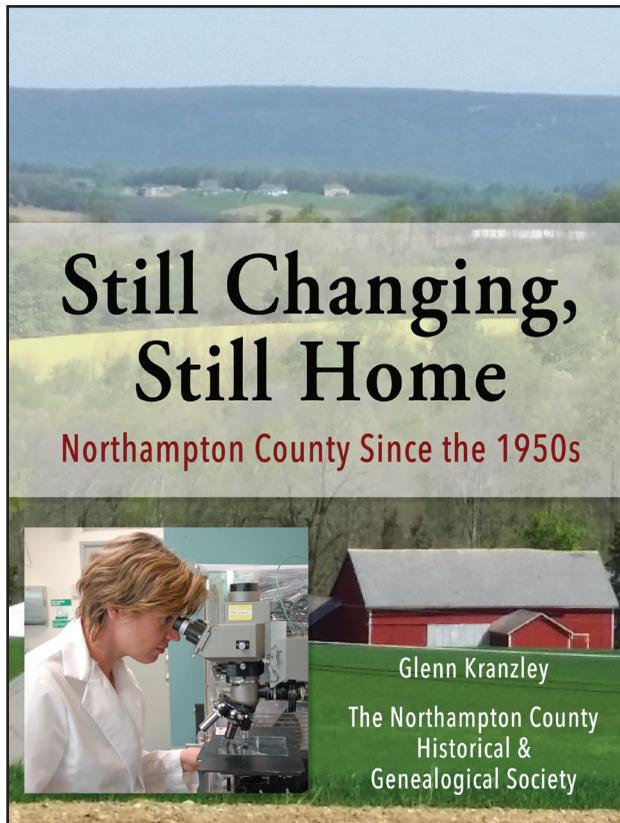


Tales from the Grapevine

Winter 2017

County History Book Release



It explains how local government, institutions of education, the economy, and the makeup of the population itself have changed. It also probes the way that transportation, entertainment and culture, sports, and religion have evolved over the decades. Dozens of photographs, many not published before, help to tell the story. Among the key developments that the book examines:

- A shift in the economy from heavy industrial manufacturing to service, logistics and retail employers
- The creation of modern, open forms of government in Bethlehem, Easton and at the county level
- Vast improvements in water quality in the Lehigh River and reduction of air pollution
- The loss of farmland due to commercial and residential development, an agriculture industry whose farms are fewer, but larger and more productive

Northampton County has a new official history, its first in 64 years. The book, researched and written by veteran newspaper journalist Glenn Kranzley of Hellertown, is a publication of Northampton County Historical and Genealogical Society (NCHGS).

Titled *Still Changing, Still Home: Northampton County Since the 1950s*, the book is a comprehensive report on all aspects of life in the county.

The project was funded by Northampton County Council. The county also paid for the last official history, a 1953 book entitled *Northampton Heritage: The Story of an American County*, by E. Gordon Alderfer.

Still Changing, Still Home was presented to the Northampton County Council on December 7th, and is now available for purchase in the Sigal Museum Store.

Photo (above left): County History Book Cover.

A Note from our Executive Director

Dear Members and Friends,

We have much to be grateful for this winter season. *The Cat's Meow: Lehigh Valley in the Age of Art Deco and the Roaring Twenties* opened in style with antique cars in front of the Sigal Museum, fancy flappers in the galleries, and a visual feast of an exhibition. If you haven't yet seen the show, come pay us a visit. Curator Brittany Merriam, our staff, and sponsors have given us a fascinating glimpse into our post-WWI, Prohibition-era past.

The Saturday after Thanksgiving was Peace Candle Day in Easton. I'd like to extend a special "thank you" to NCHGS member **Lafayette Ambassador Bank** for sponsoring a Family Day at the Museum. Over one hundred visitors were treated to free admission to our galleries, a children's craft activity, and a browse around a Museum Store filled with holiday gifts and indulgences. To all of you who helped decorate our Giving Tree with items for The Children's Home of Easton – Thank you! Members and visitors donated an estimated \$650 worth of gifts to make the children's holiday a bit brighter.

