

Memorial Services

for

Mrs. Olga Kohlberg

Woman's Club of El Paso

THURSDAY, DECEMBER 5, 1935

EIGHT O'CLOCK P. M.

Violin.....MR. RICHARD DAVIS

Mrs. Kohlberg as a Pioneer Member of the
Woman's Club.....MRS. W. D. HOWE

As a Friend and Neighbor.....MRS. H. D. SLATER

As a Member of the Board of Directors of the
El Paso Public Library.....MRS. MAUD D. SULLIVAN

As a Fine Citizen.....MRS. J. W. LORENTZEN

Her Work with the College
Woman's Club.....MRS. JOHN BARRY

Her Interest in Charitable
Organizations.....MRS. LYTTON TAYLOR ✓

Violin.....MR. RICHARD DAVIS

CANDLE CEREMONY

for

MRS. OLGA KOHLBERG

MRS. DORA CARTER

MRS. EFFIE BLAIR

MISS GRACE LOGAN

MISS SARAH LANGSTON

MRS. MONTIE HINTON

Ernst Kohlberg Letters Reveal Thoughts

EP Pioneer Was In Hurry For

(This is the first in a series of Sunday El Paso Times articles based on letters sent home to Germany by one of El Paso's pioneer businessmen, Ernst Kohlberg, who came here in 1875. Copies of the translations are owned by his granddaughter, Mrs. Leonard Goodman Jr.)

By ART LEIBSON

Eighty-nine years ago, on Aug. 20, 1875, a young man in a big hurry to make his fortune in the new world of opportunity, left his home in Germany for El Paso. He was intelligent and articulate and wrote often to his family on the course his life was taking in the wild Southwest.

He wrote well, and his letters were saved by his parents, re-crossed the Atlantic, and eventually were translated and collected for his granddaughter, Eleanor Frances Kohlberg, now Mrs. Leonard Goodman Jr. Typed copies of the letter were bound and presented to El Paso Public Library where they give us one more glimpse into the usually bleak pioneer existence in those days when El Paso was known as Franklin and Juarez was El Paso del Norte.

Eighteen-year-old Ernst Kohlberg came to the U.S. under some form of indenture that called for his working for board, room and laundry at least six months in the firm of S. and A. Schutz, operating general stores on both sides of the Rio Grande. There was little prospect of getting rich fast here and Kohlberg soon talked of leaving. He did go away twice, once to operate a mining property in Mexico and again to live in San Francisco for two years. But always the pull of the desert and mountains was too strong and he came back.

VIOLENT DESTINY

He returned to meet a violent destiny. After becoming a highly successful businessman and civic leader, he was shot down by an assassin in 1910. Today his four children are all dead and there is none to carry on the Kohlberg name once so prominent in El Paso. His sons were either bachelors or had no sons of their own.

On Sept. 1, 1875, Kohlberg arrived in New York accompanied by his prospective employer, Solomon Schutz. Schutz later was elected mayor of El Paso but was disqualified when it was realized belatedly that he was not a U.S. citizen. On the steamer, the youngster wrote his parents, "there is a particular type of passenger, a businessman who transacts his business on the ship. He ensnares the unwary in card games and swindles them out of their money. He is called a gambler." Kohlberg was leaving this

around fast.

From New York he went to Las Animas, Colo., a town then



MEMBER OF PIONEER FAMILY—Mrs. Leonard A. Goodman Jr., stands beside the portrait in her home of her grandfather, Ernst Kohlberg, who came to El Paso in 1875 and later started a cigar factory, was elected alderman, and together with his wife, Olga, contributed much to the city's social and cultural development. As the only child of Kohlberg's oldest son, she received copies of letters her grandfather had written to his home in Germany, together with press clippings, photographs of Old El Paso, and books that had been in the family for generations. —(Times Staff Photo)

two years old and having about 50 houses, built of "sun dried brick made of earth, everything very primitive." And from Las Animas he caught a stage for Santa Fe and El Paso, an eight-day drive in a "fairly comfortable stage coach whose motive power was four mules." He goes on to describe the trip:

"The coaches are as light and strong as they can be built. The sides are gray canvas and the body of the coach is carried by heavy leather straps as regular iron or steel springs would snap on the rough roads . . . We stopped three times daily for 20 minutes for our meals. We also had to stop at intervals for five minutes to change mules. We traveled day and night, always at a gallop, whether the road was good and level or rough, over rocks, up hill or down, always the same gait.

"You people cannot conceive of such a road through wild and trackless mountains. Traveling by

stage is very tiring and strenuous. One cannot stretch out to sleep and if one could the continual bumping and jarring on the rotten roads would not permit any sleep, be it either by day or by night. Several times I was hurled from my seat and bumped the ceiling of the coach when we hit a bump real hard or went through an arroyo. Some ride!

"It was very hot during the day while at night it turned real cold. It did not seem to bother the stage-driver if he upset the coach, which happened several times. Mr. and Mrs. Schutz and I were turned upside down, but no one was hurt for the coach proper remained lying on its side while the mules went off with the front end. We finally arrived in Santa Fe at 7 a.m. October 1 and I was more happy to get there than I was to arrive in New York, just a month before. I felt as if I had been drawn and quartered."

