

Jenkins Journal

LANSDALE, PA

AUGUST, 2012

Selling It! to open program season

Sept. 11 show focuses on evolution of ads

The society kicks off its 2012-2013 Community Program schedule Tuesday, Sept. 11 with *Selling It!*, a look back through the years at newspaper and magazine advertising.

The show will feature video images of old-time ads dating back to the first issues of the *Lansdale Reporter* in 1870 when all news and advertisements had to be published in a single-column format.

Those early ads featured crude illustrations and text that was anything but the work of a professional agency yet they effectively conveyed messages that attracted the public's attention.

As time went by newspaper advertising became more sophisticated. The one-column limit was quickly overcome and the sales pitch was more focused. Leading the way were department stores, patent medicine dealers, automobile manufacturers and furniture

makers who spread their messages in big and small papers across the country.

Local businesses like the Heebner Agricultural Works and A.C. Godshall's Centennial Mills became major advertisers in the late 1800s. So did Geller's Grand Emporium, Neiburg's and Bartholomew's clothing stores, Sam Fruit's shoe store and dozens of other merchants who recognized the value of hawking their merchandise in print.

The show will also follow the evolution of print advertising through the 1960s, including the elegant full-page color spreads that appeared in *Life*, *Look* and *National Geographic* magazines.

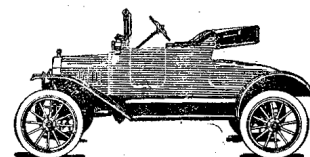
The program will be held at the Lansdale Parks and Recreation Building, Seventh St. and Lansdale Ave. beginning at 7:30 p.m. There is no admission charge. Donations are appreciated.

Ford
THE UNIVERSAL CAR

It's no longer necessary to go into the details describing the practical merits of the Ford car—everybody knows all about "The Universal Car." How it goes and comes day after day and year after year at an operating expense so small that it's wonderful. This adv. is to urge prospective buyers to place orders without delay as the war has produced conditions which may interfere with normal production. Buy a Ford when you can get one. We'll take good care of your order—get your Ford to you soon as possible—and give best after-service when required.

J. M. GODSHALK
Ford Service Station

Main and Line Streets Lansdale, Pa.
PHONE 343-J



1919 advertisement that appeared in the *Lansdale Reporter and Review*.

Society a part of Founders Day Aug. 25

(Related story, page 4)

Trains will be the theme of the second annual Lansdale Founders Day scheduled for Saturday, Aug. 25.

Emphasizing the borough's importance as a railroad junction town, the highlight of the day will be an excursion from New Hope to Lansdale using the rolling stock of the New Hope & Ivyland Railroad.

Once the excursion arrives in Lansdale, those attending Founders Day will have the opportunity to participate in one of

three hourly short runs between Lansdale and Souderton on the old Bethlehem branch which has not seen passenger service since 1981.



The train is only one part of the day's activities. Presentation of the first Lansdale Lifetime Achievement

Award will take place in late morning

at Railroad Plaza. The award will be given annually to a person who has committed many years toward the betterment of the town.

In keeping with the railroad theme, our society will hold an open house that will include train and trolley displays in the museum room and an N-gauge model train layout in the homestead's keeping room.

We will also offer tours of the homestead (10 a.m.-4 p.m.) featuring the

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WWII paratrooper to share experiences



The society's second Community Program of the season on Tuesday, Oct. 9, will feature Tony Zanzinger, a highly-decorated World War II paratrooper who will describe his experiences jumping behind enemy lines.

Zanzinger, of Abington, served as a staff sergeant with the 501st Parachute Regiment of the 101st Airborne Division. He parachuted into Normandy prior to the invasion on June 6, 1944, achieving all planned objectives.

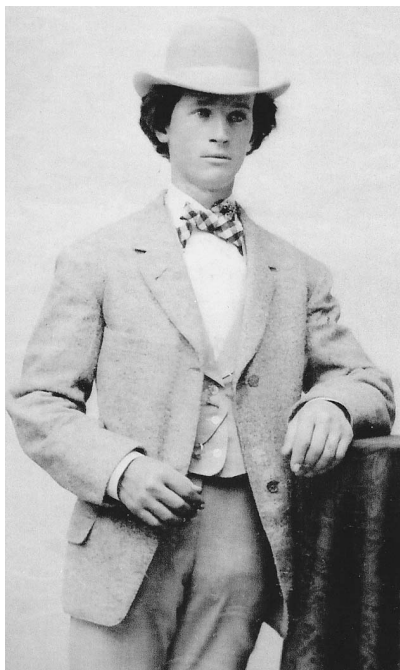
After returning to England six weeks later, he trained for operation Market Garden which involved jumping 25 miles behind the German lines in Holland. Originally planned for 72 hours, the operation actually lasted for 72 days.

Returning to France for the rebuilding of the unit, the 501st was suddenly called up after three weeks for emergency defense of Bastogne. Fighting at Bastogne for six weeks, the unit was ultimately surrounded

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**World War II
paratrooper
Tony Zanzinger speaks
to students at
Pennsdale Middle
School.**

UPDATE: Bean mystery solved; photos of famed architect found



Milton Bean as a young man and with his family at age 45.

One of the great frustrations of Leopoldo Montoya's 13-year investigation into the life of Milton Bean was his inability to locate a photograph of the famed Lansdale architect.

The search is over. Thanks to Harry and Peggy Hinkel of Doylestown, two vintage photos of Bean have been added to Montoya's collection. The photo above right was taken in the 1890s when Bean, age 45, He was photographed with his family. Our thanks to the

Hinkels. Harry is the great-grandson of Anne Bean Clark, Milton's sister.

