

# ALLENTOWN - - 1950

*Marking 200 Years of Growth*

*Published for*

## Old Home Week Celebration



*Written by ALLENTONIANS*

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**AUGUST • 1950**





DONALD V. HOCK, *Mayor of Allentown*



# *A Word from The Mayor*

Allentown's Old Home Week Celebration is three-fold in purpose: to attract back to the community old friends and former residents; to give the citizens of this community and the surrounding area an opportunity to officially salute the jubilee year of the twentieth century; and, to officially mark the town's passing of the 100,000 figure in population.

Certainly this Queen City of the Lehigh Valley has grown down through the decades. Not only from the standpoint of people, but also from the standpoint of industry, and of education, and of recreation, and of assimilation, to mention but a few.

Whatever growth has been achieved must be credited to a forward-looking, onward-moving citizenry, ever willing to support leaders in all fields who present good ideas and workable plans for community betterment, for as an unknown poet stated:

*"Cities are what men make them;  
Whatsoever those cities may be,  
Slothful, sloven, sleepy;  
Progressive, beautiful, free."*

It should also be noted that our community is aware of the fact that democracy begins on the local level; that for democracy to work at all it must work at home. So that, living as we are at a time when our form of government is being constantly and willfully assailed; and recognizing the fact that we cannot get rid of a negative condition by denying it, but only by substituting a positive condition in its place; and being determined that Allentown shall continue to progress and prosper as an integral part of the American way of life; let us set aside this week as a rededication to our American heritage, each one of us resolving to live up to the "Nine Promises of a Good Citizen": --

I will vote at all elections.

I will serve on a jury when asked.

I will respect and obey the laws.

I will pay my taxes understandingly.

I will work for peace but will dutifully accept my responsibilities in time of war and will respect the Flag.

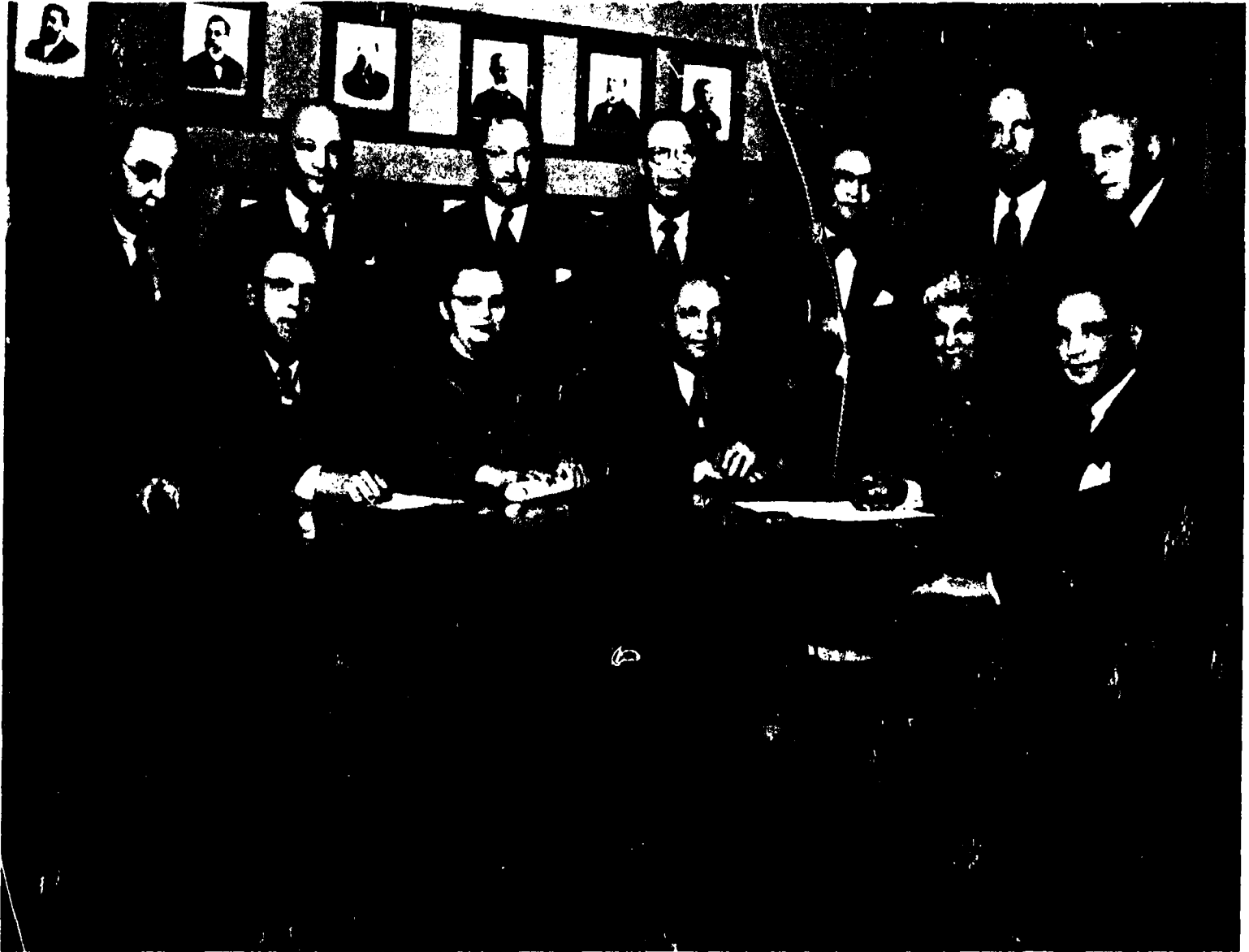
I will avoid any group prejudice based on class, race or religion.

I will support our system of free public education by doing everything I can to improve the schools in my own community.

I will try to make my community a better place in which to live.

I will practice and teach the principles of good citizenship right in my own home.





### *Old Home Week Steering Committee*

Those who did most of planning for Old Home Week celebration included, seated: TRUMAN L. KOEHLER, *committee secretary*; MRS. RALPH HENRY, LLOYD E. GRAMMES, *treasurer*; ELSIE M. HECKMAN, and Mayor DONALD V. HOCK, *chairman*; standing: RUSSELL FULFORD, HENRY MOGGIO, GERALD D. REINSMITH, JOHN McHUGH, LOUIS E. HERTZ, JAMES M. BASCOM and FRANK E. GWYNN.

# *Old Home Week Celebration Committee*

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DONALD V. HOCK.....*Chairman*

LLOYD E. GRAMMES.....*Treasurer*

TRUMAN L. KOEHLER.....*Secretary*

☆ ☆

ROBERT ANEWALT	MARY HERBERT	B. BRYAN MUSSELMAN
SAMUEL ANDERSON	ROBERT A. HELFRICH	MYRON C. NEISER
VANCE W. BIGELOW	ELSIE M. HECKMAN	ROGER PEACOCK
DR. ROLAND BACHMAN	LOUIS E. HERTZ	REUBEN PRETZ
CLIFFORD BARTHOLOMEW	MRS. C. M. HAINES	HENRY W. PARKER
JAMES M. BASCOM	MRS. RALPH HENRY	GERALD D. REINSMITH
J. HENRY BROWN	MELVIN J. KUHS	RAYMOND E. RUCH
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L. ROY CAMPBELL	PAUL H. KERN	WALTER REDASH
MARIE G. CROWDER	PAUL KLEPPINGER	MORRIS SENDEROWITZ, JR.
JAMES L. CHRISTINE	JAMES E. LANSHE	WARNER SENSINGER
LOUIS E. DIERUFF	REV. WILLIS MATHIAS	J. EDGAR SWAIN
HAROLD DILLMAN	ROBERT E. MOYER, JR.	ALVIN H. SNYDER
MICHAEL J. FOLEY	JOHN McHUGH	PHIL H. STORCH
HENRY M. FAUCETT	ALBERTUS L. MEYERS	GEORGE A. STAHL
RUSSELL FULFORD	HENRY MOGGIO	FRANK SAURMAN
RUSSELL J. GEIGER	CLARENCE E. MUSSELMAN	HAROLD WITWER
FRANK E. GWYNN	MRS. ROBERT C. MUIR	EARL L. WEAVER
EDWIN W. GEISINGER		HARRY G. WIELAND

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# *Official Program of Events*

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## “OLD HOME WEEK”

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### **SUNDAY — AUGUST 13**

- A. M. ---CHURCH SERVICES throughout the community, initiating OLD HOME WEEK.  
Ring of Church bells at noon for 3 minutes to officially herald OLD HOME WEEK.
- 2:00 p.m.--- Opening—ART EXHIBIT—Green Room, Americus Hotel. Visiting hours 1:00 p.m.  
to 10:00 p.m. all week.
- 3:30 p.m.—CATHOLIC SERVICES at Fair Grounds, Judge Robert V. Bolger, speaker.

### **MONDAY — AUGUST 14**

- 8:30 p.m.—BOXING PROGRAM at the Fair Grounds.

### **TUESDAY — AUGUST 15**

- 1:30 p.m.—MIDGET BASEBALL TOURNAMENT, Breadon Field.
- 8:00 p.m.—EXHIBITION BASEBALL, Breadon Field.

### **WEDNESDAY — AUGUST 16**

- 9:30 a.m.—BICYCLE RACES at Dorney Park Midget Auto Race Track.
- 8:30 p.m.—“ALLENTOWN TALENT ON PARADE” at Allentown Fair Grounds; 16 big vaudeville  
acts; music by Pioneer Band, Rain or Shine. (Admission charge: Fifty Cents, tax  
included. No reserved seats.)

### **THURSDAY — AUGUST 17**

- 8:00 p.m.—CONCERT BY MASSED BANDS (Allentown, Marine, Pioneer and Municipal)  
at Allentown High School Stadium. No admission charge.

### **FRIDAY — AUGUST 18**

- 8:00 p.m.—FOLK FESTIVAL under direction of Allentown Recreation Commission, at Allentown  
High School Stadium. (Admission charge: Fifty Cents, tax included. Ticket will  
entitle the purchaser to a chance on a free drawing for a 1950 Ford Sedan. No  
reserved seats. Rain date: Saturday, August 19th). FIREWORKS.
- 8:00 p.m.—ANNUAL ALL-STAR BASEBALL GAME, Baltimore Boys' Club All-Stars and Allentown  
Boys' Club All-Stars, Breadon Field.  
(Prior to game, Band Concert, Pioneer Band, 7:15 p.m.)
- LEHIGH COUNTY DAY IN BUSINESS AREAS.

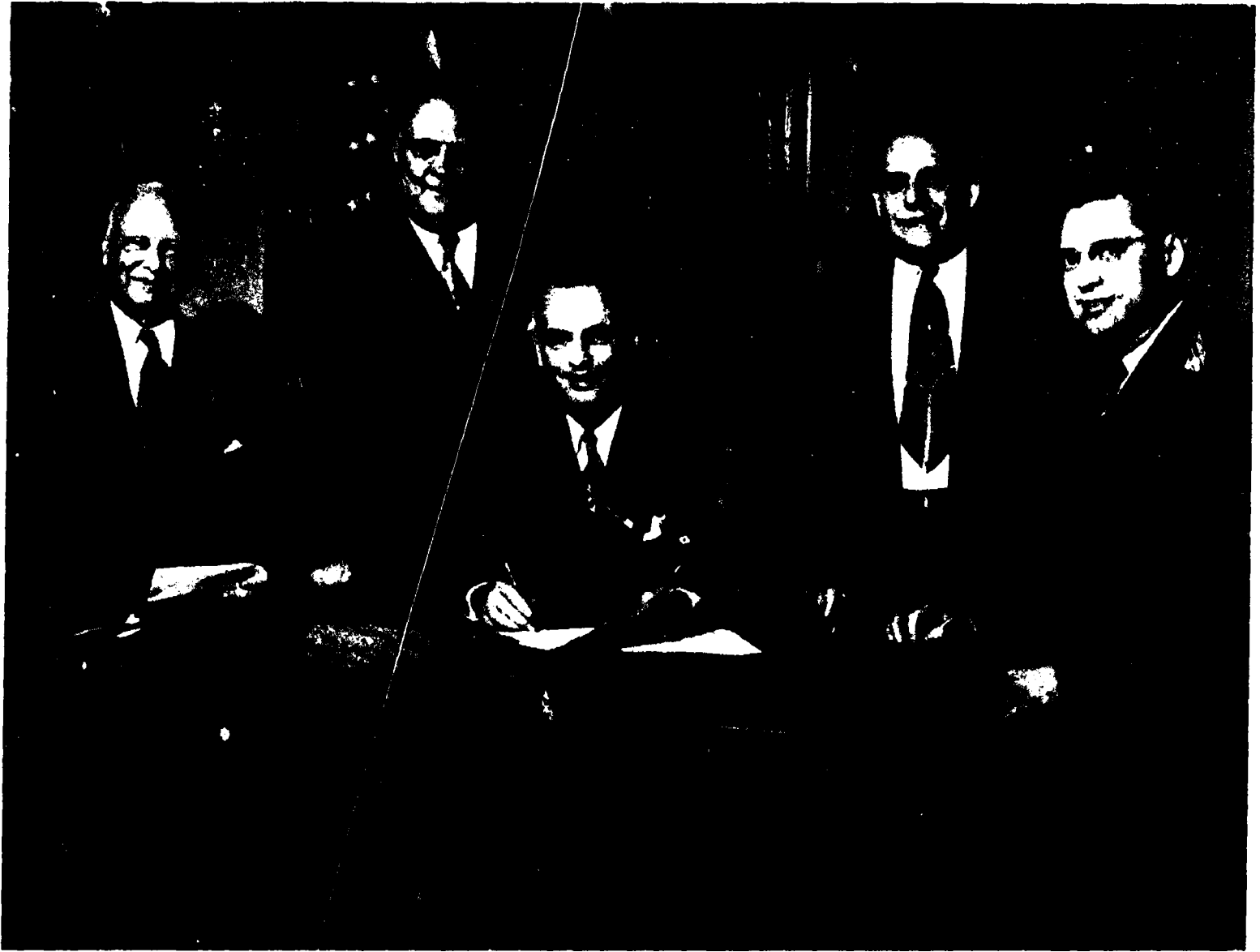
### **SATURDAY — AUGUST 19**

- 3:00 p.m.—MAMMOTH PARADE from Fair Grounds, south to Hamilton Street, East to Fifth  
Street, North to Chew Street.

### **SUNDAY — AUGUST 20**

- 3:00 p.m.—West Park, OLD HOME WEEK COMMUNITY RELIGIOUS SERVICE.  
(Rain date—Sunday, August 27th)





### *Allentown's City Council*

*Councilman* NORTON L. LICHTENWALNER, *Councilman* CLARENCE H. MARCKS,  
*Mayor* DONALD V. HOCK, *Councilman* CHARLES B. MILLER, and *Councilman*  
ALEXANDER M. PETERS.

# Short Sketch on Government

When Allentown was incorporated as a city March 12, 1867, it was a tiny place in comparison to the sprawling metropolis of today. Boundaries were the Lehigh River on the east, Tenth Street on the west, the Little Lehigh on the south and Sumner Avenue on the north. Population did not attain the 50,000 mark (less than half of the 106,000 of today) until after the turn of the century.

City officials have had to keep pace with this fast growing industrial and commercial center of Eastern Pennsylvania, and according to the records they have done an excellent job. This can be noted in a statement issued by the office of Councilman Norton L. Lichtenwalner, director of Accounts and Finances, comparing 1900 with the 1950 estimate:

## 1900

Balances Jan. 1, 1900, General City, Water and Sinking Funds.....	\$77,944.69	
General City Fund Receipts.....		\$ 136,197.43
Water Fund Receipts.....		124,558.69
Total Receipts.....		260,756.12
Total Receipts and Balances.....		338,700.81

## DISBURSEMENTS

General City and Water Department.....	197,193.11	
Bonds and Interest Paid.....	8,204.00	
Total.....	205,397.11	
Balances all Funds, December 31, 1900.....	133,303.70	
		338,700.81

## 1950

General City Anticipated Income.....	2,725,435.65	
Budget Including Debt Service.....	2,714,328.67	
Unappropriated Balance.....	11,106.98	
Water Department Anticipated Income.....	911,650.00	
Budget.....	884,338.32	
Unappropriated Balance.....	27,311.68	

Thrifty management has long been among the most important virtues of the residents of Allentown. It is the reason that most Allentown homes are owned by the tenants. It is the reason that Allentown's city officials have managed to keep abreast of the times without encumbering the taxpayers with staggering debts.

The city government operates with approximately 600 employees--including the police and

fire departments, including street repair gangs, garbage collection and disposal forces, including labor for the vast park system, and including office help at city hall, engineers, lawyers, clerks and typists. And yet, although the city operates with a minimum of employees for a business as large as it is, accomplishment records of the various departments are above average.

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## SHORT SKETCH ON GOVERNMENT

*(Continued from Page 9)*

The Allentown Police Department, directed by Mayor Donald V. Hock, director of Public Affairs, is manned by 120 men. It has instituted a traffic system which today is being copied by other rapidly growing cities, and which enabled this city to rank third in traffic safety in the nation. It has done much to curb crime: through vigilance by the cop on the beat; through fast, thorough investigation of its detective bureau; through establishment of a smooth-operating juvenile and educational bureau, and through able prosecution of criminal cases.

The Fire Department, like the Police Department, has been "doing the most with the least." Its 114 men have done so much for fire prevention that fire insurance rates in Allentown are among the lowest in the country and only last year this city ranked twenty-second in the United States and Canada for fire safety.

Councilman Clarence H. Mareks, director of Public Safety, reported that much of Allentown's success in holding fire losses to a minimum can be attributed to its recently inaugurated inspection program. Zoned areas are checked regularly and all effort is made to have fire hazards, if discovered, immediately removed.

The city's modern Police Department, under Chief James L. Christine, operates with two-way radio in all cruisers, prowl cars, police ambulance and utility cars. It functions with a Gamewell telephone service, teletypes, fingerprinting and photographic sections, and has begun a laundry-mark file. Likewise, the Fire Department works with 18 pieces of modern apparatus and has laid out a schedule so that at least one new piece of equipment will be purchased each year. In addition, there are utility trucks, cars for Chief John R. Butz and his assistants, and for the fire inspectors.

### Street Construction

The average citizen complains more about Allentown's streets than anything else. However, when it is considered that in 1902 there wasn't a single surfaced street in the city, rapid strides have been made. Allentown is far ahead of many other communities of equal size.

Councilman Charles B. Miller, director of Streets and Public Improvements, has noted there are 462 miles of streets plotted on the official city map. Of this mileage, 331.7 miles of streets are open to travel, and 220.8 miles are improved with various types of surfacing, including asphalt,

concrete, oiled macadem, macadem, gravel and cinders. Pennsylvania has accepted 201.7 miles of Allentown's streets for refunds in liquid fuel taxes.

In addition to handling streets, it is the duty of the director of Streets and Public Improvements to supervise storm sewers, the sanitary sewer system, zoning and the municipal garage. It is interesting to observe that Allentown's 51.5 miles of storm sewers were laid at a cost of \$1,650,000, but that they have a replacement value of more than \$5,000,000.

There are 151 miles of sanitary sewers within Allentown and 37 miles of lateral house connections which connect the city's buildings to the collecting lines. All sewage from these lines is piped to a disposal plant on Kline's Island, in the Lehigh, for treatment. The plant is open to visitors at all times. It was constructed with foresight; its present capacity of 17,300,000 gallons daily can be doubled. Gas collected from the treatment operation is used to heat the building and furnish hot water throughout the plant.

### Water Supply

Allentown's first water supply was obtained from what was known as the Northampton Water Co. in 1816. It operated a water works at the site now occupied by Fountain Park bathing pool. About 1850 the company constructed a reservoir at Fountain and Maple Streets. This held 65,000 gallons, adequate for the then 850 families.

Allentown did not purchase the water supply system until 1869, obtaining it at a cost of \$98,958. In 1887, Crystal Spring at Jefferson and Lawrence Streets was purchased and work was started on construction of a pumping station. Schantz's Spring was procured in 1898, and in 1935, the 30 million gallon reservoir on South Mountain and the 10 million gallon reservoir on the East Side were added to the system.

Today, according to figures compiled in the offices of Councilman Alexander M. Peters, director of Parks and Public Properties, the city's water plant supplies 19,506,454 gallons daily. It is estimated that 175.09 gallons is the per capita daily average consumption. This is produced at a cost to the taxpayers of slightly more than 13 cents per thousand gallons. Plans call for increase in the water supply system in the near future so the city will be prepared for expected needs of continued rapid expansion.



GENERAL HARRY CLAY TREXLER

*Allentown's outstanding citizen in life  
and revered benefactor in death.*

In recording the history of Allentown for the first third of the Twentieth Century, the man whose civic and industrial activities contributed most to the growth and progress of the city was the late General Harry Clay Trexler.

While lumber and cement were General Trexler's principal business interests, he early saw the opportunity for the development of public utilities. He assisted in the organization of the Lehigh Telephone Company, which later merged with the Bell Telephone Company. At the time of his death on November 17, 1933, General Trexler was Chairman of the Board of the Lehigh Portland Cement Company and served as Director on the board of the National Power & Light Co., Pennsylvania Power & Light Company, Bell Telephone Co. of Penna. and the Lehigh Valley Railroad Company.

He operated seven thousand acres of highly productive farms, orchards, poultry farms, sheep ranch and a commercial trout hatchery. He was an advocate of wild life conservation and his Game Preserve with large herds of buffalo, elk and deer has become a show place in the East.

However extensive his business and agricultural activities, these represented only a part of the varied interests with which General Trexler

occupied himself. During the mobilization of the Pennsylvania National Guard troops for the Mexican Border service in 1916 and again for World War I, he was inducted into Federal service and served as a Colonel in the Quartermaster Corps and in both campaigns he was commended by the Federal Government for his capable service as an administrator. He retired from military service with the rank of Brigadier General on April 22, 1918. For many years he was president of the Board of Trustees of the Allentown State Hospital, a Trustee of the Sacred Heart Hospital in Allentown and the St. Luke's Hospital at Bethlehem. He was a member of the first Board of Trustees of the Allentown Hospital. He was also a Trustee of Lehigh University, Muhlenberg and Franklin & Marshall Colleges, which latter college conferred upon him the honorary degree of Doctor of Laws. General Trexler served for many years as Chairman of the Allentown City Planning Commission and gave valuable assistance and financial aid in the development of the Little Lehigh Parkway and West Park.

During their lifetime, the welfare of humankind was his and Mrs. Trexler's constant solicitude and objective and by their wills this philanthropy is perpetuated for the use, benefit and enjoyment of the present and of future generations.



# *Allentown: A Brief History*

by

MELVILLE J. BOYER

*Secretary, Lehigh County Historical Society*

Over two hundred years ago in this part of Penn's Wood's and south of the present confines of the City of Allentown, land was deeded to William Penn and his heirs in exchange for a few guns, coats, blankets, and kettles. To the north and comprising the present site of Allentown, as well as what is now Lehigh County, the area was deeded in 1736 by twenty-three Indian chiefs of the five great nations to John, Thomas, and Richard Penn, sons of William Penn. The price was much higher: hundreds of items, including shoes and buckles, hats, shirts, knives, scissors, combs, needles, looking glasses, rum, and pipes. Twenty years later, however at Easton, a Delaware chief, Teedy-u-scung, stamped his foot upon the earth and said the reason his people warred against the white people was that this ground was his inheritance and had been taken from him by fraud. Down through the years arrowheads, fish spears, scrapers, and other implements, found within the present area of Allentown and on the island in the Lehigh, verify that this was the red man's home and hunting ground. Several of their main trails crossed this county though there is no record of any large Indian town here.

## **A Hunting and Fishing Lodge**

The founder of Allentown, William Allen, acquired this area from Thomas Penn after a survey in 1739. Twelve years earlier a tract in the present Monroe county had also been surveyed for him. This man, whom Allentonians will always honor, was an influential and wealthy Philadelphia merchant, iron-master, land speculator, ship-owner, mayor of Philadelphia, assemblyman, jurist, and philanthropist. He entertained his Philadelphia friends at the beautiful junction of the west branch of the Delaware (now the Lehigh) and the Little Lehigh with the Jordan in a log house erected as a hunting and fishing lodge. This was the first house built on Allen's tract of 5000 acres. Its location was given on a draft of a road laid out in 1753 from Easton to Reading. The previous year, 1752, the county of Northampton was erected and named by

Thomas Penn in a letter to Colonial Governor James Hamilton (Allen's brother-in-law), in honor of Thomas Penn's father-in-law who lived in Northamptonshire, England. This early road to the west passed by Allen's log house where once were entertained John Penn and Governor Hamilton, and extended westward along the present Union and Jackson streets in this city.

## **The Original Town Plan**

Though eighteen years earlier a few permanent stone houses had been built to the north, as along the Jordan in 1744, William Allen did not lay out as a town the choicest portion of his vast acreage until 1762. To it he officially gave the name "Northampton". Viewers appointed in that year by the Court at Easton reported that they had laid out a road from Whitehall township to "the new town called Northampton." The original plan cut up the town into forty-two blocks or a total of 756 lots, usually sixty feet wide, and extending from our present Fourth to Tenth and Liberty to Union streets. Seventh street was then named "Allen" on the plan. This street was a link in the road from the Blue mountains to join the King's Highway to Philadelphia from Bethlehem. Other streets laid out were: Hamilton, in honor of the brother-in-law, Governor James Hamilton, Margaret, now Fifth; William, Sixth; James, Eighth; Ann, Ninth; Andrew, Linden; John, Walnut; in honor of the founder's children. Turner street was named in honor of the founder's business partner, Joseph Turner; Chew street, for Benjamin Chew; Gordon, for Sir Patrick Gordon, a former colonial governor.

Here a dozen or more houses were built by July 1762, one a stone house at 107 North Seventh, today a part of a business establishment on the same site. At the end of that year the assessment list named thirteen persons as residents. Two years later twenty-eight taxable persons were listed. The town had twenty-nine houses in 1765. One year later the list shows how these residents earned a living: five

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TROUT HALL: Home of Allentown's founder, William Allen; now restored in Allen Park as museum for Lehigh County Historical Society.



## ALLENTOWN: A BRIEF HISTORY

*(Continued from Page 13)*

were tailors; four, laborers; three, joiners; three, innkeepers; two each, masons, shopkeepers, bakers, and shoemakers; and one each, a potter, carpenter, cooper, wagoner, smith, locksmith, butcher. Four were "poor". It may be interesting to note there was no policeman.

### **A Frontier Refuge**

In the Fall of 1763 this town was crowded with hundreds of refugees, men, women and children, who fled from the north when a band of Indians made a murderous attack upon the inhabitants of what is now Whitehall township. Fortunately Colonel James Burd, famous builder of military roads and defense forts, was in town and organized a company of twenty-five men for defense. He owned property in the town and at one time drilled for water planning to settle his family here, but changed his plans wishing not to expose his family to the dangers from the "faithless Barbarians in the best frontier place in this Province". After participating in many Indian disputes and much travel from one outpost to another he returned to civilian life in Lancaster in 1764.

Within the first year two log churches were built in Northampton: one, the oldest, Zion Reformed, famous for providing a haven for the Liberty Bell fifteen years later when the British occupied Philadelphia; and the other, St. Paul's Evangelical Lutheran, where today in a basement crypt repose the remains of one of the founder's grand-daughters, Margaret Elizabeth (Mrs. William Tilghman). These churches were joint houses of worship for the Reformed and Lutheran congregations. The services were held exclusively in the German language and efforts to obtain English preaching were not made until 1820.

### **The Founder's Son Takes Over**

Colonel David Deshler, later to become prominent as a forage master during the Revolution, lived here until 1783 and operated a grist mill on the Little Lehigh. In 1767 William Allen's son, James, became the proprietor of "Northampton Town", as it was sometimes designated. He had been a youth of twenty studying law in London in 1762 when his father founded Allentown. The father deeded to the

son 3,338 acres in and about the town. The deed was acknowledged before George Taylor, then Justice of the Peace, later a signer of the Declaration of Independence, whose country home is today preserved as an historical landmark on the east bank of the Lehigh at Catasauqua. It may be noted in passing that the father and founder, William Allen, was a widower when he laid out Allentown. As early as 1750 he had established his country home at "Mt. Airy", a mansion on forty-seven acres at Germantown where the Lutheran Seminary is located today.

Three years after acquiring this town from his father, James in 1770 built a substantial stone mansion which he named "Trout Hall" in honor of the trout in the nearby streams. This mansion now houses the library and museum of The Lehigh County Historical Society, in Allen Park, Fourth and Walnut streets. We can form some idea of the beauty of the surroundings and the nearby Lehigh river from a German traveler who wrote: "... the banks of the Lehigh ... with a magical beauty show united every charm of a delectable region. Almost all the finest American shrubs and trees push forward to lend the scene heightened grace, their branches flung far over the river and shadows cast ... The Lehigh river is ... a soft, clear, pure stream, flowing over a rocky bottom." Soon war clouds threatened this peaceful scene as elsewhere in the American colonies. William Allen himself in 1763 had delayed passage of the Stamp Act during his visit with his two daughters to England. The bill was then before Parliament and Allen used his influence and that of other influential personages in the House of Commons to oppose it.

### **The Dilemma of Loyalty**

Back home here William, his family, and friends sided with the colonies, though it is stated that in 1775 he donated a quantity of cannon shot to the Council of Safety, which body "returned thanks for his generous donation"; but he preferred to maintain union with Great Britain and as a member of the Assembly labored to that end. However, after that memorable Fourth of July decision, he secluded himself. He still regarded himself as a loyal subject of his King and became convinced that the leaders of

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## ALLENTOWN: A BRIEF HISTORY

(Continued from Page 15)

resistance to an unconstitutional act had other motives than his in opposing the British ministry, that a spirit of Rebellion was unnecessary. In a lengthy letter *The American Crisis* (1774), he made proposals to avoid open conflict. He retired from the Assembly in 1776 and died a loyalist four years later. His son, James, while residing at Trout Hall during the early months of the war saw thousands of wagons pass his door, writing in his diary: "The road from Easton to Reading, by my house, is now the most travelled in America." But he was subject to suspicion as a Tory.

At Trout Hall early one morning a guard of soldiers with fixed bayonets had arrested him in December, 1776, taken him to Philadelphia and placed him on parole on condition he stay within six miles of that city. His brothers, John, Andrew, and William placed themselves either under the protection of or joined the British army. His sister, Anne, was the wife of John Penn, grandson of William Penn. Her husband was confined at Fredericksburg, Virginia, because he refused to sign a parole.

In December, 1777, James Allen rode to Valley Forge and dined at headquarters with General Washington. From the General he procured a pass for his family to enter Philadelphia, then occupied by the British. In February, 1778, he remained there never to return to Trout Hall, although he wrote he preferred to live here had he guarantees of security in person and property. During October and November, 1777, he related how he had "remained at Trout Hall a calm spectator of the Civil War, but occasionally gave great offence to the violent Whigs in Northampton by entertaining the regular (British) officers, our prisoners, and was often threatened on that account." He died in September of the following year having willed his estate at Northampton (Allentown) to his children. His widow later married United States Senator John Lawrence of New York, and resided in Trout Hall for some time.

### An Arsenal of Independence

After slightly more than a decade of growth, Allentown had in its founding family of Allens staunch opponents of the cause of independence. However, all during the war the people of the

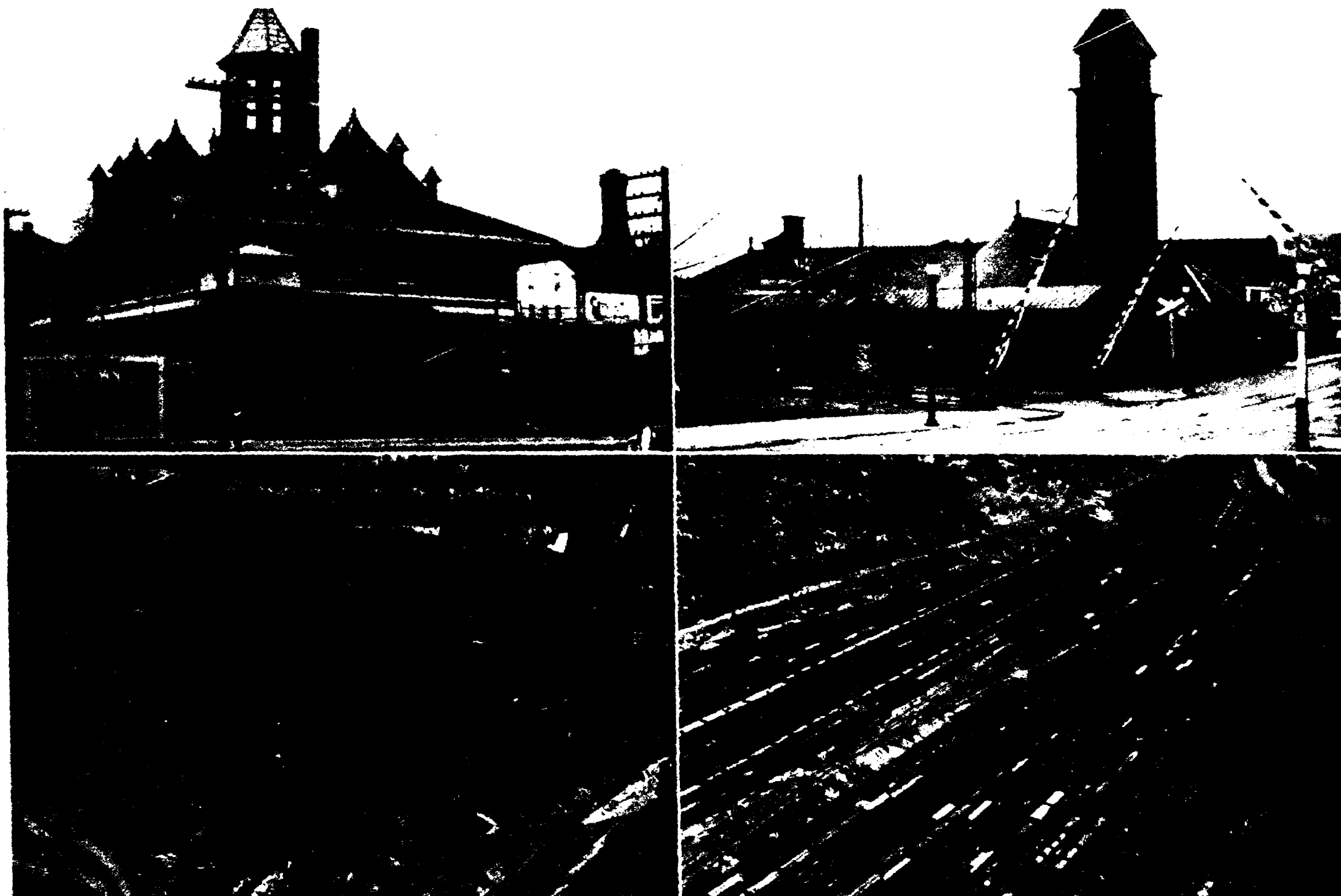
town were intensely patriotic and supplied the continental army with supplies, military stores, grain, forage, horses, and wagons. On David Deshler's waterwheel-powered grindstone bayonets were ground. The accounts show that up to January, 1779, seven pistols, 2,657 muskets, 2,522 bayonets, and 83 rifles were delivered from the armourer's stores here. The correspondence of deputy quartermaster General Jacob Weiss, who later laid out Weissport and was one of the organizers of the Lehigh Coal Mine Company, written from the stores depot at Easton to David Deshler, who in 1764 had opened the first store in Allentown, shows the important service rendered by this community. Through the town's streets were led the army's fatigued and underfed horses to be wintered among the farmers in the area. Wounded soldiers were cared for in the homes of citizens and in Zion Reformed Church, the bell of which, now hanging today in a small tower of thirteen stones, rang out for independence and is revered as Allentown's Liberty Bell. Hessian prisoners were held here for a time near the foot of Gordon street.

