

Yesteryears

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Vol. 1, No. 38

Monday, February 24, 1992

50 Cents

Bowman, biggest importer, retailer in U.S.

By Lois Firestone

A CONSTANT STREAM OF TRUCKS rumbled along Salem's Broadway during the early days of October 1916, heading for the vacant chewing gum factory where lounging workers waited to unload box after box marked "fragile" brought from warehouses scattered around Cleveland, Toledo and Illinois.

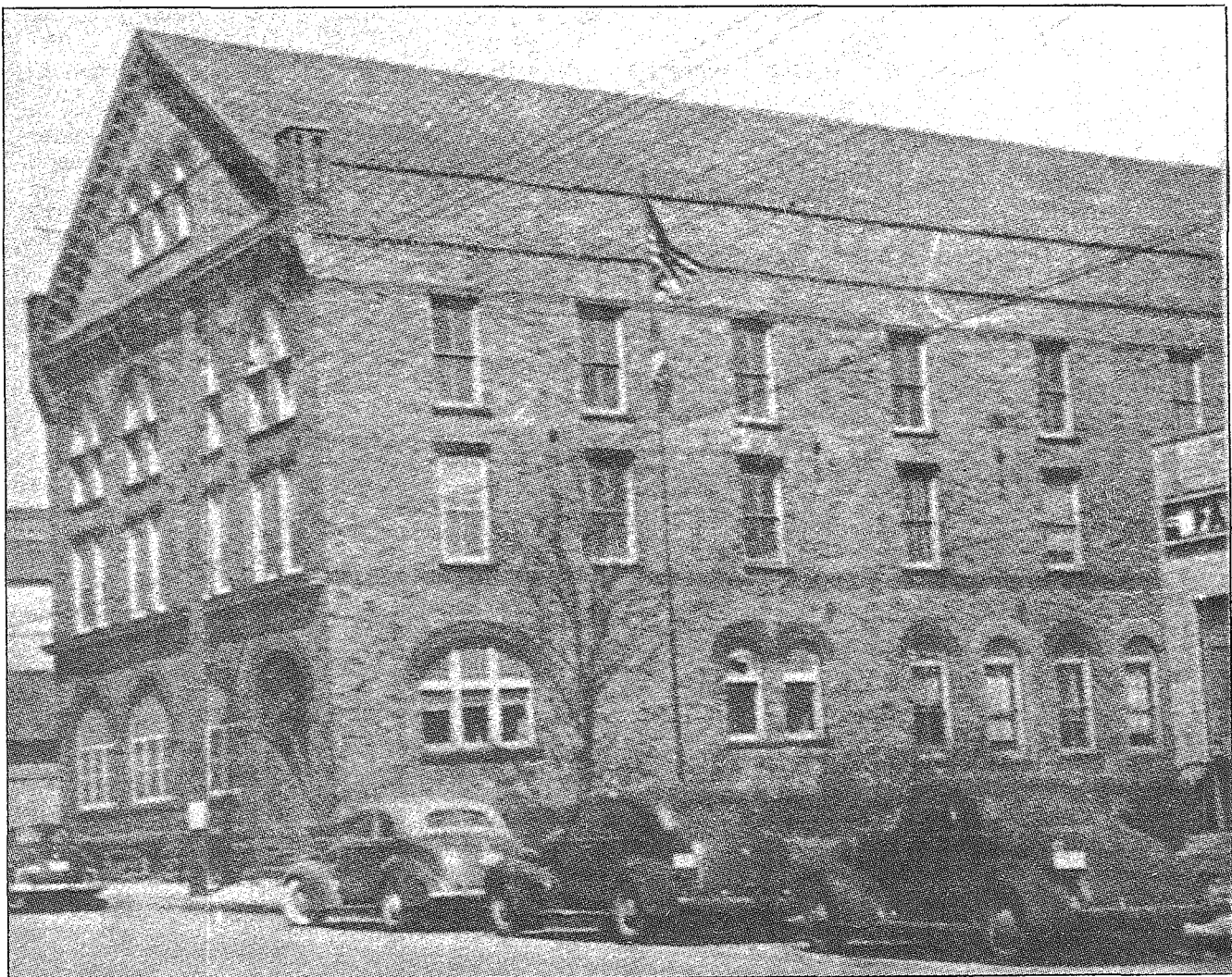
Carl Ullman, head of the industrial search committee of the local Chamber of Commerce, often dropped by to check on the renovation work which the new owner, George Henry Bowman had ordered from his office in Cleveland. Ullman was elated that a new business was moving in to the plant so soon after the American Chic Co. closed down operations earlier in the year.

Sam Grove's chewing gum factory had been one of the city's largest industries for years and something of an institution — he started up his plant in 1891, a year before soap salesman turned gum maker William Wrigley Jr. opened his. One hundred fifty men worked at the plant turning out 25,000 packages of the popular Pepsin and Yellow Kid, two of the dozen flavors Grove offered. When business was at its peak annual sales netted over \$500,000. When Grove retired, the American Chic Co. bought the operation, but by 1916 company officials decided to close for good.

George Bowman was the largest importer and wholesale and retail dealer in cut glass and decorated china in the United States. For decades, his establishment along Euclid Avenue in Cleveland was the biggest store in the country devoted exclusively to imported and domestic china and glassware, generating an annual business of millions of dollars. The three floors of retail showrooms offered English bone china and the popular French Haviland as well as sturdy domestic dishes, kitchen and glass ware.

He was the second generation of Bowmans to prosper in the china business. For years, George's father, Israel Tennis Bowman and his uncle, H. C. Bowman ran the Bowman Bros. China Co. on lower Superior Street in Cleveland. The Bowman family, Israel and Harriet Stillman Bowman, resided in Cleveland where young George enrolled at Western Reserve University. After his graduation, he joined the family business as an apprentice — this was about 1886 before he was 20 years old.

By 1916, when Salem officials broached him about consolidation, George, at 49, was an estab-



The Sam Grove building where George Bowman moved his operations in 1916. The building at 714 S. Broadway later housed Sam Keener's engineering firm.

lished businessman running the Cleveland store and 7 plants, including three in Cleveland, three in Toledo and one in St. Charles, Illinois.

On August 1, Bowman agreed to make the move to Salem if the city would pay him the first year's rent and expenses in concentrating operations which amounted to \$1,500. Ten days later, the \$1,500 had been pledged by townspeople plus an added \$74. Negotiations with the chic company ensued. They agreed to erect a lean oven, cut out doors and make other changes in the building's

interior.

On Saturday, October 7, Bowman bought the Minerva Mfg. Co. in nearby Minerva. Bowman's had bought the company's products for years and George himself had suggested a new line of toys which the company successfully produced.

Glass cutting and decorating operations got under way along South Broadway on Monday, October 23 — 18 men were employed, 12 in the cutting department and 6 in packing. Bowman

Turn to BOWMAN on page 3

The era of the 'It Girl'

By Lois Firestone

In the late 1920s and early 1930s, even moderate newspapers across the land headlined the spicy, shocking and downright scandalous doings in that City of Sin, Hollywood, California. William Randolph Hearst's "yellow" tabloid, the *Mirror*, and others like it, of course, was even worse.

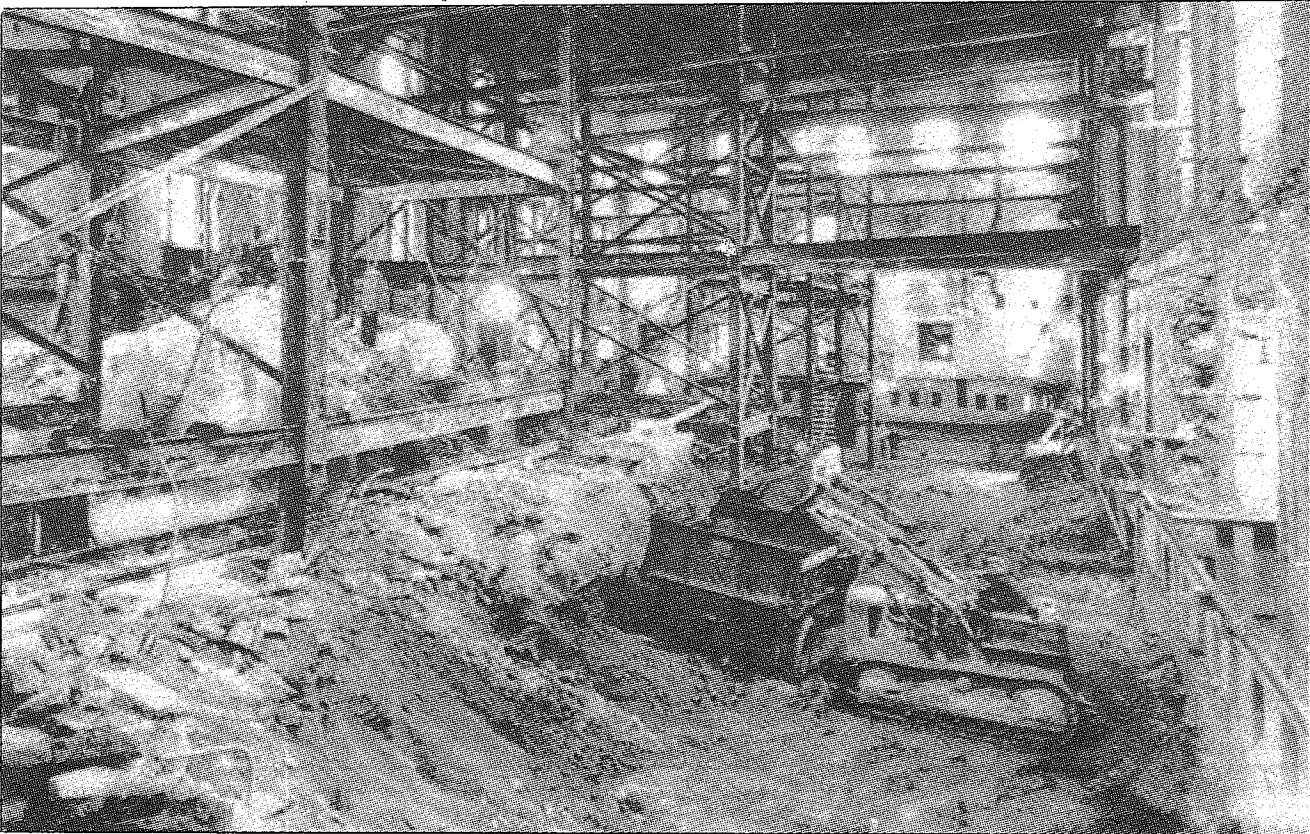
But there was much to talk about in the seamy, moneyed world of drink, dope, debauchery, insanity, suicide and murder. I've read a lot about those early days in Movieland, and was reminded of one particular actress' journey from stardom to madness when I was leafing through old pages of the *Salem News* looking for the weekly "page from the past" and came across the issue dated Dec. 5, 1931. The headline: "Rumor of Star's Wedding Arouses Varied Reports." The subject: "The Hottest Jazz Baby in Films" redhead Clara Bow.

