

Thursday, November 7, 2024 @ 7:00 pm at OSPOB

“HER STORY, THEIR STORY -- BETTIE COLE AND THE PRESERVATION OF THE AFRICAN AMERICAN EXPERIENCE IN SEWICKLEY”

SVHS invites you to join us on Thursday, November 7, 2024, at 7:00 p.m. for the third lecture of the 2024-2025 program season -- “Her Story, Their Story -- Bettie Cole and the preservation of the African American experience in Sewickley,” presented in person by members of the Daniel B. Matthews Historical Society.

This lecture marks the second Annual Joint Lecture of the Daniel B. Matthews & Sewickley Valley Historical Societies. Gwen Strickland, daughter of Bettie Cole will present her mother’s journey of writing the historic book, placing it in the larger context of the struggles and successes of the Black community in the Sewickley Valley.

This event is FREE and open to the public. Advance registration requested via the SVHS website, or by contacting the SVHS office at 412-741-5315 | info@sewickleyhistory.org

This lecture marks the second Annual Joint Lecture

SEWICKLEY VALLEY HISTORICAL SOCIETY PRESENTS:

**“Her Story, Their Story --
Bettie Cole and the preservation of the
African American experience in Sewickley”**

A presentation by The Daniel B. Matthews Historical Society

Additional information on page 2.



The following is an excerpt from Bettie Cole's interview with Mrs. Mary Cherry about the Beaver Street restaurant owned and operated by her and her husband, Lawrence Cherry, in the 1940s. The full interview can be found on pages 364 -369 of the newly reprinted edition of "Their Story: The History of Blacks/African Americans in Sewickley and Edgeworth" -- which you purchase at this month's lecture.

This excerpt was chosen to help get you thinking about all those delicious pies that will soon be made and gracing your holiday table...

"Cherry and Johnny named our restaurant on Beaver 'The Embargo Cafe.' When it opened, it was during the war and during that time there was an Embargo Act pertaining to the war where one country was not allowed shipment from another country or something like that. Anyhow, it was getting a lot of attention, and I guess Cherry and Johnnie thought it would sound kinda catchy to call the restaurant 'The Embargo Cafe.' They really could have saved themselves the time though because people called it 'Cherry's' We were always known as just 'Cherry's.'

The restaurant on Beaver Street on the second floor of Green Engineering was a very long room on the left to the front of the building. Its windows faced Beaver. There was a real long counter on one side of the room, and table and chairs along the other side. It was a room where you could almost have a dining room and the counter space, too. At the counter, people would come who wanted sandwiches and a quick lunch or breakfast, or whatever, and get on out of there.

On the other side, we had about four or five tables with chairs that we kept set up for people who would want regular dinners, or would come in with their guests or what not. In those times, that was nice, you see. Oh my, yes! Stepping out for dinner, you see! There was segregation, you know. There wasn't any place else. Where were you going to go? Most of the places here you couldn't get in. Cherry himself was often cooking for places that didn't cater to Blacks. That was the reason why we opened.

Fellows kept telling him, 'Cherry, why don't you open a place?'

Cherry was an excellent cook! Pies were his specialty. And his specialty in pies were coconut cream, sweet potato and apple. And you know what they would do?

Especially the men. They would come in and get a slice of each, and have us put the slices on top of each other.

Have us stack those slices up—potato on top the apple, or stack up the sweet potato, apple and coconut cream together-double or triple deck, that's what they called them, and that's the way they liked them. It cracked Cherry and I up! But if that's the way they wanted it; that's the way we served it. The pies were like 10 and 15 cents a slice, and 75 cents for a whole pie. Not too many bought whole pies though. They'd rather have their double and triple deck slices of pies.

Cherry would start baking his pies Friday night right down there in the restaurant. He had two long shelves in there, and have about 25 to 30 pies on those shelves. And many times, come Saturday night, we wouldn't have a single pie..."

Start your holiday shopping early...

Copies of the newly reprinted "Their Story" will be available for purchase at the lecture on 11/7/2024!



"Her Story, Their Story -- Bettie Cole and the preservation of the African American experience in Sewickley"

Ways to Sign Up to Attend this month's Lecture:

- 1.) Scan the QR code below to be taken directly to the event's page on our website to sign up for the program.
- 2.) Visit sewickleyhistory.org and find the event listing the on the homepage. Click thru to learn more and to sign up to attend.
- 3.) Call the SVHS Office at 412-741-5315 or email us at info@sewickleyhistory.org.



