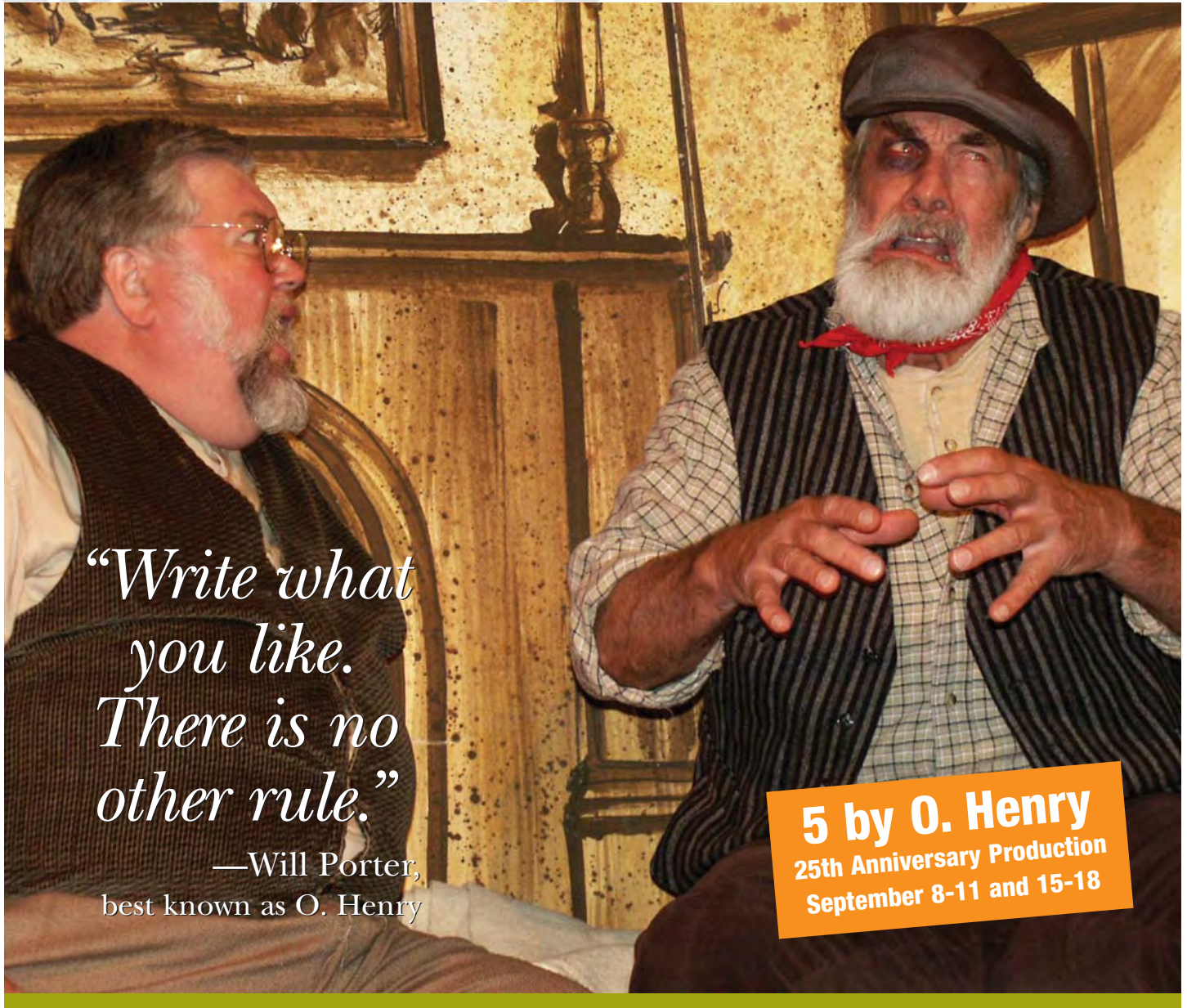


ROAR

Rich history served fresh daily



*“Write what
you like.
There is no
other rule.”*

—Will Porter,
best known as O. Henry

5 by O. Henry
25th Anniversary Production
September 8-11 and 15-18

In this Issue

Direction.....	2
Celebrating.....	3
Connecting.....	4 - 6
Happening.....	6



25 years fly by when
you're having fun
See page 3



Richardson and Preyer
Family Ingenuity
See page 4



Judy Walmsley named
Volunteer of the Week
See page 6



Treat yourself to stories
you'll never forget
See page 7



Direction

Feedback and Recognition

Summer is upon us and we will soon introduce the museum to tourists and out-of-town guests as they enter the museum and encounter our city's history first hand. Many visitors will enroll in our free email newsletter when they register as guests and keep track of the museum by following us through the web site or Official Facebook page. We know they will be pleased with the time spent in the *Down Home: Jewish Life in North Carolina* exhibition, *Voices of a City: Greensboro North Carolina* galleries, and Museum Shop. In the past year visitor comments after experiencing the *Voices of a City* exhibition have been highly complimentary and range from "I loved it" to "I never knew Greensboro had so much history."

