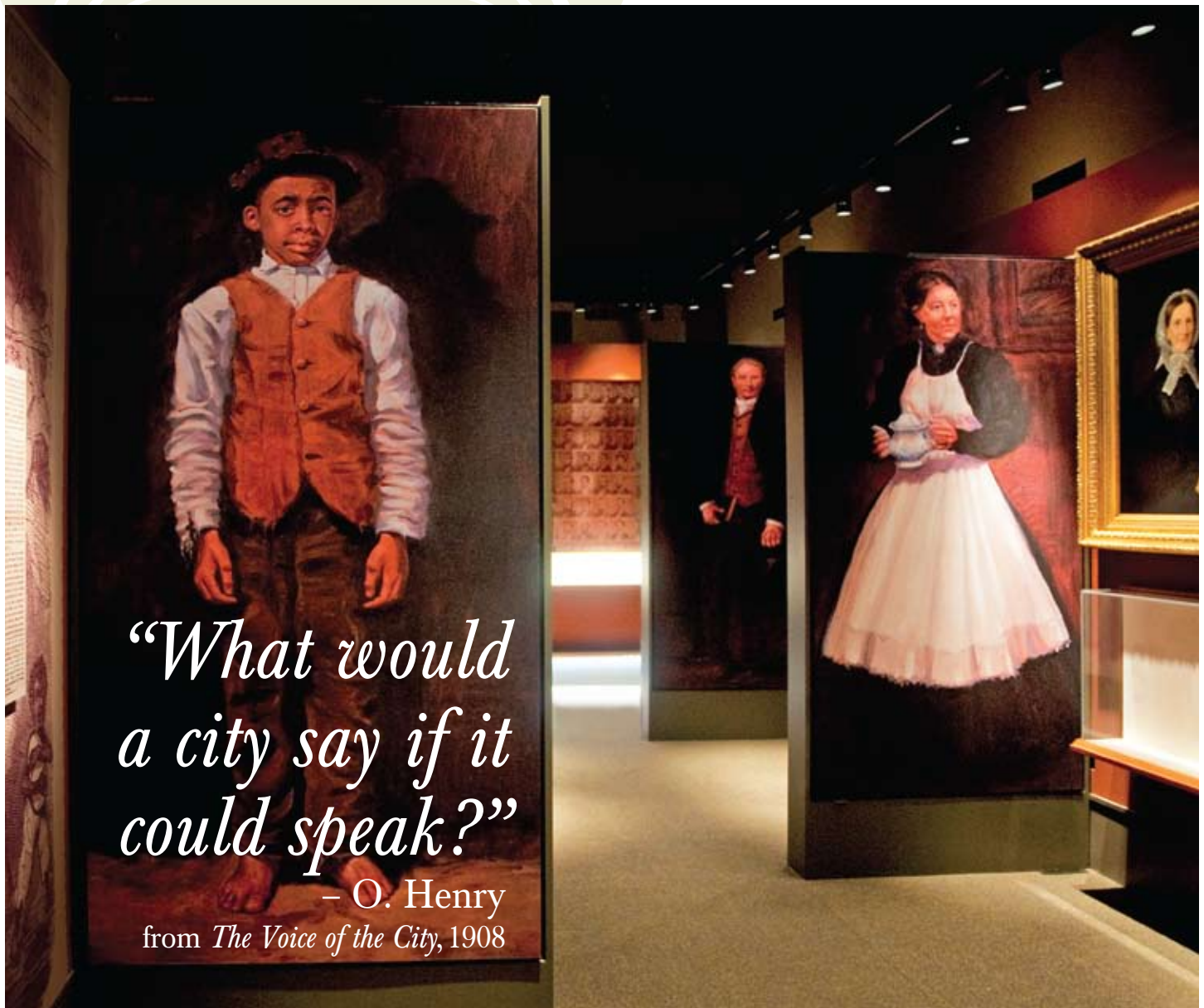


ROAR

Rich history served fresh daily



*“What would
a city say if it
could speak?”*

– O. Henry
from *The Voice of the City*, 1908

In this Issue

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5 by O. Henry returns this fall. For schedule, see back cover.



Announcing a new way to recognize dear friends. For story, see page 3.



