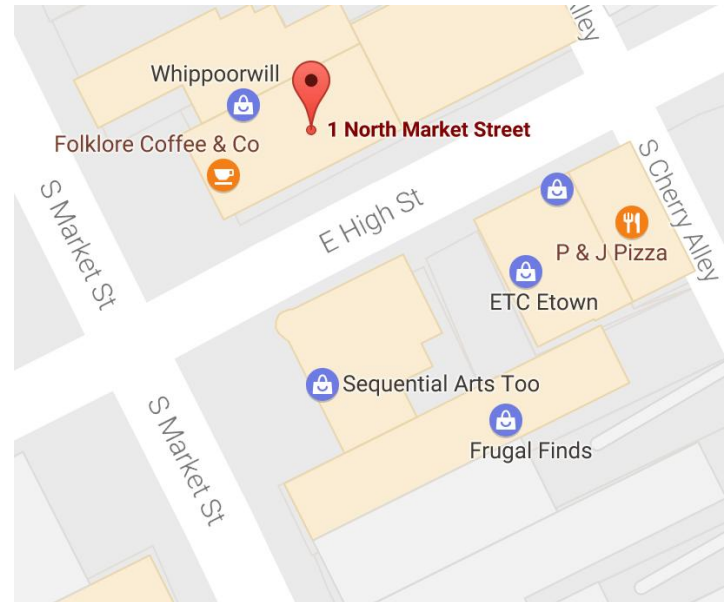


Hertzler Brothers' Department Store: 1 North Market Street; Elizabethtown, Pennsylvania



Abstract:

The Hertzler Brothers' Department Store, built in 1829, is a perfect example of a true Federal style home. This can be seen, most prominently in the symmetrical chimneys and the Palladian window on the side of the house. The most notable people to own this department store was the Hertzler Brothers who owned a long lasting department store while Samuel Hertzler continued as the Reverend for the Brethren Church and was the first treasurer of the Board of Elizabethtown College. Additionally, the brothers allowed George and Nathaniel Harris, who were freed African Americans, to run a barbershop out of the attached house. The brothers were a part of the Underground Railroad and housed fugitive slaves in the second floor. Currently, the property host the commercial store Folklore, a small local coffee shop.

Property Details:

The Hertzler Brothers Department Store, a single-family dwelling with a store front on the first floor built in 1829 by Adams Campbell, lies on the northwest corner of Center Square, which is located at the corner of High Street and North Market Street in Elizabethtown. Lancaster County Recorder of Deeds cites the measurement for the perimeter at 60 ft. x 80 ft. Thus, the lot is 4,800 square feet.¹

Deed Search:

The current community of Elizabethtown is situated between the Conoy Creek and the Conwego Creek along the Susquehanna River. In 1534 French King Francis, I (1494-1547) colonized North America establishing New France with Jacques Cartier (1491-1557) as Viceroy in Quebec.² As early as 1615 Étienne Brûlé (1592-1633) explored the Susquehanna River and its tributaries in Lancaster County.³ Pennsylvania was claimed by Sweden in 1638 and then by the Dutch in 1655. The British claimed the former Dutch holdings in

¹ Lancaster Property Tax Inquiry, Parcel: 250-36013-0-0000, <http://lancasterpa.devnetwedge.com/parcel/view/2503601300000/2017>

² Robert Jean Knecht, *Francis I* (Cambridge: Cambridge University Press, 1935), 333-343.

³ Consul Willshire Butterfield, *History of Brulé's Discoveries and Explorations, 1610-1626 Being a Narrative of the Discovery by Stephen Brulé of Lakes Huron, Ontario and Superior, and of his Explorations of Pennsylvania and western New York: Also of the Province of Ontario* (Cleveland, OH: Herman-Taylor, 1898), 49-51.

1674.⁴ British King Charles, II (1630-1685) granted William Penn (1644-1718) the Province of Pennsylvania in 1681.⁵ The French and British disputed control of Pennsylvania between 1688-1763.⁶ During this time in 1707 French fur trader Peter Bezaillon (1662-1742) established a settlement between the Conoy and Conwego Creeks along the Susquehanna River.⁷ In 1719 Peter Bezaillon invited the Piscataway Indians to move from Maryland and settle with him along the Cony Creek and Susquehanna River.⁸ Captain Thomas Harris (1695-1801) settled in Pennsylvania in 1726. In 1730, he builds a log cabin along the Conoy Creek and in 1741 he legally receives the warrant to the land.⁹ Then, in 1745 he builds the Sign of the Bear Tavern, which is the first permanent structure in Elizabethtown.¹⁰