### Post War Trade and Travel

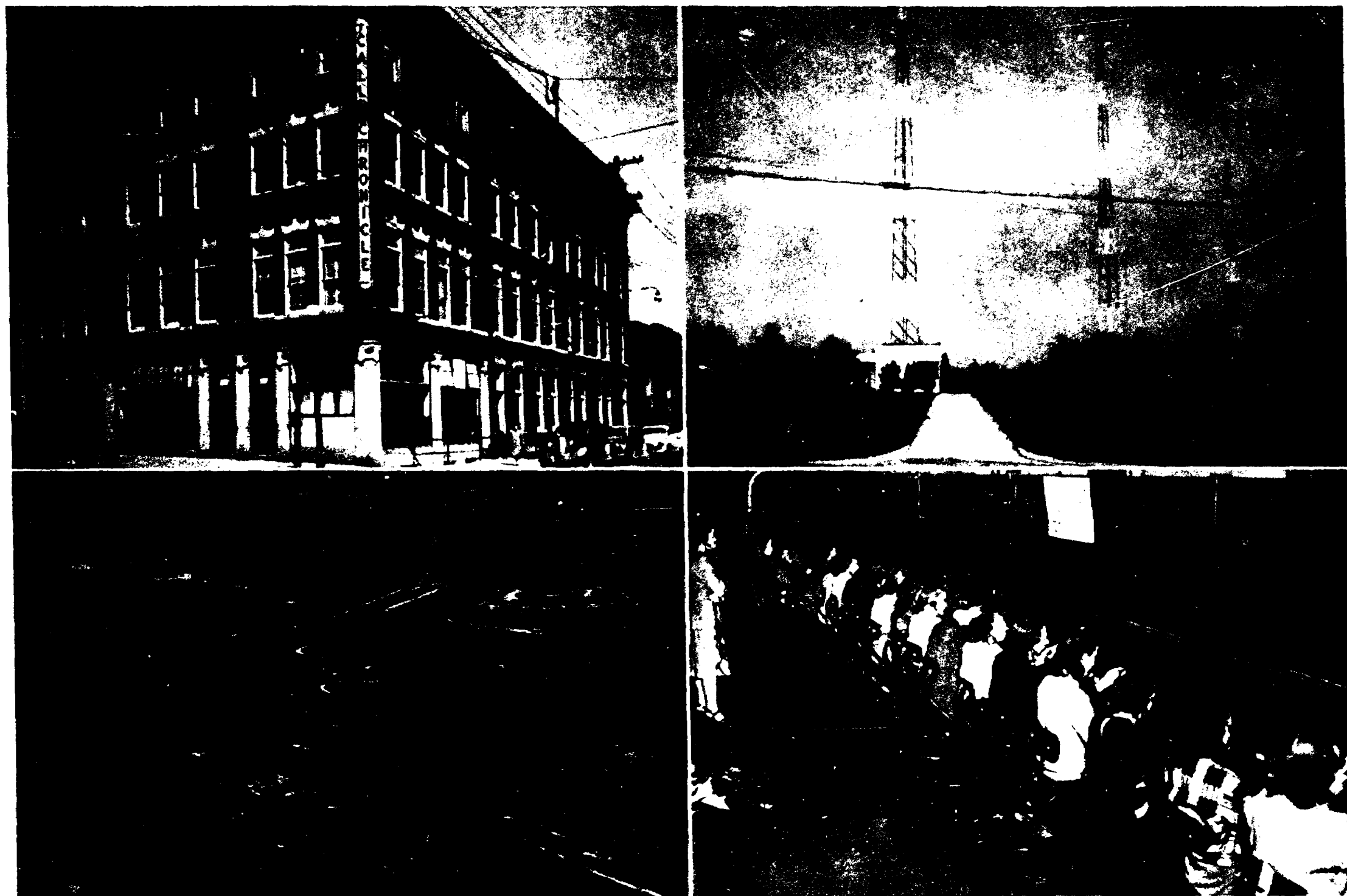
At the close of the Revolution the life of Allentown resumed its normal growth. The ferry across the Lehigh continued to operate as the eastern exit to Bethlehem until, after two unsuccessful attempts to organize and finance a bridge project since 1797, the first bridge, a chain bridge, was opened to travel in 1814. The flood of 1841 swept away this first bridge, when a covered wooden toll bridge was erected, only to be swept away, midnight, 1862.

By the time of the first census, 1790, Allentown had a population of 486, which increased to 710 by 1810. It may be assumed, however, that economic affairs were not in good shape. The cost of living had sky-rocketed and continental money was worthless. In the town, in 1781, sugar was twelve dollars a pound; coffee, twenty dollars; tea, seventy-five dollars a pound; a spelling book, twenty dollars; a paper of pins, two dollars. Three years earlier the military workers and the saddlers had gone on a strike for higher rations.

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RAILROADS AT ALLENTOWN: LEHIGH VALLEY DEPOT, *top left*; CENTRAL RAILROAD STATION, *top right*; ROUND HOUSE, *bottom left*; TRAINS IN LOCAL YARDS, *bottom right*.



COMMUNICATIONS CENTERS: CALL-CHRONICLE NEWSPAPERS, *top left*; MASTS OF ONE OF FIVE RADIO STATIONS, *top right*; ALLENTOWN-BETHLEHEM-EASTON AIRPORT, *bottom left*; A BELL TELEPHONE CO. SWITCHBOARD, *bottom right*

## ALLENTOWN: A BRIEF HISTORY

*(Continued from Page 16)*

Soon travel by road and river was improved. Before the war by legislative act navigation on the Lehigh was to have been improved. A lottery granted by legislative act in 1798 to finance the Lehigh Navigation Company's program was operated here in 1803 and three Allentonians held the right tickets for a \$5.10 prize each. In 1806 several hundred bushels of coal passed through town on an "ark" to a consumer-resisting market in Philadelphia. During the next years many "arks" were wrecked. Handbills in English and German were distributed to explain the mode of burning coal. After learning its use the smiths of Allentown and along the river to the north salvaged their coal during low water for their forges. By 1829 the canal was completed, ample evidence of which exists today in towpath, lock, and locktender's house remains within the city limits. The first packet-boat, the "Swan", Capt. W. E. Wells, with passengers in gala mood sailed by in July of that year and scheduled regular trips. Canal boating as a business ceased in 1931 and the canal abandoned after the flood of 1942. Rates of toll per ton were fixed in 1829 at 1 $\frac{3}{4}$  cents per ton for every six feet of lockage on limestone, manure, clay, stone, earth, between Allentown and Bethlehem; between Mauch Chunk and Allentown, 34 $\frac{1}{2}$  cents per ton. However, the upstream rate between Bethlehem and Allentown was seven cents. In the canal superintendent's diary at the close of 1917, to indicate some of the reasons for the canal's failure, we read: "This was one Hell of a year. Labor scarce, high water. No boatmen, food high — cost sheet going wrong way . . . Hell has no terror; can't be any worse than trying to run a damned old ditch like this."

### **County Seat and Courthouse Problems**

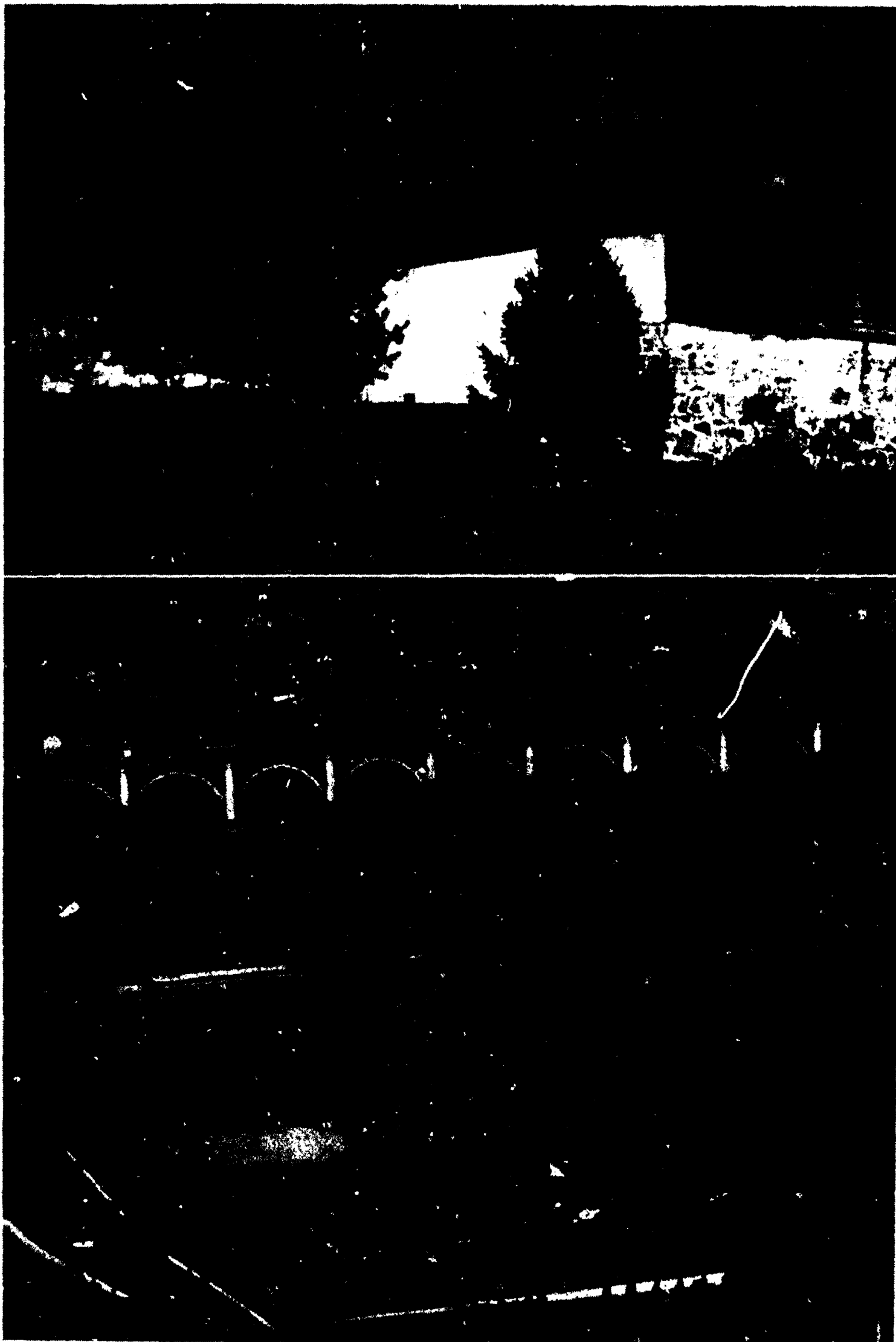
Population growth to the north, east, and west of Allentown had been steady in the decades prior to the improvement of canal transportation. Pennsylvania German settlers had migrated north from Philadelphia in large numbers. As early as 1792, because of this growth in population, the Allen family had made an unsuccessful effort to establish a separate county with Allentown as the county seat. The legislature was petitioned but the Penn heirs defeated the move-

ment. Mrs. John Lawrence, the former Mrs. James Allen, wrote to Judge Peter Rhoads here requesting him to determine for her whether the people of Bethlehem in case of a division preferred to be included in that (division) of Easton or of Allentown. "It will be necessary," she wrote, "that I should be acquainted with the determination of the Moravians before the lines which are to divide the counties can be determined." In 1811, during Governor Simon Snyder's administration, Allentown was incorporated as a borough. A clause in the act then provided that the town should be named the "Borough of Northampton." The name was officially changed to Allentown in 1838.

When the Assembly erected Lehigh County in 1812 the lines of the new county were set "beginning at the Bethlehem line where it joins the river Lehigh," thence north; thus explaining that as Bethlehem grew to the westward, residents of that community today transact their legal business at the courthouse in Allentown. The question of the location of the courthouse in Allentown caused some controversy at first. Millerstown, now Macungie, had been proposed, as had Guthsville to the north. Some advocated that the public buildings of the county should be erected upon the Market Square in Allentown. However, the choice for the present site was determined when William Tilghman, James Allen's son-in-law, sold to the first county commissioners for the sum one hundred dollars two lots on the northwest corner of Hamilton and Margaret (now Fifth) streets. The deed provided for an annual rental of four dollars which curiously was however never to be "demanded or received by the party of the first part, his heirs," etc. In the same year a lot was deeded to the commissioners on the southeast corner of Margaret and Andrew (now Fifth and Linden) streets for a county jail.

To the choice thus made almost one hundred and forty years ago we can attribute much of the prominence of Allentown today as the legal and business center of the Lehigh Valley. The first sessions of the Courts of Common Pleas and General Quarter Sessions were held in the house of George Savitz, a two-story stone structure, later to become the Hotel Allen. The following

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CONTRAST IN BRIDGES: BOGERT'S COVERED BRIDGE, *top*; EIGHTH STREET VIADUCT, *bottom*.

## ALLENTOWN: A BRIEF HISTORY

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year, 1813, court sessions were held on the second floor of the jail built on the site mentioned above, where sessions were held until completion of the courthouse in the summer of 1718. The huge lock and key of that first jail are among the prized museum pieces at Trout Hall today. The present jail on Fourth street was built in 1869. For the first ten months of the county's existence, or up to January 1, 1813, the total expenses were \$368.82, provided out of a donation of one thousand dollars made by James Greenleaf, son-in-law of James Allen. Taxes and assessments were low in those days. Borough taxes were one mill and a half. The total tax duplicate levied in this town for the year 1811 was \$187.43<sup>1</sup>/<sub>2</sub>. For 1813 the county tax total levied was \$569.35. In 1814 ordinances were passed prohibiting the practice of allowing any kind of horned cattle to remain at night on the streets and alleys from April 1st to December 1st. Fines were specified of one dollar for running at large of horses, seventy-five cents for hogs, and fifty cents for geese.

### Musicians and Bonfires

At this time the borough was again excited by the call to arms. The War of 1812 was waged. The British bombarded Baltimore and the capitol was burned at Washington. On the marketplace in the borough of Northampton two military companies met in full uniform in response to Governor Snyder's call, while another company of regulars passed through town to the defense of the sea coast. A local paper reported the movement of light infantry (the Northampton Blues) and rifle companies through here to Philadelphia. After three months' service the Blues returned and attended Lutheran church services in full uniform. None of these companies had been in combat but they had loyally answered their country's call. When news arrived of Jackson's victory in 1815, the borough was the scene of a great demonstration by cannon salute, bonfires, torchlight processions headed by a band of musicians.

It is interesting to note that the Allentown Band, the oldest civic band organization in existence in the United States today, was not then organized. A band from Bethlehem headed the parade referred to above. Several bands existed

in Lehigh county according to newspaper accounts of 1825. The Allentown Band had evidently been organized some time prior to 1828 for the first recorded mention of it is found in the local German newspaper, the *Friedens-Bothe* of July 3, 1828, where it is mentioned as the "Northampton militarischen Musik-Bande". The press notice announced on that date that tickets were on sale in the band hall at twenty-five cents each for refreshments to be served the following day at Fried's Spring in celebration of the Fourth of July.

A similar celebration had been held the previous year, the news accounts naming the many selections (marches, etc.) played by a band, not named, and stating that among many other toasts given was this: "Unser Caunt. Das Paradies von Pennsylvanien: Unser Stadt. Stark am Zunehmen, moege sie es gfernerhin thun" (Our county. The paradise of Pennsylvania: Our town. Increasing rapidly, may it continue to increase). For many subsequent years this community took its Fourth of July celebrations seriously. At daybreak all the bells were rung, twenty-four shots were fired from the cannon on Hickory Hill, and the Allentown Band playing "Kriegs-Musik" marched to Worman's Spring at the end of Lawrence street.

In 1892 the members of the Allentown Band personally built the first outdoor shell at their music stand in the fair grounds. The noisy boys of town had disturbed the concerts by their yelling. Twenty-five years later, prior to radio, this band serenaded during a Liberty Bond campaign parade the manager of a local hotel. He, by long distance telephone, entertained the manager of a New York hotel with the band's music. Other more recently organized local musical institutions, their history, and their contributions to the cultural growth of Allentown are beyond the scope of this Brief History.

### Sidewalks and A Markethouse

After the brief interlude of the War of 1812, the borough's council passed ordinances requiring lot-owners to set up curbstones and fix gutters. For the first time sidewalks were to be provided by the owners. Streets running north-south

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## ALLENTOWN: A BRIEF HISTORY

*(Continued from Page 21)*

were to be extended northward and owners notified to remove all timber standing thereon, but any crops growing therein were not to be harmed until after harvest. Despite the ordinances street improvement lagged for about fifteen years until complaints to council led to grading and the appointment of a chief engineer. The names of the streets were changed to their present designation in 1853. By the ordinance of that date houses were also to be numbered, beginning with number one at Center Square. In those days there were only three wards, Lehigh, North and South wards.

After 1817, when a markethouse was built, housewives took their market baskets to Center Square and filled them with the produce of the farm. Wednesdays and Saturdays were market days. In 1832 hay-scales were erected on the Square. For thirty-one years Centre Square was the marketplace of this town. After the fire of 1848 the markethouse was located on the present site of City Hall. Financial transactions during this period took place in the Northampton Bank across the street from the markethouse. As the first bank here, it opened its doors in 1814 and for twenty-eight years until its failure in 1842 served the community. Its failure crippled the economic status of the community and the fortunes of many residents. Seven other banks were opened, but by 1877, when the W. H. Blumer & Co. Bank failed, most of them had suffered from a lack of public confidence in savings banks. The present Allentown National Bank was chartered in 1855 as the Allentown Bank.

### Stage-Coaches and The Mail

At the dawn of the year 1855 Allentown had no railroad outlet. Five years later it had two, the Lehigh Valley and the East Pennsylvania, and it had a third, the Allentown and Auburn, under construction. Up to this time stage-coaches had arrived and departed on regular schedules as bus lines do today. The stage-coach was also known as the mail-coach. In 1812, its terminus was located on Allen (Seventh) street at the Sign of the Rainbow. In 1828 it left Allentown at 5 a.m. daily, except Saturdays. The passengers breakfasted at Hellertown, dined at Willow Grove, and arrived at Philadelphia in the after-

noon. The fare one way was three dollars. Several coach companies operated here from time to time. Accounts of the time relate how drivers and passengers often experienced rough going. On one occasion in the flood of 1839 the driver of the mail-coach was drowned in attempting to reach Allentown. The history of the local mail service is beyond the scope of this sketch, but it may be stated briefly that prior to 1803 residents here received their mail at Bethlehem. In that year a post-office was established in the Compass and Square Hotel, later the Hotel Allen. George Savitz, whose portrait hangs in Trout Hall, was the first postmaster. Philatelic cover-collectors may be surprised to know that in 1862 and for seven years subsequently an office existed on Front street known as the Allentown Iron Works Post Office. The Mountainville office was open from 1870 to 1872 and again from 1876 to 1900. Prior to annexation another office had been maintained at Rittersville.

### The First Defenders

Within the period of the borough's history, two wars disturbed the quiet of this community of 8,000 population (1860). The Mexican War ended and in the summer of 1848 parades and demonstrations welcomed the returning local soldiers. Prior to the Civil War many local independent military companies had been organized. They were colorful units both as to their names and their uniforms. They held competitive drills and sometimes jostled politically, as did the Lehigh Artillerists who split into the Harrison Guards and the Van Buren Artillerists. At the time of the outbreak of the War of Secession the local Allen Infantry immediately offered its services to the Governor of the State. Never had a group of local soldiers received a finer send-off than this unit. The citizens gave them all a farewell dinner at the Eagle Hotel on the northwest corner of Seventh and Hamilton Streets, placed a five-dollar state bank-note under each soldier's plate, and packed for each a box of clothing. Dispatched by rail to defend the Capital city, Washington, they met with a mob's bitter reception in Baltimore, but arrived to prevent the fall of the Capital, and became known as "The First Defenders". President Lincoln

*(Continued on Page 25)*



NATIONAL GUARD  
ARMORY

Home of the 51st A.A. Brigade  
and 213th Group, successors  
to nation's "First Defenders".



V. F. W. HOME

Greater Allentown Post 13,  
one of nation's largest, meets  
here.

AMERICAN LEGION  
HOME

Front of Herbert Paul Lentz  
Post 29, "birthplace of the  
40 et 8," Legion honor society.





#### PHOEBE HOME

Showing new wing (*now completed*) under construction.



#### RED CROSS

Lehigh County Chapter House, located on Walnut Street, west of Sixth.



#### GOOD SHEPHERD HOME

Lutheran Church sponsored, it works for rehabilitation of crippled regardless of creed or race.

## ALLENTOWN: A BRIEF HISTORY

*(Continued from Page 22)*

personally greeted them. During their rail transfer in Baltimore all their Allentown gift boxes were stolen. Again their local friends sent supplies of clothing and food of which they were badly in want. They were quartered twelve days in the Capitol building, after which they performed guard duty elsewhere.

It is not possible to relate here the military history of this period and the wholehearted local support given the Union cause. The many flags that wave over the graves of G.A.R. veterans in Allentown cemeteries each Memorial Day adequately bespeak their many services. Some of their bayonets, swords, muskets, drums, and bugles may be seen at Trout Hall today. The citizens of Key West, Florida, when subject to Union Army occupation, in gratitude for courteous treatment from an Allentown officer, Colonel T. H. Good, presented him with a gold-plated sword, also exhibited at Trout Hall.

Similarly on display is the Allen House Register for those days recording the names of war-time visitors to Allentown. The following are worth noting: General W. Scott; G. Bunther, U.S. Quartermaster, U.S. Arsenal; Governor Curtin, Camp Washington, Easton; John Ross, Choctaw Nation; Major Amos Ettinger, Allentown; Sergeant B. F. Lerch, Baxters Fire Zoaves; General Geo. B. McClellan, Virginia, U.S.A.; six men for dinner, Bucktail Rifle Regiment, P.R.V.C.; and the names of many men, followed by the clerk's note—"drafted". Some registered with a sense of humor. The entry for June 27th, 1861, reads: "Stephen A. Douglas - Chicago". But the "little giant" had died twenty-five days earlier. On the same date "Wm. H. Seward" is entered. On October 13th, Colonel D. J. F. Deshler, "Hell-ertown" is a guest. Several distinguished foreign guests spent a day or so here. November 5, 1862, a representative of the Athletic Base Ball Club of Philadelphia, was a guest. In June previous, Sanford's Opera Troupe, twelve men, including Sanford in person, stayed here and performed in the Odd Fellows Hall. A footnote entry for June 4, 1862, reads: "Great Flood on the Lehigh (Bridges all gone along the Lehigh from Mauch Chunk to Easton)". In terms of the hotel business of today it may be said that today a guest is only a number, identified by a key, but in the early inns and hostelries

a personal hospitable relationship existed between landlord and guest that has been lost.

### A Center of Education

During the Civil War years education in Allentown, then still a borough, was with much difficulty carried on in the public schools and the three private schools, the Allentown Academy (founded in 1823), the Allentown Seminary (founded 1848), and the Allentown Collegiate and Military Institute, founded in the second last year of that war. Muhlenberg College and the Allentown College for Women (now Cedar Crest College) were founded in 1867. Two years later the Allentown Business College was established. The first school of homeopathic medical instruction in the world had been opened in Allentown in 1835. The decade of the sixties saw the termination of the educational service to the community of the first three institutions mentioned above and the birth of the three latter institutions which have enriched the cultural and business life of Allentown. We have come a long way since 1774 when Francis Turner taught here, our first schoolmaster of record. When the decade of the sixties opened the Allentown High School was but two years old.

### The Town Becomes A City

The borough life of Allentown ceased March 12, 1867, when a legislative act incorporated it as a city. During the next forty-five years ten annexations indicate the rapid growth of the community since its founding a century and half earlier. In 1913 the bicameral form of government, consisting of a select council of fourteen and a common council of twenty-eight members, was replaced by a single council of five members including the mayor. Allentown had now arrived at full maturity politically. It had grown commercially and industrially since the Civil War. It had a numerous citizenry who had not only served in previous wars, but who as members of the Pennsylvania National Guard had assisted in quelling the riot at the Carnegie Steel Mills in 1892, the disturbances in the Hazleton coal district in 1897, and had restored order in the coal fields to the north in 1900 and 1902. During the Spanish-American War the first company of

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## ALLENTOWN: A BRIEF HISTORY

(Continued from Page 25)

infantry mustered from Pennsylvania into the national service was our local Co. B, 4th Regiment, National Guard. As a municipality it had yet to weather the feverish drafting and enlisting, the execution of war contracts, and the Victory Loan bond campaigning of World War I. It is quite fitting that our national Flag Day observance should have had an Allentown inception.

### Printers and The Local Press

While it is impossible to recount the full history of this city here, particularly to bring it up to the present, due credit to the social unity of all groups, whether of various national, religious, or racial origin, must be accorded the press and the many publishers thereof. The earliest newspaper in Allentown, as were many of its competitors and successors, was printed in the German language to meet the needs of the large German element. As early as 1807 Carl Brueckmann had founded a weekly Allentown paper.

The *Unabhaengiger Republikaner* (Democratic) was established in 1810. *Der Friedens Bote* (independent) was the fourth oldest in circulation. From 1807 to about 1900 the German press of this community not only gave cohesion to its readers in the form of weekly and daily newspapers but in the diverse products of textbooks, hymnals, birth and baptismal certificates, calendars, catechisms, ABC books, etc. It was, of course, predominantly Lutheran. No less than sixty German publishers up to 1900 afforded cultural unity to the thrifty German residents. The English press has since been equally influential, its earliest in appearance having been the *Lehigh Centinel*, 1817. Since 1890, after the original German migrations had ended, other national immigrant groups made Allentown their home. The iron, steel, textile, and other industries brought them here. As in the case of the Pennsylvania German, they too have contributed to the cosmopolitan character of Allentown by their art, their music, and their folklore.





# CIVIC GUARDIANS

*Top left:*  
Allentown firemen have annual spring training programs; this is hook and ladder practice.

*Top right:*  
A "quad" truck, among the newer pieces of equipment in Fire Department.

*Lower right:*  
Allentown's police must undergo public inspection twice each year.





*Top left:*  
ALLENTOWN STATE  
HOSPITAL



*Top right:*  
SACRED HEART  
HOSPITAL



*Bottom left:*  
ALLENTOWN  
HOSPITAL



*Bottom right:*  
OSTEOPATHIC  
HOSPITAL



ALLENTOWN POST OFFICE, IN HEART OF CITY--ITS HALLS ARE BEAUTIFIED WITH MURALS DEPICTING LOCAL HISTORY



ALLENTOWN'S MOST FAMILIAR LANDMARK, the Pennsylvania Power and Light Co. office building at Ninth and Hamilton Streets, seen from the air.



# *Industrial Allentown*

by

*Chamber of Commerce of Allentown*

Interwoven in the development of Allentown as an industrial center are stories of the founding of transportation systems, the search for basic materials in the earth and the constant urge to produce better products. Combined with the city's strategic location in reference to major markets, these factors have made Allentown one of the most important industrial cities in the state.

A community which produces a variety of manufactured products such as Allentown does not suffer from the sudden, and sometimes violent fluctuations in earning power which commonly affect cities dependent upon a single large industry.

Diversification provides stability and this sense of security prompted industrial workers to establish roots here for their families, making it one of the leading home-owning communities in the nation.

Today the city is the center of the third largest industrial production area in the state, being surpassed only by Philadelphia and Pittsburgh, and its plants produce many hundreds of different items, each contributing its share to the stabilized earning power of the community.

While the early German settlers brought with them large quantities of equipment and supplies for clearing and tilling the land they were not self-sufficient and their first need was the establishment of communication with other communities where they could procure supplies from time to time.

## **The Early Days**

The first established communication was made in 1763, when a stage coach route was inaugurated from the Sun Inn, Bethlehem, to Philadelphia. Local residents forded the Lehigh river and journeyed either by horse or afoot to Bethlehem, where they procured transportation to Philadelphia.

The only other contacts established were those with the trappers and residents of small communities north of the city, who came to Allentown by boat to trade pelts and procure

supplies. The traffic on the river was so great that in 1771 the General Assembly declared the Lehigh river a common highway. It was not until 1766 that a ferry was established across the river a short distance below the site of the present bridge.

In 1764, in addition to a shopkeeper, the businessmen of the city included such artisans as a potter, a tailor, a mason, a carpenter, a locksmith, a cooper, a wagoner, a blacksmith, a butcher, a joiner and a baker.

Oddly, the community's first industrial plants were thrust upon it. During the Revolutionary War, leaders of the continental forces found it expedient to transfer a cartridge making plant from Philadelphia to prevent its capture and destruction by the British. Shortly after the Liberty Bell and the bells of Christ Church were brought here for concealment in Zion Reformed Church the cartridge plant was brought here in the same manner as the bells.

Later in the same year a plant was opened here for the repair of arms, and also a plant for the manufacture of saddles and scabbards for bayonets. The Pennsylvania German rifles used by Washington's sharpshooters were hand-turned in Allentown. It is recorded that there were 12,000 stands of rifles on hand in Allentown at the close of the war. The plants were abandoned after the war and the people of the little settlement returned to normal life.

## **Necessity Forded Expansion**

Necessity brought about the earliest of Allentown's own industrial operations. The high cost of transportation and the long waits for supplies together with the demand for more housing prompted David Deshler, the city's first shopkeeper, to open a saw mill in 1782. Other purely local needs prompted the opening of other industrial operations and by 1814 the list of industrial plants in the city included flour mills, saw mills, two saddle makers, a tannery and a tan yard, a woolen mill, a card weaving plant, two gunsmiths, two tobacconists, two clock-

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## INDUSTRIAL ALLENTOWN

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makers and two printers. One of the printers was Schlechter's and this establishment has operated under the control of the same family in Allentown since 1810.

The actual foundation for the city's industrial development was laid by the discovery of coal thirty miles north of the city in 1792 and the discovery of iron ore near Shimersville in 1809.

Immediately following the discovery of coal, the Lehigh Coal Mine Company was formed locally and it acquired 10,000 acres of coal lands in Carbon County. The land remained idle for several years because of a lack of transportation facilities.

In 1798 the Lehigh Navigation Company was formed for the development of transportation on the river. Crude bear trap dams were constructed to change water levels when needed and in 1806 several hundred pounds of coal were loaded on an "ark" and transported to Philadelphia. In 1827 work was started on the construction of the canal which was to prove a major factor in transportation of freight in this area until early in the present century. The coal and navigation companies were merged later to form the Lehigh Navigation Coal Company.

With coal and lumber available and transportation constantly improving, the community grew rapidly and needs for various items increased. A carriage making plant was opened by Charles Scattergood in 1820 and a cabinet making shop was opened by Isaac Erdman in 1830. The clays about the city furnished the material for the first brick-making plant in 1838. Meanwhile, beds of iron ore had been discovered in the hills surrounding the city and a furnace was constructed in 1846 for the production of pig iron by the Allentown Iron Company. The furnace was opened in 1847 under the supervision of Samuel Lewis, an expert in iron production, and this led to the opening of plants for a wide variety of metal products.

A list of the industries in the city before the Civil War discloses that there were plants for the manufacture of agricultural implements, railroad spikes, files, ornamental iron, guns: W. F. Mosser's axle plant founded in 1863, Abiel Heilman's boiler works founded in 1863, C. F.

Wolfertz's pen and pocket cutlery plant founded in 1862, a forge shop, foundry and machine shops, the Allentown Rolling Mills founded in 1860, eight brick yards, a saw mill, the Allentown Paint factory founded in 1860, two shoe factories, last manufacturers and a piano factory together with flour mills, breweries and distilleries. Allentown's metal plants produced \$121,680,500 worth of products in 1947 while wages amounted to \$27,524,400.

The Allentown Rolling Mills was the parent company for the present Aldrich Pump Company which along with Heilman's boiler works, the Wolfertz Company and the Allentown Paint Company are still operating in the city.

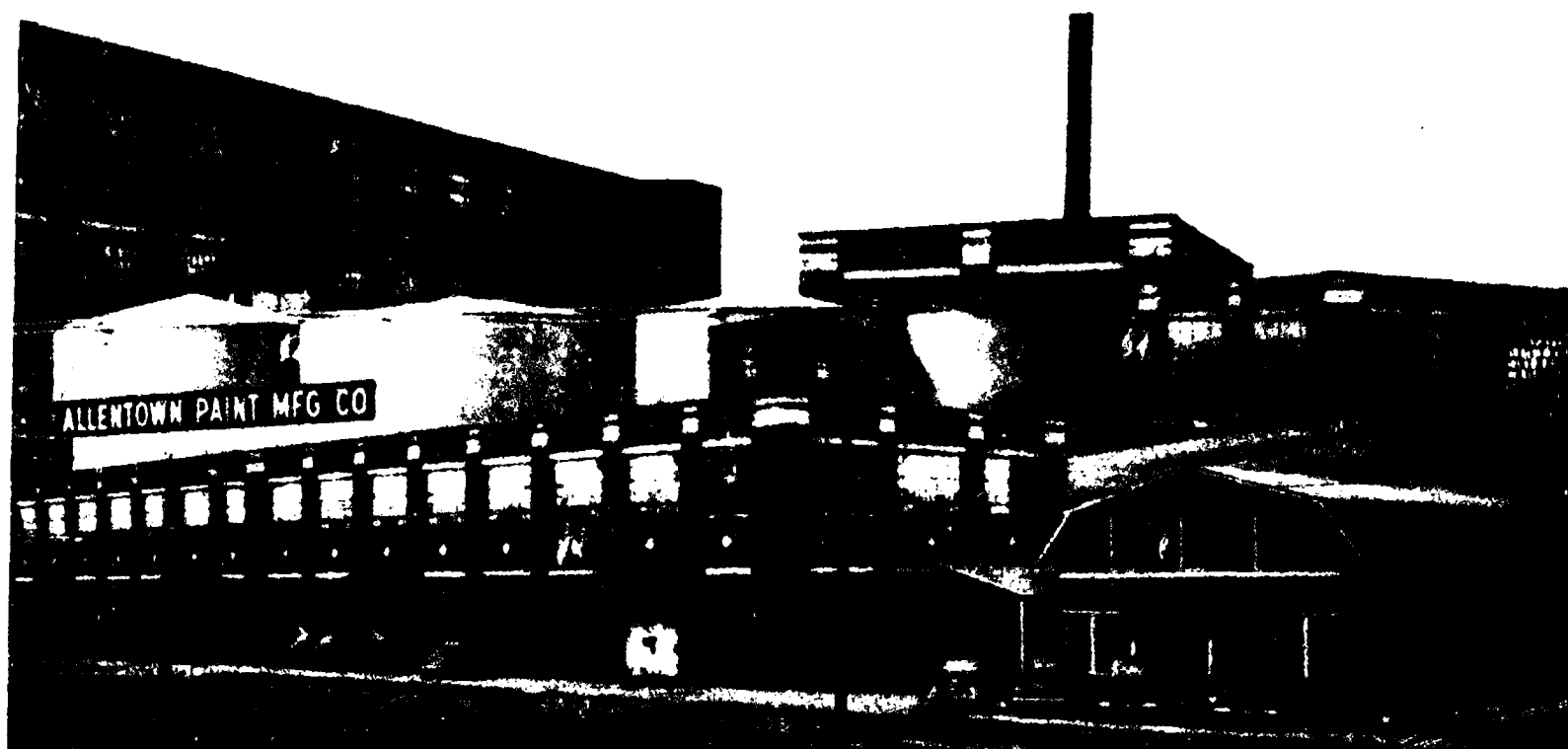
### Railroad Development

The manufacture of railroad spikes was the direct result of the chartering of the Delaware, Lehigh, Schuylkill and Susquehanna Railroad, which later became the Lehigh Valley Railroad. The charter was granted in 1846 and the company was granted rights from Easton to Mahoning Creek. Before the charter was granted the founders of the railroad had to prove definitely to the canal commissioners that the opening of the road would not injure the operation of the canal. Actual construction work on the road was not started until 1851 and late in 1855 four locomotives were ordered and authority given for the erection of stations at Easton, Allentown and Mauch Chunk. The railroad was placed in operation in September of that year. Connections for New York were made via the Central Railroad of New Jersey and later connections with Philadelphia were made via the Perkiomen railroad which operated between Norristown and Freemansburg.

The Central Railroad was not a factor in local transportation until after the flood of 1862 which seriously damaged the canal. A charter was granted to the Lehigh and Susquehanna Railroad and it was given rights from White Haven to Mauch Chunk and Easton. Later it became the Central Railroad of Pennsylvania.

The Reading Lines entered the city soon afterward and the Lehigh and New England Railroad was completed to Bethlehem in 1861 but not extended to Allentown until 1912.

*(Continued on Page 36)*



# Allentown Paint Manufacturing Co.

*Oldest Ready-Mixed Paint Manufacturing Company in America*

Established in 1855

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AN ESTABLISHMENT THAT HAS GROWN WITH ALLENTOWN AND LEHIGH COUNTY

---

**D**AY after the election of President James Buchanan, a team from Wm. F. Mosser's Foundry came to a halt on North Lumber Street. On it was a small machine, resembling an ice cream freezer.

The driver stepped into a small building on the rear of what now is the Grand F & W Silver Store and announced "Jake, here's your paint mill."

And so, Jacob Breinig, who had been making paint by hand since 1855 added his first equipment— an Allentown product in design and manufacture.

After the Civil War, Alfred J. Breinig, his son, left Allentown to start a fertilizer plant in Brooklyn. No sooner had the plant been built when it was destroyed by fire. Broken in spirit, but no less venturesome, he returned to Allentown and beseeched his father to seek larger quarters so that paints and fertilizers might be made under one roof.

They then selected a site along the Seventh Street Pike (near Helfrich's Spring). As they were building, Tilghman G. Helfrich came, seeking employment—little dreaming that some day he would head the enterprise.

The same year that Allentown was incorporated—1867—this business was incorporated under the names of Alfred J. Breinig and Tilghman G. Helfrich. Already their paint products had won public favor—in fact, there was only one other company making ready mixed paints at this time.

In 1912 the business became known as the Allentown Manufacturing Company with the following officers: Tilghman G. Helfrich, President; Paul E. Breinig, Vice-President; E. F. Horn, Secretary; and Alfred R. Helfrich Treasurer. It was already a major industry in Allentown.

Urged by an increasing demand, all efforts were concentrated on paints and in 1926, a larger factory site was acquired in East Allentown (E. Allen & Graham Streets)

under the name of Allentown Paint Manufacturing Company with the following officers: Fred B. Gernerdt, President; Alfred R. Helfrich, Vice-President and Treasurer and H. W. Hecker, Secretary.

In 1933, shortly after the death of Alfred R. Helfrich, Mr. Gernerdt, resigned, and the following officers were elected: William T. Frankenfield, President; John L. Helfrich, Vice-President; Clarence C. Hildebeidel, Treasurer; and H. W. Hecker, Secretary.

The present Board of Directors of the Allentown Paint Manufacturing Company includes T. G. Fenstermaker, President; Robert A. Helfrich, Vice-President; Clarence C. Hildebeidel, Treasurer; Miles H. Frankenfield, Secretary; and Mrs. Helen Horlacher.

In 1941, the Allentown Paint Manufacturing Company opened its first retail store at 117 N. Seventh Street—Breinig's Color Bar. Kenneth E. Felty, a faithful employee of the Company, was named manager. Larger quarters were needed, and in 1948 Breinig's Color Bar moved to its present spacious location at 940-42 Hamilton Street.

Various color schemes, display methods, lighting and business methods are tested at this store directly benefiting the company's hundreds of dealers scattered along the eastern seaboard.

Several pages of pictures and a story on this operation were published last year in the country's leading paint magazine.

The citizens of Allentown and Lehigh County have been instrumental in the growth and good-will of this time-honored establishment. The Allentown Paint Manufacturing Company shall always strive to maintain, and if possible, to increase the high standard of quality for which their products are known.

