

# ROAR



## Roaring 20s Flashback: Celebrating Museum Founding in 1924

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## DIRECTION

### We are Awesome on Every Level

**L**OCAL 1/3 of Guilford County public elementary schools came for a field trip in the past 12 months. Support to preserve 5 Adopt an Object artifacts included donations from NC A&T, DAR, Daughters of 1812, Museum Guild, Brandt Family & UDC, raising \$16,000+.

**STATE** Textiles, Teachers & Troops, a new website and community collaboration, digitized thousands of GHM archival images and placed them online.

**NATIONAL** Young Historians, Living Histories, supported by a grant through the SI Affiliations and Asian Pacific American Center, included invitations to San Francisco in March and an SI Affiliations Conference in DC in June. Visitors from 30 states and 10 countries enjoyed our city's history during April, and then in May, at the CNN The Sixties Exhibit in Vanderbilt Hall at New York's Grand Central Station, more than a dozen museum artifacts on loan were seen by approximately 2 million people.

**INTERNATIONAL** Our Twitter feed is now followed by the British Museum ...



**Thank you for helping us  
provide these opportunities  
for dialogue**

**2**<sup>014</sup> has been an amazing year for our museum! We are reaching all parts of our community through special days like our Birthday Bash, with hundreds of attendees. We are impacting children through our traveling trunk program, school field trips (every day in April was booked), and a pilot program "A Day at the Museum," where we partnered with the Junior League to host Cone Elementary children for a behind the scenes day at the museum. And, we are collaborating with other Greensboro institutions on long term projects such as digitalgreensboro.org, a virtual place where history is stored and shared with our community and the world.



This breadth of programming and the significant ways we are sharing our collections are only made possible through supportive partners like you. Thank you for helping us provide these opportunities for dialogue, and

for believing with us in the importance of developing meaningful relationships between our collections and our community. I look forward to sharing the rest of 2014 with you as we continue this year of engagement!

*Carol Ghiorso Hart*  
Carol Ghiorso Hart, Director

*Lisa Ann Anderson*  
Lisa Anderson, President, Greensboro Historical Museum, Inc.

## COMMUNITY SUPPORT

### Sponsors Make Birthday Bash a Success

We would like to thank our new corporate sponsors who helped to make the Greensboro Birthday Bash on March 22 such a success:

*The Fresh Market*  
*Jay Tairgo / American Premium Beverage*  
*The WORX Restaurant*  
*LOAF Bakery*  
*Scuppernong Books*  
*Greensboro College*  
*Wesley Brown/Captured Camera Creations*

We would also like to thank our continued support from:  
*NewBridge Bank*



Coloring fun at the Birthday Bash

Wesley Brown, Captured Camera Creations Photography



## On the Road in San Francisco



On January 25, the documentary *Young Mountaineers: An Untold Story of Montagnard Youth in Greensboro* made its hometown debut.

Because it was a Smithsonian Affiliations grant project, we were asked to attend a screening at the 32nd annual Center for Asian American MediaFest in San Francisco – an amazing opportunity.

**In some kind of way, this changed me.**

When I invited one of the young filmmakers, Smith High School senior Philip Krongkon, to come along, he was surprised. “I couldn’t believe that I was asked to go,” he said. “I’ve never had an offer like that, which was going to take me across the country. My parents were happy.” He continued, “It was important for the museum to share information about the Montagnard people and how they are related to Greensboro’s story, and to America’s story. It

goes to the role Montagnards play in American history.”

Philip is open about the challenges. “In some kind of way, this changed me. It’s important to know where you came from, and that your history can be important for other people.” On becoming a Young Historian, he said, “Doing the interview was hard; it was difficult to talk about my

experience. Then in San Francisco, I thought it was a bit weird to see myself in the film and then have reporters come in and ask questions.” Yet, in his opinion, “It has helped me relate to other people. I’m becoming an adult and I feel like I became more mature because of the project and how I talked with people, met with people.”

