

The Cowtown CHRONICLE



SPRING 2011 ★ VOL. 13/NO. 1

Another Eventful Year to Come

*Produced for the
members and friends of
Old Cowtown Museum*

2011 Hours & Admission Through April 11

OLD COWTOWN MUSEUM
is open Tuesday-Saturday
from 10 a.m. to 4 p.m.

After April 13

Monday-Saturday from
9:30 a.m. to 4:30 p.m.,
Sunday from noon to 4 p.m.

*Cowtown can accommodate groups and
school classes year-round by reservation.*

REGULAR MUSEUM ADMISSION

Adults (18 to 61) \$ 7.75
Senior Citizens (62 and older) \$ 6.50
Youth (12 to 17) \$ 6.00
Children (4 to 11) \$ 5.50
No charge for children under 4 and
Old Cowtown Museum members

GROUP RATES

(for groups of 15 or more paying visitors)
Adults (18 and over) \$ 6.00
Youth (12 to 17) \$ 4.00
Children (4 to 11) \$ 3.00
No charge for children under 4



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Old Cowtown Museum
1865 West Museum Boulevard
Wichita, Kansas
316.219.1871
www.oldcowtown.org

Would you believe that Cowtown is 62 years old? We've seen lots of changes and there are more to come. The Board of Trustees has identified a number of projects we hope to start by year's end.

Cowtown will continue with the well-received programs that we have in the past such as: Civil War Days; Celebrate America; Age of the Gunfighter; Harvest of Progress; A County Fair; Hay, Hooves and Halloween; A Victorian Christmas

PRESIDENT'S REPORT

and Breakfast with Santa. Additional enjoyable programs will happen this year. Look for a full list elsewhere in this issue of The Chronicle.

Even with a down economy and staff cutbacks, we have been able to increase attendance. This is totally through the efforts of volunteers and staff. The hard working staff and volunteers made extra effort this past year to replace the lost hours of reduced staff. The board is grateful and sends a heartfelt thanks.

Planning for our third Cowtown Wine Mosey is underway and scheduled for September 11 from 5 p.m. to 8 p.m. The board is in the planning stages for three additional fundraising events. Please watch future Chronicles for specific dates and times, and shine your dancing shoes, practice your card skills and polish up the old antiques.

Lastly, I wish to thank past President Gregg Wilhite for the hard work throughout the past year. David Dennis, our



THE WINE MOSEY HAS BECOME AN ANNUAL EVENT ENJOYED BY MANY.

Treasurer, has done a remarkable job and we thank him. Thanks also to the rest of the board for their membership, cares and concerns for Cowtown.

A special thank you goes to David Flask, Executive Director, Amy Loch, Curator, and the rest of the staff. To our members, thanks, and please continue to support Cowtown and maybe increase your commitment.

There's more to come and we'll have a great year.

— David Haglund, *President*

Cowtown Attendance Increases in 2010

If you read this issue of the Chronicle from cover to cover, you will see areas highlighted from 2010 and information about the upcoming 2011 season.

We were very happy with how 2010 wrapped up at Cowtown. Attendance was up, improvements were made, events were well organized and attended, and — most importantly — we survived it! When staff met to assess the year and begin

planning 2011, we patted each other on the back and then vowed to continue moving forward, take lessons learned from 2010 and make 2011 even better.

The result is a new season of events and activities that we are all excited about. We are offering some new events along with the traditional ones. Steampunk Day, burlesque shows, car shows, and 5K runs will team up with Civil War Day, County Fair, and Victorian Christmas to give us a very full schedule of diverse programs and events.

Some of these new ventures are a stretch for an institution that has always prided itself on historic accuracy. And historical accuracy is what we do. I believe that members of the Cowtown staff are some of the best experts available nationwide regarding our era. Visit us in May for our new "Frozen in Time" event and you'll see what I mean. But to say historical accuracy is the only thing Cowtown does is selling us short.

Our most important job is to get people on the grounds so they can appreciate Cowtown and be interested in coming back and supporting us. We had numerous people who came to Cowtown for the first time on Steampunk Day and had such a good time that they returned to celebrate Christmas with us. That's how we measure success.

I stand by our decision to expand our programming into different areas that encourage diverse groups to discover the treasure of Old Cowtown Museum. It's not unlike falling in love with a beautiful painting and learning to appreciate the technique of the art later.

