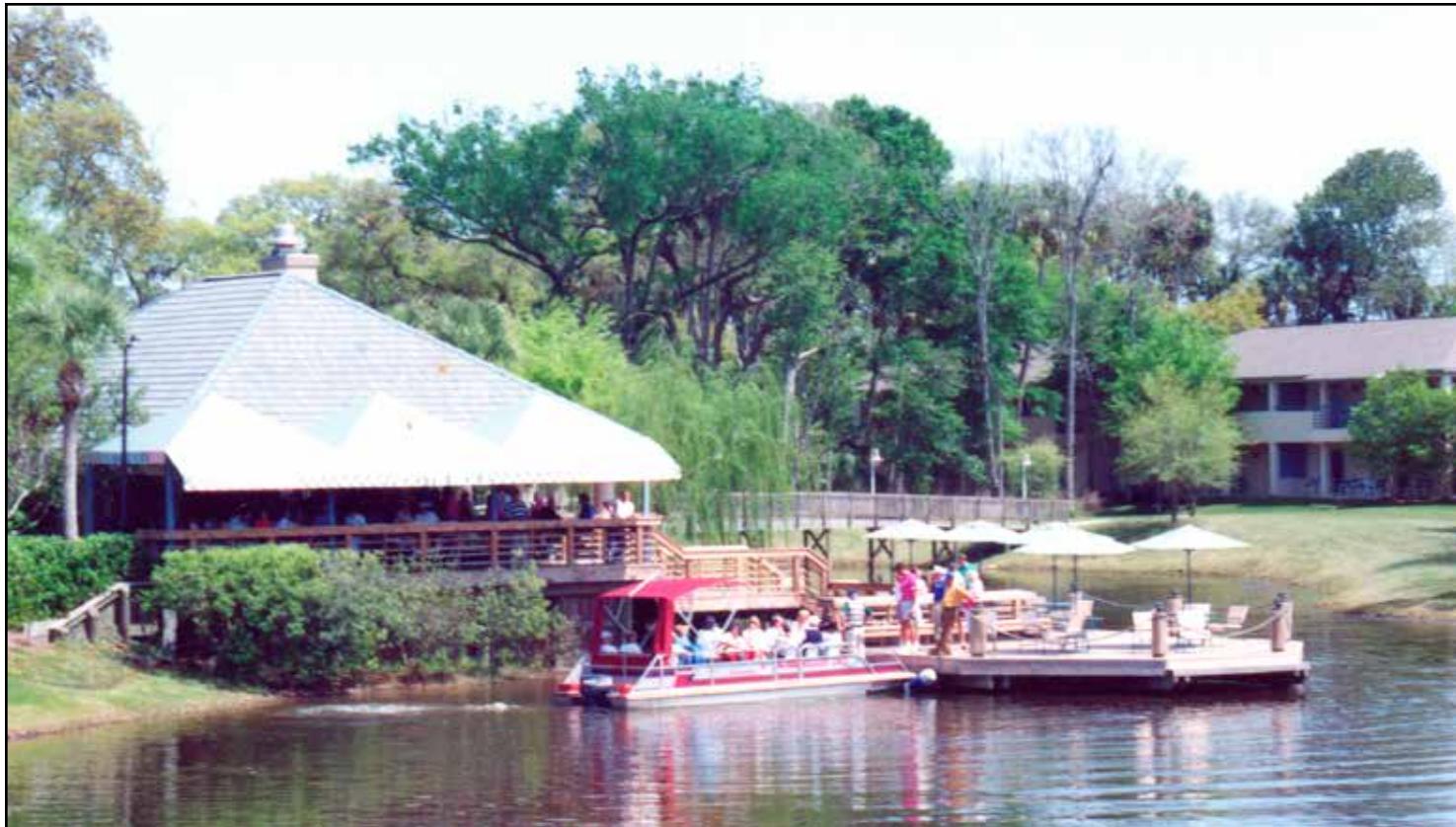
"There used to be birds in the lobby," Hickey said.

Outside, the façade changed significantly because aging windows and worn sliders needed to be replaced. Architects decided to eliminate Juliet balconies and extend guest rooms, adding 30 square feet to each room. The dated blue-green accent colors outside were replaced with updated muted tones. Inside, the rooms were redecorated in modern hues and upgraded to provide Wi-Fi and streaming services.

Once named Café on the Green, the restaurant was upgraded and renamed Vernon's First Coast Kitchen & Bar, after Vernon A. Kelly, one of the original developers of TPC Sawgrass. Just off the lobby is Alice & Pete's Pub, the namesake restaurant of World Golf Hall of Famers Alice and Pete Dye. Alice is the one who suggested making No. 17 an island green.

What used to be known as the 100th hole is now the American Gator Club, which overlooks the lagoon and 13th hole at The Stadium Course at TPC Sawgrass. There used to be a pontoon boat from the dock across the lagoon to the 13th tee box during THE PLAYERS. Hickey said they still get asked about it even though it hasn't operated since 2013.

"Old memories never die," he said.



Photos provided by Sawgrass Marriott

Even though the pontoon boat has not delivered spectators to the 13th tee box across the lagoon since 2013, guests still ask Sawgrass Marriott hotel staff about the popular water taxi.



This is an undated aerial photo of the Sawgrass Marriott property before the 2016 renovation was completed. The spa is now located where the tennis courts used to be.



This undated photo of the waterfall was likely taken from one of the Juliet balconies that was removed during the 2016 renovation.



Bill Marriott Jr. speaks at the opening of the Sawgrass Marriott in October 1987. "Mr. Marriott was very proud to get this as a franchise with the Marriott name on it," said Todd Hickey, general manager.



Photo by Christine Rodenbaugh  
Hickey reviews some of the archive images of the property.



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- December 5: Holiday Spa Event, 5:30 PM
- December 6: ELEMIS BIOTEC Class, 10:00 AM
- December 8: "Elf" Brunch, 11:00 AM
- December 10: Bacardi Coquito Tasting, 5:00 PM
- December 13: "The Polar Express" Viewing, 6:00 PM
- December 15: "The Grinch" Brunch, 11:00 AM
- December 18: Gingerbread Cookie Decorating Class, 4:30 PM
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# Atkinson Shoe Repair celebrating its 50th anniversary this month



Photo by Maggie FitzRoy

Charlie Atkinson repairs shoes in his shop, Atkinson Shoe Repair, in Jacksonville Beach. The business celebrated its 50th anniversary Nov. 1.

In a fading craft, the business is flourishing

By Maggie FitzRoy

Charlie Atkinson is a fourth-generation shoe repairman.

Charlie's great grandfather, Thomas, did shoe repair in North Carolina out of his barn. He passed the craft onto his son, Glenn, who passed it onto his son, Charlie senior, who passed it onto Charlie.

Charlie Atkinson senior moved his family to the Jacksonville area in 1969, and on Nov. 1, opened Atkinson Shoe Repair in Jacksonville Beach.

Now owned by his son, Charlie, Atkinson Shoe Repair has flourished since. And the family enterprise is proudly celebrating 50 years of specializing in what present-owner Charlie calls "a fading craft."

"The industry is fading as the older craftsmen retire and there are not many to take their place," Charlie said one recent day as he worked side by side with other family members. "But shops that have quality craftsmen can continue to flourish because there is still a demand for the service."

When Charlie's great grandfather, grandfather and father were in the business, it was a popular profession. In 1969, when Charlie senior moved to Jacksonville with his family, including 12-year-old Charlie, he worked for Walsh Shoe Repair, which at the time owned 350 shops coast to coast.

There used to be other shoe repair businesses in the Beaches area, but now,

Charlie said, "I'm the only one left at the beach."

Atkinson Shoe Repair draws customers from miles around, including Jacksonville, Ponte Vedra Beach, Nocatee, St. Augustine and even Brunswick and Savannah, Ga. People also ship things from around the country through the company website.

In addition to shoes, the business also repairs purses, belts, wallets, luggage, golf bags and more.

"It is a fading craft, but it is also a type of art form," Charlie said. To fit the item being repaired, "Everything we do is not pre-sized. Everything has to be cut and trimmed and shaped."

Charlie Atkinson senior started his business by buying an existing mom and pop shop in Jacksonville Beach called Holland Shoe Repair, located at 9th Avenue North on Third Street. Charlie took over ownership in 1989 and continued in that location until 1996, when a fire burned through the shopping center where they were located.

"It was a really bad fire," Charlie said. Nine months later, after dealing with insurance and seeking a new location, he reopened the shop at its present site at 1245 S. Third St., Jacksonville Beach.

It continues to be a family affair. Charlie's wife, Nadine, works there, as does his nephew, Dan Livermore; his younger brother, Michael Hagan; and his older brother, Glenn, who is semi-retired.

Livermore has worked at the business for many years, after learning the craft

ATKINSON continues on Page 29

S. Callaway

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Photo by Maggie FitzRoy

Charlie Atkinson repairs shoes in his shop, Atkinson Shoe Repair, in Jacksonville Beach. The business celebrated its 50th anniversary Nov. 1.

# Atkinson

Continued from 28

from the two Charlies. Working in the shop behind the counter, with equipment that includes a finisher, shoe press, auto-sole, shoe jack, sole-stitcher and patching machine, Livermore said, “It’s different every day. It’s not the same thing.”

“You never know what’s coming in the door,” Hagan said. They even repair

baby strollers, car floormats and baseball gloves.

Charlie said after graduating from high school, he wasn’t sure he wanted to stay in the industry. He went to work for his dad, while mulling over other possible career options. “My dad never pushed me into it,” he said. But one day, while driving to work, he said it hit him: “I thought, ‘you know what, this is not a bad gig.’”

And it hasn’t been, he said. “I love it.”

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Joanne Wilkins and Charlie Slaton

# Carla's Shoes and Accessories provides a personal touch

By Daniela Toporek

When former president of Nine West shoes, Charlie Slaton, retired 23 years ago, he opened a small shoe boutique in Ponte Vedra to keep him from "getting bored." He named the boutique Carla's Shoes, after his daughter, and on opening day, not a "sole" set foot inside.

Little would one think that that's the same Carla's Shoes and Accessories that's open right in Sawgrass Village.

"We started as a basic shoe store," Slaton said. "As we evolved, we added handbags, jewelry, belts and looked for more fashion lines that would fit with Carla and Carla's customers."

Now, Carla's sells everything, but clothing.

"We're able to focus on unique items that, if they were in a bigger store, they wouldn't stand out," Slaton added.

He credited the evolution of Carla's Shoes to his staff, most who have loyally worked at the boutique for well over a decade.

Joanne Wilkins, for example, started as the store manager over 22 years ago. Now, she's a partner alongside the Slatons

and firmly believes that building relationships with Carla's guests is the key to continue evolving.

"That's key because you can't get that online," Wilkins said. "It's not a matter of handing them a box and walking away. We greet you, seat you, bring out suggestions, help style, make sure we have the right fit. You don't get that personal experience anymore, so I think that really sets us apart."

Wilkins also said another key is the staff's effort to roll with the latest fashion trends.

"Leisure-wear and sneakers are the latest trends right now and we probably have more than an entire department store," she laughed. "

But no matter what trend is in season, there's one that Carla's staff sticks to year-round, and consideration and personability.

"Everything we do is with the people here in mind," Slaton said. "We don't care what happens in Seattle or Chicago. We want to keep the trends we know our customers will like and wear. I think that's a big success. We are much more than a shoe store."



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**Friday, December 6** | Show Hours 11 am - 3 pm

10 am | Jim, Phoebe and Andrew Howard, Mrs. Howard, Max & Company *Family Affair* | Book signing to follow.

11:30 am | Juli Catlin, FASID & William Nash, Art & Antiques Expert *The New French: Louis XIV to Louis Vuitton*

1 pm | Julia Reed, Southern Author *Tales and Table Talk* | Book signing to follow.

Opening Night Party

6:30 - 7:30 pm | Benefactor Reception

7:30 - 11:30 pm | Gala and Dinner featuring the RiverTown Band. Black Tie Ticketed event.

**Saturday, December 7** | Show Hours 11 am - 5 pm

10 am | Ray Booth, Interior Designer *Evocative Interiors* | Book signing to follow.

1 pm | Margot Shaw, Editor-in-chief, *flower* magazine with Elaine Griffin and Barry Dixon, Interior Design *Outside/In: Designing with Nature in Mind* | Book signing to follow.

**Sunday, December 8** | Show Hours 11 am - 4 pm

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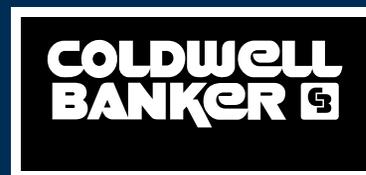
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**ABOVE:** Ponte Vedra resident Ellen Diamond has chosen a painting of her daughter to represent the 1980s for the exhibition titled *Changing Color: A 50 Year Retrospective*. The show will include works spanning her 50-year career, many of which are from her personal collection.

**LEFT:** Diamond's father, Ben Clements, was a renowned portrait painter who also produced images of celebrities for newspapers.