Voices of a City opens Tuesday, July 27, at noon. For story, see page 6.



Our Museum Shop just had a makeover. To plan your shopping list, see page 9.



Direction Are We There Yet?

We have often asked this question during our incredible journey toward unveiling *Voices of a City: Greensboro, North Carolina*. As we arrive at our destination, marked by the ribbon cutting on Tuesday, July 27, 2010, at 12 noon, I know we would not have made it without the generosity, passion and talent of the many people who helped us turn our vision into a stunning new exhibition.

First, I offer my thanks to the 2006 Greensboro City Council for their unanimous approval of the \$5.3 million City of Greensboro bond to underwrite the exhibition and exterior renovations, and to the voters who shared our vision. I remain grateful to Sandy Neerman, Director of Greensboro Public Libraries, for her tireless support, encouragement and sound advice; to Brigitte Blanton, Senior Manager of Library Services, for clear direction and communication over the course of the project; and to our city engineers, Reginald Lee and Jerome Williams, for their expertise in steering complicated renovations.

I wish to thank Eisterhold & Associates for designing a truly inspiring exhibition, as well as the Hadley & Associates team for fabricating and installing the final creation. My gratitude extends to Teague, Freyaldenhoven & Freyaldenhoven Architects, who provided professional oversight of the bond-funded work and Museum Shop remodel. For making the vision tangible, I thank the highly-skilled craftsmen and contractors of J. Wayne Poole, Inc.

Thank you to the 2005 Greensboro Historical Museum, Inc. board of trustees, guided by then-president Anne Hurd, who approved a \$1.6 million capital drive to renovate our well-loved exhibitions; to Jim and Anita Schenck who led the committee that raised over \$2.1 million; to all of the donors who expressed their excitement and gave so generously; and to the subsequent trustees, led by presidents Ned Cline, Jim Slaughter, Ken Bethea and Susan Schwartz, who continue to move the institution forward.

Last, and certainly not least, I appreciate the many contributions of our professional museum staff, led by project manager Susan Webster, who took advantage of the incredible opportunity to tell known and unknown stories of our city for everyone to hear.

At the culmination of this adventure, it is thrilling to see all of the new opportunities before us – opportunities to listen, to serve visitors in exciting new ways, and to hear their laughter and excitement mingling in our galleries with the *Voices of a City*.

Looking forward,

Fred Goss, Director

GREENSBORO HISTORICAL MUSEUM, INC.

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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.

- Adrienne Byrd, *editor*
- Laura Petrides Wall, *design director*
- Betsy Huffine, *graphic designer*
- Bert VanderVeen, *photographer*



Smithsonian Institution
Affiliations Program



AMERICAN ASSOCIATION
OF MUSEUMS

Recognition

Community Movers and Shakers

Ask anyone, “Do you know Jim and Anita Schenck?” and you’ll get a smile and a personal story of how well and how long they have known these respected, fun people. When you talk to the Schencks, they add their memories of growing up in Greensboro; Jim tells tales of shows at the Carolina Theatre and Anita shares that she often played in the First Presbyterian cemetery, just outside the door of the Museum Shop.

It is only fitting that we publicly acknowledge the leadership and devotion that Jim and Anita have provided as members, trustees, and in their recent role as chairs of the most successful capital campaign in the history of the museum. Because Jim and Anita’s involvement with the museum and numerous other cultural agencies continues to make our city a better place to live, the Greensboro Historical Museum will establish the Jim and Anita Schenck Exhibition Endowment later this year. As a lasting legacy to their dedication, the fund ensures that resources will be available for designing, fabricating and installing new exhibitions, as well as caring for the current displays for years to come.



OUR NEW EXHIBITION ENDOWMENT WILL BE NAMED FOR JIM AND ANITA SCHENCK, DEDICATED VOLUNTEERS WHO RECENTLY SERVED AS CO-CHAIRS OF THE MOST SUCCESSFUL CAPITAL CAMPAIGN IN THE MUSEUM’S HISTORY.

If you wish to honor Jim and Anita for all that they have done for the community, please join us in thanking them next time you see them, and consider a gift designated to the Schenck Exhibition Endowment. – *Fred Goss*

Restoration

Historic Places

Why make such a fuss about windows? In prior newsletters, we’ve been talking about City of Greensboro bond-funded projects focusing on the museum buildings listed on the National Register of Historic Places.