It's difficult today to imagine that a seasoned editor would put a movie star's Las Vegas elopement on the front pages, but it was the era of The Flapper and Bathtub Gin and standards were different. What's interesting about Clara's marriage to cowboy star Rex Bell is that the nuptials were a public relations tactic devised by a desperate Clara (and her studio bosses) to divert attention from her frenzied love life.

Clara's life was a mess, and the trouble dated back to 1926 when newspapers enumerated the "juicy" details of "CLARA'S 'LOVE BALM' ROMANCE." The lengthy "therapy" the actress had been undergoing for nerves and insomnia from Hollywood's dashing physician Dr. William Earl Pearson included the application of a nightly "love balm" by the good doctor. The "treatments," which took place in the Chinese den in Clara's Beverly Hills mansion, were exposed by a private detective hired by Pearson's suspicious wife. Clara was named a co-respondent in Mrs. P's divorce action and was ordered to pay her \$30,000, a huge sum of money back then.

Then followed Clara's huge gambling debts incurred at Reno casino tables which were highly publicized. However, the hottest scandal erupted in 1930 and would prove to be the impetus for Clara's fall from stardom. For the four years she'd been in Clara's employ, former private secretary Daisy DeVoe kept a detailed log — names and dates — of the "It Girl's" love life. In 1930 DeVoe sold the material to the New York *Graphic*, a sleazy semi-porno magazine, who gleefully printed every graphic detail.


The list ranged from comedians (Eddie Cantor), cowboys (Bell and Gary Cooper) and character



This 1950 file photo shows the gutted interior of the White House. There was a major renovation during the Truman Administration which forced President Truman and his family to live in the Blair House across the street. An exhibit in Washington, "The White House 1792-1992: Image in Architecture" is marking the 200th anniversary of the laying of the building's cornerstone. (AP Photo)

actors (Bela Lugosi), to the entire University of Southern California football team — the "thundering herd's" roll call included tackle Marion Morrison, later known as John Wayne. Not only did Clara give the players gold cigarette cases and cuff links, she also provided them and other USC students with bootleg booze.

Clara sued Daisy who eventually was jailed for embezzling money from Clara's bank account. That's when Clara married Bell, but nothing could revive her downward-skidding career. Not too long after that, she had the first of several nervous breakdowns; the remainder of her life was spent confined in private nursing sanitariums.



Yesteryears

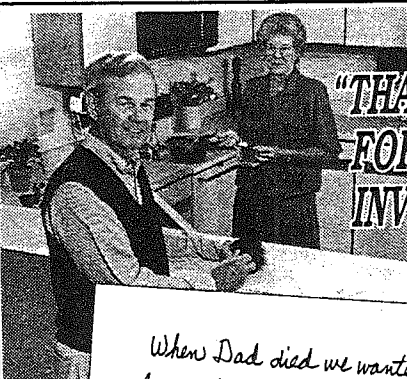
A weekly historical journal
Published by the Salem News
Founded June 8, 1991
161 N. Lincoln Ave.
Salem, Ohio 44460
Phone (216) 332-4601

Thomas E. Spargur
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Roy Yeager, plant superintendent, and Vera Hepler examine a tumbler in the glass-cutting works ran for over 30 years by George Bowman. Julia Volpe is shown at right at one of the hand-operated etching machines. The photo was taken in the early 1940s.



George H. Bowman was for years owner of Cleveland's biggest china store, until the 1930s when he moved to Salem where he is pictured at work in the 1950s.



Mary Bowman in the 1950s in the Fiesta Shop which was in the front part of her father's warehouse. Her poodle Dilly and cocker spaniel Tommy pose for the photographer.

Bowman Continued from page 1

announced that several "boys and girls" would eventually be hired as assistants to the decorators.

The firm's owner remained in Cleveland with his wife and three children, Brooks, George Jr. and Mary. He did have family roots in Salem through his wife, Mary Augusta Brooks, a Salem girl. She and George were married on October 2, 1907. A graduate of Miss Porter's School in Farmington, Connecticut, Mary Augusta studied music in New York City. Her grandfather, Joseph Judson Brooks was an early settler in the town and a prominent banker and attorney.

Mary Augusta's parents, J. Thwing and Anne Miller Brooks occupied J. J.'s homestead until 1892 when Mary Augusta was 17. That was the year the family moved to the elaborate stone "home farm," Andalusia, which Mary's father built on isolated acreage northeast of town, 575 Highland Avenue today. J. T. was a breeder of prize Jersey cattle, and five years after he built the mansion he started the Andalusia Dairy Co., running the business on the four Brooks Farms.

The family was closely knit and so when the Depression decimated George's Cleveland store, the Brooks relatives begged the Bowmans to come to Salem. George shut the doors of the Cleveland store in 1933 and moved the family to Salem. Although he was 66, he was determined to start over. In the beginning he rented the Boone home along East State Street, the site of the First Baptist Church today. His daughter Mary opened a gift shop, The Fiesta Shop in a room at the front of the house. The final move was to a property bought years before by J. J. Brooks, a two-story downtown building which ran the length of a city block bought years before by J. J. Brooks.

Where buggies and wagons once stood on the second floor of the old livery stable at the corner of State Street and Lincoln Avenue, the glass cutters plied their tedious trade. Downstairs where horses

had fed at stables was the shipping room where huge boxes from England and Czechoslovakia were stacked. Mary's Fiesta Shop was in another part of the huge building.

Roy Yeager joined Bowman's in 1938, four years after graduating from Salem High School, and was named plant superintendent in 1943. That was the year the glass plant was enlarged and 12 glass cutters worked 10-hour days to fill orders. Many of the women who etched designs on tumblers and pitchers had worked for Bowman for over 30 years. Six different designs were produced: Artistic, Myrtle, Salem, Alliance, Victoria and Cat Tails. Three warehousemen and six office workers were employed and seven salesmen were out on the road, selling to retail stores.

Bowman got to know his employees well because he worked long hours at the plant when he wasn't out on the road. He was the factory representative for the historic Homer Laughlin Co., the largest American dish manufacturers in the country, based in East Liverpool which was the center of the ceramics industry. He also represented Taylor Smith and Taylor, Universal Pottery and the Harker Pottery. Bowman's bought blanks from the Federal Glass, Indiana Glass, Anchor Hocking, Jeanette Glass, Louie Glass and West Virginia Glass Specialties.

Buying and selling, Bowman traveled by plane, car and train from coast to coast and to Europe — all told, he made 17 trips to Europe and one to Japan. Before World War II, his buying trips were limited to England and Czechoslovakia, but afterward he bought and sold in those countries plus France, Germany and Japan.

Bowman eschewed hobbies like golf and instead concentrated only on business. His friends were people like Hensleigh C. Wedgwood, head of the English pottery firm, and he worked closely with Walter Lenox in his early experiments with china.

Turn to BOWMAN on page 12

CONTEMPORARY
COLLECTIBLES

By Linda Rosenkrantz
Copley News Service

Of the several categories of appealing collectibles produced on the West Coast, and one of the most interesting and least explored nationwide, is what is generically known as California pottery.

Produced primarily in the southern part of the state, centering around the Los Angeles area, much

Hitching posts were removed by 1912 law

On Feb. 27, 1912 Salem's health officer, E. J. Schwartz and other city officials proposed a city ordinance to compel property owners to remove railings and hitching posts in the downtown business district. It was contended that the dirt and refuse caused by so many teams of horses standing along the curb stones was a menace to the health of the city. Workers in the street cleaning department were unable to cope with the situation or keep the streets in a sanitary condition. The ordinance would also relieve the congested condition of the downtown streets during busy periods.

Merchants and farmers, however, protested. Businessmen placed the hitching posts in front of their stores for the express purpose of accommodating prospective customers from the rural areas. Farmers had to have a place to park their wagons. It took some time to reach a compromise. The increasing automobile traffic helped force a solution.

of it is the boldly colored earthenware made by large California manufacturers in the 1930s and 1940s. There also was a considerable quantity of other types of housewares and decorative objects made by smaller potteries all the way through the early 1960s.

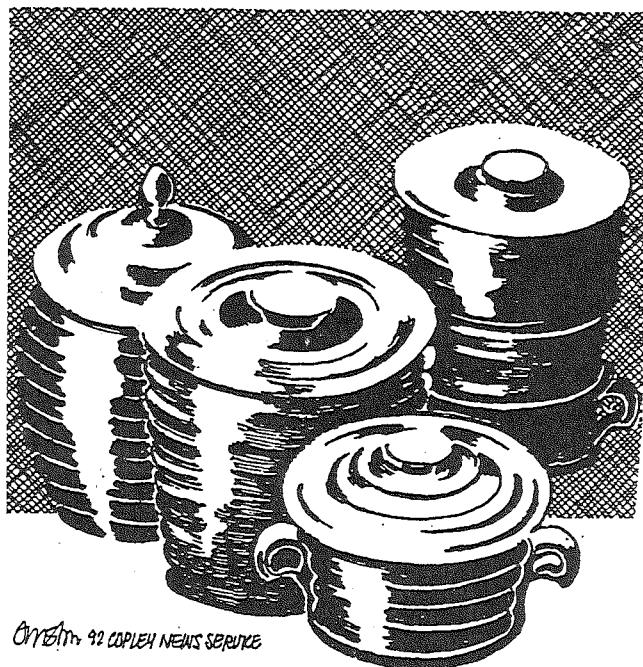
One of the earliest makers, the J.A. Bauer Pottery Co., was Californian almost by chance. Its founder, John Andrew Bauer, suffered from asthma so severely that, in 1909, he moved the successful stoneware business he had founded in 1885 from Paducah, Kentucky to Los Angeles in the hope that the climate would relieve his condition.

