

THE CORINTHIAN

GREECE HISTORICAL SOCIETY and MUSEUM

March 2016

Tuesday, March 8th 7:00 pm Greece Public Library

Rochester's Time in the Big Leagues by Scott Pitoniak

Several years ago, *Sports Business Journal* labeled Rochester "the best minor-league sports city in America." and while the Flower City has indeed enjoyed a long, rich history of minor league sports, it also has spent time in the major leagues in various sports. Best-selling author and award-winning sports columnist Scott Pitoniak will take us back in time to the days when we had a major-league baseball team (the Rochesterers in 1890), an NFL team (the Jeffersons in the early 1920s) and an NBA team (the Royals in the 1940s and '50s). He'll also touch on our reputation as a big-league golf city and our current major-league teams: the Knighthawks of the National Lacrosse League and the Western New York Flash of the Women's Professional Soccer League.



Scott Pitoniak has published 23 books and more than 500 articles for magazines, newspapers, websites and other publications. Recipient of more than 100 journalism awards, he has written for the New York Times, Washington Post, USA Today, Sporting News, NFL.com, ESPN.com, the National Baseball Hall of Fame as well as other organizations.

Please note that pre-registration is required for this program. See page 2 for directions.

Volume 37, Issue 3

March 2016

In Every Issue:

President's Message	2
Calendar	2
Board of Trustees	4
Contact Us	6

Points of Interest:

Programs	1
Museum Community	3
Of Interest	4
History Report	5

Sunday, March 13th, 2016 2:00 pm Greece Museum

Lake Ontario author Susan Peterson Gateley

Lake Ontario author **Susan Peterson Gateley** has released a new book, *"Saving The Beautiful Lake A Quest For Hope."* She says "This is a recent environmental history of Lake Ontario spanning most of the twentieth century. It's also a call to action with suggestions for specific individual community and political acts to help our Great Lake."

The Great Lakes are truly inland seas. They have shaped the destinies of two nations and built vast wealth. Yet they are in trouble and of all the Great Lakes, Ontario is the worse off. Its story is the story of freshwater everywhere: beset by industrial legacies of pollution and energy production, and ever increasing human needs. This lake can still be at least partly restored; but time is short. After her talk she will be available to sell and sign her book.

Susan Peterson Gateley has been writing about the lake from a sailing perspective since 1980. She solo handled a 23-foot sloop around the lake for years. Residing in Wolcott, she currently co-owns a 38-foot Nova Scotia built schooner, the "Sara B". The boat is based on Fair Haven Bay where Gateley also runs her Silver Waters Sailing business.



"President's Message"

Another busy month at GHS: Our museum being closed through February did not mean that we took a vacation from the activities of running the Historical Society and Museum.



During February we supplied photos and information to Channel 13, City Newspaper, Friends of Mount Hope Cemetery and St. John the Evangelist Church. We interviewed local sports heroes, and collected family information and photos from a long time Greece farm family. Several of our volunteers have been busy setting up new exhibits and various committees have been working on planning a new web site, marketing ideas and updating some of our policies. Some of us have attended Greece Chamber of Commerce events, and have been out and about giving presentations at local venues including the Village at Unity, Parma Historical Society, the American Legion Greece Post 468, the Legacy at Park Crescent and the Irondequoit Public Library. We had another "sold out" Tuesday evening program, filling the room at the Greece Public Library with as many as 160 of our friends and neighbors.

We have planned several Sunday programs at our museum, met with local business leaders regarding ideas to raise revenue and have begun soliciting ads for this newsletter which we hope will generate some income. Meanwhile we have begun planning for our annual Strawberry & Dessert Tasting Festival to be held on June 20th.

Besides our activities, our Greece Historical Society volunteers are involved in the community in other ways, from church and veterans' groups, Unity Hospital, Friends of the Library, fire departments, scouts and many other organizations, while others have full time jobs and family commitments. We are fortunate to have so many committed, selfless citizens who strive, with little fanfare, to make our organization and the entire community better. THANK YOU to all our volunteers and all the volunteers throughout our area.

