



Matheson Library & Archives: Our Next Venture

Expansion

In 2014, the Matheson purchased the former Melting Pot building at 418 East University Avenue, originally the site of the Gainesville Gospel Tabernacle. The building was erected in 1933, the same year the American Legion Hall--now home to the Matheson History Museum--was dedicated across the street. The Matheson's extensive collection of documents, images and artifacts pertaining to the history of Alachua County and surrounding regions has outgrown the existing space at the museum and is currently stored in the museum's research library, off-site storage and the basement of the museum. Thanks to the generosity of private donors in our community and a \$300,000 grant from the state of Florida, the 418 building will soon become the Matheson Library & Archives. This expansion will make the Matheson's research collection accessible to the public in one central location. The museum's existing library will be relocated to the Matheson Library & Archives. After the move is complete, the museum's former library space at 513 East University Avenue will be transformed into a new exhibit space, expanding the Matheson's capacity for permanent and temporary exhibitions.

Mission

The Matheson's mission is to preserve and interpret the history of Alachua County and its environs. In addition to the Matheson History Museum and the Library & Archives, the museum complex includes Sweetwater Park and the 1867 Matheson House, the third oldest house in Gainesville. The museum's exhibitions and programs attract visitors from our community and across the state. Museum staff and board members publish local and Florida history articles in publications including The Gainesville Sun, Gainesville Magazine, Our Town Magazine and Senior Times, extending the museum's reach and attracting visitors to the museum complex. The Alachua Press is producing an updated history of the county. The museum's interactive Facebook History Mystery series attracts over 150,000 viewers each month from Florida and beyond.

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Interior of the Library & Archives looking towards the front door, summer 2016.

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New Hours: Tuesday to Saturday, 11am-4pm

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Inside the Matheson Library & Archives

When you enter the 418 building from East University Avenue and look up and around, you will appreciate architect Jay Reeves' creativity and Joyner Construction's skill and resourcefulness, Matheson Vice President Lawrence D. Reynolds reports. In the entrance area, you will find a kitchen to the left and two bathrooms to the right, all beneath an unfinished mezzanine. From there you walk into the large, open library reading room, with soaring ceilings and exposed beams, all carefully "sandblasted" (with walnut shells) to bring back the wood's original appearance. Walk ahead to the left and a door will lead you into the library stacks area. The library stacks room is more intimate with lower ceilings. If you proceed to the left again you will walk up a ramp, designed for easy movement of research materials down to the library from the archives at the back of the building. The archive area has a separate HVAC and fire suppression system for additional protection. Period style chandeliers and lighting will be installed and will be visible from University Avenue.

The building is nearing completion, but it will be empty: no tables for researchers and writers to work on, no bookshelves in the library, no storage racks in the archives. Your help is needed to complete this valuable community resource!

Naming Opportunities

Naming opportunities—including the name of the building—are now available. At this time, private donors have contributed approximately \$250,000 to the cost of construction of the Matheson Library & Archives, and the State of Florida provided the museum with a \$300,000 historic preservation grant. To complete the building and bring the library and archives to state of the art, we anticipate the project will cost an additional \$450,000.

Please direct inquiries to:

Peggy Macdonald

352-378-2280

executivedirector@mathesonmuseum.org

Make checks payable to:

Matheson History Museum, Inc.

513 E. University Avenue

Gainesville, FL 32601

*The Matheson History Museum
is a 501(c)(3) tax exempt organization.*

NEW MEMBERSHIP LEVEL

We are so grateful for the financial support of our members! Memberships make it possible for the Matheson to continue to offer innovative exhibitions, programs and community outreach.

The Matheson now offers a Lifetime membership level at \$10,000. This membership level will support museum operations, such as infrastructure upgrades and maintenance of the 1867 Matheson House. Donors at this level will have their names included on a special Lifetime Members plaque that will be displayed in the museum's main gallery space.



Interior of the Matheson Library & Archives, July 2016.

MATHESON HAPPENINGS



Rusty and Bolt from the Gainesville Mounted Police Unit stopped by the museum and Tison Tool Barn to drink from the horse trough that used to quench horses' thirst outside the 1885 Alachua County Courthouse.



VOLUNTEER OPPORTUNITIES

1867 Matheson House Docents:

Love history and meeting new people? Then join our new docent training program for the 1867 Matheson House!



A Special Matheson Committee:

The Alachua Press is planning to publish an updated history of Alachua County. We are looking for fellow history lovers, writers, and graphic designers to help with this much-needed project. Volunteers are also needed to scan documents and images during the research stage.