In the beginning, the company concentrated on garden ware and flowerpots made of California adobe clay, soon establishing itself as the state's premier manufacturer of redware flowerpots. Somewhat later, they began to manufacture domestic stoneware items, such as mixing bowls, whiskey jugs, crocks, beanpots, ramekins and nappies.

There was a major change in focus and quality when Danish designer Louis Ipsen joined the firm in 1915, followed by potter Matt Carlton the next year. Carlton excelled at hand throwing; Ipsen designed gracefully molded vases, bowls and flowerpots. Their work was of such high caliber that Bauer was awarded a bronze medal at the 1916 Pacific International Exposition.

In 1930, the first dinnerware line in what was called California Colored Pottery was introduced, using opaque-colored glazes developed by ceramic engineer Victor Houser.

When the initial pattern, Plain Ware, proved successful, it was followed shortly thereafter by Ring Ware, the single most popular Bauer pattern — both with purchasers then and collectors today. Somewhat similar to Homer Laughlin's later



ON THE 92 COPLE NEWS SERVICE

Fiesta ware, its basic pattern consisted of closely spaced concentric ribs, sometimes convex, sometimes concave, on hollow ware and a series of three ridges on platters and plates. Ring Ware was produced in vivid solid glazes — jade green, royal blue, Chinese yellow, light blue, orange-red and, occasionally, black and white, in a total of more than 100 shapes.

Part of its success was due to the then revolutionary concept of bright monochromatic dinnerware that could be mixed as well as matched and was seen as a reflection of the casual California lifestyle.



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Babe Ruth's outhouse is unearthed

By Sandra Skowron
Associated Press Writer

THE "HOUSE THAT RUTH BUILT" is in New York, but the outhouse built for Ruth is in his hometown — underneath center field in the city's new baseball stadium.

The privy used by the future Sultan of Swat and his family was among a treasure trove of artifacts found by archaeologists working with construction crews at Oriole Park at Camden Yards, where the Baltimore Orioles begin playing this spring.

"This is in my opinion a premier collection of urban artifacts ever excavated in our entire region," said R. Christopher Goodwin, whose archaeological firm conducted the dig for the Maryland Stadium Authority.

The stadium, which officially opens April 6, was built in a section southwest of downtown called Camden Yards, after an old station of the Baltimore & Ohio Railroad.

One of the area's former residents was the Babe's father, George Herman Ruth Sr., who operated a saloon from 1906 to 1912 in what is now center field.

The Ruths lived above the saloon and their privy was directly behind it. Bruce Hoffman, the stadium authority's executive director, said the privy had been filled in and did not pose a sanitary threat in center field.

Babe Ruth himself lived perhaps three years in Camden Yards because from 1902 to 1914, he was in and out of reform school, researchers say.

He went on to become baseball's first great slugger. New York's Yankee Stadium became known as the "House that Ruth Built" because of the crowds he attracted.

Before the Baltimore dig, archaeologists created a computerized geographic information system using 113 historic maps of the area, which helped them locate the Ruth saloon and other landmarks.

Archaeologists also were aided by the recollections of Babe Ruth's 92-year-old sister, Mary Ruth Moberly, now living in Hagerstown.

"She thought we were benign, but crazy," Goodwin said of Miss Moberly's reaction to digging up the privy.

Workers dug nearly 100 trenches throughout the 71-block site and uncovered 41,300 artifacts. Most were bits of broken glass, china and pottery. Some have been pieced together into pots, plates and pitchers.

Privies are historical time capsules because they were used for trash disposal before communities had municipal trash service, said Martha Williams, a researcher for Goodwin's firm.



Christopher Goodwin whose archaeological firm conducted the dig for the new baseball stadium in downtown Baltimore holds a vase discovered on the property at his office in Frederick, Maryland. Working with construction crews, Goodwin discovered a treasure trove of the city's history including relics from the boyhood home of Babe Ruth and his family. (AP Photo)

"If you can find one that hasn't been cleaned out, you can find a wealth of information. But 200 years does not make a difference (in the human waste), so there can be kind of nasty stuff," she said.

The dig on the Ruth property yielded two privies, one dug for the Ruths and one made 100 years earlier and used by Frances Whiddington, an upper-class woman, whose status is reflected in the

broken porcelain and pottery that she discarded.

Items taken from the later privy included old pipes, glassware, china, old cherry pits, watermelon seeds and a coconut, Ms. Williams said.

Because the outhouse was used by other dwellers after the Ruth family, it is impossible to determine which items came from the Ruth household. But items from that site will be sent to the nearby Babe Ruth Museum, she said.

Notes and news from the files of the Salem News

Compiled by Bekkee Panzott

40 YEARS AGO

RICHARD SCROGGS, 13-YEAR-OLD eighth grade student at Lincoln School was awarded first prize in the Corydon Palmer Dental Society poster contest for students in Columbiana, Mahoning and Trumbull counties.

HOWARD SCHAEFER HAS BEEN appointed first vice president and John Kehr second vice president by the Lions Club board.

SALEM CITY HOSPITAL NURSES granted certificates to practice as registered nurses in Ohio are: Odessa J. Bohner, Lynne A. Bowersock, Marjorie H. Bridenthal, Marilyn J. Heed, Shirley M. Hiscow, Martha M. Kentzel, Anna M. Kurtz, Jeanneen Mattix, Lois J. Mooney, Betty H. Poulton, Carol E. Rys-er and Ramona J. Watson.

MRS. GUS SCHUSTER, PRESIDENT OF Beneficial Union of District 556, appointed Gottfreid Rys-er of 403 W. Pershing St. to serve as secretary for the remainder of the year.

DOROTHY JEAN POZNIKO AND Darrell Askey have been elected by their classmates to deliver commencement speeches at Salem High School graduation exercises June 5.

30 YEARS AGO

LINDA GALCHICK, DAUGHTER OF MR. and Mrs. Joseph Galchick of 725 W. Pershing St. has been named 1962 Valentine Sweetheart at Columbus Air Force Base, Columbus, Miss. Her brother, Airman 3C Joseph Galchick entered her picture in the contest of sisters of men stationed at the base.

LINDA KECK, DAUGHTER OF MR. and Mrs. William Keck of 980 Franklin Ave., has been

appointed to the second-semester staff of the Mount Union College paper, the Dynamo.

DAVID VAN BLARICOM, 15, son of Mr. and Mrs. John VanBlaricom of the Franklin Road, received the Eagle badge at the Troop 3 Court of Honor at the First Presbyterian Church.

THOMAS MAYERNICK, SON OF MR. and Mrs. John Mayernick of Leetonia, has received notice of his appointment to the Merchant Marines Academy, Kings Point, N.J.

ENDRES-GROSS FLOWERS ADVERTISED "Cash and Carry Roses, \$1.45 per dozen.

OLD DUTCH, winner of first-round action in the Class A Basketball League, trampled Berlin 71-54 for its second win. Ed Daugherty poured in 27 points to lead Old Dutch to victory, 71-54.

Survivors recall Buffalo Creek disaster

By Aviva L. Brandt
Associated Press Writer

FREEZING AND FRIGHTENED, Virgie Duncan precariously rode the roof of her home as it lurched atop a 30-foot wave of water and debris roaring down Buffalo Creek Hollow.

The coal gob dam at the head of the 17-mile hollow collapsed on Feb. 26, 1972 and the flood killed 125 people along a string of poor Appalachian hamlets. Tears still come easily when Duncan talks about it.

"You'd think, as time goes on, it would get easier. But every year at this time, you remember that day again as if it were yesterday," she said. "I try to remember as little as possible, but you never forget."

Duncan, then 19, was still in bed with her husband when the dam broke about 8 a.m. Saturday. The swirling black waters scraped about 1,000 houses from the hollow, sometimes carrying them downstream, sometimes splintering them into trees and other structures.

"We were trapped in the house," she said. "It came apart and was under water so we kept making our way up until we were on top. You didn't have time to think of anything. You did what you had to do. It was like a nightmare."

Duncan and her husband, Sammy Lusk, rode the roof to Lundale, about half a mile, until it bumped up against other houses.

"We sat still and quiet, afraid that if we moved, the house would tear loose," she said. "After the water went down some, people on the side of the hill came and carried us off. I was covered with cuts and bruises from the top of my head to my toes."

Three miles up the hollow from Lorado, a Pittston Co. subsidiary for years had dumped coal mine refuse across the stream bed until it formed a dam. Eventually, an estimated 130 million gallons of water and sludge had backed up behind it.

Several days of heavy rains increased the pressure. When the dam finally gave way without warning, the wave of water and debris swept the hollow clean of homes, churches, cars, small businesses and lives.

It was weeks before most of the missing and dead were found. Seven people were never found and three dead children remain unidentified.

In testimony before the U.S. Senate, the Army Corps of Engineers said the dam, 60 miles south of Charleston, should never have been built.

The Army said the dam depended on "uncontrolled seepage," had no spillways, was built on the unstable settled slurry of another dam, and had been constructed without engineering.

And although it had rained for days before the disaster, the engineers said the weather was typical and was not the cause.

Pittston called the flood an act of God and said responsibility rested with its subsidiary, Buffalo Mining Co. However, Pittston later settled with the victims.