Deeds for this property have been recorded back to the initial owner Thomas Harris, who owned the lot from 17 April 1747 until 15 July 1751.¹¹ The property's owners continue with Lazarus Lowry (15 July 1751-13 June 1753),¹² Barnabus Hughes (13 June 1753-10 June 1786),¹³ Samuel Hughes (10 June 1786-28 October 1790),¹⁴ Alexander Boggs (28 October 1790 – 21 February 1809),¹⁵ George Wealand (21 February 1809 – 10 April 1809),¹⁶ Andrew Wade (10 April 1809 – 14 November 1812),¹⁷ Henry A. Wade (14 November 1812 – 2 April 1820),¹⁸ Martin Keller (2 April 1820 – 7 December 1829),¹⁹ Adams Campbell (7 December 1829 – 23 June 1841),²⁰ Jacob Gorgas (23 June 1841 – 17 November 1846),²¹ Jacob Buch (17 November 1846 – 6 March 1876),²² Henry K. Blough (6 March 1876 – 8 February 1894),²³ Isaac Hertzler (8 February 1894 – 7 March 1906),²⁴ Allen Hertzler (7 March 1906 – 22 March 1929),²⁵ Effie Moose (22 March 1929 – 15 February 1936),²⁶ William Moose (15 February 1936 – 28 March 1973),²⁷ Sheldon Reed (28 March 1973 – 19 December 1996),²⁸ Gary L. Schaeffer (15 February 1996 – 29 April 2005),²⁹ Joseph Kearns (31 August 2006 – Present).³⁰

Architectural Style Report:

The present Federal style house that sits on the northwest corner of the square in Elizabethtown. It boasts the originality of being the only Federal style house on the Center Square. The Federal style is on

⁴ Randall M. Miller, ed., Pennsylvania: A History of the Commonwealth (University Park, PA: Pennsylvania State University Press and the Pennsylvania Historical and Museum Commission, 2002), 50-60.

⁵ Jean R. Soderlund, William Penn and the Founding of Pennsylvania, 1680-1684: A Documentary History (Philadelphia: University of Pennsylvania Press and the Historical Society of Pennsylvania, 1983), 39-50.

⁶ Henry Meclchior Muhlenberg Richards, The Pennsylvania-Germans in the French and Indian War: A Historical Sketch Prepared at the Request of the Pennsylvania-German Society (Lancaster: The Pennsylvania German Society, 1905), 16-22.

⁷ David L. Martin, A Clash of Cultures: Native Americans and Colonialism in Lancaster County, Pennsylvania (Morgantown, PA: Masthof Press, 2010), 21-23.

⁸ Ibid.

⁹ Richard K. MacMaster, Elizabethtown: The First Three Centuries (Elizabethtown, PA: Elizabethtown Historical Socieity, 1999), 5.

¹⁰ Ibid., 8.

¹¹ Lancaster County Recorder of Deeds, Search Online Records, Infodex, Document, Book: LL, Page Number: 545, Accessed April 17 2017, <https://www.seachiqs.com/palan/InfodexMainMP.aspx>.

¹² Ibid.

¹³ Ibid.

¹⁴ Book: LL, Page Number: 545, Accessed April 17 2017.

¹⁵ Ibid.

¹⁶ Book: 1, Page Number: 120

¹⁷ Book: I, Volume 8, Page Number: 262

¹⁸ Book: A, Volume 9, Page Number: 34

¹⁹ Book: D, Volume 12, Page Number: 108

²⁰ Book: Q, Volume 5, Page Number: 50

²¹ Book: H, Page Number: 332

²² Book: C, Volume 12, Page Number: 250

²³ Book: W, Page Number: 134

²⁴ Book: F, Volume 18, Page Number: 357

²⁵ Book: M, Volume 29, Page Number: 248

²⁶ Book: L, Volume 32, Page Number: 284

²⁷ Book: P, Volume 63, Page Number: 997

²⁸ Book: X, Volume 90, Page Number: 149

²⁹ Instrument Number: 5419007

³⁰ Instrument Number: 5551927

display, most noticeably, in the mirroring chimneys on either side of the building.³¹ When looking at the front of the building the chimney to the right is a façade only bringing uniformity to the building.³² Additionally, the chimney that is a façade contains a Palladian window on the second floor of the dwelling on 1 North Market Street.³³ The most important piece of this Federal style dwelling is that it has been preserved since it was built in 1829 when Adams Campbell is the owner. This is most noticeable by the brick construction. Though the brick is painted white on the outside of the house, the brick is phenomenally accented throughout the house. The visible brick from the inside of the house shows that the walls of the house are not simply a façade to make the house look older. Another Federal accent to this dwelling are the twin dormers that sit symmetrically on the roof.³⁴ The importance of symmetry in the Federal style dates all the way back to the early influences in ancient Rome.³⁵ This style is similar to that, that was used on Thomas Jefferson's estate in Charlottesville, Virginia, commonly known as Monticello.³⁶ Prior to 1892, before Adams Campbell owned the property, the dwelling on the property was a single-story log cabin.³⁷ Log cabins, in general, were classified as the American Colonial architectural style.³⁸ These cabins are made of wood and were typically significantly smaller single family dwellings.³⁹

