

Finding Aid to The HistoryMakers® Video Oral History with Juanita Passmore

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Passmore, Juanita, 1926-2016
Title:	The HistoryMakers® Video Oral History Interview with Juanita Passmore,
Dates:	June 11, 2002
Bulk Dates:	2002
Physical Description:	6 Betacame SP videocassettes (2:47:12).
Abstract:	Community activist Juanita Passmore (1926 - 2016) was a community philanthropist and activist in addition to her work as an executive with Johnson Products. Passmore was interviewed by The HistoryMakers® on June 11, 2002, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2002_088
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Born on March 4, 1926 in Chicago, Illinois, Juanita Passmore was a corporate executive, philanthropist and community activist. Passmore graduated from Chicago's Englewood High School in 1944 and traveled to Long Beach, California. She attended Long Beach City College, but then returned to Chicago, enrolling in Columbia College.

Passmore's civic commitment was outstanding. She served in leadership positions for the Chicago Chapter of Operation PUSH's Women's Board, the Chicago Gospel Festival and the board of Jazz Unites. The former president of Africare-Chicago, Passmore created numerous fundraising programs. Her work with youth included participation in Operation Snowball, a drug use prevention program focusing on leadership development; the Jesse Owens Foundation, which provides scholarships and training; and the United Negro College Fund. Former Chicago Mayor Harold Washington appointed Passmore as a Local Board of Improvements commissioner. Under his administration, she also served on the Women's Task Force. Passmore was also a member of the Congregational Church of Park Manor, Windy City Links and the National Council of Negro Women. In the book *An Autobiography of Black Politics*, she is recognized for community activism.

In 1974, Passmore became an employee of the Johnson Products Company. She served there as director of special promotions and was eventually promoted to the position of executive national coordinator. She also directed Johnson Products Division for Cosmetic Consultants, through which she developed training programs for several hundred women in the United States and Africa. Passmore hosted the TV program, *Totally Beauty You*. Passmore retired from the Johnson Product Company in 1990.

Juanita Passmore passed away on March 22, 2016.

Scope and Content

This life oral history interview with Juanita Passmore was conducted by Larry Crowe on June 11, 2002, in Chicago, Illinois, and was recorded on 6 Betacame SP videocassettes. Community activist Juanita Passmore (1926 - 2016) was a community philanthropist and activist in addition to her work as an executive with Johnson Products.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Passmore, Juanita, 1926-2016

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Passmore, Juanita, 1926-2016--Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Community Activist

HistoryMakers® Category:

CivicMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Juanita Passmore, June 11, 2002. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_001, TRT: 0:28:45 ?

Juanita Passmore describes her family background. Her mother, Abia Wimbush, was born in Macon, Georgia; her stepfather, Percy Jenkins was from Collins, Mississippi. Although they met in grammar school, Passmore's parents did not get married until World War II. Passmore's mother was a homemaker, who designed hats. Her stepfather spent most of his life as a diesel mechanic, but during the Depression, he worked for the local florist as a delivery man. An only child, Passmore remembers growing up around her extended family and remains close to her cousins today. She attended Carter Grammar School in Chicago, Illinois where she learned black history from an influential teacher, Mrs. Robinson. Passmore also shares memories of her childhood and of her great-great-grandmother, who had been a slave.

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_002, TRT: 0:29:46 ?

Juanita Passmore was a student at Englewood High School in Chicago, Illinois from 1940 to 1944 during World War II. Her stepfather, Percy Jenkins fought in the war. At Englewood, Passmore was active in theater and on the debate team. One of her teachers at Englewood High School was fired for Communist sympathies. In her youth, major social events included attending Negro League baseball games and the shows of Ethel Waters, Josephine Baker, Duke Ellington, and more, at the Regal Theater. After graduation, Passmore enrolled at Woodrow Wilson Junior College. Passmore shares her childhood memories of the 1993 Chicago World's Fair, ice deliveries, and popular music.

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_003, TRT: 0:29:10 ?

Juanita Passmore attended Woodrow Wilson Junior College in Chicago, Illinois for one year before moving to California where she attended Long Beach City College. Passmore's initial aspiration was to become a nurse, but she was also interested in theater. In California, she became involved in Hollywood's cosmetic industry where she worked for Lucille Ball. After two years, Passmore moved back to Chicago and met her husband, Haymon Passmore. Initially a homemaker, Passmore became increasingly involved with social and civic groups in her community, drawing inspiration from her grandmother's church and civil service. Passmore's activities in the CNDA Clubhouse, the National Council of Negro Women, the Joint Negro Appeal, and the NAACP gave her the opportunity to hear from women like Mary McLeod Bethune. Passmore also talks about her restaurant, The Cozy Nook, and her start working at Johnson Products Company where she worked for seventeen years (1974-1990).

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_004, TRT: 0:29:27 ?

Juanita Passmore has lived a life of service with a steadfast commitment to the black community. Civically, Passmore worked with HistoryMakers like Dr. Carol Adams, Geraldine de Haas, and C. Payne Lucas in her service to organizations including Mama Said, the ETA Creative Arts Foundation, Jazz Unites, and Africare. Politically, Passmore has supported HistoryMakers Lutrelle "Lu" Palmer, Timuel Black, Josie Childs, and Charles Hayes. Her contribution to Harold Washington's campaign was recognized in HistoryMaker Dempsey Travis' book, "An Autobiography of Black Politics". She was also recognized in "Who's Who in Black America" alongside HistoryMaker Cecil Partee. While working with the Johnson Products Company, Passmore traveled throughout the black diaspora and discovered a kinship with South Africans. She talks about her faith and impact of visiting a refugee camp outside Ghana.

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_005, TRT: 0:18:44 ?

Juanita Passmore talks about her active role on the Women's Board of Operation PUSH in Chicago. She reflects on her own legacy as well as the legacies of Reverend Jesse Jackson, Sr. and Mayor Harold Washington. Although she never had children, the family-oriented Passmore enjoys close relationships with the nieces and nephews of her cousins and in-laws. Passmore talks about institutional racism, how she would like to be remembered and honoring the legacy of our heroes.

Video Oral History Interview with Juanita Passmore, Section A2002_088_001_006, TRT: 0:31:20 ?

Juanita Passmore narrates her photographs.