For more than 130 years, families made the trip to Downtown Pittsburgh to celebrate the annual Christmas tradition of visiting Kaufmann’s (and later, Macy’s) department store. Along with checking gifts off their holiday shopping lists, they came to marvel at the breathtaking lights and decorations, magical window displays, and of course, to pay a special visit to Santa Claus himself.

Relive those cherished memories at the History Center as part of A Very Merry Pittsburgh, a new holly jolly exhibition featuring original artifacts from Kaufmann’s/Macy’s, Christmas decorations, historic toys spanning the 1940s to the 2000s, and much more.

No trip to Santaland is complete without a visit with old Saint Nick, so each day through Christmas Eve from 11 a.m. to 2 p.m., take photos with Santa Claus and see his original chair from Kaufmann’s – all included with regular admission (and free for members).

The 5,000-square-foot A Very Merry Pittsburgh exhibit will showcase nostalgic objects recalling Pittsburgh’s Christmas past, including:

• Santa’s chair and ornate pieces from Kaufmann’s Christmas window displays
• Classic toys, including toy soldiers, an original Slinky, Mrs. Potato Head, Barbie, Easy-Bake Oven, Rock ‘Em Sock ‘Em Robots, and a Red Ryder BB gun (made famous by the holiday movie, “A Christmas Story”)
• An interactive kids’ area with a selection of classic toys for children to play with
• Giant Mr. and Mrs. Claus ornaments from Kaufmann’s
• The Santaland mailbox from Kaufmann’s, where thousands of Pittsburgh children mailed their Christmas wish lists to the North Pole
• Original costumes and float materials from the MY MACY’s Holiday Parade

A Very Merry Pittsburgh is one of many offerings at the “Smithsonian’s home in Pittsburgh” during the holiday season. Locals and out-of-town guests alike can spend the day exploring the History Center’s six floors of exhibits, featuring iconic artifacts such as the original television set and puppets from “Mister Rogers’ Neighborhood,” Pittsburgh Pirates’ legend Bill Mazeroski’s bat and uniform from Game 7 of the 1960 World Series, and the world’s oldest jeep.

And don’t forget to wrap up your holiday shopping in the History Center Museum Shop, featuring quirky Heinz products, Pittsburgh-proud T-shirts and apparel, award-winning books, and more (see page 3 for a special holiday gift guide!).

The History Center is proud to be an affiliate of the Smithsonian Institution.
Prohibition in Pittsburgh: New Exhibit to Explore Roaring ’20s

Step back in time to an exhilarating era of flappers and suffragists, bootleggers and temperance workers, and real-life legends like Al Capone and Carry Nation.

Beginning on Saturday, Feb. 10, the History Center will host American Spirits: The Rise and Fall of Prohibition, the first comprehensive exhibition about America’s most colorful and complex constitutional hiccup.

This traveling exhibition was created in partnership with the National Constitution Center in Philadelphia. American Spirits brings the story of Prohibition vividly to life, from the dawn of temperance through the Roaring ’20s, and up to the unprecedented repeal of a constitutional amendment.

The exhibit features more than 100 rare artifacts, including flapper dresses, temperance propaganda, a 1922 Studebaker, a hatchet used by Carry Nation, and flasks used for bootleg liquor during Prohibition.

Stop by a re-created speakeasy – a term purportedly coined just outside of Pittsburgh in McKeesport – where you can learn to dance the “Charleston” and explore the fashion, music, and culture of the 1920s.

The American Spirits exhibit at the History Center will also examine Pittsburgh’s deep connections with the regulation of alcohol, which has been a catalyst for civic dissent since the Whiskey Rebellion in 1791-1794. The exhibit will include artifacts that showcase Western Pennsylvania’s long history with alcohol.

Stop tuned for exhibit updates and a full slate of public programs at www.heinzhistorycenter.org.

Pittsburgh Illustrated: Art of Facts Exhibit

Marvel at more than 50 new works of art by members of the Pittsburgh Society of Illustrators (PSI) as part of the new exhibition, Art of Facts | Uncovering Pittsburgh Stories, now on display in the museum’s fifth floor Barenfield Gallery. The Art of Facts exhibit creatively interprets the rich history of Western Pennsylvania and shares its compelling stories through the art of illustration. Last year, members of the Pittsburgh Society of Illustrators – the second largest group of illustrators in the U.S. – were charged with researching, discovering, and sharing those stories in a new and engaging way. The artists’ work featured in the exhibit depicts everything from Andrew Carnegie’s job at age 13 in a textile mill, to Walt Disney’s visit to Westinghouse, to the story of Pittsburgh’s lost “H,” and much more. The Art of Facts exhibit is sponsored by The Fine Foundation, The Heinz Endowments, Richard King Mellon Foundation, and the Allegheny Regional Asset District (RAD).