The significance and contribution of *Voices of a City* has left a lasting impression with our guests and the American Association of State and Local History (AASLH), who recognized the museum with an Award of Merit for the exhibition. What a great honor and mark of distinction for the museum to be recognized by a national history organization.

Fred W. Goss, Director

GREENSBORO HISTORICAL MUSEUM, INC.

BOARD OF TRUSTEES

Margaret Benjamin, *President*
 Laura Wall, *Vice President*
 Carla Ugboro, *Treasurer*
 Brian Clarida, *Assistant Treasurer*
 Ann Kroupa, *Secretary*
 Patrick Haywood, *Assistant Secretary*

Lisa Anderson
 Ken Bethea
 Mike Cammack
 Kathryn Cline
 Jeff Davis
 Michelle Davis
 Lara Heberle
 Reed Holmes
 Anne Hurd
 Jay Kirkpatrick
 David Kolosiekie
 Tom Martin
 Cheryl McQueary
 Lindsay Morris
 Lee Mortensen
 Gail Murphy
 Judith Parker
 Ron Pittman
 Jennifer Poindexter
 Ashley Poteat
 Britt Preyer
 Jim Rucker
 Lisa Scheer
 Jim Schlosser
 Susan Schwartz
 Pat Sevier
 Sam Simpson
 Lea E. Williams

ROAR is a publication of the Greensboro Historical Museum, Inc. Produced by museum staff and trustees, it is published four times a year with private funds. The Greensboro Historical Museum is a division of the Libraries Department of the City of Greensboro.

Laura Petrides Wall, *design director*
 Garland Gooden, *graphic designer*

Contributors

Stephen Catlett, Linda Evans, Fred Goss, Cynthia Kennard, Betty K. Phipps, Carolyn Malone, Jon Zachman
 Lynn Donovan Photography

Guest Contributor

Jim Schlosser

On the Cover

Dale Metz and Mack McClain in
5 by O. Henry



Smithsonian Institution
 Affiliations Program



Partnerships

Building Community



Celebrations

25 Seasons of O. Henry Plays

Twenty-five years ago the museum hosted the first plays that became our most publicly recognized event, *5 by O. Henry*. Since that humble beginning, which started in an exhibition gallery that is now the Changing Times gallery of the *Voices of a City* exhibition, the plays have become an annual event that has entertained and shared the creative writing of Greensboro native William Sydney Porter. The plays have developed into a truly unique experience for those who have watched them as well as for the actors and stage crew. Since the play's inception Joe Hoesl

has written the performances that all of you have come to enjoy. For many years Pauline Cobrda successfully directed the plays and in 2010 Barbara Britton assumed director's responsibilities and continued the play series' success. This year's plays will once again showcase the unique story telling abilities of O. Henry based on five of his short stories with the following titles: *Merry Month of May*, *Lost on Dress Parade*, *Cop and the Anthem*, *Mammon and the Archer* and *Pimienta Pancakes*. Join us this year and bring a friend as we celebrate the silver anniversary of *5 by O. Henry*.



“Nobody else does this, and our audiences really enjoy these shows—a wonderful experience for a playwright. There’s a great pleasure in reading O. Henry, but to see them on stage, well they come alive, filled with pathos and humor. The laughter is contagious!”

—Playwright Joe Hoesl



Connecting

Richardson and Preyer

Family Ingenuity

The brands Vicks VapoRub, Vicks Cough Drops, Vicks NyQuil and Vicks Formula 44 occupy front row space in medicine chests worldwide.



BRITT PREYER

Some Vicks products, however, are long gone and forgotten. Britt Preyer, great-grandson of cold remedy inventor Lunsford Richardson, goes to a shelf in his artifact decorated office and pulls down a white bottle of venerable vintage.

Vicks Mouthwash.

“They made mouthwash for awhile,” says Preyer, referring to the formerly family-owned Vick Chemical Co.

Not to mention Vicks Little Liver Pills and Vicks Tar Heel Sarsaparilla.

