

SHOEMAKERSVILLE.

**YOU WANT IT!
READ IT! YOU'LL LIKE IT!! KEEP IT!!!**

First Issue.

**A Booklet of 38 pages, entitled,
HISTORY**

of

SHOEMAKERSVILLE

From 1765 to 1931

With Illustrations.

C O N T E N T S :

How the Shoemaker's found this locality - 1st House - 1st Industry - 1st Inn - Stores - Brick-yards - Canal - Boatmen - "Standy" Moyer's Driver's Song - Old Time Establishments - Tile, Clay and Brick Works - Giant Coal Washery - Garages - Paper Box Factory - Dye & Bleach Works - Knitting Mills - Railroads - Churches - Schools - Bands - Bank - Post Office - Postmasters - Park - Race Track - Ox Roast - Civil War Battle - Printers, etc. etc.

SOME COMMENTS:

A native of Shoemakersville, employed in the War Department, Washington, D. C., since 1910, writes: — "Dear Uncle: - I received your History of Shoemakersville. It is a splendid narration of past events and also an excellent compilation of present events. Your untiring efforts and indefatigable zeal made this work possible. You have written about the Present and the Past, and I am sure that the Future will always remember you as "The Pioneer Historian of Shoemakersville." Historians are, and always have been of great and immeasurable benefit to the world, and so, too, your work will be of great value to the people of Shoemakersville. Some future historians will thank God that there was a Charles W. Burkhardt. Your work will serve as a foundation for all the future historical compilations. Your history is **great grand and glorious**. Words fail me to express more praise. Yours respectfully, Howard B. Haas."

Chas. S. DeMuth, Manager of Sales, Lyon, Conklin & Co. Inc., Baltimore, Md., writes in part: — "Whilst we have not had sufficient time to read entirely the contents of this book, it is only necessary to give it one or two glances, which is sufficient to compliment you on the interest manifested in using your valuable time in producing this wonderful history."

G. A. Snow, of The Kelsey Press Co., Meriden, Conn., writes in part: — "We certainly appreciate the copy of the "History of Shoemakersville" which you sent us. You are one of our oldest customers. There is no doubt about it because there are not many customers back in the 70's who are still at it. Once in a while we run across somebody and it is mighty gratifying to us, you may be sure."

J. Bennett Nolan, Attorney-At-Law, Reading, Pa., writes:-- "Permit me to thank you on behalf of the Historical Society for the two books you sent me, and to congratulate you on your work. Records like these make a valuable collection of the history of our county."

What Shoey folks say: - Guy S. Maderia, "Splendid," C. H. Seidel, "Fine."

Price, 75 cts

By Mail, 80 cts

C. W. Burkhardt, Shoemakersville, Pa.



**THE SHOEMAKER MANSION,
SHOEMAKERSVILLE, PA.
Built by HENRY SHOEMAKER, in 1768.**

HISTORY
OF
Shoemakersville,
Berks County, Pennsylvania.



Written and Printed in 1931 A. D.
By
Charles W. Burkhart, Now & Then Printer Since 1875.
Issue — Limited.

SHOEMAKERSVILLE.

SHOEMAKERSVILLE — was so named by Henry and Carl (Charles, Sr.) sons of Jacob Shoemaker Jr. whose's father was Jacob Schumacher (now Shoemaker), who emigrated to the United States from Cresheim, Germany, on the good ship America, with Francis Daniel Pastorious and party, on the 16th of August, 1682, and settled in what is now Germantown, Pa.

Henry and Carl - Charles Sr - ,moved from German-town, to Shoemakersville - then a dense forest, almost an unbroken wilderness - about the year 1765, where Henry built the first stone house in 1768. He afterwards sold it to his brother, Charles, Sr., who occupied it until his death.

In the living room of the old house, still in good condition, are painted these words:

"Gott segne dieses House
Und alles Was geht ein und ous;
Gott allein die Ehr."

A marble tablet is built into the gable end of the house, upon which is inscribed, H. & C. S. 1768. The Shoemaker family were farmers tanners, merchants and statesmen. During Revolutionary days the men were away from home attending to affairs relating to their country - the women in their absence nobly taking their places.

A tannery, (the 1st industry of Shoemakersville) was owned and operated by the brothers Henry and Carl Sr., situated on the East bank of the Schuylkill river and along the Pottsville pike; bark for which was crushed with stones by the women.

Near by was also a pottery.

Charles Shoemaker, Jr., was born at Shoemakersville, June 19, 1776. He married Elizabeth Kershner, of Philadelphia Township (now Perry Township), November 22, 1801. They commenced housekeeping in the large log inn which he had built the previous year. In 1820 he built a new home across the street from the inn. This first hotel in Shoemakersville - a large log house was conducted by him for many years.

Among his immediate successors were S. S. Unger and Charles Bowers, Sr.

The famous Coleman Line Stage Coach in 1828 established a daily stage from Pottsville via Reading to Philadelphia and made Shoemakersville one of their stopping places.

This inn was torn down in 1870 and the new owner, Elias S. Becker erected the Metropolitan Hotel on the site. Mr. Becker besides being in the hotel business for many years, was also postmaster, drover and butcher; having a large establishment on the rear lot along the Schuylkill canal. Was also a well-known Auctioneer and served one term as Sheriff of Berks County.

Mr. Becker then moved from the hotel and engaged in the live stock and lime burning business at Tuckerton, Pa.

Among the tenant landlords of the Metropolitan Hotel were Daniel Dunkle, Charles Grant, John Knarr & T. Reischelderfer

Mr. Becker's death occurred in 1904 at his Tuckerton home, aged 68 years. The Metropolitan hotel was then purchased by a Reading, Pa. brewery company.

Thomas Strasser became the tenant landlord but soon sold out (he going west) to his brother, Emanuel Strasser; conducting a successful business up to prohibition, when he retired. Mario Tafa, of Reading is now the owner of the hotel, Toney Lucey, the landlord.

Charles Shoemaker, Jr. later built a brick house north side of the tannery building into which he moved with his family and where he died.

Solomon B. Seidel married Rebecca K. Shoemaker, daughter of Charles Shoemaker, Jr., 1846. He learned the tanning trade with the Mohr's at Mohrsville, and after his marriage he became the owner of the tannery, stone house, brick house and farm lying between the Schuylkill river and canal, purchased from his father-in-law.

He was also the owner of the corner store and dwelling, conducted for 31 years by his son-in-law, Henry K Miller. Mr. Seidel with his sons, Charles H and Wm. S. conducted the tannery up to Mr. Seidel's death, 1897.

Charles H. Seidel is the only direct descendant of the Shoemakers living in Shoemakersville. He is aged 79 years and lives retired on South Main street, after being in the nursery business for a number of years. Wm. S. Seidel is now engaged in the lumber business in Virginia.

