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FOUND! THE BURIAL SITE OF REV. LAFAYETTE MOORE, FOUNDER OF TWO MAJOR U.S. PHARMACEUTICAL COMPANIES

BY
DONALD M. HOWARD

A small cemetery in the center of the Greene County hamlet of East Durham has only recently been identified by accident as the burial place of Rev. Lafayette Moore. He was the founder of what ultimately became two major U.S. pharmaceutical companies: Procter & Gamble Pharmaceuticals, and Bristol-Myers Squibb.

When Moore died in October 1896, he was serving as pastor of the East Durham Baptist Church. According to his obituary, which I found in a scrapbook at the Durham Center Museum, Moore was highly regarded by the members of his congregation and the community. However, there was no mention of his role in starting the pharmaceutical companies. It is possible not even his congregation knew about this part of his life that was conducted over a period of only a few years, from 1886 to 1889.

Rev. Lafayette Moore was a name I hadn't thought about for more than 50 years, but it was apparently still firmly fixed in my memory. So that name got my attention when I unexpectedly



spotted it several years ago while searching for the possible burial locations of my relatives. I was on the Internet, using the *Tracing Your Roots in Greene County*,

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SEE THE BACK PAGE FOR THE HISTORY QUIZ!

NY website (<http://www.rootsweb.ancestry.com/~nygreen2/index.htm>). I immediately wondered if this was the same Reverend Moore who founded The Norwich Pharmacal Company (later Procter & Gamble Pharmaceuticals) and the Clinton Pharmaceutical Company (later Bristol-Myers Squibb). If it was, I had accidentally stumbled upon his previously-unknown final resting place in East Durham!

Significantly, as I later discovered, East Durham is located in the foothills of the Catskill Mountains.

I had remembered Moore's name because, as a new employee of the Norwich Pharmacal Company in the mid-1950s, one

of my assignments was to give tours of the manufacturing plant, located in Norwich, NY.

In the course of those tours, I often told visitors how a former Baptist minister from Brooklyn by the name of Lafayette F. Moore, had started our company in the late 1800s. I also told them – rather a not-so-positive note – that he had suddenly left with all the firm's money, equipment and formulas, and a short time later showed up in Clinton, NY. There he founded The Clinton Pharmaceutical Company with William Bristol and John Myers.

Until my web search, not much was known about Moore before he arrived in Norwich – nor what had become of him in later years.

Soon after identifying the burial location of a Rev. Lafayette Moore in East Durham, I began an intensive search of the early Norwich Pharmacal Company records stored in the archives of the Chenango County Historical Society in Norwich, NY.

In my research, I was excited to find a letter written by Dr. Reuben Jeffery in 1915, in which he summarized what he remembered about the founding of The Norwich Pharmacal Company. Jeffery related that he knew Moore very well and was personally involved with him when the new business was started. He wrote that Moore was a Baptist Minister in nearby Oxford, NY in 1885, just before starting his pill-making business in Norwich as a one-man operation in March of 1886.

Jeffery also confirmed that after

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THE ICE INDUSTRY IN GREENE COUNTY

BY
NORMAN FULLER

There were once more than forty ice houses between Catskill and New Baltimore. The ice industry was big business in Greene County until after the First World War. Some ice businesses even managed to hang on locally until the mid-1950s. It's estimated that 6,000 men and boys worked yearly on the ice harvest at its peak. In the archives of the Vedder research Library I found a letter from a principal giving ten boys permission to be absent from school to work on the ice harvest!

Three major factors killed the ice industry: artificial ice-making, artificial cooling (milk coolers, cold storage facilities, etc.), and the electric home refrigerator. Pollution also played a part in killing the industry on the Hudson.

In the early 1960s there were three men in my church who had worked the Hudson ice harvest – two with their teams and one as a pole-man. Farm people in Greene County used ice harvest employment to supplement their income, as did many brickyard workers. Men with teams earned three to five dollars per day; most other ice workers got \$1.35 to \$1.50 per day. This was big money in the early 1900s!

Ice harvesting took place mainly in January and February, although harvesting might begin in late December and might run through early March – depending on the weather. Ice harvesting hit its peak about 1900.

