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827-2238

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827-3230

**Secretary**

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866-2434

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827-7245

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866-4393

Barbara Csavinszky  
827-6785

Beverly Clarke  
827-2650

Barbara Conners  
827-3654

Virginia Fortier  
827-3472

Harold Lacadie  
827-4691

Margaret Manzer  
827-3847

Howard Merrill  
827-2649

Cora Paradis  
827-4120

Florence Wheeler  
827-5586

Harriet Woodsum  
827-2953

**Sunday Program Schedule**

Joyce Harris has done another outstanding job in scheduling a series of Sunday Programs that should attract a wide range of interests. Some of these programs are returning due to the great popularity last year and others are new programs that should be of interest to the community.

As of the publication of this newsletter, the schedule is as follows:

*June 23* - Nancy Leavitt; "Miniature Books"

*June 30* - Joe Hempel; "Cartooning"

*July 14* - Clint Partridge; "Late Edition Country Band"

*July 28* - Dave Klocko; "Mainely Music Barbershop Choir"

*August 4 & August 11* - A "Quilting Demonstration and Exhibit" that will extend over two Sundays

*September 8* - Bingo the Clown, featured at the Ground Round Restaurant

*September 15* - Baycka Voronietsky; "Piano wizardry, popular and light classical"

We hope you will join us for a 2 PM, "Sunday at the Museum"

**Former St. Mary's Church needs repairs**

The home of the Old Town Museum needs some major repairs if it is to remain as a significant historic building in the City. Over several years, cracks have developed in the brickwork on the bell tower and the stonework at the top of the wall facing the street is disintegrating. Also the roofing shingles on the building are over 50 years of age. Some of the shingles have come loose but there are no serious leaks at the present time but this could change.

The Museum Board has asked experts to look at the brickwork/stonework items and they have made recommendations on corrective work. In the process, it was determined that some repairs had been done in a previous era but they had not corrected the basic problem.

The Board would like to proceed with the brickwork/stonework items before damage becomes more costly to repair. The estimated cost of the repairs today is just under \$50,000. It appears the Board must depend upon a combination of fund raising and loans to cover this cost.

# A Moment in Our History

## - A bit of history that many may remember

Over 100 years ago, one Old Town firm had established an International reputation for products manufactured in Old Town. This firm would go on to have offices in several foreign capitals and have manufacturing facilities in two foreign countries. However, the name of the company may not be the one you expected as today the company is only a memory. The firm that carried the name of the City of Old Town around the world was "The Bickmore Company".

Abiel Parker Bickmore (1851-1940) was the creator of "Bickmore Gall Cure", an ointment to treat sores on horses. The first batches of this salve were cooked in 1884 by Mr. Bickmore's wife on the kitchen stove of their home on Center Street. The medication was apparently well received. Mr. Bickmore found that he could not meet the demand by cooking the materials at home. It was also clear there was a large market for the "cure" that Mr. Bickmore had created.

The Bickmore Company was incorporated in 1892 with Herbert Gray, George A. Gray, George Richardson and Abiel Parker Bickmore as stockholders. Mr. Bickmore was identified as the Business Manager at the time of the incorporation.

The new corporation adopted a slogan and a trademark. The slogan was "Be sure to work the horse" and the trademark depicted a workhorse. The horse that appeared in the trademark was a real horse familiar to many in the Old Town area. The horse was a dapple gray used by the Penobscot Chemical Fiber Company to haul raw materials from one section of the plant to another and was known as "Old Doc". A relief of this horse can still be seen over the entrance to Bickmore Manor, a senior citizen housing unit on South Main Street. This building was originally constructed by The Bickmore Company in 1906 as their office and manufacturing facility.

In the early years, The Bickmore Company manufactures more product than just the "Bickmore Gall Cure" or Bickmore Ointment as it was known in foreign countries. It also manufactured a veterinary two-purpose powder known as Bickmore X.Y.Z. Ointment, Bickmore Morticians Powder, and Bickmore Shaving Cream. Herbert Gray started to introducing all of these products to customers in east-coast states and the middle west in 1892, soon after the company was incorporated. The Bickmore products were advertised through the use of two teams of horses drawing well decorated wagons that toured New York State and Indiana. This approach to advertising apparently was successful as

the company increased the number of teams to nine by 1910. The expanded number of teams was able to cover a much larger area of the east coast and Midwest. However by 1914, the number of teams was reduced back to six. By 1918, the modes of transportation had changed to the extent that the company replaced the horse teams with four trucks.

