

## *The Salem Museum & Historical Society*

*Located in the 1845 Williams-Brown House*

*801 East Main Street*

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FOR IMMEDIATE RELEASE

### **Five Festive Homes Grace the Salem Museum Holiday Homes Tour**

**What: The Salem Museum's Holiday Homes Tour "There's No Place Like Salem for the Holidays"**

Five spectacular homes along some of Salem's most historic streets will be featured, plus the Carriage House in Longwood Park, which will host a special Gingerbread House contest, and the Salem Museum itself, where a spectacular Wreath Exhibit and Silent Auction will delight even the grumpiest Scrooge.

**When: Sunday, December 4, from 1:00 pm until 5:00 pm**  
Inclement weather date December 11.

**Tickets: Tickets** are \$12 in advance, \$15 the day of the tour, and can be purchased in Salem at the Museum, Countryside Classics, the Salem Times-Register, and Brooks-Byrd Pharmacy; or in Roanoke at Ram's Head Books, Towers Mall.

**Host: The Salem Museum**  
801 East Main Street, Salem  
Located in the historic Williams-Brown House of Longwood Park

**Hours: The Museum is open Tuesday through Friday, 10 am – 4 pm**  
and Saturday, noon – 5 pm. The Holiday Homes Tour is December 4, 1 to 5.

*Detailed article follows. Photographs of the homes are available upon request.*

## **SALEM MUSEUM TOUR INVITES VISITORS TO EXPERIENCE THE OLD AND NEW OF CHRISTMAS IN SALEM**

What makes a house a home? What turns a home into a magical Christmas wonderland? Perhaps a family gathered around a delightful tree, on which a hundred stories hang with the ornaments... the photographs on the mantel, each telling its own tale of Holidays past... the scent of turkey and spiced cider and gingerbread wafting from the warm kitchen... gaily wrapped packages hidden (not too well) from curious children. There are endless answers to these questions, and you can find them on The Salem Museum's Holiday Homes Tour this December 4<sup>th</sup>.

A December tradition in Salem for years, this year's Holiday Homes Tour showcases five stunning homes in North Salem along streets overflowing with the spirit of the season. Guests will experience the regal charm of old Victorians, the stately elegance of the Colonial Revival period, and the allure of by-gone days meeting the imaginative future in careful renovations.

"It's amazing what unique houses you can find in Salem without ever straying far from the heart of downtown," said Helen Johnson, coordinator of the tour and assistant director of the museum. "People love to see the architectural styles and the diverse décor in Salem homes."

"Whether you like the traditional look or the trendy styles in modern decorator magazines, we've got it all this year," added Johnson.

The date for the 2011 Homes Tour is December 4<sup>th</sup> from 1 to 5 pm. One of the most important fundraisers for the Museum, the Holiday Homes Tour features seven stops, including an eclectic mix of old and new, offering something for every taste.

### **The Moffett House** (The Home of Adrienne Bloss & Andy Goldstein, 801 Red Lane)

Once owned by legendary local judge W. W. Moffett, the home of Adrienne Bloss and Andy Goldstein will be your bridge back to the genteel days of old.

Moffett is best remembered for his role in the great "Elson History Controversy" of 1911, a debate over the nature of historical memory and academic freedom at Roanoke College. With the centennial of the controversy and the 150th anniversary of the Civil War, the Roanoke College Historical Society will help us recall the history as we explore Judge Moffett's regal home.

Built in 1895, the Queen Anne Victorian was purchased by Andy and Adrienne in 2000 because they loved the location and knew the house had "great bones." After a few renovations--modernizing the kitchen, converting an old music room to a cozy den--they achieved their goal of making the house "comfortable for the kids and dogs."

Visitors will delight in the festive and diverse decorations, including a 10-foot tree and a collection of menorahs. In the living room, don't miss the gorgeous original hand-carved fireplace and the century-old piano. Elsewhere, note the extensive art collection and the imaginative use of space. You won't soon forget your visit to Judge Moffett's old homestead!

### **The Home of Park & Normie Dickerson** (603 High Street)

The newest chapter of this home's story begins with tragedy: an attic fire last May devastated the Dickerson's beloved home. There was a great deal of damage to both the

house and the family's possessions; meanwhile the Dickersons took the opportunity to make renovations alongside the necessary repairs. Now, after months of painstaking restoration, the grand home on High is better than ever and a treat to tour. Look for an interesting collection of family antiques, Japanese art, and simple, elegant decorations reflecting the couple's love of nature.

