FF105- A PATCHWORK PANHANDLE

[MUSIC]

[BELLS]

>>NARRATOR: EARLY ON THE MORNING OF NOVEMBER 11, 1918, THE STUDENTS OF FLORIDA STATE COLLEGE FOR WOMEN AWOKE TO ALARM BELLS RINGING THROUGHOUT THE CAMPUS.

THE GREAT WAR WAS OVER.

>>NARRATOR: WHEN THE UNITED STATES HAD ENTERED INTO WORLD WAR I BACK IN 1917, FLORIDA WAS FINALLY RECOVERING ECONOMICALLY FROM THE CIVIL WAR FIVE DECADES BEFORE.

[MUSIC]

NOW THE STATE WAS STARTING TO STITCH TOGETHER THE PIECES OF THE PAST INTO A NEW PATCHWORK OF DESIGNS FOR THE FUTURE.

>>JOE KNETSCH: THE FACT THAT WE STARTED INVESTING MORE IN RAILROADS GOING FROM TALLAHASSEE. WHAT WAS ORIGINALLY THE THOMASVILLE, TALLAHASSEE AND CARRABELLE RAILROAD. WE HAD ONE GOING DOWN FROM TALLAHASSEE DOWN THROUGH TAYLOR COUNTY DOWN TO PERRY. SO YOU HAVE SOME NEW VENUES OF GETTING PEOPLE TO AND FROM THE CAPITAL THAT YOU DIDN’T HAVE BEFORE.

>>NARRATOR: BUT TALLAHASSEE WAS STILL RELATIVELY ISOLATED WHEN COMPARED TO THE REST OF FLORIDA. WHILE SOME FORMER COTTON PLANTATIONS WERE SOLD TO WEALTHY NORTHERN CAPITALISTS FOR QUAIL HUNTING, MOST OF FLORIDA’S RAPIDLY GROWING REAL ESTATE MARKET WAS LOCATED ELSEWHERE.

>>JOE KNETSCH: THE 1920’S WERE BOOM TIMES BUT NOT NECESSARILY IN TALLAHASSEE. MOST OF THE BOOM WAS CONFINED TO THE SOUTH-EAST FLORIDA AND THE TAMPA BAY AREA, ST. PETERSBURG WHAT HAVE YOU. SO YOU DIDN’T GET THAT GREAT OF A BOOST IN THIS AREA.

[MUSIC]

>>NARRATOR: IN THE ANTIBELLUM PERIOD COTTON HAD BEEN KING, BUT NOW, THERE WAS A NEW KING IN GADSDEN COUNTY AND HIS NAME WAS TOBACCO.

>>JOE MUNROE: THE TOWN AND THE HOUSES THAT PEOPLE SEE TODAY IN THE HISTORIC DISTRICT OF QUINCY, FLORIDA CAME ABOUT BECAUSE OF AGRICULTURE. THE ANTEBELLUM HOUSES WITH TOBACCO AND COTTON…AND THEN THESE BIG VICTORIAN HOUSES WITH TOBACCO. AND ALL OF DOWNTOWN, TOBACCO.

>>JOE MUNROE: BY ABOUT NINETEEN THIRTEEN THERE WERE FOUR THOUSAND PEOPLE LIVING IN QUINCY, FLORIDA DUE TO SHADE TOBACCO. THE TOWN SQUARE STARTED BEING REMODELED IN EIGHTEEN EIGHTY-THREE AND BY THE TIME NINETEEN TWENTY-TWO ROLLS AROUND, IT’S A TOTALLY NEW TOWN AND IT’S A TOWN THAT TOBACCO BUILT.

>>DAVID GARDNER: SOMEBODY HAD DESCRIBED IT AS THE MOST COSMOPOLITAN SMALL TOWN IN THE SOUTH BECAUSE OF THE NORTHERN INFLUENCE AND PEOPLE COMING FROM ALL OVER THE WORLD, TIED TO THE TOBACCO INDUSTRY.

>>DAVID GARDNER: SHADE TOBACCO PRODUCED A THINNER, BETTER, HIGHER QUALITY LEAF…AND AROUND, I BELIEVE THE EARLY PART OF THE CENTURY THEY STARTED USING A CLOTH AND IT WAS A WHITE CLOTH. AND THAT WHITE CLOTH STAYED THERE UNTIL, I BELIEVE IN THE LATE FIFTIES, EARLY SIXTIES AND THEN IT BECAME A YELLOW CLOTH. THE SHADE TOBACCO INDUSTRY IS VERY CAPITAL INTENSIVE AND WITH THAT COMES THE TIMBER INDUSTRY, LUMBER INDUSTRY USED TO BUILD WAREHOUSES AND BARNS AS WELL AS THE TOBACCO SHADE FENCE POSTS. YOU NEEDED WIRE, YOU NEEDED STRING, YOU NEEDED TO CLOTH THE WORKERS, YOU NEEDED FOOD, IT WENT ON AND ON. SO IT REALLY WAS STRONG, FOR FORTY OR FIFTY YEARS IT DOMINATED THIS PART OF FLORIDA AND REALLY WAS THE SHADE TOBACCO CAPITAL OF THE WORLD.

>>NARRATOR: ALONG WITH THE WEALTH THAT TOBACCO CREATED, CAME THE NEED FOR A SOLID BANK, AND IN QUINCY, FLORIDA THAT BANK WAS THE QUINCY STATE BANK.