After the flood, Duncan went into a severe depression. She became pregnant three months later and had a son, Randy. She and her husband were divorced about a year the baby was born. She left Buffalo Creek for about five years.

"For a long time, I didn't feel like life was worth living. I didn't care if I'd lived or died. I felt like I'd lost everything. I lost my home. We'd only been married three years," Duncan said.

"I was told never to return to Buffalo Creek, that I couldn't handle it," she said. "But I wanted to come back because everything I had was here."

Other survivors agreed it was difficult to return. "You knew you had a piece of land and you wanted to go back," said Ann Osborne, 46. "I was terrified, but what could you do? You had a piece of land and you had no where else to go."



This 1972 file photo shows cleanup operations in Amherstadt, West Virginia along the Buffalo Creek Hollow where a flash flood occurred. (AP Photo)

The night before, her husband, Dale, told her of a strange sound he heard as he was leaving the mine. Mrs. Osborne was nervous.

"I heard a sound," he recalled, "and thought I was rolling an oil can under the car. I got out and kneeled in the mud to look under the car but there wasn't anything there. But as I was down there, I could still hear it. It was coming from the dam."

Osborne was a foreman at the mine. "I stopped at the house and told Ann that if the power went out, to get the kids and get on the hill," Osborne said. "Then I went to the office and told them to check it out. But I didn't make a big deal out of it. Being the foreman, I didn't want to seem too easily alarmed."

"They laughed at him," Mrs. Osborne said. But, there was no laughter the next morning. "The water was about 20 feet high," Osborne said. "But you can't really call it water. It was a black glob coming toward you, sweeping houses and cars and everything in its path. If it had been water, you could swim through it. But there was no way you could swim through this."

As the Osbornes fled to Kistler, at the mouth of the hollow, they tried to warn friends and neighbors. Many wouldn't listen.

"People didn't want to get out of bed and those are the people who died," Osborne said. "It's like the story of the boy who cried wolf. We'd heard the dam was going to break for so long that no one

believed it when it was happening."

Mrs. Osborne remembered one woman who ignored the warning.

"I told her the dam was going to break and she should get take the baby and get out," Mrs. Osborne said. "She said, 'I've heard that a long time. I'm going back to bed.' She was pregnant and she and another child died. I'll never forget it. I was the last one to see her before she died."

Later, Osborne and his brother, Fred, headed back up the hollow to help people. Meanwhile, the water continued to build up power, Osborne said.

"It would build a dam out of houses and railroad cars, but then it would break through again. That destructive force would get built up again and again," he said.

"I saw a woman standing in the doorway as her house floated by. There was nowhere for her to go. Her house was on top of a roll of water about 15 feet high. She was hollering for help but there was nothing humanly possible to do," he said.

The brothers stopped near houses midway up the hollow and split up, each taking one side of the road, to warn residents.

"I told my brother that if he got back to the car first he should wait one minute and then get going. I said I was going to do the same," Osborne said.

"I broke in Everett Manor's door and found

Turn to next page

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Flood

Continued from page 6

myself looking down a gun barrel. I said, 'Ev, the dam broke. Get on the phone and tell the operator what I'm telling you. Tell people to get out of Buffalo Creek,'" he said.

When it was over, the whole hollow was quiet. "The dogs howled and there was an eerie feeling," he said. "The dogs would find the bodies and nibble on them. They'd howl and carry on so you'd know they found another body. There were bodies hanging in trees. They looked like mannequins and were covered with mud."

The Osbornes didn't join the 600 of their neighbors who banded together in a class action lawsuit seeking \$64 million against Pittston.

Pittston settled the lawsuit for \$13.5 million, including \$5.5 million for property damage and wrongful-death damage payments and about \$8 million for mental injuries. Those suing solely for mental injuries received about \$13,000 each.

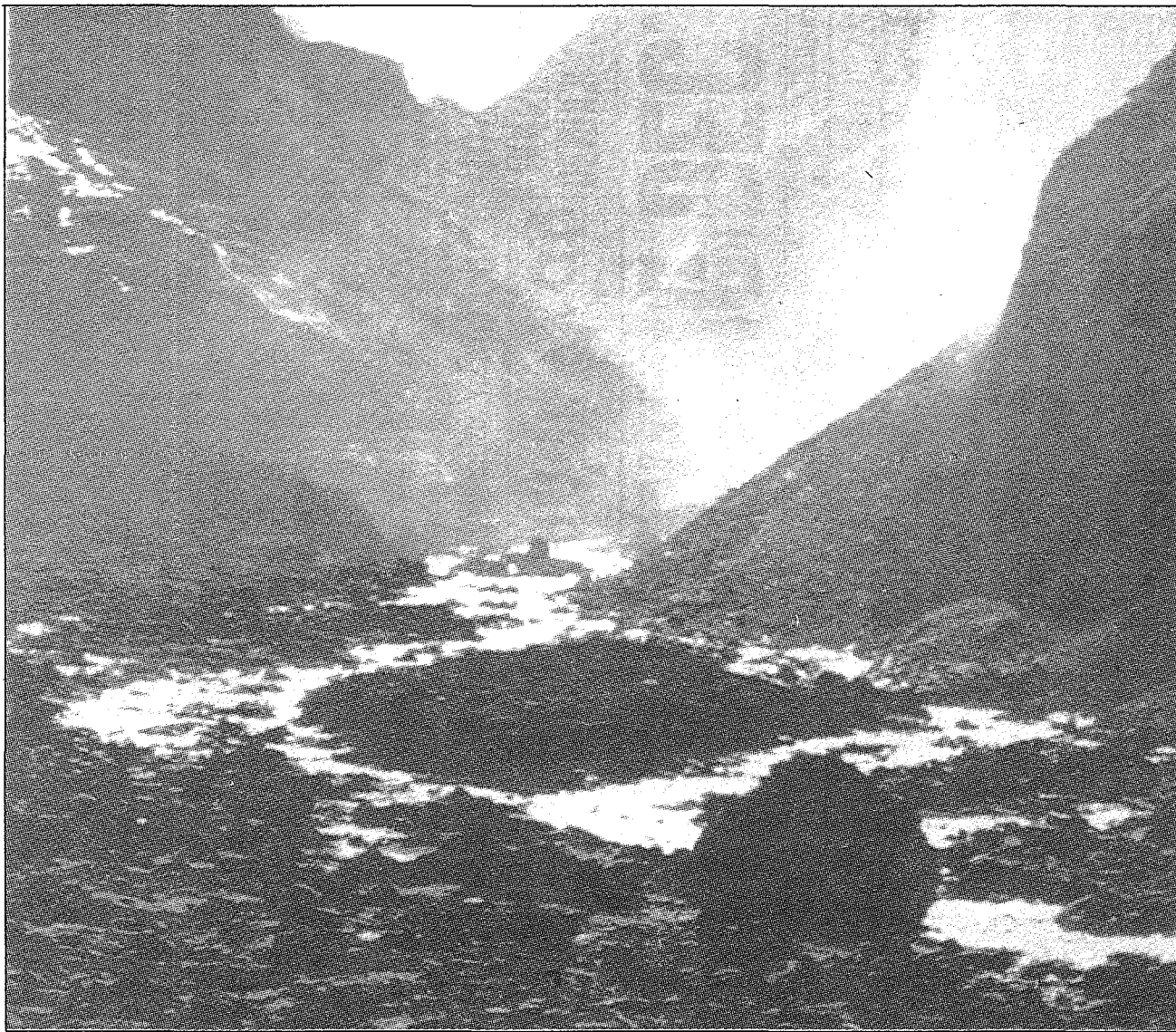
In addition, Pittston paid \$4.84 million to 1,170 youths. The state of West Virginia sued Pittston for \$100 million to recover reconstruction costs, but Gov. Arch A. Moore Jr. settled for \$1 million and released the company from further liability.

The Corps of Engineers later received \$7 million from West Virginia for its clean-up costs.

The Osbornes received about \$15,000 from Pittston to compensate for the loss of everything they owned, including their house.

"You had to fight for everything you got," Osborne said. "You'd tell them what you lost and then they'd ask if you had a receipt. If you didn't have a receipt, it didn't count."

"But your house was swept away. How were you supposed to prove you owned anything when everything you had was destroyed?" he said.



A gaping slag dam is visible above the community of Three Forks, West Virginia in this 1972 file photo. The town was the first to be destroyed by rampaging waters in Buffalo Creek Hollow.

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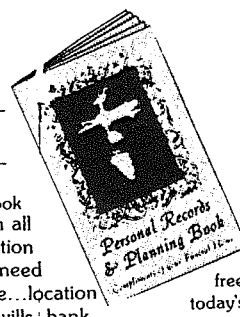
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Toys reveal changing cultural attitudes

By Jo Ann Webb

Smithsonian News Service

MEEET SHANI AND HER FRIENDS Asha and Nichelle. With skin tones ranging from light brown to mahogany and fashions that feature warm spice tones and ethnic print fabrics, these dolls were designed by Mattel to "reflect the natural beauty of African American women." While blonde, blue-eyed Barbies and Kens may be here to stay, so are Shani, Asha and Nichelle.

Today, more and more manufacturers are answering the call for products that teach children not only about themselves, but about the diverse cultures with which they live.

"The whole issue of ethnic toys has exploded in the last 15 years," says Fath Ruffins, historian at the Archives Center of the Smithsonian's National Museum of American History in Washington, D.C. "It's affected children's literature, television programs and the way advertisers market their products to parents." Ruffins, who is currently researching ethnic imagery in the commercial market, plans to use her findings for an exhibition and book project in 1995.

Toys can tell us a great deal about changing cultural attitudes, Ruffins adds. Advertisers in the late 19th century through the mid-20th century used images that were already recognizable in society. "Toy makers were often expressing the norms of the times," she explains.

Prior to the Civil War there were few commercial toys. As America industrialized after the war, toys were mass produced. The boom in the toy industry coincided with a period in American history when there was massive immigration. "This influx of immigrants created racial fears among Anglo-Americans and other American-born people," says Pamela Nelson, curator at the Balch Institute for Ethnic Studies in Philadelphia.