Get Active at Sports Museum’s NFL PLAY 60 Training Camp

One week before Super Bowl LII, the Western Pennsylvania Sports Museum will challenge kids to get up and get active at the sixth annual NFL PLAY 60 Training Camp, sponsored by Dick’s Sporting Goods, on Saturday, Jan. 27, from 10 a.m. to 2 p.m. As part of the event, admission to the museum is FREE for all children age 17 and under, courtesy of DICK’S Sporting Goods. Kids of all ages will enjoy five floors of fun football-related activities, including a mini-NFL Combine on the History Center’s fifth floor that will test young visitors’ speed in the 40-yard dash, assess their accuracy passing a football, and challenge their agility in a series of quick-hitting drills. Don’t miss special appearances by local athletes, healthy cooking demonstrations for tailgating in the Weisbrod Kitchen Classroom, and the ever-popular touchdown dance contest where young visitors can show off their best moves. The event is presented in conjunction with the Pittsburgh Steelers and NFL PLAY 60, the National Football League’s health and fitness campaign to encourage young fans to be active for at least 60 minutes a day.

One Giant Leap for Pittsburgh: Destination Moon Launches in 2018

Coming in September 2018: a once-in-a-lifetime opportunity to see one of America’s national treasures. The History Center will be one of just four museums nationally and the only museum east of the Mississippi River to host Destination Moon: The Apollo 11 Mission, a traveling exhibition organized by the Smithsonian Institution Traveling Exhibition Service (SITES).

The Destination Moon exhibition is currently on a national tour of four Smithsonian Affiliates in two years while the National Air and Space Museum completes extensive renovations leading up to the 50th anniversary of the Apollo 11 lunar landing mission in 2019.

The blackboard exhibition’s centerpiece is the Command Module Columbia – the only portion of the historic spacecraft to complete the first mission to land a man on the moon and safely return him to Earth. The tour will mark the first time in 46 years that the Command Module Columbia will leave the National Air and Space Museum. Destination Moon features dozens of original Apollo 11 flown objects, models, videos, and interactives that give visitors an unprecedented look at the historic journey of the Apollo 11 crew: Neil Armstrong, Michael Collins, and Buzz Aldrin.

Visitors to the History Center’s Destination Moon exhibition, which launches in Pittsburgh on Sept. 29, 2018, will learn how Pittsburgh companies and innovators used their “We Can Do It!” spirit to play an important role in the mission, including contributions from Alcoa, MSA, North American Rockwell, Union Switch & Signal, Westinghouse, and others. Stay tuned for the most up-to-date information on Destination Moon at www.heinzhistorycenter.org.
Top Five Museum Shop Gifts for the Holidays

This holiday season, find the perfect gift for your friends and family at the award-winning History Center Museum Shop, open seven days a week during regular museum hours (10 a.m. to 5 p.m.) and open to the public with no admission fee. Can’t make it to the Strip District? The Museum Shop’s e-store at shop.heinzhistorycenter.org offers the same chic gifts, compelling books, and unique jewelry.

1. Luna: Pittsburgh’s Original Lost Kennywood ($12.95)
   “Luna” follows the intriguing, intertwined stories of two very different amusement parks in suburban Pittsburgh: Kennywood in West Mifflin and Luna Park in North Oakland. Author Brian Butko takes readers on a rollicking trip to the rowdy picnic spot first called Kenny’s Grove before we meet the Ingersoll family of inventors who go from building rides at Kennywood to creating its chief competitor.

2. Heinz Lip Balm ($3.75)
   Attention Heinz lovers! You can now purchase LIP BALM in ketchup, mustard, dill pickle, and Heinz 57 sauce flavors. Gluten free, paraben free, and crafted with beeswax, sweet almond, and coconut oil, they’ll surely be the most delicious stocking stuffer for your friends and family.

3. Heinz Stress Tomato ($6.00)
   Squeeze all your worries away with this History Center exclusive. These little toys are the perfect gift for you or your stressed co-worker!

