

Mock Judson Voehinger Mill Site
Motion of Recommendation
October 17, 2017
Guilford County Historic Preservation Commission

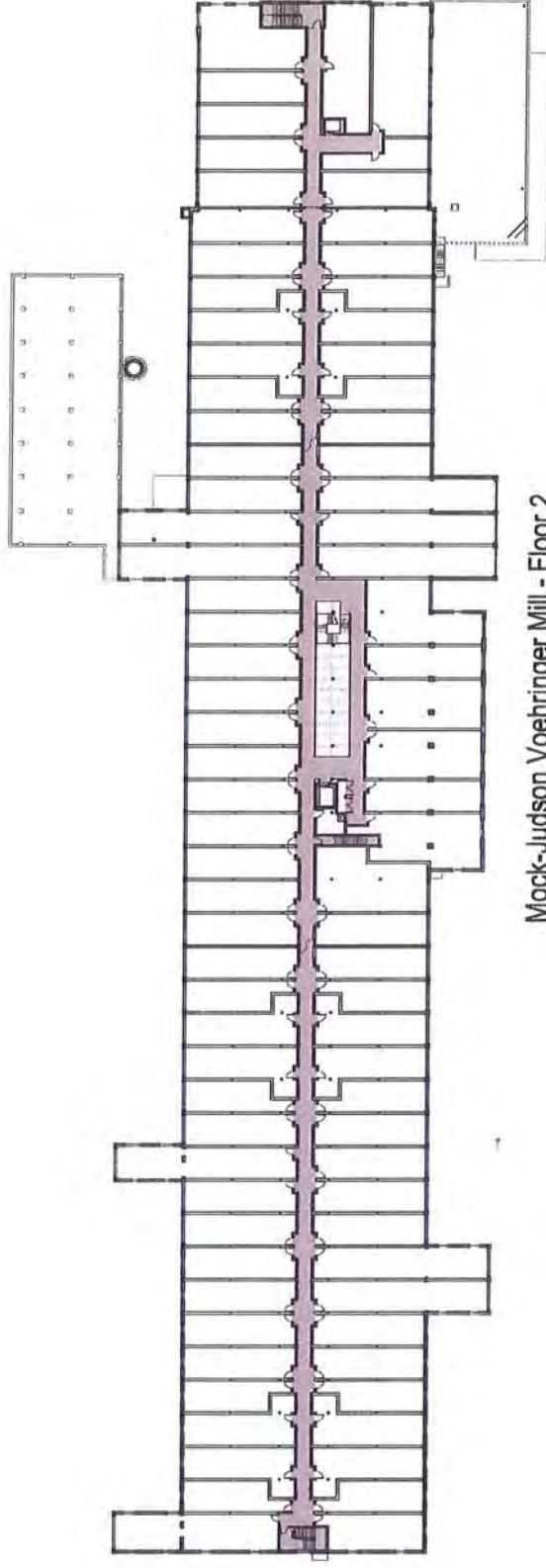
The Guilford County Historic Preservation Commission recommends designation to the Greensboro City Council a Joint Guilford County Historic Landmark designation for the Mock Judson Voehinger Mill Site, 2610 Oakland Avenue, Greensboro, NC. The designation includes interior common areas and exterior facades of the Mill Building, and exteriors of the Boiler House and Smokestacks.

Following the Commissioners' discussion of the application, Commission Member Leimenstoll made a motion to approve historic designation.

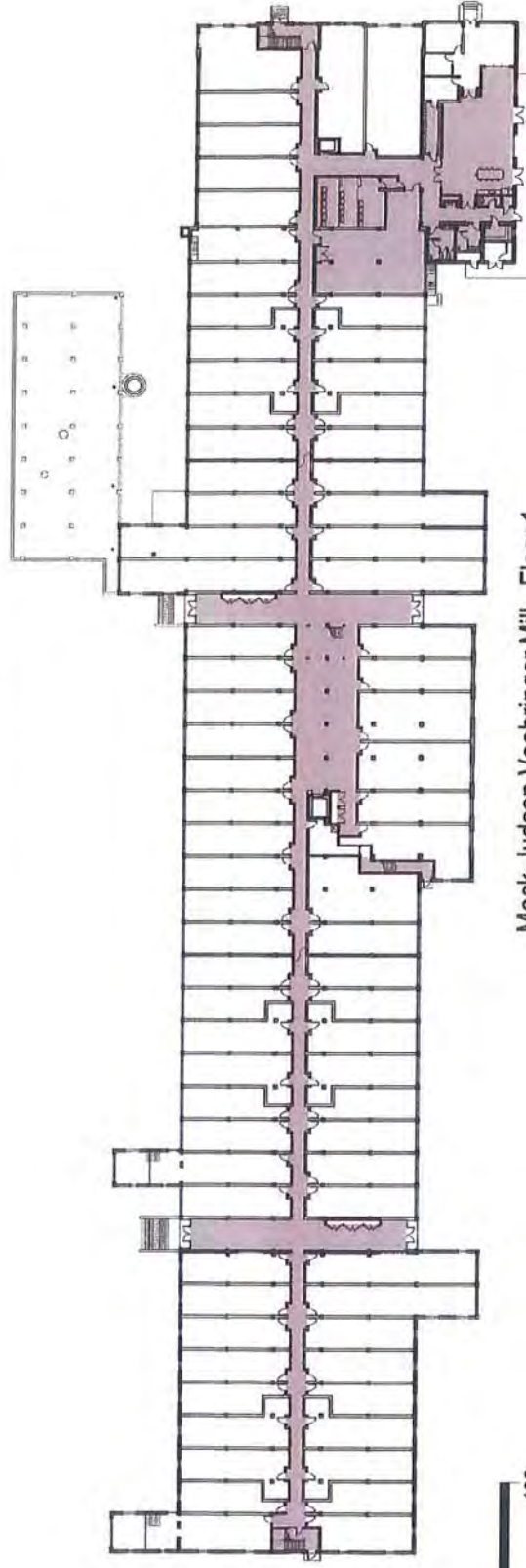
Commission Member Johnson seconded the motion, and the Commissioners voted 6-0 to approve the motion.

Mock-Judson Voehringer Mill Designation

- I. Interior common areas
- II. Exterior facades of the Mill Building
- III. Exterior facades of the Boiler House
- IV. Exterior shell of Smokestacks



Mock-Judson Voehringer Mill - Floor 2



Mock-Judson Voehringer Mill - Floor 1

0 25 50 100
Scale: 1" = 50' @ 11X17

Prepared November 6, 2017 by Belk Architecture

COMMON AREA	
FLOOR 1:	14,486 sf
FLOOR 2:	6,265 sf
TOTAL:	20,751 sf

MOCK JOHNSON VOETHINGER MILL : DEDICATED INTERIOR ELEMENTS

1. RETAINING FULL BUILDING MASONRY STRUCTURE (ORIG. MILL).
(REPAIRED PER SECRETARY OF THE INTERIOR STANDARDS)
2. RETAIN FULL HT. OPEN VOLUMES IN COMMON AREAS WITH
NEW TWO STORY ATRIUM IN THE BUILDING CENTER (PER
HISTORIC TAX CREDIT APPS.).
3. RETAIN WOOD STAIRCASE AND HEAVY TIMBER STRUCTURE
AT EAST END OF MILL.
4. RETAIN EXISTING WINDOWS REPAIRED & REGULIZED WITH
INSULATED GLASS (CLEAR, NON-LOW E).
5. RETAIN & REPAIR THE UNIQUE BULB TEE ROOF DECK WITHIN
THE CAST-IN-PLACE CONCRETE MILL STRUCTURE.
6. RETAIN AND REPAIR THE BOILER HOUSE & SMOKESTACK.
(FUTURE USE T.B.D.) (EXTERIOR SHELL)

NOTE: COLOR CODED COMMON AREA PLANS WILL BE SUBMITTED
SEPARATELY.



Guilford County

Historic Preservation Commission

General Information Sheet

Landmark Application

Historic name of Property: Mock Judson Voehringer Company Hosiery Mill
Street address: 2610 A Oakland Avenue, Greensboro
Parcel Number: 0219794
PIN: 7854321544
Deed Book & Page #: 007128-02981
Deed Date: 5/28/2010
Zoning: PUD Planned Unit Development

Interior designated: Yes (we would like to apply for exterior and common area interior designation)

Legal Owner(s) of Property

Name: 2610 Oakland Avenue Owner Greensboro, LLC
Address: 126 Garrett Street
City: Charlottesville, VA
Phone Number(s) (434) 760-1549 Fax Number: (434) 977-7779
E-Mail: seand@octagonpartners.com

Applicant/Contact Person (If other than owner):

Name: Kirk Carrison
Address: PO Box 291
City: Hillsborough, NC 27278
Phone Number: (919) 606-2425
Email: mskcarrison@gmail.com

Acreage designated: 6.42 acres

Acknowledgement

I, THE UNDERSIGNED, HEREBY CERTIFY THAT THE ABOVE STATEMENTS ARE TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE AND BELIEF; AND SUPPORT LANDMARK DESIGNATION OF THE PROPERTY DEFINED HEREIN. I ALSO ACKNOWLEDGE THAT THE GUILFORD COUNTY HISTORIC PRESERVATION COMMISSION MAY REQUIRE ADDITIONAL INFORMATION.

2610 Oakland Avenue Owner Greensboro, NC

By: J.P.W., Manager

Date

Signature of Owner(s)

I ALSO ACKNOWLEDGE THAT THE DESIGNATION INCLUDES THE INTERIOR, INTERIOR FEATURES AND DETAILS; EXTERIOR, EXTERIOR FEATURES AND DETAILS OF ALL STRUCTURES; AND LAND, UNLESS OTHERWISE NOTED IN THE APPLICATION. ANY ALTERATIONS OF THE PROPERTY AND/OR FEATURES DESIGNATED, REQUIRES AN APPROVED CERTIFICATE OF APPROPRIATENESS (COA) ISSUED BY THE GUILFORD COUNTY HISTORIC PRESERVATION COMMISSION.

2610 Oakland Avenue Owner Greensboro, NC

By: J.P.W., Manager

Date

Signature of Owner(s)

SUMMARY

The Mock, Judson, Voehringer Company Hosiery Mill is located at 2610 A Oakland Avenue, approximately 2.5 miles southwest of downtown. It was listed on the National Register of Historic Places on March 28, 2011, fulfilling Criterion A for industry for its importance in the history of the textile industry in Greensboro, and its period of significance spans from its construction in 1927 to circa 1956. The mill was a leading employer in Greensboro during the period of significance, and was Guilford County's largest hosiery mill. Importantly, the additions to the original structure, including the Art Moderne office-retail addition fronting on Howard Street, were designed by Charles C. Hartmann, one of Guilford County and Greensboro's most famous architects. Now, after years of being vacant and unused, the mill will be rehabilitated according to the Secretary of the Interior's Standards for Historic Rehabilitation and reused as upscale multifamily housing, once more becoming a vital part of Greensboro's economy.

As a major employment center from 1929 until 1956, the Mock, Judson, Voehringer Company Hosiery Mill was integral to the development of Greensboro as a center of textile manufacturing in the state; because of that significance, we believe that it deserves the honor and protection of local landmark designation.

PROPERTY DESCRIPTION

The Mock, Judson, Voehringer Company Hosiery Mill is located at 2610 Oakland Avenue, approximately 2.5 miles southwest of downtown on a parcel of 6.42 acres. The property is bounded by Hiatt Street to the north, Lindell Road to the west, 2610 Oakland Avenue to the south, and Howard Street to the east.

The mill façade faces Howard Street and is set back from the street by the approximately twenty-five feet, the width of the sidewalk, planting medians and entrance steps. The mill's long narrow footprint stretches approximately 650 feet west to South Lindell Road. A one-story, brick, flat-roof storefront is attached to the south side of the main building and is flush with the façade of the mill. The two-story brick and concrete boiler house sits near the northeast corner of the mill and is separated from the main building by a driveway. A parking area is located north of the mill and extends to the corner of Hiatt and Howard streets and stretches west beyond the boiler house. West of the boiler house on the north side of the mill, and south of the mill to the adjoining parcel at 2610 Oakland Avenue, the parcel is vacant.

Plot Plan – SEE ATTACHMENT A (Unified Development Plan Plat 03-19-13.pdf)

Chain of Title

The chain of title was followed back to Nathan Hiatt, who was listed in the federal 1850 census as a saddler. It is unclear when he took title to the property, probably due to the loss of records associated with the Civil War. It appears from the deed that was recorded April 3, 1878 that Hiatt's 3 children, Mary Hiatt, Joseph Hiatt, and Mattie Kellogg inherited Nathan Hiatt's land. In 1878 they sold the land consisting of a 100 acre tract and an 18 acre tract to J. Van Lindley. Lindley later used the land for a nursery, which was the use that preceded the development of the site as a textile mill by Mock, Judson and Voehringer.

Grantee	Deed Book & Page	Use
1878 J. Van Lindley (presumed)	55-435	Agriculture
1899 J. Van Lindley Nursery	118-51	Nursery
1927 Mock-Judson-Voehringer Company	549-46	Knitting Mill
1951 JB Raynes	2009 – 28	Knitting Mill
1962 EE Weisberg	3600 – 259	Knitting Mill
1987 MJ Raynes	3656 – 287	Stocking Outlet & Storage
1996 Greensboro Ventures	4466 – 1665	Stocking Outlet & Storage
1999 H1010 (Kotis Properties)	4956-641	Storage
2010 2610 Oakland Ave Owner, LLC	4466 – 1665	Redevelopment

HISTORIC SIGNIFICANCE

1. History Of The Property

In 1926, Bernard Mock, Nathaniel Judson and John K. Voehringer formed the Mock, Judson, Voehringer Company of NC, Inc. (MJV). The company was formed for the production of hosiery, a business the three men were in together at a large mill they owned on Long Island, New York. The company built a 23,000 square foot mill constructed entirely of reinforced concrete at 1004 Howard Street (now 2610 Oakland Avenue) in 1927. The mill employed fourteen employees at first, including company president and onsite manager John Voehringer. The facility was expanded in 1928 and was producing over four million pairs of silk hosiery annually by 1929, when employment increased to 600 workers (*Greensboro Daily News* 1-30-1930). The Mock, Judson Voehringer Mill (MJV Mill) was expanded again in 1930, 1936, and 1938 until the complex was complete at approximately 150,000 square feet.

North of the main building is the 1927 boiler house, built partially below grade, along with a massive red tiled chimney at the southeast corner of the boiler house. The final addition was a retail store added in 1938 on the south side of the main façade. This one-story brick addition is an Art Moderne-style building with glass block storefront windows and rounded corners.

The MJV Mill successfully navigated the Great Depression that followed the stock market crash of 1929. In fact, MJV continued to expand the physical plant through the Depression. According to a 1937 edition of the *Mojud Singer*, a company promotional magazine published monthly from ca. 1930 through at least 1941, the company employed more than 600 people in 1930, after completion of the second addition. The corporate publication also states that the plant employed 1,350 workers in 1937. The employment figures in the 1944 edition of *The North Carolina Directory of Manufacturing Firms* are more modest. The *Directory* lists the MJV Company's Greensboro plant with between 701 and 800 employees, which places the MJV Company as the largest manufacturer in the category of "knitting mill" in Guilford County. The only mills in Guilford County with more employees were owned by the Cone family-White Oak Mill (2001-2500 employees), and Proximity and Revolution Mills (both with 1001-1500 employees). However, the Cone mills refrained from any plant expansion throughout most of the 1930s, and actually reduced production at their Greensboro plants as the Depression wore on.

The MJV Mill was not immune to the labor disputes that pervaded the industry. The National Labor Relations Act of 1935, commonly referred to as the Wagner Act, protected workers' rights to bargain collectively and form unions. Subsequent to the Act's passage, The National Labor Relations Board (NRLB) was created to enforce the law, protecting workers and unions against unfair labor practices and overseeing corporate activities regarding labor organizations (West's Encyclopedia of American Law). On April 12, 1937 the Supreme Court of the United States sustained the Act as constitutional. Charges filed by the American Federation of Hosiery Workers, North Carolina District, against MJV in the fall of 1937 asserted that the MJV Mill engaged in unfair labor practices. Specifically, the company was accused of the distribution of anti-union literature, firing of employees on the basis of their union membership and the removal of organizers attempting to distribute union literature outside the mill. On July 7, 1938 the National Labor Relations Board reviewed the case and found that MJV had engaged in unfair labor practices (Mock, Judson Voehringer Company, 8 N. L. R. B. 133 (1938)). The rulings of this case are referenced in subsequent NRLB findings, many of which involved the MJV into the 1940s.

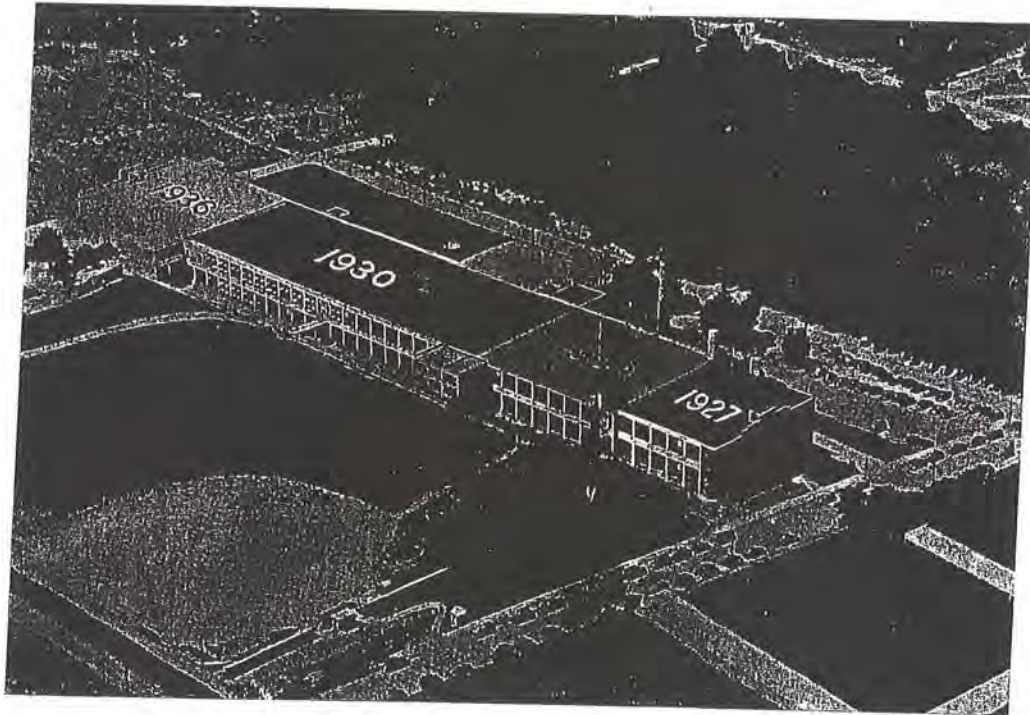
By the late 1930s "Mojud," the industry name for the sheer ladies stockings produced by the MJV Mill, followed the industry trend and transitioned from silk to nylon garments, resulting in a tear resistant product. The company partnered with DuPont in developing this fabric. It was one of many innovations brought to the hosiery industry by the corporation. In addition to a series of patents for machinery related to the hosiery industry, the Greensboro plant was the first firm to install picot top and heel attachments, the first company in the South to knit chiffon hosiery and among the first hosieries to use the full fashion method of knitting. "Full fashioned" referred to hosiery that was knitted on a special machine which resulted in a more formed and fitted stocking (Lyerly Mill NRN 8.2; Arnett 183-184).