Why indeed! Our impressive windows are significant architectural features from 1892, 1903 and 1939. It is our duty to preserve these eyes on the world. Nearly 175 windows adorn our façade, and form a study of about 25 different types, styles and methods of construction, including arched, fixed, single-hung, double-hung and casement windows.

Before preservation work began, a historic window specialist surveyed

the condition of all accessible windows. Each was inspected, photographed and cataloged, recording dimensions, hardware, type of glass, and condition of sash, sill, stops, jamb and brick mold. The survey

indicated that about 70 percent of the windows were found to be in good or fair condition with areas of deterioration

limited to scratches, dents or partial depth rot. The remaining 30 percent were designated as poor condition, non-original replacement, or historic windows previously restored.

Based on this data, 97 windows were identified for treatment,

specifying that all work comply with national standards for registered historical buildings. The city awarded a contract to J. Wayne Poole and window specialist David Hoggard of

Double Hung Historic Window Restoration. Hoggard’s staff removed each window and completed all

necessary repairs. New paint and interior storm windows will address environmental and energy concerns. With proper care and maintenance, these historic windows should last another 75 to 100 years.

– *Jon B. Zachman*

Update: As of May 2010, the window preservation project was completed.

Commitment

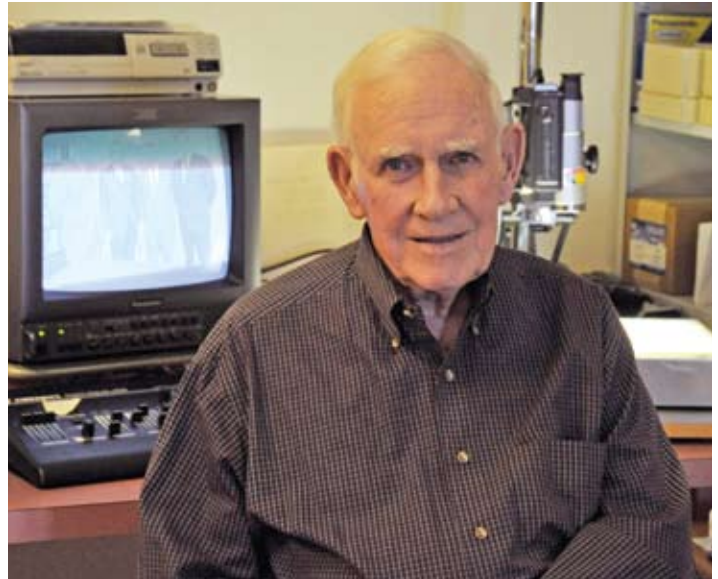
Volunteer Spotlight

A few years ago, while re-housing and labeling a large group of Martin's Studio images produced for Jefferson Standard Life Insurance Company, volunteer Ed Sikes was frustrated that most lacked information about their content. Last summer, he recruited his friend Bob Haynes to remedy the situation.

Bob is well-qualified for the job. He started working for Jefferson Standard in Charlotte in 1946, and was transferred to Greensboro a few years later. He held a variety of positions in the company, eventually becoming manager of the planning and coordinating department, a position he held until his retirement in 1990.

Bob has been volunteering once a week to examine the negatives and record information about the individuals and events featured in them. So far, he has worked his way through 12 years of negatives. He describes them as mainly relating to the department in charge of hiring and training sales agents, noting that Carol Martin's partner, Tex Miller, took most of them.

In Archives, volunteers play an integral role in



FOR NEARLY A YEAR, BOB HAYNES HAS EMBARKED ON WEEKLY TRIPS DOWN MEMORY LANE, AS HE HAS DISCOVERED IMAGES OF LONG-TIME FRIENDS AND COLLEAGUES, THEIR FAMILIES, AND EVEN HIMSELF, IN OUR ARCHIVES.

organizing, describing and ensuring the long-term preservation of our collections. We are so grateful for Bob's willingness to share his knowledge and make these images more interesting and useful to us and our researchers.