Historical Context and Purpose:

Before the town of Elizabethtown took the form that it has today, the owner of the farm that spanned the Northwestern side of Elizabethtown was owned by Thomas Harris.⁴⁰ Thomas Harris founded the Sign of the Bear Tavern in 1736.⁴¹ He sold the tavern to Lazarus Lowery who leased it to Barnabus Hughes.⁴² When this farm changed hands from Lazarus Lowry to Barnabus Hughes in 1753⁴³ the property was divided into individual lots that were 60 feet x 60 feet in 1763.⁴⁴ In 1761, Barnabus Hughes moved the Sign of the Bear Tavern to Baltimore, Maryland.⁴⁵ With the creation of the new lots on the property the actual town of Elizabethtown was born. However, the square would not be created until much later in the town's history. In 1789, Alexander Boggs became the butcher and the owner of the Sign of the Bear Tavern.⁴⁶ George Wealand bought several lots that consisted of most of North Market Street and built his own house up the street from the Sign of the Bear Tavern.⁴⁷ Martin Keller was a cattleman that bought the properties from George Wealand.⁴⁸ Andrew Wade was a contractor that was hired by the Lancaster Railroad Company to complete the construction of the railroad line that stretches from Lancaster to Harrisburg.⁴⁹ Jacob Gorgas was the owner after Adams Campbell, who will be discussed later. Gorgas was a relative to the owner of the running Pump tavern in 1810.⁵⁰ When the Gorgas family moved out of Elizabethtown, they moved to the Ephrata area where they became famous for their clock-smithing. The Buch family owned the property on Center Square after that. The Buch family had a huge role in Elizabethtown. They managed and owned the Moto-Mower factory which

³¹ Will Jones, How to Read Buildings: A Crash Course in Domestic Architecture (Brighton, U.K.: The Ivy Press Limited, 2013), 139.

³² Ibid., 140.

³³ Ibid., 144.

³⁴ Ibid., 139.

³⁵ Ibid., 142

³⁶ Ibid.

³⁷ Book: D, Volume 12, Page Number: 108.

³⁸ Jones, 19.

³⁹ Ibid.

⁴⁰ Book: LL, Page Number: 545.

⁴¹ Jean-Paul Benowitz, Elizabethtown: Images of America, (Charleston, South Carolina: Arcadia Publishing, 2015), 113.

⁴² Ibid.

⁴³ Ibid.

⁴⁴ Ibid.

⁴⁵ Ibid.

⁴⁶ Ibid., 521.

⁴⁷ Ibid., 209.

⁴⁸ Ibid., 213.

⁴⁹ Ibid., 657.

⁵⁰ Ibid., 376.

eventually became the Kreider Shoe Factory.⁵¹ Henry Blough was the next owner of this property. Henry and his wife, Grace, had very different occupations. Henry was a physician who ran his practice out of the Center Square store, making it the first business that was not a retail space to go into that space. Grace, on the other hand, worked at a dress shop on South Market Street specializing in plain bonnets.⁵² The Hertzler brothers owned the building after the Blough's. The Hertzler's were another prominent name in Elizabethtown. The Hertzler brothers used the space on Center Square as a retail space to run the Hertzler Department Store.⁵³ Rev. Samuel Hertzler was one of the brothers that owned this store, however he had a more important job at hand. Samuel was a minister for the Church of the Brethren in Elizabethtown and was the treasurer of the first board of trustees for Elizabethtown College.⁵⁴ In addition to the Hertzler Department store, George and Nathaniel Harris, African American free-men, opened a barber and hairdressing shop in the small addition on the side of this building.⁵⁵ George Harris was never a slave. He lived in the Sign of the Bear Tavern tenant house and sheltered fugitive slaves.⁵⁶ Once the Hertzler's had gotten their use out of the store, they passed it on to William and Effie Moose.⁵⁷ After the Moose family had their Theater and Lodge built across the street, they had purchased this property across the street. The building that was formerly the Hertzler Brother's Department Store was now the Moose Five and Dime.⁵⁸

Since then, when the property was owned by Sheldon Reed, Gary Schaffer, Joseph Kearns. These individuals have been people that have owned the space in the most modern time setting in Elizabethtown. Since the introduction of big name department stores has come to Elizabethtown, essentially pushing out the need for small businesses. The use of Center Square has changed from shopping to social venues and the arts. The property at 1 North Market Street has become the spot of three coffee shops with the most current being Folklore Coffee.

