

Shiloh Scrapbook

SHILOH MUSEUM OF OZARK HISTORY NEWSLETTER

Vol. 25, No. 1 May 2007

Rodeo Days

Marie Demeroukas

Photo Archivist/Librarian

SPRINGDALE'S FIRST RODEO was held in September 1926 at the local ball park. Two Oklahomans organized the event which featured 20 performers and various livestock. Cold weather led to a low turnout and the show lost money. People may also have stayed away because of their unfamiliarity with rodeo, described by the local newspaper as a "most unusual" type of entertainment.

The notion of holding another rodeo in Springdale started with Paul Bond and T.W. "Bill" Kelley, two Oklahoma construction workers who were in town on a remodeling job. The men, both rodeo promoters on the side, approached their boss, Walter Watkins of Welch's Grape Juice Company, about staging a rodeo. Watkins passed the idea on to Thurman "Shorty" Parsons and Dempsey Letsch, owners of the Farmers Livestock Sales Barn on East Emma Avenue. With their support and that of the Clarence E. Beely American Legion post, the rodeo was on!

All of this happened in 1945 at the tail end of World War II, when patriotism was high and victory was in sight. The good folks of Springdale were ready to celebrate. It's no wonder they chose the Independence Day holiday to stage the rodeo. Springdale had a long tradition of marking the Fourth of July with elaborate parades, picnics, races, ball games, band concerts, and speeches.

Organizers knew that they needed paying spectators in order to repay the loans necessary to bring lights, bleachers, performers, and stock to the empty lot next to Parsons' and Letsch's stockyard. Watkins organized a "goodwill caravan" to promote the rodeo. Members of the Springdale Riding Club and "Doc" Boone's Skunk Holler Hillbilly Band hit the road, bringing horses, fancy riding gear, bluegrass, and comedy to the region's towns. At each stop they'd perform music and boost the rodeo.

The promotion worked and tickets were sold for the three-day event. But on July 1 heavy rains fell and the rodeo's first day was cancelled. Over the next two days good-sized crowds came to watch performers such as bronc stomper



SPRINGDALE RESIDENTS were encouraged to don Western attire during "Western Week" festivities leading up to the Rodeo of the Ozarks. Those who did not comply were often sentenced to a dunk tank located prominently on Emma Avenue. Here "Mac" McRoberts is dunked by Charles Tansey (left) and Wayne High, 1952. *Sandy Boone collection*

DIRECTOR'S COLUMN

Allyn Lord



TWO "HOT" WORDS in business right now are "collaboration" and "partnership."

Agencies and corporations are continually looking for ways not only to improve the bottom line financially but also to better serve the needs of their audiences, customers, and stockholders. Museums are no different, although we may have been doing it longer. We know that we can do a better job and have greater impact if we develop mutually beneficial relationships.

In putting together our annual report recently, we produced a list of 55 organizations and institutions with which we partnered in 2006. That's an amazing number! I'd like to give you some idea of the breadth of those partnerships.

For eight organizations the Museum serves as their regular monthly meeting place and they, in turn, assist us with activities and publicity. Partnerships with schools no longer existing – Accident, Fishback, Uptown, PITstop, and The Factory – allow us to provide

a meeting place for their reunions and help us identify old school pictures. Some of our most satisfying collaborations are with Springdale schools. For example, three classes at Lee Elementary School undertook a project to analyze Museum needs and suggest solutions. A Tyson Middle School Gifted and Talented (G/T) girls' class researched, developed, and installed a popular six-month exhibit on girls and women in WWII. Tyson and Hellstern Middle Schools and G/T classes citywide assisted us with our holiday open house. Parson Hills Elementary School G/T classes worked for three years to produce a 2007 calendar featuring photos of historic buildings, the proceeds of which went to the renovation of the Shiloh Meeting Hall.

Internship programs at both Northwest Technical Institute and the University of Arkansas Anthropology Department brought the Museum interns Ethna Billings and Faebyan Malloy who assisted in the photo archives and collections. Large-scale partnerships with the Tontitown Historical Museum, the community of Pettigrew, and the Madison County Genealogical and Historical Society create

opportunities on both sides for sharing of historical and genealogical information, photos, and collections. The Museum works with the Springdale Chamber of Commerce to provide leadership training assistance and to participate in the City's annual Feather Fest.

