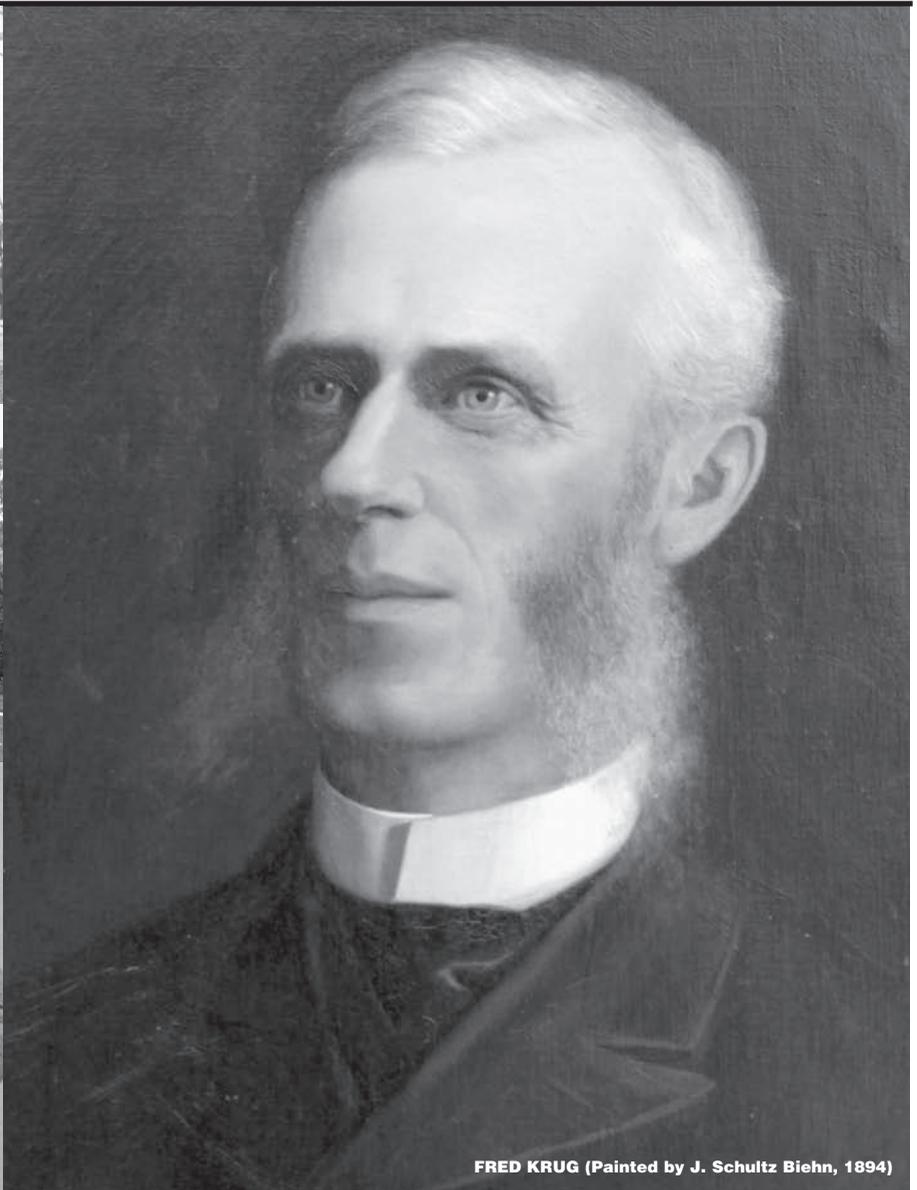


# YESTERDAY

News from the Tavistock and District Historical Society

VOLUME 18

WINTER 2011



**C.F.C. [Fred] Krug 1843-1925**

**Tavistock & District  
Historical Society**

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**Tavistock  
& District  
Historical  
Society**

