



## Matheson History Museum Newsletter

### Exciting and Innovative Exhibitions Coming in 2019

By Joanna Grey Talbot *Marketing Director*

2019 is shaping up to be another stellar year of innovative exhibitions and programs. Our current exhibition, *Gators and Beyond: A Sports History of Alachua County*, will close in February. *Gators and Beyond* explores the county's lesser known sports history from the East Florida Seminary to the Gainesville G-Men baseball team. We are very grateful to the Rick and Barbara Anderson Fellowship for funding the exhibition.

We will miss it but we're equally excited for the exhibition that will take its place. *Gainesville's Modern Landmarks: Celebrating our Mid-Century Architectural Past [1945-1975]* will open on March 21 and is being created in partnership with Gainesville Modern. This exhibition explores the innovative architecture and suburban neighborhoods that transformed the city at mid-twentieth century and current efforts to preserve them. Following that exhibition the *McCarthy Moment: The Johns Committee in Florida* exhibition will open this summer and will discuss the difficult history of the Florida Legislative Investigative Committee, better known as the Johns Committee. Beginning in 1958 the committee began investigating homosexual students and professors at the University of Florida.

We will also be offering a unique experience the weekend of March 1-3. The Matheson will be hosting the *My Lai Memorial* traveling exhibit as part of the weekend



-long program *Lessons on the Cost of War*. We are partnering with the Veterans for Peace Gainesville Chapter 14 and UF's Samuel Proctor Oral History Program to commemorate the 50th anniversary of the Vietnam War. The weekend will include panel discussions with Scott Camil, Dr. Paul Ortiz, and more. Please turn to page 4 for the complete schedule of events. *Due to the graphic nature of some of the exhibit panels it is recommended that children younger than high school age not attend.*

Marty Hylton, a member of the Matheson Board and current president of Gainesville Modern, offers a preview of the fascinating *Gainesville's Modern Landmarks* exhibition.

#### How do you define mid-century modern?

Mid-century modern architecture represents a departure from traditional building types and forms, functionally driven plans, integration of the arts and design disciplines, and use of manufactured and prefabricated materials and technologies. However, mid-century modern architecture were not aesthetically coherent, rather there was a variety of architectural expressions and styles. In the decades that followed the Second World War, Florida and Gainesville became an incubator for innovative and experimental modern architecture that represented the optimism and progress that has come to define the period.

*Continued on page 2*



Peggy Macdonald, Ph.D.—Executive Director

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Continued from page 1

## 2) Why is historic preservation important?

Every great city in the world uses historic preservation as a tool for smart growth and development. Rehabilitating and adaptively using existing buildings economically benefits communities in a variety of ways while helping them retain their sense of place.

## 3) What can visitors expect from this exhibition?

Visitors will gain an understanding of the role modern architecture played in transforming Gainesville's built environment in the mid-century period and the neighborhoods and buildings that have been identified as being potential historic districts or individual landmarks.

## ARTICLES IN LOCAL PUBLICATIONS

Matheson staff members frequently write about Alachua County's history for local publications.

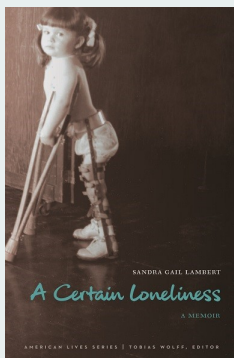
- Peggy Macdonald, Executive Director, has a regular column in *Gainesville Magazine* entitled "Past Tense" and writes for *Our Town* magazine and *Senior Times* magazine.
- Joanna Grey Talbot, Marketing Director, has four upcoming local history articles in *HOME Magazine*. Her blog, *Florida Revealed*, was recently featured in the Journal of Florida Studies.



**Endel & Brothers store in downtown Gainesville**

### 2019 MEMBERSHIP GIFT

We are excited to announce that the 2019 Membership Gift will be a copy of Sandra Gail Lambert's memoir *A Certain Loneliness*. As fellow Gainesville author Lauren Groff said, "This book is an act of tremendous beauty." Join or renew at the Contributor membership level (\$100) or higher and receive this moving memoir.