As a staff liaison, it’s been very rewarding to hear Philip’s thoughts. As he put it, “I told people where the Montagnard came from, why they are in Greensboro, about what I had to experience with my father back there, and how people are persecuted for their religion. I thought that made an impact because they never knew about the Montagnard in that part of the world, and now they know a little bit.”

Philip Krongkon looks forward to attending community college this fall. By that time, the *Young Mountaineers* documentary should be posted on a Smithsonian Affiliations website.

Dean MacLeod, Curator of Education

## WHAT THE MUSEUM MEANS TO ME

“I first learned about the museum when I began looking for a work-study job,” recalls UNCG accounting major Maggie Manley. “I hoped to find something that would help me gain skills in my field of study. The Museum Shop has been a perfect fit.”

Staff praise Maggie’s knack for problem solving and her computer skills. “Maggie is an ideal employee,” Shop Manager Erin Clark comments, “because of her attention to detail—very important with finances—and her warmth with visitors.”

“I’ve enjoyed working at the museum,” Maggie says, “especially with staff, volunteers and customers. I’ve learned skills I can apply in my career, too. My favorite day was Inventory Day, because I learned first-hand what it’s like from an auditor’s and a client’s points of view. I can’t wait to come back this fall and rejoin the Shop team.”



## Greensboro during the Roaring 20s

**H**istory was made in Greensboro on November 6, 1924, when representatives from local historical and patriotic organizations met at the Guilford County Courthouse to found the Greensboro Historical Museum. That's far from all that roared in our city during this memorable decade. Many of today's local landmarks date to the 1920s, and at least 17 residential neighborhoods were begun, including Hamilton Lakes, Sunset Hills, Nocho Park and Latham Park. Some of the many highlights include ...

**1920**

New County Courthouse



**1921**

City Council/City Manager system of government adopted

**1922**

J.C. Price School



United Way

**1923**

Jefferson Standard Life Insurance headquarters

City limits grow from 4 to nearly 18 square miles  
City population jumps from nearly 20,000 to 43,525



**1924**

L. Richardson Memorial Hospital



**1925**

Historical Museum opens on November 11

**1926**

WBIG Radio

Greensboro Public Library launches bookmobile

Bennett reorganized as college for women

**1927**

Carolina Theatre

Aycock School

Southern Railway Depot

King Cotton Hotel

Aycock Auditorium

War Memorial Stadium

Lindley Field selected as regional airport site



**1928**

Dudley Senior High on Lincoln St.

**1929**

Grimsley Senior High on Westover Terrace

Woolworth on S. Elm St.



Linda Evans, Community Historian



### Made in the Roaring 20s

The Greensboro Historical Museum was founded in November 1924, right in the midst of the Roaring 20s. As we begin the celebrations for our 90th anniversary, here is a sampling of items and photographs from one of our nation's, and our city's, most memorable decades.



#### Kodak No. 2A Brownie Camera, 1924

Kodak, a leading camera manufacturer for nearly 100 years, introduced the easy-to-use and inexpensive Brownie Camera in 1907. A hit with consumers, the Brownie popularized amateur photography and the idea of taking snapshots instead of formal portraits. This Model

No. 2A Brownie was made in the U.S. and used type 116 film. It originally sold for \$3.



#### Charles Lindbergh Visit, 1927

Charles Lindbergh captured the world's attention when he flew the *Spirit of St. Louis* from New York to Paris in May, 1927. The young aviator returned to the U.S. as a hero, and began a national tour to promote aviation. He came to Greensboro that October and was greeted by local dignitaries, including Mayor E. B. Jeffress. Admiring fans, many wearing *Welcome Home Lindbergh* buttons, cheered his motorcade and attended a ceremony at War Memorial Stadium.



#### Pilot Life Insurance Cornerstone, circa 1927

In 1923, Pilot Life company president A. W. McAlister purchased 3660 acres between Greensboro and High Point, property he named Sedgfield. This image shows McAlister helping to lay a granite cornerstone for new company headquarters. Pilot Life offices remained at Sedgfield until the late 1980s, when the merger with Jefferson Standard Life Insurance was completed and employees were moved to the downtown headquarters at Market and Elm streets.