>>DAWN MCMILLAN: THE QUINCY STATE BANK STARTED IN THE LATE EIGHTEEN HUNDREDS AND THE FIRST SHAREHOLDERS OF THE BANK, SEVERAL OF THEM WERE CIGAR MEN ALONG WITH THEIR WIVES, THEY WERE FROM NEW YORK, AND ALSO GEORGE LEWIS, OF TALLAHASSEE WHO, THE LEWIS STATE BANK. BUT IT WAS THE FIRST CHARTERED…STATE CHARTERED BANK.

>>JOE MUNROE: THROUGHOUT ITS HISTORY THERE WAS ALWAYS ONE OTHER BANK IN TOWN BUT THEY JUST NEVER, I THINK, ACHIEVED THE PROMINENCE THAT THE QUINCY STATE BANK DID.

>>NARRATOR: MARK "MR. PAT" MUNROE BECAME PRESIDENT OF THE QUINCY STATE BANK IN 1893 AND WOULD SERVE IN THAT ROLE FOR ALMOST 50 YEARS AND HE IS AT THE HEART OF THE MUCH TALKED ABOUT COCA-COLA CONNECTION TO QUINCY, FLORIDA.

>>JOE MUNROE: W.C. BRADLEY WAS AN ENTREPRENEUR AND A CONTEMPORARY OF MR. PAT MUNROE’S AND BECAUSE OF THE TRADING RELATIONSHIP AND THE BUSINESS RELATIONSHIP BETWEEN COLUMBUS, GEORGIA AND GADSDEN COUNTY, BOTH MEN BECAME MEMBERS OF EACH OTHERS BOARDS, DIRECTORS ON EACH OTHERS BOARDS. AND IN THE PROCESS OF BEING BUSINESSMEN THEY ALSO BECAME VERY GOOD FRIENDS. WHEN COCA-COLA WAS AQUIRED FROM THE CANDLER FAMILY, W.C. BRADLEY BECAME THE FIRST CHAIRMAN OF THE BOARD OF COCA-COLA, WHICH WAS A POSITION HE HELD FOR TWENTY YEARS. I’VE READ, THIS IS IN ROBERT WOODRUFF’S BIOGRAPHY, THAT THERE WAS A BANK IN FLORIDA THAT HAD AQUIRED A LARGE BULK OF STOCK, THAT HAD A REQUIREMENT, THE BOARD OF DIRECTOR’S HAD PUT IN A REQUIREMENT FOR LOANS MADE AT THAT TIME, THAT ANYONE COMING IN TO BORROW MONEY FROM THE BANK, HAD TO ALSO BUY COCA-COLA. BY THE TIME THE COMPANY WENT PUBLIC IN NINETEEN-NINETEEN, THERE WAS A LOT OF MONEY FLOATING IN GADSDEN COUNTY BECAUSE OF SHADE TOBACCO AND FULLERS EARTH. SO MR. PAT WOULD ACTIVELY ASK HIS CUSTOMERS TO PURCHASE COKE. HE JUST FELT IT WAS A GOOD INVESTMENT. SO PEOPLE WOULD COME INTO THE BANK, UH, THEY WOULD MAKE A LOAN FOR WHATEVER PURPOSES THEY NEEDED. IT’S IMPLIED THAT HE WOULD STRONG-ARM THEM INTO BUYING COCA-COLA STOCK AT THE SAME TIME. AND THEN HE ALSO BELIEVED IN HOLDING ONTO THE STOCK…I THINK HE SAW THE STOCK PERFORM WELL ENOUGH TO REALIZE THAT THERE WAS A LOT OF OPPORTUNITY, AS LONG AS YOU KEPT THE STOCK. AND AS LONG AS YOU KEPT THE STOCK AND REINVESTED THE DIVIDENDS, HE FELT THAT THAT WAS A FINANCIAL ADVANTAGE FOR THE STOCK BUYERS…TO THE POINT WHERE A ORIGINAL FORTY DOLLAR SHARE OF COCA-COLA FROM NINETEEN-NINETEEN, WITH DIVIDENDS REINVESTED, TODAY IS WORTH OVER NINE MILLION DOLLARS.

>>NARRATOR: BUT THE WEALTH THAT WOULD ACCUMULATE IN GADSDEN COUNTY WASN'T LIMITED TO TOBACCO AND COCA-COLA INVESTORS. AT THE SAME TIME THAT SHADE TOBACCO STARTED BOOMING, FULLER'S EARTH WAS DISCOVERED.

>>DAWN MCMILLAN: WHAT THEY FOUND IN GADSDEN COUNTY WERE MILLIONS OF TONS. THIS VEIN IS THE LARGEST VEIN IN THE WORLD. WHY IT’S SO VALUABLE TODAY, IS BECAUSE IT BLEACHES AND CLEARIFIES PETROLEUM OILS AND ALSO COOKING OILS, ANIMAL FAT AND MINERAL OILS. AND WITH THE INTRODUCTION OF THE AUTO MOBILE, THE FULLERS EARTH BECAME VERY, VERY VALUABLE BECAUSE OF CLEARIFYING THE AUTOMOBILE OIL. RIGHT NOW IT’S BEING MINED, IT’S ALL THE WAY UP THROUGH MOULTRIE, GEORGIA. IT’S A HUGE VEIN, IT’S OVER A HUNDRED YEARS THAT THEY’VE BEEN MINING AND THEY’RE STILL TAKING THE CLAY OUT. IT’S EIGHTY PERCENT OF THE WORLD PRODUCTION OF FULLERS EARTH IS RIGHT HERE IN GADSDEN COUNTY AND DECATUR COUNTY GEORGIA.