## LEHIGH PORTLAND CEMENT COMPANY

During the Fall of 1897 a small group of businessmen in Allentown, Pennsylvania, under the leadership of General Harry C. Trexler and Colonel Edward M. Young, pooled their interests to construct a cement mill at Ormrod just north of the city. This was the modest beginning of the Lehigh Portland Cement Company.

Through hard work and careful planning these men built a Company that today is not only a lasting tribute to their courage and perseverance but a living example of the infinite opportunities of free enterprise in America.

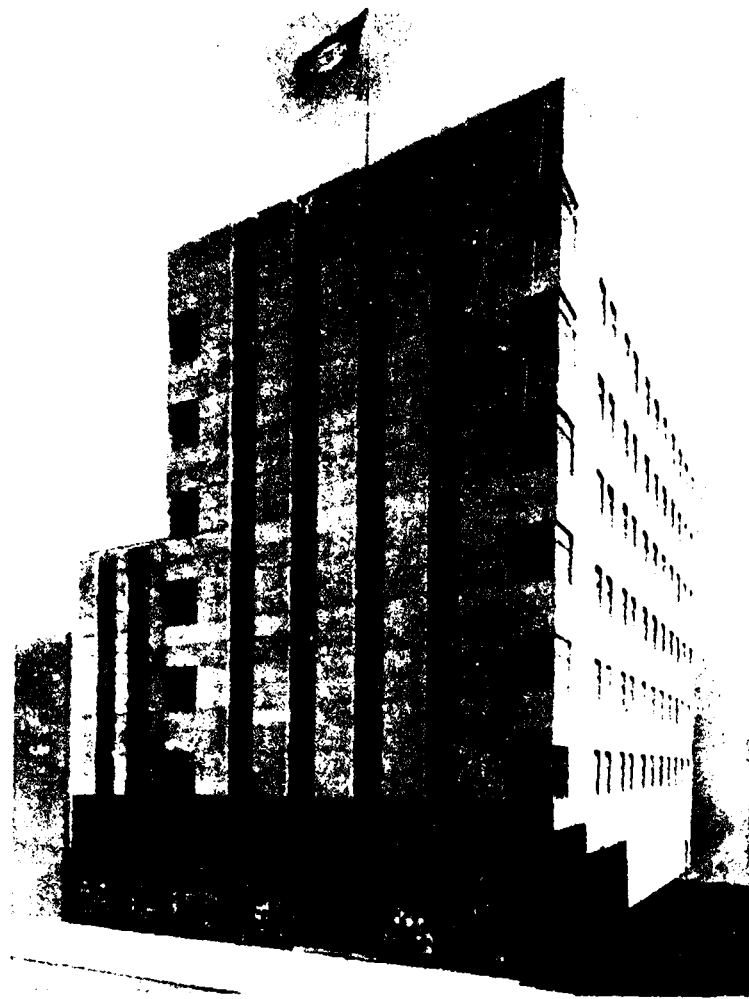
General Trexler served as the chief executive officer of the Company from the date of its incorporation November 26, 1897, until his death on November 17, 1933, first as President and later as Chairman of the Board. Colonel Young was the First Vice-President for many years and in 1926 was elevated to the office of President. He served in this capacity until his death on April 26, 1932, when his son, Joseph S. Young, was elected by the Board to succeed him.

It is of more than passing interest that three of the five members of the present Board of Directors are sons or grandsons of these original Directors. One might say that the Company today is still under the continuous direction and guidance of the founders. It is being run solely for the best interest of employees, stockholders, customers, and the public alike.

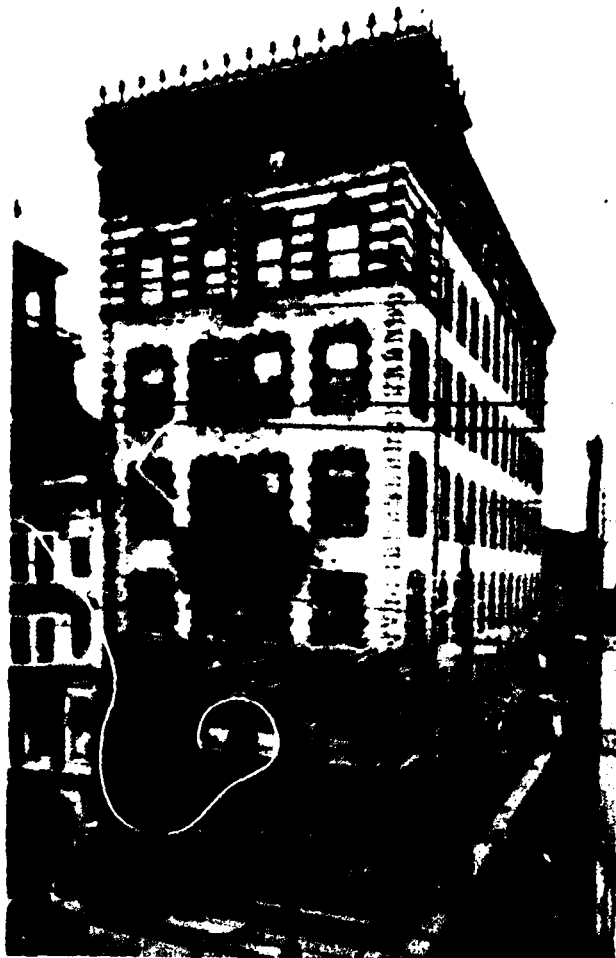
Beginning with a production of only 200,000 barrels per year the Company has grown from a local organization into a national institution. Its 14 manufacturing plants in 11 different states now have an annual capacity of 20,000,000. When the first barrel of cement was manufactured at Ormrod in 1898, scarcely 100 men were employed. Today, there are 3,600 men and women on the pay roll. The original stockholders of the Company numbered only 17—all residing in the Lehigh Valley. Approximately 5,500 men and women, living in almost every state in the Union, now own stock in the Company.

The headquarters of the Company ever since its inception has been in the Young Building here in Allentown. Traveling out of the home office and 14 district sales offices, Lehigh salesmen are selling Lehigh Portland Cement, Lehigh Early Strength Cement, Lehigh Mortar Cement and Lehigh Air-Entraining Cement, throughout most of the United States.

Today, the Lehigh Portland Cement Company is one of the largest producers of cement in the United States—in fact one of the largest in the world.



YOUNG BUILDING - 1950



ORIGINAL YOUNG BUILDING - 1898



ALLENTOWN FIRE ALARM STATION



ALLENTOWN WATER WORKS

## INDUSTRIAL ALLENTOWN

*(Continued from Page 32)*

Brick making (established in 1838) flourished in the city until after World War I, the clay unearthed in various sections of the community proving highly suitable for the manufacture of building brick as well as fire brick.

It is in connection with this industry that we have first reference to the shipment of products beyond the immediate confines of Lehigh county. Shipments, apparently, were made by team, later by boat and then by rail.

The tanning of leather expanded with the opening of the city's first shoe factory by William A. Roney in 1843 for manufacturing women's and girls' shoes. Seven years later Henry Leh opened his plant for manufacturing men's shoes and this firm supplied shoes for the Union Army during the Civil War. The two plants definitely established the city as a shoe production center and reports published in 1914 show that there were ten factories producing \$1,302,000 worth of boots and shoes. Changes in the shoe manufacturing processes and other factors led to the gradual closing of the plants. Some of the buildings were razed while those which remained were taken over by other manufacturing lines.

### **Gas Was Used In 1850**

Gas for illumination purposes was manufactured here in 1850 when Dr. William Danowsky erected a small coal gas plant in his back yard for making gas for his home. Later he laid zinc mains on Hamilton Street between Seventh and Eighth Streets to supply merchants and others in the neighborhood. In 1852 he was granted a charter for a gas company. For several years gas was delivered to persons at a distance from the plant in rubber or leather bags. The company went into bankruptcy in 1877 and was sold to a Philadelphia broker. The company was reorganized in 1882 and incorporated as the Allentown Gas Company which was the predecessor of the Allentown-Bethlehem Gas Company.

The Allentown Paint Company, established prior to the Civil War, used pigments from the soil in the area to produce its first paints and was one of the first, if not the first, companies in the nation to produce ready-mixed paints.

### **Cement Discovered**

The last of the important discoveries of natural resources affecting the city's industrial

growth was in 1870, when David O. Saylor formulated a process for the manufacture of Portland cement. The first plant was opened two years later at Coplay, where beds of the rock had been uncovered, and since that time Allentown has become the center of the world's largest Portland cement producing area.

Electricity was not produced locally until 1882 when Mr. Roney installed the first electric dynamo in this area and one of the first in the world in his shoe factory at Penn and Maple streets. In December of that year, three months after the opening of Edison's famous Pearl Street station in New York, Mr. Roney's dynamo supplied current for a few arc lights, illuminating Hamilton Street store fronts. He incorporated in 1886 as the Allentown Electric Light and Power Company which later became a part of the Pennsylvania Power & Light Company when a group of similar small companies was merged.

While historical accounts do not reveal too much information about the tobacco industry locally there are reports of attempts to grow tobacco in the county early in the 19th century and cigar making became an important business in the community. The reports, which were published in 1914, show that there were 47 cigar factories in the city and that they produced \$1,446,000 in manufactured products. The manufacture of cigars resulted in the opening of John Stevens's Eagle Cigar Box factory in 1876 which was purchased by Dr. A. H. Balliet and Walter Biery in 1900 and acquired by Dr. Balliet in 1906. The plant was greatly expanded under Dr. Balliet and in addition to cigar boxes produced other lines of wood products until its closing shortly before World War II. Cigar production in 1948 was valued at \$4,716,500 and wages amounted to \$1,051,800.00.

Isaac Erdman opened a cabinet making shop in 1830. We do not have any records of furniture making after that until 1872 when Dorney and Berkemeyer opened a furniture factory which was later expanded to handle the firm's retail trade in 1877 and became the C. A. Dorney Furniture Company. This plant was followed by B. F. Schlegel's in 1877 and the Yeager Furniture Company in 1886, and the city has been a large producer of furniture since that time.

*(Continued on Page 41)*

# ALLENTOWN...

## *a Pioneer in Electric Service*

October 19, 1879, Thomas A. Edison, perfected the world's first practical incandescent lamp bulb . . . the birth of the electric industry. Three years later, September 4, 1882, Edison put into operation the first power plant in the world to provide central station service, the Pearl Street Station in New York City. Just three months later . . . the miracle of electricity took place in Allentown for the first time. Mr. W. A. Roney, a local shoe manufacturer installed the first electric dynamo in the area. This infant "plant" was to supply arc-light service to illuminate several Hamilton Street store fronts. The results were highly successful . . . the public most enthusiastic.

Forseeing a future in this "new fangled" idea, Roney, on March 14, 1883, formed The Allentown Electric Light and Power Company, and became its first president and its active manager. Elsewhere in Central Eastern Pennsylvania, other infant electric companies were being formed. In Hazleton! In Harrisburg! In Bethlehem! In Lancaster! On July 4, 1883, at Sunbury the first commercial three-wire electric lighting plant in the world was dedicated, a major improvement in the early method of power delivery. Again Thomas Edison had a hand . . . organizing this company which, in addition to supplying street lighting, furnished interior lighting for what is now the Edison Hotel. This was the first such service to a commercial establishment in the United States.

In those days, equipment was crude and experimental, service limited, irregular and costly . . . Twenty-five cents a kilowatt hour, the average of that day.

But gradually service was improved, and this new servant was adapted to a growing number of

uses. In the passing years, it was discovered that each community did not need an individual power plant; that better, more abundant, more uniform and lower-cost service could be supplied by joining together and consolidating the facilities of many small electric companies, and replacing the numerous tiny plants with a small number of larger and more efficient units. Consolidation also pooled the engineering ability, operating skill and financial backing necessary to progress in this highly-specialized industry.

Typical, was the merger of the Allentown Electric Light and Power organization with similar local companies. This ultimately led to the formation of The Lehigh Valley Light and Power Company.

On June 4, 1920, merger of this company with a number of other operating companies, largely in the Allentown and Bethlehem area and the southern anthracite fields, formed the Pennsylvania Power & Light Company. Later the companies operating in Sunbury, Williamsport, Wilkes-Barre and Lancaster areas were also merged. PP&L today serves Allentown along with 777 other communities . . . more than half a million homes, farms, stores, schools and factories in an area of 9500 square miles . . . spreading through Central Eastern Pennsylvania.

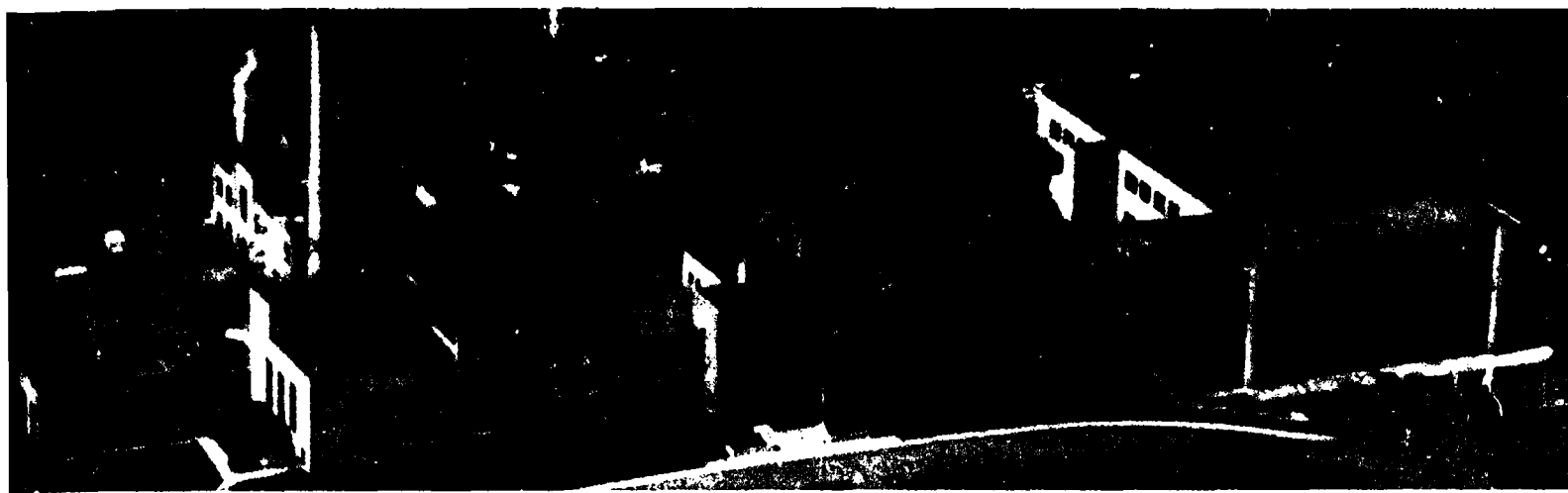
Within the experience of many people still living, electric service has developed from the feeble glow of that first Edison light bulb to a ready servant of every moment 'round the clock. Life, today, is inconceivable without it. Yet, with all this progress, we are but on the threshold of a great new electrical age—a miraculous pushbutton world of tomorrow.

**P E N N S Y L V A N I A   P O W E R   &   L I G H T   C O M P A N Y**



MEMORIAL TO SAMUEL McHOSE, First Mayor of Allentown, at entrance to River Front Park





# Lehigh Valley Cooperative Farmers

## AMERICA'S MOST BEAUTIFUL DAIRY

In the depths of the depression a group of farmers met to organize what is now known as one of the most modern, efficient and progressive dairies in America, the Lehigh Valley Cooperative Farmers. Their courage and resourcefulness defeated the forces which threatened their very livelihood.

### OPERATIONS BEGIN AUGUST 15, 1934

Against what often seemed insuperable obstacles, this group made slow but steady progress. Following an expenditure of over \$100,000 in remodeling and equipping the former Post and Sheldon building, 1026 North Seventh Street, Allentown, late in 1933 and 1934, the operation of the plant began August 15th, of the latter year. Since that date, growth of the dairy has been dramatic yet always sound. Thirty-four hundred pounds of milk were processed on the opening day. Today, more than eighty times that amount is received every day.

### DISTRIBUTION AREA

Since the opening of the Lehigh Valley Dairy, its distribution area has widened to include not only Allentown, Bethlehem and Easton, but north to Tamaqua and the Pocono Mountains; west to Kutztown and south to Philadelphia.

### OVER 2100 MEMBERS

There has been a large growth in the membership of the association and a considerable increase in the number of members actually shipping milk into the plant. Today there are over 2100 members as compared to 300 at the time operations began; and more than 600 of these members ship their milk to the Lehigh Valley Dairy.

### REASONS FOR RAPID GROWTH

What are the reasons for the growth of this depression-born venture? Why, when businesses of all kinds were failing every day, should this dairy be so successful from its beginning?

The answers are evident everywhere, from the barn behind the colorful Lehigh Valley identification sign to the equally colorful green and orange sanitary container that's delivered to stores or direct to homes.

Every member shipping milk to the Lehigh Valley Dairy has electrical cooling equipment or icing facilities on his farm, and every member must keep his herd, stables and utensils ready for inspection at any moment. The rigid, self-imposed requirements of the Lehigh Valley Dairy plant are adhered to strictly, and when milk fails to measure up, it goes straight back to the farm.

Refrigerated delivery trucks were another innovation first introduced by this Dairy. This, as all new techniques and equipment employed, was the result of Lehigh Valley's continual search for improved dairy products.

### NEW PLANT COMPLETED DECEMBER, 1948

In December 1948, the latest in a series of additions and alterations to the main plant was completed. The ever-growing demand for Lehigh Valley Dairy products made the addition imperative. More office and storage space and greater production facilities were urgently needed.

### STORAGE FACILITIES

A little known reason for the economical—to consumer and supplier—operation of the Dairy, is found in its huge storage facilities. In the spring of the year, milk production increases

sharply. If there were no storage facilities, this surplus would have to be sold at distress prices and user and dairyman would suffer. However, at the Lehigh Valley Dairy plant the excess milk is immediately separated. The cream is frozen, and the skim milk either powdered or condensed. Hundreds of barrels of powder and thousands of cans of cream are stored in refrigerated rooms to await hot weather. Then, when ice cream sales curve sharply upward, the surplus is drawn upon, and buyer and supplier benefit again from the storage facilities.

### RESPONSIBILITY TO THE CONSUMER

Members of the Lehigh Valley Dairy have always recognized that their responsibility is basically and directly to the consumer. To meet that responsibility fully, they have set for themselves the highest standards of quality. These standards are rigidly enforced and constantly checked. The supervision of quality and purity extends in an unbroken chain from every farm to every store and to the doorstep of every consumer.

With this insistence upon top quality of product and facilities has gone an awareness that the public has the right to buy milk and milk products at a fair price. Whenever and wherever there has been an opportunity to effect a saving to the buyer, either in an improved product or a lowered price, Lehigh Valley has done so without hesitation. Today, the Allentown area is the only area in Pennsylvania where Homogenized Vitamin D Milk is sold at no extra cost. And the Lehigh Valley Dairy is fighting to effect a similar saving in the other areas it serves.

### FAIR RETURNS TO THE FARMERS

Along with its avowed policy of giving the consumer the best at the lowest possible price, Lehigh Valley has proved that efficient operation can also give the farmer a fair price for his milk. With the obligations of high standards he assumes as an owner-member, the dairyman gets the welcome privilege of receiving more for his milk. Through the intelligent promotion of milk by-products and an energetic selling program, the Dairy has always found a market for its members' products. And it has always had milk and milk products for its customers' needs.

### BENEFITS FOR EMPLOYEES

The more than 280 employees of the Lehigh Valley Dairy are well-paid. The facilities of the new buildings provide working conditions second to none in any industry in the City of Allentown, and certainly far superior to any in the dairy industry.

In January 1949, a Pension Plan was inaugurated covering all employees.

### THE FUTURE

A new building program, to cost approximately \$1,250,000, will get under way in the near future. Greater production facilities are urgently needed.

The Lehigh Valley Dairy has grown because of what it has offered; high grade products at a reasonable price to the user and a reasonable payment to the farmer. Today, Lehigh Valley sets the pace and standards for the dairy industry in this area. And, guided by the sound principles of operation in which it has pioneered, Lehigh Valley will continue to do so.



## ARBOGAST & BASTIAN, INC. WELCOMES YOU

AS ONE "OLD HOME TOWNER" TO ANOTHER

Founded sixty-three years ago by two men whose names it still bears, Arbogast & Bastian Inc. has grown up with Allentown. It is proud of its origin, proud to be a citizen of the old home town, and proud to be able to welcome you to this celebration.

The names of Arbogast & Bastian are well known here and have been since this area was first settled. This is not primarily because they are associated with A & B, but because of the many fine families who bear them as proudly as A & B does. We feel as if we are among friends and it's a fine feeling.

Many of you have returned to Allentown for this celebration, after having left to establish your homes and families elsewhere. Many others, perhaps the majority of you, never went away. A & B has done both. Its physical plant has remained in Allentown and has grown and prospered with the community and its people. It has gone away through the constant expansion of its market area to the extent that its products are now available in almost every state east of the Mississippi River, and in many foreign countries.

A & B identifies itself with the old home town in many other ways, but its greatest source of pride is that it has always lived up to the "Pennsylvania Dutch" reputation for cleanliness and fine food. People all over the country and in many other parts of the civilized world associate those two characteristics with this area and with good reason.

In line with the already established policy of cleanliness and purity, A & B was the first meat packer in this area to place itself under the newly established Federal Inspection

system in October, 1906. It has been constantly under that system since that time and is at present the only packing plant in the Lehigh Valley so covered.

The policy of producing fine foods is not difficult to abide by when the people who make them and the people for whom they are made enjoy and deserve a world wide reputation for good eating. They just couldn't make anything else.

As a member of the community A & B contributes greatly to the support and encouragement of its neighbor, local agriculture by purchasing as many materials as possible from local farmers. In the manufacture of scrapple alone we use over one hundred thousand pounds of buckwheat, corn meal, wheat, and rye flours annually. All are purchased locally. Other products of local agriculture purchased for use in the sausage and canning departments are ten thousand pounds of fresh onions, one million two hundred thousand pounds of potatoes and ten thousand dozens of eggs.

Since the great livestock producing areas of this country are in the middle west and since our demands are so great it is possible for us to buy less than ten percent of our hogs and less than forty percent of our cattle from local farmers. We do, however, buy as much as is available. Furthermore, we encourage the raising of more and better livestock by attending all 4 H shows and bidding on many prize animals.

Feeling as we do about our community, Old Home Week has been a very pleasant experience for A & B. We trust it has been so for you.

Don't wait so long to come again.

## INDUSTRIAL ALLENTOWN

*(Continued from Page 36)*

Food processing started with the early bakers, who came into the city with the first settlers, and Lawrence Hauck, the city's first slaughterer, who opened a shop in 1765 on Lehigh Street. The residents of the area took their animals to Hauck, who killed and dressed them and also sold meat. The next record of commercial slaughtering is that of the steam butcher shop of Otto Meyer in 1868 who had a cool cellar for storage. One imaginative writer in an account of Meyer's butcher shop said that he had "a cellar where water freezes in five minutes". But it was not until 1887, when Wilson Arbogast and Morris C. Bastian formed Arbogast and Bastian, that commercial slaughtering was done on a large scale in the city. Today food processing of various kinds is done in fifty-three plants in the city.

### The Textile Industry

Following conferences with the Board of Trade, predecessor to the Chamber of Commerce, in 1880 the Phoenix Silk Company was persuaded to open a mill in this city. The success of its Adelaide mill at Race and Court Streets prompted the opening of the Pioneer silk mill in 1886 and the city was established as a silk manufacturing center. At one time it was the largest silk production center in the state. Reports show that before World War I there were 20 silk mills here and that the value of silk and textile products amounted to \$9,838,000. Wages represented thirty-seven and one-half per cent of the city's industrial payroll.

As a result of the growth of silk manufacturing, the National Silk Dyeing Company opened a plant here in 1899.

There has been a transition in the silk industry and many mills have turned their attention to the production of synthetic fabrics but there are large quantities of silks produced annually in Allentown today. In 1948, production in textiles and textile products was valued at \$68,387,700 and wages amounted to \$20,637,800.

Through the efforts of the Board of Trade another new industry was brought to Allentown in 1886 when the Barbour Mills opened the jute plant at Jordan and Gordon Streets, site where the Hessians captured at Trenton were quartered during the Revolutionary War. The firm began

production of jute twine and Allentown has since become one of the leading production centers in the nation.

In 1886, the Iowa Barb Wire Company was induced by the Board of Trade to move its plant here from Easton and located at the foot of Lehigh Street. The plant was acquired by the American Steel and Wire Company and later became a unit of the U. S. Steel. It operated until shortly before World War II.

Daniel Cartwright developed the first telephone system in the community in 1880 and for several years operated his service with one employee who acted as operator, construction and maintenance man. The service opened with fifty customers. Later a small company known as the Lehigh Telephone Company was formed and served the community for many years until it became a part of the Bell System.

The first auto built in the city was a "one-lunger" produced by Henry J. Nadig in 1889. His shop was later acquired by O. J. Marcks and Sons. In 1905 John and Charles Mack opened the Mack truck plant, although they had been making trucks for five years before. The industry was in its infancy at that time and the company has expanded steadily until it has become the largest individual employer in the city.

### Older Industries

Among the other older enterprises in the city are L. F. Grammes & Sons, founded in 1875; the Allen Laundry, founded in 1885; F. Schwartz & Son, men's clothing manufacturers, founded in 1888; the Trojan Powder Company, founded in 1905.

These were the foundations on which Allentown's industrial activity was built.

As one nationally known writer recently said, "Cities just don't happen, they're planned," and the planners are the businessmen of the community who work through their Chamber of Commerce or their Board of Trade. As a result of this planning, Allentown has been able to meet the changing conditions in the industrial world, adding new plants to the city's constantly growing production list and providing employment for the people of the community.

*(Continued on Page 42)*

## INDUSTRIAL ALLENTOWN

*(Continued from Page 41)*

The development of the Allentown-Bethlehem-Easton Airport is one of the finest examples of community planning. In 1928 a committee was appointed by the Chamber of Commerce to select a site for the development of an airport. When the site was determined, a corporation was formed to build and operate the airport. When needed improvements were necessary the Chamber led in the development of the airport as a joint project of the city governments of Allentown and Bethlehem and the commissioners of Lehigh County. Later, Easton officials and the Northampton County commissioners joined in the project. Today it is one of the finest airports in the east.

The effectiveness of this planning can be seen in other ways from a study of the reports published in 1914 and later dates. In 1914 it was said there were 11,481 industrial employees, earning \$5,061,000 and producing goods valued at \$26,263,327.

In 1939, total wages and salaries in the city amounted to \$20,915,600 and then there was a steady climb to \$58,106,800 in 1947. In 1948, the latest year for which official Department of Internal Affairs figures are available, income was \$57,092,700. The drop from 1947 to 1948 was occasioned largely by a prolonged strike in a major industry. Figures of 1949 are expected to exceed 1948.

Since V-J Day, forty-one new plants have been added to the city's list of industries. In 1950 these firms are employing a total of 5,089 workers and the annual income of the workers will be \$13,585,000. Notable among the new plants opened since V-J Day have been the Western Electric and General Electric plants.

Allentown has always had an excellent supply of skilled labor and the people of the community have been able to adjust themselves readily to new manufacturing processes. In recent years this natural aptitude has been improved by the development of young men and women in the vocational educational departments of our schools.





## IN ALLENTOWN

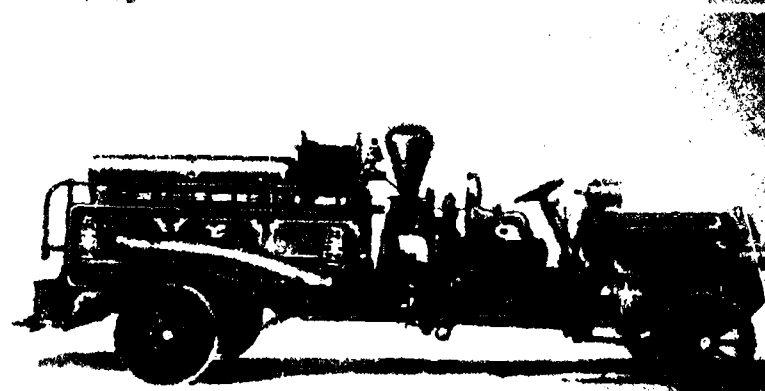
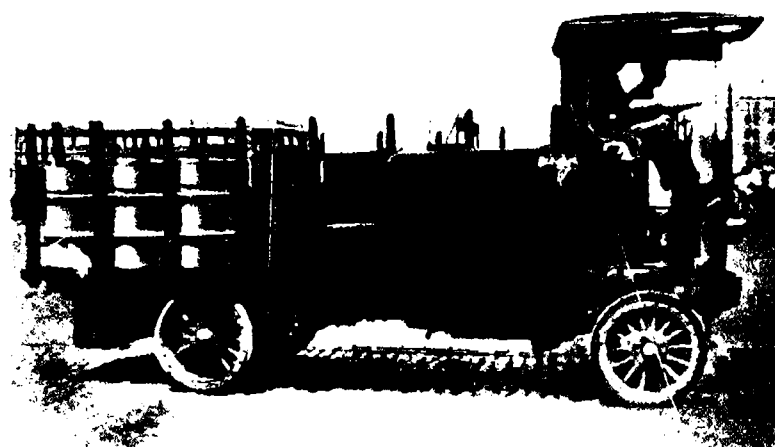
● The year 1950 marks Mack's Golden Anniversary . . . . A milestone in the history of automotive transportation and a milestone in the history of the City of Allentown.

Mack first moved to Allentown in 1905, setting up its factory in the vacant Hirsch-Weaver foundry. The move to Allentown found the Mack Brothers in a truly nation-wide business. During the next five years deliveries of trucks and buses were made to Seattle, Washington; Brooklyn, N.Y.; Rochester, N.Y.; Havana, Cuba; New Orleans, La. and Philadelphia, Pa.

The years that followed saw this tiny shop grow into a huge plant with more than a million and a half square feet of floor space, spread over 138 acres. Here, today, in Mack's largest plant, are three separate assembly lines plus facilities for manufacturing frames, brakes, wheels, driveshafts and cabs. From the Allentown plant come the famed Mack trucks, buses and chassis for Mack fire apparatus.

For 45 years Macks have rolled out of Allentown to every part of the globe. Mack vehicles and Mack men have served our nation in two world wars. And in peacetime these trucks have made an even greater contribution to the advancement of our standard of living.

Many thousands of Allentown citizens have worked with Mack during these 45 years. Today more than 3000 men and women are employed in the factories and offices of the Mack plant. Throughout the world the city of Allentown has gained fame as the home of the Mack truck. Here is a typical example of a great industry and a great city growing together, prospering because of each other.



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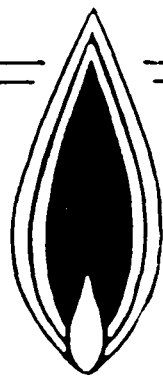
# 100 YEARS of Gas Service

1850

in the ALLENTOWN-BETHLEHEM EASTON AREA

1950

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THE history of the Allentown-Bethlehem Gas Company dates back one hundred years to the year 1850. In that year Dr. William F. Danowsky of Allentown erected a small coal gas plant in the yard of his home to manufacture gas for his own use. He later laid a zinc main along Hamilton Street to supply merchants and others. For a while, gas was delivered to persons at a distance from the mains in rubber or leather bags delivered by wagon. It was in this manner that gas was introduced into the City of Bethlehem. The price of gas at that time was \$3.50 per thousand cubic feet.

The Easton Gas Company was also granted a charter to supply gas to the City of Easton in the year 1850.

After the introduction of gas into Bethlehem in bags delivered in wagons a Company was organized in 1853 called the Bethlehem Gas Company. Other companies were organized on the South and West sides and later merged to form the Bethlehem Consolidated Gas Company.

A few years later gas was introduced into Catasauqua with the organization of the Catasauqua Gas Company in 1856. The streets of Catasauqua were lighted by gas lights for the first time that year.

The introduction of gas into other parts of our territory took place at a much later date. The Emmaus Gas Company was formed in 1907 and the Highland Gas Company at Quakertown in 1909.

On December 15, 1913, The Allentown Gas Company, the Bethlehem Consolidated Gas Company, Peoples Gas Company of Lehigh County and Consumers Gas Company of Northampton County, successors to the Catasauqua Gas Company, were merged into the Allentown-Bethlehem Gas Company.

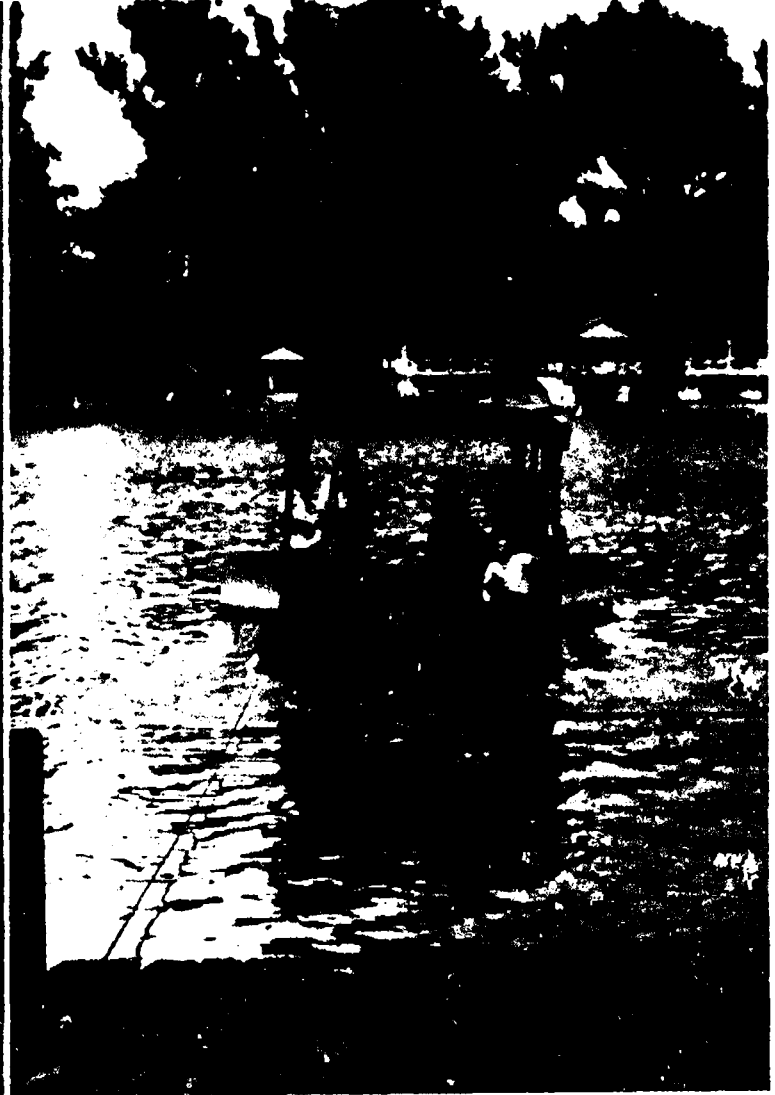
However, it was not until 1945, during the Second World War, that the last link was forged to form the gas system which now supplies our great Lehigh Valley Metropolitan area. On February 1 of that year Allentown-Bethlehem Gas Company acquired the gas properties of Metropolitan Edison Company consisting of the original Easton Gas Works and the gas properties at Nazareth, formerly the Interurban Gas Company, which they acquired in 1929.

Records show that in 1901 Allentown Gas Company produced 51,432 M.C.F. of gas. Today six times that much is produced in a single month. In 1905 the Company had 30 miles of mains, 33 regular employees and an annual payroll of \$32,000. The total revenue for that year was \$117,000.

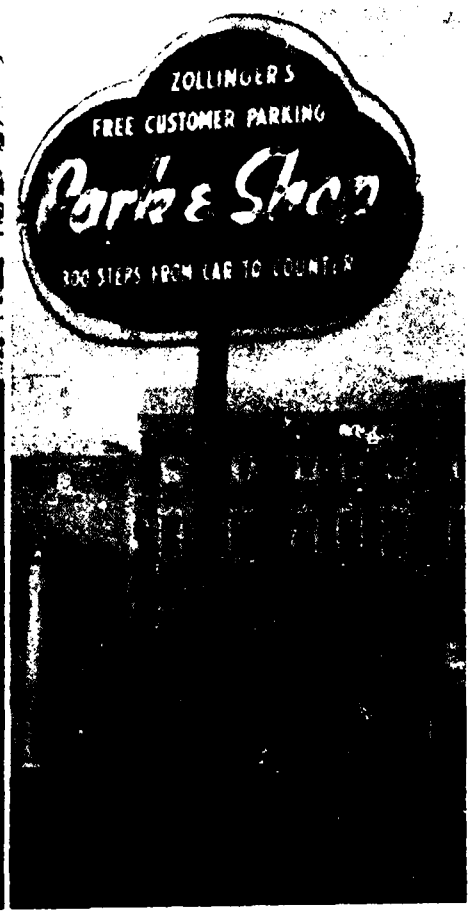
At the present time Allentown-Bethlehem Gas Company, which is composed of fifty-five predecessor companies, serves 67,000 customers in the Cities of Allentown, Bethlehem and Easton and 43 Boroughs and Townships in the three counties of Bucks, Lehigh and Northampton, and also sells at wholesale to City Gas Company of Phillipsburg the entire gas supply for Phillipsburg and Washington, N.J.

