

F R I E N D S   O F   T H E

# Spring Street Museum

*Where Shreveport's History Comes Alive*



SUMMER 2021

**LSUS**  
FOUNDATION

## LSUS Foundation

## Spring Street Museum Reopens

The LSUS Foundation Spring Street Museum is once again welcoming visitors.

The museum reopened in April as COVID-19 restrictions were eased. Visitor numbers have increased each month since then. More than 100 people stopped by the museum in June, and visitor numbers remain steady for July, according to curator Marty Loschen. The museum, located at 525 Spring

Street in downtown Shreveport, is open for small-group tours and walk-in visitors from 10 a.m. to 4 p.m. Tuesday through Saturday.

The museum closed in early 2020 because of the COVID-19 pandemic. However, museum staff members continued curating online exhibits.

The LSUS Foundation took advantage of the closure to address some much-needed updates. Aided by a generous gift by the Friends of the Spring St. Museum, a revamped powder room is now available.

An updated catering pantry will allow the museum to offer lectures, evening seminars and special events like the upcoming trivia night with Dr. Cheryl White, the museum's academic coordinator and LSUS history professor. Crews merged two smaller rooms to create the catering pantry and replaced outdated, unsafe equipment with modern appliances.



The museum's permanent collection of artifacts from Shreveport's early history remains on display. Marty is on hand to provide information on the collection, the historic building that houses the museum and local history. Housed in a former bank built in the 1860s, the museum is the oldest surviving building in Shreveport.

"It's important to support the museum because it tells the history of the area from the Caddo Indian Nation through the development of Shreveport and the Red River Parishes," said Lissa Grounsell, chairman of the Friends of the Spring Street Museum committee. "We are grateful to the Shreveport town committee of the National Society of the Colonial Dames of America for their vision to preserve our history and their continuing interest in and support of the museum."

The LSUS Foundation has invested in other improvements to preserve the landmark building including roof repairs and painting.

"The pandemic actually presented an opportunity to have the time needed to make some repairs and needed updates. I'm happy we've been able to reopen so we can show the space off," said LSUS Foundation Executive Director Laura Perdue.

**Save the Date! September 14, 2021**

**Friends of the Spring Street Museum Membership Luncheon**

Join us from 11:30 a.m. to 1:30 p.m. at Superior Steak House to learn about our exciting changes!

# Friends of the Spring Street Museum group focuses efforts on fundraising

The Friends of the Spring Street Museum organization has undergone major operational changes that will free up the Friends to focus on fundraising.

The museum and its artifacts were donated to the LSUS Foundation in 2019 for the benefit of LSU Shreveport – but there is still a huge need for the Friends of the Spring Street Museum.

The Friends of the Spring Street Museum group now operates under the LSUS Foundation's nonprofit designation, freeing up the Friends to further develop membership support and expand fundraising efforts.

"I am pleased to announce our next fundraising event will be September 14, 2021, as a membership drive and luncheon.

Seating is limited, so sign up early!" said Lissa Grounell, chairman of the Friends committee.

The foundation will handle processing of donations and publicity. **Donors will now make out checks directly to the LSUS Foundation with a note that the gift should be directed to the Spring Street Museum.** The foundation will also work with the Friends group on member and community events.

"We are thrilled to have the museum and the Friends as part of the LSUS family. It will continue to operate as a museum dedicated to telling the story of Shreveport, but it is now an important part of the LSUS student experience, offering hands-on opportunities in fields ranging from history to nonprofit management and marketing," said Laura Perdue, LSUS Foundation executive director.

# LSUS Foundation Spring Street Museum receives Louisiana Culture Care Fund Grant

SHREVEPORT, La. – The LSUS Foundation Spring Street Museum has received a \$10,000 Louisiana Culture Care Fund Grant.

Funding for Louisiana Culture Care Fund grants has been administered by the Louisiana Endowment for the Humanities (LEH) and provided by the National Endowment for the Humanities (NEH) as part of the American Rescue Plan (ARP) and the NEH Sustaining the Humanities through the American Rescue Plan (SHARP) initiative.

Nonprofit humanities-based organizations affected by the COVID-19 pandemic were eligible to apply for

grants. Louisiana Culture Care Fund grants cover operating expenses.

The LSUS Foundation, which operates the museum on behalf of LSU Shreveport, secured the Louisiana Culture Care Fund grant.



NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES



# Internships, lectures provide expanded learning opportunities

The partnership between LSU Shreveport and the LSUS Foundation Spring Street Museum is now offering students opportunities for hands-on learning. As the museum shifted to virtual exhibits during the pandemic, interns helped curate several exhibits. Check out their work on the museum website at <https://springstreetmuseum.org/exhibits/>

LSUS professors also reached new audiences with live Facebook lectures from the museum. Learn more about their

work on the LSUS History and Social Sciences Department Facebook



page: <https://www.facebook.com/LSUS-History-and-Social-Sciences-Department-548006191897831>

# Rare milk bottle a relic of Shreveport's Roaring '20s

You scream...I scream...and in the early 20th century, Shreveporters screamed for Campbell's Ice Cream.

Campbell's Ice Cream Factory, founded in 1912 by Shreveport businessman W.W.Campbell, sold bottled milk and cream as a sideline – and earlier this year, the Spring Street Museum added a rare Campbell's milk bottle to its collection.

“This bottle was excavated on the banks of the Red River near the Texas Street Bridge back in 2009. It was found by my life-long best friend Brian Thomas, who passed away this past November,” said Spring Street Museum Curator Marty Loschen. “It was added to the museum collection on his birthday this year in his honor. It's the only known example of a Campbell's Dairy milk bottle.”

W.W. Campbell started the company in a single room on Jordan Street near Texas Avenue, but within a decade Campbell's Ice Cream Factory expanded to several buildings at 1321-27 Texas Avenue near the location of the present-day Shreveport Police Department.

The company produced more than 1,000 gallons of ice cream a day, including the familiar vanilla, chocolate and strawberry flavors. It experimented with trendy tastes like Hawaiian Fruit Custard and seasonal favorites like fresh peach. It even offered custom flavors and holiday-themed molded ice cream treats. Customers could visit the store to get a scoop or order ice cream for home delivery.

By 1926, Campbell's Ice Cream Factory was hailed as one of the biggest businesses in Shreveport, with satellite facilities in other parts of the region. W.W. Campbell was president of the American Ice Cream Manufacturers Association. The company supplied all kinds of dairy products to wholesalers and retailers. It continued introducing innovations, like branded freezer cabinets at retailers, and company officials

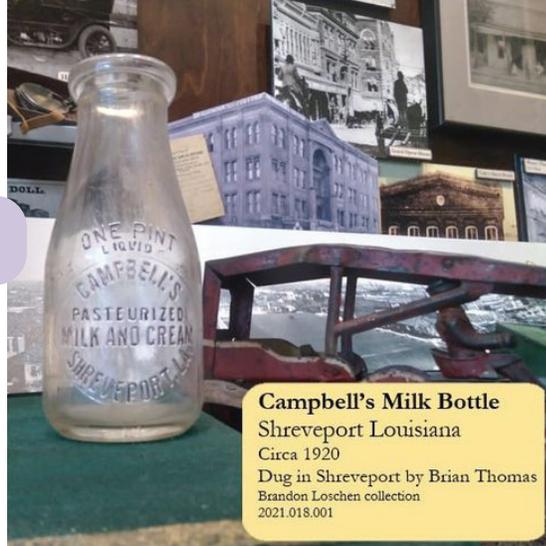
predicted a bright future.

