

Winter 2018

Historical Journal



LITITZ HISTORICAL FOUNDATION

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When Christmas Shopping Was A Special Event

By Charlene Van Brookhoven

After WWII was over and GI's were sent back to their hometowns, a very special group of people was in the making. The Baby Boomers! The first "batch" of boomers began arriving in January of 1946. By the early 1950's, these "boomer kids" were already tuned into the Christmas edition of the Sears and Roebuck catalog filled with toys for every age, every skill level, and every adventure seeking boy and girl.

The 1950 edition of the Sears Wish Book for children was issued in color for the first time. This changed from black and white photos which made it even more exciting to turn the pages looking for the perfect toy, game or tricycle. Finally a list could be given to the bearded man in the bright red suit for delivery to their home on Christmas Eve.

Roy Rogers was king and most likely number one on a young boy's list. Anything western, from leather jackets with long fringes to cap pistols with red rolls of special exploding tapes, were huge on kid's wish lists. For \$9.98 an entire wagon train set-up, with no less than 235 pieces to make a voyage across the dangerous plains of the U.S., became real adventures in young boys minds.

Train sets were also the rage during the 1950's for boys and their fathers. A small HO gauge train could be set up under the Christmas tree with a miniature, plastic village. For the more industrious boy and his father, an entire table top train layout could be assembled with everything from lighted buildings, steam rising from the Lionel S gauge smokestack, and a transformer that would make everything come to life in the train village. In the 1950's young girls immediately turned to the doll section of the Sears catalog. Children were raised by their mother who had a career as housewife while their father "went to work." Young girls wanted to emulate a day in the life of a mother/housewife. Their day was spent cooking, cleaning and raising their young family so it was natural for daughters to look for a special doll to take care of.



Above: Zartman's Store on Broad Street. Story continued on page 5 inside..

WOW! \$3,561 raised in just ONE day!!

We wanted to take this opportunity to say THANK YOU to those of you who donated to us via the Extraordinary Give which took place November 16th.

Through your generosity, we were able to raise an astonishing \$3,561 in just 24 hours!

THANKS AGAIN!



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Inside this newsletter you will find your annual renewal letter for 2019.

Please consider continuing your membership to the Lititz Historical Foundation. And as it's the holiday season, why not give a gift of membership to a family member or friend?

Thank you so much!



Christmas in Lititz

The holidays are here and what better way to celebrate than to enjoy one of the events listed below!



Annual Carol Sing

Join the Lititz Historical Foundation in conjunction with the Lititz Moravian Archives for their annual Community Christmas Carol Sing Thursday, December 13th beginning at 7pm. This is a FREE EVENT—come one, come all. The event will take place at Moravian Church Square.

The Moravian Trombone Choir will be on hand and free song sheets will be handed out as you, your friends, neighbors, and family will sing holiday classics. Afterwards, all are welcome to warm up inside Fellowship Hall where light refreshments will be served. The Putz will also be available for various showings throughout the evening in the church's social hall.

Christmas Candlelight Tour

On Friday December 14th, the Lititz Historical Foundation will present our annual Christmas Candlelight Tour! Come discover the rich history of Lititz this holiday season!

The Lititz Museum will be open from 5-9pm. Come explore this free attraction, and don't forget to shop the gift shop. Light refreshments will be available. The museum is located at 137 East Main Street. Next door, timed tours of the 1792 Johannes Mueller House will be free of charge. This is a ticketed event, but tickets are FREE on a first come, first served basis. They can be picked up at the Lititz Museum beginning at 4pm that evening. Tours begin every 15 minutes, and go from 5-8pm. Donations accepted.

Details of the tour: Period costumed docents will be located throughout this 1792 historic home to answer your questions as you discover what life was like in the closed Moravian town of Lititz many years ago. For questions, please call the Lititz Historical Foundation at 717-627-4636.

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Upcoming Winter 2019 Lecture Programs

Mark your calendar! We will be hosting the free lecture programs below at the Lititz Public Library. All programs will begin at 1:30pm. We hope to see you there!

January 5— "18th Century Rural PA Clothing" Featuring period experts Janet Smedley and Lynnette Miller.

February 23— "Ghosts of the Lititz area" Featuring LHF President Cory Van Brookhoven

March 16— "History of the Conestoga Wagon" with local historian Art Reist.

Old Ads From Days Gone By



LAST CHANCE
to see me in person
at Western Auto!
Saturday December 20th
 9 - 12 A. M. — 1 - 4 P. M.

Open Tonight - Thursday
Until 9 P. M.

Open Tomorrow, Friday, 'til 6 P.M.

For Last Minute Shopping

WE STILL HAVE PLENTY OF TOYS —
GAMES — XMAS STOCKINGS — CANDIES
Ribbons and Wrappings, etc.

