



CONTENTS

Halloween Party History	1
President's Letter	2
Celebrate Hallowe'en	2
The Costume Box	3
Farmers' Market Recap	5
Bewitched in Andover	6
Speak Easy Andover	7
New Exhibit Catalog	7
Fall Calendar	8

IMAGES

(Left) Detail of Halloween Card, #1987.598.2048

(Above) The music of the Tim Rowell Band has been a fantastic addition to the Andover Farmers' Market.

HAUNTING INVITATIONS A HISTORY OF HALLOWEEN PARTIES

by Carrie Midura, Programs & PR Manager

In 1785, Scottish poet Robert Burns wrote the poem *Halloween* and with it many of the most popular Halloween party traditions that we know today were introduced more broadly to the English speaking world. Fortune telling, pranks, 'bogies' or ghosts, witches and devils each have their role to play in past and present Halloween customs.

The celebration of All Hallow's Eve, or Hallowe'en, on the last day of October has long been marked with playful antics in western Europe. With the arrival of Scottish and Irish immigrants to American shores, these old-fashioned customs took root in the states. Many of the games, tricks, and treats enjoyed in the eighteenth and nineteenth centuries are still enjoyed by party goers in this century. Bobbing for apples, divination, and even love spells were among the common practices at those earliest Halloween observances. As time went on the mysterious and superstitious rites gave way to 'modern' common sense as the divination rituals were transformed into light-hearted fortune telling games.

These countryside customs evolved into a more formal day of celebration and by the 1880s Halloween was being considered the first autumn holiday. The late Victorian era was a time of expansive etiquette rules, particularly for entertaining, so it comes as no surprise that books and magazine articles offering guidance on Halloween parties began appearing regularly.

Now an occasion for fun and frolic, the earliest parties rarely included costumes or dressing-up, but some did rely on candy and nuts to keep spirits up. The 1887 edition of *How to Amuse Yourself and Others* by Lina Beard and Adelia Belle Beard gave examples of successful party plans. The Beards' also instructed young ladies on various fortune telling methods to help them learn the name or face of their future husbands, many of which

Continues on page 4



PRESIDENT'S LETTER, FALL 2013



Last March, as I began to prepare to take over as President of the Historical Society's Board of Directors, I attended a presentation by the Executive Director of Harvard University's Saguaro Seminar. This group, best known for the book *Bowling Alone* (2000), conducts extensive research to measure our nation's "social capital," or the strength of Americans' personal bonds and fellowship. Their findings are clear. Communities with a broad range of social networks are better performing than those without in every way the Seminar is able to measure. Individuals with many opportunities to make meaningful social connections are happier and healthier than those who lack them. One of Saguaro's prescriptions was startlingly familiar to me: people who wish to raise the level of social capital in their community should support the area's nonprofit organizations, especially those which offer both social and volunteer opportunities. What better endorsement could there be for the Andover Historical Society and for our mission areas of preserving the past, educating for the future and connecting to the community? And what better kick-start could an incoming Board President receive? The work we are

doing at the Historical Society is important. It is not merely fun and rewarding for our members and volunteers, but crucial to the strength and vitality of our community.

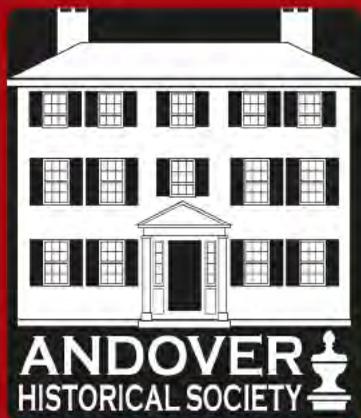
The number of personal connections made by our little historical society, and by our talented three-person staff, is remarkable. We have more than 450 members, 140 active volunteers and many more visitors and researchers. As a small organization, we have the luxury of being able to make many of these connections one-on-one. In addition, the number of our electronic connections has skyrocketed. Thousands of people "like" us on Facebook, visit our website, and subscribe to our e-newsletter. Each of these connections is welcome and valuable.

