

# FLORIDA HIGHWAYMEN

Regional Landscape Artists  
A Tale of Art and Entrepreneurship  
1950s—1990s+



# Hierarchy of Art

- **History Painting--Religious, Mythological, and Allegorical**
- **Portraiture**
- **Genre Everyday Scenes**
- **Landscape**
- **Still Life**



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# Artist Classifications

- Folk
- Outsider
- Art Brut
- Mentally Ill
- Intuitive
- Marginal
- Naïve
- Visionary
- Autodidactic



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# Landscape Art

- **Definition**
- **Elements**
- **Techniques**
  - Perspective
  - Scaling
- **Special Categories**
  - Luminism
  - Hudson River School



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# Grafton Tyler Brown 1841—1918

## Painter, Lithographer, and Cartographer



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# Grafton T. Brown – Lower Falls Grand Canyon of the Yellowstone



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# Robert S. Duncanson 1821—1872

## Painter and Photographer



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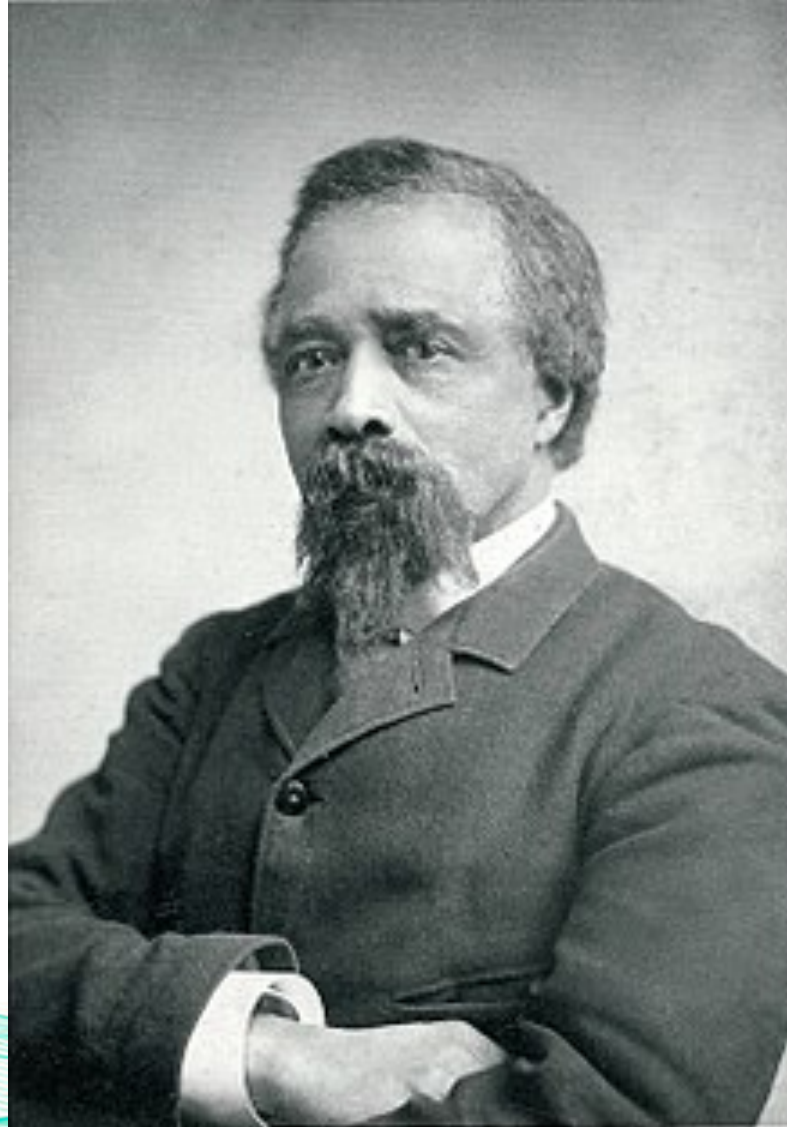
# Robert S. Duncanson – Blue Hole, Flood Waters, Little Miami River