Please RSVP in advance for person or zoom attendance.

Light refreshments will be provided for in-person attendees.



WE HOPE THAT YOU WILL JOIN US!



ENLARGED DINING ROOM

After a successful run as the Em-bargo Cafe lunch room, a new dining room service is being offered to the people.

Under the capable management of Lawrence Cherry, a chef renowned throughout the Valley, the new spacious dining room will offer both booth and table service.

Extensive remodeling has brought about a dining parlor here-to-fore unsurpassed in the community. The features afford family accommodations. Home cooking is the keynote. Fried chicken, roast turkey, steaks, spaghetti, sandwiches of all kinds, salads, ice cream and Cherry's famous pie. Also plates by order comprise the menu. This room will be available for private parties and lunquets.

The gala opening, Friday, July 6th, 8 until. Good music. Bring the family,

Left: A clip from the July 5, 1940 "Sewickley Herald" talking about a extensive remodel to Lawrence Cherry's Restaurant.

**Ladies Attention! Here Is News!**

YOU know what it means to be late getting your Christmas Shopping done, so don't delay any longer than you can help.

So as to help you *Do Your Christmas Shopping Early*, the "Real Silk" Hosiery Mills, the largest hosiery manufacturers in the world, has given you the opportunity to secure your Christmas supply of Hosiery at this early date. Our expert SERVICE MAN, Wm. J. Kennedy, is able to show you the largest and best display of hosiery with new Christmas offers any time you wish to have him call. Write to "REAL SILK," Box I-48, Herald Office or 301 Empire Building, Pittsburgh, Penna., and our SERVICE MAN will be right over to see you at your own time and convenience. Ask him about our men's SUPER-SERVICE SOXS. Only Seven weeks before Christmas, so don't forget to

"DO YOUR CHRISTMAS SHOPPING EARLY"

Feeling like the push to Holiday Shopping is happening earlier every year?

This ad from 1924 warning the women readers of the "Sewickley Herald" about doing their Christmas Shopping late ran as early as November 8, meaning that "holiday creep" is nothing new!

Even 100 years ago the holiday shopping ads started before the Thanksgiving turkey hit the table!

Left: An ad for hosiery published in the November 8, 1924 "Sewickley Herald."

Patrons, Benefactors, Friends, Sponsors

Many Thanks to the following who since our last newsletter have supported SVHS with gifts in addition to dues.

Tom Baney
George J. Berry, III and Kathleen M. Hale
Robin Bolea and Stephen Hunter
Kathryn G. Brandt
T. Ronald Casper
Shari and Randy Dearth
Denise Ditrich and Bill Griesacker
Teresa Duff
Carroll Ferguson
L.E. Peter Floyd and Dr. Dannie Martin

Phyllis Entress Ganong
William and Rosemary Habers
Barbara L. Johns
John and Sadie Kroeck
Stephen Masterani
Gail and Jeff Murray
David Nimick
Joseph W. Nocito and Judith L. Nocito
William Obenour
Peter J. and Dr. Stephanie L. Perry

Mona and Bob Riordan
Sally S. and Edmund S. Ruffin, III
Harton and Judy Semple
Edward and Judith Sherry, Jr.
Barbara and Robert Thaw
Henry Fleming Thorne
William L. Vasiladiotis
Pat and Judie Vescio
Shelley and Jeffrey Wygant
Missy Zimmerman

Special Contributions

- Karen Roche Galey and R. Kent Galey, in honor of Richard LeBeau
- Susan R. Sour, in memory of Peter K. Sour

Welcome New Members!

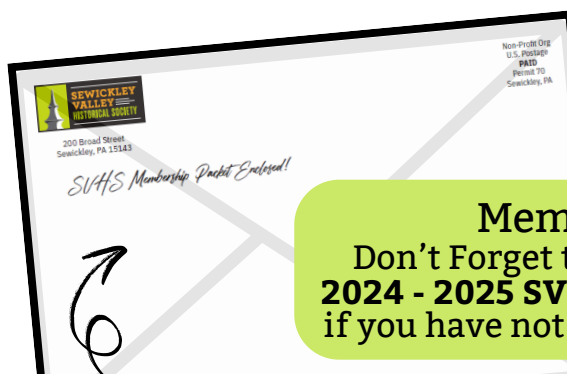
- Karen Roche Galey and R. Kent Galey

In Memoriam

Jackie Shoener

REMEMBER to SHARE YOUR EMAIL with SVHS!