The Saguaro Seminar's research reminds us, however, that there is no substitute or anything more powerful than gathering together. That is one of the reasons I'm so excited about the Historical Society's plans for September and October. After a summer hiatus our popular SpeakEasy program, a one-hour tour of our mission, resumes with three new stories. And the Bewitched in Andover series of events will be capped this year with the gala History on Tap – A Vintage Halloween Party at the Andover Town House on Saturday, October 26. Don't let this fall season pass without developing some social capital of your own.

Jane Dietzel Cairns

Jane Dietzel-Cairns

President, Andover Historical Society



History on Tap - A Vintage Hallowe'en Party!

Autumn is a time to gather and regroup after summer vacations. School is back in session, and kids of all ages start planning their Halloween costumes. "What will you be this year?" is the question of the day. Read Jim Batchelder's article, "The Costume Box," and relive childhood memories of Halloween costumes, adventures, and parties.

We're bringing back some of those childhood memories – in a grown up way – and closing out our annual month of Bewitched in Andover programs with a special party, History on Tap – A Vintage Halloween Party at the Town House in downtown Andover. We invite you to join in the fun! Come in vintage attire, historic dress, Halloween costume, or just come as you are.

As our Fall newsletter goes to press, we're putting the finishing touches on party plans. Our committee is planning music, beer tastings, delectable treats, and some fun surprises. The party starts at 7:00 pm, Saturday, October 26. Tickets are just \$40. Please join us! If you have any questions, please call Collections and Development Manager Marilyn Helmers at 978-475-2236 or visit www.andoverhistorical.org/bewitched.

TIME TO GET
BEWITCHED AT
THE SOCIETY!

THE COSTUME BOX

by Jim Batchelder, Board Member



A recent clean out of my mother's attic uncovered the old costume box that my sisters and I would rummage through every October. We were looking for items that would inspire us to create a character worthy of our annual Trick or Treat romp down Argilla Road. The box still held many odd ends of cast off clothing and a variety of props.

Three handmade costumes carefully folded and created by our grandmother brought back a flood of memories. All three had seen service several times on Halloween's past not only by us but worn first by our aunts and uncles when they were our age. My personal favorite was the court jester outfit of green and red ivy pattern cloth, trimmed with triangles at the collar and cuffs with small brass bells sewn onto the tips that jingled as you walked. With just a change of hat and pants you became Peter Pan.

A clown costume made of black and yellow-orange cloth panels with ruffled collar and pompom belt. One year my sister Terry wore the clown outfit and stuffed it with crumpled balls of newspaper. She looked like a beach ball and crackled as she walked or sat. We were off to a Halloween party at the new West Elementary School, just seven rooms when it opened. When I think of how many parents smoked back then, she was lucky to have survived the event without going up in smoke!

My sister Faith donned the last outfit that was made for our Aunt Priscilla in 1940 when she appeared in a class operetta called "The Magic Beanstalk." A blue-violet satin dress trimmed out in velvet ribbon with a blue floral top and matching pillbox hat. With long stick in hand she was "Little Bo Peep." We had a grand night playing games, dunking for apples and eating lots of sweets.

When we returned home my mother said that we needed to go down the street Trick or Treating, as every neighbor had called wondering where we were.

In the 1950's there were very few houses on at long crooked street and we never ventured farther than Blood Road. We only stopped at about ten neighbors' homes but it was as much a Treat for them as it was for us. In those days we had to sing or recite something to get the treat. The Rennie families always fed us strawberry shortcake and ice cream. Very little candy ever ended up in our bags, mostly homemade cookies and sweets like candied apples. Our Mum always handed out bags of popcorn. I can't say that I remember ever doing a trick on our neighbors but then everyone knew who we were. Our uncles did tell us a story of them putting Mr. Rennie's wagon on the roof of his barn one Halloween. I wonder what costume they were wearing that night.

HALLOWEEN PARTIES

CONTINUED FROM PAGE 1

included various fruits and nuts - likely snuck from the refreshment table!