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# Edward M. Bannister 1828—1901 Painter, Barber, Tinter



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# Edward M. Bannister – Sunset Scene



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# Henry O. Tanner 1859—1937

## Painter



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# Henry O. Tanner – Sand Dunes at Sunset



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# Norma Gloria Morgan 1928—2016

## Painter, Printmaker, Etcher, and Engraver



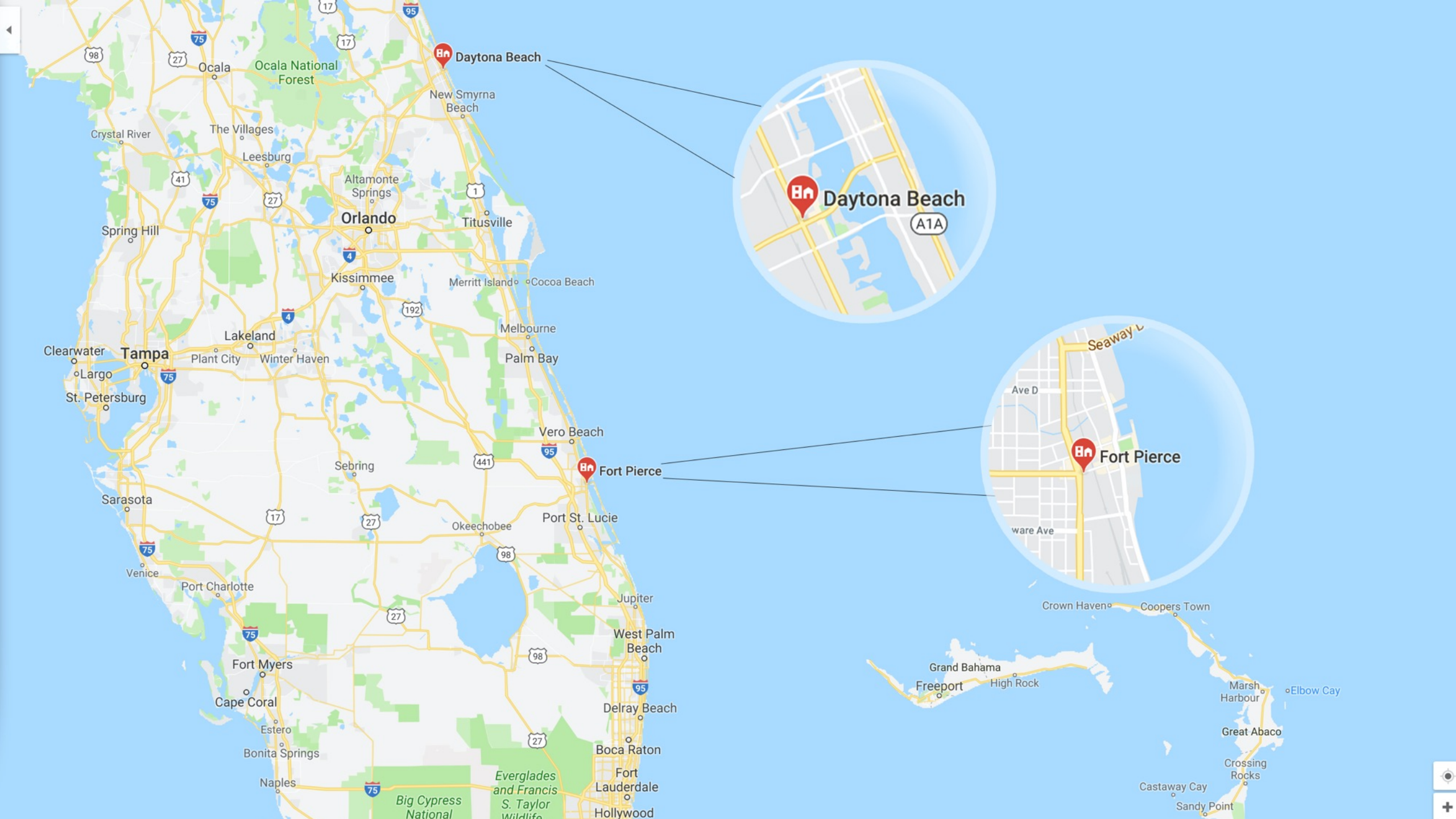
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# Norma Gloria Morgan – Catskill Winter