[MUSIC]

>>NARRATOR: NEW BUSINESS OPPORTUNITIEWS OPENED UP FOR MANY WITH THE ARRIVAL OF PROHIBITION IN 1920. OF COURSE, ALMOST ALL OF THE COUNTIES IN NORTH FLORIDA HAD BEEN DRY SINCE THE EARLY PART OF THE CENTURY.

>>DALE COX: THEY WERE DRY COUNTIES BUT THEY WERE PRODUCING LIQUOR AT A PRETTY GOOD RATE. THEN PROHIBITION CAME AND CREATED A PRETTY GOOD COMMERCIAL MARKET FOR THEIR PRODUCT. AND THESE GUYS BY THIS POINT WERE PROBABLY AS GOOD OF WHISKEY MAKERS AS THEY WERE IN THE COUNTRY. SOME WERE MAKING RUM, SOME WERE MAKING AGED WHISKEY, YOU HAD OTHERS WHO WERE JUST CHURNING IT OUT AS FAST AS THEY COULD GO.

>>JOE KNETSCH: THE NICE COASTLINE WE HAVE HERE MAKES IT EASIER TO SMUGGLE MATERIALS IN… AS IT ALWAYS HAS… SO AS A RESULT A LOT OF SMUGGLING BOOZE IN… PRIMARY FROM CUBA. BUT SOMETIMES THE BAHAMAS AND FLORIDA STRAIGHTS AND WHAT HAVE YOU. NOT ONLY THE COAST, BUT ALSO DON’T FORGET THE APALACHICOLA RIVER COMES DOWN FROM GEORGIA AND OTHER PLACES THAT ARE EASIER ACCESS YOU MIGHT SAY. AND THAT MAKES ENFORCEMENT EVEN HARDER.

>>DALE COX: YOU HAD A TRANSPORTATION ROUTE, YOU HAD A PRODUCT AND YOU HAD A MARKET FOR IT. THAT’S FREE ENTERPRISE. IT WAS EMPLOYING THOUSANDS OF PEOPLE; THEY WERE MAKING MONEY OF IT. THIS WAS A HARD TIME ECONOMICALLY. MY FATHER SAID THAT WE NEVER NOTICED THE DEPRESSION GETTING HERE BECAUSE WE WERE ALREADY DEPRESSED.

>>NARRATOR: OTHER BUSINESS IDEAS FOCUSED ON THE NATURAL RESOURCES OF THE STATE. LUMBER HARVESTING WAS A HUGE ECONOMIC ENGINE IN THE NORTH.

>>JOE KNETSCH: ORIGINALLY THEY CLEAR CUT. BUT AS THE 1920’S AND 30’S THEY START REALLY REALIZING THAT MAYBE THEY MADE A MISTAKE. WE NEED TO DO REFORESTATION. THE PURPOSE OF THE APALACHICOLA FOREST WAS A REFORESTATION PROJECT.

>>NARRATOR: PEOPLE HAD LONG BEEN FISHING FLORIDA’S PANHANDLE COAST. THROUGH THE APALACHEE AND APALACHICOLA BAY AREAS, SEIN, AND OYSTER FISHING WERE COMMON BUT NOW FISHING FOR FOOD WAS READY TO BECOME FISHING FOR BUSINESS…AND IN THIS PART OF FLORIDA THE ST. ANDREWS BAY AREA WOULD LEAD THE WAY.