END OF WORLD

The next leg was to Las Cruces, where he arrived toward evening on Oct. 5, remaining overnight to make a stage connection to El Paso. He was just finishing the last of a sausage his mother had given him when he left Westphalia. Six days later he prepared his people:

"I'll write about El Paso later, but I want to tell you that this place is nearly the end of the world and the last of creation."

He already had begun studying English and Spanish and told of a petition being circulated to build a railway line through El Paso. He was still tender from his stagecoach trip, commenting

that "a certain part of my anatomy had almost turned to leather by the time I arrived here."

Some 20 years earlier a Henry Dexter had come to Ysleta and also wrote some historically valuable letters to his people in Illinois. Like Dexter, one of Kohlberg's first letters enclosed seeds of the fabulous onions growing here, averaging a pound each and often reaching three pounds in size.

Three months later the young man in a hurry wrote: "I will try and make \$100,000 and then things will boom, but I regret to say that I have not made a start getting the money together. As you know, the understanding was that I was not to receive any salary the first six or twelve months. Under German conditions and customs this arrangement is fair, but circumstances here are not the same and the big expense of the trip here should be taken into consideration. I do not feel that I have been justly treated."

An ambitious man was not to be held back. "It will not be long before I have made a firm place for myself in this business," he wrote his father, "and I am determined that I will then get what I feel I have coming to me. I am beginning to take care of the books and I do know the running of the business pretty well . . . In our business we carry nearly every class of merchandise such as dry goods, shoes, hardware, grain, feed-stuffs, medicines, in fact everything to be found in a general merchandise store."

"Physically I am fine," Kohlberg said, already beginning to feel the pull of the desert. "One could not expect anything else in this wonderful climate." In an aside he added "The Mexicans one sees on this side of the Rio Grande are ugly and ragged and some of the Americans do not look too good. Across the river there are a number of better class Mexican families." Kohlberg crossed the river on Sundays to visit his employers' store there.

Mail addressed to El Paso, Mexico, often got lost or delayed, and a month after arriving here the immigrant suggested his family write him at El Paso, New Mexico, the mail taking a different route and arriving sooner. Discouraged, he said "This section of the country, under present conditions, is very poor, and to make a fortune in a short time is not likely."

HIGH SOCIETY

On Feb. 26, 1876, Kohlberg described social life in the post-bellum days before women clamored for equal rights and were yet treated as pampered darlings. The real social activity took place across the river; not on the U.S. side where a large percentage of the early settlers were fugitives from justice and usually rude and crude characters. Listen to Kohlberg describing a ball he attended in honor of a Mexican official:

"Started at 9 p.m. Supper at 2 a.m., with most of the food seasoned with chile. It is customary for the gentleman to take a lady to supper, not to eat with her but to wait on her. He sees that she gets something of everything that is served, cuts her meat, changes her plate and gives her some of the different wines that are served. While the lady is enjoying her supper the gentleman attends her by standing behind the chair. I admired the grace and politeness with which these at-

EP Men Get Training

'Agee's Bandidos' Felt At Home In No. Carolina

Special to EL PASO TIMES

Ft. Bragg, N.C.—"Agee's Bandidos" left their sombreros back in El Paso, Tex., but they were right at home in the tall pine country of central North Carolina.

Members of the 361st Psychological Warfare Co., commanded by Capt. James D. Agee, traveled the 2,000 miles to Ft. Bragg to prove they are ready to help halt the spread of communism whenever called on to do so.

The transplanted Texas Reservists have spent the past two weeks on active duty at Ft. Bragg, giving the North Carolina installation a little flavor of the Fabulous Southwest.

Ft. Bragg is the home of the Army's elite, beret-wearing Special Forces, and the 361st used equipment loaned to it by the Special Warfare center here while conducting a practice exercise under simulated combat conditions. Psychological warfare units support the Special Forces contingents in field operations.

Calling themselves "Agee's Bandidos" while encamped in a thick forest, the El Pasoans joined with the 362nd and 307th Psychological Warfare companies of Chicago in "Operation Clean Sweep."

Their mission was to halt the internal movement toward communism of the mythical country of Silbra by feeding printed and radio information in to Silbra from an adjacent, neutralist country. It was only a mock exercise, but it was similar to operations in which the 361st would be involved if deployed to an overseas position.

OTHER ACTIVITIES

With their tents and equipment set far back into the pines, members of the El Paso unit participated in the preparation and airing of radio programs in Silbra's native language. Newspapers also were put together in the best journalistic format.

Loudspeaker teams, operating under simulated combat conditions, practiced use of the spoken word to break resistance of the "aggressors."

Capt. Agee termed the exercise "highly successful." He said use of the Warfare Center equipment was instrumental in giving the 361st authentic training in its field and that the unit hopes to have similar equipment of its own soon.

The psychological warfare concept is relatively new in Army makeup, but it already is a highly specialized field. The educational level of men assigned to do this work is among the highest in the Army.

In addition to training in broad-

casting and printing techniques, psychological warfare soldiers must have a comprehensive knowledge of current world affairs to insure better understanding of their audience and the areas where they may operate.

After the "Field Practice Exercise," the El Paso Reservists returned to their barracks for their second week and a "command post exercise" in which deficiencies found in the field were corrected.

Return to El Paso was scheduled for Sunday.

Capt. Agee said the training the unit received here will be of lasting importance to its future proficiency as a unit and to the American readiness to cope with problems arising in the Silbras throughout the world.

