

**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 Service**

**National 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 Property**

historic name Mock, Judson, Voehringer Company Hosiery Mill  
other names/site number Mojud Hosiery Company, Rolane Factory Outlet Store

**2. Location**

Street & number 2610 Oakland Avenue  not for publication N/A  
city or town Greensboro  vicinity N/A  
State 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  
North Carolina Department of Cultural Resources  
\_\_\_\_\_  
State or Federal agency and bureau

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Signature of certifying official/Title  
\_\_\_\_\_  
State or Federal agency and bureau

\_\_\_\_\_  
Date

**4. National Park Service Certification**

I hereby certify that the property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet	_____	_____
<input type="checkbox"/> determined eligible for the National Register. <input type="checkbox"/> See continuation sheet	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain:)	_____	_____
_____	_____	_____
_____	_____	_____

Mock, Judson, Voerhinger Company Hosiery Mill  
Name of Property

Guilford, North Carolina  
County and State

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

**Category of Property**  
(Check only one box)

**Number of Resources within Property**  
(Do not include previously listed resources in count.)

- private
- public-local
- public-State
- public-Federal

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

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.

**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.

**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

**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:

Mock, Judson, Voehringer Company Hosiery Mill  
Name of Property

Guilford, North Carolina  
County and State

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## 10. Geographical Data

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**Acreage of Property** 8.76 acres

### UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>17</u> Zone	<u>604860</u> Easting	<u>3991260</u> Northing	3	<u>          </u> Zone	<u>          </u> Easting	<u>          </u> Northing
2	<u>          </u>	<u>          </u>	<u>          </u>	4	<u>          </u>	<u>          </u>	<u>          </u>

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.)

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## 11. Form Prepared By

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Name/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

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## Additional Documentation

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Submit the following items with the completed form:

### Continuation Sheets

### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location

A **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.)

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## Property Owner

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(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

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**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.

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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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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 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 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

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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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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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**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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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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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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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](http://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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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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**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**

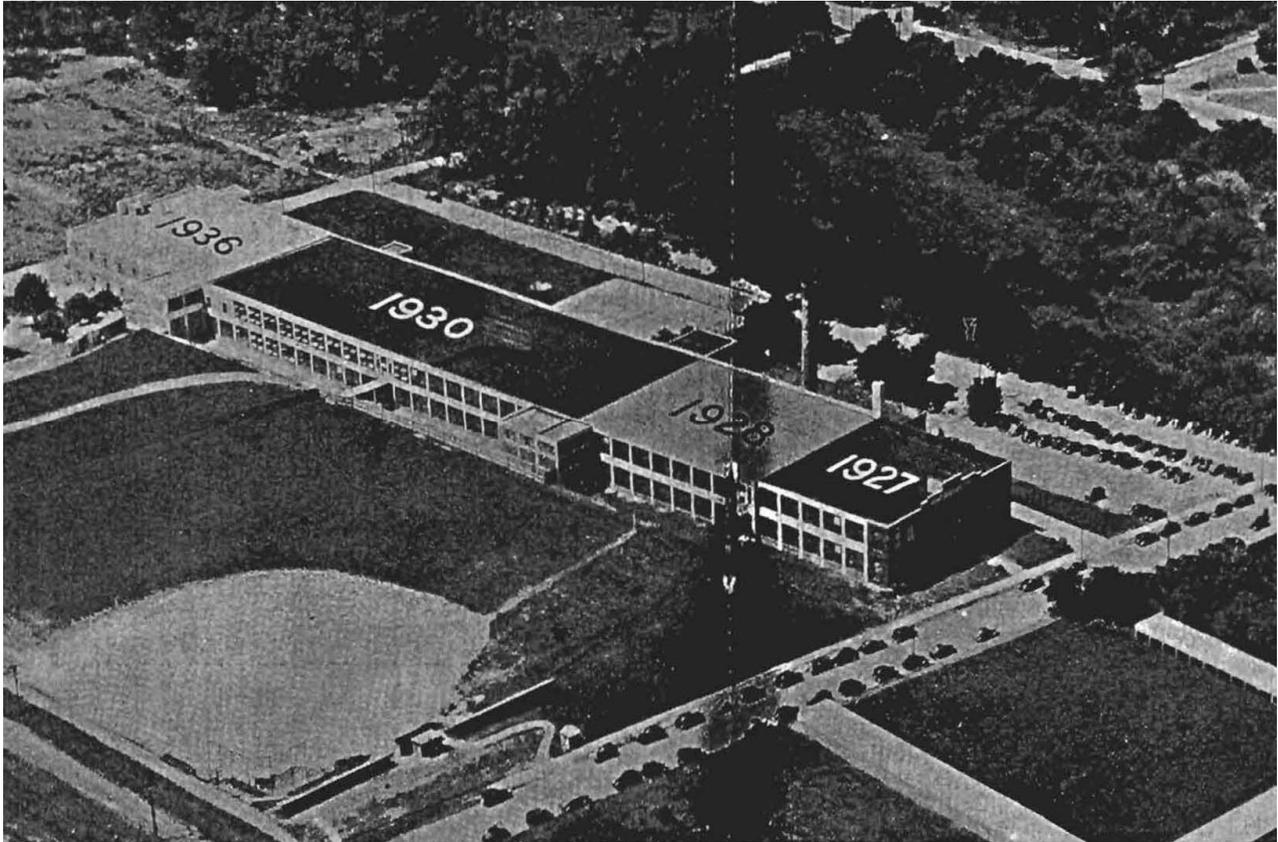
The National Register boundary includes the 8.76 acre legal parcel historically associated with the Mock, Judson, Voehringer Company Hosiery Mill operation.

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