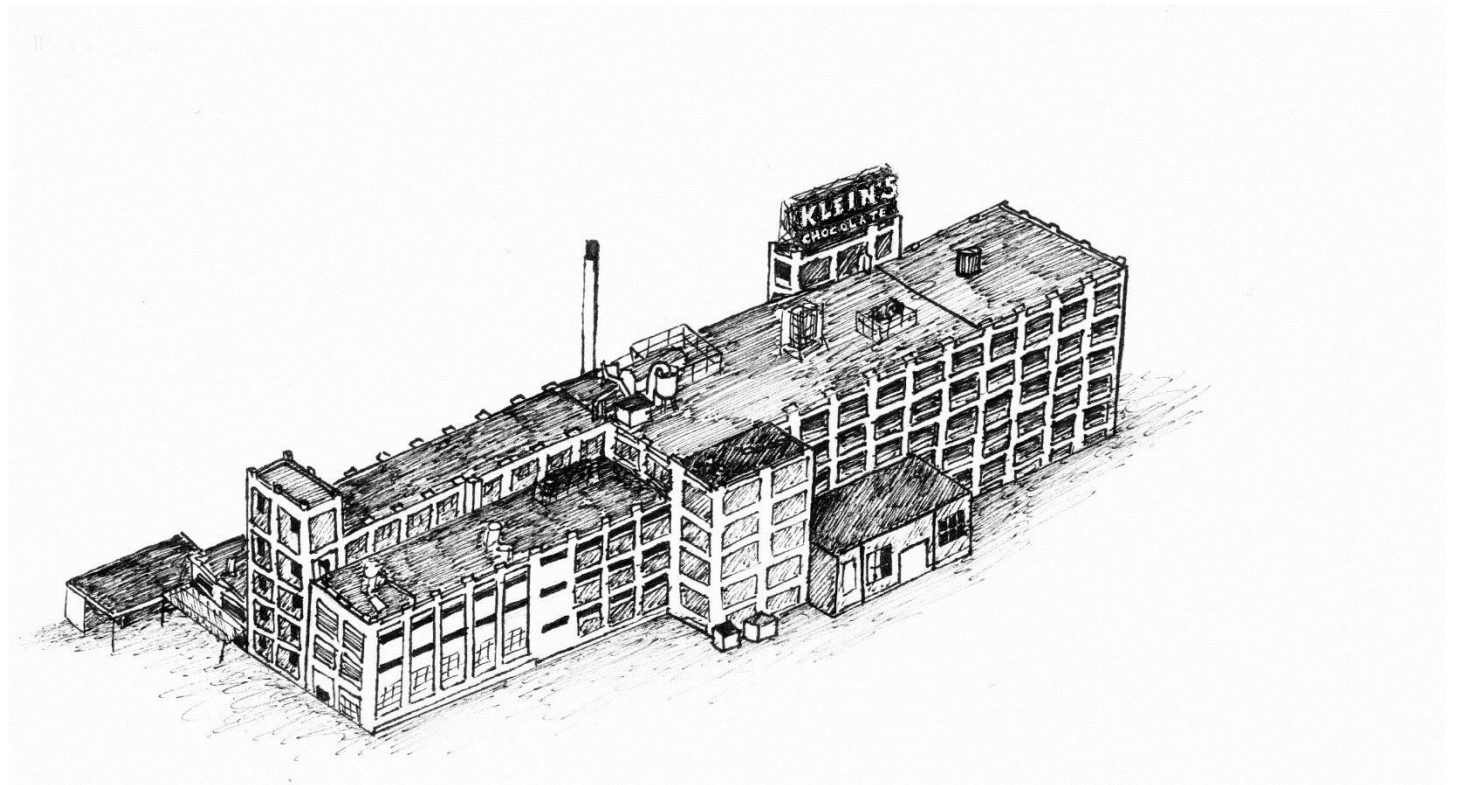


Jean-Paul Benowitz, "Milk Chocolate Industry Has Been in Elizabethtown for More Than 100 Years,"
Elizabethtown Advocate 7, no. 41 (Thursday October 13, 2016): 6, 8.



