PHILADELPHIA INTERVENTION FUND OFFERS ASSISTANCE IN CRISIS

The Preservation Fund announces the creation of a new three-year grant program to provide funding to nonprofit organizations and public agencies dealing with preservation crisis situations. Grants up to $20,000 may be used to fund projects promoting the preservation of historic buildings in Philadelphia.

Eligible projects include economic analysis of possible reuses of endangered buildings, structural reports on the existing conditions of historic sites, market analysis of projected developments, and surveys of historic districts for nomination to national or local historic certification. Any nonprofit organization or public agency may apply for funding at any time.

The Preservation Fund received a $250,000 grant from The Pew Charitable Trusts to create the three-year pilot program of the Philadelphia Intervention Fund. The Trusts support nonprofit organizations dedicated to improving the quality of life for individuals and communities and encouraging personal growth and self-sufficiency.

"All too often, relatively simple solutions to specific crises cannot be implemented simply because there is not sufficient time to consider alternatives to demolition. Now, thanks to the generosity of The Pew Charitable Trusts, Philadelphia preservationists can work with the Preservation Fund to solve problems constructively," said Hyman Myers, president of the Preservation Fund.

A brochure describing the grant program and application materials are available from the Preservation Fund.

TWO GETTYSBURG HOUSES PRESERVED WITH HELP FROM FUND

The little town of Gettysburg has seen its share of battles. Recently, battle lines were drawn once more, this time over the future of two houses in the midst of downtown.

Problems first arose in 1985 when the owner of the Tate House at 115 and the Hoffman House at 117-119 Chambersburg Street planned to tear them down to make way for an ice cream parlor and a parking lot. At that time, borough council, on a recommendation from the historic architectural review board (HARD), denied a request for a demolition permit. Again in 1987, a demolition permit was requested, amid claims that no buyer willing to restore the 19th century structures could be found.

But with the help of Historic Gettysburg-Adams County and several other community organizations, and with a modest loan from the Preservation Fund of Pennsylvania, these two historically important pieces of Gettysburg's past are being preserved and restored. The properties were purchased in December by Jeanne and Ivan Thrane, a Gettysburg couple with a strong interest in preservation. The Thranes plan to use the Tate House as head...
I had seen it all my life. After all, it was just a stone's throw from my front door. Yet I never truly noticed it until one day, not too long ago, it's fading red background and yellow letters glowing eerily in the receding twilight suddenly hit me, and I became enthralled with a disappearing bit of rural Pennsylvania farmland - Mail Pouch chewing tobacco barn advertising.

Mail Pouch signs began appearing on the sides of barns around the turn of the century. The program was the brainstorm of J.A. Bloch, president of Bloch Bros., a tobacco company in Wheeling, W. Va. In those days the chewing tobacco market was limited to rural areas and small towns; and the best location for advertising in such areas was along well-travelled roads that farmers took to market. Needless to say, barns provided a convenient place to put such ads.

And soon "Chew Mail Pouch - Treat Yourself to the Best" became a familiar logo along country roads.

Advertising on the side of barns proved mutually beneficial to all. Bloch Bros. got huge roadside notices without the expense of constructing billboards while the farmer got his barn painted free, and pulled in a little money or free tobacco in the process.

Even today, farmers like Clement Maruca of Fayette County continue to receive $5 a year from the tobacco company, now known as Helme Tobacco. But he doesn't do it for the money. "I've seen those advertisements since I was a boy," he smiles, "I just like seeing it there on my barn."

Over the years the basic sign has remained unchanged. The sign with its motto "Treat Yourself to the Best" has yellow and white letters on a black background, usually with a sky blue or white border. Such black signs appear on previously unpainted buildings.

Once in a great while, a red barn is chosen as a good location. In this case, shaded yellow and white letters are used with a white border. But red signs are rare; they fade faster than the black.