Some ice houses could hold over 50,000 tons of ice, and one company had an ice house with a capacity of 200,000 tons! Greene County was a natural area for ice harvesting, but the huge storage capacity was important because there were actually several years when the Hudson didn't freeze. Some of the companies with ice houses located in Greene County were American Ice, Knickerbocker Ice (see photo, page 34), Catskill Ice, Greene and Bedell Ice, Scott Ice, Arrow Ice and Coal, Empire Ice, Greene County Ice, and Crystal Ice.

The main steps in ice harvesting were: plowing and scraping the snow off the ice, marking the ice for cutting, using "ice plows" to cut the ice, and drilling holes in the corners so saws could be used to cut around the outside

of the large area being harvested. Ice bars were used to break up the ice into individual cakes or pieces. Water channels which led to the ice house, were cut into the ice so cakes could be

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*Above: Cutting a field using an ice plow.
Below: Poling the ice in the channel. Some of the blocks need to be broken before they reach the conveyer at the ice house. From the Collections of the Vedder Research Library.*



floated over to the ice house. At that point conveyers would pull them up into the house. It was quite a job keeping the channels open at night when the temperature might dip to minus 10°!

A large crew worked inside the ice house, placing the ice cakes in layers putting hay, sawdust, or straw around and between them. This served a dual purpose: insulating the cakes and keeping cakes from sticking together.

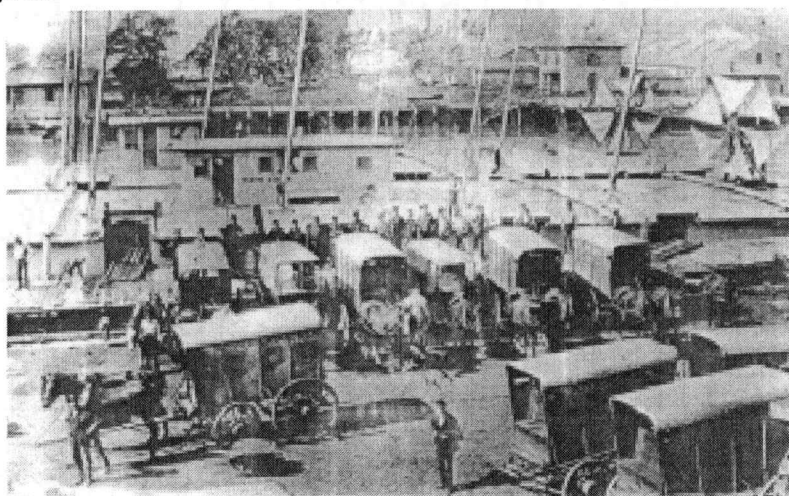
A lot of ice was shipped to New York City, and small crews worked in the ice houses during the summer months, loading barges and cleaning up. One barge could

hold about 700 tons of ice cakes. Arriving at New York, the ice was loaded into wagons and taken all around the city. Greene County ice was even exported around the world!

The ice industry created a need for specialized tools, and soon a lot of people in Greene County began manufacturing tools specific to the ice industry. H. F. Dernell of Athens manufactured ice-handling tools that were shipped around the world. The ice industry's 6,000 workers all had to be fed, clothed, and housed, and the horses used by the industry needed feed and housing as well. I'm sure many local businesses benefited.

Many of us grew up in an age when ice harvesting was on the way out. My grandparents in Maine had a small ice pond and ice house on their farm. Many farmers in this area had the same thing. Crank-freezer ice cream made July taste awfully good!

At our home we used an icebox to cool our food until the mid-1950s. As kids we looked forward to the day when the iceman came, because during hot weather he always used his ice pick to give kids ice to chew and suck on. In the mid-50s, ice companies selling ice in this area were the Crystal Ice Company of Athens and the Greene County Ice



Above: Icemen from the Kickerbocker Ice Company wait to pick up their loads at the dock in New York City. Note the large ice barge sitting in the background. From the Collections of the Vedder Research Library.

Company. The average ice cake was a rectangle 12" to 14" thick, 12" wide, and 20" long.