Preyer, a member of the board of Greensboro Historical Museum Inc., belongs to a family whose presence looms large in the museum’s *Voices of a City* exhibit. Vick Chemical became one of the first Greensboro companies to enjoy a national—indeed an international—clientele. VapoRub became a must product in the terrible Spanish Flu pandemic that killed millions starting in 1918.

Preyer told a recent board meeting the story of Lunsford Richardson and Vick Chemical Co. He later expanded on his remarks during an interview at the



This was the same drug store that co-owner Clark Porter’s nephew, William Sydney Porter, worked as a soda jerk and apprentice pharmacist before leaving Greensboro.

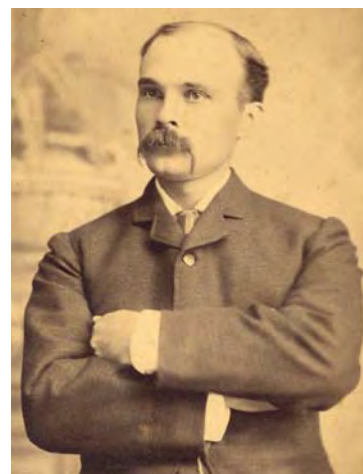
State Street office of Raymond James, the stock brokerage firm, of which Preyer is co-owner of the Greensboro office.

Lunsford Richardson was born in rural Johnston County in 1854. Preyer says his great-grandfather was a bright student and that his mother sent him to Davidson College. He wanted to study chemistry, but Davidson at the time

was weak in that subject. Richardson studied Latin instead, and graduated with honors in three years.

He returned to Johnston County and taught for four years. His interest in chemistry couldn’t be suppressed. He moved to Smithfield, Johnston’s county seat, to work with his brother-in-law, Dr. Joshua Vick, a physician. In those days, doctors typically dispensed drugs. Vick, however, was too busy with his practice to handle drug dispensing. He and Richardson opened a pharmacy, which Richardson managed.

“He lived in the back of the store and spent nights learning chemical compounds,” Preyer says.



LUNSFORD RICHARDSON

Richardson married in 1884 Mary Lynn Smith, the daughter of the Rev. J. Henry Smith of First Presbyterian Church in Greensboro. In 1885, the couple had their first child, H. Smith Richardson.

“He was referred to as a croupy baby,” Preyer says. “He had trouble breathing. Lunsford Richardson set out to find an effective remedy. He took a little known drug from Japan, menthol, and mixed it with an ointment base. He realized the heat from the body would vaporize the menthol.”

This made breathing easier for little Smith Richardson. Lunsford Richardson named his product “Vicks Croup and Pneumonia Salve,” in honor of Dr. Vick. Richardson thought his own last name was too lengthy. Vick had a nice, short ring to it.

Word of mouth advertising resulted in excellent sales of Vicks Croup and Pneumonia Salve in the Johnston County area. Richardson decided he needed a larger population area to market the salve and his other products. In 1891, he chose his wife’s home town of Greensboro.

He had saved \$5,000 and with a partner, John Fariss, bought the Porter and Tate Drug Store in the 100 block of South Elm Street. This was the same drug store that co-owner Clark Porter’s nephew, William

Sydney Porter, worked as a soda jerk and apprentice pharmacist before leaving Greensboro. He eventually would do as Vicks products had, and earn a worldwide reputation. Porter became a short story writer using the pen name O. Henry.

At Richardson-Fariss Drug Store, Lunsford Richardson



H. SMITH RICHARDSON

concocted about 20 products with the Vick name, including Vicks Turtle Oil Liniment. As an artifact, Preyer has a bottle in his office.

In 1898, Lunsford Richardson sold his interest in the drug store to Fariss and started a wholesale business, L. Richardson Drug Co., to sell Vick and other products in a 20-county area. In 1905,

Richardson took a big gamble, Preyer says, and decided to offer Vick brand products only. He invested all of his savings of \$8,000 in the effort. He began a campaign to promote the products by sending mailings to post office boxes.

“He earned the dubious distinction,” Preyer says, smiling, “of being the father of junk mail.”

Lunsford Richardson summoned his now grown son, H. Smith Richardson, who was living in New York, to become sales manager for the company. Smith Richardson canvassed the state in a horse and buggy to see what Vick products would sell best. After the buggy fell apart, he rode horseback to visit stores. He left samples and put up signs. He didn’t make any sales, Preyer says, but he returned the next year.

“He sold to every single person he had given samples to,” Preyer says.

In 1911, the company renamed itself Vick Chemical Co. and not long afterward opened a large plant on Milton Street in western Greensboro. The plant, which stayed open until the 1960s when replaced by a new one on West Market Street, had a sister facility at West Wendover Avenue and Cridland Drive. Some park users and Latham Park neighborhood residents are old enough to recall the smell of menthol wafting from the plant.