## THE AMAZING GIVE

March 20 - 21, 2019

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COMMUNITY FOUNDATION  
of North Central Florida

**Save the date!**

**March 20 at 6pm to March 21 at 6pm**

**Stay tuned for more information!**



## MATHESON HAPPENINGS

On November 2nd we welcomed members and supporters to the Matheson for the *Founding Families Gala*. The evening included honoring families who contributed unique and important firsts to the history of Gainesville and Alachua County: Coach Steve Spurrier, the Mickle Family, the Pound Family, and the Carr Family. *Images courtesy of Red Hot Pepper Studio.*



On October 20th we hosted the annual Matheson Antique, Vintage Floridiana, and Rare Book Sale. We will be moving the Floridiana Show back to January so there will not be a show in 2019. The next show will be in January 2020. *Image courtesy of Red Hot Pepper Studio.*



## VOLUNTEER OPPORTUNITIES

### Image and Document Scanning

We need assistance with the scanning of images and documents in our archives. Training will be provided.

### Oral History Projects

We are looking for volunteers who are interested in either the transcribing of oral history interviews or the conducting of oral history interviews. Training will be provided.

For more information about these opportunities please contact us at 352-378-2280 or [curator@mathesonmuseum.org](mailto:curator@mathesonmuseum.org).

## SEEKING ARTIFACTS

We are always on the look out for artifacts pertaining to Alachua County's history. Do you have photographs, yearbooks, sports memorabilia, newspaper clippings, or community organization files that you would be willing to donate?

If so, please contact our Curator of Collections Kaitlyn Hof-Mahoney at [curator@mathesonmuseum.org](mailto:curator@mathesonmuseum.org) or 352-378-2280.

## CURRENT EXHIBITIONS

### ***Gators and Beyond: A Sports History of Alachua County***

#### **Main Exhibit Hall**

**CLOSING IN FEBRUARY**

From the earliest days of the East Florida Seminary up to today when the Gators dominate, sports have always been part of the fabric of Alachua County. However, there is more to the story than just the University of Florida. *Gators and Beyond: A Sports History of Alachua County*, examines lesser known sports teams like the G-Men baseball team and the Fighting Terriers of Lincoln High School alongside stories like the first female cheerleader at UF.



**East Florida Seminary Girls  
Basketball Team, 1903**

This exhibit was made possible by a gift from Rick and Barbara Anderson.

### ***Finding the Fountain of Youth: Exploring the Myth of Florida's Magical Waters***

#### **Mary Ann Cofrin Exhibit Hall**

**CLOSING SUMMER 2019**

This exhibit is based upon Rick Kilby's award-winning book, *Finding the Fountain of Youth: Ponce de Leon and Florida's Magical Waters*. The former traveling exhibit was created by the Florida Museum of Natural History and was donated to the Matheson by author Rick Kilby. The exhibit examines how the legend of Ponce de Leon's quest for restorative waters shaped the Sunshine State's image as a land of fantasy, rejuvenation and magical spring-fed waters.

### ***Sarah Hamilton Matheson mini-exhibit***

In this mini-exhibit, we honor one of our founders: Sarah Hamilton Matheson. Born in 1901, Sarah earned a Master's Degree in a time when it was unusual for women to go to college at all. Sarah moved to Oklahoma, where she taught at the Oklahoma Presbyterian College and married Christopher Matheson. After Chris retired from the ministry, the couple returned to his family home in Gainesville. Sarah fell in love with Gainesville and spent the rest of her life here, even after Chris passed away. She filled the Matheson House with treasures from her trips around the world, many of which are still on display. This mini-exhibition features artifacts and documents from throughout Sarah's long life.



**Sarah's passport**

### **Lessons on the Costs of War**

#### ***My Lai Memorial Exhibit***

**March 1—3**

Friday:

11 a.m. - 7 p.m. — My Lai Memorial Exhibit opens at the Matheson History Museum  
7 p.m.— Screening of film *Winter Soldier*; Q&A with Scott Camil afterwards

Saturday:

11 a.m. - 4 p.m. — Exhibit open  
2 p.m. — Panel discussion on the My Lai massacre moderated by Dr. Paul Ortiz, director of the Samuel Proctor Oral History Program

Sunday:

11 a.m. - 4 p.m. — Exhibit open  
2 p.m. — Panel discussion--The Cost of War



## UPCOMING PROGRAMS

### **An African American History of Alachua County**

with Lizzie P. R. B. Jenkins

Thursday, February 7, free tickets via Eventbrite.com

This program is **SOLD OUT** but the Samuel Proctor Oral History Program will be filming it. The video will be made available via the SPOHP website.