>>WINSTON CHESTER: IT STARTED ON THE WATERFRONT, OK, THEY ALL STARTED ON THE WATERFRONT. PANAMA CITY EXPANDED FROM THE WATERFRONT, INLAND. SAINT ANDREWS STARTED ON THE WATERFRONT AND WENT INLAND. THE BIGGEST THING THAT HAPPENED HERE, WE HAD AN ICE PLANT THAT WAS BUILT AND THAT WAS THE KEY TO THE WHOLE THING. THEY WOULD MAKE TWO HUNDRED POUND BLOCKS AND NOW THE FISHERMEN COULD PUT A BLOCK OF ICE ON THEIR BOAT, THEY COULD GO OUT INTO THESE SEAS AND THEY COULD STAY THREE OR FOUR DAYS. WHERE IN THE PAST THEY HAD TO RUN OUT THERE AND CATCH A FISH WITH A NET OR A HANDLINE, BRING IT IN AND HOPE IT WOULDN’T SPOIL. BUT ONCE THOSE ICE PLANTS GOT BUILT, THAT OPENED THE DOOR FOR AN ENORMOUS FISHING INDUSTRY TO GET ESTABLISHED. WE’RE TALKING ABOUT BOATS GOING OUT FISHING FOR THE RED SNAPPER AND GROUPER. SAILING BY THE WIND, THAT WAS WHAT THEY COUNTED ON ALL THROUGH THE TWENTIES AND THIRTIES AND THEN SLOWLY THE ENGINES TOOK PLACE OVER THE SAILS BUT EVEN IN NINETEEN THIRTIES, THESE FISHING SCHOONERS WOULD RELY ON THOSE SAILS…AND IT GOT TO WHERE REALLY, THE ONLY TIME THEY USED THAT GASOLINE ENGINE WAS WHEN THEY CAME IN TO DOCK…AND SO THEY WANTED TO DOCK UP, AND SO THEY TOOK THE SAILS DOWN AND SORT OF JUST MANUAVERED THE BOAT ALONG SIDE THE DOCK SO THEY COULD UNLOAD. IN THE NINETEEN TWENTY-FIVE, TWENTY-SIX THEY STARTED GETTING SOME TWO WAY RADIOS ON THE BOATS SO THEY COULD TALK BACK AND FORTH FROM SHORE, SEVERAL MILES OUT. THAT WAS A BIG DEAL BECAUSE THEY COULD GET A WEATHER REPORT AND LET THE CAPTAINS KNOW. SO THAT WAS A BIG DEAL GETTING THAT COMMUNICATIONS. C.J. BRYAN CAME DOWN FROM NORTH CAROLINA AND HE WASN’T A FISHERMAN BUT HE WAS A SMART MAN. HE WAS THE FIRST ONE TO OPEN UP THE ATLANTA MARKET, THE NORTH CAROLINA, CHARLOTTE MARKET, PLACES LIKE THAT. HE HAD A GROUP OF RESTAURANTS AND FISH HOUSES THAT HE COULD ACTUALLY TELEGRAPH AND SAY MY BOATS ARE COMING IN FRIDAY, SEND ME YOUR ORDER. THEY’D TELEGRAPH BACK, YOU KNOW, I NEED FOUR HUNDRED POUNDS OF SNAPPER, FOUR HUNDRED POUNDS OF GROUPER…AND THEY’D PACK IT IN ICE AND PUT IT ON THAT TRAIN AND TAKE OFF. AND HE BUILT, HE MADE A FORTUNE…BUT WHAT YOU GOT TO REMEMBER, WEATHER. YOU GOT TO REMEMBER WE HAD NO GUARANTEE OF HAVING A PERFECT SUMMER AND A PERFECT FALL…AND HERE ALONG THE GULF COAST YOU NEVER KNOW WHEN THAT HURRICANE IS GOING TO COME ABOUT. YOU ALSO HAD A FISHING INDUSTRY WITH THE SEIN NET FISHERMEN AND WHAT THEY DID, THEY HAD HUGE, HAD HUGE NETS AND THEY WOULD CATCH SOMETIMES TWENTY-FIVE, THIRTY THOUSAND, I HAVE A RECORD WHERE SOME OF THEM AT TIMES CAUGHT FIFTY AND SIXTY THOUSAND POUNDS OF MULLET. AND ONCE THEY GOT THEM IN THERE IN THE NET, THEY JUST HAD TO STOP. AND THEY COULD NOT PULL THE NET BECAUSE THE NET WAS SO HEAVY, IT WAS FULL OF FISH. SO WHAT THEY HAD TO DO, THEY THREW NETS IN THERE AND BROUGHT SOME OUT WITH LITTLE CAST NETS, BROUGHT THEM OUT, THEY HAD SHOVELS WHERE THEY SHOVEL THEM OUT AND THROW THEM UP THERE…THEY WOULD HAVE THOUSANDS AND THOUSANDS OF POUNDS OF MULLET. BUT IN THE NINETEEN THIRTIES, NINETEEN TWENTY-SEVEN, MULLET WAS SELLING FOR TEN CENTS A POUND, SO YOU CAN SEE THEY DIDN’T MAKE A LOT OF MONEY OFF OF IT.

>>NARRATOR: THE MONEY TROUBLES OF GREAT DEPRESSION STARTED SOONER RATHER THAN LATER IN FLORIDA. A 1926 HURRICANE DEVASTATED MIAMI. HUNDREDS DIED, THOUSANDS WERE HURT, AND THOUSANDS MORE WERE HOMELESS... THE BOOMING REAL ESTATE MARKET THERE SANK LIKE A STONE.

>>DALE COX: WHEN YOU HAVE AN ECONOMIC COLLAPSE IN PART OF THE STATE IT IMPACTS THE WHOLE STATE AND IMPACTS THE TAX MONEY COMING TO TALLAHASSEE. IT IMPACTS EVERYTHING.

>>NARRATOR: BY THE TIME THE STOCK MARKET CRASHED IN 1929, THE HARD TIMES WERE ALREADY IN FLORIDA. MANY BANKS STARTED TO GO UNDER.

>>JOE KNETSCH: THERE WERE RUNS ALL OVER STATE OF FLORIDA. FOR A WHILE, THEY WERE ABLE TO SWITCH SOME ASSESTS AROUND AND BAIL THEM OUT, BUT LATER ON. THE RUNS WERE JUST TOO MUCH. WE HAD A LARGE NUMBER OF BANK FAILURES IN FLORIDA. ALMOST EVERY MAJOR CITY OR LARGE CITY HAD A BANK FAILURE. EVEN SOME OF THE SMALLER ONES TOO.

>>JOE MUNROE: THE QUINCY STATE BANK NEVER CLOSED. AS MY FATHER SAID THERE WAS A TABLE SET UP IN THE FRONT WINDOW AND ALL THE ASSESTS OF THE BANK WERE PLACED ON THE TABLE WITH AN ARMED GUARD. SO THAT PEOPLE COULD GO PAST THE BANK AND REALIZE THAT HE HAD THEIR ASSETS THERE. IT CALMED PEOPLE DOWN SO THERE WAS NEVER A RUN ON THE BANK.

