

# GOTHENBURG HISTORICAL MUSEUM

## "A Window into the Past"

JAN 2020 - 1st QTR.

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## BARBERS AND BEAUTICIANS

**B**arber shops have long been a great place for men to go and enjoy getting pampered and have always held a place in our society, dating back to 5,000 B.C.

During the middle ages barbers did more than cut hair and shave. They also dressed wounds, pulled teeth, performed surgical operations and were referred to as barber-surgeons.

The famous barber pole that we identify with the profession was used to represent that barbers were once barber-surgeons. The red on the pole represents blood, the white for bandages, and the blue for veins.

As early as 1902 W.H. (Bill) Owings opened his barber shop and by January 1908 Ed Iler joined Bill Owings

brother's shop in Palmer. He married Estella McGonagle in 1907 and was enroute to a new job in Golden, CO when he stopped in Gothenburg to visit friends. A job as a barber was offered to him and that was the end of their journey and their honeymoon. In 1912 Iler



purchased the barber shop from Owings and in 1926 a new building was built where Shear Elegance is now located. The new building was complete as a three chair shop along with tub and shower accommodations in the back. Ed Iler barbered for fifty years, until 1958, then sold his shop to Jerry Schultz. It was operated for three years as Jerry's Barber Shop until 1961 when it became Sappingfield's Barber Shop owned by Carol Sappingfield, who only recently retired..



at his shop. Iler was raised on a farm near Clarks, NE and he learned the barber trade in his

There were other shops that come to mind: Mac & Louies run by Mac Austin and Louis Wolf. Are there others you can remember?

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### GOTHENBURG HISTORICAL MUSEUM

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### NEWSLETTER EDITOR:

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A portion of the information about the vintage postcards was taken from the Winter 2019 issue of the Nebraska History Magazine published by History Nebraska.

A story written by H. Jason Combs and Tate Combs tells the story of the exaggeration postcards printed to promote Nebraska agriculture. It can be found at [nebraska.gov/publications](http://nebraska.gov/publications).

## VINTAGE POSTCARDS - ICONS OF THE PAST

Picture postcards were more than just a means of communication; they provided a portrait of life in America, especially life in the first two decades of the twentieth century. Postcards were produced for every occasion. At a time when newspapers (especially in small towns) carried few if any photographs, the postcard offered an incredibly inexpensive and convenient way to capture people, places, and events. Whenever America paraded or celebrated anything, the postcard photographer was there. He was also there when disasters – fires, floods, earthquakes, train wrecks – occurred. Furthermore, the postcard reflected the attitudes, pastimes, sentiments, and tastes of the American people.

Vintage postcards today are valuable as icons; they help one view a certain place at a certain time. The so called "penny postals" appeared in 1873. These cards were European imports and gained wide acceptance in the United States as they were both convenient and inexpensive.

In the first few decades of the early 1900's the United States was postcard crazy. Thousands of cards were exchanged daily. Many of the cards were simply a form of "self-congratulation", often demonstrating signs of development and progress—churches, libraries, prominent residential districts and schools.

The 3A Folding Pocket Kodak, Eastman Kodak's first postcard format camera, was introduced in 1903 and sold until 1915. The camera, designed for postcard-size film, allowed the general public to take photographs and have them printed on postcard

backs, usually in the same dimensions (3-1/2" x 5-1/2") as standard vintage postcards.

Kodak offered a preprinted card back allowing photographers to document life in the places they visited. These postcards documented important buildings and sites, as well as people and houses.

Picture postcards were more than just a means of communication; they provided a portrait of life in America, especially life in the first two decades of the twentieth century. The political climate and figures of the time were also recorded, as were the prohibition and suffrage movements.

Postcards quickly became a "social phenomenon". More than a passing fancy. They were at their height as a faddish novelty.

The decade between 1905-1915 – the "Golden Age" of Postcards – saw postcard collecting reach a zenith of staggering proportion. Official U.S. Post Office figures for the year ending June 30, 1908 revealed that "almost a billion cards" were sold annually in this country. During the heyday of the postcard craze people bought them for the simple pleasure of owning them.



CONTINUED ON PAGE 3



They preserved the cards carefully in albums or posted them to friends and relatives, with the expectation of receiving many in return. In essence, postcards served as an inexpensive form of entertainment in almost every American home, just as radio and television were in later eras. Visitors often viewed with delight the heavily padded postcard albums adorning parlors, living rooms, and sun porches.

