



# *Chapter Three*

~ SALTY & SWEET: OUR BUSINESS COMMUNITY ~

## HOTELS SPRING TO LIFE by Aaron E. Fry



Lititz Springs Hotel – circa early 1870's.  
Photo Courtesy of Aaron E. Fry.

Wabank House – circa early 1870's.  
Photo Courtesy of Merv Wenger.

(These two photographs have been brought together to re-create what it looked like at the corner of E. Main and S. Broad Streets from 1863 to 1873.)

During the mid-19th Century, Lititz was a rapidly changing community: Non-Moravians began purchasing homes and establishing businesses in Lititz after the end of the Moravian-run lease system, the Reading and Columbia Railroad began bringing passenger trains through and to Lititz, and the Lititz “Spring” became an attraction for tourists and the sick throughout the country. With this newfound popularity, Lititz became home to a number of hotels. 1870-1900 could be called the “golden years” as far as hotels in Lititz are concerned. For during this time period, five different hotels thrived within only two blocks of each other.

### **Zum Anker / Lititz Springs Hotel / General Sutter Inn**

The Lititz Springs Hotel was undoubtedly the finest hotel in Lititz during its tourism boom in the late 19th Century. It was also the very first hotel in Lititz, started by the Moravian Brethren in 1762. The Zum Anker, or “Sign of the Anchor,” was originally located in George Klein’s stone house, known as the Pilgerhaus, or “Pilgrim’s House.” The first innkeeper, who was paid by the Moravians, was the well-liked Brother Andrew Horn, who received his license on February 8, 1762.

In 1764, Horn moved the inn to a newly constructed two-story frame building near what is today the corner of Broad and Main streets.

Over the next century, the Zum Anker saw growth in its size and importance as it was used as the place to entertain outsiders and guests of the Moravian community. The inn was expanded in 1804 when a two-story brick addition was constructed on the west side. In 1848, the old original frame inn was torn down and a three-story brick addition was put in its place. Several different innkeepers maintained the inn over this period until 1855, when the Moravian Church ended the lease system in the town and sold the inn to Samuel Lichtenthaeler.

After the purchase, Lichtenthaeler changed the Zum Anker to the “Lititz Springs Hotel” and focused his efforts on attracting the well-to-do tourists who wanted to improve their health near the waters of the Lititz Spring, as well as hosting long-term boarders who came to Lititz for its renown girls’ and boys’ schools.

Business soon thrived enough that Lichtenthaeler decided to greatly expand his hotel by purchasing the immense and magnificent four-story frame building

known as the “Wabank House,” which had previously stood on the banks of the Conestoga Creek southwest of Lancaster. Lichtenthaler had the structure carefully disassembled and then re-erected adjacent to the Lititz Springs Hotel, extending southward along South Broad Street - stretching almost to Juniper Lane. The new addition hosted summer tourists from all over the country and helped make Lititz a popular destination for years to come.

However, this success was to last only a decade. In the early afternoon of July 21, 1873, fire broke out inside of the Wabank House. The wooden building soon became engulfed in flames. The fire caused great excitement in Lititz as residents feared that the entire town was in danger of being consumed by such a blaze. Though many residents of the town were away at a large campmeeting, the fire was eventually brought under control, but not until the Wabank House was completely destroyed. Fortunately, the original brick Lititz Springs Hotel building was spared.

**Lancaster Weekly Examiner and Express ~  
August 8th, 1877**

The Lititz Spring House has every room taken up and the demand is for more.

The Lititz Springs Hotel continued to be an attraction for tourists and commercial travelers throughout the 1870s and 1880s. Its advertisements boldly stated that it was not only the finest hotel in the area, but was also one of the best hotels in the state. In addition to overnight guests and long-term boarders, locals frequented the hotel often for drinks and meetings. Local businessmen societies, clubs, and even the yearly planning for the July 4th celebration were all held in the Springs Hotel.

In 1894, the Springs Hotel proved it was the most upscale establishment in the area when it was entirely remodeled and garnished with electric lights and hot water baths - newly available luxuries in Lititz.

In 1915, owner Charles H. Brobst expanded the hotel again, on the southwestern end. As the early 20th Century progressed, it seems to have been, in general, an increasingly difficult time for the hotels in Lititz. Many of the boarders in the hotels around town during

this time were locals who lacked permanent housing.

By 1929, the Lititz Spring Hotel had become so antiquated that The Young Men’s Business League of Lititz sponsored the formation of a stock company called the Community Hotel Corporation to purchase the property and make it into a more modern hotel. The hotel was given a much needed renovation and expansion, which included constructing a large dining room and sun parlor while still incorporating the original brick building of 1804. In 1930, the greatly renovated hotel opened to the public as “The General Sutter Hotel” in honor John Augustus Sutter, the famous California pioneer who lived in Lititz for seven years and was buried in the Moravian Cemetery.

The General Sutter continued to serve patrons for many years as the site for countless meetings and local events, including Lititz High School proms. In 1963, however, the landmark’s future as a hotel suddenly became uncertain. Roy N. Wagner, who had been manager of the hotel since 1931, abruptly retired and shut the doors of the establishment for the first time in 200 years - even though the hotel was still profitable. In June of 1964, the empty hotel went up for public sale, but failed to earn the set minimum bid. By November of that same year, another corporation was formed by parties interested in restarting the hotel. “The General Sutter Hotel Inc.” planned grand improvements to the structure, including refinishing bedrooms and installing a 16 x 32 ft. swimming pool on the west side of the property, near the square. This group, however, failed in their attempt to purchase the hotel and the property continued to sit vacant. Three years later, the Atlantic Richfield Corporation purchased an option on the property and presented a plan to raze the empty hotel and erect a gas station in its place. Rightly concerned that a gas station would jeopardize the historical atmosphere of the downtown, many citizens of Lititz joined together in protest, and nearly 2,000 signatures were gathered on a petition. After receiving the petition and a letter from borough manager George Steedle outlining many reasons why a gas station would negatively impact the community, Atlantic Richfield dropped their plans and decided not to pursue the property.

Today, the General Sutter Inn stands proudly in the center of town, and is again thriving as it once did

- as an inn, restaurant, and gathering place. Ed and Dolores Brophy, who owned the inn for nine years, did much to improve the establishment. In addition to 16 spacious rooms and suites, the hotel now features two restaurants - the formal "1764" and the more casual, bistro style "Sutter Café," as well as a Victorian bar. In October of 2006, the Brophys sold the Sutter to Lancaster businessman Paul Pendyck and Massachusetts's restaurateur Gary Simon. For nearly 250 years, the General Sutter Inn has been a proud symbol of Lititz and a wonderful host to guests from far and near.

### Sturgis House

In 1867, Civil War veteran Edward Sturgis built the Sturgis House to accommodate the many visitors that had begun to flock to Lititz for the "healing" waters of the Lititz Spring. The original building was a two-story brick building on Main Street that was meant to compete with the larger Lititz Springs Hotel for the wealthier pilgrims to Lititz. The hotel's advertisements bragged of its large rooms, fine foods, lager beer, and choicest wines. In addition to lodging and liquor, the Sturgis also offered oysters, which were quite popular at the time, and women's clothing.



Sturgis House in 1906.  
Photo Courtesy of Lee B. Fry.

In 1889, when the establishment was sold by Sturgis to George B. Kofroth, it had 14 rooms for guests, as well as a reading room, parlor, dining room, and a livery stable that could accommodate 30 horses. The business proved so successful during this time that it was expanded into three stories in 1895. To reflect its new size, the business name was changed to the Hotel Sturgis.

Sadly, like the other hotels in Lititz, the Sturgis fell onto hard times during the early part of the 20th Century. The building was eventually sold during the depression to Harry Chertcoff of Lancaster for \$17,150. Chertcoff transformed the structure into a modern movie theater in 1935 and the Lititz Theatre became a destination for the people of Lititz for the next 30 years.

The former Sturgis Hotel remained vacant for six years until 1970, when the Lititz Improvement Corporation purchased and eventually remodeled the building. In the mid-1990s a fire broke out in the building, but it was thankfully saved. Today, the former hotel is home to three businesses - Gypsy Hill Gallery, 539 Art & Framery, and Spill the Beans Café. The former hotel rooms are used as apartments.

### Parkview Hotel

One of the most interesting structures in Lititz, the Parkview Hotel reminds many people of a Western saloon. Its frame construction, veranda, and sign seem almost out of place in an Eastern, early colonial town like Lititz. Upon entering the building, one sees the original beautiful tin covered walls and ceilings. If you look close, you can even find an old bullet hole in the wall from long ago. Upstairs there's only one bathroom per floor, with its antique sinks and tubs. And all over the building are doorways and wood accents that have remained unchanged since the late 19th Century.



Parkview Hotel circa 1910's.  
Photo from the Robert "Sketch" Mearig collection.

Like its construction suggests, the Parkview was built in the 1870-1880s to house visitors to Lititz coming

via the railroad. Hiram Holtzhouse was the first known owner of the establishment. Around 1912, owner Aaron Miller remodeled and enlarged the hotel into two buildings - 27 and 29 N. Broad St.

By the early part of the 20th Century, the Parkview mainly served as a restaurant and a boarding house for many workers throughout the town.

During the 1930s and 1940s the hotel had a good reputation for having some of the best food in Lititz. It was well-known for its fried oysters and always had the first corn on the cob of the season. Charles Brobst and his wife were known for their well-cooked meals.

In 1971, Millie and Richard Kramer purchased the Parkview. By this time the building was not being used as a hotel, but rooms were being rented out to locals on a weekly or monthly basis. Millie Kramer worked the bar for over 25 years and was very popular with the loyal customers who would come in for a drink. After her death in the mid-'90s, some patrons believed that her spirit stayed in the hotel. To this day electrical problems and misplaced items in the building are blamed on the spirit of old Millie.

Currently, the Parkview retains much of its beauty and original features. The bar serves food and drinks and the old hotel rooms' upstairs boards local men only, due to the limited bathroom availability.

### **Park House**

Several older Lititz citizens still remember the Victorian-style frame boarding house and restaurant located at the end of Spruce Street, on the edge of the current V.F.W. parking lot. This beautiful structure was in an ideal location to welcome visitors and boarders eager to experience the Lititz Springs. Though little is known about the building's origins, it was in operation during the late 1880s when it was operated by John C. Krall, and was known as the Park Hotel. In the early 1890s, the establishment had its name changed to the Park House and was purchased by druggist and prominent Lititz citizen, Dr. James C. Brobst.



Park House circa 1880's.  
Photo Courtesy of Ron Reedy.

During the summer of 1895, Brobst had the misfortune of leasing the Park House to Levi Hacker who operated it with his daughter, Daisy, as a boarding house and saloon. As the summer drew to a close Levi mysteriously disappeared. Soon after, it was rumored that he embezzled \$90 in donations from the New York Mutual Sick Benefit Association, and it was discovered that Hacker was also behind in his monthly lease of the Park House, as well as rent for furniture.

C. N. Mohler was the proprietor from 1898 until around the turn of the century, when M. L. Dellinger ran the establishment with his wife and family. Featuring four dining rooms along with a café and a grillroom, most of Dellinger's business came from food and drinks he sold to visitors to the Lititz Spring. Patrons who wished to sleep overnight in the Park House could stay in rooms ranging in price from \$.50 to \$1.00 a day. Dellinger additionally supplemented his income by selling Victor Talking Machines and 78 rpm records from his "Music Room" inside the Park House. During the summer months each year, he would provide visitors to the Lititz Springs with free entertainment by playing his numerous records in an effort to sell Victrolas and records. By 1916, however, Dellinger was no longer at the Park House and was working as a printer. In the 1916-1917 directory of Lititz, the Park House was not listed, either as a restaurant or boarding house. Eventually the building fell into disrepair. In 1941 auctioneers Elam Habecker and Henry J. Snavely purchased the building and land. The building itself was demolished in 1957 and the land is currently being used as the Lititz V.F.W. parking lot.

## BREWERIES AND DISTILLERIES OF LITITZ by Aaron E. Fry

On a quiet Saturday morning in August of 1893, a rider on horseback raced through the streets of Lititz bringing news of a fire on the east end of town. As sleepy residents came out of their homes, word quickly spread that the bonded whiskey warehouse at Jacob B. Hertzler's Rome Distillery was burning. The Lititz hand engine and chemical apparatus were quickly taken to the scene. Accelerated by the many barrels of flammable whiskey, the fire grew rapidly. Before long the flames had leapt to another neighboring whiskey warehouse and consumed its contents and structure as well. Several quick-thinking citizens helped tear down the adjoining retail house in order to save the distillery itself from the fire.

Over 650 barrels full of rye whiskey ignited and had their contents pour into the creek that night. So much whiskey, in fact that a pale blue flame actually flowed down the creek; reportedly stretching downriver for several miles. The next morning, fish and even local cattle and horses were seen zigzagging-drunk from the alcoholic content of the creek.

Upon examination, the origin of the fire quickly became apparent. A hole large enough to place a flammable object through was found cut into the sheet iron on the eastern corner of the warehouse where the fire had begun. This event would not be the only act of arson committed that month in Northern Lancaster County. Little more than a week later, a prominent Lititz businessman and founder of the Lancaster Prohibition Party, John M. Mast, was setting up for a temperance rally in nearby New Holland when his tent, chairs, and wagon were mysteriously destroyed by fire. Then, just a few days later, Jacob F. Schaeffer had his warehouse of whiskey in Lancaster fall victim to an arsonist.

These events seemed to be battles in a war of alcohol consumption between supporters and opponents of prohibition. Although the summer of 1893 was a rather contentious one in the temperance fight, prohibition related arsons in Lancaster County were not as common practices as the taunting and rotten egg throwing were. An old story passed down in

my family speaks volumes about the disdain the two sides had for each other. In the early 1900s, my great-grandfather, Michael Engle, would often stop at the Warwick House to get his daily "nip" of alcohol. On one occasion, he was refused service by the bartender. When he asked why, he was told that he would not be served because his daughter-in-law, Mary Engle, had signed a local petition being circulated calling for the prohibition of alcohol.

Indeed, the local branch of the "Woman's Christian Temperance Union," which was founded in 1884, was a strong force in Lititz. In 1904, they boasted 128 active members not including the 29 honorary male members. The group would often sponsor temperance speakers and rallies, pass out literature, and instruct students in public schools about the dangers of alcohol. One of their mottos clearly explained their goals: "Total abstinence for the individual and prohibition for the nation." Even long after the repeal of the 18th Amendment, the L.T.L. or Loyal Temperance Legion, a branch of the W.C.T.U., held weekly meetings for students of Lititz Elementary, teaching them about the dangers of alcohol consumption.

