

# Easton Memories

*The Legacy of Clarence Snyder's Negative Files*



*A production from Mel Snyder, with love for  
his community, like his parents, now gone –  
and best wishes to the Miami Diaspora*

# For those who don't know, Clarence Snyder was “the other Snyder” photographer in Easton

- His younger/better know brother Herb founded Jack ‘n Jill
- My dad Clarence was an internationally recognized industrial photographer
- After dad's death, we discovered he and my mom had saved thousands of photos and negatives from as far back as the 1920s
- We are all in their debt



# Before we start, a few comments about what you will see today

- I have not completely reviewed all the negatives – there may be many more for another day, if desired
- I have made some guesses about relevance – there may be images of people not relevant or known
- Some images are just to remind us what Easton looked like 60+ years ago
- Virtually all of these are from negatives, requiring a six-step process to digitize them for today
- I cannot possibly accept requests for copies, but you can arrange for the copying of the DVD from your group organizers; all the images are there, and suitable for 5x7 prints from Walgreen's

**At least a few of you should be able to ID everyone in this 1930s photo**





**Does Norm Seidel age? Really!  
This is, like, 60 years ago!**



A black and white photograph of a young woman on the left and a young man on the right, both looking towards the center. Between them is a large, rectangular plaque mounted on a wall. The plaque has the words "JEWISH COMMUNITY CENTER" in a serif font. The woman is wearing a dark button-down shirt and a headband. The man is wearing a light-colored sweater over a collared shirt.

# JEWISH COMMUNITY CENTER

In the era before Palmer Township and assimilation seduced us away from our beloved Easton JCC, it was our crown..and its jewels were its theatre, its scouting programs, and its Camptown.

*Betsy Kaduk*

*Mel Snyder*



# JCC Theatre was BIG in the 1940s...











# JCC Blood Drive during World War II















# Camptown 1948: Photographer uncertain, Bob Potter or Clarence Snyder (closer look on next 2 slides)













# Camptown moving to “the Grove” was great – but the end of the old JCC































# Tallis & Tefillin, 1955



# **Troop 7 at Camp Weygadt, 1948 (me next to Herb, several other JCC scouts)**

















# JCC (Merle Flitter Grollman 6<sup>th</sup> from right)

















# A JCC Chanukah party, circa 1946 (closeups to folio)









**Anyone know this couple? I have many wedding photos**





# Scouting and the JCC go WAY back - this is during WW2







# Cub Scouts of the era – Joey Grollman with his patented grin!









Jeff Carle, Jesse Sobel; Mel Snyder, Naomi Leavitt, Jerry Friedman; Jonathan Reibman, Clarence Snyder, Jonathan Leavitt



Allen Teger, Eddie Kurlanski; Herb Rubenstein, (Mrs. Rubenstein?), Harvey Feinman; (Can't Remember), Stewart Merkin, Alan Jacobs)

# JCC Troop 7 at its zenith, circa 1950 (closeups next 2 slides)













# **Bnai Abraham Junior Seder, late '40s/early 50s (closeups next 2 slides)**









# Another Bnai Abraham celebration, later







# 1955 gift to Easton Courthouse by Jews of Easton & Bethlehem (don't tell the Supreme Court!)







# Finkelstein's, Bethlehem – around 1950





# Easton's smallest Jew with the biggest heart: Mace Bugen



**Remember when Easton had 4-digit  
phone numbers?...**





**...and when Easton was big enough to  
have a Montgomery Ward?**



**...and when cars were so heavy that if you hit a bus, the bus might lose? (bet this buggy was fixed and ran again!)**





**...and when Cadillac was king?**



# Swimming at the YMCA

(remember when they had the boys swim without suits, to avoid embarrassing those parents who could not afford them?)





**Who will admit to recognizing  
this lavish bar?**



# The JCC hall set for a wedding – whose unknown





**When we won wars, we went wild**







**Remember  
candy  
cigarettes?  
Product of the  
Smiley Candy  
Company,  
Easton, PA!**

***Never too young  
to start the  
habit, right?***



# SLEEP SHOP

*Kowit*

KOWIT

KOMFO SIMMONS











# Kron Family Reunion, Easton JCC – year unknown, probably around 1950





# JCC group unknown, but pre-1947

(Hilda Snyder, second from right in back row, hadn't yet left for "Palestine")





**And when “real” trains ran through Easton  
(though you had to go to P’burg to board them)?**



**When “Dixie Cup” was far from anything resembling a highway?**





# When getting an electrocardiogram was a big deal?



**When lazy summer days were somehow  
more peaceful?**







**During WW2, when no tractors were built,  
the “greatest generation” made do!**





**And when Eddie Braden would take you up for a  
spin for \$5,  
and you could then say “Yeah, I’ve been up in a plane”**

