

TAILINGS

April 2016

The Newsletter of the Family of Folsom Historical Society Museums

HISTORIC HAPPENINGS



Our family of museums is getting prepped for TWO new exhibits as well as the launch of our brand new walking tour! There are a lot of wonderful new things coming through Folsom this season. Browse through to find out more about them all.

3

DEPARTMENT ROUND UP



We're just giddy over the recent addition to our archives of the Serpa Family Photo Collection! Read on to learn more about Folsom's Portuguese roots and to take a peek at some of the beautiful pieces that were recently donated to us. Also, are you counting down to the return of "Slaves to Fashion" yet? We are!

2

STAFF REMARKS



Historical Society staffers share their thoughts and projects as we head into the holiday season.

4



FROM

THE ARCHIVES
Learn more about this picture on pg. 2

WELCOME!

FROM Jeff Ferreira-Pro, President, Folsom Historical Society:

I'm happy to report that on April 19th, our Board agreed to fund three exciting new pilot programs. One is a 6-day summer day camp program for thirty 3rd-6th-grade students. This is in anticipation of a larger museum school program we plan to launch during the coming school year. We're also launching a new Historic District walking tour program. Details will soon be posted on our website. And last but not least, we agreed to fund the addition of "QR codes" at Pioneer Village and at the Museum of Wonder and Delight that will allow . . . *continued on pg. 4*

DEPARTMENT ROUND-UP

BACK BY POPULAR DEMAND! SLAVES TO FASHION: THE BEAUTY & PAIN OF CHANGING STYLES, 1850 TO 1925

Back for its second showing, the 2016 Slaves to Fashion exhibit will feature many new fashions and displays. Showcases will house hoops, bustles, corsets, underwear, outerwear, hats and other items considered indispensable to the properly attired female. Mannequins will show off the changes in clothing styles between 1850 and 1925, when women were indeed slaves to fashion. With few job opportunities, their most important goal in life became finding a husband. Wearing becoming apparel helped attract a man, but it also meant that much of women's lives were spent constructing, embellishing, laundering and repairing their luxurious clothes.



NEW TO THE ARCHIVES!

THE SERPA FAMILY PHOTO COLLECTION

The Folsom Historical Society is thrilled to announce the recent addition to our archives of the Serpa Family Photo Collection, a beautifully-maintained donation of family photos that chronicle several of Folsom's notable Portuguese families during the 1910s to the 1950s.

The collection is currently being processed by our archives department and will be available for research this coming summer.

Come experience what it must have been like to perform daily routines wearing layers of hot and heavy clothing and undergarments that restricted breathing and literally rearranged internal organs. Discover the tremendous impact dress had on the lives of our ancestors, and the reasons dress changed so dramatically for the flappers of the roaring twenties who ushered in the modern era.



HISTORIC HAPPENINGS

MARK YOUR CALENDARS!

- April 24 – “Art by Design” opens at the Museum of Wonder & Delight. Through September 30, 2016.
- April 30 & May 1 – The 25th Handcar Derby Races presented by the Folsom, El Dorado & Sacramento Historical Railroad Association
- May 3rd – The BIG Day of Giving starts at midnight! For more info, see pg. 5
- June 11 – “Slaves to Fashion” returns to the Folsom History Museum. Through September 4, 2016.

INTERNS ON THE SCENE

Don't be surprised if you see our team of intrepid interns roaming all over Sutter Street, tackling different projects. From doing an inventory of Pioneer Village artifacts, setting up exhibits in City Hall, or being on the front lines at the Museum of Wonder & Delight be sure to congratulate Kaitlyn, David, and



Caroline on their months of hard work!

QUILTS BY REQUEST

Did you know that you could get a private tour of our quilt exhibit, “Heavenly Stars and Other Beauties”? This is a great treat for quilt lovers and craft enthusiasts. Our very own Quilt Department lead these tours by request only and share behind-the-scenes details on the stunning pieces on display in the museum. To request a special quilt tour, please call 916-985-2707 or visit our website's tour page by [CLICKING HERE](#).

