



# Glendale Heritage Preservation Newsletter

"Preserving the Past for the Future"

## From the President's Desk

By Joanne Goode

With this issue of our newsletter, GHP is very pleased to present our new logo and new look for our organization and our publications. We are also redesigning our Website and hope to have it in place very soon. In addition to having information about hours and programs, we will be adding much of the content that we now currently have on our touch screen display in the museum. We will also be adding the ability to join GHP, pay the membership fee and to sign up as a volunteer with GHP.

Eventually we will provide access to our database. Over the past few years, the amount of information and photographs that can be retrieved from our database has significantly increased and now we can begin working to provide access to our archive collection online. I would like to thank Nancy Macenko and Bob Galbraith for all their work on these two projects.

This summer we plan to redesign our museum and the exhibits that we feature in the museum. The museum room will have a fresh coat of paint and be equipped with new display furniture. Coming up in 2015 will be two new exhibits. Christ Church will be celebrating its 150 Anniversary and The Glendale Garden Club will be celebrating its 100th Anniversary. Members of both groups along with GHP volunteers will be working on those exhibits.

Our Welcome Gift Basket to new Glendale residents has been a very successful project thanks to Peg Shardelow and Carol Beaird. Our membership is up this year and we have welcomed several new volunteers. The Pancake Breakfast was well attended this year and the silent auction, always a popular part of the Breakfast, was very successful. Many thanks to Kevin Malloy, who heads up this important event which is our primary fund raiser. Thanks to the many volunteers who make the Breakfast possible. We also thank our local businesses for their support.

Glendale Heritage Preservation is an all-volunteer organization. New volunteers are always welcome. There will be lots of opportunities to get involved this year and we hope to see some new faces. An excellent way to get started is to become a volunteer to staff the Gift Shop and Museum. Follow our activities on Facebook or contact us at [gHP@fuse.net](mailto:gHP@fuse.net) to explore ways that you can become involved.

## Where are we?

This is the entrance to one of two streets in Glendale on which there is only one house. Can you name this street and the other street with only one house?

Send your answers to [GHP@fuse.net](mailto:GHP@fuse.net) or call 513-771-8722 and leave a message



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Vice President  
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Vice President  
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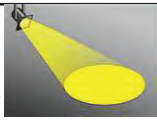
### Newsletter

Bob Galbraith

GHP Museum Hours  
Thursday & Saturday  
11am - 3pm

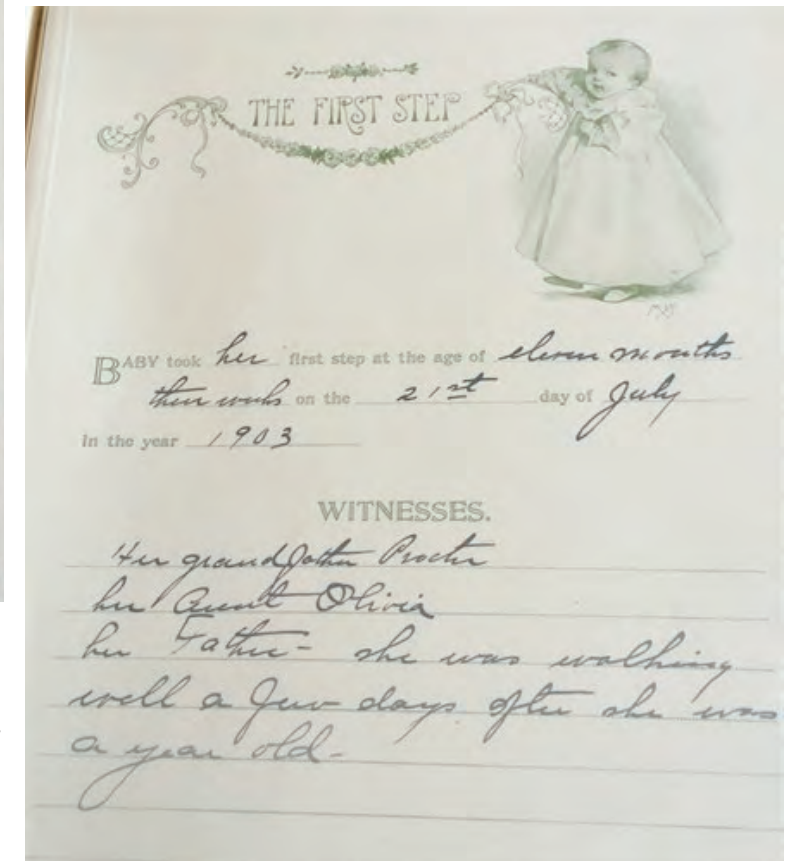
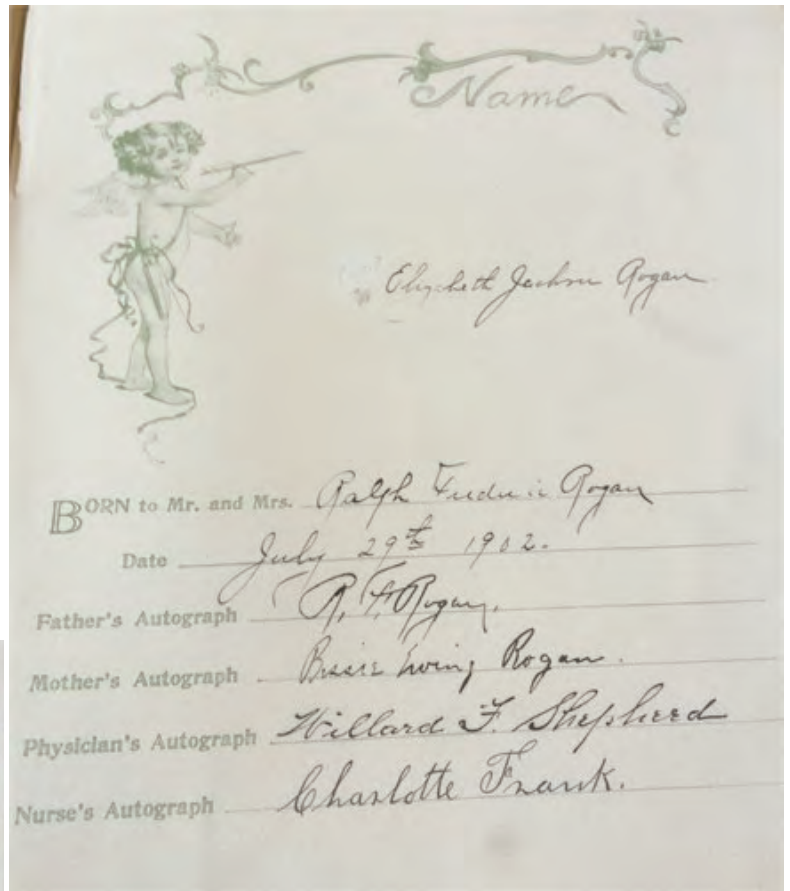
# GHP Donor Spotlight