The aftermath of the devastating 1893 fire at the Rome Distillery produced unfortunate results for distiller Jacob Hertzler. Though the distillery itself had been saved, other parties throughout the region had owned the whiskey in the warehouses, and it was underinsured. Of the \$28,000 lost in the fire, only \$23,000 would be covered, leaving Hertzler with an enormous debt. Future judgments against Hertzler caused him to sell the Rome Distillery. Soon after selling the distillery, Hertzler failed at an attempt to start distilling his "Lititz Pure Rye Whiskey" again in Kissel Hill. By 1905 Hertzler had given up on the distilling business, and began working as a mail clerk in town.

### From The Beginning

Distilling was commonly practiced in the early days of Lancaster County. Distilling alcohol was a fairly easy process and many farms would have distilleries.

Fruits and vegetables, such as apples and corn, as well as grains, such as rye, were commonly turned into cash crops through distilling. During this time of primitive medicine, strong whiskey was often the only type of painkiller available to farmers and locals. Homebrew medicines almost always contained some kind of distilled spirits and were commonly used to cure everything from stomachaches to fevers. Christian Bomberger, the first European inhabitant in Warwick Township, had a distillery on his farm, as did his son Christian Jr. on his adjoining farm. Sebastian Royer, the founder of Brickerville in the 1730s, reportedly sold his “ciderlung” to the Nanticoke Indians living near Clay.

When locals who did not own distilleries wanted to have their crops turned into liquor, they would haul them to a commercial distillery and then pay a percentage to the distiller for the service. The first commercial distillery in Lititz is believed to have been the Rome Distillery which lays just east of Moravian Church owned property in the village of Rome. The Rome Distillery began operation in 1815. The first known proprietor at the Rome Distillery was Jacob Diehm, who ran the business for 38 years until he retired the 1850s. Since Diehm was Moravian, it is likely that Diehm was the supplier of whiskey to the Moravians’ Zum Anker Inn, which later became the Lititz Springs Hotel.

It appears that Diehm retired, but continued to own the distillery until it was sold to 33-year-old Daniel D. Burkholder and his partner Martin Fieles. By the early 1880s, Burkholder took on the business himself and was selling his “Famous Burkholder Whiskey” from the distillery. In 1888, Burkholder sold the distillery to former butcher, Jacob Hertzler. It was Hertzler who originated the popular “Lititz Springs Pure Rye Whiskey” which was ruined by the arson in 1893. Samuel B. Erb purchased the distillery in 1896 and ran the business until his death around 1904.

In December of 1904, the Rome Distillery was sold at auction to John C. Horting of Lancaster for \$3200. Mr. Horting had been in the business of distributing wines, brandies, and whiskeys from his Keystone Liquor Store on Queen Street in Lancaster since at least 1875. In January of 1905, Horting tore down the original distillery, and built a modern three-story brick building in its place. Horting continued to sell wine and liquor in



Lititz Spring Whiskey Bottles circa 1890's.  
From the Robert “Sketch” Mearig Collection.

his Lancaster showroom, while distilling and selling his brands of “Lititz Straight Rye Whiskey” and “Horting’s Safe Rye Whiskey” in Lititz. The distillery ran quite successfully for many years until he was put out of business by prohibition the early 1920s.

Today, both the distillery and prohibition are no more, and, sadly, we are missing any physical reminders of the once thriving business that was a devisive part of the history of Lititz.

### Malt houses and Breweries

The rule-makers of the Moravian Church, the Aufseher Collegium, on August 15, 1782 have this entry recorded in their minutes:

“The suggestion that a Brantwein Distillery & Beer Brewery would be an actual benefit to our town having frequently been made, and even by strangers, we recommend that the establishment of the former be taken into consideration. But as to the cause of the good Beer made in Lancaster, which it would soon not be easy to equal.”

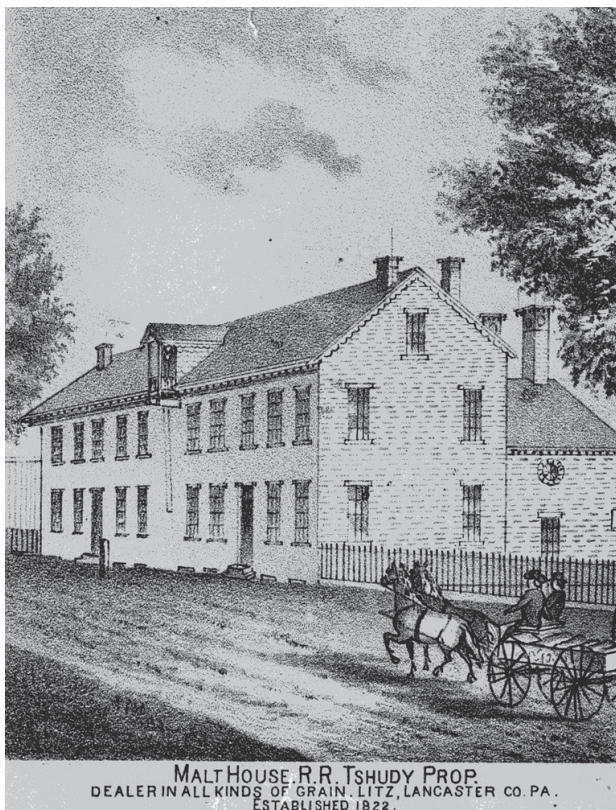
Neither the recommended brewery, nor a distillery, were established by the Moravians in the 1700s, but it happened that by the early 1800’s, the church was so concerned by the drinking of hard liquor that was being distilled in the country surrounding Lititz that they decided to allow two malt houses and brewery to be built. Beer was thought to be “the lesser of two evils”

and it was obviously the hope of the Moravian leaders that beer “would replace the spirituous liquors which were then the chief beverage.”

### Tshudy Malt House

The malt houses of the 19th Century would perform the first step in beer making by malting barley in malt kilns. The substance would then be sent to the taverns and inns in the area to be brewed and eventually sold to the consumer.

In 1822, Michael Greider built a malt house with permission from the Moravian Church, on what is today the parking lot of Citizen’s Bank. In 1830, the business was sold to Jacob B. Tshudy, who was later to become a wealthy and important man in the Lititz community. It was Tshudy who was responsible for starting the first non-Moravian store in town, owned the only lumber yard, was the treasurer of the Reading and Columbia Railroad, and advanced the \$1500 for the original beautification of Lititz Springs Park in 1856.



In 1856, Tshudy’s Malt house burned down and was rebuilt as a large brick building on West Main Street that faced the park. In 1866, Jacob Tshudy died and

his son, Richard R. Tshudy, took over the business until his death at age 43 in 1878. The malt house soon after stopped production and was later used as a tobacco warehouse for several years. The building has unfortunately been razed, and today the land is part of the parking lot behind Lititz Mutual Insurance.

### Old Brewery

John Kreiter built a brewery and malt house, commonly referred to in the early 20th century as “The Old Brewery,” in 1833. The business changed hands from Christian Kreiter to Michael Muecke until wealthy Lititz tobacconist John Hamm purchased it. It was not Hamm, however, but Hamm’s son-in-law Jacob Weitzel, a recent immigrant to America from Germany that successfully ran the brewery from 1840 until he moved to Green Bay, Wisconsin in 1859.

The year of Weitzel’s arrival coincides with a great change in the beer industry in America. Before the 1840s, English beer made in America was a “dark and muddy concoction with unstable characteristic and unpredictable alcohol content.” It could not be stored for long periods of time and did not closely resemble the beer of today. After 1840, German “Lager” beer slowly grew as the preferred type of beer in Lancaster and other parts of the country due to its high quality and ability to be stored in bottles for longer periods of time.

Though it is possible that Weitzel may have brought this new brewing process from Germany, the partnership that can be proven to have made lager beer in Lititz was a partnership that started in April of 1859 when Francis M. Rauch and Richard R. Tshudy purchased from Hamm’s heirs two tracts of land; on one they erected a “Beer Cellar” near “the Lititz Spring.” The much younger Tshudy was most likely learning how to manufacture lager beer as he was residing with Rauch and his family during the time they were in business. After the Reading & Columbia Rail Road began servicing Lititz, Rauch and Tshudy’s Lager Beer could be bottled and shipped and enjoyed in other areas. Their enterprise also produced the embossed green squat bottle that today is considered to be by most bottle collectors the “Holy Grail” of all Lancaster County beverage bottles. Unfortunately for



Rauch and Tshudy, the plant burned down in 1865 and Rauch decided to leave the partnership. The new partnership of Keller & Tshudy rebuilt the building, but the business was evidently not very successful. In 1866, Richard's father passed away, leaving him to take over the Tshudy Malt house.

No breweries are listed in the 1869 business directory of Lancaster County, and it appears that the brewery was not used again until 1874 when it was owned by Henry Zartman, and soon after by David B. Landis of Lancaster. Dwarfed by the now very large and popular Reiker, Sprenger, and Wacker breweries of Lancaster, the brewery continued to operate on a minor scale into the late 1880's, and stopped production altogether by 1890.



Embossed Green Squat Bottle circa 1860's.  
Bottle from the Collection of Lee B. Fry.

## EARLY PRETZEL INDUSTRY IN LITITZ by R. Ronald Reedy

### The Beginning of Pretzel Baking

A simple twist of dough and a vivid imagination conceived the ageless design of the pretzel. In 610 A.D., monks of the monasteries of Southern France or Northern Italy, using scraps of dough left over from baking bread formed strips to represent children's arms folded in prayer. The three holes represented the Christian Trinity.

The monks soft-baked and offered the warm doughy tidbit as a bribe to children who memorized their Bible verses and prayers. They called it a "Pretiola," Latin for "little reward." From there, the Pretzel transformed into the Italian word, "Brachiola," which means "little arms."

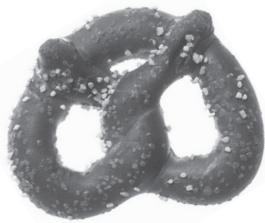
The Pretiola journeyed beyond the French and Italian wine regions, hiked the Alps, wandered through Austria, and crossed into Germany, where it became known as the Bretzel or Pretzel as we know it today. Proof of the Pretzel's age-old history can be found in a Fifth Century manuscript at the Vatican.

The manufacture of pretzels in Lititz dates back to the year 1810. John William Rauch, a baker and

confectioner, who was born in Lititz in 1790, first manufactured the product. Before 1810, pretzels were made at Rothsville and were peddled from a basket through Lititz by a man on horseback, nicknamed "Dutch Charlie." The first pretzels, being of bread dough, were soft and tender. They had to be eaten while fresh, like bread.

For many years John William Rauch enjoyed a monopoly of the pretzel and cake baking business, not only in Lititz, but also within quite a large radius around the town. His cakes and pretzels were very popular. He baked a larger variety of cakes than any other baker outside of Lancaster could produce, and his pretzels were superior to anything of the kind in Lancaster County.

In Lititz and the surrounding area, Rauch's was considered the place to go to tickle the palate with all sorts of goodies; but in more distant parts Rauch was chiefly known as the best pretzel baker. However, he could only be expected to supply a limited territory with his pretzels, as he was not prepared to carry on the business in the same extent Julius F. Sturgis would develop in 1861.



### First Commercial Pretzel Bakery in America — 1861

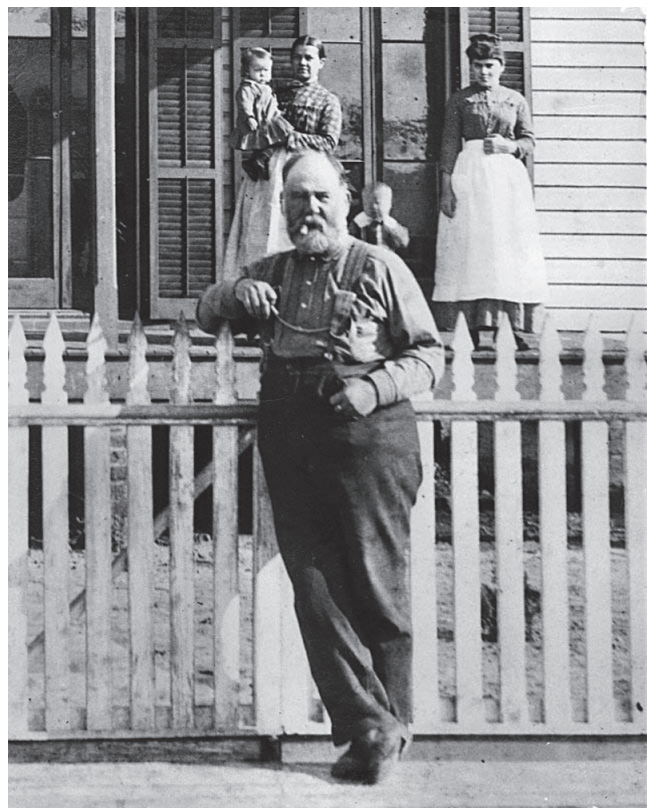
Julius F. Sturgis who popularized the business of pretzel manufacturing was born in Jacksonville, Florida, February 15, 1835. He migrated to Lititz, where he served his baker's apprenticeship for three years with Henry Rauch, son of John William Rauch.

Legend has it that in the late 1850's, a tramp, passing through the town of Lititz, stopped at a bakeshop operated by Henry Rauch for a handout and in appreciation gave the baker a formula for a hard pretzel in exchange for a meal. The baker put it away and forgot it. Eventually it fell into the hands of his apprentice, Julius Sturgis. The recipe he received from Rauch gave him a well-guarded trade secret of ingredients. Julius foresaw a promising new business and with this formula built the first pretzel bakery in America.

In 1861, Julius Sturgis approached Jacob Kramer for some capital and began to manufacture pretzels himself in an oven located at 219 East Main Street, Lititz. This was the beginning of the first commercial bakery in America. His product proved so popular that he soon enjoyed a monopoly of the business.

Julius established a route from his bakery in a radius of Lititz within a day's driving distance by horse and wagon. In those days pretzels were packed in large wooden barrels and shipped by horse and wagon to stores and hotels. Nothing stopped the delivery of pretzels, regardless of hail, sleet, rain, snow, mud or high water: they always got through.

