



The Link



preserving our heritage and building a future together

Volume 12, Number 1

Winter, 2013

35th Annual Progressive Dinner: The Yuletide Fundraiser and Tradition Continues!

The 35th Annual Progressive Dinner was held on Saturday, December 1st and Sunday, December 2nd. Guests from all across the region and multiple states journeyed to Jonesborough to enjoy an evening of holiday warmth and cheer. The warmth part was especially not an issue this year with temperatures reaching near 70 degrees. It was almost like “Christmas in July,” but spirits remained in the holiday mood as guests checked in at the Chester Inn Museum and were instantly transported back in time to a Victorian Christmas in the upstairs parlor and dining room, decorated beautifully with greenery, strung cranberries, and pineapple mantel adornments.

Our bus drivers, some of the friendliest and best we’ve ever had, shuttled attendees first to the February/Pardue Home where they enjoyed a Rudolph Spritzer Punch and a scrumptious Red Grapefruit Salad on Watercress for the appetizer. Next, guests traveled to Oak Hill School for the soup portion. The one room schoolhouse, the showcase of the Heritage Alliance’s Heritage Education Program, was decked out in Christmas style for the nights’ events. As diners partook in the Roasted Red Pepper bisque, Schoolmarm Anne Mason and Marjorie Shaefer shared information on the school’s past, the Heritage Education Program, and the history of rural American education in the late 1800s. Marjorie Shaefer told stories she’d learned about one of the school’s former Marmes, and also delighted guests with a heartfelt rendition of the ’Twas the Night Before Christmas.

The Heritage Alliance was beyond thrilled to feature Oak Hill School on this year’s dinner. The Progressive Dinner is the main fundraiser for the organization, and it was good to show our guests what the price of their tickets contribute to.

Upon leaving the schoolhouse, guests visited the May Building/Old Quarters where Main Street Café and Catering served up a delicious meal of Pan Seared Chicken stuffed with Apple Chutney. The evening ended with a holiday sing-a-long and a beautiful dessert of ice cream, hot fudge sauce, and shortbread cookies at February Hill.

The Heritage Alliance would like to thank Ferguson Bath & Kitchen Gallery, First Tennessee Bank, Celebrate!, 11-E Wine & Spirits, Tom & Joyce Pardue, Dr. & Mrs. Michael Anders, Main Street Café and Catering, Food City Store #640, and Christmas on Main for all their support, donations, and time. We’d also like to extend thanks to our wonderful musicians who made the night magical by sharing their talents. And of course, our unending gratitude goes out to all of our volunteers, without your help, none of this would be possible.

(Pictures from the event are featured on page 3 of this edition.)

Heritage Alliance Annual Meeting February 21 @ 6:30 p.m.

You’re invited to bring a covered dish to share to the Jonesborough Visitor’s Center and join us as we reflect over the year that was and where we go next. The main entrée for the evening will be lasagna.

The featured program will showcase stories from Oak Hill School’s past. Please R.S.V.P. for this event by calling the office at 423.753.9580. We hope to see you there!



New Membership Options for Heritage Alliance Members

With any new year comes change. This year, the Heritage Alliance is implementing several much needed changes and modifications to our membership program. We believe these changes will benefit our members and the organization as a whole. As of January, we will be offering two primary membership levels, the \$50 basic membership and the \$100 business membership. We have the privilege to be a part of a diverse business community, and it's our hope that we'll be able to partner and work with these other local organizations to preserve our region's rich heritage. Business members will receive special recognition in *The Link*.

Higher levels of membership, such as the Pioneer, Franklin, and Heritage Circles are still available, and the Heritage Alliance will continue to send out reminders when your membership has lapsed. Reminders will go out on a quarterly schedule, so you won't be receiving them year round. In addition, we have added a PayPal option to our website. You can renew your membership online at anytime by visiting www.heritageall.org. You can also mail a check or cash to our office. The new membership form is included on the back of this newsletter.

We hope this slight change in membership invigorates you like it has us. There are so many exciting projects on our horizon, and we hope you'll be a part of them. This new year will see long awaited renovations in the Jonesborough/Washington County History Museum, new exhibits mounted, guest scholar programs, more traveling exhibits hosted, and special members-only events.

Times are tight for all of us, but the Heritage Alliance cannot allow our programs to stagnate. With your help, we will continue to help preserve and promote our cultural and historical landscape. Any amount of donation is appreciated, and if you cannot donate any money, please consider donating your time. There are so many ways to help! We thank you for your many contributions, and we cannot wait to share what comes next!

