

Justus (Jay) Hogeland

b. 1927

Donald Hogeland

b. 1928

Early History

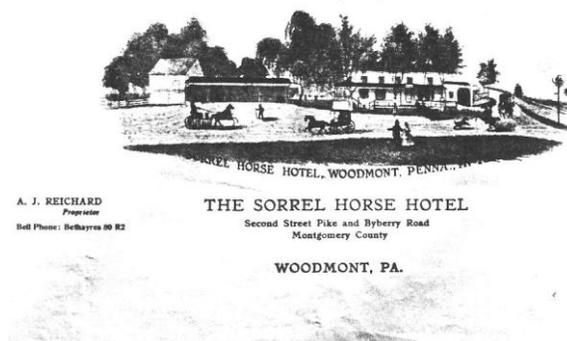
Our grandparents, Isaac and Luella Hogeland, owned a large farm next to where Carriage Lane is, on the east side of Huntingdon Pike, below and behind where our parents' house was located. In fact, our house was built on two acres of the Hogeland farm. The farm house still stands at the end of Carriage Lane. Isaac was a farmer, butcher, and cabinet maker. Luella had a very large garden, and she cooked for all the workers on the farm. They lost the farm during the depression but continued to live there, renting it. In 1940 they moved to Southampton where our grandfather was the butcher in Carlin's store. Stanley Stalford was our mother's brother who ran the auto sales department at the garage at the intersection of Huntingdon Pike and Philmont Ave.

Our mother's father, Joseph Stalford, was the head stone mason at the Bryn Athyn Cathedral and the Pitcairn castle. His daughter Jessie married our father Justus M. Hogeland in 1921.

[Photo: Grandfather Joseph Stalford]



At the time we were born, our parents lived in the second house south of Byberry Road on the east side of Huntingdon Pike. White's Store and a Gulf Station were on the corner of Byberry Road and Huntingdon Pike. Next to White's store was Hogeland's Ice Cream Stand and behind was a small factory where the ice cream was made. Charles White, the father, started White's Store, and his son Charles eventually took it over. The son's wife was Jean Blaetz, the daughter of publisher of The Breeze, an early newspaper in the area.



[Photo: A postcard of the Sorrel Horse Hotel]

Woodmont was the name of the Newtown line train stop on Byberry Road. The area at Second Street Pike and Byberry Road was once called Sorrel Horse. Across from the ice cream stand was where the Sorrel Horse Inn stood and Manor Care is presently there.

Alan Worthington might have a picture of it. He now lives in Trevoise. He and the Walsh family lived on Calvin Road, right across the Pike from our house. The farm was owned by the Walsh family. Alan Worthington was Roberta Worthington's son. Next door to us lived the Ortner family. The house was built by Mr. Ortner and is still standing. Our house has been torn down. Nothing has been built there yet but there is talk of building three houses on the lot.

Huntingdon Valley was a small town. Basically, you knew everybody. Before Lower Moreland High School got its name and Red Lion School was the only school, Red Lion School was called Huntingdon School. Before that the name was Moreland Township School. We have the diploma from our mother Jessie Lillie Stalford, who was graduated from Moreland School in 1917. This was right at the time when Moreland was divided into upper and lower townships. She attended elementary school in Philadelphia when her family lived there, before her father became a stone mason for Pitcairn. They moved to Huntingdon Valley and built a house next to where Brown's Drug Store and the American Store were.

There was a Moose Lodge (also known as Odd Fellows' Hall) on the other side next to them. The Moose Lodge came first, then the house where Grandmother & Grandfather Stalford lived, then a small office, used by Harold McVain who worked at Justa Farm, then the American Store, Brown's Drug Store, Reichard's Hardware Store and then the bank. All of that was torn down to make way for the Huntingdon Valley Federal Bank. On the other side of the Pike going north from Fettersmill Road was Clayton's store, the Markley house, Clayton's house, then Peggy Charles' house, the Danenberger house, and up on the hill the Greenawalt house.

We sometimes would walk to school but most days we rode the bus. H. Benton Leedom owned and operated the two buses. He owned the lumber yard in Bethayres and lived on Summit Avenue in Southampton. The two buses were driven by George Pletcher and Fred Wynkoop. The school bus we rode would stop right in front of our house and pick up all of us who lived around there. The Walsh kids, the Worthingtons, and all the Calvin Road kids came to this bus stop. The bus stopped at our house first, went up the Pike, over County Line Road, down Buck Road, and on to the school. The other bus did the lower route in the township. After school, the bus went in reverse, so we were the last to get off. Many times, if we were in a hurry, we walked home from school. One thing about riding the bus, if you were bad on the bus, you were put off the bus and made to walk home. When we were in school, we would either walk to Red Lion School for lunch (Annie Williams was the cook) or go to Enna Messina's store on Murray Avenue.

[Photo: Advertisement for Messina's store from the Lower Moreland High School yearbook, the Elmleo, 1945]

MRS. MESSINA

Huntingdon Valley, Pa.