37 Maria Street,  
Box 280,  
Tavistock, Ontario,  
Canada N0B 2R0

**MUSEUM**

**HOURS:**

Saturdays  
10am-12 noon

*Closed months of  
January & February*

*Other times  
by appointment:  
call 519-655-9915*

**SUPPORT THE  
WORK OF THE  
MUSEUM/ARCHIVES**

Annual membership  
\$10.00 per annum

# Building a Village

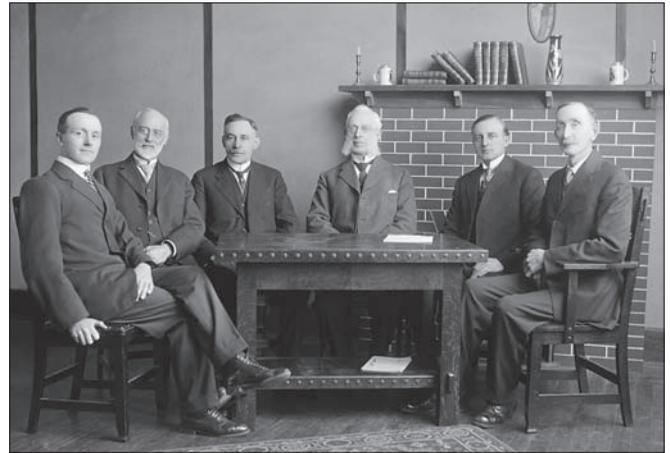
## Christian Frederick Conrad Krug

During his sixty-five years living and working in the Village of Tavistock, Fred Krug played an important role in the life of the community and contributing to its commercial prosperity.

Mr. Krug was born in Germany, but a British subject. His mother died when he was 2 years of age and after immigrating to Canada, his family settled on the Huron Road in Wilmot Township where his father was an innkeeper. His father died when Frederick was 10.

Mr. Krug had come to Tavistock (then called Inkerman) at an early age, having delivered newspapers here on horseback from Waterloo. In January of 1860, he accepted a position in the log store conducted by Jacob Wagner. Ten years later, he commenced business for himself in the red brick store built by Mr. Wagner, forming a partnership with Adam Falk in 1872 until 1884, when he returned to sole proprietorship. He was appointed postmaster in 1885.

His business grew rapidly and was given the name, The Glasgow Warehouse, in honour of his wife, Jane Stewart's, Scottish family heritage. Mr. Krug, along with John Zimmerman, was instrumental in re-establishing the Tavistock Milling Company c. 1880, buying the property, donating the land for the siding, and finding an investor to build a new mill. He was secretary-treasurer of



Mr. Krug was a member of the first Tavistock Library Board in 1917. From the left are John Lemp, A.T. Bell, Wm. Appel, Fred Krug, Ed Roth, chairman Duncan McKellar.

Knox Presbyterian Church in Tavistock for 42 years and a member of the first Tavistock Public Library board. His family home, The Maples was built c. 1879 and and at one time featured a tennis court on the front lawn, facing Woodstock Street.

He and his wife raised nine children, Ellen Bell (Mrs. Wm. J. Arnott), Dr. Henry Stewart Krug, John Frederick Krug, Fred Krug Jr., Fleming Rankin Krug, Janet "Jessie" Louise (Mrs. R.B. Moore), Annie M. (Mrs. N.W. McVicar), and Robert Matheson Krug.

■ **BITS AND PIECES**

## J.C. Penney and Tavistock?

Back in the day general stores sold everything from rubber boots to shotgun shells. They carried groceries and hardware and wallpaper and overcoats and everything in between. The owner typically ran his business on a total bottom line approach. The store either made money or it didn't.

Not so with Fred Krug and the Glasgow Warehouse. Fred managed his store on a departmental basis with separate books of accounting for each main sales area. If you were in charge of hardware and, at the end of the year, hardware didn't make money you were in trouble. If you had the respon-

sibility for clothing and you made a lot of sales you probably got a bonus. Fred's accounting system was unique and definitely ahead of its time.