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# Social Environment—Jim Crow South

- Segregated South
- Agricultural Labor
- Low Wages
- Minimal Opportunities
- Uniquely Multi-Cultural Environment
- Determined To Make A Living Doing Something Else



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# Florida Photography



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# Confirmed Highwaymen (Deceased)

Curtis Arnett  
Hezekiah Baker  
Al Black  
Ellis Buckner  
Robert Butler  
Mary Ann Carroll  
Johnny Daniels  
Willie Daniels  
Rodney Demps  
James Gibson  
Alfred Hair  
Isaac Knight

Robert L. Lewis  
John Maynor  
Roy McLendon  
Alfonso Moran  
Harold Newton  
Lemuel Newton  
Sam Newton  
Livingston Roberts  
Willie Reagan  
Cornell Smith  
Charles Walker  
Sylvester Wells  
Charles Wheeler



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# Florida Landscape Features

## Specific (Time of Day and Season of The Year)

- **Interface of Land and Water**—Rivers, Streams, Swamps, Mangroves, Marshes, Beaches, Thickets, and Lagoons
- **Plants**—Poinciana Trees, Live Oaks, Palms, Spanish Moss, Wild Orchids
- **Fauna** especially Birds
- **Sky**—Clouds and Sun, occasionally Moon
- **Weather**
- **Spiritual Reverence**



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# Artistic Focus for Highwaymen

- **Horizontal Orientation**
- **Control of Light—Time of Day and Season of the year**
- **Realistic Coloring**
- **Weather As A Compositional Component**
- **Diffuse Details**
- **Scenes in Transition**
- **Elements of Impressionism—Diffuse Details**
- **Elements of Luminism--Attention to details and Hidden Brushstrokes**
- **Emotionally Evocative**



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# Commercial Elements of Highwaymen

## Money As Motivator

### *“A Painting Wasn’t Finished Until It Was Sold”*

- Factory Process—Artist, Framers, Salesmen
- Economical Materials-Upson Boards and Crown Molding For Framing
- Direct Sales
- Dedicated Sales Force
- Economical Prices
- Volume and Speed were paramount
- Quality was secondary



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# Contrasting Economic Models

## A. E. Backus Model

Gallery and Commissioned Sales

Individual Pieces

Slow/Laborious (One per Week)

Moderate to High Price Points (\$200--\$500)

Solitary Effort

## Alfred Hair Model

Direct and “Door to Door” Sales

Mass Production—Assembly Line

Division of Labor

Fast—Multiple Paintings per Day

Economical (Cheap)

Communal Effort



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## Alfred Hair 1941--1970



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# Alfred Hair – Water Next to the Ocean



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# Harold Newton 1934—1994



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# Harold Newton



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# Alfred Ernest “Bean” Backus 1906-1990