Over the years, sign painters sometimes varied the ads by putting "Chew" in script, or using old product slogans, such as "Regular and Sweet" or "Chewing Serves to Steady Nerves."

I discovered an example of the latter quite by accident on a detour south of McGee's Mills, in Clearfield County.

In the early years, barn sign painting was contracted out to local sign painters. Then as roads improved and automobiles and trucks came along, contracts narrowed to a few painters who travelled around the country. They were paid $28 a week, plus a penny and a half per square foot of barn. They also got all the Mail Pouch they could chew.

By 1961, at the zenith in Mail Pouch barn history, nearly 17,000 locations existed. Near disaster soon followed. In 1965 Congress passed the Highway Beautification Act which banned billboards within 600 feet of a federally funded highway. The law forced the remaining Mail Pouch paint crews nationwide off their scaffolds, and pushed the company to cancel a large portion of the barns, because they were too close to the roadways. Mail Pouch barns had been declared an eyesore. Many were painted over.

The story might have ended there; but in 1974, at the urging of West Virginia Senator Jennings Randolph, Congress gave Mail Pouch a reprieve and lifted its prohibition on landmark signs of "unique character" that adorned barns or natural surfaces. The surviving barns were saved, but the damage had been done.

Today, only about 1,900 Mail Pouch barns remain. Routes change, making locations no longer desirable, signs are painted over, and buildings collapse or are torn down. Although the paint resists weathering, it does eventually fade. I'm sure that one day the red sign near my home will be gone - forever.

I'll be keeping my eye on these disappearing relics of our past. They are part of our rural heritage and are world famous. After all, a famous British celebrity, arriving in the U.S. and asked "What is America most famous for?" replied, "Good looking women and Mail Pouch chewing tobacco barns."

Perry Stambaugh is assistant editor of Pennsylvania Farmer magazine. The above is adapted from an article that first appeared in Pennsylvania Farmer, February 11, 1984.
Have you seen them? All across Pennsylvania, billboards are making people aware of historic preservation and the Preservation Fund of Pennsylvania. Many of our members and friends have seen them and have called with glowing reviews. The striking design, created by Penn Advertising, features an architectural element from a completed Preservation Fund project, the William Wells Young Memorial School in York County. The school, whose future was in serious doubt before Fund involvement, is now being used as first-quality office space.

More than 200 billboards featuring this preservation success story will be displayed on existing billboard locations across the Commonwealth as a public service donation by Penn Advertising, which has division offices in Altoona, Erie, Lancaster, Reading, Williamsport and York. As you drive along, be on the lookout for this strong visual preservation message.

FUND ACCEPTS FIRST EASEMENT

The Preservation Fund recently accepted its first easement on a property. The Christian Stauffer House is located in East Lampeter Township in Lancaster County and is listed in the National Register of Historic Places.

Built in 1769, the original stone portion of the house reflects a melding of traditional Pennsylvania-German and Anglo-American Georgian influences.


Grace Gary................Executive Director
Susan Shearer......................Editor

Support for this newsletter is provided by membership dues and matching grants-in-aid from the Pennsylvania Historical and Museum Commission. The opinions expressed in this publication do not necessarily reflect the views or policies of the Pennsylvania Historical and Museum Commission.

ISSN: 0888-7306
Historic Preservation funding has received its first increase in the federal budget since 1980! In a late night session on December 22, Congress set spending levels through September 1988 that included a generous $28.25 million for the Historic Preservation Fund. The breakdown is:
- $20 million for the State Historic Preservation Offices
- $2 million for predevelopment grants
- $750,000 for a comprehensive survey of Micronesia
- $1 million to establish a Bicentennial Lighthouse Fund
- $4.5 million for the National Trust

This amount is 16% above the appropriation for 1987.