Upcoming Conversations at the Jonesborough Visitor's Center

The Heritage Alliance is fortunate to be hosting two very important conversations during the month of February. On **February 7**, Dr. Thomas R. Peake, Professor Emeritus of History at King College, will lead a discussion entitled, *The Southern Christian Leadership Conference Then and Now: The Origins of SCLC & Reflections on Its Role Today*. His talk will use PowerPoint images to enhance the analysis of the origins of SCLC in the 1950's and its commitment over the years to keeping the dream alive. Dr. Peake is the author of the book, Keeping the Dream Alive: A History of the Southern Christian Leadership Conference from King to the 1980s.

On **February 28**, Humanities Tennessee presents *Region, Race, and Memory: Inheriting the Civil War*. The Heritage Alliance is thrilled to host this program, lead by Dr. Daryl A. Carter of East Tennessee State University "This conversation will focus on how people have remembered the Civil War, and whether their identity has shaped those memories, and, thus, the meaning of the Civil War to different individuals. The two major pieces under discussion are Robert Penn Warren's The Legacy of the Civil War and Ta-Nehisi Coates' 'Why Do So Few Blacks Study the Civil War?'" Dr. Carter is currently an assistant professor at E.T.S.U. where he specializes in Modern Political History and African American History.

Both conversations are open to the public and begin at 6:00 p.m. on February 7th and at 6:30 p.m. on February 28th.





Valentine's Day and the Commercialization of American Holidays

In 1921, a woman named Mary cheerfully responded to a Valentine from her friend Raymond, "I got ten valentines. Hope you got a lot too." Mary may not say much, but her short note, carefully saved in a thick scrapbook of holiday postcards and eventually donated to the Jonesborough/Washington County Archives, reveals a triumph of modern marketing. In the United States, the commercialization of holidays began with Valentine's Day, not Christmas. Harvard historian Leigh Eric Schmidt has revealed how printers, merchants, and marketers transformed an obscure saint's day into a national retail holiday during the mid-1800s. Northeast Tennessee and Southwest Virginia adopted the new commercial holiday along with the rest of the country and, by the early twentieth century, young women like Mary happily counted and cataloged personal relationships through bright, store-bought valentines.

English folk celebrations of Saint Valentine's Day involved festivals where unmarried youth were paired up through the drawing of lots. Young people matched as valentines were considered likely to wed, but this folk tradition did not travel to the United States. Saint Valentine's Day went largely uncelebrated until booksellers, printers, and merchants began offering pre-written verses and bright cards. Through newspaper, advertising, broadsides, and

sentimental stories carried in popular periodicals, merchants redefined the traditional, community-matchmaking holiday as a holiday focused on the personal relationship between two people, facilitated by their helpful local merchant. People embraced the Valentine's Day rituals and symbolism that merchants promoted through advertising. Sweethearts formed the core of Valentine's Day celebrations, but by the late nineteenth century, Americans accepted the holiday as a celebration of relationships between friends and family as well.

The newly commercialized holiday spread across our region along with the rest of the country. Throughout the 1870s, local advertisements in the *Bristol News* promised readers a wide selection of valentines, while the editors helpfully reviewed romantic Valentine's Day stories featured in national periodicals. On February 19, 1878, U.C., a correspondent who provided the *Bristol News* with updates from the mountains, revealed that people far outside of town understood the symbols and rituals of Valentine's Day, even if their lives did not match the idealized romanticism of popular holiday fiction. U.C. wrote, "This is Valentine day. How the love missives will fly all over the country, and hearts throb, and longing, wistful eyes wait to catch a glimpse of the contents of beautiful envelopes, then set musing over the sentimental, lost

of all the surroundings, and only relieved by a deep sigh accompanied by the sudden outcry 'Wonder if he loves me?' There is none of this going on up here – the atmosphere is too cold, and population too sparse."

Leigh Eric Schmidt's *Consumer Rites: The Buying and Selling of American Holidays* examines the commercialization of Valentine's Day and other holidays in the United States, including the tradition of "comic" Valentines - which were misogynist, racist, and mean rather than funny. Schmidt's book is fascinating, but focuses on major urban environments. If you want more information on the celebration of Valentine's Day in our region, you will need to look for the original documents in archival collections like those held by the Heritage Alliance, where some of the cards that young women like Mary received with such excitement have been preserved.



During the 1850s, a group of well-to-do travelers trekked through the South for the winter. *Harper's New Monthly Magazine* decided to record their journey. While they were stopped in the town of Jonesborough, however, the wives of the party decided to set up permanent camp and let their husbands continue on.

What made these women want to stay? What was it about Jonesborough that was so appealing?

