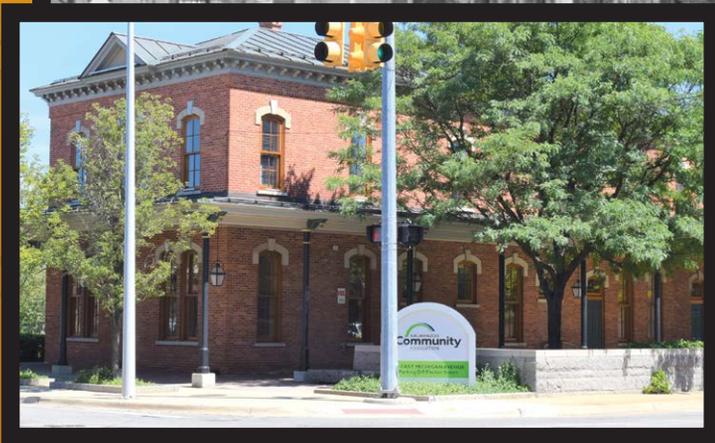




1984



2020

## Four Decades of Documenting Kalamazoo History

The Whistle Stop Restaurant on the corner of East Michigan Avenue and Portage Road as it was during the summer of 1984. This location now houses the Kalamazoo Community Foundation. Photographer: John A. Lacko

# From the Director

fall2020



The fall issue of museON magazine marks the anticipated return to cooler weather and a wide variety of activities, including school and other autumn pursuits. The COVID-19 pandemic response has resulted in a number of changes to the Museum's operations, including the slate of programs, exhibits, and new offerings.

Bill McElhone

The pandemic closure has been challenging for all of us. The shining light during this major "reset" has been the resilience of one and all to get creative, explore new ideas, and pursue innovative approaches to redefine the visitor experience. Because visitor and staff safety is the number one priority, reopening to the public will initially be conducted in very small groups with timed visits.

A new orientation video for visitors is being produced to share the measures being taken to provide a safe experience for all. This fun and informative video will share some of the history and science behind the pandemic and will be used in a preopening campaign to welcome everyone back to the Museum.

Although no return date has been identified, it's anticipated that the initial reopening will limit visitor access to only the first floor and second floor History Gallery. The "see and read" experience of the exhibits will initially not have any touch interactives. Exhibits and Programming staff are in the process of making modifications to some of the exhibits, along with creating other engaging experiences such as large video projections, new banner exhibits, including some from the National Archives, and the use of new, innovative technologies.

As circumstances allow, the Museum's other galleries will be slowly reopening. The Museum will continue to expand its online offerings, including a 360-degree virtual tour, the online Collections catalog, and "virtualized" traditional fall programming, including our annual Chemistry Day. Please check the Museum's website regularly for updates regarding the reopening plans and the latest online offerings coming this fall.

As mentioned in the summer issue, we do miss the daily face-to-face interactions, but until we can welcome you again, please continue to be safe and healthy. Know we will come back stronger and with more innovative programming and experiences than ever. Moving forward knowing that we are all in this together will make our journey that much better.

Make it a wonderful fall full of fun and living well. museON, everyone!



# museON

From the Director 2

The Story of **COLONEL MOORE'S MARKER AT TEBBS BEND** 3

Sticking with **CHEMISTRY** 4

Connecting **IN NEW WAYS** 5

**KALAMAZOO WATER TOURISM 1880 - 1930** 6

Virtual Summit on Racism **MORE IMPORTANT THAN EVER THIS NOVEMBER** 8

Museum Acquires: **TOOLS OF THE TRADE AND OTHER GEMS FROM LAING'S** 10

Following **THE WATER** 11

Madam **C. J. WALKER** 12

**CONNECTION IN A TIME OF DISCONNECT** 13

History of the Kalamazoo **DOCUMENTARY PHOTOGRAPHY PROJECT** 14

Special Advertisements 15

**Correction:** In the previous issue, Eugene VanCleave was listed as having served in the 97th Infantry, 922 Division. He actually served in the 97th Infantry Division, 922 Field Artillery.

# museON

fall2020

museON is a publication of the Kalamazoo Valley Museum and Kalamazoo Valley Community College

Editor: Bill McElhone  
Managing Editor: Dawn Kemp  
Design: Kathy Tyler

Contributors:  
Lindsay Baker  
Tammy Barnes  
Alecia Cross  
Regina Gorham  
Annette Hoppenworth  
Lexie Schroeder Kobb  
Brittany Williams

Guest Contributors:  
Steve Crawford  
John A. Lacko  
John Urschel  
Wesley VanderWeg  
Amber Whitfield

**Kalamazoo Valley Community College Board of Trustees**

Jeffrey W. Patton, Chairperson  
Lucinda M. Stinson, Vice Chairperson  
Susan L. Miller, Secretary  
Patrick A. Farmer, Treasurer  
Mary T. Gustas, Trustee  
Dawn M. Deluca, Trustee  
Julia C. Buck, Trustee  
L. Marshall Washington, Ph.D., President

**museON** is published three times a year: Fall, Winter, and Summer. Questions about Kalamazoo Valley Museum programs described in this publication may be directed to the Kalamazoo Valley Museum offices. Phone: 269.373.7990 or 800.772.3370. Comments or questions about this publication may be directed to the Kalamazoo Valley Community College Marketing Department at 269.488.4821.

Kalamazoo Valley Museum  
230 N. Rose Street PO Box 4070  
Kalamazoo, MI 49003-4070

**Kalamazoo Valley Museum Advisory Team**

Aloh Blanchard  
Sharon Ferraro  
Leatrice Fullerton  
Sonya Hollins  
Angela Justice  
Alex Lee  
Scotland Morehouse  
Lucinda M. Stinson  
Bill McElhone, Director  
Craig Jbara, Vice President

# The Story of COLONEL MOORE'S MARKER AT TEBBS BEND



John Urschell (right) wears a Civil War Colonel's frock coat much as Orlando Moore wore. Major General Ulysses S. Grant is portrayed by Dr. Curt Fields (left)

## Colonel Orlando Moore's marker at Tebbs Bend

In the winter of 2011 – 2012, John Urschel was researching Civil War soldiers from the Buchanan area for the Buchanan District Library, where he was a part-time archivist. He discovered that Company K of the 25th Michigan Volunteer Infantry had been raised in Buchanan, and they had fought at Tebbs Bend, KY, on July 4, 1863. Their commanding officer was Colonel Orlando Hurley Moore, a successful but overshadowed officer who had grown up in Schoolcraft and lived in Kalamazoo, MI.