In 1940 the mill dedicated 10% of its production to nylon hosiery, but the nylon and silk production quickly came to a halt when the United States entered World War II and all available silk and nylon was redirected to the production of parachutes. During the war the MJV Mill switched to rayon hosiery, which was less desirable because it produced a coarser finish. By 1947 the company was operating knitting mills under the "Mojud" brand name in Long Island; Decatur, Georgia; and Wilmington as well as Greensboro.

After the war ended, the company focused on the production of nylon hosiery and diversified its operations by entering the field of rayon and nylon lingerie and pajamas. By 1948 MJV Mill employed between 500-1000 employees, making it the second largest knitting mill in the state behind the Hanes

Hosiery Mill in Winston-Salem (1948 *Directory*). In the 1950s the MJV Mill employed more than 2,000 employees. This number is comparable to the 8,000 employed at this time by the Cone-affiliated mills at its Proximity, Revolution and White Oak mills, making MJV a major employer within Greensboro. By 1955, the Mojud Company was producing more than 19 million pairs of nylon hosiery annually (Catlett 126).

The MJV Mill was counted among Greensboro's most notable companies, and was featured on a ca. 1930 postcard published by Graycraft Card Co. of Danville, Virginia, promoting the city along with Cone Mills Denim, Jefferson Standard Life Insurance and Vicks VapoRub. In an attempt to capitalize on the successes of the MJV Mill, Kayser-Roth, a Burlington hosiery maker, bought the company in the mid-1950s. Kayser-Roth produced Rolane stockings and other brands at the mill until 1972. The building was mostly empty after that, except for a section kept open as the Rolane Factory Outlet Store, which closed in 1999. Except for occasional use for storage, the mill has been vacant since.



Aerial photo 1937 *The Mojud Singer*.

2. Community Background

The MJV Mill was built without the mill-owned worker housing that was typical of earlier mill developments. The housing, built as neighborhoods of mostly simple single-family and duplex homes, became known as mill villages, and examples can be found throughout the Southeast. The Cone mills in Greensboro followed this construction model, building extensive mill villages at their three major textile mills, Proximity, Revolution and White Oak. Greensboro city directories indicate that the MJV Company workers were concentrated in the nearby Lindley Park and Highland Park subdivisions, suggesting that the company counted on the booming Greensboro housing market to provide the

opportunities for their employees to secure housing. In the post-Depression years, the trend was for owners to divest of mill villages in favor of worker ownership. By 1950, 83 mills in North Carolina sold off at a least some worker housing (Lefler and Newsome 538). Statewide, mills built after 1930 were less likely to be built with worker housing. The early leadership at MJV clearly foresaw this trend.

However, the ownership of the MJV plant did provide other services related to the health and comfort of their workforce such as a cafeteria (thought to be located within the 1930s addition), an on-site nurse, and recreational sports leagues. Programs to promote the welfare of mill workers were common throughout the textile mills in Greensboro and throughout the state. Perhaps the most popular of these programs were the mill baseball teams. Among the mills that had baseball teams, the competition was intense; so much so that mill owners tried to recruit good players from other teams to work at their mill and offered them easy jobs, such as painting. (Greensboro News and Record, 8/3/2008). Companies furnished uniforms and equipment and the mill workers furnished the enthusiasm to cheer on the team. The company sponsored two baseball teams, the Mojuds and a semi-professional team, the Nighthawks.



3. Important People

A Greensboro Daily News article from April 29, 1928 was a testament to the type of industrialist Mock Judson Voehringer founding partner, John Voehringer was ("Greensboro Man Climbs From Post of Office Boy to Presidency of Big Hosiery Mill Plant Operating Here", Greensboro Daily News, 4/19/1928). John Voehringer managed the mill from 1927 until he retired in 1955.

The article tells of a brass plaque created and paid for by the workers in Voehringer's mill. Of the plaque, Voehringer states, "These folks," he refers with his hand to all of the machine operators, "are all my friends. I try to give them a clean place in which to work. I try to treat them decently. We don't high hat them here. They are part of us. If they have a grievance, they bring it right into the office and talk it over with me. Yes, they are my friends and I believe they know it"

Narrative from George Voehringer, nephew of John K. Voehringer who managed the Mock Judson Mill from it's opening in 1927 until he retired in 1955:

Early Industrialists in the Textile Industry would have to be the men with knowledge and vision, who got together in the early 1900s to start a hosiery business. Bernard Mock and Nathaniel Judson, two salesmen from New York City, joined together to form a partnership to sell hosiery products. Later, John K. Voehringer, Jr. joined the group and they formed a new partnership. Later, these men joined with Albert E. Margerison and Mock Judson Voehringer of N.C. Inc. was born with Albert Margerison as the major financier of the Corporation. Voehringer was made President and Judson Chairman with Mock as Vice President. Margerison was a board member but was not in a day to day management role. He kept a hand in management through his son-in-law, Richard C. Remmey, who worked his way to President when John Voehringer retired in 1955.

Bernard Mock, the consummate salesman, worked in the New York Corporate Office at 385 5th Avenue until he moved to L.A. to set up a West Coast sales operation. He was also a force in the ad campaigns that used lovely female movie stars to show their legs that appeared in Life and Post magazines in the 40's (Virginia Mayo, Rita Hayworth, Corrine Calvet, June Haver and others). After his death in Beverly Hills in 1948, His son, Sanford Judson Mock, worked for the company as a salesman to high-end retail outlets on the west coast until the company sold. Records indicate that Mock lived in Beverly Hills.

Nathaniel Judson stayed in New York to run the Corporate Sales Office and the Mill in Long Island City, New York. Nat had two sons active in the company. David L. and Morris L. Judson worked in the NY office. David was Secretary and on the board. Morris also worked in that office and started in sales and worked his way up to V.P., sales manager and a seat on the board prior to the sale of the company in the mid 50's. Mojud was bought by Chester H. Roth Co., Inc. in 1956 and subsequently merged to become Kayser-Roth Hosiery Co.

John Voehringer had one son, John Lester, who was educated at Duke University. He went into the USAAF in 1942 and was killed in action in October of 1943. John Lester was a navigator with the 306th Bomb Group that flew B-17's out of Thurleigh, England. He was buried in England and later interred in the family plot in Forest Lawn Cemetery. John K Voehringer first lived at 2102 West Market and later lived at 803 Woodland Drive, across from Greensboro Country Club. His neighbor was Richard C. Remmey at 506 Country Club Drive. Both were members of the Country Club and attended First Presbyterian Church. John also owned a residence on Sunset Island #2 in Miami Beach, complete with chauffeur, service staff and boat captain for his yacht. He also had a Real Estate Company, Woodland Realty. He owned r/e in Miami Beach and in Gastonia, NC.

He was good to his family and siblings. My father, Fred A. Voehringer, John's brother, also started out in the hosiery mills in Philadelphia as an oiler and fixer and became a knitter... He was a trade school graduate as a machinist and electrician. At John behest, he moved the family to Decatur Alabama in 1935 to be the

superintendent at the Alabama Hosiery Mill that Mojud owned. He eventually became a V.P. and Manager. John's nephew, Robert Neuman, also from Philadelphia, joined John at the Mill in Greensboro and held several management positions in the plant.

John Voehringer spoke the English language with perfect diction. He was also fluent in German, having grown up in the home with his German immigrant parents and siblings. He was an instant motivator and gave of his time and money to assist his fellow man. He served the Greensboro in several community arenas. In Greensboro, he was a Past President of the Chamber of Commerce, a founder of The Community Chest, a director of The North Carolina Medical Recollections and Reflections Foundation and the Children's Society of North Carolina and a former director of The North Carolina Textile Foundation, Inc. Guilford University was the benefactor of his endowment of a Chair of Economics.

Thanks to a nationwide advertising campaign that included famous spokeswomen such as Rita Hayworth, Ginger Rogers and Virginia Mayo, and the creation of a fictional cupid-like character, the Mojud Man, by noted American cartoonist and advertising illustrator Vic Herman (1919-1999), the company enjoyed widespread brand-recognition.

Respectfully Submitted,
George Voehringer, July 21, 2011

3. Newspaper Articles – See Attachment B

4. Original And Current Use

The original use, as stated above, was a hosiery mill. During the entire lifetime of production at the Mock Judson Mill, the mill manufactured knitted goods, principally women's hosiery. The store portion of the mill served a retail and office use. From 1972 until 1999 the mill was a clothing outlet store. The mill was then used for storage, but has remained mostly empty for many years.

The mill will now be converted into a residential development with market-rate loft apartments. This rehabilitation will be performed utilizing historic tax credits, which require that all work follow the Secretary of the Interior's Standards for Historic Rehabilitation. The completed project will join hundreds of other successful adaptive reuse projects throughout the nation which have used this program, and will make this historic property a vital part of Greensboro's economy once again.

ARCHITECTURAL SIGNIFICANCE

1. Date of Construction and Alterations

A 1919-52 Sanborn map shows five structures on the parcel: the mill, the 1927 boiler house, an undated general storage building likely constructed with the 1930 addition, a cooling tower east of the storage building, and what appears to be a carpentry/storage shed at the southwest corner of the parcel. Both the boiler house and the storage building were attached to the main mill by walkways. The cooling tower, carpentry/storage shed and general storage building are no longer extant. The following is a summary of construction and alterations:

1927:	23,000 square feet: Initial Building Constructed
1928:	33,000 square feet: First Addition and Boiler House
1930:	57,000 square feet: Second Addition
1936:	32,000 square feet: Third Addition
1938:	4,500 square feet: Retail Store
1972:	Equipment removed and parts of mill used as storage
1972:	Rolane stocking outlet store opens in portion of mill space
1999:	Rolane outlet store closes
1999:	Building bought by Kotis properties and used as a storage facility
2011:	Building purchased by Octagon Partners

2 & 3, Background of Style and Architect / How the Building Reflects the Style

The architect of the original 1927 structure is unknown. However, the additions and office/storefront were designed by Charles C. Hartmann, a prolific Greensboro architect who designed a number of notable local commercial and institutional buildings.

The one-story brick office/storefront addition is an Art Moderne-style building with glass block storefront windows and rounded corners. The main mill building is a two-story, flat roof, industrial building of concrete and steel construction. The original 1927 portion of the building is nine bays wide and six bays deep with its façade fronting Howard Street. The central portion of the five-bay façade is set off from the flanking bays by brick pilasters. The center portion also has a stepped parapet with cast stone coping and cast stone sign panel bearing the name "Mock Judson Voehringer Co." A double-leaf entry, flanked by brick pilasters with cast stone capitals, is located at the north end of the central bay. A set of six concrete steps with metal hand rails rises to the entry. The façade is clad in tapestry brick that wraps to cover the first bay of the north and south elevations. Early drawings and photographs show paired full-height, steel frame awning windows on the façade. These windows appear between the exposed concrete wall studs and floor and roof plates on the side elevations. No original windows are visible on the 1927 portion of the building covered by the store addition. The window openings on the north and south elevations have been bricked-in and the east (façade) elevation windows are covered with corrugated metal. Exploratory demolition has revealed that some, if not many of the window systems were left in place and brick was added to the interior and exterior of the window opening.

The production area of the mill was expanded three times. The 1928 and 1930 expansions matched the original design of the mill with exposed concrete structure on the exterior, poured concrete and steel interior supports, flat roof, and full height steel frame windows. The 1928 addition, at approximately 35,000 square feet, stretches nine bays deep. The 1930 addition, at 22 bays deep, was the mill's most substantial addition adding approximately 50,000 square feet.

Three, two-story brick and concrete stair towers project from both the north and south elevations at the junction of the 1928, 1930 and 1936 additions. Each tower on the north elevation is two bays wide and has a tunnel "pass-through" at ground level for vehicular traffic. The easternmost tower is flush with the roof line of the main block while the other two have slightly lower rooflines. Bricked-in window openings are visible on each tower. The easternmost tower has two original metal windows on its south elevation.

The stair towers on the south side of the main block are full height and solid without drive-through tunnels. The eastern tower is two bays wide by three bays deep and the western tower is two bays wide by two bays deep. Each tower on the south side of the main block retains its original metal casement windows.

The 1936 addition of eight bays brought the mill to its western terminus at Lindell Avenue and added 25,000 square feet. The 1936 wing is slightly different in finish with solid brick exterior walls and smaller windows. Like the earlier sections of the mill, these windows remain in place and their openings bricked-in. Changes in brick material and pattern identify where these openings are. The rear elevation of the 1936 addition, fronting Lindell Avenue, has double doors and a pulley system on the roof which was used for loading and unloading raw and finished materials.

The addition of the storefront in 1938 provided the mill an attractive façade with combined office and retail function, as it was used to showcase products produced at the mill. The one-story load-bearing brick building is distinctly different from the mill in its construction and stylized Art Moderne facade. The façade has a flat parapet roofline with concrete coping, rounded corners, and glass block storefront windows with cast stone sills. There is a recessed sign panel in the frieze. The brick work consists of alternating courses of projecting bricks. The entry retains its double-leaf glass and metal doors. A concrete sidewalk leads to concrete entry stairs flanked by brick knee walls with cast stone tops. Metal rails are a later addition. A large lettered sign sits above the entry. The interior consists of a large open retail space. The wall surfaces are exposed brick; the floor is poured concrete. A series of four sets of paired square metal posts run down the center of the room and support the metal roof trusses. At the rear (west end) of the store is a partially plastered brick partition wall that separates the main floor from a smaller work or office area.

The most significant change to the exterior of the mill is the brick in-fill of the window openings. The exact date of this alteration is unknown, but it likely occurred in the 1940s. The infill of the windows was related to mechanical advances within the mill. One of the knitting looms used for the production of Mojud hosiery required a controlled temperature to operate correctly. Even a slight variation in temperature would cause the machine to recalibrate and throw-off the stitch. Initially, ice was laid across the roof of the entire mill to cool the production floor, but this method was not consistent in controlling the interior temperature. Air-conditioning was added to the mill and the window openings were bricked-in for the purpose of temperature control. This occurred sometime between 1938 when the storefront was added (there are photos of the storefront and the windows are still present) and 1952 when the air-conditioning is noted on the Sanborn map.

The interior of the Mock, Judson, Voehringer Company Hosiery Mill is largely unaltered. The original 1927 portion of the mill's interior retains the original entry vestibule and stairwell with a solid tongue-in-groove board balustrade topped with a rounded handrail and anchored by square newels with square

caps. A storage room is under the landing. The two-story entry vestibule is two-bays wide and just deep enough to enclose the stair. The interior walls of the vestibule are painted brick. A painted, fireproof, metal door on the west wall of the vestibule accesses the main mill floor.

The main floor space of the 1927 portion is comprised of a large open space. The floor is poured concrete. Vertical steel I-beams support the ceiling structure of horizontal steel I-beams. Laid perpendicular to the ceiling I-beams are wood planks that make up the floor system of the second story. The exterior walls are brick, and the in-filled window openings are discernable. The interior of the three subsequent additions is large open space of poured concrete floors, walls and ceilings and reinforced concrete support beams throughout. Concrete block firewalls divide the first floor by phases of construction. At each junction the stairwells project from the main block and often include offices or storage rooms within their footprint. Some of these projections have been altered with interior frame partitions finished in drywall.

The second level of the 1927 portion of the building has been divided into offices with frame interior construction finished in drywall, composite wood paneling, dropped acoustic tile ceilings and carpet over wood floor. The upper level of the 1928, 1930 and 1936 additions to the mill read as one cavernous space and has poured concreted floors, ceilings and support beams. Duct work from the cooling system and hardware used for moving machinery on the mill floor remain intact and affixed to the ceiling. Throughout the mill original interior and exterior doors, stairs and elevators remain.

The Boiler House is located north of the mill and is separated from the main block by a driveway. It is built into the grade of the site such that it reads as one-story in height from the northeast parking lot, but is less than three-feet in height from the driveway. It can be accessed from two doors on its north elevation, or through a tunnel directly from the mill. The boiler house is a reinforced concrete-frame structure in-filled with brick. The roof is flat with terra cotta coping on a shallow parapet. On the north side of the boiler house, facing the paved parking lot, there is a "freize" made up exposed concrete rafter ends projecting through the concrete roof plate. Metal sash clerestory windows line the south wall of the structure. Original machinery remains in the boiler house, but is obscured by approximately four-feet of standing water. Attached to the southeast corner of the boiler house is a massive brick chimney, three stories in height.

