



'Look What I Found'

By MARK GENOVESE

Ron Stone discovered a piece of Jamestown's history, with a metal detector a few years ago — an old token from The Peoples Store.

But last month he found some conflicting information about that piece's origin, right here in *The Post-Journal*.

Stone, a resident of 615 N. Main St., said he was panning a homemade metal detector around the area of where Cowden Place meets North Cowden Place when it rang to indicate that something was buried about three inches under the ground between the street and the sidewalk.

After digging, he found the token.

Stone said he held onto the coin and tried to do a little research. Then on March 31, he opened the centennial edition of *Tempo* and found The Peoples Store next to Proudfit's clothing store on Main Street in a photo on Page 4.

After bringing the token to *The Post-Journal* to be cleaned and photographed, Stone resumed his research at the James Prendergast Library.

He found The Peoples Credit Clothing Co. was located at 11 E. Third St. from 1905 to 1932. Its proprietor was S.E. Harrison, and its managers were: S. Oberndorf, 1920; John Nicholson, 1926; B.M. Rose, 1928; Sidney Nusbaum, 1930; and Mark Ball, 1932.

The Peoples Store in the *Tempo* photograph was at 35 N. Main St. from 1883 to 1884. Its proprietor was J.S. Briggs. A third store at 20 Main St. was called Sharpe's, The Peoples Store. Its grand opening was on Jan. 3, 1883, and it was sold on Jan. 15, 1883. In addition,

there was The Peoples Dry Goods Store from 1883 to 1884 at 6-10 W. Second St. and at 30 Main St.

Phrases minted in a semi-circle on top of the tan coin give an indication that the store offered clothes on credit: "Good for \$1 on purchase of \$20 or over. Use Your Credit — Pay as you wear."

Across the bottom in a matching semi-circle reads: "Clothes for the family. Make your own terms."

On the flip side are the phrases: "Membership emblem of the Good Value Club. Good luck." The phrases circle around five good-luck symbols: a four-leaf clover, a horseshoe, a wishbone, a swastika and another symbol which Stone could not identify.

The swastika has its origins as an ancient ornament or religious sign, and was found in Byzantine, Celtic and Greek cultures and in the Buddhist religion.

In 1920, the swastika was adopted as the symbol of the National Socialist Party of Germany. While the oriental and Indian swastika had its cross upright and breaking to the left, the Nazi swastika was tilted and broke to the right.

However, it is interesting to note the swastika on The Peoples Store coin was upright but broke to the right.

There is no date on the coin and so the year of the promotion is unknown, and Stone and *The Post Journal* are seeking any information from the community on the store, the coin and the good luck symbol in the lower left-hand corner of the swastika.