

Collin County History Museum
Summary for Promotional Grant
by: Mary Carole Strother, Board of Directors
November 21, 2020

January 23, 2020, the Collin County History Museum was awarded a promotional grant for \$6,000 for advertising and promotional expenses for our 2020 *McKinney Then and Now* Exhibit.

Two different reimbursement requests were made in fulfillment of this grant. This report is a compilation of those requests. Receipts from each of the expenditures were submitted with the reimbursement requests. The following are photos, screen shots and documentation of the advertising and promotional material for the summary of this grant.

Item	Vendor	Cost	Total Cost
Celebration Magazine Advertising for <i>McKinney Then and Now</i> 1/4 page ad 6 issues April/May 2020 June/July 2020 August/Sep 2020 Oct/Nov 2020 Dec/Jan 2020-21 Feb/March 2021	(6) bimonthly issues 1/4 page ad	\$4000	\$4,000
Live, Laugh, Learn Marketing Event 2020 Zoom, Explore and Tour Promotional Event <i>McKinney Then and Now</i> Exhibit	online event	\$250	\$250
City of McKinney Planning Department Historical Calendar Ad	1/4 page advertisement	\$200	\$200
Total of receipts submitted			\$4450

Promotional Grant Awarded			\$6,000
Grant Balance not used			\$1,750

Thank you for the opportunity to partner with you.

Mary Carole Strother

Collin County History Museum

During January, February and mid-March the Collin County History Museum had visitors from British Columbia, Ontario, Australia, United Kingdom. We also had visitors from 21 different states, and all across the state of Texas and Collin County.

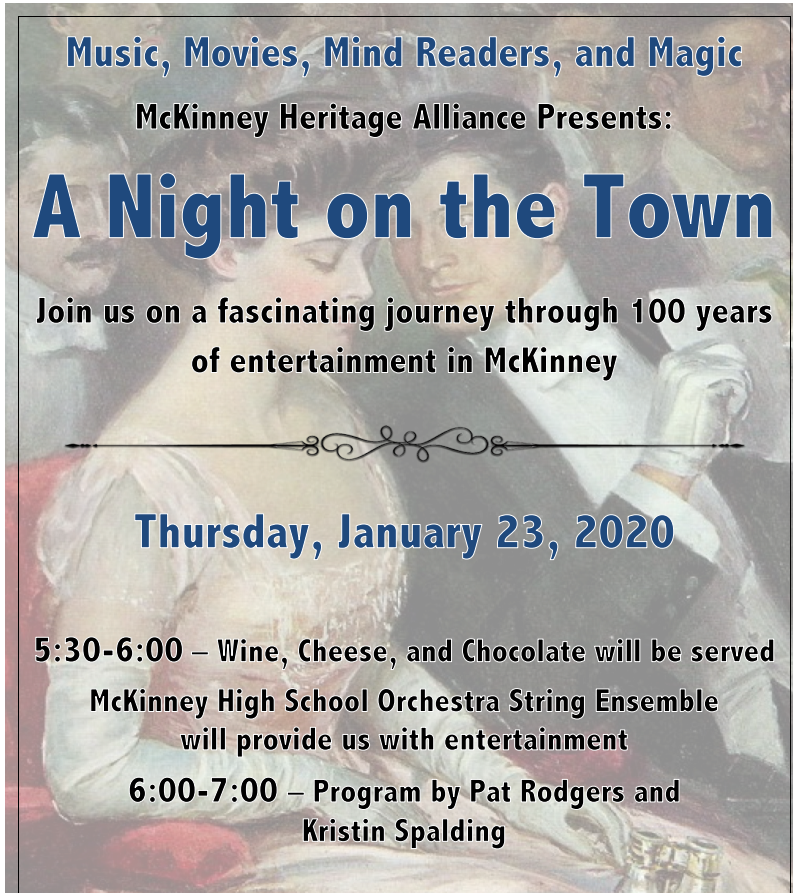
The *McKinney Then and Now* Exhibit opened to the public on Thursday, February 28, 2019. During the 10 months of 2019, over 7,000 people visited the exhibit. In the first 2 ½ month of 2020 we had over 880 people visit the museum. We were planning on having record attendance this year and then COVID hit.

We will highlight the events that were held at the beginning of 2020 and how we have been creative in promoting the museum during the pandemic.