During the early 20th century, Vick Croup and

Pneumonia Salve was refined and the name shortened to Vicks VapoRub. Preyer prizes in his office a sign advertising the old name. He may donate it to the museum someday.

Using advertising to promote free samples in America’s west and north, sales of Vick products, including VapoRub, rose from \$600,000 to \$3 million in 18 months starting in 1918 at the end of World War I. It became a household word when the Spanish flu epidemic that originated during the war swept the civilian populations of Europe and America.

“The demand was so high that salesmen were pulled off the road to help make the product,” Preyer says, pointing to an old black and white photo of salesmen in shirts and ties playing volleyball outside the Vick plant on Milton Street.

Sadly and ironically, Lunsford Richardson died of pneumonia in 1919. H. Smith Richardson took over as chief executive officer of the business.

Vick Chemical grew and bought other companies.

In the 1920s, Smith Richardson took the company public, with the family owning one-fourth of the stock. Shares were traded on the New York Stock

Exchange.

There are many fascinating details about Vick Chemical. Do people realize the cold remedy company once owned Prince Matchabelli perfume and women toiletries? Or that during World War II Vick

made a solution, called “Dubbing,” that GIs rubbed on their boots, probably to help waterproof them? One product was so hush-hush that it was made in a top secret room at the plant. Preyer has been told it was napalm.

Between the wars and after World War II, the company continued to prosper—selling in 70 countries—and to make acquisitions. It changed its name twice, the last being Richardson-Vick. New cold and flu remedies were added such as Vicks NyQuil and Vicks Formula 44.

In the 1980s, Richardson-Vick became a target of Unilever, a Netherlands company, in a hostile takeover move. Realizing the family had to sell, Richardson-Vick asked American companies



SEE MORE VICK'S PRODUCTS
IN VOICES OF A CITY

**“He earned the dubious distinction
of being the father of junk mail.”**

continued on page 6

Recognition

Volunteer of the Week

Judy Walmsley has that enviable ability to make every person she meets feel special and appreciated. At least once a week, and often several times more, she's welcoming visitors and spending time with students, creating museum enthusiasts and ambassadors along the way. Adding it all up, in 2010 alone Judy shared 236 hours with visitors as a tour guide, greeter and special events assistant.



Congratulations as well as thanks are in order, for on May 20, The Volunteer Center and WFMY-TV recognized Judy's contributions as Guilford County's Volunteer of the Week, taping a spot that can now be seen at www.digtriad.com. Judy, a second-generation volunteer, follows in the gracious footsteps of her late mother, Juanita Murray.

Connecting *continued from page 5*

Colgate and Procter & Gamble to bid on the company. Procter & Gamble won. It makes Vick products at the old Richardson-Vick plant on West Market Street.

The extended Richardson family had other ventures separate from pharmaceuticals. The family owns Richardson Corp., a real estate company with offices in a building on Green Valley Road. The family has many branches, including the Carlsons, the Pricketts, the Boneyes, the Preyers and the Richardsons. Relatives once lived on a hill that took almost a block of Sunset Drive in Irving Park. The stretch was dubbed "Croup Hill."

The story has come full circle. One of Britt Preyer's sons, Calder, is mixing up solutions the same way Lunsford Richardson once did. Except what Calder Preyer intends to make won't help heal, but will make you feel good, at least for a while. He's concocting beer. His dad is an investor in the business, Preyer Brothers Brewery. Calder's brother, Will Preyer, is doing the label design. Product should be on the market in about a year and a half.

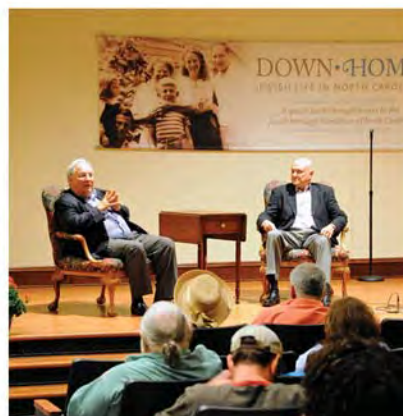
—Guest Contributor *Jim Schlosser*

NEW TO COLLECTIONS—DID YOU EVER TASTE A MOON SHINE KISS? WE'RE STILL RESEARCHING THE TOPIC, BUT HAPPY TO HAVE THIS TIN BUCKET WITH LID FROM GREENSBORO'S BALLANCE & CO.