Gas mains extend from the Delaware River in Easton to a point about ten miles west of Allentown in the direction of Reading, and from Northampton south to Sellersville. The population of the area is about 300,000. The company owns four gas manufacturing plants and a network of 645 miles of mains. During the past ten years the use of gas in the area has more than doubled. Today the annual sales are almost 3,500,000,000 c.f. Annual revenues are over \$4,000,000. There are 420 employees and the annual payroll is \$1,200,000. The average price of gas for the past 12 months was \$1.00 per thousand.

**THE ALLENTOWN - BETHLEHEM GAS COMPANY**



ALLENTOWN LANDMARKS



BUSINESS LEADERS: H. LEH & Co. and HESS  
BROS., *left*; SEARS-ROEBUCK, the CHAMBER OF COM-  
MERCE BLDG., ZOLLINGER-HARNED CO., *center*; DUNGAN  
AND FRY and the GERNERD BUILDING, *right*.





# *The Shopping Center*

by

*Chamber of Commerce of Allentown*

Since the earliest days of the community when the trappers and other residents north of the city came here to procure supplies and trade pelts, Allentown has been a shopping center.

But for more than a year after the settling of Allentown, David Deshler, the city's first shopkeeper, had a monopoly on the retail trade. It was not until 1764 that Peter Rhoads opened his tailor shop at 107-109 North Seventh Street in a building now occupied by an auto accessories store. This is the only one of the business buildings of that era remaining in use in the city.

Streets had been laid out by Justice Allen's surveyors but no grades had been set and as a result the two stores occupied places by the side of a very wide, crude road which was then known as Allen Street. In the original plans for the community, Allen street was to be the city's chief business thoroughfare. It was a natural link with the mountains to the south and the communities to the north.

However, George Graff of Egypt, noticing the fairly level ground on Hamilton Street westwardly from Penn street, determined to create a business street of this thoroughfare. He established a store between Seventh and Eighth on Hamilton Street in 1795 and thus set the pattern for the development of Allentown's central shopping district.

## **First Hamilton Street Store**

Graff's was the first store of major importance in the community and remained the lone store on Hamilton Street for several years. The new stores which opened immediately afterward located on Seventh Street or at the square.

The next shop to open was James Wilson's store near the present site of Kuhns & Shankweiler. Wilson's son and a partner named Selfridge took over the ownership of the store later and it became Selfridge and Wilson's. Selfridge was an Army officer and Indian fighter and went westward when the city began growing too rapidly.

In 1795 we have the first accounts of night life in the community. It centered around Ruhe's Rainbow Tavern at Seventh and Linden Streets. Since the tavern was removed from the center of population the sporting gentlemen of the day could enjoy their grog and their friends un molested by those who frowned on drinking. At that time Water Street, now Lehigh Street, was the center of fashion.

Development of the shopping district was slow and by 1811 there were only six stores in the city. These included: Wilson's, Deshler's, Graff's, William Eckert's on South Seventh Street, Peter Snyder's where the Dime bank building is now located and Peter Rhoads'. In the following year Ruhe's tobacconist shop was opened on North Seventh Street between Hamilton and Linden Streets.

The year 1811 remains noteworthy since the establishment of Allentown as a borough was followed immediately by passage of an ordinance ordering grading and general improvement of the streets. Roads into the city were also being improved and business progressed with improved travel conditions.

The seven stores did all of the business until 1815 when new stores were opened. Foremost of these were Saegers' general store opposite Zion Reformed Church, by Jacob and Daniel Saeger; Spangenberg & Gangewere, South Seventh Street; Wagner & Dobbins, at the southwest corner of Eighth and Hamilton Streets, and Ruhe and Eckert's, on North Seventh Street.

Saegers' store, forerunner of the department store, was purchased by Godfrey and Christian Pretz and in 1830 they purchased a building at the southeast corner of Sixth and Hamilton Streets where they were reported to have reached a peak of \$60,000 in sales in 1843. In 1859 the store was sold to Hiram Guth & Company.

## **The Farmers' Market**

In 1817 a farmers' market was located on the Square and remained there until it was torn down

*(Continued on Page 49)*



## 53 YEARS OF LOOKING AHEAD

... that's what Old Home Week means to Hess Brothers. 53 years of enthusiastically serving a progressive, thriving community... knowing that only the best and most modern merchandising was good enough for the active, growing Lehigh Valley.

And Hess Brothers has grown WITH the Lehigh Valley. Old Timers will remember the store's opening in 1897—a store space on only 50 x 125 feet with a staff of only 23 persons. By comparison, Hess Brothers now occupies almost half a million square feet of floor space and is staffed by nearly 1,000 Lehigh Valley people, many of whom have made careers of merchandising in the modern manner.

Max and Charles Hess, who pioneered the modern departmentalized store in this area, were considered years ahead of their time—even back in 1897 when they opened the store. But their faith in the growth of the area was well-founded—the Hess Brothers store has expanded steadily since that date.

Hardly a year—and seldom a month—has passed without a major expansion or improvement to better serve our customers. To us—always looking ahead—it seems like history but it was really

news when Hess's first opened 6 complete floors devoted to merchandise.

Allentown's first Escalators were seen in Hess Brothers—saving time and effort for our customers. Best of all, they serve all floors.

Air-Conditioning—another “First” at Hess's adding greatly to the convenience and comfort of the public.

These are only three of the hundreds of major improvements which have helped make Hess Brothers truly “One of America's Better Stores”—known to manufacturers and resources the country-over as a leading retailer.

What does all this add up to?

To you, our customers, it means just this... with your patronage over the years, Hess Brothers services to you have expanded—always a larger, finer store in which to shop. As Hess Brothers expands in importance in American retailing—the newest merchandise, the finest things and the benefits of the lowest prices.

And so, the passage of 53 years finds us still “Looking Ahead”—as Max and Charles Hess did back in 1897. We're very proud of our history but working towards—and eager for—the future.

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**HESS BROTHERS**

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## THE SHOPPING CENTER

*(Continued from Page 47)*

during the fire on Ascension Day, 1848. A new market was opened at Church and Linden Streets eleven years later and continued in operation until 1897 when it was razed for the erection of our City Hall.

John Haines opened a store at Eighth and Hamilton Streets in 1820 and confined his business to trading with the farmers, taking their farm products in exchange for merchandise. Hay scales were placed on the Square in 1832 and remained in use up to the time the Hotel Allen was started.

Just as the residents of communities north of Allentown had to rely on local shops for their supplies during the early days of Allentown, the merchants had to rely upon foreign manufacturers for their merchandise during the same period. American manufacturers were not producing in sufficient quantity to supply the stores and we find a record in the late Charles Roberts' history of Lehigh County of the fact that in 1838 there were twenty-three stores in the city selling "foreign merchandise." Merchandise from all over the world can still be purchased in the stores, but American made products now comprise the bulk of stocks. The early settlers of Allentown bought imported merchandise because there was no other adequate supply.

Close study of the history of the shopping district reveals the sharp changes which occurred in store ownership. No explanations are offered. No doubt some found merchandising was a hazardous business while other shops were discontinued when the owners died or moved on to other communities. In 1832 there were 24 stores listed in the city and of these only fourteen were in business in 1838.

### **M. S. Young Oldest Store**

The oldest of our present day stores was opened in 1843, shortly after Peter Newhard opened a similar store on Hamilton Street. In that year Stephen Barber and Joseph Young opened their hardware store. It was later acquired by Mark S. Young and has continued in operation by members of the family since that time, growing to become one of the east's largest wholesale-retail hardware outlets.

In 1847 Henry Schnureman opened a men's clothing store on Hamilton street. The store has

remained continually in business since that time but passed through six different ownerships before being acquired by Bohlen, Gross and Moyer.

A year later, June 1, 1848, was the disastrous Ascension Day fire. Business houses in the city remained closed on Ascension Day for many years thereafter. The fire broke out in a stable in the rear of a shop on North Seventh Street. There was a high wind and the flames spread rapidly, destroying or damaging nearly half the city.

Henry Leh founded H. Leh & Company in 1850 as a manufacturer of men's and boys' shoes. The company sold shoes at retail. It was not until 1877 that the two branches of the business were separated. The manufacture of shoes was discontinued when the present store was built.

Two of the city's oldest wholesale houses were founded in 1856 and 1857. E. W. Trexler founded the Trexler Lumber Company in 1856 and Bittner-Hunsicker was established the following year.

Forty stores were doing business in the city in 1860, including W. H. Appel's jewelry store which has continued in the same location and under the same family control for the past ninety years. In 1862, Jacob L. Farr, Sr., founded Farr's Shoe Stores and this, too, has remained under the control of the family since that time. Keller's Jewelry Store was founded in 1865 by Edwin and S. S. Keller.

### **Pioneer Business**

As a result of the many changes in ownership of various retail and wholesale concerns there are very few operating today which were in business prior to the turn of the century. There are only 14 stores in Pennsylvania more than 100 years old. However, after the incorporation of Allentown as a city in 1867 there were a number of business establishments founded which are continuing under the firm name. Among this group of retailers and wholesalers are such firms as the C. A. Dorney Furniture Company, founded in 1872; Koch Brothers, which was originally Koch and Shankweiler, founded in 1876;

*(Continued on Page 50)*

## THE SHOPPING CENTER

*(Continued from Page 49)*

Ebbecke's, 1881; W. H. Taylor & Company and C. Y. Schelly and Brother, 1883; Kramer's Music House, founded in 1887; Dungan and Fry, founded in 1893; Shankweiler and Lehr, now Kuhns & Shankweiler, founded in 1890; and Hess Brothers, founded by Max and Charles Hess in 1897.

The C. A. Dorney Furniture Company is the outgrowth of the Dorney and Berkemeyer furniture factory which was founded in 1872. C. A. Dorney acquired the business when the separation of the retail and manufacturing branches was made in 1877 and in 1898 the firm was purchased by Charles Ziegenfus whose family continues the operation.

Koch Brothers had its origin when Frank W. Koch and Wilson Shankweiler founded a men's clothing store in 1876. Wilson Shankweiler died in 1890, four years after the firm had moved to the present location, and Mr. Koch acquired sole ownership of the firm. Later he was joined by his brother, Thomas J. Koch, and the firm became Koch Brothers. Lewis Shankweiler, who had been with the original store of Koch and Shankweiler, and William C. Lehr formed a partnership of Shankweiler and Lehr in 1890 and located next door to Koch Brothers. The new men's store moved across the street to the southwest corner of Seventh and Hamilton Streets and later the members of the Kuhns family acquired the Lehr interests, forming the new firm of Kuhns and Shankweiler.

Elmer E. Dungan and Joseph P. Fry originally had their furniture store on North Seventh Street where it remained for many years before the present location was purchased.

Hess Brothers, Max and Charles Hess, opened their little shop at the old Black Bear Hotel and in the course of the fifty-three years of operation it has become one of the leading department stores in the State.

Zollinger and Harned's history dates back to 1866 when a store was opened by William R. Lawfer and W. R. Steckel. The store was later purchased by Mr. Lawfer and passed through periods when it was operated as Lawfer and Harned, and Lawfer and Early before it was acquired by the present ownership. Schelly's has always been located on North Seventh Street and has become an important factor in the

distribution of hardware products. W. H. Taylor and Company has constantly been expanding its business, installation of industrial machinery.

First of the variety stores opened in the city was F. W. Woolworth's which made its first report of sales to the home office in December, 1889. The store was located at 643 Hamilton Street originally, moved to the site of the present Lerner Store and recently erected its new building in the 700 block on Hamilton Street.

O. H. Dietrich, founder of the Dietrich Motor Company, was a bicycle dealer in the city in 1900 when he became interested in auto sales. Dietrich Motor Company is the oldest in the point of continuous operation in the city.

Wetherhold & Metzger's was not established until 1908 when George Wetherhold and Owen W. Metzger formed a partnership and opened their shop at 714 Hamilton Street. Guth's luggage shop was formerly Wardman's. It was purchased at the turn of the century by George J. Guth who was later joined by his brother Harry who has continued the business.

It was these firms which formed the backbone for the development of Allentown as one of the most progressive commercial centers in the nation. Even during the days when Hamilton Street was known for its wooden awnings, its hitching posts, its whistling peanut roasters and its midtown utility poles, citizens were building solidly for Allentown's business future.

There were many stores which entered the scene, thrived for a short time or failed and then disappeared, but all of them helped to make the city a good wholesale and retail center. In the final analysis it was those firms which weathered the storms of economic cycles which laid the foundation for the commercial life of the city as we know it today.

### **City Is Accessible**

While grades had been set for the streets in 1811 it was not until early in 1900 that streets were paved. In that year Hamilton Street from Penn to Eighth was given an asphalt covered surface and since that time street-paving has kept pace with the growth of the city.

*(Continued on Page 50)*

# *The Great Allentown Fair*

☆ ☆ ☆

In 1850, a number of leading farmers and enterprising citizens became interested in the project of forming an agricultural society, which was to have for its aim "the improvement and advancement of agriculture, horticulture, livestock and domestic and mechanic arts."

A series of meetings were held during the years of 1850 and 1851 at the Eagle Hotel, Allentown; at Ruchsville, Breinigsville, and Millerstown. The first one, however, at which definite action was taken, convened at the public house of William Leisenring in Egypt, Whitehall township, on January 24th, 1852. There it was resolved to organize an agricultural society for Lehigh County and a committee was appointed to prepare a constitution. The constitution was adopted on February 3, 1852.

Preparations were immediately begun for the holding of the first Lehigh County agricultural fair. Allentown, being at that time already a flourishing town and also the county seat, was selected as the most convenient place for this purpose. The first fair was held on October 6, 7 and 8, 1852, on a five-acre plot of ground located East of Fourth Street, between Walnut and Union Streets. It is recorded that this fair was so successful that the managers at once felt warranted in taking steps to make this feature of the society a permanent institution.

The second fair was held September 28, 29 and 30, 1853, on a tract of land North of Liberty Street, between Fifth and Sixth Streets, which was leased for this purpose, and later purchased by the society.

In 1889 the present site was purchased and many of the structures on the old grounds were transferred to the new fairgrounds, and new buildings were erected.

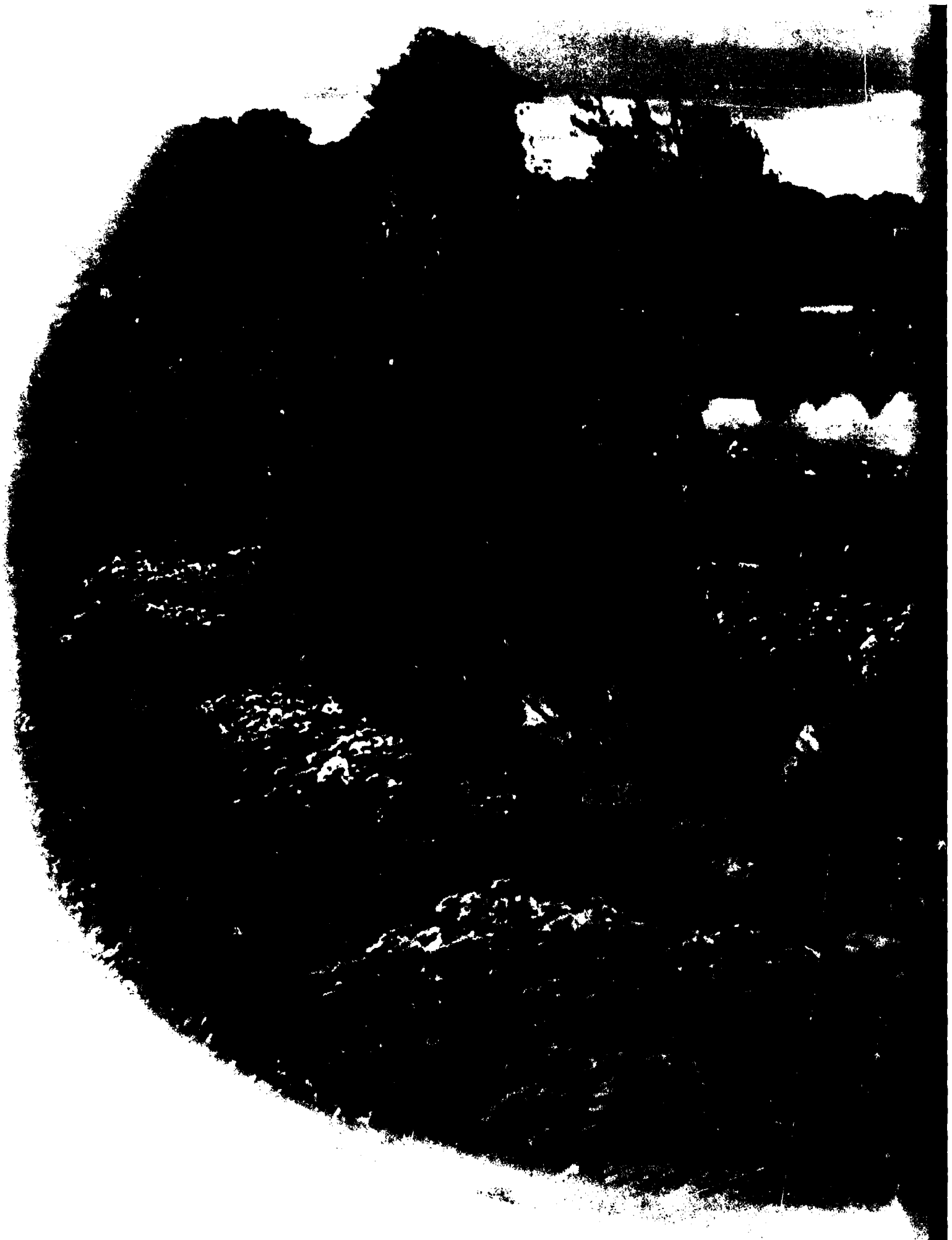
The year of 1901 marked the semi-centennial celebration, half a century of steady progress of the Society. A half-mile track of oval shape was laid out. In 1910 a new steel grandstand was erected.

From time to time improvements have been made and everything is now being done to begin modernization of the grounds

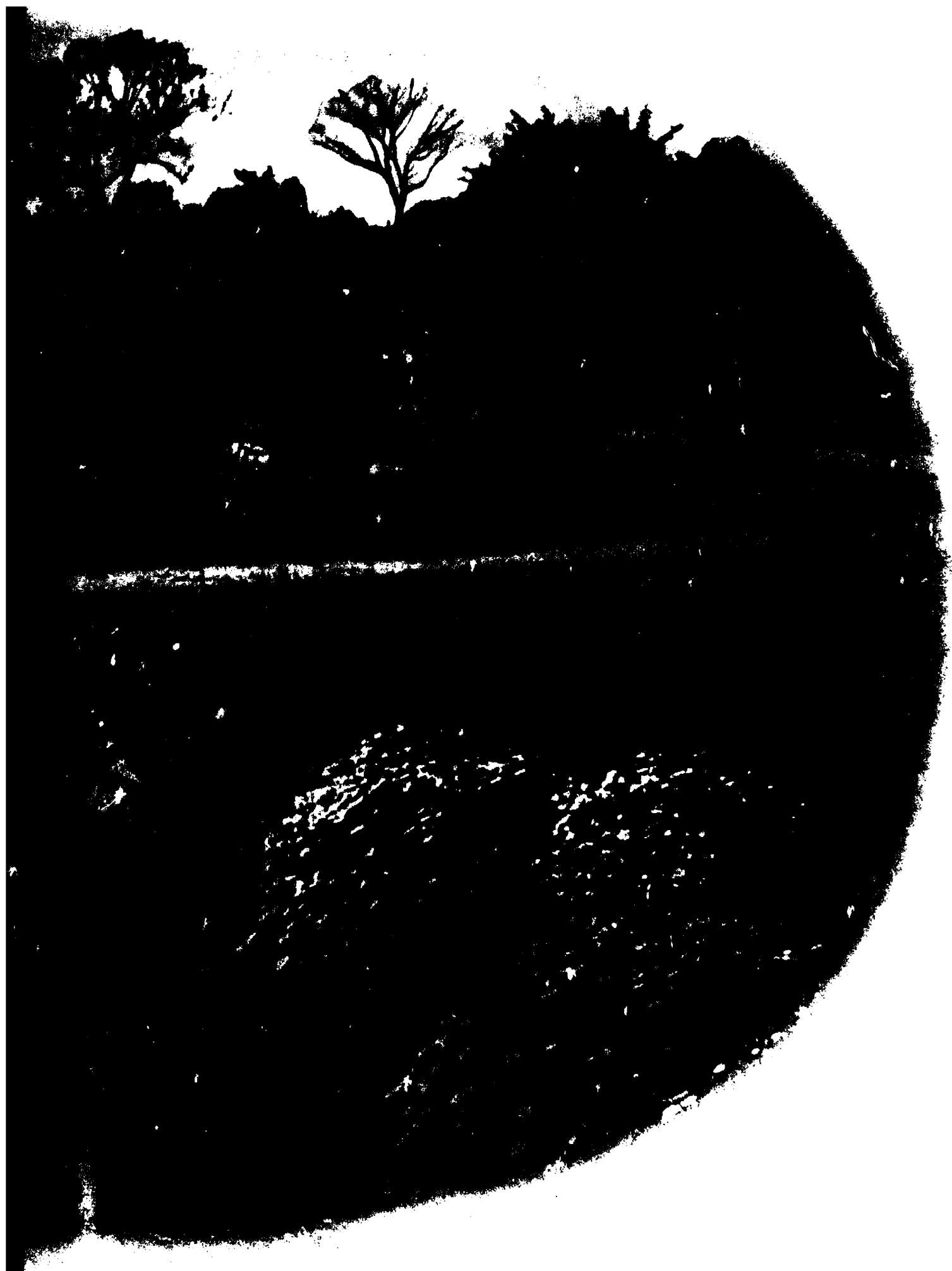
----- DO NOT FAIL TO VISIT -----

**T H E   G R E A T   A L L E N T O W N   F A I R**

# *The Rose Garden*

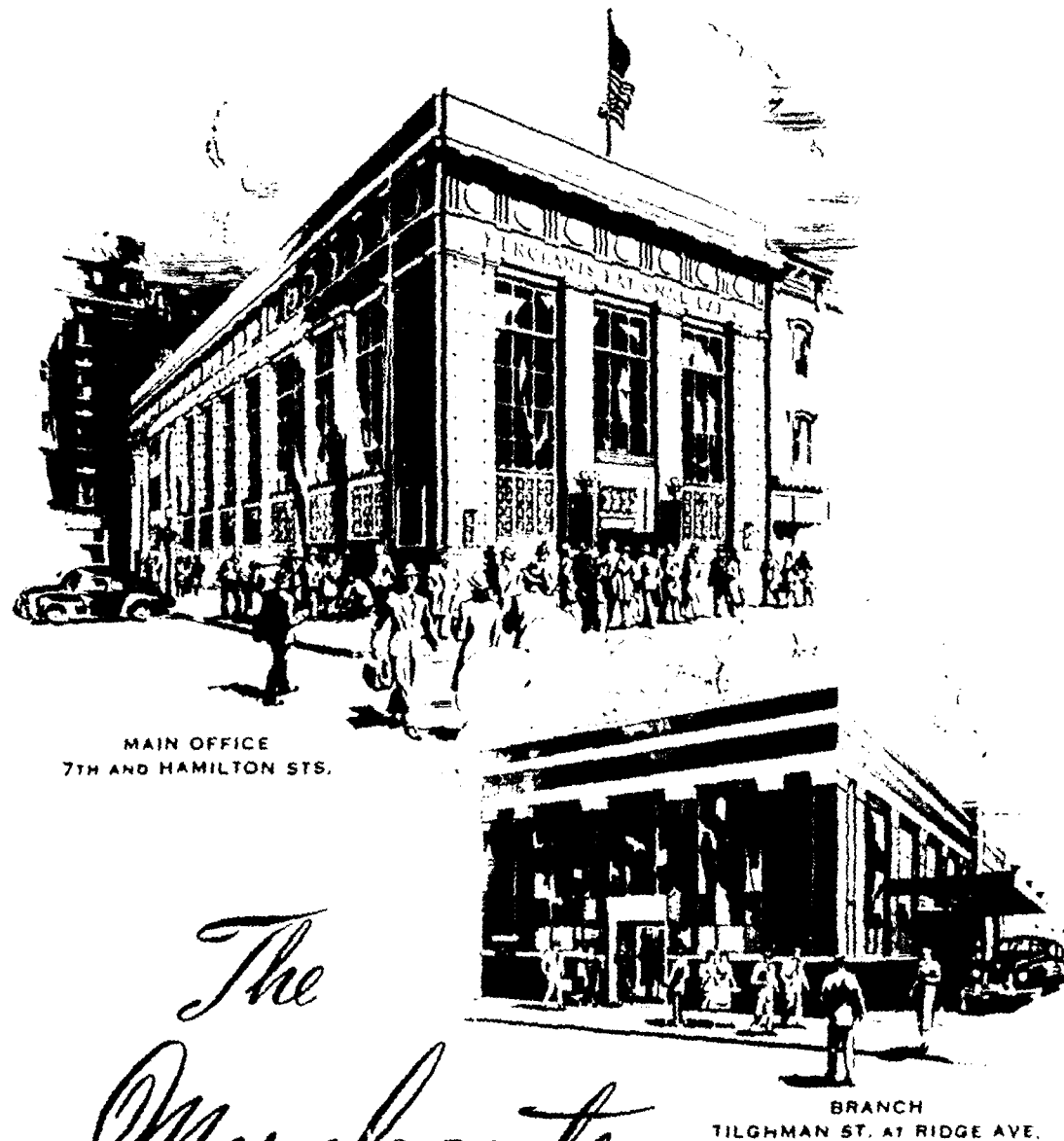


# *Cedar Parkway*



1903

1950



# The Merchants NATIONAL BANK

The Merchants Bank of Allentown opened for business on the first floor of the present Y.M.C.A. building on March 30, 1903. Its first officers were: President, Fred E. Lewis; vice-president, Thomas J. Koch; cashier, Charles O. Schantz.

In 1916 the bank purchased the A. M. Springer store property at the southwest corner of Seventh and Hamilton Streets and erected a modern bank structure which was occupied in September, 1921.

Still later, the Chronicle & News building at the rear of the bank was acquired and added for the Merchants Bank use.

To cater to the needs of growing Allentown, the bank recently erected a modern branch building on the northeast corner of Ridge Avenue and Tilghman streets, which was opened for business on December 19, 1949, as its Tilghman Street Branch.

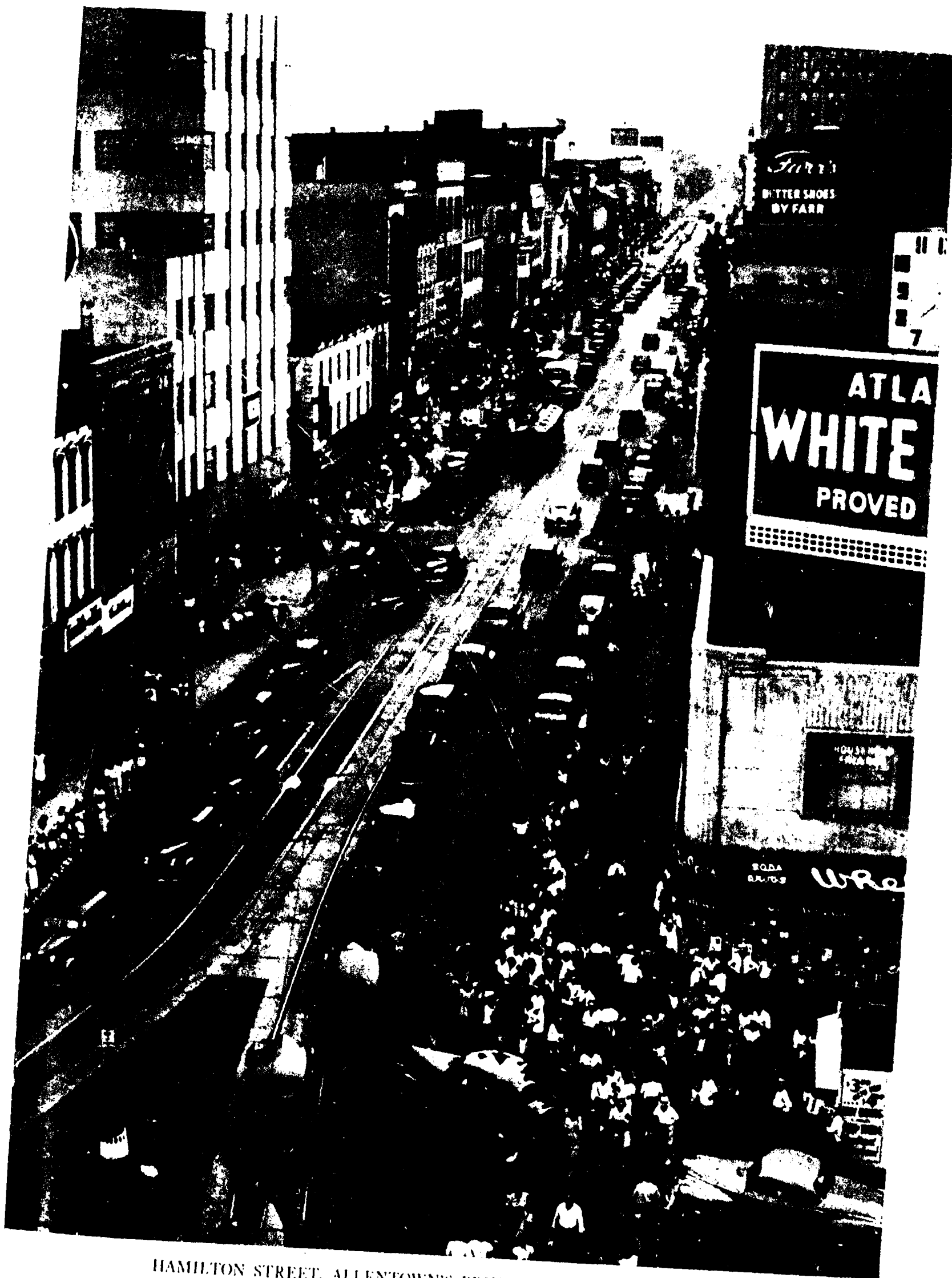
## OFFICERS

*President, LOUIS P. NEUWEILER; Vice-Presidents, OLIVER N. CLAUSS, HERBERT B. WAGNER AND HENRY T. KOCH; Cashier, S. H. CARL BEAR; Trust Officer, JOHN R. HELWIG; Assistant Cashier and Branch Manager, H. STEWART KOONS; Auditor, M. W. SNYDER; Assistant Cashier GEORGE A. WIEGNER; Assistant Cashier, R. H. CASTELINE; Assistant Branch Manager, KENNETH C. SPENGLER; Solicitor, ARCUS F. SHAFFER; Assistant Cashier, RAY D. MILLER; Assistant Cashier, JAMES L. MCGINLEY.*

## DIRECTORS

PRESTON M. BASTIAN	JOSEPH A. LIEBERMAN
PAUL F. BITNER	OWEN W. METZGER
OLIVER N. CLAUSS	DAVID A. MILLER
J. OLIVER DOERN	LOUIS P. NEUWEILER
GEORGE H. HERTZ	DALTON F. SCHWARTZ
GEORGE F. KNERR	MORRIS SENDEROWITZ
HENRY T. KOCH	ARCUS F. SHAFFER
	HERBERT B. WAGNER





HAMILTON STREET, ALLENTOWN'S PRINCIPAL BUSINESS THOROUGHFARE

## THE SHOPPING CENTER

*(Continued from Page 50)*

As roads throughout the suburbs improved, traffic to Allentown's stores and wholesale houses increased. During the past twenty years through their efforts in their organization, the Chamber of Commerce, the retailers have greatly expanded their trade area and today shipments of merchandise within a radius of thirty-five miles are scheduled regularly.

From the days of David Deshler and his little shop on South Seventh Street the city's retail volume has grown to \$141,000,000 according to the 1948 census report.

One of the major factors in the city's retail and wholesale growth was the transformation of its appearance, started in 1918. Mayor A. L. Reichenbach by persistent effort and encouraged by the more progressive businessmen of the community completely changed the look on Hamilton Street and other streets in the central business district by having all light poles, all wooden awnings and unsightly signs removed.

Since then Allentown's business district has been undergoing constant change. During the days of the depression more than \$2,000,000 were spent in face lifting the city's central shop-

ping district. Additional millions were spent in the past decade, and plans call for further beautification and modernization.

### Banking In Allentown

The first bank in the city was founded in 1814. The Northampton Bank, as it was called, was located on the present site of the Allentown National Bank. The Northampton Bank continued to prosper until 1842 when a series of loans placed the bank in difficulty. It was closed on July 15, 1843.

Twelve years later the Allentown National Bank was organized and opened at the present location. It was one of the first subscribers to the local telephone service instituted by Daniel Cortwright. The success of this institution prompted the opening of the Second National Bank in 1863, The Lehigh Valley Trust Company in 1886, The Merchants National Bank in 1903, and the Liberty Bank and Trust Company in 1919. The banks at the beginning of the year had resources of \$122,000,000 and deposits of nearly \$110,000,000.



LEHIGH & NEW ENGLAND RAILROAD TERMINAL

1908 - 1918 - 1950

THROUGH THE YEARS WITH - - -

*Wetherhold & Metzger*



THE ORIGINAL WETHERHOLD & METZGER STORE  
Opened April 11, 1908 at 714 Hamilton Street

- - one of America's  
finest Shoes Stores  
in one of  
America's Finest  
Cities!

SOME OF THE CHAPTERS IN THE  
WETHERHOLD & METZGER  
42-YEAR "SUCCESS STORY"

- |      |  |      |  |
|------|--|------|--|
| 1908 | Wetherhold & Metzger<br>Founded at 714 Hamilton<br>Street.   | 1934 | Opening Reading Base-<br>ment Store.                               |
| 1912 | First corrective com-<br>fort shoe department<br>founded in Allentown.   | 1944 | Opening of the Shoe<br>Repair Factory at 21<br>N. Hall Street.     |
| 1913 | Opening of basement<br>store, children's shoe<br>department and hosi-<br>ery, handbag and re-<br>pair department | 1947 | Opening of the Arch<br>Shoe Salon                                  |
| 1918 | Opening of the new<br>Wetherhold & Metzger<br>shoe store and office<br>building at 719 Hamil-<br>ton Street      | 1950 | Opening of the New<br>Up-Town Shoe Store<br>at 953-55 Hamilton St. |
| 1922 | Opening of the Arch<br>Preserver Shoe Store<br>at 446 Penn Street,<br>Reading, Pa.                               |      |  |
| 1933 | Opening of the new<br>Wetherhold & Metzger<br>Shoe Store at 642 Penn<br>St., Reading, Pa.                        |      |  |



A LARGER AND NEWER WETHERHOLD & METZGER STORE  
Opened April 11, 1918 at 719 Hamilton Street (present location)

WELCOME TO  
OLD HOME WEEK!



THE NEW WETHERHOLD & METZGER UP-TOWN SHOE STORE  
Opened March 25, 1950 at 953-55 Hamilton Street

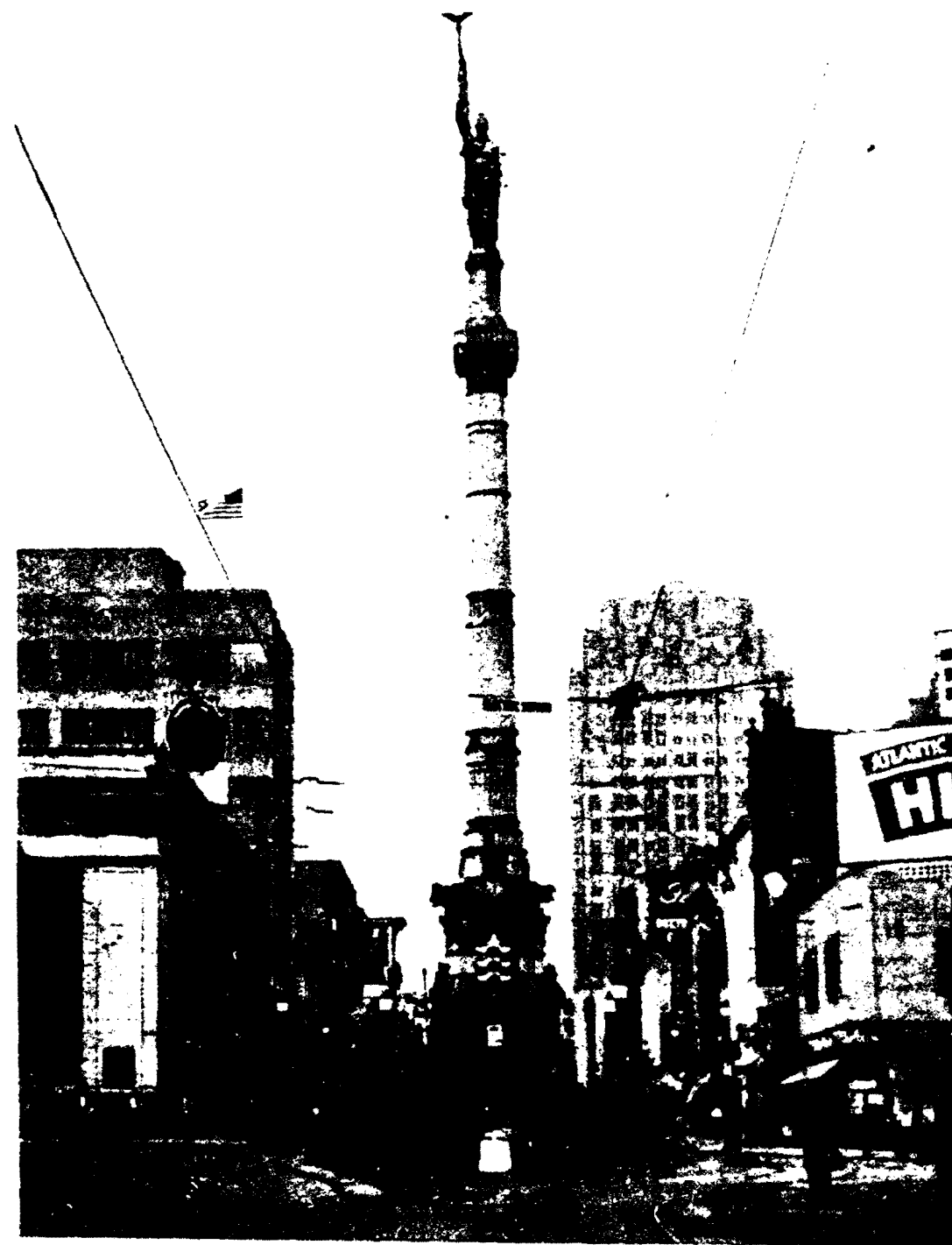
ALLENTOWN . . . . . at  
719 Hamilton Street and  
953-55 Hamilton Streets

**WETHERHOLD & METZGER**  
*The Store of Famous Shoes*

READING . . . . . at  
642 Penn Street



CENTER SQUARE AT NIGHT (*from West*)



DAY SCENE AT CENTER SQUARE (*from East*)

# *Transportation*

## *Allentown Chamber of Commerce*

As the city grew beyond the 42 square blocks originally laid out by Justice Allen's surveyors, the distance between home and work and home and shop increased and the need for local public transportation became evident.