Photos by Christine Rodenbaugh

# Local artist to present 50-year retrospective

## Contemporary impressionist Ellen Diamond's exhibition includes personal collection

By Christine Rodenbaugh

Ellen Diamond remembers standing at her father's knee, watching him create the portrait of a famous actor to promote a movie in newspapers. Art has always been a part of her life.

On Nov. 15, Diamond's latest show opens at The Cultural Center at Ponte Vedra Beach. Titled "Changing Color: A 50 Year Retrospective," it will include works from her 50-year career, many of which have never been shown in a gallery.

Her work evolves by decade, influenced by where she lived at the time or by places she traveled.

"I've sold a lot of pieces, but kept pieces that represent the decades," she said, crediting her husband Jay, who she said always insisted that "if it goes on the wall, it stays."

The paintings in her Sawgrass home are like a journey through her life.

"Blue is my color," she said, which is reflected in her home's décor. Many of her paintings feature cobalt, azure, cerulean and other shades of blue. In contrast, her

paintings of European flower markets burst with every color on her palette.

Seascapes and joyful beachgoers on the shores of New York's Hamptons were dominant subjects of hers in the 1970s. There is movement in the water and figures, but scant detail in the faces.

"I don't paint faces because my father was such an amazing portrait artist," Diamond said. "I leave it to you to decide who it is."

She earned her degree at New York University, at a time when art schools focused on abstraction and concentrated on the works of Jackson Pollack, Andy Warhol and their contemporaries. That influence shows up in the 1980s period, when she embraced "fracturing" to create shapes. Two paintings of Maine beach houses hanging side-by-side in the living room illustrate her interpretation of the fracturing technique.

"You see color, shape. You see line," she said. "I sketch a scene or maybe watercolor, then interpret it to please myself."

**ARTIST** continues on **Page 35**

# Artist

Continued from 34

Patterning also caught Diamond's attention in the '80s, resulting in a "Naomi and Ruth" from the Bible story. While the faces are left to the viewer's imagination, the patterns in the clothing are colorful, intricate and intentional. The soft embrace of the hands expresses the relationship of the two women.

Diamond moved to the First Coast with her husband, Jay, in the '90s to be close to their daughter and grandchildren. They chose Ponte Vedra Beach because it's close to the ocean.

"I've always lived with the smell of salt air," she said. She also became enthralled with area bridges and began to paint them. Three are on display at Mayo Clinic Jacksonville. A painting of the Palm Valley Bridge hangs near the doorway to her kitchen. "I cried when that bridge came down," she said.

In her upstairs studio flooded with natural light, Diamond has several works in progress, along with a finished work of ice skaters in Central Park. "That's where we had our first date," she said about her husband of more than 50 years, who passed away three years ago. "Every painting has meaning."

She often keeps the first in a series and sells subsequent works.

Sorting through the body of work still in her possession, Diamond reflected on long-shelved recollections from her early days of painting, all the way back to high school.

"My father thought I was great," she said. "But I didn't believe him."



**ABOVE:** Natural light floods Ellen Diamond's upstairs Sawgrass studio that is filled with works in various stages of completion.

**LEFT:** Two paintings of Maine beach houses hanging side-by-side in the living room illustrate Diamond's interpretation of the fracturing technique.

Photos by Christine Rodenbaugh



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# Cultural Center celebrates a quarter century

By Daniela Toporek

Celebrating its 25th anniversary Oct. 4, the Cultural Center of Ponte Vedra Beach hosted its first national exhibit, “1¢ LIFE,” as well as the 55th anniversary of the “1¢ LIFE” landmark publication, which debuted in 1964.

Guests came to the evening celebration in their favorite 1960’s attire, with outfits inspired from the luxurious Marilyn Monroe to the groovy vibes of Jimi Hendrix. Light snacks and an open bar were offered, along with a silent auction.

“Thank you to my staff for your team spirit, dedication and enthusiasm,” said Cultural Center Executive Director Donna Guzzo. “And remember that access to the arts is vital to a vibrant community, so I appreciate everyone here tonight.”

With more than 55 original graphics and poems from the landmark publication, the “1¢ LIFE” exhibit features 1960’s pop-art from famous artists, including Andy Warhol and Roy Lichtenstein. The poems, produced by Walasse Ting, delve into the author’s life experiences of the everyday, including subjects such as racism and identity politics.

“We decided that we wanted to expand our bubble and bring as much culture to the cultural center as we could,” said Cultural Center Community Connections



Photo by Susan Griffin

Catherine Tate (from left), Sara Bass, Jennifer Jordan, Donna Guzzo, Angela Gordon and Alejandra Hernandez-Ordenez

Director, Jennifer Jordan. “We decided this exhibit would be more popular to a broader range of audience.”

Scott Grant, financial advisor and local historian, was among the guests at the Oct. 4 event. He partnered with the Cultural Center Sept. 27 to give a historical presentation of the “Summer of ‘64” in St. Augustine and Jacksonville, Florida, regarding essential local events in the Civil Rights Movement that changed the course

of U.S. history.

“We’re doing programs for it for all ages. We did the “Summer of ‘64” with Scott Grant,” and “all this 1¢ LIFE artwork is from 1964, so it’s a really interesting year to talk about,” Jordan said.

Barbara Colaciello, performance artist and educator who once worked with Warhol in New York, said, “What I like about this exhibit is that it has historical references and it’s not just about Warhol.



Photos by Daniela Toporek

Jennifer Jordan (from left), Donna Guzzo and Barbara Colaciello



Eileen Dyson and Geri Price

It’s important to educate people to what pop-art really is. Warhol was part of it, but if you take your time with the art and actually read the poetry, it encompasses what the sixties was really about.”

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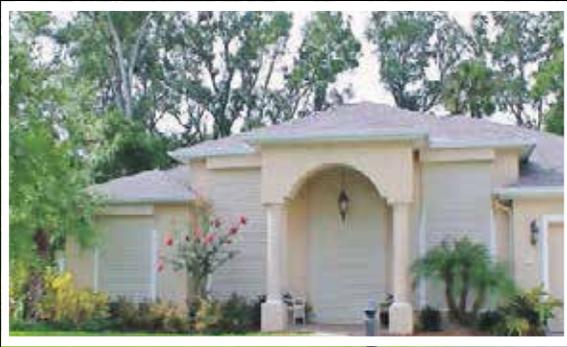
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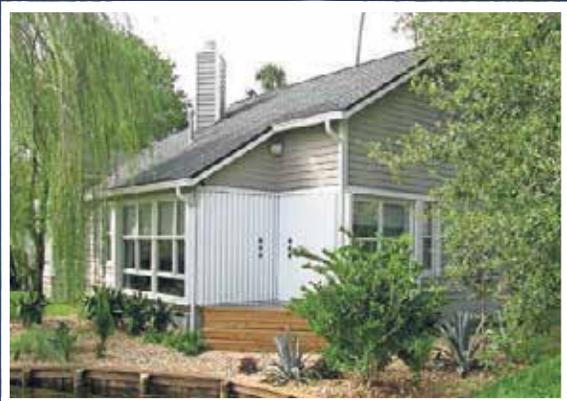
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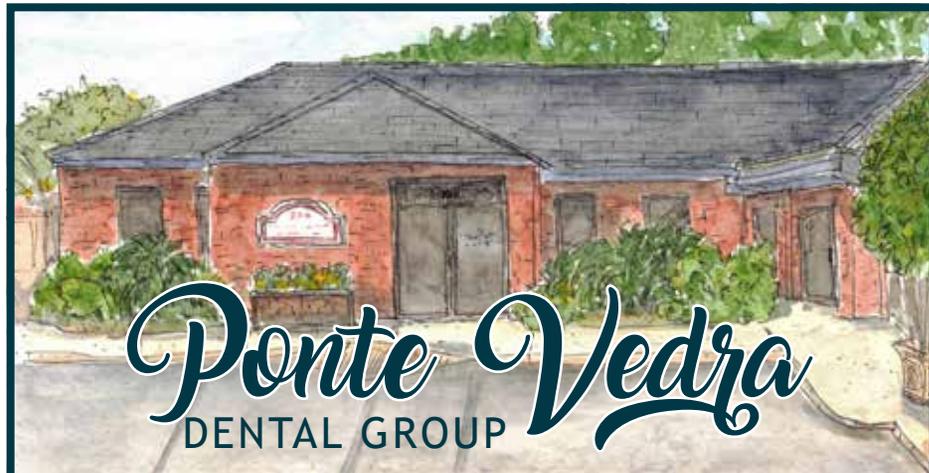
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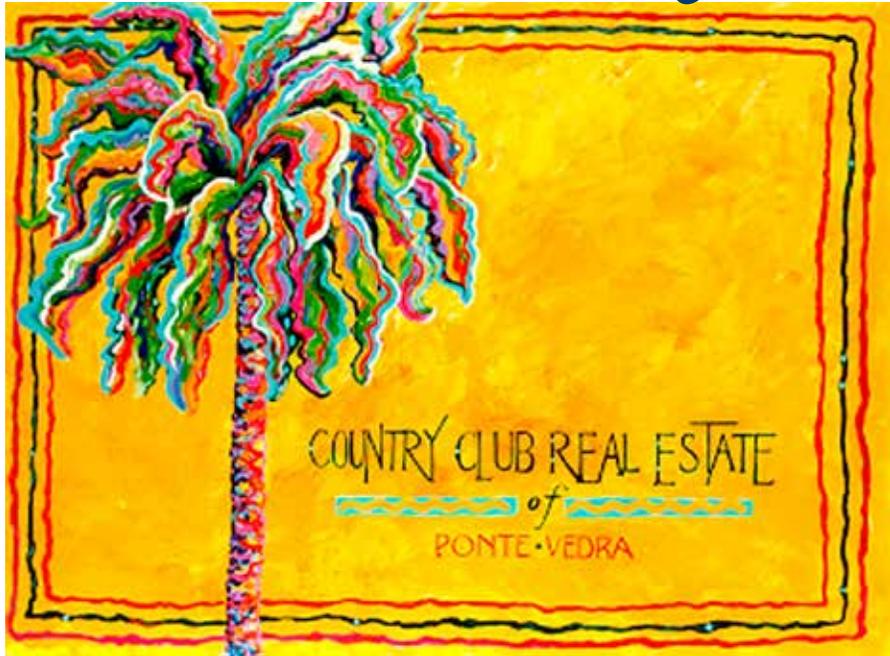
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# A Tale of Two Paintings



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**Artist Jacqueline Reimann's presentation of the new logo for Vicki Piatt's firm. The word "Coastal" was the inspiration for Jacqueline to create the Artwork all in blue and turquoise.**



Jacqueline has been teaching successful local multi-media artist Sharon Tremblay Leahy Encaustic Art. Her most recent exhibitions with her Encaustic Art, were in collaboration in Orlando and Lakeland with the internationally notable artist Pierre H. Matisse.

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Country Club Real Estate has proudly served Ponte Vedra's residential housing market for over 25 years and continues representing Buyers and Sellers in this special little paradise. During it's infancy, owners Jake & Vicki Piatt sought a splashy beachside image to showcase listings in the Sawgrass, Plantation, and Marsh Landing country clubs. They commissioned Fernandina Beach notable artist, Patricia Ezell to create the company's corporate logo. The image was well used on Country Club's business cards, yard signs and promotional advertising over the years.

Then along came Nocatee which really didn't market itself as a country club community, but more a coastal town with nearby access to the Atlantic Ocean, the clubs, golf courses, tennis courts and the Guana Preserve. This led Vicki Piatt to create a new real estate company to have the "name recognition" appeal to the Nocatee "and" Ponte Vedra Beach homeowners without the country club designation.

The newly founded firm, named Ponte Vedra Coastal Realty, was designed to capture the existing reputation of Ponte Vedra's country clubs featuring golf and tennis and also showcase the coastal amenities of Nocatee with it's town center, splash park, farmer's market and family activities. Broker and sole Owner, Vicki Piatt is transitioning many of the sales agents from Country Club Real Estate into her new firm.



Enter local artist Jacqueline Reimann, a longtime Ponte Vedra real estate agent who just transitioned from Country Club Real Estate to join Ponte Vedra Coastal Realty. Jacqueline's life passion is art, whether creating her own artwork or instructing. Her work of Art in Encaustic, Acrylic and Watercolor is found in private collections locally and internationally. She has an extensive display of her art at Baptist Medical Center Beaches, Ponte Vedra Valley Funeral home and The Cove at March Landing. A three-times cancer survivor, Jacqueline contributes Art to fund for cancer research.

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Photo provided by Ponte Vedra Wellness Center

To celebrate 15 years in business, Ponte Vedra Wellness Center hosted a Florida Fall Festival and Wellness Expo at the beach, Sept. 26.

## Ponte Vedra Wellness Center celebrates 15 years in business

By Daniela Toporek

The key to any good relationship is trust and Dr. Erika Hamer, of the Ponte Vedra Wellness Center, has earned the trust of Ponte Vedra residents for the past 15 years.

“I opened my practice in 2004 and I’ve

definitely expanded services over the last 15 years, which has been awesome,” Dr. Hamer said.