#### Keeping the 1920s Woman Moving

Designers responded to the decade's shorter hemlines by offering shoes with more color, the popular Louis heel, decorative elements and a rounder toe, creating footwear both stylish and comfortable. The leather shoes belonged to UNCG faculty member and respected physician Dr. Anna Gove, for whom the student health center is named. The blue silk shoes were worn by Mrs. Jeanette Siegel Cone, wife of Ceasar Cone, Sr., an early supporter and board member of The Children's Home Society.

Elise Allison, Archivist  
Susan Webster, Registrar/Curator  
Jon Zachman, Curator of Collections

## Roaring 20s Flashback Shopping

**S**aturday, July 12th is going to be a special day of celebration—90 years as an organization—and in that spirit, the Shop will be featuring fun items to take us back to the Roaring 20s. Charleston Chews, Teaberry chewing gum and Chick-O-Sticks, anyone?



The star of the candy crowd will surely be the Oh Henry! bar, born in 1920, a clamored for and must-have in the Museum Shop all year round. Visitors are delighted to come across the hard-to-find confection because it's delicious and its name offers a clever connection with Greensboro's own beloved short story author extraordinaire, O. Henry. While there is no true connection between the two, we like to pretend there is.

The Roaring 20s Flashback Saturday will celebrate the joy of vintage toys and the fun of playing with marbles, yo-yos, jacks and



whistlers. The teddy bear was also very popular during the 1920s, and we're proud to have our own version of plush, stuffed cuteness: Roary the lion, a huggable version of the handsome cast iron lions that guard the museum building. One look at our adorable Roary and you'll have to take one home with you.

Remember, the Museum Shop is open 24/7 at <http://Shop.GreensboroHistory.org>. We are delighted to fill your orders and ship them promptly to everyone on your gift list.

Erin Clark, Museum Shop Manager

## Textiles, Teachers and Troops



Carol W. Martin/GHM Collection

This 1939 image of Mock, Judson, Voehringer workers is now accessible online

**A** new website, *Textiles, Teachers and Troops: Greensboro, NC, 1880 - 1945*, makes available more than 175,000 primary sources that show how public and higher education, the textile industry and a WWII military base transformed Greensboro from a town of 2000 into one of the Southeast's leading manufacturing and education centers.

Located at [DigitalGreensboro.org](http://DigitalGreensboro.org), the site includes nearly 10,000 images from museum archives, including scenes from early 1900s mills and mill villages, J. C. Price Elementary School and WWII Greensboro.

A grant, awarded by the State Library of NC and managed by UNCG, paid for equipment and labor to scan materials. Five colleges and universities and the Public Library participated along with the museum.

The website is designed to be interactive so that you can leave comments and tag items with keywords. If you recognize something or someone in a photo, by all means, please add that information. The site is awaiting your exploration, and poised to grow. Start the process by visiting [DigitalGreensboro.org](http://DigitalGreensboro.org).

Elise Allison, Archivist



## ROARING 20S FLASHBACK

### Flashback with Us to the Roaring 20s on Saturday, July 12

It's going to be the bee's knees. The cat's meow. We're getting our straw boaters, Panamas, bowlers and fedoras ready, thinking about which flapper dress will create the most flap, making sure that Saturday, July 12 will be a hotsy totsy celebration of the museum's founding in 1924. The Shop will be hopping. And gee, thanks to support from the John Floy Wicker Endowment, admission won't cost you a clam.

**11 - 12**

Storytelling with Miss Tammy  
Roaring 20s crafts and fun

**12 - 1**

Piedmont Swing Dance Society  
Lunch

**1 - 3**

Graveyard Ghost Tours  
Live Jazz in Richardson Park

**2 pm**

Silent Film and Free Popcorn

**3 pm**

Roaring 20s Game Show



The A. A. Jenkins family in their 1923 Ford

## MUSEUM GUILD



Carmen Redding

Guild members Joan Sherrill and Sara Stuart

Our April trip to the Governor's Mansion and Gardens was such a delight—most of us left with a cutting of Kentucky Colonel Spearmint to plant in our own gardens (with the encouragement and permission from grounds supervisor Gerald Adams, of course). Our lunch at the Oak Room offered a sweeping and gorgeous view of downtown Raleigh, which we explored a bit more at the NC Museums of History and Science before heading back to the Gate City. By the time you read this, we will also have enjoyed our last gathering for the season and a program on Greensboro Train History and Travel by Kevin von der Lippe.