We are charged with preserving and presenting the history of the era, and that's our focus. But, the most important thing we can do is ensure Cowtown's long-term health. The best way to do that is to appeal to a broad audience. I'm proud of how we are doing that, and gratified by the support from various sectors of our community.

— David Flask, *Executive Director*

When many of the nation's cultural sites are experiencing falling attendance, Cowtown continues to see slow and steady growth. Attendance for 2010 was up 7% over 2009. Event attendance increased 24% over 2009 with an average of 948 people attending each of the 10 Cowtown-produced events. The largest event was our Victorian Christmas celebration. Over 2,600 people attended the two-weekend event. The largest free-to-the-public event featured the Budweiser Clydesdales in May. Almost 4,000 people took advantage of The House of Schwan's anniversary celebration featuring the famous horses.

2010 ATTENDANCE STATISTICS
15,602 PAID GENERAL ADMISSIONS
5,597 SCHOOL CHILDREN
1,748 MEMBERS
9,525 RENTAL GUESTS
8,056 FREE ADMISSIONS
(INCLUDES CHILDREN UNDER 4, GUEST PASSES, FREE DAYS)
40,528 TOTAL

A Brief History of Dress Patterns

From the Interpretation Department

Cowtown's Dress Shop exhibit provides an example of women working outside the home, creating garments in the pre-mass produced world, but it is only one of the choices women had. Women also had the option of home sewing, a practice that saw great advances during the time period.

For centuries, obtaining properly fitting fashionable clothing was difficult. The wealthy hired tailors or professional dressmakers, while the rest had hand-me-downs, or ill-fitting makeshift fashions.

As more functional and affordable sewing machines were invented, home sewing and dress patterns began to rise. In the 1830s and 1840s, some women's magazines included dress pieces illustrated on a magazine page that had to be enlarged to use. In 1850s, Godey's Lady's Book offered full-size patterns of one size that had to be resized to individual measurements. By 1860 the Demorest's magazine listed hundreds of different patterns, but again in only one size.

In 1863, tailor Ebenezer Butterick developed mass-produced tissue-paper patterns offered in 13 sizes for dresses, coats and blouses, and five sizes for skirts. These patterns

appealed to the rapidly expanding lower middle class who could not afford custom-made clothing but still wished to be fashionably dressed. The patterns were priced at 25 to 75 cents each, depending on complexity, and, though graduated, they still were approximate sizes that were tailored to the individual. Butterick alone sold 6 million patterns by 1871 and many more as the years went on. Though dressmakers were still heavily relied upon, pattern availability increased demand for fashionable clothing and helped to accelerate the ever-changing women's fashion world we have today.



VOLUNTEER MARTI MCCARTNEY SHARES HER DRESS MAKING SKILLS.

Physical Improvements Ready Grounds for Season

The last several weeks has seen a flurry of activity as we get ready for the season opening in April.

- One of the most obvious improvements has been the replacement of many roofs. The Munger House, Jail, Children's Emporium, Marshal's Office, Meat Market, Scalehouse, Grain Elevator, Saloon, Wulf House, Pump House, Eagle, Brown Barn, Empire House and Wagonmaster's building are all sporting new shingles.
- Interior improvements to the Parsonage continued with the Parlor receiving a fresh coat of shellac on the woodwork and new paint and stenciling on the walls.
- The old popcorn shop which has been stored in the west parking lot for several years has been moved to the southeast corner of the farm field. It will be restored by several Eagle Scouts and then used by the Vintage Baseball Team for storage.
- Alterations to the interior of the saloon will make providing food service in the building more efficient. The southeast corner of the room has been closed in to provide a service area for those working behind the bar.
- The empty building next to Munger House is being reinterpreted as a Furniture Store and will open to the public in April. The new exhibit will be modeled off of historic furniture stores including Finlay Ross Furniture, for which it will be named. The original Finlay Ross Furniture store opened in 1876 on the corner of Main Street and First Street. Furniture stores of the 1870s were often simple structures with furniture packed in with simple paths for access. Cowtown's Finlay Ross Furniture Store will be set up in this manner and will serve a dual purpose providing a new exhibit for the public while maintaining a type of open storage for the museum's furniture currently not on exhibit.

