



# ROAR



*Always a Wow Factor at the Historical Museum!*

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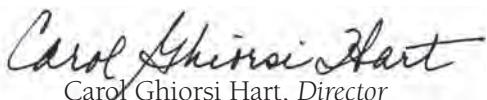


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## DIRECTION

This has been the year of balloons for me. It was GHM Inc. President Lisa Anderson who suggested that we needed lots of balloons to help make our special events and historical celebrations more festive. The ephemeral nature of balloons, not to mention the havoc an escapee can have on our fire and security systems, was not a natural for a museum professional used to saving things for posterity. But you know, I am now a believer. The presence of balloons on multiple occasions every month has marked the investment we are making for immediacy and presence, and an emotional connection that is at the core of engagement. The balloons awaken my inner child and evoke the sense of wonder and joy that I first had with every childhood museum visit.

We've had many green balloons, both in City green and our own distinctive lime green color, especially for the Greensboro City Birthday Bash in March. We brought in multiple vibrant colors in honor of so many different partners for our festive Roaring 20s Flashback, and you can be sure Fresh Market green will be present at our Wine Gala (don't forget to buy your tickets). Our Annual Dinner on November 13th will have lots of gold balloons, as we celebrate the 90th anniversary of the founding of the Greensboro Historical Museum Society led by a group of incredible ladies, including Mrs. Hiram Bell, Mrs. J. S. Betts and Mrs. D. H. Blair.



Carol Ghiorsi Hart, Director

P.S. Consider the gift of membership this year—for every one you purchase at the Annual Dinner, I will give you a free balloon!

## COMMUNITY SUPPORT

# WOW!

Thank you to The Fresh Market for hosting a fundraising wine gala to benefit the Historical Museum. Tell your friends, bring your friends, and buy your tickets now at [GreensboroHistory.org](http://GreensboroHistory.org).



As the end of 2014 draws near, I am delighted over the smashing success that we have experienced at the museum. From our fantastic 90th anniversary celebration on July 12th (which was a tour de force, and brought hundreds of people through our museum each hour) to another bright season of O. Henry plays, we have ignited our community's excitement for our museum and the richness we add to so many lives.



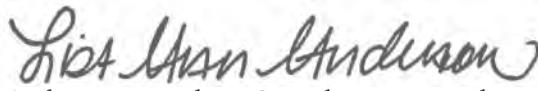
In reading this quote by Henry David Thoreau, "What you get by achieving your goals is not as important as what you become by achieving them," I could not help but to think about our year together.

**What you get  
by achieving your goals  
is not as important  
as what you become  
by achieving them**

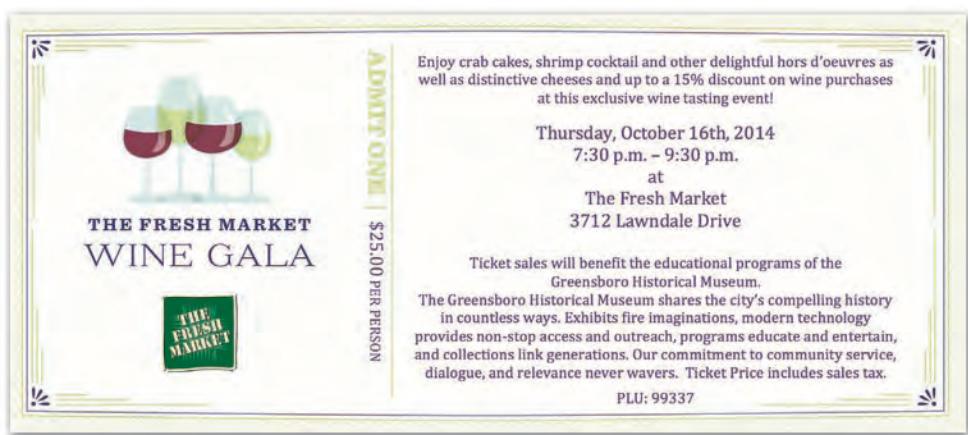
This was to be a year of engagement. We wanted to engage our members and for them to feel valued. We wanted to engage our staff and board around significant programs and events that mattered to all in our community. And, we wanted to engage our community...reaching beyond our

current audience to groups of "first-timers," and creating in them a thirst to return and become life-long museum goers. Well, I believe we achieved this meaningful level of engagement. But more importantly, I believe we gained a level of "oneness" among our board, staff, and members of our community that is critically important to our sustainable success. This solidarity, coupled with our incredible collection and programming, is a recipe for a type of success that will last for generations to come.

Thank you for your support in making this year so memorable. I look forward to celebrating with you at the Annual Dinner on November 13th!



Lisa Anderson, President, Greensboro Historical Museum, Inc.



