

## **PRESS RELEASE**

**25 October 2006**

### **Kutztown Area Historical Society Releases Third in Series of Landmark Publications**

The Kutztown Area Historical Society is pleased to announce the publication of *A Most Agreeable Town: A Photographic History of the Borough of Kutztown, Volume 3: The Neighborhoods*. Published on high-quality glossy paper in a limited hardcover edition consisting of 1500 copies, this volume contains more than 350 vintage black-and-white photographs, most previously unpublished, of the Borough's original residential neighborhoods along Greenwich, Noble, Whiteoak, West Walnut, and Baldy Streets as well as Normal Avenue and Sander and Sacony Alleys.

Authored by society librarian-archivist Brendan D. Strasser with the assistance of the library committee, *A Most Agreeable Town, Volume 3* continues the saga of the development of the Borough of Kutztown by focusing attention on its homes and families, from what is reputedly the oldest residence in town along the *Hinnerschtross* (literally, "back street," later renamed Walnut) to the newer subdivisions built in the expansion years after World War II. Ranging from the mid-18th century well into the 20th, Volume 3 works from the assumption that Kutztown has been so agreeable a place -- the ideal American small town -- through its history due to the spirit of its citizens, who have proved resilient to floods, epidemics, economic hardship, out-migration, student housing, and other threats to home, safety, or quality of life.

As in previous volumes, which have traced the histories of Kutztown's business district and its industrial corridor, many of the photographs date to the first decades of the 20th century, including a marvelous array first produced as real photo post cards by the Rev. Dr. W. W. Deatrick, a KSNS professor whose images are nationally recognized for their composition and clarity. Each image is accompanied by a full caption providing historical details about the properties pictured and many other details about Kutztown's establishing families and their descendants. As a special feature, this volume's introduction captures the development of modern Kutztown as glimpsed in the photo albums of the Ritzman, Fegely, and Mertz families.

*A Most Agreeable Town, Volume 3* will debut on November 11, 2006 at the Kutztown Area Historical Society's 25th annual Holiday Festival at the 1892 Public School Building, S. Whiteoak Street and Normal Avenue, Kutztown. The Festival hours are 10 a.m. - 4 p.m., during which the author will be available for signing. The Festival will feature several dozen arts and crafts vendors selling festive, seasonal, and home decor items. Lunch, including sandwiches and home-made soups and desserts, is available in the Kris Kringle café.

After November 11, copies of *A Most Agreeable Town* will be available for \$40.00 (tax included) through the historical society or at any of the following Kutztown establishments: Adam n' Eve Boutique (309 W. Main St.), Berkleigh Travel Services (236 W. Main St.), Business Link (314 W. Main St.), The Crewel World (361 E. Main St.), Feed & Read Book Store (26 S. Whiteoak St.), Heatwaves Tanning Salon (218 W. Main St.), Jackie & Daughter Flower Shop (271 W. Main St.), the Louisa Gonser Community Library (70 Bieber Alley), J. A. Meyer, Jeweler (156 W. Main St.), Mr. Food (342 W. Main St.), and the Saucony Book Shop (41 W. Main St.). Mail-order copies are also available for \$45.00; please contact Dr. Strasser directly at 484-646-9097 or [brendan@hometownu.com](mailto:brendan@hometownu.com) to reserve a copy, then send a check payable to the Kutztown Area Historical Society, P. O. Box 307, Kutztown, PA 19530. For further details, visit the society's website at [www.kutztownhistory.org](http://www.kutztownhistory.org).

The Society has already begun work on Volume 4, a history of the Kutztown Park, Kutztown Fairground, and the original Kutztown Swimming Pool, which will be published in 2007 to commemorate the 100th anniversary of Kutztown Day. This will be the final edition to focus on the Borough of Kutztown. Future plans include separate volumes on the Keystone State Normal School, Maxatawny and surrounding townships, and the Kutztown Area School District.