

Yesteryears

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Tuesday, January 12, 1993

Section of The Salem News

Templin seeds sprouted coast to coast

Mail order business thrived in the 1890s

By Lois Firestone

FRAUD WAS RAMPANT IN the mail order seed business in 1866, especially in the midwest, and buyers who had been hoodwinked more than once were doubly wary. But Lewis Templin was certain he could make a go of the elaborate greenhouse he and his four sons put up in Calla, a small rural settlement in Green Township.

The Templins weren't novices in the nursery business; they'd been fruit and ornamental shrub and tree growers for six years. Lewis had broken away from his shoemaking trade years before to farm several acres of land in the township. His fascination with nature was satisfied in 1860 when, with little experience, he started up his L. Templin & Sons fruit and ornamental nursery. He was a pioneer in the field; ten years would pass before Washington Atlee Burpee opened his mail order seed business in Philadelphia.

Lewis was ten years old when Richard and Mary Templin packed up their family and made the rigorous journey over the mountains to Ohio. Lancaster, Pennsylvania in the 1820s was, they felt, a city of temptation, with teeming masses of people crowded into tenement-like homes. Richard gave up a lucrative job as a molder to make the move, but he was certain his children would have a better chance for success in business if they left Lancaster. That turned out to be true for Lewis — his 12-acre Templin nurseries would give Calla, Ohio a nationwide reputation, the rival of Burpee and other famous seed companies.

He was 24 when he married Sarah Small, a local girl; they had eleven children, although three died when they were infants. The oldest boy, Alexander, died in the Battle of Stone River during the Civil War, but the other four boys — Andrew, Richard, Mark and Samuel — joined their father in the nursery business.

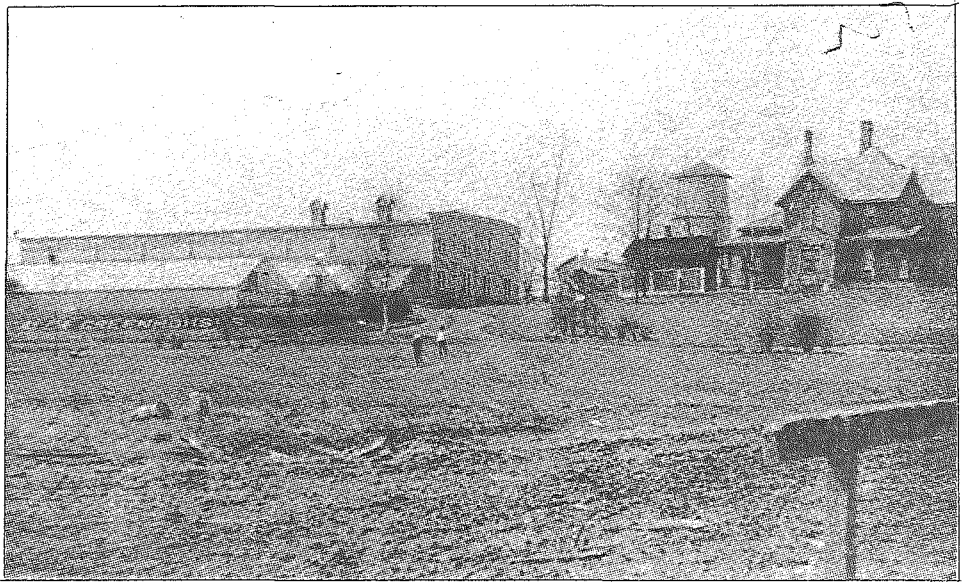
"Quality" was Lewis' trademark from the outset; he provided quality seed, at the same time guaranteeing the product. Careful seed testing and the dating of each seed packet increased the reliability of Templin seeds.

Like the religious Shakers in New York, Lewis' boys were traveling seedsmen, canvassing the countryside for sales and relying on word-of-mouth rather than formal advertising. The Templins believed in the family motto, "A pleased customer is the best advertisement."

Erie and Lackawanna trains ran past the settlement, originally called Loveland after early settler David Loveland, but travelers or shippers of goods were forced to drive the few miles north to the Greenford station. Lewis built a train depot at Calla in 1892 and the depot was eventually acclaimed as the finest on the line.

In 1869 the government gave first class status to a new post office to be built there because of the heavy mails going to and from Templins. The name of the community was changed to Calla because of the nursery operation. Lewis was named post master; the post office grew to be the largest in Mahoning county.

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The Calla Road is in the foreground in this photo of the Templin greenhouses, seed packaging shop, water tower and home taken in the 1850s.



Postal employees and drivers pose at the front of the U.S. Postoffice in Calla. Note the two rural delivery wagons in this 1880s photo. Calla had a postoffice from 1881 to 1933.

Witness to robbery


By Lois Firestone

It never fails; the most interesting anecdotes about some past happening we're researching turn up AFTER the story is in print. In this case, a witness to the 1935 Union Bank robbery in Columbiana (*Yesteryears*, December 22 issue) called to give us a firsthand account of her experience.

Edith Hoopes Hussar lives in Salem today, but in 1935 she was a young girl working as one of three switchboard operators at the Columbiana telephone office above Isaly's Dairy.

Edith lived in an upstairs apartment above Clapp's Drugstore and across from the bank. At noon on Thursday, Dec. 26, 1935 Edith finished her split shift and headed home. "I'd just got home and looked out the window to see a strange car parked in the alley beside the bank," she remembers. "I thought to myself, 'That looks like it could be a bank robber's car,' not imagining that that would be possible since we'd never seen ANYTHING like that around Columbiana. Then I saw the man with the machine gun and saw Mr. Tidd shooting."

Tracy Tidd's apartment was adjacent to hers and the next few moments were frightening for the young woman who realized she was in the line of fire as bullets ricocheted back and forth from robber to defender. "Finally, I saw three men run out of the bank carrying a gunny sack. They jumped in their car and raced off," Helen recalls. "I was afraid to go out until I was sure they'd gotten away. I knew Hazel Kerr was alone at the switchboard and would be overwhelmed with calls about the robbery so I grabbed my coat and ran up the street to the telephone office to help her. For hours afterward, the switchboards were jammed...When I read about the robbery in *Yesteryears* it all came back to me."



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Two hours changed his life

By Graham Heathcote
Associated Press Writer

ON APRIL 12, 1945, British Lt. Col. Bob Daniell was leading a tank column in northwest Germany when he met a German major running along the road with his coat undone.

"I thought that was odd because you never saw a German officer with his coat flapping," recalls Daniell, now 91. "He said we shouldn't go on because there was disease ahead, typhoid. Tanks never took prisoners so we waved him behind us."

Daniell's commander, Brig. Roscoe Harvey of the 10th Hussars, told him to go check out a concentration camp just ahead while he went to attend to one of his other tanks that was in trouble.

"He said I could have two hours," Daniell says. "What I saw in those two hours changed me for the rest of my life."

Daniell, who retired from the army as a brigadier, the equivalent of a U.S. brigadier general, was the first Allied witness to the horrors of Belsen, where tens of thousands of prisoners, mostly Jews, died of starvation and disease and others from beatings and torture.

The camp still held more than 60,000 prisoners when it was officially liberated three days later. Most were in critical condition, and there were 10,000 more rotting corpses on

the ground and in the barracks.

In the first five days of liberation, 14,000 prisoners died and another 14,000 perished in the following weeks.

Daniell's story is just now being heard, after he was tracked down by producers for the British Broadcasting Corp. At his home in the Suffolk village of Tostock, 85 miles northeast of London, Daniell told his story in more detail to The Associated Press.

Even at his age, Daniell is still highly alert but moves only with a walker. He sat well wrapped up in an armchair beside his desk, sometimes moving an ashtray or a book to indicate military positions.

Daniell recalls simply bashing his way into the Belsen camp.

"There were a miserable-looking lot of guards and I smashed my tank through the gate and through the wall of a house," he says. "It was the office and an unpleasant-looking man was there madly packing papers in boxes. He didn't speak to me. I found out later he was Josef Kramer, the commandant."

"I left my crew in the tank and walked around with my revolver in my hand."

"I think the guards were shaken so much by my tank going through the gate without opening it that they made no attempt to fight me. I saw a man go to a door of a building and lock it. I shot the lock off and found it was the hospital. It was crammed

with tiers of bunks on which lay starving, sick and helpless people. Those in the bottom tiers had drowned in urine and excrement coming down from those at the top.