4. “Serendipity Portal” print by artist Mark Bender ($70.00)
   Bring part of the History Center’s new Art of Facts | Uncovering Pittsburgh Stories exhibit home with you with this incredible piece of Mark Bender artwork depicting the Portal Bridge at Point State Park.

5. Heinz Town Clock ($15.00)
   This limited-edition clock tower replica, created exclusively for Heinz by Department 56, features a real, working clock.

Pittsburgh’s premier party for young professionals is taking it back to the Roaring ‘20s for the 20th Annual History Uncorked event.

Presented by BNY Mellon, History Uncorked: Roaring ‘20s, will offer an evening of fun, discovery, dancing, and activities that all partygoers will enjoy – not to mention great food and beverages from local Pittsburgh eateries. This year’s event will be inspired by the History Center’s upcoming traveling exhibition, American Spirits: The Rise and Fall of Prohibition.

Don’t forget to wear your 1920s-inspired attire – flappers and gangsters welcome!

Guests must be age 21 and over to attend. For more information, or to become an event sponsor or vendor, please contact Angela Ford at agford@heinzhistorycenter.org or 412-454-6405.

Celebrity Golf Tournament

The Western Pennsylvania Sports Museum’s Annual Celebrity Golf Tournament champions Tudi Mechanical Systems (Joe Barnes, David Tudi, Bob Tudi, and Dennis Ciccone) join Andy Masich and event co-chairs Carol Semple Thompson and Mike Wagner.
Annual Report
Fiscal Year 2016-2017

The History Center recently completed its 2017 fiscal year. From award-winning publications to extraordinary events, the History Center and its museum system continues to reach new and diverse audiences with unmatched educational outreach. Here is a look at the organization's proudest accomplishments over the past year.

256,875
Total visitors to the History Center museum system in FY2017

Annual Budget
$12 million total budget

Income
- Contributed: 50%
- Earned: 27%
- Investment Income: 12%
- Government: 11%

Expense
- Programs: 51%
- Museum Services: 41.5%
- Fundraising: 7.5%

Development

$638,613
Raised in fundraising events

1,071
New membership subscriptions

History Center Affiliate Program

15,167
Miles traveled to and from History Center Affiliates

13,149
People reached through Affiliate programming

125
History Center Affiliates

17
Affiliates to host We Can Do It! WWII traveling exhibit

Exhibits

400
Photos featured in the #Pixburgh: A Photographic Experience exhibition

141
Donations received of more than 600 objects to the museum collection

9
Retired number of Pirates legend Bill Mazeroski, whose 1960 World Series Game 7 uniform and bat were added to the Sports Museum collection

6
Exhibitions opened, including the new Discovery Place and the We Can Do It! WWII traveling exhibit

Education

457
Students participated in the National History Day regional competition

72
Students participated in the new Pittsburgh Imagineers afterschool program

27,244
Learners engaged through educational programming

4,645
Students served from Pittsburgh Public Schools

26
New school districts served in the last school year

Public Programs

1,630
Visitors participated in 13 public programs offered as part of the History Center’s America 101 initiative

30
Public programs for young adults/professionals

100
Public programs offered

58
Strategic partnerships with local external organizations to support public program efforts

20%
of the History Center’s unique media stories in FY17 highlighted public programs

Facility Rentals

$1,042,568
Total earned revenue from facility rentals

23,596
Guests attended rental events

64
Weddings hosted

181
Events (corporate, non-profit, family, and more)

1
2017 Couples’ Choice Award from WeddingWire
**Fort Pitt Museum**

<table>
<thead>
<tr>
<th>2,267</th>
<th>3,517</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors during the Three Rivers Arts Festival</td>
<td>Students toured the museum</td>
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</table>

**Meadowcroft**

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<th>19,853</th>
<th>10,560</th>
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<tbody>
<tr>
<td>Total visitors</td>
<td>FEET (2 MILES) Covered in the Walk Through Prehistory hike</td>
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**Library & Archives**

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<tr>
<th>2,629</th>
<th>1,610</th>
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<tbody>
<tr>
<td>Collections accessed for 7,732 patrons</td>
<td>Images reformatted to digital</td>
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**Volunteers**