Miller & Cook opened a brush manufacturing business in the tannery building, which continued for some years.

The building was later converted into a paper box factory.

Henry Stoyer, of Centreport, was the first manufacturer.

R T Lenhart, one of the executors later on sold the Seidel block, consisting of 2 acres and buildings to Charles H. Haag, who since 1918 has transformed the tannery building into an up to date Ford agency and service station; also deals extensively in 2nd hand cars. The rear large barn is also remodeled and is used as a paint and storage room. Mr. Haag's specialty is Ford Automobiles, Trucks, Tractors and Accessories; of which he enjoys a large trade. His place of business is a bee hive of industry; employing 10 persons.

The corner store and dwelling was sold to A. A. Bayer who, transacted an extensive trade in coal cement and general merchandise until his death in 1923. The store is since under the management of his widow, Mrs. Semena Bayer, and is known as Bayer's Store.

Grant E. Alleman, Shoemakersville's most enterprising and successful citizen moved here in 1899 from Palmyra, Pa., where he had established himself in the coal washery enterprise in 1897; taking drift coal out of the bed of the Swatara river.

Mr. Alleman leased land of the Sol. B. Seidel estate near the covered bridge crossing the Schuylkill river from which bed he commenced dredging coal.

In 1905 he bought the Seidel farm lands and since he has established the largest drifted coal washeries along the entire length of the Schuylkill river.

Thousands of tons of coal are washed and elevated mountain high on his farm lands. He supplies local and neighboring industries both washed and mined coal by large trucks, and has shipping and receiving yards at both the Penn'a. and Reading railroad stations.

Mr. Alleman, besides the Seidel farm, owns these additional farms: Adam Heckman's, David Zuber's, John Seiger, Sr.'s, Samuel Madeira's, John Schlear's and Benj. Weidman's, and the lowland between the river and P. & R. station. Also the Geo. B. Fisher property, N. W. corner Main and Noble streets, and has built apartment buildings on the site of the old blacksmith shop and in the rear. He is the owner of the large factory building, formerly the Bukey Knitting Mills, along the Penn'a railroad freight station. The building is occupied by the Keystone Washing Machine Mfg. Co.

Mr. Alleman and family reside on the farm formerly known as Zuber's. Former owners were the Hageman's, Madeira's and the first owner, a Mr. Shanaman, who built the stone dwelling thereon in 1774, which is still in the best of condition, made so by the present owner.

Other early industries of Shoemakersville were the brick-yards of Daniel Madeira Sr. at the lower end of town and the yards of John Seiger Sr. at the north-western end. Brick were moulded by hand in wooden forms and sun-dried on yards.

The Schuylkill canal built in 1824, was the principal employment of our citizens for many years. Boating coal local, as well as to tide water was followed by a large number of persons. Quite a number of the captains were the owners of the boats. During the boating season they had their entire families with them, only living here during the winter months.

Shoemakersville's old-time boatmen were: Henry Reiment, John Seiger Sr., Benneville and John Bernheisel, Henry and

John Kelchner, Samuel Reimert, George Smith, Elias Schlear William Wolfe, Joel, Monroe, Maberry and Morgan Heckman, Thomas Moyer, Daniel I. Saul, Geo Re'ber, Daniel Kershner, Isaac Rhoads, Samuel Schlear Hiram Strausser, Valentine Geschwindt, John H Seiger, Benj. and Reuben Long, Lons Nunemachmer John Ogden, Lewis Rahn, all deceased. The only living ex-boatman is Captain William Wummer, native born, aged 86 years; this town's last Civil war veteran, gave old Shoey by-by, July, 1930 and is now living with his daughter, Mrs. Annie Walker, Pottsville, Pa.

The lock-tenders at the canal reside in a stone house along the tow-path, built in 1824. The first was a Mr. Glassmire, succeeded by John Anderson, who served for many years. The Anderson's had one of those old-fashioned bake-ovens at the gable end of the dwelling, wherein they baked those big, round-paned loaves of bread for boatmen as well as for many town families.

Whenever a boat was drifting into the locks, Mr. Anderson took the order for the 'staff of life'. The order was relayed by air to the receiving end - the good housewife - and it generally read: "Margaret, two of wheat, one of rye, change for a dollar". The order was always filled as the boat was lowered in the locks.

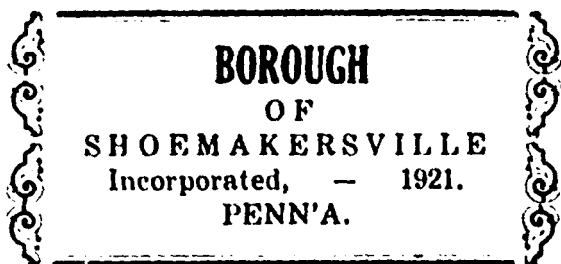
Mr. Anderson's successors were Peter D. Heckman, Morgan Heckman, Benj. Long and the last, James Moyer, became the tender when boating was on its last legs, 18 years ago. Jim says the boatman's horn toots toots no more, and no more yelling: "Come ahead, you lazy drifter, locks ready". Mr. Moyer and family reside in the lock house and his duties are now as watchman over 10 bridges crossing

the canal between Hamburg and Leesport, a distance of 8 miles.

The Schuylkill Navigation Company had a large fleet of boats, which were rented to boatmen. The Company had stations along the line for the drivers and teams. The younger men of this place engaged with the company as drivers of 3 mule teams in towing the boats. In the 1887 Knight's-of-Labor strike on the P & R railroad, many of these young men quit the "raging canawl" and secured positions on the railroad as brakeman, later as conductors and engineers. Some are still in the employ, others are pensioned at the age limit, a good number are deceased.

Henry A. Moyer, now residing at Glenside, Reading, Pa., ex-boatman, mule driver and the last lock-tender at the Five locks, gave the writer 30 or more years ago this driver's song with the request of having it in print now, then, or any other time.

"Standy" says, this was the song while "jocing" along on the old tow-path 40 or more years ago - the high tide of boating. - Song: [next page.]



Tittle The Toll Kaloo.

Composed by

"Standy" H. A. Moyer.



When I pulled out at Schuylkill Haven,
 Lewey Glump pulled out ahead;
 As I went up the dam
 Old John Wentzel was in bed,
 Old Wentzel he got up
 And slung me out the line;
 I'll tell you about the Elsie
 And I'll tell you about the crew.

Chorus :

Tittle the toll kaloo
 It's the good scow Elsie.
 And the same old crew.

When I pulled out, it was 5 or half-past,
 Old Wentzel went to the bridge and there run fast;
 Say's I, Mr. Wentzel you'r doing pretty well,
 You and the scow Elsie beat all 'll.

When we came to Port Clinton,
 Danny Allmouth was sent for pies,
 And when he came back,
 They ate four of the five.

