

# NEWSLETTER

## HOLDERNESS HISTORICAL SOCIETY

SPRING 2023

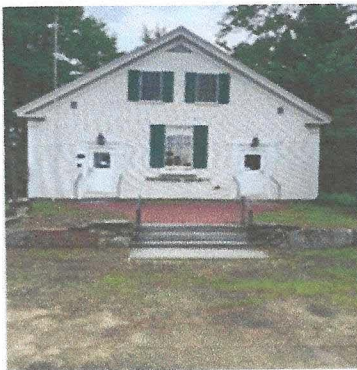
VOLUME XXXXVI

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[www.holdernesshistoricalsociety.org](http://www.holdernesshistoricalsociety.org)

### Holderness General Store Recollections

My contact with the General Store (now Squam Marketplace) began in May of 1962 when I was 14. My parents (William and Maude Sterndale) bought the place from Mr. John Anderson who had owned and operated the store for the two previous summer seasons. Mr. Anderson was a retired RI state policeman. He and his wife bought the place from John Putnam in the fall of 1959. Apparently dealing with the public as a shop keeper did not work out as Mr. Anderson had anticipated. My parents were novice shop keepers as well.

At that time, I believe the building was pretty much as originally constructed. This picture was from around the time my family acquired it. Curiously, there is no sign in this picture. When we bought it, the Anderson's sign was still there. We had a Canada Dry company sign with the name "Bill's Market" installed above the front porch roof. (My older brother was the Canada Dry regional salesman). The third-floor false front was still there. The front "porch" was still open. A driveway (right of the phone booth) gave access to the basement level and rear.

The second floor was a 4-bedroom residence with two living rooms across the front of the building. The top floor (with dormers) was unfinished and wide open. On the left side of the building, an entry door gave access to the residence. It was a few steps above grade.



The front porch was the fruit and produce department: fruit on the left, vegetables on the right. Entry to the store was in the middle through double doors with swinging screen doors. The cash register was a few steps inside the entrance doors. To the right were the magazine and book racks for your vacation reading material. Canned goods and non-perishables were arrayed along a corridor down the right side. A glass front beer cooler sat in the middle at the rear. During our first summer (1962) we couldn't sell beer on Sunday. In 1963 the law changed to a much more liberal policy allowing beer sales after noon on Sunday!

Continued on page 2



## **President's Corner**

The Art and Memorabilia of Helen Nicolay (the paintings are on loan compliments of Patty Sue Salvador.) and the dugout canoe discovered in Veerie Cove in 1939 will be two of our exhibits this year. This summer the museum will be open Saturdays from 10 AM to 12 noon.

The collection of pictures and stories of Holderness historic buildings is an ongoing project. If you have any information that you are willing to contribute, it would be most welcome as it helps to preserve our town's history and give it perspective.

The cataloging of our books and pamphlets continues in an effort to make research easier. Our library area allows people to research families, cemeteries, camps, historical events and places. Several DVD's including Holderness 250<sup>th</sup> are available for viewing in the museum this summer.

Thank you for your continued support by way of membership dues and contributions. If you have not renewed your membership for 2023, please use the enclosed envelope to do so. Your ideas, suggestions, and help will be enthusiastically welcome. We hope more of our members will take more active roles in the Society. Please contact me or any other board member if can help or for more information.

Linda Foerderer  
FPLinda@aol.com (603) 968-7487 mid April to mid November or (561) 279-9720 mid November to mid April.

## **Treasurer's Report**

Thanks to our members and donors, we are operating in the black. All non-profit forms have been filed with the IRS, the NH Attorney General's office and the Town of Holderness.

The meat department occupied the left rear of the store. It included a walk-in cooler and various cutting, slicing, grinding and weighing apparatus. Meats were displayed in a glass front case, accessed from behind by an attendant (sometimes me). Meats were weighed and wrapped to order, also cut to order on request. Each item was weighed and wrapped in white paper with the price written in a grease pencil on the outside. "I want 3 steaks this thick!"

"Yes sir!" A wheel of cheddar cheese was placed where waiting meat customers would have a chance to taste a bite and ponder a purchase.