Having an active email address on file at SVHS is important -- it is how we share news and information in-between meetings and newsletters. If you are not currently receiving emails from SVHS please reach out to make sure we have your correct address in our database!



RENEW ONLINE!
USE THIS QR CODE
TO BE TAKEN DIRECTLY TO THE PAGE

Members!
Don't Forget to Renew Your
2024 - 2025 SVHS Membership
if you have not done so already!

Your Annual Membership Renewal and Appeal Packet should have reached you by the end of August in an envelope with a design like above. If you have not received it, please reach out to the SVHS office to arrange a new one to be sent.

COMMUNITY MEETING
STATUS OF ST. JAMES CONVENT / HERBST HOUSE

Sewickley Public Library
Wednesday, November 20, 7 - 8 pm

Early 1880's D.C. Herbst House built (according to Hopkins Atlas).

December 1913 St. James Church purchases the D. C. Herbst House to be used as the parish's first school.

Dec 1913 - 1990's St. James Church uses the structure as a school, convent, and gathering space. By 2000 the utilities are terminated and the building is no longer actively used by the parish.

July 2022 The Catholic Diocese of Pittsburgh submits an application for demolition for the St. James Convent / Herbst House.

August 2022 Based on ordinance 198-8 Effects of Designation, the Historic Review Commission (HRC) for the Borough of Sewickley unanimously votes to recommend denial for the demolition permit to Borough Council.

October 2022 Council representatives for the Borough of Sewickley vote to table further discussion and a final vote until the Borough engineer inspects the property.

Oct 2022 - Feb 2023 Talks between Pittsburgh History and Landmarks Foundation (PHLF) and the Divine Redeemer Parish take place. Talks are not open to the public. No resolution is found.

March 2023 Borough engineers are allowed access inside the building for a structural inspection.

April 2023 Based on the recommendation of the HRC, the engineer's report, and ordinance 198-8 Effects of Designation, council representatives for the Borough of Sewickley vote to deny the Catholic Diocese the application for a demolition permit.

April 2023 The Catholic Diocese of Pittsburgh appeal Council's decision to the Allegheny County Court. The judge pushes the case back to the Borough and Diocese to mediate a resolution.

May 2024 The St. James Convent / Herbst House achieves designation to the Preservation PA At Risk program, highlighting statewide awareness of possible demolition.

May 2023 - August 2024 The Borough of Sewickley seeks to enter into discussion with the Diocese regarding various options for preservation funding, future uses and the possibility of selling the property. The current status remains at an impasse.

SVHS is collecting information to better understand community interest and knowledge regarding the St. James Convent / Herbst House status.

Please use the QR Code below to fill out the survey, Your voice is important - all are welcome to attend the Community Meeting regardless of filling out the survey. For SVHS members uncomfortable or unable to use the QR code --to the right is a paper version of the survey. Please fill out and return to the SVHS office before November 20, 2024.



Information gathering on the status of St. James Convent / Herbst House

Do you believe the St. James Convent/Herbst House should be:

- ☐ Preserved
- ☐ Demolished
- ☐ Undecided

Are you a member of Divine Redeemer Parish?

- ☐ Yes
- ☐ No
- ☐ Only enrolled with St. James School
- ☐ Member of the Parish and enrolled with St. James School
- ☐ Prefer not to answer

How do you use the Borough of Sewickley? Check all that apply.

- ☐ Live
- ☐ Work
- ☐ School
- ☐ Worship
- ☐ Events

Are you aware of the considered future uses for this structure? Check all that that you have an awareness of.

- ☐ Adaptive reuse (such as office space or event space) to provide passive income for Divine Redeemer.
- ☐ Adaptive reuse (such as food pantry or missionary work) to serve the spiritual mission of the Church.
- ☐ Demolition for a playground for the St. James School.
- ☐ Sell the structure to a private owner for rehabilitation into a single family home or local institution.
- ☐ I was not aware of the considered future uses for this structure.

Comments ... (max 800 characters, not required, feel free to attach an additional page for longer comments if needed)

Your name will not be published or generated in any report pertaining to this survey. It is confidential and provides quality assurance for any possible duplication, ensuring one submission per individual. Thank you for your time!