Mark your calendars for Monday, September 15, when Elizabeth Hudson, Editor-in-Chief of *Our State Magazine* will be our guest speaker. And in the meantime, please renew your Guild membership by sending \$15 payable to the Museum Guild to Sandy Weston, 5386 Beechmont Dr., 27410. I'm always happy to talk with folks about the Guild—it's a great lifelong learning opportunity. Just give me a call at 272-2438.

Josie Gibboney, Incoming President

## CALENDAR OF EVENTS

### JULY

**Through August 10**

**Ten Thousand Villages Greensboro  
10th Anniversary Community Display**

Museum lobby

**Friday, July 4**

Museum Closed

**Saturday, July 12 from 11 - 4**

**Roaring 20s Flashback Saturday**

Celebrating museum's 90th year.

Costumed actors, make and take crafts, storytelling, fun and refreshments

### 5 by O. Henry Plays

Joseph Hoesl, Playwright

Barbara Britton, Artistic Director

Five short stories on stage as one-act plays, with vintage music adding to the fun.

This year's playbill features *Proof of the Pudding*, *Elsie in New York*, *The Guilty Party*, *The Third Ingredient* (ah, if I only had an onion!) and *The Girl and The Graft*. Details above.

### AUGUST

**Sunday, August 24 at 3 pm**

**High Tea at the O. Henry Hotel**

Let's make a teaworthy toast to Dolley Madison's bravery in August 1814. Tickets \$30, available on the website or by mailing payment by August 8. Table sponsorships available.

**Tuesday, August 26**

**5 by O. Henry Tickets Go on Sale**

\$13 Members; \$15 Seniors, Students; \$16 General Admission, plus sales tax  
At the Museum Shop, call 373.2949 or visit GreensboroHistory.org

### SEPTEMBER

**Monday, September 1**

**Museum Offices Closed**

**September 11 - 14, 18 - 21**

**Thursdays, Fridays, Saturdays 7:30 pm**

**Saturdays, Sundays 3 pm**

**5 by O. Henry Plays**

5 short stories and live music, in one of the nation's longest-running original museum theatre productions. See left for ticket info.

**Monday, September 15 at 10 a.m.**

**Museum Guild Meeting**

Hear from *Our State Magazine*

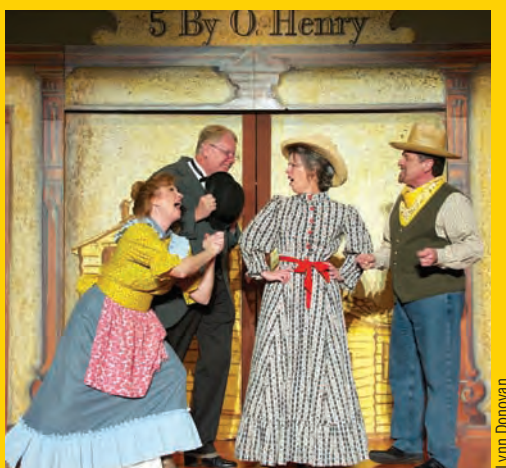
Editor-in-Chief Elizabeth Hudson

Guests welcome; call 272-2438 for more information.

**Saturday, September 27**

**StoryCorps Show and Tell**

A special event featuring local people who will share their stories of leaving home. Watch for details.



Lynn Donovan

On the Cover: Looking north on Elm St. at the intersection with Market, about 1929

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

Like Us On 



**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 - 5 PM

Free Admission

[GreensboroHistory.org](http://GreensboroHistory.org)

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