For many years the horse or horse drawn vehicles furnished the only means of transportation. It was slow and unsatisfactory and fording the streams for journeys to the east was dangerous.

The first attempt to overcome some of the natural handicaps in local transportation was made in 1788 when a proposal to construct a bridge across the Jordan on Hamilton Street was recommended to the city fathers. There was such violent protest against the idea that it was abandoned and the city fathers compromised by permitting the erection of a bridge across the creek at Union Street. It was not until 1837 that a stone bridge was built across the Jordan on Hamilton Street.

Two companies were granted charters for the erection of a bridge across the Lehigh river within fixed time limits and failed. In 1812 a third company was chartered and erected a chain suspension bridge which remained in use until it was destroyed by the flood in 1862. A temporary structure was used until 1867 when an iron span was placed over the river.

On May 21, 1868, a horse-car line was placed in operation in the city after having been chartered under the Street Railway Act of 1865. The line operated from the Black Bear Hotel, where Hess Brothers is now located, to the Lehigh Valley Depot. The line had permission to extend its services to the Allentown Iron Works and also Catasauqua.

The Bethlehem-Allentown Street Railway was organized in 1889 and operated between the two communities. The company was succeeded by the Allentown-Bethlehem Rapid Transit company which erected an electric powerhouse in the First Ward in 1891. The company procured 999 year leases on other lines in the area and the group of companies was merged to form the Lehigh Valley Traction Company which developed our present public transportation system.

Meanwhile roads to various neighboring communities had been built and the Allentown-Kutztown trolley system was organized in 1895. In 1902 this became part of the Allentown-Reading Traction Company and continued in operation until a few years ago, being superseded by the present bus route.

With the development of the auto industry, the use of buses in local transportation was introduced and gradually increased and with the expansion of the excellent paved highways came another development in transportation—the use of motorized freight lines. Buses are today supplanting the trolley lines and the motor freight lines are serious competitors of railroads for certain types of cargo. Today more than 300 large trucks play an important part in hauling merchandise or materials in and out of the city daily.

The first paved streets in the city were not constructed until after the beginning of the present century but in the past fifty years great changes have been made in road construction. Asphalt and block paving has been giving way to greatly improved reinforced concrete roadways.

These developments have made important contributions to the expansion of the city as an industrial, retail and wholesale center.

## **LEHIGH VALLEY TRANSIT COMPANY**

and its predecessor companies have been identified with progress in getting people to their destinations in comfort and safety for over eighty years. Lehigh Valley Transit Company was incorporated in 1905 but the transportation system in the Lehigh Valley is for the most part the successor to the early horse car lines.

1865--First horse car line in the City of Allentown chartered.

1891--City horse car lines electrified.

1892 --Lines extended to Bethlehem and Catasauqua.

1900 --Line extended from Allentown to Chestnut Hill.

1912--Liberty Bell trolley line commenced operation.

1925--Lehigh Valley Transportation Company, bus operating subsidiary, incorporated.

1950--Lehigh Valley Transit Company system operates 100 miles of trolley and 254 miles of bus routes serving 56 communities in Lehigh, Bucks, Northampton and Montgomery Counties with an approximate population of 350,000. It operates 104 trolley cars and 137 buses and carries approximately 50,000,000 passengers annually. The Company has over 700 employees.

## **FEINBERG & SONS**

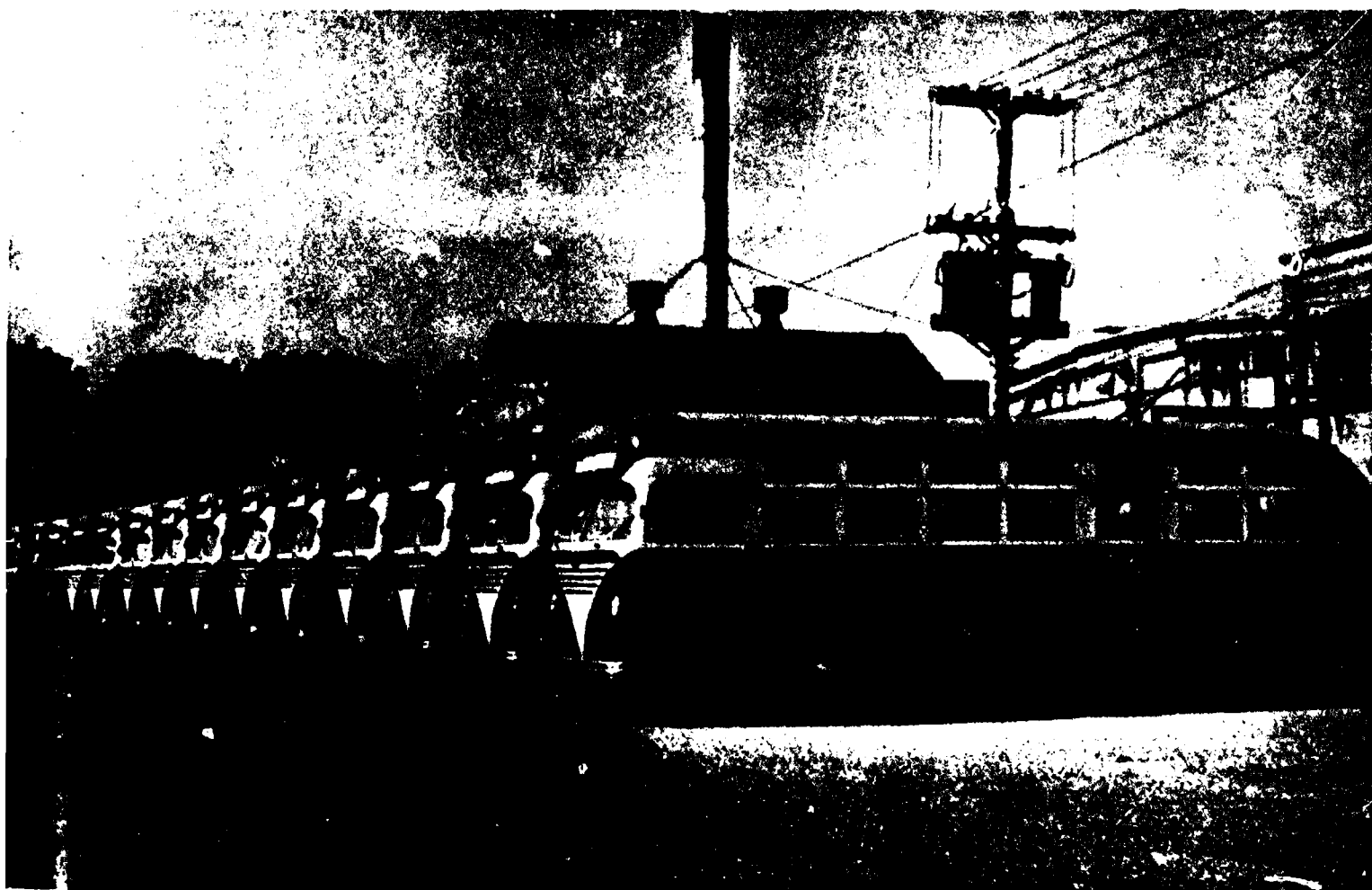
*Garment Manufacturers*

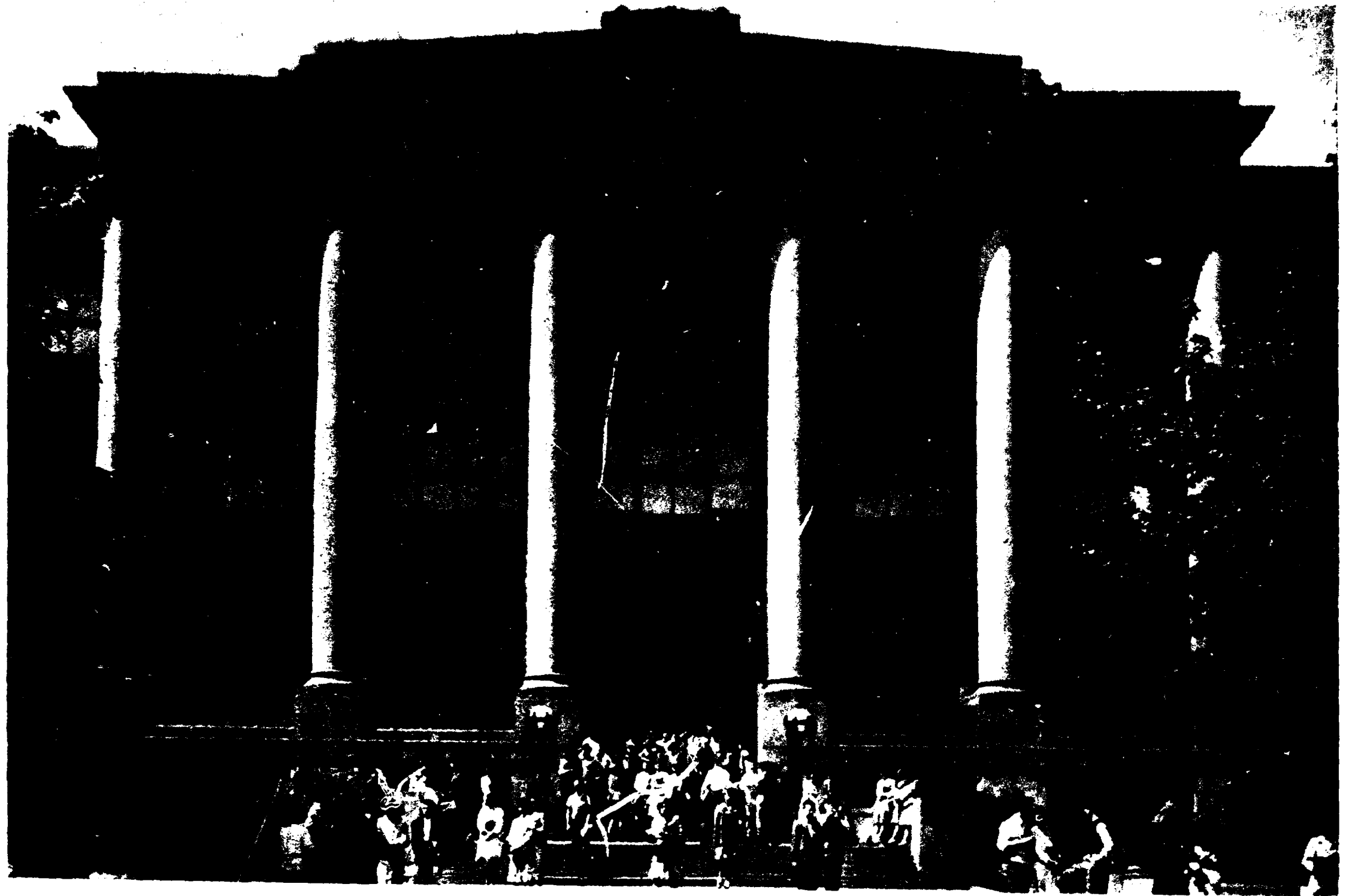


IN BUSINESS IN ALLENTOWN FOR FORTY YEARS  
HAVE ALWAYS EMPLOYED LOCAL LABOR  
HAVE CONTRIBUTED TO ALLENTOWN'S GROWTH



THE OLD AND THE NEW: Above, Trolleys IN YARD AT FAIRVIEW CAR BARN, and below, MODERN BUSES WHICH ARE RAPIDLY REPLACING TROLLEYS





MAIN ENTRANCE TO ALLENTOWN HIGH SCHOOL'S HUGE PLANT



# *The Public Schools*

by

CHARLES H. NEHF

*Visual Education Director  
Allentown School District*

The Allentown Public school system, thirty-nine years older than the incorporated status of the City itself, has enjoyed a growing reputation in its now 132 years of continuous existence. Steeped in the American pattern of community life, the district has advanced until 14,222 boys and girls were enrolled in its 26 schools during the 1949-50 term.

Initiated in 1828, the historic records of the area indicate that the borough of Northampton (Allentown) and the townships of Salisbury and Northampton paid \$421.71 for the education of their children. In 1833 the borough alone paid \$434.77.

Provisions for the first public education program in Allentown were founded on a Commonwealth Act of 1824. Under its terms the children of those unable to pay for private instruction were to be provided education at the expense of the county.

Boys and girls from families in the lower income brackets were permitted to attend any one of the approved private schools in the borough. Tuition expenses, according to the first act, were underwritten by the county officials.

## **Famous Act of 1834**

Championed by the great American education leader Thaddeus Stevens, the State legislature passed the Model Public School Act of 1834. School districts, upon the approval of the local electorate, could be established for the education of all boys and girls, regardless of their race, color, or creed.

The ink on the bill had hardly dried when residents of Northampton borough began their campaign to establish a functioning local school district. Opinion mounted and during an announced meeting of the citizenry held on September 12, 1834, in the public house of George Wetherhold, an influential group assembled unanimously passed the following resolution:

"Whereas, We believe that education contributes to the happiness of man and the welfare of society, and we de-

sire, so far as in our power, to improve the moral conditions of the community, and to perpetuate free institutions, therefore,

"Resolved, That we solemnly believe that an act passed at the late session of the legislature entitled 'an act', etc., if put in force will be of advantage to the poor as well as the rich, and we will therefore apply all honorable means at the next election to secure the success of the system."

Efforts of the friends of the new law were so successful that it was adopted in the election of the same year by a vote of 137 to one. Members of the first school board were: Jacob Mohr, J. S. Gibbons Esq., George Haberacker, William Fry, Alexander Taylor, and George Keiper.

## **The Mingo School**

In the transition period immediately following the local approval of the public school act, all boys and girls continued to attend the privately run schools. Tuitions averaging from \$10 to \$20 per term, depending upon the number of subjects the student carried, were underwritten by the district.

Ground work for the first public school building was begun on August 30, 1837, when a tract of land was purchased by the "school district of the common school system" of Northampton township, Lehigh County, from Walter C. and Mary L. Livingston. A sum of \$50 was paid for the area in the triangular plot at the junction of Walnut and Union streets, near Front street.

Upon this land the Mingo school, Allentown's first public school building, was constructed. The substantial brick building, 20 x 40 feet, housed the pupils from the lower end of the community.

The first "female teacher" was hired by the district in 1838 and by 1841, three of the six

*(Continued on Page 64)*

## THE PUBLIC SCHOOLS

(Continued from Page 63)

teachers in the local schools were women. As the population of the borough advanced, records indicate that there were ten teachers in the system by 1849.

In 1858, the first school house built by a "board of directors" was erected on Turner Street, west of Eighth. Prior to that time the thirteen graded schools were kept in buildings erected for other purposes, but purchased by the board and converted into school houses.

### Allentown High School

Allentown High School found its humble beginning in 1858, when R. W. McApline took charge of a group of 14 secondary students in the Garber-Horne building, formerly the home of the North American Homeopathic School of Healing Arts.

The following year, by a vote of six to two, a separate high school was established for each sex. Augustus Armagnac was named teacher for the male students and Mrs. Hannah L. Romig of the female high school.

From 1859 to 1894 classes were held separately for the boys and girls. Notes from the AHS diary show that early classes for the boys were held in the old Leh Store building and girls' sessions conducted in the Sunday School rooms of the First Presbyterian Church, North Fifth St.

The first high school commencement was held in 1869 in the Presbyterian Church, and the first diplomas were awarded to the class of 1874. The Anniversary History of Lehigh county adds that the classes graduating from 1869 to 1874 subsequently received diplomas also. High school classes were housed in the Wolf building from 1880 to 1894, and for the next 22 years in the "Old Central" at Lumber and Turner Streets.

The main building of the high school at Seventeenth and Turner Streets, was established in 1916. In 1930 the Annex, the Little Palestra, and the "tunnel" were added. Within the past decade the Nineteenth Street machine shop, Hunsicker electrical shop annex, Mack and Farr buildings, new stadium, and the vocational annex have been added.

Clifford S. J. Bartholomew is principal of the school which has an average enrollment of 3,000 students. A professional staff of 126 constitutes its administrative and instructional personnel.

### Nine Superintendents

Since 1868 when R. K. Buehrle was appointed first superintendent of the Allentown schools, the system has had nine educators in the top position. Buehrle who served from 1868 to 1878 was a teacher in the boys high school prior to his promotion.

George W. Desh served the interim from 1878 to 1881. For the next 12 years and until his retirement, Prof. L. B. Landis held the office of third superintendent. During his extensive teaching experience he taught in Allentown schools from 1871 to 1875. He was principal of Hokendauqua schools before he was named local superintendent in 1881.

Francis D. Raub, associated with the Allentown schools for 40 years, was superintendent during the period of 1893-1916. Dental care and health examinations were inaugurated during his 23 year term of office.

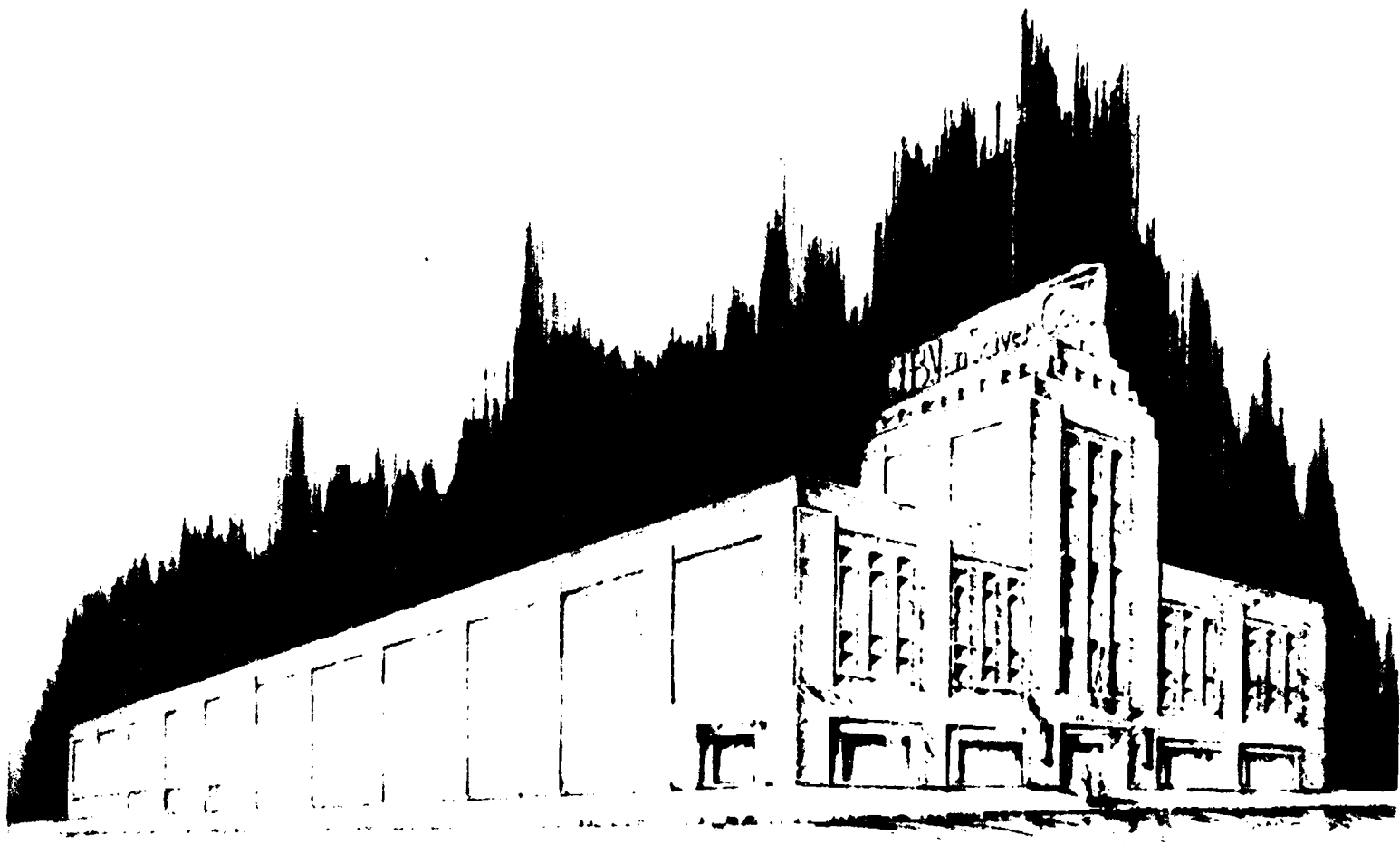
Dr. Hiram W. Dodd followed for the next 20 years, serving from 1916 to 1936. Along with his assistant Charles F. Seidel, the extensive junior high school system was begun in September, 1927, by Superintendent Dodd. William L. Connor, the sixth superintendent, honored the position from 1936-1942.

Dr. Fred W. Hosler's term of 1942-48 saw the erection of the Midway Manor and Lehigh Parkway elementary units, AHS vocational annex, and the million dollar stadium; along with the purchase of the Mack and Farr properties and the Nineteenth Street shop.

Dr. Charles F. Seidel, who had served under four superintendents, was elected the eighth head of the local system in 1948. Upon his retirement on July 1, 1950, the position was taken over by the incumbent, John S. Cartwright.

At the present time the Allentown School District owns 39 buildings, 34 of which are used for school purposes. Its total capital assets have a value of \$9,083,878.91. Broken down this represents \$7,521,645.16, buildings; \$736,246.54, land; and \$825,987.21, equipment.

The stewardship of its 560 administrators and teachers is exemplified by the thousands of boys and girls trained into effective leadership for the Allentown of the future.



## **THE J. B. VAN SCIVER CO. - ALLENTOWN, PA.**

The seeds of this great furniture and house furnishings business, the J. B. Van Sciver Co., were sown by Joseph B. Van Sciver in 1880 in a little twenty-foot wide store at 210 Federal Street, Camden, New Jersey.

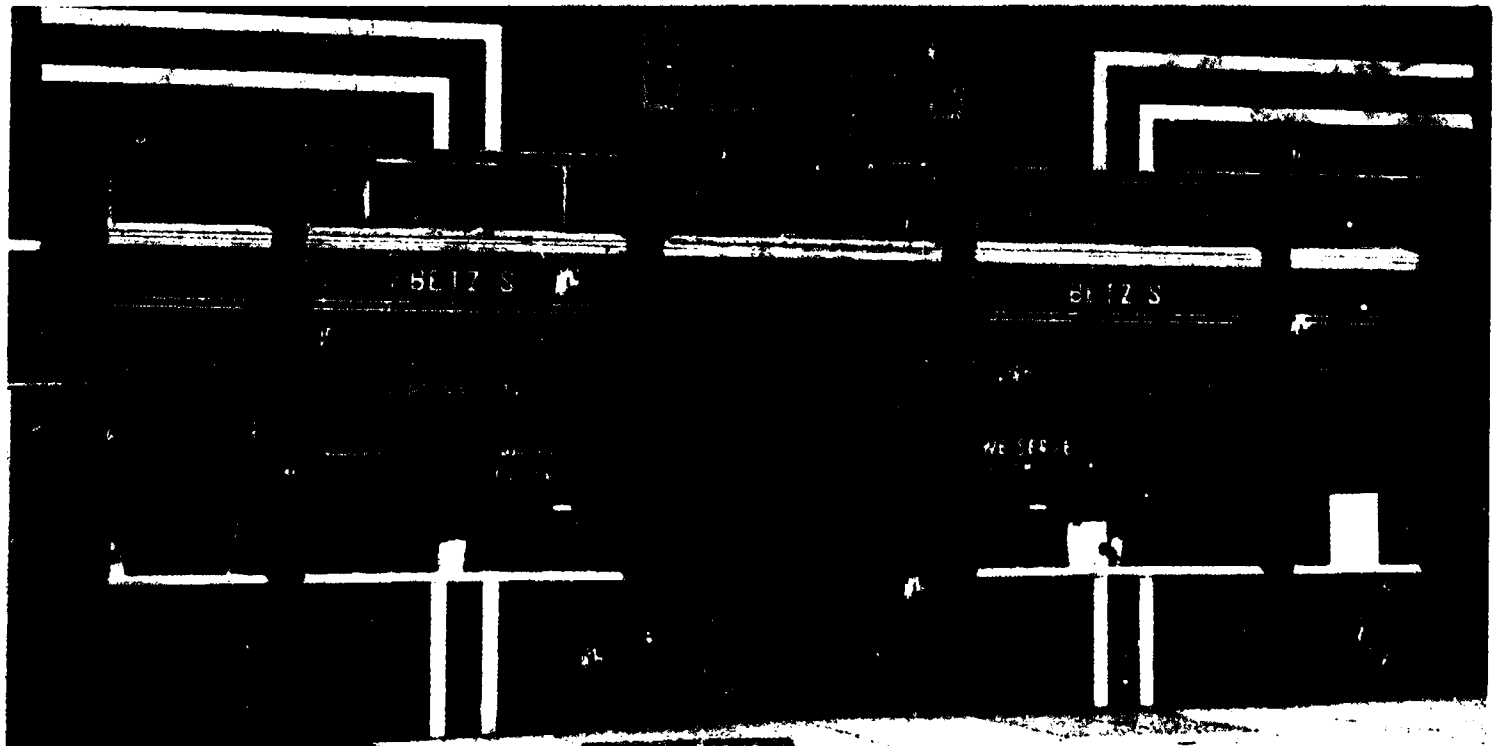
Within a few years, the volume of business had outgrown its first location and a much larger building was erected for that purpose at Delaware Avenue and Federal Street, Camden. This was a most advantageous location and the history of the company from that time was one of rapid development and phenomenal growth under the careful and active influence of its founder.

In 1896 another building of seven stories was added while more were built in 1902 to keep pace with the ever increasing volume of business and

in 1923 a seven-story structure was added to the plant, which today occupies a city block.

In 1937 a store was opened in Allentown, Pa. which proved to be one of the most successful of the company's five branches. Located at 10th and Hamilton Streets it has extended Allentown's shopping district westward and its tower and sign occupy a prominent place in Allentown's skyline. It contains three floors and a pent house for the exhibit of home furnishings.

The Allentown Store Manager, Mr. W. Howard McLuckie entered the company's employ in 1924 as an office boy and was Assistant Manager of the Contract Department at the time of his selection as store manager in 1937. In 1948 Mr. McLuckie was elected to the Board of Directors of the J. B. Van Sciver Co.



# BETZ'S

## RESTAURANT AND BAR

726 HAMILTON STREET

ALLENTOWN, PA.

*(Our Slogan)*

THE HOME OF PENNSYLVANIA DUTCH COOKING

One of the oldest Cafes and Restaurants in the Lehigh Valley. Acquired the name of BETZ through the ownership of the Betz family. Now trading for 25 years as the Betz Restaurant.

This is the original home of Straub and Merkle in March 6th, 1916. During the "Gay Nineties" this was one of the most popular Cafe and eating establishments in the City of Allentown. During the above period the seating capacity was 35-- at the present time the establishment seats 320, with a staff of 70 employees.

Equipped with the finest stainless steel kitchen with 12 first class cooks, including a modern bar.

*Entire Building Is Air Conditioned*

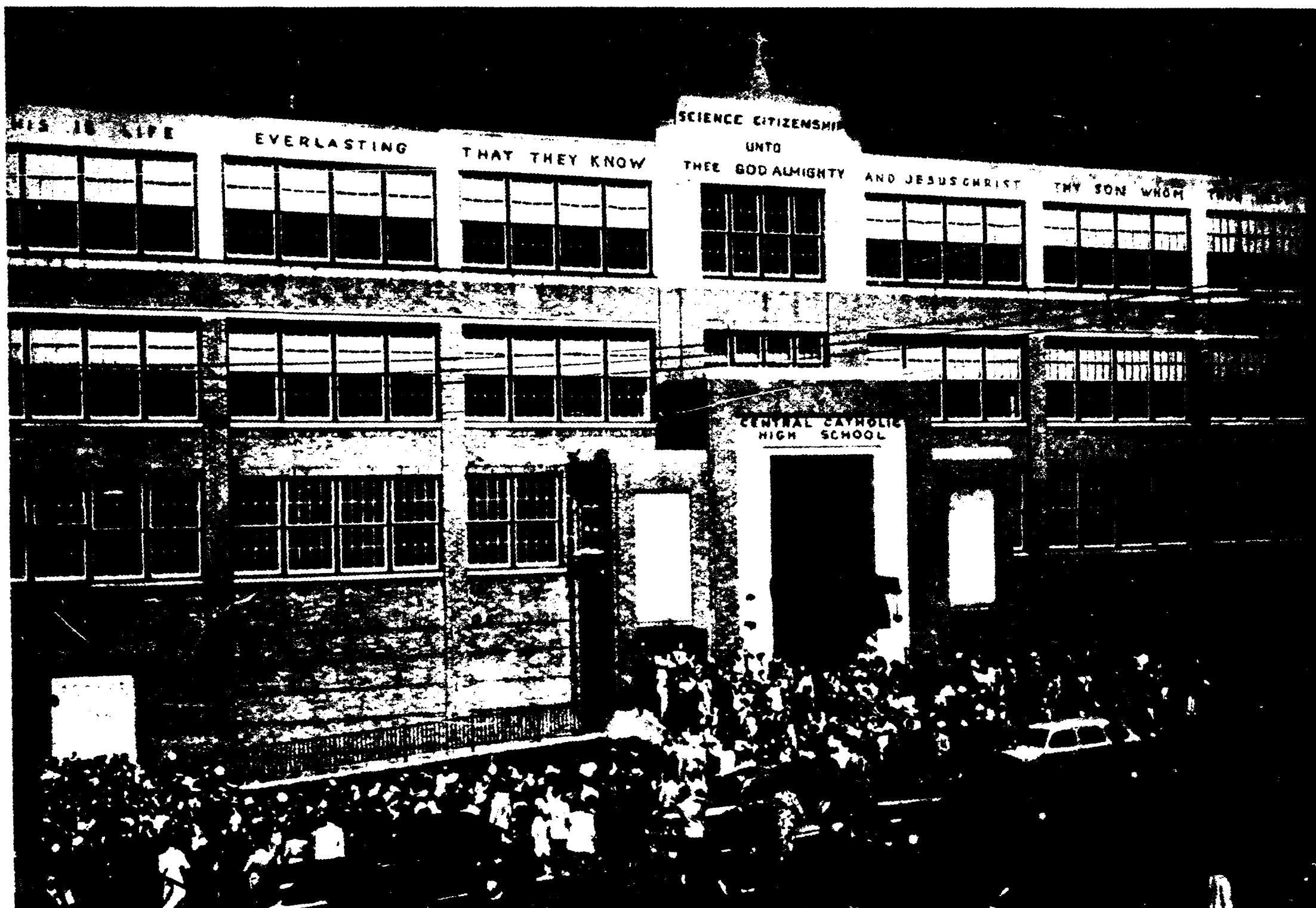
Phone 4-5406

STEVE PETRISKY, *Present Owner*



ALLENTOWN'S BREWING INDUSTRY: *Above*, L. F. NEUWEILER'S SONS BREWERY;  
*Bottom*, HORLACHER BREWING COMPANY





ROCKNE HALL, MAIN BUILDING OF CENTRAL CATHOLIC HIGH SCHOOL.

# *Catholic Education*

by

REV. HENRY J. HUESMAN

*Principal, Central Catholic High School*

Over 3,200 children were enrolled in eleven Parochial elementary schools, and 1,100 in Allentown Central Catholic High School for the school term 1949-50. Begun nearly 92 years ago, the educational program of the Catholic Church in the City of Allentown and Lehigh County has held a distinct place in the schooling of thousands of residents of the community.

The six Catholic elementary and the one Catholic high school in Allentown have an enrollment of close to 3,400 students. Throughout Lehigh County five additional schools have an enrollment of 834, or a grand total of more than 4,300 boys and girls receiving their formal education under the guidance and support of the Catholic Church. All eleven elementary schools are State accredited, as is Central Catholic High School, which in 1943 received a superior rating by the Middle Atlantic and Maryland Accrediting Association. Many students who were the product of the Parochial school system have gone on to receive honors from colleges and universities throughout the country.

These statistics reveal a great development from the first parish school for Catholic children, opened October 6, 1858, by Rev. Charles Schrader, second rector of the Church of the Immaculate Conception. The first teacher was Jonas Adam, former organist at the Jesuit Missionary Church at Bally. Thirty children attended the first session, held in the home of Peter Kohler, near the Church. Successors of Jonas Adam were lay teachers from the local area.

## **Sacred Heart School First**

On October 20, 1870, the parish school of the Church of the Sacred Heart, on North Fourth Street, was opened in the basement of the Church. The sisters of St. Francis of Glen Riddle, Pa., were placed in charge of the school. The Rev. Ernest O. Hiltermann was responsible for this beginning. Then in 1905, a large and modern school, planned to accommodate 1,000 pupils, which now stands on North Fourth Street, was the result of efforts of Rev. Joseph Nerz and his parishioners. Actually, this was the first Catholic

school building in Lehigh County. The Sacred Heart School continued to grow steadily its expansion being curtailed only when new parishes opened and the children transferred to other schools. The Sacred Heart parish, of which the Rt. Rev. Monsignor Leo Gregory Fink is now pastor, also founded Allentown Central Catholic High School, in 1928.

Under the direction of Rev. John J. Walsh, beloved rector and educator, the Parochial School of the Church of the Immaculate Conception was opened on September 30, 1907. In 1923, the first Catholic high school was opened by the Rev. Edward J. Murphy, under whose guidance the activities of the parish grew. The Sisters of St. Joseph of Chestnut Hill, Pa., were the first teachers in the elementary school, and later accepted teaching assignment in the high school. The pastor today is the Rev. Joseph A. McGonigle.

Under the direction of the Rev. George M. Petro, D. D., now rector of St. John the Baptist parish, a practical and large school was built in 1924, located at Front and Bridge Streets. The Missionary Sisters of the Sacred Heart, from Bernharts, Pa., are in charge of the school.

In 1927, during the pastorate of the Rev. John C. Phelan, an attractive combination Church and school building was constructed at Eighteenth and Turner Streets. Thus began the educational program of St. Catherine of Siena Parish. The Sisters of St. Joseph, Chestnut Hill, were appointed teachers in this school, which has recently been modernized under guidance of the present pastor, Rev. Hugh F. McMullan.

In East Allentown, in 1928, the Rev. Joseph L. Mathis, founder and present pastor of Our Lady Help of Christians parish, located in the 900 block on Hanover Avenue, initiated the erection of a beautiful combination Church and school building. The Sisters of Christian Charity, from Mendham, New Jersey, were placed in charge of the school.

In 1931, the Rev. Francis W. Walters, founder and present pastor of St. Francis parish, located

*(Continued on Page 70)*

## CATHOLIC EDUCATION

*(Continued from Page 69)*

at Eleventh and Washington Streets, directed the building of a practical combination Church and school edifice. The Sisters of St. Francis, Glen Riddle, Pa., are in charge.

### **Lehigh County Schools**

Throughout Lehigh County there are five Parochial schools. In Catasauqua two parish schools are conducted: one in the parish of St. Lawrence, and the other, in the parish of the Annunciation, Blessed Virgin Mary, referred to as St. Mary's. Rev. Michael Munley is pastor of St. Lawrence parish; Rev. William Koenig is pastor of St. Mary's. St. Lawrence School was begun in 1905 by Rev. Peter Quinn. St. Mary's School was begun by Rev. Henry Badde, in the year of 1882. Both of these elementary schools are taught by the Sisters of St. Francis from Glen Riddle, Pa.

In Stiles, the parish school of St. John the Baptist was begun by Rev. John Seimetz in the year of 1920. It was serviced from St. Mary's parish, Catasauqua. Today a modern combination Church and school building, built by the Rev. Charles A. Ruffenach, present pastor, has proven a grand asset to the community. The Sisters of St. Francis are in charge of this school.

In Coplay, St. Peter's Annunciation Church and school building was built by the present pastor the Rev. Joseph Ostheimer, in 1928. School children are taught by the Missionary Sisters of the Sacred Heart, Bernharts, Pa.

The latest addition in the Parochial school system in Lehigh County is St. Anne's parish school in Emmaus. This school was begun September, 1949, by the present pastor, Rev. Paul Pekarik, and the School Sisters of St. Francis, from Pittsburgh, are in charge.