But it all melted away that same year,

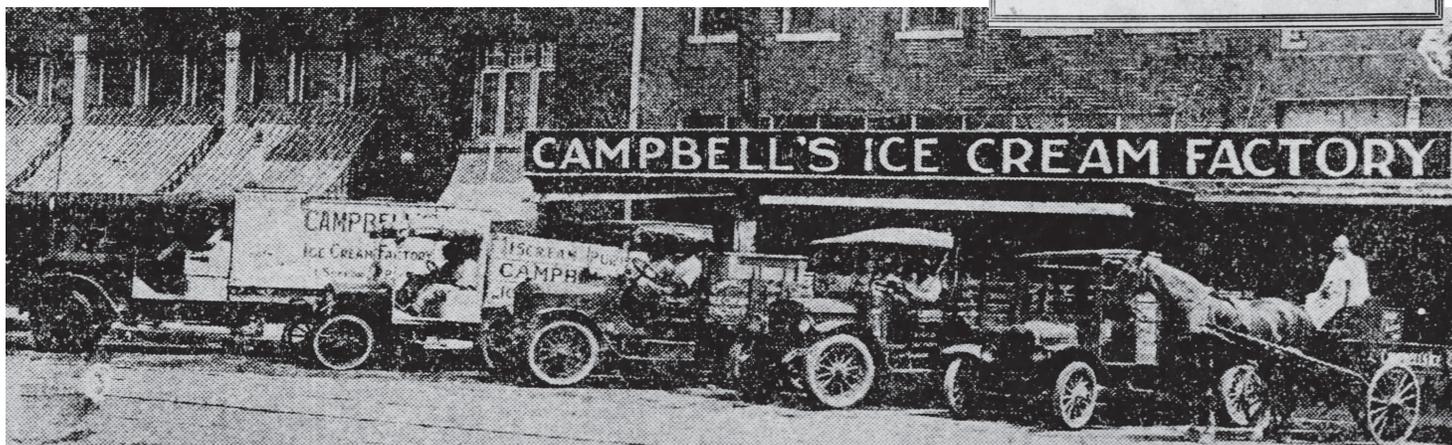
when the company couldn't pay its bills, and creditors sued, forcing Campbell's Ice Cream Factory into bankruptcy. In 1928, the company's assets were sold to the Southwest Dairy Products Company, the forerunner of the Foremost dairy products company.

W.W. Campbell and company officials said they expanded too fast.

“The ice cream company declared its assets exceeded \$250,000, more than enough to meet its debts, but that large improvements recently instituted made it unable to meet current obligations,” a reporter noted in the Shreveport Times.



**Campbell's Milk Bottle**  
Shreveport Louisiana  
Circa 1920  
Dug in Shreveport by Brian Thomas  
Brandon Loschen collection  
2021.018.001



Campbell Ice Cream Factory at Present, 1924, 1321-1323 and Second Stories of 1325 and 1327 Texas Avenue

# Museum adds portrait of Shreveport's namesake to collection

A new portrait of Captain Henry Miller Shreve is now a part of the LSUS Foundation Spring Street Museum's art collection.

A steamboat captain and inventor, Shreve was instrumental in clearing the Great Raft logjam from the Red River and opening a 200-mile stretch of the river to steamboats. Shreveport was named in his honor in 1836 as a thank-you for the work.

There are only three known representations of Shreveport's namesake – a portrait painted shortly after his death in 1851, a portrait that hangs in the Norton Art Gallery and a statue in front of Riverview Hall in downtown Shreveport. The portrait at Norton shows Captain Shreve standing atop the Great Raft in a hero's pose.

Shreveport photographer Neil Johnson commissioned the new portrait in 2014 from Shreveport native Steve Moppert, a portrait artist now living in Chattanooga, Tennessee.

"There wasn't anything from Shreve's life, a painted portrait or a photograph, which is a little surprising," Johnson says. "That posthumous portrait is all we have to go on. Supposedly the family blessed that portrait. I wanted something different from the others."

The three-quarter-length painting shows Captain Shreve standing at the rail of a steamship, the cleared Red River in the background, as he prepares to leave the area. It will hang in the Spring Street Museum near other portraits of people influential to Shreveport's history.

He and Moppert used the posthumous portrait as a reference. Johnson took photos of a body double dressed in a period costume and the Red River so Moppert would have references for the painting. The two collaborated by email, discussing details as Moppert created the portrait.



The portrait was finished in 2018. Johnson held onto it with the idea of finding a buyer who would display it publicly. The LSUS Foundation acquired the painting on behalf of the museum earlier this year.

"I'm so glad the foundation and the museum are working together," Johnson said. "It's a wonderful partnership. It's a win for everybody."



## 2021 Membership Information

- Student  \$15.00
- Individual  \$35.00
- Family  \$50.00
- Special Friend  \$150.00
- Patron  \$1000.00+
- Other  \_\_\_\_\_

Memberships and gifts of \$250 or more qualify you for a one-year membership in the LSUS Foundation. **Make checks payable to the LSUS Foundation. Return this form and payment to: LSUS Foundation, One University Place, Shreveport, LA 71115**

## I am interested in volunteering at the Museum in the following area:

- Special Events
- Fundraising
- Membership
- Friends Committee

*Please print your full name and address as you wish it to appear in our listing.*

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone (h) \_\_\_\_\_  
(c) \_\_\_\_\_

Email \_\_\_\_\_