Attend

Services

This

Week

at your own

place

of worship

El Paso — KE 3-1211

Silver City — 538-9307

WELCOME WAGON



THE FOUR SAVINGS AND LOAN ASSOCIATIONS WILL BE

CLOSED LABOR

HAVE A SAFE, HAPPY HOLIDAY

EL PASO FEDERAL SAVINGS & LOAN ASSOCIATION

FIRST SAVINGS AND LOAN ASSOCIATION

MUTUAL FEDERAL SAVINGS & LOAN ASSOCIATION

SURETY SAVINGS AND LOAN ASSOCIATION

SCHOOLS OPEN

DRIVE CAREFULLY

Riches

... were carried out. After ... were through the gen-partook of the supper." ... carpets were spread in ... that was part of every ... a canvas was laid over the ... and dancing began. ... me stayed until 8 a.m. ... breakfast was served and ... broke up. ... was living — back in the ... en whatever entertainment ... was you provided yourself. ... berg was not in the least ... ly impressed by the In- ... or by their dancing. ... w the Indians dance a few ... go," he wrote. "The noise ... r musical instruments and ... ing gave me a head- ... om which I did not recov- ... two days. The drum which ... se is three feet high and ... arrow and their rattle is ... of a gourd with small ... in it. They make a deaf- ... noise. I do not find any ... or beauty in their dances." ... night before, the Indians ... ult fires all over the ... inside to announce the ... of their spring festival. ... Indians are not savages." ... d. "They are Pueblo In- ... They live with the Mex- ... Their principal occupation ... trail the Comanches and ... es, wild Indians, after they ... made a raid and stolen cai-



FAMILY PORTRAIT—In 1875, as Ernst Kohlberg was preparing to leave his native Germany for El Paso, where he was to become a civic and industrial leader, his family posed for this group portrait. Ernst, then 18, is seated far left in the second row. The only daughter, Hedwig, between her father and mother, was tragically burned to death. Of the seven sons, not one produced a male heir to carry on the family name. Ernst Kohlberg sent home long, detailed accounts of his travels and his life on the border, in letters whose translations provide a highly literate description of El Paso in the days of the Salt War and of Billy the Kid.

First Slated Sept. 18

Fall Educational Lecture Series Announced For EP

A fall series of educational lectures has been announced by the Southwest Independent Speakers Forum. The series is designed to offer to El Pasoans information on various aspects of our nation's relations with other countries.

The first of the season's talks will feature Bryton Barron, speaking on "The State Department — A Look From the Inside." This lecture will be at 8 p.m. Sept. 18 in Liberty Hall.

Barron spent more than a quarter of a century in the State Department, joining it in 1929 as an editorial assistant. He ultimately became head of the Treaty Staff in which position he participated intimately in the formulation of U.S. foreign policy. It was in reference to Barron as head of the Treaty Staff that Rep. E. Y. Berry caused to be inserted in the April 29, 1957 Congressional Record:

"In this area, his last and most interesting project was the compilation of papers dealing with Yalta and the betrayal of American interest at that 1945 meeting between Roosevelt, Churchill and Stalin, with Alger Hiss in attendance . . ."

Barron was brought up and educated in South Dakota. At Oxford University in England, where he was a Rhodes Scholar, he was awarded a diploma in 1922 in economics and political science. In 1923 he became the first South Dakotan to obtain a research degree, Bachelor of Literature, from Oxford University. There followed work as an editorial

writer, teaching in the Philippines, and, in collaboration with Mrs. Barron, the writing of textbooks on grammar and phonics.

WROTE BOOKS

Barron is the author of several books dealing with the State Department, including "Inside the State Department" and "The Untouchable State Department." For this latter book, The American Academy of Public Affairs of Los Angeles recently gave Barron the John C. Merriam, Irvin S. Cobb and Rupert Hughes Award of Merit "... for original research and contributions in the field of constitutional law and for outstanding public service in efforts to preserve our constitutional form of government." Barron has written a recent book, "Dream Becomes A Nightmare," a documented study of the United Nations. He is also the recipient of a recent award by the Young Americans Against Communism (New York).

Other speakers who are to appear in the series are:

Samuel Blumenfeld, president and founder of Coleridge Press and editor of U.S.-France Report. He will speak Oct. 19 in Liberty Hall on "The United Nations — A Look Today."

Frank Iszak, now a research chemist in the San Francisco Bay area, is a former student and newspaperman in Hungary. His escape from Hungary was through the hi-jacking of a Hungarian Commercial airliner in flight. He will speak Nov. 9 in Radford

School for Girl's Templin Hall, on "How Hungary Lost Her Freedom."

W. Cleon Skousen, who for 16 years was an FBI agent, is a former faculty member of Brigham Young University and former Salt Lake City chief of police. He is the author of best selling "The Naked Communist." He will speak Dec. 12, at a location to be announced later on "Retreat Means Defeat."

Tickets are available through all Food Mart Stores, the Central Ticket Agency, Hotel Paso del Norte cigar stand and Bassett Center Book Store.

4 SUITS AVERAGE

Bonn, Germany. — The average West German male has four suits, indicates a study the Institute for Market Research made for the textile industry. Forty-six percent of the suits were bought in the past three years and about one third are older than six years. One third of the men questioned buy suits regularly — every one, two, or three years.