Mr. Sturgis carried on the production until his death in 1897. For a brief period it was managed by three of his sons Edwin, Walter and Nathaniel Sturgis hut from 1885 to 1890 Thomas H. Keller managed it. After 1890 Mr. Keller established his own manufacturing of pretzels known as Lititz Springs Pretzel Company. The bakery was located in the rear of Front Street for several years. He sold his business to P. B. Bucher who formed



Julius F. Sturgis.  
Photo Courtesy of Ron Reedy.

a partnership with Samuel B. Erb. This firm built the bakery along the Lititz Springs Park and Pine Alley in 1903.

In 1876 Julius Sturgis had the brand "The Only Genuine Lititz Bretzels" registered. Bretzels was the German spelling. After his death, his widow, Mrs. Sarah Sturgis, conducted the business until 1904 when it was sold to her son Nathan D. Sturgis. In 1905 F. B. Buch bought an interest in the bakery and changed the name to Sturgis & Company.



Baking Pretzels at the "Sturgis & Company" Pretzel Bakery  
— circa 1910. Photo Courtesy of Ron Reedy.

## LITITZ IN THE NEWS by Stephen M. Seeber

On Friday morning, Sept. 14, 1877, Lititz residents awoke to learn that a cornstalk measuring 14 feet and five inches, harvested from the Linden Hall farm, was on display in front of the post office.



Courtesy of the Lititz Record Express.

The notice of this agricultural wonder marked the debut of “the first weekly newspaper ever printed and published in the rising dual town of Lititz\* and Warwick.” This was the claim made in the salutatory of the Lititz Record by editor and proprietor John Franklin Buch, who operated his business at 9 S. Broad St. (this building was demolished when Lititz Borough Hall was expanded in 2000).

For \$1.50 per annum, in advance, readers were treated not only to local crop oddities, but also informed that summer lodging at the Lititz Springs Hotel had reached heights not seen since before the Wabank House was destroyed by fire four years earlier. A funeral had just been held in Lebanon for Jacob J. Roebuck, father of esteemed Lititz resident and Civil War veteran Dr. P. J. Roebuck. A commentary argued that a town jail, or lockup, was one of Lititz’ greatest necessities. Travelers could easily learn that the northbound morning train for Reading would depart at 9:07 a.m. The Lititz Produce Market prices were also prominently featured (chickens were eight cents per pound). Advertisements touted “Oysters served in every style” at the Sturgis House, and Wolle’s (The Old Lititz Store) on Main Street had the “largest assortment of men and women’s knit undergarments in town.”

After browsing the columns of this first volume, it quickly becomes evident that one issue of the weekly newspaper provides a vast historical landscape of the topics that mattered most at that moment in time, and in no other capacity is such thorough documentation of everyday living available. Seemingly trivial occurrences – monstrous cornstalks

and cheap chickens – were once considered top local news items. Had it not been for the early editors of this now-established institution, the details of what once occupied the minds of our townsfolk would be forgotten footnotes in local history. The printed news of yesterday and today preserves the character of its community for generations to come.

The historical significance of that first weekly newspaper in 1877 was not lost upon the writers of its era.

“This is an epoch in the history of the town, one that will be looked back to in future years by chronologists with a great deal of interest,” penned a correspondent from Lancaster, “and when ‘Centennial’ of the RECORD rolls around, no doubt the citizens will be furnished with fac similes of the first newspaper of the town, published 100 years ago.”

A facsimile of that first issue was, in fact, distributed to the citizens of Lititz 129 years later, during the 250th Anniversary Grande Parade on Sept. 9, 2006.

Buch would run Lititz’ first weekly for an impressive 40 years, finally retiring in 1917. His main competition during most of those years came from John G. Zook’s effort, The Weekly Express (eventually renamed Lititz Express), which arose from a monthly publication called The Sunbeam, in 1881. Zook published his paper at 22 E. Main St., the current site of the Main Street Peddler, where he also sold bicycles. He eventually moved into the building at the rear of 22 E. Main St., which served as home base for the local newspaper until October of 2006. Zook managed his weekly for an incredible 56 years, finally retiring after the two competitive publications merged to form the Lititz Record-Express in 1937. During this golden age for local newspapers, the original editors covered some of the most important news of the time.

In June of 1880, The Record reported somber news regarding Lititz’ most famous resident.

“When the news arrived at Lititz last Friday afternoon

<p align="center"><b>F. A. RIEKER'S</b>  <b>★ LAGER BEER BREWERY. ★</b>                  Nos. 602, 604 and 606 West King Street, LANCASTER, PA.                  Brewer of the Celebrated Pilsner, Kulmbacher and Wiener Export Beer for Family Use.</p>		
<p><b>THOS. H. KELLER,</b>                  Manufacturer of the Only Genuine  <b>LITIZ ...</b>  <b>BRETZELS.</b>                  Superior to All Others.                  MAIN ST., LITIZ, PA.</p>	<p>Two Berry Elder's                  Will easily fix her,                  For pain she cannot endure,                  A thirty-drop dose                  Taken in under her nose,                  Will surely effect a cure.</p> <p align="center"><b>INLAND CHEMICAL CO.</b>                  ...LITIZ, PENNA...</p>	<p><b>S. N. REED,</b>                  PRACTICAL                  Blacksmith                  and                  Wheelwright.                  Repairing and General Blacksmithing of all kinds                  The "Furniture" Shop.                  LIME ROCK, PA.</p>
<p><b>ELI LIGHTENBERGER,</b>                  Manheim Bottling Works,                  ...BREWERY...                  Beer, Porter, Ale and Soft Drinks.                  BOTTLES OF COLUMBIA BEER                  ...MANHEIM, PA.</p>	<p>STEAM HEAT. ELECTRIC LIGHT.  <b>CHAS. W. LIPPOTT,</b>  <b>SPRINGS HOTEL,</b>                  First-Class Summer Resort. <b>LITIZ, PA.</b></p>	<p><b>M. M. CASSEL,</b>  <b>Fairland Dairy,</b>                  Pure Milk and Cream.                  Hotels and Families Supplied.                  ...Fairland, Lancaster Co., Pa.</p>
<p><b>W. K. BENDER,</b>                  Veterinary                  Surgeon,                  LITIZ, PA.                  Prompt attention paid to all diseases                  and diseases of Domestic Animals.</p>	<p><b>H. B. HERTZLER,</b>                  BEEF, PORK, VEAL and LAMB                  + <b>BUTCHER,</b> +                  131 South Charlotte St., Manheim, Pa.                  NEAR RAILROAD DEPOT.</p>	<p><b>JOHN SOUDERS,</b>                  PROPRIETOR OF  <b>The Brickerville Hotel,</b>                  Brickerville, Lancaster Co., Pa.                  Table supplied with the best and best in the                  market. Our breakfasts Choice                  Wine and Liquors. Good                  Stealing.</p>
<p align="center"><b>H. E. WENGER,</b>                  PROPRIETOR OF  <b>Empire Carriage and Hame Works.</b>                  PENN STREET, MANHEIM, PA.</p>		
<p><b>H. M. SCHWEAGER,</b>                  PROPRIETOR OF THE  <b>Fairland Cigar Factory.</b></p>	<p><b>H. H. SNAVELY,</b>                  PROPRIETOR OF                  + <b>THE WARWICK HOUSE,</b> +                  LITIZ, LANCASTER COUNTY, PA.                  Electric Lights. Show Room. Table Supplied with the Best in the Market. Bar                  Stocked with Choice Wines and Liquors. Good Stabling for Horses.                  ...LITIZ, PENNA.</p>	<p><b>JULIUS F. STURGIS'</b>  <b>BRETZELS</b>                  Are the Only Genuine Lititz Bretzels in the                  market. All others are imitations. The genu-                  inely are dry and the best. Ask for them and                  be convinced.</p>
<p><b>RIVAL QUEEN CIGARS</b>                  2 FOR 5 CENTS.                  *****                  Ask for them at the Bar.</p>	<p><b>Professional Hair Cutting</b>                  Done in all the Latest Styles, at the                  ...Tonsorial Shaving Room...                  ...LITIZ, PA.</p>	<p><b>D. W. ERB,</b>                  DEALER IN  <b>COAL</b>                  Hard Wood, Lumber and                  Sand.  <b>SAW MILL.</b>                  Custom Sawing a Specialty.                  ...MANHEIM, PA...</p>
<p><b>E. F. LUTZ,</b>  <b>Beef Butcher,</b>                  *****                  Prime Beef, Veal, Mutton, Lamb,                  Dried Beef, Etc., Constantly                  on hand.                  Fresh Pork, Sausages, Etc., in                  Season.                  CEDAR ST., LITIZ, PA.</p>	<p><b>C. H. KRICK,</b>                  Merchant of Import and Export, LITIZ, PA.                  Give us a call and be convinced.</p>	<p><b>Wm. Waitz,</b>                  + <b>TOBACCO</b> +                  CIGARS                  Examination Building, S. N. Queen St.                  940 West King St.                  ...LANCASTER, PA.                  Best Brands in Lancaster City.</p>
<p><b>Washington House</b>                  J. M. SUMMY, Prop.,                  MANHEIM.                  *****                  First-Class Accommodations for the Traveling                  Public. Rooms Well Furnished.                  Single Rooms for Commercial                  Men.                  GOOD STABLING.</p>	<p><b>Lititz Bicycles</b>                  ...ARE THE BEST...                  THREE SIZES, 18-inch, 24-inch, 34-inch.                  PRICES                  \$75.00, \$50.00 and \$40.00.                  For Gentlemen, Ladies, Youths and Children.                  Call on or address  <b>JOHN G. ZOOK, 22 Main St., Lititz, Pa.</b>                  *****                  READ THE BEST <b>The Lititz Express.</b>                  BUSINESS MEN SHOULD ADVERTISE IN IT.</p>	

Lititz Express Advertisement Page of 1896.  
 Courtesy of the Lititz Record Express.

from Washington announcing the death of our highly-esteemed citizen Gen. John A. Sutter, a deep shadow of gloom was cast over the community," the article read. "The funeral (at Lititz) was in all probability the largest ever held in our town."

In April of 1890, both publications reported on "The most disastrous fire in the history of Lititz," an event that would have been forgotten had it not been for the presence of a weekly newspaper. On April 10 of that year, the four-story John H. Stauffer cigar factory, which was located behind the Lititz Springs Hotel, went up in flames and threatened to destroy Lititz.

"The people of the entire town and vicinity, men and women, were on the ground, all with a few exceptions helping to do something," wrote The Record. "The bucket brigade worked nobly. Wells and cisterns were pumped empty. While hundreds were at work handling water, a hundred or more helped to remove goods from the (neighboring) stores."

It must have been an amazing sight.

The examples of these publications, under these editors, serving as a window in time are endless - The assassinations of Presidents James A. Garfield and William McKinley, Lititz' incorporation as a borough, local men serving during the Spanish-American War and World War I, visits from popular evangelist Billy Sunday, the dedication of the Roebuck Fountain as a tribute to local Civil War veterans, and the discovery of the burial site of 12 Revolutionary War soldiers along South Locust Street were all covered thoroughly by our local newspapers.

While Buch and Zook are the unquestioned fathers of the local weekly, several other independent owners kept the torch burning through the years:

- R. E. Buch –  
 Lititz Record, 1917-1928
- E. D. Fulweiler & J. R. Johnson –  
 Lititz Record, 1928-1937
- N. E. Danner & A. K. Willey –  
 Lititz Express, 1937
- Fulweiler & Johnson –  
 Lititz Record-Express, 1937-1938
- William N. Young –  
 Lititz Record-Express, 1938-1961
- Robert G. Campbell, Jr. –  
 Lititz Record-Express, 1962-1987

As the Record-Express entered its phase as a merged product, Young was the publisher at the helm during one of the most significant historical eras in Lititz – World War II.



William N. Young, Editor, Lititz Record-Express – 1942.  
 Photo Courtesy of the Library of Congress.



William N. Young, Editor, Lititz Record-Express – 1942.  
Photo Courtesy of the Library of Congress.

During the war, Young filled his front pages with updates on local boys who were fighting in the European and Pacific Theaters. For example:

On Aug. 18, 1943, the Record-Express reported an attack on Tony Angelo, who was once the assistant chef at the General Sutter Hotel. Angelo, who was now serving his country in “North Africa or Sicily,” was part of a unit that was bombed by 27 German planes.

“It was the real thing,” Angelo declared in a letter sent to Lititz. “I must say that at first I was a bit scared, but we soon were so busy that we forgot to think about that.”

On Sept. 2, 1943, the Record-Express received word from POW Charles M. Forry, brother of Keller Bros. Garage manager Jonathan Forry.

Pfc. Forry, who was captured following the siege of Corregidor, was able to send a card from a Japanese prison camp in Taiwan. He wrote that he was “enjoying good health and spending his time gardening.” It was the first word his family had received from him since March 27, 1942.

Also in that issue of the newspaper, it was reported that Lt. Col. Jack L. Grubb, stationed in Hawaii, did not forget his fifth wedding anniversary this week “when he called his wife here on the telephone and sent her three dozen red roses.”

While the Record and Express had become one six years earlier, Young still had plenty of competition when it came to covering Lititz. A few blocks away, at 8 E. Lemon St., former Lititz Record linotype operator

John W. Keehn was publishing The Progressive Weekly, which is no longer in print. Billed as “The Newspaper That Serves Lititz and Vicinity Both Home and Abroad,” The Progressive Weekly kept the dual newspaper rivalry that Lititz had known for generations going for a little while longer.

In the Dec. 7, 1944 edition, Keehn reported that Lt. John F. Hagen had been killed in action in France, T-5 Earl Edwards was MIA, Harold Girvin was awarded a Purple Heart after the USS Princeton was destroyed, and Army Captain Dr. Joseph W. Grosh was stationed in England and living in the old castle of King Henry VIII.

From week to week, these two newspapers kept the community in tune to the local impact of a worldwide war.

Of course, the most famous newspaper moment in local publishing history was the Aug. 15, 1945 edition of the Record-Express, when Young heralded the end of WWII by publishing the largest headline in newspaper history. “Peace! Thank God” took up more than half of the front page, and the relief expressed in those three words summed up the story perfectly.

During a 1995 Record-Express interview with the former editor, who was still going strong at age 92, Young recalled the day when peace was declared:

“We were expecting it (after two atomic bombs were dropped), but nobody thought it was going to happen that quickly. It was a Tuesday night and we were in Rotary Club at the General Sutter Hotel, when one of my reporters came in and told me that the war was over. The meeting was about two-thirds over, so I got up and told them what he had told me, and, oh, they started cheering and that broke up the meeting.”