Bill Sauers, President

"Museum Events"

Museum and Museum Shop hours:

Sunday **1:30 - 4p.m.**

GHS office hours: Mon-Tue 9:30 a.m.-Noon

Museum and Museum Shop also open office hours.

Museum Closed Easter Sunday, March 27th

Sunday, March 6th Greece Museum 2:00 pm
Cemetery Virtual Tour by **Maureen Whalen**

Tuesday, March 8th Greece Library 7:00 pm
Rochester's Time in the Big Leagues by **Scott Pitoniak**

Sunday, March 13th Greece Museum 2:00 pm
Lake Ontario author **Susan Peterson Gateley**

Sunday, March 20th Greece Museum 2:00 pm
James Johnson video tribute

Sunday, April 3rd Greece Museum 2:00 pm
Norman Rockwell exhibit & talk by **Gregg Redmond**

Saturday April 16th Barnard Exempts 5:00-7:00 pm
Spaghetti Dinner Fundraiser

James Johnson Video

Sunday, March 20 at 2 pm at the Museum

In May of 2012 the Greece Historical Society hosted Architect **James Johnson** at St. John the Evangelist Church. Mr. Johnson talked about his designs including the Liberty Pole, the Mushroom house, the recently demolished Our Lady of Mercy rectory and St. John the Evangelist Church. It was the last time he spoke before a large audience. Sadly, Mr. Johnson died this past month. As a tribute to him, we will be presenting a video of that May 2012 talk.



***Pre-registration Required for Programs at the Library**

Call the Greece Library at 585-225-8951 or go online at <http://www.greecepubliclibrary.org>, click on the calendar link, click on the event and follow the instructions. *Please register individually for each person attending the program.* The Library will e-mail or text you a reminder or advise of last minute changes or weather related cancellations.

"Our Museum Community"

A Virtual Tour of Holy Sepulchre Cemetery

On Sunday, March 6th at 2 pm at the museum, come learn about Holy Sepulchre Cemetery and some of the notable Rochesterians who are buried there.



Maureen Whalen, on behalf of the Society, has begun conducting walking tours at this historic cemetery, where she shares insights into the art and symbolism of some of the grave markers.

THANK YOU to the BUSINESSES that have SUPPORTED the Greece Historical Society

American Custom Interiors & Exteriors
Fleming Point
Greece Chamber of Commerce*
Legacy at Park Crescent*
Long Pond Auto Body*
Long Pond Family Restaurant
Mark IV Enterprises
North Ridge Glass*
Northwest Savings Bank (Long Pond Rd)
The Signery
The Villages at Unity*
Tim Horton's (Long Pond Rd)
Ultimate Interiors*
Vay-Schleich & Meeson Funeral & Cremation Chapels*
Wegman Food Markets (Latta Rd)*
(* denotes Business Member)

Spaghetti Dinner Fundraiser

Saturday April 16, 2016 5:00 - 7:00 pm, Barnard Exempts, 360 Maiden Lane.
Adults - \$10.00, Children age 5 to 12 - \$5.00, under age 5 - Free.

Use form below to order tickets via PayPal by using the "donate" button on our web page (*be sure to include in the note section the quantity of tickets ordering*). Pre-paid tickets will available for pickup at the door.

Spaghetti Dinner, Saturday, April 16, 2016, 5:00 pm. - 7:00 pm., Barnard Exempts

Single Tickets @ \$10.00 each _____ Child Tickets @ \$5.00 each _____

Check Enclosed Total Amount _____ Number of Tickets Ordered _____

Name _____ Address _____

City, State, Zip _____

Phone _____ E-Mail _____

Paid tickets will be picked up at dinner. Space is limited, purchase by April 8, 2016

Make Check payable to Greece Historical Society and mail to:
Greece Historical Society - Dinner Tickets
PO Box 16249
Rochester, NY 14616

"Museum Shop"

It looks like winter is finally here (sort of). Come in and check out our sweatshirts and long sleeve shirts with the Museum image imprinted. We have several in stock and can place special orders for you for different sizes and colors. These shirts will keep you warm on these cold winter days.