Northwest Arkansas is rife with museums and organizations working together, primarily for the benefit of education. These include such diverse groups as the Arkansas Air Museum, the Botanical Garden of the Ozarks, the Jones Center for Families, the Northwest Arkansas Handweavers Guild, and the Arkansas Archeological Survey. Media partners help us expand awareness of and create interest in the Museum, while we provide them with use of historic images. Some organizations provide multiple means of support, such as the Rogers Historical Museum with whom we partnered in 2006 on educational programs, exhibit loans, and publication of *Historic Monte Ne*.

There are few things that can't be improved by collaboration and teamwork. One might say that it takes a village to run a museum!

BOARD OF TRUSTEES

Dolores Stamps, president; Jim Morriss, vice president; Carolyn Bayley, secretary; Dr. Marsha Jones, treasurer; Rod Jeffries, vice-treasurer; David Whitmore, advisor trustee/past president; Dr. C. S. Applegate*, Dr. Dwight Heathman, Maudine Sanders, Stephen Taylor, life trustees. Beverly Charleton, Cathy Crouch, Myron Eng, Martha Lankford, Robert Mello, Al Newton, James Skelton, Phillip Steele

EX-OFFICIO BOARD MEMBERS

Jean Dipboye, Rebekah Hanes, Jenny Jones, Dr. Charles Kelley, Allyn Lord

STAFF

Allyn Lord, director; Hope Amason, education assistant; Betty Bowling, secretary; LuAnn Clarkson, special projects library assistant; Brenda Joyce Coda, library assistant; Marie Demeroukas, photo archivist/librarian; Mardi Dodson, darkroom technician; Pody Gay, education coordinator; Kirby Fuessel, maintenance; Curtis Morris, exhibit designer; Carolyn Reno, collections manager; Heather Marie Wells, collections assistant; Jacanna Wyatt, weekend assistant; Susan Young, outreach coordinator

VOLUNTEERS

Ethna Billings, Karen Cordell, Beverly Cosby, Leslie Coston, Susan and Zane Dewey, Tom Duggan, Martha Estes, Danielle Hansen, Bill Jones, Mary John Jones, Mitsy Kellam, Mada Knight, Jim and Marie Langford, Mira Leister, Marilyn Meek, Oda Mulloy, Barbara Parks, Pam Redfern, Debbie Reed, Don Reynolds, Larry Shivel, Jeanne Tackett, Ray Toler, Mary and Bruce Vaughan, Era Walker, Peggy Walsh, Ryan Wells

* deceased

Summer Fun at Shiloh!

For Kids

*Space is limited; pre-registration and payment required.
Call 750-8165 for more information.*

Geehaws, Whimmydiddles, and Ziggerboos (ages 5 to 10)

June 11, July 17, or July 25;
9:00 a.m. to noon



What did we do before TV, video games, and fast food? Old-fashioned toys, lawn games, lemonade, and ice cream!

*\$5 for Museum members;
\$10 for non-members*

Get the Picture? (ages 7 to 12)

June 13, July 19, or July 27
9:00 a.m. to noon

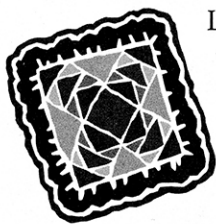
Explore the history and science of cameras through fun photographic crafts.

*\$10 for Museum members;
\$15 for non-members*



Scrap Happy! (ages 9 to 12)

June 25–June 29
9:30 a.m. to noon



Learn about the history of quilting in this five-day workshop and make your very own quilted trivet.

*\$20 for Museum members;
\$30 for non-members*

Once Upon a Time (ages 7 to 12)

July 9, July 11, and July 13
10:00 a.m. to noon



Write and illustrate your own story in this three-day workshop with storyteller and author Oda Mulloy. Stories and art will be bound into take-home books.

*\$15 for Museum members;
\$20 for non-members*

For Families

Guaranteed fun for everyone! No registration required for these free Saturday programs.

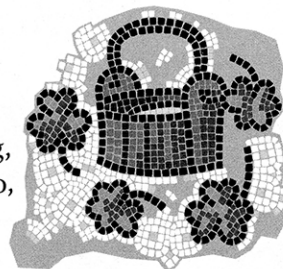


June 30, 10:00 to 11:00 a.m.

Master saddlemaker and living history interpreter Doug Kidd will reenact a **1936 farm auction of handcrafted saddles** from the 1800s and 1900s.

July 28, 10:00 a.m. to noon

Try your hand at some **Ozark chores the old-timey way**. Do the washing, tote a piggin, string some leather britches, try carding, spinning, and quilting. Work a fro, skid dog, cant hook, and more. Come use your elbow grease!