While many of the fortune telling games were relatively harmless, one of the suggested activities were downright dangerous. Fanciful lead shapes were a popular tool for determining a future beau. The technique involved pouring molten lead through the large holes of a skeleton key and into a cup of water. The resulting shape was expected to provide some hint about a particular gentleman. For example, if the water-cooled lead took on the shape of a ship, it might indicate a sailor. A book-shaped lead drop could give a hint towards a professor as a future beloved.

Of course, some of the games were simply played for fun, although it was noted that girls preferred watching the boys play at bobbing for apple rather than get their own faces wet. Another game involved a combination of pin the tail on the donkey and candles, as one member of the party would be blindfolded and spun around three times before taking a chance at blowing out a lit candle. It's difficult to imagine many parents today allowing that game in a houseful of children!

Early Halloween parties weren't just for children and many college fraternities and sororities were quick to jump on the holiday bandwagon. Announcements of related events were published in Boston for Harvard University and Chicago for the University of Chicago. Halloween parties even served as fundraising events for local charitable societies and organizations proudly announced their successes in the local newspapers.

Despite the public nature of those events, the majority of Halloween parties were taking place in private homes at the turn of the twentieth century. A 1894 volume of *Table Talk* offered "suggestions for a Hallow-e'en party and some explanation of the usual customs observed."

Keeping the guest list small and including those already well acquainted were among the tips offered to ensure a truly successful party. Menu selections varied from simple refreshments of roasted apples and chestnuts with cider and ginger cakes to nasturtium sandwiches and deviled sardines on toast.

Deviled and spiced foods aside, the Halloween party became even more recognizable as the first decades of the twentieth century rolled by. Tableau vivants and pageants were popular pastimes throughout the year and the emphasis on costumes and celebration naturally merged with the Halloween holiday. By the 1920's Halloween costumes were commonly being made at home or purchased ready made, and subsequently worn at parties and masquerades. Harlequin and clown

costumes were popular choices but elegant witches and bats were also among the patterns available.

The spirited attitudes following the end of the first World War lent an air of fun and frivolity to gatherings of all types, and Halloween parties were no exception. Drugstores were using newspapers ads, such as the one below, to promote candy, treats, decorations, costumes, and more. Halloween as a holiday had entered the commercial era that we

still know today. The Historical Society looks forward to hosting its own Vintage Halloween Party on Saturday, October 26 at the Andover Town House. Featuring seasonal ales, our own versions of devilish foods, music, and Victorian fortune telling booths and games, attendees will bridge the years between Halloween parties of the past

and the spooky style events we enjoy today. Tickets are \$40 per person and we hope to see you there!



HALLOWEEN.
Some merry friendly country folks
Together did convene;
To burn their nuts, and pour their stocks,
At hand their Halloweens.