On his way home from wintering in Georgia, Urschel decided to visit Tebbs Bend. He contacted a couple named Joseph and Maria Brent, who did historic surveys, and they advised him to get in touch with Betty Jane Gorin, a historian and author who specialized in the Civil War. When he arrived at the Green River State Park, next to the battlefield, Betty Jane, Joseph, and Maria were all waiting to give a guided tour and explain the historic battle which resulted in a win for the Union over the Confederates.

Fast forward to May 2018, and Betty asked Urschel to come down and meet author and historian A. Wilson Greene, who was scouting the battlefield for an upcoming tour by the National Battlefield Trust. Urschel returned in May 2019 for the tour in the Civil War uniform he wears for reenactments, and brought General U.S. Grant (reenactor Curt Fields) along to meet and greet the Trust tour. When they were leaving, Betty Jane turned to Urschel and said, "You know, Colonel Moore has no marker of his own." He said, "We'll fix that."

**COLONEL ORLANDO HURLEY MOORE**  
July 13, 1827–October 31, 1890

**STAINCH ABOLITIONIST**  
Orlando Moore became a staunch abolitionist as a young man. Growing up near Schoolcraft, Michigan, a stop on the Underground Railroad, Moore helped hide freedom seekers on the family's Kalamazoo County farm. He witnessed what they endured for freedom. After serving in the Michigan State Militia, Moore secured a commission in the US Army. During the secession crisis, First Lieut. Moore served under Col. Albert Sidney Johnston in San Francisco. There, he thwarted a plot to seize arms from the Presidio Arsenal and distribute them to Confederate sympathizers.

**THE BATTLE OF TEBBS BEND, JULY 4 1863**  
When word arrived that Morgan's Cavalry was approaching, Moore devised an elaborate defense. He contacted his real numbers, selected a formidable defensive position, created breastworks and rifle pits, used bugle calls to issue commands, and led Morgan to think that reinforcements were at hand. Moore's small force defeated 2,500 Confederates.

**MAN OF PRINCIPLE**  
Soon after the Civil War began, Capt. Moore was appointed Lt. Colonel of the 18th Michigan Infantry. In August 1862, the 25th Michigan Infantry was organized in Kalamazoo with Col. Moore commanding. Sent to Kentucky, the regiment encountered Confederate Gen. John Hunt Morgan's Cavalry near Manfordsville. Later, the 25th served as prison guard in Louisville. While Front Street Marshal, Moore attempted to stop the seizing and re-employment of freedmen working for US Army officers. His commander, Gen. Arentziah Boyle, a Kentucky slaveholder, was enraged. As punishment, he ordered Moore here with only 200 men to defend the Green River Bridge.

**LIFE-LONG SOLDIER**  
President Lincoln later rewarded Moore, giving him command of the Second Brigade, Second Division, 23rd Corps. He led the brigade throughout the Atlanta Campaign. They fought at the battles of Franklin and Nashville, Tennessee, and were instrumental in taking Fort Anderson in North Carolina. Moore served in the Regular US Army until 1884, when he retired due to poor health.

Moore died in 1890 and was buried in Union Public Cemetery in Union, California. His grave is now owned by his son, Dr. John A. H. Moore. His monument at Tebbs Bend, KY, was given as a token of California's appreciation for his role in saving the state for the Union.

# STICKING WITH CHEMISTRY

All gumshoes on deck for a mystery of sticky proportions! The 34th Chemistry Day goes digital on October 17, 2020. Register online for this free digital mystery where you will use science to solve the crime! Area chemists will lead you through hands-on experiments you can do at home and share demonstrations all geared towards collecting clues to help you figure out whodunit. This family-friendly program encourages a team approach to observing and crime solving through chemistry. No experience necessary.

The Kalamazoo Section of the American Chemical Society (ACS) and the Kalamazoo Valley Museum have been working together to share this family-oriented program with the help of local businesses, organizations, and educational institutions for more than three decades. Yearly, over 50 chemists come together for this unique hands-on program. Each year, the ACS picks a topic which is then shared across the United States by local sections through schools and public organizations like the Museum. This year's theme, Sticking with Chemistry, highlights how adhesives are created and used in common items. National Chemistry Week is a public awareness campaign that promotes the value of chemistry in everyday life. This year, it will run from October 18 to 24, and will kick off locally with digital Chemistry Day through the Kalamazoo Valley Museum.

Our long history of collaboration has introduced chemistry to thousands of families in our area. Yearly favorites like slime, liquid nitrogen, and chemiluminescence have educated and entertained Museum visitors. Teachers have received educational materials to share with their classes, and many local students have participated in the yearly ACS poetry and poster contests. In 2019, local chemists from The Upjohn Company, now Pfizer, received recognition for their groundbreaking research into a cost-effective steroid medicine. Upjohn's innovation in steroid medicines received the honor of a National Historic Chemical Landmark, which is publicly housed at the Kalamazoo Valley Museum. This fall, Lydia Hines of the local Kalamazoo Section will be honored virtually at the ACS National Meeting with the Helen M. Free Award for Public Outreach, recognizing her outstanding achievements and dedication to sharing her love of chemistry with area schools and families.

The Kalamazoo Valley Museum is proud of the work we have done together to advance the knowledge and appreciation of chemistry in daily lives through our annual Chemistry Day program. We are excited by this year's digital adventure and look forward to all that can be achieved when we stick together! See [kalamazoomuseum.org](http://kalamazoomuseum.org) for registration information.



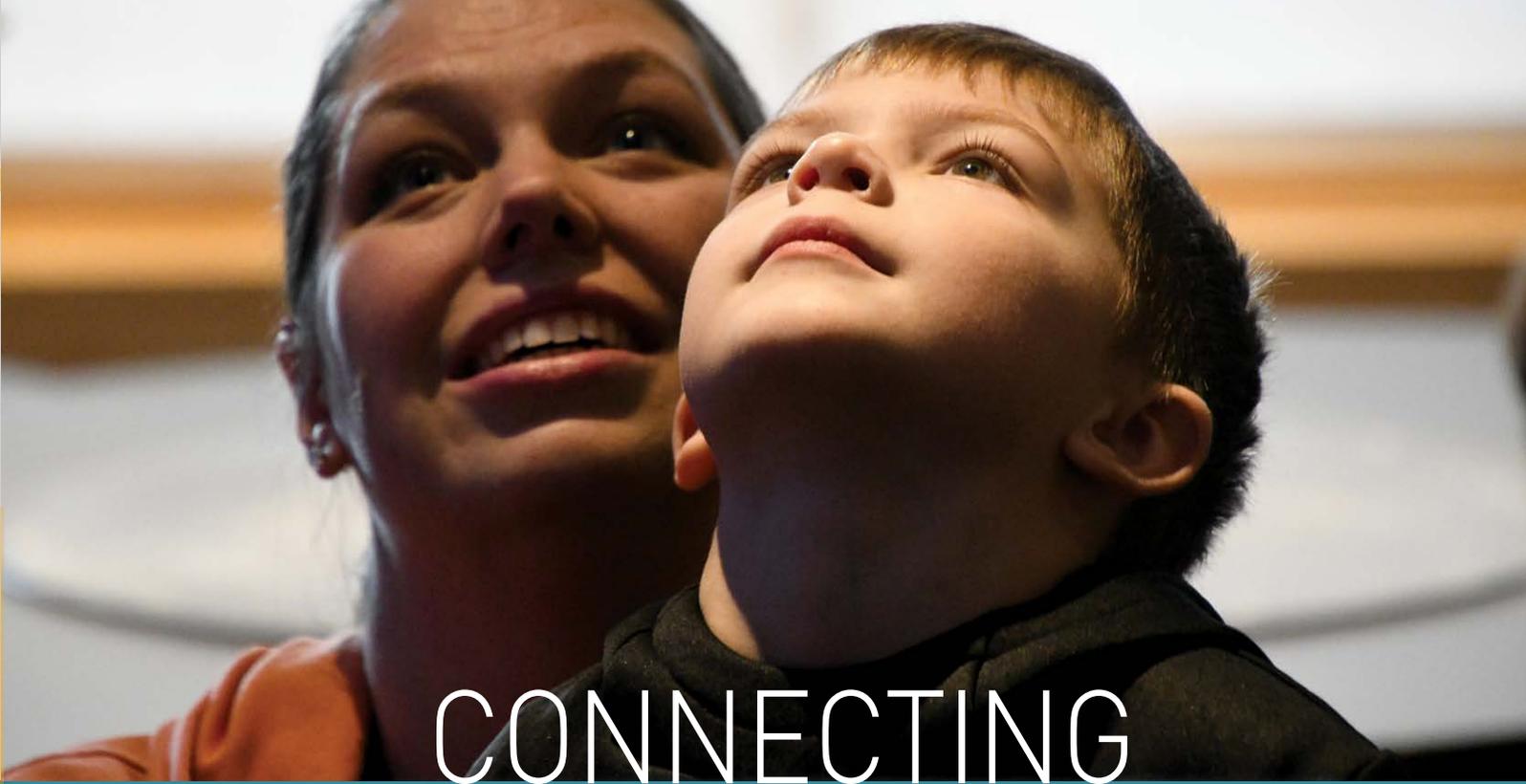
*Iron in Cereal, Chemistry Day 2019*



*Metal Helps Clean Up Oil Spills, Chemistry Day 2019*



*Magic Sand,  
Chemistry Day  
2019*



# CONNECTING IN NEW WAYS

The Kalamazoo Valley Museum is a place where our community comes together to explore history, share stories, discover scientific theories, and travel through the stars. Twenty years from now, perhaps we will talk about the COVID-19 pandemic of 2020 and discuss how, for the first time in history, the whole world experienced a similar sudden change. Face-to-face conversations and education stopped for a moment in time, and we all put our lives on pause to figure out a new, safe way to communicate. While we grieved the in-person connections we had abandoned, we moved forward creating new ways to connect and learn.

The Museum's staff has been busy investigating new technology, thinking outside the box, and tapping into creativity to bring new and exciting programs to our visitors using low-risk tools. Welcome to our new offerings!

**Themed Family Programs:** These will include digital components on the Museum's website such as videos, performances, book readings, and storytelling. In addition, these events will be paired with takeaway activities, crafts, scavenger hunts, games, science experiments, and more.

**Night Sky Tours:** Planetarium staff will offer you a guided tour of the night sky. Learn how to find constellations, spot planets, and even see distant galaxies.

**Podcasts:** Check out our website for a new podcast series focused on interpretation.

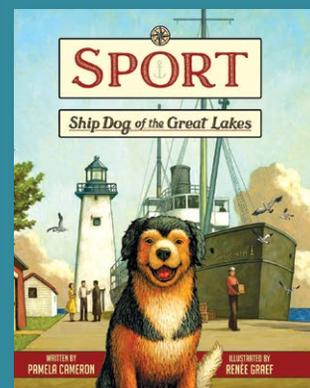
**Chemistry Day Mystery:** This year's popular Chemistry Day program will be a digital mystery where you are a gumshoe who will solve a sticky mystery... with science! Be sure to register for this unique digital program where you engage in scientific experiments with real-life professional scientists, collect clues, and use what you learn to solve the mystery.

**Digital Sunday Discovery Series:** Do you enjoy the Sunday lecture series for adults and learning new things about your community and world? It's going digital this fall!