The ticket stub features a green and white design. At the top, there are three wine glasses. Below them, the text reads "THE FRESH MARKET WINE GALA". To the right, it says "ADMISSION: \$25.00 PER PERSON". On the left, there is a small logo for "THE FRESH MARKET". The back of the ticket contains event details and a barcode.

Enjoy crab cakes, shrimp cocktail and other delightful hors d'oeuvres as well as distinctive cheeses and up to a 15% discount on wine purchases at this exclusive wine tasting event!

Thursday, October 16th, 2014  
7:30 p.m. - 9:30 p.m.  
at  
The Fresh Market  
3712 Lawndale Drive

Ticket sales will benefit the educational programs of the Greensboro Historical Museum. The Greensboro Historical Museum shares the city's compelling history in countless ways. Exhibits fire imaginations, modern technology provides non-stop access and outreach, programs educate and entertain, and collections link generations. Our commitment to community service, dialogue, and relevance never wavers. Ticket Price includes sales tax.

PLU: 99337

### Items of Interest

#### A DuMont Teleset: Mid-Century Luxury

On September 22, 1949 the citizens of Greensboro viewed the first WFMY-TV broadcast. While most local families didn't own a television yet, the manufacture of televisions was well underway.

In 1948, DuMont Laboratories produced the Teleset, which combined television, high fidelity audio, radio, and a phonograph in one console. The most expensive and elaborate TV available, The Westminster model cost \$2495.

This console originally belonged to J. Spencer Love, founder and president of Burlington Industries, who had it in his Palm Beach, Florida home. The photo shows Love with his wife, Martha, in the late 1950s during a stay in Florida.



#### Postcard of Ivory Stores, c. 1940



Postcards provide some of the few color images of Greensboro before color photography, and during 2014 we have added more than a dozen new postcards to our collections, including this one.

Ivory Stores operated six self-service groceries located all over the city in 1940. This building, which still stands on Walker Avenue near its intersection with Cedar Street, housed a store in one half and the company offices in the other from about 1935 to 1950. Today it is occupied by the SHOPPE, a program that provides vocational training and job placement for developmentally disabled adults.

Elise Allison, Archivist  
Susan Webster, Registrar/Curator

### WHAT THE MUSEUM MEANS TO ME

"My museum connection goes back several generations to my great-grandfather, Rev. J. Henry Smith, who was minister at First Presbyterian. I've always loved the building," begins Trustee Chris Carlson, adding, "my dad [Carl Carlson] would tell the story of my grandmother, Mary Lynn Smith Richardson, who, with my great aunts, bought the former First Presbyterian Church complex and gave it to the City of Greensboro. Made us both feel so proud." His interest began with family drives and then was cemented thanks to school field trips. "I clearly remember being amazed. Seeing the next generation feel the same way means a lot."

Carlson follows in his family's footsteps through his service as a museum trustee. "I've really enjoyed being a board member. And since I'm in the marketing field, chairing the Marketing Committee has been great. At first I thought, wow, this is an incredible and interesting challenge. Now I feel we've made a big impact with limited resources—the nearly 1000 folks at the Roaring 20s event just one example." He concludes, "I've been really impressed with the teamwork and commitment showed by the entire board. The museum means a lot to all of us."



Thanks to musician Wally West and fellow musicians who came together as the Gate City Hot 5 Jazz Band. They were the bee's knees!

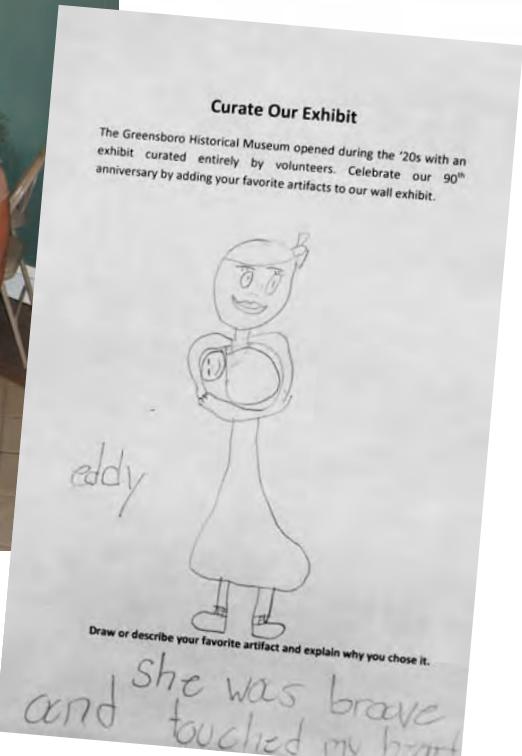


J. Stephen Cattell Photography

# CELEBRATING OUR 90<sup>TH</sup>



Young guests stayed busy all afternoon. Some became Junior Curators and shared their feelings about their favorite exhibits. Others talked with costumed interpreters portraying people from Greensboro's past. Lots made their own headwear, where the only limit was their imagination.