The main square of Elizabethtown is the intersection of High Street and Market Street (dividing it North and South Market Street). The square has always been a staple in Elizabethtown, it started out as Diamond Square which was renamed Center Square. Throughout the years, a variety of activities took place in the square that made it the heart of Elizabethtown. Center Square has served as a drill ground and staging area for parades, political rallies, and public celebrations.⁵⁹

There are two events that are highlighted in Elizabethtown history that are particularly unique compared to the rest of the events that went on in the square. These events are rather patriotic in nature. During World War I, Center Square held a "Nail the Kaiser" event. For just a quarter, townspeople could mount the dew steps leading up to the truck bed, where a painted wooden effigy of Kaiser Wilhelm II was tied up. With a hammer and a nail, the whole town took their turn.⁶⁰ On the eve of the Fourth of July, young community men would gather wooden crates and boxes from local businesses. Carrying them by horse, wagon, wheelbarrow, or on foot, the boys put their creations right in the middle of Center Square, standing ten to twelve feet high with kindle scattered over the top of the pile. Then it would be doused in a gallon of kerosene, producing flames up to forty to fifty feet high. To add to the bonfire, bystanders tossed in unused fireworks and shotgun shells, adding to the midnight mayhem.⁶¹ Surprisingly, the town had never been burned down because of these shenanigans.

⁵¹ Benowitz, Elizabethtown, 503.

⁵² Ibid., 561.

⁵³ Ibid., 334.

⁵⁴ Ibid., 339.

⁵⁵ Ibid., 334.

⁵⁶ Ibid.

⁵⁷ Book: P, Volume 63, Page Number: 997

⁵⁸ Benowitz, Elizabethtown, 379.

⁵⁹ Ray Westafer, "Reflections On How It was In E-Town The Past 60 Years", *Elizabethtown Chronicle*, June 24, 1976, accessed April 25, 2017, PDF, 2

⁶⁰ Westafer, 3.

⁶¹ Westafer, July 1, 1976, 4-5.

All the other activities that took place in the square were commonplace and took place on a daily basis. These activities that were commonplace in Center Square included a livestock auctions, shopping, drinking in taverns, and gossip.⁶² Elizabethtown was once a three-way, bustling center, oriented to agriculture, industry, and business. Elizabethtown was a very important town in Pennsylvania because it served as the midway point between Harrisburg and Philadelphia. At one point, Elizabethtown was considered the gateway to the West. Elizabethtown always had a lot of traffic due to its Center Square which was a one stop shop for everything travelers would need whether it was traveling by stage coach heading out West or getting a bite to eat before catching the train to Philadelphia. As is the case with most small towns, Elizabethtown's businesses on Center Square suffered (and continue to struggle today) at the hands of big shopping centers and discount stores with free parking areas and proximity to their customers in Harrisburg, Lebanon, York and Lancaster.⁶³ Although the shops on Center Square remain closer to the town's residents, the old days of Saturday shopping or Friday night stroll seem to be slowly fading away.

One incident, threatening to push Elizabethtown's progress back, was the 1892 Saint Valentine's Day fire. The big blaze started in a second-story dental office of Dr. C. Gable (overheated coal stove), quickly engulfing the Chronicle Office, at the time located on the left of the former David Martin store.⁶⁴ All the buildings were destroyed from Center Square, then George Wagner's shoe store, to Vine Alley, Dr. A.C. Trichler's office, leaving the east side of South Market Street in ruins with only naked walls remaining.⁶⁵ Fireman pushed the little engine of the steam pumper too far, causing the cylinder head to blow off. Only a bucket brigade operating from the Conoy Creek could extinguish the flames.⁶⁶ Fortunately, the stretch of businesses and industries along the street and on Center Square have all been rebuilt/ remodeled, including the original brick Fisher Building. On 16 November 1897, it was recorded in the PA Department of Banking Annual Report the construction of lot 60x60 on Center Square with brick buildings erected thereon, enlarged and improvements added, intended for office locations.⁶⁷ J.H. Eshleman, cashier of the Elizabethtown Exchange Bank, listed the total cost at \$12,500.