Young returned to the Record-Express office and discovered the other employees at the paper were already there talking about the end of the war. The issue featuring the good news was sent to print some time after midnight, and by the next morning residents in Lititz were reading about it – many for the first time since there was no TV news in 1945.

"I imagine living in Lititz back in those days and getting a newspaper with a headline like that when you didn't even realize the war was over yet was pretty exciting," Young said.

A month later, a national press magazine proclaimed that the Record-Express headline was, to the best of their knowledge, the largest type ever used for a newspaper headline in America.

When news of V-J Day hit Lititz, the community responded in what was reported as the "wildest, loudest and most spontaneous celebration in borough history." Wilbur Chocolate even blew its monotone whistle to the beat of "Yankee Doodle Dandy" throughout the day.

Young covered the conflict with a staff of five employees, but he did most of the news writing pertaining to the war.

For several years prior to buying the Record-Express in October of 1938, Young and his wife Katherine were in the habit of purchasing small newspapers, building them up, selling them, and then moving on to the next project. They had done this in Kennett Square, Downingtown and Parkersburg; and they were intending to do the same in Lititz. However, when the young couple bought a home at 111 West End Ave., Mrs. Young's long-term goals changed.

"The next morning I was sitting downstairs and she came down the steps and said, Bill, you can sell that Lititz Record if you want, but I'm living in this house for the rest of my life," he said. "And she meant it."

They were still living in the same house during that nostalgic interview in 1995.

Young eventually sold the newspaper to the Record-Express' final independent publisher, Robert G. Campbell, Jr., co-founder of Lancaster Farming, who was looking for a location to print his growing agricultural newspaper. After Campbell took over in January of 1962, both the Record-Express and Lancaster Farming were printed in Lititz for nearly a decade. As printing technology changed, and Campbell needed a bigger press, the actual printing of

the newspapers moved to Columbia, even though the editorial and advertising staffs continued to operate at 22 E. Main St. (Rear).

A few weeks prior to Christmas in 2004, Campbell, who had retired from the business several years earlier and was in poor health, agreed to an interview. He was 77 at the time.

"I was raised in Lancaster, graduated from the Valley Forge Military Academy and the Pennsylvania Wharton School shortly after World War II," Campbell said while building to his Lititz introduction. "We (Campbell and a few friends) decided to take ROTC, because we got \$27 a month and three credits toward graduation. We thought ... there was never going to be another war. Well, we graduated (and they said) here's your B.S. in economics from Penn, and here's your commission, and here's your orders. So, we were ordered to Korea. We had 30 days to report to Fort Lewis, and, to make a long story short, they flew us over and a week later I was on the front lines in Korea as an infantry second lieutenant. When the war started, we thought, eh, this is a little police action, that thing's going to be over before we graduate. I was at Pork Chop Hill, and Old Baldy, and Jane Russell (Hill). My division was really through the ringer..."

"(I) came back from Korea and had no idea what to do."

After a stint as a necktie salesman at Garvin's department store, Campbell landed a job as an ad man for Lancaster Newspapers. His rural beat eventually led him to team up with a friend to create Lancaster Farming, which is still published today in Ephrata. Campbell originally purchased the Lititz Record-Express so that he would have a press on which he could print his farming publication. He quickly learned that following in Bill Young's footsteps would be no easy task.

"My first goal was to establish some credibility," Campbell said. "Here I am, the new guy, and I've got to get these people to like me. By going to Stroble's (local barber shop) and going to Bingy's (popular local restaurant) and hanging out, I think I got them to like me; I hope so, because I liked them. That helped me

to get started. I counted on those guys.”

One of his favorite places to get good gossip and story ideas for columns like “Mid the Turmoil” was at Bingeman’s Restaurant (a.k.a. Bingy’s), which was located next to the Parkview Hotel and was demolished in the late 1980s.

“He (Lester Bingeman) probably knew more about what was going on in that town than anybody,” Campbell recalled with an air of great respect. “Everybody ate there. It was a great place to go for story leads. Also, Benner’s (was a good place) for nickel coffee and gossip; that’s where Bill Young used to hang out. Bill used to sit there all morning drinking coffee, and he’d get a whole column.”

During his early years with the Record-Express, Campbell wrote editorials, covered borough council and school board meetings, and penned the popular column “Mid the Turmoil,” which was previously written by Young and was later turned over to Ike Kauffman.

Campbell was also a charter member of Lititz Improvement, Inc., which has made considerable investment in the restoration and historical maintenance of downtown Lititz over the years, most recently at the Sturgis Pretzel House. When Campbell and the other founders first formed Lititz Improvement in the early 1970s, their first objective was to do something about the unsightly movie marquee at the abandoned theater on East Main Street.

“We saw a deterioration in Lititz. The theatre was closed, and a lot of the buildings were starting to look bad,” Campbell said. “We had a vested interest in Lititz, not only from the standpoint of pride, but we also had some investments here.”

In late 1987, Campbell sold the Lititz Record-Express to Lancaster County Weeklies, a subsidiary of Steinman Enterprises, which also owns the Lancaster Intelligencer Journal, Lancaster New Era, and Sunday News. Campbell stayed on as general manager of both the Record-Express and The Ephrata Review until his retirement in 1998. In 1988, the Lancaster Farming staff moved to Ephrata, and printing operations for both the

Record-Express and Lancaster Farming moved to The Ephrata Review facility.

“In the Steinmans, you have an outfit that appreciates history,” Campbell said during his 2004 interview, adding that by selling the newspaper to Lancaster, he was ensuring the Record-Express’ future. “They were very anxious to keep the Record going.”

On July 31, 2005, approximately seven months after his interview for this book, Robert G. Campbell, Jr., the last living independent owner of the Lititz Record-Express, passed away.

In October of 2006, the Lititz Record-Express office at 22 E. Main St. (Rear) was closed and the editorial staff was relocated to Ephrata, where it continues to publish a weekly newspaper covering the Warwick School District and vicinity. The Lititz building was sold in September of 2007.

While the local newspaper has undergone many changes throughout its 130-year history, the primary goal of providing a forum for local intelligence seems to have prevailed, and there is no reason to believe this will not continue.

It seems clear in the first editorial published by J. F. Buch, way back in September of 1877, that he had the foresight to start a project destined to endure.

“We desire to be judged by our best efforts, and hope to meet with good success,” he wrote. “The LITIZ RECORD is now a permanent institution – a fixed fact, and ready for business.”



Lititz Record-Express Office – 1942.  
Photo Courtesy of the Library of Congress Collection

## CIGAR MANUFACTURING IN LITITZ by Aaron E. Fry

Throughout the years, many industries have supplied hundreds of jobs to the families of Lititz. Factories producing shoes, paper, and underwear have come and gone while animal traps, medicines, chocolate, and pretzels are still being made. During the last 250 years, however, it is likely that no single industry employed a larger percentage of the citizens of Lititz than cigar making did during the latter part of the 19th and early part of the 20th centuries. From larger four-story factories like H. S. Meiskey's on Spruce Street to small family operations like Jacob M. Frey's shop behind Main Street, Lititz, for a time, was a cigar-making town.

It is well known that Native Americans were the first to introduce the smoking of the "golden weed" that is tobacco to Europeans during one of Columbus's voyages. Later, the settlers of Jamestown, found wealth through the raising of a variety of tobacco brought from the Caribbean. While tobacco became popular in pipes and in snuff form, cigars were not introduced to North America until right before the Revolutionary War when future patriot and general Israel Putnam, returning from fighting for the British during their battle for Cuba, brought back several souvenirs, and in doing so introduced cigar smoking to American society. Cigar smoking grew steadily from 1800 through the Civil War, slowly replacing other forms of tobacco consumption in popularity.

The first mention of cigars in Lititz is found in the records of the Moravian Church's "Aufscher Collegium," or governing body.

### November, 1809:

"Members of the Collegium must see to it, as much as possible, that the smoking of cigars by children and youths is stopped, about which parents and masters were recently spoken with."

By the 1860s, cigar making was developing into one of America's first "cottage industries," with small family-run cigar shops popping up across the United States manufacturing cigars made from tobacco grown in Pennsylvania, Ohio, Connecticut and Wisconsin.

Up until about 1870, cigar smokers in the United States only had two types of cigars to choose from: domestic cigars made with native grown tobacco, or fine-tasting imported cigars, usually from Cuba or Puerto Rico. Starting in the early 1870s, however, cigar makers began experimenting with the make-up of cigars, and the public was presented with an array of choices and prices as hybrids of the popular, but more expensive, Cuban cigars began to appear on the market. For example, the cheapest five-cent cigars would be made of domestic tobacco or scraps of "Havana" (Cuban grown tobacco). A ten-cent cigar might have contained Havana filler with one of the better tasting domestic wrappers such as a "shade grown" type from Connecticut. More expensive yet would be brands that consisted entirely of Cuban grown tobacco but had been manufactured in the United States. For consumers, this meant they could purchase a better cigar at a reasonable price. For cigar makers, these changes meant booming sales and more factories.

The growth of the cigar industry was observed in the Lititz area as well. Barnes & Pearsol's 1869 business directory for Lancaster County lists only three cigar manufacturers in Lititz, while the business directory of 1875-1876 shows only four. But by 1883, 13 cigar businesses were thriving and employing many workers in the towns of Lititz and Warwick. The growth continued each year and many advertisements and articles in the Lititz Record and Lititz Express attest to this fact.

### Lititz Record - October 24, 1890:

H. S. Frederick, cigar manufacturer at this place, is overcrowded with orders. Besides the large force employed in his factory at home, he has four other factories in blast, run by the following persons; Samuel Steffey, Daniel Sanders, at Lititz, Monroe Burkholder, Brickerville, and George Kling of Owl Hill.

During the last two decades of the 19th Century, Lititz became home to several large cigar factories, such as Meiskey's, which employed dozens of workers, and John H. Stauffer's huge four-story factory, which was located in Juniper Alley behind Broad Street. Built in 1886,



Stauffer's factory employed well over 50 workers and was the largest cigar factory in all of Lancaster County during its time. As a result of the growing cigar industry, sizeable cigar box factories also sprang up in Lititz. Samuel Starks and William Amer were the two largest suppliers of the cigar boxes in the Lititz and Warwick area.

Nationally, cigar sales peaked around 1900 with nearly seven billion cigars sold in one year. Amazingly, this came at a time when the population of the U.S. was just over 76 million. It is estimated that four out of every five men in America smoked cigars at this time period. Cigar making grew into a booming industry in South Central Pennsylvania. The growing of tobacco and the availability of cheap labor turned this region into one of the centers for cigar making in the United States. The 9th Tax District of Pennsylvania, which included Lancaster and York counties, contained literally thousands of different cigar manufacturers and, because most factories employed only a handful of workers, this district was home to more cigar factories than any other cigar tax district in the entire nation. During the early 1900s, towns such as Red Lion and the nearby town of Rothsville became cigar boomtowns, with well over half of their working men in the cigar trade.

It is important to differentiate between cigar makers and cigar manufacturers. Cigar makers were the skilled workers who would physically produce the cigars. Often the workers in a larger factory had specific duties such as a bunch breaker or a roller. Manufacturers on the other hand, were the actual business owners who employed any number of cigar makers in their business. Most cigars manufactured in Lititz were produced by small factories in which the business owner or manufacturer was also the main cigar maker.

The 1905 Lititz/Warwick town directory shows that at the turn of the century, cigar production was thriving in Lititz as well: more than 120 men who were the heads of their households were working in the cigar industry. This total nearly doubled the number of men who were factory workers (73) and laborers (71) - the next most popular forms of employment. This number does not include the scores of women and children who helped roll, box, and trim cigars for their small cigar-making family businesses.

### Lititz Record – May, 3 1895 Advertisement:

#### Cigars Wanted.

A full line of low, medium and fine grade cigars, suitable for Boston, New York and Philadelphia markets. First class references exchanged.  
W. H. Hare, 210 Market Street, Philadelphia

Most Lititz cigar manufacturers produced various grades of cigars to suit all budgets and tastes. Nathan Frey sold "Sunday's Best" with Havana filler and imported wrapper, as well as "Goo-Goo" - his lower priced brand, which was filled with the scraps from the manufacturing of "Sunday's Best." Oaks & Potteiger made a "High Grade" cigar, and Clayton G. Fry advertised the Cuban content of his high grade cigars by naming them "Fry's Havana Blossoms." H. S. Frederick's factory boasted its wide range of quality and its hiring practices by including "union-made cigars of all grades" in its advertisements. Due to its heavy advertising, Walter S. Bare's "The Doctor" cigar is believed to be one of the best and most popular Lititz-made cigars of its time.

Cigar Box Label  
from the Collection  
of Aaron E. Fry



Though many manufacturers in our area made both high and low quality cigars, it seems that Southeastern Pennsylvania was the major source of poor quality cigars across the nation. Cigar historian Gerald Petrone described much of the local industry this way:

Historically speaking, about the worst and certainly, next to stogies, the cheapest cigars ever produced came from southeastern Pennsylvania...The only problem lay in the quality of tobacco used. In the notorious 1st and 9th Internal Revenue districts, the so-called country districts, farmers grew a barely passable grade of leaf tobacco useful only as filler. Seated around fireplaces during cold winter months, these enterprising cigar makers supplemented incomes by hand-rolling the tobacco into noxious firebrands so vile to the taste that (cigar) salesmen were physically unable to smoke the samples. Many were disposed of nationally as "scheme

cigars,” meaning they were offered as come-ons in the pushing of unrelated merchandise such as cheap watches, clocks, and gaudy parlor pictures.

Though the market for cigars began a steady decline in the early 1900s, many families around Lititz continued to make cigars in large numbers. In 1913, approximately 77 men in Lititz were still employed in the cigar or tobacco business. Around this time, cigar production began its transition from small cigar rolling operations to automated cigar rolling machines, lessening the need for rollers. In addition, a big shift in public taste occurred as cigarettes began to outpace cigars in popularity. The 1926-1927 Directory of Lititz lists but a handful of cigar manufacturers still in business, and by the early 1930s, nearly all cigar manufacturing had ceased in Lititz.

The chart at right contains many of the cigar manufacturers that were in the Lititz and Warwick area from 1869-1930. These were not factory workers; these were each licensed and taxed cigar manufacturing businesses. Most of these enterprises were small family concerns, but others were true factories that employed many people. This list was compiled from local newspaper articles, business and residential directories, cigar tax directories, maps, and other sources. Though not complete, this chart gives a glimpse of just how important the cigar industry once was in the Lititz area.