These are photos and PDFs of the expenditures in fulfillment of the grant.

Our first event in 2020 was *A Night on the Town*

Join us as we take a fascinating journey through 100 years of entertainment in McKinney. Pat Rodgers and Kristin Spalding will entertain us and show us a glimpse of the theaters and entertainers who graced the stages in the early days of McKinney.



Music, Movies, Mind Readers, and Magic
McKinney Heritage Alliance Presents:

A Night on the Town

Join us on a fascinating journey through 100 years
of entertainment in McKinney

Thursday, January 23, 2020

5:30-6:00 – Wine, Cheese, and Chocolate will be served
McKinney High School Orchestra String Ensemble
will provide us with entertainment

6:00-7:00 – Program by Pat Rodgers and
Kristin Spalding

We were also able to host an event on March 3, 2020

WOMEN'S HISTORICAL COSTUMING WORKSHOP

**Collin County History Museum
300 E Virginia Street, McKinney**

Tuesday March 3, 2020 from 6 - 7:30 p.m.

Our guest speakers are from the **Womens Vintage Society of Dallas** and the **Rosie the Riveter Association, North Dallas Chapter**. We will learn how to accurately wear women's fashions from the 1910's through the 1970's with details and accessories that make historical impact. There will be hands-on styling opportunities and examples. Bring your vintage clothing and accessories for styling advice!

Topics include:
Common costuming misconceptions
Vintage costume sourcing
Era appropriate hair and make-up
Opportunities to wear vintage attire

This workshop is helpful for:
Creating mannequin displays
Museum docents
Tour guides
Living history re-enactors
Hobbyists
Actors and theater costumers

Free Admission/Seating Limited

To reserve your space
Contact us at (214) 578-0357 or
Spalding@CollinCountyHistoricalSociety.org

Men, Women, and Students Welcome!



Two events were also scheduled in March and had to be canceled because of COVID. We plan to hold these events in 2021.

COLLIN COUNTY HISTORY MUSEUM
300 East Virginia Street McKinney, Texas 75069

100th Anniversary of Women's Suffrage Amendment



**Celebrating the
"Year of the Woman"
Living History
En Plein Air
2020 Paint-Out**

Featuring Womens Vintage Society of Dallas &
American Rosie the Riveter Association North Dallas Chapter

Saturday, March 21st 10 a.m. - 4 p.m.

Admission is FREE



**Artists Social
at 4:00 p.m.**

Appetizers & Beverages
RSVP to (972) 542-9457

Door Prizes!

Special Guests 10 a.m. - Noon
Shelby Cobra Association of Texas
and Collectible Cars
Designed by **Carroll Shelby**,
Automotive Visionary



Materials are the Option
and Choice of the Artist.
Painting, Sketching,
Sculpture, Mixed Media

Email to Spalding@CollinCountyHistoricalSociety.org
or Text (214) 578-0357 for Artists Prospectus.



The Story of Ralph Fults and the Barrow Gang

EVENING PROGRAM

WITH

Historian, Pat Rodgers

**Meet Ralph Fults and the Barrow
Gang on the streets of McKinney
in the 1930's.**

Punch and Cookies Served

WHEN: Tues, March 24th

TIME: 6:30 PM – 7:30 PM

RSVP EMAIL:

Info@CollinCountyHistoricalSociety.org

COLLIN COUNTY HISTORY MUSEUM - 300 E. Virginia Street, McKinney

With the state mandated shutdown due to COVID, all of our in-person events were canceled. However, Celebration Magazine was still able to publish their magazine in print and digital format. We purchased a ¼ page ad with our grant money. We also wrote an article for each edition so the museum was able to have a one page or two page spread in the magazine. The MCDC logo is at the bottom of the ad.

NIGHT ON THE TOWN: THE GRAND HEARD OPERA HOUSE

by Pat Rogers



It is December of 1884 and a new opera house has opened on the square in downtown McKinney. It could be in any town or small city during the period of time known as the Victorian Era (1837-1901), however, this particular opera house was the new elegant brick Heard Opera House in McKinney, Texas, population around 1,500 people.

You are now on a journey back in time to a new place for "pleasure and fun". There has been a Christmas Ball to kick off the season. It was beautiful with the women exquisitely dressed and coiffured; the picture of delicate and fashionable elegance. The men were dashing and debonair!