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# Alfred E. Backus



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## Al Black, Jr. 1947



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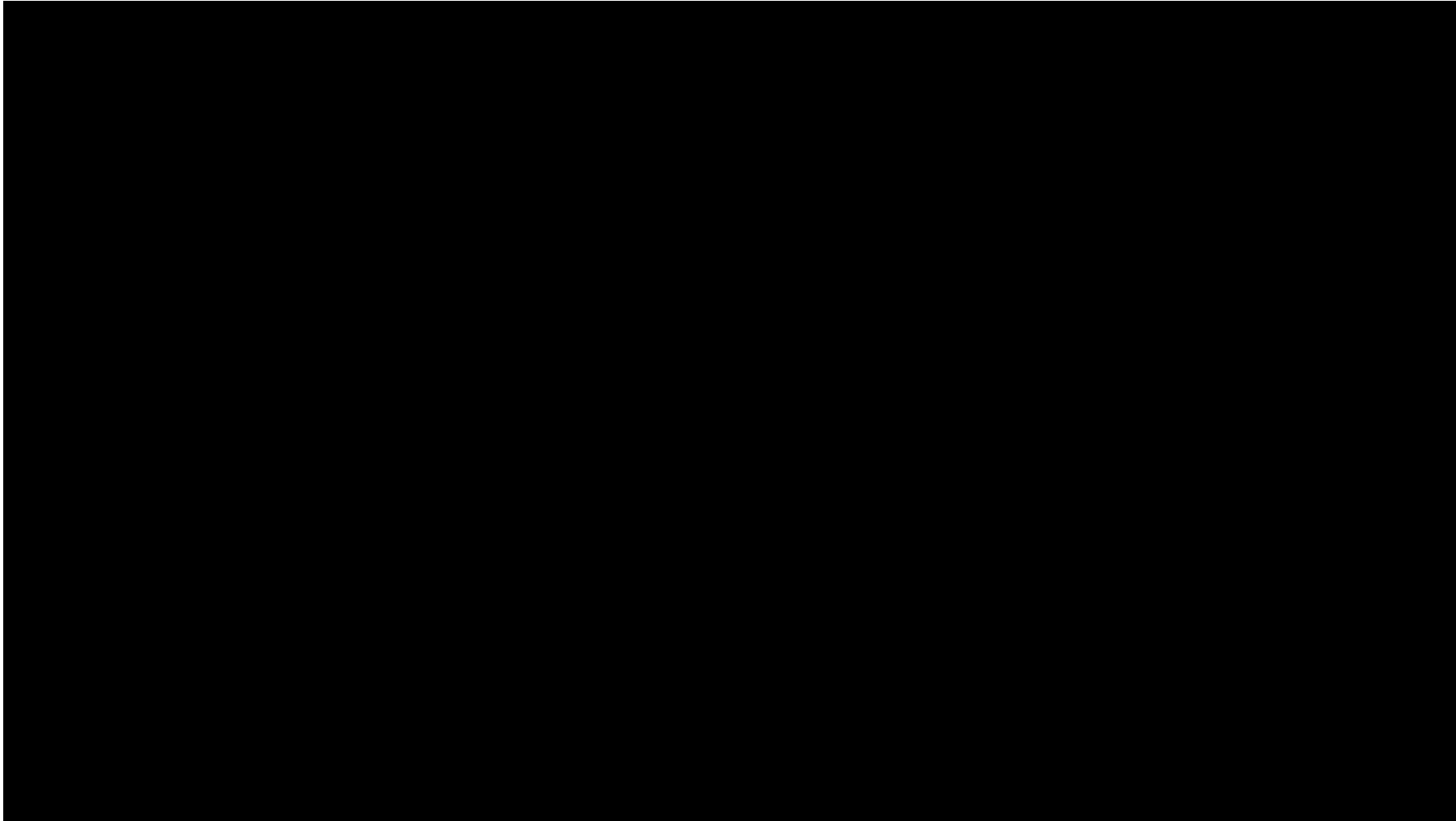
# Al Black, Jr.



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# Jim Fitch—Marketing Expert



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# Assessing Value of Highwaymen Art (Art in General)

- Size (“Bigger Is Better”)
- Pretty (Plain or Elaborate?)
- Unique or Formulaic
- Old or Recent?
- Signed or Unsigned?
- Unique Elements
- Condition Issues
- Framed or Unframed?
- Market Conditions
- Authenticity—Forgery, Fraud, and Fakes



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# Johnny L. Daniels Morning Backwater



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# Al Black Jr. Untitled



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# Al Black Jr. Backwater Scene



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# Al Black, Jr. Lagoon Scene At Sunset



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