Foreign sales of Bickmore products began prior to the end of the nineteenth century. In 1898, the line of products was introduced to Canada and Great Briton. The following year, 1899, they were introduced in Australia and in 1902 sales began in Germany, Austria, Holland and Belgium.

Sales in the above listed foreign countries expanded and the the products were sold in an increasing number of countries. At one time, The Bickmore Company maintained offices in London, Madrid, Buenos Aires, and Mexico City. To support these foreign sales, the Bickmore Company had manufacturing facilities in France and Canada.

Over time, the list of products manufactured by The Bickmore Company changed as a result of consumer demands and the improved ability to distribute product manufactured by major companies. The 1926-27 edition of the "Old Town Directory" includes an ad showing the products of The Bickmore Company as: Easy-shave Cream, Toothpaste, Cold Cream, Disappearing Cream, Pom-gloss and XYZ Skin Ointment, each of these products was available in tubes selling for \$0.35 each. The company continued to manufacture its original product Gall Salve and a product known as Healing Powder for Horses. These two products were available in various size boxes selling for \$0.35, \$0.70 and \$1.40.

As customer demands continued to change, so did the product mix of The Bickmore Company. The 1956 "Old Town Directory" show that by that time many of the household products were no longer being made by the company. They were however, still making Gall Salve, Healing Powder, XYZ Ointment and Morticians Powder. They had added one new product to their line, Bickmore Fly Salve.

Time overtook this firm that had its beginning by developing a salve used in the treatment for work horses. Even with an attempt to get into other markets, it appears the decline in the number of workhorses and the growth of major consumer products firms was a change the company could not combat. Now all we have to remember this firm that took the name of the City around the globe, is a name on a building and a carved relief over the door of the brick building on South Main Street.

## Annual Meeting of Old Town Museum & Board of Directors Meeting

The Annual Meeting of the Old Town Museum was held on February 11, 2002. Although the Meeting had been advertised, the only people attending the meeting were members of the Board and the Facilities Manager. The Annual Meeting was immediately followed by a meeting of the Board of Directors.

At the Annual Meeting, the Nominating Committee nominated the following Board Members for an additional three-year term on the Board: Cora Paradis, Howard W. Merrill, Harold Lacadie, Harriet Woodsum, and Barbara Conners. These individuals were elected to the Board. The Treasurer reported that Income during 2001 had exceeded expenses by \$6,012.88. The Annual Meeting also received a recommendation for amending the Museum Bylaws to provide for the creation of "Honorary Directors". These "Honorary Directors" would be individual who had served a minimum of three terms on the Board and wished to remain involved with Museum activities but not to the extent required of "Directors".

At the Board Meeting, the Board elected officers for the coming year. Elected were: Richard Eustis, President; Charles Stevens, Vice President; William Osborne, Treasurer, and Sue Gleason, Secretary. The Board elected Virginia Fortier, Harold Lacadie and William Osborne to one-year terms as the Executive Directorship. The Board appointed an Endowment Committee consisting of Howard Merrill, Chair, William Osborne, and Richard Eustis. The Board also adopted a 2002 Budget.

The Board discussed the schedule for the year and decided to close in October, slightly earlier than in the past years. A review of the number of Museum visitors indicated few visitor in late October. The approved schedule had the Museum opening on Friday and Sunday beginning on April 19th. On June 2nd the Museum will be staying open Wednesday through Sunday. The "Opening Reception is scheduled for June 9th.

Virginia Fortier, reporting for the Executive Directorship, indicated Joe Ayotte had been retained as the Operations Manager for the year. He had served in this capacity the previous year. In a subsequent Board Meeting, Virginia also reported the following as Chairs of the Museum's Standing Committees: Exhibits, Virginia Fortier; Programs, Joyce Harris; Acquisitions, Harold Lacadie; Ways & Means, Barbara

Csavinszky with Beverly Clarke serving on the Committee; Operations, Peggy Manzer; and Publicity, Barbara Conners with William Osborne serving on the Committee. Dick Eustis will continue to serve as editor of the Museum Newsletter.

The Board held extensive discussions on two major maintenance projects that need immediate attention. There has been extensive deterioration to the brickwork on the bell tower and the stonework at the top of the front wall. These problems have been getting progressively worse over the past several years. The roofing on the building is reported to have been installed in 1948 and is showing signs of wear. It was concluded the brickwork and stone repairs were the most pressing and must be done very soon to preserve the fabric of the former St. Mary's Church. The brickwork/stonework and roof repair projects will require substantial funding with the cost of the two projects approaching \$100,000. The Board decided to meet as a Committee-of-the-whole in two weeks to determine possible funding for the projects.

The President reported that the Museum would be hosting a Regional Meeting of Historical Societies/local museums on April 14th and urged Board Members to attend.

## Museum hosts meeting of Historical Societies

April 14, 2002 found representatives of local Historical Societies from Brewer, Carmel, Exeter, Hampden, Levant, Lincoln, Orrington, Orono, and Veazie joining with the Directors of the Old Town Museum to discuss common issues such as fund raising, volunteer participation, community interest, housing of collections and other items.

Members of the Old Town Museum Board made presentations on items that were believed to be of interest to the group; Bill Osborne covered the formation of the Museum, Virginia Fortier covered the "Video History" project and Harold Lacadie explained the development of the computerized presentation of historical photos. Harold offered to assist any of the Historical Societies if they wished to set up a similar presentation.

Following refreshments, arranged by Peggy Manzer, a lively discussion was held covering a broad range of topics. Each Historical Society made a brief presentation on their organization which was very enlightening. Many of the groups are still trying to find a permanent home for their society and their collections.

# Membership Drive

Membership in the Old Town Museum is one way which anyone can help in preserving the history of the Old Town area. Dues and donations are a substantial help in the funding of the Museum operations. Remember, the Museum does not charge an admissions fee nor is it supported by tax dollars. Your Membership payment or your donation is greatly appreciated.

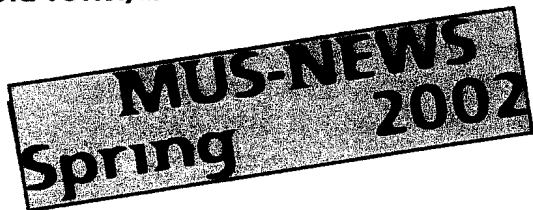
We hope the readers of this issue of Mus-News will continue their support of the Old Town Museum. We especially hope you will be generous in any donations to the Museum's "Repair Fund". The Museum is the place where the history of the area is displayed for your viewing. A place to visit to bring back old memories and a place to show your children (or grandchildren) how things were in earlier times. Please visit the Museum even if you are not a financial supporter. A visit may bring back old memories.

Remember, donations of any amount to the Museum may qualify for a tax-deduction in accord with IRS Regulations. Donations should be sent to the same address as dues.

If you would like your donation dedicated to the Museum "Repair Fund", please indicate on the Donation Form.

If you would like to donate to the Museum or become a member of the Museum, please complete and mail the form at the bottom of this page.

The Old Town Museum  
 PO Box 375  
 Old Town, ME 04468



TO:

04468/0

Old Town Museum; PO Box 375; Old Town, ME 04468

Membership or Donations

Date: \_\_\_\_\_ SpNL

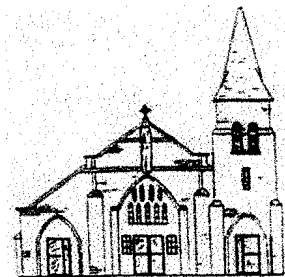
Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Type of Membership or Donation  
 (Circle appropriate item and if Donation, fill in amount)

Individual	\$20	Senior	\$10
Family	\$30	Life	\$250
Group or Business	\$100	Donation:	\$ _____

1976-2002  
 26 years of Service  
 to Old Town and it's  
 Surrounding  
 Communities

138 South Maine St



Membership entitles you voting rights at the Annual Meeting and free admission to the Museum and it's Sunday Programs (Special Ticketed events excluded) Donations are "Tax-deductible" but Memberships are not.

\_\_\_\_ Yes, I would like to be a Museum Volunteer, please call me at (Telephone No.) \_\_\_\_\_