In more good news, NCHGS is honored to be a member of the newly formed Lehigh Valley Engaged Humanities Consortium. This group of representatives from local academic and cultural institutions will guide a four-year project to explore life in the Lehigh Valley through collaborations and the public humanities. Funded by an Andrew W. Mellon Foundation grant, LVEHC will provide opportunities for course development, cultural institution programming, collaborations with artists and writers, and public events to organizations large and small across the Lehigh Valley. If you are a member of a group that would like to propose a project, please feel free to contact me or Grant Coordinator Kate Pitts at pittsk@lafayette.edu for more information.

Finally, we end the year with two exciting announcements: First, we have received an anonymous donation to match Keystone grant funds from the Pennsylvania Historical and Museum Commission (PHMC) awarded earlier this year. These two gifts will enable us to restore the windows at the 1753 Bachmann Publick House and to keep this beloved building a vibrant gathering place for the community. The Society's mission will also be supported by a generous \$100,000 Northampton County Hotel Tax grant award that was recently approved by County Council. We're honored by their generosity, and honored to preserve and share the stories of Northampton County history with all of you.

Carey Birgel



Welcome, New Members!

Dale Audenried

Sylvia Bowers

Harald and Elizabeth Cartine

Louis Coppoa

Cindy and Courtney Corcoran

Harry Cummins

Joseph Donnelly

Linda Dreischalick

Georgia Pacific

Joan Halderman

Lois Hoult

Hope Kuchinski

Lafayette Ambassador Bank

Jeff Lisinicchia

Tim and Terri Lubenesky

John Maylath

David Miller

Rebekah Pite

Phyllis Reimer

Dina & Morris Schrum

Cathy Tryon

Don Wilson

In Memoriam

Martha Barnett

Richard Baumann*

Gilbert K. Greene, Jr.

Edwin C. Houck, Jr.*

Barbara Lehr

Lou Reda

* A donation was made to NCHGS
in memory of our late member

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Program Coordinator, Mixsell-Illick

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Ken Wildrick
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Helaine Sigal
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Membership

Renewal/New Members/Gift Membership

Historian – Enrolled student (\$25, 18+, \$10 student under 18) and Individual (\$50) and Family (\$75) Members:

- Free One-Year Sigal Museum Admission
- Free subscription to Quarterly Newsletter
- Free admission to most history talks
- Unlimited FREE research passes
- 10% Discount on Purchases

Friend (\$100) - Receives all basic membership benefits PLUS:

- 4 FREE Single-Visit Museum Admission Guest Passes
- One-year NARM membership

Patron (\$250) - Receives all basic membership benefits PLUS:

- Sigal Museum Admission that also includes 3 guests per visit Admission Guest Passes
- Invitations to Opening Nights

Benefactor (\$500) Receives all Patron benefits PLUS:

- Invitations to VIP Receptions
- 5 Additional FREE Single Visit Museum Admission Guest Passes

Director's Circle (\$1,000) - Receives all benefactor benefits PLUS:

- Private Curatorial Tour for up to 10 accompanying guests
- One Reserved Use of Regional Artists Gallery, including free admission to the museum for your guests

Founding member (\$2,500) Receives all Director's Circle benefits PLUS:

- Your day for friends and family (free admission for all your guests during regularly scheduled day Sigal Museum is open to public)

President's Circle (\$5,000) - Receives all Founding Member benefits PLUS:

- Your Day at the Sigal Museum will be open free of charge to either your invited guests only OR to the public as well. If you choose to sponsor a free public day, we will include museum promotion and your sponsorship will be prominently noted in all materials.

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement. Contributions to The Northampton County Historical & Genealogical Society are tax-deductible to the extent allowed by law. The Northampton County Historical & Genealogical Society is a non-profit Pennsylvania corporation recognized by the Internal Revenue Service as a 501(c)(3) tax-exempt organization.