The postcards on this page have dates from 1908 to 1937.

**Watch for our coming display of postcards and cameras when we open on May 1st.**



#1

#2



#3



#4



## LEGEND

#1 Downtown Gothenburg

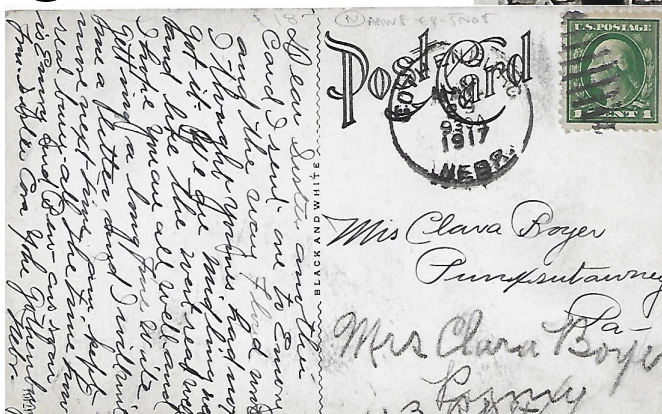
#2 EG West Park

#3 Looking North on

Lake Avenue just north of the existing library.

#4 The Macchette Pony Express Station now located in Ehmen Park attracting thousands of tourists each year.

#5 A letter to Mrs. Clara Boyer who lived in Punxsutawney, PA dated 1917.





A portion of  
the  
information  
about  
Barbers and  
Beauticians  
was found  
in the  
Gothenburg  
Area History  
Book  
available at  
the  
Gothenburg  
Historical  
Museum.

**BARBERS & BEAUTICIANS** *Continued from*  
*pg. 1:*

**B**y the end of the 1800s, women saw the transition from barber-shops to salons all over the world. Salons began to advertise in a big way to get women out of their homes and in 1888, a self-made entrepreneur, Martha Matilda Harper, opened Harper Hair Parlour in Rochester, NY. Before Harper, hairdressers used to make home visits.

I'm sure there were many early beauty shops, but from records that I could find it revealed that MayBelle Krekeler and Louise Davis opened their shop in September 1940 when they moved into a shop (formerly Dorothy's Beauty Shop) in the back of Vera Davis' Style Shop, (now The Enamel Duckling). The shop was located between Novak's Men's Clothing (now Lake Avenue Eyecare) and Iler's Barber Shop. The sisters, formerly from Brady, had graduated from the Marinello School of Cosmetology in Chicago, ILL. Marinello Schools of Beauty was established in 1905 and were named after Giovanni Marinello, the founder of Modern Cosmetology.



The roaring 20's saw almost 25,000 hair salons open in the US. From the 1900s to 20s, bobby pins, hair dryer, perm and hair color became popular. It was the age of Jazz and Coco Chanel, and short bobs.

The 40's era was about hairspray, relaxers and other styling products. Beauty salons became the go-to-place for women to escape from their mundane life, get pampered and indulge in gossip. The term 'salon' officially took over the beauty parlor. Soon, men and women started frequenting the same parlor and Unisex salon was born.

In 1965 Nancy Sitorius, owner and operator, opened her salon located on Lake Avenue in a building owned by Ar-mound Clouarte, which formerly housed Pete's Lunch. She remained a one-person shop until 1971 when Nan Ostendorf joined her along with Lila Beenblossom was in 1975. KJ's Classic Cuts is located there today.

In 1985 The Hairworks was established by Kathy Boswell. It was located above Larry's Plumbing (now Eustis Plumbing). This historic building at one time was home to a dentist and had several apartments. Some of the hairdressers to work there were Diane Gaudreault, Cathy Con-

ley, Shannon Aden, Leslie Stauss and Torey Keiser.

Times change and styles change. Gothenburg is fortunate to have an abundance of salons for both men and women so that we can continue to be pampered and relaxed.

⌂ | N | ✱ | Z | ⚡ | =P | = **BRANDS** DA | HA | A | Z | O | X | H |

**UPCOMING ISSUE**—Most things have changed in the last 200 years, except cattle branding isn't one of them. Brands represent an opportunity for sentimentality. A brand is a symbol of pride for a family or ranch and is passed down through generations. It's something personal. I need your help for an upcoming issue of the Gothenburg Historical Museum's newsletter. I am looking for designs and stories about your brands. Please contact me at 529-0906 or [anneanderson801@gmail.com](mailto:anneanderson801@gmail.com) and share your story.

# MUSEUM RETREAT SCHEDULED



Please RSVP to Roger Heidebrink at 529-2196 or  
Anne Anderson at 529-0906

All members are invited  
and encouraged  
to attend the annual  
museum retreat.

It is your opportunity to share  
your ideas and energy as we head  
into another year.

**WHEN: Saturday, February 8, 2020**

**WHERE: Hillcrest Meeting Room**

**TIME: 10:00 a.m. to 2:00 p.m.**

**LUNCH AND SNACKS PROVIDED**

## 2020 MEMBERSHIP & BUILDING FUND REPORT

**T**hank you to the following who  
joined or renewed their membership  
for 2020 and contributed to the  
museum building fund\*.

- Pam Slack\*\*\*
- Robert & Mary Theasmeyer\*\*\*
- Jack & Faye Kniss\*
- Gene & Cora Bosch\*
- Dick & Jackie Schwanz\*
- Monty & Sheri Schriver

### Form of Payment

Amount enclosed: \$ \_\_\_\_\_

Check payable to:

**Gothenburg Historical Museum**

**PO Box 204**

**Gothenburg, NE 69138**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email Address \_\_\_\_\_

### 2020 Membership

#### Life Time Membership:

- ☐ 10x Building Fund Contributor ..... \$1,000

#### Building Fund:\*

- ☐ Building Fund Benefactor\*\* ..... \$500+
- ☐ Building Fund Contributor\* ..... \$100+

\*Contribution to the Building Fund includes an annual membership.

#### Annual Membership:

- ☐ Supporting Membership ..... \$50
- ☐ Contributing or Family Membership ..... \$25
- ☐ Base Membership ..... \$15

# 2019 MEMBERSHIP & BUILDING FUND REPORT

**T**hank you to the following who joined or renewed their membership and contributed to the museum building fund in 2019.

- Gothenburg Feed Products/  
Terry & Cathy Healey\*\*\*
- Flatwater Bank\*\*\*
- Leonard France\*\*
- Loren & Mary Koch\*\*
- Jan Gill\*\*
- Roger & Carol Wahlgren\*
- Dan & Liz Frerichs\*
- Pam Slack\*
- Mike & Deb Bacon\*
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- Jerry & Sherri Peterson\*
- Roger Heidebrink\*
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- Gary & Anne Anderson\*
- Denise Brittenham
- ***Diane Harm\****
- Romaine & Joan Aden\*
- Gene & Velma Schriver\*
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- Brent & Rhonda Block
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- Jack Soller
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- Jim & Janice Gonzales
- Josh & Amy Mahar
- Karen Oliver
- Kathy Nichols
- Lyle & Arlene Franzen
- ***Robert & LoyAnn Ross***
- Sandy Brestel
- ***Sherie Giles***
- ***Thomas Stebbins***
- Robert Ronnekamp
- Robin & Lynnette Stevens
- Mid Nebraska Realty
- Dawson County Museum
- Tim & Cordelia Aden
- Father Wayne Pavela
- Eugene & Letty Morse
- Eddie & Regis Fruit

\*\*\*Life-Time Member

\*\*Building Fund Benefactor

\*Building Fund Contributor

**BOLD/ITALIC INDICATES NEW  
MEMBER/CONTRIBUTOR**

## LIFETIME MEMBERSHIPS

- Karla Blasé
- Denise Brittenham
- Jan Gill
- Flatwater Bank
- Terry & Cathy Healey
- Ronald Klein
- Dick & Connie Larson
- Donna McConnell
- Ramona Ollendorf
- Blaine Peterson
- Jenny Raymond
- Tot & Pauline Holmes
- Keith & Marcy Aden
- Pam Slack
- Marcia Welch
- Dennis & Sue Kirkpatrick
- Gerald & Janet Kranau
- Roger & Carol Wahlgren
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- Mark & Cindy Peyton
- Charlie & Connie Bihlmaier
- Marvin & Jill Franzen
- ***Larry & Kathy Nichols\****
- ***Chuck & Bev Titkemeier\****
- ***Elsie Cyriacks\****
- ***Steve Windrum\****

***\*New 2019 Lifetime  
Membership***