By Joanne Goode



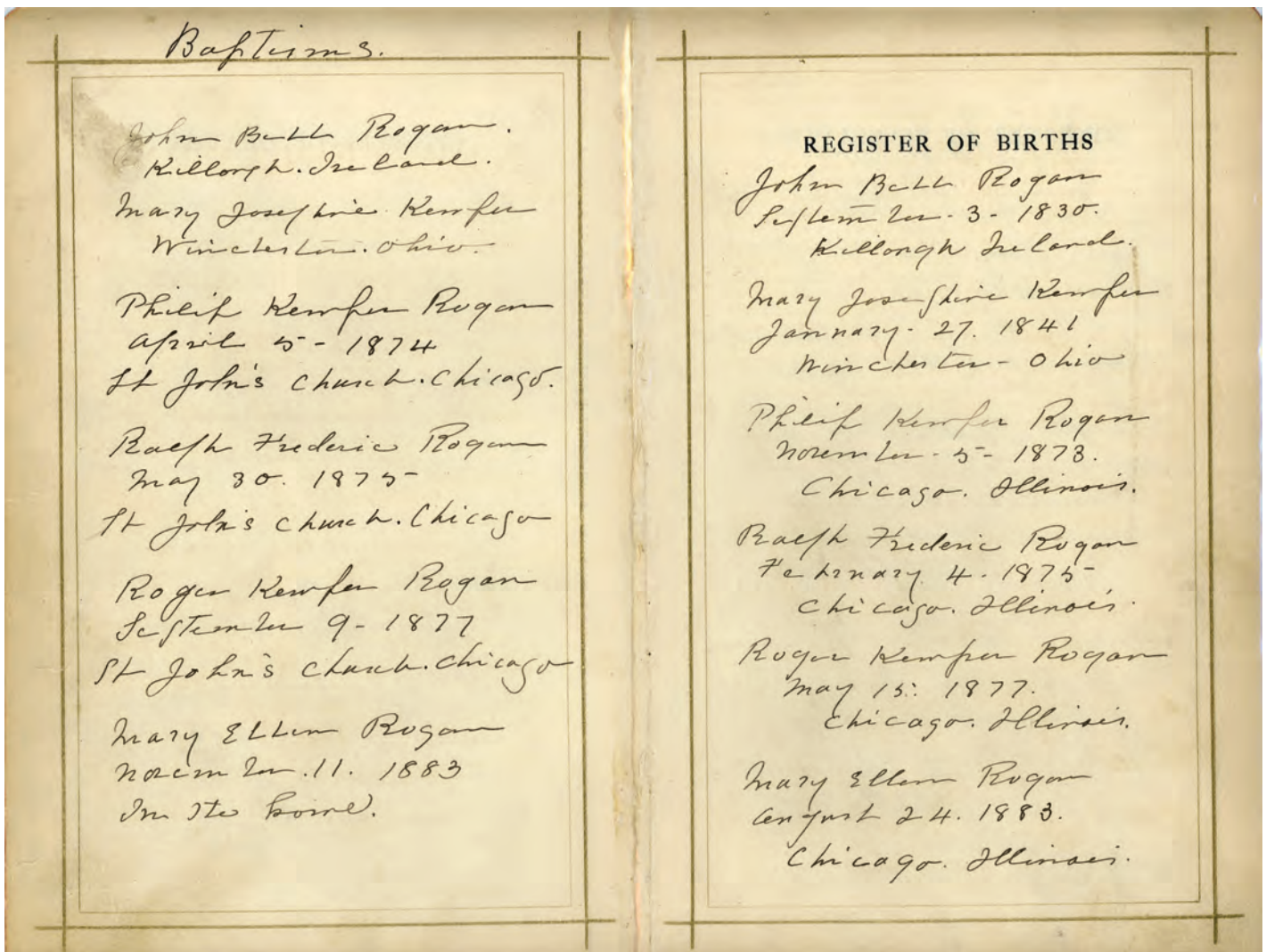
In this issue of our newsletter we would like to shine our Donor Spotlight on new Glendale residents, James and Nancy Jellison. When the Jellisons moved into their home on 400 Oak Road, they discovered a number of items stored in the attic which belonged to the Carruthers and Rogan families.

