

The Bradford County Heritage Association
Heritage Village and Farm Museum

PO Box 265 Troy PA 16947 / 231 Gate #2 Lane, Alparon Park, Troy PA 570-297-3410

www.TheHeritageVillage.org contact us: heritagevillage231@gmail.com

BCHA Party Line Volume 12 Issue 11 November 2022

Christmas in the Village

Sunday December 4th 11AM– 3PM Free Admission

Route 14, Gates 2 & 3, Troy PA

Holiday Bake Sale, Unique gifts, craft vendors, Live Nativity, Santa & Mrs. Clause. Jacob Gilpin will present holiday music, Story time with Mrs. Clause, Festival of Trees, Holiday program on the Gregory Inn front porch

Free refreshments, Free Kids Crafts, Free Admission



Join in the fun to ring in the holiday season at *Christmas in the Village*.

Parents and grandparents, there will be the opportunity to get some photos with Dobbin and sleigh.

A special event for adults and children, roasting a hot dogs over a campfire (\$)



Looking For....

2nd hand pocket books, wallets, tote bags

NOT OF ARTIFACT QUALITY AND

Pictures and stories about community General Stores

Every community had a General Store, pictures and stories are needed for the 2023 Museum Guide.

Items can be dropped off any Tuesday 9-3



Store & Grange
Austinville, PA



Next project on deck..... painting the windmill

The Native American Exhibit has come down and space is available to paint the windmill.

The Windmill was donated a number of years ago by the Red Run Rod and Gun Club in Ralston.



The bathrooms are sporting a new look, vanities, mirrors and lighting.

The walkway/ramp/porch project is complete. Serve Inc. High school students planted daffodils along the walkways. The inside of the General Store finishing touches are complete except for a change in lighting. The museum General Store bay is packed. The building will be in use for the Children's craft at Christmas in the Village Dec 4, 11AM-3PM.

2022 BCHA Board of Directors

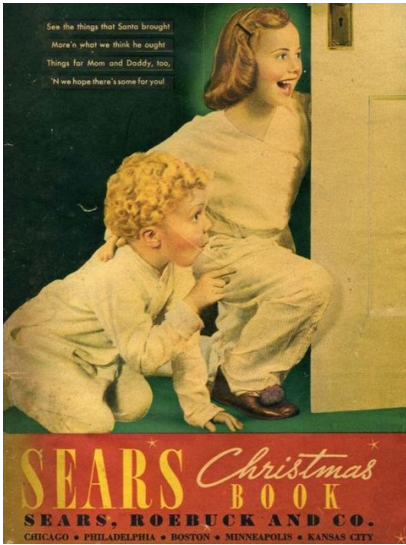
President– Karen Tworsky Vice President– Helen Mickley
 Treasurer– Marie Seymour Secretary– Barbara Barrett
 Deb Lutz, Bonnie & Gary Pierce, Walt Wittie, Dale Palmer, Sue Conner.
 Ralph & Priscilla Knapp, Mike Kelly, Terren Smith, Val Baker,

The public is invited to the next regular BCHA Board meeting
 Wednesday December 21, 2022
 1PM at the Museum

Sears Christmas Catalog

The Sears Wish Book Changed the Way America Does Christmas

by Amanda Garrity



For generations of Americans, the arrival of the Sears Wish Book was nearly as magical as Christmas itself. Decades before major online retailers like Amazon existed, kids and adults alike thumbed through hundreds of pages filled with toys, clothing, home décor, gadgets, and other trends of the time, circling everything they hoped to see wrapped underneath the tree on Christmas morning.

Really, it was an excuse — an invitation, rather — to dream. Like the name implied, the Sears Wish Book, a.k.a. "the Book of Wishes," inspired everyday folks to wish for something bigger, brighter, and better in their everyday lives. Some daydreamed about their future homes, earmarking pages full of Kenmore appliances, Blue Willow china sets, and matelassé bedspreads. Others played pretend, gawking at Joe Namath's replica jersey or white bell bottoms à la *Saturday Night Fever*. Many like Jason Liebeg, founder of [WishBookWeb](http://WishBookWeb.com), a site dedicated to vintage catalogs, flipped straight to the 100-page toy section in the back of the book. "We take it for granted now, but it was truly world-changing at the time to have so many different products, 600 pages worth, at our fingertips," he reminisces.

In fact, the Sears Christmas Book, first released in 1933, was merely a companion to the company's already-popular semi-annual catalog, commonly called the "Big Book." Forty years after Sears, Roebuck, and Company was founded in 1893, the mail-order company decided to expand its catalog offerings by publishing its first-ever Christmas Book as a way to bring the company's wide assortment of goods straight into American homes during the holiday season. It was only natural for Sears to expand its catalog business as the company's product assortment continued to multiply, especially since mail-order was a part of the brand's origin story. (The company's founder Richard Warren Sears started selling gold watches as a side business in 1886, and published his first mail-order catalog in 1888.)

The inaugural Sears Christmas Book, which highlighted "Miss Pigtails" dolls, five-pound chocolate boxes, and live singing canaries, was just 78 pages.

By the time it was renamed the Sears Wish Book in 1968, it had ballooned to 608 pages, giving shoppers an expansive assortment of gifting options for all ages, interests, and budgets. In 1992, the Sears Wish Book hit an all-time high of 834 pages before dropping to 150 pages during its final years.

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The Catalog

*I know the makers of the earth
and wonderous tales I tell
Of all the new and pretty things
the whole world has to sell
And those who sit with me awhile
And roam my pages through
May see the pageage of mankind
set out in open view
*I know the realms of happiness
For little girls and boys
I swing the gates that leads into
The magic land of toys
I am the window of the world
At which is kept displayed
The best of everything men do
The best of all they've made
*Oh, whether it be north or south
Or distant east or west.
I show the dwelling beautiful
And fashion at its best.
I am a thousand shops in one:
Gay stall and quaint bazaar,
The glamour that is Paris
and the Charm of Zanzinar.
*They know me as a catalog
and yet on lonely nights,
I bring them dreams and fancies
and a wealth of real delights.
For often when the day is done
And duty's flags are furled
I take the family shopping
round the Markets of the world.

-Edgar A Guest

BCHA Party