A central aisle brought customers back to the front of the store past more non-perishables, the dairy case, a small frozen foods case and the ice cream freezer.

During our first summer, a huge glass front chicken barbecue machine sat proudly in the front of the store. It would cook at least nine chickens at once on spits. It proved to be a great way to heat up the store on a hot July day. BBQ chicken was not a big seller. It disappeared that fall.

At the produce department outside, you could select your fruits and vegetables from the displays and have them bagged, weighed and priced (probably by me, in grease pencil written on the paper bag) for check out.

When your shopping cart was full (I think we had 6 carts.) you would bring your items to the cash register, place them on the counter and wait while the cashier entered each item on the mechanical cash register (click, click, click, whirr, etc.) and placed them in a paper bag.

At closing time (9:00 PM) I would place flimsy screens made of chicken wire with wooden frames around the porch area (most fruits spent the night in the walk-in cooler) to keep the vegetable thieves away.

The shop keepers (my folks) worked long hours (8:00 AM to 9:00 PM) seven days a week from Memorial Day to Labor Day. Then business stopped. I got most evenings off and every Monday all day (if I stayed away from the store). We had competition: Smith Piper just up the road offered pretty much the same products and service we did. Louis Francesco's uncle John had a very tiny store right next to the bridge where he offered a few canned goods, beer and newspapers. After three years my folks decided they had had enough of the summer marathons. Income from the short seasons was disappointing.

When they decided to sell, John Putnam bought it again and operated it for several years. In 1972 he deeded the store to his daughter Jackie Noseworthy and her husband John.

*Bob Sterndale*

(Editor's note: The original store burned down in the big fire of September 1906. It was quickly rebuilt by then owner NB Whitten.)



*Squam Lake Marketplace formerly Holderness General Store as it looks today.*

Other owners that were recalled are:  
1959 John Anderson, retired RI state trooper  
1950s Davis General Store  
David Warner in ???  
N.B. Whitten  
1959 John Putnam  
Rae Andrews and Cindy Foster 2012 - present



## The Purple Heart is the Oldest Military Award Still Presented to American Service Members

The Purple Heart's first predecessor, the Fidelity Medallion, was created in 1780 by the Continental Congress. During the Revolutionary War, Continental Army soldiers William Brown and Elijah Churchill were the first soldiers to receive the Badge of Military Merit, the predecessor to the Purple Heart.

The Purple Heart has a history that reaches back to the waning days of the American Revolution. The Continental Congress had forbidden General George Washington from granting commissions and promotions in rank to recognize merit. Yet Washington wanted to honor merit, particularly among the enlisted soldiers. On August 7, 1782, his general orders established the Badge of Military Merit.

In 1942, Army Lt. Annie G. Fox became the first woman to receive a Purple Heart for her heroic actions during the Japanese attack on Pearl Harbor in 1941.

President John F. Kennedy is the only U.S. president with a Purple Heart. Kennedy who served in the Navy during World War II, injured his back when a Japanese destroyer collided with his patrol torpedo boat near the Solomon Islands. As his boat sank, Kennedy refused to let his injury stop him from towing a badly burned crew member to safety. Kennedy swam three miles with the man's life jacket strap clenched between his teeth before reaching an island and bringing the man safely to shore.

The Purple Heart designation is an "Outward expression of an internal desire to recognize and honor recipients of the Purple Heart". The Purple Heart is presented to men and women of all military services that have been injured or killed in action against an enemy of the United States.

The Purple Heart Trail program began in 1992 at Mt. Vernon, Virginia. The goal was to make the public aware of the Purple Heart Medal and what the medal represented. Roads, bridges, highways, and trails were designated as a part of the Purple Heart Trail.

Purple Heart Day is observed on August 7 each year and is a time for Americans to remember and honor the brave men and women who were either wounded on the battlefield, or paid the ultimate sacrifice with their lives. The holiday was first observed in 2014, and is considered an unofficial observance meaning that businesses, government offices, etc. do not close on this day.