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<tr>
<th>76,942</th>
<th>30,281</th>
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</thead>
<tbody>
<tr>
<td>Total hours contributed by active volunteers</td>
<td>Total hours contributed by nine volunteers with 15+ years of service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>239</th>
<th>56</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active volunteers</td>
<td>New volunteers</td>
</tr>
</tbody>
</table>

**Museum Shop**

<table>
<thead>
<tr>
<th>27,213</th>
<th>508</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pickle pins</td>
<td>Chocolate-covered pickles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3,552</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natrona Bottling Company’s Red Ribbon sodas</td>
</tr>
</tbody>
</table>

**Communications**

<table>
<thead>
<tr>
<th>147 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media impressions</td>
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</tbody>
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<table>
<thead>
<tr>
<th>478,191</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique website visitors</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>55</th>
</tr>
</thead>
<tbody>
<tr>
<td>New posts on History Center blog</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>52,059</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers on Facebook, Twitter, and Instagram</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>175</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items from our collections added to Google Arts &amp; Culture</td>
</tr>
</tbody>
</table>

**Publications**

<table>
<thead>
<tr>
<th>2</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Graphic Design USA Awards – for “Toys of the ’50s, ’60s, and ’70s at the History Center” by Emily Ruby, Spring 2016 issue of Western Pennsylvania History magazine; and for best design of a book for “Luna: Pittsburgh’s Original Lost Kennywood.”</td>
<td>Davey Award (Academy of Interactive &amp; Visual Arts), a gold for individual achievement, copywriting for “An Old Strong Law and Custom: Indians, Colonists, and Captivity on the Frontier” by Mike Burke, Summer 2015 Western Pennsylvania History magazine</td>
<td>Mid-Atlantic Regional Archives Conference Arline Custer Award for best article: “Strike Out: A Pirates Pitcher at the Battle of Homestead” by Zach Brodt, Summer 2015 Western Pennsylvania History magazine</td>
</tr>
</tbody>
</table>
Few objects from colonial America had such a personal connection to their owners as the powder horns used by soldiers, settlers, and American Indians to store the gunpowder necessary for their survival.

Explore the stories behind these delicately carved objects in the Fort Pitt Museum’s new From Maps to Mermaids: Carved Powder Horns in Early America exhibition.

In a world where firearms were necessary tools, the powder horn — made from the lightweight and hollow horn of a cow — served as the constant companion of thousands of frontier residents. While powder horns kept gunpowder dry, many owners also recognized the smooth surface of the horn as the ideal place to leave their mark. They etched names, dates, maps, and war records, as well as purely whimsical figures, into the objects.

See firsthand how carved powder horns represent early American folk art in its purest form and serve to illuminate the past.

Special thanks to the Laurel Foundation, sponsor of From Maps to Mermaids.

For photos and more information about the Fort Pitt Museum, visit www.heinzhistorycenter.org/fort-pitt.

Download the New America 101 App!

Committed to telling the American story and inspiring a community of citizens to explore what it means to be an American, the History Center’s America 101 initiative engages the public to learn American history through public programs, special exhibitions, digital learning tools, and educational curriculum. Through the America 101 initiative, the History Center regularly hosts U.S. naturalization ceremonies, special American flag folding events that honor veterans, and other forums to discuss issues such as civics, government, immigration, and history.

In partnership with the tour guide app GuidiGO, the History Center recently launched a new America 101 app for iPhones and Android devices that enhances the visitor experience and tests their knowledge of American history, civics, and geography. The challenges in the app are based on the test that all new U.S. citizens must pass.

Special thanks to Charity Randall Foundation, sponsor of America 101. Visit www.heinzhistorycenter.org/america-101 for more about this initiative and for information on how to support future America 101 programming.

History Center Partners with Alzheimer’s Association

The History Center has partnered with the Alzheimer’s Association to offer monthly guided tours of Pittsburgh’s past designed for those living in the early stages of Alzheimer’s and their care partners. From art to industry and “Mister Rogers’ Neighborhood” to the neighborhoods of Pittsburgh, the History Center offers familiar sights and sounds that evoke memories of earlier times and cherished experiences.

These special tours are available on a regular basis. Please visit www.heinzhistorycenter.org/events for dates and more information.

