

CHEQUAQUET LOG

The Newsletter of the Centerville Historical Museum
www.centervillehistoricalmuseum.org



C O M I N G E V E N T

ANNUAL YARD SALE TIME AGAIN Saturday, August 10, 2019, 9:00 am to 3:00 pm

It's almost impossible to realize that the Centerville Historical Museum's annual yard sale is just around the corner. Yes, it is! Scheduled for Saturday, August 10, from 9 AM until 3 PM, it is time for everyone to head to attics, garages, bookshelves and other storage areas in the house to decide what good nuggets of small furniture, lamps, jewelry, books, tools, toys, kitchen and dining items and other household goods will be appropriate for this year's event.

Deb Del Negro and Barb Fahrenholz are the chair persons and each has been busy to make this year's yard sale the best ever. One of the museum's major fundraising events,



the August yard sale will be its fourteenth. People come from far and wide to stroll through the many tables of objects under the big tent. They buy, meet their neighbors and delight in the variety of lovingly kept yet perhaps no longer needed articles in the many categories offered at several areas of the museum's grounds. As the saying goes, "The better the quality, the better the sale."

The 2018 yard sale was held under sunny summer skies and was a great success. Volunteers work in the several areas to answer questions and help customers choose their special treasures. Payment for said items is by cash, check or credit card, so come and enjoy and also delight in finding those articles that are just right for you.

DONATIONS ARE WELCOME, Remember, no clothing, electronics, broken, damaged or unclean items can be accepted for the sale. Those

wishing to donate appropriate items are asked to deliver them to the museum, Tuesday thru Saturday, between 10 AM and 4 PM from July 24th, - August 8th.

This day is great. The Philips screwdriver that was used once can go to just that person who needs it. That lamp for the den is waiting just for you. What could be better! This is a terrific opportunity to clear out stuff you no longer need and to acquire more things you just can't live without! It's also a great way to support the Centerville Museum.



P A S T E V E N T

WHAT A TIME WAS HAD AT THE COUNTRY AND WESTERN COOKOUT

First there was a big chance that rain would fall, then maybe clouds with on and off showers, then clouds, and then, all was sunshine for the Centerville Historical Museum's Country and Western Cookout held on the museum grounds on June 29th.

The cookout was a new event for the museum and it was really fun. Expecting a modest attendance, 117 people showed up, including singles, couples and families with children. A large tent had been erected, accompanied by several smaller ones in case of the predicted showers, but thankfully they were not needed for shelter. Scott Peacock provided the big tent. Johnny Fahrenholz and his granddaughter, Lauren, all the way from Colorado, were efficient bar tenders, many volunteers helped in the cooking and distributing of food. On hand and a huge hit was the four piece Northside String Band, a regional group that really livened up the evening with their apropos western and country music.

Another popular event was line dancing. Rick Garceau, of Zumba fame, was in charge of teaching the steps and supplying the music for the dancing. There were two large groups who took part in this, with smiles everywhere and few stepped on toes.

To add to the country-western atmosphere, many in the crowd sported cowboy hats, jeans, western-style shirts, cowboy boots and brightly colored neck kerchiefs. Many women wore western jewelry as well. The mood was quite festive, laughter abounded and there were untold positive comments from those who attended.

Of course, those in charge of the food did an outstanding job. In line with a country and western atmosphere, there were smoked ribs, grilled hot dogs and hamburgers and chicken, all cooked on the outdoor grills. They all went quickly. Accompanying them were green and potato salads, and salsas and guacamole dishes, as well as corn on the cob. Multiple desserts rounded off the dinner choices. Appetizers and hors d'oeuvres were so tasty. It is fair to say the food was a huge hit.



A surprise feature was added to the festivities. Wristbands were handed out to each person attending. At specified intervals, guests were asked to check their wristbands for a particular mark. If that mark was found, the person with the marked band won a prize. Several prizes were awarded during the evening. This was another feature liked by the crowd and added to the congenial party atmosphere for all.

The museum has an excellent reputation for stellar events. Good ideas help, but any event cannot be done without the exceptional time and work given by the many volunteers. This Country and Western Cookout may have been the first of its kind for the museum but it certainly will not be the last.