>>JOE KNETSCH: MOST PEOPLE TRIED TO GROW HOME GARDENS. PEOPLE COULD INDEED HAVE ACCESS TO EGGS, PLANTS, CATTLE, MEAT. THAT KIND OF THING. MORE SO IN TALLY AND THIS AREA, GADSON COUNTY, MADISON COUNTY JEFFERSON COUNTY WHERE WE ARE RURAL SO AS A RESULT YOU DID NOT HAVE THE STARVATION THAT YOU HAD IN OTHER PARTS OF FLORIDA THAT DON’T HAVE THE BEAUTIFUL SOIL AND THE RED HILLS.

>>NARRATOR: STILL, TIMES WERE TOUGH. PRESIDENT FRANKLIN ROOSEVELT’S NEW DEAL PROGRAMS BROUGHT AN ALPHABET OF AGENCIES TO THE AREA. ROADS WERE PAVED, BRIDGES WERE BUILT AND WATER AND SEWER SYSTEMS REPLACED WELLS AND SEPTIC TANKS IN MANY AREAS.

>>JOE KNETSCH: THESE WERE THE KINDS OF THINGS GOING ON. INFRASTRUCTURE. THINGS THAT MADE PEOPLE’S LIVES SAFER AND BETTER. BETTER ROADS SIDEWALKS YOU NAME IT. THOSE KINDS OF THINGS WERE THE MAJOR FOCUS OF THE WPA, AND PWA AND THE CCC.

>>NARRATOR: THE CIVILIAN CONSERVATION CORPS HELPED GROW FUTURE TOURISM. THEY BUILT TRAILS, CABINS AND OTHER STRUCTURES THAT WE STILL SEE TODAY AT STATE PARKS THROUGHOUT FLORIDA. MANY BUILDINGS ALSO GREW OUT OF WPA PROJECTS LIKE THE CURRENT U.S. BANKRUPTCY COURTHOUSE AND TALLAHASSEE’S LEON HIGH SCHOOL. AT FLORIDA STATE COLLEGE FOR WOMEN, NEW DEAL DOLLARS BUILT LANDIS HALL. THE NEW DORM WAS NEEDED BECAUSE MORE FLORIDA FAMILIES WERE TAKING ADVANTAGE OF THE FREE TUITION OFFERED BY THE STATE COLLEGE.

>>ROBIN SELLERS: PROBABLY A NUMBER OF STUDENTS CAME TO FLORIDA STATE COLLEGE FOR WOMEN WHO WOULD HAVE ORDINARLY GONE TO NORTHERN COLLEGES. A NUMBER OF STUDENTS WHOSE FAMILIES WERE HIT HARD BY THE DEPRESSION WERE NOW TRADING SURPLUS WHAT THEY GREW PERHAPS ORANGES OR SOMETHING LIKE THAT FOR THEIR DAUGHTERS ROOM AND BOARD. THE UNIVERSITY, THE COLLEGE ITSELF WAS PRETTY MUCH SELF-FEEDING. IT HAD ITS OWN FARM. IT HAD ITS OWN DAIRY, IT HAD ITS OWN GARDENS AND IT HAD SPECIAL FOOD RELATIONSHIPS WITH SEAFOOD DISTRIBUTORS AND THINGS LIKE THAT. SO IT WAS IMPACTED BUT NOT TO THE EXTENT THAT ANYONE WAS SUFFERING.

>>NARRATOR: DURING THE 30’S, FLORIDA AGRICULTURAL & MECHANICAL COLLEGE ALSO GREW IN NUMBERS OF STUDENTS AND BUILDINGS. BUT IN THE 1920’S THE COLLEGE WENT THROUGH A DIFFERENT KIND OF METAMORPHOSIS.

SINCE ITS FOUNDING IN 1887, FAMC HAD DEVELOPED A SOLID CLASSICAL LIBERAL ARTS CURRICULUM. BUT THE STATE WANTED INDUSTRIAL EDUCATION. SO IN 1923, THE BOARD OF CONTROL OUSTED PRESIDENT NATHAN B. YOUNG AND SELECTED FACULTY MEMBER WILLIAM H. A. HOWARD TO CHANGE THE CURRICULUM.

>>REGINALD K. ELLIS: THE BACKSTORY IS THE STUDENTS, ALUMNI AND FACULTY STILL WANTED TO PUSH A CLASSICAL FORM OF EDUCATION. THAT WAS THEIR DESIRE WAS AND THEY KNEW THAT WAS WHAT YOUNG WAS PUSHIGN FOR. WHEN HOWARD WAS APPOINTED ACTING PRESIDENT AS OF JUNE 30. HOWARD DIDN’T UNDERSTAND AND THE LEGISLATURE DIDN’T UNDERSTAND THE TYPE OF BACKLASH THEY WOULD RECEIVE.

>>NARRATOR: AN INCIDENT THAT FALL ESCALATED THE PROTESTS. WHEN A FEMALE STUDENT WAS DENIED SERVICE AT A LOCAL STORE. SHE WAS FLOGGED BY THE OWNER FOR BEING DISRESPECTFUL. WHEN WORD OF THE INCIDENT REACHED HOWARD. HE HAD THE STUDENT AND TWO OTHERS EXPELLED. THE STUDENT BODY REBELLED.

>>REGINALD K. ELLIS: THIS WAS NEW NEGRO MENTALITY COMING OUT OF WWI. THE STUDENTS WANTED THEIR PRESIDENT TO SPEAK UP AND STICK UPFOR THEM. THIS WAS THE TYPE OF ACTIVISM THEY WERE SEEING ACROSS COUNTRY. AND NOW THAT IT IS HAPPENING HERE YOUR PRESIDENT DIDN’T STAND UP FOR THE STUDENTS. IN FACT, HE DISMISSED THOSE STUDENTS AND THE STUDENTS WENT ON STRIKE.