There came a time when his bookkeeper wanted to see some brighter lights than Tavistock. The bookkeeper moved to the US and introduced Fred's system at his new place of work. The next time you are shopping at J.C. Penneys in the United States, remember that they got their accounting start in Tavistock.



*Story as told by Lloyd Kaufmann  
to Sherrill Calder a few years ago.*

## Did you know?

The Tavistock and District Historical Society and the Museum/Archives has its web site under development. Go to: [www.tavistockhistory.ca](http://www.tavistockhistory.ca)

## QUILT DONATED



Idella Schwartzenruber has donated the first quilt she made as a young girl to the Tavistock & District Historical Society archives collection. The material was purchased as fabric ends at the Forsythe shirt factory in Woodstock when her family went to market.

## SINCERE THANKS



Taylor McCutchen spent the summer of 2010 improving the cataloguing and storage of our Museum and Archives collection, photographing artifacts and updating the database.

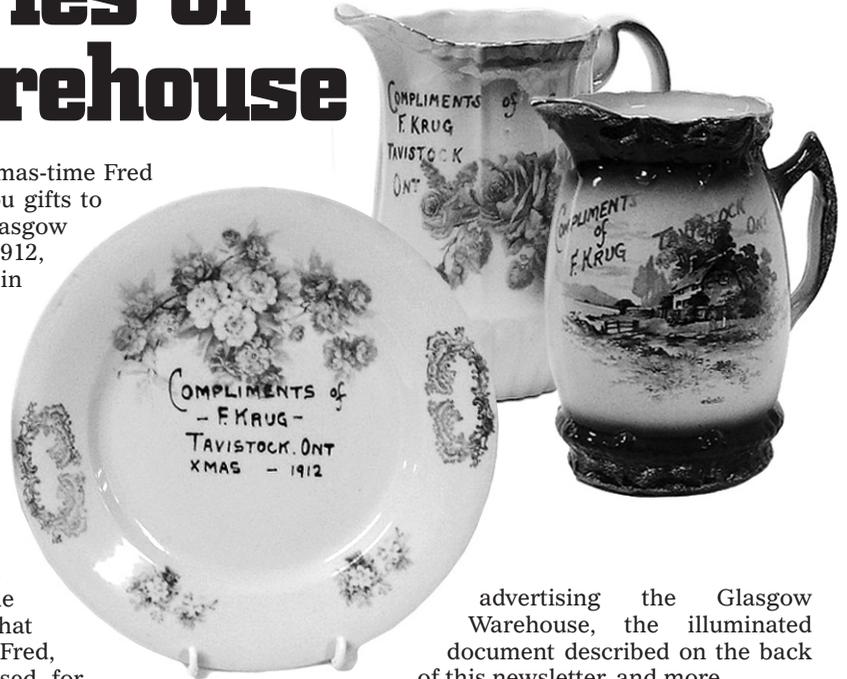
Taylor earned her Masters in Museum Studies at the University of Leicester in England.

Thanks, Taylor, for all you have done.

# Memories of the warehouse

For a few years at Christmas-time Fred Krug gave special thank-you gifts to his customers at the Glasgow Warehouse ... plates in 1912, pitchers in 1913 and bowls in 1914.

Might you still have one in your china cabinet? Items in the Historical Society's collection that link to Fred Krug are an interesting mix and include a framed 1914 calendar, the newel post from the staircase at The Maples (back when it was called "Krug's Castle" by the local people), a large somewhat haunting oil painting of Fred, purchasing tokens, fans used for



advertising the Glasgow Warehouse, the illuminated document described on the back of this newsletter, and more.

# The Year in Review

It's been an interesting year, both at the museum/archives building and taking the museum on the road. This year the "road" included the digital highway. Here are some of the things we've been up to in 2011.