DOWN*HOME

JEWISH LIFE IN NORTH CAROLINA



MORE THAN 225 PEOPLE ENJOYED EXHIBITS, TRIED CRAFTS AND LEARNED ABOUT JEWISH LIFE ON MAY 22 AT COMMUNITY DAY.

Shopping

History in Every Purchase

His life and stories are filled with surprises, yet one thing is not a surprise—the simple pleasure in reading an O. Henry tale. Even now, in 2011, more than 100 years after first publication, readers across the globe appreciate Will Porter’s work. Some may say it’s the way he captured place and time. Others appreciate his approach to characters. Another contingent just loves those endings.

As we remember O. Henry’s birth in 1862 and celebrate 25

years of our wonderful plays, we invite you to add to your bookshelf and share a title as a gift.

We’re also pleased to offer Down Home merchandise, including items created exclusively for the Greensboro engagement: 100% cotton cool and comfortable T-shirts and eco-friendly shopping totes. Either will show your support for the Down Home exhibition in the most stylish way. Other popular items include work by local Jewish artists Gary Fischer, who makes gorgeous fused glass Sabbath and Seder plates as well as mezzuzots, and Sharon Kaiser, who creates shimmering fused glass pendants and earrings.



THANKING THE GREENSBORO CITY COUNCIL AT A JUNE 6 LUNCHEON

Honoraria & Memorials

In Honor of

Margaret Benjamin
Gift from Peter Evanson

Linda Evans
Gift from Chamber of Commerce

Henry Isaacson
Gift from Museum Guild

Barbara Roth
Gift from Pansy Garden Club

Jim and Anita Schenck
Gift from Patty Gifford

Eli Evans
U.S. Sen. Kay R. Hagan
Henry Isaacson
Dr. Patrick Lee Lucas
Melanie Soles
Gifts from Margaret and Bill Benjamin

Down Home Opening
Event Committee:
Sara Lee Saperstein
Robin Barth
Linda Evans
Fred Goss
Jenny and Brian Kaiser
Gail Murphy
Betty K. Phipps
Emilie Samet
Joan Samet
Lenny Samet
Janie Silvers
Joy Shavitz
Ellen Tannenbaum
Laura Wall
Gifts from Margaret and Bill Benjamin

In Memory of

Hubert Myers
Gift from Russell Coco



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

David and Rachel Caldwell Historical Center
3211 West Cornwallis Drive
Greensboro, NC 27410
Telephone (336) 373-3681

Open Saturday 10 AM - 6 PM
Free Admission

www.GreensboroHistory.org



Non-Profit Org.
U.S. Postage
PAID
Greensboro, NC
Permit 330

Rich history served fresh daily

Calendar of Events

JULY

Monday, July 4

Fun Fourth

Blacksmithing, heritage cooking, nine pins, horseshoes, and croquet in the museum park
10:00 a.m. - 5:00 p.m.

AUGUST

Wednesday, August 3

The Civil War and Abraham Lincoln in 3-D with Bob Zeller

Don 3-D glasses for history up close.
Call 373-2610 for Free Reservations
7:30 p.m.

SEPTEMBER

Monday, September 5

Offices closed

Tuesday, September 6

New Volunteer Orientation

10:00 a.m. - 12:00 noon

September 8, 13, 15, 20, 22, 27

Docent Training

9:30 a.m. - 11:45 a.m.

Wednesday, September 14

Desk Volunteer Training

10:00 a.m. - 12:00 noon

Sunday, September 18

Last day to enjoy *Down Home* exhibition

2:00 p.m. - 5:00 p.m.

Monday, September 19

Guild Meeting

Museum Happenings

10 a.m.

Monday, September 19

Belle Meade Society Fall Meeting

History of the Greensboro Symphony

with Maestro Dimitry Sitkovetsky

6:00 p.m.

Watch the mail for invitations

Wednesday, September 21

Traveling Trunk Trouper Training

11:30 a.m. - 1:00 p.m.

Friday, September 23

Desk Volunteer Training

2:30 p.m. - 4:30 p.m.

Saturday, September 24

Museum Member Trip to

Caswell County

Watch the mail for details



SEPTEMBER

5 by O. Henry 25th Season

September 8-11, 15-18

3:00 p.m. on Sept. 10, 11, 17, 18

7:30 p.m. on Sept. 8, 9, 10, 15, 16, 17

Tickets go on Sale August 20

\$12 General Admission

\$10 Members, Seniors and Students

Purchase at www.triadstage.org/tickets

or 272-0160. Service charge applies.

Also on sale in the Museum Shop.

Sign up for Enews on GreensboroHistory.org at About Us

Like Us On
facebook