August 11, 10:00 a.m. to noon

Wing it with butterfly experts

Paige and Mary Bess Mulhollan. We'll look at butterfly photos, hunt for the real thing around the Museum grounds, and make butterfly crafts.

Will out-of-town family and friends be visiting you this summer? Bring them to the Shiloh Museum for a look at the history of the place you call home. We're open Monday through Saturday, 10:00 a.m. to 5:00 p.m., and admission is free!

DONATIONS

October 2006 – March 2007

Marty Anderson: Year of the Dog by Kurt Voigt, 2007

John and Carmen Archer: Old Mt. Zion Association of Free Will Baptists minutes, 1949-2000; Phillips Free Will Baptist Church fliers, 1984; Memory Highlights by Fred Archer, 1985

Catherine Bennett: Junior Welcome Wagon scrapbooks, 1970s

Marcelyn Brown: Rodeo of the Ozarks board members and queen photo, 1970s

City of Springdale Water Utilities: Water department and Springdale aerial photos, 1960s; Rodeo of the Ozarks photo, 1953

Houstine Cooper: Springdale High School athletic letters and graduation photo of Raymond Cooper, 1939; The Story of Springdale, 1953

Dr. Mary Cotton: Nellie McGee's ca. 1916 petticoat; Dorothy McWhorter Thompson's ca. 1940 "Friendship" quilt, Springdale; Campbell-Bell catalog, Fayetteville, 1978

Charles and Pearl Couch: Fayetteville High School class photo, 1925

Juanita Duncan: "Grandmother's Flower Garden" quilt made by Elsie Boone, Springdale, 1930s; hooked rug made by donor, Fayetteville, 1950s

Frances Easterling: Jefferson Elementary School photos, Fayetteville, 1965-1970

Mrs. Eugene Eddy: First State Bank Hop-Along Cassidy piggy bank, Springdale, ca. 1950

Kirby Estes: Photos of Fayetteville parade and Frisco train wreck at Greenland, 1955

Martha Estes: Zion-Oak Grange Hall photo, 2000

Regina Gabel: Farmington tornado photos, 1930s-40s

Jean Gibson: Scrapbooks, paper items, and oral history from Jefferson Elementary School, Fayetteville

Nancy Hamilton: Hoover School (Benton County) photo, 1903

Wilma Dutton Hensley: Cotton cards used by George Melvin and Nevada Maybelle Dutton, Lincoln, 1890s-1950s; advertising booklets, 1920s-1960s

IOOF Grand Lodge of Arkansas: Records from the Odd Fellows Washington Lodge #365 and Rebekah Lodge #120, Lincoln, 1900s-1970s

Barbara Kelly: Dennison's Bogie Book catalog; letter to Eli Williams; textbooks used in Madison County schools, 1848-1925

Martha Lankford: Gaskin's Meat Market Let's Cook Meat booklet, Springdale, 1954; Home Meat Curing Made Easy, 1937

Hannah Lee: Colonial Garden Club scrapbook, Fayetteville, 1960-1982

Ron and Celeste Lee: First Christian Church play program, Fayetteville, 1943; Fayetteville High School Honors Day program, 1944, and graduation program, 1940

Mira Leister: Gregory's Elko-Ozark Recipe Book; The Ozarks and More of its People by Rosa Zagnoni Marinoni, ca. 1930

Dr. Charles R. McGimsey: Of These Hills and Us by Fred Starr, 1958; *Mother Goose in the Ozarks* by Ray Wood, 1983

Victoria McKinney: Clothing from the William Henry Martin family, Pea Ridge, late 1800s-1940s

Ruth Morris: Anti-Horse Association records and Morris family papers, Washington County, late 1800s-1900s

LaDeana Mullinix: Farmington oral history interviews, 2006

Paul Noland: "Chemell's Chicks" brochure, Arkansas Broiler Hatchery, Fayetteville, 1951

Northwest Medical Center: Northwest Medical Center Auxiliary scrapbooks, 1999-2005

Betty Painter and Sue Keene: Bell Sound Fountain speaker, Norelco reel-to-reel recorder, letters, business card, sheet music, songbook, photos, digital recording of Voll Davis and His Gospel Singers on KBRS radio station, Springdale, 1950s

Maudine Sanders: Springdale Kiwanis Club records and photos, 1940s-2005

Marcella Sharum: St. Raphael Cenacle Mission Church altar photo, Springdale, ca. 1948

Ada Lee Shook: Jewelry, photographs, negatives, and miscellaneous personal items from the Bevers, Slaughter, and Smith families, Washington County, late 1800s-1900s