A SUCCESSFUL SEVENTH MARKET SEASON

ANDOVER



Design by Ben Lindy

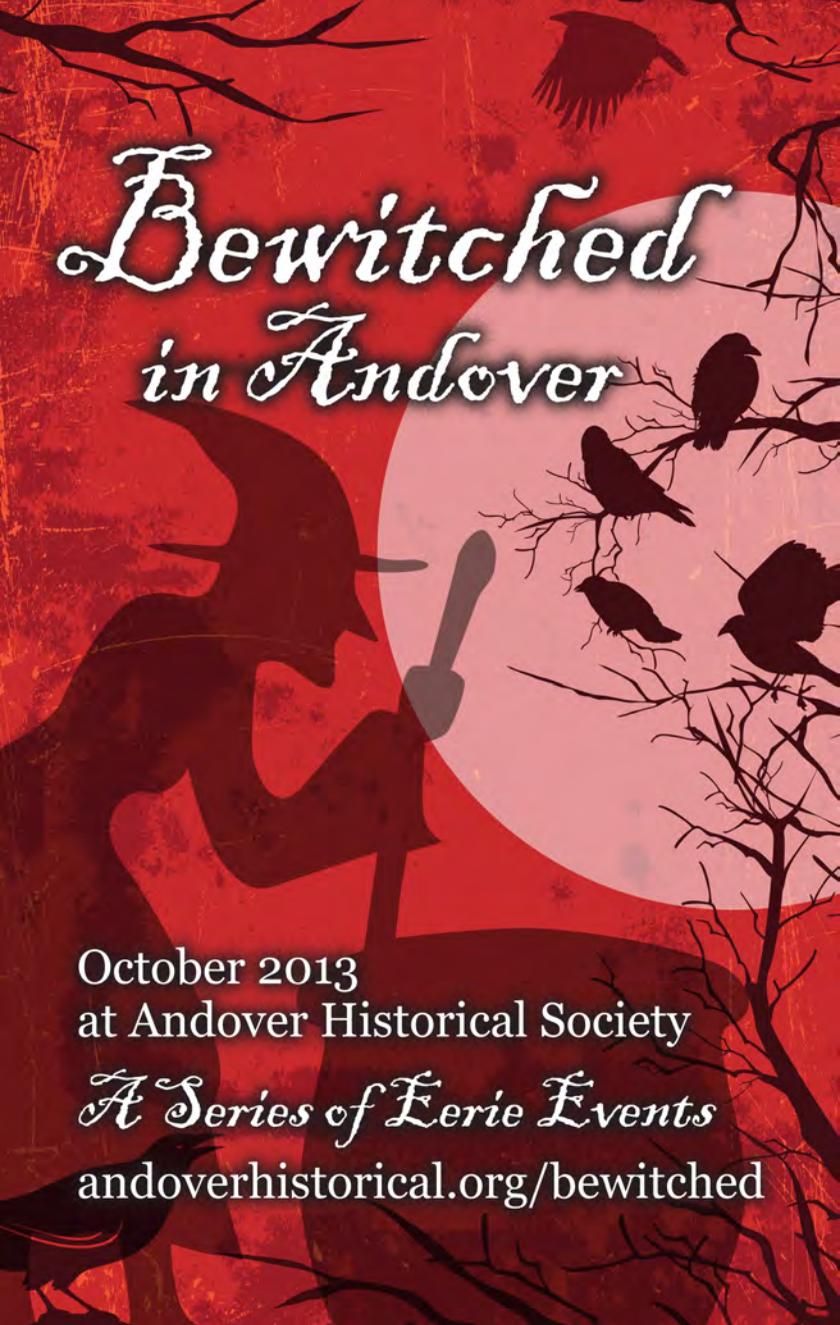
FARMERS
MARKET

The 7th Season of the Farmers' Market continues to be a tremendous success. The vendors and the community welcomed our new expanded hours of 10:00 am – 2:00 pm. Although the hot weather made for some rather steamy market days, customers still turned out to sample the wonderful local produce of our 15 regular season vendors and additional 16 artisans. This year, the market has seen more families with young children and others who enjoy taking advantage of the earlier opening time to get their fresh, local produce and goodies before setting out on Saturday activities.

We especially would like to thank RevoluSun, our 2013 Market Patron. What a great addition! They brightened the market with their orange tent and educated many about RevoluSun's renewable energy systems.

Thanks to all our vendors, the farmers and the artisans, and especially all the customers who have made this such a great year! The Farmers' Market will return next summer with the same time - 10 am -2 pm, same day - Saturdays, and same place! The 2014 season will open on June 28th and continue until October 4th. So mark your calendars and plan on joining Andover's growing tradition.





Bewitched in Andover

October 2013
at Andover Historical Society
A Series of Eerie Events
andoverhistorical.org/bewitched

A THIRD SEASON OF EERIE EVENTS

It is time for the season of ghoulish antics and hocus pocus to return to the Andover Historical Society. The third annual *Bewitched in Andover: A Series of Eerie Events* will take place throughout the month of October, offering a wide variety of Halloween history themed events for all ages.

While the actual witch trials are attributed to Salem, Andover had more accused witches than any other village during the hysteria of 1692. Three people from Andover were convicted of witchcraft and hanged, Martha Carrier, Samuel Wardwell and Mary Ayer Parker. One woman, Anne Foster died while in prison. Our events highlight the colonial history of Andover by providing a look into Andover's deep connections to the witch trials.