J. Stephen Cattell Photography



## A ROARING 20'S ENGAGED NEARLY ON JAZZ

The smiles and laughs were in standing room only crowd at the Greensboro Public Library Program one had ever seen anything quite like it. Film and film expert pulled classic Buster Keaton and Harold Lloyd have seen Edna Purviance, Bebe

Just before the film, Miss Tammy Public Library, had an audience stories that harkened back to the



# 10TH ANNIVERSARY!



J. Stephen Cattell Photography

The Piedmont Car Club drove some beautifully restored 1920s automobiles right up to the museum entrance. Not only that, but members dressed in costumes and talked with many visitors. Antique automobiles are always a hit at the museum, and on this day, even more so.

## 20s FLASHBACK ALREADY 1000 VISITORS JULY 12

fectious, the delight palpable with a Silent Film Screening created by Program Specialist Ronald Headen. No site like it, as our library colleague clips featuring Charlie Chaplin, Fred. If you'd been there, you'd also see Daniels and Snub Pollard.

my, also from the Greensboro stage on the edge of their seats with the Roaring 20s.



It was hard for the visitors to stay in their seats as the Piedmont Swing Dance Society took to the museum stage. Oliver Twists and floor flushers all (slang for skilled and enthusiastic dancers) pleased the crowd.

The group welcomes new members, from beginners to experts, at dances every month at the Oriental Shrine Club.



Where were all these folks headed? To a wonderful lunch tasting courtesy of Dame's Chicken & Waffles, our downtown neighbor to the south on Martin Luther King, Jr. Dr. Oh, was everyone happy with their meal.

## Warnersville Community the Focus of New Exhibition

The museum is very excited to announce an exhibit on the Warnersville community opening November 23, 2014. Warnersville, the first planned African American community in Greensboro, has a rich and unique history yet many residents know very little about this neighborhood or how it came to exist.

After the end of the Civil War, Yardley Warner, a Quaker from Pennsylvania, traveled to several cities in North Carolina, searching for a place to create a community for recently freed slaves and other African Americans. He was not warmly received in many places he visited, but in Greensboro—perhaps because of the large Quaker community—he managed to purchase 37 ½ acres outside the city limits.

The land was subdivided into one acre plots and sold to families so they could raise their own provisions and

become self-sufficient. Warner also built a house, which served as the community's first school. That Warner lived in the community was extremely unusual, even for Quakers. Harmon Unthank, a

former slave and one of the original residents and leaders, is credited with naming the community in Warner's honor. Despite the doubts of many townspeople, this experimental neighborhood grew and prospered during the late 19th and early 20th centuries.

This project began with Lisa Scheer, whose interest led her to research and conduct oral and video histories. The



Courtesy Howard Griffin

Howard Griffin at blackboard in Jacksonville School, 1949

work continued with collaboration and participation by the Warnersville Historical and Beautification Society, David D. Jones Elementary School, Warnersville Recreation Center, neighborhood churches and community members. There were many informal conversations

with current and former residents, who talked about their interests and concerns and the importance of creating a museum exhibition. People expressed their deep community pride even after the loss of so many buildings and landmarks; they shared the significance of Warnersville's early history and the importance of recognizing outstanding achievements.

UNCG graduate student Angela Thorpe and I began oral history interviews, asking about neighborhood memories and questions about specific events. We heard about schools, the recreation center, and the impact of redevelopment on their families and businesses.

About a year ago, we invited community members to join an exhibit advisory team to participate and provide feedback during the exhibition process. Working in tandem with museum staff, seven themes have emerged: The Significance of History, Life in the Neighborhood, Erasure of the Landscape/Perseverance, Life in the Neighborhood—Post Redevelopment, Warnersville Today & in the Future, and Recognizing & Celebrating Individual Contributions. Audio and video of fascinating stories and personal memories will provide the foundation for the Warnersville exhibition.



Courtesy Larky M. Robinson, Jr.



Jane Holt before her J.C. Price School 9th grade prom, 1959



Alpheus Lewis and friend at Ashe and McCulloch Streets

## MUSEUM SHOP CORNER

### Jump Start Your Holiday Shopping on November 15

**S**hopping for family and friends is truly a pleasure in the Museum Shop, and never more so than on Saturday, November 15 when you will meet local vendors and enjoy an additional 5% discount by offering a friendly ROAR. Simply mention the word "Roar" and the discount is yours. You'll also enjoy live music by a talented singing group



led by Pam Murphy, celebrating the museum's founding 90 years ago in November 1924.