Member Registration

Can also be printed from our website and paid online:
www.sigalmuseum.org

Name: _____

Address: _____

Telephone: _____

E-mail: _____

- \$10 Historian, Enrolled Student K-12
- \$25 Historian, Enrolled College Student
- \$35 Senior Citizen
- \$50 Individual
- \$75 Family
- \$100 Friend
- \$250 Patron
- \$500 Benefactor
- \$1,000 Director's Circle
- \$2,500 Founding Member
- \$5,000 President's Circle

\$ _____ Additional Donation

\$ _____ Total Enclosed

How are you paying? Please Circle.

Check, Money order, or Credit Card

CREDIT CARD

Name on card: _____

Card type: Visa AmEx Mastercard Discover

Card #:

Expiration:

Three Digit Security Code:

Prohibition in Easton

An excerpt from *The Little Apple: Easton, PA During Prohibition*
by Richard Hope

National Prohibition of alcoholic beverages beginning in January 1920 was officially the death of Easton's alcohol industry. Many individual states and localities had gone "dry" before national Prohibition went into effect.

In fact, the national criminalization of the trade in alcoholic beverages actually began earlier when President Wilson prohibited the brewing of beer and distilling of liquor as a "war conservation measure." This proclamation was not lifted when Germany signed the Armistice ending the War. On 30 November 1918, President Wilson ordered breweries to stop brewing beer, even though the Armistice had been completed. Remaining stocks could be sold until the end of June of 1919. Liquor sales within a half mile of military training camps became illegal, until the President certified that a full demobilization of the Army had been accomplished. Enthusiastic prosecutors attempted to shut down Easton dealers because of their proximity to Lafayette College's military training program, but an appeal to the Attorney General won Easton's point that a mere college training program was not a military "camp," and so Easton's saloons could (temporarily) remain in legal operation. Bethlehem, however, was shut down, because of its proximity to Lehigh University's more formal military camp.

The Eighteenth Amendment to the U.S. Constitution, and the implementing Volstead Act, made the entire United States officially "dry" beginning in January 1920.

Any initial effectiveness of Prohibition in Easton was spotty. "There is no enforcement at all in certain cases, while in others the lid has been slapped down tight and hard." However, visible New Year's celebrations for 1920 were curtailed, and "[w]ith the exception of an oasis here and there, Easton was as dry as the Sahara." If so, the "Sahara" was soon dry no more. A front page newspaper story on April 22, 1920 warned that "one of these days" Easton would "reap the full effect" of being a "wide-open city," and decried the "fine, juicy crop of crime and scandal rapidly ripening in this old town since the lid was blown off the underworld since the inauguration of Mayor Horn." One tangible result of Prohibition was the City's loss of \$16,000 in license fees, which Mayor Horn specifically deplored.

In retrospect, it is now generally agreed that Prohibition did not promote the era of sobriety and morality that its advocates, such as the Anti-Saloon League, had hoped, although reports of the success of Prohibition were widely circulated in the 1920s. Some taverns and hotels were, in fact, adversely affected by Prohibition: most notably, Easton's Franklin House (which had operated as a hotel since 1775) shut its doors in 1919 as a result of the impending implementation of the Prohibition laws. However, in general Easton became "the center of early Lehigh Valley resistance to the Noble Experiment" of prohibition.

Mr. Hope's book is now on sale in the Sigal Museum Store. Join him in March 2018 when he lectures on 1920s Easton at the museum.

THE CAT'S MEOW



THANK YOU

to our Supporters

Georgia Pacific
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Ned & Linda Heindel
W. Beall Fowler
Ken & Lois Wildrick
Marlowe Sigal

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THE CAT'S PAJAMAS

The 1920s Fashion Collection of Terri Lubenesky

Can't get enough of the 1920s? Terri Lubenesky's collection of clothing, accessories, and stunning Irene Castle memorabilia will be on display in the Regional Artists Gallery until February 2018. Free with general admission.



Curator's Corner

I wish to extend a hearty thank you to all of our "cool cats" and "jellybeans" who attended the September 8th speakeasy reception for the opening of *The Cat's Meow: Lehigh Valley in the Age of Art Deco and the Roaring Twenties!* From the elevator absinthe bar to the Charleston dance lessons, it was surely a night to remember.

I am quite grateful to all of our sponsors, donors, collaborators, volunteers, and visitors who made this show possible. It took two full years of organization and planning to prepare for *The Cat's Meow*. A majority of artifacts were borrowed from local organizations, due to the fact that the Society's collection has few 1920s examples. For instance, the State Theatre generously loaned original 1920s seats and signs once used in the building. The Roxy Theatre of Northampton were happy to loan us the original Vaudeville sign that shined on top of the theatre many years ago.

Need more Roaring Twenties? Visit the exhibition in the Regional Artists Gallery with a rich display of cloche hats and other accessories from the collection of Terri Lubenesky.

Lubenesky primarily collects Irene Castle memorabilia and other 1920s fashion pieces. *The Cat's Pajamas* auxiliary exhibition is open until early February.

I am also pleased to announce the making of a new exhibition to take the place of the JustBorn showcase originally located on the lower level of the museum. A hands-on, interactive exhibition aimed at kids between the ages of 6-14 will focus on immigration, diversity, and the rich melting pot that is Northampton County. If you have any artifacts relating to the Lebanese, Italian, Latin American, African American, or Jewish heritage of the county, please get in touch with the Curatorial Department of NCHGS.

And please, keep your eyes peeled: we're making some long-awaited changes! The permanent galleries in the Sigal Museum will have new, some never-before-seen artifacts on display this spring.

Thank you for all of your continued support.

Brittany Merriam

Bachmann Publick House

The Bachmann property has stood for over 250 years and has seen a number of residents and businesses come and go. From 1842-1872, Scottish immigrant James Ballentyne owned the grocery that was located on the lower level at the corner of Second and Northampton Streets. Thanks to a generous donation from the Kiwanis Club of Easton, we've recreated Ballentyne's Corner on the second floor of the Bachmann, stocking it with period necessities and affordable luxuries. The dry goods store had its grand re-opening in late October when Mr. Ballentyne (Burt Merriam) was in residence to guide Williams Elementary students through an old-fashioned shopping experience.

Watch this space for more fascinating information about the Bachmann property through the years. There may even be a ghost story or two.

Marianne Phifer



Jesse Lange of Lange Estate Winery and Vineyards - Honorary Wine Auction Chair

2017 Lehigh Valley Wine Auction & Gala

Friday, November 17th marked the 11th anniversary of the Lehigh Valley Wine Auction, the premier community event that benefits two of the region's oldest non-profit organizations and their many programs and projects - The Children's Home of Easton and NCHGS. The evening featured both live and silent auctions with lot values ranging from \$150 to \$3,500 and included fine wine, dining, and exciting prizes for guests.

This year there were a range of generous sponsors including Fodera & Long Trial Lawyers, Air Products, PPL, Paxos Restaurant Group, and Brown-Daub Family of Dealerships. Caterers included Elizabeth Mulrine, 3rd and Ferry Fish Market, Dundore & Heister, Maxim's 22, Sweet Girlz Bakery, and Fieldstone Coffee Roasters. **Save the date for our 2018 Gala with David Ramey: October 20, 2018.**

Seasonal Tours

Need a special, low-cost adventure for you and the family after the holidays?
Consider a private tour!

The Sigal Museum, 1753 Bachmann Publick House, 1807 Jacob Nicholas House, and 1833 Mixsell-Illick House are all available for private tours. Special walking tours of Historic Downtown Easton are also available. For more information, contact Carey Birgel at c.birgel@northamptonctymuseum.org or 610-253-1222.

Upcoming Events

The Cat's Meow: Lehigh Valley in the Age of Art Deco and the Roaring Twenties - ongoing
Step back into 1920s and '30s America when the Lehigh Valley was roaring with red light districts, illegal underground speakeasies, and organized crime. Free with museum admission.

