



The Inkwell

45 East Corydon Street, Bradford, PA 16701

December 2012

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The official newsletter of The Bradford Landmark Society



Happy Holidays from the Landmark!

It's been quite a year for the Landmark Society. For the first time ever, we held a very successful Clean Up and Fix Up day at the Crook farm this October and got lots of needed repairs, painting, and new construction done. At the Bakery, we had a new furnace installed, put up a new green and white striped awning over the door with the words "The Bradford Landmark Society" embroidered on the flap, painted the cement floor and updated our computer systems. We hosted a great Crook Farm Country Fair in August, with over 2000 visitors. The weather was nice, the music great, the food delicious, and the festival exciting. The School Program at the Crook Farm saw nearly 900 school children from Pennsylvania and New York State schools enjoy a day at the farm, weaving, dipping candles, and participating in an old fashioned school lessons for a day.

We began an extensive project that will eventually result in the cataloging of all

the artifacts and items in our collection. This is a very big undertaking. There are over 400 books in the school building alone! Over 10,000 photographs! And thousands of other things, such as uniforms, glassware, quilts, farm tools, advertising memorabilia, diplomas, trunks, toys, furniture, pans, and on and on. Each item will be photographed, measured, identified, numbered, and recorded in a master file that will eventually help us keep track of everything we own. We can't wait! The project is scheduled to be completed in the next two years.

We opened our own Facebook page and continue to bring news of the Landmark to the Internet world.

And we modernized our membership directory so that you can continue to enjoy your copy of the Inkwell.

Yes, it's been a great year!

Inside this edition:

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Wreath Making Class a Success!

The Landmark Society held its first ever wreath making class at Graham's Greenhouse on December 9. It was a lot of fun, and we all made beautiful, green, fresh Christmas wreaths. Linda Brocius and Jack Stoddard were the patient teachers as we fumbled our way through wiring spruce, pine, and cedar branches to a wire frame. But they all turned out great, and everyone is already looking forward to next year.



Linda Brocius holds up an example of a finished wreath for our inspection.



Christine Geary, Bonnie Pagano, and Anne Esch concentrate on making their own special wreaths amid piles of green boughs.

And Speaking of Toys....

It is a tradition for the Inkwell to announce each December, the toys that have been elected to the Toy Hall of Fame. This year, two toys made the cut. They are "Star Wars" action figures and Dominoes.

"Star Wars" action figures went on the market in 1978, following the 1977 release of the 20th Century Fox movie. The 3 3/4-inch figures of Han Solo, Chewbacca, R2-D2 and company were sold until 1985 and again from the mid-1990s to today. Museum officials say their phenomenal popularity inspired other toy makers to tie their products to movies and television series and they note the toys' appeal extends to adults who continue to collect them.

Dominoes originated in China in the 1300s and appeared later in Europe in a slightly different form. A standard set of 28 tiles represents all possible results when rolling a pair of six-sided dice, with the addition of two blank sides. Although there's a variety of ways to play with them, the cascading toppling of lined-up tiles put the "domino effect" into the American lexicon.

Other nominees were: plastic green army men, the board game Clue, the Fisher-Price Corn Popper, Lite-Brite, the Magic 8 Ball, the pogo stick, sidewalk chalk, the electronic game Simon, the tea set and Twister.

The Penny Club Cook Book

A Depression Era fundraiser

Just before Christmas in 1932, a small group of Bradford society women banded together to raise funds in the city during the Depression. There were two goals: To provide local housewives with the practical knowledge of their fellow women, and to assist in alleviating unemployment in the community.

Every cook book sold earned a dollar for the Penny Club, which then gave the money to help employment relief projects. The women provided their own favorite recipes, and tested each one.

Grace Bryson wrote this poem, which is printed in the front page of the cookbook.