Cigar Manufacturer	Factory Number	Year(s) Known to be In Operation
Baker, Landes, & Mumma	200	1902
Baker & Sons	~	1883
Banner Cigar Co.	131	1902
Bare, Walter S.	128	1878, 1905
Birkenbine, C.H.	974	1907, 1910
Bricker, J.R. & Co.	128	1883, 1902
Bruckhart & Snavelly	~	1883
Buch F.B.	~	1890
Buch Israel	~	1890
Central Cigar Co.	3	
Frederick, George	~	1869, 1875
Frederick, Henry S.	~	1890
Frederick, Leonard	~	1869
Frederick & Krei(d)er	~	1883
Frey, H.D.	2312	1907
Frey, Jacob M.	3044	1902
Frey, Nathan C.	1012	1902, 1905
Fry, Clayton G.	3627/1313	1902, 1926
Fry, Hiram P.	~	1875
Fry, Menno M.	~	1883
Fry & Miksch	~	1883
Gander, Harry	~	1883
Graybill, H.S.	73	1902
Greybill, Samuel S.	153	1907, 1910
Grosh, T.S.	~	
Haas Brothers Cigar Co.	~	
Halpern Cigar Co.	~	
Halpern & Walker	~	1917
Hains, Frederick C.	~	1890
Heck, R.Z.	2151	1907-1910
Helter, John D.	2254	1902, 1910
Hershey, Amos H.	343	1902
Hess, M.W.	498	1910
Hoff, Harry A.	1719	1902
Kofroth, Samuel	618	1907, 1910
Kreider John M.	~	1890
Kreider J.W. & Co.	499	1902, 1907
Kinports Cigar Co.	~	
Kulp, H.	62	1907, 1910
Leib, John B.	123	1902, 1910
Meiskey, Harry S.	2353/2563	1885, 1910
Miksch, Hayden K.	1012	1907, 1910
Miller, H.E.	~	1883
Mohn, Christian L.	2492	1902
Oaks, Potteiger & Co.	524	1878
Olde Warwick Cigar Co.	-	1892
Pfautz, D.W.	1923	1875, 1902, 1910
Reedy, Hiram C.	544	1907, 1910
Reidenbach, A.B.	~	1883
Roland, Elam S.	1159	1902, 1910
Roland & Habecker	~	1883
Roth & Wagner	~	1883
Royer, F.L.	784	1902
Shaar, John	~	1913
Shoemaker, Roland	343	1907, 1910
Singer, A.K.	456	1902
Smith, William	~	1875, 1883
Sauders, Daniel	~	1869, 1875
Sauders & Brother	~	1883
Shaffner, George	~	1883
David K. Sheetz	-	1875
Stauffer & Reist	~	1883
Stauffer, John H.	~	1890
Staley, W.A.	2731	1907, 1910
Swerling, W.D.	1716	1902
Todd, William L. & Co.	~	1883
Uhland, John	~	1883
Young, Wayne	2159	1907, 1910



Cigar Boxes and Labels from the Collection of Aaron and Terry Fry.

## A BRIEF HISTORY OF WILBUR CHOCOLATE by Cory Van Brookhoven



Assortment of Chocolate Products – 1950. Photo Courtesy of Ron Reedy.

In 1865, Henry Oscar Wilbur, who originally sought business in the stove and hardware trade, went into a candy making partnership with Samuel Croft. Operating out of Philadelphia, the two men opened a confectionary business known as Croft, Wilbur & Company. They mainly produced molasses candies and hard candies for nearly 20 years. The business flourished, which led them to move their original operation from 125 North Third Street to a much larger factory at 1226 Market Street. Although they did produce chocolate among their many delectable products, they were also known for producing the very first glass candy container. The container, a replica of the Liberty Bell, was filled with candy and then sold at the 1876 Centennial Exposition held in Philadelphia.

In 1884, the two partners split their business into two entities. Croft continued to manufacture candy with a new partner, and named this business Croft and Allen. Meanwhile, H. O. Wilbur & Sons, as the new name suggested, was a joint chocolate-making effort between

Henry Oscar Wilbur and his two sons—Harry and William. Bertram, Wilbur's third son, became the third partner in the business when Harry passed away in 1900.

By 1887, business was booming, and the Wilbur's decided that a new facility was needed to keep up with demand. The family business was then moved to Third, New and Bread streets in Philadelphia. This also was the same year that the “stirring cupid,” the company's new logo, was introduced.

Seven years later, in 1894, chocolate history was made. H. O. Wilbur, while looking for ways to sell more of his delicious chocolate, devised a process whereby he could deposit his warm chocolate into a uniquely shaped mold that resembled a flower bud. This process proved successful, and thus, the Wilbur Bud was born!

Around the time that Wilbur Buds were invented and began being gobbled up by Philadelphia residents, another chocolate company located in Lititz, Pa.

opened for business. This company was called The Kendig Chocolate Company, but was sold two years later, and the name was changed to the Ideal Chocolate Company. Shortly thereafter, a new plant was built at 48 North Broad Street in Lititz, next to the Reading and Columbia railroad station. This location proved to be very beneficial, as ingredients used in the manufacturing of chocolate could easily be received by train.

Then, on Valentine's Day in 1902, the name was changed to Ideal Cocoa and Chocolate Company. Many historians feel that the name change on this date was no coincidence, as many gifts of chocolate are given and received on this day of love. The Ideal Cocoa and Chocolate Company proved to be a very successful operation, and manufactured items such as nut lunch bars, chocolate cigars, almond bars, and Ideal Cocoa powder, among other products. The Ideal Company remained in business until about 1927, when it merged with the Brewster Chocolate Company of Newark, N.J. and was renamed the Brewster-Ideal Chocolate Company.

In the late 1920s, H. O. Wilbur and Sons (still located in Philadelphia) began talks with the Suchard Societe Anonyme of Switzerland to secure the rights to sell Suchard chocolate. In 1928, the rights were finally purchased, and H. O. Wilbur and Sons changed its name to the Wilbur-Suchard Chocolate Company. Additionally, around the same time, this company merged with the Brewster-Ideal Chocolate Company and joined together Wilbur and his sons original

company with that of the Kendig Chocolate Company, and the Ideal Cocoa Chocolate Company. The Wilbur-Suchard Company then operated businesses out of three locations - Philadelphia, Newark and Lititz - for several years. By 1934, however, all operations were moved to the Lititz plant. Then, in late 1958, the name was changed again to its present name of Wilbur Chocolate Company.

On October 18, 1968, the MacAndrews and Forbes Company purchased the company. Then, between 1980 and 1992, the company was sold four times. The present owner is Cargill, an international food company that employs 158,000 people in 66 countries. In 1982, in nearby Mount Joy, Wilbur purchased a second facility from the Bachman Candy Company in an effort to expand operations to keep up with the demand of their signature chocolate and chocolate products.

In 1972, Penny Buzzard, who was the wife of the company president, decided to create the Candy Americana Museum inside the premises of the factory. Touring through the museum, which still attracts thousands of visitors every year, one can view many historically important chocolate-related items, including vintage chocolate pots; antique molds; advertising items from many eras; and various Wilbur, Ideal, Kendig, and Brewster advertising memorabilia and photographs throughout the ages. Tourists can also see delicious edibles being dipped in rich Wilbur Chocolate by factory employees, purchase Wilbur Chocolate and other candy and Wilbur memorabilia, and even sample a free Wilbur Bud. How sweet it truly is!



## THE THOMAS WAGON COMPANY by Donald J. Summar

In the first decade of the Twentieth Century, the most prosperous and successful industries in the quiet town of Lititz, Pennsylvania, were the Ideal Cocoa and Chocolate Company and the Animal Trap Company of America. There were also several firms which manufactured cigars and packed tobacco, two knitting mills, and other small firms. Vehicles were manufactured in the carriage shops of C.W. Grosh and A.S. Pfautz. In 1907 there were just a few automobiles in town, and the only automobile agency was that of John F. Longenecker, who sold Jackson automobiles. Through the efforts of a number of businessmen in the community, the Thomas Wagon Company of Vernon, New York, which manufactured wagons and motor trucks, was brought to town in an effort to establish Lititz as a factor in the infant motor truck industry. At that time the industry was ripe for exploitation, for only one thousand trucks were manufactured in the United States in 1907.

E.G. Thomas, founder of the Thomas Wagon Company, had built the first Thomas wagon in 1897, using old mowing machine wheels in the rear and a swiveling wheel like a caster in front. At that time he was living on a farm in rural New York State where he repaired farm machinery and sold bicycles. After making improvements to the wagon and building a few for sale, Thomas moved to Vernon in 1904 and organized the Thomas Wagon Company, which had a working capital of \$4,000.

In the design of his wagon, Thomas had eliminated the pivoting king-bolt front axle used in other wagons and substituted a fixed front axle with steering knuckles which were connected to the wagon tongue with levers. The automotive-type steering apparatus provided a shorter turning radius than that of the usual farm wagon, made distribution of weight on the wheels about even, permitted the wagon body to be built twelve inches lower to reduce the center of gravity and improve stability, and eliminated side twist of the pole on the breast chains of the team of horses. The wagon required fewer parts for assembly, and was therefore less expensive to manufacture. Its ease of operation and low cost made the Thomas wagon popular in central

New York state, where it was sold without the use of advertising.

The Thomas Wagon Company began to manufacture motor trucks during 1906. The Thomas motor truck was basically a wagon with the substitution of a cable-operated steering wheel for the wagon tongue and the addition of an angle steel frame which carried the engine and drive gear. Power was supplied by a water-cooled two-cylinder opposed engine fitted with jump spark ignition by dry battery, automatic float feed carburetor, and compression oil for lubrication. The engine was suspended from the frame beneath the center of the body. Final drive was through a friction disc transmission and side chains to the rear wheels. A vertical lever provided "easy" starting of the engine from the driver's seat. All Thomas trucks were fitted with steel wheels like those used on farm machinery. The rear wheels were ribbed for traction. The maximum speed of the three-ton model was about ten miles per hour.

One two-ton truck was completed and road tested in November 1906. By early 1907 at least two three-ton trucks has been built. Specifications included a 108-inch wheelbase, 56-inch tread, and full elliptic spring's front and rear. One of the trucks had an engine with bore and stroke of 5 x 5 inches and the other had an engine with bore and stroke of 6 x 7 inches. It is possible that the smaller engine was also used in the two-ton model. The three-ton model, complete with wagon body, was priced at \$1,500, F.O.B. Vernon.

The effort to bring the Thomas Wagon Company to Lititz began in early 1907 when S.J. McFarren of the Auto-Traffic Company of Columbia, Pennsylvania, met E.G. Thomas at a county fair in New York State. When McFarren learned that the Thomas Company was suffering from a lack of sufficient working capital, he agreed to help find a location for the firm where investors could provide new capital for the expansion of wagon and motor truck production. McFarren was also interested in purchasing Thomas wagons for use as chassis in the manufacturing of motor trucks by the Auto-Traffic Company.

McFarren first tried to establish the Thomas Company in his hometown of Columbia. He failed because the Board of Trade feared that the new firm would damage the business of the Columbia Wagon Company, which had been manufacturing wagons there since 1889. McFarren visited Lititz on April 30, 1907, to determine if the Thomas Company could be established there. He arranged to have a Thomas drayage wagon shipped from Vernon to Lititz for testing by W.H. Muth & Company, coal dealers. The wagon was set up by McFarren and Addison C. Pfautz, proprietor of a small carriage shop, and was tested during mid-May by local teamsters Christian and Levi Yerger. The results of the test runs were completely satisfactory and the Yergers claimed that the Thomas was the easiest running wagon they had ever tried.

With the test results in hand, McFarren attended a meeting of the Lititz Board of Trade on May 24 and gave a talk on the Thomas Company's products and prospects. He stated that the company planned to manufacture wagons for a while and then convert to manufacture motor trucks as the market for them increased. He claimed that the company would be an important addition to the community because it would employ 25 to 100 men. On the basis of his report a decision was made to bring the company to Lititz and reorganize it as the Conestoga Wagon Company. A committee of two, Phares B. Bucher and Nathaniel B. Leaman, was appointed to go to Vernon and take an inventory of the Thomas factory and equipment.

A week later the Lititz Record reported on the plans of the Board of Trade, and stated: "A big possibility of the new concern is the manufacture of motor trucks. They have built motor trucks that are now running successfully. Mr. Bucher reported that while on his way to Vernon one of the trucks successfully went over 35 miles of muddy road.

Today there is no automobile truck that has given entire satisfaction. For business purposes more is required of an automobile than for pleasure. There is a fortune awaiting a successful automobile truck.

Thomas and McFarren believe that they have just what is needed. A local machinist who examined the blue prints said that they have a machine built on entirely

different principles from any on the market."

Although Thomas and McFarren expressed satisfaction with the design, the Thomas motor truck had a number of serious faults which became more critical as other manufacturers improved their designs. In the early years of the automobile industry, almost any kind of vehicle could be built and sold. A machine-tool expert, Fred Colvin, described the situation: "It is undeniable that in its early years the automobile industry was characterized by a state of feverishness so far as manufacturing and standardization were concerned. This was partly due to the fact that the automobile very early in its career developed in a "craze", a freak of fashion, a caprice or whim that caught on far too rapidly for its own good long before it was out of the experimental state, and before its uses, and consequently its potential market, were thoroughly understood. As a result, manufacturers produced vehicles on a kind of "quickie" basis while there was still a great deal of novelty about them on the part of the public, and the number of different manufacturers who were doing the same thing at the same time multiplied overnight. In the beginning there was little or no research devoted to manufacturing and design problems, no apparent pooling of brains on the engineering involved, and nothing like a series of exhaustive factory tests before product was passed on to the public."

The Thomas motor truck was certainly a product of inadequate engineering and testing, but no one seemed to realize it at the time. Efforts to bring the Thomas Company to Lititz continued, with emphasis placed on the wagon rather than on the motor truck. The conservative businessmen of Lititz were presumably better able to understand the potential of the Thomas wagon than they were to understand the potential of any motor truck, however good or bad it might be.

Because of a lack of working capital in Vernon, Thomas could not fill anywhere near the number of orders received. In one week in June, the company received orders for two wagons from a Delaware college, a two-ton wagon with steel axles, and a motor truck of two-ton capacity from a man in Elizabethtown, Pennsylvania. The company was not able to fill the order for the motor truck.