– *Elise Allison*

Assistance

Volunteer Service

What does it take to be a volunteer? A love of history and a little free time. What do our volunteers achieve? Our unpaid employees extend the capacity of the museum staff, help us carry out our mission, expand our reach into the community, demonstrate local support and publicize our programs. What do they receive? Our undying gratitude and a chance to make a real difference in our community.

In the coming year, opportunities to volunteer will grow by leaps and



LEARNING TO TEACH HISTORY WITH REPRODUCTION OBJECTS IS ONE PART OF TRAINING FOR VOLUNTEER TOUR GUIDES

bounds. As more visitors arrive to see the *Voices* exhibit, we will meet many folks ready to share their stories, treasures and talents with us.

Training is always available for everyone. September and January group classes offer a chance to share your passion for the past with colleagues, and individual instruction is offered to fit your schedule.

Trained volunteers are often the first to welcome visitors, offering information and a friendly greeting.

Volunteers also guide tours, sell souvenirs, present traveling trunks and answer questions. Others venture into offices and workrooms to catalogue images, enter data into the computer, photograph artifacts, sort collections, organize events and gather stories.

Over the years, our best volunteers have been people recruited by volunteers. Museum members and their friends make up the majority of our crew. Their enthusiasm for what goes on behind the scenes is contagious. To sign up for a taste of the extraordinary, call volunteer coordinator Carolyn Malone at (336) 333-6834. Then recruit all your friends to join.

– *Betty K. Phipps*



VISIT THE DAVID AND RACHEL CALDWELL HISTORICAL CENTER TO LEARN ABOUT TWO OF GREENSBORO'S FOUNDING CITIZENS.

Dedication Community Connections

David Caldwell lived for 99 years (1725-1824), and his wife Rachel for 83 years (1742-1825). The first efforts to create a memorial to this founding couple at their former homesite began in 1935. Almost 73 years later, a museum opened to tell the story of their lives in early Guilford County.

In 1935, the North Carolina Society of Colonial

Dames placed a large boulder with a

plaque that briefly tells the story of David Caldwell, and the Rachel Caldwell Chapter of the Daughters of the American Revolution placed a companion sign for his wife.

Later, Mr. and Mrs. Edward Benjamin donated a North Carolina

Society for the Preservation of Antiquities historical marker at the corner of Hobbs Road and Cornwallis Drive, so that passengers could learn a bit of history as they drove by.

In preparation for the celebrations of the American Revolution in 1976, the Caldwell Log College, Inc. formed to purchase available land from the former 550-acre farm. On October 21,

1976, David Caldwell Historic Park and Bicentennial Gardens were

dedicated as a gift to the citizens of Greensboro.

Members of the Log College committee worked for years to increase awareness of the Caldwell legacy. The group raised funds to recreate the academy – known as the Log

College – that David Caldwell founded in 1767. Archaeology began in 1979, and a small foundation, now believed to be the cellar of the family home, was discovered.

The dream to recreate the academy and home of the Caldwells lived on even after the group disbanded. When former Log College, Inc. member Walter Sills died in 1999, his will revealed a generous gift – enough money to build a museum on site.

To celebrate David Caldwell's 184th birthday, in April 2008, the David and Rachel Caldwell Historical Center opened. With a mission to teach history through art, science, math and literature that mirrors the Log College's classical curriculum, the center is a place for everyone to be inspired by the lives and legacy of David and Rachel Caldwell.

– *Adrienne Byrd*



LISTENING IN: YOUNG VISITORS GET A SNEAK PREVIEW AND HELP US TEST AUDIO WANDS IN THE NEW DENIM CAPITAL GALLERY.

Voices of a City

When We Listen,
We Grow.

“**W**hat would a city say if it could speak?” asked the writer O. Henry. When we asked Greensboro’s citizens what they have to say about the place, its people and events, a plan for a major core history exhibition began. A community survey, along with member and donor interviews, bolstered our idea that a more diverse and complete local story was not only important but had to happen.

Board and staff listened to the community and understood their desire for a new chronicle of our city’s history. A survey of 1100 residents was conducted in 2005, and our staff sought further input from more than two dozen civic clubs in town.