"I walked down a slope to some large shelters, shot off the locks and found hundreds of naked and seminaked skeletal people lying on straw. I tried to get them out but they were too frightened. I found five little children sitting on the naked, bloated body of a woman who must have been dead for a week. They were playing a game of short and long straws."

"As I was trying to get the lock off a shelter, I noticed an extremely well-dressed woman with an Alsatian (German shepherd dog) on a leash behind me ... She was Irma Grese, the guard who got her dog to tear little children to pieces."

"Then I heard shots and found corpses of prisoners who were shot by the guards as they tried to get over the wire when they heard our guns advancing."

"There were Hitler Youth shooting prisoners so they would die in agony, the men in the groin and the women up the backside."

"I was so disgusted I shot the guards with the last four rounds I had. They were the scum of the earth, horrible."

"They lifted their guns and shot at

Turn to TWO HOURS on page 6

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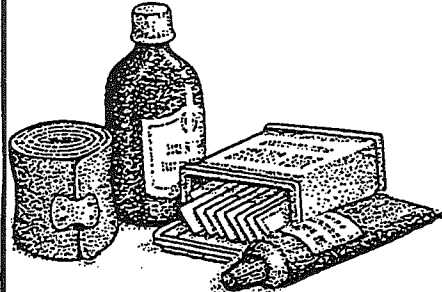
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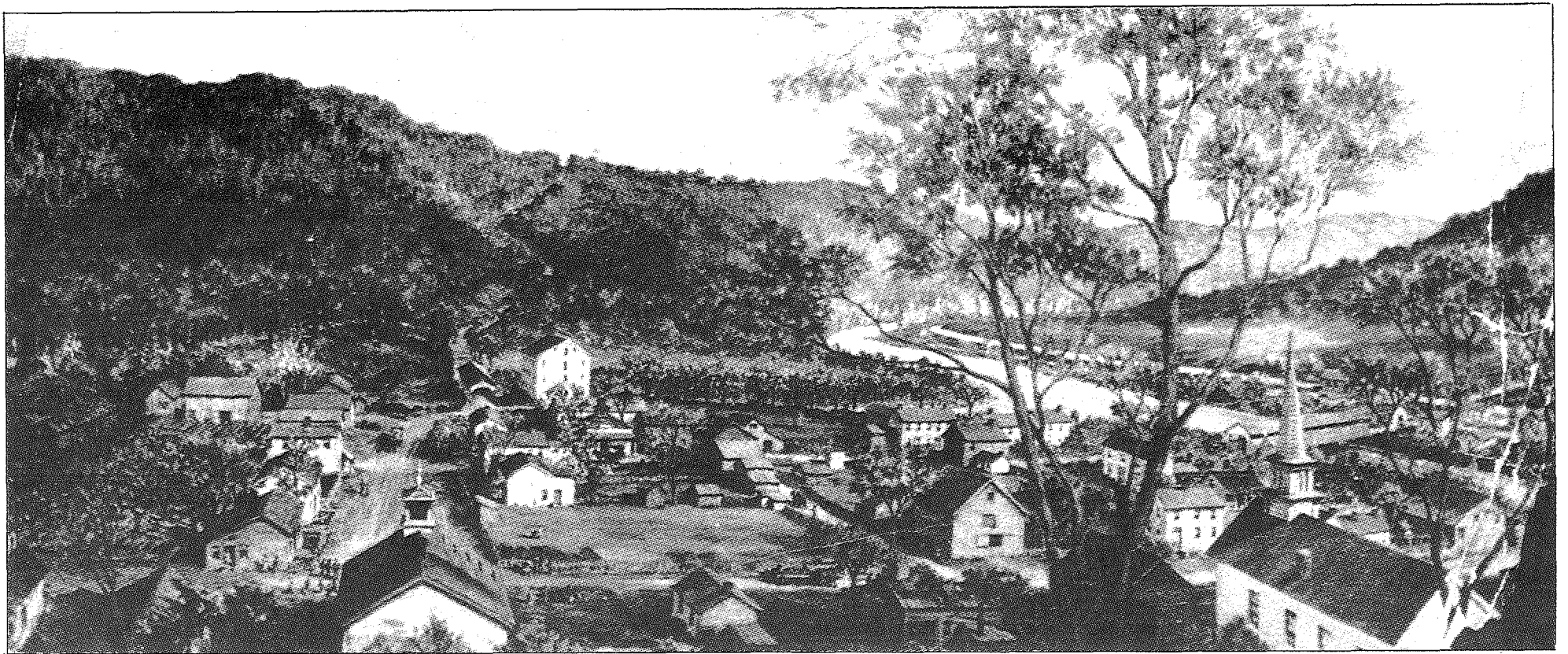
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Salem artist presents 19th century view of Fredricktown

In 1935, J.W. Livingston of Salem painted a view of Fredericktown, near Calcutta, (below) based on the photo (above) taken in 1885. The artist widened the view to the right to include a church and a clearer view of the Sandy Beaver Canal. He also included some of the people shown in the photo in front of the other church (left foreground). East Liverpool historian and author Gary Winterburn supplied these two pictures. He said he had heard that Livingston was an itinerant artist. We'd like to learn more about Livingston. Anyone with information should call the Yesteryears staff at the Salem News.



Fossilized clam supports Vikings-to-America-first

A FOSSILIZED NORTH America clam, deposited in Denmark 200 years before Christopher Columbus arrived in the Americas, brings new evidence that Vikings were the first Europeans in the New World.

"This is the first scientific evidence that contacts with the North American continent were made long before Columbus," Kaj Strand Petersen, a senior researcher at the Danish Geological Survey in Copenhagen, has revealed.

A one-inch fossilized sliver of the American soft-shell clam was found earlier this year near Skagen, the northern tip of Denmark. The Aarhus University dating laboratory

said the soft-shell clam lived sometime between 1255 and 1295, with a margin of error of 25 years.

According to Scandinavian sagas, Norwegian explorer Leif Ericsson discovered Vinland, believed to be Newfoundland, Canada, around the year 1000.

Archaeologists previously have found a Viking bronze needle and a weight stone from a spinning wheel in northeastern Canada.

In addition, a North American Indian arrowhead has been unearthed in a tomb near a Viking settlement in Greenland.

Two hours
Continued from page 2

me but they couldn't shoot straight. They had been shooting helpless people on the ground from a few feet away and I was facing them with a gun in my hand.

"I saw an older guard without a gun coming down the hillside with some uncooked potatoes. A crowd of people surrounded and killed him although they had hardly any strength.

"There was a huge trench with probably 3,000 corpses in it. Putrefying bodies give off gases which make the bodies move and the pile was heaving as if the dead were alive. I told a guard to straighten out the bodies but he ran away.

"I went back to my tank and said we had to get on with the war. We had to get to the Baltic ports before the Russians. I told Harvey the camp was a place of death and atrocities so terrible that I wouldn't describe it to him and he said, 'Don't.' Harvey told army HQ and asked for Red Cross teams and blankets."

"I was glad I hadn't taken my soldiers in as they would have killed all the guards."

Kramer and Grese were among 11

of the camp staff who were hanged for their crimes after trial by a British military court at the end of 1945.

Daniell, who was awarded the Distinguished Service Order, retired in 1952 and then spent 20 years with the bodyguard of Queen Elizabeth II at Buckingham Palace.

Daniell began the war in North Africa, where he was impressed with his German enemies.

"Their behavior in the desert was exemplary and there was a shared sense of honor between them and the British army, despite the evils of Nazism," he recalls.

Daniell says the German soldiers in Europe were quite different.

"They had only one idea, to kill as many British soldiers as they could before they themselves were killed."

Daniell says he was told nothing about concentration camps and he only discovered what was happening when his unit came upon railroad trucks at Flers in Normandy crammed with French Jews awaiting deportation to death. The Germans had retreated before they could dispatch the trucks.

37 years ago in January

JANUARY 1955

WASHINGTON — President Eisenhower late today, expressed "disappointment" that Dag Hammarskjöld has been unable to win release of 11 American airmen imprisoned by Red China.

At the same time, Mr. Eisenhower warned the American public against "expressing thoughts of reprisal or retaliation" lest this country fall into a "Communist trap" and endanger the lives of the imprisoned fliers.

PANAMA — The National Assembly today ousted President Jose Ramon Guizado and ordered his immediate arrest to stand trial on charges of helping plot the Jan. 2 assassination of his predecessor.

In an early morning session lasting more than five hours the Assembly heard the district attorney read a sworn confession to the murder of President Jose Antonio Remon by lawyer Ruben Miro.

On the basis of the confession the Assembly unanimously approved a resolution removing Guizado from office and naming Ricardo Arias Espinoza, the new president.

LAMBARENE, French Equatorial Africa — Dr. Albert Schweitzer turned 80 today dodging the world's acclaim of his "humble" service to humanity.

Deep in the steaming jungle he chose for a home, Schweitzer spent the day as he had spent half his life — taking care of lepers, and other ailing natives at the hospital he built.

WASHINGTON — Housing officials have reported tentative settlements to recover more than one million dollars from four builders who allegedly piled up windfall "profits" in government-insured housing projects.

Sen. Capehart (R-Ind.) estimated builders made 500 million to one billion dollars of excessive profits by getting government insured mortgages for amounts larger than the cost of projects and pocketing the difference.

SOUTHEND, England — A panty-clad monkey named Jokko was

arrested for drunkenness yesterday, proving that Benedictine is hardly a proper potion for primates.

Jokko found a bottle of the liqueur while prowling around the house in the absence of his owner Mrs. Molly Jones. Several drinks later, he rummaged through a drawer and turned

up a pair of pink nylon panties. Donning these, he staggered out of the house.

He soon attracted a large audience of homebound school children and the rumpus attracted a policeman who took the tiny beast to the station house. Upon arrival, Jokko, now in a bad humor, threw papers about and bit the desk sergeant. Police finally had to lock him in a cell.

Mrs. Jones was found at last and took Jokko home. He meekly closed his bloodshot little eyes and went to nurse a severe hangover.

TOKYO — A Japanese team en route to collect remains of Japanese war dead on South Pacific islands plans to scatter leaflets by airplane in east New Guinea calling on hold-out Japanese World War II soldiers to surrender.

Kyodo news service today said "a considerable number of former Japanese soldiers and Marines are believed to be still hiding in dense jungles in the area."

WASHINGTON — President Eisenhower today asked Congress to extend the draft law four years, grant pay increases to "career" servicemen and create a powerful military reserve to deal with any aggressor "so criminally unwise to attempt an atomic attack."

The President set out the administration's military manpower program in two special messages. He said his proposals would give the United States "the proper military posture" for the first time in peacetime. He also proposed pay increases only for men willing to serve longer than a minimum time. He said it is "necessary to maintain the experienced hard core of a modern fighting force."

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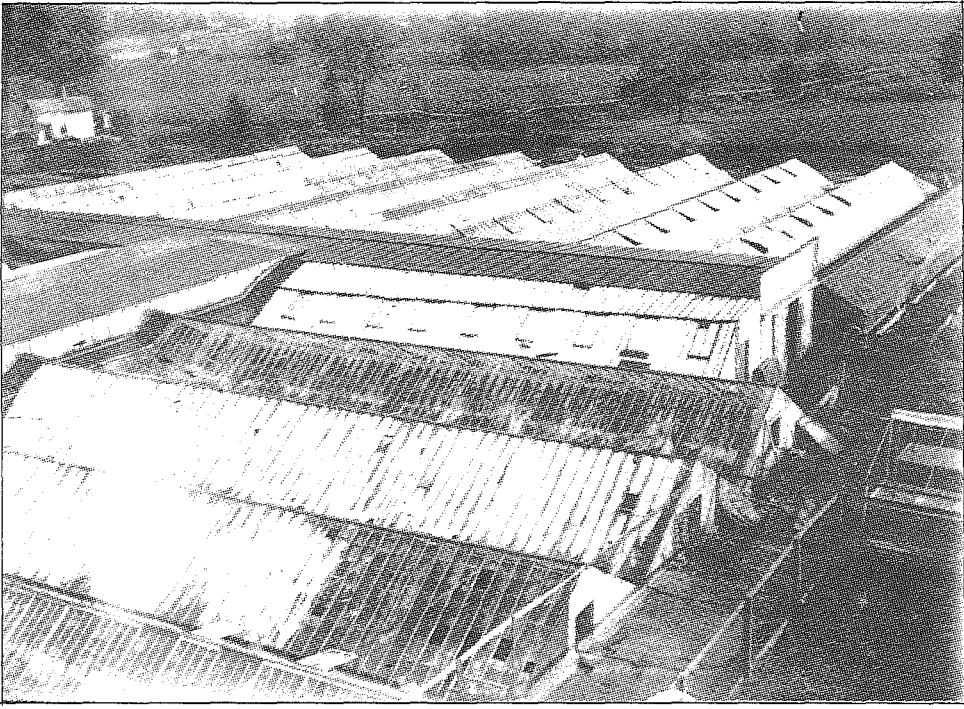
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The complex of greenhouses at the Templin Nursery in Calla can be seen in this photo made from a glass negative.