### **Central Catholic High**

One of the finest educational institutions on the secondary level in the Lehigh Valley is that

of Allentown Central Catholic High School. The original building, referred to as Monsignor Masson Memorial building, Fourth and Chew Streets, was built in 1928 to house 400 students. Rapid strides as well as complete support by Catholics of the Lehigh Valley necessitated the building of what is now known as the Rockne Hall Administration building. It was erected in 1942. This building project was under the guidance of Rt. Rev. Monsignor Leo Gregory Fink, V.F. The school is looked upon as one of the most modern in the State. Recognition has been accorded famed Rockne Hall, largest high school arena in the State of Pennsylvania, seating 3,600 people. In 1946 a third floor was added to the Rockne Hall Administration building, increasing housing facilities for accommodation of 1,400 students. As of 1950, 1,100 students from forty-four parishes throughout the Lehigh Valley were in attendance. The school is administered by the Rev. Henry J. Huesman, M.A., who was appointed to the High School in 1933. Included on the faculty are eight Diocesan Catholic priests, thirty Religious teachers, representing the following teaching orders: Sisters of St. Francis, School Sisters of St. Francis, Missionary Sisters of the Sacred Heart, Sister Servants of the Immaculate Heart, and Sisters of St. Joseph. In addition, there are five permanent lay members of the faculty.

Allentown Catholic High School, founded in 1923, merged with Central Catholic High School in the year 1942 under the official title of Allentown Central Catholic High School. Since that time Catholics of the Lehigh Valley are afforded the opportunity of sending their sons and daughters to one of the most progressive Catholic co-educational high schools in the country.

The entire Catholic school system in Lehigh County is under the guidance of Rev. Edward Reilly, J.C.D., superintendent of schools of the Diocese of Philadelphia.



☆  
1850  
☆



☆  
1950  
☆

## Benesch's

931-33 HAMILTON STREET - - ALLENTOWN, PA.

### *"Allentown's leading Home Furnishers" Celebrates 100th Anniversary*

They were vigorous days in 1850 . . . life close to the soil . . . void of labor-saving devices . . . lacking even the simplest conveniences. People turned from their beds long before the sunrise . . . toiling all day and retired in the late hours of the night. Only the hardiest survived the extreme rigors of those perilous days.

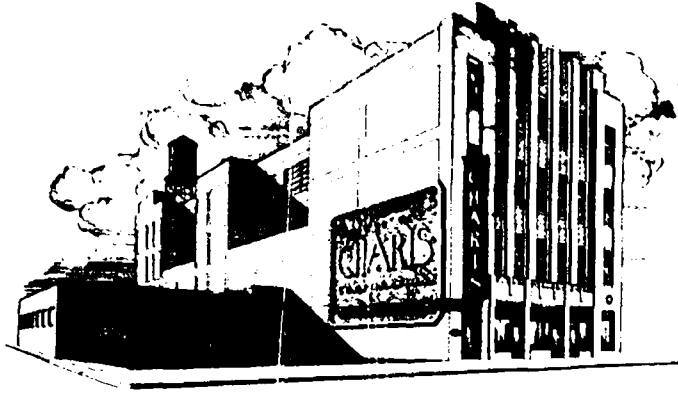
But a handful of states west of the Mississippi had been admitted to the Union. Indians roamed that vast territory, hunted bison and murdered the pioneers who attempted to cross the Great West in covered wagon trains. Zachary Taylor died in 1850 and was succeeded by Millard Fillmore, thirteenth President of the United States. Queen Victoria ruled in England and in that year a submarine cable was laid between that country and our continent. The magnetic telegraph had just made its bow and the Iron Horse was making its first daily runs out of Baltimore.

Against this background, the great house of Isaac Benesch came into being in 1850 . . . built of the blood of pioneers . . . established on the solid

foundation of rugged honesty . . . dedicated to service. A century has passed. Times have changed . . . the outward world is a different place; yet in spite of the fact that this grand old store has expanded enormously, the character of this institution has not swerved one iota in the years that have intervened.

Today, after 100 years, this firm still adheres to the policies of Isaac Benesch. It is a source of pride that thousands of our customers are children of many who began with us years ago, while many old folks still cherish the furniture that years ago made their house a "home". The years stand as a beacon commemorating the past and challenging a more glorious future.

We pause and do homage to our leaders who have built to a creed and our customers who have measured that creed by the hand of Time and found it good. As you have profited by coming to Benesch's . . . so Benesch's has profited by your coming. Within our doorway you will find the same warm hospitality and old-fashioned welcome that was characteristic of our first store in 1850.



## CHARIS

CHARIS is a leading creator of Foundation garments sold directly to the consumer.

During the First World War it produced America's first one-piece garment—CORSE TWIN—that combined the maximum in comfort and control. In the 1930's CHARIS created an adjustable inner belt that ushered in a brilliant new era in Corsetry.

The financial growth of the Charis Corporation has been rapid. Established in 1914 and incorporated in 1925, CHARIS moved to Allentown in 1929. By 1930 it had become America's leading manufacturer of the one-piece garment. In 1932 a plant was opened in

Canada to meet the tremendous Canadian demand for the product.

Today more than five thousand Professional Corsetieres carry CHARIS into practically every community on the North American continent. CHARIS is advertised in leading women's magazines from coast to coast.

This Company is a leading member of the National Association of Direct Sellers, the Allentown Chamber of Commerce, and the Better Business Bureau. It has a Triple A-1 rating in Dun and Bradstreet.

The record of CHARIS demonstrates conclusively that house to house selling is a grand American business.

## A Brief History of SEARS in Allentown

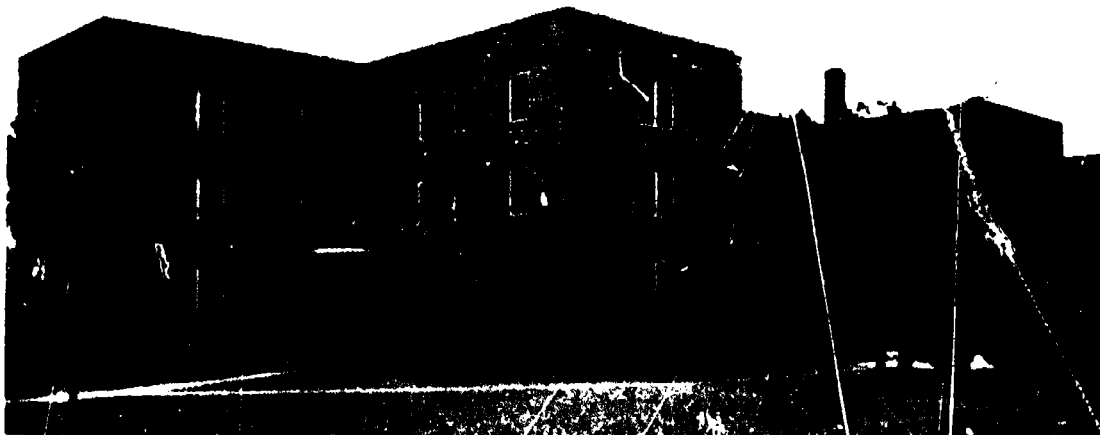
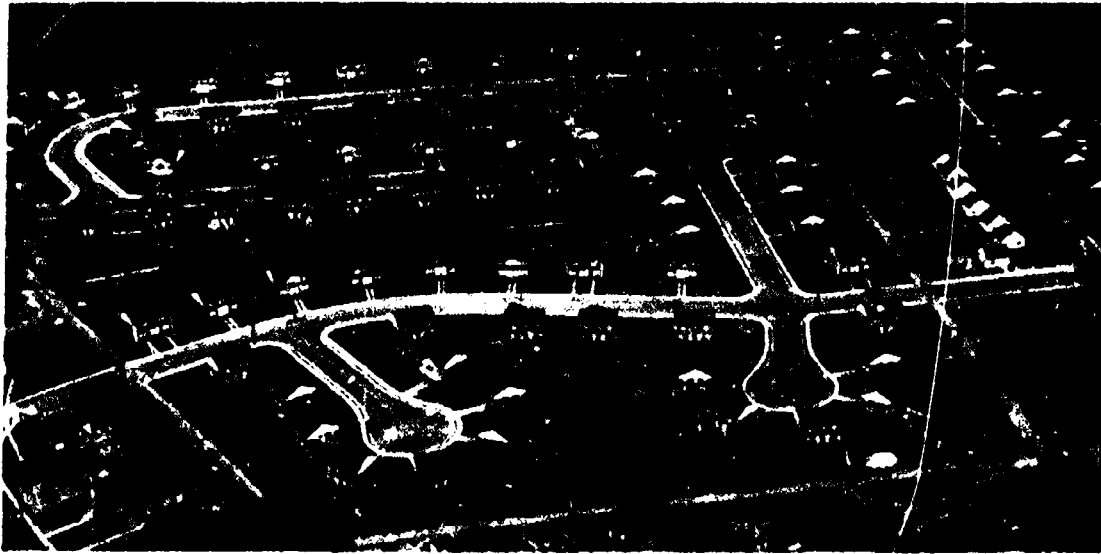
Sears, Roebuck and Company opened a small store at 131 N. 7th Street in Allentown in 1928. This store grew rapidly and store was enlarged. Plans for building a new store were taking shape when World War II curtailed building.

At the close of the war, plans were again made for a new building and on February 5th, 1948, a new store was formally opened at 7th and Allen Streets. This new structure, modern in every respect, is a most complete department store. It has 65,000 square feet of selling space and 35,000 square feet of stockroom, plus a 35,000 square foot farm store and a 30,000 square foot modern warehouse on Union Boulevard. The store is healthfully air-conditioned for the comfort of the customers. Adjacent to the store is a

large parking lot for the convenience of Sears customers. The store has three selling floors with 46 complete departments. The third floor is devoted to offices and stockroom. In addition to selling merchandise, Sears have a complete automotive service station together with their modern Farm Store. This service station has four service pits capable of handling twelve cars.

William A. Hillwig of 425 N. 22nd Street, Allentown is manager of the store, having come to Allentown in June 1947. Personnel required to staff this store is well over three hundred. Most of these people are native Allentonians or local people. The majority of the stores' employees are stock holders in the company, sharing the company's profits through membership in the Sears Profit Sharing Fund.

## SEARS, ROEBUCK AND CO.



MODERN ALLENTOWN HOUSING, including apartment dwellings, new safety-plan residential park, and one house of many which grace city's well-zoned western section.



MUHLENBERG COLLEGE CAMPUS, AN AIR VIEW FROM THE SOUTH

# *Muhlenberg College*

by

DR. JOHN D. M. BROWN

Muhlenberg College began with an idea in the mind of a man 177 years ago in 1773. In the city of Philadelphia, a 60 year old missionary pastor, trained at the University of Goettingen, pondered the vital problem of higher education among the scattered Lutherans of Pennsylvania. After 30 years in America, he realized that the Church could never be properly planted in the new world without a well educated ministry and an intelligent laity grounded in Christianity. For this "higher school" of learning, he gathered funds and secured a tract of land near Philadelphia, but the drums and cannon of the Revolutionary War silenced Henry Melchior Muhlenberg's appeals. The college he planned was not established in his lifetime. The man died, but his idea lived on.

Seventy-five years passed. The Lutheran Church grew and multiplied throughout two generations. And then in Allentown Muhlenberg's idea was reborn in the mind of another Lutheran clergyman, Samuel K. Brobst. Through the zeal and tireless efforts of this far-sighted Pennsylvania-German minister and publisher, Allentown Seminary was established in 1848 for the education of the youth of this community in the Christian way of life. This classical school prospered and finally attained college grade in 1864 under the name of Allentown Collegiate Institute.

Meanwhile, the Ministerium of Pennsylvania, founded by Muhlenberg, revived his idea of a synodical college in the eastern part of the state. An energetic committee of Pennsylvania-German clergymen and laymen led by Samuel Brobst, after seven years of negotiations, purchased Allentown Collegiate Institute for the Ministerium. They gave the institute a new name, Muhlenberg College, in honor of the illustrious patriarch of the Lutheran Church in America, and they elected his distinguished great-grandson, Dr. Frederick A. Muhlenberg, president of the young institution. Thus was fulfilled in Allentown, 80 years after Henry Melchior Muhlenberg's death, his idea and his dream of a Church College in Pennsylvania.

It was a small school, eight professors and twenty five students, with all its facilities housed

in a single building. The nine years of the first administration were a period of real trials and hardships, self-denials and genuine fortitude on the part of faculty and trustees. Nevertheless, President Muhlenberg succeeded in establishing the school on a firm foundation academically and obtaining an endowment fund of \$42,000 before his resignation to accept a professorship of Greek in the University of Pennsylvania in 1876.

The next nine years saw a strengthening of the faculty and an improvement of the financial structure of the college. During this administration of Dr. Benjamin Sadtler, two large gifts were given the institution to endow two professorships: the Asa Packer Professorship of the Natural and Applied Sciences and the Mosser-Keck Professorship of the Greek Language and Literature.

When illness compelled the retirement of President Sadtler, the vacancy was filled by the election of a member of the faculty, Dr. Theodore L. Seip, professor of Greek. Professor Seip, an eminent classical scholar, had been associated with Muhlenberg College from the beginning of its existence. He had assisted President Muhlenberg in preparing the College's curriculum and had served as its financial agent. He had seen the institution through a critical period of depression, and faltering finances.

## **Expansion Of College**

Under President Seip's guidance, the College became more secure financially and began to exert a greater influence throughout the Ministerium. Dr. Seip and his trustees felt that the time had come with the beginning of the Twentieth Century to move the college from its downtown location at Fourth and Walnut Streets to a larger and more desirable site at the western limits of the city. Accordingly, a tract of farm land at Twenty-fourth and Chew Streets was purchased. The Administration Building and the front part of East Hall dormitories were the first buildings erected on this campus.

*(Continued on Page 76)*

## MUHLENBERG COLLEGE

*(Continued from Page 75)*

### **Dr. J. A. W. Haas Builds**

President Seip died in the seventeenth year of his administration, before the college was transferred to its present location. Another president, Dr. John A. W. Haas, scholarly pastor of a large New York City Lutheran congregation was destined to lead the college onto the new campus in January 1905, ushering in a new and greater era for Muhlenberg. The school was still small and little known outside of Lutheran circles. Less than one hundred students and ten professors comprised the school's personnel.

During the thirty-two years of Dr. Haas's administration, real progress was made toward further development of the physical plant, increase of its student body and faculty, raising of academic standards and attainment of a high position among colleges of Pennsylvania.

From 1904 to 1936, the student body grew to nearly 450; the faculty was increased from ten to more than thirty. The endowment fund mounted to nearly one million dollars.

A dining hall, athletic field, stately memorial chapel, new and better dormitories, a science building and a library were built on the campus.

Students were encouraged to continue their studies in graduate schools. During these years, many Muhlenberg men entered universities here and abroad, winning distinction for themselves and their college in various fields of learning.

A large extension school was organized to enable teachers to complete their studies for a college degree. To this school, women were admitted and given academic degrees upon the successful completion of their work.

When the United States went to war in 1917, scores of Muhlenberg men enlisted and were sent to Plattsburg for army officer training. Those who remained on the campus were put into uniforms and enrolled in the school's own Student Army Training Corps.

Dr. Haas's initiative and hard work led to growth and achievement, widening influence and increasing reputation for Muhlenberg College.

### **Planning For The Future**

The fifth and present president of the College was inducted into office in 1937. His adminis-

tration has been marked by another critical period in the transition of Muhlenberg. World War II and its aftermath have had a distinct effect upon the normal academic development.

In the pre-war period of Dr. Levering Tyson's administration, the student body continued to grow until it reached a point slightly under 600. New courses were added to the curriculum and the faculty was increased. The school expanded its facilities into the building which housed Allentown Preparatory School giving the institution one of the best freshman dormitories in the east.

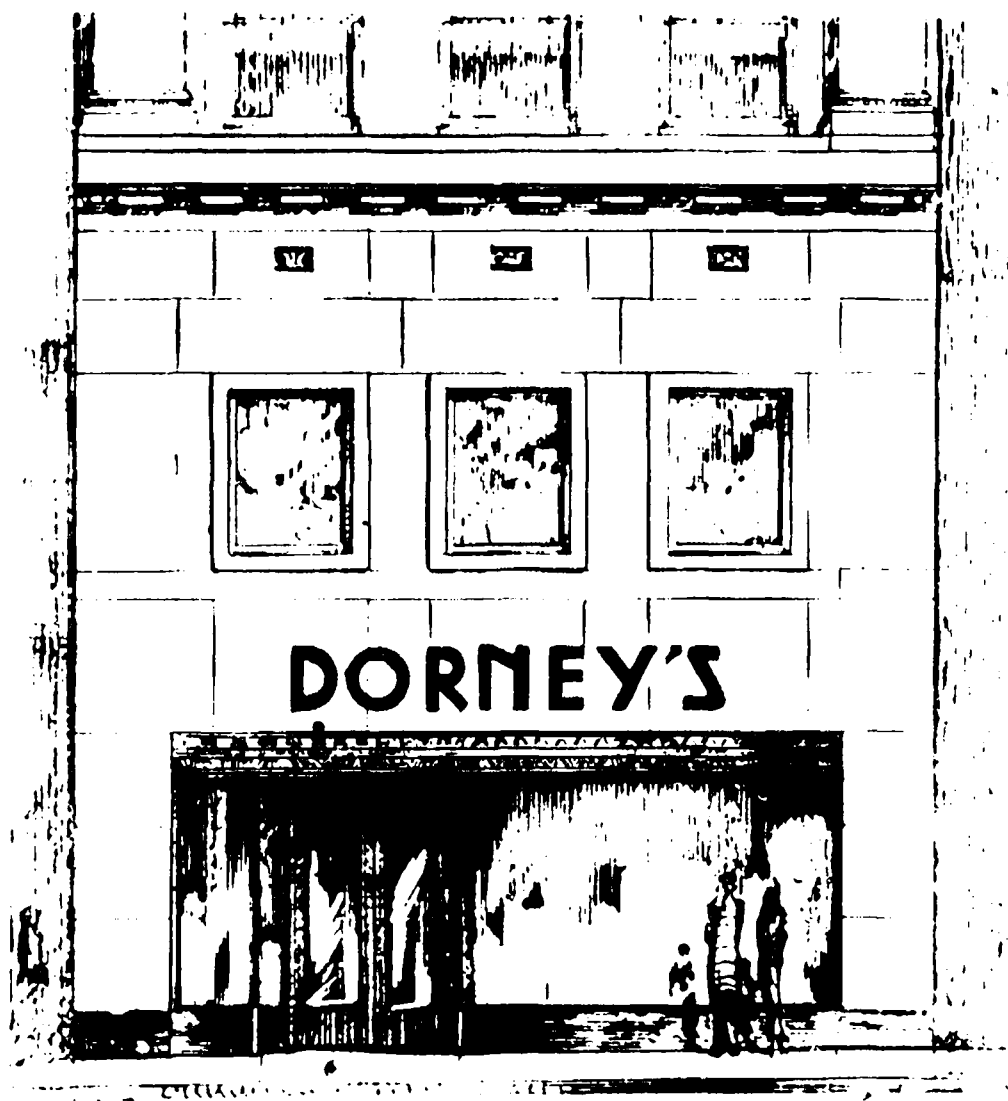
At the outbreak of World War II, Muhlenberg men by the score enlisted in the armed forces. The school itself enlisted its services and took on the responsibilities of a Navy training program. More than 2,000 sailors and marines, most of whom later received commissions as ensigns and second lieutenants, were trained on the campus. The Navy, as a result, awarded Muhlenberg College its highest citation for work well done. Meanwhile, 2,076 of the school alumni and students served in uniform and 37 gave their lives for their country.

The end of the war brought a new problem to President Tyson and his board of trustees. Hundreds of veterans sought admission to Muhlenberg. The institution's facilities were therefore expanded to the utmost to admit 1,350 students. The faculty was increased to more than 100.

Muhlenberg College is now emerging from the hectic period which marked the post-war period in educational circles. The school has passed through another critical period in its development and has become stronger and better. Plans for the future include improvements and additions to the physical plant and the possible introduction of coeducation into the school's program.

Thus, after 100 years, Muhlenberg College looks into the future from a firm foundation with the ability and desire to better serve the community and the Church from which it took root.

Nearly 8,000 men have graduated from the institution. Muhlenberg men can be found in 45 States and 14 foreign countries. Of the graduates, 3,700 have taken residence in the Commonwealth of Pennsylvania.



## C. A. DORNEY FURNITURE CO.

A half century of progress under the slogan, "Quality Merchandise Backed by Intelligent Service" has brought renown to the C. A. Dorney Furniture Co. a business which was already 38 years old when it established itself at 612 Hamilton Street, in 1910.

The six story structure, with its 45,000 square feet of floor area, has become a mecca for discriminating purchasers of home furnishings throughout Eastern Pennsylvania. What was once a furniture business exclusively has grown into an enterprise of five large departments: furniture, floor coverings, draperies, appliances and decorating.

One of the most significant accomplishments of the company during the past generation is acquisition of the right to handle several "exclusive" and "pedigreed" types of furniture. Dorney's is the only store in this area which is a dealer-member of the Grand Rapids Furniture Makers Guild. Other exclusive styles handled are Truotype (solid maple and cherry); Habitant (knotty pine); Kindel (mahogany reproductions); Precedent, Modern and Imperial, as well as Statton Reproductions.

The C. A. Dorney is the outgrowth of a furniture manufacturing business started in 1872 by the

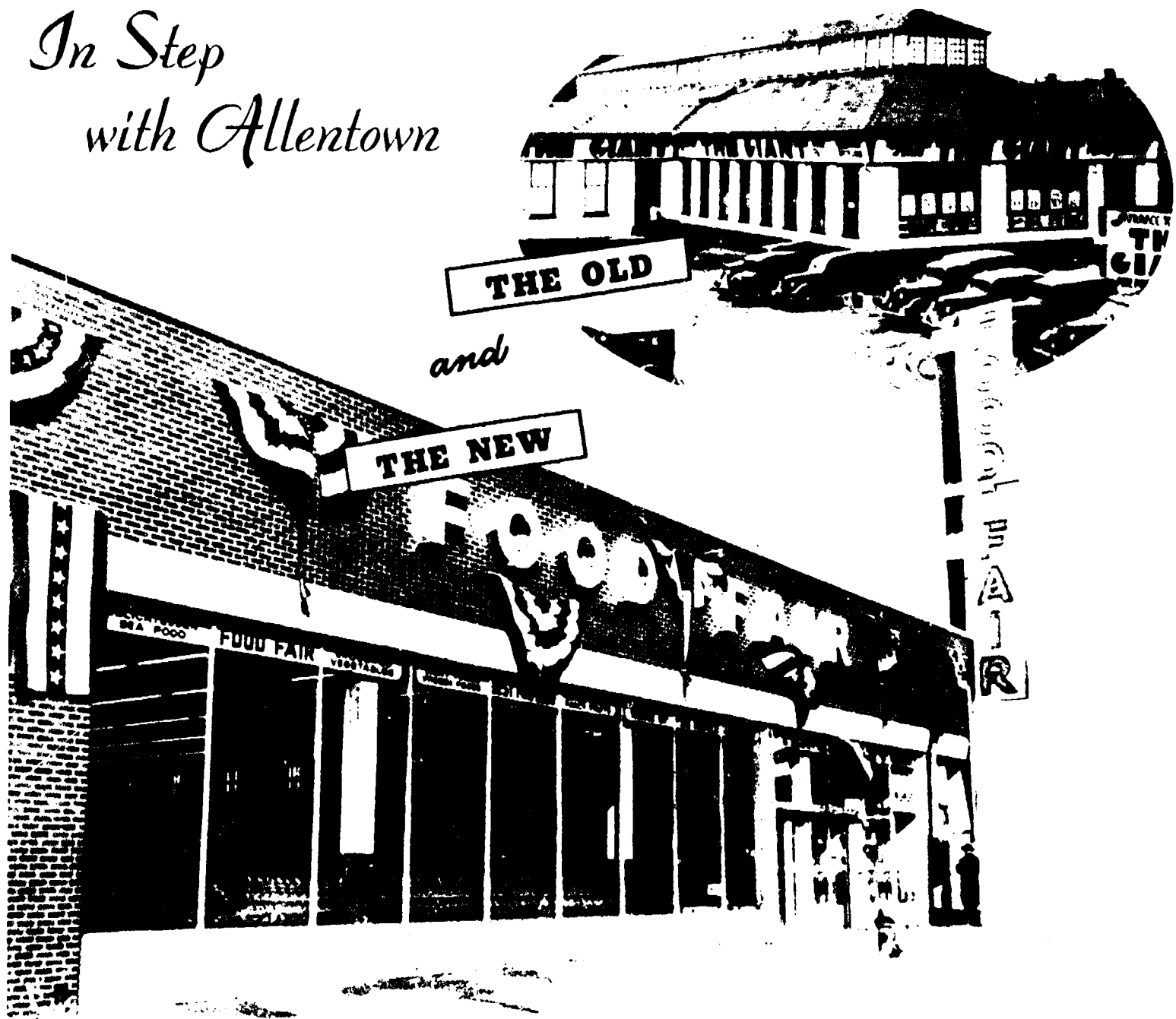
man for whom the business is named. It was then known as Dorney, Berkemeyer Co. In 1877, the company expanded to start its retail business, then located on the site of the present Central Railroad station.

The first store building was destroyed by fire and in 1880 a structure was built at Race and Linden Streets. This was also destroyed by fire and for a time the business was conducted at 335 Hamilton Street.

Real impetus in the growth of the business came during the period from 1885 to 1932 when the late Charles Ziegenfus was a member of the firm. He purchased the business outright in 1898, and, aided by his sons, the store now occupied by Dorney's at 612 Hamilton Street was built, opening May 10, 1910.

Carrying on the business with the same integrity and concern for community welfare shown by their predecessors are these officers and directors: President, Jeremy Fisher; Vice-President, Mrs. Mamie Spang; Secretary, Mrs. Madaline Z. Carman; Treasurer, Harry B. D. Metzger, and Mrs. Frank C. Mueller, Mrs. Helen S. Weber, Mrs. Helen Z. Fisher, and Charles E. Ziegenfus Jr.

## *In Step with Allentown*



Back in November, 1934, Food Fair Stores, Inc. brought Allentown its first supermarket under the name of the "Giant Quality Food Price Cutter".

In those days, food supermarkets were still in their infancy and the selection of Allentown as the site of one of Food Fair's earliest supermarkets (actually its fifth) was an indication of faith in Allentown's future and potential.

Since that time, Food Fair located two more markets in Allentown, changing their name to "The Giant" and then to "Food Fair", American's Finest Food Department Stores. The second was opened in August, 1937 and the third in February, 1938. Public acceptance had made the supermarket an integral part of the American scene . . . and Food Fair grew with Allentown's progress.

Final proof of faith in Allentown's future was the complete rebuilding and modernization of Food Fair's market at 7th and Allen Streets, consummated on March 30 this year. One of Allentown's finest commercial edifices, this completely new store replaced one located on the same site since 1937. The most modern of Food Fair's 113 markets now located in seven Eastern States, this mid-century "Food Department Store," embodying such innovations as self-service Meat, Dairy, Delicatessen and Grocery Departments and super-speed checkout, is dedicated by the men and women of Food Fair to the better, more efficient service of the people of Allentown, Pa.

Food Fair is "in step" with Allentown!

**3** FRIENDLY, CONVENIENTLY LOCATED FOOD FAIR MARKETS  
913 WALNUT STREET - SEVENTH AND ALLEN STREETS - MADISON AND LIBERTY STREETS





EGNER HARTZEL MEMORIAL CHAPEL, MUHLENBERG COLLEGE



ADMINISTRATION BUILDING, CEDAR CREST CAMPUS

# *Cedar Crest College*

by

J. HENRY BROWN

Although 1867 is generally considered as the date of the founding of a college for women in Allentown, the school which is now known as Cedar Crest College had its start in a number of earlier unsuccessful attempts at establishing a young ladies school.

In 1813, the first school for girls was opened here but was soon out of existence. In the '40s, a female seminary was founded by Rev. Andrew S. Young of Quakertown. Ill health and the early death of the founder cut short the life of this institution.

Meanwhile, another institution, Allentown Seminary, had opened in the community. Its original purpose was to train male and female teachers, but when this venture appeared not very successful, the Seminary developed into a classical school under the direction of its principal, Rev. Christian R. Kessler.

The impact of the Civil War forced a complete reorganization of this school; it emerged in 1864 as the Allentown Collegiate Institute and Military Academy but still maintained its female department in the classical school. Finally, after its only president resigned, the venture failed on June 16, 1867.

A new start was made, however, and out of the ashes of the defunct Institute grew two strong colleges, one for the education of young men, and the other, Allentown Female College, for the education of women.

Thus, in 1867, the same year in which Allentown became a city, a combination of civic and Church interests were responsible for the formation of a girls' school. The founders' aim was to establish a school with full collegiate powers whose goal would be distinguishing itself for religious influence as well as the thorough cultivation of the mind. This school was opened on the fifth of September under the supervision of the Eastern Pennsylvania Classis of the Reformed Church with Rev. William R. Hofford appointed as acting president on September 16. The student body numbered eight on the opening day but increased to fifteen by the end of the first week. Classes were held in the lecture room of Zion Reformed Church. The college charter was granted by the

Court of Lehigh County during June, 1868, and Allentown Female College was officially established.

## **Early Days of College**

During the early months of its operation, the College moved from Zion Church to the Hecker building on Hamilton Street where classes continued until the close of the second school year. Meanwhile, the trustees acquired a site at Fourth and Turner Streets, a gift of Hon. Robert E. Wright, and erected a building which would accommodate fifty boarding students.

This new building was formally opened on November 3, 1869. The school grew and prospered under the direction of President Hofford and during his fifteen year administration 574 students were enrolled on the college register and the alumnae rolls numbered exactly 100. During this period, a new Classis, known as Lehigh Classis, was formed and this group assumed half the responsibility of the operation of the institution.

On April 16, 1883, the man considered as the founder of Allentown Female College, tendered his resignation to the board because of ill health. He was replaced by Rev. Walter E. Krebs, a man well-grounded in religious and educational activities.

Under his direction, the long-discussed plans for enlarging the school building became a reality and early in 1884, a 53 by 40 foot, four story addition to the institute was completed.

Ill health took this president from the school after only a little more than one year service; direction of the College was taken over by scholarly Dr. William M. Reilly. During his administration and partly through the influence of his talented daughter, Louisa, the music and art departments of the young college gained wide recognition in the area.

The man who was to be the last president of the school under its original name resigned in July, 1892, to accept a call to a Church in Wyoming, Delaware. The whole Church was saddened

*(Continued on Page 82)*

## **CEDAR CREST COLLEGE**

*(Continued from Page 81)*

by the death of Dr. Reilly which came just a few months after leaving the College.

### **School Is Renamed**

In 1893, the College received a new charter, a new name and a new president. The charter carried with it the authorization for conferring degrees upon women completing a four year course of study. The new name was Allentown College for Women; the man who took over the helm was Dr. J. William Knappenberger.

This president, followed by Dr. D. E. Schoedler and then Dr. Thomas Land, led the school through a transitional period of 16 years which saw it leave the direct jurisdiction of the Classes of the Church and become a part of the Eastern Synod of the Reformed Church. From this time on, the College was an integral part of the synodical functions of the Reformed and later Evangelical and Reformed Church. Transfer of authority to the Eastern Synod was finally settled in 1907 after 11 years of negotiations. An endowment fund was created from gifts to the school during these years.

### **Cedar Crest Is Born**

In 1908, the acceptance of the presidency by Dr. William F. Curtis ushered in a period of new and vigorous growth of the now well-established institution. Under his able guidance, in 1912, the school purchased the tract of land outside the western city limits which was to become its present home.

Work on this site progressed slowly and it wasn't until the opening of the 1915 school term that the College moved to its more spacious accommodations. During this waiting period, President Curtis suggested that the institution's name be changed to Cedar Crest College; this proposal was accepted.

During the years following World War I, Cedar Crest College's growth was rapid and the

school's foundation broadened and strengthened. Buildings on the new site became inadequate and new ones were added. An Alumnae Association was formed and became a motivating factor in the institution's development. Student enrollment grew and the faculty increased proportionately. At the time of the 1940 commencement, Dr. Curtis's last, the student body numbered close to 300.

The culture and traditions of the College were heightened during President Curtis's tenure and the school became recognized by the Association of American Colleges. The annual Greek Drama and Open Door Ceremony became traditional occurrences looked forward to by citizens throughout the area.

Dr. Curtis died on May 5, 1941, in St. Augustine, Florida. He had directed the life of Cedar Crest and its antecedent for 33 years and left it a thriving educational institution.

It remained for his successor, Dr. Dale H. Moore, to lead the College to its rightful place among the educational institutions of the country. After Dr. Moore had been in office for two years, 1944, the College gained full accreditation from the Middle States Association of Colleges and Secondary Schools.

During the eight years of Dr. Moore's presidency, the financial status of the College has improved and the curriculum has been expanded to include such courses as nursing education and the training of medical technologists, both approved by the American Medical Association. The Alumnae Association has been greatly strengthened and the efforts of that body have resulted in the construction of a beautiful Alumnae Hall on the campus.

With her 80th anniversary behind her, Cedar Crest College can look back with pride over the years of steady growth to her present strong position and forward with confidence to years of stability and increasing influence among institutions of higher learning.



# AMERICUS HOTEL

ALLENTOWN'S FINEST

326 ROOMS

326 BATHS

AIR CONDITIONED DINING ROOMS AND

COCKTAIL LOUNGE

AIR CONDITIONED BALLROOM

CATERING TO BANQUETS 10 TO 1000

ANDREW J. SORDONI, *President*

HARRY W. CLARK, *General Manager*

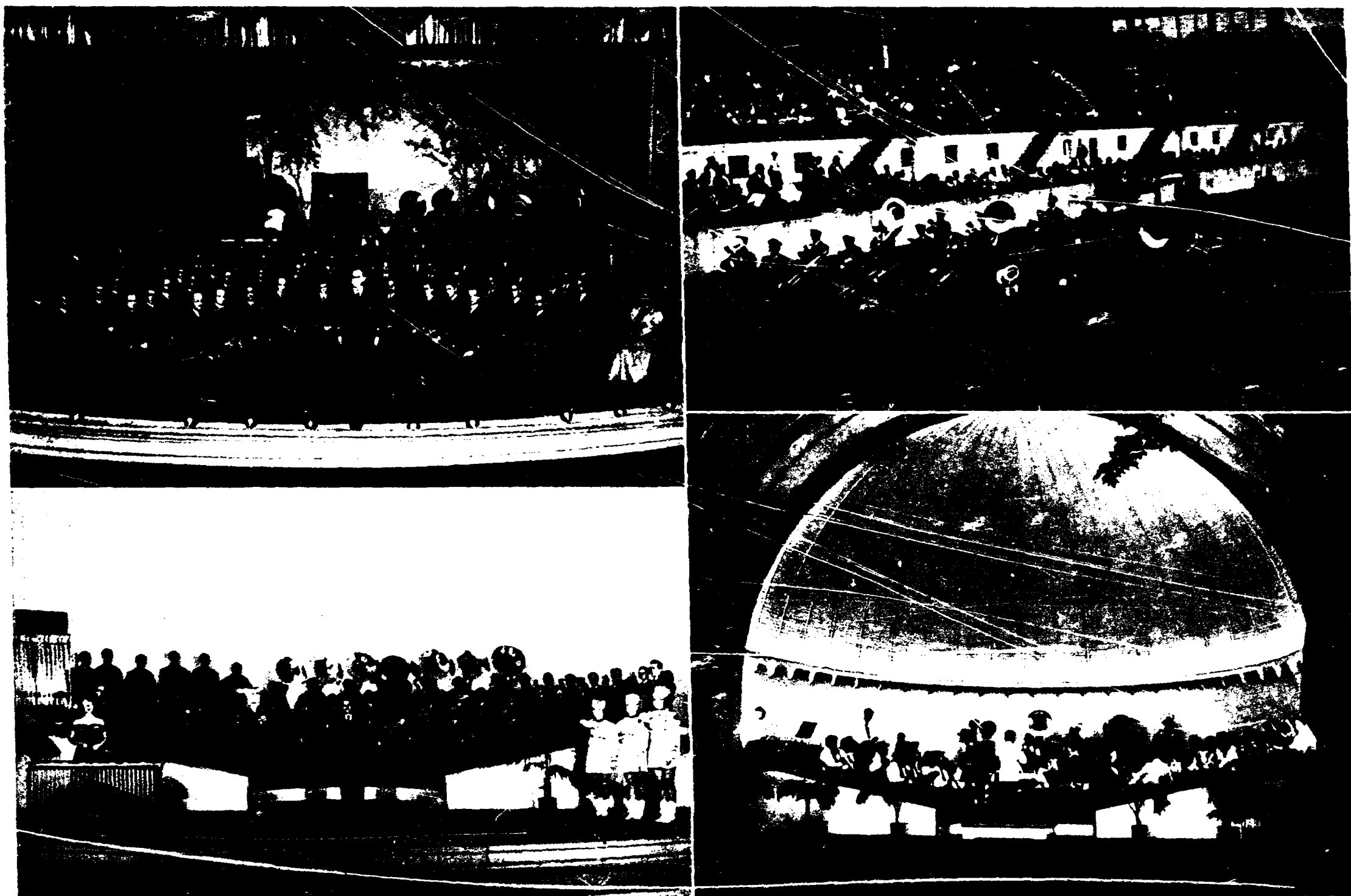
ELMER E. HEIMBACH, *Resident Manager*



# HOTEL TRAYLOR

ALLENTOWN, PA.

"The Hotel Traylor has been a landmark in the City of Allentown throughout the years, catering to a distinctive clientele".