NEW ASSIGNMENT

4th Armored Div., Germany. — Sp-4 Glenn J. Williams, of 10241 Sherwin Drive in El Paso, recently was assigned to the 4th Armored Division in Germany. Williams is a supply specialist in the division's 504th Supply and Transport Battalion near Crailsheim.

S, TAXES

... e dangerous than maraud- ... dians were the threats of ... tion boiling up in Chihua- ... een as ruining business on ... ides of the border. Politics ... es the excuse for the rev- ... s in Mexico, the new ar- ... soon found out, but the real ... se was robbery and enrich- ... As new leaders sprang up, ... would be collected of all ... ssmen and residents, some- ... far in advance. If the rev- ... istants stayed in power you ... safe for a while, but as ... as they were overthrown ... would be new tax collec- ... armed to the teeth, pound- ... n your door. ... n the spring planting, Kohl- ... wrote to describe the prim- ... irrigation without which ... would be nothing grown. He ... sent home some cactus ... In a letter dated April 5, ... he expressed his disappoint- ... at being unable to have his ... e taken so he could show ... s new mustache to the home ... But working without pay he ... not afford the tariff ... ed by the visiting daguer- ... pists. That would have to ... later, when he began mov- ... p in the business world. ... and apricot trees had just ... ed blooming. Beautiful. ... Indians were on the war- ... above El Paso, having ... some by the freighters ... ling merchandise for the ... z Brothers of 14 mules and ... horses. The Apaches, Kohl- ... soon found, were destruc- ... for the sheer joy of destroy- ... They would kill cattle they ... not haul off to the moun- ... with them. Also, they were ... cowardly, always running ... nd of standing and fighting, ... ing into the night with their ... ry. ... alth was still hopelessly be- ... reach.

... e 94.5 million American in ... will travel by automobile ... ximately 130 billion miles on ... ion and pleasure trips. The ... ce is roughly equivalent to ... ound trips to the sun, Na- ... l Geographic says.

... OF EL PASO

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LABOR DAY

MONDAY, SEPTEMBER 7

In a Tribute
To Labor, the
Union Furniture



Company
Will be closed



Monday,
September 7.



We, at the Union,
Wish you a
Happy Holiday.

UNION FURNITURE CO.
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Lure Of Border Was Too Much

This is the final article in a series based on the life and letters of Ernest Kohlberg, pioneer El Pasoan, who described his struggles on the border in letters sent home to Germany, translated by his son, the late Walter Kohlberg.

By ART LEIBSON

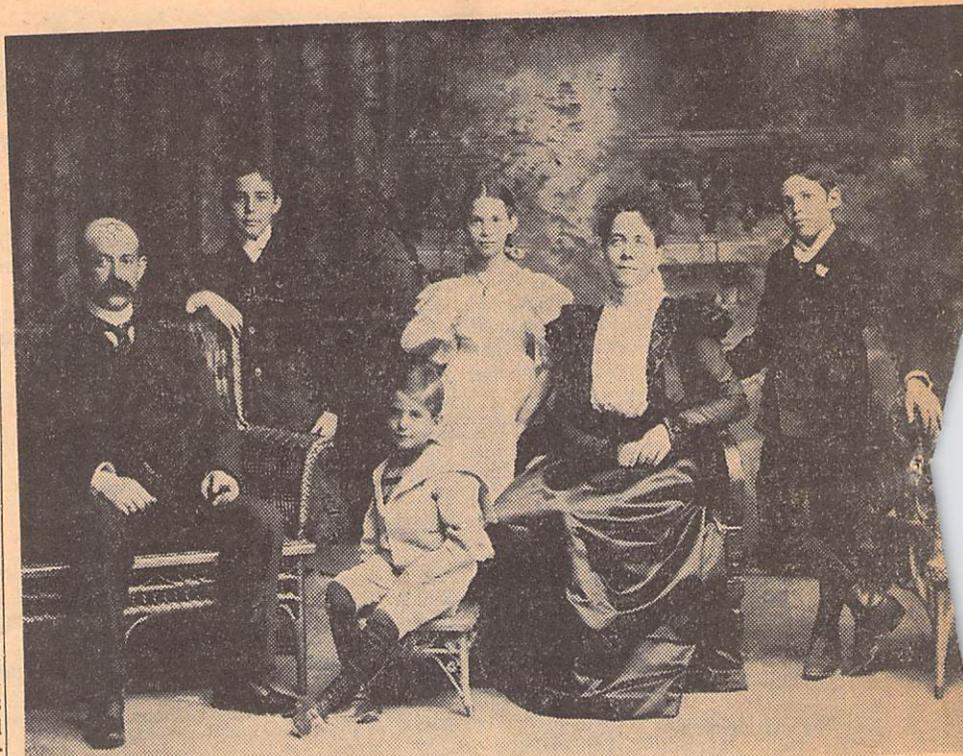
On Dec. 12, 1877, Ernest Kohlberg was ready to quit the border, abandon his dreams of getting rich quick in America. He had a small grubstake, increased by half the \$1,800 profit shown in the mercantile business he had managed across the river. He expected to depart for San Francisco about Christmas time.