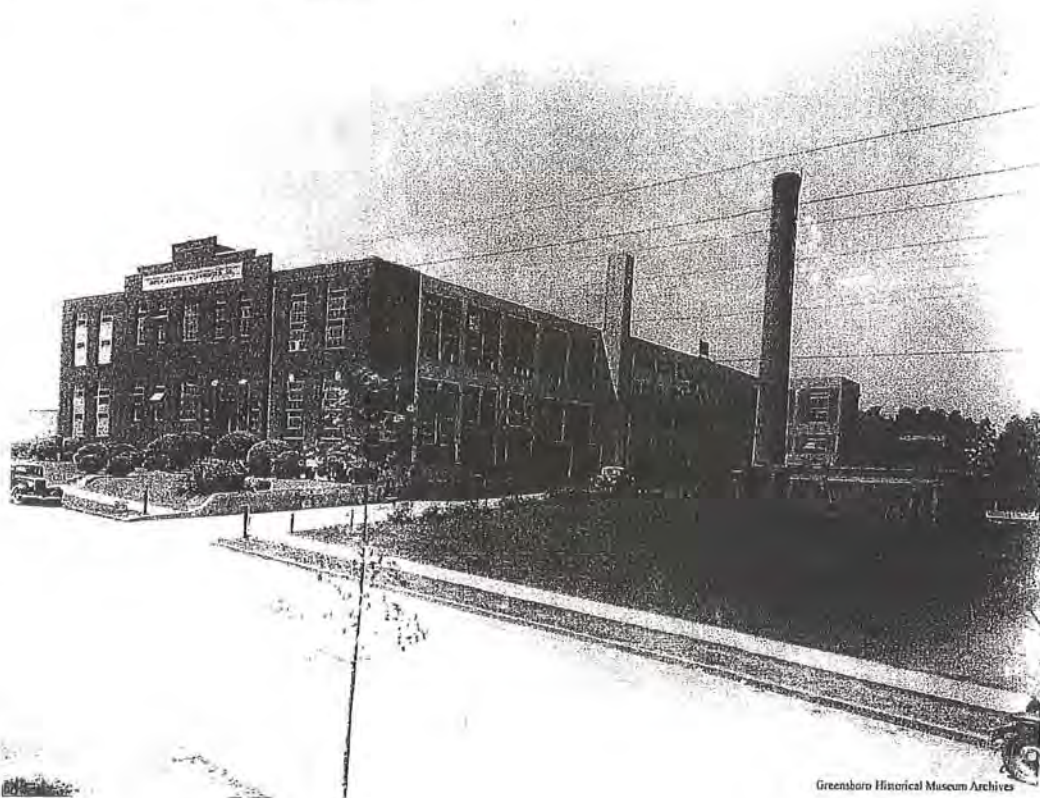
The integrity and condition of the Mock, Judson, Voehringer Company Hosiery Mill is good. The building retains its original materials, massing, and interior arrangement. Many of the original windows have been encased in brick, but the openings are apparent and the brick sills have not been altered on the lower level. Because the original window openings are in-filled with brick, as opposed to concrete, the original rhythm of fenestration is discernable. The boiler house also retains its original massing, materials, and location. The boiler house continues to convey its purpose as an auxiliary support building to the mill.

The mill's original windows varied in size and configuration, but according to our research all were steel windows, and many featured one or two operable hoppers within the muntin grid. Some of the historical windows remain largely intact while many have been modified or otherwise damaged.

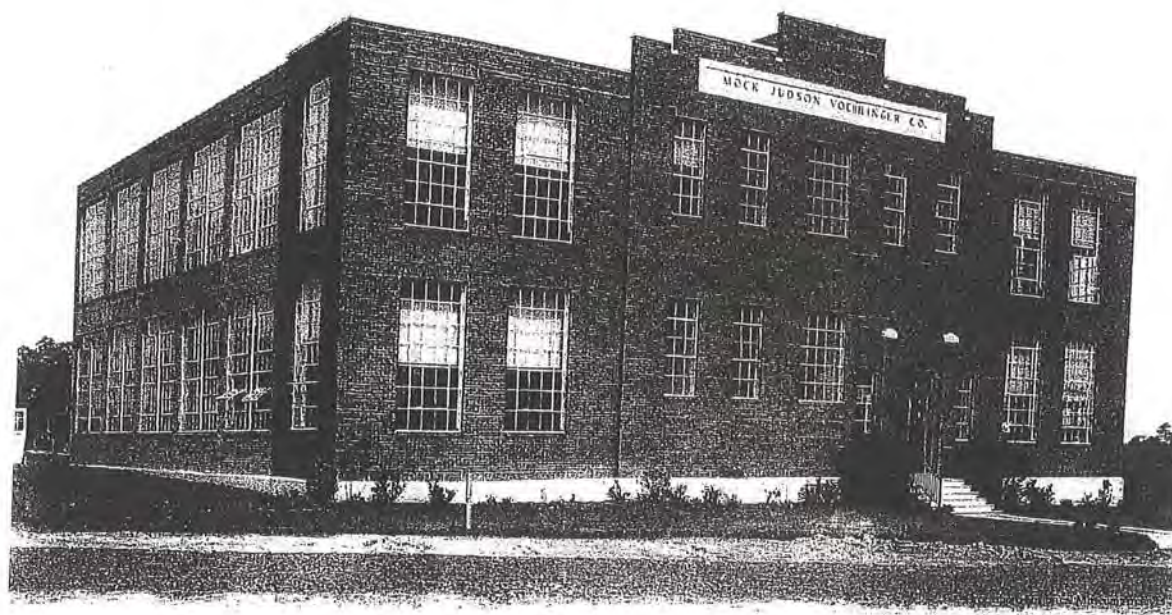
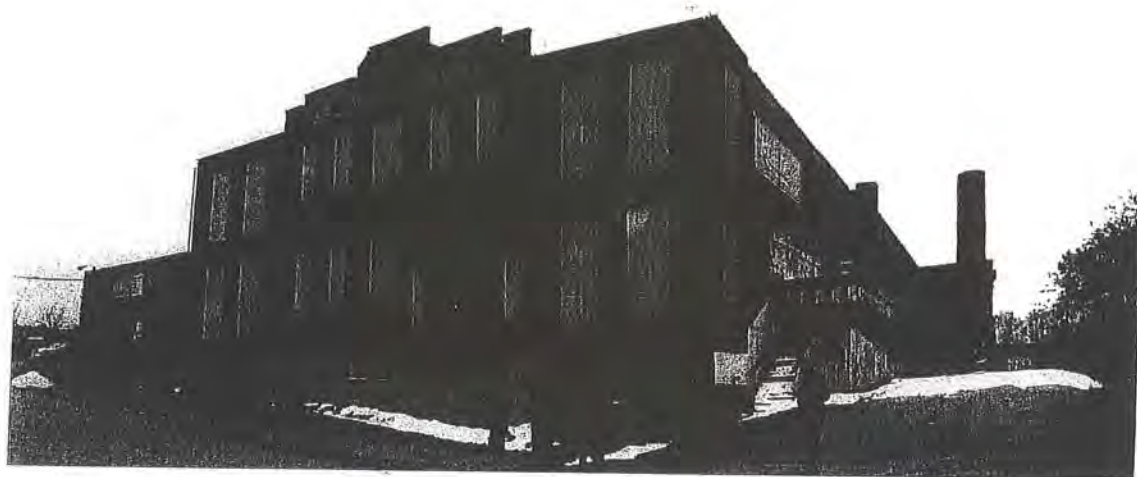
Undamaged and repairable window openings will be reopened and restored, according to the descriptions in the NPS Part 2 – Description of Rehabilitation. Where feasible, the partially damaged or modified existing windows that still remain will be restored, and where the amount of damage is

prohibitive or the historic window is missing, replica windows will be produced to match the historic condition. All new and repaired windows will conform to the current building code.

4. Original and Current Appearance



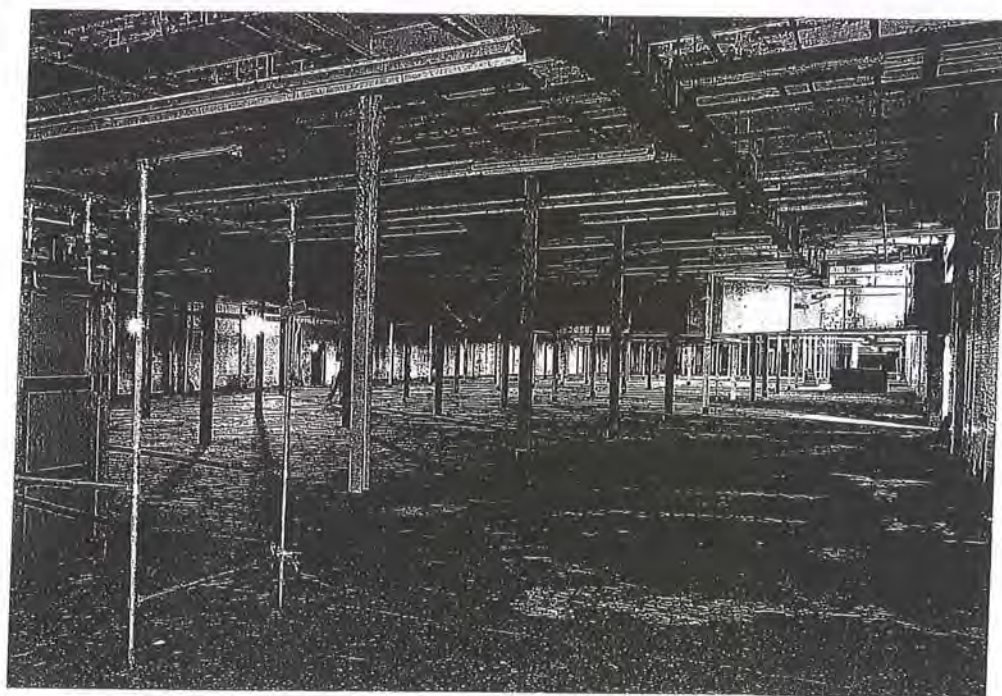
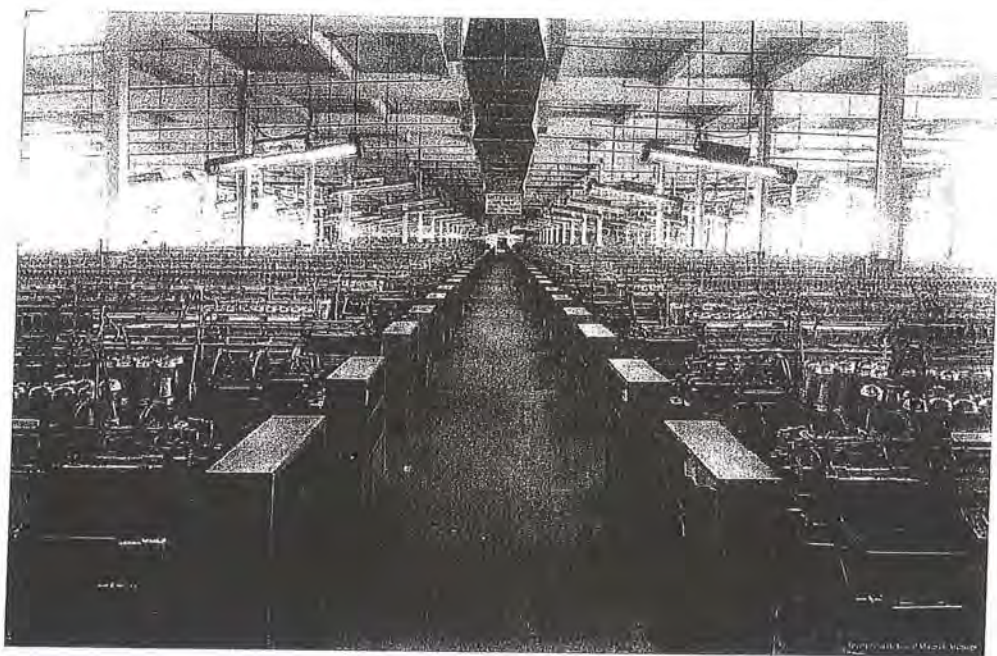
Greensboro Historical Museum Archives

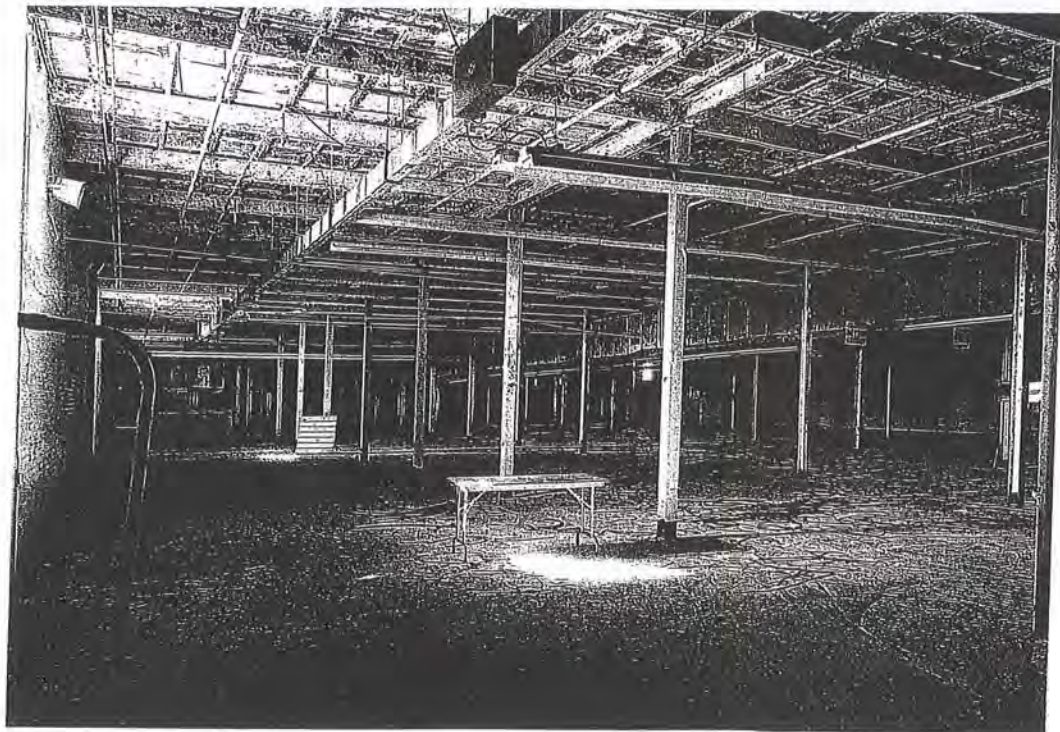












5. Other Works in the Community by the Same Architect

Buildings Designed by Charles C. Hartmann in Guilford County

1. O. Henry Hotel 1918-1919
101 Bellemeade St. @ N. Elm St., Greensboro
2. Idlewild (C.C. Hudson House) Ca. 1920
1809 Independence Rd., Greensboro
3. Sheraton Hotel 1921
400 N. Main St., High Point
4. Jefferson Standard Building 1921-1923
N. Elm St @ Market St., Greensboro
5. Mary E. Taylor House 1924
104 Elmwood Dr., Greensboro
6. Commercial National Bank 1924
164 S. Main St., High Point
7. Morrison Hall 1924
NC AT&T University Campus, Greensboro
8. Greensboro Bank & Trust 1927
301 S. Elm St., Greensboro
9. Baxter S. Sellars House 1927
111 W. Bessemer Ave., Greensboro
10. Canary Cottage 1927
Charlotte Hawkins Brown Historic Site, Palmer Memorial Institute, US 70 @ SR 3034, Sedalia
11. L. Richardson Memorial Hospital 1927
603 S. Benbow Rd., Greensboro
12. Hillside (Julian Price House) 1928-1929
301 Fisher Park Circle, Greensboro
13. Proximity School 1928
1401 Summit Ave., Greensboro
14. Central Fire Station 1928
318 N. Greene St., Greensboro
15. F. W. Woolworth Building 1929
132 S. Elm St., Greensboro

- | | |
|--|--------------|
| 16. Greensboro High School & Brooks Elementary School (Grimsley High School) | 1929 |
| 801 Westover Terrace, Greensboro | |
| 17. James B. Dudley High School | 1929 |
| Lincoln St., Greensboro | |
| 18. Daily Record Building | Ca. 1930 |
| 222 N. Greene St., Greensboro | |
| 19. Dudley Memorial Building | 1930 |
| NC AT&T University Campus, Greensboro | |
| 20. Annie Merner Pfeiffer Hall | 1934 |
| Bennett College Campus, Greensboro | |
| 21. Central Carolina Convalescent Hospital | 1949-1950 |
| 4001 E. Bessemer Ave., Greensboro | |
| 22. Wesley Memorial Methodist Church Chapel & Education Building | Ca 1958-1960 |
| 1225 Chestnut Dr., High Point | |
6. **Architectural Style, dates of construction and modifications** (see #1 above), names of builders, carpenters, and masons; description of building materials and elements, such as number of stories, window type and shape, porches, dormers, entrances, description of unique architectural elements, additions, missing or removed architectural features, and outbuildings and important landscape and streetscape features. (see #2 above)

Drawings of existing architectural floor plan: SEE ATTACHMENT C

PHOTOGRAPHS AND ESSENTIAL DOCUMENTATION

1. **Building Photographs – SEE ATTACHMENT D**
2. **Newspaper articles, etc. – PROVIDED IN ITEM 4 UNDER HISTORIC SIGNIFICANCE (SEE ATTACHMENT B)**

Bibliographical References

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- Sanborn Map Company, New York: 1950 Greensboro 1925-Dec. 1950, vol 2, Sheet 00234
- The Mojud Singer*, April 1937 Tenth Anniversary Edition. In possession of Octagon Partners, Charlottesville, Virginia.
- "75 Years Ago Today" *Greensboro News and Record*. 30 January 2005. Reprint from *Greensboro Daily News* 1-30-1930.

Questionnaire For Architects' Roster, American Institute of Architects, Charles C. Hartmann, architect, List of
Buildings, June 1, 1946

NATIONAL REGISTER OF HISTORIC PLACES

Mock, Judson, Voehringer Company Hosiery Mill

Greensboro, Guilford County, GF7093, Listed 3/28/2011

Nomination by April Montgomery and Ellen Turco

Photographs by April Montgomery, March and April 2010



Front view



Front and north side view

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Propertyhistoric name Mock, Judson, Voehringer Company Hosiery Millother names/site number Mojud Hosiery Company, Rolane Factory Outlet Store**2. Location**Street & number 2610 Oakland Avenue☐ not for publication N/Acity or town Greensboro☐ vicinity N/AState North Carolina code NC county Guilford code 081 zip code 27403**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐
request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic
Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property ☒ meets ☐
does not meet the National Register criteria. I recommend that this property be considered significant
☐ nationally ☐ statewide ☒ locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

North Carolina Department of Cultural Resources

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See Continuation sheet
for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register.☐ See continuation sheet☐ determined eligible for the
National Register.☐ See continuation sheet☐ determined not eligible for the
National Register.☐ removed from the National
Register.☐ other,

(explain:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in count.)