Rather than treating already-occurring illnesses, Ponte Vedra Wellness Center focuses on improving overall health to

WELLNESS continues on Page 41

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# Wellness

Continued from 40

reduce the risk of illness before it even exists. The center uses alternative and holistic medicine along with customized programs to target the patient's needs.

And it seems to be working. Over the years, Dr. Hamer moved her practice to a larger location, started a personal training company and opened a second Wellness Center location in Nocatee.

"Now, my practice is mostly referral-based," she said. "It's wonderful because when you see these new patients come in, they're excited and it's like you already know them."

Her practice expansion is a large accomplishment, but that was never Dr. Hamer's primary mission. Her goal was to establish a family and community-oriented practice to meet and help people in her area. Not only has she also met that goal, but she's managed to help Ponte Vedra families from multiple generations.

"There was this one patient, I treated his father and his grandmother. Now, this patient just had a baby and I got to treat the new baby.," she said excitedly.

"That's four generations within this family that I get to take care of, along with the spouse of that family. The trust there and it's amazing to know I'm who they go to to take care of them. That gives me my purpose."



An older story from the Recorder shows the ribbon cutting of Ponte Vedra Wellness Center's grand opening.



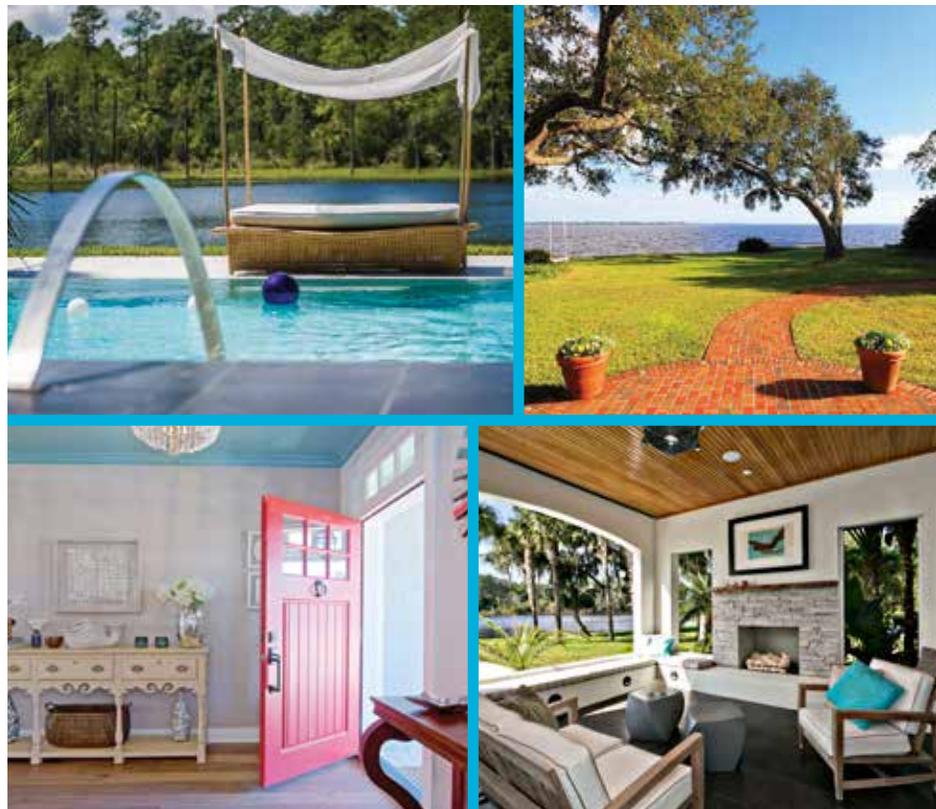
Photos provided by Ponte Vedra Wellness Center  
Dr. Erica Hamer and Ponte Vedra Wellness Center were awarded the Recorder's Best of the Best award for the Best Locally Owned Business.

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# PV/PV Rawlings: One of the community's oldest institutions

By Amber Lake

Sixty years ago, Ponte Vedra Beach did not much resemble what it looks like today. Most of the town was huddled around the Ponte Vedra Inn & Club, and there were more dirt roads than paved. When PVPV/Rawlings Elementary School was

built, it was a big deal.

Sam Veal, a lifelong resident of Ponte Vedra and first-year student of PVPV/Rawlings Elementary School in 1959, said there were days when the students weren't allowed to play outside because of wild boars on the loose.

"You got to remember that when I went

here, this was a little gravel two-lane road," Veal said. "There was no bypass. There was nothing to the north."

The Class of '59 might have seen some dramatic changes throughout the years, but one thing has remained consistent — the school itself. In fact, the building is the oldest public building in Ponte Vedra

Beach that still exists.

The school celebrated its 60th anniversary last February. Many local dignitaries are associated with the school, including, Jean Langston, the daughter of Roy and Alice Landrum; Sid Mickler and Harriet LeMaster.

Randy Brown was PTO president and master of fall ceremonies during the school's first year. He moved to Ponte Vedra Beach in 1946. His father was the president of the Ponte Vedra Community Association in the 1950s and was instrumental in getting Eunice Pitt Odom Semmes to donate the 40 acres of land for the school. During his tenure, he was infamous for donning a top hat and tailcoat "morning suit" while hosting the elementary school's fall festival.

George McLatchey and Jean Brooker Ellis were fourth-grade students on the first day the school opened in 1959 and were in Mrs. Myra Brown's class. Years later, both McLatchey and Ellis would grow up and become teachers at PVPV/Rawlings. McLatchey taught from 1971 to 1981 before moving to Nease High School. Ellis taught fifth grade from 1975 to 2008. Both remember their time with Randy Brown, and McLatchey said Brown was the inspiration for his career in teaching.

PV/PV RAWLINGS continues on Page 43

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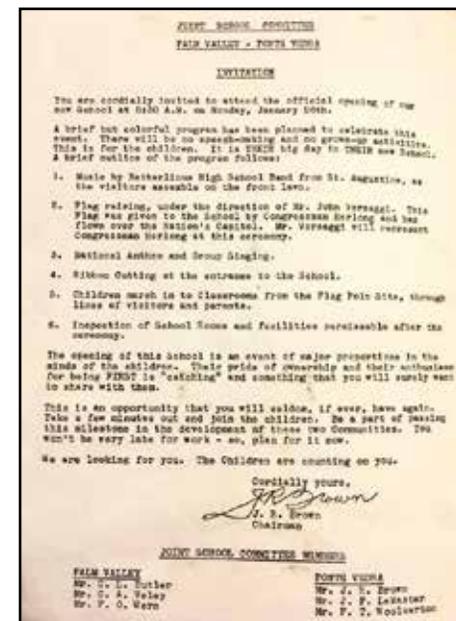
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Photos courtesy of PVPV/Rawlings Elementary  
1959 school dedication official photo



1959 letter and invitation to school opening



**ABOVE:** Jean Landrum Langston, Randy Brown and Harriet LeMaster gather at the 60th anniversary celebration of PVPV/Rawlings Elementary School on Feb. 22.



**RIGHT:** Cynthia Prince, 95, is honored at the 60th anniversary event.

Photos by Amber Lake

## PV/PV Rawlings

Continued from 42

Notable in the school's history is also Cynthia Prince, who started the Readers Aloud program in 1986. Currently living at Vicar's Landing, Prince is known as a leader in literacy in Ponte Vedra Beach for founding the program, which brings in a senior from the community to read aloud for 30 minutes a week in every classroom at PVPV. The Readers Aloud Program is still inspiring children today at the school.

Mrs. Betty Hatcher, Sam Veal's fourth grade teacher in 1959, said some of her strongest memories from that first year involved a young Sam Veal standing up every day at lunch holding his sandwich high while it dripped down his arm. He always yelled, "Anybody else got a peanut butter SAM-ICH?" At the 60th Anniversary ceremony, Veal honored Hatcher with a PB&J, wrapped tightly in a brown paper bag.

Many things have changed since PVPV/Rawlings opened 60 years ago, however, some things always seem to remain the same.

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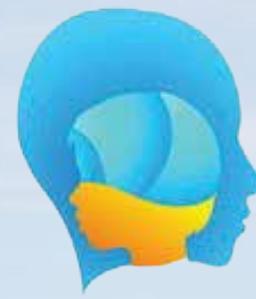
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# Local jeweler boasts shining and enduring legacy

By Paris Moulden

Nothing says special anniversary like fine jewelry, and Underwood Jewelers have been keeping Northeast Florida residents covered for almost a century.

Underwood's, founded in 1928 by Herbert F. Underwood in Palatka, expanded to the Jacksonville area in 1940, and has only continued to grow. In 1974, the company was bought by Bromberg and Co., who kept the name and the legacy that

began 91 years ago.

Michael Richards, vice president of Underwood Jewelers, said the key to the company's success and staying power comes from a combination of factors.

"[It has] a strong history and reputation in Jacksonville, combined with the fact we carry the best brands in the world," Richards said. "The third factor is the amazing staff we employ."

Underwood's has also grown its brand by forming connections with other re-

spected and valued brands, such as adding the Forevermark Diamond collection and, of course, its selection of the finest and most recognized watches in the world.

"Partnering with Forevermark is one of the most important things we've done," Richards said. "All of the collection is beautiful, rare and responsibly sourced. Rolex is also a very important part of our business. It's been a great partnership for

us for a long time."

Closer to home, the Ponte Vedra Beach location has been around for 25 years, and the local store is a shining example of Underwood's continuing legacy.

The location is amazing, "Richard said. "Ponte Vedra Beach has incredibly discerning customers who appreciate the quality and distinction that we provide, so it's been a great pairing for us."



Photo by Susan Griffin

Underwood Jewelers of Ponte Vedra Manager John Rutkowski (from left), Forevermark U.S. President Charles Stanley and Underwood Jewelers President Clayton Bromberg.

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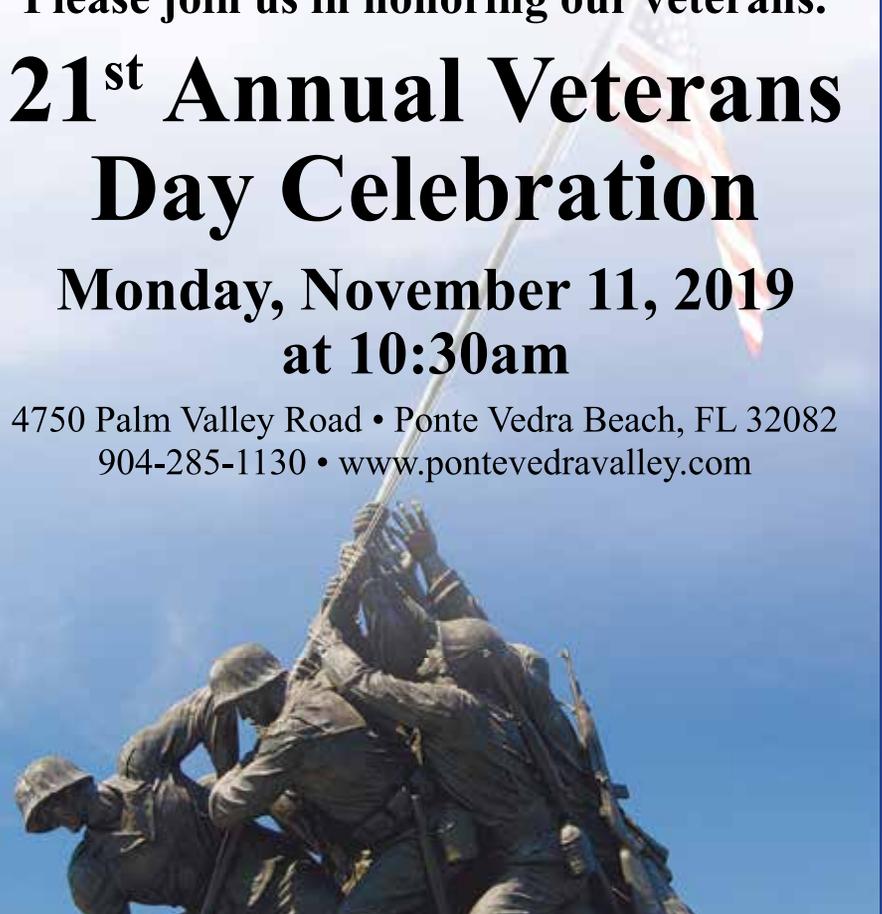
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# The Beaches Museum & History Park: Cataloguing the past for the future

By Amber Lake

In 1873, Thomas Oestreicher and a friend came to Palm Valley. On what was Durbin Swamp, now Twenty Mile Road in Nocatee, they built a two-room cabin. Not long after, 17-year-old Oestreicher married 14-year old Ella Francis Ortagus, and together they raised nine children in that small cypress, palm and oak “Florida Cracker” home.

Today, the cabin is known as the Oesterreicher-McCormick Homestead and is the second oldest house in Duval County. It represents a far cry from the life of residents in Nocatee and a constant reminder of the hardship and history of the land.

The past is being largely preserved by the efforts of the Beaches Museum & History Park, which raised about \$200,000 to move and restore the cabin to the park in Jacksonville Beach.