"Shop In A Friendly Atmosphere"

HARRIS *Self-Service*
Variety **CENTER**

23 E. Main St. • JOS. S. HARRIS CO.

Lititz, Pa.

MERRY CHRISTMAS!

From all of us here at the Lititz Historical Foundation

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When Christmas Shopping Was A Special Event Con't

Tiny Tears was first on Santa's list. She came in a box with everything a young girl needed for her new, little charge – diaper, bottle, Ivory soap, Kleenex tissues and toys. Next on the list was a bassinet, stroller, crib and blankets. Many hours were spent taking care of this new family addition just like mother. Later in the 1950's Chatty Cathy and Patti Playpal joined Tiny Tears.

In 1959 Mattel introduced Barbie, a doll that would change in fashion as the decades rolled by. Barbie forever changed the baby doll wish on Santa's list. Diapers and milk bottles were never a part of the Barbie phenomenon.

Baby Boomers growing up in Lititz in the 1950's had minimal resources for their Christmas wish list to Santa. The popular Sears Wish book would arrive in the mail and immediately paged to the toy section. A trip to Lancaster on the bus to explore Woolworths, Watt and Shand, Garvin's and Hager's was an especially exciting adventure. Lunch in downtown Lancaster was always something to look forward to while waiting in line at Penn Square to sit on Santa's lap.

At the Lititz Fire Hall on the Saturday before Christmas, there was also a long line to receive a small box of Wilbur Buds and an orange from the jolly old elf himself. The Lititz Theater had a free showing of a kid-friendly movie before everyone ran down to the fire hall. Huffy, the town policeman, was always there with a smile for the good and not so good kids in town. On that Saturday, with Santa beckoning within the fire hall doors, every kid was on their best behavior.

Zartman's at 101 North Broad Street was a popular store in Lititz for Christmas presents When C.S. Zartman opened his store at the corner of North Broad and Front Streets in 1913. The store was in the town of Warwick. He dealt in staples and fresh groceries only. In 1915 (the year Warwick and Lititz became one town) the store was enlarged and by the 1930's the shelves were stocked with groceries, clothing, and holiday decorations including all types of toys. Harris Variety Center at 23 E. Main St. and Gearhart's store at 15 S. Broad were also filled with stationary, dry goods and toys.

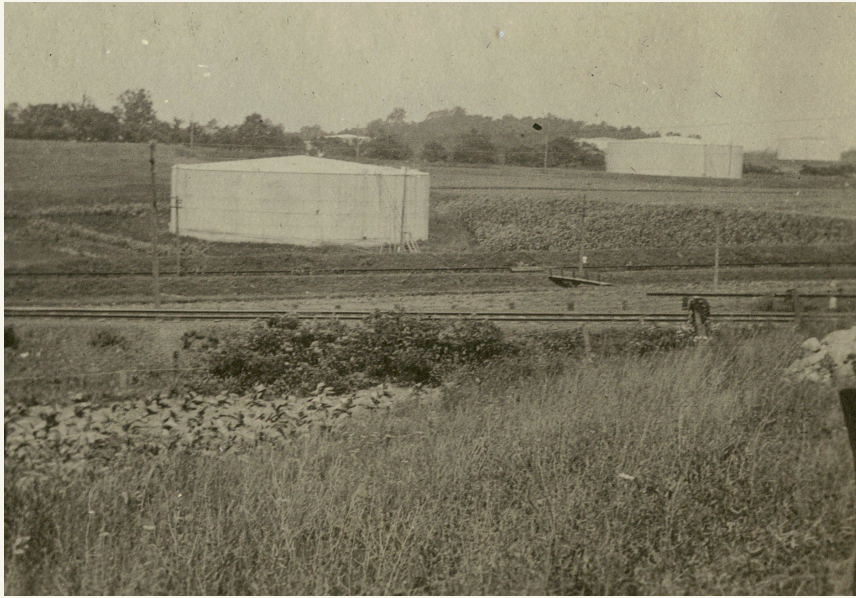
Fast forward to the 21st century when technology is our new Sears catalog. Kids today are able to sit in their homes, open their laptops and choose from thousands of electronic toys and games on their wish list. Santa has to take a crash course on today's technical jargon to inform his elves what chip to insert to make certain all working parts are covered.

It would be interesting to see what painting Norman Rockwell would submit for the December issue of The Saturday Evening Post in the year 2018.



The above December image was found inside the pages of an early 1900s Lititz almanac

DID YOU KNOW...?



Beginning in the early 1900s, Millway, which is just east of Lititz in parts of Warwick Township, served as an important oil transport facility. Owned by the Southern Pipeline Company, the company stored thousands of barrels of oil inside these tanks. In 1913, with its incredible system of boilers, engines, and pumps, this vast system was dubbed “A marvel of mechanical efficiency.”

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