### **Cypress Gardens: America's Tropical Wonderland**

With Lu Vickers

Saturday, February 9

4pm - FREE

### **Oh, Florida!**

with Craig Pittman

Saturday, February 23

4pm - FREE

### **Land of La Chua**

Dance Alive National Ballet at UF's Phillips Center

Friday, March 1

7:30pm—\$15-\$45

The Matheson contributed images of historic Alachua County for this unique celebration of the 150th anniversary of the incorporation of Gainesville.

### **Lessons on the Cost of War—Exhibit and Programs**

with the Veterans for Peace Gainesville Chapter 14 and UF's Samuel Proctor Oral History Program

Friday, March 1 - Sunday, March 3

FREE

### **Opening Reception for *Gainesville's Modern Landmarks: Celebrating Our Mid-Century Architectural Past [1945-1975]***

Thursday, March 21

5:30pm - FREE

### **Re-Evaluating Women's Page Journalism in the Post-World War II Era: Celebrating Soft News**

with Kim Voss

Saturday, March 16

2pm - FREE

### **Civil War Places: Seeing the Conflict Through the Eyes of its Leading Historians**

with Matt Gallman

Thursday, April 11

6pm - FREE

### **Four Florida Roads: Bellamy Road, Tamiami Trail, U.S. 301 and I-95**

with James Williams

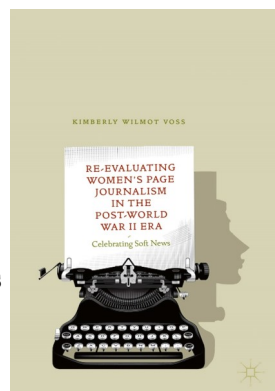
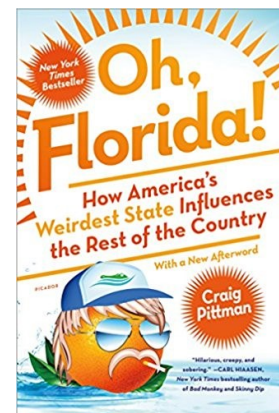
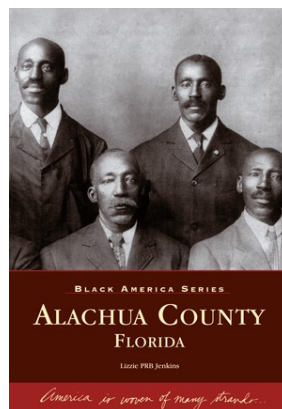
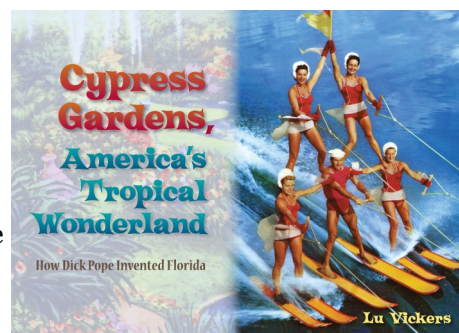
Saturday, May 11