In early June the Lititz Board of Trade appointed a committee of seven men to solicit subscriptions to the so-called Conestoga Wagon Company. By late July about \$4,500 worth of stock had been subscribed. Tentative plans to have A.C. Pfautz turn his carriage business over to the new company for stock was proposed but never carried out. A minimum of \$10,000 paid-in capital was considered necessary before the company would be officially organized in Lititz.

On August 20, 1907, a “permanent” organization of the so-called Conestoga Wagon Company took place at a meeting of the Board of Trade. Officers of the company were to be Dr. J.C. Brobst, president; J.C. Brubaker, secretary; and H.H. Gingrich, treasurer. The company was to have a capital of \$50,000. The Conestoga Wagon Company was never officially chartered. The Thomas Wagon Company was not dissolved as a New York corporation until November 1907, after which E.G. Thomas moved to Lititz and rented a house at 126 East Main Street.

Incorporation of the firm was put off until February 15, 1908, when application for a Pennsylvania charter for the Thomas Wagon Company was made. The original name of the firm was presumably retained for product identification. The company was chartered for the “purpose of manufacturing and selling animal drawn and self-propelled wagons, implements, and vehicles of all kinds,” and was capitalized at \$20,000 in 200 shares of \$100 each par value.

Directors of the firm, with number of shares purchased and occupation, were: James C. Brobst, physician & druggist, 10 shares; Nathaniel B. Lehman, contractor & builder, 10 shares; J. Clayton Brubaker, farmer, 2 shares; Howard H. Gingrich, cashier, Farmers Bank, 30 shares; and Aaron Habecker, dairyman, 5 shares.

Other investors from the Lititz area included: E.G. Thomas, Supt. of firm, 20 shares; Vernon Kline, Foreman of Firm, 10 shares; Benj. B. Leaman, grocer, 12 shares; Harry C. Seldomridge, tobacco dealer, 2 shares; Hershey & Gibbel, real estate dealers, 2 shares; Hiram Shriner, \_\_\_\_\_, 2 shares; S.S. Brubaker, farmer, 1 share; James H. Breitigan, stenographer, 1 share; John M. Miller, bookkeeper, 1 share; William H. Muth, coal dealer, 2 shares; and H.E. Moore, \_\_\_\_\_, 2 shares.

The only other subscribers were S.J. McFarren of Columbia (2 shares) and Herr & Company of Lancaster (3 shares). Officers of the company for 1908 were apparently the men named as officers of the Conestoga Wagon Company in August 1907. Officers of the firm in 1909 were N.B. Leaman, president; Aaron Habecker, vice-president; J.C. Brubaker, secretary; and James H. Breitigan, treasurer. The company’s charter was approved in Harrisburg on March 19, 1908. The total stock subscription of \$9,000 was less than the minimum considered necessary to start the company when plans had been made in 1907.

The former Lititz Shoe Company building, located east of Water Street between Front Street and the Reading & Columbia Railroad tracks, had been secured for use as a factory in January 1908 and E.G. Thomas had purchased needed materials and machinery. Much of the equipment of the old company had been found to be satisfactory and was shipped from Vernon to Lititz. Installation of machinery in the factory was started on February 25. In early March, Franklin Andrews was hired away from the Pfautz carriage shop to take charge of the Thomas Company’s woodworking department and blacksmith C. Wallace Souders was hired to take charge of the forge and metal shop.

The first complete Thomas wagons were turned out in mid-April and production was pushed to fill orders which had accumulated while the Thomas factory was being fitted out. A reporter for the Lititz Record was given a tour of the factory on April 15 by general manager Vernon K. Kline. The reporter had expected to find Superintendent Thomas in the office, but found Thomas in the shop, coat off and sleeves rolled up, adjusting the machinery. Thomas stated that as soon as the factory was in good running order he would begin work on his “auto truck invention.” There was no suggestion that S.J. McFarren was using Thomas wagons as chassis for the assembly of motor trucks by the Auto-Traffic Company of Columbia.

Work on the Thomas motor truck was started during the summer with machinist Daniel B. Eberly in charge of construction. On July 30 it was announced that the company was “experimenting in the making of an auto buggy . . . auto trucks turned out by this concern in Vernon have proved very successful.” During September

a brief new item on the company mentioned “the motor carriage is under way.” In mid-October a reporter for the Lititz Express visited the factory after learning that the motor truck was in running condition. After being given a tour by Vernon Kline, he reported: “The motor carriage was on the lower floor and Mr. Thomas started the motor and operated the vehicle back and forth at various speeds. No technical description will be attempted, but what strikes the practical man is the ready response the carriage makes when it is desired to turn or run forward or backwards and the many different speeds at which it can be run. The motor is a friction drive and seems very simple. No figures can be given as to the market price of the carriages and no time can be set when any can be supplied. The company will develop their standard wagon business first and then follow with auto wagons. The machinery needed for their regular wagons will suffice for the making of motor carriages.” At that time the machinery in the factory consisted of a 16-foot lathe with double head, two press drills, a “ponderous” punch and shear, a wood shaper and planer, several swing-type circular saws, and emery grinders and sanders.

In spite of much favorable publicity, the manufacture of Thomas motor trucks in Lititz was never carried out further; only the prototype vehicle was built, and it was not offered for sale. The Thomas was a compromise between the wagon and the motor truck and had features which made it inferior to the leading trucks of that period such as the Hewitt, the Mack, the Rapid, and the Packard. One serious fault was the use of the friction disc transmission, which was not adequate to carry the heavy load required of a two or three-ton truck. It took a “trained and delicate touch” on the controls to engage the friction wheel without wearing flats on the fiber discs. The use of steel wheels created an extremely rough ride which must have resulted in breakdowns from vibrations. Steel wheels had been considered inferior to solid rubber tires on wooden wheels since at least 1903. The position of the engine beneath the body was an open invitation to road dirt and necessitated the use of long control levers which could easily get out of adjustment. The brief demonstration given to the Express reporter was made under ideal conditions which permitted the truck’s deficiencies to go undetected.

The truck could not have been put into production until sometime in 1909, at which time it would have been a three-year-old design. Even if it had been a satisfactory design in 1906 it was outdated by late 1908, when the leading companies were manufacturing motor trucks based on the latest motorcar technology. The effort to manufacture the Thomas motor truck was discontinued in January 1909 when E.G. Thomas sold his stock in Thomas Wagon Company and made preparations to move to Washington, D.C. He planned to manufacture the Thomas motor truck there, but apparently was no more successful than he had been in Lititz. The reasons for his departure from Lititz are not known, but one possible reason is the director’s apparent reluctance to turn from wagon production to motor truck production.

After the departure of Thomas, Vernon Kline was named superintendent of the wagon works. The company continued to manufacture wagons throughout 1909, turning out an order of 240 special “New York State Style Combination Bed” wagons during the summer. Despite its successful start as a wagon manufacturer (production had reached two wagons per day in late 1908) and its well-designed wagon, the Thomas Wagon Company failed to survive in the stagnating wagon market. If the company could have marketed a well-designed motor truck, it might have survived for years in the automotive industry, for the market for trucks expanded rapidly after 1909.

The company was in business long enough to be taxed in 1910, when the factory was appraised at a gross valuation of \$1,700. Newspapers, which might reveal the causes of the company’s failure, are unfortunately not available. It is likely that failure resulted from a lack of working capital. In any event, a series of articles on the industries of Lititz, which appeared in the Lititz Express in September 1910, made no mention whatsoever of the Thomas Wagon Company.

The Thomas motor truck built in Lititz in 1908 was not the first “horseless carriage” built in Lancaster County. It was preceded by the 1903 Sensenig gasoline tractor, the 1905 Dodge steamer, the 1906 Kreider gasoline tractor, and the 1908 K & M buggy, completed earlier in the year. However, the Thomas was the first motor truck built in the county. Motor



trucks were not successfully manufactured in Lancaster County until the appearance of the Conestoga Motor Truck Company and the Rowe Motor Manufacturing Company during World War I.

## THE GREEKS OF LITITZ by Nikitas J. Zervanouos, MD

It was November of 1905 when the J. M. Mast Manufacturing Co. of Lititz purchased the Animal Trap Company of Abingdon, Illinois. This is a picture taken around 1900 showing the old J. M. Manufacturing Company.

At the time of the merger, it would become the largest animal trap manufacturing company in the world. The Animal Trap Company (ATC) was to employ more than 175 people. Lititz was currently experiencing an industrial boom with other businesses moving into the area. It was feared that there could be a housing shortage for the new employees coming into Lititz. The papers reported an immediate need for 50 houses and more than 100 new houses needed within the year. Concern was expressed that people with houses, apartments, or rooms to rent would exploit the situation, and raise their rents to a level that would create an inflationary spiral in the housing market. This would pose an unnecessary hardship on the new employees and their families coming into the area, and perhaps discourage any potential new business that might want to establish their companies in Lititz. This was of particular concern for the ATC since some of its employees were coming from the Illinois plant and others were being recruited from outside the area. The new factory was opened in part by June 25, 1906; and the entire working force was to move into the new plant on North Locust Street on August 31, 1906.

Soon after the new factory went into operation, the ATC was bought by the Oneida Community, Ltd., of Oneida, New York, which had been in the trap-making business since 1850 along with its silverware business. For a while the factory was called by its new owner's name, but newspaper accounts continued to use the name Animal Trap Company or Animal Trap Factory. The Lititz Express, in a series of four extensive

articles in May and June 1906, described in great detail the history of the Oneida Community of Oneida, New York, and how they established its great industry. In 1924 after 18 years in Lititz, Oneida sold its animal trap division to three of its previous Oneida executives. The name was changed back to the ATC of America, and the operations moved into newly constructed steel and brick buildings.

At the time, 1905-1906, as it was with all the new factories in the area, the ATC could not find enough employees from the greater Lititz area and contacted a New York Mission to help them find workers. The Baptist minister who represented the Mission contacted a group of Greek immigrants, some of whom were then working at the Waldorf Astoria Hotel. It is not known for sure why they, and not some other group, were approached. Perhaps the Greeks themselves learned of the opportunity in a local New York newspaper. In any event, one of those working at the Waldorf was the English speaking Kosta Miros and a first cousin of my father's; both of whom came from the island of Kos. Kosta was a recent graduate of the Baxter School in Mytelini, an island in the northeastern Aegean corner of the Mediterranean Sea. Among other languages, he also had acquired a speaking knowledge of English. He was adventuresome, had a great fascination with America, and wanted to see what it was like. He came through Ellis Island on September 29, 1903 to explore opportunities and seek his fortune. Like many other immigrants, he was a sojourner and had no intentions of staying for very long. Soon after his arrival, he was employed at the Waldorf as either a waiter or a bus boy. Since Kosta could speak and write English, he soon became a spokesman and leader among his Greek compatriots. He and another Greek gentleman by the name of "Sparas" were the principal representatives of this group of Greek immigrants. When the Baptist

minister met with these Greeks, he was impressed with their industry and trustworthiness. He managed to convince them that the opportunity in Lititz was worth exploring. Kosta and Sparas were encouraged by their fellow countrymen to examine the opportunity in Lititz and report back. So they soon departed by train, and were met by company officials at the Lititz train station. They checked out the facilities, which were under construction; as well as the borough and the surrounding area, and liked all that they saw. The ATC officials also liked these good-looking intelligent Greeks. The officials made an offer, and, according to my father, Kosta and Sparas were given 50 cents for every employee they could recruit. They returned to New York, where they met with their compatriots and gave their enthusiastic report. They managed to persuade about 20 to join them to work at the ATC. Sometime in early 1906, they left for Lititz. Jonathan Hole, a pre-theological student at Albright College (Reading, PA) at the time, wrote a paper in 1958 about "The Greek Community in Reading." He believed that the group could have numbered as many as 60, but this number fluctuated over the next year. After all, the new plant was not to be completed for another six months.

After the first group settled in, the Greeks wrote to their relatives in their home villages and invited them to come. They described the work opportunities and Lititz as an attractive, pleasant and safe community. Many of these Greeks came from Kos, the native island of both my parents. Uncle Jim ("Thio Dimitri") arrived in June 1906; and my father ("Mbamba"), John ("Yianni") came to Lititz one year later. Kos Island is one of the Dodecanese Islands off the coast of Turkey, and at that time was still under Ottoman rule; hence the people from Kos would be considered citizens of Turkey. Although Dodecanese means 12 islands, there were actually 16, and up until 1912 all 16 islands were under Ottoman Turkish rule. These islands then became a protectorate of Italy until the end of WWII, after which the islands were united with Greece.

The picture below was taken in early 1906, just a few months before Uncle Jim left for America. My Uncle Jim, who at the time just turned 16, stands in the middle with my father to his right who was then 14 years old. None of the rest of the family came to America. Two years after my father came to America, his brother

Hippocrates (resting on the floor with his legs crossed) was off to medical school at the University of Athens. The other brother, Euripides, stayed behind to help start the tobacco factory after the war (WWI) with money sent back to the island by my father and Uncle Jim. All the sisters got married with dowry money provided by my father and Uncle Jim. My grandfather Alexios was a schoolteacher and is credited with founding the high school on the island.

Dr. Byron Horne, a Lititz historian, related that from the time the Greeks first arrived in 1905 until the new factory was ready in the summer of 1906, they were put to work helping to construct parts of the new plant as well as the building ("the gymnasium") which came to be used in recent years as an outlet store by the Woodstream Corporation (the most recent name for the ATC). That building was demolished sometime around 1997. As there was a stream that flowed near the building, the Greeks also managed to build a swimming hole, which they used regularly. Dr. Horne told me that the building and the grounds just outside the building ("the gymnasium") were used by the Greeks for their athletic pursuits. Jonathan Hole writes that they built the gymnasium in their spare time with tools and materials that the company provided. Dr. Horne reported that the local folks would often gather around to watch the Greeks show off their prowess. He described them as young men who engaged in a variety of athletic pursuits including soccer and many of the sports that make up the decathlon. Mr. Hole also reported that some of the early Greeks who came to Reading were those who originally worked at the ATC of Lititz, and gathered his information about the Lititz Greeks from my Uncle Jim. Later, in the early 20's, Benjamin Lutz converted the building into a recreation center (Lutz Hall) and expanded the swimming hole into a swimming pool.