December 2, 2017 - January 23, 2018

The History Center’s We Can Do It! WWII traveling exhibition, presented by Erie Insurance and supported by The Eberly Foundation and the Institute of Museum and Library Services (IMLS), will visit the Ellwood City Area Historical Society from Dec. 2, 2017 through Jan. 23, 2018 as part of a three-year tour of History Center Affiliate Program organizations. The 500-square-foot We Can Do It! WWII traveling exhibit explores Western Pennsylvania’s incredible impact on the home, industrial, and battle fronts during World War II. The exhibit is provided free of charge to members of the History Center Affiliates Program, a collection of more than 125 historical organizations throughout the region.

For more information on the We Can Do It! WWII traveling exhibition, please contact Bob Stakely at 412-454-6359 or rostakely@heinzhistorycenter.org.

Hop into History: Holiday Memories

Wednesday, Dec. 13
10:30 – 11:15 a.m.

Experience Pittsburgh’s holiday traditions, from recreated storefront windows to Santa’s chair and making snowmen in the new A Very Merry Pittsburgh exhibit!

Hop into a fun exploration of the past as we play and explore together in this hands-on session designed for 2 – 5-year-olds and their caregivers. Young kids will be transported back in time through music, dance, and games. These fun and lively sessions will be led by museum educators and music instructor Lynda Wingerd. Hop Into History is free for kids five and under. Adults must pay regular museum admission, which is good all day. Space is limited, so please register in advance at www.heinzhistorycenter.org. Members, use the special code MEMBERHOP for your discount.
Books in the 'Burgh

The History Center’s Books in the ‘Burgh series provides a forum for authors and literary enthusiasts to share their passion for Western Pennsylvania’s most current storytelling, scholarship, and research. Enjoy book readings, discussions, and signings with the authors as part of these intimate and engaging forums.

All books in the ‘Burgh programs are FREE, but museum exhibitions are closed during these events.

Stay tuned to www.heinzhistorycenter.org or call 412-454-6455 for additional information and room rates, please visit www.heinzhistorycenter.org/rentals or e-mail minter@heinzhistorycenter.org.

Collections Spotlight: Clark Bars

The D. L. Clark Company traces its roots to Pittsburgh’s North Side in 1886 when David L. Clark, an Irish immigrant, first began selling candies out of a horse-drawn wagon. In 1911, the company considerably expanded its business by acquiring a candy and cracker company in the North Side. During these years of development, the Clark Company quickly became renowned for its innovations in candy production. The D. L. Clark Company Records, found in the History Center’s Betre Library & Archives, consists of images, postcards, advertisements, and other materials related to the company.

The History Center Museums

Clark Acres: a grocery store display of Clark and Nauton bars, c. 1960s.

Library & Archives Accessions

Joseph V. Udovina: additions to the Joseph V. Udovina Papers

Rosalba Reddy: Rosalba Reddy Negatives

Sarah Hyle: Sarah Hyle Photographs

Lyra Freeman: John Anson Ford Photographs

Carol Jordan: Scenic Family Papers and Photographs

Ellen Smith: Rotary Club of Allegheny Burlington Photographs

Jeffrey Bergman: Terry Tullis History of Pulp Records and Records

Karen T. Kros: Pulp History of Pulp Factory Records

Conley Ware: incl. Pulp History of Pulp Factory Records

Joseph Marsh: Andy D'Amico Papers

Judith Stannier: Ringling Bros. Barnum & Bailey Circus Roster Papers

Karen Pappert: Memories of U (Union High School yearbook 1920-1922)

Pittsburgh Catholic Championship Football Game Programs (1945, 1947)

Jake Oresick: Pittsburgh Then and Now

G. Evan Stoddard: Pittsburgh Then and Now

Field: Pittsburgh Then and Now

Barbara Williams: Pittsburgh Then and Now

David McCullough Day, July 7, 2013, Pittsburgh

Hard Days Hard Nights

Mellon Square: Discovering a Modern Masterpiece

Brian Butko: They Say There was a War

Brian Butko: Kiss it goodbye!

Andy Masich: Fort Pitt: A frontier history

Stephen Bodner: Allegheny County Police Department: the LST 475 hat with military insignia attached

Kathy Kenny: John Marsh Kennywood Photographs

Meadowlift: Collection of artifacts that document Kaufmann’s/Macy’s downtown location

Pittsburgh Then and Now

Herb S. Smith, Jr.: Sheep later used by preserving anatomist and founder of the History Center

Fall 2017 Making History
Visit www.heinzhistorycenter.org/events for a complete list of upcoming events and detailed exhibition information.