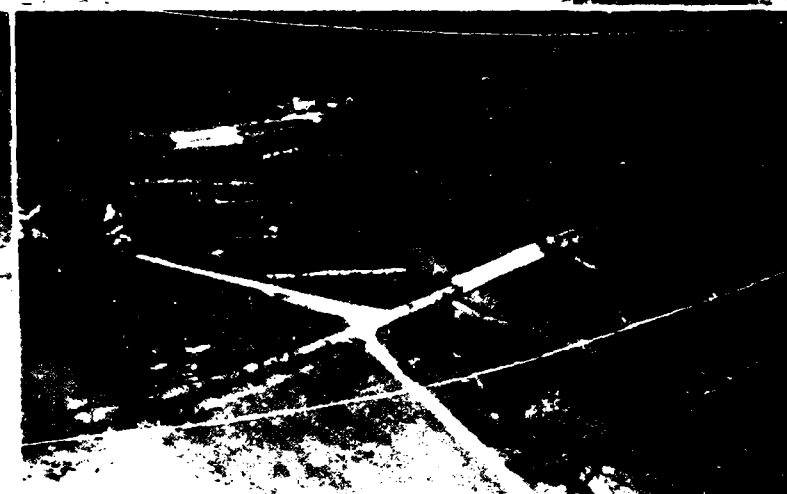
ALLENTOWN'S FAMOUS BANDS: *Top left, ALLENTOWN BAND; Top right, PIONEER BAND; Bottom Left, MARINE BAND; Bottom right, MUNICIPAL BAND.*



# PLAY CENTERS

*Top left:*  
CEDAR BEACH

*Top right:*  
JORDAN PARK



*Center left:*  
LITTLE LEHIGH FISHING

*Center:*  
LAKE MUELLENBERG  
SKATING

*Center right:*  
LIE-LE-HI TROUT NURSERY

*Bottom left:*  
RIVER FRONT PARK

*Bottom right:*  
TREASER PARK  
WATERFOWL





# *Beauty and Recreation*

*From City Park Department Files*

The City of Allentown has no better advertising medium than its park system, acclaimed far and wide as one of the best in the country.

That system today, with its far-flung 1,132 acres of land-- more than 1,000 of which are developed--is a far cry from the almost parkless city which Allentown was at the beginning of the century. In fact, as late as 1924 when city fathers began to dream of a city of parks, there were only 24 acres of land put to use for purposes of public recreation. Parks then were Allen, West and River Front, plus portions of what we now know as Fountain and Jordan parks.

It was in 1924 that B. A. Haldeman, nationally known city planning consultant, was brought here through the influence of the late General Harry Clay Trexler. He provided the plans necessary for development of the growing city and J. Franklin Meehan, Mt. Airy, was the architect who laid out the parks.

Meehan was the man who planned West Park, authorized in 1906. Although Allen park is generally considered as the city's first public beauty spot, it did not actually become city park property until 1908.

West Park, built on a site originally purchased for a reservoir, was recommended by General Trexler, who had hired Meehan to lay out in parklike beauty the land surrounding Springwood, his summer home. At death, General Trexler willed his summer estate to Allentown and the 142-acre tract has since been renamed Trexler Memorial Park.

Soon after West and Allen Parks were established, the former as a horticultural retreat and the latter as a fit setting for historic Trout Hall, home of the city's founder, it became apparent that a need existed for recreational facilities for children and young people of Allentown. There was much talk, meetings with the city council of the day and advancement of various proposals. Finally, in 1912, the city's first playground was established at Fountain Park, east of the municipal pumping station, by a committee headed by Mr. and Mrs. Percy B. Ruhe.

Mr. Ruhe, editor of the Morning Call, was vigorous in his advocacy for establishment of recreational facilities, both in newspaper columns and at Parent-Teacher Association and other meetings. He is recognized as "father of Allentown's playground system" just as General Trexler is remembered as the man who made Allentown's great park system a possibility.

It was during the lush '20s that the late Mayor Malcolm Gross dreamed of the possibilities of a rose garden, a place set aside where roses of all types could be grown and be enjoyed by each citizen. His dream resulted in the planning of the Rose Garden along Cedar Parkway which today bears Malcolm Gross's name. It was dedicated in 1931 and has been so well received that it has been the subject of newspaper and magazine stories in many parts of the United States.

Today the Rose Garden is just one segment of a long, rambling parkway of more than 90 acres, adjacent to the parklike campuses of Cedar Crest and Muhlenberg Colleges and the impressive Allentown High School stadium. Along that parkway are the Old Fashioned Garden, a retreat established for growing in profusion the myriad colorful annuals known to every home gardener; the Allentown Art Museum; Cedar Beach, one of the city's most popular bathing resorts; Lake Mullenberg, loved by fishermen and nature worshipers alike; the Meadow, where archery meets are conducted, and the picnic grounds.

Little Lehigh Parkway, comprising 493 acres, was acquired in 1929. The parkway was developed during the '30s providing many hours of work for then jobless Allentonians during the depression years. Today it stands out as one of the most beautiful links in Allentown's entire chain of parks. It includes picnic grounds, a heavily stocked trout stream, the recently converted Lil-Le-Hi Tri-Club Trout Nursery, bridle paths, scenic roadways for motoring and picturesque walkways for those who enjoy strolling.

Developed more recently, in 1940, was East Side or Irving Park, which fronts on Irving Street

*(Continued on Page 90)*

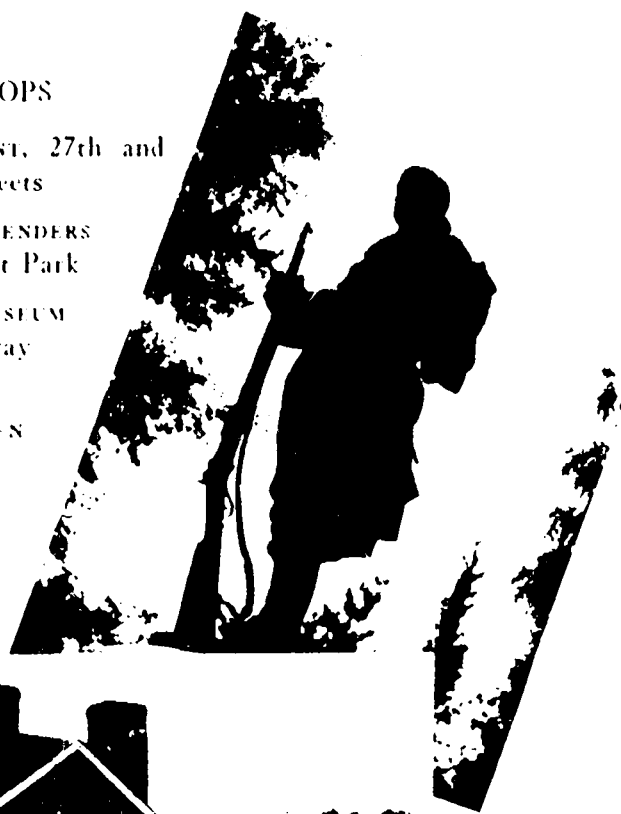
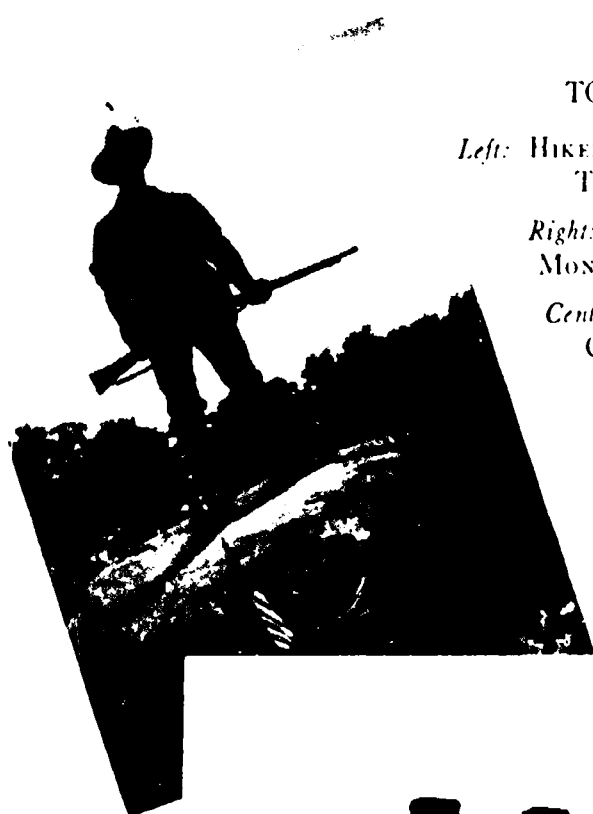
TOURIST STOPS

*Left:* HIKER MONUMENT, 27th and  
Tilghman Streets

*Right:* FIRST DEFENDERS  
MONUMENT, West Park

*Center:* ART MUSEUM  
Cedar Parkway

*Bottom:*  
ROSE GARDEN





**E. H. SCHOLL**  
*President and Founder*

*Established 1905*



**T. R. SCHOLL**  
*Vice-President and Sales Mgr.*

Forty-five years ago last March an ambitious young man, who always had the desire to go into business for himself, and who had previously been a railroad spike maker, ribbon weaver, and salesman for the L. H. Yeager Co., organized the firm of E. H. Scholl Co., Wholesale Variety Store, the first of its kind in Allentown. The business was located at Seventh & Linden Streets. Mr. Scholl, for the first ten years, performed the duties of buying and selling for his firm, calling on his customers with a horse and buggy.

Five years later, the company moved to its present site, 24 North Seventh Street, so that more items and more stock could be added to the constantly increasing business. Within the last fifteen years the company has become known for its lines of housewares, hotel, club and restaurant supplies, and all kinds of holiday merchandise. The firm takes pride in acclaiming itself the oldest toy wholesaler, as well as hotel, club, and restaurant supply wholesaler in the Lehigh Valley.

In 1935 Ted Scholl, son of E. H. Scholl, was taken in to the firm upon his graduation from college. In 1948 Mr. E. H. Scholl retired to an inactive part in the business and relinquished the operation of the firm to his son.

Today the company covers a radius of 50 miles of Allentown and has six salesmen calling on department, hardware, drug, grocery, variety, and general stores, as well as hotels, clubs, and restaurants, and institutions.

Friendship is the keystone around which any successful business must be built -- without it no one can long survive. Forty-five good years lie behind this firm and forty-five plus good years are ahead of it. The company is grateful to its more than 2000 customers for the loyal support they have given in the past and it is sincerely hoped that the friendly customer relations which exist now may continue for many years to come.

There are 15 employees at present; six of which have given a total of over 175 years' service.

## **E. H. SCHOLL CO., INC.**

### **WHOLESALE**

**24 NORTH SEVENTH STREET**

**ALLENTOWN, PA.**

## BEAUTY and RECREATION

*(Continued from Page 87)*

between Union Boulevard and Hanover Avenue. Designed for recreational purposes, this park boasts Allentown's finest swimming pool, several baseball diamonds, tennis and volleyball courts and other facilities for play purposes. It teems with crowds from early June till summer's end and offers residents of the 14th and 15th Wards outdoor fun opportunities never before attainable in that area.

Aside from being a thing of beauty, Trexler Memorial Park has become a wild game bird refuge. The city owns several hundred ducks, geese and swans of various breeds, all of which can be seen on the park ponds almost any day of the year. Added to these each fall are thousands of wild fowl which use the park as a stopover on their flights south.

Trexler Park offers other things of interest. Its floratorium, in which plants used in the famed lamp standard "hanging gardens" are grown, boasts a tropical house in which orchids grow in profusion, as do palms, banyans and other plants native to equatorial countries. Each October the City Park Department sponsors free of charge a chrysanthemum show in the floratorium which has been rated by leading park authorities as among the best in the country.

Union Terrace, laid out on a 21-acre plot, features an amphi-theatre and a pond which is used for fishing by small boys in summer, and for skating in winter. The Terrace includes picnic grounds and a softball field. Its development was a major step forward in city planning because it was built over what had been a mosquito-infested swamp.

Picnic parks other than those mentioned are South Mountain and East Side Reservoir, both

rustic. River Front, Fountain and Jordan afford 70 acres of recreational area, while Roosevelt Park in the 16th Ward, covering seven acres, provides a play spot for young folks of that region. In addition, the school district opens all school grounds for summer play purposes and qualified instructors are provided for each.

Looking into the future, the Park Department has obtained 145 acres of land just north of Trexler Memorial Park which is to be developed into a Municipal Golf Course. It is expected that the course will be ready for use within the next five years. Also acquired are 16 acres of land along Trout Creek in the 12th Ward. When funds are available this acreage will be cleaned and beautified and plans are to construct a swimming pool for use of south side residents.

Nineteenth Ward Memorial Park, a recreational area at the extreme south end of the city, was purchased by citizens of the ward. Partially developed, it will some day be turned over to the city for maintenance purposes. This tract, which lies along the east branch of Trout Creek, is adjacent to the 12th Ward land now owned by the city.

Allentown's Parks never fail to impress visitors to the city. According to "Girard" in the Philadelphia Inquirer writing in 1935-- "In time, Allentown will have the most beautiful park system in America." The Pennsylvania Economy League, which made a thorough study of the system, reported, "The City of Allentown is fortunate in having a park system which for layout and beauty of location is second to none." The New York Times has acclaimed, "Allentown's park system as a city's success story."

"Relative to that feature of Old Home Week which has to do with a rededication of our American heritage, much credit is due to the American Heritage Foundation for its enthusiastic cooperation".

MAYOR DONALD V. HOCK

# Community Service

We are very happy to join with you in the observance of Old Home Week and sincerely hope that you enjoy every moment of it.

While many new faces have been added to our organization since its formation thirty years ago there are still a number of us who have grown up with the auto industry, serving you from the days of the old "one-lungers" to the present.

Our constant thought has been your riding pleasure. To that end through advocating better highways, through participation in state and local safety campaigns, and through careful inspection and repair of your car we have endeavored to give you complete assurance of the utmost possible safety on the road.

We have assumed our community obligations through the support of various civic projects, contributions of our time and money to the betterment of the community. This attitude has found expression in our participation in various welfare agency campaigns, capital fund raising campaigns and our cooperation in the public school vocational education program.

As dealers, handling the finest motor cars in the world, qualified by experience and training, and equipped to offer you the best possible service for your car, we urge you to call upon your dealer when confronted with any motoring problem.

☆ ☆

## New Car Dealers Association of Allentown

*affiliated with the*

CHAMBER OF COMMERCE

D & H PONTIAC Co.

DAHL MOTORS ALLENTOWN, INC.

JACK DANKEL CHEVROLET

DIETRICH MOTOR CAR COMPANY

FENSTERMACHER & REMS Co.

HUDSON ALLENTOWN

LEHIGH MOTOR COMPANY

ALDEN MACLELLAN, INC.

PETERS MOTOR Co.

RITTER & YOST MOTOR CAR Co.

RUHE MOTOR CORP.

V. H. STECKEL, INC.

TOWN AUTO Co.

TURNER MOTORS

TWIN CITY MOTORS, INC.

## City's Oldest Bakery

The name "HEIMBACH" and tasty baking products under the trade name "DUTCH MAID" have been linked in close associations since 1913. That was the year Oswin A. Heimbach started baking at Ninth and Tilghman Streets, Allentown, where the present modern machine equipped plant now stands.

In 1916 the Real Estate of Heimbach Baking Company had a frontage on Tilghman Street of 78 feet, comprising 901-903-905-907 Tilghman Street.

In 1920 property at 907½ Tilghman was added and in 1926 the quarters were again enlarged to include 909 Tilghman Street. Since 1913 many thousands of bread loaves and tasty bun packages have passed from Heimbachs to the good people of this community.

The management and ownership of the Company has at all times consisted of local people. Oswin A. Heimbach was the first president. He was succeeded by Raymond G. Fetzer, followed by Harold A. Schantz, then John F. Dickelbohn. In 1947 the Company was succeeded by Heimbach Baking Corporation whose president and general manager is Donald K. Normington, a lifetime resident of this community.

## HEIMBACH BAKING COMPANY

## KINTZEL'S ★ *One of Nation's Leading Appliance Stores*

When a retail organization ascends to a position of eminence in its field in little more than ten years, it has performed the next to impossible. Yet, that is exactly the story and the record of KINTZELS, INC., the Lehigh Valley's outstanding appliance store. And, in fact, Kintzels is one of the nation's largest exclusive appliance-radio-television retailers.

Begun in 1939 by Harry E. Kintzel, at 1024 Hamilton Street, the business was moved to 913 Hamilton Street during the war years. Since then the growth of the organization has been so rapid as to necessitate the expansion of sales and service facilities. The initial result was the acquisition of a large warehouse property at 443-45 North 11th Street in Allentown where more than 10,000 square feet of floor space is devoted to storage facilities and a modernly equipped service department for major appliances.

Then, a little less than a year ago, Kintzels acquired a retail store at 19th and Main Streets in Northampton (formerly Luckenbach's) in order to widen their facilities for the benefit of people in the cement regions.

The next step was a to provide larger quarters for improving display conditions in the Allentown location. This was done by adding the adjoining building at 915 Hamilton Street—a move which doubled Kintzels quarters in the Queen City. This occasion will be remembered by folks all over the valley who came to help Kintzels celebrate the event with a gala "Open House Week" this past April.

To establish the fact that Kintzels is a complete appliance store and tops in its field is best demonstrated by enumerating the items they sell and the big names they represent.

These include General Electric ranges, washers, refrigerators, dishwashers, vacuum cleaners, water heaters, television, radio-phonographs, freezers; Philco refrigerators, home freezers, RCA Victor television and radio-phonographs; Maytag, Bendix and Speed Queen washers; Kelvinator refrigerators,

freezers and ranges; DuMont Television, Motorola television and radio-phonographs; Sparton television and radio-phonographs; sinks, gas and electric ranges and countless small appliances, such as electric clocks, toasters, Vornado fans, and so on.

In addition, Kintzels maintain a complete sewing center which features the Domestic Sewing Machine and sewing services like button and buckle covering, belt making, hemming and others. The sewing center is truly a showplace in its field—a modern department that offers everything to the woman including sewing courses.

There are more than a half-hundred people in Kintzels, Inc. who devote their best efforts to installation and service, sales assistance, office and administrative tasks. They are painstakingly schooled and constantly trained so as to be able to render completely satisfactory assistance to every Kintzel customer, new and old.

The corporation, headed by Harry E. Kintzel, president, and Paul R. Miller, vice-president and general manager, has certainly achieved its prominence through straight-thinking, aggressive action coupled with a warm spirit of friendliness and a keen appreciation of the wants and needs of the people of this area. But, every member of the organization will readily agree that a great deal of their success is identified with the rapid growth of the City of Allentown as one of the outstanding retail centers of the country.

During this "Home-Coming" Celebration, Kintzels cordially invites everybody to drop in for a visit. There is a lot to see anytime but, especially during this week, displays and demonstrations of an extraordinary nature will be presented for the education and enjoyment of all visitors. Feel free to just walk in and look around. Kintzels is a friendly store, where everyone is welcome.



*Top left:*  
READING TIME AT  
LIBRARY



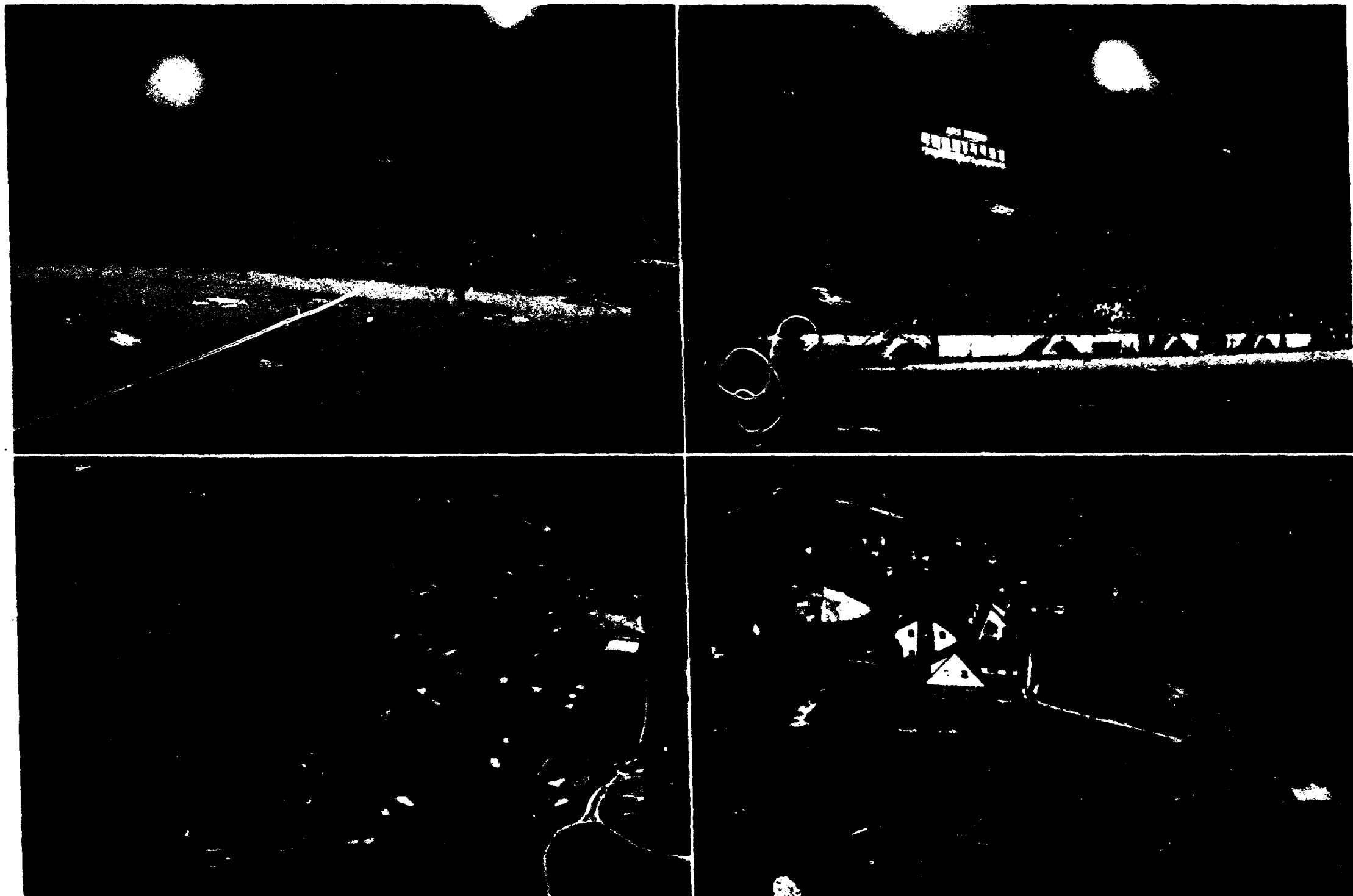
*Top right:*  
SWIMMING AT Y.M.C.A.



*Bottom left:*  
TENNIS AT OAKMONT



*Bottom right:*  
DOG SHOW AT  
DORNEY PARK



TOP ATTRACTIONS: BREADON FIELD, *top left*; A.H.S. STADIUM, *top right*; LEHIGH COUNTRY CLUB, *bottom left*; BROOKSIDE COUNTRY CLUB, *bottom right*.





## COMMUNITY LIFE

*Top left:*  
BOYS' CLUB MUSICIANS

*Bottom left:*  
BOY SCOUT CAMPOREE

*Top right:*  
TRENLER PARK  
MUM SHOW

*Bottom right:*  
BUFFALO AT TRENLER-  
LEHIGH GAME PRESERVE





ST. PAUL'S LUTHERAN

ZION REFORMED  
"LIBERTY BELL"  
CHURCH.  
(below)



IMMACULATE CONCEPTION R. C.



GRACE E. C.

TEMPLE BETH-EL



# *Churches of Allentown*

Since the year 1762, when Allentown was planned, it has been a church-going community. That same year a log church was constructed on the site that is today occupied by historic Zion Evangelical and Reformed Church, and it was in such humble circumstance that worshipers of the Reformed and Lutheran faiths gathered to pay tribute to God.

In this year of 1950 the city has a total of 106 congregations of many faiths, one church for every 1,000 residents. Leading in numerical strength are the Lutheran Church with 16, congregations, Reformed Church with 13, Roman Catholic Church with 11 and Evangelical Congregational Church with seven.

Soon after organization of the union log church at what is now Church and Hamilton Streets, the Reformed congregation constructed a larger, more adequate edifice while the Lutheran congregation continued to worship in the original building. It was in the Reformed Church structure that the Liberty Bell was hidden for the duration of the Revolutionary War from September, 1777.

The present magnificent Zion Evangelical and Reformed Church building was constructed in the years 1886, 1887 and 1888. Allentown's second oldest Reformed Church congregation, St. John's, was formed from a nucleus of former Zion members who wanted strictly English language services. Most of the services at Zion in those days were in the German language.

The Lutheran congregation, which joined the Zion Reformed group in building Allentown's original house of worship, remained within the walls of the old log house until 1794, when land was purchased along South Eighth Street, between Hamilton and Walnut, and a new home was planned. The congregation did not adopt the name "St. Paul's" until 1855. The beautiful stone structure it now occupies was built in 1905.

Although there was no Roman Catholic Church in Allentown until 1856, when the Church of the Immaculate Conception was built at Ridge Ave. and Liberty Street, there were missions here since 1757. Until the end of the Revolutionary War there were no regular schedules for masses, but soon thereafter they were conducted on a monthly basis and as the Catholic population grew, far more frequently.

Following the building of the Church of the Immaculate Conception, the Church of the Sacred Heart was constructed. The congregations of these churches mothered practically all other Catholic churches and missions in Allentown and vicinity and are responsible for satisfying many other community needs.

Trinity Evangelical Congregational Church, oldest of its denomination, stemmed from Salem Evangelical United Brethren congregation, which was first of its sect. Salem, founded in 1835, was originally of the Evangelical faith and continued so until the recent merger of the Evangelical and United Brethren Churches.

There was a denominational difference in 1894 and that resulted in formation of what was then Trinity United Evangelical congregation. This denomination has since vanished and has been supplanted by the Evangelical Congregational faith, fourth in numerical strength in the city. The Evangelical United Brethren Church today has six congregations in Allentown.

The Presbyterian Church is credited with organizing the first Allentown congregation which wanted strictly English language services. That was in 1835. Services thereafter were conducted at various places for some time. It was not until 1902 that First Presbyterian congregation built the handsome pillared edifice which faces North Fifth Street at Court Street.

Grace Church, first of the Episcopal denomination, was organized in 1858 and the congregation built its present home seven years later. There is only one other, Mediator, and a mission. First Baptist was organized in 1859 and today, with Twelfth Street Baptist, represents that faith. The first Mennonite Church, of which there are four, was First Church, organized in 1886.

The Jewish faith was slow getting started because, until after the Civil War, Allentown's Jewish population was very small. As people of the Hebrew faith started to settle here, a congregation was organized and was recognized by the faith in 1885. The first temple, that of Congregation Keneseth Israel, was built in 1906. Today there are five Jewish congregations in the city, one of which, Temple Beth-El, recently completed the exterior of what is considered one of the city's most beautiful buildings.

There are three Methodist Churches within the city, outstanding of which is Asbury congregation. This group includes St. James African Methodist Episcopal congregation, largest among the Negro churches.

There are two Missionary denomination congregations, two of the Moravian sect, and the First Church of Christ Scientist, Mormon, Quaker, Unitarian and Spiritualist Churches are among those of the city. That the Church's work is not in vain here is obvious in the fine support accorded Allentown's perennial welfare projects on the one hand, and the city's low crime record on the other.

*Interdenominational Services at 8:00 p. m., Sunday, August 20th, at West Park.*

## THE HISTORY OF TREXLER SERVICE

The Mink family settled in Lehigh County as early as 1812, but it was not until 1860 that Jonas Mink began undertaking in the old Mink home southeast of the present city limits of Allentown.

Undertaking one hundred years ago was not the complete, professional service with which the public is familiar today. No one devoted full time to undertaking, but there were cabinet makers who established reputations for building good coffins of clear lumber. Jonas Mink was one of those whom the people sought out at time of death for the quality of his workmanship, and because he seemed a little more considerate of the family's feelings.

There was no scientific preservation in those days. Neighbors and friends bathed and dressed the body and dug the grave. There was a simple religious ceremony with burial in the churchyard.

When Jonas Mink died, his widow, Caroline Wicand Mink, continued the business with the help of a nephew, Jacob G. Sterner. In 1873, he appreciated the greater opportunities in Allentown and moved to 116 South Eighth Street, where he continued cabinet making and undertaking. He assumed full control of the business in 1884. People were already beginning to expect more service from the undertaker. Modern embalming, however, did not become general until after

Oliver S. Rabenold, nephew-in-law of Jacob G. Sterner and father of Arline Rabenold Trexler, entered the business in 1904. By the time he assumed full control of it in 1915, factory-made caskets had taken the place of home-made coffins. It was in his lifetime, that funeral directing became a profession requiring scientific education, the increased use of facilities and equipment, and the full time of the funeral director himself.

Always closely associated with and keenly interested in her father's business, Arline Rabenold Trexler early recognized the challenge of the profession and the greater opportunities for community service. Her early training under her father's guidance, together with the finest preparation at the Cincinnati College, culminated in her profound appreciation for all the varied aspects, problems and special situations that are required of present day funeral service. When in 1939, Oliver S. Rabenold passed away, leaving his family a spotless reputation for honesty and fair dealing, Arline and her husband, Theodore T. Trexler, a graduate of the Eckels College, and associated with the firm since 1927, were well equipped to assume control of the business.

With the high ideals and principles established by their predecessors, fortified by dauntless faith and courage, Mr. and Mrs. Theodore T. Trexler will always endeavor to maintain that priceless heritage.

**TREXLER FUNERAL HOME - 16 S. EIGHTH ST. - ALLENTOWN, PA.**

## KEIPER'S PHARMACY

**39 North Seventh Street**

Harvey L. Keiper, who founded this establishment in May, 1895, believed that the key to success lay in being an apothecary and serving the needs of the medical profession, directly and by filling prescriptions and medical requirements of doctor's patients.

At the time, the store occupied only a part of the first floor at 41 North Seventh Street, but as the business prospered the first floor was entirely occupied, and later the balance of the building.

Mr. Keiper died in 1913. Thereafter, his family conducted the business along the lines he had advocated. It continued to prosper and expand until today it is known as one of the leading pharmacies in the eastern part of Pennsylvania.

In 1944, Miss Lillian I. Keiper, sister of the founder, obtained the necessary priorities from the War Production Board for construction of a new, modern pharmacy at 39 North Seventh Street, next door to the original site. Appointments in this place are such that Keiper's is better able to serve than at any time in the past.

Keiper's Pharmacy--the oldest but one of the most modern in Allentown--still believes that by practicing the art of the apothecary it is best serving the physicians and the people of this city and its environs.



AIR VIEW OF THE ALLENTOWN FAIR GROUNDS

# GEHRINGER - HARLACHER COMPANY

LLOYD C. HARLACHER.....President

HARRY K. HARLEY.....Vice President-Secretary

GEORGE J. GEHRINGER.....Treasurer

The firm today known as Gehringer-Harlacher Co. was formed in 1919 when George J. Gehringer and Lloyd C. Harlacher formed a partnership. At that time they purchased a retail automobile tire store from the estate of the late Ben Burger.

After Harry K. Harley was brought into the firm in 1921, it was incorporated in 1922 under its present name, opening an automotive parts store at 123 North Seventh Street. The business grew and due to the expansion it became necessary to move to new quarters.

In 1946 a former hotel building at Seventh and Liberty Streets was purchased by the company, and it was renovated to meet with requirements of the organization. Today, Gehringer-Harlacher Co. is almost exclusively a wholesale house for automotive parts, garage equipment and accessories. It is represented by five outside salesmen who travel a territory within a radius of 25 miles of Allentown. There are 28 employees inside the store.

*Distinctive*

## "THE ONLY" CLEANERS

*Service*

*Cleaners of Wearing Apparel*

The "ONLY" Cleaners, organized in the spring of 1908, was given its name because it was the only dry-cleaning establishment in this vicinity that did not specialize in dyeing. The business was confined to dry-cleaning, only, and was better known at that time as M. F. Lorish & Son. This business opened at 1027 Hamilton Street, just two doors below its present location, where the dry-cleaning was done on the same premises. The organization consisted of Morris F. Lorish, his son Fred, one seamstress, and one assistant dry-cleaner.

Two years later, the property at 1031 Hamilton Street was purchased, and also a location for our dry-cleaning plant at Poplar & Union Streets, where our business has been operated for the past forty years.

In the early years of this industry, prices were extremely high compared to other standards of living, and dry-cleaning was considered quite an extravagance, a service which only the wealthy could afford. At that time the main support of the industry was mens business suits and just the very finest of ladies wearing apparel. However, as time went by, and women took their place in the business world, our business started growing and at the present time, our large volume of business, and indispensable service in almost every

home, consists of all types of house-furnishings and clothing for the entire family.

Though the artificial silk industry has brought about many serious problems for the dry-cleaner, at the same time we must attribute the success of the business to this source, for the lowest priced merchandise on the market today, must be dry-cleaned.

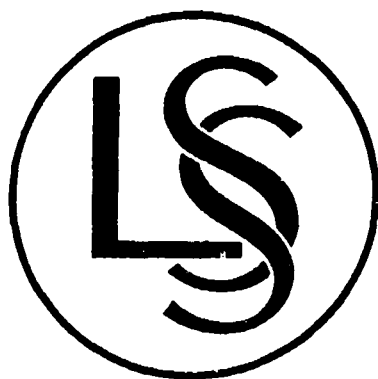
Thus, our business grew under the capable leadership of Morris Lorish, who was active up to the time of his death in March of 1928. At that time the business was taken over by his son Fred, who died in August, 1933, whose widow, Sadie E. Lorish, continued the business upon the same principles, organized The Only Cleaners, Inc., in October, 1934, appointing Charles Freyman as President, Melvin Kuhns, Vice-President and Ellis Schmoyer secretary. This organization has grown to a personnel of thirty-eight, several employees have given forty years of service and a large number have been with us more than twenty-five or thirty years.

We are now running our business under the able management of Charles Freyman, one of the Pioneers of the organization, and well known in many local civic clubs, and Community projects.

**1031 HAMILTON ST.**

**Phone 6181 - 6182**

**ALLENTOWN, PA.**



With the advent of Old Home Week, Lehigh Structural Steel Company surveys with pride the city of Allentown, feeling that it has contributed its fair share toward making Allentown the hub of a huge industrial center.

Lehigh Structural Steel Co. is engaged in the fabrication and erection of structural steel for use in buildings, bridges and switchyard structures and of towers for radio, television and transmission of electric power. Through its products, the company has carried its name and the name of the Queen City to most of the 48 states and many foreign countries.

Since the inception of the present management in 1919, the Lessco organization has grown from a small group of 55 employees, to its present size employing approximately 600 men and women. A subsidiary, the Lehigh Construction Co., which erects the structures that the parent company fabricates, has grown until it is the sixth largest erection company in the whole United States. The Utilities Service Co. another subsidiary, manufactures street lighting fixtures and pole line hardware necessary for the distribution of electric power, all of which is galvanized in Lehigh's own plant. This organization too, has grown until it has representation in 23 different cities all over our country.

Lehigh's management has been interested in a civic growth paralleling its business progress. Recognizing the need for a more educated citizenry, the company has established scholarships at two leading universities for deserving sons of this community. In addition, the company has taken an active part in the furtherance of the city's park system in the section adjacent to its Plant.

The skills of each worker and the know-how and foresight of management combined with the American system of free enterprise, has resulted in Lehigh's fine coordinated working force. It has created a reputation in the fabricating and erection industries for meticulous attention to each job whether it be as large as the Department of Interior building in Washington, D.C.; as high as the 760 foot WOR television tower across the Hudson from New York City or as small as a galvanized switch structure on a Lehigh County farm. Wherever these structures have gone, they have carried with them, not only the name of Lehigh, but also the name of our fair city of Allentown.

We are proud of our "Old Home Town" and its institutions. For more than 30 years we have "belonged" and expect to continue as one of Allentown's industrial enterprises for a long time to come.

