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New signs going up in Schoeneck

Intelligencer Journal
Lancaster New Era
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Originally Published Mar 22, 2013 09:40
By JACK BRUBAKER, The Scribbler (New Era)

Schoeneck, the little village in West Cocalico Township with the distinctive Pennsylvania Dutch name, soon will receive new town markers.

They are among the first official blue-and-gold, keystone-shaped town markers manufactured in Pennsylvania in decades.

The signs will be erected "at every entrance into Schoeneck," says Rich Beiler, of the Schoeneck Area Civic Association.

The signs will go into the ground later this spring.

The Schoeneck sign provides the Pennsylvania German name of the place, its founding date (about 1732) and the "Dutch" origin of its name and its English translation: "This is a pretty corner."

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The civic association is paying for the new markers. They are not cheap: about \$6,000 for the lot, according to Elaine Bowman, another civic association member.

Spring City Electrical Manufacturing Co., a Chester County foundry, is making the new signs.

Between World War I and the 1940s, the state installed as many as 20,000 town signs, according to an article in the March/April issue of Pennsylvania magazine.

Only about 600 of these markers remain. Many were victims of highway projects. Others were stolen.

Schoeneck and more than a dozen other Pennsylvania towns will erect new signs this year.

The Keystone Marker Trust, a nonprofit group organized a couple of years ago to promote new town markers, also has helped several dozen towns restore old signs.

More information about the Keystone Marker Trust and the signs can be found at keystonemarkerttrust.org.

A good word for Guiles

An essayist in the March issue of The Atlantic magazine calls one-time Lancastrian Fred Guiles "the author of the one significant biography that had been published [as of 1973] since the star's death" in 1962.

That was "Norma Jean: The Life of Marilyn Monroe," published in 1969 and updated in 1984 under the title "Legend: The Life and Death of Marilyn Monroe."

"That book is an old-school movie-star bio, and a generally excellent one; what a pity that it's rarely read," writes Caitlin Flanagan in an essay titled "Inventing Marilyn."

Guiles concluded that Monroe was congenitally predisposed to madness and that success drove her over the edge.

Some investigators believe Monroe committed suicide. Others say she was murdered.

Fred Lawrence Guiles Jr. lived in Millersville from 1976 to 1987, during the time that he wrote "Legend." He taught a course on film at Franklin & Marshall College.

Guiles had moved to Lancaster County to be closer to his mother, Lelia Hanson Guiles, who died in 1980.

Guiles died in 2000 in Florida.

One and only restaurant

Rick Goodhart is concerned that some readers of the March 15 Scribbler column might misunderstand the reference to the basement restaurant in the old Garvin's department store in downtown Lancaster.

Goodhart is the grandson of Louis H. Hopf and nephew of Richard H. Hopf, both presidents of the store.

He wonders if readers might believe that black Lancastrians ate in Garvin's basement because they were not permitted to eat upstairs.

In fact, the basement restaurant was the only eatery in the store.

"Garvin's wasn't discriminating," he explains, "while other establishments may have been unwilling to let blacks eat there at all."

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