Pretty soon we started but ran fast in the dam,
 Old Wentzel sat down and waited for a swell,
 Danny gave me more line
 And the good scow Elsie done quite well.

When we came to Hamburg stop-gate
 A loaded boat there did lay,
 Old Wentzel not a difference he made
 And it was not so well - high noon of the day,
 Raving mad I wish to tell.

When we came to Hamburg Five locks
 Old Wentzel couldn't see, and the wall there he hit,
 Say's I, Mr. Wentzel over here is the locks,
 And right over there is nothing but solid rocks.

Down the next level Danny Allmouth fell asleep,
 Old Wentzel went to hunt him and fell over his feet.
 Oh Danny he got excited and didn't know what to do;
 With a pole on the low he pushed her through.

When we came to Leesport, It was six o'clock,
 The first man I met was Harry Horn on the lock;
 Say's he, Mr. Wentzel what is your delay,
 The three hauling grays and a light towing scow.

Say's I, Mr. Schuckey what are you crying for,
 Here's John wentzel, he's fast all the while;
 He was fifty times and down this level too,
 And for to make our time, is more than we can do.

Oh when I came to Reading,
 I said: wentzel run to the wharf,
 Danny Allmouth want's to jump
 And overboard he goes.

Old Wentzel, but he did run
 And fell in too - to win the race,
 And if it had not been for Doc. Peifer
 They both would have been a case.

Oh when I pulled out at Reading,
 Me and Jim Hill,
 My time was eleven hours
 From here to Unionville.

Down the six mile level
 The fun had started again;
 Old Wentzel said this beats the devil
 And wished the Elsie clear to — Japan.

When I came to Brower's, Me and the little grays,
 I asked the stable boss for an extra team.
 My one was lame, the other was blind,
 And the leader had no hair on his tail behind.

Oh down the Catfish, the water was very low;
 Old Wentzel gave me a quarter to make them collars haul
 Say's I, Mr. Wentzel your quarter is mighty small,
 Chuck me out a dollar, and I'll make them collars haul.

Up comes a Schuylkill driver who thinks himself so nice
 Setting on the slap-jack picking off the lice;
 Here's Mr. Moyer, he thinks he is the best,
 But when he is examined, is as lousy as the rest.

When I came to Fairmount I was wringing wet,
 I asked Dan Clouser If we had to led?
 Saith he, is'ent Julick's killing to much time,
 For your time card will show it on the transportation line

Finale:

For we are going to the Centennial
 With the Ral - Dal - Ka - Lay



Soon after the opening of navigation on the canal in 1824, Henry Seidel built and opened a grocery and feed store at the foot of the locks; kept by him for many years. Harry Reimert and son-in-law, Daniel I. Saul succeeded Mr. Seidel. Later on Mr. Saul became owner of the property, and for more than a half century he was known as Sauly, the boatman's supply man, in baled hay, feed and groceries. In connection his place was known as Boatman's Hall. He was noted as a great fish and snapper angler and the "stories" he gave brought him hosts of friends from Berks and neighboring counties. His bar dispensed the choicest of both foreign and domestic liquors and, oh boy! those foaming stein of lager-beer.

The first store and residence combined in Shoemakersville, along the Pottsville pike, was built in the early 1800's by a Mr. Winter, at the south-west corner of Main and Mill streets, which was kept by him, and later by John Weidman, Sol. S. Koller, Joel Hoffman, Fry & Stein and Peter K. Loose. The property is now used as an apartment house and owned by J. Lee Shadel.

Henry Seidel after having sold his store and dwelling at the locks, he built a large brick store and dwelling combined at the north-west corner of Main & Railroad streets. This store was the leading place of business for many years. Now Bayer's store.

In 1855 George B. Fisher built a store building and dwelling at the north-west corner of Main & Noble Sts. This was known as the first up-town store. He conducted the store with a coal and lumber yard up to 1870, when he rented the store building to S S Unger &

Bro., succeeded by Kershner & Reinhart, A. B. Leshner, Howard Britton, David K. Phillips and now occupied by Sylvester Koller as a restaurant.

One of the oldest continues establishment in Shoemakersville, is the tinsmith business started, 1860 by G. B. Fisher. His first mechanic was Wm. Gibson, who in '63 enlisted in the civil war. Nathan Paff was than employed by Mr. Fisher up to 1867, when the latter sold out to Wm. F. Burkhart, a native of Bernville, Pa. who conducted a lucrative business in stoves, tinware and roofing up to his death, 1900. The business is still carried on by C. W. & C. S., under the firm name of Burkhart & Son.

Mr. Fisher also had a blacksmith shop on his upper lot. Wm. Guldin was his first blacksmith. Along side of this shop was the wheelwright establishment of Wm. S. Miller, who made the chips fly for a period of 50 or more years. The first up town blacksmith shop was on the south-west corner of Main & Noble Sts.; now the site is occupied by the store and dwelling built by Enoch C. Rothermel. Daniel B. Fisher was the blacksmith.

The lower end blacksmith shop was on corner of the street across the canal bridge, on land of Joshua Reber. John Wingert and Daniel Dunkleberger were the first blacksmith.

Samuel S. Unger, a Justice-of-the-Peace, of Perry township for many years; was owner of a large farm, a great portion of which now comprises the upper part of Shoemakersville. He was one time owner of the log inn

In 1872 he started the manufacturing of brick on his

land, East Noble street. Daniel Kershner, Sr., had charge of the plant. The brick were made for the erection of the Mansion House, which he built in 1873, on the south-east corner of Main & Noble streets. In connection with the hotel was a general store, both of which he was proprietor until his death, 1878.

The Mansion House was later owned by Joseph Loy, Enoch G. Rothermel and Morris Rentschler.

John S. Kershner was the proprietor of the store for several years; succeeded by John L. Sunday, who in 1892 sold out to James R. Keim, the present proprietor—a period of 39 years.

March 1st, 1915, the Mansion House was totally destroyed by fire. The bar fixtures and household goods of Milton Rentschler, the tenant proprietor at the time J. R. Keim's store stock and the paraphernalia of the lodges were entirely consumed. Morris Rentschler, the owner rebuilt at once with an annex as a store. He then resumed the hotel business for himself. In 1920 he sold the building and is owned and known as The First National Bank of Shoemakersville. The store part of the building he sold to J. R. Keim. The 3rd floor of the bank building is occupied by the following lodges: I. O. O. F., P. O. A., P. O. S. A., Maccabees, Masons and Shepherds of Bethlehem.

In 1867 the Shoemakersville Military Band was organized by Prof. Lewis Legler. Prof. O. H. Unger was its instructor and leader for a number of years. Elias Althouse was its last leader when it disbanded in 1879.

Charles H. Seidel, Abraham F. Zuber and Charles W.