Wendy Peeck, Museum Shop Coordinator

Museum Shop hours: Sun 1:30-4:00, Mon-Tue 9:30-12

"Museum Update"

Volunteer Help Needed!

We could still use some volunteers to help with mailing of our newsletter and help as Sunday docents.

It only takes two or three hours once a month.....

If you are looking for something fun and interesting to do, give us a call at 225-7221 or email greecehistoricalsociety@yahoo.com



Marie Poinan, Jack Kemp, Alan Mueller and Maureen Whalen reviewing family photos provided by Tom McShea (center)

Volunteer Joe Vitello working on a Museum display



Officers & Board of Trustees

President:	Bill Sauers
Vice President:	Sandy Peck
Secretary:	Paula Smith
Treasurer:	Bill Peck
Executive Director:	Needed
Honorary Trustee:	Don Newcomb
Trustees:	Ruth Curchoe
	Pam O'Sullivan
	Sandy Peck
	Bill Peck
	Gregg Redmond
	Bill Sauers
	Tom Sawnor
	Cyndie Shevlin
	Paula Smith
	Betty Tudisco
	Jack Wallenhorst
	Deborah Whitt

Committee Chairs:

Grounds	Bill Peck
GHS Historian	Alan Mueller
Membership	Kathy Kier
Museum Shop	Wendy Peck
Newsletter	Cyndie Shevlin
Programs	Bill Sauers
Publicity	Marge Zercie
Registrar	Lee Strauss
Tours, Education	Kathie Firkins
	Linda Evans

Please Remember

the **Greece Historical Society** in your tax and estate planning. We are a non-profit organization supported by your gifts and endowments*.

We sincerely appreciate your donations.

*Tax deductible per Section 501(c)(3) of the Internal Revenue Code

"Upcoming Events"

April:

Sunday, April 3 - Norman Rockwell exhibit & talk ** by **Gregg Redmond**

Sunday, April 10 - Norman Rockwell's "The Rookie" ** by **Sherm Safford**

Tuesday, April 12 - When Music, Like Food, Was Local* by **Dave Ruch**

Saturday, April 16 - Spaghetti Dinner fund-raiser, 5:00-7:00 p.m. at Barnard Exempt

May:

Tuesday, May 10 - Early Baseball history* by **Joe Territo**

Saturday, May 14 - Old Fashioned Baseball game**

June:

Monday, June 20 - Strawberry & Dessert Tasting Festival**

*at the Greece Public Library, 7:00 pm, Registration required

** at the Greece Museum

For newsletter input only, please contact:

corintheditor@yahoo.com

Cyndie Shevlin, Editor

This newsletter is published monthly by the editor for the Greece Historical Society and Museum.

"History Report"

Prior to the Civil War (1861-65) the farmers in Greece got the latest information concerning all aspects of farming from fellow farmers or a number of monthly publications such as The Genesee Farmer (founded in 1831) or Moore's Rural New Yorker (founded about 1849). Both papers were published in Rochester and both priced at \$3.00 per year (\$3.00 in 1849 would amount to \$93.75 in 2015). Both were issued monthly. Advertisements were generally quite small and very often without an illustration of the product. Each issue might be carefully kept and in many cases were bound into book form. Our GHS archive has two bound volumes of Moore's Rural New York from 125 years ago. The Greece farmer, if he had the money, could become a member of the Monroe (County) Horticultural Society, founded in 1830, or take off a day and attend the Monroe County Fair with his family to see the exhibits and mingle with local fellow farmers.

Just a few years after the close of the Civil War, especially in the northern states, manufacturers began to produce and distribute consumer goods on a national scale. The big problem was the lack of an advertising medium that was on a national scale. The few national magazines published then were comparatively expensive and not always widely distributed, except in larger urban cities. The mail order companies Montgomery Ward began as a tiny business in 1872 and Sears-Roebuck some 25 years later.