Located at 381 Beach Blvd., the park houses some of the area’s oldest and most treasured historical items—including original copies of area newspapers, including many early issues of the Ponte Vedra Recorder.

“You drive past this building and it becomes part of the landscape,” Executive Director Chris Hoffman said. “I always joke that the people that most commonly come here are the people who have family in from out of town.”

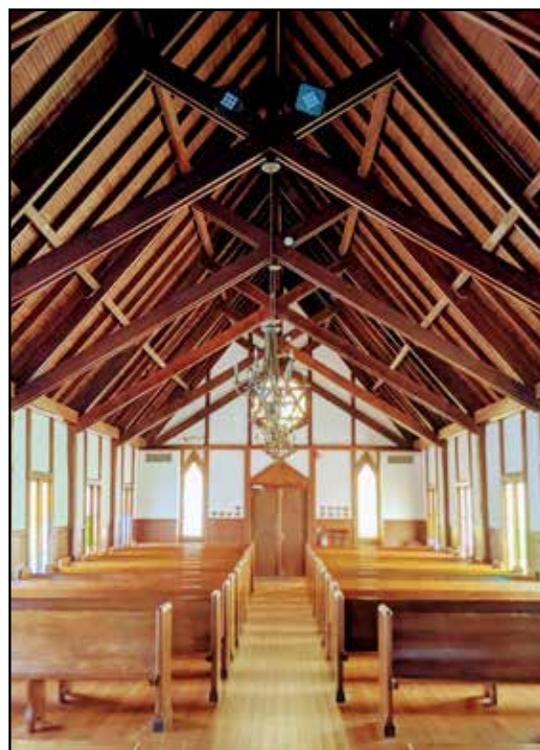
The History Park also includes the 1903 Pablo Beach Post Office, 1911 Train Engine, Mayport East Coast Railway Depot, an East Coast Railway Foreman’s House and the beloved Beaches Museum Chapel, which hosts concerts, events and weddings.

Built in 1887, the Chapel was originally made to accompany a tourist resort, which was in Jacksonville Beach, where the lifeguard station is currently located. Back then, the area was known as Pablo Beach. Just as today, the beach was known for its tourism and travelers would take a train from town to spend the weekend relaxing and breathing fresh air. The railway eventually became Beach Boulevard, but long before that the popular beachside resort tragically burned down in a fire, leaving only the little chapel standing. It had been moved several times, to various locations in Jacksonville Beach and Neptune Beach, before finding a permanent home on the grounds of the museum.

The Beaches Area Historical Society’s mission since its inception in 1978 has been to preserve the history of the area, which is why it built the museum. Originally founded by J.T. and Jean McCormick, it was their dream to document and preserve the history of Atlantic Beach, Neptune Beach, Mayport, Jacksonville



Built in 1873 on Twenty Mile in Palm Valley, the Oesterreicher-McCormick Cabin is one of the area’s oldest examples of Florida Cracker architecture.



Photos by Amber Lake

ABOVE: The Beaches Museum works to preserve and share the distinct history and culture of the Beaches area.

LEFT: St. Paul’s By-the-Sea/Beaches Chapel, one of the Oldest Historical Structures on the Beaches.

Beach, Ponte Vedra Beach and Palm Valley.

Currently, the museum doesn’t just host a plethora of beaches memorabilia to tour, (including a Timucuan dugout canoe which predates Spanish exploration) but also concerts, speakers from all over the county, archives, a museum store and on

and offsite events.

“We are not just a museum waiting for people to come in,” Hoffman said.

Most importantly, however, the museum offers its hand toward preservation, a task which it does not take lightly.

“You don’t know what you don’t know,” Hoffman said. “When history gets

lost, it gets lost forever unless there is someone like us preserving it... and if we didn’t do it, who would?”

The next upcoming exhibit opening is “Neptune Beach: A Cool Place to Live,” which will be on display from November 15 to March 1, 2020. For more information, visit [beachmuseum.org](http://beachmuseum.org).



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The Jacksonville Beach Golf Links Clubhouse stands in 1928 as the symbolic beginning of the Ponte Vedra Inn & Club.



ABOVE: Golfers play on the 15th fairway of the Jacksonville Beach Golf Links course (later to become the Ponte Vedra Inn & Club).



LEFT: Construction takes place on the golf course at the Jacksonville Beach Golf Links (later to become the Ponte Vedra Inn & Club) in the late 1920s.

# Beaches Museum and Ponte Vedra Inn & Club partner to tell resort's 90-year story



Photos provided by The Beaches Museum & History Park

A team of mules is used to shape the resort's first golf course.

Excerpted from a 2018 Ponte Vedra Recorder archive story by Jon Blauvelt

Most success stories have humble beginnings, and the Ponte Vedra Inn & Club is no exception.

The history and story of the famed, 90-year-old resort was the subject of the Beaches Museum & History Park's Jan. 25 Boardwalk Talk, which was presented by the Inn & Club's longtime employee and Director of Safety and Compliance Fred Cozby.

"I've had the honor of working at the Ponte Vedra Inn & Club for over 32 years," said Cozby at the event held in the resort's dining room. "It's a very special place."

Cozby first discussed the discovery of Ponte Vedra Beach, or Mineral City, as it was known in the early 1900s. Mining

company National Lead Company, he explained, discovered a vein of minerals that stretched from the Carolinas to Melbourne, Florida, and the richest part of that vein was in Mineral City. The company purchased about 14 miles of oceanfront land in the area and ultimately mined the area for its valuable ore.

After World War I, mining operations ceased, said Cozby, and the area was struck by a land boom, as developers and visionaries like Henry Flagler began building hotels up and down the East Coast. Flagler simultaneously purchased the Florida East Coast Railway and extended it down the East Coast of Florida.

The National Lead Company and the area's developers yearned to play a part in this land boom, said Cozby. A "highway," which today is Ponte Vedra Boulevard, was built, as well as a nine-hole golf course known as Jacksonville Beach Golf Links that essentially served as the mining company's playground. Built next to that course in 1928 was a 12-room log cabin that Cozby said represents the beginning of the Ponte Vedra Inn & Club.

National Lead Company, he noted, decided to bring in a British golf course architect to design an 18-hole course in Mineral City. Instead of using big earth moving equipment, they used a team of 100 mules to shape a course out of the dunes that were part of the old mining operation.

The people of National Lead Company, Cozby said, ultimately decided that if this real estate development were to be successful, they would have to change the name of the area to something catchier than Mineral City. They subsequently discovered a city in Spain that was like Jacksonville, with a river running through that ultimately connected to the Atlantic

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## Inn & Club

Continued from 48

Ocean. Cozby explained that this area was originally colonized by the Romans, who built a series of bridges over the river and named the area Ponte Vedra, which translates to “Old Bridge” or “Ancient Bridge.” The mining company adopted the name, and just like that, Mineral City became Ponte Vedra Beach.

After the construction of the golf course, the next additions to the resort in the 1930s were the Racquet Club and the Bath Club (now the Surf Club), which was home to one of the first freshwater pools in Florida. In 1936, construction began on the original Inn building. Cozby noted that at the time, guests of the resort only had to pay \$1.50 per day for greens fees to play golf.

For more information on the Ponte Vedra Inn & Club, visit [www.pontevedra.com/inn\\_and\\_club](http://www.pontevedra.com/inn_and_club).

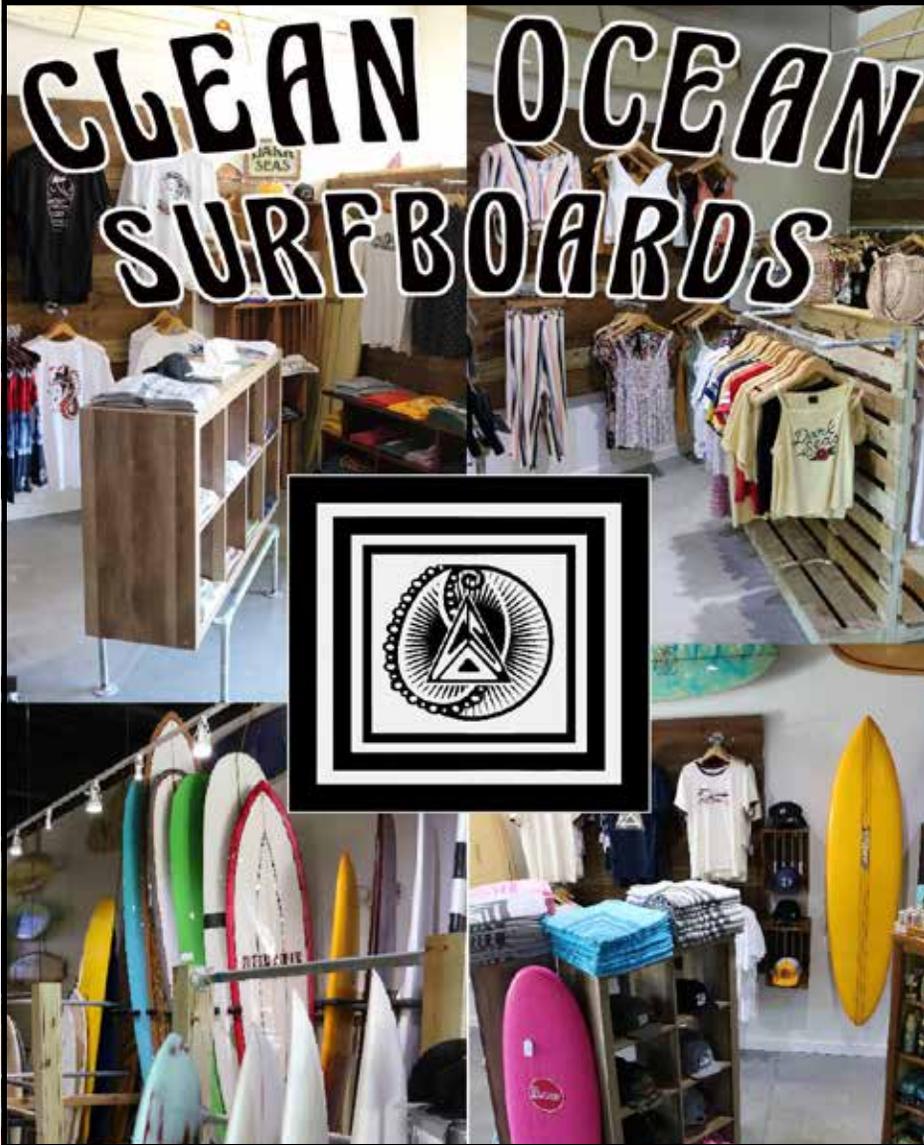


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Janet Johnson is committed to aggressively defending people accused in all criminal matters in state and federal court. In practice since 1994, she is a member of the Florida Bar, The Federal Bar, Colorado Bar, as well as the Florida Association of Criminal Defense Lawyers. She has been on the faculty of FACDL “Blood, Breath & Tears” annual DUI seminar. Ms. Johnson has been awarded the AV preeminent rating™ from Martindale-Hubbe® and was named a fellow to the prestigious Litigation Counsel of America™, as well as one of the ten best criminal defense attorneys nationally for client satisfaction by the American Institute of Criminal Law Attorneys. She also appears as a legal commentator on CNN and HLN.

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# Mineral City changes with the times

By Daniela Toporek

New York transplant, Laura West, moved to Ponte Veda Beach in 1995 and opened home decor and interior design boutique, Mineral City, in Oct. of 1997.

“Mineral City is the old name of Ponte Veda Beach,” West said, mentioning the reason for the name change was because the city’s previous owner, National Lead, wanted to develop the area as a resort and the name, Mineral City, sounded like anything but. “I like history so I said, ‘Oh, that’d be such a cool name for a home decor and gift store.’”

While her shop was off A1A, visitors would stop by, looking for rocks and minerals, yet she never sold either, comically admitting she probably should have thought the name through.

Those who did know of her products

soon became regulars, complimenting West’s store and asking how to get the same look in their home. She soon expanded her inventory and moved to a larger space in 2008.

But because of the economy and ease of online shopping, West downsized to a smaller space, where she focuses less on retail and more on custom interior design. After 21 years working six-day weeks, West has finally been able to shorten her store hours and have a quality life with loved ones.

“Before, people would come in, get great ideas and go find the product online,” West said. “I had to get smarter. I’m like a travelling gypsy. I pack up all my merchandise, go out on my design job and create a custom, beautiful environment. Every house is different. This is what I really love.”



Photos provided by Laura West

Mineral City owner, Laura West, poses with her “Best of” winning certificates from the Ponte Veda Recorder.

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West poses with her then 18-month-old daughter, Jennifer Howson, in 1997, at the Mineral City grand opening.



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Photo courtesy of PGA TOUR

The TPC Sawgrass, home of THE PLAYERS Championship, under construction in 1980. Longtime Ponte Vedra residents recall the low-lying, inhospitable acreage, purchased for \$1, being transformed into a world-class golf course.