FACILITIES REPORT

Public Works employees stationed at Cowtown kept busy in 2010. They are responsible for general building and grounds maintenance, snow removal, and supervision of specialized services and outside contractors. Projects completed in 2010 included:

- Installed new HVAC units in Storage and Forwarding, Depot, Baldwin's, Saddle and Harness, Parsonage, Dress Shop, Brown Barn and Kirby House.
- Completed Comprehensive Electrical Project, which provided all new service to all buildings
- Installed three informational kiosks on grounds
- Rebuilt front of Children's Emporium building
- Replaced roofs on General Store, Jail, Munger and McGinn Feed and Seed
- Reopened irrigation well at Visitor's Center

- Repaired west Empire House foundation
- Replaced fire escape at Lakeside
- Removed colony of bees from Brown Barn
- Repaired/replaced boardwalk in several locations
- Installed guttering and snow guards on Visitor's Center
- Installed new window and painted Dress Shop
- Reconstruction of Livery stable corral
- Completed third phase of a termite treatment program which treated 75% of buildings.
- Installed new motion sensor lights in buildings on north road
- Rewired gray bathroom building for new lights and ventilation
- Poured concrete behind hotel to facilitate drainage and create service area
- Installed new informational signs on "Pathway to the Past"

Welcome to New Volunteer Coordinator

A hearty welcome to our new Volunteer Coordinator, Jacky Goerzen, who began work February 23. She replaces Sheri Gaskins, who resigned in July.

Jacky is a familiar face at Cowtown, having worked as an interpreter for the last three years. She has been filling in as needed since July.

The Cowtown Volunteer Coordinator is responsible for recruiting, training, scheduling and managing Cowtown's Volunteer Corps of approximately 200 individuals. This work includes providing support to the organized volunteer groups. The Volunteer Coordinator also manages the costume closet and approves costuming for volunteers and

VOLUNTEER STATISTICS

Volunteers turned in 13,383 hours of service to Cowtown in 2010.

A breakdown by group includes:	
Single Volunteers	5,617
Entre Nous	2,965
JROTC/Schools	1,365
Social Club	833
Dixie Lee	761
Vintage Baseball Team	1,842

staff, schedules and presents education programs and serves on the Weekend Management Team.

Jacky received her degree in history from Wichita State and lives in Wichita with her husband Matt and their three children.

New Education Program Highlights 2010

In 2010, 8,664 children participated in 267 individual class programs. Free return passes were issued to all children who attended a school program.

In addition, a new program, "Cowtown On The Road," began taking programs into the classroom in 2010. New summer programs were introduced for day-care, latch-key and preschool programs. Cowtown also hosted three Senior Wednesday programs and participated in Senior Expo.

Twenty-one distinct programs were

offered for children in 2010. They included:

Games Past and Present, An 1870s Sampler, Ad Astra, All Around the Town, Building a Town, Buffalo and Beans, City Life, Community Helpers, Daily Life, Farm Life, For a Song and Dance, Kansas Character, A Glimpse of Christmas Past, Getting it Done, Rails and Trails, What's There to Do On a Farm?, Working Together, Cowboys, Cattle and Kansas, Children: Town and Country, Discovering Wichita and Teaching in a One-Room School.



FARM LIFE ???



EMPIRE HALL PROVIDES SPACE FOR TEMPORARY EXHIBITS.

Exhibits Planned for 2011

Several new temporary exhibits are being designed for Empire Hall Exhibit Gallery in 2011. They include: *Life of a Book, Queen Victoria, Next to Godliness, Common Wisdom and Bringing in the Harvest.* Each will be on view three months. Empire Hall was opened as a museum-quality exhibit space in 2010 to showcase portions of our collection not regularly on display, explore certain topics in-depth, and host traveling exhibitions.



- David Flask**, Executive Director
- Amy Loch**, Curator
- Teddie Barlow**, Assistant Curator
- Anthony Horsch**, Director of Education and Interpretation
- Jacky Goerzen**, Volunteer Coordinator
- Gregory Hunt**, Farm Manager
- David Abbott**, Gift Shop Manager
- Staff shared with the City of Wichita Division of Arts and Cultural Services:*
- Craig Haines**, Development
- Angela Cato**, Marketing
- Yvonne Kirker**, Finance
- Connie Clark**, Facility Rentals

In addition, 11 part-time employees provide historic interpretation and earned income support. There are four Public Works employees stationed at Cowtown.

2010 ADVISORY BOARD

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Thank you to the following Historic Wichita Cowtown, Inc. members. Your membership in Old Cowtown is appreciated!