- Digitizing the Tavistock Gazettes to searchable portable document format from 1895-1986.
- Annual Meeting featuring John Lutman speaking on "Stars of The Town" and showing our very own Tavistock 1947-48 movie that is part of this collection.
- Start up work on the Cassel project
- Gazette - "From Picas To Pixels" display in our Tavistock Room
- "Down On The Farm" storytelling night
- Two visits to The Maples to entertain the residents
- Speaker Series on the topic "Life At The Poor House" with Wellington County Museum and Archives Curator Susan Dunlop.

- Launch and continuing development work on our website
- Dr. Bruce Halliday Memory Book
- Fall Fair display and the release of our Tavistock 1847-48 movie - with names!
- Oxford Hotel display including memorabilia and pictures as part of Doors Open Oxford at the Tavistock Public Library
- Fire! display including video and records booklet at the 100th anniversary celebration of the Tavistock Fire Department
- Speaking engagements on our Veterans Project files
- Improved cataloguing and storage of our museum and archives collection
- 3 newsletters - Dr. Halliday, Fire and Fred Krug
- Helping individuals from near and far research their family history
- As always, growing our museum and archives collection with new items

# Stars of the Town - DVD \$20

**TAVISTOCK  
MOVIE 47/48**



Copies of the Tavistock Movie recorded by Rev. Roy Masseur in 1947-48 is available for order at the Museum and Archives.

Names have been added throughout the video to enhance the recording for historic purposes.

# Hand-lettered illumination a gift from a grateful congregation

Among the many items pertaining to Mr. Fred Krug in the Tavistock Museum and Archives is an illuminated hand-lettered document presented to F. Krug Esq. by the congregation of Knox Presbyterian Church, Tavistock at his home on April 27, 1921. The following is the report printed in the Tavistock Gazette on April 28, 1921.

An event of unusual importance took place at the home of Mr. F. Krug last evening when the members and adherents of Knox Presbyterian Church, Tavistock assembled at his home and surprised him with an illuminated and highly artistic address in view of his many years' service as the faithful and energetic secretary-treasurer of (the) church which numbered forty-two years on Wednesday.

The event served as sort of a forty-second anniversary of the first Presbyterian service which was held above Loth's hotel shed when Mr. Krug was appointed secretary-treasurer and which position he has held uninterruptedly ever since.

The address itself is a beautiful and handsome masterpiece of art and was executed by Harry Jewell of Toronto, who was the artist and designer of the address and welcome presented to H.R.H. The Prince of Wales upon his recent visit to Canada. It is bound in a flexible purple morocco cover. The first page contains a cut of the church and inscribed underneath appears "Built and Dedicated 1892." The next page contains a painting of Mr. Krug with the following inscription underneath "The Congregation of Knox Presbyterian Church, Tavistock to F. Krug Esq. 1879-1921". Then follows the address with the names of the different pastors who had charge of the congregation since its commencement with the dates of their services encircled by floral designs. Throughout the entire address appear many artistic touches of floral effects which are done in water colors as is also the wording of the entire address.