# A look back: Visionary turns swamp into world-class golf venue

By Christine Rodenbaugh

World Golf Hall of Fame member Deane Beman has made his mark on the sport as a player, administrator and visionary. Beman is the reason one of the most popular golf tournaments worldwide

takes place in the heart of Ponte Vedra Beach. THE PLAYERS Championship celebrated its 46th year in 2019, and all but the first three tournaments have been played there.

During his tenure as PGA TOUR Commissioner in the 1970s, Joe Dey

proposed the division should have its own tournament. The first Tournament Players Club was held in 1974.

## THE PLAYERS EVOLVES

The first three tournaments were played in Atlanta, Fort Worth, Texas, and Fort

Lauderdale, Florida.

The original intention was for THE PLAYERS to rotate like the USA Championship using existing sites instead of adding a new event to the full tournament schedule.

“The first tournament location was picked before I became commissioner,” Beman said. “I picked the second location quickly, but the third took a little longer to determine.”

He wanted it to be the first event of the year. Further, he decided rotating courses would not allow the tournament to “develop a total identity of its own.”

“To be successful it had to be at the same place every year,” Beman said. “The only way to do that was to find a tournament that would fully embrace THE PLAYERS Championship and give up its own event and fully embrace this one.”

On a spring break trip with his son during the Greater Jacksonville Open, he played the course at Sawgrass Country Club.

“I thought the course was something very special,” Beman said. “Instead of playing 18 holes, we played nine and I went back to the GJO and started the discussions about how I thought Sawgrass Country Club had tremendous potential.”

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Photo courtesy of PGA TOUR

The sand around what is now one of the most photographed holes in golf had the best sand on the property, so they kept digging to build the greens. Course architect Pete Dye's wife, Alice, suggested making hole 17 an island green.

## Beman

Continued from 52

He proposed moving the tournament there to GJO officials.

### LET'S MAKE A DEAL

He negotiated a purchase agreement with Sawgrass owners, but the PGA Board would not approve it.

Beman noticed 4,000 acres were under development across the street from the Sawgrass Country Club.

"I convinced the Fletcher Brothers that if they gave us property, we would make it valuable and it would be profitable for them," Beman said. "They gave us the property for \$1 and we paid them a dollar for the 415 acres and started the process of finding someone to be the architect and putting the finances together to do it."

The board, once again, denied financing the property.

Beman went to work raising capital. He secured a non-recourse loan, and found 50 local business leaders to buy \$20,000 memberships. Another 3,000 associate memberships guaranteed play.

### THE FIRST STADIUM COURSE

With the purchase of the raw 415 acres, Beman's dream of a spectator-friendly course could be a reality. He worked with course designer and architect, Pete Dye.

"We were dealing with a low-lying area that had a lot of vegetation so we had to remove all the stuff to build the tiered-seating to create the stadium experience I envisioned," Beman said. "What is now hole 17 had the best sand on the property, so we kept digging to build the greens."

The end result was a great big hole and no more sand to excavate.

That's when Alice Dye suggested to her husband, Pete, "Make it an island green," Beman said.

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Photo by Maggie FitzRoy

Matthew Cutter (from left), Sonya Cutter, Len Cutter and Mark Cutter attend a gallery opening at their Sawgrass Village gallery in October.

## Cutter & Cutter celebrates 3 years in Ponte Veda Beach

By Maggie FitzRoy

Cutter & Cutter Fine Art Gallery opened 22 years ago in St. Augustine.

In September 2016, they opened a second gallery in Sawgrass Village in Ponte Veda Beach. And this September,

the family-run business proudly celebrated three years in their Ponte Veda location.

Brothers Mark Cutter and Matthew Cutter are co-owners, and in October, they were joined by other family members-

**CUTTER & CUTTER** continues on **Page 56**

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Photo by Maggie FitzRoy

Cutter & Cutter Fine Art Gallery holds an opening exhibit in October.

## Cutter & Cutter

Continued from 54

-sister Sonya Cutter and their father, Len Cutter--at the opening of an exhibit by internationally known, California-based artist Simon Bull.

Cutter & Cutter changes exhibits

monthly, Mark Cutter said that evening, and they bring in an artist every month, at either the Ponte Vedra Beach or St. Augustine location.

Matthew Cutter is an artist, and it is family tradition for him to exhibit in December.

“Every time someone comes in, they’ll see something new,” Matthew Cutter said. “It’s ever evolving.”

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Village Jeweler owner Richard Felder

# Village Jeweler sustains success, celebrates 32 years in business

Village Jeweler, a jewelry store located at Sawgrass Village in Ponte Vedra Beach, celebrated 32 years in operation last October.

Store owner, master goldsmith and certified gemologist Richard Felder said he attributes the longevity of his business

to the way he interacts with shoppers. "I'm very straightforward and honest with my customers," he said. "Everything I do is at the fairest price that I can do it."

What sets Village Jeweler apart from other jewelry stores, Felder said, is that he interacts with buyers one-on-one, and he recognizes people who come in more than once.

Getting along with clients is something you have to be able to do in his line of work, by connecting with customers, by helping them with remedial tasks, such as popping a band back on a watch, cleaning a ring or checking the stones on a ring. In that way, quick fixes turn to long-term client returns.

Village Jeweler started out small, but Felder said it grew slowly over the last three decades. The gemologist revealed that he established his business in Jacksonville and then moved to Sawgrass Village because of the number of customers emanating from the Ponte Vedra area. Village Jeweler has since remained at Sawgrass Village for the better part of three decades. In 2014, Felder moved about 100 feet to a new store due to a reconstruction project at his location. The gemologist said he wasn't excited about the change, but is now glad he did it.

As for the future, Felder said he is happy with his accomplishments, and he plans on continuing to offer the same services that brought a fledgling business in 1987 to a Sawgrass Village mainstay in through 2020 and beyond.

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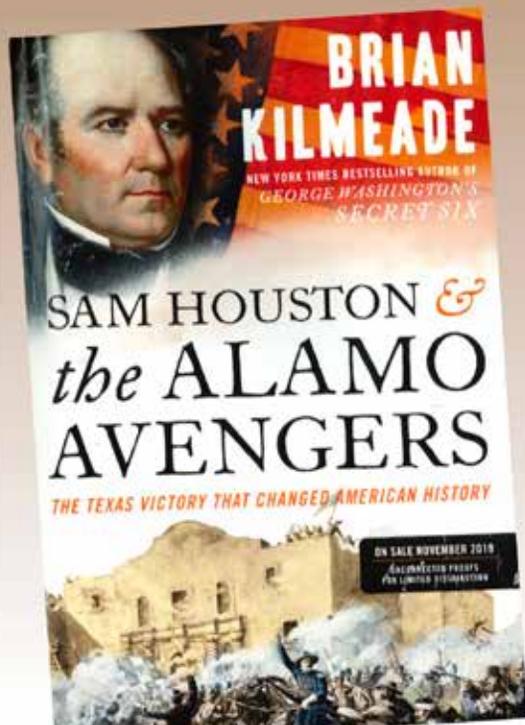
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Edited by Amber Lake



Recorder archive photo  
 Wedding and engagement rings on display at Village Jeweler in Ponte Vedra Beach.

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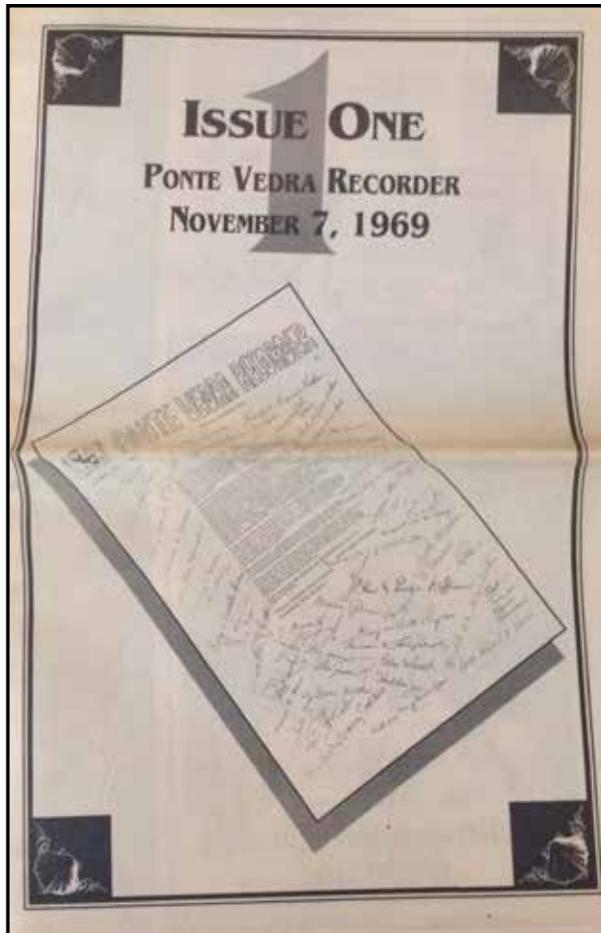
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# A look back at 50 years

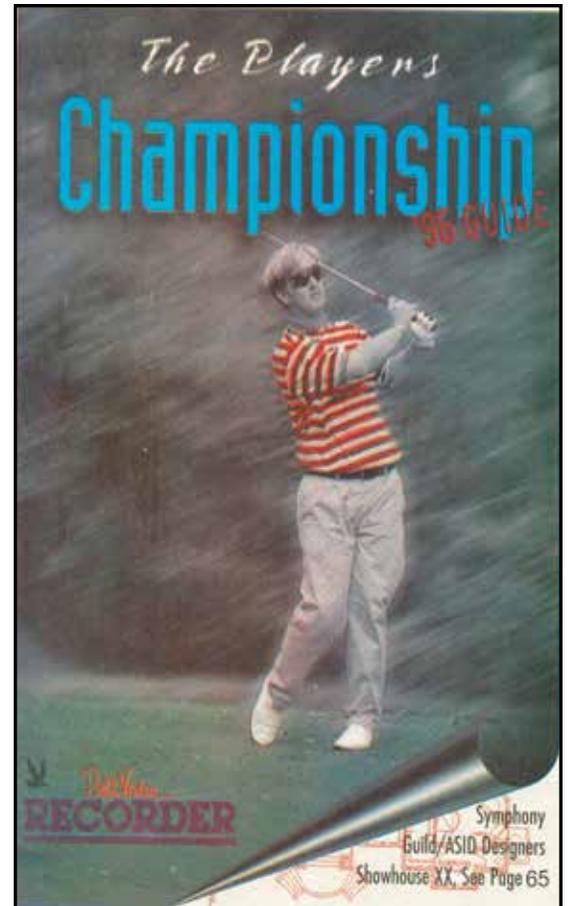
A few of the most historic covers and special sections of the Recorder



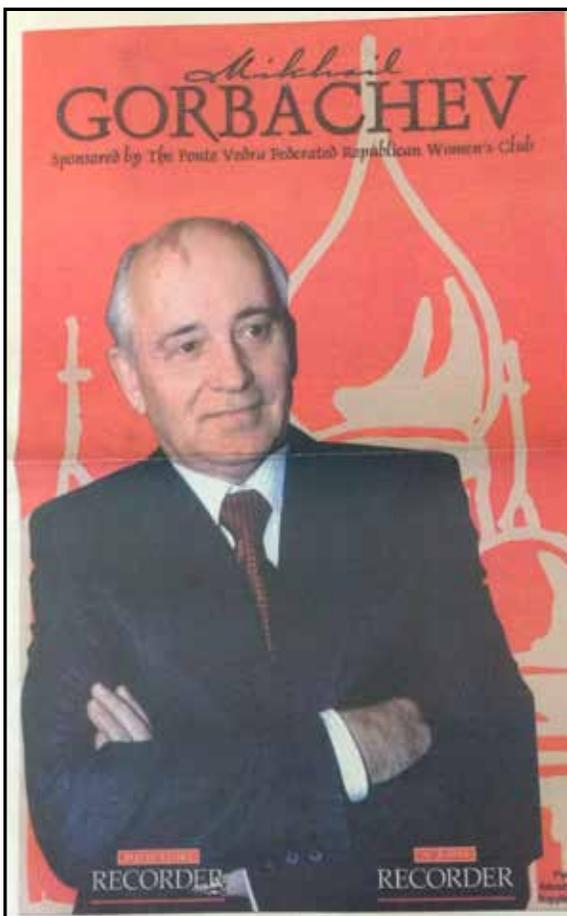
The 25th Anniversary cover depicting the paper's first issue



The Aug. 8, 2019 special section cover for the Recorder's first Best of the Best contest



A special section supplement covering THE PLAYERS Championship in 1996.



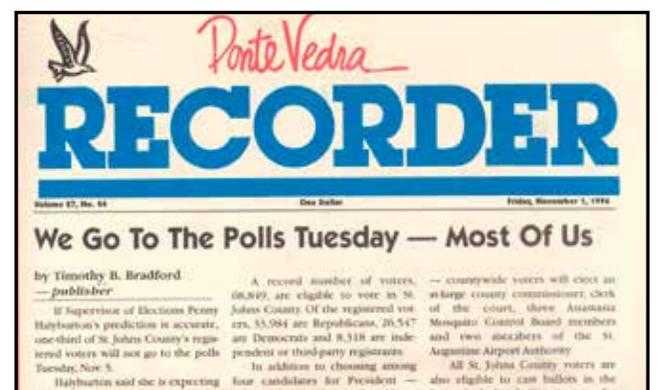
A special section featuring former Soviet leader Mikhail Gorbachev's visit to the area in 2003.