The community is invited to participate in *Bewitched in Andover* to learn about not only the history of the region, but the history of its people. Throughout October, presentations will take place on a variety of topics, from

life in the early settlement days of Andover to a close examination of what it was like for someone accused and convicted for witchcraft.

The 2013 series kicks off on Friday, October 4 with *Witch Andover? Which Andover?* This evening Lecture asks you to imagine the year 1692, and your town is beset with the hysteria of witchcraft afflicting Salem and Essex County, resulting in more people accused in Andover than in any other town. 3 are hanged, 1 dies in prison, 40 more imprisoned, families bankrupted, reputations ruined... How do you recover?

Historians at South Church in Andover, Charlotte Lyons and Graham Long, explore the consequences of the witch trials and the damaged psyche which contributed to the eventual split of Andover into North and South Parishes, and Andover as we know it today. Free for members, \$5 for non-members.

The eerie events continue on Sunday, October 6 with a walking tour of Chapel Cemetery featuring stories about *The Famous Dead*. Join the Society's Vice President, Gail Ralston, as she retraces the steps of Harriet Beecher Stowe, from the spot where she first lived in Andover, to the sacred ground of her final resting place. Hear the voices of other souls whose last remains share this space, and learn of their contributions to the Town of Andover and to life on "Seminary Hill." Free for members, \$5 for non-members.

The topic is a bit more titillating for the Thursday, October 10 evening lecture, *The Way it REALLY Was: 17th Century Puritan Sexuality*. Puritans (with the exception of Hester Prynne) have a reputation for chastity, but how true is this characterization? This talk will take a realistic look at the intimate, daily lives of these early Americans. Mary-Ellen Smiley will lecture on the complexity of interpersonal relationships and courtship in Colonial America. Mary-Ellen Smiley is a social historian, presently the curator of exhibitions and education programs at the Salem Museum. She formerly served as director of the Beverly Historical Society, and was education coordinator at the House of the Seven Gables. \$5 for members, \$10 for non-members.

The Center at Punchard joins in the Halloween fun as they host *High Tea & History* on Wednesday, October 16. Join South Church Historian Charlotte Lyons to learn about Andover's role in the infamous Salem witch trials of 1692. Which Andover residents were most affected and why were more people accused in Andover than in other towns? Are you familiar with Andover's 'touch test' to determine if an accused is guilty of witchcraft?

Looking to dress up for Halloween this year? Consider joining Exhibit Curator Angela McBrien on Saturday, October 19 for a costume workshop and make your own *One-Hour Flapper Dress*. Drawing inspiration from the current *Behind the Seams* exhibit, participants in this all-

day class will make their own dress using a 1-hour method published in the 1920s. You'll be ready to visit with the Great Gatsby or dance the Charleston after this sewing workshop! Sewing machine, fabric, and basic sewing kit required. \$20 for members, \$25 for non-members.

We return to the cemetery on Sunday, October 20 for *The Family Plot – Gravestone Culture & Cemetery Lessons for Families*. Taking place at South Church Cemetery, families are invited to spend the afternoon with a guide exploring the unique, and sometimes spooky, engravings and symbols found on early headstones. \$15 per family of 4. This event is recommended for children age 10 and up.

The younger crowd is welcome to attend our *Wicked History Kids Halloween Party* on Wednesday, October 23. Children in grades 2-5 will have a ghoulish (but not too scary!) afternoon just for Wicked History Kids. Learn about the history of Halloween, and see costumes from years ago. Participants will make crafty creations and play games. Halloween costumes are encouraged. \$10 per child.

Last but not least, we're ending our event series with a bang on Saturday, October 26! *History on Tap – A Vintage Halloween Party* – will take place at the Andover Town House (also known as the Old Town Hall) and will feature music with DJ Ted Teichert, Victorian fortune telling, hors d'oeuvres, cash bar, a photo booth, and more surprises. Vintage attire or Halloween costumes are encouraged but required. Tickets are \$40 per person. Don't miss this bewitching evening of vintage Halloween fun!