Burkhart are the only remaining members of the band living here. Several years later the Althouse Band was organized with Frank Althouse as leader. It disbanded in the late '90. John Mogel and A. F. Zuber are the only two survivors living here. Both bands were very popular.

Shoemakersville, which became a borough in 1921, is represented by Samuel E. Unger, by election as Chief Burgees since incorporation. The borough lies on the East bank of the Schuylkill river and at the mouth of Plum creek.

The old camelback bridge which crosses the Schuylkill was built by the Windsor Haven bridge company and was a toll bridge for many years; now a county bridge. It gives Shoemakersville a direct outlet to the Reading Railroad which has a passenger and freight depot west of the river, built in 1841.

The Pennsylvania Railroad built in 1885, passes through the borough. A passenger and freight station is on the site formerly occupied by the Isaac Rahn farm house. The canal bridge located on the Main highway was removed in 1929. The approaches scooped away and the canal bed filled in. This removed the greatest eye-sore the town had and the elimination of the most dangerous bridge crossings in the county.

Another long establish place of business is the flouring and feed mill of the late Adam Stoudt, on the east bank of the river. It was built about 1840 by Joshua Reber. Mr. Stoudt, a native of Bernville, became the owner of the mill with a large farm attached in 1866.

The mill is fully equiped with modern machinery and operated by water power from a large dam in the river. With the mill he also operated a saw-mill and transacted a large business for 50 years. The mill is now onwed and operated by J. Monroe Kershner, a son-in-law and Mrs. Hermie Smith, a daughter of the late Adam Staudt, and is known as the Stoudt Milling Co. Inc.

In 1885 Charles M. Brownmiller established a lumber business on Main street, on the ground formerly occupied by Isaac Rahn's large barn. He was one of our most prominent citizens, and in connection with lumber, conducted a confectionery, tobacco and cigar store.

Daniel Zuber and son James, were former lumber dealers here and transacted a large business for many years. Shoemakersville is without a lumber yard at present.

In 1897 the Shoemakersville Clay Works, for the manufacture of glazed sewer pipe, was established by a Philadelphia party, by erecting large buildings on the farm known as the David Moll farm, and along the Penn'a railroad. After a prosperous run of 10 years, these works were purchased by the Glen-Gery Shale Brick Co for the manufacture of vitrified brick for building and paving purposes. The plant has many employees and ship large quantities of brick to all parts of the country.

Besides the farm on which the large plant is located, they own the Benj. Moll, Jos. Reber, Sam'l Hains, Joel Miller, P. Sas. Shappell and Adam Stoudt farms; the fields and hills of some of the farms are pretty well dug up. They convey the shale from some farms to the works on their railroad.

The Reading Cement Inlaid Tile Company, organized in Reading, was transferred to Shoemakersville in 1908, and started to manufacture inlaid tile in the large building erected in 1903 along the Pennsylvania Railroad, East of the lower canal bridge, by the Shoemakersville Canning Company. This as well as the tile company only operated several years. The large building was sold to the Glen-Gery Shale Brick Co., who converted it into tenant houses for their employees.

The Shoemakersville Board of Trade erected a large frame building along the same railroad and North of the canning factory. It was occupied for a number of years by Jere. W. Heckman as a hosiery factory.

The building is now owned by Thomas E. Seaman, proprietor of the Acme Paper Box Company. The former owners and manufacturers were Ammon Leshner and Wayne Backenstose.

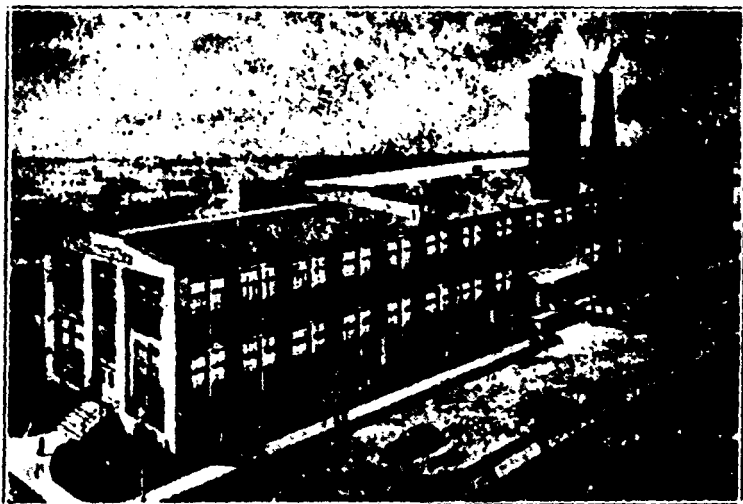
The first underwear factory in Shoemakersville was established in 1894 by William Wolfe and son, David S. A large two-story frame building was located on the lot north of the Wolfe home on Main street. In 1906 Wm. Wolfe died and since, D. S. Wolfe is the sole owner.

In 1912 the mill was destroyed by fire. A brick structure of commodious size was erected the same year on a large lot on the West side of Main street; just south of the canal. Starting with 15 hands, the business has so increased that now from 40 to 70 persons are employed, according to the condition of trade. The plant is known as the Globe Knitting Mills. Mr. Wolfe associated with David W. Rubright in founding the Globe Dye & Bleach Works on East Church street. He is now sole

owner and employs quite a number of men in supplying the demands of near-by and distant knitting mills.

The Robert P. Miller Co. Knitting Mills, a large 2-story brick building, is situated across the street from the Globe mill. The building was erected by Jere. W. Heckman and occupied it for some time in the manufacture of hosiery. In 1915 the Miller Co. built a large addition to the mill, employing a large force of persons in the manufacture of their popular Art-Tex Underwear Miller Maid for Ladies & Children.

The up-town Knitting Mill - The Merit Underwear Co., situated on the North-west corner of Noble & Franklin streets, is one of the thrifties industry of the borough. They employ 130 persons during busy seasons. The building, a two-story brick, occupies the entire lot what was formerly known as the John B. Seiger lot. The mill is equiped with latest and best machines to be found in a first-class factory.



THE MERIT UNDERWEAR FACTORY.

Their "Verna Brand" Underwear find a ready sale all over the United States, and is sold also in Europe.

The factory was started in 1912 and is the pioneer mill in the U. S. what is called 14 cut underwear.

The firm consists of Ed. T. Williams, Samuel E. Unger and Howard Seiger.

Sixty years ago Shoemakersville had 25 dwellings, and now, 1931, 203. The population is 937.

Besides Bayer's and Keim's general stores, there is a A. & P. store in the Alleman building, on the site of the old blacksmith shop, where Wm. Guldin used to make the sparks fly, especially when us bare-footed kids were to close on-lookers. Lester Henne is manager of the store.