The 1880's was a time of elegant living and lavish entertaining. One story in The McKinney Enquirer stated that "Nowhere else can you find more elegant ladies, nor men of such impeccable manners as here."

During this period of time, it was unheard of for a young man to ask a young lady to accompany him to the Opera House without first asking her mother to come along and even sit between the couple. It was proper and expected that the young woman hold a parasol or fan in her own hands and the young man hold his own hat.

Newspapers recorded a humorous and true story of a young man who became very emotionally involved in a "tear jerker" melodrama at the Opera House. He was sitting in the balcony and at the high moment of the play, just as the villain was about to do in the weepy, helpless heroine, he was overcome by the situation. He climbed over the railing, leaped down onto the stage, and yelled, "Don't you worry, Honey, I'll save you from this blackheart!"

Opera Houses across America were similar in design to the Heard Opera House in McKinney. The first floor would typically have a "set of elegant business rooms" and above on the second floor would be a "handsome opera room". There would be a capacious stage with raised seats on the sides and end of the room, giving the whole room a neat and most elegant appearance.

The front of the stage at the Heard Opera was paneled in red velvet with a circle overhead bearing the Lone Star. The front curtain had a seashore and a landscape with mountains in the distance.

The years flew by and there were some great performances! The 1890's brought the musical comedies and Vaudeville Shows.

In 1892, the Christmas attraction at the Heard was The Barlow Brothers, featuring Master Edlie Percy, a handsome boy singer who "caught the house by storm."

In 1893, "The Merry Comedy, Doctor Bill," advertised that in "Act 1-You Laugh, Act 2-You Scream, Act 3-You Roar". It was acclaimed an outstanding success.

During the Victorian Period, people were highly interested and believed in the science of mind reading. Naturally these mind readers were highly sought after as good entertainment. One of the most famous mind readers of the day was Paul Alexander Johnstone who came to the Heard in May of 1894.

He was famous because the prior year he drew national attention when he went to the Wind Cave in South Dakota where he was blindfolded after a "pin head" had been hidden in the cave. Newspapers record that he found it after 3 days. He then took his great mind reading skills on the road. The Democrat said " Paul Alexander Johnstone, a celebrated mind reader held forth at Heard Opera house. He performed some wonderful feats which caused considerable discussion among our citizens regarding the science."

On February 23, 1906, a most memorable event was held at the Heard Opera. The March King, John Philip Sousa, appeared with his band. World renowned and a superstar of his day, an appearance by Sousa was a special event.

It was an electrifying performance, received with great enthusiasm by the McKinney audience. The McKinney Courier stated on 17th of February that "The House was filled to capacity and the program presented bore the stamp of perfection attained by this wonderful band master.

The band itself and the music made by it is nothing less than grand. The "Stars and Stripes Forever" lives as a local legend in our McKinney history."




McKinney
Then &
now

The exhibit is open every Thursday, Friday & Saturday from 10am-4pm Admission is **FREE!**

300 E. Virginia St.
McKinney, Tx 75069
972.542.9457
CollinCountyHistoryMuseum.org
for info or group tours contact:
info@collincountyhistoricalsociety.org

Featuring Augmented Reality



page 12 |  celebrating life after 60!

THEY NEVER GOT OLD ENOUGH TO BUY A BEER Cont'd

by Ronnie D. Foster



Armored Cavalry Brigade, was killed in 1970 when his helicopter went down in the Mekong River. Marty drowned while waiting to be rescued. At 18, he was the youngest US Army helicopter crewman to be killed in Vietnam.

We lost six boys who were 19. PFC Thomas Holdbrooks, USMC, had been in Vietnam for only 12 days when he was cut down by heavy machine-gun fire in a fierce battle at a place called Go Noi Island. Another Marine, LCPL Steve Hinchings, was killed while leading a night patrol as a point man outside of Con Thein, South Vietnam. Con Thein, just south of the DMZ, was not only the northernmost US Military base in South Vietnam but was also known as the most dangerous. Communist leader Ho Chi Minh had called the Marines at that isolated outpost, the "Walking Dead".

Charles Hoffman was another close friend of mine from my high school class of 1966. During the "Tet Offensive" of 1968, Charles was killed during a heavy enemy mortar barrage. Performing his duties, in complete disregard for his own life, he went from one wounded soldier

to another, administering life-saving first aid, until he was killed when a round exploded close to his position. Quite a courageous thing to do for a 19-year-old boy.