For more information about these opportunities, please contact us at 352-378-2280 or executivedirector@mathesonmuseum.org

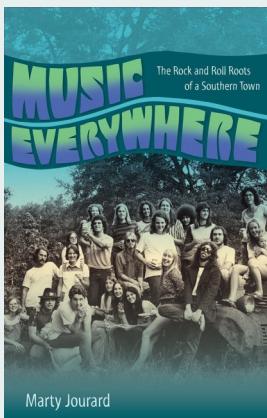
GIFT SHOP

Christmas is closer than you think! If you are looking for a unique gift be sure to check out the Matheson's well-stocked gift shop. You can find everything from historic Florida postcards to Florida-themed books, many by local authors. **Members receive a 20% discount on all items in the gift shop!**



Free Book!

Join or renew your membership at the Contributor level (\$100) or higher and you will receive a copy of Marty Jourard's new book, "Music Everywhere: The Rock and Roll Roots of a Southern Town," which examines Gainesville's rock music history. Marty's April book launch at the Matheson was standing room only. Stop by the museum to join/renew and pick up your complimentary book!



Hometown Hospitals: The Evolution of Gainesville's Medical Community

By Peggy Macdonald

When North Florida Regional Medical Center opened its doors in February 1973, for the first time Gainesville residents could be treated at a private, county, university or Veterans Affairs (VA) hospital. For a college town, this was a wonderful embarrassment of riches.

North Florida offered innovative care with an emphasis on patient comfort. In 1973, all patient rooms featured a 21-inch color television, telephone and full bath, and executive suites offered a dining table, living room type area, gourmet meals and optional secretarial service. Food at North Florida was catered by Morrison's Cafeteria.

At the time of its opening, many community members were opposed to the establishment of a private hospital in Gainesville. "A lot of special interests didn't want it here," the late Dr. Richard Cunningham, a cofounder of what was originally North Florida Regional Hospital, told Sun reporter Doris Chandler in 1999. "The political structure was against it, and it was a very difficult process of getting that new institution here."

The opposite was true when the Gainesville Veterans Affairs Medical Center opened in September 1967. Later named the Malcom Randall VAMC in honor of its first director, the hospital was welcomed by local veterans who previously had to travel to Lake City or Tampa for medical treatment. Gainesville was an attractive location for a new VA hospital because of the potential for partnerships with the University of Florida College of Medicine and Shands.

Shands opened to great fanfare in October 1958 as the University of Florida's Teaching Hospital and Clinics. The College of Medicine and College of Nursing opened 60 years ago this year. Retired nurse Ann Smith recalled that during the construction of Shands, when nursing students asked where their classes would be located, someone pointed to a large pit and said, "Down there."

"They weren't ready for us yet," Smith explained. "The building wasn't ready."

Long before Shands, the VA and North Florida opened their doors, Alachua General Hospital offered the most modern medical care then available. On January 16, 1928, James O. Dailey was the first baby to be born at Alachua General. According to Frank Rathbun's history of Alachua General, "Proud of Our Past, Proud of Our Future," Dailey's father had to deliver his baby boy because they beat the doctor to the hospital.

"My husband wasn't near as worried about me as he was our car," Dailey's mother said. "And he had good reason to because it was almost out of gas, and we had to drive to Gainesville from Micanopy."

James Dailey later became a doctor and practiced at the hospital where he was born.

Today, Alachua General Hospital is merely a memory. In 2010, the facility was demolished to make way for the University of Florida's Innovation Square. Relics of the beloved community hospital can be viewed at the Robb House Medical Museum at 235 Southwest 2nd Ave., where longtime curator Florence Van Arnam regales visitors with the history of Alachua County's first female doctor, Dr. Sarah Robb.

Alachua County's medical history is also the subject of the Matheson History Museum's current exhibition, "Medical Milestones: Transformations in Health and Wellness in Alachua County, Florida," on display through December 23. Presentations by doctors, nurses, midwives and historians will shed light on the evolution of healthcare in our community, from the time doctors prescribed visits to the springs as a cure for tuberculosis to the establishment of a thriving healthcare industry in the 20th century—and the reaction against it, including the rise of the natural childbirth movement. Visit mathesonmuseum.org for more information.

CURRENT EXHIBITION

Medical Milestones: Transformations in Health and Wellness in Alachua County, Florida

On display through December 23, 2016

UPCOMING PROGRAMS

Gallery Talk

Saturday, September 24, 2016, 2pm - FREE

Join Dr. Peggy Macdonald, Executive Director, for a tour of the Medical Milestones exhibition.

Women's Liberation and Gainesville's Natural Childbirth Movement

Saturday, October 1, 2016, 4pm - FREE

Dr. Louise Newman, UF associate professor of women's and gender history, will moderate a panel discussion featuring midwives from Gainesville's past and present, including the Florida School of Traditional Midwifery and the Birth & Wellness Center of Gainesville, the oldest birth center in the Southeast.