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SINGLE MEMBERS — \$30

Reeva Anderson, William Boshears, Michael Boydston, Steven Cummuso, Linda Doll, Carla Eidemiller, William Elliott, Victor Solis Fierro, Judy Harrison, Katherine Hurdle, Dean Krug, John Patrick II, Eddie Pendergraft, James Upton, Jane Vaniman, Frances Vannoy, Joe Walker, Matthew Warren, Charles Welsbacher, WSU Library

2011 Preview: Full Schedule Slated for This Year

A full schedule of special events is planned for 2011. Long-time favorites such as Civil War Day, Celebrate America, County Fair, Age of the Gunfighter, Hay, Hooves and Halloween and our Christmas celebration will be joined by several new events.

A new event, Frozen in Time, will be presented May 28. The day will interpret Cowtown as a typical day of the 1870s. Stores will be staffed and open for business and traffic will be on the roads. Daily activities such as funerals, weddings, laundry and other housekeeping will be presented. Most modern anomalies will be deleted or well hidden.

"This is the event we're most excited about," said Executive Director David Flask. "The idea behind Frozen in Time is to present Cowtown as we wish it were presented every day – fully populated and operational as a town in the 1870s. We especially want to do this event for our many volunteers and reenactment aficionados. They have been so great and understanding as we have gone outside of our time period with events designed to broaden our customer base. We want them to know that we still understand what the core importance of Cowtown is."

Two fundraising events are currently planned. The 3rd Annual Wine Mosey will be in September and a Victorian Ball will be in August in conjunction with the Entre Nous Victorian Dance Club. Watch for more details.

Cowtown will also be participating with the Mid-America All-Indian Center in a Kansas Sesquicentennial celebration at Century II in July.

2011 EVENTS SCHEDULE

April 16	Civil War Day
May 7	Arthritis Foundation Walk
May 14	Link 4 Life Run
May 22	ARC Car Show
May 28	Frozen in Time-Immersion Day
June 9	Riverfest Discount Day
June 24-26	Wichita Pride Festival, MUSEUM CLOSED
July 2	Celebrate America
July 8-9	Sesquicentennial Celebration at Century II
July 16	Cattleman's Ball, MUSEUM CLOSED
August 27	Victorian Ball Fundraiser
September 3	Age Of the Gunfighter
September 11	3rd Annual Wine Mosey Fundraiser
September 24	Smithsonian Museum Day
October 7	Education Day
October 8	Harvest of Progress: A County Fair
October 29	Historic Hauntings
October 29	Hay, Hooves and Halloween
November 6	Steampunk Day
December 3, 10	Breakfast with Santa
December 2-3, 9-10	Victorian Christmas

Historic Wichita Cowtown, Inc. members receive free admission to Signature Events.

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THIS IS A NEW MEMBERSHIP RENEWAL GIFT MEMBERSHIP

MEMBERSHIP BENEFITS

- Free admission, including special events, for one year
- Four issues of the Cowtown Chronicle
- 10% discount in the S.G. Bastian & Sons Mercantile
- 10% discount to Diamond W Chuckwagon Supper

ANNUAL MEMBERSHIP LEVELS

- \$30 Basic** — includes free admission for one
- \$45 Companion** — free admission for member plus a guest
- \$55 Family/Grandparent** — free admission for two adults and up to five children under 18
- \$100-\$5,000 Pioneer Society** — various levels and benefits, please call for more information.

MEMBERSHIP LEVEL _____ AMOUNT ENCLOSED _____

RETURN WITH CHECK TO:

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1865 W. Museum Blvd., Wichita, KS 67203

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SEE WEBSITE FOR INFORMATION ON PIONEER SOCIETY MEMBERSHIP.

2010 Annual Report of the Curatorial Department

By Amy Loch, Curator

FIC and SA Progress All FIC (Found in Collection) and SA (Storage Area) records were gone through and a determination was made on what should be done with each item. Some items were accessioned into the accessioned collection and were cataloged as such. Others were transferred to the Hands-on, Prop or Study collections. Others will be given to other museums, sold or disposed of according to museum standards.

Artifact Deaccessioning A list has been compiled of items to deaccession with board approval. It includes 391 accessioned items and 298 SA items, all of which are out of our time period and/or in poor condition.