Find out in this Heritage Alliance members-only theatrical event!
This event will be taking place during the Spring of 2013.
Keep an eye out for a save the date card!

Friends of the Library Cookbook

The Friends of the Washington County-Jonesborough Library plan to publish a cookbook this year, and they're looking for recipes and stories to fill their pages. The book will reflect what is unique about Washington County and Jonesborough, including the region's history and its prominence in the storytelling community. The Friends are looking for recipes from local residents, people who have any present or past affiliation with the Friends or the Library, storytellers who have visited and entertained in the area, and from the owners of local bed and breakfasts. They'd also like to know what makes your recipe special to you, and what memories does it hold? Do you associate the recipe with a particular person or place in Washington County/Jonesborough?

If you have a recipe and accompanying story you'd like to submit, please email them to mbeardsunsyne@gmail.com. If you'd prefer to submit a typed copy, you may mail it to the Jonesborough library or to the library in Gray. The deadline for submissions is March 1, 2013. The authorship of all entries will be fully credited, but addresses of contributors will not be published. The Friends also plan to include photographs and websites of contributing businesses and storytellers, so please submit those as well. Proceeds from the book will benefit the library.

From the Archives

The Eureka Roller Mill in Telford, TN - Originally home to the Telford Agricultural Manufacturing Company, the building was purchased in 1890 by W.A. Maloney III, Mr. Self, and Mr. May. Mr. Maloney bought out the other gentlemen in 1894 and converted the building to a roller mill. The Eureka Roller Mill stayed in the Maloney family until it was sold in 1969.



**Please Frequent Our
Business Members as They
Help Support Our
Region's History:**

**Main Street Café
and Catering
117 West Main Street
Jonesborough, TN
423-753-2460**

Would you like to become a Business Member of the Heritage Alliance? Simply fill out the form on the back of this newsletter and mail it back to our offices, and we'll take care of the rest.

Call for Volunteers

The Heritage Alliance would be nothing without the help of our dedicated volunteers! This coming year holds plenty of opportunities for returning and new volunteers to help out.

Here are just a few of the ways we could use your help:

- ♦ Clean up days in the Old Jonesborough Cemetery
- ♦ Hosting or serving at the 36th Annual Progressive Dinner
- ♦ Welcoming guests as a docent at the Chester Inn Museum
- ♦ Helping with large school groups that come to visit and learn in Jonesborough
- ♦ Assistance with special events, such as the Annual Meeting

If you are interested in any of these activities, or would like to help in any other way, please contact the Heritage Alliance at 423.753.9580. We look forward to working with you as we continue to serve our town, community, and region.



Are you on Facebook? The Heritage Alliance is. Like our page and receive all of the latest updates on what's going on with the organization. Keep checking back to see information on upcoming special events, workshops, and more! You can also browse through our photo albums and see great pictures like these, taken in the Chester Inn Museum during last year's Haunts & Happenings, and get a feel for all we've been up to. Also, check out the Chester Inn Museum's personal webpage at <http://chesterinn.wordpress.com/>.



From the Director's Desk



Volunteers Make the Difference

I look forward to seeing everyone at the annual meeting on February 21st. We have a lot to talk about! For instance, 2012 was a banner year for the Heritage Alliance, as you can see from the following numbers:

- ◆ 18604 attendance for HA events/ programs and services
- ◆ 53 hours of professional development provided to area teachers
- ◆ 1626 students and teachers attending HA educational programs
- ◆ 13056 visitors to the Chester Inn Museum

It has been a year of challenges and we are pleased to say that with the help of our membership, our volunteers and our supporters, we have exceeded expectations. We look forward to new challenges and new successes in this new year. With such a small staff, it is the dedication of our volunteers that makes the difference and I would like to take this opportunity to mention just a few.

Gordon Edwards' work in the Old Jonesborough Cemetery is remarkable. His tireless efforts to recover graves, locate missing stones and most importantly, his willingness to learn and implement proper preservation procedure are returning the Old Cemetery to its rightful setting. If you haven't been up there lately, you really should take a look.

Pat Stern and her "Warehouse Volunteers" have enabled us to maintain regular Saturday hours at the Architectural Salvage Warehouse, a much needed service! In addition to the Saturday hours, this hard working crew is busy organizing the inventory and re-arranging things in order better serve our warehouse customers. The Warehouse has always posed a unique challenge for HA staff and we are extremely grateful to Pat Stern, Phil Jennings, Jim Rosenmeier, Frank Huscroft and Patrick Stern for their efforts and assistance!