**LEHIGH STRUCTURAL STEEL CO.**

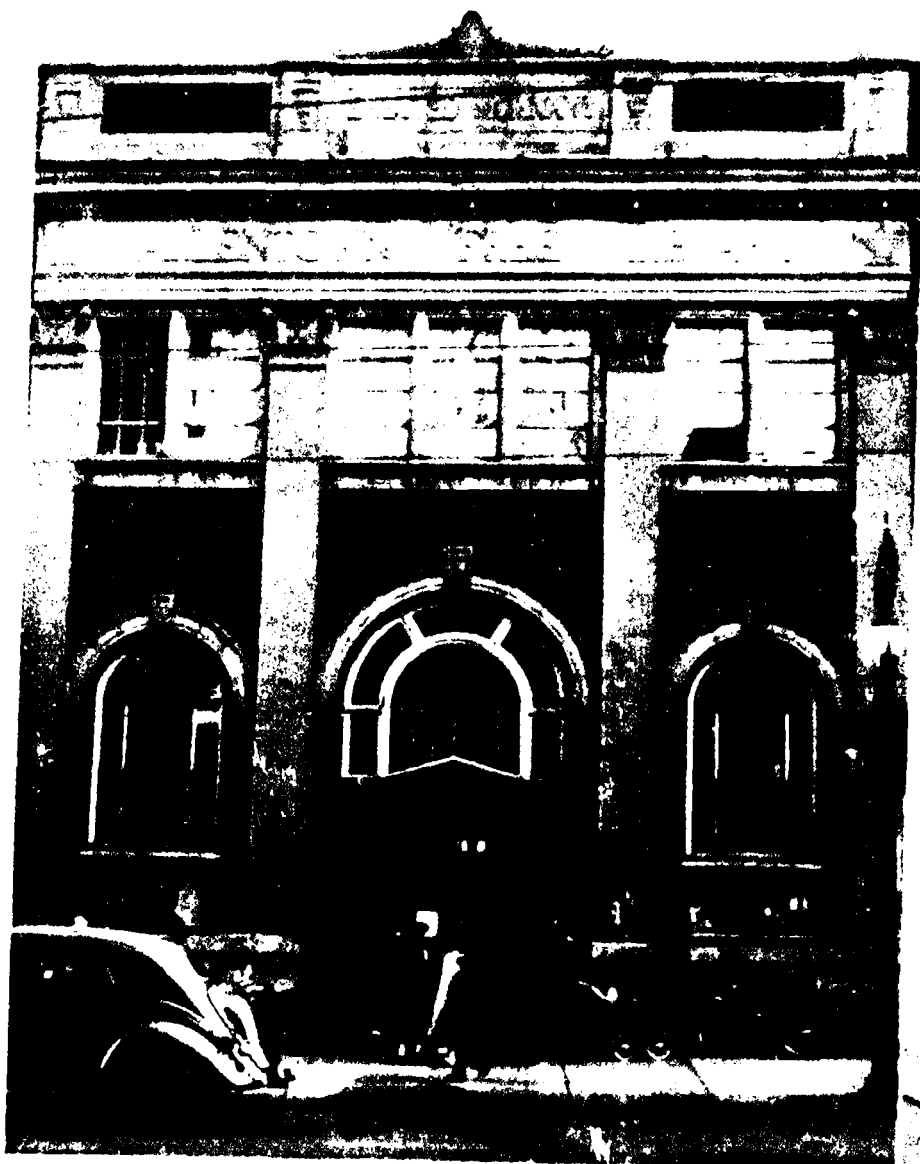


ALLENTOWN PLANT --- WESTERN ELECTRIC COMPANY



ONE OF ALLENTOWN'S FINEST BOWLING CENTERS



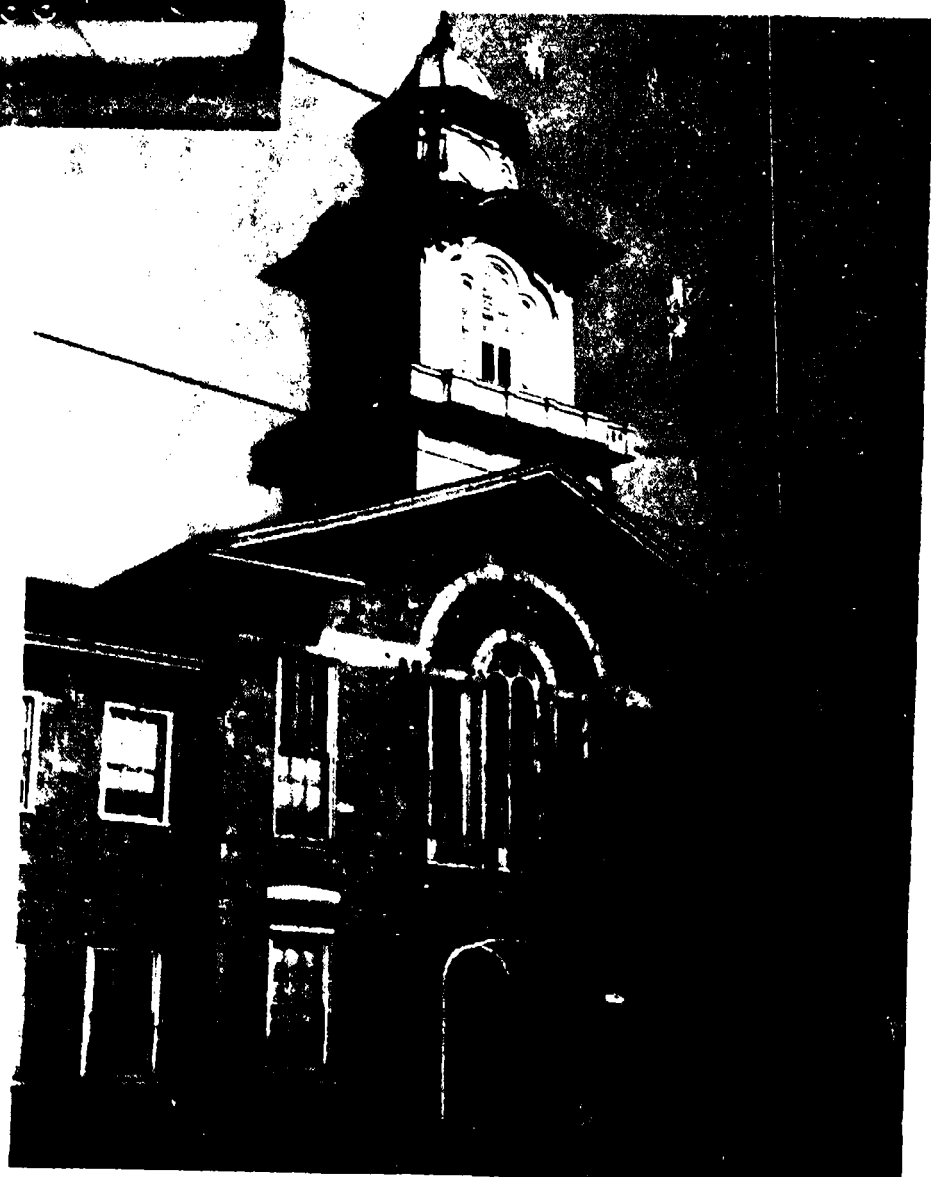


# ALLENTOWN FREE LIBRARY

Handsome front of capacious building in which more than 100,000 volumes are at disposal of public.

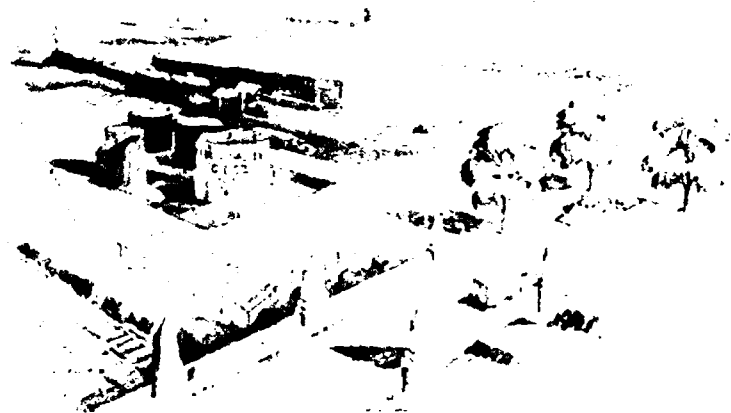
# LEHIGH COUNTY COURT HOUSE

Constructed of native stone, this building, modernized inside, is among East's most beautiful Colonial architecture.



Since 1922 . . . . . **LEHIGH VALLEY OIL CO.** . . and still growing

The Lehigh Valley Oil Co. was begun August 2, 1922 at Front & Hamilton Sts., by Harry A. Fritsch and the late Atty. Fred G. W. Runk, with 1 service station and 1 truck. They now serve through 5 bulk plants and warehouses, 16 trucks, 30 service stations and over 100 gasoline dealers in 12 counties. The Company, through able management and reinvestment of earnings in the business, has continued to grow until its annual sales are now over \$2,000,000. Marketing facilities have steadily expanded until now they can serve all domestic, commercial and industrial needs in gasolines, heating oils, kerosene, automotive and industrial lubricants, and automotive products. Since 1941 Levoco furnishes automatic oil-heat equipment and service to hundreds of homes, churches, and business buildings. Since 1927 its service has been identified with the trade name, "Levoco Service". The original two 10,000 gallon bulk storage tanks have grown to wholesale terminals at Allentown, Stroudsburg, Palmerton, Easton, and Lansdale with almost 2,000,000 gallons capacity. The Allentown wholesale activities now operate from the new 4 acre bulk plant at Union Boulevard and Dauphin Street, with 790,000 gallon storage capacity, including 420,000 gallons fuel oil capacity and facility for 600,000 gallons additional storage. The large building houses the lubricants, anti-freeze stock, maintenance depart-



The new Dauphin St. & Union Blvd., Allentown, bulk plant and warehouse

ment, tires, batteries, and accessories stock, wholesale sales room, oil heat service, sales department and sales room. Plans call for the erection of a super service station and a main office building, to handle general management activities now located at 1200 Walnut Street, Allentown.

Thirty Levoco stations are located in Stroudsburg, East Stroudsburg, Wind Gap, Palmerton, Easton, Allentown, Coplay, Emmaus, Quakertown, Northampton, Pennsburg, Red Hill, Perkasie, Souderton, Lansdale, Montgomeryville and Doylestown. In addition Levoco products are also sold through several hundred dealers and garages.

February 1, 1950 a long term contract was made with The California Oil Company, a subsidiary of the Standard Oil Company of California, to market Calso gasolines and RPM lubricants in a 12 county area. Capital stock of the Lehigh Valley Oil Co. is owned by approximately 1400 stockholders residing in the area it serves. Management is under the direction of President Harry A.

Fritsch, the organizer of Levoco, and Elwood E. Oplinger, first Vice-President and General Manager. Board of Directors are Harry A. Fritsch, Elwood E. Oplinger, E. M. Callis, H. S. Roberts, E. W. Hurst, Francis A. Deaterly, and Jay H. Hargraves. All employees, managing executives and department managers are local men and women.

**H. LEH & CO.** . . . 100 Years of Growth

This year marks the Centennial of H. Leh & Co., one of Pennsylvania's largest department stores outside of the metropolitan areas. The celebration of this anniversary will continue with special features until October.

In contrast to the single column, 4-inch newspaper advertisement of 100 years ago which proudly announced the opening of a new clothing establishment labeled the "Temple of Fashion" H. Leh & Co. this year is going all-out in its program of informing the public of the "Beginning of Our Second Century".

Present methods of publicity were not available to Henry Leh back in 1850. Four inches of advertising space, repeated week after week, was regarded then as adequate announcement of the inauguration of a new undertaking in a town of 3,778 inhabitants. But today, H. Leh & Co. serves a trading area having a population of about 400,000. Henry Leh was only 20 years of age when he started in business on the same street and block in which H. Leh & Co. has been located continuously. In 1850 young Leh established a clothing store, selling the first ready-made clothing in this part of Pennsylvania. Gradually he took on additional lines, including lamps, trunks, valises and daguerreotypes. And before the end of his first year he had started the manufacture of boots and shoes. While some emphasis for a time was placed upon the manufacturing, wholesaling and retailing of boots and shoes, other departments of the mercantile business continued to progress with the times.

Originally, H. Leh & Co. occupied a building 20 feet wide by 110 feet in depth. Today H. Leh & Co. has at its disposal nearly a quarter of a million square feet of floor space for sales and service in a building that is modern in every respect. The first person to be taken into partnership by Henry Leh was Horatio B. Koch. Mr. Koch began his association with H. Leh & Co. as a shipping clerk in 1874, at the age of 21 years. He learned the business rapidly and in 1884 he was made a

partner. Two years later he was married to his partner's daughter, Sally Leh. In 1889 Henry Leh's two sons, George H. and John Leh, were added to the firm, making it possible to spread many of the duties and responsibilities of management. The death of Henry Leh in his 80th year in 1910 was an event that was marked in the community by the closing of all stores on the afternoon of the funeral. Thousands paid their respects to the farm boy, who became the city's leading merchant, banker and builder.

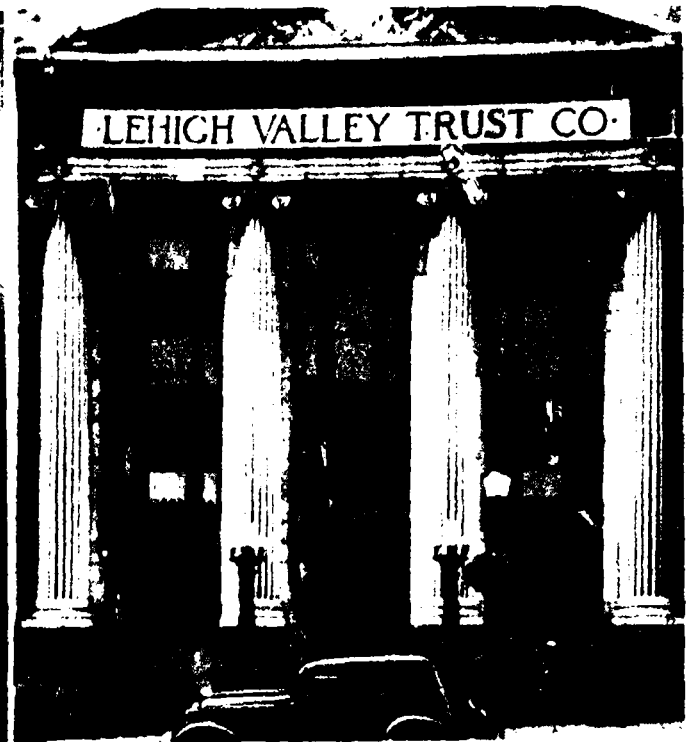
The year after the founder's passing the shoe factory which occupied two upper floors of the store building was discontinued. At the same time a modern fire-proof building covering three-quarters of the present front was completed. At that time H. Leh & Co. became known as the "Daylight Department Store".

Further expansion came in 1922 when the firm purchased the adjoining building. Five years earlier Leh's had acquired property upon which a new four-story section was added. In 1936 this was expanded to give access to the store from a second main thoroughfare. A new store front and building totaling 20,000 square feet were added to this section last year. Construction of a new store front, installation of Otis Escalators, an addition to and beautification of front of the Seventh Street section, provision of a firetower entrance to the store direct from a rear parking lot, and free parking space for shoppers at the rear of the store.

In 1920, the year in which Horatio B. Koch died, his son, Henry T. Koch, and Henry W. Leh, son of George H. Leh, became members of the firm. They were followed in 1924 by John H. Leh, and in 1927 by G. Edward Leh, both sons of John Leh. George H. Leh died in 1940 and John Leh in 1944. Now as the firm embarks upon the second century, it has announced entrance into the partnership of John Leh II and H. Thomas Koch, Jr., great grandsons of the pioneer founder, Henry Leh.



MERCHANTS NATIONAL  
BANK

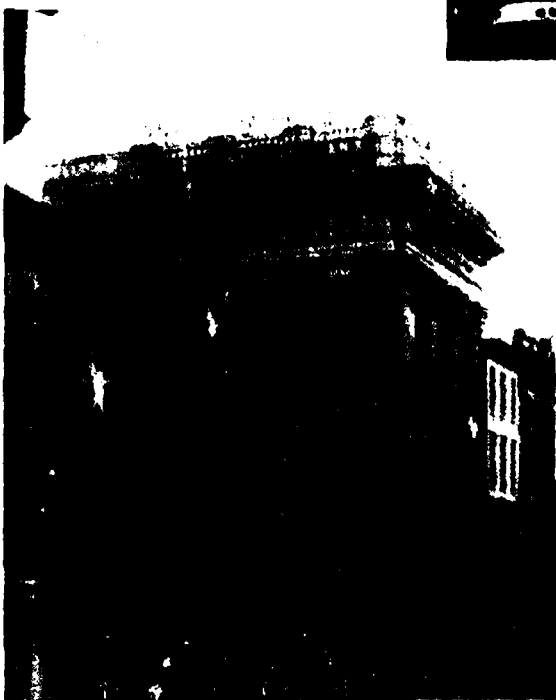


LEHIGH VALLEY  
TRUST CO.



SECOND NATIONAL  
BANK

ALLENTOWN NATIONAL  
BANK

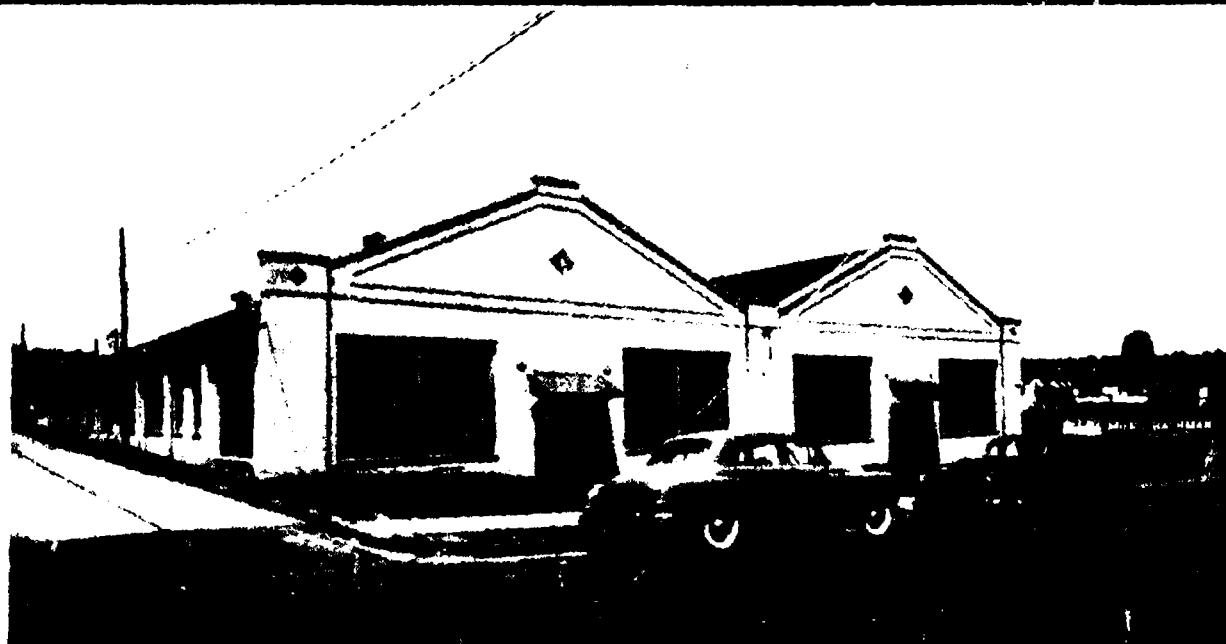


LIBERTY TRUST  
COMPANY

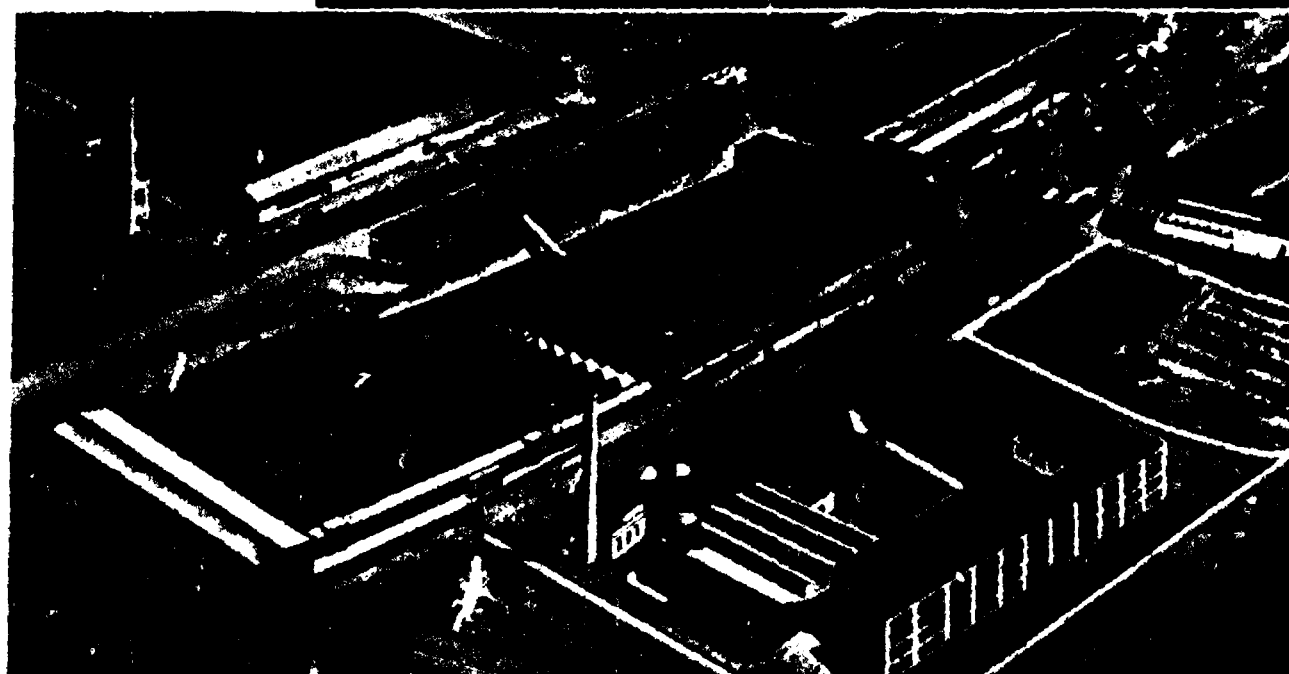




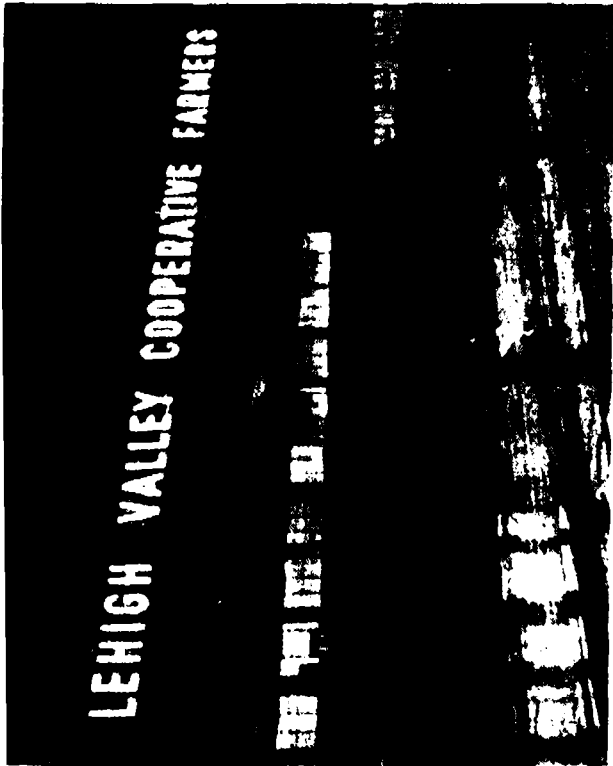
LEHIGH STRUCTURAL  
STEEL CO.



MIRS-  
BACHMAN  
LITHOGRAPHING  
COMPANY

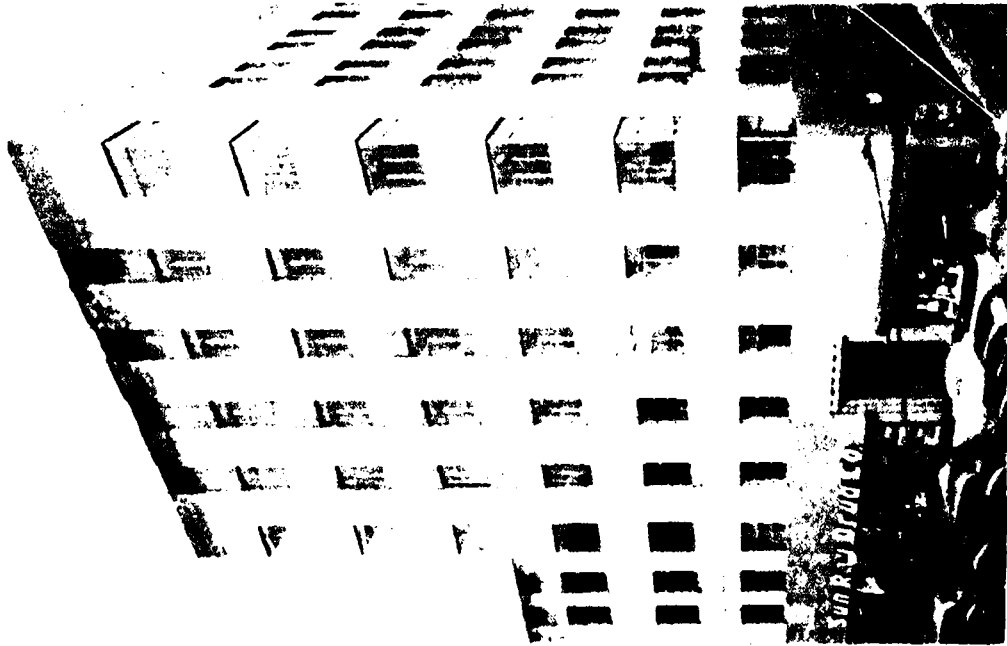


MACK  
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LEHIGH VALLEY COOPERATIVE  
FARMERS' DAIRY

FREIHOFER'S BAKERY

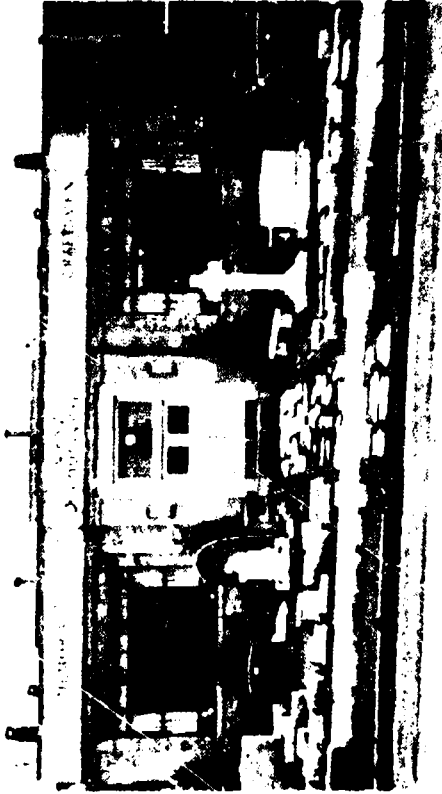
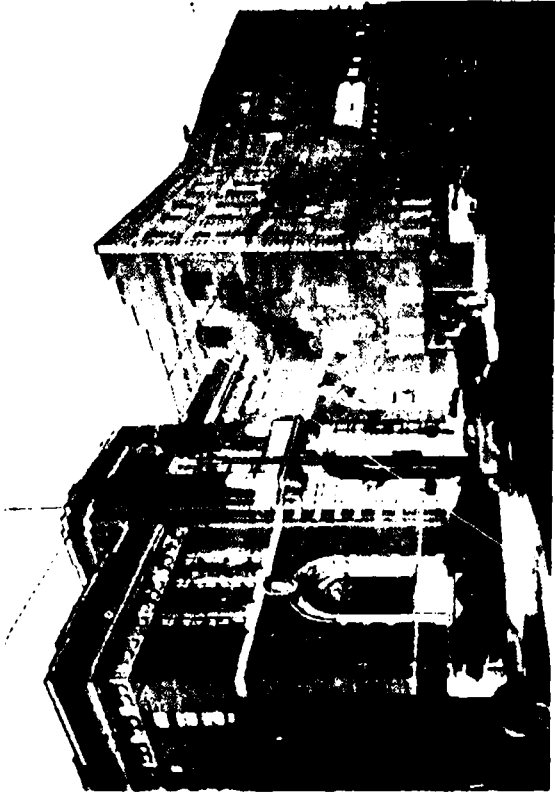


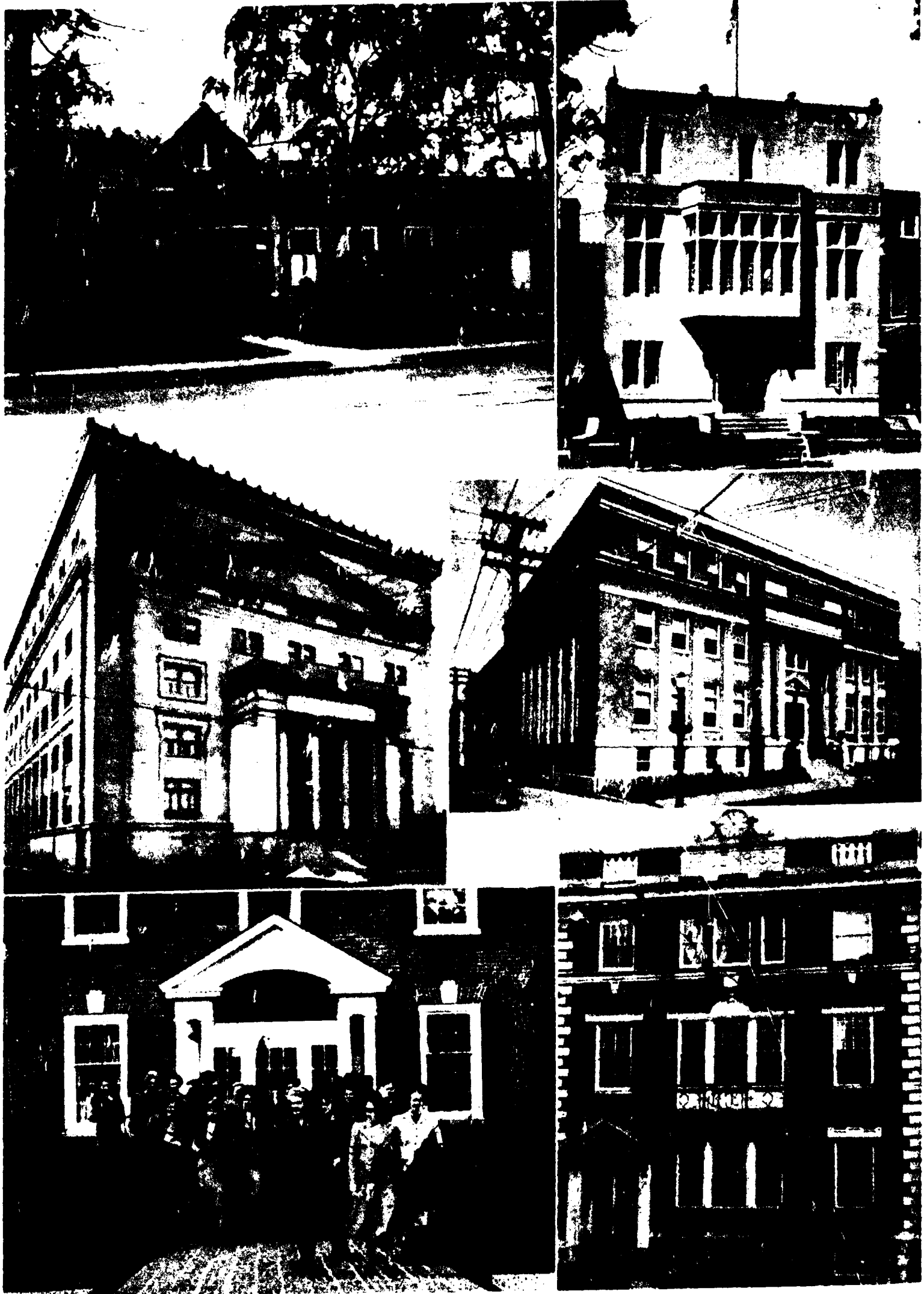
*Above:*  
LEHIGH PORTLAND CEMENT CO.

*Top right:*  
ARBOGAST AND BASTIAN CO.

*Center right:*  
WENZ MEMORIAL CO.

*Bottom right:*  
ALLEN LAUNDRY CO.





SOCIAL AND FRATERNAL HOMES: LEHIGH VALLEY SHRINE CLUB, *top left*; OWLS HOME, *top right*; MASONIC TEMPLE, *center left*; JEWISH COMMUNITY CENTER, *center right*; WOMAN'S CLUB, *bottom left*; ELKS HOME, *bottom right*.

# *Organizations and Clubs*

There are probably few cities that are as organized as Allentown. Although the city's population is estimated at slightly more than 106,000 persons, rosters of various organizations, if total memberships were added, would probably be thrice the population figure.

Numbered among the groups are fraternal and patriotic societies and lodges, cultural groups, unions and professional societies, veterans' units, bands and other musical groups, social clubs, organizations for perpetuation of old country customs, political, sports and firemen's social clubs, the Y.M.C.A., Y.W.C.A., Y.M.H.A. and Jewish Community Center.

All of the leading fraternal organizations have local chapters, foremost of which are the Masonic Orders. There are almost a score of organizations affiliated with the Masons. Thereafter are the Odd Fellows, Elks, Eagles, Orioles, Moose, Tigers, P.O.S. of A., Redmen, B'nai B'rith, Owls, Knights of Columbus, St. George, St. Francis, Pythias, Friendship and Golden Eagle.

Service clubs represented in Allentown include Rotary, Exchange, Kiwanis, Lions, Four Square, Optomist, American Business Club, Quota, Business and Professional Women and Soroptimists.

Major veterans' organizations are the American Legion with three posts (Lentz, Rothrock and West End), Veterans of Foreign Wars (Greater Allentown and O'Neill), AmVets, Catholic War Veterans, Jewish War Veterans, Navy Club, Marine Corps League, United Spanish War Veterans, Philippine Veterans, USAACs, Disabled American Veterans, Order of Purple Heart and Sons of Veterans.

The three field sports organizations have more than 7,000 members. They are Lehigh County, Pioneer and Trout Creek Fish and Game Protective Associations.

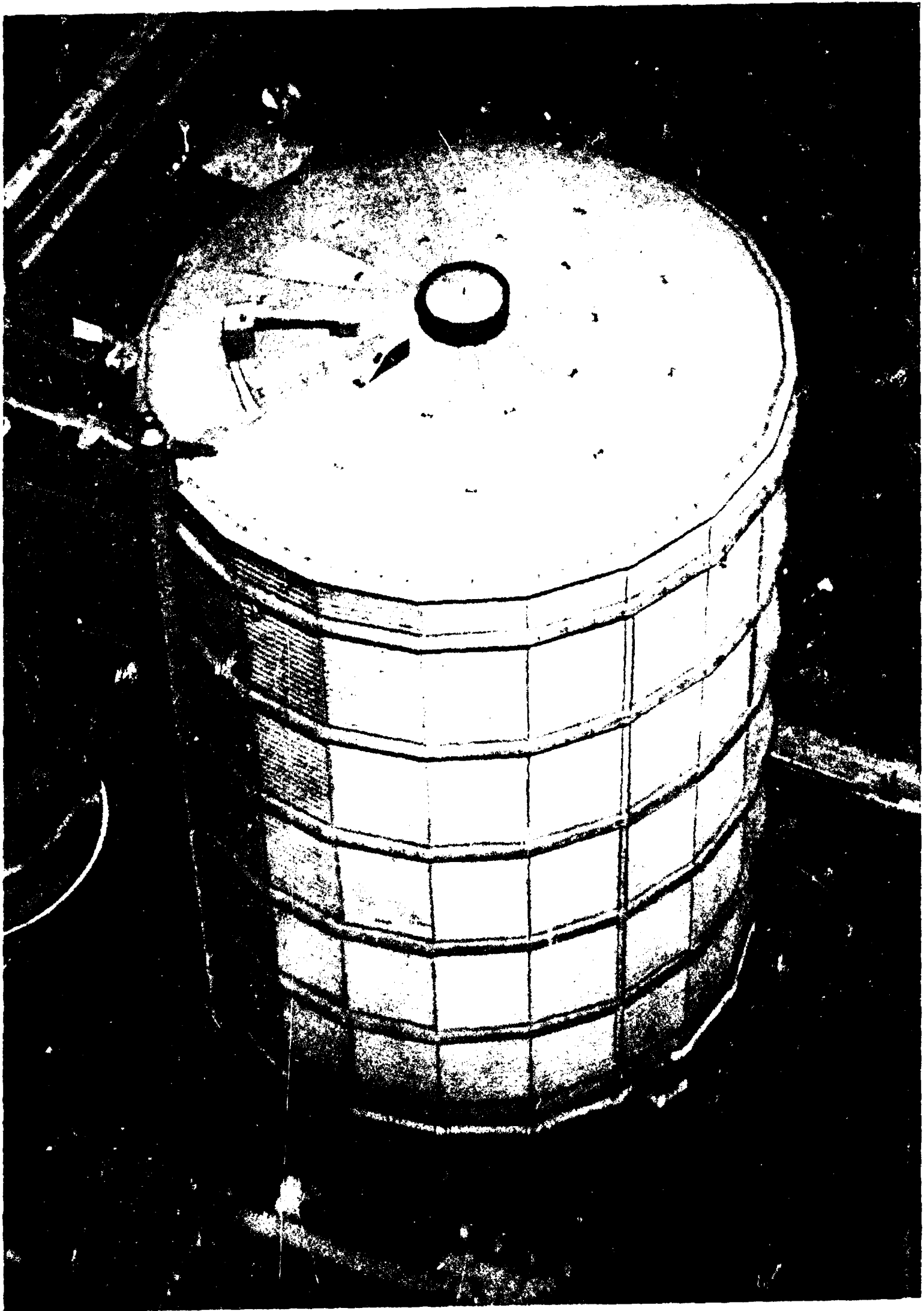
Nationalistic groups include Hungarian Home Association, Harugari Home Association, Allentown Italian Society, Sons of Italy, Italian Club, Ukrainian Citizens Club, Ahcpa, Lehigh Saengerbund, Polish-American Society, St. Nicholas Russian Society, Slovak Home Association, Allgemeiner Arbeiter Verein and Allentown Turner-Liederkrantz.

Social clubs are headed by the Livingston and Shrine Clubs, followed by Clover Club, Cross Keys Club, Hogan Social Club, Keystone Fraternal Association and Keystone A. A., St. Aloysius Young Men's Club, Italian-American Bocce Club and the Varsity "A". There are many others.

John Hay and North End are the leading Republican Clubs of the city, while Lehigh Democratic Club is ranked at the head of organizations in the Democratic party.

Women's organizations include the Woman's Club, Order of Eastern Star, Gold Star Mothers, Mothers of World War II, the Delphians and the Allen-Delphians, among numerous auxiliaries to men's clubs and lodges, etc., and church groups.

And last, but not least, are bands, including: The Allentown Band, Albertus L. Meyers, director; Marine Band, Albert P. Marchetto, director; Municipal Band, Harry R. Newhard, director; and Pioneer Band, Gerald J. Reinsmith, director.



ALLENTOWN-BETHLEHEM GAS CO. STORAGE TANK, largest and newest of several in use.



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