A very limited number of copies of the 2012 issue of *the Bulletin of the Historical Society of Montgomery County* featuring Montoya's 45-page essay, *The Life and Work of Architect Milton B. Bean Reconstructed and Interpreted* are available at our research center. The cost is \$10. Included is a CD of many of Bean's architectural gems.



THE JENKINS HOMESTEAD

Jenkins Homestead and Historical Research Center

•137 Jenkins Ave., Lansdale, PA 19446.

•Hours: Wednesdays, 11 a.m. to 4 p.m.; Thursdays, 11 a.m. to 4 p.m.; Saturdays, 9 a.m. to noon. (Tuesdays 10 a.m. to 2 p.m. by appointment).

•Telephone: (215) 855-1872; (215) 393-8919 (fax).

•E-mail: info@lansdalehistory.org

•Please send mail correspondence to 137 Jenkins Ave., Lansdale, PA 19446.

•Website: www.lansdalehistory.org.

Lansdale Theatre print now available

Another stirring image of Lansdale's past has been captured on canvas by artist Judith Boyles.

The second of her series of vintage scenes reaches back to the early 1930s when the Lansdale Theatre was the crown jewel of the borough and crowds flocked in each night to enjoy that new pleasure – talking films.

Set against a stark night-time sky, "An Evening at the Movies" reminds us of a time before television when the place to be seen – and at the same time witness the stars of the silver screen – was the local movie palace.

Among the grandest theaters for miles around, the Lansdale, located at Main St. and Towamencin Ave., opened its doors to silent films in 1928 and was demolished in 1979. Built of Spanish architecture, it seated 999 patrons.

Within a year of its debut - Norma Talmadge in "The Dove" – it began showing "talkies" in 1929.

Giclee prints of Boyles' painting will be available for order this month in two sizes (8x10 for \$75 and 18x24 for \$160) with proceeds benefiting the society. A print will be on display and orders may be placed at the research center after Aug. 10.

Both the theater print and Boyles' earlier print featuring the Lansdale railroad station will be on display and available for order at a number of locations on Founders Day, August 25.



Judith Boyles' Lansdale Theatre painting reflects the early 1930s era.

Paratrooper to share his tales of World War II

(Continued from page 2)

by the enemy, prompting the famous response by General McAuliffe when asked to surrender after five days - "Nuts".

The final combat operation for the 101st Airborne Division was the capture of Hitler's retreat home at Berchtesgaden.

Zanzinger has shared his wartime

experiences with audiences young and old over the years. He will bring with him a portion of his extensive collection of World War II memorabilia.

Zanzinger will be introduced by retired Penndale Middle School history teacher Bob Righter, winner of the Edwin G. Holl Historic Achievement Award in 2010. The program will begin at 7:30 p.m. at the Lansdale Parks and Recreation Building.

Society to participate in county history fair

Our society will be among more than 40 history-related organizations participating in the second Montgomery County History Fair, Saturday Sept. 22 at Augustus Lutheran Church, Trappe.

The theme for this year's fair is *Then and Now*, based on our *Then You Saw It, Now You Don't* shows that have become an annual staple of our Community Program series.

Participating organizations will carry

out the theme for their individual communities by the use of photos, videos, storytelling or on-going demonstrations throughout the day.

Historical societies – including LHS – will set up individual display areas along a 250-foot tree-lined walkway that extends from Germantown Pike to Augustus Church. In addition, the fair will feature food and entertainment, a crafts person's village and a five-part lecture pro-

gram.

Also throughout the day there will be tours and concerts in the historic 1743 original church, the oldest unchanged Lutheran church in the country. The adjacent cemetery contains graves dating to the congregation's pre-Revolutionary roots.

Augustus Lutheran Church is located on Main Street in Trappe a half-mile west of Route 113.

Railroad is theme of 2012 Founders Day

(Continued from page 1)

grand opening of the new assessor's office on the second floor. A number of displays and sale tables will be set up on the lawn, including a display from Shelly's soda fountain.

The society will also be showing a video based on the *Town Is Born* community program at Borough Hall.

Among the other highlights of Founders Day:

— The annual art show will be held in Memorial Park.

— Model train layouts will be operating in the firehouse supervised by Henning's Trains.

— Henning's will also display some railroad memorabilia in the borough hall lobby.

— The library is planning a train program during the day.

— The weekly farmers market will be held in the morning on Railroad Avenue.

— There will be live music, a dunking booth, an expanded food court and a children's play land in the downtown district

— The day will conclude with fireworks at Weaver Field.

For more information on the rail excursion: www.NewHopeRailroad.com

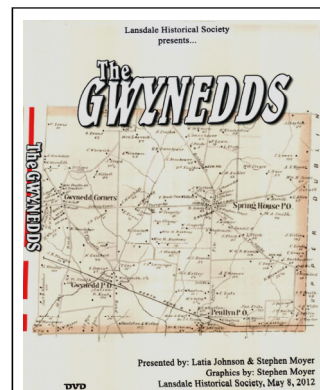
Volunteers needed for Founders Day, clean-up

With Founders Day quickly approaching, we need your help to prepare for the event.

We have scheduled two Saturday morning clean-up sessions on August 11 and 18 beginning at 9 a.m. There is much work to be done indoors and out. We will concentrate on indoor tasks on the 11th and tackle the grounds on the 18th.

We need all the volunteers we can get. Please call (215) 855-1872 by Thursday of each week if you can help.

We will also need additional volunteers on Founders Day between 9:30 a.m. and 3:30 p.m. to staff the Jenkins Complex or one of our other locations around town. Please call by August 11 if you are available.



Gwynedds DVD now available

The DVD of our *Gwynedds* community program presented in May is now available. It is on sale at the research center for \$18, or \$21 by mail.

Lansdale Historical Society 137 Jenkins Ave., Lansdale, PA 19446



The Jenkins Historic Complex