According to a firsthand account reported by the Lititz Record in November 1906, there were about 50 Greek men working at the factory in the summer of that year. My uncle Jim (Dimitri) was among them. The reporter writes that when the Greeks first arrived there was "adverse sentiment" expressed by the townspeople. The predominant inhabitants of Lititz at the time were Moravian and insular in their ways. The Greeks did look and act differently, and with the exception of their leaders, did not speak English. Whatever English they

did speak was barely intelligible in those very early months. The Baptist minister who recruited them believed that they were honest, faithful and willing to work. The principal spokesman for the original contingent was the man they called "Sparas," who had "the look of intelligence" and proper bearing, but, unfortunately was unscrupulous. He deceived not only his fellow employees, but company officials as well. He was given the needed funds by the company in the amount of about \$25.00 and another like sum by his compatriots to purchase bedding and necessary provisions. Unfortunately for all, he did not use all the money for its intended purpose. He also told his fellow Greeks that after they were settled in and had become familiar with their jobs, they would receive a raise beyond the \$7.00 per week that they were initially paid. This caused dissension when some insisted on their "promised" pay increment just after only a short time on the job. When it was discovered how all were deceived and misled, Sparas was dismissed, and some of the other apparent troublemakers were also let go. By November 1906 the original 50 or so were down to 35, but more were on their way and that included my father who arrived in June 1907.

Mr. Shultz, the general manager of the ATC remarked "though the Greeks were of the Greek Catholic faith and not taught the true religion they are open to hearing the true word." He was already impressed with their work ethic and their good manners, and he went on to say that after becoming accustomed to the way of life in America, he believed they would become good citizens. Mr. Shultz was mistaken, though, regarding their actual Christian denomination. The Greeks are not Greek Catholic. Greek Catholics do maintain much of the Eastern Orthodox traditions, but have no hierarchical relationship to Constantinople. Instead they come under Roman jurisdiction and the Pope.

The new factory was fully operational by late August 1906. The Greeks were being housed on the third floor of the old factory on Water Street until the company finished building new cottages for them on Front Street. It was a large dormitory-style boarding room, fitted with bathrooms and sanitary facilities. Machinery was still kept in the rest of the building, but the old factory was no longer operational. The Greeks set up a system to care for their boarding facilities where someone would

be assigned to scrub the floors and clean the windows on a weekly basis. All the facilities necessary to meet boarding-room standards were provided by the ATC.

Suddenly and horrifically, a terrible fire broke out in the old trap factory on Saturday evening, December 14, 1906. The Lititz Express reported the evacuation of all within. It was Saturday evening, and therefore a good number of the Greeks would have been there. According to the Lititz Record there were about 50 Greeks who had been occupying the third floor in makeshift quarters for several months. They cooked their own food and the fire was brought on by a defective stovepipe flue, which was connected to their cooking stove through a window. The loss was estimated to be \$5,000.00. The original J. M. Mast Manufacturing plant was in ruins and no longer usable. Thankfully, the property was fully covered by the Penn Township and Old Guard Insurance Companies. The Saturday evening fire was not only responded to by the Lititz Fire Company, but nearly the entire community came out to watch the spectacle as it made a brilliant light visible as far as Ephrata and Manheim. It was reported that one of the problems in fighting the blaze was an inadequate water supply. Although badly frightened, none of the inhabitants were injured, and they managed to get out with most of their belongings. Within a few days the Greeks were temporarily housed in the old milk station on Locust Street.

On May 10, 1907, the Lititz Record recorded a story documenting how the Greeks celebrated their Easter. In the Orthodox Church, Easter is usually observed one to five weeks later than the Western churches, as it must follow the Jewish Passover as determined by the Jewish calendar. Greek Easter in 1907 took place on May 5, and the Greeks were now living in their cottages on Front Street. The entire Easter observance took place inside one of the cottages with about 22 Greeks participating. The Saturday evening event was rather exciting as the night turned into the early hours of Easter Sunday morning with fireworks ushering in Christ's resurrection. There was no priest and the Greeks conducted the entire service on their own with the singing of hymns, scripture reading, and prayer. The Easter Agapi Service was read aloud in twelve languages, including English and Greek, of course. The reporter commented on the wonderful singing

voices, which even included the soprano voice of one of the young boys. It was not uncommon for boys as young as 13 or 14 to be among the immigrants. I don't know if there were any that young among the Lititz Greeks, but my father was among the youngest in his group when he arrived one month after this occasion and just after his 15th birthday.

The outdoor gardens of their cottages were decorated with Chinese lanterns and streamers. Prior to 1912, the Greeks were citizens of Turkey and demonstrated their respect for both Greece and Turkey by displaying both nations' flags, but right in the middle of these two flags was the American flag. On Easter Sunday the townspeople visited with the Greeks, wishing them a "Happy Easter." This event very much impressed the local citizens and gave them a feeling of great appreciation for "these foreigners," who demonstrated great devotion to their faith and their love for Christ. Obviously, it was even more impressive that they did this without any religious leader to guide them or oversee their liturgy. It was truly the work of the people. Whatever prejudices that might have existed dissipated.

They were also impressed with the true patriotism and respect the Greeks expressed for America. It was very apparent that they were proud to be members of American society and "showed promise" of being good citizens. Not only did they hoist the American flag, but they placed portraits of various presidents of the United States beside pictures of Greek leaders. The townspeople applauded the Greeks for their studiousness and their determination to learn English. After only five months in this country, many were already speaking reasonably well. Their leader, Kosta Miros, was well educated, "spoke seven languages," and was well versed in contemporary events and history. Another Greek was described as a merchant from a once wealthy Greek family.

Once again the newspaper accounts described the Greeks as athletic and committed to physical fitness; and the townsfolk were highly complimentary of their abilities as they gathered to watch them perform their pole vaulting, shot and disc throwing, and play soccer on the field outside of the building they referred to as their gymnasium. The townsfolk also commented about

their good manners, being both courteous and kind in disposition as well as law abiding. These impressions of immigrants in general and the Greeks specifically were not the rule nationwide, as there were repeated reports in other parts of the country of outright discrimination and even hostility toward immigrants accused of being unruly and troublesome.

The Greeks observed their Christmas on January 7, 1908, in accordance with the old calendar. It wasn't until 1924 that the Patriarchate of Constantinople decreed that the Greek Orthodox Church calendar, with the exception of Easter, would henceforth be celebrated in synchrony with the western style Gregorian calendar. Again the Greeks celebrated this special event in their cottages on Front Street. They set aside one of the rooms where a light burned in front of the icons of the Virgin Mary and the Christ Child and St. Nicholas. As they did at Easter, they held vigil and conducted prayers. Services were held during the early morning hours on Christmas day between the hours of 3 and 6 a.m., and repeated again at 3:00 in the afternoon. The Greeks sang their hymns and conducted Bible readings. Later in the day they had prepared a special dinner in honor of Christ's birthday.

Another major holiday for the Greeks is their Independence Day. The Greeks declared their independence from the Ottoman Turks on March 25, 1821. They fought a long hard war, and with the help of the great European powers, managed to become free of Turkish rule by 1829. It was reported in the April 9, 1908, issue of the Lititz Record that twenty-five or more Greeks gathered together on April 7th to celebrate this most important holiday. This time the Greek and American flags were displayed, but not the Turkish flag. Again the cottages were surrounded with bunting, streamers, and lighted Chinese and Japanese paper lanterns. They even set off fireworks. There was music and speeches given by their leaders. The townspeople commented on the neat and well-dressed appearance of the Greeks and how pleasant and courteous they were. Their manners, their desire to learn, and their adherence to the law was greatly appreciated. There was no evidence of any disturbance in the more than two years that they had been in the community. It was becoming quite apparent that the townspeople were feeling "a growing attachment

towards these foreigners.”

Dr. Byron Horne, the Lititz historian, commented that the Greeks were orderly, respectful, industrious, and left an indelible mark on Lititz both at the ATC as well as in the community. They were given one Wednesday afternoon off each month to have their own worship service in the Moravian Church Chapel. Reverend Petrides from Philadelphia would come by train each month to conduct this service. He was paid \$5.00 plus transportation costs for his services. The first liturgical service was conducted in the Chapel on May 21, 1907.

Another interesting anecdote has to do with one of the Greeks, George Romalis, who joined the volunteer fire company of the ATC and who also helped to fight various fires with the Warwick fire brigade. An article in the January 14, 1909, issue of the Record commended Mr. Romalis for his volunteer heroism, his skills, his strength, and his prowess as an all-around athlete. He was a star pole-vaulter in Greece, having won numerous contests and awards. He had in his possession many medals and badges as evidence of his accomplishments and victories. He aided in helping to extinguish the fire which burned down one of the cottages east of the borough where eight Greeks lived. The Greeks had just left for work at the ATC about 6:30 in the morning when the fire spread from the stove. No one was injured or hurt, but those who lived there lost all their possessions.

A common recreational excursion for the Greeks was a near weekly jaunt to Reading by train. The Lititz station was just off the center of town inside Lititz Springs, and the Reading station was also only one block from the center of downtown Reading. Just catty-corner from the railroad station in Reading was the Thomas Grocery Store, where the Greeks from various surrounding towns would gather and pick up the latest information about each other and their patria (home country). Lititz itself was a popular excursion site and a recreational attraction for the people in the surrounding areas including Reading.

By December 1907 the ATC had their full complement of 175 employees with no intentions of any layoffs. However, more Greeks were leaving the company

for better paying jobs in the Reading-Lancaster area and elsewhere. It is unfortunate that we have few documented names of the young Greek men who worked at the ATC at the time. Besides Kosta Miros, Uncle Jim, my father (John), Dimitrios Papanicholaou, and George Romalis, Spiro Lekatsas discovered two others, Constantinos Macridis and Photios Gramatopoulos. The picture postcard below was taken on May 5, 1908, and includes only one person that I can identify and that is Dimitrios Papanicholaou, the second man from the right in the second row. The back of the postcard contains the inscribed name of A. Gramatopoulos, presumably the brother of Photios.

Mr. Papanicholaou ended up in Reading for a while at the Textile Machine Works but eventually settled in Pontiac, Michigan, where he became a skilled mechanic working for General Motors. I believe Constantinos ended up at Armstrong Covering Plant in Lancaster where both Macridis brothers and cousins were also working. They had emigrated from Aretsou, Turkey, a village less than 10 miles from Constantinople. Two departed for Portland, Oregon, where they learned they could get paid \$2.50 per day. Others moved to Lancaster to work at the Silk or Cotton Mill or the Armstrong Covering Plant, and still others like my father and Uncle Jim went to the Berkshire Knitting Mills in West Reading. I am not sure when the last of the original Greek immigrants left the ATC, but for the most part they were gone by 1912.

The Greeks came to the United States for strictly economic reasons. A severe economic depression in their native land, aggravated by another disastrous war with Turkey, which ended in defeat in 1897, were the push factors, but the pull factors were also the encouraging reports from the earlier immigrants and the prosperous-appearing Greeks returning from America to visit their families. By the turn of the century they started to come in large numbers. Families encouraged their sons to come because of burdensome mortgages on their properties and little dowry money to marry off their sisters. Although only about 16,000 documented ethnic Greeks immigrated to the United States from 1880 to 1900, the numbers increased by another 167,500 by 1910, and still another 184,200 by 1920. This resulted in a total exodus of nearly 25% of Greece's male population from ages 15 to 45 during

this period of time. This mass migration of its men created an ironic effect on the dowry system. Fewer eligible bachelors were available for marriage, and the sisters and daughters left behind remained unmarried or married much older men.

By 1905, as much as \$5 million was sent back to Greece. The immigrants helped their families eradicate mortgages and provide dowries, but they also helped their communities in other ways as well. Those villages with the largest number in America were the most prosperous, as money was provided to build wells and roads, construct schools, develop new businesses, and erect new churches. In fact, the Greek immigrants on a per-capita basis gained the reputation of sending more money back to their homeland than any other ethnic group or nationality. But the Greeks, like many other immigrants, were sojourners; and more than 1/3 did return to their native land by 1920. The documented numbers of Greeks who came to

America are low because it does not take into account the many people like Kosta Miros, who was listed both as an ethnic Turk and as a Turkish citizen when he came through Ellis Island in 1903 from what was then Turkey. This confusion regarding their ethnicity was the case whether the person was from one of the many Aegean islands as Kosta was; or from the mainland of Turkey. The estimated number of Greeks (including those from non-Greek territories) was between 600,000 to one million persons that came to the United States between 1820 and 1920. 90% were in the first two decades of the 20th century.

There are no longer any traces of the original pioneer Greek immigrants in Lititz. In fact, those of Greek ancestral background living in the Lititz area today are either first-generation Greeks of a different immigration period or more likely second, third, or fourth-generation Greek-Americans without any relationship to the original "Greeks of Lititz."



The Greeks of Lititz: Greek celebration at a house on Front St. in May of 1908.  
Photo Courtesy of Aaron E. Fry.

## LITITZ BUILDS BETTER MOUSE TRAPS by David Drummond



Since man gave up a hunter-gatherer existence for a more settled lifestyle, he has found it necessary to miniaturise some of his hunting and trapping techniques to cope with the ever increasing hordes of troublesome mice that invade his homes and eat his food. Progress remained rather slow at first, but by the Middle Ages he had built up his armoury of live and lethal traps to include pitfalls, deadfalls, chokers, and snap traps. Subsequently, design changes were incorporated as new materials and technology became available, but it was not until the late nineteenth century that changes in mouse trap design really began to accelerate and nowhere more so than in the USA. And where in the USA were most of these major changes incorporated and further developed into the large-scale production of mousetraps? The answer of course is Lititz, Pennsylvania.

It all started in a small way in 1902 when John Mast moved from nearby Lancaster City to Lititz, where he established on Water Street the J.M. Mast Manufacturing Company dedicated to the production of animal traps, fishing floats and vegetable graters. In 1905 his company merged with the Animal Trap Company of Abingdon, Illinois and the new company, retaining the name of "Animal Trap Company", built a new factory on a 4-acre site to the north of the R&C Railroad at the junction with Locust Street, a location that succeeding companies making mouse traps have continued to occupy to this day. It should perhaps be noted at this point that all the companies responsible for this factory have made other sorts of traps and some of them have made many other items, but this article is concerned with mousetraps, that which has almost certainly made the most important contribution to its commercial success.

There were two important factors that gave the factory's success a huge boost in its early days. First, the Abingdon Company brought with it to Lititz the right to manufacture William Hooker's 1894 patent (No. 528,671) that revolutionized the mouse snap trap by simultaneously making it more efficient and making it simple to make, so that modern mass production methods could be readily employed. Secondly, the new Lititz Company at its outset advertised itself as the largest manufacturer of animal traps in the world and signalled its intention to make traps to catch animals as large as wolves and bears. Such an intention immediately aroused the interest of the Oneida Community Ltd. of New York, which almost at once bought a controlling interest in the company and provided it with top expert management, eventually in 1910 buying it out entirely and changing the name to that of its own. During its subsequent period of complete ownership lasting some fourteen years, all the mouse traps made in Lititz were stamped as made by the Oneida Community Ltd., Oneida, NY, USA, and some of the traps were also stamped with its trademark Victor.