At 20, he was a retired merchant, former assistant postmaster, and assistant U.S. consul in Juarez. And he was leaving El Paso on the first passenger train over the Southern Pacific tracks going to the West Coast. He found no gold in California and after two years in clerical and other jobs he returned to El Paso and turned south. The riches that were eluding him might be found in Mexican mines. He had seen tremendous shipments of gold, silver and copper coming north from this new land of opportunity.

His money ran out and he soon wearied of trying to scrape a bare living out of his mountain mine, where his post office address was Jesus Maria, Mexico. He would be glad to get away from his neighbors, he wrote his family as he prepared to leave. A few years later other mine operators, with more capital and know-how, were to take fabulous riches from the shaft, one of the most productive in the country.

Back in El Paso, Kohlberg urged his younger brother Moritz to join him in the wholesale and retail tobacco business here. Moritz came to America but the brothers did not hit it off together and Ernest bought out Moritz. He was on his way up. That was 1881.

Three years later he was prosperous enough to return to Germany, where his mother had died a year earlier, and bring back a bride, Olga, who was to become one of El Paso's outstanding civic and cultural workers. But by 1889 Kohlberg's father also had passed away and few more letters from the up-and-coming merchant were saved. The next one was from New York, in 1902, by which time Kohlberg had



PIONEER FAMILY—Ernest Kohlberg, who had done well in the Southwest after coming here from Germany in 1874, had gained a prosperous appearance and a substantial family when this studio photograph was taken. The Kohlberg name has disappeared in El Paso as the sons produced no male heirs. The daughter, Else Betty, was the mother of Dr. Branch Craige. The sons were (left to right, grouped around their mother, Olga) Walter L. Kohlberg, father of Mrs. Leonard Goodman Jr.; Herbert S. Kohlberg, who became a mining engineer; and Leo J. Kohlberg, who joined his father in their cigar factory.

moved into the oil fields while continuing as a tobaccoist.

It is easy to understand, from his letter dated Dec. 20 of that year, how Rockefeller built his fortune, while Kohlberg once again watched riches pass him by. The subway was under construction in New York, where he was visiting. His two oldest sons were in Germany studying, and Kohlberg was satisfied that "the last few years have been good to me in a financial way." He had acquired some downtown real estate and soon would be operating the St. Regis Hotel where President Taft stayed on his historic visit to meet Diaz at the border.

OIL INTERESTS

He was interested in two Texas oil companies, Kohlberg wrote his family, and had contracted to deliver 25,000 barrels of oil monthly to Rockefeller's Standard Oil Co. The automobile was soon to revolutionize transportation in America but at the time the main uses for oil were heating and illumination. Kohlberg's contract with Rockefeller called for the payment of three cents a barrel

the first year, six cents the second year, and 10 cents from the third year on.

With his usual luck, Kohlberg was out of the oil business before it was to create hundreds of Texas millionaires. But his tobacco factory and store were burgeoning and he kept expanding, first to a location on the site of the Sheldon Hotel, later the Hilton, then to the corner where Hotel Paso del Norte was to be built. The last move was to Second Street, where the factory eventually was torn down for Paisano Drive.

By now the Kohlbergs were making a heavy mark on their adopted home. He was one of the founders of the power plant later sold to El Paso Electric Railway Co. He was a director of City National Bank and founding director of the Rio Grande Valley Bank and Trust Co. A Republican, he still managed to win election in Democratic El Paso as an alderman. He was an inveterate joiner, member of the Masons, the Elks, the Shrine. He was in the Pioneer Society and McGinty Club.

Mrs. Kohlberg helped start the kindergarten system in El Paso public schools, served as state vice president of the Federation of Women's Clubs, and was head of the Public Library Board from 1904 until her death in 1936. She also fought to build the first charity hospital. In 1939 the story of her public service was written as a radio script, widely broadcast.

There were four or five, healthy children born to the Kohlbergs, four boys and a girl. The cigar business was booming. There were no clouds on the horizon. The fame and fortune Kohlberg came looking for were his at hand. The world was his oyster. The tragedy struck.

Among the properties he owned was a hotel on South El Paso Street that had been rented to a John Leech. A racetrack was operating in Juarez and Leech came a plunger, losing heavily. He fell far behind in his rent. Kohlberg had turned over to lawyers the matter of collecting what was owing. They evidently had served Leech with an e-

AS KILLED

Kohlberg turned and Leech
ew a pistol, fatally wounding
e merchant and ending the
eams he brought to the border
om Germany. One of the first
ersons to reach the scene was
student, Cleofas Calleros. The
ooting was to trigger a drive
om the pupit that brought an
d to racing on the border.
The nex. morning, and for many
ys, the newspapers were to
e story of the slaying
few days after the shoot-
Paso Times also car-
line announcing that
P decided to settle the
dispute by arbitration.
me week that Kohlberg
n another pioneer El Paso
ant died in Los Angeles.
as A. Goodman, who for-
y had owned the Lion Gro-
y and whose grandson, Leon-
d A. Goodman Jr., was to
arry Kohlberg's granddaughter,
leanor, who has been custodian
of the family papers since her
father, Walter, died in 1949.

Walter Kohlberg continued the
cigar factory, expanded to include
a second plant in Philadelphia.
American Tobacco Co. had of-
fered an almost irresistible price
for the business that finally was
turned down. Soon the cigarette
was to replace the cigar as Ameri-
ca's favorite smoke and the Kohl-
berg factory eventually was
closed. Walter had been ill for
many years and was unable to
properly care for the business.