Voices of a City: Greensboro, North

Carolina will shed light on stories from more than 300 years, provide a superior visitor experience for everyone and secure the museum’s place as our community’s resource for connection to the national story.
– Fred Goss

Giving History a Voice

Connecting you to the stories that make Greensboro a significant American city was the inspiration behind creating *Voices of a City*. From planning stage to execution, our desire has been to use the best technical approach to serve up rich stories for our visitors.

With the profusion of stories that we could tell, we have taken advantage of opportunities afforded us by the use of audio and video in the last several decades. Over 100

unique presentations range from the moving and sometimes disturbing, to the nostalgic and uplifting. Scattered throughout the exhibit, experiences like nature sounds – recorded at the Haw River State Park – provide a 1700s ambiance in the Bewitching Country gallery, and the powerful voice of Sam Cooke hopes “A Change Is Gonna Come,” at the Woolworth counter in our Changing Times gallery.

Although being able to condense information and present it in a short, interesting, readable format is something curators and archivists often pride themselves in doing, history comes across most powerfully when the participants speak for themselves. For example, how better to understand what it was like to get a mid-1900s education at the African-American Maco Beauty College in Greensboro, than to hear Ada Motley, Clara Shofner and Lucy Sligh describe their school experiences in the Denim Capital gallery? What was it like to become a small business owner after graduation? And discover for yourself what it sounds like, almost 70 years later, to hear three proud graduates sing their alma mater.

What types of media will you find? You’ll experience video stations with sound played on external speakers as well as areas with more intimate hand-held audio wands; video with no sound; audio of oral history recordings; audio of actors, some of them relatives of the writer, reading quotes from letters and documents; interactive touch screens with

From planning stage to execution, our desire has been to use the best technical approach to serve up rich stories for our visitors.



multiple-option databases providing written and visual information; and even ambient sounds projecting from overhead and under-counter speakers.

An excellent example of the power of technology is found in the Mass Media area of the Changing Times gallery. A wall of radios and televisions, with modern display screens interspersed among them, towers to the ceiling. Some of the

monitors will show videos of home movies and street scenes, running in a continuous loop. There will be a central touch screen with options to hear brief excerpts of radio broadcasts, including Bob Poole

on WBIG, Alfred G. Richards on WEAL, and broadcasts of Charles Lindbergh’s 1927 transatlantic flight. Other choices include TV news programs and entertainment shows that will play on a large central monitor. The entertainment choices include two separate segments of the children’s program the *Old Rebel Show*, hosted by George Perry on WFMY-TV from the 1950s until the 1970s. Both are wonderful, but one notable video features the Old Rebel



LARGER THAN LIFE: COMMISSIONED PORTRAITS OF LOCAL PEOPLE, A SECTION OF THE ORIGINAL WOOLWORTH COUNTER AND VINTAGE FILM CLIPS TELL OUR STORIES THROUGH ART, ARTIFACT AND TECHNOLOGY.



FAMILIAR PORTRAITS: LOCAL LEADERS AND NATIONAL HEROES ADORN THE WALLS OF THE DEBATING LIBERTY AND BEWITCHING COUNTRY GALLERIES.

Our hope is that by adding all of these real “live” voices, our *Voices of a City: Greensboro, North Carolina* exhibit will be an inspiring, enriching and memorable experience for children, for families, for everyone.

talking with one of the show’s stars, Marvin the Mule. If you look to your left as this is playing, an exhibit showcase displays the actual Marvin the Mule hand puppet, recently acquired from the Perry family. Although this video will resonate particularly with our older visitors, even those too young to have seen the program when it aired will find the juxtaposition of the video with the actual artifact a very unique experience. Similarly, another option at this station is a news segment showing CBS

journalist Edward R. Murrow – born in Guilford County – broadcasting from the Korean War front during Christmas 1953. One of Murrow’s WWII correspondent jackets, donated by Mrs. Murrow in 1994, is in the same display case as the Marvin the Mule puppet.

Our hope, of course, is that by adding all of these real “live” voices, our *Voices of a City: Greensboro, North Carolina* exhibit will be an inspiring, enriching and memorable experience for children, for families, for everyone. – *J. Stephen Catlett*

***Voices of a City: Greensboro, North Carolina* Project Team**

Susan Webster, *Project Manager*

Elise Allison

Jerry Bell

Taneka Bennett

Shane Carrico

J. Stephen Catlett

Linda Evans

Anne Foster

Adrienne Garwood

Martin Kane

Carolyn Malone

Jennifer McRae

Betty K. Phipps

Shawn Rogers

Kat Sikes

Vicky Sloop

Jon B. Zachman



VISIT THE RENOVATED MUSEUM SHOP, WHICH FEATURES MORE THAN 1000 NEW ITEMS.

Shopping History in Every Purchase

Special gifts for everyone are arriving daily at your Museum Shop. Summertime living is easy in our new space where we are having fun arranging thousands of museum-quality treasures.

We've spent most of the last year planning the new shop, and we are celebrating our reopening throughout the coming months. In addition to the delightful merchandise in store for you every day, we are offering a weekly raffle and a gift with every purchase.

Everyone on your list will delight in a gift purchased from the Shop. Sun is no problem with a baseball cap sporting the new logo. Brides will revel in the hand-decorated china sets, inspired by our own first lady, Dolley Madison, and grads can cure homesickness with a local book in their first dorm space this fall.

New to our summer merchandise assortment is our gardening area.

We invite you to stroll through the charming cemetery garden designed by Chip Callaway, and then come inside to pick up some planting tools and accessories. You can purchase some historical gardener's soap – handmade in North Carolina – or take home your very own daisy grubber. St. Fiacre garden markers have a vintage look, gloves that breathe make a nice treat, and hard-to-find pin holders for cut flower arrangements are a treasure for the avid gardener.

Readers will love browsing the shelves for Greensboro authors, regional and local cookbooks, and darling children's books. We are especially proud of *Martin and Miller's Greensboro*, signed by our archivist, J. Stephen Catlett.

We are looking forward to your visit and a chance to help you find distinctive gifts for everyone on your list.

– *Cynthia Kennard*

Museum Shop Hours

Tuesday - Saturday
11 AM - 5 PM
(until July 27, 2010)

Tuesday - Saturday
10 AM - 5 PM
(after July 27, 2010)

Sunday 2 PM - 5 PM

Telephone: (336) 373-2949

Closed Mondays and
City of Greensboro holidays

Belonging

Membership News



Museum members have seen a distinct change in the look and feel of our graphics presentations over the past several months. More changes are in store as the rollout of the brand continues. One of the most noticeable changes for museum members will be in your hand when you renew this year. The recently branded member card, courtesy of museum trustee and graphic artist Laura Wall, is permanent, distinctive and easily recognizable, whether in white for the Belle Meade Society or orange for general museum members.

And there's even more good news. The board's membership drive, launched this last April, has generated over 40 new members and nearly \$4,000 in revenue! In addition to this wave of new members, current members are renewing at a higher rate than just a year ago. Upon renewal, you immediately receive greater benefits, including increased discounts on a wider array of merchandise in the Museum Shop.

The trustees will continue to increase enrollment this year, ultimately providing funds for additional programs, artifact acquisition, conservation and marketing. Thank you again for your financial support and remember that a membership makes a great gift for family and friends.

– Fred Goss

Bequest

Estate Planning

The new Lionheart Society honors individuals who have chosen to include the Greensboro Historical Museum, Inc. in their estate plans. Established this spring, our board of trustees created the Society to secure the financial future of the non-profit.

Providing for the museum with a planned gift can be a simple process, and your gift can make a significant difference. In consultation with your attorney, accountant or financial planner, you can express your support for the Greensboro Historical Museum, Inc. by including a bequest or other life income gift.

If you have remembered the museum in your will or through another type of deferred gift



TRUSTEE JEFF DAVIS

arrangement, please let us know. We would be delighted to acknowledge your thoughtful

The Lionheart Society honors individuals who have chosen to include the Greensboro Historical Museum in their estate plans.

generosity and welcome you as a Lionheart Society member.

Informing us of your arrangements greatly assists our long-range planning for gift support. All information provided is confidential. If you wish, you may be registered as an anonymous member.

To learn more about planned giving or the Lionheart Society, please contact Fred Goss at (336) 373-2306.

– Jeff Davis

Fellowship

Museum Guild

Fellowship and learning are the hallmarks of membership in the Museum Guild, open to anyone who is a member of the Greensboro Historical Museum, Inc. The Guild concluded another year of programming with its May 17 meeting and luncheon. Mr. Dean Six, Director of the West Virginia Museum of American Glass, presented a program on glass making and historic vessels. Guild members brought

Guild meetings are held on the third Monday of the month September through May.

their own items for identification of the style and to determine if the piece was molded, blown, or cut glass. Guild

member and professor emeritus Lois Edinger arranged the meeting space in the Virginia Dare Room of the UNCG Alumni House.

Founded in 1975, the guild supports the Greensboro Historical Museum through public programming, volunteer efforts and financial support. Meetings are



TRUSTEE BONNIE MORRAH IS THIS YEAR'S PRESIDENT OF THE MUSEUM GUILD, A GROUP THAT SUPPORTS THE MUSEUM THROUGH PUBLIC PROGRAMMING, VOLUNTEER EFFORTS AND FINANCIAL SUPPORT. ANY MEMBER OF THE MUSEUM IS ELIGIBLE TO JOIN.

held on the third Monday of the month September through May. The social starts at 10:00 am with the program following at 10:30 am. Trustee Bonnie Morrah serves as this year's president. If you have an interest in becoming a Guild member, please contact Bonnie at (336) 292-8426 for additional information.

– Fred Goss

Honorariums & Memorials

In Honor of

Linda Evans

Gift from Greensboro Chamber of Commerce

Bill Moore

Gift from the Richardson Corporation

Betty K. Phipps

Gift from Gramercy Park Women's Club

In Memory of

Hilda Prefontaine

Gift from

Greensboro Historical Museum Guild

Mrs. Merle Frazier

Mr. & Mrs. Seth Macon

Mr. Mark Peters

Dr. & Mrs. Edgar Sikes

Ms. Dorothy Sowerby

Mr. & Mrs. Walt Wilson

Partnerships

Building Community



The Museum Alliance of Greensboro (MAG) is a group of the city's museums, historical attractions, science centers, art galleries, and

cultural organizations. Biannual Museum Discovery Days celebrate the city's rich culture, history and arts. Proceeds from the events will be donated to the Museum Alliance to fund future community events and programs.



AT&T has provided noteworthy financial and in-kind support to the museum since 2007.



Craft Insurance Center generously provided partial funding for this issue of *ROAR*.



GREENSBORO
HISTORICAL
MUSEUM

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 & 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.
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Permit 330

Rich history served fresh daily

Calendar of Events

June

Tuesday, June 29

Teen volunteer training
2:00 pm

July

Thursday, July 1; Friday, July 2
and Sunday, July 4
1776

Grassroots Productions Limited and the City Arts Music Center present the lighthearted Tony award winning musical that reimagines our nation's beginnings

8 pm: July 1 & 2

3 pm: July 4

\$18.50 - \$24.50

Carolina Theatre

310 S. Greene Street

For tickets, call (336) 333-2605

Thursday, July 1; Friday, July 2
and Sunday, July 4

1976 Revisited: The Spirit of '76

The iconic image rendered on ashtrays, belt buckles, costume jewelry and more from the Stoesen Bicentennial Collection

Open during performances of *1776*
Carolina Theatre

310 S. Greene Street

For more information, call

Adrienne Byrd at (336) 373-3681

Saturday, July 3

Fun Fourth Street Festival

Stop by the museum while you're out and about downtown

10:00 am - 5:00 pm

Sunday, July 4

Museum and Caldwell Center closed

Tuesday, July 27

Voices of a City ribbon cutting
Join us in celebrating the official opening of *Voices of a City: Greensboro, North Carolina*
12 noon

August

Tuesday, August 3

Training for visitor hosts
2:00 pm

September

Thursday, September 2

Orientation for new docents
9:30 am - 11:45 am

Monday, September 6

Museum and Caldwell Center closed



September

5 by O. Henry

September 10-12, 16-19

3:00 pm: Sept. 11, 12, 18, 19

7:30 pm: Sept. 10, 11, 16, 17, 18

\$10 members, seniors & students

\$12 general admission

Mary Norris Preyer Hall

For tickets, call (336) 373-2043

Tickets go on sale August 21