The poor and less educated became prime targets for racial hatred. African Americans, Asian Americans and many immigrant groups new to the United States were grossly caricatured in toys. One example was the "Reclining Chinaman," a mechanical bank produced in 1882 that featured a smiling Chinese man lying against a log and holding playing cards in one hand. At the base of the log was a rat, a reference to the notion that rats were rumored to have been eaten by Chinese immigrants. When a lever was pressed, a penny fell from the man's hip into the bank while his hands moved to reveal that all the cards were aces.

"At the time it was produced 'Reclining Chinaman' reinforced the image of the Chinese as crafty tricksters who cheated American working men out of jobs by accepting lower wages and an inferior standard of living," Nelson writes in *Ethnic Images in Toys and Games*, a catalog to the exhibition of the same name, which she curated in 1990 and is now traveling.

Despite the continuation of negative portrayals, there was a definite shift in how toys depicted ethnicity, beginning in the 1920s. This change in cultural attitudes toward ethnic groups was a combination of many factors, according to Ruffins. Movie going became a popular form of public entertainment. Advertisers felt that once people saw more realistic images they would want those images in the products they purchased, including toys, she explains.

Nelson offers another explanation as to why toys and dolls became more realistic: "Cultural attitudes toward ethnic groups apparently softened as World War I and the passage of extremely restrictive laws brought massive immigration to an end by 1924. Rather than attacking and degrading groups, toys encouraged assimilation and supported token positive expressions of ethnicity."

There were, however, some exceptions. In 1924, a major retail chain advertised a windup toy called



JoAllyn Archambault, the director of the Native American Indian Program at the Smithsonian's National Museum of Natural History, shows off her collection of toys and dolls that portray American Indians negatively. She has been collecting these objects for 20 years.

"Chicken Snatcher." The ad read: "When the strong spring motor is wound up, the scared negro shuffles along with a chicken dangling in his hand and a dog hanging on the seat of his pants. Very funny action toy which will delight the kiddies."

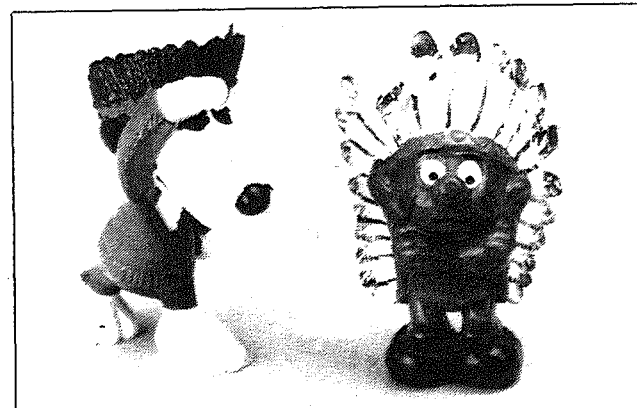
From the mid-1940s to the mid-1960s, the toy industry underwent another major shift. The trend in toys was white non-ethnic images. "Americans were into the 'melting pot' syndrome," Nelson says. Dolls, for example, were mostly blonde and blue-eyed. "This era could have been damaging for an ethnic child because, typically, a child's doll is an extension of herself or himself."

"Children do not have the experience to understand the difference between a realistic image and an unrealistic one," Nelson adds. "Whatever they see in their toys, they accept as being real. Through the process of play, they act out life as they see it."

"People don't understand that toys that have negative images can really be damaging to young people," says Dr. JoAllyn Archambault, director of the Native American Indian Program in the Smithsonian's National Museum of Natural History. "Children playact, in part, to learn how to become adults."

American Indians are the only racial group that today consistently appears in a negative light in large toy manufacturing lines, says Archambault, who has been collecting stereotypical toys for the last 20 years. A lot of American Indian toys still depict semi-naked figures living in teepees, she points out.

"These stereotypes freeze, in the minds of children, images of American Indians as racial groups that still live in a pristine past unaffected and unchanged by the 20th century," she says, adding that it's important for children to understand that American Indians today live in houses, drive cars




Smithsonian News Service Photo courtesy of the Balch Institute, Philadelphia

and shop in department stores. Toy manufacturers continue to create Indian images that have little to do with the way Native Americans live today. Here, Snoopy and a Smurf wear headdresses, items that are often sacred in Native American cultures.

The Civil Rights movement of the 1960s created many changes in American society, including changes in the toy industry. Manufacturers realized that African Americans, other people of color and society in general would no longer tolerate overtly negative images. Out of necessity, manufacturers began increasing their supply of positive ethnic toys.

During the late 1960s, Mattel's black Barbie dolls began to show up in stores, along with black GI Joes. The Barbie line was expanded to include

Turn to next page 

Ethnic toys

Continued from page 10

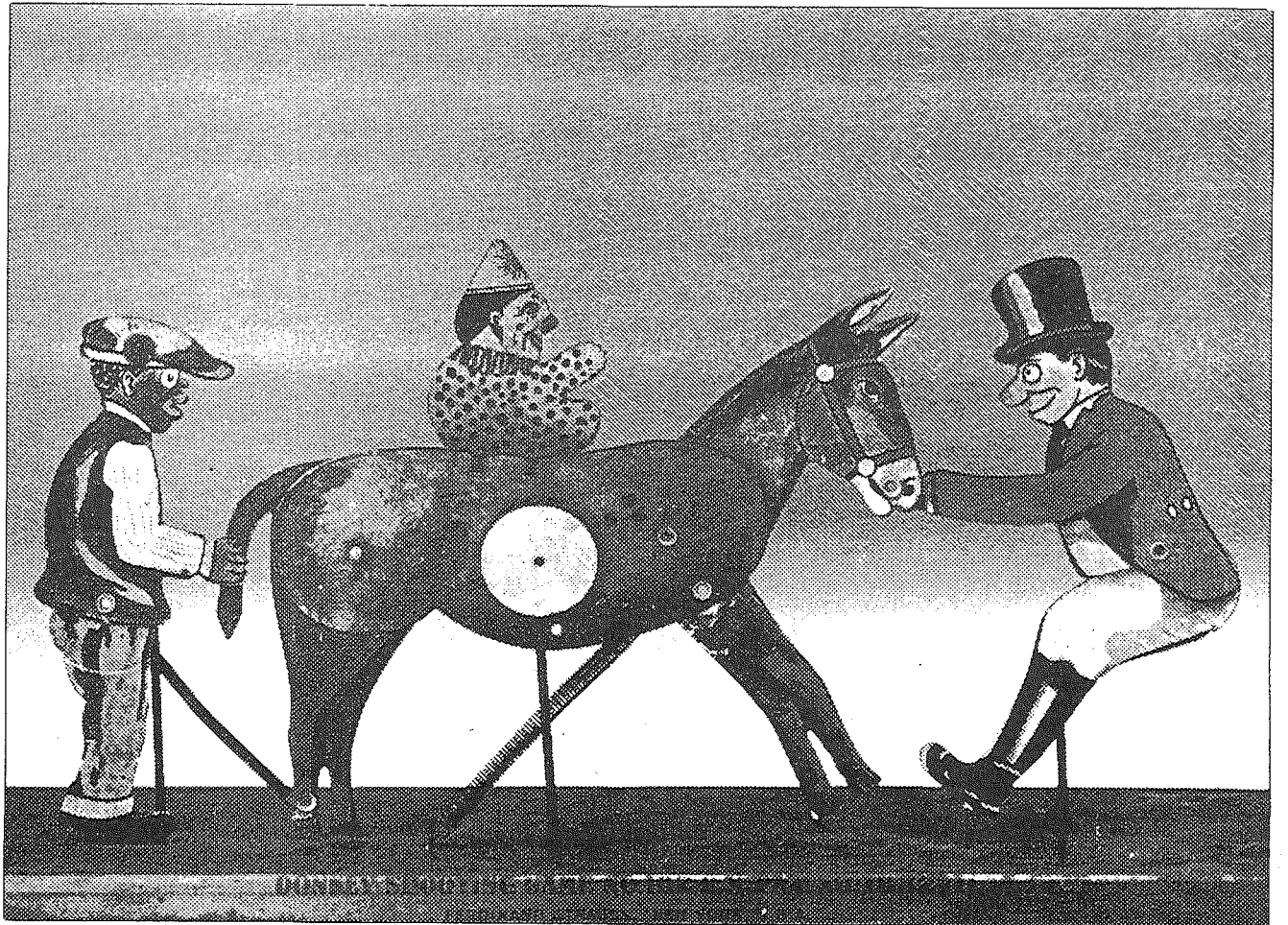
Asian American and Hispanic dolls and GI Joe was given a "rainbow coalition" of fighters.

The ethnic market is extremely lucrative, Donna Gibbs, director of media relations at Mattel, says. In 1990 when the company launched an advertising campaign geared specifically at African American mothers, it watched sales double. "That proved to us the economic viability of the African American market." The company introduced Shani, Asha and Nichelle in 1991.

Companies devoted solely to making toys for a particular ethnic group are spring up all over the country. In 1985, Yvonne Rubie, founder of Golden Ribbon Playthings, a black-owned company in Queens, New York, popularized "Huggy Bear," a mass-produced, mass-marketed black doll. Cynthia's Toys and Games, owned and operated by Cynthia Whitfield, opened about seven years ago for the sole purpose of providing multicultural toys, none of which promote violence in any way.

According to Whitfield, a professor of child psychology at Merritt College in Oakland, California, there was a need to fill a gap that left children of color without positive images. "Without positive images," Whitfield says, "the child has no way of validating his or her existence." Because children neither understand nor comprehend how they fit into their environment, positive images in toys help them learn, she adds.