Candy

Ice Cream

Cigars

Cigarettes

Soft Drinks

There was not much traffic in those days on the Pike. In the winter there was so much snow around that the cars didn't even come up Second Street Pike. We would get out there with sleds. Harris Walsh even skied on the Pike. In 1936 we had a tremendous snowstorm that closed 2nd Street Pike all the way to Southampton. Where Justa Farm was, the snow was so high that workers came out from the Reading Railroad to shovel it. There were no snow plows back then. It took days and days. One of the workers at Bucks County Paint, because he couldn't do anything at the store during these snows, took a job during that time with Reading Railroad shoveling snow for the winters. He went back to the painting business after the winter. Shoveling was all by hand. We had to put chains on our car tires.

We lived up at the north end of the township, but you knew everybody because there were so few people in the town. If you got in trouble in the high school, by the time you got home your parents already knew about it. We knew all the boys who were killed in World War II.

Harris Walsh was originally in business for himself. He bought all kinds of army surplus equipment and fixed it for sale. He was a tremendously good mechanic.

Shep Barrett was quite an artist. He did paintings on our basement walls. He painted all the signs for the Ice Cream Stand. And of course his carvings, peach stone carvings too. A fabulous man.

Did anyone mention Herbert Johnson? He was an artist who lived on the west side of the Pike across from our grandparents' farm. The house is now the Michael Pitcairn house. He had his studio there. Johnson is famous for being the artist of the weekly pictures in the Saturday Evening Post. Don has a pencil drawing done by him of George Washington, signed and dated 2/22/42.

Names of some of the Justa Farm workers are Palopoli, Hirst, McDonald, Geiger, Billger, Jack Wambold, Howard McBain, Mellor, and Lester Lenhart.

The Best Ice Cream in the Valley

[Photo: Hogeland's Ice Cream Gardens]



The ice cream stand was our father's dream. The official name was The Hogeland's Ice Cream Gardens, and the official opening date was May 27, 1935. The ice cream stand was open until 1941. It was necessary to close because of the rationing. We couldn't get the sugar. Also, there was not all the traffic on the Pike during the war. The ice cream was made in the little factory building in the back.

At one time we had five stands, although they were not all owned by us. Our father, Justus, supplied the ice cream to the other owners. Two were located on Roosevelt Boulevard and Easton Pike. We don't remember the others.

We still have the recipes. Watermelon ice, maple pecan was fabulous, chocolate chip. We provided curb service, and the girls would go out to the cars to get the order. Then the order was put on a tray and hooked on the car door. This was before carhops. They would be asked to name all the flavors we had, which were about 32, and, of course, the customer would always ask for vanilla and chocolate! We also sold other things like ice cream sodas and strawberry shortcake. Grandmother Hogeland made the shortcake.

Miller's Dairy in Philadelphia supplied the cream but now they are out of business. We used 40% cream. Schmidt's Dairy on Red Lion Road supplied the milk. The recipes were for 20 quarts of ice cream. We still use the recipe for the vanilla. The girls always wore white with a white apron. Men wore hats in those days. Dirty dishes were put in through the window in the work shed. The awning across the front of the building was green and white.

[Photo: Advertisement for the Ice Cream Garden]

— Announcing —
Opening of An
ICE CREAM GARDEN
AT SORREL HORSE—2nd ST. PIKE, MAY 27
Real Home-Made Ice Cream
Made of Pure Cream and Fresh Fruits Only
Introductory Prices { At Garden 47c qt.
Local Del. in
Dry Ice 10c qt. add.
Phone: Bethayres 287-W

We served the ice cream in sugar cones or cups all summer long. The ice cream was served in a cone shaped metal dish with a metal spoon. No plastic back then. The spoon was inserted in the ice cream, and on the spoon was a round cracker with the hole in the middle. The cones were served with a napkin wrapped in a special way around the cone. And everybody got a paper cup of water. If a little kid came up and bought a cone and walked away and dropped it, we would give him another cone at no charge. A quart of ice cream cost 47 cents, a dish 10 cents, and a cone 5 cents.

Although the store was closed in 1941, we still made a limited supply that was only available by coming to our house. People would come and get quarts, no cones or cups. Even after our father died, in 1945 at 49 years old, we did a little of this. We actually brought the ice machine to our house and put it in the garage.

When the war was over, there were numerous other ice cream places, my mother sold off the equipment. The equipment was valuable at that time. It was hard to replace and it sold very well. Our mother needed the money for medical bills for my father. They had no medical insurance. Our father had a huge hole in between the stand and the factory where we made the ice cream. He was going to build a bigger factory but never got to do it.

Dixon of Dixie's Diner bought the ice cream stand some time after we closed it. Dixie ran it as a restaurant for a long time. He built it into a larger restaurant which was there until just recently when it was torn down. There is a doctor's office building on the property now.

Now this was not our father's main job. He worked for Western Electric at B & Allegheny but was laid off for a while during the Depression. He drove a 1937 Olds to work. He always had riders. During his lay off from Western he worked at Blue Ribbon Bakery and also sold insurance. Then he decided his life would be centered on making ice cream. He had very high blood pressure. He recovered from two strokes, but died of the third one in 1945.