MUSEUM CLOSED for Christmas Eve on December 24.

Battle of the Bulge and WWII Veterans Talk - January 6, 2018 at 12:30pm
Members of the Lehigh Valley Chapter, Veterans of the Battle of the Bulge, will be joined by veterans of other WWII battles. Moderated by Bill Gieske, they will share their stories, relate the conditions of the battles and the price the Allies paid to win the war. Program is free with museum admission or \$5 for program only. Free for active military and reserve members.

Twelfth Night Potluck Feast - January 6, 2018 from 2-4pm
Members and volunteers - Come one, come all to our annual Potluck Feast celebration. Bring a dish to share or simply bring yourself for an afternoon of fun and fellowship. We'll also be honored to host the veterans from the day's earlier WWII commemoration. Call or e-mail Carey Birgel to RSVP.

Sheiks and Shebas Evening - February 10, 2018 from 6-8pm
Put on your fancy dress of 1920s best for a romantic night out at the Sigal Museum. Join us for some pre-Valentine's festivities with nighttime tours of *The Cat's Meow* exhibition, a screening of Rudolph Valentino's *The Sheik*, music, 1920s dance lessons, wine, hors d'oeuvres, and more. \$10 for members, \$15 for non-members. Call or e-mail Carey Birgel to RSVP.

Bethlehem Palette Club: Annual Spring Juried Exhibition - February 23 - April 8th, 2018
See the beautiful spring acrylic and oil paintings of the Bethlehem Palette Club.

1920s Fashion Talk - February 24, 2018 at 1:30pm
Clare Sauro, Curator of the Drexel University's Robert and Penny Fox Historic Costume Collection, will visit to discuss one of her favorite periods in fashion history. Learn about the dramatic sartorial shifts of the 1920s and how they reflected a dynamic new world. Program is free with museum admission or \$5 for program only.

The Little Apple: Easton During Prohibition - March 3, 2018 at 1:00pm
Join Richard Hope for true tales of downtown Easton's racy 1920s past.

Spring Fling Tea - March 10, 2018, 2-4pm
We'll be throwing open the doors of the Mixsell-Illick House to usher in spring with a seasonal tea and entertainment. \$20 per person. RSVP required.

Arts Community of Easton: Annual Spring Exhibition and Open House
Join us for free tours of the ACE exhibition this spring.
Open House: April 21 and 22, 2018. Exhibition runs through June 24, 2018.

Save the Dates

May 2018: **Jacob Hart Painting Reveal & Reception**

June 2018: **Easton, 1774: Edge of Revolution** (*NEW Bachmann Players show)



Research at Moyer Library Confirms a New Daughter of the American Revolution

One of our library leaders and volunteers, Howard McGinn, recently helped researcher Ava Fink discover her patriotic roots. McGinn facilitated with Fink's research on ancestor Martin Kind. Kind was a sergeant in Captain Lewis Stacher's Northampton County Militia during the American Revolution. He took an oath of Allegiance in 1779. Congrats on a job well done, Mr. McGinn!

Interested in your genealogy? Get started today!
Contact the Jane S. Moyer Library for an appointment:
library@northamptonctymuseum.org, or dial 610-253-1222.



Pictured (l-r) are Kim McCroden, Alice Browning and Ava Fink.
(Photo by Sandy Murphy)

**Harrison Resident, Ava Fink,
Admitted to the D.A.R.**

The Black Experience of Easton Project

The Sigal Museum is working with Lafayette College to collect the oral histories of local African American leaders of Easton. The project will culminate in a publication by Professor Andrea Smith, as well as a permanent gallery addition on the first floor of the Sigal Museum. The oral history project is part of a greater collaborative initiative to document and research ethnic diversity of Easton over the last fifty years. *Learn more online: <http://sites.lafayette.edu/lvehc/>*



Northampton
County
Historical &
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Society

342 Northampton Street
Easton, PA 18042

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