What happened to our county's ice houses after the ice industry went out? Some fell down from disrepair. Others were burned or torn down. There were still some old ice houses standing in Athens when I came to Greene County in 1962. Some of those were converted to mushroom cultivation, and others were torn down to salvage materials to build boardinghouses.

If you would like to see ice harvesting as it was done in the old days, there are two places you might go: Old Sturbridge Village in Massachusetts, and Hanford Mills Museum in East Meredith, New York.

REFERENCES

- "Harvesting and Storing Ice on the Farm" - USDA Extension Bulletin, 1920.
- Haton, Clauce, "Natural Ice Harvesting: A Brief History" - *The Daily Mail*, April 2009.
- Haton, Claude, "Winter Harvest Memories: Growing up with the Men of Ice" - *The Daily Mail*, April 2009.
- Dorpfeld, David, "Ice Harvesting in Greene County" - *The Daily Mail*, December 30, 2009.
- Vedder research Library – miscellaneous material.

getting several people to invest in the business, in November of 1887 Moore suddenly left – taking with him all the firm's money and equipment. Later that same month Moore started, with some others, the Clinton Pharmaceutical Company in Clinton, NY.

Importantly, Jeffery's letter contained this statement: "*Moore died somewhere in the Catskill Mountains.*" With this key piece of information I knew I had likely found the burial location of the founder of The Norwich Pharmacal Company and the Clinton Pharmaceutical Company.

I found the cemetery on County Road 20B, a short distance from its intersection with State Route 145 in the center of East Durham. After a short search, I located Moore's gravestone at the eastern end of the cemetery. Only his name, date of birth (April 12, 1844), and date of death (October 27, 1896) were inscribed on the impressive granite monument.

According to his death certificate, secured at the Town of Durham offices, the cause of his death was "dilation of heart." The document also included some bonus information: Lafayette Moore had been born in New York City to George Moore and Sophia [Loudendery] Moore.

In an effort to find out more about Moore, I began searching the Federal Census records. In the 1850 and 1860 censuses, I identified Lafayette living with the George and Sophia Moore family in New York City, and learned that his father was a teacher. Lafayette had nine siblings, including a twin brother by the name of Halsey Moore. Halsey became a highly regarded Baptist minister in New York City. Lafayette's father, mother and two older brothers were all born in England

and probably emigrated to the U.S. between 1840 and 1842, when a sister was born in New York.

I was unable to find Lafayette in the 1870 Federal census, but did identify him in the 1880 census. At that time he was living in Flushing, NY with his wife, Sarah, their daughter Sophia, and their son Weller. Lafayette's occupation was listed as *Baptist Clergyman*; the birthplace of his two children in 1868 and 1869 was listed as Connecticut. Based on this, he likely was living in Connecticut during the years just prior to his ordination in 1870 at Stanford, NY.

According to Moore's obituary, "He was not only a faithful soldier of the cross, but also a faithful soldier and comrade in the war for the Union." His military records, secured from the National Archives, reveal that Lafayette served as a private in Company C of the 9th New York State Militia, which was a New York City regiment. He left New York with his regiment on May 27, 1861 and arrived in Washington DC the next evening. When his state militia regiment was mustered into the U.S. Army it was renamed the 83rd New York State Volunteers.

Moore was sworn into the 83rd on June 9, 1861. However, by December 19th of that year he was discharged for disability, the cause being "scrotum hernia" and "chronic nephritis." The records also show that he spent the months of September and October in a hospital in Baltimore, so his military field experience was very limited: the 83rd New York did not participate in any major Civil War battles until August of 1862.

An East Durham 1896 Directory

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found at the Durham Center Museum listed both Lafayette and his son, Weller Moore, living there in 1896. Where members of his immediate family are buried, still remains unknown. However, I did find in the Federal Census records his son, Weller, living in Union, NJ in 1900 and in the Town of Olive in Ulster County, NY in 1910.

In a Google search of the Internet, I found Lafayette F. Moore listed among the graduates of a Theological Seminary at Madison College – later Colgate – in Hamilton, NY on June 16, 1874. According to a *New York Times* article, Lafayette was one of 12 graduate speakers at his graduation ceremony.