Feminists, Physicians & Childbirth: Florida and Beyond

Thursday, October 6, 2016, 6pm - FREE

Dr. Donald Caton, author and retired obstetric anesthesiologist, will discuss the impact of first-wave and second-wave feminism upon medical and social responses to childbirth. Dr. Caton is the author of "What a Blessing She Had Chloroform: The Medical and Social Response to the Pain of Childbirth from 1800 to the Present" (Yale University Press). A book signing will follow.

The University of Florida College of Medicine: A Legacy of Innovation and Collaboration Since the 1950s

Thursday, October 20, 2016, 6pm - FREE

Local historian and author Murray D. Laurie and medical historian Dr. Nina Stoyan-Rosenzweig will examine the history of the University of Florida College of Medicine, which celebrates its 60th anniversary this year.

Where Healing Water Flows: Taking the Waters in Florida

Saturday, November 5, 2016, 4pm - FREE

Florida Book Award-winning author Rick Kilby will discuss his book, "Finding the Fountain of Youth: Ponce de León and Florida's Magical Waters" (University Press of Florida). A book signing will follow.

The Anatomy of Nursing: What Happened to Their Caps, and How Can There Be a Nurse Who is a Doctor?

Thursday, November 10, 2016, 6pm - FREE

Jodi Irving, UF College of Nursing historian, and Ann Smith, retired Director of Nursing Services at North Florida Regional Medical Center, will discuss the evolution of nursing in Alachua County and across the nation.

Springs, Music, and Arts in Medicine

Thursday, December 1, 2016, 6pm - FREE

Local musician Cathy DeWitt, the first musician in residence with UF Health Shands Arts in Medicine, will discuss the healing power of the springs and arts in medicine. The evening will include a musical performance.



The 1960 addition to Alachua General Hospital included 176 beds and cost \$3 million to build. It was the first air conditioned section of the hospital.

Did you know?

NEW HOURS

The Matheson is now open Tuesday—Saturday, 11:00 a.m. to 4:00 p.m. The museum is closed on Sunday and Monday. We are also open extended hours during special events. The 1867 Matheson House is open for tours on Saturdays from 11:00am to 4:00pm. Museum admission is free; tours of the 1867 Matheson House cost \$5 (free for children 12 and under). Please contact the museum at 352-378-2280 or executivedirector@mathesmuseum.org to schedule a tour.

BUY A BRICK FUNDRAISER

Put your name in Gainesville's history!

The Matheson is offering a unique fundraising opportunity for the new Library & Archives building. Museum members and supporters can purchase bricks that will line the porch in front of the entrance to the newly renovated building. Bricks are \$250 each and the donor's name will be imprinted on the brick. This is also a wonderful way to honor a loved one and makes a unique holiday gift. Couples who got engaged at the old Melting Pot restaurant can purchase a sweetheart brick with their names and engagement or wedding date inscribed on the brick. Groups of bricks are also available.

Your donation will help stock the Matheson Library & Archives with tables, chairs, shelving, and storage racks; and purchase state-of-the-art scanners, computers and other technology to help staff and researchers preserve and interpret the history of Alachua County and its environs.

Your donation is tax deductible. Please call 352-378-2280 or email executivedirector@mathesonmuseum.org for more information.



HOLIDAY OPEN HOUSE & LOCAL AUTHOR BOOK SIGNING

Back by popular demand: the annual Holiday Open House & Local Author Book Signing! Stop by the Matheson History Museum on **Thursday, December 8, 2016 from 6 to 8 p.m.** for a festive holiday open house and book signing by a variety of local history and environmental writers. The annual Christmas cookie contest will return with celebrity judges. Refreshments will be served.

SPOILER ALERT: A special appearance by **Marjorie Kinnan Rawlings** is anticipated. Copies of *Cross Creek* and *Cross Creek Cookery* will be available for purchase at a special table operated by Friends of the Marjorie Kinnan Rawlings Farm, which is preparing to celebrate the 75th anniversary of these two classic Rawlings books in 2017. All other authors are encouraged to offer a 20 percent discount on books. The Matheson will offer a 20 percent discount on books and all other items in the gift shop. Members will receive a discount of 25 percent during this special holiday event. Get a head start on your holiday shopping with books on local and Florida history and the environment written and *signed* by local authors! Call 352-378-2280 to register to enter the Christmas cookie contest. Local authors interested in participating in the book signing should send a brief bio to executivedirector@mathesonmuseum.org.

Many thanks to our 2016 members! Please check the address label for your dues due date.

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Florida Revealed blog
<http://floridarevealed.tumblr.com>



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