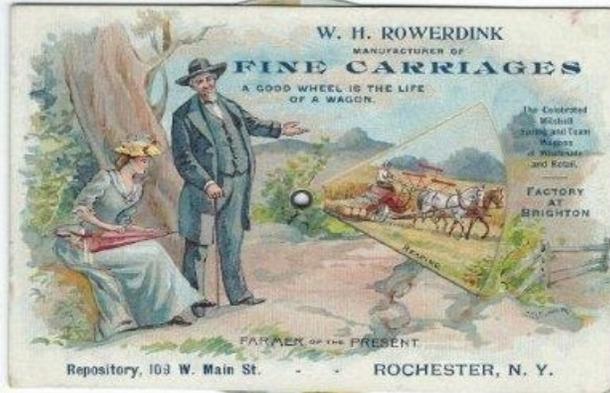
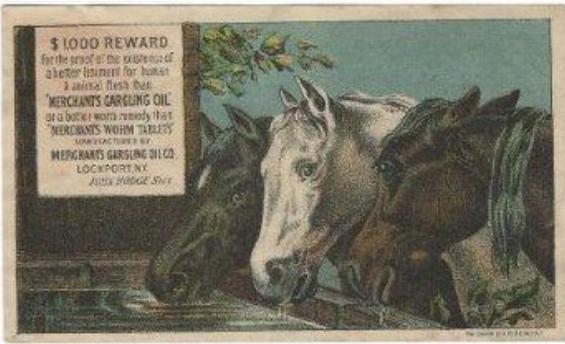
A bit of a "eureka moment" occurred in the early 1870s. Colored lithography had been invented in Bavaria, Germany in 1835 and by 1839 it was introduced in the United States. The process involved numerous printing plates, each having a different color of ink. By careful registration, amazing full color prints could be easily and inexpensively reproduced. Copies of famous works of art, religious and secular scenes were now offered for framing. The "eureka moment" occurred when someone decided to print advertising cards of modest size as Chromolithographs to be inserted in package goods, mailed and handed out.....and..... they were FREE! A collecting craze soon started for these colorful gems, often traded and pasted in appropriate scrapbooks. Every shop keeper had a group of handouts supplied by the wholesaler which carried a stamping of his business and address. National and international expositions, county and state fairs, all joined in handing out trade cards by the thousands. The Greece Grange (The Patrons of Husbandry) #311 was founded in 1875 and through meetings and lectures it brought the local farmers into a fraternal like setting, making it an ideal place for lectures and demonstrations of the latest in farm improvements. The captive audience was perfect for the distribution of appropriate trade cards brought to the gathering by the friendly lecture salesman.

What was the attraction of the modest, Chromolithograph, trade card? The full color image was the big draw. The ubiquitous Currier and Ives prints of the period were hand colored and often varied in the quality and variety of colors used. The mania for the vibrantly colorful give-aways lasted for almost twenty-five years and finally faded away in the early 1900s.

Shown here are a group of typical trade cards all slanted toward the farmer. Some were clever as the fold-down of the couple showing their huge cabbages after a shot of Crocker's Buffalo Phosphate or the moveable images of the W.H. Rowerdink Co. Several Rochester printing companies of the era produced trade cards as well as colored seed packets for the numerous seed companies in Monroe County. The two better known local printers of that long ago period were Mensing-Stecher Co. and the Karle Lithographic Co.

The colorful trade cards of 5 to 7 generations ago still turn up at local antique shows. Even an occasional worn scrapbook, when opened, explodes with the bright colors of the trade cards inside. Someone carefully saved and pasted the cards in an album that might have been purchased at the Phelps's Store in N. Greece about 1885.....