Leech's trial brought big red
headlines in the newspapers as
his lawyers pleaded insanity and
any other defense they could find
in the books. It went on for 17
days, starting Oct. 3 The late
Judge W. D. Howe and Victor
Moore, who later gave up the
law practice to open Southw-
ern Children's Home, were the
prosecutors. The court reporter
was a young man who was to be-
come one of El Paso's top crimi-
nal lawyers, William H. Eryer.

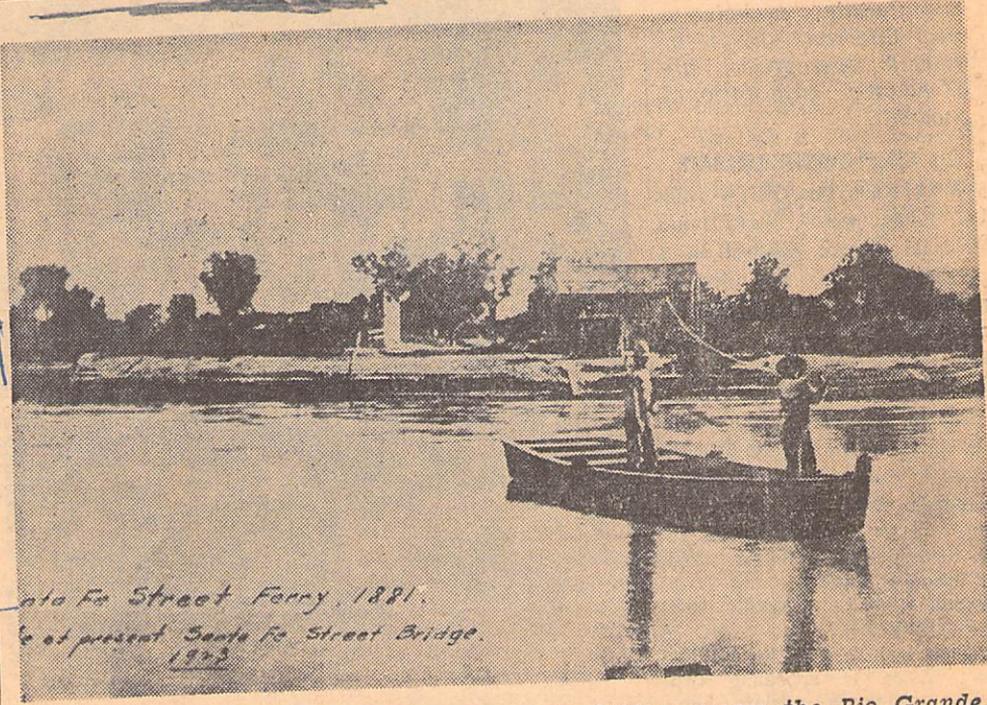
The jury deliberated only a few
hours before bringing in its ver-
dict of guilty, fixing Leech's
punishment as life imprisonment.
He went to Huntsville, where he
remained until Gov. "Ma" Fer-
guson included his name on the
long list of questionable pardons
issued by her husband, the im-
peached governor, and herself.
The Kohlberg children also died
at comparatively youthful ages,

uch For Kohlberg To Leave

The El Paso Times

Sunday, September 27, 1964

Page 1-B



Santa Fe Street Ferry, 1881.
at present Santa Fe Street Bridge.
1923

SANTA FE STREET FERRY—There were no bridges across the Rio Grande when Ernest Kohlberg came to El Paso in the 1870s to make his fortune. Most of the year the river was dry enough to walk across, but in that time, before construction of Elephant Butte Dam, the Rio Grande went on a ramp-
age when snow melted on its watershed. In 1881 a ferry was the only way a pedestrian could make the crossing, as shown in this photograph included in the Kohlberg collection.

Shopping List Excellent Time-Saver

By MARGE MCCONNELL
El Paso County
Home Demonstration Agent

Food stores may be a jungle to some shoppers—who fight their way once a week and have a miserable time doing so. Other shoppers look forward with friendly anticipation to the shopping trip and thoroughly enjoy it.

Oddly enough, it is often the shopper who dislikes shopping that takes the longest time, has no shopping list, and ends up with the most "impulse" purchases in the shopping cart. Impulse items need not be a problem to the informed shopper—she knows where to look for items on her shopping list

and won't be easily attracted to the message of the impulse purchase.

The difference in these two shoppers is mainly a matter of planning. A shopping list of foods needed, arranged in the same order as the foods appear in the store, helps save time. The same is true for other types of shopping. And chances are that the shopper will arrive home with all the items she went after.

no male heirs
on the family name. There were three grandchildren, Mrs. Eleanor Goodman, Dr. Branch Craige, in El Paso and Dr. Ernest Craige, now studying in Europe but head of the cardiology department at the University of North Carolina.

Old-timers will always remember the Kohlberg footprints. They left an indelible mark on El Paso's since the U.S. Court of Appeals awarded the newspaper, radio and television representa-

Tokyo Phones Dial U.S. Directly Now

Tokyo — The new submarine cable connecting Japan with the United States enables in Tokyo to dial of the 91 million America erator er,

**Sunday
Channel 9**

... newspaper, radio and television representa-

Kohlberg Takes Over Business, Wins Wife

Pioneer Faced Outlaws, W

(This is the third article in a series dealing with old El Paso, as Ernst (later changed to Ernest) Kohlberg came to the border from Germany in 1874 to make his fortune. The series is based on letters in the possession of Kohlberg's granddaughter, Mrs. Leonard A. Goodman Jr.)

