

# TIPPECANOE COUNTY HISTORICAL ASSOCIATION'S

# TippecaNEWS

VOL 5 | ISSUE 2 | SUMMER 2026

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You're  
INVITED



Join us for a Members' Only Evening at the Battlefield!  
Friday, August 14, 6-8 PM. More details inside

# FROM THE DIRECTOR

## BY CLAIRE EAGLE, EXECUTIVE DIRECTOR

### NEW FEAST MARQUEES

The Tippecanoe County Historical Association (TCHA) has been awarded a grant of \$48,877.40 from the Olson Community Endowment Fund, a permanent fund in The Community Foundation of Greater Lafayette, to purchase eleven new marquee tents for use at the Feast of the Hunters' Moon.

Entering its 59th year, the Feast introduces visitors to the history and cultures of New France that existed at Fort Ouiatenon from 1717-1791 through immersive historical interpretation, traditional foodways and period demonstrations while also raising funds for both TCHA and 50+ other nonprofit organizations. Traditionally, volunteers build many of the event structures by hand using immature trees, canvas and other single use materials harvested and purchased annually.

"This grant is truly a game changer for the Feast," shares Feast Event Manager Brooke Sauter. "Every year, volunteers devote an incredible amount of time to sourcing and cutting saplings in the spring and constructing our temporary primitive structures that serve as stages and food booths. These new marquees will make setup safer, more efficient and far less labor-intensive while providing a dependable solution we can use for many years to come. As someone who sees firsthand the effort our volunteers invest in this event, I can't overstate how significant this grant is."

The Tippecanoe County Historical Association sincerely thanks the Olson Community Endowment Fund and The Community Foundation of Greater Lafayette for their support.

About The Community Foundation of Greater Lafayette

Established in 1970, the mission of The Community Foundation of Greater Lafayette is to inspire, nurture, and practice philanthropy, stewardship, and leadership in the communities they serve.

**COMMUNITY** | **OF GREATER**  
**FOUNDATION** | **LAFAYETTE**

# LATEST RESEARCH NEWS

BY LUCY LUGO, RESEARCH LIBRARIAN

## THE ART OF ADVERTISING: TRADE CARDS IN TIPPECANOE COUNTY

I recently wrote a research paper for my graduate program that required us to use archival materials to support our topic. I've always had an interest in trade cards, and I thought this was the perfect opportunity to use TCHA's trade card collections, one of which I cataloged a year ago as a volunteer! Here is a summarized version of my final paper.

In the late 1870s and early 1880s, as industrialization in the United States expanded following the tumultuous years of the Civil War, the growth of a consumer culture inspired a newfound push among manufacturers to advertise their products through a new type of advertising medium: the trade card. Using the evolving printing technique of chromolithography, these pieces of thick paper were transformed into mini works of art, promoting various goods such as household items, packaged foods, and patent medicines, as well as local businesses including printers, cobblers, and milliners. The vibrant, multicolored images printed on these cards were as equally varied, from foreign landscapes to humble home scenes, from darling children to grotesque caricatures; the trade card effectively became a canvas of endless possibilities. Their small and lightweight qualities made them ideal to reach audiences beyond the local city limits, and before long, they found their way to even the most rural areas of the country.

Retailers and businessmen in Tippecanoe County circulated large quantities of stock trade cards, printing and stamping their names for customers to identify and call on their services. These stock cards were generic cards that were produced en masse by lithographers—mostly along the east coast—and shipped to merchants all over the country for an inexpensive price. Men such as Granville H. Hull, H. C. Tinney, Brandon Lewis, and Amberg the Clothier are just a few of those who took full advantage of the trade card's usefulness and popularity, using different designs to promote their businesses. Customers could stop in to pick one up from the counter or purchase a product that contained a random card from a thematic set, encouraging their return to collect more.

However, by the early twentieth century, the trade card had largely fallen out of circulation. Monthly magazines had begun to print their own color advertisements, and the innovation of the illustrated postcard changed the game in advertising. Lower postal rates made shipping these increasingly cheaper, and manufacturers eventually turned their attention to more efficient means of advertising their goods.

