

# February 2023

# NEWS REPORT

“Keeping Us Together”

Washington Park/Rochelle High School Alumni Association, Inc.  
P O Box 90452—Lakeland, FL 33805 [www.wp-rochellealumniassociation.com](http://www.wp-rochellealumniassociation.com)

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Our next meeting  
will be held on  
Tuesday, February 28  
@ 6 PM  
Coleman Bush  
Building  
You are invited



## *REMEMBERING OUR HISTORY*

Moorehead was one of the first neighborhoods in Lakeland. It was a thriving and vibrant community.

The community built one of the first churches to ever exist in the Lakeland area, St. John's Baptist Church.

*By the late 1880s*, the first school opened in Moorehead, called the Lakeland Colored School — which paved the way for secondary all-Black schools to exist like Rochelle High School and Washington Park High School. Additionally, there was also a two-story school in the community that was partially funded by the city in 1914. Under “mysterious circumstances,” it burned down and was replaced by a one-story structure that was then closed in 1960. The students were then transferred to what is now Lincoln Avenue Academy.

Within the community, you could find a juke joint owned by Elijah “Shanghai” Jackson. The juke joint sold sandwiches, soda, and beer, but, if you paid the right price you could also purchase liquor, *even though it was banned in Polk County at the time*.

In 1938, the Moorehead neighborhood made national news and was [featured in Life Magazine](#) when a mob of 200 KKK members paraded through the neighborhood.

*In the 1970s*, the city decided to use the neighborhood as the site for a new civic center + purchased 131 homes and vacant houses for [\\$2,000-\\$10,000](#) per property.

KEEP READING AT:

[This history \(and photos\) of Lakeland's Moorehead ...](#)

<https://laltoday.6amcity.com/moorehead-lakeland-fl> ▾



If you grew up in Lakeland, FL, you will reminisce on many of these businesses. This is just a fun thing to throw out there and appreciate what was, what is and what will never be again – in our own hometown. It's really simple—What or who was here when you were growing up, but is no longer? How many good, and not so good memories will we recall?

A-Z Store  
 Adams Kindergarten  
 Afro-American Life Insurance  
 Andy's Cleaners  
 Atlanta Life Insurance  
 Baker Crabs  
 Bernice Beauty Salon  
 Bert Beauty Chest  
 Big Boy Restaurant  
 Brown (Dan) Shoe Shop  
 Brunson Funeral Home  
 Buddle Bingham Cleaners  
 Canady Taxi/Bus Service  
 Central Life Insurance Co.  
 Clark's Pharmacy  
 Club Kathleen  
 Club 16  
 Daddy Red Sandwich Shop  
 Dean Bear's Cafe  
 Diggs Soda Shop  
 Dr. Alphonso Blake  
 Dr. Wendell Blake  
 Dr. Bunch  
 Dr. Gow Bush  
 Dr. John Jackson  
 Dr. W.J. Johnson  
 Dr. David Simpson  
 Ellis Bar-B-Q  
 Fifth Street Laundromat  
 Flamingo Bar  
 Four Aces Club  
 Garvin (Joe) Neighborhood Store  
 Geneva's Barber Shop  
 Green (Henry) Tavern

Half Pint Bar  
 Hamilton Service Station  
 Harris Grocery Store  
 Hayes & Hayes Trucking  
 Haynes Cafe  
 Hazel Williams Cafe  
 Henry Joyner's Pool Room  
 Hodge Barber Shop  
 Hodge Funeral Home  
 Hughes Kindergarten  
 Hurst Cleaners  
 Lanier Beauty Salon  
 Lewis Funeral Home  
 Little Duce  
 Little Buddy Shoeshine  
 Madyln Brooks Salon  
 McCloud Candy Shop  
 Michael's Carpet and Vinyl  
 Miles Cafe  
 Moore Candy Store  
 Oldham Funeral Home  
 Peachie's Barber Shop  
 Pearson's Tavern  
 Pickett Kiddyland  
 Prince Stevens (Vietnam)  
 Roberts Service Station  
 Robinson Barbershop  
 Sargent Bull Barber Shop  
 Shield's Record Shop  
 Shoemake Barber/ Shoeshine  
 Showboat Tavern  
 Simpson Service Station  
 Sonny Boy Garage  
 Squire Barbershop  
 White Cafe  
 Wiggs Taxi Cab  
 Will Bright Fish Market

These were businesses in the black community. In many cases, the Black businesses emulated the businesses and the supply chains as the majority society. Some differences are that whites who provided materials to Black businesses commonly charged Blacks more for the same items, sold Blacks inferior material, or refused to sell Blacks supplies.

Despite the many challenges Black businesses worked diligently to provide their customers, sometimes including the whites, the best service possible. When dealing with whites this was extra important because if accused otherwise, the repercussions could be nonpayment, destruction of their business location, beating or death



# Rochelle

school of the arts



## POWER OF COMMUNITY

We are so grateful to be a community supporter for Rochelle School of the Arts. Our association donated \$500 toward school uniforms for youth who needed assistance.

It is our intention to again this year, support Rochelle youth at Christmas.

## SOUL FOOD SUNDAY

Tickets \$20

Coleman—Bush Building

### Menu:

Fried Chicken  
Baked Chicken  
Meatloaf  
String Beans  
Peas  
Greens  
Yellow Rice or  
White Rice  
Mac & Cheese  
Home made Dessert  
Drinks

Sunday, April 16, 2023  
Coleman Bush Building

# YOUR MEMBERSHIP MATTERS

The committee welcomes three new lifetime members:

- Thaddeus Speed
- Willer Ward
- Lynne Giles Canady

**WE  
WANT  
YOU!**

Yearly Membership: \$50

Lifetime Membership \$500

Scholarship Fundraiser

## Golf Tournament

June 10, 2023

Don't miss early registration—\$100  
Full details on the website

**Joseph Garvin Scholarship Award  
Ceremony and Gala Reception**  
“Education for a Better Tomorrow”

June 9, 2023

### Corporate Sponsorship Opportunities

- Underwriter 5,000
- Diamond Sponsor \$2000
- Platinum Sponsor \$1500
- Gold Sponsor \$1000
- Silver Sponsor \$ 500

**ALL CLASSES ARE ASKED TO BE A  
2023 SPONSOR**

Visit the website for full details  
[www.wp-rochellealumni.org](http://www.wp-rochellealumni.org)