2pm - FREE

### **Cassadaga: Speaking of the Dead**

with Gary Monroe

Saturday, May 18; 2pm - FREE



## Rochelle, Florida

By Joanna Grey Talbot

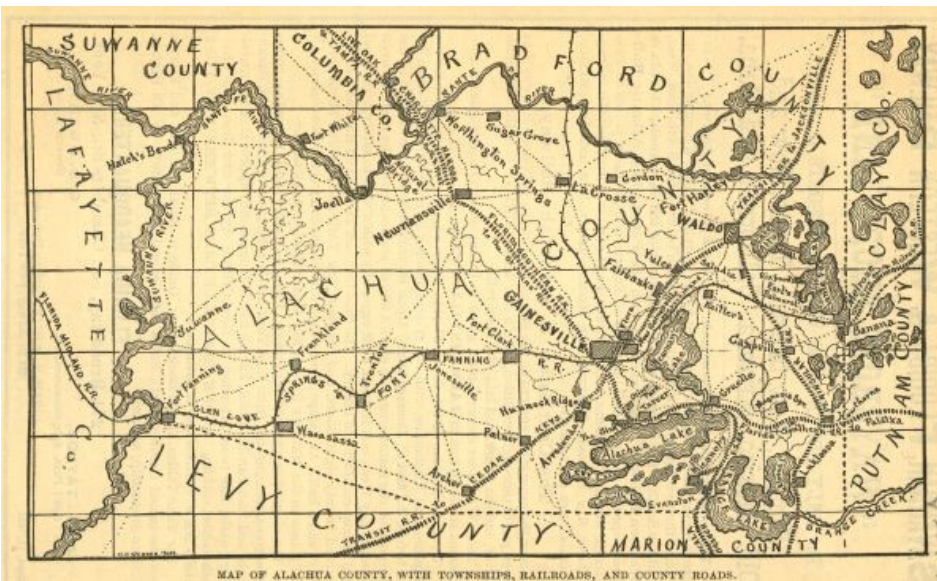
A few minutes south of Windsor is a forgotten town that has many stories to tell. The former town of Rochelle is located at the crossroads of County Roads 234 and 2082.

Like Windsor, the area was first settled by farmers and plantation owners in the 1840s. Madison Starke Perry, who would go on to serve as governor of Florida, owned 3,000 acres in what was first known as Perry Junction. He had moved from South Carolina in 1847 to start a cotton plantation. Governor Perry died in 1865 and is buried in the Oak Ridge Cemetery in Rochelle, the second oldest cemetery in the county. He had donated the land for the cemetery in 1854. The oldest section is furthest from the entrance because the road used to pass on the east side. The present entrance area served as a burying ground for African American residents.

In 1881 the town was renamed Gruelle in honor of N.R. Gruelle, the original surveyor of the Florida Southern Railroad. The next year the railroad line from Palatka to Ocala was constructed with a stop in Rochelle, ensuring the town's growth for the foreseeable future. Later the town would also be on the main line of the Plant Railroad System between Jacksonville and St. Petersburg.

Due to the railroad and the thriving citrus and farming industries, the town began to grow and on March 22, 1884, a post office was established there. On August 11, 1884, the town was renamed in honor of Mrs. Perry's family, the Rochelles.

By the 1880s the town population was approximately 175. It was described by Carl Webber in Eden of the South (1883) as "a thriving little town, about 10 miles from Gainesville. [It] has a hotel, two or three stores, a saw-mill, an express-office, etc. It is surrounded by some of the most prolific vegetable farms in this section. It is quite near Newnan's Lake."



**1883 Map of Alachua County showing the town of Gruelle,**  
*courtesy of the Matheson History Museum collection*

In 1885 Sallie Perry, daughter of Madison and Martha Perry, donated the land for a new school for the local white children. It was named in honor of her mother – the Martha Perry Institute. The building was two stories with two classrooms on the first floor and the music room, balcony, and bell tower on the second floor. The school's first teacher was Clem Hampton of Georgia and there were 32 students enrolled during its first year. The Institute building served as a school until 1935. The building still stands, and it was added to the National Register of Historic Places in 1973. This year it was named as one of the "11 to Save" by the Florida Trust for Historic Preservation along with the Trinity Methodist Church (built 1890).

African American students met in a former church, which was described as "very poor and unimproved with stove or chimney, though the trustees promise a stove soon." In 1885 there were 37 students enrolled and the teacher was Frank J. Story.

Unfortunately, the great freeze of 1894-95 decimated the citrus industry and precipitated the beginning of the end for Rochelle. The citrus industry moved further south but the farming industry continued. In 1914 an article in the Gainesville Sun discussed the town's farmers who had "already shipped eight railroad cars of beans. Other crops planted and expected to begin shipping soon were watermelons, cantaloupes, sugar, corn, tomatoes, squash, and seven acres of cotton."

*Continued on page 7*



By the 1940s the population declined significantly with the continued growth of Gainesville. Postal service was moved to Gainesville in 1945. Although there is no longer a visible town center, a small population still lives in the area today.



OPERA—LILLY BELL.