Positive imagery was important enough to Mel Whitfield and his wife, Loretta, founders of Washington, D.C.-based Lomel Enterprises, that they spent seven years researching and developing Baby Whitney, an African American doll. The Whitfields (who are not related to Cynthia Whitfield) even hired an African art historian to design the doll's face, which is based on a fertility doll in West Africa. The doll, which sold out in 1991, has



The objective of this 1918 Donkey Shooting Game was to hit the bull's eye, which caused the donkey to rear its hind legs and kick the black caricature, making him a victim of abuse that appeared to be acceptable.

taken the commercial market by storm, inspiring T-shirts, notecards and a calendar.

The toy market has come a long way. According to Black Enterprise magazine, the spending power of ethnic groups has reached an all-time high. con-

sequently, children of all color are reaping the benefits. Toy companies are being forced to meet the demands of the market. "You need to give children a sense of self," Cynthia Whitfield says. "Once you love yourself, you open up to many things."

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Red Cross catalogs names of holocaust victims from camps

By Deborah Mesce
Associated Press Writer

ARCHIVISTS ARE PORING OVER Nazi death camp records in a new American Red Cross effort to catalog thousands of names and help families of Holocaust victims learn the fate of their loved ones.

The original records — including transport lists, death books and lists of victims of medical experiments — have been accessible to the public through the National Archives for 20 years. But because they are difficult to wade through, they have been of value mostly to historians and scholars.

These documents "will now be used for a truly humanitarian purpose," Elizabeth Dole, president of the American Red Cross, said Tuesday.

"Yellow with age, these documents will bring light to the final days of hundreds of thousands who suffered," she said. "They provide vital information on at least 300,000 individuals, and possibly as many as half a million, who disappeared at the hands of the Nazis."

On Tuesday, Mrs. Dole presented microfilm of the first 7,000 names to the International Committee of the Red Cross to be cross-referenced and integrated into the files of its International Tracing Service in Arolsen, Germany.

The international service, which was launched after World War II, has 46 million records on 13 million people, but most of the names from the death camp records the National Archives holds are new, Red Cross officials said.

The documents researched so far include transport lists, death lists, lists of victims of medical experiments and forced labor and concentration camp records mainly from Auschwitz, Buchenwald and many smaller satellite camps, Red Cross officials said.

Thousands of boxes holding the records are stored in a National Archives warehouse in Suitland, Md.

The documents were confiscated by U.S. forces following the collapse of Nazi Germany as evidence in war crimes trials. They were declassified about 20 years ago, National Archive officials said.

That these documents could be used as a tracing tool was recognized initially by archivists for the U.S. Holocaust Memorial Council, created by Congress in 1980 to build a Holocaust museum, and the Holocaust and War Victims Tracing and Information Center in Baltimore, opened by the American Red Cross in September 1990.

"The news that the documents provide is rarely good news," Mrs. Dole said. "It may confirm a date of death, it may show passage on a death transport. But it renders a service which cannot be measured — the knowledge of the fate of a loved one allows family members to move on in the grieving process."

But, she added, "sometimes miracles occur." About 50 family members have been reunited through tracing requests handled by the Baltimore center, she said.

It will take archivists about a year to finish sorting through the death camp records and deliver the rest of the names, Mrs. Dole said.

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Ad from the Past



Some rare examples of Bowman glass which former plant superintendent Roy Yeager has kept as a memento of his years with George H. Bowman.

Bowman

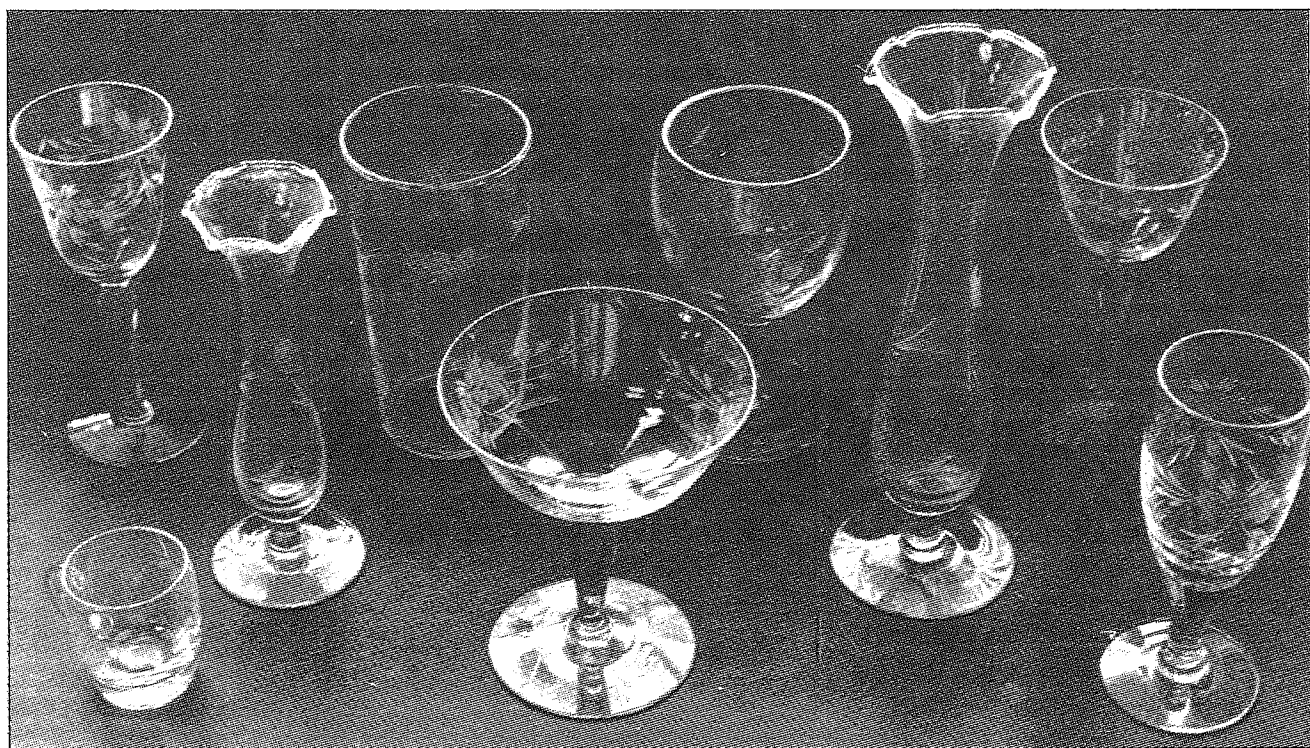
Continued from page 3

"I don't believe in this retirement business everyone's talking about these days," he told a visitor when he was 83 and still going strong in the business. "You stay young and healthy if you keep at something you like. Now I've not very much more time today — there's a big shipment coming in on that track."

Roy recalled that "George came in and stayed all day and was in again all day Sunday; many Sundays, he'd give me a call at home to come down to the shop to fix some problem or other. In the mornings if Mary wasn't ready to come to work and he was, he'd call me to come pick him up. He never drove himself; he had a chauffeur to drive

him everywhere. The chauffeur worked in the warehouse, too. George always had either a Chrysler New Yorker or Cadillac."

Bowman was 88 when he retired in 1955; shortly afterward Bowman's closed its doors. Glogan & Myers hardware store rented space and Bertha and Bob Heddleston opened a drugstore on the corner. Today, the Bowman legacy continues. Mary's Fiesta Shop is still housed in the building although it's been moved to the site of the Heddleston drug store, and George Bowman Jr.'s law offices are, as they've been for decades, on the building's second floor.



Mary Augusta Bowman stands at the entrance to the family home on Highland Avenue in this photograph taken in November 1951.

Speaking of the past...

By Dale Shaffer

Fourth Street School tower is removed

After standing only 26 years, the Fourth Street School tower was declared unsafe on Aug. 28, 1923. A state school inspector ordered that it either be torn down immediately or be made safe. C.F. Owsley, architect of the building, said that the only way to make it safe was to tear down the tower. The west side was bulged from its wooden frame about 18 inches and the bricks and cement were badly crumbled.

Work could not be completed before the opening of school on Sept. 10 so for the protection of students a tunnel of wooden planks was erected over the front approach to the building. This prevented accidents from falling bricks.

Tearing down the tower was unfortunate because the tower made the school one of the most attractive structures in Salem. It could be seen for several miles.

Students of 1919 were underweight

Today a great portion of the American population is overweight. Dieting for better health is big business. But back in 1919, things were different. Over 50 percent of Salem's school students were considered to be underweight. At the request of the government, all pupils were weighed and their weights compared with a standard scale deemed normal for certain ages and heights. The weights were taken by Miss Hillstrom, physical education teacher at the high school.

Of the 270 junior high school pupils, 150 were found to be below normal weight. The percentage of boys below standard was greater than for girls. Of the 142 at the high school, 86 were below normal. In 1919 the standards for a 16-year-old boy 60 inches tall was 101 pounds; 95 pounds for a girl. A boy 64 inches tall was to weigh 119 pounds, and a girl 117 pounds.

Salem's first airplane

September 4, 1911 was a special day in Salem. Around 10 o'clock in the morning residents saw something they'd never seen before — an airplane. Albert Elton and a passenger flying over Salem were forced to land in a large field east of Highland Avenue almost directly back of the H. H. Sharp residence. The biplane was first sighted south of the city and soon people were hurrying by foot and auto to the landing site. Among those curious onlookers was a youngster named John Litty.

Elton, who lived in Youngstown, and his passenger named Welsh were flying from Dayton to Youngstown, trying to establish a new long distance record (220 miles) for carrying passengers by air. The record to date was 136 miles, set by Aviator Atwood. Elton had spent several weeks in Dayton studying under the Wright brothers.

He remained in Salem only a few minutes. Then, several men held the plane until Elton gave the word to let go. The plane rose gracefully, circled several times and then sped towards Youngstown. Elton averaged less than one mile a minute, but broke the record for the longest continuous flight in Ohio.

Salvage firm on lookout for ship passengers' descendants

By Jeffrey Bair
Associated Press Writer

THE STEAMER ATLANTIC SANK TO the bottom of Lake Erie 140 years ago with hundreds of immigrants on its decks, their possessions in sturdy oak crates.