Geo. C. Snyder's hardware and house furnishing store is located what was known as the Susan Hughe's corner, later Joel K. Weidman's. His store is a building on the lot, by the side of the old school house at Butter alley, which building he uses as a display room

Mrs. Annie Huey's Specialty Shoppe, is located in what was known as F K Althouse's paint shop, Main St

Geo. C. Smith has a Concrete Building Block Plant at the upper end, for which he finds a ready sale.

Simon Moyer, the well-known Jeweler, has made a cozy home and business place out of which formerly was Mary Seiger's dress-making shop, West Noble street. Simmy is also a Cobbler on the side line.

John L. Herr has a Shoe repairing shop in the building, formerly Brownmiller's Spa, Main street.

Daniel C. Balthaser, the baker, is fully established here for the last 30 years; has a large trade and runs 3 trucks daily over established routes.

Five Restaurants and all on Main street. The proprietors are James M. Heckman, Sylvester Koller, Mahlon C. Yeager, John Roth and J. Lee Shadel.

There are 4 garages and service Stations. The 1st was built in 1912 by Morris Rentschler. In 1913 it became the property of George Smith, who built large additions to his splendid location.

The Henry Hoffman garage was built in 1928, at the Northern part of town, soon vacated and is now successfully operated as the People's Service Station, Wagner & Trotman, proprietors.

John Geschwindt 'holds the fort' in his garage and service station on Butter alley. The building was one time the shed belonging to the Mansion House. The building was remodeled; a brick addition added and the manufacture of candy was started. After several good but sticky starts, the sweet factory went both times "taffy". Geo. A. Driebelbis, of Virginsville, the principal stock-holder, became the sole owner of the plant, who turned it into a garage. So now Johnnie, the tenant, in addition with his cigar and tobacco Emporium is a busy man.



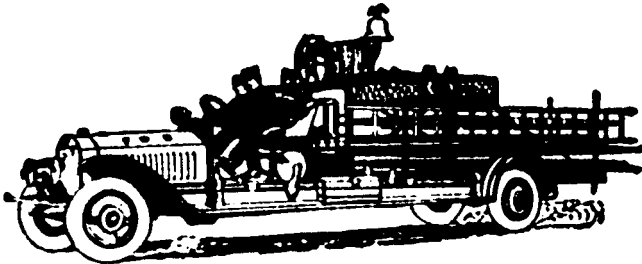
Chas. H. Haag's Sales & Service Station.



SHOEMAKER—SEIDEL TANNERY.

This building after becoming the property of Chas. H. Haag was remodeled and transformed into a most handsome business place, as shown on page 19.

The Shoemakersville Fire Company, No. 1, organized in 1909. A large and commodious brick building, including a spacious hall with stage. Is the meeting place of Town Council and Elections, various entertainments; a cookery for dinners and suppers. Has a fire alarm siren, is fully equipped with latest chemical and pumper (La France) apparatus. The building covers the entire lot what was once the home of Wm. Guldin, Main St





BELOW THE LOCK.

Now & Then, as well as old-timers will remember this view quite well. Taken 40 years ago, it shows the canal aqueduct, a loaded boat passing through, is still the swimming hole in summer and the skating rink in winter for lads and lassies.

Both the upper and lower levels of the canal are kept filled with water, at the request of the borough in case of fire.

The Pennsy railroad is seen in the distance. Saul's Postman's Hall is under the willows; just across is the Saul home, where still resides Mrs. Kate (Gerhart) Saul, widow of D. I. Saul. She is still quite active for her age - 82, and is the oldest person in the borough. Back of Saul's is the lock.

From Boatman's Hall is what was called 1st Hockley lane, out to the pike. Here is located Yoder's Meat Market. Its the home of Amos Stitzel, retired butcher. Howard J. Yoder, his son-in-law, succeeded him in the business, had built up an extensive trade, running four trucks.

Mr. Yoder was one of our most active and prominent citizen; was a champion gunner and fisherman. 3 years ago while returning from a fishing trip he lost his life in an auto accident in the state of Delaware. The business is successfully continued by his widow, Mrs. Mamie Yoder, and sons, Irvin & George



THIS VIEW, TAKEN 30 YEARS AGO.

Shows Main street from the Mansion House, south. At that time Main street was a dirt road, side-walks of cinders, front yards enclosed with a fence and trees aplenty. Now cement roads and pavements, open front yards trees almost all removed. This hotel was destroyed by fire in 1915. Morris Rentschler, the owner, built a second Mansion House and resumed the hotel business.

In 1919 he saw what was coming - prohibition, when he agitated the starting of a bank. His efforts were successful. Stocks were subscribed for and an organization formed. The building was purchased and remodeled into a handsome and prosperous institute: The First National Bank of Shoemakersville.

Mr. Rentschler with his family moved to Memphis, Tenn., where he died.

The bank commenced business Oct. 28, 1920. Wayne C. Bagenstose was the first President. The present officers are: G. E. Alleman, President; A. M. Sprenger, Vice President; H. K. Phillips, Vice President; A. M. Sprenger, Cashier; Clarence H. Ritter, Asst. Cashier; Charles Kauffman, Clerk. Directors: G. E. Alleman, H. K. Phillips, D. K. Phillips, Geo. E. Smith, Samuel Unger, Ed. T. Williams, A. J. Strasser, Calvin R. Bagenstose, J. M. Ebersole, A. M. Sprenger, Howard Seiger, C. D. Stetzler. The Bank's Resources are over \$900,000.00

The first St. Luke's Union Church, built in 1853 at the eastern extremity of this borough, on a hill noted for its commanding view and is still in a fine state of preservation. Two acres of ground were secured from Joshue Reber to be appropriated for a church building and burial ground. A building committee was appointed consisting of the following: Solomon B. Seidel and Daniel Unger, Lutheran; David Z. Becker and Isaac H. Mohr, Reformed. The corner-stone was laid May 29, 1853. The church is built of plain red brick and was dedicated in Oct., 1854.