Ann Shumate: "My Spirit is Free" sheet music by Peggy McCormack, 1974

Ramona Stubblefield Tugwell: Wedding bodice and apron of Mattie Davis Stearns, Fayetteville, ca. 1910; baby clothes, Fayetteville, early 1900s

Walter Turnbow: Beaver Water District board photo, 2006

Dr. Lloyd Warren: Sample Store three-cent token, Rogers and Bentonville; Memories: U of A Air Force and Army ROTC Alumni, 1937-2002; photos and negatives of Washington County ministers, 1900s

Ada Ann Younkin: Younkin Bus Service coin changer and ticket punch, Fayetteville, ca. 1955; handmade crochet hook; Jim Younkin's compass set, Fayetteville, ca. 1949

Robert H. Ziegler: Whitley School (Newton County) photo, early 2000s

Want to learn more about artifacts in our collection?

Visit the Shiloh Museum website at www.springdaleark.org/shiloh and click on "Artifact of the Month."

WISH LIST

For our research library:

- Washington County Historical Society *Flashback*
 - Vol. 48, No. 4 (Nov. 1998)
 - Vol. 49, Nos. 1, 2, 3 (Feb., May, Aug. 1999)
 - Vol. 53, No. 3 (Summer 2003)
- *Twenty-five Years of Marriage Records for Washington County, Arkansas, 1845 to 1869*, by Washington County Historical Society
- *Cemeteries of Benton County, Arkansas* (all volumes), by NWA Genealogical Society
- City directories

For use with school programs and in our upcoming hands-on *Tech-Knowledge-Gee!* exhibit (can be reproductions):

- 1920s candlestick-style telephone
- 1930s-1940s pay phone
- 1930s tombstone-style radio
- mechanical television remote control
- 1960s console television
- 1980s computer

For collections:

- Metal, heavy-duty shelving

THANK YOU!

Washington County Arkansas Genealogical Society for donating volumes 7 and 8 of *Cemeteries of Washington County, Arkansas*, for use in our research library.

Carla Tyson and Bill Walker for donating two Docupen scanners.

Doug Kidd for conducting a living history workshop for Museum staff and volunteers.

Old West Film Fest!

Join us **July 4** for a day of classic Western movies featuring Douglas Fairbanks Sr. Free popcorn and lemonade!

10–11am

The Man from Painted Post (1917). Western detective Fancy Jim Sherwood (Fairbanks) disguises himself as an Easterner to find a cattle rustler. Fairbanks' stunts and an on-screen romance make a great film.

11am–12:20 pm

The Mollycoddle (1920). Richard Marshall (Fairbanks), a dandified American who returns to his home in the Wild West after being educated in England, proves his grit by capturing a notorious desperado. A great adventure/comedy/romance.

Lunch break: Go out for lunch or bring a sack lunch to eat on the grounds.

1:30–2:30 pm

Wild and Woolly (1917). Jeff Hillington (Fairbanks), the extremely naïve son of a wealthy Easterner, is sent to Arizona on business, but it's not the West Jeff read about in dime-store novels! A hilarious romp for Fairbanks.

2:30–4:15 pm

The Mark of Zorro (1920). This was the first of many Zorro films in which the foppish Don Diego de la Vega (Fairbanks), the son of a wealthy Spanish California rancher, turns into the masked-and-caped Zorro who wages a one-man war to rescue his fellow citizens from the tyranny of Captain Jan Ramon. Here's the film that also introduces Lolita!

SHILOH MUSEUM ENDOWMENT FUND DONORS

January 2006 – April 2007

Honoring individuals:

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Shiloh Meeting Hall renovation:

Pat Cornish
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Rene Langston
Ben and Evalena Mayo,
in honor of Martha Lankford
Parson Hills Elementary School G/T
students of LuAnn Little
Q.U.I.L.T Guild of NWA
Truman and Dolores Stamps,
in honor of Roger Holt
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General gifts to the endowment:

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Pat Cornish
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William G. Nelson estate
Carolyn Page
Tellers of Tales
Scott Test
Helen Tyson Middle School G/T
students of Cathy Crouch
Washington County
Extension Homemakers
Viola White Trust

Rodeo

From page 1

Sampson Sullivan of Oklahoma and local roper Glenn "Pup" Harp compete for \$25 war bonds. Tragedy struck on the final night of the show. The wood bleachers collapsed, causing minor injuries to many spectators and severe injuries to a few. But despite bad weather and a terrible accident, the rodeo was a modest success

Improvements were necessary for the 1946 rodeo, now dubbed the "Rodeo of the Ozarks." Sturdy, permanent bleachers were built and lights installed for nighttime performances. The Legion constructed box seats and the Chamber of Commerce provided financial support for advertising and prizes. Once again a rodeo caravan rode forth to spread the word. Best of all, the Rodeo

Cowboys Association sanctioned the event, making it more desirable for performers to compete. The rodeo was a rousing success.