V O L U N T E E R I N G

TELLING HISTORY'S STORY IS IMPORTANT TO GAIL VINCENT

Being on the Centerville history museum's board is important to Gail Vincent. She has served faithfully for several years. Deep down though, this dedicated volunteer sees the role of a museum as a means to show families and children that volunteers and the collection have a story to tell, the story of history not only in books but in words spoken and artifacts presented that connect the past to today.

Museums must have boards and committees in order to function. Gail takes part in just about everything and she sees a real engagement by committee members to increase memberships and funding, especially for younger generations. She and Cindy Vengroff work together to apply for grants and have been successful in obtaining funds for roof repairs to the museum building. New grants are sought for computer upgrades, a function sorely needed to keep up records, research and cataloguing.

Gail is pleased to see new and fully attended fundraising functions such as the Country and Western Barbecue and the German-inspired dinner, with oompah band, firsts in this past year. Without people like Gail, the museum, its purpose and its volunteers would be on much less firm ground.

The work is vital to convey history in a novel way and to keep a museum open to the public. Yet, to Gail, bringing in families and showing children a real historical piece such as 19th century doll clothes is to her the true calling and she knows of what she speaks.

"If you are a parent or grandparent or a teacher, the museum is the best place to see history. You use primary sources and tell a story that you cannot get in a book in a classroom," intones this former teacher. She notes the museum's interest in bringing children into the museum. School classes and organizations such as the Scouts and elder groups have had hands-on experiences on their trips into the past. They are amazed that they read such items as an 1860's love letter from a Civil War era woman to her intended, a soldier far away from her. Learning how to load rifles in a matter of seconds using clever substitutes for that rifle is a worthy winner with teenagers.

A college history major, Gail chose teaching as her vocation. She says her students enjoyed stories and projects, an example of which was an entire unit on Christmas that included the music, customs, art and traditions of the holiday. "I can never not remember wanting to be a teacher," she says. "I read a lot and always had an interest in history." To her, history had to come alive. The storytelling, combined with book facts made the past more real and exciting for her students.

After Gail and her husband retired to the Cape, she volunteered at the Centerville Library. She met Barb Fahrenholz there one day who suggested she come help festoon the museum with Christmas decorations. Gail said yes. A love affair with Centerville's museum began in 2006. "It has meant so much," says Gail. "I love bringing out an artifact and telling others it is a true piece used in a particular period, a primary source." She enjoys the interaction with visitors and pointing out to them, young and old, a new exhibit or a local historical connection. One day she will be looking up an apt item for a coming display, the next she is on her knees cutting cloth for background behind the 1860's ladies' gloves or men's wallets. Then she might attend a fundraising meeting or help re-box fringed silk scarves.

One of Gail's observations is that the museum is an amiable place to be. Coming up with a new idea, collection related or yard sale, is remarkably pleasant. In her view, each person contributes special talents into the mix. There are designers and artists, painters, ironers, researchers, to name just a few. Differences are usually settled quickly since there is a friendly balance in play. Anyone can contribute.

As important as the work of maintaining a museum is, no one will enter its doors if it does not have its own special way to reveal its history. For Gail Vincent, being involved in many of the museum's functions is vital. As a teacher, board member and volunteer who especially enjoys meeting its new and repeat visitors. She is ready to entice them by telling them the tales that bring history alive.



NEW EXHIBIT

THE TRADE CARDS



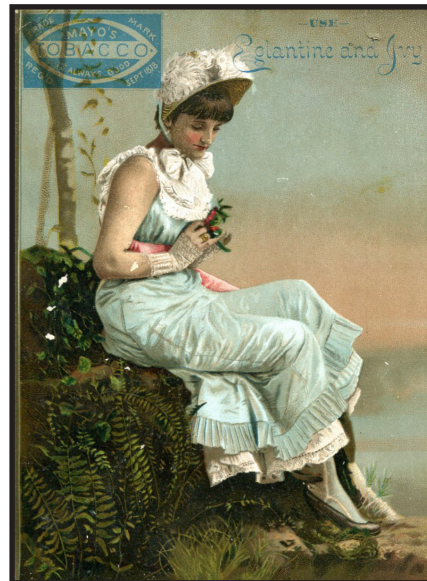
A new exhibit at the museum is featuring the trade card. Originally the “trade” in trade card refers to its use by the proprietor of a business to announce his trade, or line of business. In the period before mass media, they functioned as advertising and also as maps, directing the public to the merchants’ stores. The trade card is an early example of the modern business card. The use of trade cards in America became widespread from the mid 19th century in the period following the Civil war. Later they were printed on the more substantial card and typically bore the tradesmen’s name and address.