Buoyed by a federal judge's ruling, the salvage company Mar-Dive Corp. of Van Nuys, Calif., has claimed the wreck in Canadian waters and is looking for descendants of passengers who want some of the possessions after diving begins this summer.

"It's like someone is taking part of my life and giving it back to me," said Bonnie Archer of El Dorado Hills, Calif., whose great-great-grandfather Amund O. Eidsmoe, his wife and their two children survived the wreck. "The story has been such an important part of our family for years."

A grain freighter rammed the Atlantic on Aug. 20, 1852, killing 150 to 300 people and sinking the paddlewheel steamer near Long Point, Ontario. The exact death toll is unknown because the passenger logs were incomplete.

Most of the estimated 600 passengers were Norwegian or German immigrants who paid \$1 each to sail from Buffalo to Detroit, Mar-Dive President Steve Morgan said. Others paid \$10 for first-class cabins and dined on marble tables under whale-oil lamps.

Last year, a federal judge in California placed the wreck under U.S. jurisdiction and named Mar-Dive custodian. However, Ontario officials consider the wreck Canadian property. The Provincial Police said they will prosecute anyone who disturbs it.

Arrest warrants for disturbing a site of antiquity were issued for two Mar-Dive divers who already went below.

"We would consider any removal of items from the shipwreck an extremely serious offense," said Armando De Peralta, a spokesman for the Ontario Ministry of Culture and Communications. "It would be tampering with the history of Ontario and, indeed, the history of Canada."

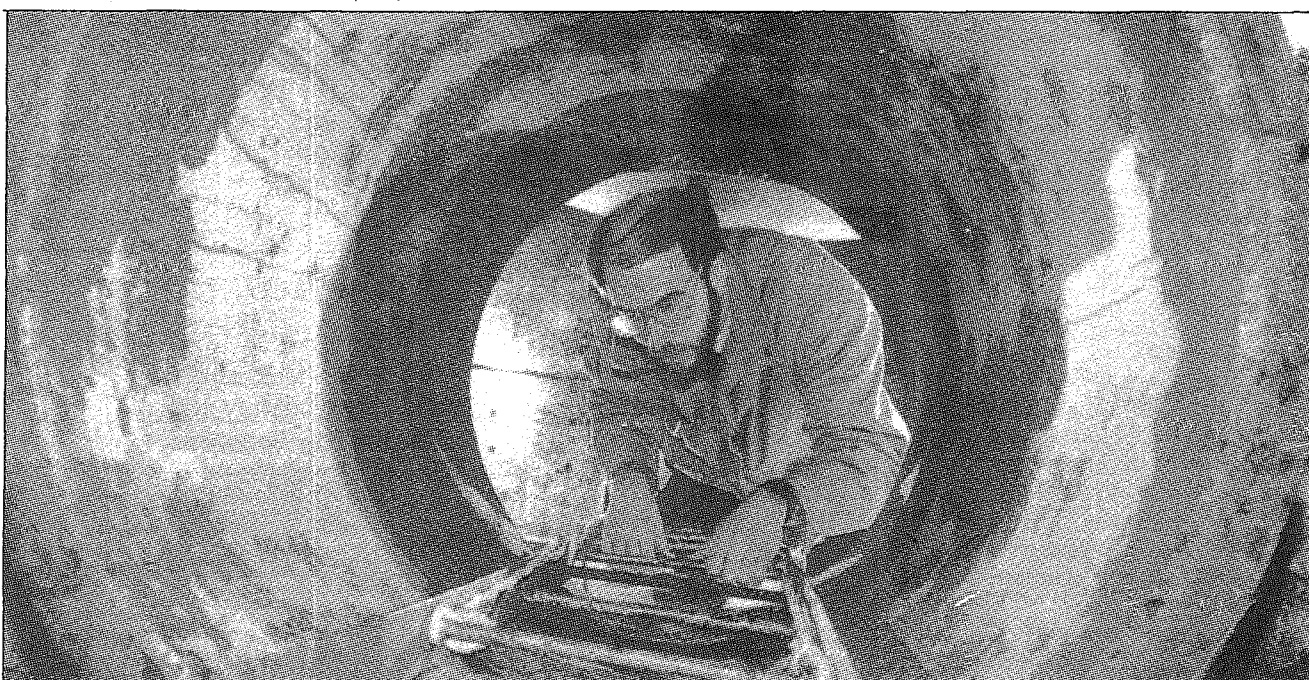
Still, Mar-Dive hopes to move cargo, furniture and navigation equipment from the Atlantic beginning in June, and will decide what it keeps and what will go to descendants, Morgan said. He said



In their El Dorado Hills, Calif. home Bonnie Archer and her mother, Lovine A. Salmon display a Norwegian newspaper clipping telling the story of immigrant Amund O. Eidsmoe's surviving the sinking of the steamer Atlantic 140 years ago in Lake Erie. Lovine is Eidsmoe's great granddaughter, and Bonnie the great, great granddaughter. (AP Photo)

Mar-Dive has heard from six descendants, including Ms. Archer, who hopes to find some of her ancestors' belongings.

The address for inquiries from descendants of Atlantic passengers is Mar-Dive Corp., Descendant Search Division, P.O. Box 9078-66, Van Nuys, Calif. 91409.



Tim Housey climbs up the ladder from the fallout shelter in the front yard of his home in Fort Wayne, Indiana. The shelter, built by previous owners in 1955 for about \$2,100, will be dug up and shipped to the Smithsonian Institution in Washington to be included in an exhibit on science in American life. (AP Photo)



Remember television's answer to a baby sitter in the 1950s and 1960s, the Romper Room? Five-year-old Glenn Shonce of Salem (second from the right) was one of the lucky youngsters who had the chance to travel to the WKBN studios in Youngstown from December 26, 1959 to January 6, 1960 to enjoy several days of play and learning with other area children and the teacher, Miss Margaret. Glenn recalls that the kids had a special treat when Happy the Clown, a celebrity of the time, dropped into the studio one day for a visit — he was substituting for Shemp Fine of Three Stooges fame who had been scheduled but cancelled. When Glenn graduated from the Romper Room School he received a diploma (below) which praised him for being a "Good Do Bee."

ROMPER ROOM

DIPLOMA

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and was, at all times, a "Good Do Bee."

Signed Miss Margaret

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Civil War's USS Monitor disintegrating

By W. Dale Nelson
Associated Press Writer

THE CIVIL WAR IRONCLAD, THE USS Monitor, is disintegrating rapidly in its grave off Cape Hatteras, North Carolina, according to a part-time underwater explorer who wants to return to the 130-year-old wreck.

The National Oceanic and Atmospheric Administration and a rival explorer have agreed that the Monitor is deteriorating. They said the 235-foot-deep relic is in no danger of collapsing within a decade, as diver Peter E. Hess claimed at a recent government hearing on his application.

"The corrosion and disintegration caused by time and salt water continue, but at a snail's pace," said NOAA spokesman Brian Gorman. "I don't think any marine archaeologist would think it is going to be a totally unrecoverable bucket of iron in 5 to 10 years."

Photographer and author Rod Farb of Cedar Grove, N.C., said in a telephone interview that the Monitor "will probably be virtually unrecognizable in another 100 years" but is in no danger of imminent collapse.

The Monitor's fabled battle with another ironclad, the Confederate vessel Merrimack, at Hampton Roads, Va., in the spring of 1862 marked the end of the era of wooden fighting ships. Both of the ironclads survived, but the Monitor sank in a gale off Cape Hatteras in December of that year and the Merrimack, also known as the Virginia, was destroyed by its own crew during the Confederate evacuation of Norfolk shortly after the sea battle.

Divers need permission of NOAA to visit the Monitor because its grave is a federal marine sanctuary.

Farb has led photographing and mapping expeditions to the wreck and plans to return to the site in May. Hess, a Wilmington, Del., attorney, took part in an expedition led by Gary Gentile in 1990.

In his current application, Hess proposes to photograph the remains of the Monitor and study the effects of corrosion. His application was rejected last year and he has appealed.

At the hearing, he told Administrative Law Judge William Ogden, "The Monitor is in peril. It is disintegrating at a rapid rate."

Outside the hearing room, he said, "If nothing is done, in as little as 5 or 10 years the whole wreck will collapse completely and what is left will be buried in the sand or just completely disintegrate."

"A lot of the plates originally were one inch thick, but you can see from videos and photographs that we took that some of them are wafer thin," said Hess.

Attorney Ole Varmer, representing NOAA, challenged Hess' claim that his proposal meets the agency's standards for research.