A Templin workman waits for the train with the day's shipment of fruit trees waiting to be picked up at the Calla depot.

Templin

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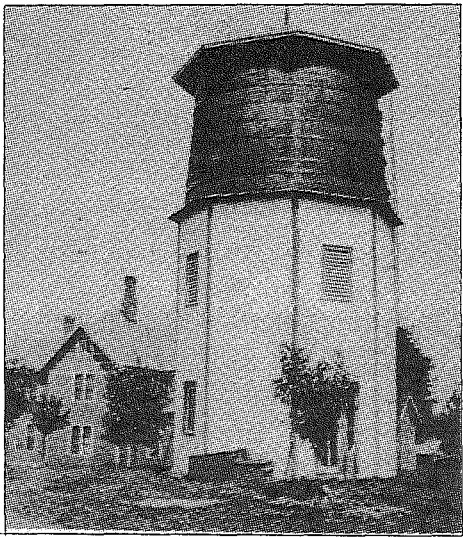
The firm's catalogs were designed and published by Mark Templin in the printing plant erected along the railway. Paper was bought by the carload and the plant had a composing room, presses, and folders. The firm also manufactured their own mailing boxes.

Over 300,000 catalogues were sent out annually, mostly to retail customers who responded with small individual orders. Templins relied wholly on the retail trade, eschewing the wholesale markets which other mail order houses courted. Probably because they were thumbed through and reread by every member of a family for an entire season, the catalogs, though printed in huge numbers, are scarce collector's items today.

In 1885, Lewis discontinued nursery stock and concentrated on the best methods of caring for and shipping plants, seeds, bulbs and small shrubbery.

An impressive variety of flower and vegetable seeds and plants could be bought for a few dollars, mainly because of the company's economies in printing coupled with the double advantage of having a post office and railroad station close at hand. Still, the company was reluctant to advertise new varieties until they were proved successful — according to their 1896 catalog, another of their mottoes was "Go Slow" on novelties.

Company offerings were nothing if not versatile. The demand for eggs from three or four leading varieties of fowls "was far beyond our expectation," the 1898 catalog read. "In fact it was almost impossible to procure reliable eggs in sufficient quantities to fill orders promptly." To meet the demand Templins organized the 20-member Calla Poultry Association: each member would



The water tower which stood for years on the Templin property but later torn down.

grow a specific breed on their farm, "thereby insuring purity and vigor that cannot be obtained in any other way." The setting of thirteen from Light Brahmas for \$1.50 was typical, but the company also sold nine-egg settings from Bronze Turkeys for \$2.25 and eleven-egg settings from Imperial Pekin Ducks for \$1.

In 1908, Templins sold cultivators, drill, hoes and plows in prices ranging from \$5 to \$10.50. A half pound cake of sulpho-tobacco soap selling for 28 cents postpaid was "a positive and convenient exterminator of all kinds of insect life on plants in the window, greenhouse or garden — absolutely safe and non-injurious to the tenderest plant."

Templin's Sterling Lawn Mowers, illustrated in the 1894 catalog, sold from \$2.75 for a 10-inch cut to \$4 for an 18-inch cut. "We are offering the best and easiest running lawn mowers made. Not the cheapest, because we know you can buy cheaper machines at any little country hardware store. A low priced mower is always the most expensive in the end and they never do good work."

To the buyers, a vegetable garden wasn't a sometime venture, it was an essential element in their lives.



The Calla Evangelical Community Church shortly after it was built in 1873. Mark Templin was Sunday School superintendent of the church for 25 years.