LANDMARK AT RISK LOOKS FOR HELP

Grey Towers is an outstanding example of an American "medieval castle" built in 1893 by wealthy sugar refiner William Welsh Harrison. Designed by prominent architect Horace Trumbauer, the castle is richly detailed with crenellated towers, balustrades, open terraces and other ornamentation. The interior features a main hall rising three stories to a coffered, barrel-vaulted ceiling.

The residence was bought by Beaver College in 1929 and is still part of the college campus. In 1985, the Secretary of the Interior designated Grey Towers a National Historic Landmark, the highest distinction for properties significant in the history and culture of the United States.

Unfortunately, at this time, the long-term preservation of many of Grey Towers' significant features is jeopardized by serious building deterioration problems. Although the building is in reasonably good condition due to proper maintenance by the college, major roof and wall repairs, estimated at approximately $500,000, are needed immediately. If not treated soon, there will be continuing loss of the castle's characteristic features.

You can assist this and other National Historic Landmarks through donations of money, building materials or professional services. The National Historic Landmark Fund, administered by the National Park Foundation in conjunction with the National Park Service makes possible tax deductible material and cash donations by individuals, organizations and companies. Donations may be used to support threatened landmarks in general or a landmark of the donor's choice, such as Grey Towers.

To donate to Grey Towers contact: Mid-Atlantic Regional Office, Office of Cultural Programs, National Park Service, 600 Arch St., Room 9414, Philadelphia, PA 19106, 215-597-7884.

For more information on other Landmarks at Risk, contact: National Park Service, Preservation Assistance Division, P.O. Box 37127, Washington, D.C. 20013-7127, 202-343-9581.
Dear Pennsylvania Preservation Community,

This March I will be rejoining old friends and making new friends as the director of the Bureau for Historic Preservation. Donna Williams will continue to serve the Pennsylvania Historical and Museum Commission as its assistant executive director.

I look forward to expanding the role of the Bureau for Historic Preservation in the areas of grant assistance, surveys of Pennsylvania's industrial heritage and in the leadership of the Commonwealth's archaeology program.

Hope to see many of you at the upcoming preservation conference in Downingtown.

Sincerely,

Brenda Barrett
Director, Bureau for Historic Preservation

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SURVEY TRAINING AND NATIONAL REGISTER WORKSHOPS OFFERED

The Pennsylvania Federation of Historical Societies in cooperation with the Pennsylvania Historical and Museum Commission is holding a series of workshops to instruct individuals and organizations on the goals and methods of surveys to identify buildings, sites, structures and/or districts of historic and architectural value in Pennsylvania, and on the process of nominating these resources to the National Register of Historic Places. Criteria used in evaluating the significance and integrity of properties proposed for historic registration, the procedures for processing National Register nominations and the results of listing in the National Register will be discussed. Information on federal historic preservation tax credits and survey and planning grants will also be introduced briefly. Upcoming workshops will be held at the Washington County Historical Society on May 19 and the Warren County Historical Society on May 26. Registration fee for Federation members, $5; nonmembers, $10. Contact: Pennsylvania Federation of Historical Societies, P.O. Box 1026, Harrisburg, PA 17108-1026; 717-787-3253.

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EASEMENT (continued from p. 3)

The easement, donated to the Preservation Fund by the property's owner Donald LeFever, prohibits construction, alteration, remodeling, decoration, dismantling, destruction or other activity which would affect the exterior appearance of the property, without prior consent of the Fund. In the terms of the easement, which runs with the property, the owner also agrees to maintain the buildings and grounds, and to make the property accessible to the Fund for periodic inspections.

The Fund is interested in acquiring additional easements, as one method of insuring the future of specific historic properties. Owners interested in discussing the possibility of an easement donation are encouraged to contact the Fund.

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For more information on state historic preservation programs contact:

Bureau for Historic Preservation
Pennsylvania Historical and Museum Commission
P.O. Box 1026
Harrisburg, PA 17108-1026
717-783-8946

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In the News (continued from p. 4)

Urban Redevelopment Authority of Pittsburgh, Southwest Pittsburgh Mortgage Company, and Mayor Richard S. Caliguiri. This successful program is being viewed as a model for low-cost housing for Pittsburgh and for historic neighborhoods nationwide.