For many churches, October 31st commences three days of services remembering all who have died in the past year. This three day observance, Allhallowtide, includes observances of All Saints' Eve on October 31st, All Saints' Day on November 1st, and All Souls' Day on November 2nd. The secularization and commercialization of Allhallowtide is known as Halloween. Throughout Elizabethtown, children will don fancy costumes and go about the neighborhood asking for candy. Indeed adults will host and attend Halloween costume parties stocked with candy. As Halloween celebrations take place during October let us consider the Klein Chocolate Company and the history of Elizabethtown. The Klein brothers William (1884-1954) and Frederick (1888-1972) were born and raised in Lancaster City on Woodward Street, where they sold homemade chocolates on Penn Square, in the shadow of the Civil War Soldiers and Sailors Monument (1874). In 1895 the brothers Klein caught the attention of Milton S. Hershey (1857-1945) of the Lancaster Caramel Company (1894) on East King Street. Initially the Klein boys performed menial tasks at Hershey's mansion on South Queen Street and later worked as "candy hands" in his caramel and chocolate factory. Hershey sent 16 year old William Klein to the Walter Baker Chocolate Co. (1764) in Massachusetts learning how to improve chocolate products. At the 1893 World's Columbian Exposition in Chicago, Hershey tasted German chocolate presented by J. M. Lehmann Co. of Dresden. Hershey visited chocolate factories in Germany and Switzerland learning how to make chocolate with milk. Returning to Pennsylvania he brought Koblenz chemist Dr. Mostart a specialist in making milk chocolate. William Klein was assigned to translate for Mostart and assist in his research. Klein's parents were German immigrants and the Klein brothers were fluent in German. In 1905 when Hershey moved his

chocolate factory to his hometown Derry Church in Dauphin County, the Klein brothers followed and headed the company's research team. Hershey was using powdered milk to manufacture chocolate and the Klein brothers insisted the company should use real organic milk. In 1913 at the ages of 28 and 25, respectively, William and Frederick Klein moved to Elizabethtown and established the Klein Chocolate Company. In April they set up a 2,400-square-foot shop on Market Street where they began manufacturing *real* milk chocolate. On roughly 200 farms in the Elizabethtown area 1,600 cattle provided 800,000 pounds of milk every month. By October the Klein brothers developed the recipe for their signature product the "3 Cent Lunch Bar," a milk chocolate bar with peanuts. In 1916 William Klein married Ray Treichler (1886–1929), the daughter of the physician for the Masonic Village Abraham C. Treichler (1844-1915). Dr. Treichler endorsed the Klein lunch bar as a healthy meal supplement made with real milk. The Kleins advertised their product as "a muscle building, brain building food for grown-ups as well as for youngsters." During the First World War (1914-1918) the military needed high-calorie convenient meals for soldiers and the Klein brothers were contracted to provide 20 million real milk chocolate lunch bars for the war effort. Since the military used the Klein 3-Cent Lunch Bar as a meal supplement, in 1931 the Klein brothers appealed to the U.S. Supreme Court attempting to recover previously paid candy taxes. They argued their product was "not candy" but their "chocolate is food and hence chocolate cannot be properly described as candy." The Supreme Court rejected their argument, citing an earlier case against the Walter Baker Company. If sugar was added, Justice Harlan Stone (1872-1946) wrote, chocolates were "intended for taste gratifying consumption," which was "candy." Only two years after its founding, in 1915, the Kleins built their first factory. The three-story building tripled the floor space. One year later, the Kleins added more than 130,000 square feet floor space and new machinery producing 20 tons of chocolate per day. The *Lititz Recorder* reported: "The company is now located in one of the finest factory buildings in the state." In 1922, the Elizabethtown plant was the largest real milk chocolate factory in Lancaster County. They employed 200 people producing 250,000 chocolate bars daily. The Klein brothers had established branch offices and warehouses in New York, Philadelphia, Baltimore, Pittsburgh, Chicago, and St. Louis. In 1923 the Klein Chocolate Company Relief Association provided employees with sickness pay and life insurance. The factory had a hospital with a registered nurse on duty every day. In 1918 the Klein Chocolate Company Athletic Field was built sponsoring a semi-professional baseball team. In one week they defeated the Brooklyn Dodgers, Washington Senators, and Boston Red Sox. They played local teams such as the African-American Harrisburg Marvels. In 1931 they played the Israelite House of David team featuring the star of the 1926 World Series, Grover Cleveland Alexander (1887-1950). In 1933 William Klein, Jr. (1917–1971) joined the company and became vice president in 1941. During the tenure of William Klein, Jr., the plant size further increased and automation and data processing ensured the efficient work processes of 350 employees. After his father's death in 1954, William Klein, Jr. became secretary, general manager, and treasurer. In 1963, William Klein, Jr. became president and sold the company in 1970 to Mars, Inc. (1911). In 2008 a \$70 million 100,000 square foot expansion was added to the plant. The Elizabethtown facility specializes in producing chocolate liquor shipping to eight plants nationally. Virtually every chocolate product made by Mars begins in Elizabethtown. The factory has a cocoa bean roasting facility and produces Dove, Milky Way, and 3 Musketeers chocolate products. True to the Klein brother's legacy, the company's research and development facility is located at the Elizabethtown plant. So this Halloween when someone asks "trick or treat?" give them a locally manufactured chocolate treat, in the Klein family tradition, made with real local Elizabethtown milk.

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