

LT NOW AND THEN



John Zavinski of Hermitage is a deltiologist – a collector of postcards – and illustrates historic local images here with modern views of the same scene. He is director of graphics and technology for *The Herald* newspaper and design director for *Life & Times* magazine. Contact him at jzavinski@sharonherald.com or 724-981-6100 ext. 235.



Though labeled as Shenango Boulevard, this 1936 view is Park Avenue looking north from Farrell Terrace, a block south of Roemer Boulevard. The houses were about 20 years old. It's likely the grand floral displays in the islands, like the sky, were added by the artist who colorized the postcard.

Below is the same neighborhood today with mature trees and just as much charm.



John Zavinski/Life & Times

A look back at the boulevards of Farrell

By John Zavinski

THE CITY OF FARRELL – then South Sharon – was beginning to thrive in the first decade of the 20th century when postcards were at their peak in popularity, but there aren't an awful lot of Farrell cards out there other than quite a few "Views of the Mills".

Those of other civic scenes that do exist tend to command some pretty decent prices on eBay. I prefer to pay in the \$4 range for a common postcard; some Farrell views fetch \$8 to \$12, presumably because of rarity.

Consequently, the Farrell branch of

my postcard collection is a little thin, with a wish list of several others if the price is ever right.

These two show a deluxe mill-built neighborhood and a former commercial block.

In October 1916, the American Sheet and Tin Plate Co. announced the construction of 100 homes in the Shenango Boulevard area, according to the 1951 Farrell Golden Jubilee history book. Most of the houses are of brick or stucco, and the streets there curve around landscaped islands.

In 1917, Farrell's Broadway was booming, too. The building at the left is 717-719. At the time it housed Puri-

ty Barber Shop and the Broadway Theatre. In later years it housed a tavern and Stefanak and Sons contractors. The brick buildings in the middle, 713 and 715, also still stand. Broadway Hardware was a longtime fixture at 713, which now is occupied by the offices of A.F. Necastro Inc.

Everything else visible has been demolished. The tall red building in the distance was the Morgan Hotel at the corner of Roemer Boulevard (called Haywood Street until 1951).

Efforts have begun to widen the street – now Martin Luther King Jr. Boulevard – into a grand boulevard as a fitting entrance to the valley. ♦

BROADWAY, LOOKING SOUTH, FARRELL, PA.



The east side of the 700 block of Broadway – now Martin Luther King Boulevard – housed the Broadway Theatre at far left in 1917. Note the streetcar at right. Today, most of the visible buildings have been demolished.



John Zavinski/Life & Times