>>NARRATOR: FIRES DESTROYED THREE CAMPUS BUILDINGS, INCLUDING THE MECHANICAL ARTS COLLEGE WHERE HOWARD TAUGHT. HOWARD ASKED THE BOARD, WHICH INCLUDED SECRETARY J.T. DIAMOND, TO FIND HIS REPLACEMENT.

>>REGINALD K. ELLIS: BUT WHEN HE TRIED TO RESIGN INITIALLY, THEY REFUSED HIS RESIGNATION. JT. DIAMOND, AND I QUOTE SAID. IF HOWARD IS ALLOWED TO RESIGN THE QUOTE, “THE CLASSICAL NIGGER WILL WIN” END QUOTE. AND SO IT WAS THE STATE’S IDEA AT THAT POINT, THEY KNEW WHAT TYPE OF EDUCATION THEY WANTED TO PROVIDE FOR AFRICAN AMERICANS IN THE STATE OF FLORIDA AT THAT POINT AND IT WAS CLEARLY NOT LIBERAL ARTS OR CLASSICAL EDUCATION.

>>NARRATOR: IN THE END, A NEW MAN WAS BROUGHT IN AS PRESIDENT… JOHN ROBERT EDWARD LEE, SR … HE SUPPORTED THE INDUSTRIAL EDUCATION PLAN, BUT UNDERSTOOD WHY THE STRIKE HAPPENED.

>>REGINALD K. ELLIS: THIS WAS A VERY UNIQUE TIME IN AMERICAN HISTORY BECAUSE NOW BLACK COLLEGE PRESIDENTS NO LONGER HAVE TO SIMPLY APPEASE THEIR WHITE BENEFACTORS. THEY HAVE TO WALK A TIGHTROPE AND NOW THEY HAVE TO ALSO APPEASE THEIR BLACK CONSTITUENTS, WHETHER ITS THE ALUMNI THE STUDENT BODY, AND YES THEIR FACULTY.

[MUSIC]

ONE OF THE GREATEST THINGS OR ASPECTS ABOUT JRE LEE WAS THAT THE FACT THAT HE WAS ABLE TO WALK TIGHTROPE PROBABLY BETTER THAN THREE PREVIOUS PREDICESORS HE WAS ABLE TO COME IN AND BRING IN THE IDEA OF INDUSTRIAL EDUCATION WHILE CONTINUING TO ALLOW THE IDEA OF A CLASSICAL EDUCATION TO GO ON.

>>NARRATOR: FAMC EXPANDED OVER THE NEXT TWO DECADES AS DID SEVERAL BLACK COMMUNITIES IN TALLAHASSEE. ONE WAS THE ACTIVE FRENCHTOWN ON THE NORTHERN EDGE OF THE CITY.

>>DELAITRE HOLLINGER: WELL FRENCHTOWN WAS ESTABLISHED ALONG WITH THE CITY OF TALLAHASSEE IN EIGHTEEN TWENTY-FIVE. IT RECEIVED ITS NAME FROM THE FRENCH SETTLERS WHO MOVED HERE IN THE EIGHTEEN THIRTIES. WHEN THE SLAVES WERE FREED ON MAY NINETEENTH, EIGHTEEN SIXTY-FIVE, UH THE ONES THAT WERE FREED IN LEON COUNTY AND THE CENTERVILLE COMMUNITY IN TALLAHASSEE SETTLED HERE IN FRENCHTOWN. AND SO AT THAT POINT THEY STARTED BUILDING THEIR OWN HOMES, THEIR OWN CHURCHES, THEIR OWN INSTITUTIONS AND THAT BECAME…AND SO THE FRENCHTOWN AREA BECAME, PRETTY MUCH, WHAT HAS BEEN CALLED THE HEART OF THE BLACK COMMUNITY IN TALLAHASSEE. THE CHURCH WAS REALLY WHERE AFRICAN AMERICANS WENT FOR, NOT ONLY FOR SPIRITUAL NEEDS, BUT THAT WAS ALSO WHERE MANY COMMUNITY MEETINGS WERE HELD CONCERNING A VARIETY OF SUBJECTS. AND THEN CHURCH COULD ALSO BE A SCARY PLACE IN THE COMMUNITY. SOMETIMES KU KLUX KLAN MEMBERS WOULD COME AND SIT DOWN IN THE CHURCHES WHILE YOU WERE WORSHIPING. THEY WOULD MARCH THROUGH THE COMMUNITY IN THE NINETEEN TWENTIES AND MAKE THEIR PRESENCE KNOWN. THE CHURCH AND THE SCHOOL WERE REALLY THE TWO PLACES WHERE THEY WENT FOR A SENSE OF PLACE.

THE ROYAL PALACE AND THE RED BIRD CAFÉ WERE PRETTY MUCH THE MAIN MUSICAL AND FUN ESTABLISMENTS IN THE COMMUNITY IN TERMS OF MUSIC AND NIGHTLIFE. RAY CHARLES MADE FRENCHTOWN HIS HOME BETWEEN NINETEEN FORTY-TWO AND NINETEEN FORTY-FIVE AND OF COURSE THAT WAS ON THE FRINGES OF THE BEGINNING OF HIS CAREER. SO MUCH OF HIS TRAINING CAME FROM, IN THE EARLY STAGES OF HIS CAREER FROM HIM PLAYING AT THE RED BIRD CAFÉ. FAMED MUSICIANS NAT ADDERLEY AND CANNONBALL ADDERLEY, WHO GREW UP IN FRENCHTOWN AND PLAYED AT THE RED BIRD WERE REARED HERE IN THE FRENCHTOWN COMMUNITY AND WENT ON TO PLAY WITH SUCH PROMINENT PEOPLE AS NANCY WILSON AND OTHERS ON THE NATIONAL SCENE.

