Fifty Years Growth and Progress of the Town Newspaper

"I wish no other Herald. I must read this paper." — King Richard III

Great oaks from little acorns grow, and all that sort of agonizing.
Fifty years of continuous circulation has made the Rockdale Herald a true friend of Rockdale and a close attention to its business, interwoven with some pleasant happenings, long ago and yesteryears.

The close of the first century of publication of The Rockdale Herald makes an appropriate gesture equal in all journalistic history. The writer, who is — and has been — the publisher through all these years, enters the dispenser business in a small way at the tender age of seven years. At first he printed only handbills, but bit by bit he got the Chester newspapers, the Times and the old Evening News, and the distance through the town became such that others also, all about everybody, the six Philadelphia newspapers, for more than twenty years, thus acquiring the Rockdale Herald.

When we were a teen-age boy, it was the custom with the clothing stores, and we had acquired a habit of bringing in a little work, and taking, upon occasion, salt, pepper, peapods, and such. This small sheet was printed a page at a time on an 8 x 12 press, the type being hand set, and a larger press was brought up from Salem, N. J. The old press printed two pages a day, and we had to hand and turn the crank with the other. It was thus necessary for our right hand to do this work, and we have been obliged to roll up our pants to the knees and operate the press under water.

The beginning of the printing business which has been in operation for more than fifty years. In October, 1888, still trying for more printing, we began another press, and on an enterprise, a small weekly newspaper was begun as an experiment. Not expecting to endure long, this little sheet, about 12 x 12 inches, was continued for one week. It contained predictions of the future, and nearly every week we worked under the kerosene lamp until the next week arrived. This was the press we are using today.

In those days hand-set type was necessary, and after hand-set type is now being used, we have been obliged to roll up our pants to the knees and operate the press under water. In those days hand-set type was necessary, and after hand-set type is now being used, we have been obliged to roll up our pants to the knees and operate the press under water.

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THE OLD RED BRIDGE

So called because the wooden structure was painted a bright red. It spanned the west branch of Chester Creek near where the Soldiers' Monument now stands. It was replaced by a handsome modern stone and concrete span in 1932.

CHESTER CREEK RAILROAD

At the base of Biddle's Hill

POPULAR WRITERS HAVE LARGE HERALD READERS

In the fifty years of its career, The Rockdale Herald has had some valuable correspondents and auxiliary editors. Among them in 1900 Ambrose S. Ottey, an oldtime Rockdale boy and a blacksmith who had moved from Rockdale to Claymont, Del., wrote articles every week on the oldtime doings in Rockdale.

Otway E. Hutchings, a retired pharmacist, also with a deep-seated love for Rockdale, where he lived for many years, used to write letters every week on historical, political and scientific matters, under the pseudonym of "Overbrook."

Frank D. Gold for thirty years wrote every week the happenings around Wawa, under the heading, Wawa Whispers. Frank passed on to his reward December 18, 1942.

Dr. Charles B. Shortlidge delighted the Herald readers every week with his news letter from Lima, and also wrote on scientific subjects under the nom-de-plume of "Old Man River." Dr. Shortlidge has also passed on, to the regret of his many Herald readers.

CHARLES T. BONNER

Postmaster at Glen Riddle. Everybody's friend, he's an ever present help in time of trouble. On January 25, 1941, the main works of the Herald press, Herbert R. Griffith, the publisher's son, was called into the army, and remained in the service until August, 1945, 4 years. When the boy was called, Charlie also called. He stated that, while he is not a printer, he would like to help out in the emergency, and he ran errands, folded papers and performed many other chores which enabled the editor to carry on alone. We owe Charlie an everlasting debt of gratitude.

Best Wishes of
LOUIS ESSAF
Lenni, Pa.

Best Wishes of
HERBERT R. GRIFFITH
Veteran of World War II, Foreman and Superintendent of the Herald's mechanical department.

CONGRATULATIONS
ON
50th ANNIVERSARY

THE
THOMAS W. PRICE CO.

14-16 SOUTH FIFTH STREET
PHILADELPHIA, PA.

We Appreciate
the Patronage of
Our Advertisers

Best Wishes of
WILLIAM J. WOLF

Wolf Building
Chester, Pennsylvania

C hester-Cambridge
B ank and Trust Company

Alberta Federal Reserve System
Member Federal Deposit Insurance Corporation

next pay-day...
Open a Special
Check-Plan
(Account
(No Minimum Balance)

ADVANTAGES:
No charge for deposits... No monthly service charge...
$2.00 for a book of 20 checks.

Congratulations to "Squire" William E. Griffith, Editor and Proprietor, on the 50th Anniversary of The Rockdale Herald.

Dear "Squire" Griffith:

Your 50 successful years as founder, editor and proprietor of The Rockdale Herald stand as a triumph of American freedom and individual initiative.

From amateur beginnings as a boy with a toy printing press, you established a weekly newspaper that commands the respect of the community, and of everyone who has an opportunity to read The Rockdale Herald.

The Chester Times takes sincere gratification from your acknowledgment that it had a small part in creating your early interest in the newspaper business, when, as a seven-year-old lad, you were a newsboy for this daily.

But the Times takes friendly issue with your statement that "there is no use for a newspaper" in your town, because it isn’t a town, but a country village "where everybody knows everybody else, and all about everybody else’s business."

Wherever people gather together in community living there is an opportunity—and need—for a journalist who will chronicle their daily and weekly comings and goings. You have done that superbly over 50 interesting years.

Your success belies your self-effacing statement that there is "no use for a newspaper" in your community.