In addition to these hard working folks, we owe debts of gratitude to William Stout and Charlene Cleveland. William devotes a day a week throughout the year to help us with....well, everything. Charlene devotes multiple days every

month to the Chester Inn Museum, helping with exhibits and providing tours of the public spaces upstairs. It is safe to say we would find it difficult to maintain our two museums without these two people.

As you have read elsewhere in this newsletter, we have new programs in the works, beginning in February when we host two public lectures. In March we will inaugurate "Members only" programming as a part of our revitalized membership services initiative. Amidst this all, we are re-designing an area of the Jonesborough / Washington County History Museum to better accommodate traveling exhibits. An Education committee has been formed to look at all of our public programming, and we look forward to providing updates on that work in future issues of *The Link*. Members, volunteers, stake holders, friends... whichever label you prefer...we thank you. Together, we are the Heritage Alliance and we do make a difference.

The 2012 Holiday Season at the Chester Inn Museum

For the second year, The Chester Inn Museum participated in Jonesborough's annual Haunts and Happenings event. The event was a great success, with almost 950 masquerading guests visiting the museum for candy, historical tidbits, and a look at a special exhibit on Jonesborough tombstones. The exhibit allowed us to highlight tombstones in both Maple Lawn Cemetery and the Old Jonesborough Cemetery. Among the artifacts on display was a coffin handle recovered from the Old Jonesborough Cemetery by Heritage Alliance volunteer Gordon Edwards. Gordon found the coffin handle, which had been excavated by wildlife, during his ongoing work to maintain and preserve the cemetery. Thanks to Gordon's preservation work, this beautiful example of Victorian funereal design was placed on display after being displaced, instead of being lost forever.

The historic Chester Inn welcomed guests in December with a display of Victorian Christmas decorations and a special temporary Christmas exhibit. Guests of the 35th Annual Progressive Dinner were greeted by beautiful, period-appropriate decorations in the parlor and dining room thanks to volunteer Marcy Hawley, who not only decorated the rooms, but also placed personal artifacts from her own collection on temporary display. Downstairs, in the Chester Inn Museum, guests could see a seasonal exhibit highlighting toys from the turn of the twentieth century. From the scientific wonder of 3D images delivered through a stereoscope to the familiar comfort of a well-loved teddy bear, the toys on display in the Chester Inn Museum provided a glimpse into childhood over a hundred years ago.

The Chester Inn Museum will be open by appointment only in January and on select dates in February (2nd, 8th, 9th, 14th-16th, and 23rd). The Museum will resume its regular schedule on March 1st.





212 East Sabin Dr.
Jonesborough, TN 37659



212 East Sabin Drive
Jonesborough, TN
www.heritageall.org
info@heritageall.org

HA Office Phone: 423-753-9580
Chester Inn Museum: 423-753-4580

BOARD OF TRUSTEES

President: Jim Reel, Jonesborough
Vice-President: Terry Countermine, Jonesborough
Secretary: John Kiener, Johnson City
Treasurer: Pat Wolfe, Telford
Duke Hall, Johnson City
Candace Jennings, Jonesborough
Suzanne Kuehn, Johnson City
Dan Reese, Johnson City
Patricia Stern, Telford
Bill Stover, Johnson City
Bob Williams, Jonesborough

HERITAGE ALLIANCE STAFF

Executive Director: Deborah Montanti
dmontanti@heritageall.org

Special Projects Coordinator: Anne G'Fellers-Mason
amason@heritageall.org

Chester Inn Museum Staff: Jama Grove
chesterinn@heritageall.org

Oak Hill Schoolmarm: Marjorie Shaefer

You may join the Heritage Alliance or renew your membership by removing and mailing in the form below. If you are already a member, please share this form with a friend and encourage them to join!



Preserving the architectural, historical, and cultural resources of our region and providing heritage educational experiences for a wide range of audiences.

Giving Opportunities: **THANK YOU** for your commitment to preserving our heritage and building a future together!

Name: _____	Membership Level <input type="checkbox"/> General \$50.00 <input type="checkbox"/> Business \$100.00	Join a Circle! <input type="checkbox"/> Pioneer \$100 <input type="checkbox"/> Franklin \$250 <input type="checkbox"/> Heritage \$500 <input type="checkbox"/> Founders \$1000
Address: _____		
City: _____ State: _____ Zip: _____		
Email: _____		

Memberships and donations to the Heritage Alliance are tax deductible to the extent provided by law. If you have questions concerning your contribution to the Alliance, please consult your tax advisor. No goods and/or services have been provided to the donor by the Heritage Alliance in consideration of this donation and membership.

Go online to www.heritageall.org and join via PayPal or mail checks to Heritage Alliance 212 E. Sabin Dr.
Jonesborough, TN 37659