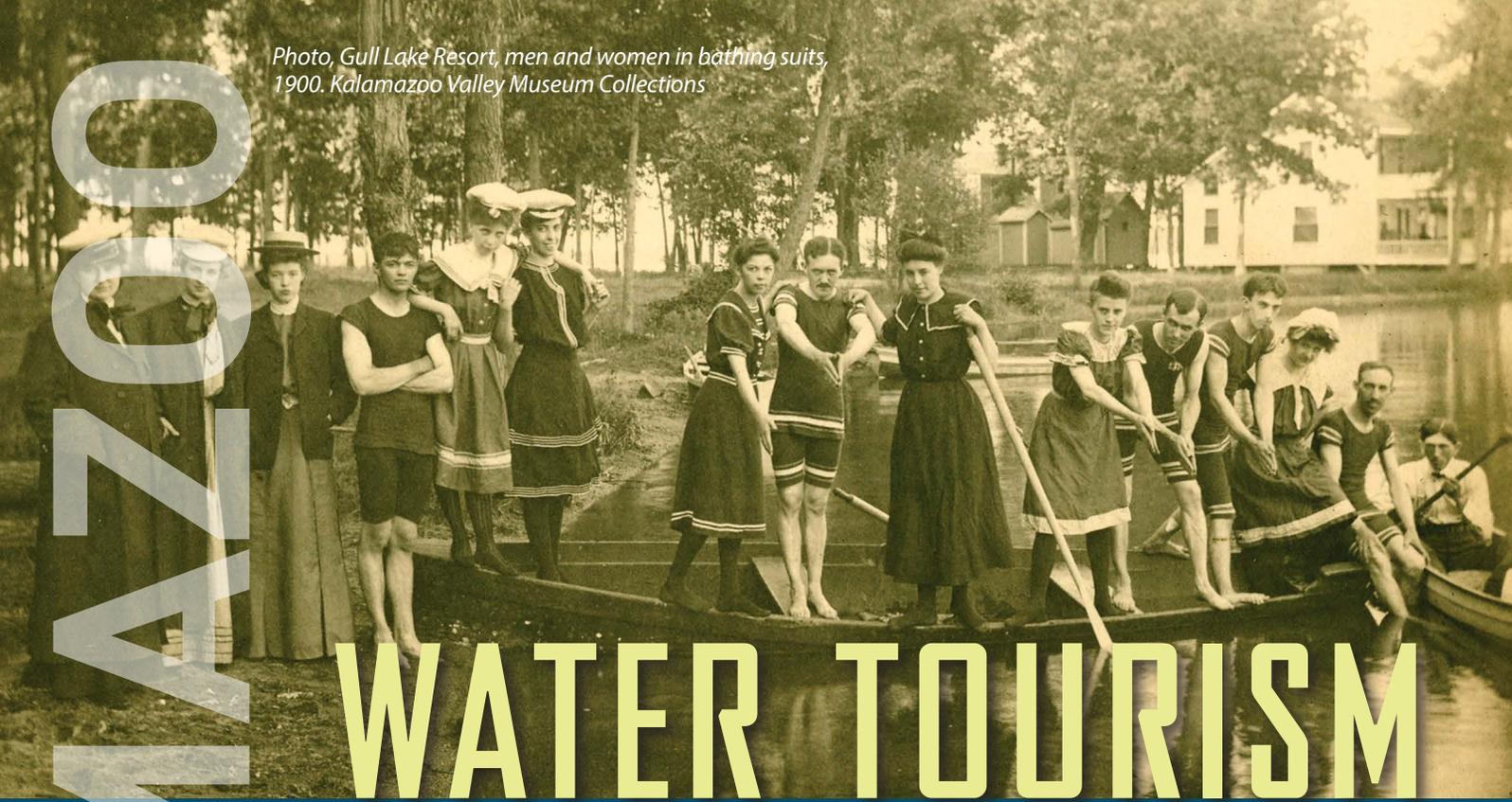
Check the Museum's website for details on these offerings, to register for participation, and more.



*Author Pamela Cameron will share her historical research adventure as she prepared to write Sport, Ship Dog of the Great Lakes*



Photo, Gull Lake Resort, men and women in bathing suits, 1900. Kalamazoo Valley Museum Collections



# KALAMAZOO WATER TOURISM

Tourists visiting Kalamazoo during the 19th century enjoyed easy access to water recreation activities on the Kalamazoo river and nearby resorts like Gull Lake and White Lake while also experiencing the city's natural beauty and plentiful fishing spots. Michigan was a tourism hot spot during the summer season. Kalamazoo's location between Detroit and Chicago allowed the city's tourism to flourish.

Early Kalamazoo tourists had a host of water and land travel options to choose from. If the tourists came from Chicago, they often took a steamship to Michigan's west coast and a connecting railroad route. Steamships at the time evolved into a luxury travel method, with ships like the Virginia having baths, ballrooms, and saloons with electric power. By the mid- to late-1800s, Kalamazoo had already created several railroad stations throughout the city. The Michigan Central Railroad and the Grand Rapids & Indiana Railroad had key stations where tourists and businessmen would enter the city. These "interurbans," along with streetcars from the Michigan Traction Company, allowed residents and tourists to travel to and around Kalamazoo with ease. The introduction of the automobile in the early 1900s allowed visitors to travel even more freely. Tourists used highways like the West Michigan Pike to travel to Michigan's coastal and inner cities like South Haven and Kalamazoo.

Passenger steamships along the Great Lakes brought tourists on the Graham and Morton or Goodrich Lines

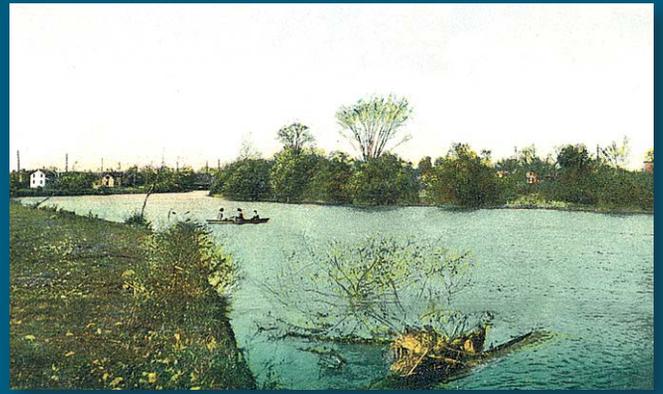
to Michigan. These steamships were advertised as the "dustless way to Happy Land" because they avoided launching dust on tourists, as opposed to railroads or early automobiles. Early passenger steamships had a basic waterwheel design and evolved into modern luxurious passenger liners as tourism became popular. Steamships like the City of Grand Rapids had dining rooms, parlors, large social halls, and electric power. These luxuries enhanced travelers' vacations while bringing them to their destinations. Smaller steamships also served to ferry tourists along smaller waterways and lakes to their resorts and cottages. These smaller ships became popular starting in the late 1800s and could be rented out by telephone for private parties and tours. On these lakeside tours, the passenger ships sailed around the lake, displaying the natural beauty of local resorts, parks, and beaches.

The lakeside resorts surrounding Kalamazoo have attracted tourists for over 100 years. Tourists traveled from around the country to go fishing, boating, bathing, picnicking, and relaxing at the Gull Lake Resort. The Resort was celebrated for its natural beauty and featured boat tours and lakeside cottages for rent. The Gull Lake Resort also hosted concerts and events for tourists in large event halls or amphitheatres. Bathing was a popular attraction of many health resorts across Michigan around 1915. While Gull Lake was not identified as a health resort, it provided beaches with shallow, warm water for tourists to relax in and enjoy.

1880-  
1930

Kalamazoo offered a paradise for fishing along the Kalamazoo River and surrounding lakeside resorts. Early in the morning, before Gull Lake became busy, fishermen set out in their small crafts hoping to catch bass, pickerel, lake perch, and even trout. Kalamazoo was also home to the William Shakespeare Jr. Company, which made custom fishing gear. Early Shakespeare fishing gear included rods, reels, and baits. The company patented the level winding wheel in order to realign the spool effectively and created rubber frog bait to supplement live bait. These innovations allowed fishermen in Kalamazoo to easily bait, fix, and recast their lines, which made fishing more efficient and leisurely. The company would go on to make advanced fishing rods and reels that let even novice anglers experience fishing.