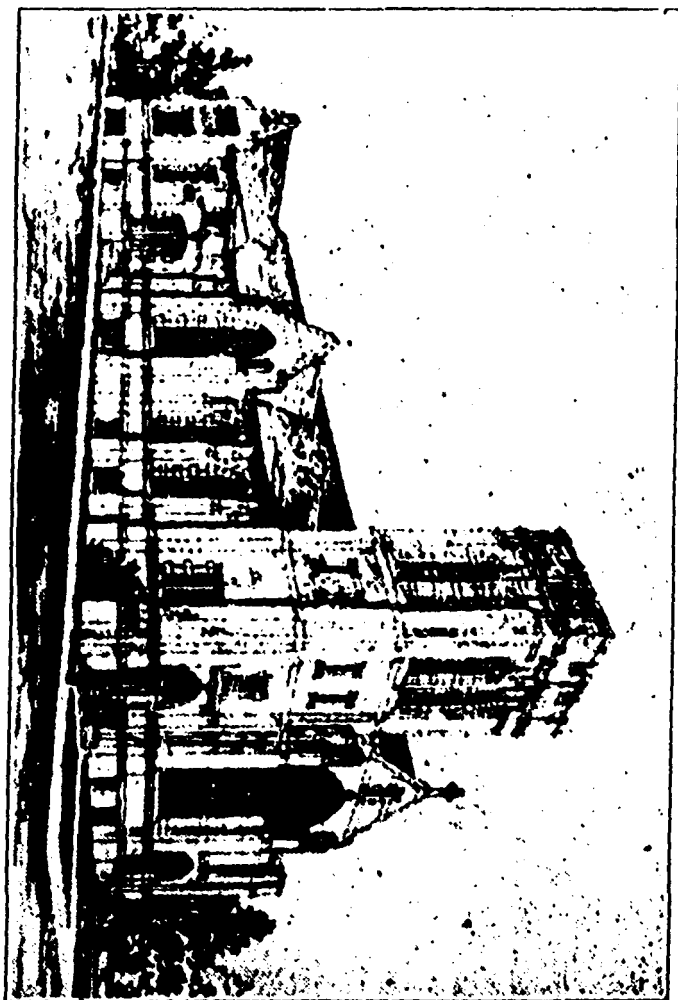
In 1928 there developed a longing in the hearts of both the Lutheran and Reformed members of having a church right in the centre of the borough. A large corner lot on Franklin street was purchased from the F. Leonard Reber heirs. A building committee was appointed—President, Raymond M. Wolfe; vice president, John M. Mogel; secretary, Irvin H. Yoder; financial secretary, Mahlon W. Rubright; treasurer, J. Morris Rothermel; Noah Heckman, Ralph F. Wheeler, J. Frank Moyer, Irvin D. Baer and Henry W. Reppert. Funds were raised by subscription. Ground was broken for the new edifice May 5, 1929, and the corner-stone was laid in August, 1929. The dedication services were held Sunday, June 14, 1931.

The completion of the church building is the culmination of efforts of the members of both congregations.

The basement is unusually attractive and the kitchen and dining room facilities are unsurpassed. The Church School is modern in its plan and well adapted for religious educational work.

The church building is Gothic in design and is considered one of the finest in this part of the State. The interior, with its long narrow nave, its flanking transepts, open ceiling and deep chancel, presents a very churchly appearance. The present pastors are: Rev. W. K. Fisher, Lutheran and Rev. J. K. Stoudt, Reformed. Wheeler & Stitzel were the Contractors and Builders.

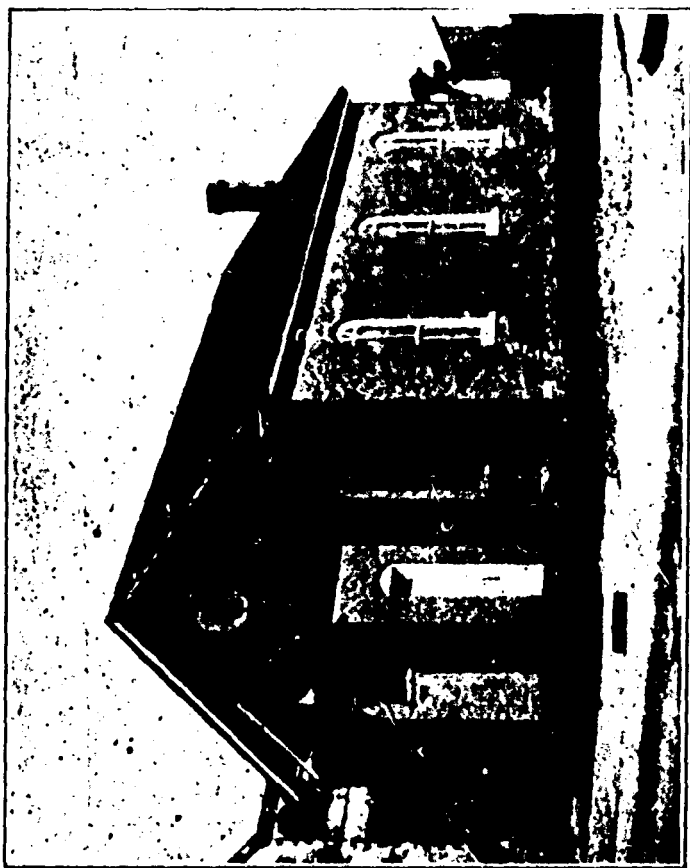
NEW ST. LUKE'S CHURCH.



The burial ground at the old church is now a separate organization and is known as the St. Luke's Union Cemetery, Inc. The cemetery now covers about 4 acres

The first Salem Church, United Brethren in Christ, in Shoemakersville, was begun in April 1876, on North Main street. The corner-stone of this church was laid June, 1876, with Dedication services in Nov., 1876.

The first duly elected trustees of the church were John Seiger, Sr., Franklin Gundy, Peter D. Heckman, Israel Strausser, Richard Perry and William Epler.



FIRST UNITED BRETHREN CHURCH.

Mrs. Christiana Zuber is the only living charter member still affiliated with the church.

This church after a period of 50 years was considered not of the present type of churches, and as the membership had greatly increased during that time; thus during the ministry of Rev. C. C. Hollingsworth, the Building Project for a new church was launched June 22, 1924.

Aug. 15, 1926 the last service was conducted in the old church, and appropriate ground-breaking services for the new church edifice were held, by some 100 people, on the same church lot.

Through the courtesy of the Shoemakersville Fire Co Sunday School and Church services were held in the Fire Hall auditorium, during the erection of the church building.

The corner-stone laying service was held on Oct. 31st 1926, and the dedication services on Sunday, Oct., 30th 1927.

The church was designed by H. A. Stetler, of Wyomissing, and erected by Wheeler & Stitzel, of Shoemakersville. The splendid church auditorium and spacious Sunday School room in the basement is a fine equipment, adequate both for present needs and future growth. Rev. C. Ulrich is the present pastor.

The Ebenezer Evangelical Church on Noble street, built in 1858, on land of Isaac Rahn, a first member, was closed about 15 years ago, on account of most of the members having died or moved to other towns.

The building with spacious grounds was sold to J. D. Wenz, in 1922, who has converted it into a handsome home

The Ebenezer Cemetery, Inc. along East Noble street on land donated by Isaac Rahn, is officiated by members or former members of both Ebenezer Evangelical and United Brethren churches.



NEW SALEM, UNITED BRETHREN CHURCH.



SHOEMAKER SCHOOL HOUSE,
Built by Henry Shoemaker in 1768.

The early settlers of Berks County were fugitives from religious persecution in the Fatherland. It was a religious motive that led them to establish schools in or near their homes. They believed in the Bible as the only rule of religious faith and practice. Hence every child must learn to read in order to know how to use this guide to correct living and believing.