One of the properties that survived the Saint Valentine's Day fire was the property at 1 North Market Street. This house was know at the time as the Adams Campbell house. When Adams Campbell had built this genuine Federal style house which was designed having the entire first floor as a space for a general store or a grocery store.⁶⁸ This was always a staple in Center Square, as it is the only store on the square that had the common goods that Elizabethtown residents and passers through could pick up all of their needs. Early in life, he (Adams Campbell) played a key role in local government. The January 1836 fire, at the Black Horse Tavern, was a catalyst for Elizabethtown citizens to organize volunteer fire departments. Groups of men often met at Colonel Abraham Greenwalt's tavern; Campbell recording the minutes.⁶⁹ He would again serve as secretary, when Elizabethtown contemplated entry into Monroe County in 1832.⁷⁰ For the emerging Whig Party, Campbell led the town as their spokesperson.⁷¹ According to observers of the time, Campbell drove a carriage drawn by a pair of matched horses. His appearance and the inside of his house reflected a comfortable lifestyle. His properties had hearthrugs, carpet on stairs, sofas, clocks in cases, green venetian blinds, glit picture frames, looking glasses, rocking chairs, mantles, ornaments, dining tables, fine china, glass, queens ware and a crib and a cradle.⁷² As a storekeeper, much of Campbell's business was conducted on credit. In January 1840, 109

⁶² Westafer, August 12, 1976, 28

⁶³ Westafer, September 20, 1976, 37.

⁶⁴ Westafer, November 4, 1976, 48.

⁶⁵ "Borough's Most Destructive Blaze Gutted Heart of Business District 73 Years Ago," *Elizabethtown Chronicle*, February 14, 1965, accessed at Elizabethtown Historical Society.

⁶⁶ "Borough's Most Destructive Blaze Gutted Heart of Business District 73 Years Ago."

⁶⁷ W.M. Stanley Ray, *Third Annual Report of the Commissioner of Banking* (Harrisburg: PA Department of Banking, 1898).

⁶⁸ Macmaster, 67.

⁶⁹ *Ibid.*, 87.

⁷⁰ *Ibid.*, 84.

⁷¹ *Ibid.*, 96.

⁷² *Ibid.*, 93.

customers from Elizabethtown owed him \$1,332.89 “claims against individuals” resulted in \$1,034 more. 52 promissory notes from individuals who borrowed +\$500 amounted to \$3924.⁷³

⁷³ MacMaster, 93.

Appendix Historical Photos: *Photo Courtesy of the Elizabethtown Historical Society.*

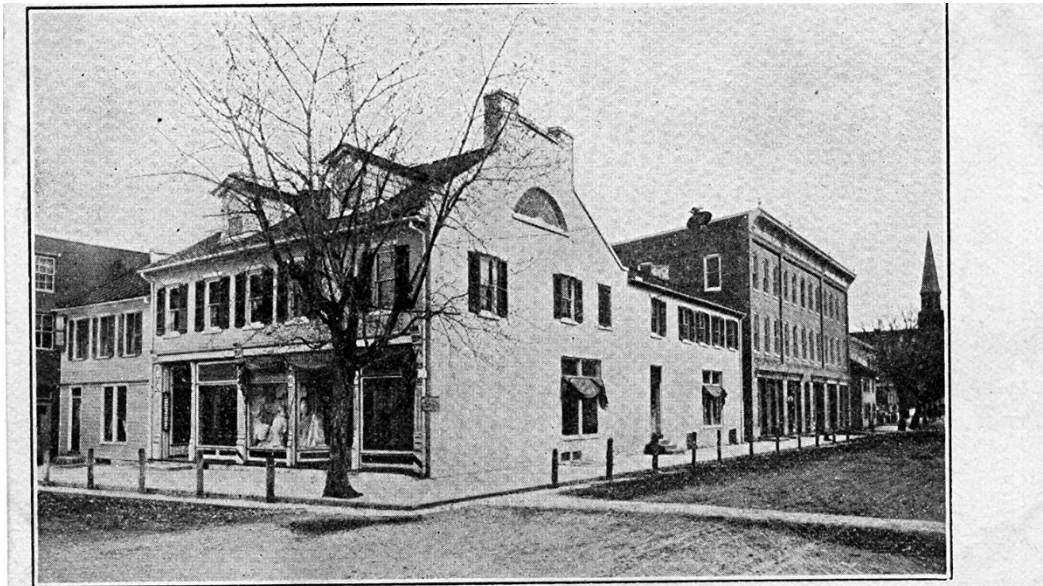


Northeast Corner, Center Square, Elizabethtown, Pa.

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Hertzler Bros. & Co's Buildings, Showing Main Store, Centre Square, and New 3-Story Building, East High Street, Elizabethtown, Pa.



Appendix Current Photos:

