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# ATTIC TREASURES...

...by Rob Reid

I welcome inquiries about any objects that you may have and look forward to seeing and perhaps writing about them. Please forward a photo and a description to me through *Whitchurch-Stouffville this Month*, or drop it off at Reid's Antiques, 6397 Main St. Stouffville during regular business hours or via e-mail at robert.reid5@sympatico.ca.

July is always a busy time of the year in Stouffville and especially this year with the Stouffville District Secondary School reunion and 50th Anniversary added to the events that our Strawberry Festival and July 1st celebrations bring. Keeping with a touch of local flavour, I am presenting this collection of Stouffville memorabilia for consideration.

These pieces are primarily paper and souvenir items that are commonly referred to as ephemera. These fall into three basic categories: promotional wares that were given away as advertising premiums, locally made items, and commemoratives that would have been produced to remember or celebrate a specific event or place.

Calendars and matchbooks were very common types of advertising giveaways, but with the decline in smoking the matchbook is rarely seen any more. A few different giveaways here are a thermometer from the Stouffville Credit Union, a coaster from Widdifield Guardian Drugs (Giant Tiger plaza) and a wooden ruler from Mole Motor Sales (southwest corner of Ninth Line and Main St. in the 1950s).

Items made for a specific purpose are often harder to find, as they were made to be used and consumed. The only example here is a butter wrap from the Stouffville Creamery Co. As it was intended to wrap one pound of butter it was not something that most people would save, or ever see in unused condition. Other examples of this kind are



usually food or packaging related materials such as boxes, cartons and labels. Milk bottles are also a very sought after item for anyone who collects hometown items, but they are a category all on their own.

Commemoratives are the most common of all local history ephemera. Although they are produced in limited numbers, these items were often tucked away in drawers for safekeeping. As a result some are very popular, and valuable, while others are not.

Postcards are a favourite for many and here we have two -- the one on the left is an Orange Order Celebration in Stouffville on July 12th, 1909 and the one on the far right is Stouffville Market (northeast corner of Mill St. and Main St.) of about the same date. The building on the corner is the Spofford Mercantile building also seen in the larger photo above.

This building was built in 1892 and the photo dates from that time. Other trinkets produced to commemorate local events include the set of sketches and square candle for Stouffville's Centennial in 1977, the SDSS 1987 yearbook and the wine and white pillow made for a 1950s Stouffville High School graduation.

Many people like to collect items from their hometown and while very few of the items that are collected have a great deal of value to anyone other than a 'local', resident collectors are often willing to pay many times the actual value just to add the item to their collection. This grouping is no exception. To the right people it brings back memories of times past and that can often be priceless.

*Rob Reid is the owner of Reid's Antiques and Consignment on Stouffville's Main St.*



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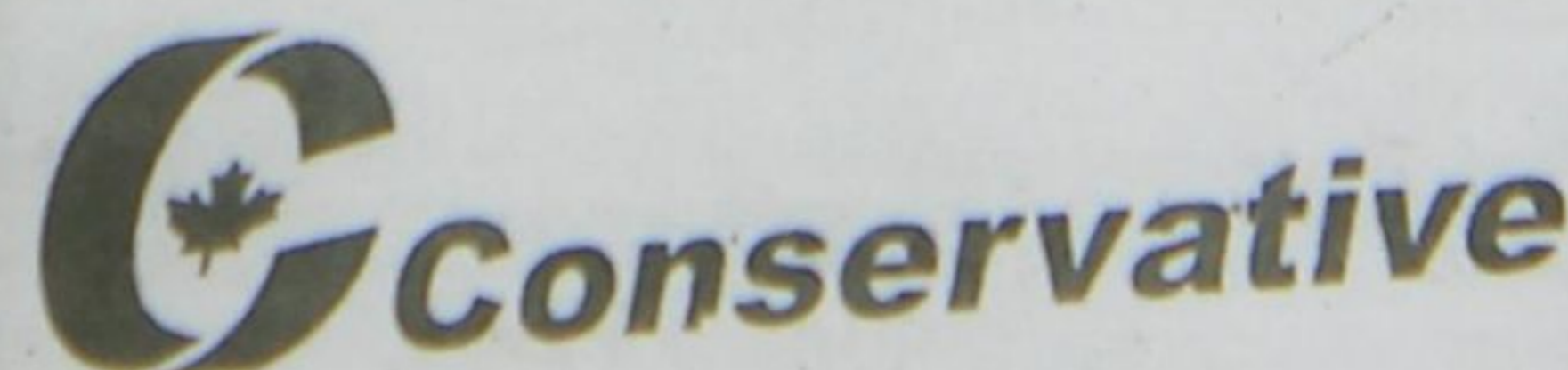
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