By ART LEIBSON

By Jan. 18, 1877, Ernst Kohlberg, running behind his own time-table for getting rich, had a foot in the stirrup. He had taken over the Schutz Brothers store in Paso del Norte (Juarez) where he was to receive half the profits. He also had acquired status, as deputy U.S. consul on the Mexican side of the river. He was keeping books in Spanish, carrying a stock worth between \$9,000 and \$10,000, and had three workers. He also owned three watchdogs and if business improved he would buy himself a horse. He told his people he was handling everything from corn plasters to wigs. No partnership contract had been signed but the young businessman was not worried. He was the boss. It wasn't until his letter of April 8 that the formal agreement was signed, sealed and delivered.

But with his managership came new troubles from revolutionaries and others in Mexico. "Two weeks ago there were 100 Mexican cavalymen here," he wrote. "I have never seen so many cut-throats together at one time. Their complexion is that of dry wood-ashes, neither black nor gray but grayish. We had to pay our taxes one year in advance, amounting to \$160.

"This money will not be lost if no other party gets control. However, if another crowd gets the upperhand they will declare the levying of the tax as illegal and will make us pay them again." In addition to the tax, Kohlberg had to spend about \$200 quartering the cavalymen.

CHILLING EXPERIENCE

He had a chilling personal experience at this time, while reaching into the mailbox one morning.

"I felt something cold in my hand," he said. "I withdrew it rapidly and pulled out a snake three feet long. I have never been so frightened in my life as I was at that moment." Luckily, he was not bitten and he killed the snake with a stick,



HONEYMOONERS — Ernest Kohlberg, a substantial businessman 18 years after arriving in El Paso from Germany, returned to his homeland to find a bride to share his home close to the frontier. Mrs. Olga Kohlberg, shown with her husband at Niagara Falls in 1892, became a social and civic leader here, helping start the first kindergarten, establish a community hospital, and organize the public library whose board she headed until her death. Kohlberg became an alderman, started a successful cigar factory, and was a prominent member of the committee handling the Taft-Diaz meeting here in 1909.

but after that he always looked inside the mailbox before reaching.

His employer, Solomon Schutz, was having wife trouble. As Kohlberg described it, she having brought into the marriage as a dowry, 3,000 thalers (also talers, roughly German dollars) and continuously tried to impress her husband with the favor she had done in marrying him.

"When she came here she

knew as much about keeping house as a cow understands about Sunday," Kohlberg said, lining up with Schutz in his marital problems. "She is selfish, caring for nothing but herself," he wrote, spending long hours primping but of little help on the border where a wife carries a heavy load.

Somehow, not explained in his letters, his friend Emilie Schutz had been wounded. She was now recovering and in May she

brought him a birthday card. Very pleasant.

Like most rising businessmen Kohlberg loved to give advice. He kept urging his brother Lutz to join him, to get a passport immediately. He suggested a wardrobe for the trip.

New revolutionaries had now come into town, followers of Lerdo de Tajada. They took over the city and Kohlberg's annoyance at the political merry-go-round was showing.

Oval Extension Table, **229.50**; Cane

Back Side Chair, **55.00**; Cane Back

Host Chair, **69.00**; China Cabinet,

429.00; Credenza Buffet, **339.00**;

"I think the end of the song will be that the United States will intervene and they will annex the five northern Mexican states," he predicted. "There will be no peace otherwise. American troops are moving toward the border of Mexico now." Business was as bad as politics, under the circumstances, and as deputy U.S. consul, (formally known as vice-commercial agent) Kohlberg frequently ran up his flag to offer protection to those needing it.