Photographing and Inventories Conducted Photographing was completed in the Brown Barn and other items were photographed as they entered the Collections Building and Murdock House. Approximately 40% of the accessioned

collection is currently photographed. The Murdock House storage area and the Collections Building were re-inventoried and progress was made in the space. New exhibits were also inventoried.

Historic Rankings Approximately 65% of the museum's accessioned collection has been ranked according to its historical value to the collection. This process provides the museum with levels of objects to be used in more and less secure areas and to help prioritize items for conservation.

Policies and Procedures This year the museum's Collections Policy was finalized and approved. The Conservation Plan and Collections Plan were reviewed and revised as working documents.

Legal Publications In February a legal notice was published for a number of found in-collections items which do not fit the museum's mission. Once legal title is official (February of 2011) the curatorial department will begin offering these items to other museums.



CIVIL WAR WEEKEND



STEAMPUNK DAY

2010 EVENTS

The 2010 **Signature Events** were partially underwritten by Historic Wichita Cowtown, Inc., and were free to members: *Civil War Weekend*, *Celebrate America*, *Harvest of Progress: A County Fair* and *Let's Make Merry: A Victorian Christmas*.

Other 2010 events included free days, fundraising events, reservation only events and events produced by others: *Victorian Ball*, *Budweiser Clydesdales*, *ARC Car Show*, *KS Masters BBQ*, *Cattleman's Ball*, *Vagabond Players*, *Age of the Gunfighter*, *Wine Mosey*, *Museum Day*, *Education Day*, *State Vintage Baseball Tournament*, *Historic Hauntings*, *Hay, Hooves and Halloween*, *Steampunk Day* and *Breakfast with Santa*.

COLLECTIONS STATISTICS

Accession records in database	10,635
SA records transferred or matched to another collection	1,564
SA records to be disposed of	822
FIC records transfer or matched to another collection	944
FIC records to be disposed of	1,522
Study collection items	285
Hands-on and props (<i>approximate, based on 2009</i>)	6,000
NEW AQUISITIONS	
Artifacts accessioned into permanent collections	92
Objects accepted into hands-on collection	83
Objects given to the costuming department	31
Objects given to study collection	1

Loans The loans to the Derby Historical Museum, Wichita-Sedgwick County Historical Museum, City Preservation Office and the Great Plains Transportation Museum were renewed.

Storage Area Organization Progress was made in reorganizing storage areas in Storage and Forwarding, Carpenter Shop, Murdock House, and the Collections Building. The Carpenter Shop was rearranged and its storage area set-up with shelves for the archives. The Murdock House was rearranged to keep food processing, servicing, and home decor items organized and together. The Collections Building had many items marked for deaccession removed.

Exhibits In 2010, the Marshal's Office was relocated and redone as a memorial to Patrick Glenn, longtime OCM volunteer. As a result, the Land Office was also relocated into a small window exhibit between the Barber Shop and the Drug Store and the former Marshal's Office became a new Dress Shop. The Blood Orchard building was also finally opened to the public with a new orientation to agriculture exhibit composed primarily of text and photos. The Parsonage was also reopened to the public after climate control was added. In addition, this year the rotating exhibit gallery was divided into two sections with one section changing each month. Exhibits this year included Victorian Footwear, Victorian Balls, Advertising and Merchandising, Coffee

and Tea Goes West, Unmentionables, Threads of Time, and Frozen in Time: An Exhibit of Victorian Portraiture.

Historic Preservation/Maintenance This year the new main electrical system was completed and several new HVAC systems were added to the museum's artifact-heavy buildings. Several buildings also received motion-activated light sensors, and foundations were improved to prevent animal entry. Exterior painting also began on the hotel.

Planning Progress was made on determining the fate of the SA and FIC objects. Plans are in place for a new Furniture Store exhibit in the Collections Lab building. The archives are being sorted and objects are being removed and relocated to make space.

Conclusion This year has been a year of progress for the collections department. Several new exhibits were completed and major strides were made in collections management, especially in the progress made with the FIC and SA objects.

Collections Staff, Interns, Volunteers

Curator full time, Amy Loch

Assistant Curator full time, Teddie Barlow

Fall Intern 10 hrs/week, Mary Travis

Data Entry Volunteer 11 hrs/week, Frank Ruff and the Courtney's (Nomenclature, Description info, number order)

Cleaning Volunteers 3 hrs/week, Shermie Robinson

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