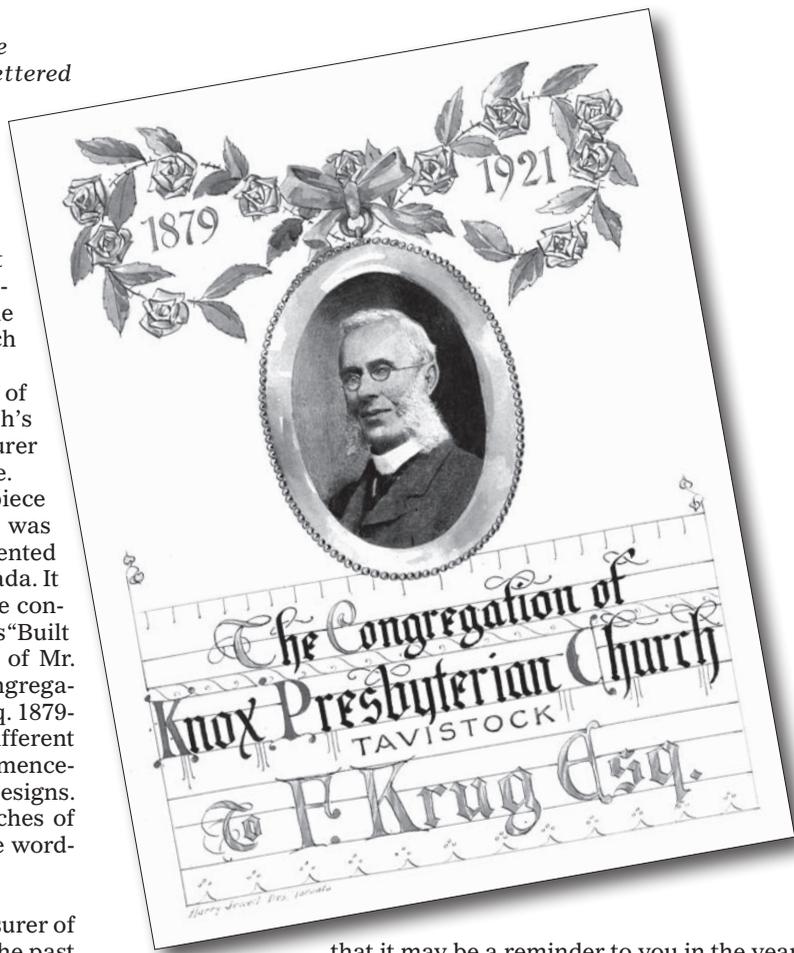
Mr. J. G. Field read the address as follows:

'On the long travelled road of service as Secretary-Treasurer of Knox Church, an office which you have filled so well for the past forty-two years, we, the members and adherents of the congregation desire to express to you our appreciation and thanks for services so well and so faithfully performed.

During your long term of office you have seen many changes in the congregation - you have seen it grow from a mission charge without a church-home to a self-sustaining congregation - you have watched some of us grow to manhood and womanhood in our church - you have bid God-speed to many who have gone to make their homes in other places - you have said farewell to friends and dear ones who have passed on to the Great Beyond - you have encouraged and helped many who have worked side by side with you - and in all this you have done your part in the work our Church has always before it.

It is given to very few to enjoy the confidence and esteem in which you have been held while holding this office for nearly half of a century, and to refer to this alone is equivalent to saying - you have done well.

We take this means of permanently recording our gratitude,



that it may be a reminder to you in the years to come, of a sincere appreciation of a life-long devotion to duty, and further, to record our good wishes to you and our prayer that God's richest blessing may rest upon you. Our earnest desire is that you may continue to assist in His work for many years as you have done so faithfully in the long period of office as Church Secretary Treasurer.'

"The grace of our Lord Jesus Christ, the love of God, the fellowship of the Holy Spirit be with you."

Signed on behalf of the congregation and adherents of the Church: H.H. Turner, J.G. Field, George MacKay, May H. Bell.

Mrs. A.T. Bell made the presentation while the present pastor acted as chairman of a varied and highly delightful programme.

One of the most enjoyed numbers of the programme was a brief synopsis of the history of the church since its inception by Mr. Geo. MacKay.

A very tasty luncheon served by the members of the Ladies' Aid rounded out a pleasant and historical epoch in the life of Knox Presbyterian Church, Tavistock.

## Did you know?

Knox Presbyterian Church pastors serving from its inception to 1921 included:

Rev. William Fleming (Apr.-Sept. 1879)  
 Rev. H. Amos 1879-1880  
 Rev. Wm. Fleming 1880  
 Rev. Arch. Stewart 1881-1889  
 Rev. R. Pyke 1889-1898

Rev. H. McCulloch, B.D. 1898-1906  
 Rev. I.H. Woods, B.A. 1906-1909  
 Rev. R.B. Stevenson, M.A. 1910-1914  
 Rev. H.H. Turner B.D., B.A. 1914