The Chester Times congratulates you on the Golden Anniversary of your Rockdale Herald, and wishes you many more years of service as the chronicler of happenings in your section of the Chester Creek Valley.
The Rockdale Herald - Golden Jubilee Edition

Congratulations for 50 Years of Service to the Community from a New Organization

Boulevard Florist, Inc.
Ruth Shisler - Ann Worrell - Howard Faddis, Jr.
Flowerphones: Chester 3-5447 - Ridley Park 0166

Congratulations
To the Rockdale Herald and Wm. E. Griffith on their
Golden Anniversary
May the Herald and its brilliant editor enjoy many
more years of success and community service.

Richards & Schrader
Chester Heights Concordville

Congratulations
To the Rockdale Herald on its 50th Anniversary, as we appreciate the efforts necessary
to give satisfaction to the public over so many years.
Carl A. Doubet

Phone Chester 3-6119 All Hours

Messmer Florist
Wallace H. Wilson, Proprietor
716 Welsh St., Chester, Pa.
Member Florists Telegraph Delivery

Which kind of a Saver are You?

Minus-Saver
Zero-Saver
Plus-Saver

Open a Savings Account and find out how easy it is to build a Bank Balance.
1 Percent Interest Paid.

The First National Bank
Of Media
Member Federal Deposit Insurance Corporation

Felicitations
and
Greetings
from

Sunroc Refrigeration Co.
Manufacturers of Electric Water Coolers

Glen Riddle, Pa.

May We Exchange Congratulations?

Victoria Plush Mill is also 50 years old, reaching its Fiftieth Anniversary This Year!

Victoria Plush Mill
Swarthmore and Lenni, Pa.
At the right is the plant of the Lane-Hall Textile weaving Company. The building in the center is that of the Aldon Rug Company, and the building to the left is the Jefferis Dye Works.

Erected 1851. Turn down 1916. Oldest building in Rockdale.

Formerly Wolf's store, and, before that, Griffith's.

Erected 1753. Turn down 1920.

Mount road, Rockdale, where the publisher of the Herald got all of his education. Erected 1859. Replaced by the present school, 1917.

Built by Samuel Riddle in 1857, to provide increased water power to drive the machinery.
CALVARY CHURCH, CEMETERY AND RECTORY
Erected 1736

SEVEN STARS HOTEL AT VILLAGE GREEN
Erected 1736

ST. FRANCIS DE SALES PAROCHIAL SCHOOL
Erected 1926

LENNI HEIGHTS FIRE HOUSE

INTERIOR OF ST. FRANCIS DE SALES' CHURCH
Erected 1887. Torn down to make way for the new church, 1898.

OLD MT. HOPE CHURCH
Erected 1807. Torn down to make way for the new church, 1898.

CONVENT OF OUR LADY OF ANGELS—1873
Replaced by a modern structure in 1900

VICTORIA FOOT BRIDGE
Leading from Lenni to new road.

PENN TAPESTRY MILLS
New operated by Charles Athena & Son — Mill Work

SUNROC REFRIGERATION COMPANY
Glen Riddle
Congratulations and Best Wishes

to a

Wonderful Brother

HORACE S. GRIFFITH'S SONS
Funeral Directors
NORWOOD, PA.

Congratulations
On Your
Golden Anniversary

YORKSHIRE WORSTED MILLS
CONGRATULATIONS
To
THE ROCKDALE HERALD

From one half-century-old Business to another
We have been satisfying the wants of Men in Furnishings for the past Fifty-five Years

H. M. McCoy
525 Market Street
Chester, Pa.

LANE-HALL TEXTILE CORP.
Commission Burling
Mending
Invisible Mending

Plant No. 1
Chester Heights Road
Lenni Mills, Pennsylvania
Tel. Chester Heights 160

WILLIAM J. HALLINAN, Pres.
HENRY P. HALLINAN, Treas.

Compliments
of
JEFFRIES DYE WORKS
LENNI, PA.
A BIT OF ROCKDALE'S SKY LINE

Viewed from the railroad

ROCKDALE HALL

For seventy-three years the social, civic and fraternal center of the community. Completed in 1873, the building was erected through shares of stock and operated by the Rockdale Hall Association, Incorporated. On the first floor was the Literary Room, headquarters of the People's Library Association, a store and restaurant, and dwelling quarters for the janitor.

The second floor consisted of an auditorium, where were held concerts, festivals, dances, medicine shows and minstrel shows. There were two lodge rooms on the third floor. The old building is packed full of fond memories for the older people.

In 1923 the building was purchased by Calvary Church, and used as a parish hall and public center. Twenty years later, in 1946, it was sold to the Stillwell Storage firm, who still use it as a warehouse.

CROZERVILLE METHODIST CHURCH

ROCKDALE AMBULANCE BUILDING

Built, 1911. Destroyed by fire in 1943

CROZERVILLE PUBLIC SCHOOL

Rockdale

HOME OF KILLEN-MILES POST, AMERICAN LEGION

LENNI ATHLETIC CLUB

Chester Creek Railroad Bridge

At Old Rockdale Station

THE PIG'S EYE

In this building ten people were marooned during the great flood of 1843. It is along the water's edge, and the lives of those imprisoned Rockdalers were saved by a big tree falling across the current, turning the water away from the house. The tree fell just a few minutes after a prayer meeting for the safety of the prisoners was held on the bluff above the railroad. The building is still standing, but unoccupied and in a state of decay.

PARKMOUNT MILLS

Erected 1829

MEDIA, PA. PHONE

Box 483 CHESTER 3-7226

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PORK PRODUCTS

MADE EXCLUSIVELY FROM CORN FED HOGS

SAUSAGE AND SCRAPPLE OUR SPECIALTY

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