TCHA's trade card collections include around 300 of these striking cards. A majority feature the names of local Lafayette merchants, most of which were located downtown in the late 19th century.

See next page for examples of these cards!

# TRADE CARD PHOTOS

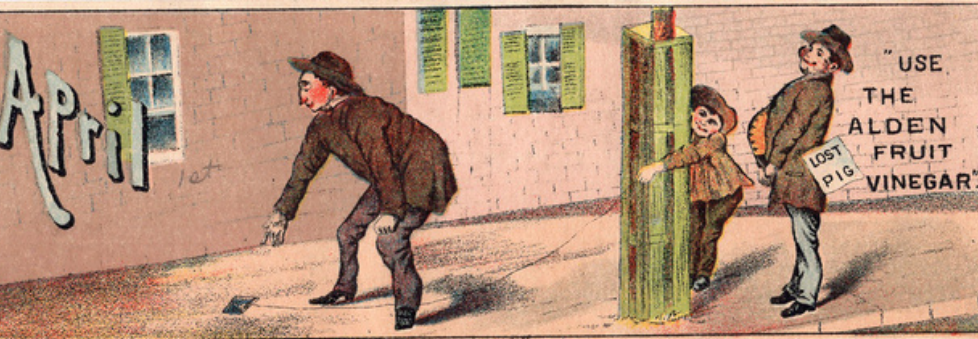
Enjoy these examples of Trade Cards from our collection!



BEAR-LY AN ESCAPE

COMPLIMENTS OF

T. UNDERWOOD, SON & **GRANDSON,**  
INSURANCE AGENTS,  
Office 200 feet and 30 inches west of Post Office,  
**LAFAYETTE, IND.**



# NEWS FROM AROUND THE COUNTY

BY KELLY LIPPIE, CURATOR OF COLLECTIONS

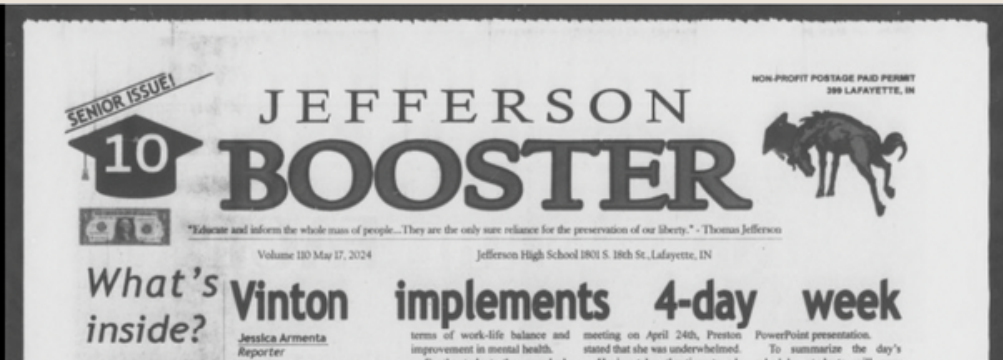
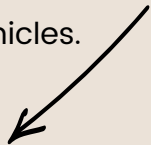
## HIGHLIGHTS IN TIPPECANOE COUNTY



The town of Dayton will celebrate its Bicentennial in 2027. They are currently selling commemorative ornaments and working on a new history book to mark the occasion.

Jeff High School has digitized their student newspaper, The Jefferson Booster, and it is now available for free to search on the Indiana State Library's Hoosier State Chronicles.

<https://newspapers.library.in.gov/>



A scan of the Jefferson Booster, from [Newspapers.library.in.gov](https://newspapers.library.in.gov/)

A new documentary is coming soon to the film festival circuit- Baron of Broadway: The George Ade Story. Produced by R360 productions, the film uses interviews with local historians and includes some photographs from the TCHA collection. Watch the trailer on YouTube: @BaronofBroadwayMovie

The city of Lafayette concluded its Bicentennial celebration with the dedication of a new public art sculpture at 9th and South Streets. The sculpture includes panels giving a brief history of the city.