The following year the newly formed Springdale Benevolent Amusement Association bought the rodeo grounds and took over management of the rodeo. Over the years the rodeo has grown and attracted numerous visitors and top-quality performers to Parsons Stadium. These days cowboys and cowgirls compete for over \$100,000 in prizes, crowds line Emma Avenue to watch the parades, and thousands of people make their way to Springdale to participate in the excitement and drama of the rodeo.

CALENDAR

Through August 4. *Say Cheese!*, an exhibit of photographic equipment.

Through August 23. *Rodeo Days*, a photo exhibit on the Rodeo of the Ozarks.

Through October 27. *20th Century Quilts* exhibit.

June 20, noon. "Traditional Plants, Medicinal Uses," a program by Washington County Master Gardener Colleen Brown.

July 4, 10:00 a.m.-noon and 1:00-3:00 p.m. Old West Film Fest. See page 5 for details.

July 18, noon. "A Sport and a Business: Hunting and Fishing in the Ozarks," a program by outdoorswoman Amanda Owens of Bella Vista.

August 15, noon. "History of the Peace Movement in Northwest Arkansas," a program by Dick Bennett, founder and president of Fayetteville's Omni Center for Peace and Justice.

August 20-January 19, 2008. *Open Season*, an exhibit on hunting in the Ozarks.

August 24-December 20. *Ozarks at Play*, a photo exhibit about having fun in the Ozarks.

September 7-8. "Talking Ozarks" symposium sponsored by Arkansas State University's Folklife Program and the Center for Ozark Living Traditions.

September 8. 31st Ozark Quilt Fair (rain date Sept. 15).

September 19, noon. Shiloh Sandwiched-In program celebrating Hispanic Heritage Month.

September 29. Fishback School reunion for former students, teachers, and friends of this Washington County school.

October 17, noon. "Caving in the Ozarks," a program by members of the Boston Mountain Grotto of the National Speleological Society.

October 27. Accident School reunion for former students, teachers, and friends of this rural Benton County school.

November 19-June 8, 2008. *Tech-Knowledge-Gee!*, a hands-on exhibit about communication.

November 21, noon. "Where the Wild Foods Are," a program by Phyllis Speer, regional education coordinator, Arkansas Game and Fish Commission.

December 2. 31st Holiday Open House.

December 21-April 26, 2008. *Scenes of Boone County* photo exhibit.

January 16, noon. "From Morse to Mars," a program on the history of communication by Bruce Vaughan of Springdale.

Join the Shiloh Museum Association

- Satisfaction of knowing you are supporting an important cultural institution and helping preserve our Arkansas Ozark heritage, *and*
- 10% discount on Shiloh Store purchases
- Reduced fees for children's and adult workshops
- Invitations to exhibit openings and special events

Consider a Gift to the Shiloh Museum Endowment Fund

☐ Check here if you would like more information about the endowment fund.

☐ Check here if you would like to receive your newsletter by email.

Email _____

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- | | |
|--------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Individual - \$12 | <input type="checkbox"/> Patron - \$50 |
| <input type="checkbox"/> School class - \$10 | <input type="checkbox"/> Sponsor - \$100 |
| <input type="checkbox"/> Family - \$24 | <input type="checkbox"/> Sustaining - \$250 |
| <input type="checkbox"/> Senior Individual (65+) - \$8 | <input type="checkbox"/> Benefactor - \$500 |
| <input type="checkbox"/> Senior Couple - \$12 | <input type="checkbox"/> Founding - \$1,000 |

Name _____

Address _____

City _____

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Please make check payable to: Shiloh Museum
118 W. Johnson Avenue
Springdale, AR 72764
479-750-8165



Nancy Hamilton of Kalamazoo, Michigan, found this photo in her father's papers and donated it to the Shiloh Museum recently. It is a 1903 picture of Hoover School, located in Benton County near present-day Highfill. Teacher Hugh Douglas is the man on the far right.

SHILOH MUSEUM



Of Ozark History

118 West Johnson Avenue
Springdale, Arkansas 72764
Phone (479) 750-8165

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