Historical Journal



Winter 2016

#### LITITZ HISTORICAL FOUNDATION

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www.lititzhistoricalfoundation.com

#### Lititz Historical Foundation Recipient of 2015 C. Emlen Urban Leadership Award

In November, we were pleased to be named the 2015 winner of the C. Emlen Urban Leadership Award by the Historic Preservation Trust of Lancaster, PA!

Gary Klinger, President of the Historic Preservation Trust of Lancaster, says that the award honor those with the commitment and foresight of preserving historic buildings and keeping history alive.

"We felt that the Lititz Historical Foundation did an exceptional job embodying the type of community education and outreach that was in keeping with the mission of the Historic Preservation Trust. We also felt that the presentation submitted exemplified true leadership in building awareness of the rich architectural heritage of the greater Lititz area. We felt that the work and the efforts of the Lititz Historical Foundation provided leadership and an example of what can be done for other local historical groups to follow."

Lititz Historical Foundation President Cory Van Brookhoven remarked "We are extremely honored to receive this special award. Our tour guides, volunteers, and board members all work very hard to promote the rich history of Lititz. From the



Lititz museum, to free educational programs throughout the year, to guided tours of our beloved 1792 Johannes Mueller House, we are constantly eager to educate our visitors from all across the world. It is very humbling to be recognized by such a wonderful organization."

The award was presented to the foundation at a special recognition banquet held at Lancaster Country Club on November 10<sup>th</sup> 2015.

Left to right above: Karen Genevish, Secretary; Carrie Blevins, Volunteer Coordinator; Cory Van Brookhoven, President, Teri Forster, Board Member; Marian Shatto, Treasurer.

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# **Recent Acquisitions:**

	•
Board of Directors: Cory Van Brookhoven President	The foundation has recently received the following donations. Please consider do- nating items having to do with the Lititz area to the Lititz Historical Foundation, so they can be preserved for years to come! Also, remember that cash donations are tax deductible.
Randy Weit Vice President	Cash donation by the Cargill Company.
Karen Genevish Secretary	• Items from the Lititz Springs Beverage Company and a 1930's Lititz baseball score book. Gifts of Richard Fleckenstein.
Marian Shatto Treasurer	• 3 original portraits of Lititz native John Fass. Gifts of Lee Stolzfus.
Directors:	• "Signs of Lititz" watercolor painting by Nancy Bishop. Gift of Kim Middaugh.
Carl Brubaker	• Large lot of past issues of Lititz Historical Foundation newsletters; "Fierce
Tom Oehme	Wish for Calm" by Harry Eshleman; and "Fluff Enough and Other Stuff" booklets. Gifts of Claire dePerrot.
Cathy Doremus	• 33 monetary donations equaling \$2,425 by several local businesses and private
Teri Forster	donors during the 2015 Extraordinary Give.
Jerry McDonald	Cash donation by Randy Swope.
Randy Miller	
Henry Paul	We sincerely thank the above businesses and individuals for their generosity!
Donna Olah	Please consider donating to the Lititz Historical Foundation. Your cash gift is tax- deductible, and each and every donation, regardless of how large or small greatly
Newsletter Editor: Cory Van Brookhoven	helps us continue our mission of preserving the history of the Lititz area for gen- erations to come!
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	ATTENTION MEMBERS!
	In an effort to be more environmentally friendly, we are now giving you the
	soption of receiving your quarterly newsletter via email. This not only saves pa-
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	ATTENTION MEMBERS! In an effort to be more environmentally friendly, we are now giving you the option of receiving your quarterly newsletter via email. This not only saves pa- per and postage, but it also serves as a great way for you to receive the journal in a much faster way. If you would like your newsletter emailed to you going forward, please send an email to Cory Van Brookhoven at cory@lititzhistoricalfoundation.com and he will be happy to add you to the email newsletter list. <i>Thank You!</i>

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# A Word of THANKS!

Effective December 31st, our long-time board members Randy Weit and Carl Brubaker have retired from our board. For many years, Randy served an invaluable role as our President, and for the past two years, was our acting Vice President, while Carl served as the "go-to" person for all things involving our build-ings and grounds. Their knowledge, hard work, and expertise was an invaluable resource for both us and our many visitors. Thank you Randy and Carl, for your years of volunteer service to the Lititz Historical Foundation!

### TRUE CEPHALICK SNUFF

Charlene Van Brookhoven

In our society today, advertising is an important means of spreading the word to consumers interested in getting the best quality product at the lowest possible price. Movie celebrities, sports super stars, dogs, cats and even cartoon characters all sell goods and services.

As conservative as the Moravian community was in 1820, nineteen of its leading male residents allowed their names to be used in an advertising promotion for Hansen's Aromatic Snuff.