Bobby Harris, a door gunner on a Huey assault helicopter was on a "Top Secret" mission when his chopper was shot down on an enemy controlled mountaintop, deep in the jungles of Cambodia. He was listed as "missing in action" for 32 years, until his remains were returned in 2004. Buried at US National Cemetery, Fort Gibson, Oklahoma.

Six boys, including my friend Bill Bryan, were 20, as was Joe Huston. Joe was killed in March of 1969 during an ambush on the Ho Chi Minh Trail. In complete disregard for his life he went to the aid of wounded comrades who were lying in an open area completely exposed to enemy machine guns. He was cut down after picking up one of those men and carrying him back to safety.

It has been 51 years now since my war ended. Sometimes it seems like yesterday. I have lived two-and-one half lifetimes longer than my friend Bill Bryan. It just doesn't seem right. Every day that I wake up I consider it to be another gift. My name could just as easily have been on that Wall. As I dug into each boy's life, I couldn't help but be amazed and astonished at some of the most heroic and horrific things these young men saw and did, and how they faced death just as bravely as anyone

could imagine.

When I look at boys of this age today, it's hard to picture any of them "going over the top" in France in 1918, or staying at your duty station when it's obvious the ship is sinking and there aren't enough life boats. Sitting in the ball gunner's tiny plexiglass dome, underneath a B17 bomber with enemy fighter planes trying their best to riddle it with bullets.

I wonder if there are any kids like Bill Bryan and Charles Hoffman out there. Even though it's hard for me to imagine, I'm sure there are. The United States of America has been producing brave, young heroes since our country began.

And when they do sign up, put on that uniform and march off to war, it is up to those who get to carry on with their lives to make sure the ones who don't come home

are never forgotten, especially those who never got old enough to buy a beer.



THEY NEVER GOT OLD ENOUGH TO BUY A BEER

by Ronnie D. Foster



In March of 1966, I turned 18 and joined the United States Marine Corps. Two weeks after my high school graduation, my friend Bill Bryan and I reported in to the Marine Recruit Depot, San Diego, California. Three years later I returned to my home of McKinney, Texas, a 21-year-old veteran, very grateful to be back from where I had started. Although physically in excellent condition, I was carrying around a lot of baggage and memories of my tours in Vietnam, Okinawa and the Philippines. Part of that baggage was about my friend Bill. He didn't make it home.

I often think of the last time I saw Bill. After Boot Camp we had been sent our separate ways and it would be about a year before I would see him again. That happened on a Sunday afternoon at an



enlisted men's club at Camp Pendleton, California. We weren't kids anymore; we were United States Marines. So, since we considered ourselves grown men now, we decided to go to the bar and buy each other a beer. The only problem was we weren't old enough to buy a beer, so we settled for a chocolate milkshake instead.

Just about five months later, in January of 1968, Cpl. Bill Bryan was killed in action while leading a seven-man team on a reconnaissance mission deep in the jungle-covered mountains just south of the DMZ in South Vietnam. His small team ran up against a full North Vietnamese Army battalion on Hill 881 North. Bill was posthumously awarded the Navy Cross for his heroic actions that day. He never did get old enough to buy a beer.

On the Wall of Honor at the Veterans Memorial Park in McKinney, Texas, there are 424 names etched into the shiny black granite.

These are Collin County men, and one woman, who died while in the service of our country, dating as far back as the 1840s. As one of my roles in the creation of the memorial, I have spent hundreds and hundreds of hours researching each and every one of those names. One of the most heartbreaking facts I learned was just how many of those heroes never got old enough to buy a beer.

In partnership with the Collin County History Museum in McKinney, Texas, I am writing a series of books telling the stories of all 424 of these heroes. There are many names on the wall whose ages could not be confirmed. Of those we have identified, there are four boys that were only 17 years old. Thirteen were 18, 32 were 19, and 37 died at the age of 20.

In our newest edition, "Collin County Freedom Fighters – The Vietnam War" the stories are told of 28 young men who died during that war. Of those great heroes 13 were under the age of 21.

Royce Scoggins dropped out of school in 1966 and joined the Marines. Royce would not only be the first Collin County boy to be killed in Vietnam, but at 18, one of the three youngest. In March of 1966, as a machine gunner, he would be among the first US Marines to go up against the North Vietnamese Army. Royce was killed by enemy rifle fire while valiantly holding his position against advancing enemy troops in a bloody, hand-to-hand combat situation.