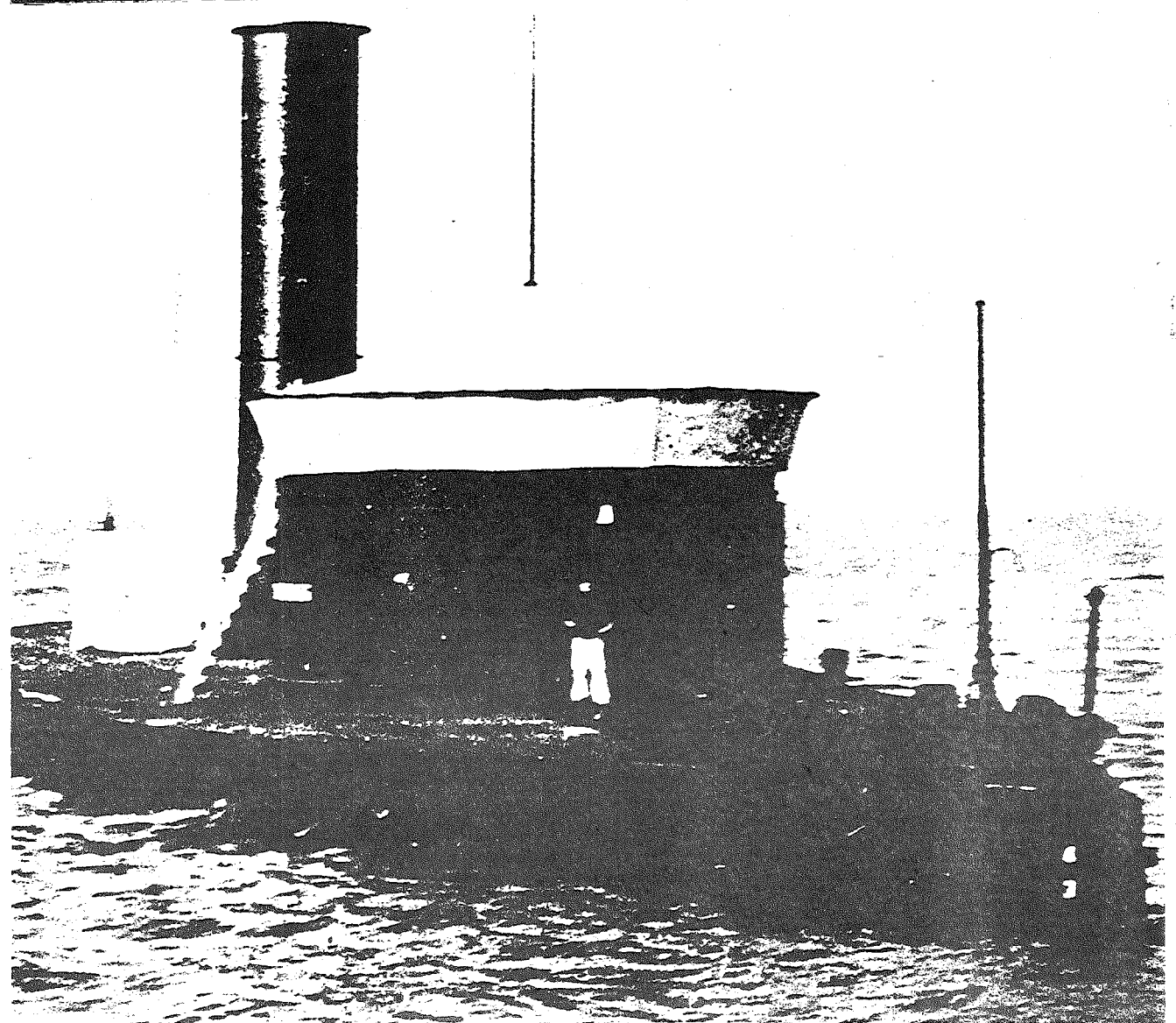
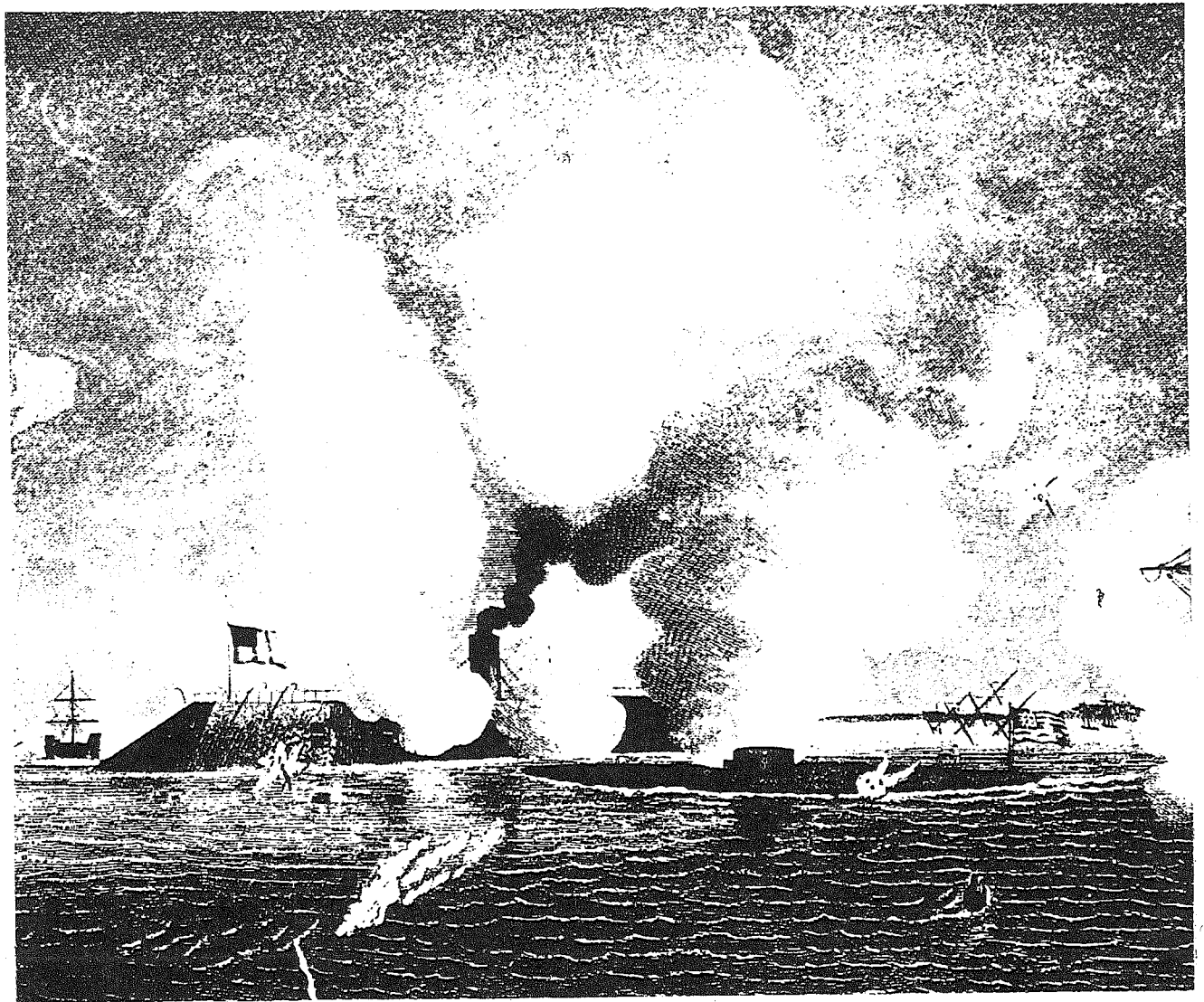
Gorman said NOAA's policy "is that the Monitor is a special artifact that is not like any other ordinary shipwreck and therefore we have to be very careful about research proposals."

"We are not at all convinced that Mr. Hess has offered the kind of detail and methodology that we would require for any kind of work on the Monitor," Gorman said.

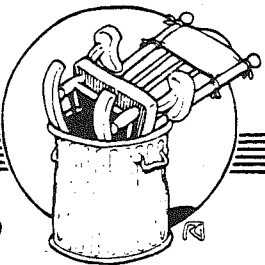
Hess said removal of artifacts was not a primary goal of the expedition, although some might be removed to save them from dispersal by ocean currents.

Gorman said raising the Monitor is "a pipe dream of a lot of divers" but NOAA had determined it would be too expensive and too dangerous.

"Given the right people and the right amount of money and encouragement from us, there is the potential for recovery of parts of the wreck that could be displayed in museums," he said.



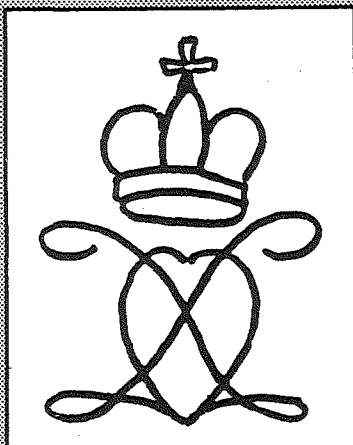
ANTIQUE OR JUNQUE



By James McCollam
Copley News Service

Q. What can you tell me about the porcelain tray in this picture? I realize that the chip in the upper rim seriously detracts from its value. It is marked "A.C. & Co., Bavaria."

A. This tray was made by Zeh, Scherzer & Co. in



Rehau, Bavaria, Germany between 1900 and 1910. It would be worth about \$125 to \$135 in good condition; I can't assess the diminished value due to damage.

Q. The attached mark is on the bottom of a covered porcelain jar decorated with multicolored flowers on a green background. It measures about 6 inches in height.

Can you identify the maker and give me some idea of the vintage and value?

A. This mark was used on Crown Derby porcelain made in Derby England between 1878 and 1891. It would probably sell for \$275 to \$300.

Q. The mark on a stein I have is a castle over "Mettach" and "V.B." and the number 1467. It has four panels with scenes of hunting, farming, weaving and packing fruit.

Can you tell me anything about the origin and value of this stein?

A. Your stein was made by Villeroy and Boch in Mettlach, Germany during the late 1800s. It would probably sell for \$275 to \$300 in good condition.

Q. I have a Wedgwood plate commemorating the Columbian World's Fair in Chicago in 1892-93. It depicts the Machinery Building and has a floral border.

Can you tell me anything about this and what it might sell for?

A. Wedgwood made a series of five plates with pictures of various prominent World's Fair buildings. Any one of these would sell in the \$40 to \$50 range.

Q. I have a French style telephone made by Kellogg S. & S. Co., Chicago. It is made of silver and brass. Do you know when this was made and how much it is worth?

A. Your telephone was made in the 1920s and would probably sell for \$500 to \$600 in good condition.



This porcelain tray was made in Rehau, Bavaria, Germany, between 1900 and 1910.

BOOK REVIEW

"Warman's English & Continental Pottery & Porcelain 2nd Edition" by Susan and Al Bagdade (a Wallace-Homestead imprint of the Chilton Book Co.) is an excellent guide for English and Continental ceramics on the American market. It contains more than 10,000 listings with prices and hundreds of photographs.

Send your questions about antiques with pictures, a detailed description, a stamped, self addressed envelope and \$1 per item (limit one item per request) to James G. McCollam, PO Box 1087, Notre Dame, IN 46556. All questions will be answered but published pictures cannot be returned.

McCollam is a member of the Antique Appraisers Association of America.

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