The cover of the Dec. 13, 1996 issue



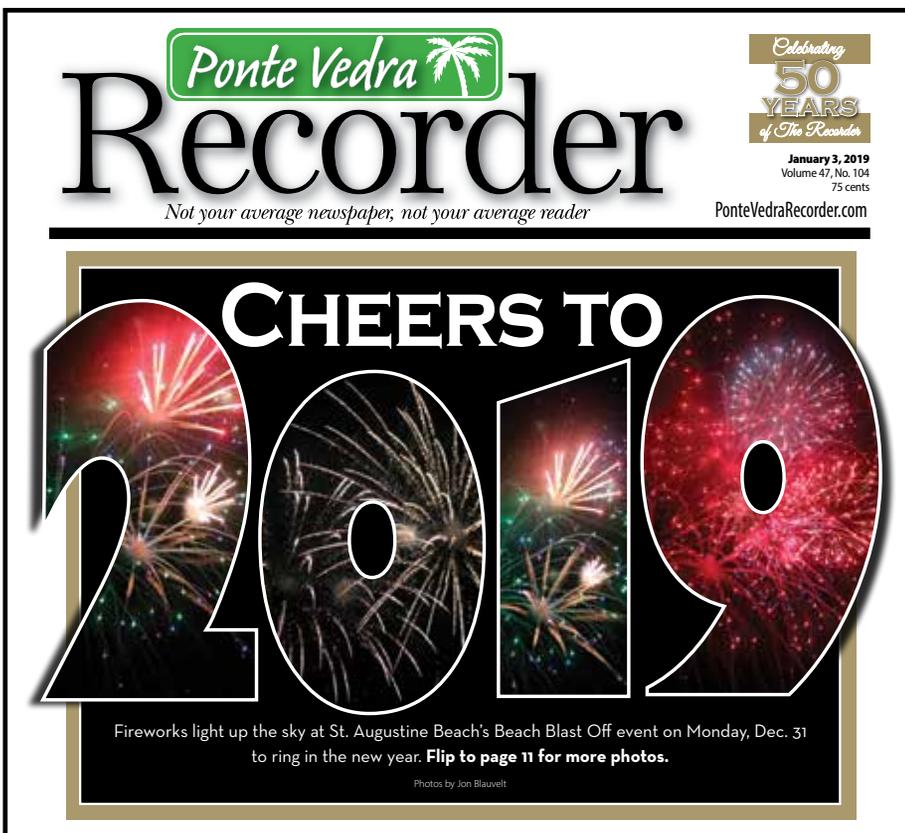
The April 22, 1983 cover, featuring model Kim Alexis



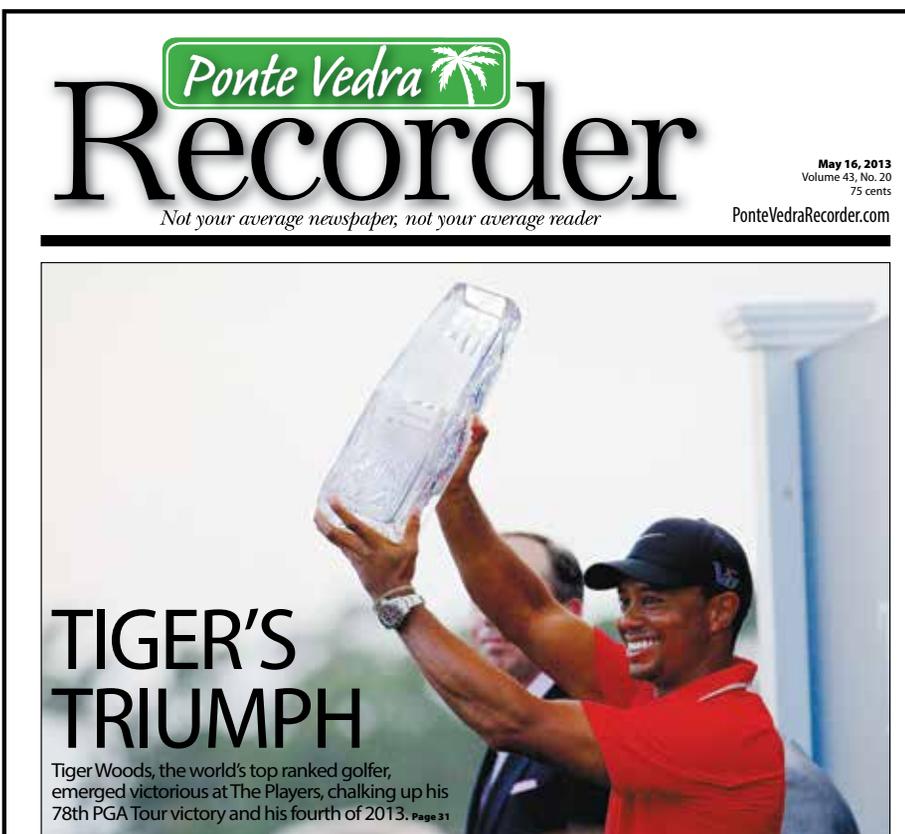
The cover of the Nov. 1, 1996 issue with lead story written by Timothy Bradford.



The cover on Nov. 7, 1970



The first cover of 2019, the Recorder's 50th year



Tiger Woods makes the cover after winning THE PLAYERS in May 2013.

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**OCEANFRONT BEAUTY** - Whether entertaining in the formal living and dining room or gathering on the 87 terrace & around the pool/waterfall, you'll love the convenience of this 4500 sq ft home - 2007 w/ 2 car garage - 2 yrs old. Built with the best of materials & design. Includes 1000 sq ft lot, 1000 sq ft porch, 1000 sq ft deck, 1000 sq ft patio, 1000 sq ft pool, 1000 sq ft spa, 1000 sq ft hot tub, 1000 sq ft fire pit, 1000 sq ft pergola, 1000 sq ft gazebo, 1000 sq ft tiki bar, 1000 sq ft outdoor kitchen, 1000 sq ft outdoor shower, 1000 sq ft outdoor fireplace, 1000 sq ft outdoor TV, 1000 sq ft outdoor sound system, 1000 sq ft outdoor lighting, 1000 sq ft outdoor furniture, 1000 sq ft outdoor decor, 1000 sq ft outdoor accessories, 1000 sq ft outdoor plants, 1000 sq ft outdoor flowers, 1000 sq ft outdoor trees, 1000 sq ft outdoor shrubs, 1000 sq ft outdoor grass, 1000 sq ft outdoor mulch, 1000 sq ft outdoor soil, 1000 sq ft outdoor fertilizer, 1000 sq ft outdoor pesticides, 1000 sq ft outdoor herbicides, 1000 sq ft outdoor fungicides, 1000 sq ft outdoor insecticides, 1000 sq ft outdoor molluscicides, 1000 sq ft outdoor nematodes, 1000 sq ft outdoor nematode baits, 1000 sq ft outdoor nematode drenches, 1000 sq ft outdoor nematode granules, 1000 sq ft outdoor nematode liquids, 1000 sq ft outdoor nematode powders, 1000 sq ft outdoor nematode sprays.

**Eyes**

- blepharoplasty
- endoscopic brow lift
- permanent eyeliner

**PONTE VEDRA PLASTIC SURGERY**

Defining the State of the Art  
 C. Cayce Rumsey, III, M.D.  
 Robert W. Burk, III, M.D.

Ponte Vedra 273-6200 Mandarin

**LOCATION, LOCATION, LOCATION SALES**

**OCEANFRONT** - 4500 sq ft in Ponte Vedra Island Homes, 1000 sq ft lot, 1000 sq ft porch, 1000 sq ft deck, 1000 sq ft patio, 1000 sq ft pool, 1000 sq ft spa, 1000 sq ft hot tub, 1000 sq ft fire pit, 1000 sq ft pergola, 1000 sq ft gazebo, 1000 sq ft tiki bar, 1000 sq ft outdoor kitchen, 1000 sq ft outdoor shower, 1000 sq ft outdoor fireplace, 1000 sq ft outdoor TV, 1000 sq ft outdoor sound system, 1000 sq ft outdoor lighting, 1000 sq ft outdoor furniture, 1000 sq ft outdoor decor, 1000 sq ft outdoor accessories, 1000 sq ft outdoor plants, 1000 sq ft outdoor flowers, 1000 sq ft outdoor trees, 1000 sq ft outdoor shrubs, 1000 sq ft outdoor grass, 1000 sq ft outdoor mulch, 1000 sq ft outdoor soil, 1000 sq ft outdoor fertilizer, 1000 sq ft outdoor pesticides, 1000 sq ft outdoor herbicides, 1000 sq ft outdoor fungicides, 1000 sq ft outdoor insecticides, 1000 sq ft outdoor molluscicides, 1000 sq ft outdoor nematodes, 1000 sq ft outdoor nematode baits, 1000 sq ft outdoor nematode drenches, 1000 sq ft outdoor nematode granules, 1000 sq ft outdoor nematode liquids, 1000 sq ft outdoor nematode powders, 1000 sq ft outdoor nematode sprays.

Look for more "Throwback Thursday" ads in upcoming editions of the Recorder, or contribute your own at [pvrecorder@opcfla.com](mailto:pvrecorder@opcfla.com)

# Ponte Vedra CLASSIFIEDS

## CLASSIFIED RATES 2019

All Line Ads are 4 lines,  
20 to 25 Characters Per Line.  
\*Additional Lines Can be Purchased  
\*All Rates Are NET

Message to Advertisers:  
All ads are non-refundable. Please check your ad copy the first week of publication. We will only apply credit for the first run and credits are subject to approval by the Publisher. If ad is cancelled prior to first insertion, cancellation must be made by the classified deadline of Wednesday by 3pm. Ads must comply with Federal, State or local laws. We are not responsible for ad content. Ads are subject to approval by the Publisher.

<p><b>Private Party Line Rates</b></p> <ul style="list-style-type: none"> <li>• \$14.00 1 week • \$23.00 2 weeks</li> <li>• \$31.00 3 weeks • \$37.50 4 weeks</li> </ul> <p>Add lines \$2.15 each</p> <p>(Couches, TV's, Beds, Household Items, Etc.)</p>	<p><b>Commercial Line Rates</b></p> <ul style="list-style-type: none"> <li>• \$22.50 1 week • \$39.00 2 weeks</li> <li>• \$55.50 3 weeks • \$70.00 4 weeks</li> </ul> <p>Add lines \$2.15 each</p> <p>(Animals, Cars, Renting or Selling a Home or to Advertise Your Business or Services)</p>	<p><b>Employment Spotlight/Real Estate</b></p> <p>1x2 (2"x2") \$40.50/1 wk • \$70.00/2 wks. • \$100/3 wks. 1x3 (2"x3") \$61.50/1 wk. • \$112.00/2 wks. • \$150.00/3 wks. 2x2 (4"x2") \$82.00/1 wk. • \$153.00/2 wks. • \$200.00/3 wks. 2x3 (4"x3") \$123.00/1 wk. • \$225/2 wks. • \$300/3 wks.</p>	<p><b>Business &amp; Worship Directory</b></p> <p>1.5 x 2 \$55.00/month 1.5 x 4 \$96.52/month 1.5 x 6 \$149.52/month</p> <p>Rate Guide for: The Recorder</p>
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VISA    DISCOVER    MasterCard    AMERICAN EXPRESS

www.pontevedrarecorder.com

CLASSIFIED LINER DEADLINE **MONDAY NOON**    CALL APRIL SNYDER **904-285-8831 ext. 3937**    CLASSIFIED DISPLAY DEADLINE **FRIDAY 5PM**    RECORDER FAX # **904-285-7232**

### BUSINESS SERVICES

#### Financial Service

Unable to work due to injury or illness? Call Bill Gordon & Assoc., Social Security Disability Attorneys! FREE Evaluation. Local Attorneys Nationwide. 1-855-399-1237! (Mail: 2420 N St NW, Washington DC. Office: Broward Co. FL., TX/NM Bar.

#### Legal Service

Unable to work due to injury or illness? Call Bill Gordon & Assoc., Social Security Disability Attorneys! FREE Evaluation. Local Attorneys Nationwide. 1-855-399-1237! (Mail: 2420 N St NW, Washington DC. Office: Broward Co. FL., TX/NM Bar.

#### Health Service/Medical

**SAVE ON YOUR NEXT PRESCRIPTION!** World Health Link. Price Match Guarantee! Prescriptions Required. CIPA Certified. Over 1500 medications available. CALL Today For A Free Price Quote. 1-844-751-4067 Call Now!

#### Health Service/Medical

Diagnosed with LUNG CANCER in the past 2 years? Were you an INDUSTRIAL or CONSTRUCTION TRADESMAN? You and your family may be entitled to a SIGNIFICANT CASH AWARD. Call 877-638-5582 for your risk free consultation.