Lafayette's Bethel AME Church, the oldest black church in Tippecanoe County, has erected a historic marker to celebrate their 180th Anniversary. The marker, a project of the Daughters of the American Revolutions General de Lafayette Chapter, was dedicated on May 31st.



Unveiling of the Bethel AME marker. Photo from the City of Lafayette



# TCHA PROGRAMS

BY MITCHELL CRITEL, PROGRAM MANAGER

## INTRODUCING...MITCHELL L. CRITEL

Mitchell L. Critel joined the TCHA as our new Program Manager on April 1 after relocating to the area with his wife, Dr. Martha Lumley. Mitch's background includes a wide array of knowledge and experience in education, historical programming, event planning, entertainment engineering, and site management. We are excited for him to join our team!

Mitch is originally from Grand Island, Nebraska but has spent his professional career between Abingdon, VA, Lincoln, NE, Evansville, IN, and Goliad, TX. He holds a BFA from the University of Nebraska and a MFA from the University of Missouri – Kansas City. After spending twenty years in technical theater production and education, Mitch transitioned into a new career by turning a lifelong love of living history as a hobby into a job as the Assistant Complex Site Manager for the Presidio La Bahia State Historic Sites in Goliad, Texas. After more than two years in the role, Mitch and his wife decided to move back to Indiana to be near family and we were lucky to hire him.



TCHA Program Manager,  
Mitchell L. Critel

Mitch is a member of the Association for Living History, Farm and Agricultural Museums (AHLFAM) and serves as the Chair of its Military Professional Interest Group (MilPig).

## OUR NEXT MEMBERS' ONLY EXPERIENCE

*Member's Only Night Out at the Museum*

**Friday, August 14, 6-8 PM**

Tippecanoe Battlefield & History Store

*Presented by TCHA Staff*

Have you ever wanted to close the Tippecanoe Battlefield Museum and have it all to yourself for an evening? Join us for the next TCHA Members-Only event at the Tippecanoe Battlefield Museum and History Store on August 14th. In addition to the museum and store being exclusively open for members, we will have fall programming previews and some special guests around the museum!



# BATTLEFIELD MUSEUM

BY TREY GORDEN, PHD, BATTLEFIELD MANAGER

## ANOTHER ONE BITES THE DUST

Something terrible happened late Thursday night or early Friday morning (June 11 & 12). When Joe Kallok, who manages the battlefield site for Tippecanoe County Parks, arrived on Friday morning, he found that the storm had destroyed Old Hank, the large tree that has stood in front of the museum for some three hundred years.

Think about that last sentence. It's absurd! The museum hasn't existed for three hundred years. In fact, the museum commemorates a battle that took place on the frontier of US expansion when that tree was probably already around a century old. That tree grew from an acorn that quietly fell to the forest floor probably sometime during the War of the Spanish Succession. And now it's gone. Memento mori.

The Tippecanoe Battlefield has long been nearly synonymous with its "witness trees," the last living witnesses to the Battle of Tippecanoe. Because the battle took place in an oak savannah, our witness trees are *Quercus alba*, white oaks, a somewhat long-lived species. But even oaks don't live forever. Under "normal" conditions white oaks might expect to live to three hundred years, though under ideal conditions they can live a good bit longer. What this means is that we've lately been losing our witness trees. Since I started at the museum about five years ago, it seems we've lost one almost annually. It makes me feel a certain urgency to protect them somehow...but how do you protect a being from its own mortality? If someone were sneaking out under cover of darkness and chopping them down, I'd camp out there every night to keep watch (and I'm probably not the only one). But they're just coming to the end of their natural lifespans. All we can do is try to appreciate them while they're here.



In the past we've tried to commemorate these giant sentinels when they've fallen. We've had folks make mementos out of their wood. The battlefield's new logo explicitly recognizes our witness trees.

What ideas do you have? Email me at [battlefield@tippecanoehistory.org](mailto:battlefield@tippecanoehistory.org) if you have any suggestions as to how we can memorialize our witness trees.