*Many a Cook may use this book
to test its dainties rare;
But many more, we must deplore,
exist on poorer fare.
For counting costs means pleasure lost
as many Housewives know.
And treats like this, though well they please,
must wait while funds are low!
So all who can, these pages scan,
and of this fact take heed!
Each one who buys, thereby supplies,
a fund for those in need.*

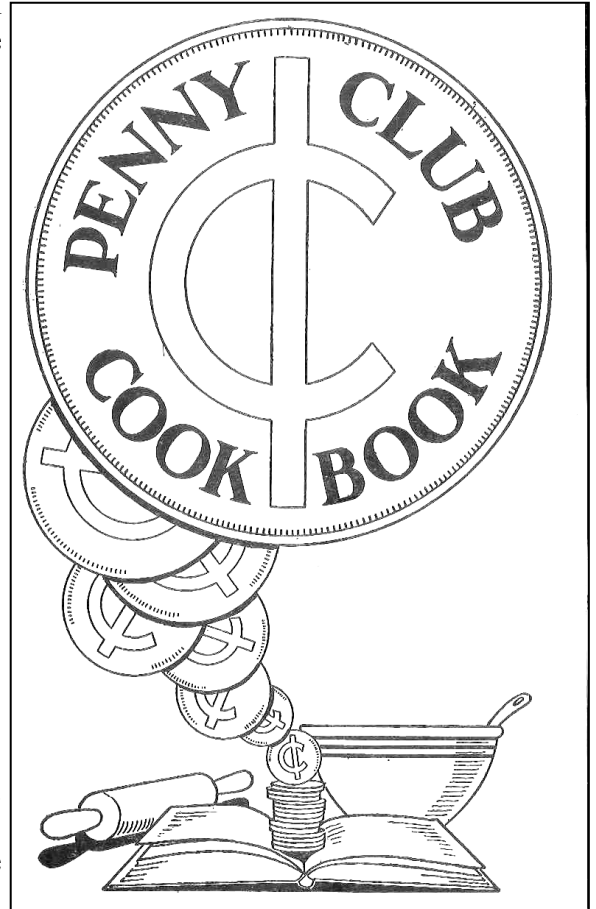
Many of the names in the cook book are easily recognizable as the wives of influential men, such as Mrs. Solomon Dresser, Mrs. Fred Miller, Mrs. Earl Emery, Mrs. Cornell Pfohl, Mrs. A. J. Bond, Mrs. Courtney Hazelton, Mrs. Ralph Zook, Genevieve Coit, and others.

Recipes for breads, cakes and cookies, pies, puddings and desserts, salads, meat and fish, soups, pickles and relishes, luncheon dishes, candies, are listed, with blank pages in the middle of the book for the cook's own personal recipes.

Advertisements of the day in the back of the cook book were from various local merchants listed as sponsors of the project: Yampolski Brothers, Koch Mortuary, Ethelene Beauty Shop, Greenwalds, the Bradford Electric Company, Oppenheim & Siff Shoes, Kendall Refining Co., Kreinson Stores, Thompson & Woods druggists, Johnston's Pharmacy, S. R. Dresser Manufacturing, the Commercial National Bank, the Emery hotel, Ellison & Ellison, Forest Oil, Bradford Oil Refining, S. A. McCutcheon, MD, Joseph Marks, H. Cohen, Bradford Printing Company and others.

This small golden paperback cook book can often be found at yard sales and book sales in the Bradford area.

The recipes aren't bad, either!



Each year, in the last newsletter of the year, the Bradford Landmark Society lists all the businesses in the Bradford area that have opened, closed, moved, or changed in some way. We feel that this is important to understand where Bradford is heading as a vital growing community and also to record history as it happened. We are happy to report that many more businesses were “born” in 2012 than ceased to exist.

The Chronicles of Bradford 2012

These businesses either opened for the first time, or held grand openings.

- UPMC Hamot Medical Center opened at 51 Boylston Street in January.
- Outback Performance and Repair opened at 540 East Main Street, January.
- Western Steer Mini Mart, Limestone, NY opened February 1st.
- Teeny Tots Daycare on Lafayette Avenue, Lewis Run, opened on February 9th.
- Glendorn purchased 172 acres of the Smith Farm on West Corydon Street on February 20th.
- Destinations-Bradford, a non-denominational organization founded to help those in need, opened at 1 Main Street, February 15.
- The John Williams European Pastry Shop opened its newly expanded bakery on February 18th as part of a continued series of renovations to the business.
- Family Wellness Chiropractic opened at 540 East Main Street, March 5th.
- Tractor Supply Company at 1001 East Main Street opened for business on April 6th.
- Rookies Sports Bar, 21 Main Street, April 14th. Although opened in 2011, the grand opening was celebrated this spring.
- Grove & Burkett Rebuilds opened at 540 East Main Street, May 2012.
- The Guidance Center’s newly constructed wing on Campus Drive was completed in early summer.
- Bradford Airport Multi-Tenant Center opened, June 13th.
- Leo’s Sub Shop opened at 83 Main Street, June 13th.
- Zippo / Case Visitors Center was remodeled. Grand re-opening was held June 23.
- Groundbreaking was held for new Care for Children community center at 723 East Main Street, June 25th.
- Holiday Inn Express, 30 Tarport Drive Ext., held grand opening June 25.
- Leisure Time Motor Sports in Limestone, NY opened in the summer.
- Protocol 80, a web development and design firm, opened in July at 15 North Kendall Avenue.