Medicare doesn't cover all of your medical expenses. A Medicare Supplemental Plan can help cover costs that Medicare does not. Get a free quote today by calling now. \*Hours: 24/7. 1-800-866-3027

Do you use a CPAP machine for sleep apnea? Get your FDA approved CPAP machine and supplies at little or no cost! Free sleep supplement and sleep guide included! Call 844-359-1121

**Portable Oxygen Concentrator May Be Covered by Medicare! Reclaim independence and mobility with the compact design and long-lasting battery of Inogen One. Free inf**

**Lung Cancer? And Age 60+?** You and Your Family May Be Entitled to Significant Cash Award. Call 1-855-635-9214 for Information. No Risk. No Money Out of Pocket.

**VIAGRA & CIALIS! 60 pills for \$99. 100 pills for \$150. FREE shipping. Money back guaranteed! 1-800-726-2194**

#### Health Service/Medical

Struggling with DRUGS or ALCOHOL? Addicted to PILLS? Talk to someone who cares. Call The Addiction Hope & Help Line for a free assessment. 1-866-786-9980



### MERCHANDISE

#### Medical Supplies

Attention Viagra users: Generic 100 mg blue pills or Generic 20 mg yellow pills. Get 45 plus 5 free \$99 + S/H. Guaranteed, no prescription necessary. Call Today 1-855-594-6030

**SAVE ON YOUR NEXT PRESCRIPTION!** World Health Link. Price Match Guarantee! Prescriptions Required. Over 1500 medication. 1-844-751-4067 Call Now!

#### Health, Beauty & / Fitness Aids

**DENTAL INSURANCE from Physicians Mutual Insurance Company. NOT just a discount plan, REAL coverage for [350] procedures. Call 1-855-404-2263 for details. www.dental50plus.com/cpf 6118-0219**

#### Satellite Sales & Service

Spectrum Triple Play! TV, Internet & Voice for \$99.97/mo. Fastest Internet. 100 MB per second speed. Free Primetime on Demand. Unlimited Voice. NO CONTRACTS. Call 1-877-279-4652 or visit http://tripleplaytoday.com/cpf

#### Computers & Equipment

COMPUTER ISSUES? Free Diagnosis by Geeks On Site! Virus Removal, Data Recovery! 24/7 Emergency Service, In-home repair On line solutions 1-855-993-4172

#### Home Improvements

**AFFORDABLE NEW SIDING!** Beautify your home! Save on monthly energy bills with beautiful NEW SIDING from 1800Remodel! Up to 18 months no interest. Restrictions apply 1-855-361-3532

### Patrick Nagel 1983 Mirage Lithograph



Silver-tone & professionally framed  
Rare "GIRL WITH SILVER SUNGLASSES" (PVT Owner)  
\$725.00 - includes FEDX Delivery  
**(904)-396-4542**

### EMPLOYMENT

#### Help Wanted Full-Time

**Help Wanted. Assemble CD Cases from Home. No Experience Necessary. Call our Live Operators Now! 1-800-537-6133 Ext 550. Americancottagecrafts.com**

#### Schools / Instructional

**AVIATION CAREERS** - Hands on training for career opportunities in aviation, manufacturing and more. Financial aid for qualified students. Job placement assistance. Call AIM 866-314-5838

#### Schools / Instructional

**AVIATION CAREERS** - Hands on training for career opportunities in aviation, manufacturing and more. Financial aid for qualified students. Job placement assistance. Call AIM 866-314-5838

### TRANSPORTATION



#### Autos For Sale

**CASH FOR CARS!** We buy all cars! Junk, high-end, totaled it doesn't matter! Get free towing and same day cash! NEWER MODELS too! Call 1-833-238-0340

#### Miscellaneous

Eliminate gutter cleaning forever! LeafFilter, the most advanced debris-blocking gutter protection. Schedule a FREE LeafFilter estimate today. 15% off and 0% financing for those who qualify. PLUS Senior & Military Discounts. Call 1-866-287-4769

Become a Published Author. We want to Read Your Book! Dorrance Publishing-Trusted by Authors Since 1920. Book manuscript submissions currently being reviewed. Call for Free Author's Guide 1-844-218-1247. http://dorranceinfo.com/florida

Ehrlich Pest Control Experts: providing pest control solutions since 1921. Protect your home from termites, ants, spiders, fleas, roaches and more, 365 days a year! Call 1-877-801-2214 to schedule your FREE Pest Inspection

**A PLACE FOR MOM.** The nation's largest senior living referral service. Contact our trusted, local experts today! Our service is FREE/no obligation. CALL 1-855-836-8564

# Worship DIRECTORY

To advertise in the Worship Directory call April at **904-285-8831**

## Lord of Life Lutheran Church

Building a new sanctuary to serve God and our Community  
Sunday service at 9:45 a.m.  
Join us for services!  
276 N. Roscoe Blvd., Ponte Vedra Beach  
(904) 285-5347 • www.LordofLifePVB.org

## be BOLD!

Christ Episcopal Church

**Sunday Worship**  
7:45, 9:00, 11:15 a.m., 5:00 p.m. Church,  
9:00 Chapel, 9:00, 11:15 a.m. Contemporary  
10:15 a.m. Christian Formation  
Nursery available

**Misa en Español**  
Domingos 12:45 p.m. Almuerzo 12 - 12:40 p.m.

904-285-6127  
400 San Juan Drive, Ponte Vedra Beach  
christepiscopalchurch.org

## ChetsCreek CHURCH

**Hodges Campus**  
4420 Hodges Blvd.  
Wednesdays 6:30pm  
Sundays 9:00 and 10:30am

**Nocatee Campus**  
Meeting at Valley Ridge Academy  
105 Greenleaf Dr.  
Sundays 9:30 and 11:00am

chetscreek.com

Sell More  
**PLACE AN AD**

**Miscellaneous**

**A PLACE FOR MOM** has helped over a million families find senior living. Our trusted, local advisors help find solutions to your unique needs at no cost to you. 1-877-505-5169

**CASH PAYOUT?** 70 years old and kids are grown! Do you need that life insurance or is a big life settlement cash payout smarter? Call Benefit AdvanceNow for more info. 1-866-251-2882

**KILL ROACHES - GUARANTEED!** Buy Harris Roach Tablets. Odorless, Effective, Long Lasting. Available: Hardware Stores, The Home Depot, homedepot.com

**Denied Social Security Disability?** Appeal! If you're 50+, filed for SSD and denied, our attorneys can help get you approved! No money out of pocket! Call 855-550-4744



**904.579.2154**  
Reach Over 5 Million Readers with Newspaper Advertising

**Auctions**  
Live & Online Bankruptcy Auction Thursday, November 14th at 10:00 A.M. B & B Interior Systems, Inc., Associated Craftsmen of America, Inc. and MHB Construct. Services, LLC. 6781 West Sunrise Blvd., Plantation, FL 33313  
Furniture, Fixtures, Equipment, Materials and Supplies including: vehicles, construction equipment, power tools, inventory, warehouse equipment, office furniture & equipment and much more.

The referenced companies provided metal framing, drywall, acoustical ceiling installations and related services. Catalog and photos available at www.moeckerauctions.com  
Preview: Day of sale 8:30 AM- 10 AM. Case No. 19-22413-JKO, Case No. 19-22412-JKO and Case No. 19-22411-RBR, respectively.  
To register: \$100 refundable cash deposit to bid. 10%-13% BP. (800) 840-BIDS AB-1098 AU-3219, Eric Rubin

**To advertise in the Recorder, call (904) 285-8831**



**To inquire about placing an ad in this section, call 579-2154**

**AIRLINES ARE HIRING**- Get FAA approved hands on Aviation training. Financial Aid for qualified students- Career placement assistance. CALL Aviation Institute of Maintenance 888-686-1704

**CASH PAID** for unexpired, sealed **DIABETIC TEST STRIPS!** 1 DAY PAYMENT & PREPAID shipping. HIGHEST PRICES! Call 1-888-776-7771. www.Cash4DiabeticSupplies.com

**CARS/TRUCKS WANTED!!!** 2002 and Newer! Any Condition. Running or Not. Competitive Offer! Free Towing! We're Nationwide! Call Now: 1-888-416-2330.

**VIAGRA and CIALIS USERS!** 100 Generic Pills SPECIAL \$99.00 FREE Shipping! 100% guaranteed. 24/7 CALL NOW! 888-445-5928 Hablamos Espanol

**TRUCK DRIVER TRAINEES NEEDED** at Stevens Transport! Earn \$1000 per week! Paid CDL Training! No experience needed! 1-844-452-4121 drive4stevens.com

Cash for unexpired **DIABETIC TEST STRIPS!** Call 1-855-440-4001 Free Shipping, Best Prices & 24 hr payment! BBB Rated A+ www.TestStripSearch.com.

**CASH FOR CARS:** We Buy Any Condition Vehicle, 2002 and Newer. Nationwide Free Pick Up! Call Now: 1-800-864-5960.

**MEDICAL BILLING TRAINEES NEEDED!** Train at home for a career as a Medical Office Professional at CTI! 1-833-766-4511 AskCTI.com

Eliminate gutter cleaning forever! LeafFilter, the most advanced debris-blocking gutter protection. Schedule a FREE LeafFilter estimate today. 15% off and 0% financing for those who qualify. PLUS Senior & Military Discounts. Call 1-855-995-2490

**DENTAL INSURANCE.** Call Physicians Mutual Insurance Company for details. NOT just a discount plan, REAL coverage for 350 procedures. 888-623-3036 or http://www.dental50plus.com/58 Ad# 6118

**COMPUTER & IT TRAINING PROGRAM!** Train at home to become a Computer & Help Desk Professional now! Call CTI for details! 888-449-1713 (M-F 8am-6pm ET)

Orlando + Daytona Beach Florida Vacation! Enjoy 7 Days and 6 Nights with Hertz, Enterprise or Alamo Car Rental Included - Only \$298.00. 12 months to use. Call Now! 855-403-8409 (24/7)

Stay in your home longer with an American Standard Walk-In Bathtub. Receive up to \$1,500 off, including a free toilet, and a lifetime warranty on the tub and installation! Call us at 1-855-534-6198

MobileHelp, America's Premier Mobile Medical Alert System. Whether You're Home or Away. For Safety and Peace of Mind. No Long Term Contracts! Free Brochure! Call Today! 1-855-401-6993

A PLACE FOR MOM has helped over a million families find senior living. Our trusted, local advisors help find solutions to your unique needs at no cost to you. Call 855-741-7459

**CATHETER SUPPLIES.** We offer a complete line of popular and lesser known product to fit your needs. Even the discreet "pocket catheter." To learn more or get free samples, Call 844-540-2092

**INVENTORS- FREE INFORMATION PACKAGE** Have your product idea developed affordably by the Research & Development pros and presented to manufacturers. Call 1-888-501-0236 for a Free Idea Starter Guide. Submit your idea for a free consultation.

**BATHROOM RENOVATIONS.** EASY, ONE DAY updates! We specialize in safe bathing. Grab bars, no slip flooring & seated showers. Call for a free in-home consultation: 888-912-4745

**ATTENTION OXYGEN THERAPY USERS!** Inogen One G4 is capable of full 24/7 oxygen delivery. Only 2.8 pounds. FREE information kit. Call 877-929-9587

**DISH TV \$59.99** For 190 Channels + \$14.95 High Speed Internet. Free Installation, Smart HD DVR Included, Free Voice Remote. Some restrictions apply. 1-833-872-2545.

**BECOME A PUBLISHED AUTHOR!** We edit, print and distribute your work internationally. We do the work... You reap the Rewards! Call for a FREE Author's Submission Kit: 866-951-7214



**GET THE PONTE VEDRA RECORDER DELIVERED TO YOUR DOORSTEP.**

**START YOUR SUBSCRIPTION CALL (904) 285-8831**



**LeafFilter GUTTER PROTECTION**  
NO MORE GUTTER CLEANING, OR YOUR MONEY BACK - GUARANTEED

0% FINANCING\* AND! 15% OFF ENTIRE LEAFFILTER PURCHASE\*  
PLUS AN ADDITIONAL SENIOR OR MILITARY DISCOUNT! We offer Senior & Military discounts ON TOP of the 15% off & 0% financing!

CALL US TODAY For A FREE Estimate!  
**1-855-995-2490**

Promo Number: 285  
Mon-Thurs: 8am-11pm, Fri-Sat: 8am-5pm, Sun: 2pm-9pm EST



**Ponte Vedra Recorder**  
Not your average newspaper, not your average reader.

**CLASSIFIEDS**

THE SOURCE MOST RELIED ON FOR INFORMATION ABOUT FURNITURE AND HOME FURNISHINGS!

1102 A1A N., Unit 108  
Ponte Vedra Beach, FL 32082  
904.285.8831

**LUNG CANCER? Call Now**

Asbestos exposure at refineries, shipyards, chemical plants, power plants, pipelines, on ships, offshore rigs, or other maritime jobs, industrial, construction, manufacturing jobs, or the military may be the cause. Family in the home were also exposed. Throat, Stomach, and Colon cancers may also be asbestos related.