My personal favorite among the items is the Baby Book of Elizabeth J. Carruthers. Here are excerpts from the book. On the Name Page are the signatures of her parents. Her mother, Bessie, was the daughter of William Alexander Procter and the sister of William Cooper Procter. One of the doctors we recently featured in our Medical History Exhibit was the presiding physician and the name of the nurse is also listed. On the page celebrating her first step, the witnesses listed are W.A. Procter and her Aunt Olivia, Bessie's sister. The photograph is that of Elizabeth on her 5th birthday.



Included in the donation is the Family Bible which belonged to Mary Josephine Rogan and two affidavits which refer to family information entered into this Bible as evidence confirming the birth date of Ralph F. Rogan. A related letter from Claud M. Stanton, Executor of the Estate of Elizabeth J. Carruthers, is also included. Several photographs of the Carruthers family are also part of the donation. Two of the pages from the Bible are pictured here.

In addition to thanking the Jellisons, we would also like to thank the following recent donors:  
Bob Galbraith Gene Mooney  
James Guthrie Fiona Blainey



Rogan Family Bible

## Unique Glendale Puzzles

By Bob Galbraith

GHP with support from FrameUSA is now able to produce custom, laser-cut puzzles. Puzzles are available with photos of houses and buildings within the historic district taken in the winter of 1974-75 (black & white), or color photos of any of the house or buildings throughout Glendale taken in the winter of 2012-13. Puzzles are either 40 piece eight by 11 inch (\$10) or 230 piece 11 by 15 inch (\$15) sizes. They are delivered in attractive six-by-four inch cylinders. Various stock puzzles are also available or you may supply your own high resolution photo to be made into a puzzle. Each puzzle includes unique to Glendale as shown in the background here.

To order puzzles stop by the Black Squirrel gift shop in the Museum and fill out an order form. Puzzles will be delivered in approximately two weeks.

## Do you know?

Many of you know that there were no street numbers on the houses in Glendale until 1942. Do any of you know who ordered Glendale and six other communities in Hamilton County to assign house numbers and why they were necessary? Send your ideas to [GHP@fuse.net](mailto:GHP@fuse.net).



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## Understanding and Building our Brand

By Nancy Macenko

What's our mission? What's our promise? What's our mark? Last Fall, a committee of our trustees began asking those very questions about GHP.

It happened during an exercise where we explored GHP's identity, message and mission. We wanted to better understand the brand "Glendale Heritage Preservation," with an eye toward strengthening our name recognition and visibility, sharpening program focus and boosting membership and volunteers.

Our work generated a number of findings. At the outset we were surprised to learn there we had no current GHP mission statement. Well, now we do. This is our mission and our promise:

*"Glendale Heritage Preservation exists to preserve, protect and educate about the legacy, traditions, history, images and customs that combine to make Glendale unique."*

Next we overlaid our initial findings from the exercise against the look, feel and messages of our publications, print materials and social media links and asked, "Do they reflect our brand?"

We found conflicting tag lines, and a variety of logos in GHP materials. We took on the tag line first.

Based on our shared views of the organization's purpose, we concluded the latest Glendale Heritage Preservation tag line works just fine. So it will continue as:

*"Preserving the past for the future."*

Then we focused on what our mark, or logo, should be. We started with the question, "what comes to mind when you think of GHP?" Not surprising, the answer most given was "The Depot."

Armed with this information and the rest of the findings from our branding exercise, we developed a Request for Proposal and sent it to a number of area designers. "Garden Girl Graphic Design" from Westwood was selected to translate our findings and feelings into a graphic mark for Glendale Heritage Preservation.