Servpro of Salem, one of the firms which worked on the restoration, is a corporate sponsor for the Dickerson Home.

### **The Home of Tracy and Bob Martin (365 North Broad Street)**

The Martins' comfortable Dutch colonial exudes family hospitality--Tracy grew up in the house, which she bought from her parents Jerry and Sue Sink. Tracy and Rob added a two-story addition to the home, built in the 1890s and once owned by Salem mayor Frank Morton.

The house, dating from the late 1890s, is simply intriguing! The addition to the first floor opened and expanded the old kitchen, while adding an impressive great room, a full bath and practical mudroom.

The project left the original house untouched, still to retain all the charm of yesteryear. The exceptional workmanship is demonstrated by the built-in fixtures like inset bookcases by the fireplace, an Inglenook bench, charming original light fixtures, and a dining room hutch beyond description. Tasteful, traditional décor and vibrant color choices make the Martin house an experience to savor.

### **The Home of Beverly Reger (504 North Broad Street)**

Bev Reger calls it her "Ampersand House." You'll call it one of the most amiable homes on the tour and a delight to visit. Bev purchased the 1938 home for her son while he studied at Roanoke College, then moved in herself after his graduation. She promptly embarked on two separate renovation projects that made the home deceptively spacious--just wait until you see! The screened porch running the length of the house services both the bedroom (look for the antique iron bed and relaxing green walls) and the family room (the lodge-like feel will make you yearn for a mug of cider by a cheery fire). From the strikingly unique A-frame entry of the recessed house to the many delightful touches of folk art and family heirlooms throughout, you'll immediately feel at ease and at home.

### **The Home of Scott and Lisa Evans (141 Lewis Avenue)**

Lisa Evans says her house is "not fancy, but it has the things I love." Other words will readily spring to your mind: comfortable, sentimental, lovely, perfect for a cheery Christmas. The Evans have lived in the house for only four years, but have used the time well to make the place their own. Coming from larger cities, the Evans were charmed by small-town life in Salem-- "What about this community doesn't appeal?" exclaims Lisa.

Once owned by city manager Bill Paxton and his wife Judy, the house has been lovingly updated in recent years. The stunning new kitchen will make an impression, with the four-color tile, honed granite countertops, and unique island. The new master bedroom and huge bath will also impress, while the children's areas will enchant. It's a can't miss visit!

**The Carriage House (In Longwood Park)**

Now the offices of the Salem-Roanoke County Chamber of Commerce, this refurbished building, once part of the fabled Longwood Mansion, will again host an extraordinary Gingerbread House contest. Don't miss this delightful treat, part of the city-wide Christmas celebration and now a whimsical Salem tradition!

**The Salem Museum (801 East Main Str.)**

After a two year renovation, the Salem Museum has re-opened to rave reviews. Don't miss the opportunity to see the fantastic changes to the venerable old building, where a \$3 million project has turned the 1845 Williams-Brown House into one of the most innovative (and environmentally sensitive) cultural centers in Virginia. While there, visitors can peruse the informative exhibits, partake of the stunning views of the wintry landscape, look for gift ideas in the Museum Shop, and enjoy a cup of cheer at our annual Herbal Tea Party. This year, the Museum also boasts its first ever Wreath Exhibition and Silent Auction, with thirty hand-crafted wreaths donated by supporters and available for bid. Bids close at the end of the Home Tour!

Tickets for the Holiday Homes Tour are on sale now at the Museum and at the following locations: Countryside Classics, the Salem Times-Register, and Brooks-Byrd Pharmacy; or in Roanoke at Ram's Head Books, Towers Mall. On the day of the tour, tickets will be available at the museum or at any of the featured homes on the day of the tour.

The cost is \$12 in advance and \$15 the day of the tour, December 4th. Call 389-6760 to charge tickets to your credit card or for more information. Maps of the tour will be available at the museum or at any of the homes. The tour is self-guided, and the houses may be approached in any order. Tour hours are 1 until 5 PM. Parking is available on area streets, but some walking will be involved. Carpooling is suggested, if possible. In case of inclement weather, the tour will be rescheduled for December 11<sup>th</sup>.