Eighteen school-masters came from Germany, of which one was employed by the Shoemaker's to teach their children to read and write, (German.) The school master became, next to the pastor, the most important person in the community, and at times performed, in connection with his school duties, the function of reading sermons, and baptizing children in cases of necessity.

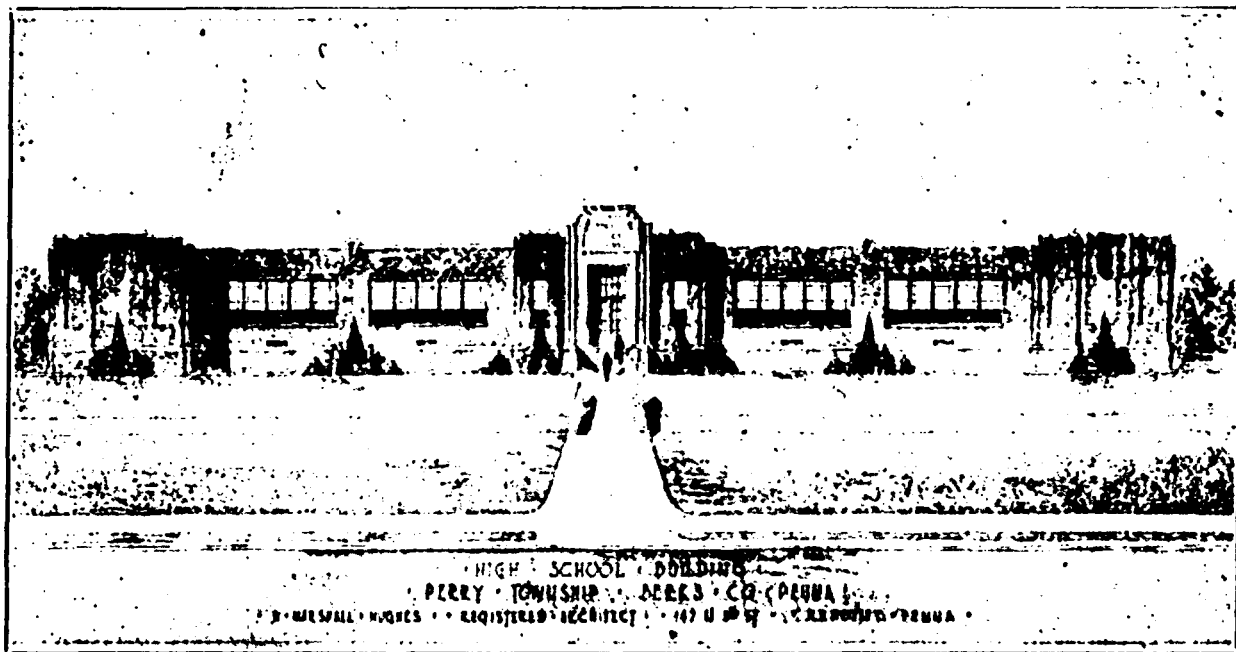
English schools were established after the passage of the common school law of 1834; than came the little red school house, but now its fast seeing its last days. Consolidation will make one large school take the place of many small schools. That is necessary in these days of efficiency, economy and motor buses for school children.

There was value in the 161,531 tiny schools scattered over this country, each with its wood or coal box outside the door, its patient teacher and small group of children. The bigger boys that sat outside on the fence until the last minute, and swallowed their luncheon whole, to have more time for baseball at "recess," often amounted to something later on.

At least they could spell, add, subtract and divide. They lived in the country, saw the sky every day, went bare-foot, caught fish and turtles in summer, read Dickens, and put fire-crackers under milk cans, all useful parts of education.

Perry township in 1915 erected an eight-roomed High school building, splendidly located on the N. W corner of 4th & Reber streets, Shoemakersville. Seven one-room schools in the western part of the township, including Shoemakersville and Mohrsville, were consolidated to this building at that time. When this town became a borough it with the township continued to comprise one school district.

This 1915 building was found entirely inadequate to obtain proper recognition by the State, and has been condemned as a High School four years ago by the State



NEW PERRY TOWNSHIP HIGH SCHOOL.

The School Board at the regular election, Nov. 4th, 1930, asked the electors to register their approval of the proposed \$70,000.00 school loan to be used toward the erection and equipment of a new High School building for the District. The loan carried by a handsome majority. The contract was let and during the spring and summer of 1931, Rapp Bro's, of Lebanon, Pa., erected one of the most modern and approved High School.

The building is located on the large school lot, N. E. corner 4th & Reber streets. The 1915 building will be used as a grade school. Engel's, Hoffman's, DeTurk's, Schappell's and Gruber's were the last schools to be closed. There are two busses transporting the scholars to the consolidated school.

The 1931-32 school term opened September 8th. The following is the teaching staff: Prof. David H. Markey, supervising principal; Daniel Lamm, mathematics; Mrs. Irvin Smith, history; Irvin Smith, science; Walter Risley, graduate of East Stroudsburg State College, health and history; Miss Dolly Gleckler, Mansfield Teachers College, music; Catherine Yoder, Kutztown Teachers College, first grade; Mrs. Hannah Rank, second grade; Miss Catherine Dreibelbis, Beaver College, third grade; Miss Elda Lengel, Kutztown Teachers College, fourth grade; Jacob Adam, sixth grade.

The following were away to summer classes: Mr. Markey at the University of Pennsylvania; Daniel Lamm at Columbia University; Mr. and Mrs. Irvin Smith at Muhlenberg College.

The board of directors are: Pres., M. R. Hoffman; V. Pres., W. B. Ketner; Sec., W. B. Hartman; Treau, R. M. Wolfe; J. P. Dreibelbis, member.

The Shoemakersville Post office, established in 1840, was located in the lower Main st. inn until 1889; before that time the mail was taken and brought from the Mohrsville office by Post-riders connected with the inn.

After the inauguration of President Harrison, in 1889, Harry S. Burkhart, a public school teacher, and by trade a tinsmith, applied as Postmaster; was appointed in June, 1889 and served to Jan., 1893. The office was moved to his own residence, center of town. Before his term had expired, he recieved an appointment as railway postal clerk. Serving 36 years the U. S. government, he was retired in 1925. On July 29, 1929, he died suddenly at his home in Philadelphia.

Charles Hoffman succeeded Mr. Burkhart, with B M Gruber, Esq., assistant and acting postmaster.

Howard S. Madeira, a public school teacher, was the next postmaster, which office he held for 26 years.

The office was transfered from a 4th to a 3rd class office during his last year of incumbency. His death occurred Dec. 8th, 1922. The office had been moved several month previous to the Alleman building, N. W. cor Main & Noble sts.

Early in 1923, John D. Williams, veteran school teacher and carpenter, became postmaster. Having been appointed for the 3rd term in 1931, he died suddenly, March 18th. His son, Raymond, is acting postmaster until a regular appointment.