I currently live in Center Harbor but have lived the majority of my life in Holderness and am proud that my name is on the Holderness Honor Roll. My father enlisted in the US Army on April 2, 1943 and served in the 34<sup>th</sup> Infantry Division and was wound twice during combat invasions in North Africa and later in Italy during the Anzio beachhead landing and subsequent

battle of Cassino. He received two Purple Hearts and Oak Leaf Cluster in recognition of his injuries. He married Margaret (Peggy) Jenkins shortly after his discharge from the Army in 1946. They had two sons Earle Jr. and Ronald and a daughter Cindy. Our family moved to the Burleigh Farm in 1949, where Earle began working as a local milkman, delivering Burleigh Farm milk products in the Holderness area. Over the next 40+ years he progressed through many positions on the farm, retiring as the farm manager in the late 1980s due to deteriorating health. Thanks to the generosity of the Webster family, Earle and Peggy continued to live on the farm until his death in 1991. My parents are buried in our family plot at Trinity Cemetery.

Earle was active in the community as Scoutmaster of Holderness Boy Scout Troop 70, a member of Ashland American Legion, organized and led multiple Memorial Day parades, member of the Holderness Fire Dept., usher at the Holderness Community Church, member of the Plymouth Masonic Lodge and local Fire Warden.

Earle Jenkins



This sign is located on the library lawn at the intersection of US Rt. 3 and Rt 113.



Holderness Honor Roll





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- Anne

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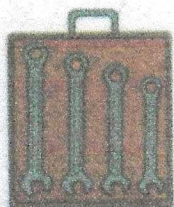


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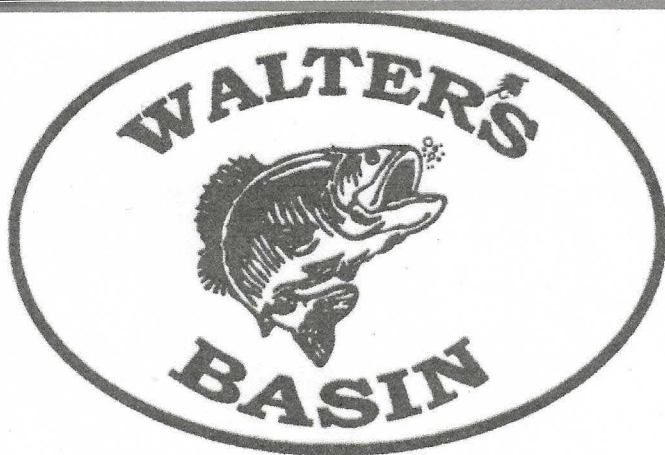
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SDA



**Pictured: The Holderness Inn, Holderness, NH  
New Home of Samyn-D'Elia Architects, P.A.**

Built in 1895, the Inn is one of the few early summer hotels to survive intact in the Lakes Region. Ward D'Elia and Cris Salomon have long admired the building for its history, architectural significance, and importance to the community, and are proud to have the opportunity to renovate and preserve this local landmark.

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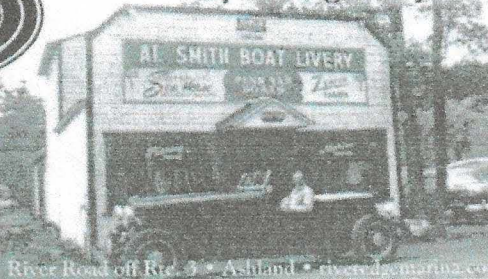
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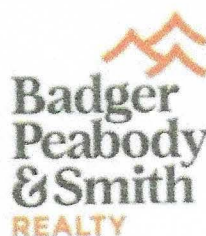


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### Marine Commerce on Squam

At one time there were interurban railways connecting cities and small towns all over the United States, but they quickly succumbed to the highway. There were at one time plans for an electric railway from Ashland into Sandwich, but it never got off the drawing board after clearing the New Hampshire legislature.

But commerce over the water that followed never went away. The founding of the Asquam Transportation Company in Sandwich Bay on October 17, 1901 led to many modes of marine transportation impacting even today. A United States Postal Service contract was issued to ATC on March 8, 1902 to connect with three northbound trains a day at Ashland (where ATC eventually relocated).