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of Contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/manufacturing facility

Current Functions

(Enter categories from instructions)

VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

Modern Movement: Moderne

Materials

(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE

BRICK

roof WOOD

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

INDUSTRY

Period of Significance

1927- ca. 1956

Significant Dates

1927, 1928, 1930, 1936, 1938

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** moved from its original location.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ Previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☐ Other

Name of repository: _____

10. Geographical Data

Acreage of Property 8.76 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1 17 604860 3991260
Zone Easting Northing

2 _____

3 _____
Zone Easting Northing

4 _____

☐ See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared ByName/title April Montgomery
organization Circa, Inc date May 11, 2010
Street & number PO Box 28365 telephone 919-219-1530
city or town Raleigh state NC zip code 27611**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**A **USGS map** (7.5 or 15 minute series) indicating the property's locationA **Sketch map** for historic districts and properties having large acreage or numerous resources.**Photographs**Representative **black and white photographs** of the property.**Additional items**

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

Name Octagon Partners
Street & number 126 Garrett Street telephone 434-760-2430
city or town Charlottesville state VA zip code 22902**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number: 7 page: 1

Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

Site Description

The Mock, Judson, Voehringer Company Hosiery Mill is located at 2610 Oakland Avenue, approximately two and a half miles southwest of downtown Greensboro. Greensboro is the county seat of Guilford County and the eastern anchor of the Triad region of the North Carolina piedmont.

Mock, Judson, Voehringer Company Hosiery Mill sits on an 8.76-acre parcel encompassing the entire city block bounded by Hiatt Street to the north, South Lindell Road to the west, Oakland Avenue to the south, and Howard Street to the east. The Southern Railway line runs parallel to Oakland Avenue on its south side. The mill façade faces Howard Street and is set back from the street approximately twenty-five feet; the width of the sidewalk, planting medians and entrance steps. The mill's long narrow footprint stretches approximately 650 feet west to South Lindell Road. A one-story, brick, flat-roof retail store addition is attached to the south side of the main block and is flush with the façade of the mill. The a two-story brick and concrete boiler house sits near the northeast corner of the mill and is separated from the main building by a driveway. A parking area is located north of the mill and extends to the corner of Hiatt and Howard streets and stretches west beyond the boiler house. West of the boiler house on the north side of the mill, and the entire remaining portion of the parcel on the south side of the mill, is vacant land with overgrown vegetation. The southeast corner of the parcel is less overgrown with exposed clay soil where a baseball diamond was located during the mill's operation.

A 1952 Sanborn map shows five structures on the parcel: the mill, the 1927 boiler house, an undated general storage building likely constructed with the 1930 addition, a cooling tower east of the storage building, and what appears to be a carpentry/storage shed at the southwest corner of the parcel. Both the boiler house and the storage building were attached to the main mill by walkways. The cooling tower, carpentry/storage shed and general storage building are no longer extant.

Mock, Judson, Voehringer Company Hosiery Mill, ca. 1927 - ca. 1938

Contributing

The Mock, Judson, Voehringer Company Hosiery Mill was constructed in five phases: 1927, 1928, 1930, 1936, and 1938. The main mill building is a two-story, flat roof, industrial building of concrete and steel construction. The original 1927 portion of the building is nine bays wide and six bays deep with its façade fronting Howard Street. The central portion of the five-bay façade is set off from the flanking bays by brick pilasters. The center portion also has a stepped parapet with cast stone coping and cast stone sign panel bearing the name "Mock Judson Voehringer Co." A double-leaf entry, flanked by brick pilasters with cast stone capitals, is located at the north end of the central bay. A set of six concrete steps with metal hand rails rises to the entry. The façade is clad in tapestry brick that wraps to cover the first bay of the north and south elevations. Early drawings and photographs show paired full-height, steel frame awning windows on the façade. These windows appear between the exposed concrete vertical wall piers and floor and roof plates on the side elevations. No original windows are visible on the 1927 portion of the building covered by the store addition. The window openings on the north and south elevations have been bricked-in and the east (façade) elevation windows are covered with corrugated

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Continuation Sheet**

Section number: 7 page: 2

Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

metal. A ca. 1970 frame deck with shingled roof and a handicap access ramp is located off the north elevation.

The production area of the mill was expanded three times. The 1928 and 1930 expansions matched the original design of the mill with exposed concrete structure on the exterior, poured concrete and steel interior supports, flat roof, and full height steel frame windows. The 1928 addition, at approximately 35,000 square feet, stretches nine bays deep. The 1930 addition, at 22 bays deep, was the mill's most substantial addition adding approximately 50,000 square feet.

Three, two-story brick and concrete stair towers project from both the north and south elevations at the junction of the 1928, 1930 and 1936 additions. Each tower on the north elevation is two bays wide and has a tunnel "pass-through" at ground level for vehicular traffic. The easternmost tower is flush with the roof line of the main block while the other two have slightly lower rooflines. Bricked-in window openings are visible on each tower. The easternmost tower has two original metal windows on its south elevation.

The stair towers on the south side of the main block are full height and solid without drive-through tunnels. The eastern tower is two bays wide by three bays deep and the western tower is two bays wide by two bays deep. Each tower on the south side of the main block retains its original metal casement windows.

The 1936 addition of eight bays brought the mill to its western terminus at Lindell Avenue and added 25,000 square feet. The 1936 wing is slightly different in finish with solid brick exterior walls and smaller windows. Like the earlier sections of the mill, these windows have been removed and their openings bricked-in. Changes in brick material and pattern identify where these openings were. The rear elevation of the 1936 addition, fronting Lindell Avenue, has double doors and a pulley system on the roof which was used for loading and unloading raw and finished materials.

The addition of the store in 1938 introduced a retail function – as it was used to showcase products produced at the mill – to an otherwise industrial site. The storefront addition was adjacent to the façade on the south side of the mill. The one-story load-bearing brick building is distinctly different from the mill in its construction and stylized Art Moderne façade. The façade has a flat parapet roofline with concrete coping, rounded corners, and glass block storefront windows with cast stone sills. There is a recessed sign panel in the frieze. The brickwork consists of alternating courses of projecting bricks. The entry retains its double-leaf glass and metal doors. A concrete sidewalk leads to concrete entry stairs flanked by brick knee walls with cast stone tops. Metal rails are a later addition. A large lettered sign sits above the entry.

The most significant change to the exterior of the mill is the brick in-fill of the window openings. The exact date of this alteration is unknown, but it likely occurred in the 1940s. The infill of the windows was related to mechanical advances within the mill. One of the knitting looms used for the production of

**United States Department of the Interior
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Continuation Sheet**

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

Mojud hosiery required a controlled temperature to operate correctly. Even a slight variation in temperature would cause the machine to recalibrate and throw-off the stitch. Initially, ice was laid across the roof of the entire mill to cool the production floor, but this method was not consistent in controlling the interior temperature. Air-conditioning was added to the mill and the window openings were bricked-in for the purpose of temperature control. This occurred sometime between 1938 when the storefront was added (there are photos of the storefront and the windows are still present) and 1952 when the air-conditioning is noted on the Sanborn map.

Interior

The interior of the Mock, Judson, Voehringer Company Hosiery Mill is largely unaltered. The original 1927 portion of the mill's interior retains the original entry vestibule and stairwell with a solid tongue-and-groove board balustrade topped with a rounded handrail and anchored by square newels with square caps. A storage room is under the landing. The two-story entry vestibule is two-bays wide and just deep enough to enclose the stair. The interior walls of the vestibule are painted brick. A painted, fireproof, metal door on the west wall of the vestibule accesses the main mill floor.

The main floor space of the 1927 portion is comprised of a large open space. The floor is poured concrete. Vertical steel I-beams support the ceiling structure of horizontal steel I-beams. Laid perpendicular to the ceiling I-beams are wood planks that make up the floor system of the second story. The exterior walls are brick, and the in-filled window openings are discernable. The interior of the three subsequent additions is large open space of poured concrete floors, walls and ceilings and reinforced concrete support beams throughout. Concrete block firewalls divide the first floor by phases of construction. At each junction the stairwells project from the main block and often include offices or storage rooms within their footprint. Some of these projections have been altered with interior frame partitions finished in drywall.

The east freight elevator is located to the south of the metal door and is accessed directly from the mill floor. The interior walls that once divided the former office, located in the northeast corner of the 1927 structure, from the mill floor have been removed, but their footprint is discernable in the original white, green, and black basket weave ceramic tile floor that remains.

The second level of the 1927 portion of the building has been divided into offices with frame interior construction finished in drywall, composite wood paneling, dropped acoustic tile ceilings and carpet over wood floor. The upper level of the 1928, 1930 and 1936 additions to the mill read as one cavernous space and have poured concreted floors, ceilings and support beams. Duct work from the cooling system and hardware used for moving machinery on the mill floor remain intact and affixed to the ceiling. Throughout the mill original interior and exterior doors, stairs and elevators remain.

The interior of the store consists of a large open retail space. The wall surfaces are exposed brick; the floor is poured concrete. A series of four sets of paired square metal posts run down the center of the

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

room and support the metal roof trusses. At the rear (west end) of the store is a partially plastered brick partition wall that separates the main floor from a smaller work or office area.

Boiler House, ca.1927

Contributing

The Boiler House is located north of the mill and is separated from the main block by a driveway. It is built into the grade of the site such that it reads as one-story in height from the northeast parking lot, but is less than three-feet in height from the driveway. It can be accessed from two doors on its north elevation, or through a tunnel directly from the mill. The boiler house is a reinforced concrete-frame structure in-filled with brick. The roof is flat with terra cotta coping on a shallow parapet. On the north side of the boiler house, facing the paved parking lot, there is a "frieze" made up exposed concrete rafter ends projecting through the concrete roof plate. Metal sash clerestory windows line the south wall of the structure. Original machinery remains in the boiler house, but is obscured by approximately four-feet of standing water. Attached to the southeast corner of the boiler house is a massive brick chimney, three stories in height.

Integrity Assessment

The integrity and condition of the Mock, Judson, Voehringer Company Hosiery Mill is good. The building retains its original materials, massing, and interior arrangement. While the original windows have been removed, the openings are easily discernable and the brick sills have not been altered on the lower level. Because the original window openings are in-filled with brick, as opposed to concrete, the original rhythm of fenestration is discernable. The boiler house also retains its original massing, materials, and location. The boiler house continues to convey its purpose as an auxiliary support building to the mill.

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

STATEMENT OF SIGNIFICANCE

The Mock, Judson, Voehringer Company Hosiery Mill, located at 2610 Oakland Avenue in the southwest part of Greensboro, fulfills National Register Criterion A for industry for its important association with the textile industry in Greensboro. The mill's period of significance spans from its initial construction in 1927 to the mid-1950s (ca. 1956) when the company was sold. The Mock, Judson, Voehringer Company was a leading employer in Greensboro during the period of significance.

The complex consists of an approximately 120,000 square-foot hosiery mill building constructed with a reinforced concrete structural system. Built in five stages beginning in 1927, there were additions in 1928, 1930, 1936 and 1938. North of the main building is the 1927 boiler house, built partially below grade, and a massive three-story red tiled chimney at the southeast corner of the boiler house. The original power-generating machinery remains within the boiler house. The final addition was a retail store added on the south wall of the main block. The one-story brick addition is an Art Moderne-style building with glass block storefront windows and rounded corners.

The Mock, Judson, Voehringer Company Hosiery Mill retains a good degree of physical integrity. The building retains its original massing and materials; the interior is a series of cavernous open spaces built to accommodate textile machinery. The original window openings have been in-filled with brick, yet fenestration patterns remain easily discernable. In terms of physical integrity and local historic significance, the Mock, Judson, Voehringer Company Hosiery Mill compares with Greensboro's surviving and intact monolithic textile mill buildings, Proximity Print Works (built 1912), Revolution (built 1900-1915, National Register 1984) and White Oak Mills (built 1902 to 1905), all located in the northeast portion of the city.

The Origins of the Textile Industry in North Carolina

A nascent textile industry emerged in North Carolina in the post-bellum period. The region's rolling terrain and rivers provided power, and the recently arrived North Carolina Railroad in 1856 provided a means for transporting goods to distant markets. There was also the proximity of raw materials and the availability of cheap labor as thousands were displaced and looking for work after the societal disorganization caused by the war. This set of circumstances attracted Northern manufacturers who rapidly developed all sorts of steam-powered industries, transforming the central region of the state in particular from a collection of crossroads towns and family farms into thriving industrial centers.

The pace of industrialization in North Carolina quickened after 1900 with the availability of electric power. This trend is illustrated by the increase in value of manufactured goods over time. In 1900 the state's total output of manufactured goods was 95 million dollars annually; by 1910 that figure had more

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

than doubled to 217 million. By 1930 the state's total annual value of manufactured goods was 1.3 billion dollars (Lefler and Newsome 534-535). This explosive growth in statewide industrial production is seen within the subset of the textile production as well. "Textiles" is a broad category that came to include the production of yarn, knit goods (hosiery), silk and rayon products, denims, woolens, cordage and twine, and also cloth finishing processes such as bleaching, dyeing and printing. The total value of textile manufacture increased more than 15 times from 1900 to 1951 from approximately 30 million dollars annually to 2.6 billion. During that same time span the number of workers employed by the textile industry grew from 32,000 to 210,000. Textiles were North Carolina's largest industry followed by tobacco, food production, chemicals, lumber, paper and furniture. By mid-century North Carolina had emerged as the leading industrial state in the southeast, and the nation's largest producer of textiles (Lefler and Newsome 536).

Textile Industry in Greensboro ca. 1890 through ca. 1956

For the geographical and social reasons noted above Greensboro was ideal for the growth of the textile industry. Known as the "Gate City" due to the convergence of several important railroads, the city's population and business community grew rapidly between 1880 and 1950. Census records list a population of 3,017 in the late 1880s; 16,000 by 1910; 45,000 by the mid-1920s; and 60,000 in the 1940s (Brown 25; "Brief History"). Greensboro's industrial economy grew concomitantly with its population. Between 1884 and 1904 more than forty new manufacturers, including textiles, clay products and furniture were established (Revolution Cotton Mills National Register nomination 8.4). In southwest Greensboro the Pomona Terra Cotta Finishing Company and the Pomona Cotton Mill (both now demolished) opened in 1886 and 1897 respectively. However, it was the textile industry that emerged as Greensboro's largest, and as architectural historian Marvin Brown states in his history of the city, "the major industrial force in Greensboro in the late nineteenth century, and well into the twentieth century, was the textile mill empire of Moses and Ceasar Cone" (Brown 31).

Moses and Ceasar Cone were the sons of successful Baltimore wholesale grocer and Hungarian immigrant Herman Cone. Their first venture into the textile industry was part ownership of the C. E. Graham Manufacturing Company in Asheville, North Carolina (later renamed the Asheville Cotton Mills) in 1887. The brothers continued to acquire ownership or part ownership of mills in Salisbury, Gibsonville, Hillsborough, Haw River, and Forest City. In 1891 they established the Cone Export and Commission Company in New York City. The company headquarters relocated to Greensboro a few years later. Its purpose was to stimulate the southern cotton textile industry and keep its profits within the state. The Cones' success in their endeavors paved the way for the explosive growth of the textile industry in Greensboro. Cone-owned mills across North Carolina produced a variety of cotton products

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

including denims, flannels, broadcloths, ticking and upholstery fabric. The company's Greensboro plants produced and finished cotton denim.

Other firms took note of the favorable conditions in Greensboro and a "second wave" of large-scale textile operations occurred during the mid-1920s. Archival records also indicate the presence of numerous "mini-mills" (1929-1952 Sanborn maps show ten) that operated on the upper level of commercial buildings or in small stand-alone mill buildings of less than 30,000 square feet. The Mock, Judson, Voehringer Company Hosiery Mill (MJV) began production at its Greensboro facility on April 15, 1927. The Burlington Mills Company, a producer of rayon products, moved their headquarters from Burlington to Greensboro in 1935, nine years after the establishment of the MJV Company, and more than three decades after the Cones first arrived in Greensboro. Like the Cone-owned mills and MJV, Burlington became a major employer in the town and a significant producer nationally. The Burlington Mills Hosiery Mill located on South Elm-Eugene Street still stands and is currently used as a facility of the Wrangler Apparel Corporation. The building has been modernized and had many additions and does not retain a high degree of architectural integrity.

History of Mock, Judson, Voehringer Company in Greensboro

In 1926 Bernard Mock, Nathaniel Judson and John K. Voehringer formed the Mock, Judson, Voehringer Company of NC, Inc. The company was formed for the production of hosiery, something the three men had done together at a large mill they owned on Long Island, New York. Their exact reasons for expanding south are not known; however, they would have followed a well-established trail of northern industrialists. By the mid-1920s the company was a latecomer to Greensboro's textile patrimony dominated by the Cone family. The MJV Company built a mill constructed of reinforced concrete, a 10,000 square foot building at 1004 Howard Street (now 2610 Oakland Avenue) in 1927. The mill employed fourteen employees at first, including company president and onsite manager Voehringer. The mill was expanded in 1928 and was producing over four million pairs of silk hosiery annually by 1929 when employment increased to 600 workers (*Greensboro Daily News* 1-30-1930). The mill was expanded again in 1930, 1936, and 1938, until the complex was complete at around 140,000 square feet.

Interestingly the MJV plant was built without the mill-owned worker housing erected in conjunction with many large-scale mills in North Carolina prior to the 1930s. The Cone mills adhered to this model of paternalism, erecting their first mill village in Greensboro called "Coneville" in the early 1890s and also building extensive mill villages at their three major Greensboro textile mills, Proximity, Revolution and White Oak. Greensboro city directories indicate that the MJV Company workers were concentrated in the nearby Lindley Park and Highland Park subdivisions suggesting that the company allowed the booming Greensboro housing market to provide for their employees. In the post-Depression years, the

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Mock, Judson, Voehringer Company Hosiery Mill
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trend was for owners to divest of mill villages in favor of worker ownership. By 1950, 83 mills in North Carolina sold off at a least some worker housing (Lefler and Newsome 538). Statewide, mills built after 1930 were less likely to be built with worker housing. The early leadership at MJV clearly foresaw this trend. However, the ownership of the MJV plant did provide other services related to the health and comfort of their workforce such as a cafeteria (thought to be located within the 1930 addition), an on-site nurse, and recreational sports leagues. The company sponsored a semi-professional baseball team, the Mojud Nighthawks; the baseball diamond is visible at the southeast corner of the property in a 1930s aerial photograph (*Mojud Singer* 1937).

The MJV's Greensboro plant successfully navigated the Great Depression that followed the stock market crash of 1929. The Cones refrained from any further expansion throughout most of the 1930s and were forced to curtail production at their Greensboro plants as the Depression wore on. However, MJV continued to expand its physical plant through the Depression. According to a 1937 edition of the *Mojud Singer*, a company promotional magazine known to be published monthly from ca. 1930 through at least 1941, the company employed more than 600 people in 1930, after completion of the second addition. The corporate publication also states that the plant employed 1,350 workers in 1937. The employment figures in the 1944 edition of *The North Carolina Directory of Manufacturing Firms* are more modest. The *Directory* lists the MJV Company's Greensboro plant with between 701 and 800 employees. It is not known if the difference in numbers is due to the effects of World War II. However, the lower *Directory* statistics still place the MJV Company as the largest manufacturer in the category of "knitting mill" in Guilford County. Only the Cone family-owned cotton textile mills of White Oak (2001-2500 employees), Proximity and Revolution (both with 1001-1500 employees) were larger.

The MJV hosiery mill was not immune to the labor disputes that pervaded the industry. The National Labor Relations Act of 1935, commonly referred to as the Wagner Act, protected workers' rights to bargain collectively and form unions. Subsequent to the Act's passage, The National Labor Relations Board (NRLB) was created to enforce the law, protecting workers and unions against unfair labor practices and overseeing corporate activities regarding labor organizations (www.enotes.com). On April 12, 1937 the Supreme Court of the United States sustained the Act as constitutional. Charges filed by the American Federation of Hosiery Workers, North Carolina District, against the Mock, Judson, Voehringer Company in the fall of 1937 asserted that the mill engaged in unfair labor practices. Specifically, the company was accused of the distribution of anti-union literature, firing of employees on the basis of their union membership and the removal of organizers attempting to distribute union literature outside the mill's Greensboro facility. On July 7, 1938 the National Labor Relations Board reviewed the case and found the company had engaged in unfair labor practices [Mock, Judson, Voehringer Company, 8 N. L. R. B. 133 (1938)]. The rulings of this case are referenced in many subsequent NRLB findings, many of which involved the MVJ Company into the 1940s.

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

By the late 1930s "Mojud," the industry name for the sheer ladies stockings produced by the MJV Company, followed the industry trend and transitioned from silk to nylon garments, resulting in a tear resistant product. The company partnered with DuPont in developing this fabric. It was one of many innovations brought to the hosiery industry by the corporation. In addition to a series of patents for machinery related to the hosiery industry, the Greensboro plant was the first firm to install picot top and heel attachments, the first company in the South to knit chiffon hosiery and among the first hosieries to use the full fashion method of knitting. "Full fashioned" referred to hosiery that was knitted on a special machine which resulted in a more formed and fitted stocking (Lyerly Full Fashioned Mill National Register nomination 8.2; Arnett 183-184).

Not much is known about personal lives of the mill's founders. It is known that John K. Voehringer resided in town and lived the life of a Greensboro industrialist. He built a large Tudor Revival-style home in at 803 Hood Place in Irving Park, the city's most exclusive neighborhood. Voehringer also served as the President of the Greensboro Chamber of Commerce during World War II, and had an endowed chair of economics named after him at Guilford College.

In 1940 the mill dedicated 10% of its production to nylon hosiery, but the nylon and silk production quickly came to a halt when the United States entered World War II and all available silk and nylon was redirected to the production of parachutes. During the war the MJV plant switched to rayon hosiery, which was less desirable because it produced a coarser finish. In September 1944 the stockholders of the Mock, Judson, Voehringer Company voted to formally change the name of the company to the Mojud Hosiery Company, Incorporated. By 1947 the company was operating four mills under the "Mojud" brand name in Long Island; Decatur, Georgia; and Wilmington and Greensboro, North Carolina.

After the war ended, Mojud focused on the production of nylon hosiery and diversified its operations by entering the field of rayon and nylon lingerie and pajamas. By 1948 Mojud Hosiery Company's Greensboro plant employed between 500-1000 employees, making it the second largest knitting mill in the state behind the Hanes Hosiery Mill in Winston-Salem (1948 *Directory*). In the 1950s Mojud employed more than 2,000 employees at the Greensboro facility. In terms of an individual mill operation, this number is comparable to the 8,000 employed at this time by the three, Cone-affiliated mills at its Proximity, Revolution and White Oak mills, making Mojud Hosiery Company a major employer within Greensboro. By 1955, Mojud was producing more than 19 million pairs of nylon hosiery annually (Catlett 126).

Thanks to a nationwide advertising campaign that included famous spokeswomen such as Rita Hayworth, Ginger Rogers and Virginia Mayo, and the creation of a fictional cupid-like character, the Mojud Man, by noted American cartoonist and advertising illustrator Vic Herman (1919-1999), the company enjoyed widespread brand-recognition. It was counted among Greensboro's most notable

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companies, and was featured on a ca. 1930 postcard published by Graycraft Card Co. of Danville, Virginia promoting the city along with Cone Mills Denim, Jefferson Standard Life Insurance and Vicks VapoRub. In an attempt to capitalize on the successes of the Mojud Mill in Greensboro, Kayser-Roth, a Burlington hosiery maker, bought the Mojud Hosiery Company sometime between 1956 and 1957. Kayser-Roth produced Rolane stockings and other brands at the mill until 1972. The building was mostly empty after that, except for a section kept open as the Rolane Factory Outlet Store, which closed in 1999. The mill has been vacant for the past decade.

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina

Section 10/Geographical Data

Verbal Boundary Description

The boundary of the Mock, Judson, Voehringer Company Hosiery Mill property is the 8.76-acre parcel #7854321436 in Greensboro, North Carolina.

Boundary Justification

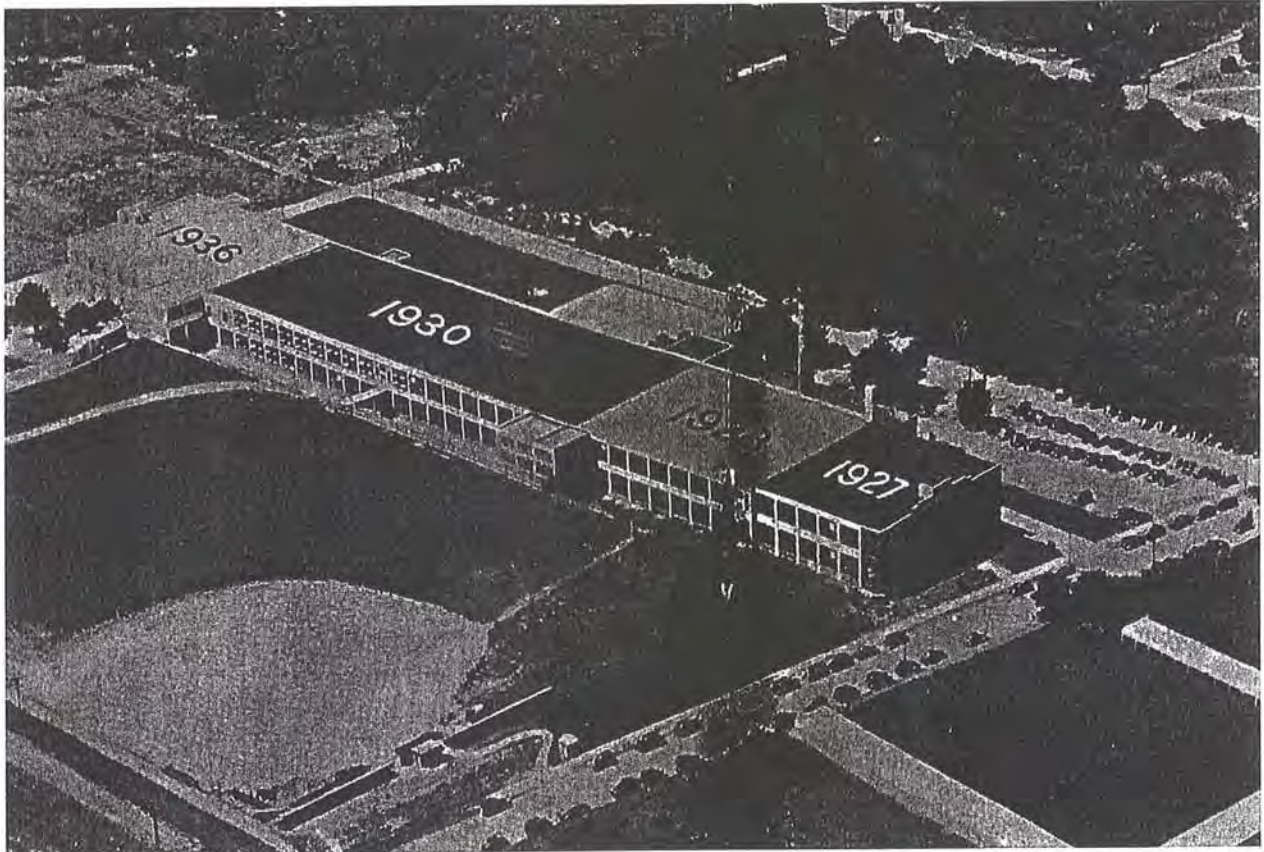
The National Register boundary includes the 8.76 acre legal parcel historically associated with the Mock, Judson, Voehringer Company Hosiery Mill operation.

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Mock, Judson, Voehringer Company Hosiery Mill
Guilford County, North Carolina



Aerial photo from the 1937 issue of *The Mojud Singer*.



North Façade—1927 portion in foreground and 1928 addition extending toward smoke stack—boiler house at / below grade on right.



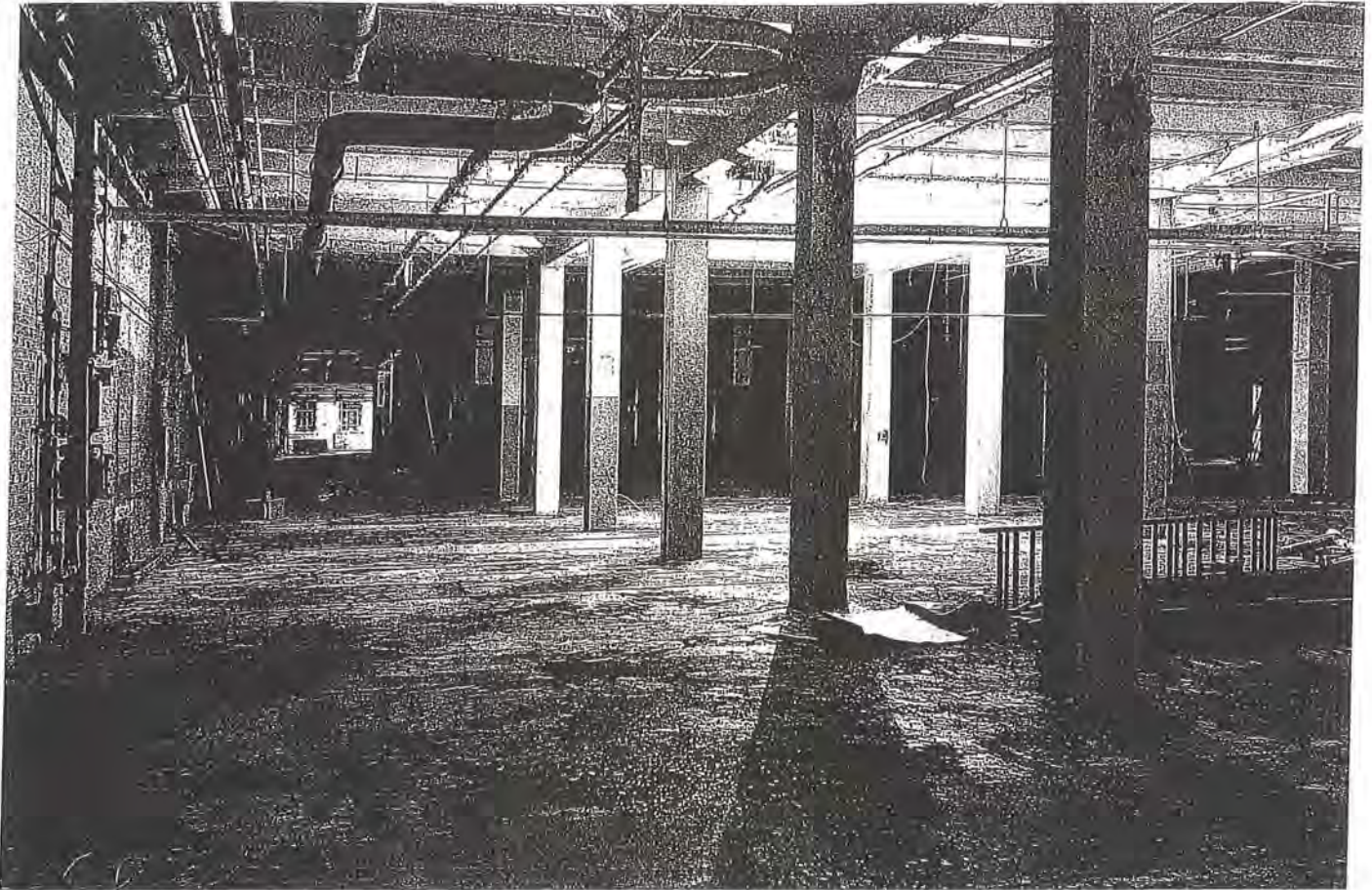
Boiler House—view from Hiatt Street looking South (Added 1928)



North Façade looking toward smoke stack and Howard Street 1930 addition and 1928 addition beyond.



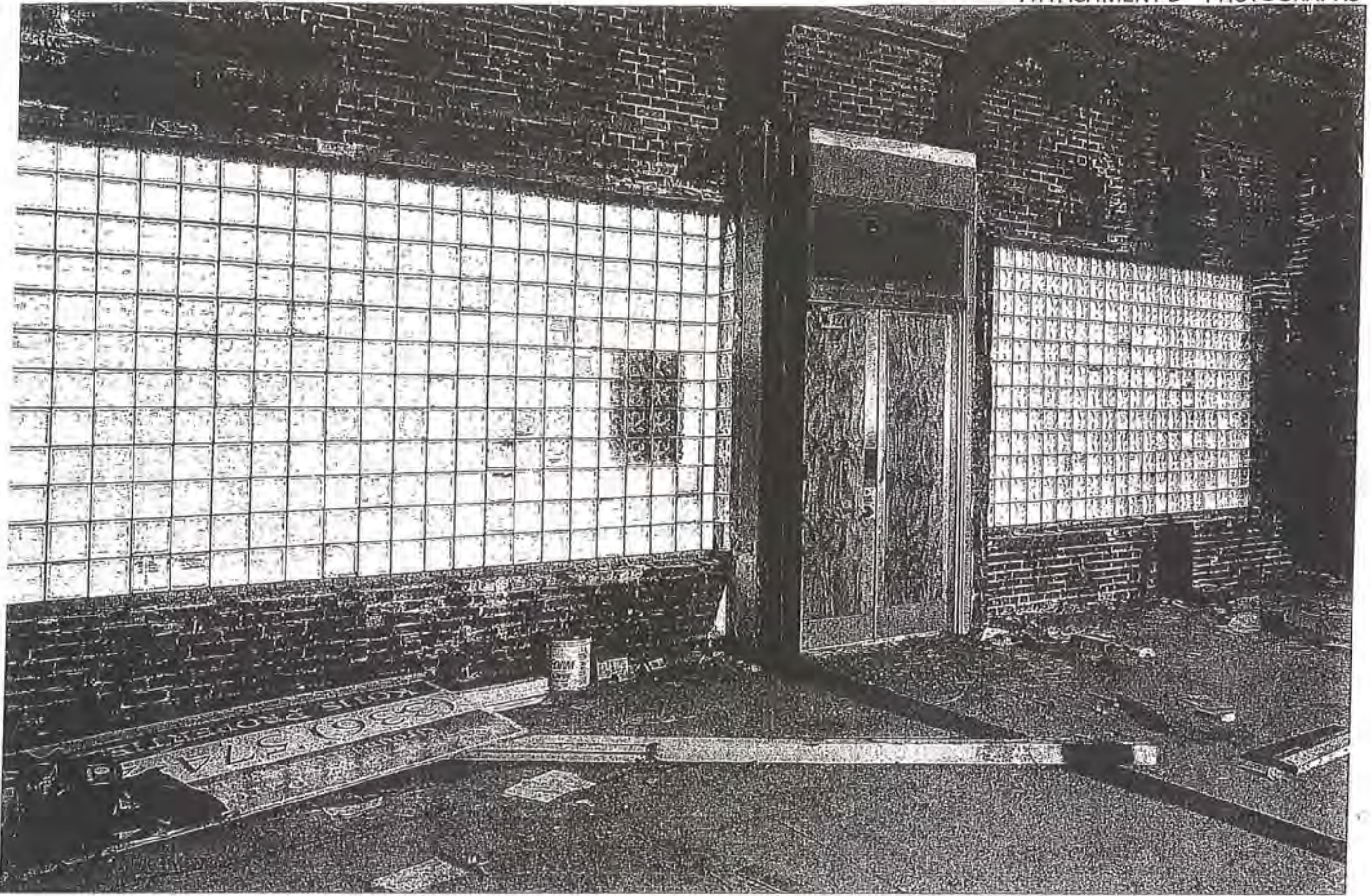
South Façade—view of 1930's addition



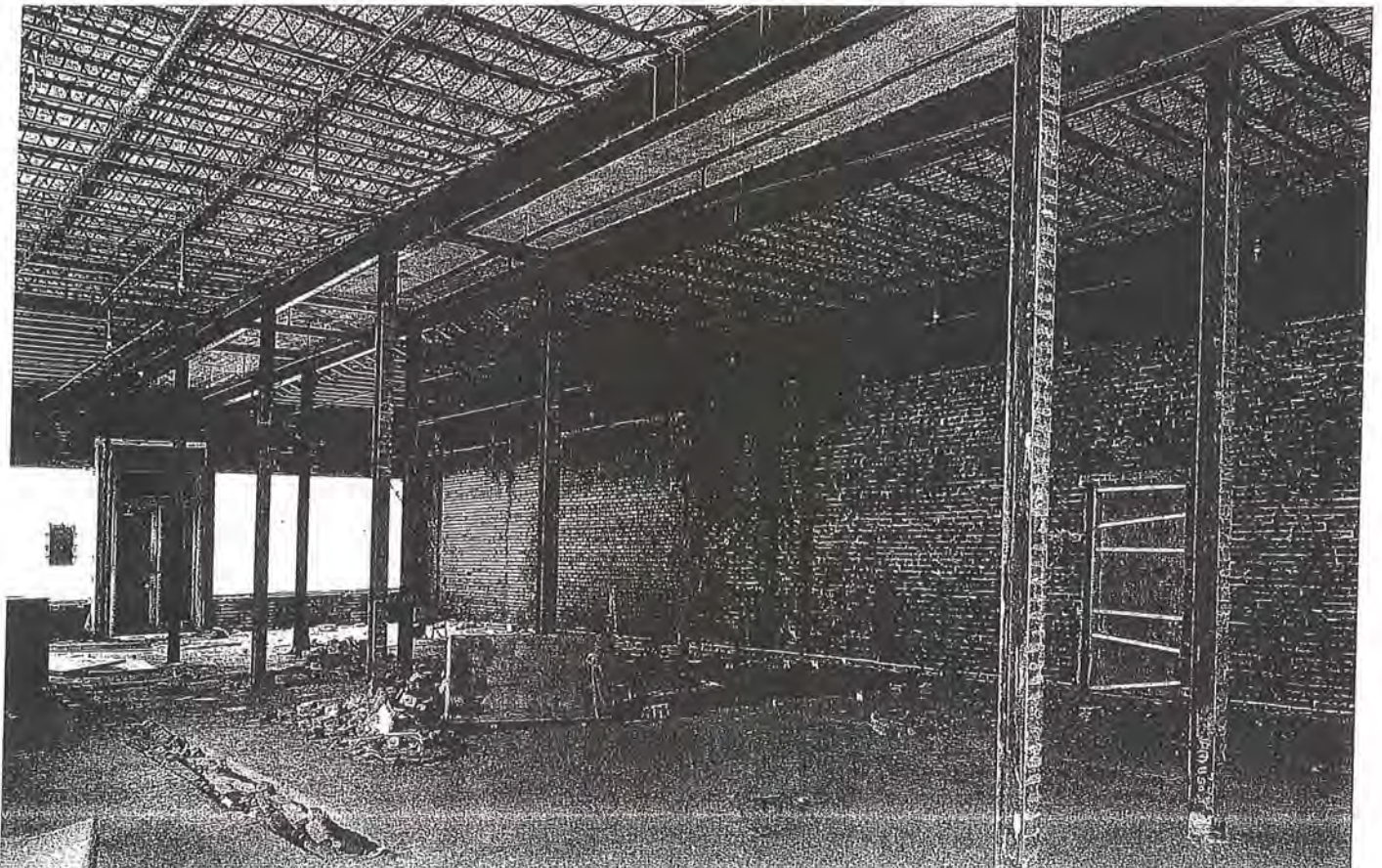
First Floor 1928 addition.