ART BY DESIGN

INTERNATIONAL SHOPPING BAGS & JOSEPH MAGNIN GIFT BOXES

Beyond function, the shopping bag has become the worldwide portable communication device. The graphic designs on paper and plastic create a strong advertising medium for a variety of consumers. Designs can contain a variety of themes utilizing color, calligraphy, corporate logos, geometric and abstract compositions and popular cultural images. Designs are linked to major retail stores as Bloomingdales “Big Brown Bag,” Macy’s iconic red star and Targets red-and-white circles. Bags have also been used for political campaigns, fundraising events, social awareness, museum exhibitions, travel souvenirs, and even art. Andy Warhol printed his soup can designs on shopping bags in the 1960s.

Bags of plastic, fabric, or paper have become a ubiquitous and important necessity in our fast-paced society. As advertising media, the graphic images express a wide variety of qualities including luxury, status, fad, fantasy, and just plain fun.

The exhibition will feature an installation of hundreds of international shopping bags and Joseph Magnin gift boxes from the Dolph Gotelli collection.

Joseph Magnin, the famous California store, was known for its Christmas gift boxes that were highly praised during the store’s heyday – 1960s to the 1980s. Customers shopped not just for the merchandise, but to collect the cleverly designed holiday boxes that changed themes yearly.

STAFF REMARKS

KARLA DAVIS

Director of Education



Exciting News from our Education Department! Two education program proposals were approved by the Board at the recent meeting. One is a thematic summer day camp named "Learning by Doing- Stories of Folsom through the Arts." Scheduled to run July 18-23, 2016, this all-day history program for children

in grades 3-5, from 9-3:00 PM, will integrate our local history with Visual and Performing Arts in music, drama, dance and visual art with a culminating student presentation on Sat. July 23, from 12-1:30PM. Please spread the word! Registration forms will be available online and at the museum beginning Mon., May 16th. The fee is 150.00 for 6 days.

Our larger program, the Museum School, will be piloted in the '16-'17 school year, with local 3rd and 4th grade classes receiving history lessons team-taught by their classroom teachers and FHS staff at their site, followed by a field trip to our museums the next day. In this unprecedented program, the Arts will also be integrated as educational research has proven there is increased retention and deeper comprehension of the content area along with positivity toward oneself and others when music, dance, drama and visual arts are used to teach concepts and allow students to demonstrate new learning by tapping into their innate creativity. Come and join our team!

MASSIEL BOBADILLA

Director of Archives & Museum Collection

Hello, Folsom! I'm taking the reigns from Anthony on this newsletter to share with everyone our new and improved Folsom Historical Society website. After a lot of tweaking and fine-tuning, we revamped our site to make the information you need easier to get to. Now, you can easily explore our three museum spaces, submit research request forms, renew your membership, request tour dates, and find out about upcoming events.

Of course, every project is a work in progress so if you see something on the site that you think could be improved on, please share your thoughts with us on the site's feedback feature. Our goal is to better serve the community, and having a website that features the things you find most important is key to us. If you haven't explored the new site, I invite you to check it out!



PRESIDENT'S WELCOME (continued)



JEFF FERREIRA-PRO

President | Folsom Historical Society

(continued from pg. 1) . . . people to use their smart phones to access interesting stories and commentary about our artifacts and displays.

Also some sad news - Shelly Seaters, who recently joined our Board of Directors and served as the Chair of the Programs Committee, has to step down due to greater than expected professional commitments. In summary, people at work figured out how talented she is. She has agreed to remain a consultant for us so we can continue to share her wisdom and experience as a museum professional.

On behalf of the Board and our community here in Folsom, I want to thank Shelly for the talent, ideas, and many contributions she's made to our organization.

BIG
DAY OF →
GIVING **MAY 3**

24 HOURS TO GIVE WHERE YOUR HEART IS

bigdayofgiving.org

Starting at midnight on May 3rd, our community will come together once again for the BIG Day of Giving - a 24 hour giving challenge to support local nonprofits that make the Sacramento region the place we call home.