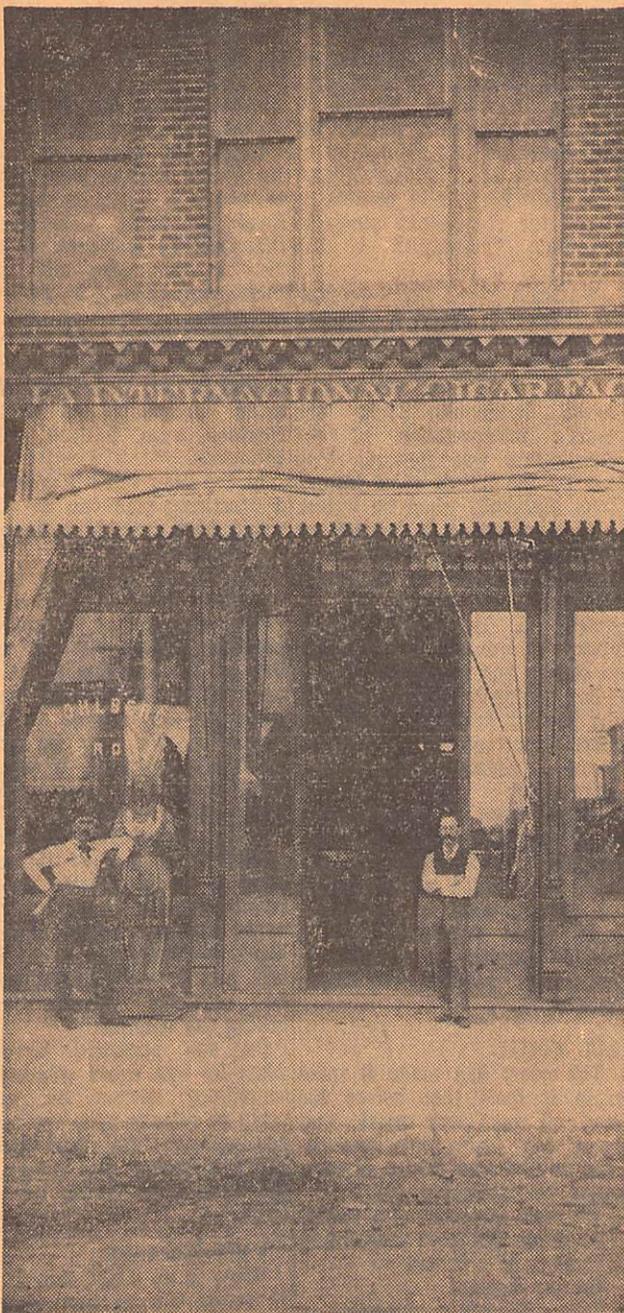
On June 5 he wrote that "one of the seven-day revolutions ended last night. It seems to have been confined to this place." Hiding behind his diplomatic status, he refused to attend a meeting to which he had been ordered, but did contribute \$100 as a "loan" to the Lerdistas. Big property owners were being assessed as much as \$300. He refused to ante up any more and soldiers twice were sent to the store demanding additional payment, threatening him with jail, but his waving flag averted any further trouble with the soldiers. After that, the revolution quieted — for a while.

KEG OF WINE

In July, 1877, Kohlberg wrote that he had a five-gallon keg of fine El Paso wine waiting to be sent back to Germany, delayed since the wagon trains were having Indian trouble and shipments were in jeopardy. "You may be able to get better wine there," he said, "but it is not El Paso wine." This was a good year for peaches and grapes.

It was now two years since he left Germany and Kohlberg was getting homesick. His contract ran another 17 months and he was impatient to be moving on. His brother could not make up his mind to emigrate and join him, and life on the border was one monotonous day after another in between revolutions. He was expecting a U.S. declaration of war on Mexico at any time, the "best thing that could happen."

On All Saints Day he took a two-hour trip with Emilie Schutz to Pueblo San Lorenzo. It was a tremendous festival, with the people alternately praying, playing roulette, eating watermelon, "and raising Cain generally." Somebody started a false alarm that the Lerdistas were attacking the village and the celebrants panicked and ran. Then: "There followed a general fainting of the women and a



EARLY CIGAR FACTORY — Kohlberg Brothers opened a cigar store in El Paso and soon were making their own cigars in the years before cigarettes became the national smoke. No cigar store was complete without the wooden Indian to advertise its wares, such as the one that stood in front of an early location on San Antonio Ave. Ernest Kohlberg soon bought out his brother, who left El Paso after a short stay on the border, but the name remained until the rise of the cigarette forced the factory to close.

pleading to the saints to bring them back to their chili and beans existence. Those that fled to the church drank all the holy water, which worked marvels and soon their countenances cleared up again, that is, insofar as their complexions

would permit. The ones who enjoyed the excitement mostly were those who stole the grapes and melons from the stands of the owners who had fled." After the return trip Kohlberg was nearly blinded temporarily from the effects of the sun.

By September, the weather cooler and his appetite improving, Kohlberg told his family what a typical day's menu was in El Paso. For dinner he had caldo (soup), carne (meat), chili verde (green peppers) and frijoles (beans), he translated. Then he went on to enumerate the members of his household:

"First, my old woman, Dona Andrea, who attends to my food and drink; second my porter, who keeps the flies off me while I eat and is good for many things; a boy who helps in the store, one horse, two dogs, one rooster, two hens, nine chicks and also countless bugs who make up the majority of the population."

In that letter he enclosed a picture, showing him still wearing the shirts he had brought from Germany, by now pretty threadbare. He also was advising his father, who was in the grain business, as to the outlook for the coming year. Prices should be higher, the retailer assured his father, as California had a crop failure and England has been looking to California for half its grain supply.

DESCRIBES RIVER

Writing his brother Hermann the next day, he described the Rio Grande as "the longest and poorest watered river of the North American continent. There is a surplus from May 1 to Aug. 15, then nothing but a trickle." A dam had been built two miles north of El Paso to conserve and divert water into the Acequia Madre, main irrigation canal linked with the fields.

It was a primitive dam, often washed away by the spring floods, after which most of the population would turn out to repair the breach. At least 8,000 persons were depending on that dam and Kohlberg was urging his engineer brother to consider a permanent installation if the money could be raised. The Texas & Pacific Railway was heading toward El Paso from San Diego and the pace was being stepped up with construction of the Colorado River bridge at Fort Yuma. Kohlberg sent his brother a suggested sketch of what a permanent improvement might look like. But by Nov. 12 he was ready to call off the deal. No money.

His own business, he wrote his father, was "rotten." Kohlberg was considering going to Chihuahua to see some Germans in the wholesale business there about taking over his store. They were profiting, he said,

(Continued on Page 5-E)