Between 1880 and 1930, Kalamazoo attracted tourists from across the nation with its waterfront recreation and unique attractions. Kalamazoo's advanced transportation network of railroads, interurbans, and automobile routes enabled tourists to easily enjoy the city. The Kalamazoo River and local lakeside resorts allowed tourists to fully experience Michigan's leisure activities. Kalamazoo's parks and fishing locations demonstrated the city's appreciation for nature and wildlife management. Its advanced transportation systems and unique attractions helped its tourism industry develop and thrive.



*Postcard, Kalamazoo River, Kalamazoo, MI, 1910.  
Kalamazoo Valley Museum Collections*



*Postcard, Gull Lake boats, fishing, and pleasure craft, 1913.  
Kalamazoo Valley Museum Collections*



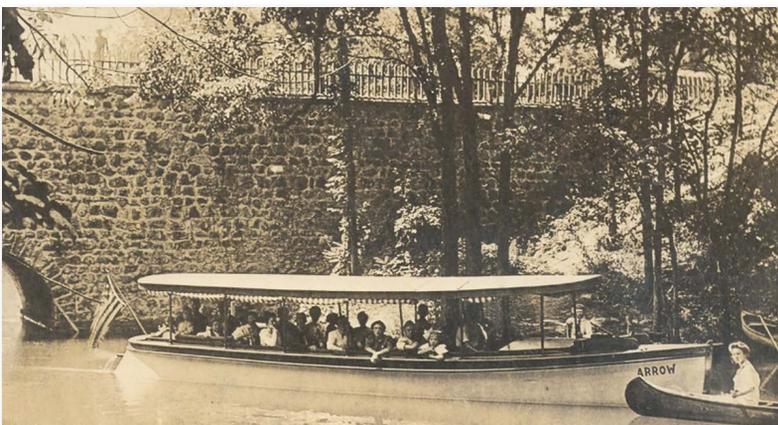
*Fishing reel, William Shakespeare Company, Kalamazoo, MI, 1910.  
Kalamazoo Valley Museum Collections*



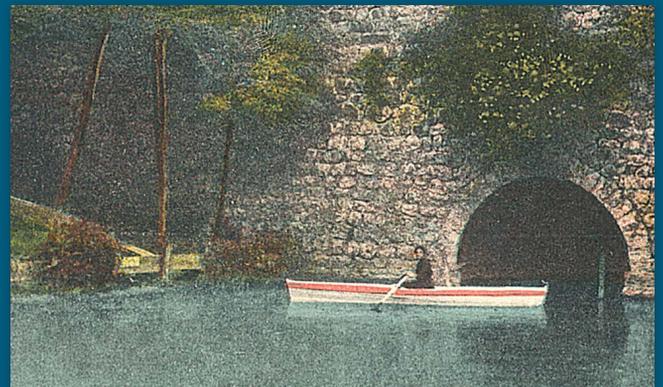
*Fishing reel, William Shakespeare Company, Kalamazoo, MI, 1924.  
Kalamazoo Valley Museum Collections*



*Postcard, Graham and Morton Steamship "City of Benton Harbor," St Joseph, MI. Kalamazoo Valley Museum Collections*



*Postcard, lake passenger boat, Lovers Lane, Gull Lake, MI, 1910.  
Kalamazoo Valley Museum Collections*



*Postcard, Gull Lake Resort, Old Stone Bridge Lover's Lane, 1910.  
Kalamazoo Valley Museum Collections*



# Society For History And Racial Equity

S • H • A • R • E

## Virtual Summit on Racism

# MORE IMPORTANT THAN EVER THIS NOVEMBER

The Society for History and Racial Equity (SHARE) was established to nurture respect, to foster racial healing, and to promote the appreciation and study of the African American heritage and its contributions to Southwest Michigan history. On November 12 – 14, with the support of the Kalamazoo Valley Museum, Kalamazoo Valley Community College, the Kalamazoo Public Library, and other community organizations, SHARE will present a virtual Summit on Racism.

For sixteen years, Kalamazoo's Summit on Racism has offered a unique and important venue to bring the community together for open dialogue regarding race and to create solutions to eradicate racism. This year's summit occurs at a moment in our history that is particularly significant, not because the issues have changed, but because the events of 2020 have caused more people to actively engage themselves.

Though the social atmosphere and physical platform have changed this year, the goals of the Summit on Racism remain: to educate the community on issues of racial inequity, to share testimonials from current activists and organizations, and to provide inspiration for self-empowerment.

At the same time that the COVID-19 pandemic has shone a light on a public health crisis in which there are enormous disparities between people of color and their white counterparts, the Black Lives Matter movement has gained momentum through rallies and protests which have impacted Southwest Michigan as well as locations around the world.

Both subjects will be highlighted at the Summit, which aims to challenge white privilege by acknowledging how racism based on mainstream privilege works and to eliminate institutional structures and social practices that thwart equality, equity, and justice.

Donna Odom, the executive director of SHARE, stated, "In these challenging times, as we face a pandemic that impacts people of color more than any other group, an economic collapse, and the acknowledgement of the endemic racism that exists in America, we hope to provide not only an opportunity for learning and exchanging ideas, but ideas and inspiration for personal and community change and transformation."

Participants of the Summit are from diverse backgrounds, and the sessions will also foster general cultural competence among and between groups. The goals are to replace white privilege with multiculturalism as the dominant paradigm and eliminate Institutional Racism by changing systems that perpetrate racism.

A full list of speakers can be found on the SHARE website. A representative from the Southern Poverty Law Center will be joining the group to discuss the deep-seated racism that continues in government through voter suppression.

Registration information for the virtual Summit is currently available on websites and social media through SHARE and the Museum. Individuals are encouraged to participate, but so are governmental agencies, organizations, and businesses.

SHARE Board member Tina Wade (left) chats with Summit attendee



Reverend Joslyn Mason, Unity of Kalamazoo, and Charlae Davis, ISACC Executive Director, lead attendees in the opening activity



Summit volunteers welcome attendees



### Community Videos to Premiere at Summit

In addition to the conversations and keynote speakers featured, there will also be several video shorts, produced by local Kalamazoo-area residents, premiered during the Summit. Community members will attend a series of webinars in September and October in order to self-produce personal stories on a variety of subjects related to race and healing.

Mary Ann McNair from StoryCenter will lead the pre-Summit webinars and says, "Every person's voice, every person's lived experience, is part of the fabric of the community, the nation, and the world. Too many voices have systematically been shut down or excluded for hundreds of years, and digital storytelling is one way to bring them to the forefront. Each story is a snapshot of an era in our history and is a record of where we have been as a culture. When we pay attention to the 'small' stories, we see larger patterns, and we find the motivation to effect change—not only in ourselves, but even in public policy."