Advance registration is requested for all events as space is limited. Call 978.475.2236 to reserve your tickets or register online at andoverhistorical.org/bewitched.


Andover Historical Society presents
**SPEAK EASY
ANDOVER**
A ONE HOUR PROGRAM BRINGING YOU INSIDE THE HISTORICAL SOCIETY MISSION

Upcoming Dates

Tuesday, September 17 at 10 am
Thursday, September 19 at 7 pm
Tuesday, October 15 at 10 am
Thursday, October 17 at 7 pm
Tuesday, November 19 at 10 am
Thursday, November 21 at 7 pm

Speak Easy Andover is a free one-hour tour
exploring the mission and vision of the
Andover Historical Society through story telling.
It takes place at 97 Main Street, Andover, MA

RSVP to Carrie at cmidura@andoverhistorical.org
andoverhistorical.org :: 978.475.2236



EXHIBIT CATALOG

The Historical Society is pleased to announce the imminent publication of *Behind the Seams: Stories of Clothing, 1790-1920*, a 60+ page catalog to accompany the current exhibit of the same name. This new book features photographs by local photographer James Imrie and articles written by Exhibit Curator Angela McBrien, as well as local historians. Behind the Seams provide an in-depth look at the changing fashions and fashion technology from the late eighteenth century through the beginning of the twentieth century. With a focus on the precious threads of the early 1880s, the sometime outrageous innovations of the Victorian era, and the relaxed rules and shortened skirts of turn of the century, the catalog is sure to find a place on any costume or history enthusiast's bookshelf.

Copies will be available for sale at the Andover Historical Society after October 1 for \$20.00 per copy. A catalog debut and reception is scheduled for Friday, September 20 at 7:30 p.m. at the Historical Society. Reserve a copy by calling 978.475.2236 or emailing cmidura@andoverhistorical.org.

UPCOMING EVENTS

Fall Programs at Andover Historical Society

High Tea & History: Andover's Lost Schools, Sept. 18

Join Local Historian Julie Pike at the Center at Punchard to learn about the changing history of Andover's early schools. Which public school buildings were located in the area occupied by the Doherty Middle School? Were there five, six or three buildings? Who occupied the Town Offices and Center at Punchard before the current offices?

Behind the Seams Catalog Debut, Sept. 20

Please join us for a free evening reception to celebrate the Historical Society's newest exhibition, Behind the Seams: Stories of Clothing, 1790-1920, and the publication of its accompanying catalog. Catalogs will be available for purchase at the event, based on current publication schedule.

Witch Andover? Which Andover? October 4

It's 1692, and your town is beset with the hysteria of witchcraft afflicting Salem and Essex County, resulting in more people accused in Andover than in any other town. Three are hanged, one dies in prison, forty more imprisoned, families bankrupted, reputations ruined... How do you recover?

Historians at South Church in Andover, Charlotte Lyons and Graham Long, explore the consequences of the witch trials and the damaged psyche which contributed to the eventual split of Andover into North and South Parishes, and Andover as we know it today.

Chapel Cemetery Walking Tour, October 6

Retrace the steps of Harriet Beecher Stowe, from the spot where she first lived in Andover, to the sacred ground of her final resting place. Hear the voices of other souls whose last remains share this space, and learn of their contributions to the Town of Andover and to life on "Seminary Hill." Join Gail Ralston, Historical Society Vice President and local historian for a late afternoon walking tour of Phillip Academy's Chapel Cemetery.