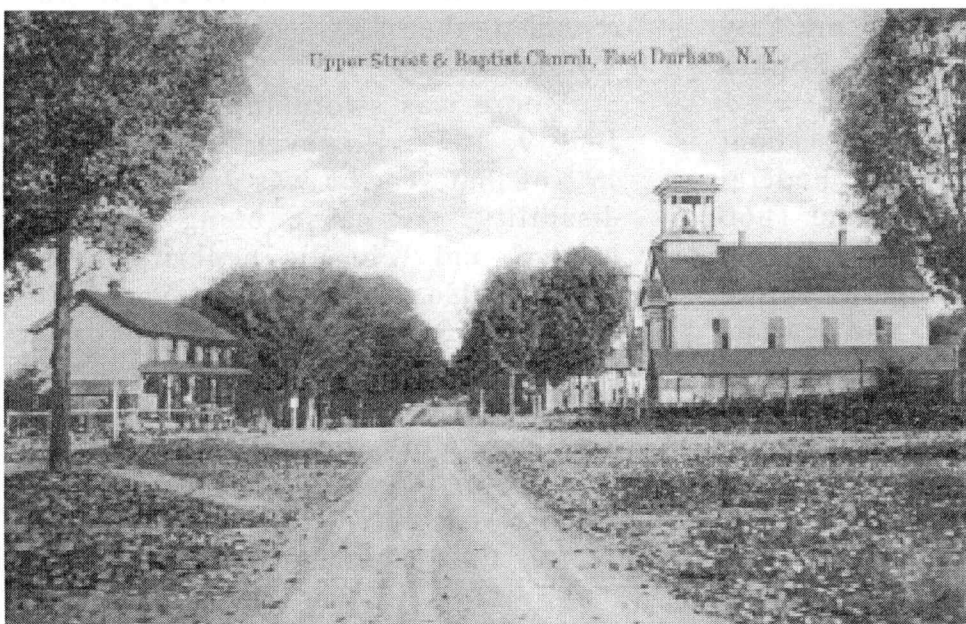
With the help of Pat Evans, Chenango County Historian, Colgate University provided information about Moore from their records. He was ordained in Stanford, NY on February 8, 1870 and preached there until 1874. He then preached at the following locations: Flatbush [Brooklyn], NY in 1874, Flushing, NY 1875-1881, Leadville, CO 1881-1882, Oxford, NY

1882-1885, East Durham, 1889-1891, Denver, CO 1891-1892, and finally East Durham again from 1892 until his death in 1896.

As would be expected, no pastoral assignments are listed for the years 1886-1888: this was the period when Moore was involved in the pharmaceutical businesses. Significantly, the years of his service in Oxford are consistent with what Jeffery remembered in his recollection letter.

Information secured from the Clinton Historical Society focused on Lafayette Moore's involvement with the Clinton Pharmaceutical Company. This society provided an article published in the local Clinton, NY newspaper in 1963 about the opening of a museum on the site where the Clinton Pharmaceutical Company was first established in November of 1887. In that story, William Bristol and John Myers are identified as founders of the company "*with two others.*" One of those two others is most likely Lafayette Moore, who in a news story about the company published in November 1887 was described as the

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*At left:
East Durham's Upper
Main Street near the
turn of the 20th century.
At right center of this
post-card view, stands
the Baptist Church
where the Rev. Lafayette
Moore preached from
1889 to 1891, and from
1892 until 1896.*

REV. LAFAYETTE MOORE... from page 36

"chemist of the concern and will have charge of the manufacturing of the entire line of goods."

Another article published in 1888 lists Moore as one of the members of the company and describes him as *"a gentleman of thorough experience in the business and a skilled chemist and all operations are conducted under his immediate supervision and inspection."*

Despite these claims, I have found no record of Moore ever receiving a formal education in the pharmaceutical field. According to Dr. Jeffery, Moore secured the pill-making equipment and instructions on how to



Above: The tombstone of the Rev. Lafayette F. Moore sits peacefully in a cemetery in East Durham. Photo by the author.

make them from his brother Thomas, who had decided to discontinue a small pill-making business.