A grant from the Kalamazoo Valley Community College Foundation supports the partnership with StoryCenter, which founded and pioneered the Digital Storytelling methodology of participatory media creation and has since taught hundreds of workshops around the world. Their digital storytelling workshop model integrates oral history, creative writing, and participatory media production to assist people with little to no prior videomaking experience in producing short "digital stories."

After the videos are streamed at the Summit, some will be used by the Museum, SHARE, and the Kalamazoo Public Library as teaching tools in future programming, online content, and exhibits.

### A Brief History of Kalamazoo's Summit on Racism

Kalamazoo's Summit on Racism was inspired by Grand Rapids' first Summit on Racism, organized by the Racism Justice Institute of the Grand Rapids Area Center for Ecumenism and held on April 16, 1999. The City of Kalamazoo, the Kalamazoo Community Foundation, and the YWCA of Kalamazoo collaborated to present Kalamazoo's first Summit on Racism in 2004. SHARE began sponsoring the Summit in 2013 and, each year since, has worked with other individuals and organizations to produce the annual event. The KVM has been a partner since 2017.





# Museum Acquires: TOOLS OF THE TRADE *and Other Gems from Laing's*

After serving the Kalamazoo area for almost 70 years, Laing's Radio & TV closed in May, and the Museum was quick to approach owner Chriss Laing about potential additions to KVM's historic collections.

Jefferson Laing started the business in 1952 at its original location in a basement at 1008 Short Road. It was later moved to a two-story house at 317 Balch Street, which it quickly outgrew. In 1966, the Queen Anne house was replaced with a brand new building designed to reflect the space-age wares within. Laing quickly rose as a leader in the TV service and sales industry, participating in several regional and national professional associations and serving as President of the Kalamazoo Appliance and TV Dealers Association during the 1960s.

Chriss Laing worked in his father's business during his teens and 20s before purchasing it outright in 1993. Both generations of Laings witnessed significant technological advances in electronics, including the widespread use of televisions which has influenced American culture ever since. This intersection between technology and culture is a major theme within the KVM's collecting scope and its exhibit galleries, which is why the acquisition of sample products and repair equipment from this particular era is exciting.

Mass production of consumer products makes collecting from the latter half of the 20th century trickier than earlier periods—televisions are ubiquitous, but meaningful ties to Kalamazoo can be harder to document. The Laing artifacts can be interpreted in multiple ways, making them more fitting for the KVM collection. Likewise, the unique equipment used to repair and maintain these products allows us to fully understand the many innovations involved.

Among the items are two "tube testers" dating from the late 1950s/early 1960s. A vacuum tube is a sealed-glass or metal-ceramic enclosure used in electronic circuitry and made obsolete by the transistor. Weak, shorted, or dead tubes had different effects on picture and sound quality. Tube failures could cause other components to break down, and it was recommended that tubes be tested at least annually in order to keep the unit working efficiently. Back in the 1960s, it would have been common to see U-Test-M units at pharmacies, hardware stores, and supermarkets. Although not as accurate as the professional versions, it allowed consumers to pull out tubes from their TV, troubleshoot, and purchase a new tube without calling for service.



*Tube testers dating from the late 1950s/early 1960s*

*Chriss Laing tinkers with an old multimeter used by technicians in the repair shop*



# Following THE WATER

Go with the flow, make a splash, take the plunge, wade in the water, and make waves! Many water-related programs have diverged to digital formats. Float through experiences designed for learning more about the Great Lakes, those who research and care for them, and how both animals and people rely on the water. Follow us on Facebook, through our e-newsletter, and on our website for dates, times, and registration details!

**Gardening with Water and Fish:** Explore with Museum colleagues at the Kalamazoo Valley Community College Food Innovation Center, where they use hydroponics and aquaponics to grow food for the community.

**Native American Connections to the Water:** Storyteller and water walker Beatrice Menase Kwe Jackson shares her experiences of taking action to draw attention to the importance of Great Lakes protection and care.

**Sunday Discovery Series:** Discover maritime history with author and researcher Pamela Cameron, and discover the ecology of dams from Matt Diana, Fisheries Biologist with the DNR.

**Museum Mayhem:** Explore "Great Lakes Haunts and Shipwrecks" through videos about "water sounding," sunken ships, ghost stories, and treasure hunting. Register to receive a trick-or-treat bag of crafts and games.

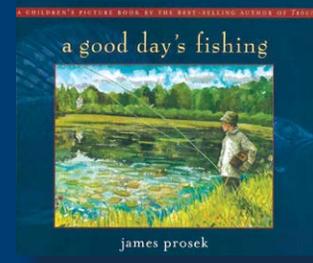
**Digging Deep into Stories:** Enjoy five water-related stories through crafts, science, performances, and family activities. Register at [kalamazoomuseum.org](http://kalamazoomuseum.org) for water-themed activity bags.



*Aquaponic fertilization system used at Kalamazoo Valley Community College's Food Innovation Center*



*Beatrice Menase Kwe Jackson, Great Lakes Water Walker*



*A Good Day's Fishing by James Prosek will be shared, with activities, in December*

## CINESPACE FILM FESTIVAL LIFTS OFF THIS DECEMBER

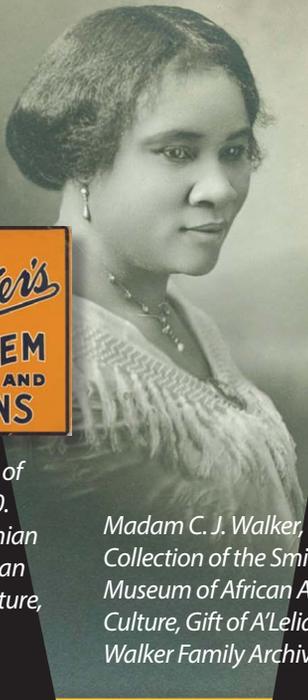
Each year, the Houston Cinema Arts Society and NASA come together to host the CineSpace short film competition. Filmmakers from around the world create and submit original short films using footage from the NASA Archives.

This December 28 – January 2, the Kalamazoo Valley Museum will be presenting the finalists from the 2019 CineSpace competition online. The three winning films, including *The Most Ideal Place* by David Regos, which was awarded the top prize, will be screened on Saturday, January 2. Visit [kalamazoomuseum.org](http://kalamazoomuseum.org) for details and to register for free tickets.