People couldn't go to the corner market in those days and pick up a dozen ears of corn or pound of onions; if they wanted strawberries on their tables or a spoonful of saffras for tea they had to grow them. Most standard packets of fresh seeds were four cents apiece although there was a popular "family collection" of 25 packets at only two cents each.

Richard's son, Wilbur who joined the firm in later years, authored a booklet, "Beautiful Flowers and Their Culture" which Templins sold. Besides the regular catalogs, Mark specialized in printing "Beautiful Flowers from the Calla Greenhouses" and other publications including "The Family Garden."

Testimonials poured in by the hundreds for nearly 50 years. Here are a few examples. "Gentlemen: We have had a hot time with Kohl Rabi. Having a tough time time with Lettuce; it is so good the sparrows come in dozens, night and morning..." From George McG—, Youngstown.

"Gentlemen: I received my order and everything came in splendid condition, with the exception of one tree that was partly split... but no

wonder considering the number of miles they came..." From Pearl C—, Parker, Colorado.

"Gentlemen: I have had my Orange tree for three years. It now has 73 oranges on it. We have planted it in the front yard. It attracts a great deal of attention. I would not take \$10.00 and do without it." From Mrs. Sallie Walker, Winnfield, Louisiana.

"Gentlemen: Words fail me when I try to express my delight when I opened the basket and beheld its contents." From Mrs. Ethel Barber, Jacksonville, Texas.

"Gentlemen: This is now 12 years since I sent my first order to your house. I have never received any seed from you that were not satisfactory. I have not had but one mistake in that time and it was immediately rectified..." From Mrs. D. W. B—, Hillside, Michigan.

There was little turnover in employees and the fifty men and women who worked in the greenhouses, printing plant and offices stayed for years. Picnics and other get togethers cemented friendships

Turn to next page



Photos courtesy of Gordon Calvin

Fire engulfs the Templin printing shop during the 1990 practice burning by the Green Township Volunteer Fire Department.

Templin
Continued from page 7

that lasted for decades. During the peak years the enterprise had an annual business of \$75,000. In January 1892, however, tragedy struck when a fire swept through the greenhouses, destroying the entire spring crop. Plants which escaped the flames quickly froze. Insurance companies at that time didn't insure greenhouses or their contents, so Lewis was forced to absorb the \$20,000 loss.

Although the firm quickly rebuilt on an even larger scale, the sons gradually withdrew from the company. After Lewis' death in the spring of 1899, only Richard and Mark continued the business.

In the face of competition and rising costs, prices which had stayed constant or even been reduced during the 1890s doubled during the next 15 years. Richard sold out in 1905 and in 1907 the company failed, went into receivership, then struggled for another decade carrying the name Calla Seed Company before Mark finally retired. Albert Sigle took over as owner in 1911.

The Templins had been a strong force in the area's growth. Lewis was a township trustee in the 1850s and a school board member in the 1860s while Richard was a justice of the peace and school board member throughout the 1850s.

Mark, a strict "temperance man," was the superintendent of the Calla Evangelical Community Church for years and as mayor of Canfield assessed heavy fines on scores of men during prohibition raids. Although Templins sold tobacco plants which he said were useful insecticides, Mark also discussed the weed's use in the catalogs: "It is smoked, chewed and snuffed, and spat about all over the world; and in every case makes the user filthy and repulsive to the feelings and senses of the non-users. Next to intoxicants, it is probably the greatest curse of the nations of the earth today."

In later years he took to publicly stating his conservative views on



Photos courtesy of Gordon Calvin

Employees of the Templin Co. pose on the front porch of the Mark Templin home during the annual company picnic during the firm's heyday. The house was the original home of company founder Lewis Templin.



The ten-room home Lewis Templin built at Calla on the grounds of the family nursery. In later years, Lewis' son Mark lived in the home.

local editorial pages: to him Franklin Delano Roosevelt was anathema, hard work was the only way to live and old age pensions were ridiculous because it was the duty of children to care for their parents.

Mark went to work as a carpenter for the Heller-Murray Co. but he remained in touch with the profession he knew best and loved. He was 79 when he supervised the landscaping of Columbiana's Firestone Park in 1935. Mark Templin died nine years later.

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Planet Jr. No. 17 Single Wheel Hoe, Cultivator and Plow.

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Some examples of items appearing in the Templin catalogs points up the variety of goods available from the company.