Name _____



Notes from the Postmaster's Office

By: Amanda Schaffer, Executive Director, SVHS

Thanksgiving. Black Friday. Small Business Saturday. Cyber Monday. The official harbingers of the holiday season's shopping frenzies. Nestled among those days, however, are two that do not get nearly the same amount of attention, but for a small historical organization like SVHS, are far more important.

Those spending days are "Museum Store Sunday" and "Giving Tuesday."

Museum Store Sunday - this year on 12.01.2024 - was established in 2017 as "a global advocacy campaign that communicates the value and importance of museum stores directly to the general public" and encourages the public to "Shop with Purpose" and support local museums and historical sites. For many organizations, their gift shop is a main source of funding and revenue. SVHS is not heavily reliant on the money that comes through the gift shop purchases but sees it instead as a way to further the spread of Sewickley Valley history -- members, family, and friends may not live close enough to visit the archives but through the items SVHS sells, Sewickley Valley history makes it coast to coast, and even abroad. We hope that as you make your plans for holiday shopping, you will think of SVHS and the items we sell. While we are not open the actual Sunday of Museum Store Sunday, you are encouraged to visit our website and browse as well as check for extended hours during the weeks leading up to the holidays for a chance to stop by and shop in person.

"Giving Tuesday" follows on Tuesday, December 3, 2024. Established in 2012, Day of Giving or Giving Tuesday was created "to bring focus to the charitable season in the wake of the commercialized Black Friday and Cyber Monday...harness[ing] the power of social media to give back around the world and throughout the year."

For the third year in a row, SVHS will participate in Giving Tuesday through the "Give Big Pittsburgh" campaign, powered by Pittsburgh Magazine.

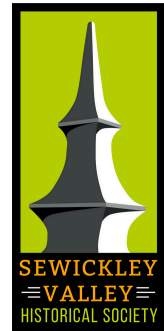


Pittsburgh Magazine's Give Big Pittsburgh presented by GBU Life, brings the national day of giving down to a local level to help "raise money for local nonprofits through a single online donation platform, providing a simple way to connect donors to the charitable causes they care about most." By participating in Giving Tuesday through Give Big Pittsburgh, SVHS gains recognition with an audience of givers in the wider Western Pennsylvania region, beyond the Sewickley Valley. If, after all the post-Thanksgiving shopping days are done, you find yourself being able and willing to give more, we hope that you will consider visiting the Give Big Pittsburgh platform and participating in Giving Tuesday.



SEWICKLEY VALLEY HISTORICAL SOCIETY
200 BROAD STREET
SEWICKLEY, PA 15143

Non-Profit Org
U. S. Postage
PAID
Permit 70
Sewickley, PA



Sewickley Valley Historical Society

President

Marty O'Brien

Vice-President

George Berry, III

Secretary

Janet Oellig

Treasurer

Ivan Hofmann

Directors

Heather Blaine
Robin Bolea
Michael Cevarr
Teresa Duff
Will Long
James Mohn
Shelley Murray
Robert Patterson, Jr.
Sean Rollman
Shelley Wygant

Executive Director

Amanda Schaffer

WEAR YOUR LOVE OF SVHS

SVHS is now using bonfire.com to bring you your next favorite shirt!

We've created two custom SVHS designs that through bonfire we are able to offer in a variety of shirt types and colors in all sizes. With bonfire you can pay and have the shirt shipped to you directly -- SVHS does not need to take on inventory and the organization still receive \$5 - \$10 per shirt sold!

Scan the QR code next to the design you are interested in and be taken to the design's page where you can pick from different types of t-shirts, sweatshirts, and tank tops, in a multitude of colors and sizes.

With any questions, reach out to the SVHS office.

412.741.5315 | INFO@SEWICKLEYHISTORY.ORG

SVHS New Logo Gear



SVHS Represents Gear



SVHS Committee Chairs

Archives: John Kroeck

Architecture: Teresa Duff

Development: Robin Bolea

Finance: Ivan Hofmann

Membership: Shelley Murray

Program: Verna Corey

All committees are looking for active and engaged members.
If you are interested in joining an SVHS committee, please reach out to the SVHS office.

Signals is written, designed, and edited by SVHS Executive Director, Amanda Schaffer.
Visit our website, www.sewickleyhistory.org | e-mail us at info@sewickleyhistory.org | or call us at 412-741-5315.
SVHS offices are open 10am - 2pm Monday - Friday.
Appointments are encouraged.