What potential is held by resources rescued and preserved by cultural asset rescue? This report analyzes this question through museum exhibitions, in particular, exhibitions at the National Museum of Japanese History, and relates the “history” indicated by such resources. Here, resources rescued from the Oi household (Ogata residence) in Kogoshio, Kesennuma City, Miyagi Prefecture and in its vicinity are considered as one case. First, bondana Obon altars are facilities set up temporarily for ancestral rites with the passage of time, but the fact that it is set up in a room inside the house different from the one housing the family Buddhist altar, adjoining the family Shinto altar, is worthy of note. In addition to the *ihai* Buddhist memorial tablet, emblems of ancestral rites not originating in the *jidan* temple–household affiliation system, such as a *chahai* memorial tablet, are displayed. This indicates that the Obon altar is not simply a component of an annual event but its existence is filled with the “history” of ancestral rites of the Oi household. Second, the medicine chest represents the pharmaceutical state of Kogoshio, not only Oi, that they had on hand medicines brought from far away by medicine merchants. Analyzing medicine found at the Ogata residence together with medical traditions of the kind, it can be observed that much information was accumulated for the maintenance of health. Though the information not so much in the consciousness of everyday life, it was contained in the medicine chest and the staircase chest containing it. Reviewing the collected memory with the medicine chest as the axis reveals that the Oi household had played the role of accumulating various knowledge and media related to medicine since premodern times. This indicates that the “history” of the survival strategy of maintaining a healthy daily life was made possible by knowledge related to the medicine chest. This was due to interaction with a large area of the entirety of East Japan, far beyond Kogoshio alone. This indicates that accumulation of information for the survival and maintenance of the household, which could be called the framework for settled life, was a product of “history” supported by the movement of people and information over a long period of time.

Key words: cultural asset rescue, museum exhibition, ancestral rites, medicine merchant, folk medicine