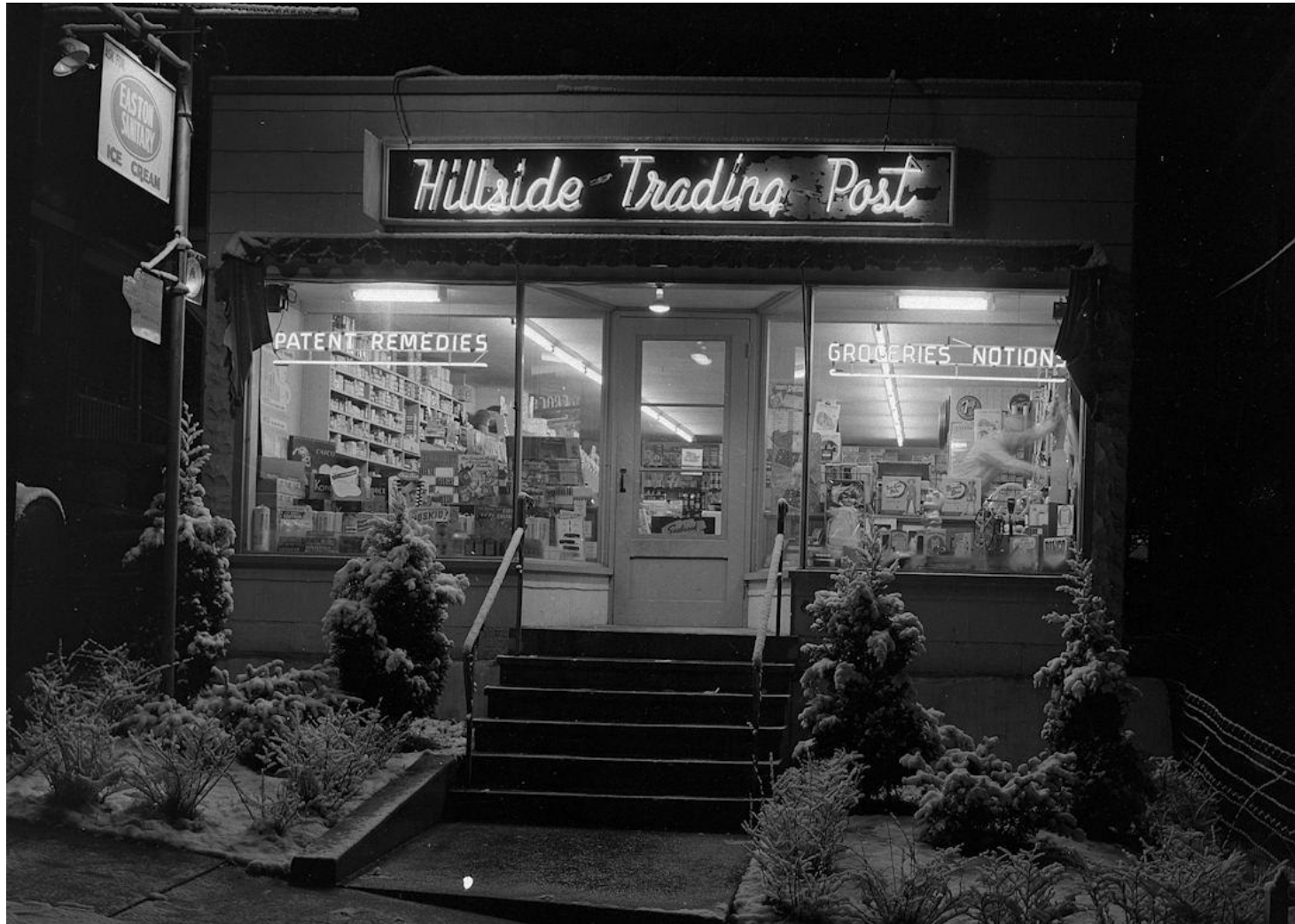


**How many furniture stores did Easton have? Ralph's, Kowitz, Lipkin's – any more?**

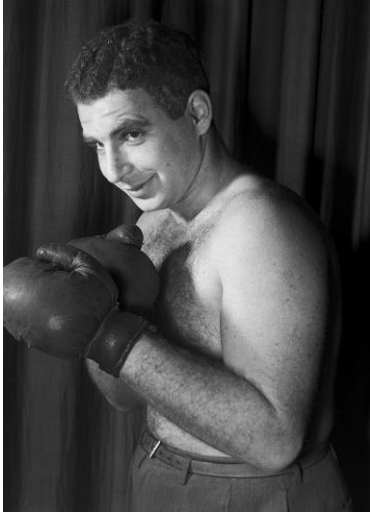




**To those of us who lived on College Hill,  
this was our 7-11/Walgreen's**



# Easton faces, mostly unknown (to me)







**If you enjoyed this presentation,  
remember my dad and mom in your  
prayers**



*Mel Snyder 1/23/10*