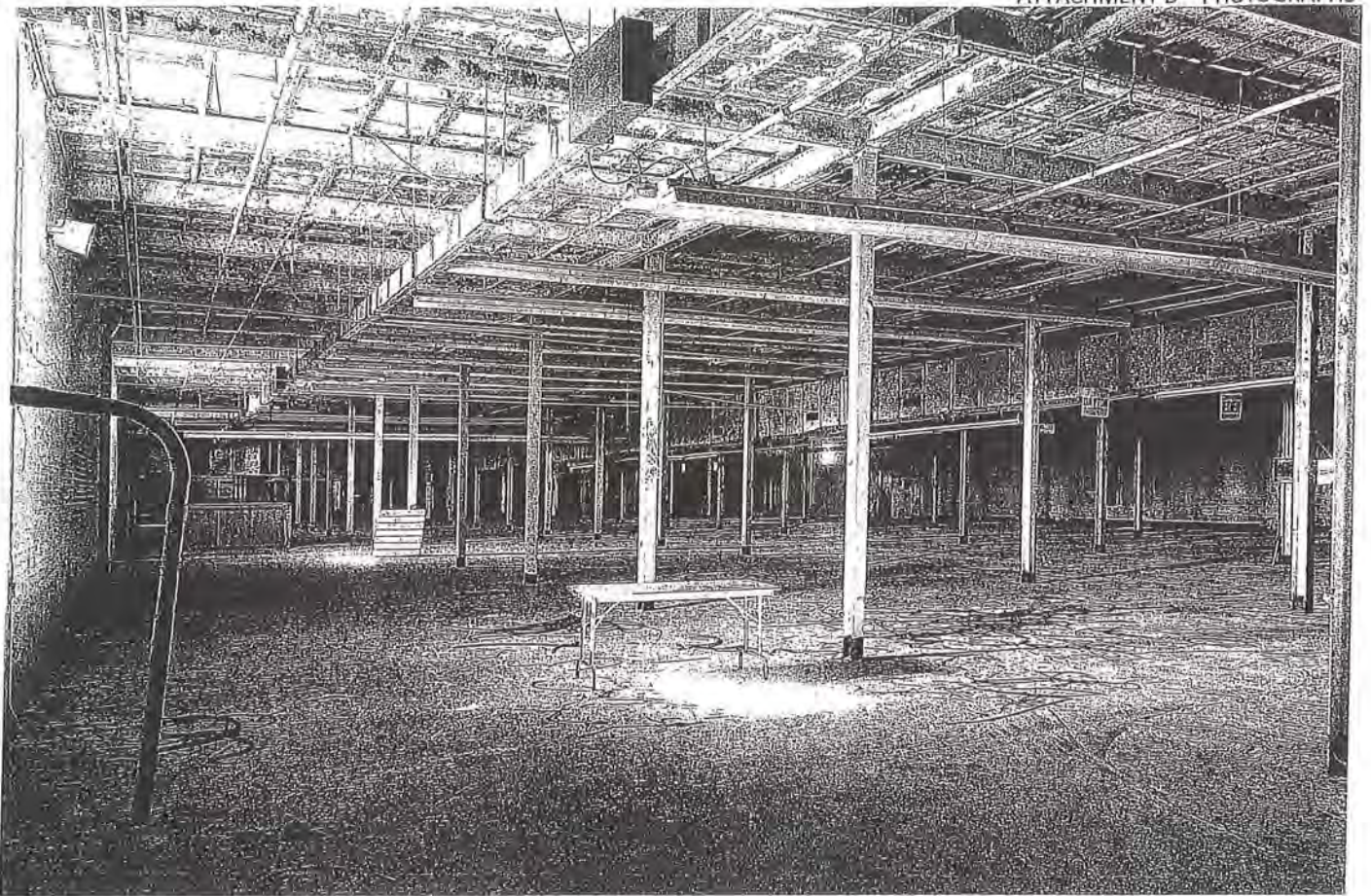
First Floor 1930 addition



First Floor—retail addition (1938)



First Floor—retail addition (1938)



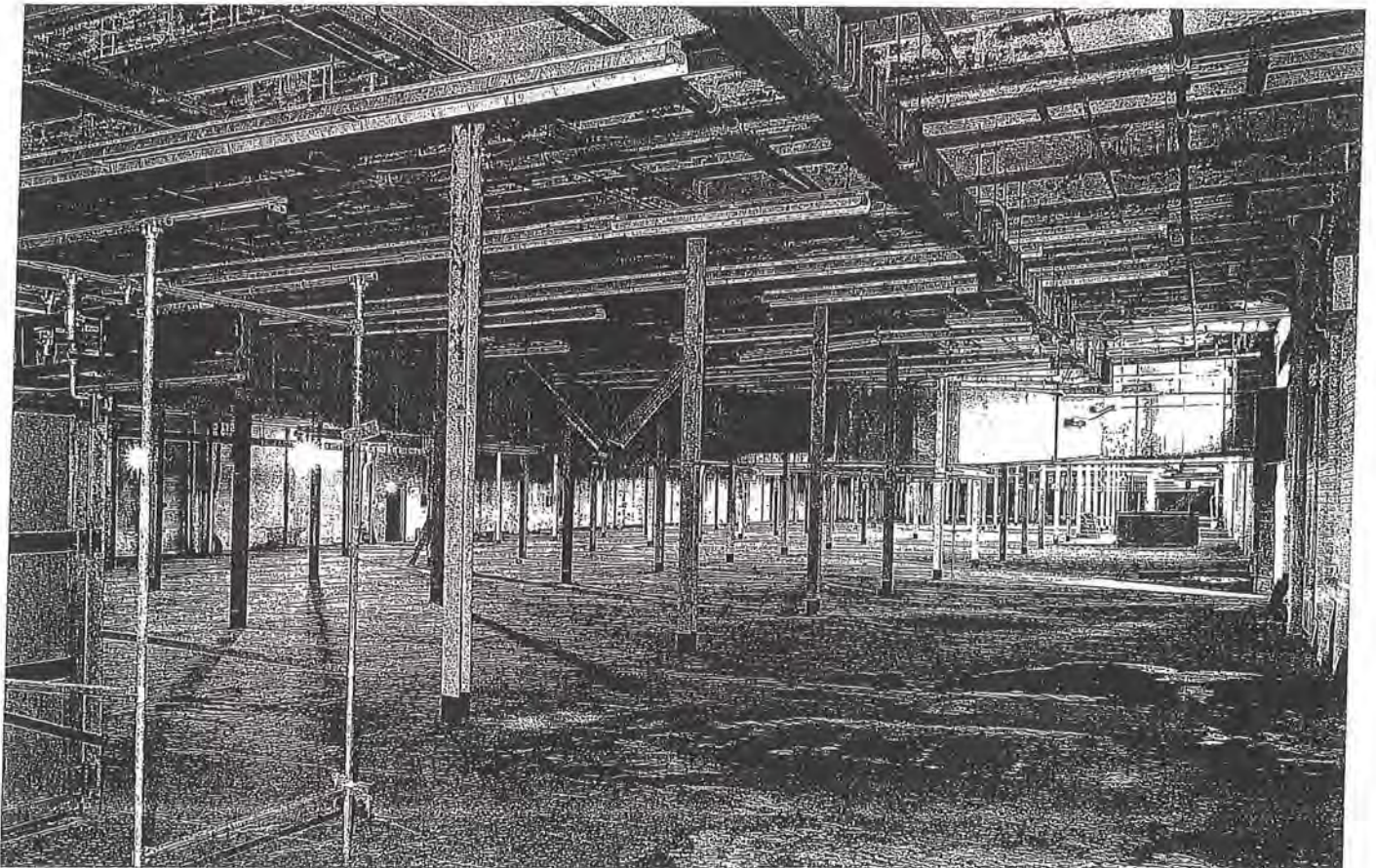
Second Floor — 1928 addition



Second Floor—1930 addition



Second Floor—office area (1927 Original Structure)



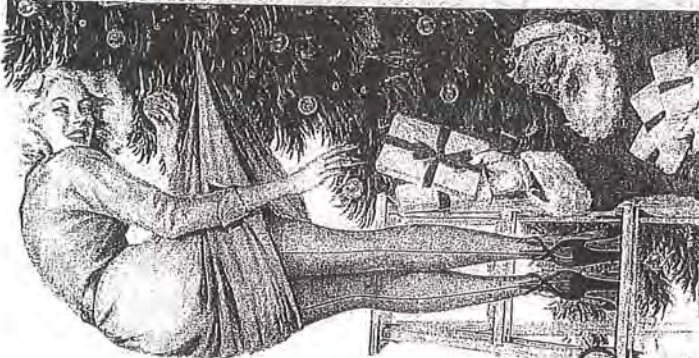
Second Floor—1936 addition

ATTACHMENT A
Unified Development Plan Plat

ATTACHMENT B
Newspaper Articles

MJV: A NATIONAL BRAND-AT THE FOREFRONT OF ADVERTISING & BRANDING

- *Sample Advertisements*
- *Source:* <http://pzrservices.typepad.com/vintageadvertising/2009/12/vintage-holiday-cheesecake-1951-ad-for-mojud-stockings.html>

[illegible]

make it
merry
make it

MOJUD

Illustrated by
MOJUD

*Remember, there's lovely
Christmas fun for Mojud too*

© 2002 The Mojud Company
12500 E. 1st Avenue, Suite 100, Denver, CO 80231

Mojud... that's all you need know about stockings

Mojud... the alternative HOSIERY

LIVE FROM THE FRANKS LIVING ROOM

Because the name "Mojud" is the seal of the makers industry it means long established highest standards in knitting, finishing, examining that millions of women who ask for Mojud stockings have made Mojud one of America's largest selling hosiery brands. So better hosiery everywhere.

• BUY MOJUD •

Mojud Hosiery Co., Inc. 414 E. 14th St. New York, N.Y. 10003

MJV: A NATIONAL BRAND- THE COMIC BOOK

- How Helen Landed Her Man (circa 1950, no copyright or publication date given) is a promotional comic book distributed by the Mojud Stocking Co. and produced by the Vic Herman Studios, which was active in the 1940s as a comic book publisher and packager. Helen, the heroine of the story, is disappointed when her boss shows little interest in her. She has marriage in mind. She thinks, "No sales, and now no man, either!" Fortunately, she is visited by a Majic Motion, The Mojud Man, who advises her to promote Mojud stockings featuring "magic motion." After Helen's sales skyrocket, her boss starts calling her "Helen" again, instead of "Miss Hart." A dinner date follows and ultimately marriage, all because of Mojud Stocking and Majic Motion, which provides better fit, wear, and looks. 8 pages, red and black ink on white paper stock, 5.5-in. x 7.75-in., heavier white paper stock.

- Source:

<http://www.mycomicshop.com/comicbooks/item?IID=77274>
51

- Shows the role that women played in the workforce after WWII
- Created by famous artist Vic Herman (1919-1999)



Greensboro Man Climbs From Post Of Office Boy To Presidency Of Big Hosiery Mill Plant Operating Here

STARTED IN 1911

Local Man Honored By His Employees

John K. Voehringer Jr., Now Heads \$400,000 Hosiery Mill In Greensboro

HONORED BY EMPLOYEES

By J. W. CANNON.

John K. Voehringer Jr. is one of those office boys who make successful writers happy. He has all the requirements: a meager beginning, hard work, close study and brilliant attainments. In 1911 he was office boy in a hosiery mill in Philadelphia. Today he is president and one of the principal stockholders in a going concern which has assets of around \$400,000, a concern which during the past year has enjoyed amazing growth calling for the doubling of its floor space and the addition of much more equipment. He is head of Mock, Judson, Voehringer, Inc., hosiery mill operators with headquarters in Greensboro.

But before this tale winds itself too far upward along the climb of the office boy, before readers turn over to another supplement one fact must come forth. Mr. Voehringer has just reached his happiest moment, not counting of course those fundamental experiences of marriages, births and such like which are entirely out of the plane of all hosiery or of any other business. President of this concern has just been presented with a bronze tablet commemorating the first anniversary of the company's operation in Greensboro and pledging to it the faithful service and allegiance of its employees.

Values It Above Money.

"That's worth more than money," declared Mr. Voehringer readily as he turned his eyes from the hanging department through the glass partition of his office to the little square plate resting in an honored place in his office.

"I didn't know that I had done anything especially worthy of this tablet," he said. "Those folks," he said as he indicated with a general wave of his hand all of his machine operators, "are my friends. I try to give them a clean place in which to work. I try to treat them decently. We don't high-hail them here. They are part of us. If they have a grievance, they bring it right into the office and talk it over with me. Yes, they are my friends and I believe they know it."

Knows His History.

This hosiery mill president knows his business from toe to heel to garter. He hasn't been slithering around a stocking factory these 17 years for nothing. When he pointed to point out some young fellow at a thread-bobbing machine of which he was making a pair of hose, he said, "This machine was made in 1890. It was the first one made in this country and it was the first one made in this country."



John K. Voehringer, Jr. and tablet presented to him by his employees on the occasion of the first anniversary of the operations of the hosiery plant of Mock, Judson, Voehringer, Inc.

he attended the University of Pennsylvania at night. He has no college diploma but with the bronze plate presented to him by his employees he makes out.

In 1925 this man, now a member of Greensboro's business fraternity, was made secretary-treasurer of Oscar Nebel company, which sold its holdings to the Gotham Silk Hosiery company for around a million dollars. Besides being president of the local concern, he is now president of the Northway Hosiery company of Philadelphia and vice president of the Mount dye works.

Not all of the success of Mock, Judson, Voehringer, Inc. is attributed to the advantage of its president having started as an office boy.

"Women will wear silk hose," remarked the president. "And we make it our business to give them something good to wear. I keep making down here in the factory and my two partners, B. L. Mock and N. Judson, who live in New York sell our product."

Mr. Voehringer is a confirmed Greensboro resident. The Quaker City has nothing on him, he declared; this executive who lives in that section of the city.

It was last week that scenes and events were brought to the back of the present plant and the foundation for the new building was started.

"I'm not afraid to go ahead on this now," said the president as he pointed

news-record.com

Old mill prospered early in the 20th century

Sunday, August 3, 2008
(Updated 3:00 am)

By PATRICIA KOEHLER
Contributing Writer

Recommend Send Be the first of your friends to recommend this.

Second of two parts

By 1920, Pomona Cotton Mill was prospering. A \$400,000 addition was completed for dying and finishing, and 150 new looms were installed.

The efficiency of the workers was attributed to the working conditions at the mill, described as among the best, and Pomona had a reputation for manufacturing the best corduroys, corset cloth and romper cloth on the market.

About 75 new, ready-cut bungalows had been built. The school was described as "splendid" but not adequate for the children of the increased work force, and two classrooms were added to accommodate the children and five teachers.

Interestingly, the mill added a trained worker to head the welfare department. The workers' welfare was of great concern to the owners.

It was essential to keep a consistent workforce and to keep workers happy and turnover low despite long hours and hard work.

Programs such as the mill baseball team fostered a sense of loyalty to the company. There were about 30 cotton mills within a radius of 40 miles of Greensboro, most if not all with baseball teams.

The competition was intense, so much so that mill owners tried to recruit good players from other teams to work at their mill and offered them easy jobs, such as painting.

The company furnished uniforms and equipment, and the mill workers furnished the enthusiasm to cheer on the team. The Pomona Mills Baseball Team won 12 out of 15 games in of 1920.

The Pomona 18-piece brass band was said to rival the baseball team in popularity. Again, uniforms and instruments were provided, and it must have been quite a thrill to see that band parading down the street, showing the town that Pomona had something more to offer than fine-woven products.

Pomona also operated an up-to-date dairy that provided milk to the employees, and it was so popular that the herd grew to 40 registered Holstein cows. In 1925, South Latham Street (Merritt Drive) was known as Dairy Street, probably an indication of where the dairy was.

The mill continued to prosper during World War II, but when the war was over, the mill operated only three or four days a week.