The athletic club, an organization of public spirited men, are the owners of a 4 acre park with baseball diamond, finely located at the upper terminus of Franklin street, The park is also used for pic-nics, shows &c.

Fifty years ago this and adjoining fields was known as Unger's one-third mile race track. Al Unger, Sam Hitner, Doc Reber and others had many a brush with their speedy trotters, such as "Lady Maud," "Black Sue" and "Dandy Gray." Solly Swoyer, hostler of the Metropolitan, was the champion jockey with "Big Dan" in the running races. Bareback running races among the drivers with their long-eared "shambletonians" -boat mules- was most exciting.

Homer Fraunfelter is the proprietor of the Shoemakersville Dairy. His home and pasteurizing plant is located on land what was formerly D. B. Fisher's vineyard. His milk served is from herds T. P. tested.

Ed. K. Marks is our street huckster in fish, oysters, fruit, vegetables and canned goods.

Al. Moyer & Son, are well-known poultry and egg hucksters among the farmers.

Wheeler & Stitzel, (Chambers A. Wheeler and Roy B Stitzel,) are our extensive Contractors & Builders.

Milton Roth is in the same line of business.

Jefferson Smith, Foster Weidman, Mark Wenz and Benj. Schlappich, Painters and Decorators.

Samuel Betz & Son, Bricklaying Contractors.

Our barbers, Clinton Fraunfelter, William Kershner and Harold K. McNeill are splendidly located along Main street.

James R. Keim, prominent citizen and veteran merchant, died suddenly from a severe spell of indigestion June 8th, 1931. The Keim store continues in business, with George, oldest son, in charge.

The big P. & R. wreck occurred Friday eve., Sept. 19, 1890, while the north bound express was rounding the large curve, a broken axle of a loaded coal car in a south bound train was thrown on the up track, into which the express ran, resulting in throwing the engine and forward coaches over a high embankment and into the Schuylkill river. 23 dead persons was the result.

Shoemakersville had one time an experience in staging an Ox-Roast and political Mass Meeting.

Samuel A. Hitner, pedagogue, politician and pastor, (later,) was the leading "light" in the affair.

The event took place Saturday, Oct. 19, 1878, and the place, the large open lot across the street from the Metropolitan House. It was a howling success as far as the speech-making, band music and the large crowds of people in attendance.

As to the ox-roast; a large whole beef strung over a windlass, which had to be turned continuously by strong men. Under the revolving beef was a roaring charcoal fire and pan of steaming water. After about 8 hours of roasting and dripping, Posy Faust, the chief cook and roaster, pronounced the barbecue ready for the waiting and hungry crowd.

Carving commenced and slices of beef, sandwiched, were handed out—but one bite, few chews, several hawks and about half-dozen spits and then the darn thing was out.

The ox, bull or perhaps cow was over-done; being already in a state of putridity.

And now what did the big crowd do to satisfy the inner man? It consisted of both Republicans and Democrats, Prohibition at that time was still a dream.

Why just across was the inn, where

Beer, pretzels and cheese

Peped you up with quite ease;

A little schnoops now and then

Was relished by most men.

The rotten carcass, partly carved and the old frame, was seen next morning nicely erected on all fours in a

front yard in the down-town section. The headless "beast" seemed to emit a stench as if saying, "I am a Hit, so S'am I; '5 to 10 cents for expenses' but nothing for the scavenger." Mo-o!

We, that's I, for the printing and Us, that's the other, for the band music, after only 53 years, are still watching and waiting for a "division" of '5 to 10 cents for expenses' Yes, it "seems" that both Charlies are among the outs. O. U. T. Phew!

During the Civil war between the north and south, to be exact, 69 years ago, the battle of Shoemakersville was fought. It was without fire-arms, knives or daggers.

This vicinity possessed two well-to-do farmers. The one over Moll's hill advocated the southern cause in both speech and deed; even floating the confederate flag on the top of his barn. The well-known farmer across the river was just as enthusiastic and outspoken for the abolition of slavery.

By some way or another Bully (Wm.) Lyon, at Reading, Pa. was apprised of the farmer's rebel float, when he, (Lyon) up and ordered the farmer to haul down those colors and string up the Stars & Stripes.

The order was promptly fulfilled.

This act made the first mentioned farmer more belligerent and whenever he met his adversary at the log inn in town, he offered to settle their difference of opinion in a public battle - fight.

Both being advanced in years, and after agreeing to the set-to, both substituted their sons, two strapping, burly youths in their 'teens who should face each other, give battle royal - to the finish, for their Dad's cause.

The day was set, a ring was formed by the assembled people under a spreading pear tree on open lot along Plum Creek.

The fight started, the Dads at the side of the sons instructing and urging them on.

It was a bare-fist, rough and tumble, grand old country fight; the dads yelling: "Hit 'im in the eye, get in your under-cut, hit the ribs, on the nose, in the stomach."

Blood flowed freely, the battle lasted fully half an hour with clinches and knock-downs; up and at it again--there were no counts at that time.

At last, one 'father' yelled, M-----, kick 'im in the B***s. The youth did and he hit the mark plumb; down and out went his foe, while the kicker was declared the victor. [Jastardly, I'd say.] The injured youth was a sufferer thereafter and died a young man.

Charles H. Seidel has the honor of being the first amateur printer of Shoemakersville. Having purchased a Model self-inking press in 1872. He engaged in a variety of printing up to 1892, when the Marburger Furniture factory was destroyed by fire, and having his printing plant in the building at that time, his outfit was reduced to worse than pi - scrap. This ended his career as a printer.

Mr. Seidel is the borough's oldest native male citizen--aged 79 years and a direct descendant of the Shoemaker family. His mother, Mrs. Solomon B. Seidel, was a daughter of Charles Shoemaker, Jr.

June 1930, Clarence H. Ritter and Charles R. Kauffman, under the firm name of Shoemakersville Press, with a Kelsey press engaged in the Art of Printing at the home of Mr. Kauffman, Main street.

Business commenced to flourish at the start.

Pressed for larger quarters, Charles Ritter joint the firm, who erected a two-story building at his home on North Franklin street, which was occupied in November of the same year.

With a Chandler & Price automatic press installed, large variety of type etc., the Shoemakersville Press is fully equipped and established as a first-class Job Printing House.

In 1875 Charles W. Burkhart purchased a No. 3 Excelsior hand-inking printing press, 1873 patent, from the manufacturers, The Kelsey Press Company, Meriden, Connecticut, and still in use.

In his younger years quite an amount of small printing for others as well as all the printing used by the firm of Burkhart & Sons, Tinsmiths.

This history was written and printed in easy stages during 1931. Hope you will find it interesting, is the final wish of the seventy-two year old

Now & Then Printer.