#### **TRUE CEPHALICK SNUFF**

We, the subscribers, do hereby testify that we have made use of Mr. Martin Hansen's Aromatic Snuff, prepared by him alone, and have found the same to be an excellent remedy for the headache, and every description of cold in the head. It has likewise been tried with good effect as a remedy for the toothache. Litiz, July 10, 1820

Signed by: John F. Rudolph, MD, Christ. H. Rauch, Peter Bricker, Jacob Rock, Henry G. Rauch, Godfrey Trager, John Peterson, John Bricker, Lewis Cassler, Daniel Borkholder, Benjamin Kreiter, Philip Bachman, John Beck, Jr., Henry Smith, Christian Hoffer, Joseph Stroh, David Bauman, Joel Fuhrman, Henry Diffenbaugh

How and why did a product like Hansen's Aromatic Snuff infiltrate the self-sustaining, Moravian town? Lititz folks were used to nothing but the best goods and services as the early community was governed by the Aufseher Collegium, the overseers of not only the Moravian Church but the residents of the town. When the town baker, John Thomas, was no longer able to do his bread baking because of ill health, a Danish baker by the name of Hans Peterson was called upon to replace Thomas. Martin Hansen, an expert snuff maker, was asked to accompany Peterson to the small village of Litiz.

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# **Our 2016 Winter Lecture Series**

This winter. we have a series of three outstanding events planned for our annual lecture series.

First off, on January 16th, we will welcome back David Heckel, who will give a very informative lecture on the history of Pensupreme dairy. Heckel is the grandson of Eli Garber, who first formed the company. This program promises to yet again be a full house! Don't miss it!





Then, on February 20th, we are excited to welcome Lisa Minardi, who serves as Assistant Curator at Winterthur Museum in Delaware.

This lecture will explore the unique world of the Pennsylvania Germans and their colorful folk art, including decorated manuscripts (fraktur), textiles, furniture, metalwork, and pottery during this very special program. Embellished with hearts, flowers, birds, and other traditional motifs, these objects reveal a love of color, design, and whimsy. Most are functional, but others were made "just for nice" and attest to the Pennsylvania Germans' penchant for decorating virtually everything—from a tiny pincushion to the side of a barn. A book signing will be held after the program.

Finally, on March 19th, join us for a fascinating lecture and hands-on demonstration on the history of letterpress printing! Our guest will be Ken Kulakowsky from Lancaster's Heritage Press Museum, who will take us through the history of this fascinating craft.

Once the dominant way to print, it has found a new audience in the maker movement and with graphic designers excited by something tactile in the digital world. Founded in 2004, our colleagues at the Heritage Center Print Shop Museum in Lancaster, PA have at-



tracted local and international tourists. The .918 Club, comprised of local letterpress enthusiasts, is passionate about educating the community on the technique and history of this craft.

All lectures are free and open to the public, and will take place at the Lititz Library at 1:30pm on the scheduled dates listed above. See you there and please tell friends!

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### **TRUE CEPHALICK SNUFF Con't:**

Locally made snuff could not compare to the high quality of Danish whole leaf tobacco snuff. Hansen ground the tobacco leaves into a powder and then let it ferment for up to twenty months to make a fine sniffing snuff. The finished product was bottled and sold as a cure for headache, colds, and toothache and was labeled "Cephalick" a term meaning toward the head. The men living in Litiz must have been so convinced of the healing powers of Hansen's Aromatic Snuff that they allowed their names to appear on circulars distributed in the area.

Snuff was used in the Colonies as a cure for many ailments of the time. However, the users were never aware of the harm the tobacco product was doing to their sense of smell and taste. Had the Litiz men who allowed their names to be used to promote Hansen's snuff known of these health concerns, it is doubtful



they would have willingly agreed. Men like Schoolmaster John Beck, Peter Bricker who helped George Washington row across the river during The Whiskey Rebellion, Godfrey Trager the popular town shoemaker who taught John Beck his trade, and Philip Bachman son in law of Tannenberg who continued the manufacture of organs after Tannenberg's death.

The list of prominent members of the Moravian community who endorsed Hansen's Snuff are names familiar to historians interested in the unique closed settlement. The fact that these men were willing to lend their names to a product other than made within the community, reveals the influence the Revolutionary War soldiers housed in the Brother's House had in exposing "the outside world". The physical town was changing slowly in 1820 but the residents were beginning to show a desire for independence and self expression. This is just one of many incidents that discreetly led the members into a growing dissatisfaction with restricted community life.

Above: Illustration of True Cephalick Snuff by Hiram Eberly. Lititz Historical Foundation collection.

### **OUR 2016 MEMBERSHIP DRIVE**

Our 2016 membership drive is currently underway! If you receive this newsletter by mail, then you will find attached a letter as well as an envelope inside this newsletter, letting you know that your membership needs to be renewed for 2016. Please consider rejoining the LHF! Your gift of membership helps us to continue our mission of preserving our area's history. If you receive this newsletter electronically, then please look for a letter in the mail from us soon. We THANK YOU so much for your continued support! Remember that membership gifts also make great Christmas presents.

### **DID YOU KNOW...?**

This year marks the 100th anniversary of Lititz's community Christmas tree! The very first tree was erected at the Roebuck Square in December, 1915. Shown here is John Ely (left front); Milfred Marks (right front); Sam Steffy (rear left); and Harvey Seaber (rear right).



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