Business declined and times got hard. Greensboro merchants grudgingly gave credit to Pomona Mills employees if they gave it at all, and sometimes merchandise was repossessed.

When the mill closed in 1950, a real estate firm from Winston-Salem handled the sale of the mill houses, giving employees first chance to buy the houses they lived in.

But many employees couldn't afford to buy their rental houses and had to move.

Related Links

- [Amid ruins, family stories](#) (Jul. 27, 2008)

An era had ended. Employees sought work at other mills or in other occupations, and new residents with diverse occupations moved into the village.

The glue that had melded the village into a cohesive unit of mill workers had dissolved.

Some longtime residents in Pomona and others have many stories to tell, and several have shared stories and information for this article.

Thanks to Mary Browning, Helen Chambers, Tootsie Mullinax, Jewel Rainey, Clifton Road Baptist Church and Greensboro Historical Museum.

Apparently no one has shown an interest in preserving the history of Pomona Cotton Mill and village. When those who know the history are gone, a part of our local heritage will be lost.

Where are the pictures of mill employees that hung in the hallways of Cotton Mill Square? Greensboro Historical Museum has only a few Pomona photos and other items related to the mill and village. It would be wonderful if more of the history of Pomona Cotton Mill and village could be preserved. Anyone who wishes to contribute to the museum's holdings related to Pomona Cotton Mill and village may call the museum at (336) 373-2043.

Patricia Koehler, a Greensboro resident, is involved in a project to preserve the history of Oakdale Cotton Mill and village in Jamestown.

200 E. Market Street, Greensboro, NC 27401 (336) 373-7000 (800) 553-6880
203 E. Harris Place, Eden, NC 27288 (336) 627-1781

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GRAND RAPIDS DAILY NEWS 2.6.147

Mojud Strike Ends; Vote On Union Set For Friday

Union And Company Sign Agreement Which Will Return Workers To Jobs

A strike which began here last December 16 at Mock, Judson, Voehringer, Inc., ended yesterday as result of an agreement reached by union and management representatives and workers will vote next Friday to determine whether the American Federation of Hosiery Workers represents a majority of them.

The agreement was signed yesterday in the office of L. P. McLondon, attorney for the company, after a majority of the strikers favored it in an election conducted at Lindley Junior High School.

The strike involved status of a union contract which expired on the day the strike began. As result, a large number of workers will return to their jobs Monday morning.

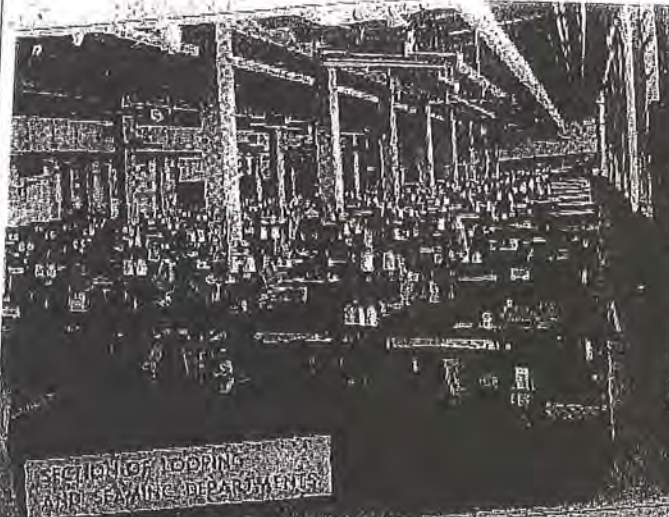
The agreement signed yesterday provides for the election next Friday to be conducted by the National Labor Relations Board. If the union, Branch 156 of the American Federation of Hosiery Workers, wins the election, the old contract will be reinstated for four months with the proviso that its members will have 15 days in which they could withdraw from the union in case they should desire to do so. At the end of the four months period a new contract would be negotiated. (A company spokesman pointed out that the election on Friday is being held without recognition of the union by the company or the strikers.)

workers, including those who have been on strike, would receive any improvements in working conditions or pay which have transpired before or during the strike.

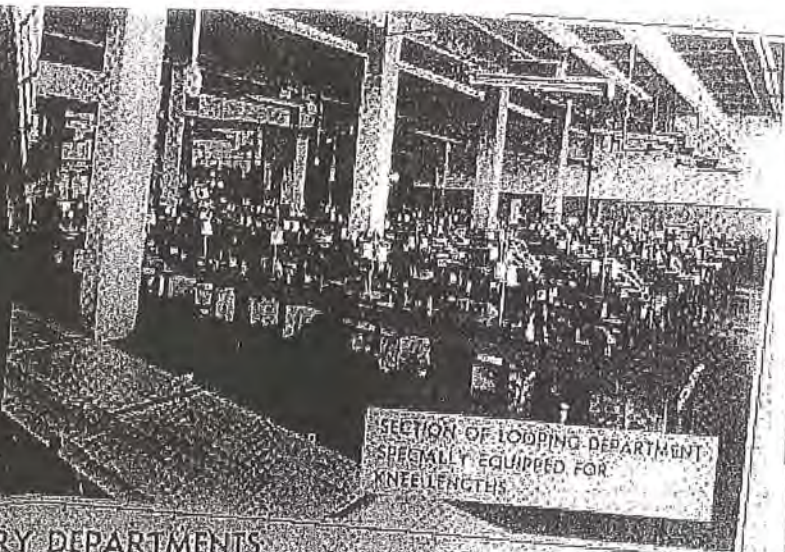
The agreement also provides that strikers will return to the same jobs they previously held, same shifts, and will suffer no loss of seniority status.

The voting Friday will be conducted at a service station across from the Mojud plant on Spring Garden Street. Votes will be cast between 6 and 8 a. m. and from 1:30 to 4:30 p. m.

Workers on the company payroll for the week which ended yesterday, including strikers and new employees hired since the strike began, will be eligible to cast ballots. Strikers will be required to work at least one day before the election in order to vote. Nearly 900 are expected to participate in the voting. A company spokesman said more than 500 were at their jobs when work ended as of Friday and the strikers.



SECTION OF LOOPIING
AND SEWING DEPARTMENTS



SECTION OF LOOPIING DEPARTMENT
SPECIALLY EQUIPPED FOR
KNEELONGTHS

AUXILIARY DEPARTMENTS GREENSBORO DIVISION



EXAMINING AND TESTING DEPARTMENT
NOTE STRENGTH TESTING FORMS

BERRY COAL

Always Dependable

"MOJUD employees may be certain that they will get the best coal at a reasonable price at BERRY COAL COMPANY. Your patronage will be appreciated."

Thanks, Mojud, For Your Splendid
Patronage for the Past 10 Years

It Is a Pleasure To Serve You

PHIPPS HARDWARE CO.

211 N Elm St.

Phone 2-0179

PAUL W. SCHENCK—General Agent
HENRY MACLIN—Special Agent

We are fortunate in having a large number of Policy Holders in the Mojud Plant and we appreciate this Patronage. If you contemplate taking insurance ask your friends about Provident Service.

Provident Mutual Life Insurance Co.

OF PHILADELPHIA

601 Piedmont Bldg.

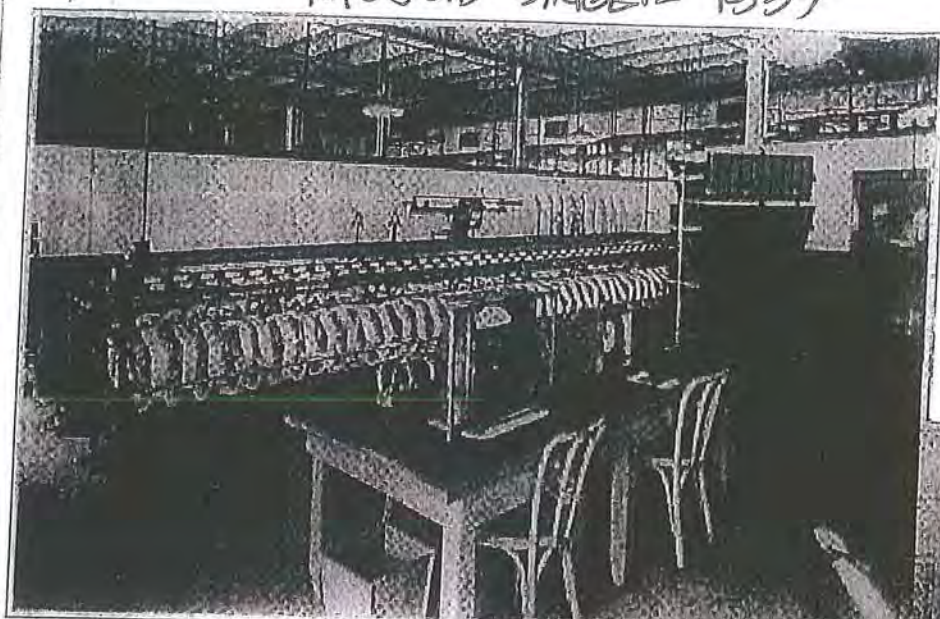
Greensboro, N. C.

PERSONAL LOANS

To Suit Your Needs

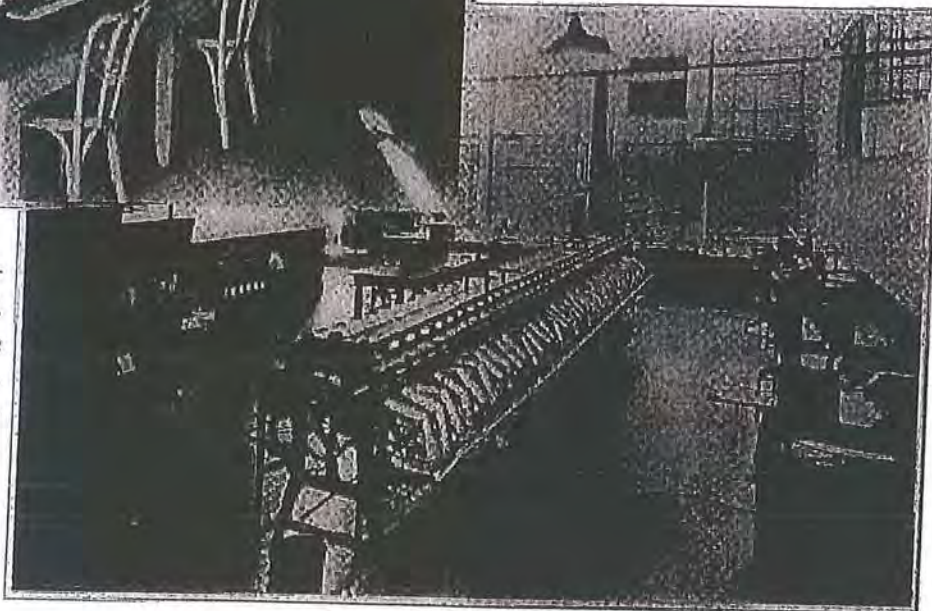
HOME INDUSTRIAL BANK

MOJUD SINGER 1937



TESTING LABORATORY 1937

necessary to enlarge our Laboratory several times during this period. Our Laboratory facilities were greatly increased in the last addition to the Greensboro Plant. New and modern equipment was installed, making our new Laboratory one of the most modern and complete in the South.



Adelaide Beauty Shop

106 E. Washington St.

UNDER THE GUILFORD BANK BLDG.

Special \$5.00 Oil Wave—\$2.00

Free Manicure with first visit

One \$7.50 Colored Portrait made by Flynt's
given each week to Lucky Ticket Holder

Ask about Sally Harmer Free Facial

Dial 7492

Flossie C. Pleasants & Lucille Kimball, Operators



B. GALLIMORE

General



Contractor

GREENSBORO, N. C.

State License No. 991.

JUST RECEIVED—A New Shipment

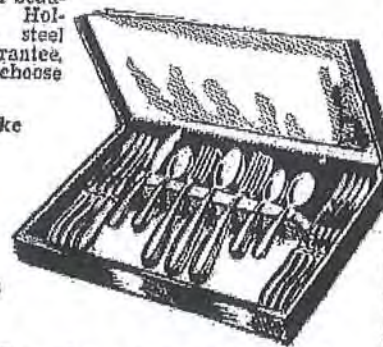
ROGERS 1881 SILVERWARE

Set consists of 26 pieces in beautiful tarnish-proof case. Hollow handle, stainless steel knives. Unlimited guarantee, 6 beautiful patterns to choose from.

Come in now and make your selection.

\$14.75

Payments As Low As
50c WEEKLY

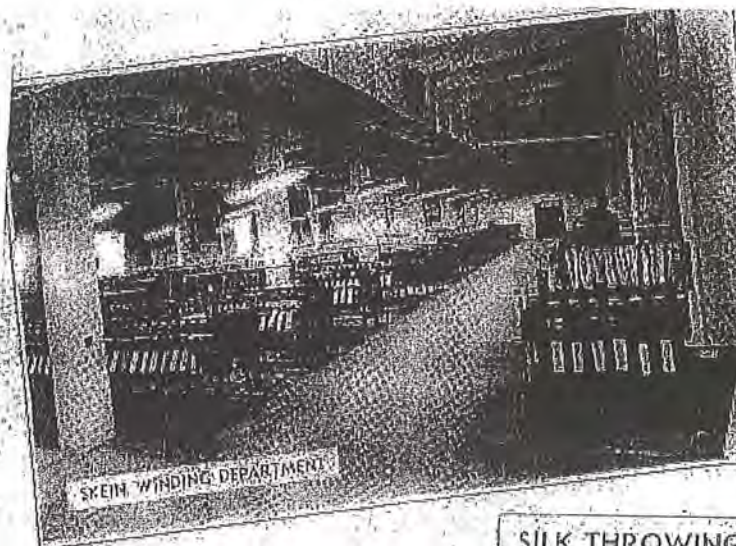


NATIONAL JEWELRY COMPANY

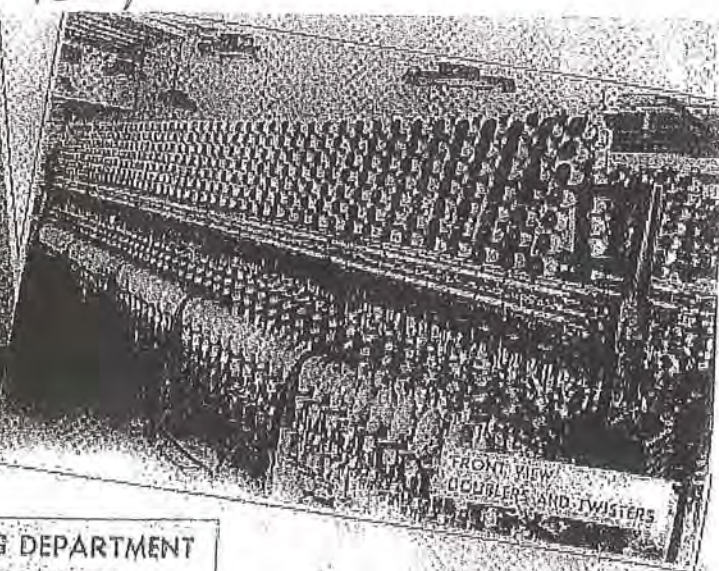
306 S. Elm St.

(Opposite National Theatre)

Phone 2-1729

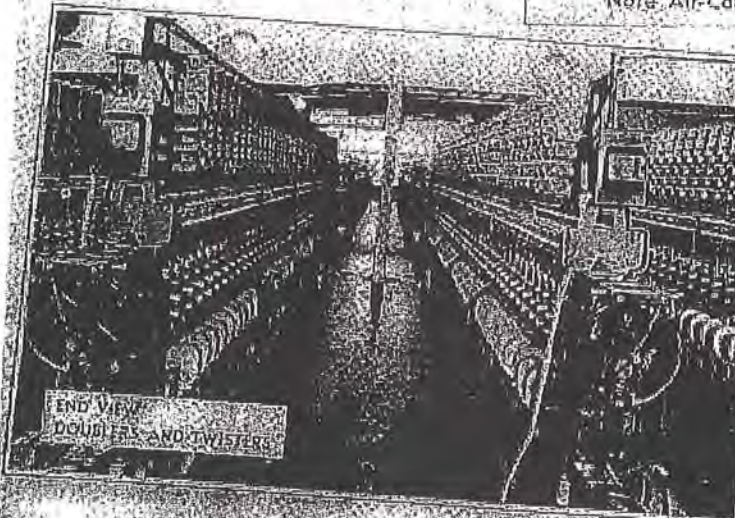


SKEL WINDING DEPARTMENT

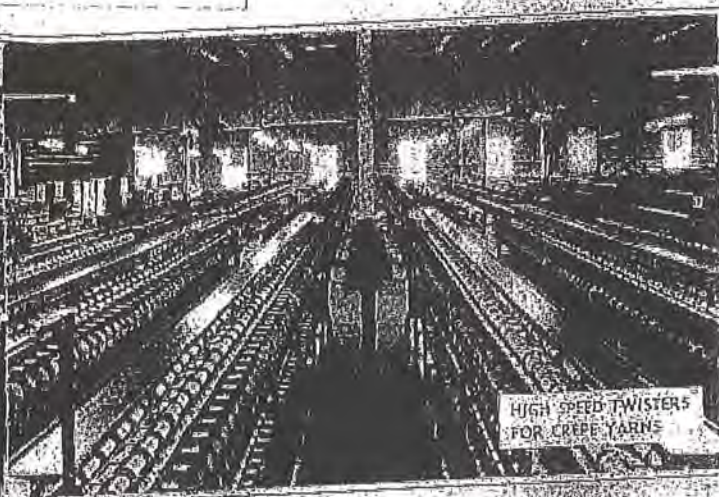


FRONT VIEW
DOUBLERS AND TWISTERS

SILK THROWING DEPARTMENT
GREENSBORO DIVISION
Note: Air-Conditioning Ducts



END VIEW
DOUBLERS AND TWISTERS



HIGH SPEED TWISTERS
FOR CREPE YARNS

*Congratulations On Your Tenth
Anniversary*

Distinctive Footwear For Women That Know

MARILYN
COLLEGE SLIPPER SHOP

128 S. Elm Street

SEBURN'S, INC.