**MARTHA PERRY INSTITUTE.**

*Tuesday Evening, April 14th, 1896.*

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**CHORUS OF FAIRIES AND NAIADS.—**

<p>Salie Adams, Mattie Adams, Mamie Adams, Lillie Thomas, Annie Guthrie, Mary Guthrie, Mabel Zetrouer, Maudie Zetrouer, Baby Zetrouer, Winnie Tucker, May Tucker, Cora Jolly, Alma Grace, Stella Penn, Maud Coulter, Pearl Coulter, Hagar Zetrouer, Agnes Zetrouer, Pat Zetrouer, Georgia Zetrouer, Lola Zetrouer, Fannie May Perry, Mauda Perry, May Tillis, Della Strunge, Alice Thomas, Lizzie Tucker, Annie Coulter, Ada Odum.</p>	<p>Titanis, Queen of the Fairies..... Miss Zola Jolly.  Lilly Bell, Queen's Favorite..... Miss Nannie Grace.  Thistledown, A Rival..... Miss Vellie Grace.  Horrocks..... Miss Mabel Zetrouer.  Endora, Naiad Queen..... Miss Cyllie Kennedy.  Silver Spray..... Miss May Tucker.</p>
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**PROGRAMME.**

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**ACT I. OVERTURE.**

Chorus..... "Fairies Hither Come."  
Quintette..... "Beautiful Twilight."  
Recitation—Aria..... "Oh Love, Thou Wondrous Power."  
Duet..... "Have Mercy, Have Pity!"  
Lilly Bell and Thistledown.  
Chorus..... "Hail, Hail, Titania."  
Aria—"O Would I Were a Fairy."  
Aria and Chorus—"To Part From Thee is Bitter Fate."  
Lilly Bell.

**ACT II.**

Arietta..... "I'd Have My Love A Prince of Blood."  
Thistledown.  
Aria—"Lonely, Sad, Forsaken."  
Duet..... "Have Me—O, Have Pity."  
Endora and Lilly Bell.

**ACT III.**

Solo and Chorus..... "Fairies, Hither Come."  
Thistledown and Fairies.  
Chorus..... "Hail, All Hail! Sweet Lilly Bell."  
Solo and Chorus—"Tis Lilly Bell."  
Quintette..... "My Bosom Thrubs with Pleasure."  
Titanis, Endora, Lilly Bell & Thistledown.  
Finale—"The Culprit has returned." By the Troupe.

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**—\* ARGUMENT. \***

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LILLY BELL, the favorite subject of TITANIA, the Fairy Queen, while wandering outside of Fairyland, falls in love with a mortal, which is a violation of the laws of the realm. Her crime is discovered by Thistledown, who is jealous of her. In spite of Lilly Bell's pleadings, Thistledown makes known her fault to Titania, who, loth to banish her, imposes as a punishment the task of solving three riddles—allowing her return when she accomplished her task. While searching for the answers, she visits Endora, the Naiad Queen of another dominion, who in turn, gives Lilly Bell the answers to the riddles.

In the meantime Thistledown, whose feminine curiosity was greatly excited by Lilly Bell's account of her experience in love, and feeling a little ashamed of her conduct in the affair, starts out on an exploring expedition to see how Lilly Bell is getting along, and partly to see what this wonderful love is that has had so great a power over her. Poetic justice of course, decrees that she should fall into the hands of wicked spirits, who so torment and plague her that she is ready to faint with exhaustion, when, Lilly Bell, who is returning to her home with Endora, forgetting the injuries received, comes to the rescue, and the three Pys seek Titania in triumph with answers to the riddles: To the first, Fire and Water; second, Telegraphy; third, The Sun.

Arriving at the court of Titania, great festivities and rejoicings take place, and the curtain falls on a happy scene.

**CLOCKWISE, starting at top left: The Croxton family Christmas celebration in Rochelle, 1892, courtesy of the State Library & Archives of Florida; Martha Perry Institute building, undated, courtesy of the Alachua County Library District Heritage Collection; Students of the Martha Perry Institute, 1901, courtesy of the Matheson History Museum collection; Program for the Martha Perry Institute’s production of the operetta Lilly Bell on April 14, 1896, courtesy of the Alachua County Clerk of Court Ancient Records**

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