Oneida Community Trap Factory in 1910. Later known as Animal Trap Factory of America in 1924 and changed to Woodstream Corporation in 1966. Photo Courtesy of Lee B. Fry.

In 1924 the Oneida Community evidently lost interest in making traps and sold its Lititz business, largely still involved in making rat and mousetraps, to three of its employees who as a result established the Animal Trap Company of America. In the following year this company also acquired the steel trap making business

of the Oneida Community. From then on, there was a steady expansion and diversification of work. In fact, by 1966, so many non-trap items were also being produced that the company changed its name to Woodstream Corporation, a title that continues to this day. Woodstream however continues to make use of its trademark-"Victor" that is now often just reduced to the letter V, which makes the mousetraps made in Lititz instantly recognizable.

During its hundred years of history, the Lititz factory has turned out many millions of mousetraps of many

different varieties. Amongst these are included single and multiple-catch live traps (Catchem-alive and Tin Cat), choker traps (Little Champ and Black Cat), and even most recently glue traps and electrocuting traps. But undoubtedly the most outstanding has been the long series of flat snap traps stemming from William Hooker's original design. What better way to celebrate the centenary of the factory than to take this opportunity to illustrate some of these successful mouse snap traps for future generations to admire.

## LITITZ SPRINGS BEVERAGE COMPANY by Aaron E. Fry

During the spring of 1925, in the midst of Prohibition, Columbia native August C. Fleckenstein began manufacturing carbonated soda east of Broad Street near the bank of Lititz Run Creek. Using the water and naming the business after the famous Lititz Spring, the Lititz Springs Beverage Company made at least ten different flavors of beverages in earthenware tanks and bottled them in uniquely shaped bowling pin-like bottles embossed with the company name.

Business boomed right from the beginning. Beverage sales during the summer of 1925 were more than Fleckenstein could have hoped for. The Lititz Spring Beverage Company set up stands at several festivals and local events to sell its soda. During one warm July evening at a festival in Stevens, the company struggled to meet demand as six workers were swamped with orders for two and a half hours. In that short time over 75 cases of Lititz Soda was snatched up by thirsty customers.

Over time, the company became best known for and Fleckenstein most proud of, his delicious ginger ale, which earned the distinction of being officially approved for hospital use by the American Medical Association. After robust sales, both Fleckenstein's ginger ale and sarsaparilla sodas were sold in their own colored bottles and featured an illustration of the Lititz Spring on their labels.



Beverage Bottle from the Collection of Andy Van Brookhoven.



As the Great Depression gripped America in the 1930's, the Lititz Spring Beverage Company began to struggle. Just as the 21st Amendment repealed prohibition and alcoholic beverages became legal again, the Lititz Spring Beverage Company ceased production altogether in 1933.

## MA AND PA NEIGHBORHOOD GROCERY STORES by Michelle E. Deibler

The fascinating history of the Ma and Pa Neighborhood Grocery Store in Lititz begins when Ferdinand Lennert sold the Moravian owned Bee Hive Store to Robert N. Wolle in 1843. Up until then, the Moravians exclusively operated this general store, which sold everything from “very large Mackerel for 12 cents/pound “to” ladies’ Gossamers from 75 cents to \$1.25. This shift from church management to free enterprise began the surge that eventually inspired the operation of about fifty local grocery stores from the early 1900's until about 1980. Information for this chapter was obtained in part from the limited amount of research that has been printed, but mostly, from a select group of previous storeowners who have shared their personal memories and experiences with me.

As a child, I have fond memories of spending time in Clair's Grocery store located at five points, where Cedar, Liberty, and Front Streets converge. My grandparents, Roy and Ellen Clair, owned and operated the store from 1952-1969. Roy was previously employed by the Animal Trap Co, which later became Woodstream Corp. He and fellow employees, Joe Shirk, Jake Brubaker, and Ed Maharg all eventually pursued the American Dream by opening their own neighborhood stores. Clair and Brubaker established themselves on East Front, Maharg on North Broad, and Shirk on Maple St Most of the stores were situated at the front of the building while the owner/manager resided in the rear.

This also was the case with Clair's and their story is much like the others. It was not unusual for dinner to be interrupted when a customer needed attention. Normal business hours were Monday and Saturday 6-6. Tues, Wed, Thurs, and Fri 6-9, and Sunday 4-6. Ellen remembers that they did just as much business



Clair's Grocery Store located at Five Points in Lititz – Circa 1950's. Photo Courtesy of Michelle “Missy” Deibler.

during the two hours on Sunday as they did during a normal business day. Eggs were not refrigerated and about two crates/week (32 doz/crate) were picked up from Helen Eshelman's farm. Bread was delivered by Manbeck's Bakers and pies by Oehme's Bakery. Ellen chose her produce from Mrs. Faus at Lutz's Meat Market on Main St. in Lititz. Penn Dairies supplied the store with ice cream while Graybill's supplied the milk. Lanco Store out of York distributed wholesale canned goods and Lestz and Co distributed dry goods. From this combination of sources, the grocery store was equipped with everything the neighborhood shopper might need for their family. Roy and Ellen's store boasted air-conditioning and also offered free delivery anytime, even Saturday evenings. It seemed like an endless stream of kids on bikes filed in to purchase penny candy, which was protected by a glass sliding door to keep little fingers from touching each piece. The grocer's long arm provided the way for Grandma to reach the items on the top shelf. Buying on “tic” or “pay when you can” was the forerunner to buying on credit. Unfortunately, there was often a list of people

who never kept up with their obligation resulting in a termination of relationship.



Ellen M. Clair waiting on a young customer.  
Photo Courtesy of Michelle "Missy" Deibler.

Before Clair owned the store, it was the property of Benjamin Leaman and Jacob Leed. Along with this location, they also owned a store at 53 North Broad St., originally a cigar factory. Benjamin Leaman took over the building from his father, BB Leaman after World War I and went into business with his brother in law, Jacob Leed. It became known as Lititz Springs Groceries or Leaman and Leeds. Leed pulled out in the 1930's to pursue the wholesale fruit industry. Leaman had another store in Rothsville and, later, in the Fulton Market in Lancaster. He also had two "huckster" trucks serving the rural area. In the early 1950's, Leaman sold the grocery store to Roger Martin and the adjacent butcher shop to Vernon Ranck. In turn, these two men combined to form a business that lasted until the 1980's. Benjamin Leaman and two other men went into the business of manufacturing women's slips. They established a business called "Singing Needles" in Millersville and Leola.

Another local storeowner, James Perini, began as a stock boy in Elsie Becker's East End Grocery. He eventually purchased the business in 1952 and

operated it until 1984 making it, along with Shirky's and Ranck's, one of the last neighborhood grocery stores to survive in Lititz. Surprisingly, James acknowledges that his best customers never even set foot in his store; they relied exclusively on his delivery service.

Although most of these entrepreneurs were men, Rose Marie Graham was an exception. In 1966, she and her husband, Charlie, lived upstairs in this 9 East New St grocery store, which was previously owned by Anna and Elmer Hershey. The store operated from 7 AM to 9 PM daily except for Tues, which was open half a day. She was not open on Sunday in compliance with the PA Blue Law. This law was enacted in 1794 and prohibited the operation of business in observance of making Sunday a mandatory, spiritual day. Most stores, however, would allow their customers to purchase necessities such as milk, bread, eggs and an occasional cigar for the gentleman of the house. Graham hired two full time older women who helped her run the business. Along with groceries, the store offered baby clothing, games and shoes, which she purchased from Miller and Hess out of Akron. Eventually, she closed her doors in 1969 because was missing out on her children's sporting events.

In essence, the stores discussed in this chapter basically sold the same inventory at comparable prices. Their patronage was mostly determined by their location, although Sharp's store included a free candy bar for each of the children as incentive. Most historians agree that the downfall of the quaint corner grocery store was the advent of the Supermarket. People no longer had to rely on delivery because of the popularity of automobiles. Along with this mobility came the desire for more selection. The Supermarket became the store of choice and the Ma and Pa Neighborhood Grocery Store became a fond memory of the past.

## CLAIR BROTHERS by Kathy Blankenbiller

When someone from your hometown grows up and “makes it big,” you just have to wonder how they did it and you didn’t.

On Tuesday, Jan. 9, 2007 a Lititz favorite son, Roy Clair, visited with the Lititz Area Kiwanis Club and openly discussed how two boys from Lititz, Pennsylvania, became icons in the world of entertainment. It was an amazing glimpse into a world that few ever experience.

Listening to Clair’s revelation of how he and his brother, Gene, created the one of the world’s most powerful companies is an award-winning movie waiting to be made.



Clair Brothers W. Eugene (left) and Roy B., Jr. (right) with their mother Ellen M. Clair. Photo Courtesy of Roy B. Clair, Jr.

Fade in: It is the 1950s and two typical small-town boys (think Opie Taylor-types) with a not-so-typical father (think of a Sheriff Taylor type), are opening presents on Christmas morning. But in this story, the boys do not receive bikes or basketballs; instead, they receive a sound system.

“Sometimes you wonder how things happen,” admitted Clair. “To this day, we don’t understand why someone in the grocery business — there were no sound systems around at that time and our dad had no electrical background — and our dad bought us a sound system. Sometimes I almost think he was clairvoyant.”

The movie could be put on fast-forward now, zooming

through the boys’ teen years, during which time they perfect their musical skills at school and community center dances. At last, their big break comes in 1966 at a dance at Franklin and Marshall College in Lancaster.

“Our first show was with Dionne Warwick, at a time when we had one sound system,” said Clair. “Our second successful show was with the Four Seasons.” It was that group who would change the Clair brothers’ lives forever.

The Four Seasons, it seems, had just come from Florida where they had performed with Herb Alpert and the Tijuana Brass. Alpert, an engineer as well as a musician, owned half of A&M Studios, which allowed him to have his own sound system in Florida. The Four Seasons could not use Alpert’s equipment and were relegated to using the “house sound” provided by the facility at which they were playing; at that time there were no touring sound companies.

It was at this point that Frankie Valli, lead singer of the Four Seasons, realized that having their own sound system was necessary.

“When they showed up at Franklin and Marshall,” Clair explained, “the lead singer was looking at our equipment. I was curious as to why he was doing this but about eight months later, they told us the story about being in Florida and realizing the need for having their own sound system so that they could have consistency in sound quality. We were fortunate enough to have the Four Seasons take us on the road with them to start our touring sound company.”

The first tour that the Clair brothers made with the Four Seasons paid very little, “about 10 cents per hour,” Clair remembered, chuckling. “Money,” Clair stated adamantly, “was not the main consideration; it was the love of the industry and the passion that drove my brother and me. Money cannot be the main impetus for anyone. And we were lucky enough to find that out early. We made that decision on a feeling, something intangible, instinctual, emotional.”

From one show a night with the Four Seasons to 80 shows a night with approximately 300 accounts and 5 million watts of power to service their accounts which include, among many others: Sir Elton John (their longest standing account), Sir Paul McCartney, Sir Mick Jagger, Billy Joel, Barbara Streisand, Bon Jovi, U2, Eagles, the Who, James Taylor, Sting, Tim McGraw, Faith Hill, Allan Jackson, Reba McEntyre, and The Dixie Chicks. Their most impressive account, however, was “The King,” Elvis Presley. It was Elvis who was the most influential in their professional lives; everyone in the industry wanted the company that did Elvis’ sound.

“So, how DO two boys from Lititz with some impressive accounts and the largest sound company in the world accomplish what we did?” Clair asked. “Was it luck, timing, motivation, innovation, personality, independent thinking, honesty, integrity, morals, ethics, stamina, optimism? Yes, to all of the above. But what laid the basic foundation? The fundamental reason is: our father.”

At this point Clair’s eyes welled with tears and he quickly looked down.

“I’m sorry, please excuse me,” Clair said, “this is where the emotions come in.”

“Our praise leader-our father-bordered on obnoxious,” Clair said, smiling. “Not the praise to my brother and me, but the incessant bragging to the community. Here is someone with an eighth grade education, using what I believe to be the greatest motivational tool available-praise. I’m very emotional about my life in Lititz, my father, and his praise. And I mention that everywhere I go because I know that all of us have children, or nieces, nephews, or whatever, who could use a little praise occasionally.”

Roy and Gene Clair were fortunate enough to get into an industry that thrived on praise.

“Every concert we did, we’d have an audience leaving and telling us how much they enjoyed the show; well, WE didn’t do the show, but we felt that we were part of that show; it felt good and it was very gratifying,”

Clair remembered. “After the performance we’d go backstage and we’d have the artists thanking us and the management thanking us, so it was a great, amazing feeling after every show. Then we’d go back to Lititz and get re-grounded.”

“But why stay headquartered in Lititz?” Clair was asked.

A big grin crossed Clair’s face as he remembered a piece of advice he and his brother had been given. “If you want to be successful,” the Four Seasons members told the brothers, “get out of Lititz.” Clair chuckled, and then became serious. “Most of our competitors did get out of their original area and it changed them. Our advantage is that our company stayed here in Lititz, and every time we came back home, it ‘re-grounded’ us. There’s no doubt about it-that’s why we succeeded. ‘Don’t forget you’re Lititzites!’ the people here in town would always tell us.” The room erupted in laughter.

Forty years later, Clair Brothers is a worldwide company that has become the world’s leading provider of sound reinforcement equipment to high-profile musical acts, corporate clients, and even presidents. You can find Clair Brothers offices in Nashville, Los Angeles, Toronto, Japan, Switzerland, and of course, Lititz.

“What was a disadvantage in the beginning, there’s no doubt about it, that when the contracts went out to the promoters who had a choice of choosing any sound company they wanted for a concert, they’d see sound companies located in New York, Boston, Los Angeles, Dallas-and then Lititz. We had to prove ourselves. In the beginning it was a problem but today it’s an advantage. The rest is history.”

Clair looked down and swallowed hard before returning his gaze to the group who sat entranced by his recollections. He regained his composure and spoke quietly.

“I apologize for my emotions today, but you know, the people we work for know we love the music, that we enjoy what we do, and being with them; they can sense that excitement. While some in the industry may take it for granted, we never have.”