The Montgomery House in Claysville has won a reprieve from possible demolition thanks to efforts by local citizens, the Washington County History and Landmark Foundation, and others including the Preservation Fund of PA. A fine example of Victorian Second Empire architecture, the house is listed in the National Register of Historic Places. After considering a number of options for the house including moving it or demolition, the Sacred Heart Church, which owns the building, now plans to sell the house, possibly for use as a bed and breakfast.

The Bradford County Regional Arts Council is evaluating the historic Keystone Theatre in Towanda as a possible arts center for Bradford County. As part of the evaluation process, the council will receive a day of consulting from a theater consultant through the League of Historic American Theaters, as well as advice from the Pennsylvania Council on the Arts. Area individuals interested in expressing ideas or concerns should contact: Brooks Eldredge-Martin, Director, BCRAC, Box 359 RD #2, Ulster, PA 18850.

The late-18th century Sterrett-Hassinger House located in Upper Mifflin Township, Cumberland County, was destroyed by fire early this year. Owned by the State Game Commission, the house was unoccupied at the time of the fire. The Preservation Fund had been involved in efforts to preserve the house since 1984. Notable as one of the oldest intact brick buildings in Cumberland County and possessing a number of architectural features rarely seen in central Pennsylvania, the Sterrett-Hassinger House was an important building in the architectural heritage of the area.

The restoration of the Ross Pier Wright House in Erie is well underway. Slated for demolition less than a year ago, the building was saved thanks to the efforts of dedicated preservationists locally and statewide. The restoration has been undertaken by the First National Pennsylvania corporation, parent company of the First National Bank of Pennsylvania. The restoration of this Victorian Italianate residence is scheduled for completion by the end of 1988.
Two Towns, One Manager
Selinsgrove, Mifflinburg Make Main Street History

Like the circuit riding preachers of old, Kevin Clark is accustomed to making the fifteen mile trip between his two communities. In a first for the Pennsylvania Main Street program, Selinsgrove in Snyder County and Mifflinburg in Union County are sharing the services of one Main Street manager.

The two towns maintain close historical ties. Both were established in the early 1790s; both were incorporated as boroughs in 1827. Yet each has its own distinct identity.

Mifflinburg is a small rural community that retains much of its historic fabric. A 7-block area of the downtown and adjacent residential neighborhood has been designated a National Register Historic District for its fine mid-late 19th century architecture, much of which remains virtually unaltered.

Selinsgrove, on the other hand, is a university town located in a more heavily developed commercial area. The combination of Susquehanna University and the commercial strip along routes 11 and 15 has resulted in more changes over the years to the community and its architecture.

The two towns joined together to apply to the Pennsylvania Main Street program through SEDA-Council of Governments and were accepted in 1987 as the first joint project. Each community has its own nonprofit organization and board of directors. Selinsgrove Projects, Inc. and Mifflinburg Heritage and Revitalization Association each operates with a separate set of goals and objectives, but a joint project committee meets regularly to review common administrative concerns.

Kevin Clark, who has been with the project since June 1987 and who brings to the job his experience with the Main Street project in Bellefonte, is enjoying his work with the two communities. So far, he sees no real drawbacks to splitting his time between the two towns and he speaks highly of the people involved in the two local organizations.

Design assistance and low interest loans to building owners and tenants, as well as special events and promotions to bring shoppers to the downtowns have been important to launching the projects. In each community, the approach is geared to the results of marketing studies done in 1987 with the help of students from Susquehanna University and nearby Bucknell. Selinsgrove, with the university community, has a clearly defined constituency. Mifflinburg, on the other hand, had considered altering its commercial orientation in favor of attracting tourists to this former "buggy-making capital of Pennsylvania" until the market analysis showed that tourism should be considered secondary to serving the local community and surrounding agricultural area.