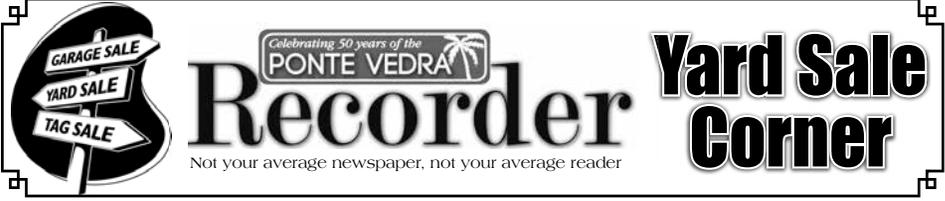
Call 1-619-485-4372  
or email [cancerFL@breakinginjurynews.com](mailto:cancerFL@breakinginjurynews.com)

\$30 billion is set aside for asbestos victims with cancer. Valuable settlement monies may not require filing a lawsuit.



Welcoming AUTUMN

**REACH 20 MILLION HOMES NATIONWIDE WITH ONE BUY!**



**Garage Sale, Yard Sale, Tag Sale**

Celebrating 50 years of the **PONTE VEDRA Recorder**  
Not your average newspaper, not your average reader

**Yard Sale Corner**

THROUGH THE YEARS: HOW THE PONTE VEDRA RECORDER'S NAMEPLATE HAS CHANGED

1970s



1980s



1990s



2006



2009



2010



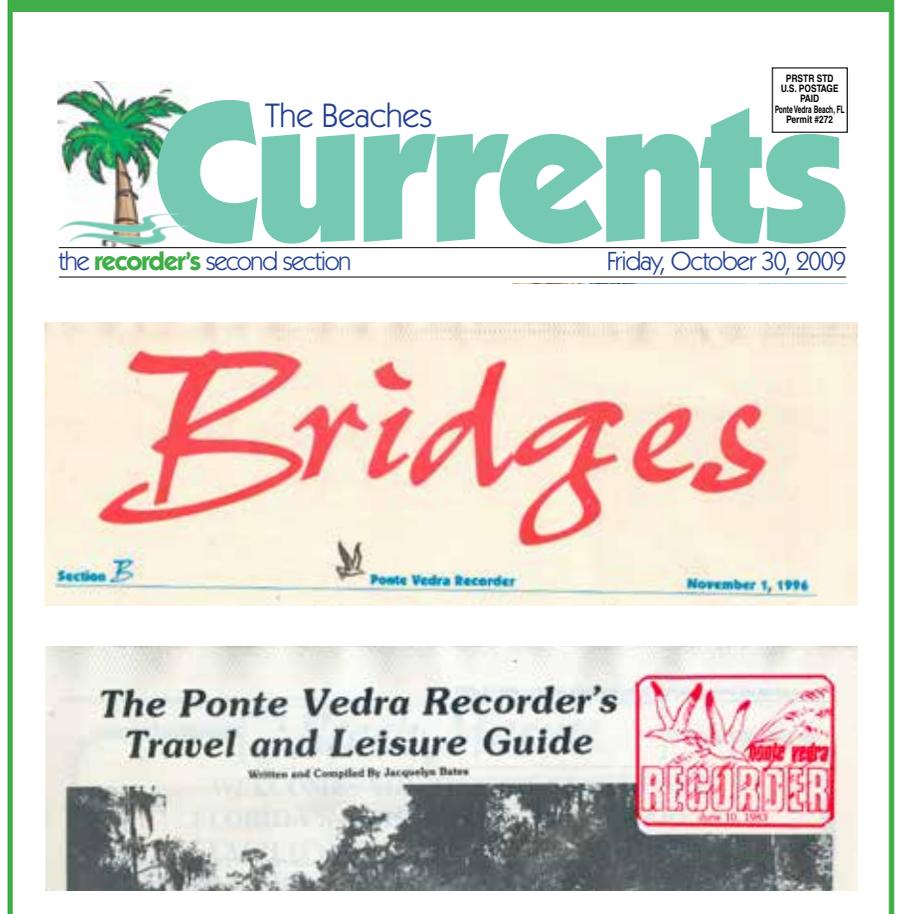
2012



CURRENT



SOME OTHER SECTIONS IN THE PAPER'S 50-YEAR HISTORY



1	2	3	4	5	6	7	8	9	10	11	12
13					14			15			
16					17			18			
	19				20		21	22			
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48				49		50		51		52	
			53		54			55		56	
57	58	59	60				61			62	63
64					65	66		67			68
69					70			71			
72					73			74			

**THEME: WORLD CUISINES**

**ACROSS**

- 1. Caribbean vacation destination
- 6. "How Green \_\_\_\_ My Valley"
- 9. Elementary particle
- 13. His oyster?
- 14. Where couples are joined?
- 15. Most common vowel in English language
- 16. Relating to a node
- 17. E in BCE
- 18. Makes better
- 19. \*Tex-Mex or California cuisine, e.g.
- 21. \*Smörgåsbord, e.g.
- 23. Dwindle
- 24. In a frenzy
- 25. U.N. workers' grp.
- 28. Notary Public's mark
- 30. Vandalizing a car
- 35. Karl of politics
- 37. Priests' robes
- 39. Type of eclipse
- 40. One on a list
- 41. \*Like cuisine in a fancy restaurant
- 43. Stalactite site
- 44. Las Vegas' main street
- 46. Very pleased with oneself
- 47. Location of ACL and MCL
- 48. John Cusack's time machine, 2010
- 50. Upper hand
- 52. Caribou kin
- 53. Student aid
- 55. Four quarters

- 57. \*Pelmeni and borscht, e.g.
- 61. \*Samosa and biryani, e.g.
- 64. Remove, as in a Pinterest post
- 65. Any doctrine
- 67. Spectator
- 69. Newman/Redford movie "The \_\_\_\_"
- 70. Cartographer's creation
- 71. "\_\_\_\_ Line Is It Anyway?"
- 72. Carrying container
- 73. Sunday newspaper inserts
- 74. Editor's "Let it stand" marks

**DOWN**

- 1. Grass bristle
- 2. Shingled house part
- 3. Pakistani language
- 4. Nonchalantly unconcerned
- 5. Rhymes at rap battling
- 6. One of Five Ws
- 7. Lungful
- 8. Tetanus symptom
- 9. Got an A
- 10. \*Tom Kha Gai and Gaeng Daeng, e.g.
- 11. Horned birds
- 12. Classic TV series " \* \* \* "
- 15. Israeli money
- 20. African sorcery
- 22. \*Chinese pan
- 24. Egg white
- 25. \*Coddle and soda bread, e.g.

**SUDOKU**

*The support you need to find quality*  
**SENIOR LIVING SOLUTIONS**

A Place for Mom has helped over one million families find senior living solutions that meet their unique needs.

*There's no cost to you!*  
**CALL (855) 439-6734**  
1 We're paid by our partner communities



3			9	4	5			6
					7		2	
				6		5		
	4	3		1		8		
8		6				7		9
		5		8		3	4	
		8		7				
	1		5					
5			3	9	1			7

© StatePoint Media  
Fill in the blank squares in the grid, making sure that every row, column and 3-by-3 box includes all digits 1 through 9.

- 26. Another word for Bingo
- 27. Not hidden
- 29. Regrettably
- 31. Exclamation of disgust
- 32. Absurd
- 33. Innie or outie
- 34. \*Spanokopita, e.g.
- 36. Do like exhaust pipe
- 38. Wall support
- 42. Encourage, two words
- 45. Whimpering
- 49. Flapper's accessory
- 51. Funds
- 54. True inner self
- 56. Number of planets
- 57. Metal enemy
- 58. "Do \_\_\_\_ others..."
- 59. Rotisserie skewer
- 60. Cosine's counterpart
- 61. Mischievous fairies
- 62. Gel-producing plant
- 63. Hatchling's home
- 66. \*Typical U.S. fare, acr.
- 68. Second solfa syllable, pl.

Your Family Deserves The **BEST** Technology... Value... TV!...

**CALL TODAY Save 20%! 1-888-416-7103**

**\$59.99** MONTH for 24 months  
190 Channels

**Upgrade to the Hopper® 3 Smart HD DVR**  
- Watch and record 16 shows at once  
- Get built-in Netflix and YouTube  
- Watch TV on your mobile devices  
Hopper upgrade fee \$5/mo.

**Add High Speed Internet \$14.95/mo.**  
Subject to availability. Restrictions apply. Internet not provided by DISH and will be billed separately.

**Ponte Vedra**

# Recorder

*Not your average newspaper, not your average reader*

COVERING THE BEST CITY IN FLORIDA

## Pleasingly Affordable

- One-Year Subscription \$35
- 6-Month Subscription \$20

**SEND NO MONEY! We'll bill you later!**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

**For fastest service, call 904.285.8831**

\*At the end of your subscription, you will be automatically renewed at our renewal prices then in effect. A bill will be sent at the end of your subscription term. Cancel at anytime for a 100% refund on unmailed copies.

**Visit PonteVedraRecorder.com to find out more about these BUSINESSES!**

**NEWS • PICTURES • EVENTS  
CLASSIFIEDS • NEWS • PICTURES**

**Ponte Vedra Wellness Center**  
**Nocatee**

*We keep your spine in align!*  
**Dr. Erika R. Hamer, DC, DIBCN, DIBE**  
Chiropractic Neurologist & Practice Owner  
Also located in Ponte Vedra Beach!

**NEW PATIENT \$39**  
**INITIAL VISIT & EXAM**

Family Chiropractic Care offering  
Chiropractic Adjustments  
In-house Spinal Decompression  
Therapeutic Massage, Physio-therapy  
Personal Training, Nutritional Counseling  
Treatment for Auto Accidents & Sports Injuries

**CALL TODAY AND SCHEDULE YOUR APPOINTMENT!**  
205 Marketside Ave, Suite 200, Ponte Vedra, FL 32081  
Nocatee Town Center, Across from Publix [www.pontevedrawellnesscenter.com](http://www.pontevedrawellnesscenter.com) **834-2717**

THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS THE RIGHT TO REFUSE TO PAY, CANCEL PAYMENT OR BE REIMBURSED FOR PAYMENT FOR ANY SERVICE, EXAMINATION OR TREATMENT WHICH IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE, EXAMINATION OR TREATMENT. CAN NOT BE COMBINED. MAY NOT BE VALID FOR FEDERAL PROGRAMS INCLUDING MEDICARE. NEW PATIENTS AND REACTIVATIONS ONLY. INCLUDES EXAMINATION AND CONSULTATION. WITH THIS AD, SPECIAL OFFER EXPIRES 12/31/19.

**Ponte Vedra**

# Recorder

For more information about advertising on the website, please call:  
**(904) 285-8831**  
**WWW.PONTEVEDRARECORDER.COM**

# First Coast

# Sotheby's INTERNATIONAL REALTY



**140 Muirfield Drive**  
**\$1,649,000**  
5BD/6BA/2HB 5,769 sq ft



Moorman & Rowe Group  
904-834-0356



**14402 Marina San Pablo**  
**\$1,525,000**  
4BD/4BA/1HB 3,345 sq ft



Michelle Floyd / Jack Floyd  
904-343-5067  
904-343-5196



**3600 Darnall Place**  
**\$13,900,000**  
4BD/9BA/4HB 20,233 sq ft



Angie Renn  
904-465-0357



**121 Bristol Place**  
**\$4,250,000**  
5BD/7BA/2HB 9,489 sq ft



Michelle Floyd / Jack Floyd  
904-343-5067  
904-343-5196



**11 Island Estates**  
**\$1,150,000**  
7BD/5BA/2HB 4,412 sq ft



John Lucas / Robert Bagdon  
386-569-5880  
774-245-7717



**24729 Harbour View Drive**  
**\$5,385,000**  
7BD/6BA/2HB 9,585 sq ft



Nicholas Eklund / Brian Moorman  
904-575-1197  
904-810-8744



**144 Muirfield Drive**  
**\$1,789,000**  
5BD/4BA/1HB 6,382 sq ft



Moorman & Rowe Group  
904-834-0356



**12799 Camellia Bay**  
**\$2,199,000**  
6BD/7BA 7,109 sq ft



Nicholas Eklund  
904-575-1197



**8200 Jose Circle W**  
**\$1,950,000**  
3BD/3BA/1HB 4,523 sq ft



Jane Chefan  
904-463-1179



**8652 Cathedral Oaks PL W**  
**\$6,495,000**  
5BD/6BA/1HB 11,733 sq ft



Jane Chefan  
904-463-1179



**1217 Ponte Vedra Blvd**  
**\$8,970,000**  
5BD/6BA/2HB 8,983 sq ft



Michelle Floyd / Jack Floyd  
904-343-5067  
904-343-5196



**104 Heritage Way**  
**\$1,079,000**  
5BD/6BA/2HB 5,738 sq ft



Moorman & Rowe Group  
904-834-0356

San Jose  
904.731.9770

Ponte Vedra Beach  
904.285.7700

Amelia Island  
904.277.6522

Ritz Carlton-Amelia  
904.310.0981

Palm Coast  
386.276.9200