Registered Jeweler No. 201

"IN THE HEART OF THE CITY"

Piedmont Building

116 N. Elm Street

THE NEW SPORT COATS—\$11.75
DUST-TONE SHIRTS—2 White Collars
\$1.95

HARRY TURNER'S

227 So. Elm Street

FORD V-8

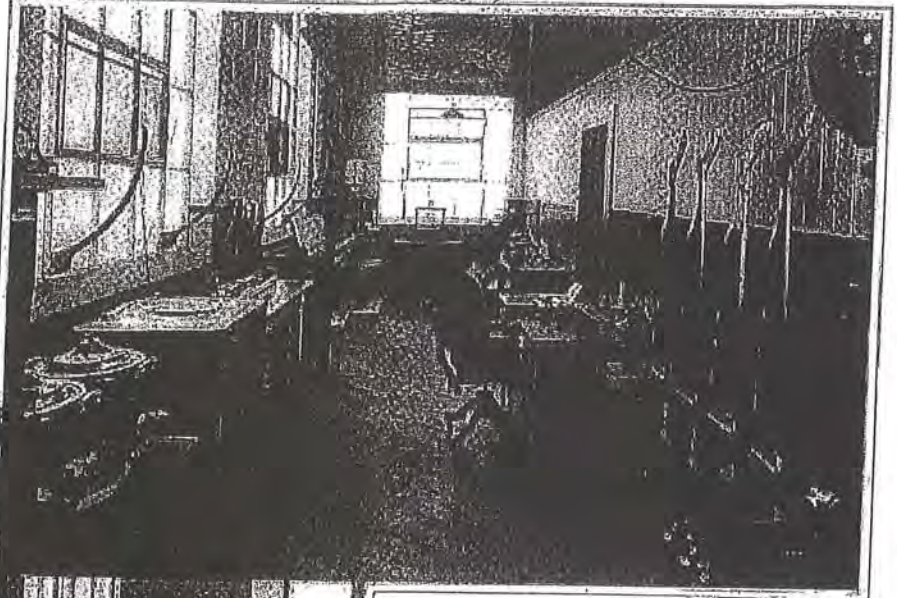
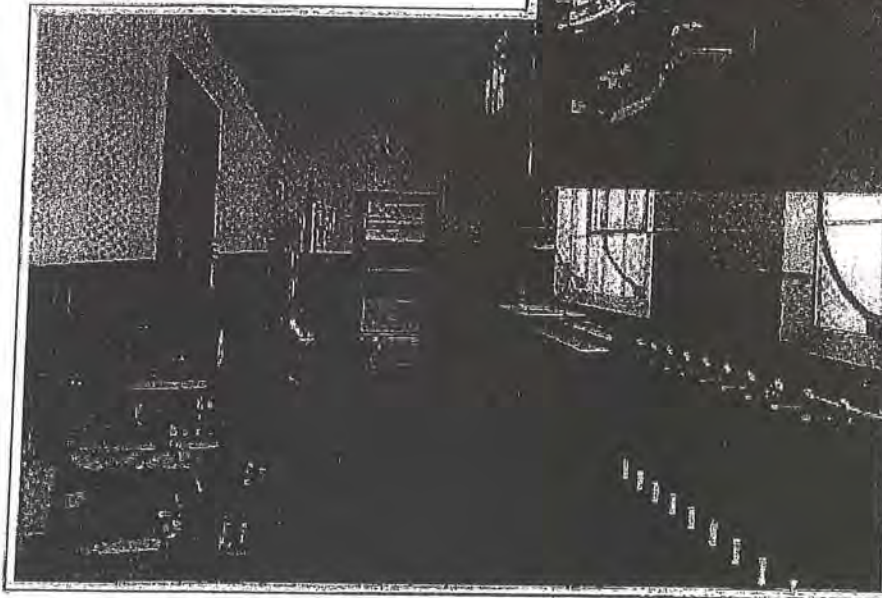
—♦♦♦—

Ely-Bloodworth Motors, Inc.

315 North Elm Street

MOJUD SINGER 1937

TESTING LABORATORY 1930



In recent years, research has played an important part in the success of science and industry. During the past ten years, much progress has been made in this field in our own Laboratories of the Greensboro Plant.

In order to meet the demand for Mojud's high quality silk stockings and the increase in production, it has been

We Wish the Entire
Mojud Family
A Happy Birthday—

It Is a Pleasure To Serve You

Sweaters - Slacks - Sport Coats
Polo Shirts - Dress Shirts - Neck Ties

Baseball Gloves
Golf Clubs - Tennis Racquets - Bicycles
Fishing Tackle - Riding Pants
Boots and Jodphurs

Coble Sporting Goods Co.

344 S. Elm St.

Phone 2-0912

Congratulations to
Mock-Judson-Voehringer
Upon Their Tenth Anniversary

Ellis Stone & Co

"Greensboro's Best Store"

WIN one of the TEN AT-
TRACTIVE PRIZES
FLYNT is giving for MOTH-
ERS DAY. For full details and
entry blanks, go to

FLYNT STUDIOS

makes of
Fine Miniatures, Copies and
and Portraits

228 West Market Street



MOJUD SINGER 1937

Bob Smart

Shoes

A Step Ahead



The Mayfair May Be Found At
Our Store In—Black and White—
Brown and White or All White
At \$5.00

A's to D's

BELL SHOE STORE

"North Carolina's Largest Family Shoe Store"

221 S. Elm St.

Greensboro, N. C.

GREETINGS - MOJUD

LADIES' DRESSES—MEN'S SUITS

50c

Quality cleaning and courteous service

HOLT CLEANING COMPANY

1306 Spring Garden Street

Dial 7328



We are Equipped to Give You
COMPLETE
and
COURTEOUS SERVICE

Brown's Service Station

Spring Garden and Howard Streets

The Mock, Judson, Voehringer Co.

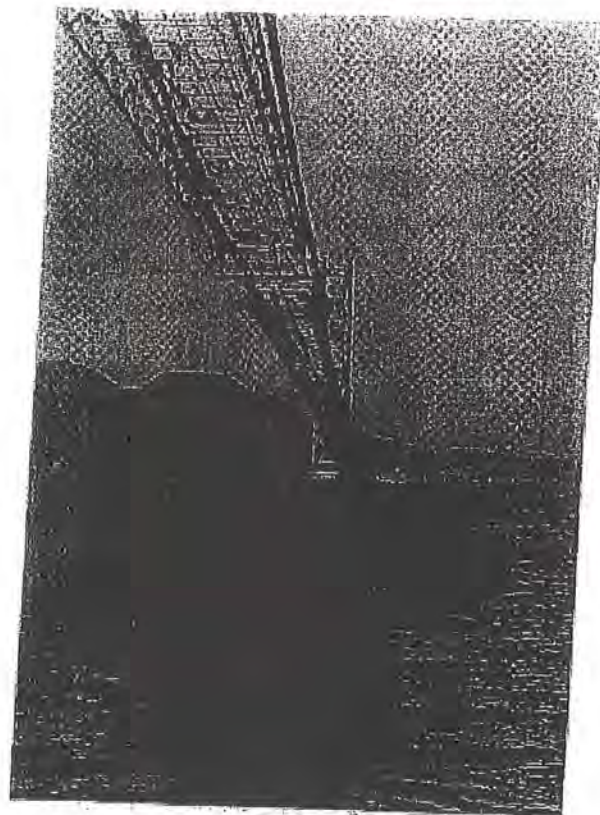
SIZE Mojud ranks in volume among the
five leading brands of nationally
known, full-fashioned hosiery.

PRODUCTION
FACILITIES Mojud hosiery is made in the most
modern plants in the world . . .
plants owned by Mojud . . . plants
containing the newest equipment
in the industry, for Mojud is con-
stantly expanding.

SPECIALIZATION Mojud specializes in women's full-
fashioned silk stockings . . . and
makes nothing but silk stockings.

DISTRIBUTION Mojuds are worn by millions of
women throughout the world. .
They are sold by over 5,000 stores
in the United States and by hun-
dreds of stores in foreign countries.
Shipments are made from con-
veniently located centers . . . New
York, Chicago, Los Angeles, San
Francisco.

GOLDEN GATE BRIDGE

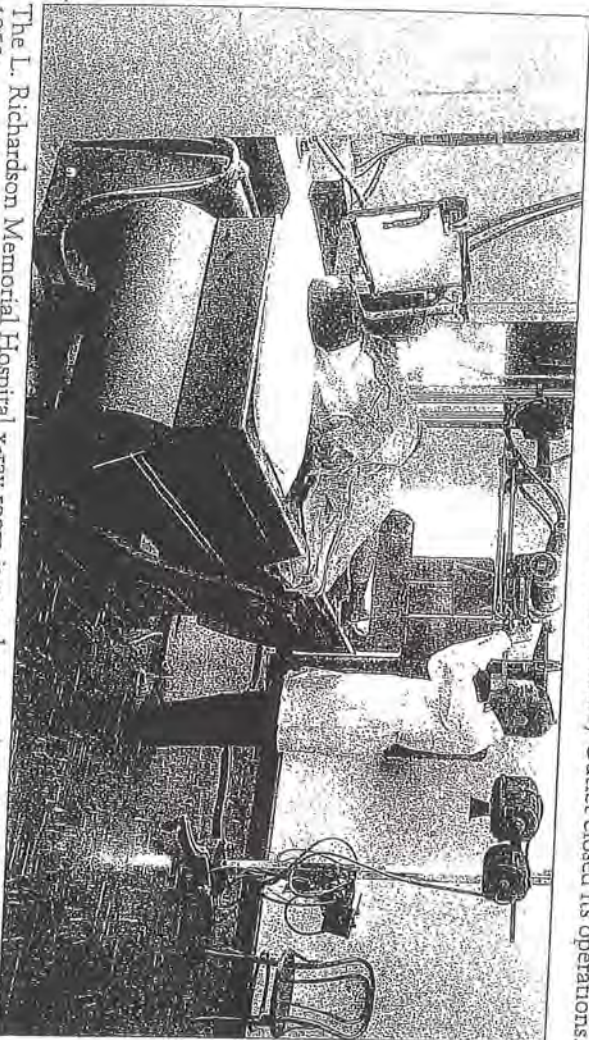


This is two spans of the longest bridge in the world,
the new San Francisco-Oakland bay bridge which is 8 1/2
miles in length. This picture was snapped from aft
deck of the U. S. S. Republic, just after the ship had
passed under the bridge.

The MOJUD SINGER



The Mock-Judson plant on Howard Street was a hum of activity on March 11, 1939. The plant began producing silk hosiery in 1926 but, after 1940, "Mock-Jud" began fashioning nylon hosiery and soon became one of the top worldwide makers of women's full-fashioned hosiery. By the 1950s, the company's 2,000 workers, working three shifts, were producing 19.2 million pairs of nylons per year. Kayser-Roth bought Mock-Judson in the 1950s and ceased hosiery production in 1972. The building recently fell silent when the Rolane Factory Outlet closed its operations.



The L. Richardson Memorial Hospital x-ray room is seen here on April 29, 1953. By the mid-1950s, over 22,000 x-ray procedures were being carried out yearly, 26 years after the hospital's founding. Mrs. Emanuel Sternberger donated money for the original x-ray equipment as well as



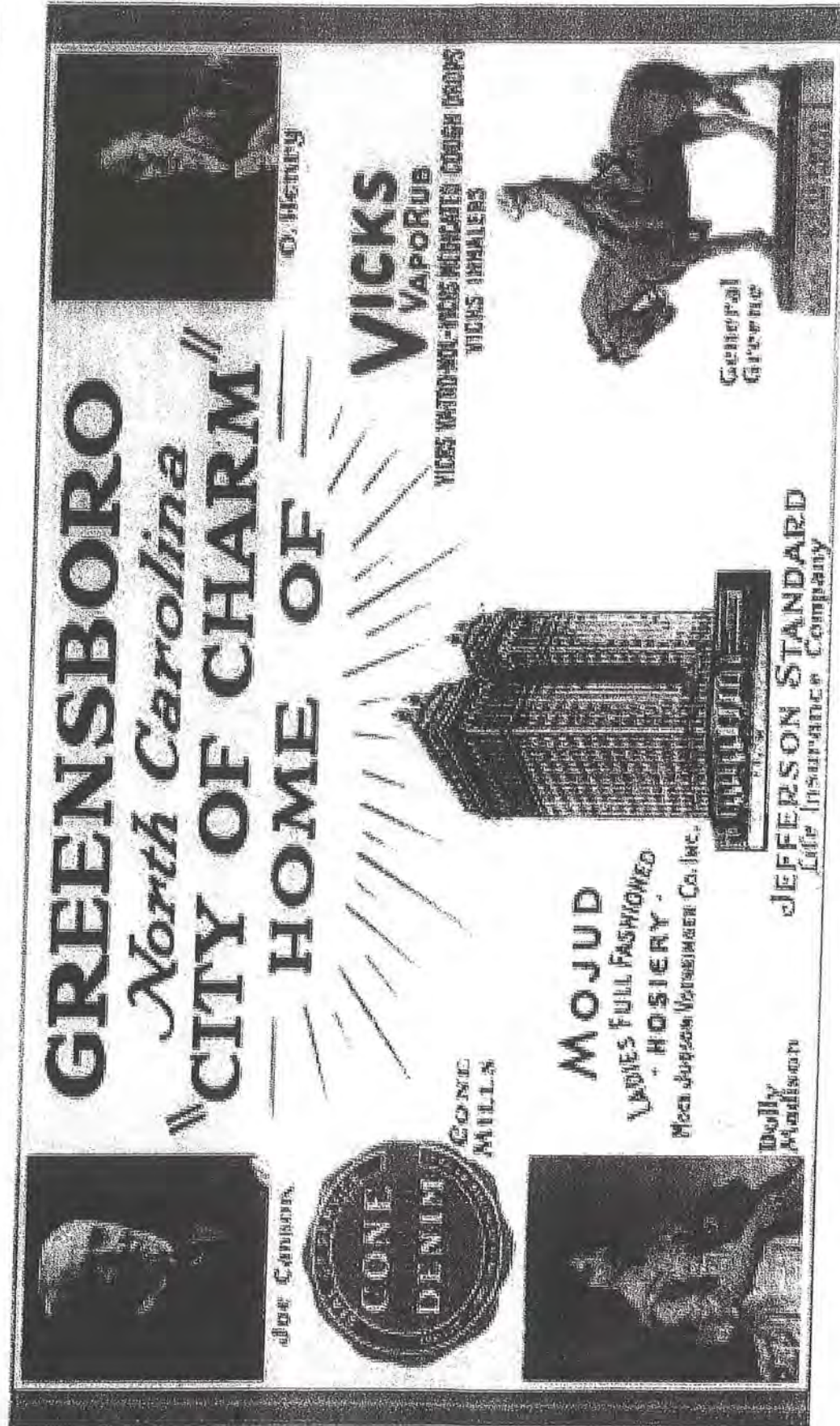
Malcolm Miller took this image of the IBM Department at Jefferson Standard Company on January 20, 1949. These employees used machines to type information on to "punch cards," which could then be sorted or read by machines. These were not, however, electronic computers, which came later. Mechanical or electronic, such machinery has always been vital to the insurance industry, which requires lots of data and the people necessary to produce, arrange and analyze it. The IBM Department at Jefferson Standard, which, during the 1950s, was the largest in the South and Southwest, with over 375,000 policyholders.



Signing up for health care was a popular benefit for workers at the Sea Greenboro. By this date, August 15, 1949, The Hospital Care Association had existed for 16 years. The Hospital Care Association and the Hospital

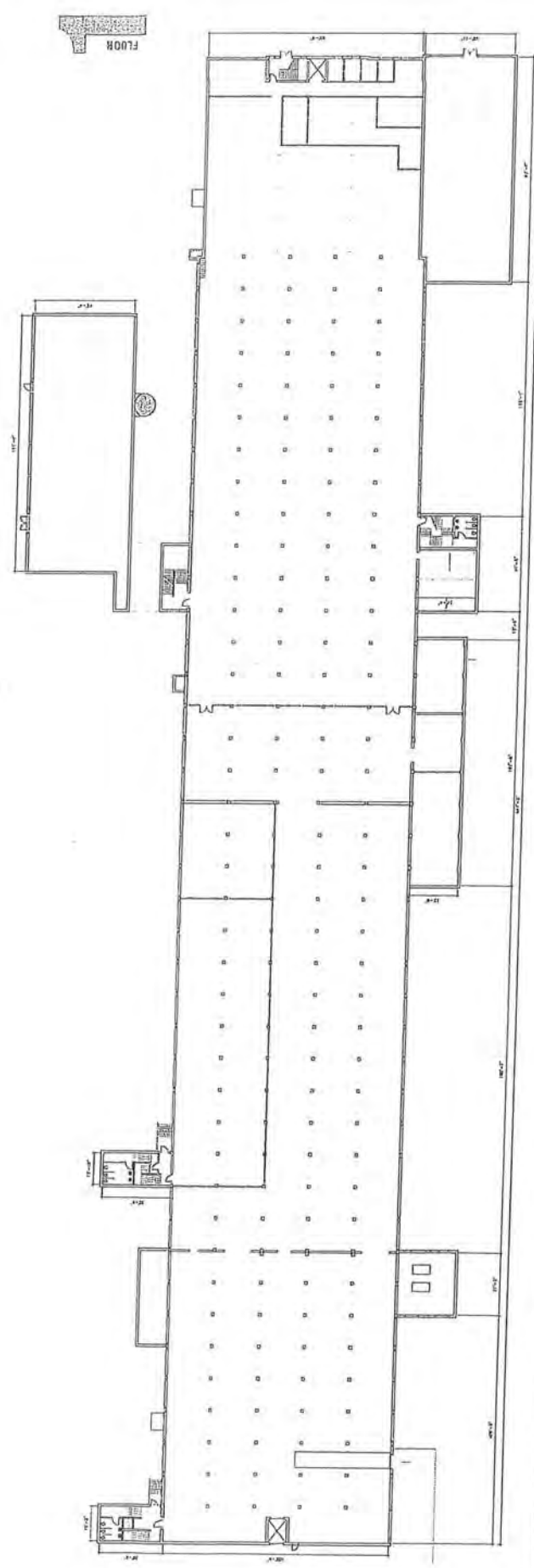
MJV:IMPACT ON THE COMMUNITY-GREENSBORO POSTCARD

- This postcard, thought to be published at around 1930 by Graycraft Card Co. of Danville, VA, depicts Greensboro's most famous people and companies. It includes the Mock Judson Voehringer Co. Inc.



Attachment C
Existing Floor Plans

09
 040525 SF N.43
 NET SF N.437



FLOOR
 09

02
 040525 SF N.43
 NET SF N.437

2
 FLOOR