In its third year, the BIG Day of Giving has raised nearly \$9 million for nonprofits serving our region. Join our community on May 3rd for a celebration of philanthropy and put your money where your heart is! We receive a percentage of every donation that comes in, so the bigger the donation, the better.

We're encouraging supporters of the Folsom Historical Society to rally together and help us achieve some of the following goals:

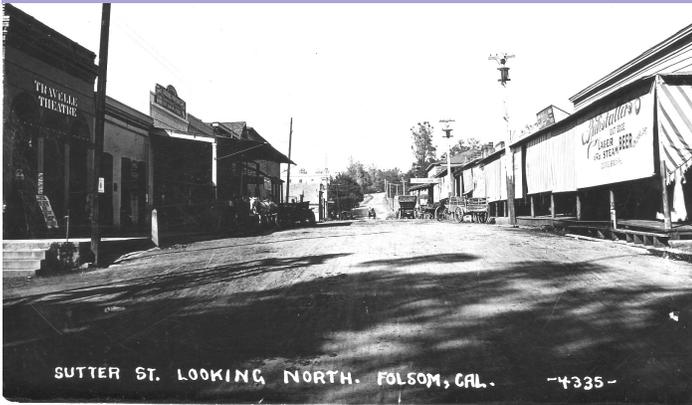
- **Hourly Prize -- Most Unique Donors -- \$1,000:** The early bird gets the worm! Submit your donations between the hours of 4 a.m. and 5 p.m. to help us get a shot at winning this prize.
- **Big DoG Donor Challenge -- \$5,000:** Three \$5,000 prizes will be awarded to the non-profit organizations with the greatest number of unique donors overall. If you haven't participated in the BIG Day of Giving before, now's the time to help out!

Give Local Now!



[CLICK HERE](#) to learn more about how to get involved in this year's BIG Day of Giving by watching this helpful video.

Remember, the 2016 BIG Day of Giving is coming up fast! Mark your calendars for **Tuesday, May 3rd** and send some generosity our way.



WALKING TOURS OF HISTORIC FOLSOM

Docent led walking tours of historic Folsom are being offered by the Folsom History Museum. Experience a living history and gain an understanding of how Folsom came to be, grew and developed into the interesting city it is today.

Starting at the History Museum, learn how many gold strikes were within a few short miles of today's Folsom. See the impact of the railroad, the stagecoaches, and freight wagons that were part of the cacophony of sounds and life in early Folsom.

Understand the devastation that fire wrought numerous times, and how theaters continually were a significant part of our history. Be introduced to early and late people that have forged the town, including Simon and Philip Cohn, Kate Donnelley, Hazel McFarland, Guisepppe Murer, Hattie Levy, Jack Kipp, and more. Find five of the City's museums for further touring, experience blacksmithing and gold panning at Pioneer Village.

This 1-1/2 hour tour is available for groups simply by making a reservation on our website. Normal tour days are Saturday and Sundays, starting at 10:00 and 2:00, with weekdays available upon request.

BY Jerry Schroeder



Interested in booking a walking tour? Call the museum at 916-985-2707 or visit our website's tour page to find out how!

BOARD OF DIRECTORS

JEFF FERREIRA-PRO
President

JOE LUCHI
Vice President

ROBERTA LONG
Secretary

DAVID STORER
Treasurer

PAM CONRAD
Asst. Treasurer



Directors at Large:
FELICIA BHE
MICHAEL ARTHURS
JERRY SCHROEDER
JIM LOFGREN
JIM WILCOXEN



➤ FOLLOW US!

Support the Folsom Historical Society by shopping with Amazon Smile!

Visit smile.amazon.com and use the search bar to find “Folsom Historical Society,” then select it as your preferred charitable organization.

By shopping through Amazon Smile, a portion of your purchase will be donated to us at no extra cost to you!

Check out [Amazon Smile](#) to learn more.



PHONE: 916-985-2707 | EMAIL: info@folsomhistoricalsociety.org

WEB: <http://folsomhistoricalsociety.org>