M. L. Hunt, another early investor and employee of The Norwich Pharmacal Company, stated in his early

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*At right:
Another postcard of East Durham's Upper Main Street. Decades have passed since the image shown on page 36: the road is paved, a Depression-era Buick or Ford is turning onto the road – and a huge tree has grown in front of the church, obscuring our view! A view taken today would show an even more startling change: the church is now a multi-family dwelling.*



VEDDER RESEARCH LIBRARY NOTES

• □• Carol Ann Borthwick has sent a disk which contains PDF file copies of a note-book compiled by her grandfather, William S. Borthwick. The notebook records burials in the vicinity of the Cornwallville Cemetery from August 31, 1895 to January 19, 1900 - including an entry on Catherine Vedder, April 4, 1896. The data should be of interest to anyone searching the Cornwallville area, as her grandfather's notes include pall bearers, ministers, hymns, bible passages, morticians, and other comments. The notebook has been added to the Borthwick Collection, which includes William S. Borthwick's diary.

• □• Joseph Hauck of Lebanon, New Jersey has given us 44 issues, from the years 1926-1983, of the publication *New York Genealogical & Biographical Record*. Also included were 46 indices for the same publication (various years).

• □• A copy of the 1878 edition of *The Hudson by Daylight MAP*, published by William F. Link, is the gift of Vivian Cooper of Schenectady, NY.

• □• Thanks go to William A. Day, who has given a number of items including a carbon monoxide alarm, a framed oil painting, and a framed lithograph of the World Trade Center, as well as a copy of *The Reminiscences of George Holdridge*.

• □• Compliments of the author, the Vedder now has a copy of *The Inside Man: The Life and Times of Mark Hopkins of New York, Michigan, and California* by Salvador A. Ramirez.

• □• From North Carolina comes a 4"x6" leather-bound family photo album to be added to the Sickles Family of Athens & New Baltimore Collection, the album the gift of John S. Sickles.

• □• Delia Cross has given a two-volume set of *Mayflower Families* by Edward Doty II.

• □• Via their daughter Cheryl, Lois and

Albert Feldbin have given an account book from Webb Brothers grocers, as well as old Town of Coxsackie sewer and water data.

• □• The Vedder is in receipt of six photographs taken in the 1890s, of the interior of what is now 88 2nd Street in Athens. Geoff Howell is the donor.

• □• Janet Peters Haley has sent the marriage certificate of Michael Bronk of New Baltimore and his bride, Nellie C. Schermerhorn of Schodack Landing, who entered into the bonds of marriage at Albany on November 26, 1879.

• □• We now have a paper written by Nate Thompson, entitled "The U.S. Marine Corps Experience in Nicaragua, 1927-1933."

• □• Chip Chapin has given a photograph which presents a panoramic view of U.S. soldiers recently returned after World War One. The photograph was taken from the steps of the Greene County Courthouse on October 9, 1919.

• □• 15 miscellaneous ledgers have come to the Vedder from Mr. Overbagh of Catskill.

• □• Cedar Grove, the Thomas Cole National Historic Site, has donated a copy of the Greene County Legislature's official Proclamation in honor of "Ray Beecher Day" (May 9, 2009).

• □• Clark E. Feragus, whose father once owned the 9W Diner, has donated a number of historical items and paper material, including:

> money bag from the 9W Diner
> Tanners National Bank money bag with zipper

> a blue souvenir plate made in England for Henry H. Smith of Catskill. The plate includes scenes of the Greene County Courthouse, the Leeds Stone Bridge, Green Lake, etc.

> *The Rip Van Winkle Trail, A Guide to the Catskills* by Eric Posselt [1952]

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recollections that Moore had no previous experience making pills other than what his brother taught him.

Since Moore was serving as pastor of the East Durham Baptist Church by 1889, his tenure with the Clinton Pharmaceutical Company probably lasted less than two years.