Sp4 Martin Leroy Rodgers, a helicopter crew chief with the 5th

Collin County History Museum
Presents

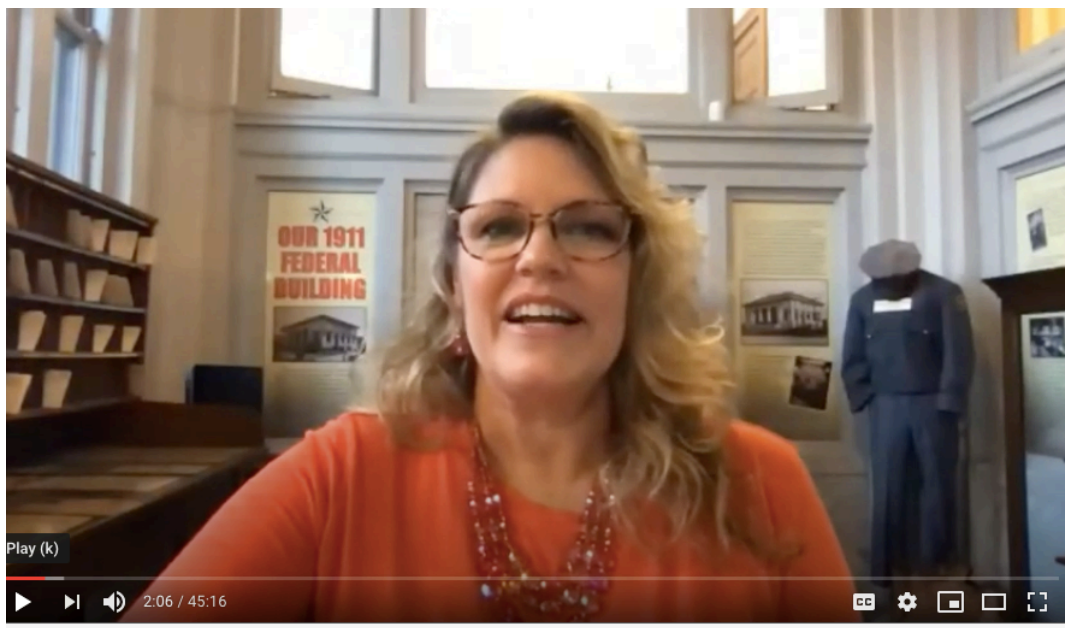
McKinney Then & Now

The exhibit is open every
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Featuring Augmented Reality

This year with COVID our annual *Live, Laugh, Learn* marketing event was canceled. Instead of hosting the event live, Celebration Marketing hosted the event virtually. The History Museum was featured in an EXPLORE and TOUR showcase event through the use of ZOOM. Over 100 people attended the event online as Kristin Spalding gave a virtual tour of our *McKinney Then and Now* exhibit. The *Explore and Tour* event was recorded and is available on YouTube and is listed on the Celebration Magazine website.



The museum also purchased a ¼ page ad in the 2020-2021 Historical Home Calendar. This calendar is distributed at marketing events and given to visitors attending the *McKinney Then and Now* exhibit.

The collage consists of four distinct advertisements:

- Top Left:** A stained glass window illustration. Below it, the text reads: **RD-CRAIG**, *TER for the ARTS*, *** TEA ROOM * WEDDINGS**, and **g.org / 972-569-6909**.
- Top Right:** A photograph of the Collin County History Museum building. To the right, the text reads: **Collin County HISTORY MUSEUM**, **Open 10 a.m. - 4 p.m. Thurs - Fri - Sat**, **(972) 562-9457**, and the **MCDC** logo (McKinney Community Development Corporation).
- Bottom Left:** A photograph of a large, two-story brick house with a white porch.
- Bottom Right:** An advertisement for **ART+O+MAT**. It features a green speech bubble with the text *McKinney's new*. The main text reads: **ART+O+MAT**, **A converted vintage cigarette machine that vends original, nationally curated artwork for only \$5 a piece**. Below this is a photograph of the machine. To the right, it says: **Featured in the Smithsonian, Houston Museum of Art and more!** and **Not available anywhere else in DFW!**

Thank you for your support.