Trade cards were popular between 1876 and 1901.

By the late 19th Century trade cards came into their peak with the advent of color lithography and multi-color printing. Businesses began to create increasingly sophisticated designs, using color printing. A few American companies specialized in producing stock cards, usually with an image on one side and space on the other side for the business to add its own information.

The attractive and colorful designs spawned a passion for collecting trade cards, which became a popular hobby, which also inspired collectors to create scrapbooks. By moving into the realm of collecting, trade

cards gave rise to the trading card, the meaning now shifting to the exchange or trade of cards by enthusiasts. Some cards, particularly those produced by tobacco companies featuring baseball players, later developed into collectibles and lost their function as a business advertisement.



Victorian era trade cards are illustrated business advertising cards. Typically printed in multiple colors, these cards were freely distributed to promote goods and services through images and messages designed to be so informative, so clever,

or so attractive that consumers would have a hard time throwing the ad away. Trade cards were often placed in stacks on store counters, free for the taking. Other times, they were passed out by sales representative and noisy sidewalk “drummers.” They could even be found packaged as “prizes” inside coffee tins or boxed products.

The prime years for American advertising trade cards popularity began at the 1876 Centennial Exposition in Philadelphia when cards were passed out as free exhibit souvenirs from vendors. Innovators and manufacturers were developing new products, and they were eager to showcase their goods and explain the benefits of their brands in the most spectacular and memorable ways possible. Full-color trade cards fit the bill perfectly and became an instant hit. This transition from black and white to full color was as exciting to people then as color photography or color television was to later generations.

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I N T E R E S T I N G H I S T O R Y

A MUSEUM FIND: A SHIRLEY TEMPLE DRESS

Many of us recall the child stars of yesteryear; Mickey Rooney, Elizabeth Taylor, Judy Garland, Margaret O'Brien, and most of all, Shirley Temple, the child with her dancing curls, sunny smile and sweet nature.

Born in 1928, Shirley Temple's personality thrilled moviegoers during the years of the Depression. She was three years old when she made her acting debut in a series of low-budget movies called "Baby Burlesques." Combined with her winning personality and dancing and acting skills, plus she had adorable dimples, her Hollywood star rose. By the time she was six, she appeared in her first feature film, *Carolina*, and soon starred in the smash hit *Little Miss Marker*, becoming an overnight sensation and a top earner for her movie studio.

President Franklin D. Roosevelt, who was struggling to end the economic depression, called this child star, "Little Miss Miracle. As long as we have Shirley Temple, we will be all right." In 1934 at age 6 years old, in recognition of her song and dance routine to the tune "On the Good Ship Lollipop" in the movie *Bright Eyes*, Temple was awarded a special Academy Award, the first Juvenile Academy Award for "Outstanding Personality."

Although Temple continued acting for several years, her stardom dimmed as she grew into adulthood. However, politics interested her. She lost a congressional race in 1967, but was appointed the U.S. Ambassador to the United Nations, ambassador to Ghana, and chief of protocol, all in the '60's and 70's. In 1988 she became ambassador to Czechoslovakia. Many distinguished awards and honors were bestowed on her. She died in 2014.

The museum has a Shirley Temple style dress made in 1936, given by Priscilla Gaffney Sherman, a local resident, in 2012. It is a yellow cotton with brown trim at the hem and sleeves, Peter Pan collar, and puffed sleeves.

Interestingly enough, at age five Priscilla Gaffney Sherman's prize was this dress when she entered and won a coloring contest sponsored by the Cape Cod Times.

For child actresses, time was short for being a star and earning a huge salary. Once that stardom happened, little girls everywhere wanted to be that Shirley Temple or Margaret O'Brien. And, as it goes in America, popularity created products and clothing that kept the child star phenomenon going. Just like today's Batman and princess outfits, the fantasy is made believable for children everywhere.



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and ask you, our members, to support these businesses that support us.**

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