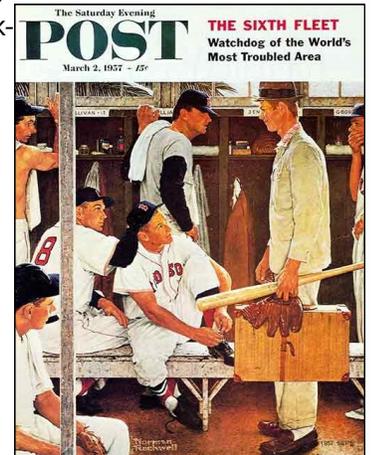
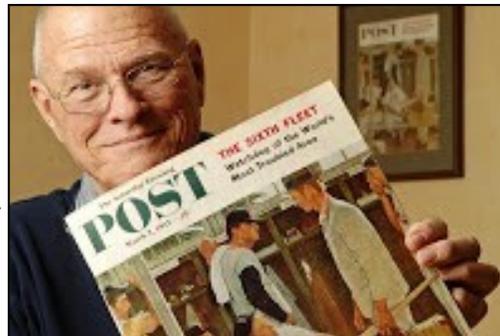




Norman Rockwell's "The Rookie" Sunday, April 10, 2016, 2:00 pm at the museum



The Norman Rockwell cover of the March 2, 1953 *Saturday Evening Post* featured a young rookie in the Red Socks locker room. Meet Greece resident, Sherm Safford who as a young man modeled as the rookie for Mr. Rockwell and hear about his experiences that day and his distinction years later. The original painting sold last May for \$22.5 million.



GHS Board of Trustees: (l to r) Betty Tudisco, Tom Sawnor, Bill Peck, Sandy Peck, Pam O'Sullivan, Ruth Curchoe, Bill Sauers, Gregg Redmond, Jack Wallenhorst, Deborah Whitt, Paula Smith. Absent: Cyndie Shevlin



Bill Sauers with Marie Poinen, GHS Volunteer of the Year. Congrats, Marie!

**GREECE
HISTORICAL
SOCIETY
FUNDRAISER**

**Saturday
April 16, 2016
5:00-7:00 pm**

**Barnard Exempts
360 Maiden Lane**



SPAGHETTI DINNER

Dinner includes Salad, Pasta & Meatballs, Bread and Coffee

ADULTS \$10.00
KIDS (5-12) \$ 5.00
KIDS under 5 FREE

CASH BAR
CASH DESSERT BAR
50/50 RAFFLE
SILENT AUCTION

DINE IN –or– TAKE OUT

Food catered by



Purchase tickets online at www.greecehistoricalsociety.net by using the PayPal “DONATE” button. Or call the office at 225-7221 to reserve your tickets.

Tickets must be prepaid by April 8th and may be picked up during museum hours, by appointment or held for purchasers to pick up at the dinner.

Greece Historical Society
Greece Museum
595 Long Pond Road
P.O. Box 16249
Rochester NY 14616-0249



Non-Profit Org.
U.S. POSTAGE PAID
Rochester NY
Permit #1188

Return Service Requested

CONTACT US

GHS Office: 585-225-7221

Email: greecehistoricalsociety@yahoo.com

Website: www.greecehistoricalsociety.net

Historian's Office: greece.historian@frontiernet.net

Corinthian Editor: corintheditor@yahoo.com

Your tax deductible membership in the Greece Historical Society is available at several levels. To join, renew, upgrade your membership or to donate a gift, fill out and mail the form below or bring it to our next program meeting. To pay via PayPal, visit our website at www.greecehistoricalsociety.net
Your donations and memberships help keep our Museum open.
Thank you for your support.

Membership Application

GREECE HISTORICAL SOCIETY & MUSEUM

(Please print)

DATE: _____

NAME: _____ PHONE: (____) _____
(Last) (First) (M.I.) (Spouse, if applicable)

ADDRESS: _____
(Street) (City/Town) (State) (Zip Code + 4)

E-MAIL ADDRESS: _____

New Application
 Renewal
 Upgrade
 Donation

ANNUAL MEMBERSHIP CLASSIFICATIONS

Student-Senior (62+)	\$15.00 _____
Individual	\$20.00 _____
Family	\$35.00 _____
Business/Professional	\$50.00 _____
Benefactor	\$100.00 _____
Senior Life (62+, Each)	\$350.00 _____
Life (Each)	\$500.00 _____

Memberships are tax deductible. Please pay online via PayPal or make check payable and mail to :
**Greece Historical Society
P.O. Box 16249 Rochester
NY 14616-0249**
You will receive your membership card and receipt by mail.