*Sign for authorized agent of Mme. C.J. Walker's, c. 1930. Collection of the Smithsonian National Museum of African American History and Culture, Gift of A'Lelia Bundles/Madam Walker Family Archives*



*Madam C. J. Walker, c. 1912. Collection of the Smithsonian National Museum of African American History and Culture, Gift of A'Lelia Bundles/Madam Walker Family Archives*



# Madam C. J. WALKER

Madam C. J. Walker was the first African American woman to be a self-made millionaire in the United States. Not only did she leave behind an amazing legacy, but she inspired many African Americans to take pride in their hair care. While working as a laundress in St. Louis, Sarah Breedlove, like many African American women, suffered from hair loss due to poor diet and hygiene. In 1904, she started using Annie Malone's "The Great Wonderful Hair Grower" and saw great results.

Sarah started her career going door to door selling hair products, and since she was an everyday hardworking woman, her rise to fame was relatable and inspirational. After testing different ingredients, she was able to come up with her own hair serum that helped stimulate hair growth. In 1906, she married Charles Joseph Walker and rebranded herself, going by the name of Madam C. J. Walker. She then put in motion her top-selling brand of hair products and straighteners, called "Madam Walker's Wonderful Hair Grower." After moving up to Indianapolis, she began to expand the Madam C. J. Walker Company.

By 1910, she had successfully opened up a factory that served as her manufacturing base, training facility, and salon. The Walker Manufacturing Company served not only as a product company to better women's appearance, but also gave women a sense of independence. Her sales agents were trained and licensed through her "Walker System," which provided education on proper black hair care and cleanliness. Through her company, she employed 40,000 African American men and women in the US, Central America, and the Caribbean.

Madam C. J. Walker's sales would bring in half a million dollars annually, but, combined with all of her assets, she topped a million dollars. With her vast wealth, she donated \$5,000 to the NAACP efforts and covered tuition for six African American students in Tuskegee. To this day, the Madam C. J. Walker Manufacturing Company thrives under the direction of her descendent A'Lelia Bundles, who keeps her legacy alive and provides quality products that still hold record profits.

Madame Walker's story has been a source of inspiration for local African American historian and artist Murphy Darden. Along with collecting 19th-century products and advertisements from her company, Darden has visited the C. J. Walker historic landmark building in Indianapolis and has created a three-dimensional model depicting her which is currently on display at the Museum.



*Madam C. J. Walker in her Model T Ford, alongside her niece, factory forelady, and bookkeeper, driving through Indianapolis*



# CONNECTION IN A TIME OF DISCONNECT

Have you ever felt sound or heard movement? Beth Bradfish, composer and sound artist, works in the magical space that overlaps these sensations. Beth will be installing her unique experiential artwork at the Kalamazoo Valley Museum as part of the 2020 Connecting Chords Music Festival.

Elizabeth Start, Director of the Michigan Festival of Sacred Music, which annually presents the Connecting Chords Music Festival, is enthusiastic about bringing Beth's work to Kalamazoo. Elizabeth shared, "I have experienced some of her works at our Chicago Composers' Consortium events. They are always beautiful to look at and inventive not only in their appearance but in the way they allow us to experience music and sound through our other senses, rather than just with our ears. I look forward to having her work 'in residence' for us all to explore."

When asked about the content of her installation, Beth explained, "Visitors will experience sound vibrating through screens and glass—the sounds of spring in Michigan—in particular, this spring when we were sheltered and looking out through the glass and screens of our windows at home."

In addition to featuring recorded sounds gathered from Beth's home in Southwest Michigan, the exhibit will feature a performance day with live musicians interacting with the artwork on site.

When asked about the innovative mechanics of her creation, Beth said, "The screens and glass will have electronics attached that transform them into speakers of sorts—allowing visitors to feel vibrations as well as hear them."

Beth expressed wishes to create a moment where we can come together and consider how well the world has connected during a difficult time of isolation and distancing.

Visit [kalamazoomuseum.org](http://kalamazoomuseum.org) for more details. To learn more about the 2020 Connecting Chords Music Festival and its other events, visit [www.mfsm.us](http://www.mfsm.us).





*Attendees at the Hispanic Festival held in Bronson Park on October 15, 1984. Photographer: Shea Wetzler*

# History of the Kalamazoo DOCUMENTARY PHOTOGRAPHY PROJECT

In the 1980s, “A Day in the Life” photography projects were popular. 1984’s celebration of the 100th anniversary of Kalamazoo becoming a city inspired “A Day in the Life of Kalamazoo,” with volunteer photographers around the city recording 24 hours’ worth of celebratory events.

However, shooting only one day excludes a lot, and the photographs featured in “A Day in the Life” projects tended to be more illustrative than documentary. For a Kalamazoo-based project to be of value in the future, the photos should be documentary: just objective views of normal events and situations, without direction or intervention.

During the 1930s, the Federal Government’s Farm Security Administration contracted renowned photographers to document Depression recovery efforts. The results were a monumental collection of documentary photography still referenced today. Could a similar but scaled-down effort be done here in Kalamazoo? And, if so, how could the photographs be stored and maintained for citizens of Kalamazoo for generations to come?

In 1984, the Kalamazoo Public Museum signed on to support the initiative, and the Kalamazoo Documentary Photography Project was born. In order to ensure that future generations would understand the cultural and historical context, full descriptions of who, what, when, where, and why were required for each photo.

Volunteer photographers were organized and furnished with subject lists based on the Farm Security Administration list from the 1930s. This resulted in 664 photographs being selected for the collections at the Museum.

In 1990, the Kalamazoo Documentary Photography Project went to an every-10-year schedule. Each project has grown in the number of photographers as well as the number of photos submitted for consideration. The 2020 Kalamazoo Documentary Photography Project continues until December 31, with 32 volunteer photographers capturing numerous aspects of life in Kalamazoo.

As of June 2020, over 2,300 photos have been submitted. Next year, a team of local historians and museum staff will review all the photos to select the most representative photos for inclusion in the Museum’s permanent collection. Final selections are anticipated to be made by late 2021.



*The corner of West Michigan Avenue and Church Street in 1984, featuring the Corner Frame Shop and the longstanding West Michigan News Agency. Photographer: John A. Lacko*



The Kalamazoo Valley Museum  
looks forward to reopening to the public.

The Museum will reopen with new cleaning and safety protocols, social distancing in mind, and more digital offerings to enjoy from home than ever before. We look forward to continuing to learn, celebrate, and gather our community together in new and creative ways.

Sign up for the Museum e-newsletter at [kalamazoomuseum.org](http://kalamazoomuseum.org) to have the latest information and digital offerings delivered directly to your inbox!

## XOXO: AN EXHIBIT ABOUT LOVE & FORGIVENESS



**January 23 – May 2, 2021**

Through facial expressions, words, movement, art making, and other hands-on activities, **XOXO: An Exhibit About Love & Forgiveness** provides children and caregivers the opportunity to think about and explore feelings through a variety of activities designed to help them understand, appreciate, and express their emotions.