- Gold Star Interiors, opened at 12 Kennedy Street on July 19th.
- A color mural depicting Bradford's four seasons was painted on a brick wall on Pine Street during the summer months by local artist Kacy Huston.
- MedCare, medical equipment and supplies, 195 East Main Street opened in the summer.
- Main Street Broaster was sold and reopened on September 14th
- 6 V Sales and Service opened at the old Bauchard Dodge building on 170 Seward Avenue, Sept. 29th.
- The Main Street Outlet in the old Mayer Brauser building opened for business on October 1st.
- Penn Bradford Oil Museum reopened after renovation and new construction, October 5th.
- Keith Adkins Photography at 93 Main Street opened in October.
- The Pine Street footbridge has been rebuilt, and will be open to the public in December. The bridge, which spans Tuna Creek, is part of the Tuna Valley trail system.
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- Cotton Bird Screen Printing (custom screen printed apparel) opened in December in Limestone.

And that's not all...

- The Hooker-Fulton was sold at auction for \$140,000 to John, Kate and Todd Vinelli, on October 25th.
- The former Elks Club on the public square on Main Street, was sold at tax sale to John Kohler, December 5th.
- The Beer Barn moved across the street in November to the Turn & Burn café building in the old Firestone building.
- The Burger King fast food restaurant is undergoing a complete renovation and is currently closed but will reopen in the new year.

But, sadly, some businesses are gone:

- The T. B. Brown's restaurant on Main Street (the site of the former Mexican restaurant), closed after re-opening briefly, in May.
- Grandma's Tea House in the old Congress Street Diner on Congress Street closed its doors when one of its owners, Mary Jane Hand, moved to Erie. It was closed in April.
- Unwired, a Verizon cell phone store located between Burger King and Tim Horton's on East Main Street, closed its doors in May.
- Fashion Bug at 46 Foster Brook Blvd. announced in September that it will be closed due to the closure of all nation wide Fashion Bug stores by its corporate owners.
- Performance Tool & Supply at 62 Main Street, sold its stock at auction in October and closed.

When Sally Played Sheas

The Girl that all Bradford is Raving About

Famous for her tantalizing fan dance in which she teased the audience with flashes of nudity from behind two giant seven-foot pink ostrich feather fans – a technique called “hide and peek”, Sally Rand is considered an American icon in the world of entertainment.

Born Harriet Helen Gould Beck, Sally Rand was a teenage runaway, circus performer, cigarette girl, model, dancer, stage actress, and silent film star before she ever picked up a pair of ostrich feather fans. In 1933, at the Chicago World’s Fair, she not only wielded her fans wearing nothing but Max Factor body paint, but also appeared as Lady Godiva, riding a white horse, apparently nude. The right mixture of enticement, imagination and intricate feather placement was her key to success.

On April 12, 1937, at the age of 33, Sally Rand came to Bradford to do two shows at Sheas Theater. Bradfordians were eager to see what the fuss was all about.

She brought a company of 50 entertainers with her, promising “20 Lovely Girls! 15 Spectacular Scenes! \$30,000 in Scenery!” Prices were reasonable, too – 42¢ for all seats at the matinee and 21¢ for children (not sure why children were allowed to see her); evening shows were 86¢ for orchestra seats, and 57¢ for the balcony and gallery.

A savvy businesswoman as well, Sally arrived early in town to do promotional work. Her first stop was at East Main Motors Company at 164 East Main Street (now General Roofing) where it was reported “she will be happy to discuss the new 1937 Oldsmobile, a car which she greatly admires.” Next she met and greeted her fans at A. H. Wingard Electrical Appliances at 34 South Avenue where “Sally says that there is nothing she enjoys more after a hard day’s work than going to her Dayton refrigerator for a cold lunch or drink”. She endorsed the new Butter Krust Bakery’s Butter-Maid bread “and will eat it during her stay in Bradford!” At 1:30PM she arrived at the Modern Booterie, 46 Main Street, where she “will personally model the latest in spring footwear and will be happy to help our patrons in the selection of their spring shoes.”