[STATIC]

>>RADIO ANNOUNCER: LADIES AND GENTLEMEN, THE PRESIDENT OF THE UNITED STATES.

>>PRESIDENT ROOSEVELT: MY FRIENDS, I WANT TO TALK FOR A FEW MINUTES TO THE PEOPLE OF THE UNITED STATES ABOUT BANKING…

>>NARRATOR: THE RISE OF RADIOS IN THE 20S HAD BROUGHT MUSIC AND NEWS INTO MANY HOMES. IN 1934, IT HELPED BRING NATIONAL ATTENTION TO THE LYNCHING OF A BLACK MAN IN JACKSON COUNTY. 23-YEAR OLD CLAUDE NEAL HAD BEEN ARRESTED FOR THE MURDER OF HIS TEENAGE NEIGHBOR LOLA CANNADY. A MOB TRACKED HIM DOWN AT A JAIL IN A NEIGHBORING STATE AND TOOK HIM BACK TO JACKSON COUNTY AT GUNPOINT.

>>DALE COX: CLAUDE NEAL TORTURE- AS I UNDERSTAND IT AND FROM WHAT SOME OF THE MEN PARTICIPATED TO ME TOLD ME… THEY CUT HIM WITH KNIVES THEY CUT STRIP OF SKIN OFF HIM, THEY BURNED HIM WITH WELDING TORCHES, THEY DID ALL KINDS OF THINGS TO HIM. THEY MUTILATED HIM SEXUALLY, AND THEY DID A VARIETY OF OTHER THINGS TO HIM AND FINALLY SHOT HIM FROM WHAT THEY TOLD ME.

>>NARRATOR: MEANWHILE, A CROWD OF UP TO 2000 HAD BEEN GATHERING AT THE CANNADY HOME IN GREENWOOD. PEOPLE HAD COME TO WATCH THE LYNCHING FIRST HAND.

>>TAMEKA BRADLEY HOBBS: 12 HOURS BEFORE HE WAS KILLED THERE WERE ANNOUNCMENTS THAT WERE CARRIED IN THE PRESS ON THE RADIO TO ALERT PEOPLE THAT THIS WAS GOING TO TAKE PLACE. SO IT GAVE FOLKS WHO WERE INTERESTED IN COMING DOWN TO WITNESS OR PARTICIPATE THEMSELVES, TIME TO DRIVE DOWN TO GREENWOOD IN JACKSON COUNTY TO BE PART OF ALL THIS.

>>NARRATOR: NO ONE WAS EVER ARRESTED FOR THE TORTURE OR DEATH OF CLAUDE NEAL. HIS BODY WAS EVENTUALLY HUNG FROM A TREE NEAR THE COURTHOUSE IN MARIANNA. SOME OF THE CROWD WHO ARRIVED TOO LATE TO SEE HIS MULTILATED CORPSE STARTED A RIOT AND A SWARM OF NATIONAL MEDIA ATTENTION BEGAN.

>>TAMEKA BRADLEY HOBBS: FOR MARIANNA, IT BECOMES PART OF THEIR NATIONAL REPUTATION. THAT THIS IS A PLACE WHERE THOUSANDS OF PEOPLE CAME TO WATCH CLAUDE NEAL BE HURT AND MURDERED.

>>DALE COX: THE NAACP THEN WAS ON A NOTE WORRY A NATIONAL CAMPAIGN TO PASS AN ANTI-LYNCHING LAW. THEY USED THE NEAL CASE AS KINDA OF A POSTER THING FOR THIS EFFORT TO PASS THE NATIONAL ANTI-LYNCHING LAW AND BECAUSE OF THAT IT PROBABLY BECAME AMERICAS BEST KNOWN LYNCHING.

[DRUMS]

>>JOE KNETSCH: THE THING THAT LED TO AN END OF THE DEPRESSION HERE WAS PRIMARILY THE BEGINNING OF THE WAR INDUSTRIES.

>>NARRATOR: IN PANAMA CITY, THOUSANDS OF MEN AND WOMEN WERE HIRED TO BUILD MASSIVE LIBERTY SHIPS TO HAUL CARGO FOR THE MILITARY. TALLAHASSEE’S DALE MABRY AIRFIELD WAS DESIGNATED A TRAINING CENTER.

>>DALE COX: THESE BASES ALL CREATED JOBS FOR EVERYONE AND THE SOLDIERS AND AIRMEN THAT WERE AT THESE WERE SUDDENLY GOING INTO TOWN, BUSINESSES BEGAN TO THRIVE AGAIN.

>>NARRATOR: MEANWHILE, THE MOSTLY UNPOPULATED AREA SURROUNDING THE TINY FISHING TOWN OF CARRABELLE MADE IT IDEAL FOR THE CREATION OF AN AMPHIBIOUS TRAINING SITE CALLED CAMP GORDON JOHNSTON.

