

Every Thursday is “Gabber Day”

The Gabber was founded in 1968 by George Brann, and remains at its original 49th Street location. The first *Gabber* was a 12 page paper of local community events. Many of the original advertisers are still with us today.



Ken and Debbie Reichart recently accepted the Business of the Year Award from the Gulfport Chamber of Commerce

By 1970, Mr. Brann and his little paper had the attention of the community. Each week, *the Gabber* featured articles, letters to the editor, local club events, horoscopes and crossword puzzles and more. “*the Gabber*” was becoming a household word.

In October of that year, *the Gabber* was recognized by Gulfport Mayor “Bud” Markham “...for its service to the community in reporting information concerning civic affairs and the progress of the city.”

The Gabber continued to grow through the 70’s and in 1979, Ted and Elsie Havness bought the paper from Brann. By this time circulation was 5,000 copies each week, and distribution had expanded into South Pasadena.

Elsie’s previous newspaper experience brought *the Gabber* classified section to a new high, and Ted’s “Johnny-on-the-Spot” attitude brought more and more local news and photographs to the paper. They continued the weekly tradition for over thirteen years, and by the time the Havness’ sold in January of 1992, circulation had expanded to 9,700.

The new publishers / editors, Debbie and Ken Reichart are from the Pittsburgh, Pennsylvania area, with a line of newspaper experience in their family. With a staff of seven people, *the Gabber* continues to grow. Circulation is now 15,000 and distribution has expanded to include: Gulfport, South Pasadena, St. Pete Beach, Tierra Verde, Pass-A-Grille, Southeast St. Petersburg, Maximo, Pinellas Point, Northwest St. Petersburg, Tyrone, Azalea, and as far north as the Pinellas Park line.

Ken and Debbie make it clear, “We are here to serve our readers - this paper belongs to the community.”

Through the loyal support of our readers and advertisers, *the Gabber* will continue to serve the community, and make every Thursday “Gabber Day”!