Community pride is high in both communities and residents are responding well to the initial work of the project. A design guide for signage and facade improvements is being prepared; plans are underway to publish "business portfolios" of each community as tools in their business recruitment efforts. The project is also looking at sources of funding to develop a training program for high school students to serve as docents at the Mifflinburg Buggy Museum.

But, according to Clark, the biggest event of the year will take place on April 30. If you are on your way home from the 10th annual conference and your route takes you anywhere near Selinsgrove, you may want to plan a visit to this small central Pennsylvania town to see it restake its claim to the world's largest banana split.

Last attempted in 1982 as a band booster project, the banana split ran the length of the town 1-1/2 miles or 8,007 feet. This time the people at the Guiness Book of Records say the split must go 4-1/2 miles for the record. Visitors on the 30th will pay $2 for one foot of the split, which will trail up and down Market Street three times to cover the required distance. Over 25,000 people are expected to be on hand as Selinsgrove goes bananas!

Main Street projects continue to be a real boost to Pennsylvania communities and their downtown economies. This new concept of sharing a manager may make it possible to extend the program to an even greater number of deserving municipalities.

Gettysburg (continued from p. 1)

quarters for Jeanne's landscape architecture firm, Millennium, Inc. The Hoffman House will be restored to house small shops and a number of smaller shops will be located around the brick courtyard between the two buildings. The project is expected to be completed within five years.

The "Carpenter Gothic" Tate House was built just after the Civil War in 1867 by T.T. Tate, a physician who served in the Union army. The Hoffman House may have been built as early as 1830, but was certainly standing at the time of the battle in 1863. C.W. Hoffman was a carriage maker who lived in the house before the Civil War. A confederate sympathizer, he left Pennsylvania for Virginia in the late 1850's.

Gettysburg recognized the importance of maintaining these tangible links with the community's history. Fewer than 13% of the town's buildings date from the time of the Civil War battle. Fewer than a quarter of the 1300 buildings that existed in Gettysburg in 1870 survive today and many of these have been altered substantially. Both the Tate and Hoffman Houses have had minor changes and the new owners are committed to restoring the original appearance of both buildings.

Financing for the project was the key to making preservation work. Harry Stokes, who serves on the board of Historic Gettysburg-Adams County and the historic architectural review board and is also the newly-elected president of borough council, helped the Thranes develop financing for the project. Adams County National Bank holds the first mortgage on the properties for 80% of the purchase price. Historic Gettysburg-Adams County arranged a second mortgage for the remaining 20% consisting of $5,900 of HGAC's own money, a $5,000 loan to HGAC from the Preservation Fund, and $10,000 from an anonymous local organization. Downtown Gettysburg, Inc. is also assisting with two $500 beautification grants to upgrade the facades of the buildings.

"We're so happy that we managed to get this through," said Stokes. "The Preservation Fund played a major role in making the project work. Local money would not have been there without the support of the Fund. It shows what can happen when we all work together."
Allentown, 1762-1987: A 225-Year History is a two-volume, twelve hundred page book tracing the social, economic, and political evolution of the city and surrounding Lehigh Valley. Published by the Lehigh County Historical Society, Old Court House, Hamilton at Fifth, Allentown 18101; 215-435-1074.

Henry Chapman Mercer and the Moravian Pottery and Tile Works, by Cleota Reed is a study of one of the leading figures in the Arts and Crafts movement in America and his contributions as artist, architect, archeologist, folklorist, and museum designer. Published by the University of Pennsylvania Press, Blockley Hall, 13th Floor, 418 Service Dr., Philadelphia 19104.