>>LINDA MINICHIELLO: THEY NEEDED A PLACE THAT WAS LARGE ENOUGH THAT YOU COULD TRAIN AN ENTIRE DIVISION WITHIN ABOUT 4 MONTHS AND SO THEY SENT OUT SCOUT CREWS AND THIS WAS THE AREA CHOSEN. IT HAD ENOUGH LAND INLAND BECAUSE ST. JAMES ISLAND WAS VERY LARGE AND ENOUGH BEACH FRONT PROPERTY THEY COULD DO MUNITIONS TRAINING AS WELL AS THE BEACH TRAINING.

>>CURLEY MESSER: I THOUGHT WE WENT OFF THE END OF THE WORLD.

>>NARRATOR: WWII VETERAN CURLEY MESSER WASN’T ALONE IN HIS THOUGHTS ABOUT ARRIVING AT THE SITE. EVERYONE HAD A SPECIAL NICKNAME FOR THE PLACE.

>>CURLEY MESSER: HELL BY THE SEA. NEVER FORGET IT. EVERYONE WHO EVER CAME THERE IT WAS HELL BY THE SEA.

>>NARRATOR: EVEN GENERAL OMAR BRADLEY HATED THE SITE, HE SAID THE PERSON WHO HAD CHOSEN IT SHOULD BE COURT MARSHALLED FOR STUPIDITY.

>>LINDA MINICHIELLO: HE COULDN’T BELIEVE THEY HAD CHOSE THIS LOCATION BECAUSE HE HONESTLY FELT THAT WE’D KILL THEM BEFORE WE GOT THEM OVER SEAS. LIGHTING- FOR ONE THING. WHEN YOU HAVE THE BACKPACK YOUR M-1 GARAND IS STICKING UP IN THE AIR. YOU ARE WEARING A LIGHTNING ROD.

>>NARRATOR: LIVE AMMUNITION WAS FIRED OVER THE MEN AS THEY SWAM ACROSS RIVERS AND MOVED THROUGH SWAMPS. IN THIS VIDEO TAKEN AT WAKULLA SPRINGS, SOLDIERS LEARNED HOW TO SWIM THROUGH FIRE AND PRACTICED JUMPING OFF THE DIVING PLATFORM.

>>CURLEY MESSER: TO ME I THOUGHT IT WAS MORE FUN BEING YOUNG LIKE I WAS. EVERYTHING WAS FUNNY UNTIL LATER WHEN I GOT OVERSEAS.

>>LINDA MINICHIELLO: THEY DIDN’T HAVE TIME TO DO MUCH PREPARATION, THEY HAD TO GET THESE MEN TRAINED AND GET THEM OUT WITHIN A FEW MONTHS BECAUSE THE WAR WAS RAGING AND WE HAD TO GET THEM SHIPPED OUT.

[PLANE ENGINE]

>>NARRATOR: TRAINING IN THE SKIES OVER THE PANHANDLE WERE SOME OF THE FIRST AFRICAN AMERICAN PILOTS IN THE U.S. MILITARY. THE FAMOUS TUSKEGEE AIRMEN TOOK ADVANCED TRAINING AT EGLIN AND DALE MABRY FIELDS.

>>TAMEKA BRADLEY HOBBS: WORLD WAR II HAD A SIGNIFICANT IMPACT. AFRICAN AMERICANS THROUGHOUT THE NATION, AT THE BEHEST OF THE PITTSBURGH COURIER, ONE OF THE LARGEST BLACK NEWSPAPERS IN THE NATION ADOPTED THE MOTO DOUBLE V. OR DOUBLE VICTORY. THAT WE COULD WIN VICTORY FOR DEMOCRACY ABROAD AND ALSO WIN A VICTORY FOR AFRICAN AMERICAN RIGHTS AT HOME. SO IT’S VERY DIFFICULT FOR A GROUP OF PEOPLE, BLACK MEN IN PARTICULAR, TO BE DRAFTED INTO THE SERVICE, TO GO INTO TRAIN, TO GO INTO FIGHT FOR RIGHTS THAT THEY CAN’T FULLY ENJOY.

FLORIDA STATE COLLEGE FOR WOMEN WAS ALSO UNDERGOING SOCIAL CHANGE BECAUSE OF THE WAR. THE CLOSE PROXIMITY OF DALE MABRY FIELD AND CAMP GORDON JOHNSTON INITIALLY PANICKED THE SCHOOL’S ADMINISTRATION.

>>ROBIN SELLERS: THEY WERE FORCED TO ACCEPT THE FACT THAT THERE WAS AN ONSLAUGHT OF YOUNG MEN IN TOWN. THEY NEEDED TO ALLOW THE STUDENTS AT THE UNIVERSITY TO WORK WITH THE USO AND THINGS LIKE THAT. THEY HAD TO BECOME LESS PROTECTIVE OF THE YOUNG LADIES AND RELY MORE ON JUST THEIR OWN BETTER JUDGMENT. IT TOTALLY CHANGED THE OUTLOOK AS FAR AS STUDENT RELATIONSHIPS WITH YOUNG MEN.

[MUSIC]

>>NARRATOR: WHEN THE STAR SPANGLED BANNER SIGNALED THE END OF THE WAR ON FSCW’S CAMPUS, IT ALSO SIGNALED THE START OF THE SOLDIERS RETURNING HOME.

THIS HOMECOMING WOULD TAKE EVERYONE…MEN AND WOMEN… BLACK AND WHITE… ON A NEW JOURNEY ...THIS TIME INTO A SOCIAL REVOLUTION.

[MUSIC]

###