

# FEATURED EXHIBITION

In addition to the permanent historical exhibits on display at the Aurora Municipal Center, temporary Featured Exhibitions highlight unique aspects of our community's history with artifacts and documents from the collections of the Aurora Town Historian's Office and Aurora Historical Society. This Featured Exhibition will be on view through January 26, 2024.

## ***With Our Compliments*** **A History of East Aurora Swag**

**swag** /swag/ *noun* products given away free, typically for promotional purposes.

Swag might be a modern term, but businesses have been giving away promotional products for more than a century. Collected on these two shelves are just some of the East Aurora "swag" preserved in the archives of the Aurora Town Historian's Office and in the collection of the Aurora Historical Society.

Local businesses seemed to never miss an opportunity, particularly at Christmastime, to offer a token of appreciation to their customers that just so happened to include the business's name and/or logo: Everything from a spoon that served as a "stirring reminder" of Fox's Delicatessen to calendars, pens, memo books, pocket mirrors, thermometers, yard sticks, rulers and matchbooks. In addition to offering free products, businesses also have a long history of adding their names to the merchandise, including license plate frames on cars and wood from Albert O. Zink's lumber company.

# **How Many of These Promotional Items Can You Find?**

- 1.** Flour sifter from the Aurora Market
- 2.** Miles-per-gallon calculator from Nelson A. Holmes & Sons
- 3.** Mechanical pencil in the shape of a bowling pin from Wallenwein's
- 4.** Key holder from the Oakwood Garage
- 5.** "Hot dish mat" from Philip M. Riley
- 6.** Standing pocket mirror from Louie E. Mead, funeral director
- 7.** Pocket knives from Griggs & Ball Co.
- 8.** "Valuable papers" box from E.E. Godfrey & Sons
- 9.** Windshield ice scraper from Leon W. Varley
- 10.** Thimbles