The American Association of Museums' annual Museum Publications Competition offers museums an opportunity to receive recognition for an often overlooked aspect of their programs - their publications. The contest honors excellence in museum publications design and offers museums a chance for publicity gained through a traveling exhibition of winning entries. Categories for awards are: posters; calendars of events and newsletters; catalogues and books; brochures, folders, and handouts; invitations; annual reports; fund-raising material; magazines; and scholarly journals and bulletins. The deadline for entries is April 1. For further information contact: AAM, 1225 E. St., N.W., Suite 200, Washington, D.C. 20005; 202-289-1818.

EMPLOYMENT OPPORTUNITIES

Architectural Field Surveyor. Responsible for survey of historic resources in Bucks County under supervision of Director of Historic Preservation. Inspect targeted municipalities, map and describe historic resources, prepare resource survey forms, photographic documentation, train and coordinate volunteer assistants. Qualifications: degree in architectural history or related field desirable; experience with architectural descriptions and photography; strong organizational & communications skills; knowledge of southeastern Pennsylvania architecture and history. Contact: Dept. of Historic Preservation, Bucks County Conservancy, 11 N. Main St., Doylestown, PA 18901.

Architectural Historian. Duties include Historic Resource Surveys, National Register nominations for individual properties and districts, architectural evaluations and historic research for individual property owners. Qualifications: B.A. degree in architectural history or related field; M.A. desirable. Experience in preservation field and familiarity with south-

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YES I WANT TO SUPPORT HISTORIC PRESERVATION IN PENNSYLVANIA

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*Includes special membership benefits. For information contact the Preservation Fund.

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2470 Kissel Hill Road  
Lancaster, PA 17601
Calendar


April 23 & May 7 "From Shelter to Home: 3 Centuries of Philadelphia Housing". Tour of housing styles of residential neighborhoods. 12:30-5:30 p.m., $5. Contact: Atrium Kent Museum, 215-568-3360.

April 24 Gourmet Gala, sponsored by Historic Preservation Trust of Lancaster County, 123 N. Prince St., Lancaster 17603. 717-297-3861.


Preservation Survey & National Register workshop. Washington, PA. (See State Program News for details)

May 19 Chester County Historical Society annual antique show. West Chester University, Hohlinger Fieldhouse. 10 a.m. - 9 p.m. Contact: CCHS, 215-693-4800.

Preservation Survey & National Register workshop. Warren, PA. (See State Program News for details)

May 26 Preservation Survey & National Register workshop. Washington, DC. (See State Program News for details)


June 28-30 Main Street Promotion Workshop. William Penn Hotel, Pittsburgh. Contact: Diana Kerr, PA Dept. of Community Affairs, P.O. Box 155, Harrisburg, PA 17108; 717-787-3068.

October 2-9 Association for Preservation Technology annual conference. Boston, MA. Contact: APT, c/o Historic Massachusetts, 80 Boylston St., Suite 230, Boston, MA 02116; 617-250-7532.


PRESERVATION WEEK 1988 CELEBRATES HISTORIC PRESERVATION: THE PEOPLE'S CHOICE'

THE WHITE HOUSE
WASHINGTON
National Historic Preservation Week
May 8-14, 1988

Warmest greetings and congratulations to everyone joining the National Trust for Historic Preservation in observing National Historic Preservation Week.

We can all echo the theme of this year's event that preservation is truly "the people's choice." The American people continue to make that abundantly clear as they seek to preserve the many buildings and sites that are the physical record and reminder of so much of our past. As citizens offer their labor and savings to restore old neighborhoods, as communities reenact around historic Main Streets, and as business leaders invest with confidence in the past -- as older buildings are revived to provide Americans with places in which to live, work, and play, and to remember with pride and gratitude the contributions of those who have gone before us -- historic preservation continues to play a strong role in our ethos and our economic life.

A nation that respects its past builds a solid future. When we save the best of what we have accomplished, we inspire future generations to create their own landmarks. All Americans should seek to make National Historic Preservation Week and every week a celebration of our national heritage.

Ronald Reagan