Thanks to my chance discovery we now know more about Moore and his family, and the location of his final resting place. And we have confirmed that during the few years when he ventured into the pharmaceutical business, he played a key role in the founding of what ultimately became two major U.S. pharmaceutical firms.



ACKNOWLEDGEMENTS

The author wishes to thank the following:

- Sylvia and Britni Hasenkopf, who transcribed the burial list and are responsible for its inclusion on the *Tracing Your Roots in Greene County* website.
- Sancier Thompsen at the Durham Center Museum in Durham, NY for helping with my research and providing photos of the East Durham Baptist Church.
- Carl Peterson at Colgate University in Hamilton, NY, who provided Moore's clergy assignments.
- Pat Evans, Chenango County Historian, who provided assistance with my research at the Chenango County Historical Society.

THE OBITUARY OF THE REV. LAFAYETTE MOORE

from *The Greenville Local*...

We deeply sympathise with our East Durham (NY) Baptist friends in the loss of their pastor and brother by death. Its very sad and will cause a great vacancy in the church. With Rev. L.F. Moore we have had the pleasure of an acquaintance for several years, we admired the man not only for his great ability as an expounder [*sic*] of divine truths, but also for his genial and social walks in life. He always had a kind and pleasant word for every one he came in contact with. He was not only a faithful soldier of the cross, but also a faithful soldier and comrade in the war for the union. We shall miss his kind and friendly greeting, his mission on earth is done and he has been called up higher to receive that reward that is promised for those who remain faithful unto the end. We remember his kind visit to us when we were unable to leave our home, his

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HERE'S THE ANSWER TO THE HISTORY QUIZ!

ANSWER TO QUESTION 12:
Three men were involved in renting empty warehouses from Captain Isaac Smith at the Lower Landing in Cossackie. The warehouses were needed to hold the ice until shipment. The three men were Charles Backus, a Cossackie hotelier; W. Redford of New York, who provided capital and arranged for sale of the ice; and Hiram Van Steenburgh, a local entrepreneur from Catskill.
Captain Alanson Warden sailed the fully-loaded *Aconda* to New York City. The idea was an obvious winner, and by the late 1800s there were 40 idehouses in Greene County. In 1875, the Hudson River ice crop was estimated to be 2,500,000 tons, with a value of \$20,000,000.

VRL NOTES... from page 38

> *Historic Catskill* by Jessie V. V. Vedder

> *A Catskills Boyhood: My Life Along the Hudson 1908-1921* by Philip H. DuBois [signed copy]

> *Official History of Greene County New York - Volume I, 1651-1800* by Jessie V. V. Vedder [original 1927 edition and the 1962 reprint]

> "Greene County, New York: A Brief History" by Mabel Parker Smith [pamphlet]



THE HISTORY QUIZ!

QUESTION #12:

In February 1828 the very first ice cut from the Hudson River was loaded on the ship *Acona* and shipped to New York City. Who was involved in this endeavor - and where did it take place?

(This answer can be found in *this* issue - see page 39.)

QUESTION #13:

For a vessel on the Catskill Evening Line, the *Storm King* had an evocative-sounding name. This ship ran between 1911 and 1935. What was the purpose of the *Storm King* - and what was its fate?

The answer to this question will be found in the *next* edition!



OBITUARY... from page 39

pleasant words and his friendly greetings. As a soldier and comrade we loved the man and as a soldier of the armies of the Saviour we admired his course, showing his earnestness in waging war with sin and the evil one. We shall all miss him, and for a long time the silent tear will steal its way down the cheek in memory of departed worth. The Masonic fraternity were out in large numbers to pay the last tribute of respect to their departed brother. The funeral was held last Wednesday from the Baptist church in East Durham. Many ministers were present from the surrounding places. I think there were ten at the last obsequies. They gave most excellent remarks bearing on the usefulness and good qualities of the deceased preacher and brother. The music by the choir was excellent and very appropriate for this solemn occasion. The church was not only filled to its utmost capacity but many were outside unable to get in. Farewell comrade, gone but not forgotten. As a soldier I felt it my duty to write these few words, although in weakness, yet coming from one whose heart is touched in the loss of our comrade and brother. Blessed are the dead which die in the Lord.

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