White's Store

We have always remembered White's Store being there, but we don't know when it started. We don't remember the area ever being an empty lot, so it must have been here when our ice cream stand began. It was next to the ice cream stand and was a general store, a hodgepodge of things. An interesting place to bring children! You could always get a loaf of bread and a gallon of milk, or a jar of jam or ketchup. Something like today's WaWa. And it was a very friendly store to go into. Charles White's father ran it all by himself, and you never saw him without a cigar in his mouth. During and just after the war everything was purchased using ration stamps. Mr. White would collect extra gasoline ration stamps from his regular customers and use them to help the service men when home on leave. No one went without gas.

Jay married and moved away from Huntingdon Valley in 1950. Don married in 1950, went in the service in the Korean War in 1951, and never returned to the Valley to live. Our mother sold the house in 1952. We had a sister, Marie, who was married to Hammond Pletcher. They lived in Warminster and she was in Elma Paulus Robinson's class.

Don has put together our family tree that goes back to 1599. It includes everyone except for a great grandson and one granddaughter. And we know there is a history before 1599. We have two big boxes of Hogeland family history. At our last reunion, there were over 600 kinsmen.

Remember the barber shop behind Clayton's store? We used to walk home from school and stop in the barber shop to get a haircut. Elias Markley was the barber. Across the street, right where Wexler Plumber is now, there used to be Ralph Elliot's store. He had a fruit and produce store there for many years until he moved to Hatboro. I worked for him. Ralph Elliot was next to Yerkes Cleaners. Mr. Clayton (Clayton's store) had a nephew, Harold Utzey, who worked in the store, and a niece Edna Utzey, who became a Philadelphia school teacher.



We attended the Huntingdon Valley Presbyterian Church. Albert Taxis was the pastor. Dr. Taxis also was the chaplain for the Boy Scout troop I had after I came home from the service. He kept us on the right path!

[Photo: Huntingdon Valley Presbyterian Church, built 1861]

Donald R. Hogeland, our uncle, married Edna, and he ran Clayton's store for years after he left the Southampton Bank. I also worked for Doc Brown in his drug store. My first job must have been in 1936 working in Ralph Elliot's stand at night and Justa Farms during summer days, farm type work. In my junior year I worked at Dodge Steel on State Road setting cores for the steel plant and also at our ice cream stand at night. After this I worked at Brown's Drug Store which was next to Reichard's Hardware Store. They may have raised Bob Boles who ended up owning the Washington House in Somerton. I also remember making ice cream for Bower's Ice Cream and Candy Store down on Rising Sun Avenue during the winter of my school years. I went to work for Western Electric in 1946 and stayed until I retired in 1982. After I retired I worked 3 days a week for Bucks County Paint.

I graduated from high school in 1944. I was seventeen and not old enough for the regular army so I was enlisted in the ASTP (Army Specialized Training Program). I was there a year and then I went to Macon, Georgia for basic training. It was then on to Okinawa until I was discharged in 1946. Upon discharge I immediately went to work for Western Electric.



PVT. JUSTUS HOGELAND

Pvt. Justus M. (Jay) Hogeland is overseas. Further than that he is bound for a destination in the Pacific area, which after all is pretty big, we don't know where he is at this moment.

Private Hogeland entered the Army on 4 July 1944 and reported for training at Virginia Polytechnic Institute, Blacksburg, Va., for nine months' schooling in engineering, receiving the certificate marking the completion of his course on 31 March.

In April he reported to New Cumberland and was sent to Camp Wheeler for basic training. Later he was transferred to Ft. Meade.

[Photo: Jay's article in "What Goes On"]

Don Remembers

When I was in my early teens I spent many of my summer days working in the fields. I had a cousin Richard Hogeland who lived in the city and he would get us day jobs working on farms, mostly in Bucks County. My first week long job was at Justa Farms mostly stacking hay in the barns. I only made \$5 a day for 9 hours of work. I then went to Montefiore Cemetery in Rockledge where I got a \$30 a week job and mowed. Jay also worked there, before I did. He dug graves with a pick and shovel. No mechanical digging machines back then.

I went to work for George E. Fredericks Inc., at Philmont Avenue and Red Lion Road, during my last two years of high school. It was a defense plant that made precision glass products. Ray Shelmire, a class mate, also worked there. If I had a study period in school at the end of the day, I wouldn't go to the study period. I went to work to get as many hours of work in as I could.

DON & MARIE HOGELAND



I graduated from high school in 1946 and went to work for Sears & Roebuck. All the service men were coming home from WWII and jobs were scarce. Mr. Dietrich, the personnel manager of Sears & Roebuck on the Boulevard, was the father of my class mate Jim Dietrich, and he got me a job working at Sears. I worked in the motor repair shop at Sears until early in 1950 when I was drafted into the Army. I spent two years in the Army (Korean War), stayed in the states, and returned to Sears in early 1953. I was married just before I went in the Army and my wife came to live with me off post.

[Photo: Don and Marie Hogeland]