Old Hank, laying across the walkway to the Museum

# June-August, 2026

## TIPPECANOE COUNTY HISTORICAL ASSOCIATION PROGRAM CALENDAR

### Endangered Heritage Exhibit

**June 18-July 14**

Tippecanoe Battlefield & Museum Store

*Presented by the Indiana Historical Society*

*Watch for the full program  
calendar list in the Q3  
program guide, coming soon!*

Indiana's collecting institutions are at risk of losing many Hoosier memories, and the threat to thousands of historical artifacts and documents is real and ongoing. That is why the Indiana Historical Society (IHS) developed its collections care traveling exhibit, Endangered Heritage. From June 18 through July 14, 2026 TCHA will host the exhibit, which suggests solutions to the problems facing large and small historical organizations.

*This Exhibit is made possible by a grant from the U.S. Institute of Museum and Library Services (IMLS).*

### 1862 at Camp Tippecanoe

**Saturday, August 15 from 10AM-4PM**

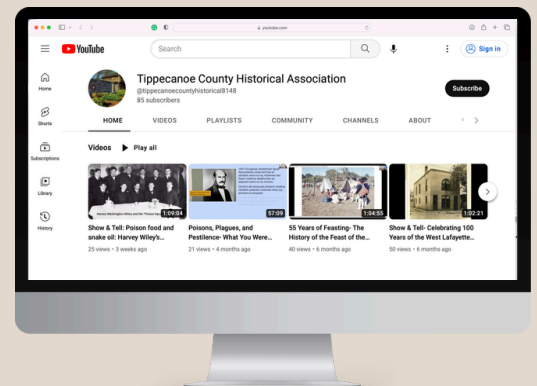
Fort Ouiatenon Historic Park

*Presented by TCHA Staff & Volunteers*

In July 1862, Indiana Governor Oliver P. Morton issued a call for the citizens of Indiana to volunteer to fight to preserve the Union of the United States in the Civil War. This second call would see a swell in the volunteers at Camp Tippecanoe as well as men reenlisting in the effort from their previous 90-day service. Join TCHA Volunteers and Staff as we bring the stories of what Camp Tippecanoe was like in 1862 to life.

## MISS A RECENT TCHA PROGRAM? CATCH IT ONLINE

Many of our presentations, especially our popular Show & Tell programs, are streamed live via Zoom and recorded. Most recordings are posted just a few days after the event on TCHA's YouTube channel: <https://www.youtube.com/@TippecanoeHistory>



# MEMBER SPOTLIGHT

Thank you to all who have joined the Association since the last edition of our newsletter!

Jennifer Brown  
John R. Crook  
David and Elizabeth Ely  
Janet Engle  
Ginny and Ryan Fankowski  
David Gevers  
David and Bonnie Hetrick  
Riley Huff  
Martha Lumley and Mitchell Critel  
Beverly and Ray Metzger  
Barbara Shaw  
Lynn and Jean Sheets  
Stephanie Terry

When you renew or purchase a TCHA membership this year, you will receive details on how to purchase a 1 year individual gift membership for just \$18.26! This offer is only good in 2026, so don't miss out!

A special offer for our county's birthday!

Introducing...

## The 1826 MEMBERSHIP DRIVE

To celebrate Tippecanoe County's 200<sup>th</sup> birthday, we are offering a special Individual, one year gift membership price (\$18.26) to anyone who purchases or renews a membership at regular price in 2026.

Gift memberships will receive all the same perks of membership and help support TCHA's mission to collect, preserve, research and share our unique and diverse history.

This offer is also available to Lifetime members and those who currently have active 5 year memberships.

Plus... All members receive this sticker with 2026 membership renewal!

*What's another way you can support our work?*

**HELP PROVIDE SUPPLIES WE NEED TO  
CONTINUE TO PRESERVE HISTORY.**

SHOP TCHA'S AMAZON WISHLIST AT  
[HTTPS://A.CO/E4NKPXK](https://a.co/e4nkpkk)