*Created by Children's Museum of Pittsburgh with support from The Fetzer Institute.*

## THE FORGOTTEN FIGHTERS OF THE KALAMAZOO BOXING ACADEMY

***Exhibit coming soon!***

Broken into 10 "rounds" in tribute to the structure of a boxing match, **The Forgotten Fighters of the Kalamazoo Boxing Academy** traces the history of the Kalamazoo Boxing Academy while focusing on fighters who recount their personal experiences there.

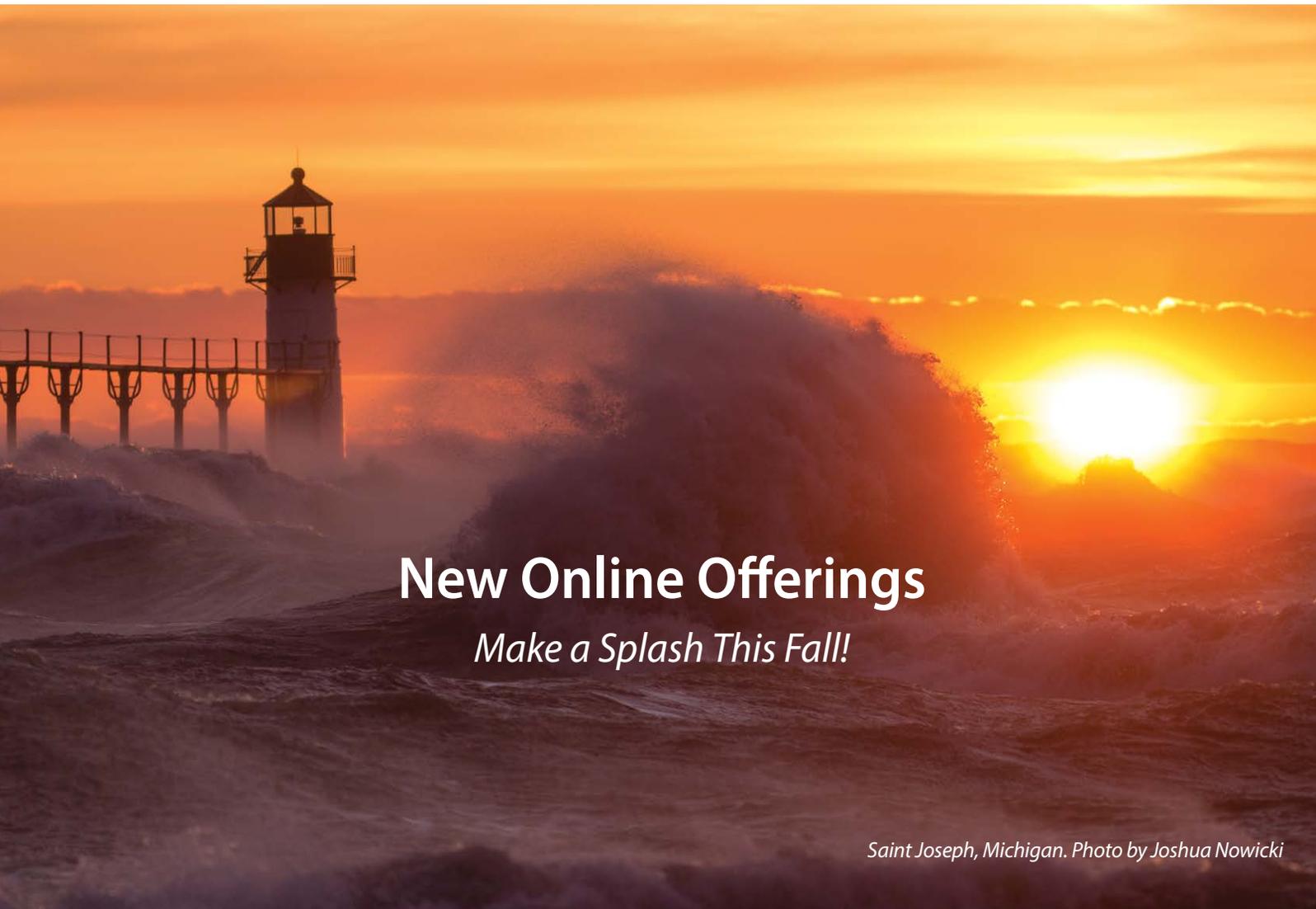


**The Kalamazoo  
Boxing Academy**

# Kalamazoo VALLEY™ Museum

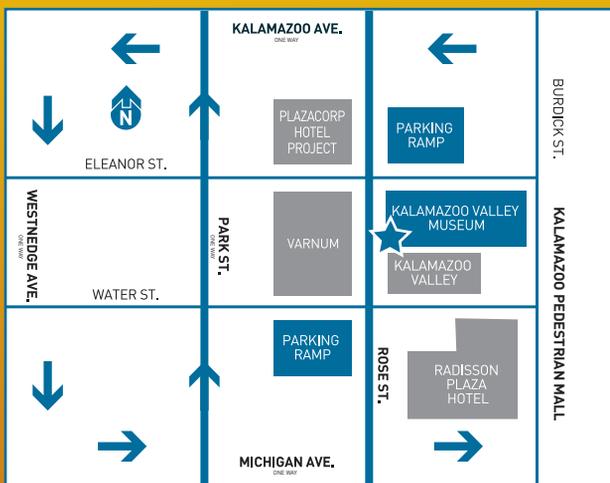
230 North Rose Street  
Kalamazoo, MI 49007

Non-Profit Org.  
U.S. Postage  
**PAID**  
Permit No. 995  
Kalamazoo, MI



## New Online Offerings *Make a Splash This Fall!*

*Saint Joseph, Michigan. Photo by Joshua Nowicki*



## FREE GENERAL ADMISSION

Check our website for open hours!

## Kalamazoo VALLEY™ Museum

230 North Rose Street  
Kalamazoo, MI 49007

269.373.7990 | 800.772.3370

[www.kalamazoomuseum.org](http://www.kalamazoomuseum.org)

[/KalamazooValleyMuseum](https://www.facebook.com/KalamazooValleyMuseum)

[@kalamazoomuseum](https://twitter.com/kalamazoomuseum)

*Accessible environment. Sign language interpreters may be scheduled with a minimum of two weeks' notice. Assisted listening devices are available in the planetarium and Theater. Sensory tools are available at the front desk and in the planetarium.*



The Kalamazoo Valley Museum is operated by Kalamazoo Valley  
Community College and is governed by its Board of Trustees