It's "Give the Gift of Greensboro" Day. Shop staff and volunteers can help you create distinctive baskets filled with treats from

the Gate City. Are you buying for a foodie, or someone who has asked for nothing to dust? Choose from our new signature Vida Pour teas, classic Boar and Castle sauce, locally-made spice combinations or Moravian cookies. Seeking one-of-a-kind jewelry or pottery by Greensboro artisans? Search no further. And soaps and lotions with the museum's imprint are customer favorites, as are Greensboro-themed books about memorable people, places and events.



That's just a start. We are pleased to offer gift wrap, phone orders, online shopping ([shop.GreensboroHistory.org](http://shop.GreensboroHistory.org)) and affordable shipping.



## MUSEUM GUILD

Fellowship and learning are the hallmarks of the Museum Guild, which meets on the third Monday of the month from September through May. We promise a variety of programs, a holiday luncheon and a bus excursion to an interesting site. This fall, from the comfort of the museum's lecture hall, we'll visit the Mendenhall Plantation in nearby Jamestown and observe a Coast Guard captain in action, then hear a one-

of-a-kind Christmas story at our December gathering.

The Guild's mission is to embrace our local history through leadership, education programs and tours, and to show our

support of the museum through volunteer service, donations and public awareness. Our meetings begin with social time at 10, followed by the program at 10:30. Guests are always welcome. If you'd like to find out more, please call me at 378-1531.



Guild President Josie Gibboney, Sue Halliday Smith and friend at 2013 Holiday Luncheon

Courtesy Carmen Redding

Betty K. Phipps  
First Vice-President



## CALENDAR OF EVENTS

### OCTOBER

**Saturday, October 11**

**3G Downtown Harvest Festival**

Including fun in Richardson Park

**Thursday, October 16, 7:30 - 9:30 p.m.**

**The Fresh Market Wine Gala**

Lawndale Store

See page 2; buy tickets at  
GreensboroHistory.org

**Monday, October 20 at 10 a.m.**

**Museum Guild Meeting**

*"An Armchair Tour  
of Mendenhall Plantation"*  
with Director Shawn Rogers  
Guests welcome

**Monday, October 20 at 6:30 p.m.**

**Belle Meade Society Fall Meeting**

*"The Guilford Limner: A Mysterious  
1820s Watercolor Artist"*  
with Sally Gant, MESDA  
Invitations forthcoming

**Saturday, October 25 from 2 - 6 p.m.**

**Ghoulash**

**Ghostly Cemetery Walk**  
from 2:30 - 5:30 p.m.

### ***Ghost Stories in the Graveyard***

with Cynthia Brown at 2 p.m.

### ***Phantom of the Opera***

Silent Movie at 2:30 p.m.

### ***The Cat and the Canary***

Silent Movie at 4:15 p.m.

### NOVEMBER

**Tuesday, November 11**

Museum Closed

**Thursday, November 13 at 6:30 p.m.**

**Membership Annual Dinner**

Voices of a City Local History Award



*"The Greatest Great  
of the Great 1920s"*  
with Dr. Elliot Engel  
Greensboro Country  
Club  
Members \$50;  
Guests \$60

**Saturday, November 15 from 1 - 4 p.m.**

**Museum Shop Holiday Shopping**

*"Give the Gift of Greensboro"*  
Local vendors, additional discount  
See page 7

**Monday, November 17 at 10 a.m.**

**Museum Guild Meeting**

*"Thirty Years as a Coast Guard Captain"*

with Royce Garrett

Guests welcome

**Sunday, November 23 from 2 - 5 p.m.**

**Warnersville Exhibit Opening**

See page 6

**Thursday - Friday, November 27 - 28**

Museum Closed

### DECEMBER

**December 2 - January 4**

**Museum Decorated for Holidays**

**Thursday, December 18 at 11 a.m.**

**Museum Guild Holiday Luncheon**

*"A North Carolina Christmas Story"*

with Fred Hamlet

Greensboro Country Club

**Wednesday - Friday, December 24 - 26**

Museum Closed

**Thursday, January 1**

Museum Closed

On the Cover: Having fun at a museum event. Photo by Lynn Donovan

**For more information, visit [GreensboroHistory.org/events](http://GreensboroHistory.org/events)**



**Greensboro Historical Museum**  
130 Summit Avenue  
Greensboro, NC 27401  
Telephone (336) 373-2043  
  
Open Tuesday - Saturday  
10 AM - 5 PM  
Sunday 2 PM - 5 PM  
Free Admission



Smithsonian Institution  
Affiliations Program



**David and Rachel Caldwell  
Historical Center**  
3211 West Cornwallis Drive  
Greensboro, NC 27410  
Telephone (336) 373-3681  
  
Open Saturday 10 AM - 5 PM  
Free Admission  
[GreensboroHistory.org](http://GreensboroHistory.org)



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