For details about the 2013 Bewitched in Andover Events, visit andoverhistorical.org/bewitched

How it Really Was: 17th Century Puritan Sexuality, October 10

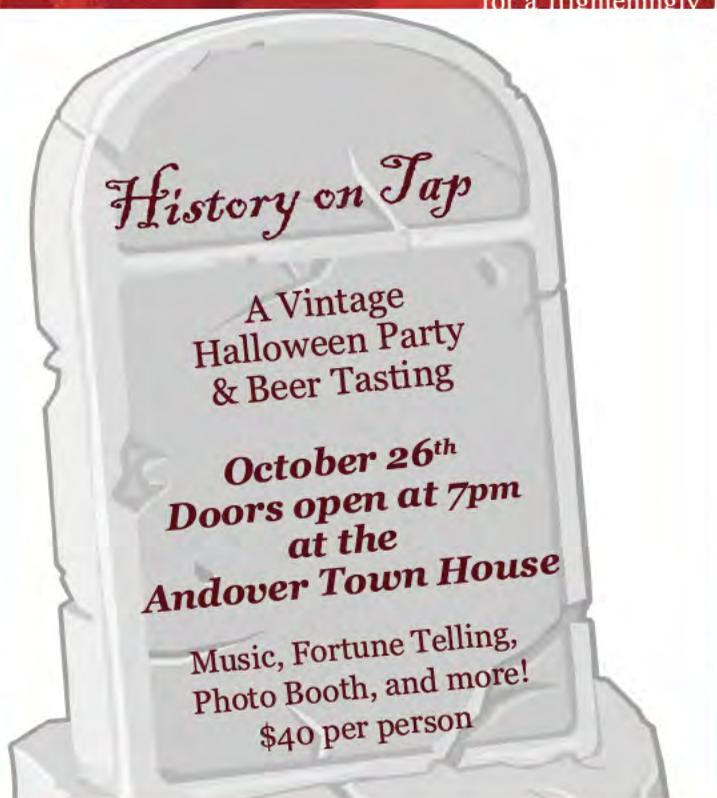
Puritans (with the exception of Hester Prynne) have a reputation for chastity, but how true is this characterization? This talk will take a realistic look at the intimate, daily lives of these early Americans. Salem Museum curator Mary-Ellen Smiley will lecture on the complexity of interpersonal relationships and courtship in Colonial America.

Flapper Dress Costume Workshop, October 19

Another new event for Bewitched in Andover for 2013! Drawing inspiration from the current Behind the Seams exhibit, workshop participants will make their own dress using a 1-hour method published in the 1920s. Led by Exhibit Curator and Board Member, Angela McBrien. You'll be ready to visit with the Great Gatsby or dance the Charleston after this sewing workshop! Sewing machine, fabric, and basic sewing kit required. Materials list supplied in advance.

History Kids Halloween Party, October 23

Students in grades two to five are invited to join us for a frighteningly fun afternoon of games, stories, crafts and more. We'll have a special presentation on the Salem witch trials as we explore the history of Halloween. Children are encouraged to wear costumes.



Hand Planes & Wireless Routers

This hands-on practical workshop is designed for woodworkers, from the novice looking for an introduction to traditional hand woodworking skills to the advanced woodworker. The fall 2013 six-week session runs for three hours every Saturday morning beginning October 26th, with a makeup session December 7.

Please note: The Historical Society will be closed November 11 - November 15.



massculturalcouncil.org

History on Tap
Vintage Halloween Party
and beer tasting

part of
 Bewitched in Andover's
 Series of Lerie Events

Saturday
 October 26
 7:00 p.m.
 at the
 Andover
 Town House
 Tickets \$40

RSVP to
 Andover Historical Society
 andoverhistorical.org/bewitched

ANDOVER
HISTORICAL SOCIETY

OPEN TO THE PUBLIC

Tuesday through Saturday : 10 a.m. to 4 p.m.

Office: 978-475-2236 Fax: 978-470-2741

www.andoverhistorical.org

STAFF

Elaine Clements, Executive Director
 eclements@andoverhistorical.org

Carrie Midura, Programs & PR Manager
 cmidura@andoverhistorical.org

Marilyn Helmers,
 Development & Collections Manager
 mhellers@andoverhistorical.org

Weekend Assistants
 Adam Brooks
 Doug Cooper

THE NEWSLETTER, Vol 38, No 3

Editor: Tom Adams

Production Editor: Carrie Midura

Photos: Cristen Farrell, Carrie Midura and Historical Society Archives