The Bradford Music Company at 10 West Washington Street swore that Sally Rand “uses and endorses the new Castelli accordion” and put it on display in their window.

Showtime was at 2:30PM, and the first act was a roller skating team billed as “The Thrillers” which pleased the crowd. But the people really wanted to see Sally. And they were not disappointed. The Bradford Era wrote “the girl that discovered ostrich feathers could be useful as well as ornamental pleased a capacity audience at the first show last night with a fan and a bubble dance...Sally is a truly magic name in the American Theater, a charming woman who has successfully combined the gracefulness of a beautiful body with a brilliant mind.”

Sally went on to perform in many other cities. By 1946, she was a nationally known entertainer who had performed in vaudeville, movies, and on a Broadway chorus line but her supposedly risqué dancing often shocked local law enforcement and government officials. In November of that year she was arrested in San Francisco under Section 311 of the Penal Code, charging her with “indecent exposure, corrupting the morals of an audience, and conducting an obscene show.”

She immediately hired a leading attorney, Jake Ehrlich, who had defended singer Billie Holiday and drummer

Gene Krupa against drug charges. The trial was a sensation.

Prosecutor Frank Brown opened the trial by putting Police Captain Joseph Walsh on the stand. He testified that he and his six officers had done their duty by watching Sally Rand perform with her ostrich fans, changing from a full costume to a tiny flesh colored triangular patch, which, in the excitement of the arrest, they failed to



take into evidence. The captain was able, however, to report that “the patch had 10 beads sewn at each corner.”

Ehrich suggested that the judge, police, reporters, and court personnel see Sally Rand dance in person, and decide “the naked truth” for themselves. The judge eagerly agreed, and that night, Sally Rand danced before a crowded room and was re-arrested on the same charge. Then, the lights in the house were ordered to be turned up, and it was discovered that Sally was actually wearing long flannel underwear, and instead of the tiny triangular patch was a small card marked “Censored S.F.P.D.”

The next day, the judge said “anyone who could find something lewd about the dance as she puts it on has to have a perverted idea of morals”. He pronounced her ‘not guilty’ on all counts.

Sally Rand continued to dance for years afterwards. She said “I haven't been out of work since the day I took my pants off.” and “I'm the original.”

She once wrote “I have been successful, and I am grateful for my success. I

have had some experiences that I wish I never had had, but that would be true in any business. I cannot say sincerely that I would have chosen just this road to fortune. Perhaps I might have wished for another way. But I took the opportunity that came to me”.

Sally Rand's last show was in Kansas City in 1978. She died the next year, in Glendora, California. She was 75 years old.

Want to see Sally Rand's fan dance for yourself?

Go to www.youtube.com and type in Sally Rand Fan Dance.

The History of the Poinsettia

Joel Roberts Poinsett was the first United States Ambassador to Mexico being appointed by President John Quincy Adams in the 1820's. During his stay in Mexico he wandered the countryside looking for new plant species. In 1828 he found a beautiful shrub with large red flowers growing next to a road. He took cuttings from the plant and brought them back to his greenhouse in South Carolina. Even though Poinsett had an outstanding career as a United States Congressman and as an ambassador he will always be remembered for introducing the poinsettia into the United States.



Despite rumors to the contrary, Poinsettias are not poisonous. A study at Ohio State University showed that a 50-pound child would have to eat more than a pound-and-a-quarter of Poinsettia leaves (500 to 600 leaves) to have any side effects.

December 12th is Poinsettia Day, which marks the death of Joel Roberts Poinsett in 1851.

Paul Ecke Jr. is considered the father of the Poinsettia industry due to his discovery of a technique which caused seedlings to branch. This technique allowed the Poinsettia industry to flourish. The Paul Ecke Ranch in California grows over 70% of all Poinsettias purchased in the United States and about 50% of the world-wide sales of Poinsettias.

There are over 100 varieties of Poinsettias available. Though once only available in red, there are now Poinsettias in pink, white, yellow, purple, salmon, and multi-colors. Poinsettias contribute over \$250 million to the U.S. economy at the retail level.

Happy Holidays and Happy New Year
From all of us at the Bradford Landmark Society

Sally, Molly, Mike, Mary, Judy, Gordon, Tom, and Dale.