Vessels like the 125 ft. *Halcyon* followed by *Chocorua* and others plied the waters of Squam hauling mail, freight, fuel, foodstuff and passengers. A grand tour of Squam with nearly 70 stops cost 35 cents.

Getting mail by boat remained a Squam experience until 1969. Many still remember those days.

### An Enduring Presence: Old Man of the Mountain

Don't miss the exhibit at the Museum of the White Mountains, 34 Highland Street in Plymouth. It runs until September. Open Tuesday to Friday 10-4, Saturday 11-4

### In Memorium

Longtime HHS supporter, Jake Dunnell has died. He was at Forestview Manor, but had a home on the Squam Channel with his brother Bill.

### New to the Museum

A quilt made by members of the Holderness Baptist Church (now the Community Church) circa 1906 has been added to our textile collection. The women who sewed it embroidered their names in script, making it of special interest to their descendants. Nellie Bushnell, long time church organist, passed it along to her daughter-in-law Carolyn Calley whose niece Sue Smith has given it to us to put on exhibit.

### Sargent Collection of Native American Tools

Doug and Ben McLane have extended their loan of Native artifacts which will be on view this summer. Don't miss the opportunity to see them.

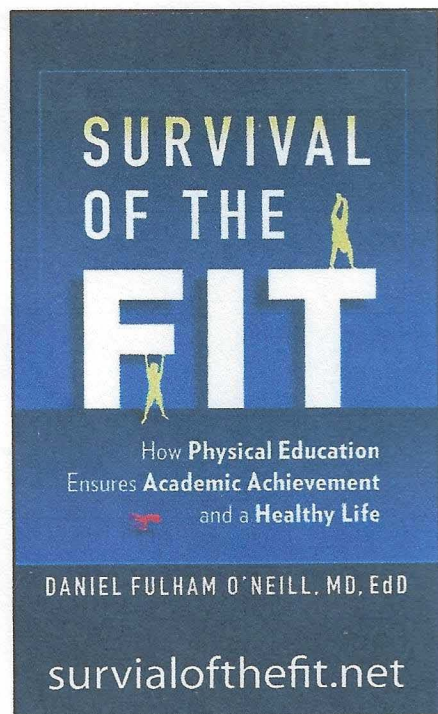
### Flowers on the Bridge

Petunias were planted early in May by Jane Huntoon, Missy Mason and Bonnie Hunt. This project is funded entirely by the Historical Society. We thank those of you who have already contributed and hope that others will be inspired to do so. The irrigation system is expensive to maintain. Thank you to Ron Huntoon for building two new flowerboxes and to Squam Boat Livery who provide space and power for the pump.

### 2023 Programs

Wednesday, July 5 at 7:30 PM - "Forced Into Politics: Daniel Webster, Ralph Waldo Emerson, and the Fugitive Slave Crisis presented by Geoffrey R. Kirsch.

Wednesday July 26 at 7:30 PM - "A History of New Hampshire Presidential Primary" presented by John Gfroerer.



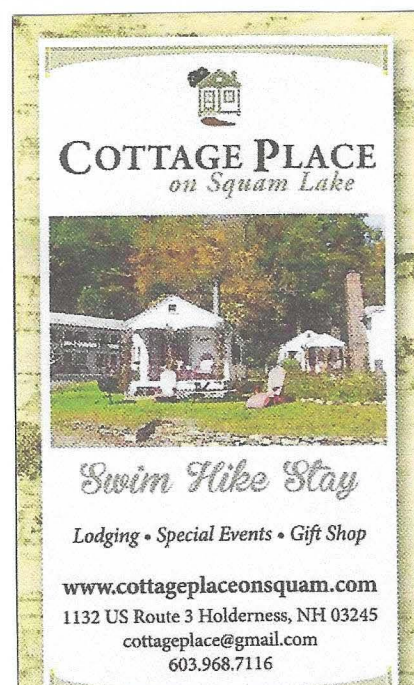
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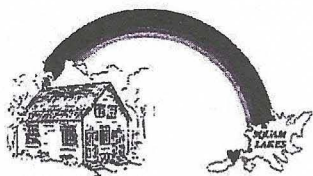
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