

Sweetland/Swetland Lore #41

Formerly *Swetland Lore*

March 2007

SFA Organization



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Inside This Issue:

The President's
Message
P. 1

Mark Swetland and his
Health Concern
P. 2

2007 SFA Scholarship
Winner Announced
P. 3

Reunion Information
P. 4

Who was Benjamin S.
Swetland?
P. 5

A Few Swetlands of the
Chautauqua County
NY Area (Brocton)
P. 6

A Call for Pictures,
Stories, and
Information
P. 7

2007 SFA Reunion
Submission Form
Attached

The President's Message from Roger E. Swetland

This year is moving along very fast. And we need all of you to start getting serious about the SFA Family Reunion. It will be held at the Dunkirk Days Inn at Dunkirk, NY. The date is July 20-22, 2007. Our contract has been signed and delivered for the reunion. The Special Rate room rates are \$80.75 per night plus an 11% room tax. To get these rates, you must reserve them by June 22, 2007 and specify it is for the Swetland Family Reunion. Ten rooms have been reserved in total to get these rates. More additional rooms are available as long as they are made by the above date.

For those that are not familiar with Brocton, NY and why it was chosen; this is where the first known documented Swetland Family Association reunion was held in 1896. It is also the hometown of Dr. Benjamin S. Swetland, whom dedicated his life to helping others.

At the 1896 reunion the attendees put together what was known then of the family genealogy, which is still referenced by many of us today. It is titled, the [Partial Genealogy of the Swetland Family](#), edited by B.S. Swetland M.D. There is also a link to this document on-line, on both the SFA website and on the SFA message board.

Dunkirk, NY has the nearest facilities to Brocton, NY that can accommodate our reunion at a reasonable rate. This is considered a resort area and some room rates can go as high as \$200 per night. There are other attractions of interest in this area, as well. Some of you may like to extend this trip into a vacation while you are in the area. Start making your plans now. July will be here before you know it. Reunion forms are enclosed in this newsletter. Be sure you complete yours and remit it now before the hustle and bustle of our everyday lives overtakes you.

What new updates have occurred since our last newsletter include some internet-based items. The SFA is on the internet at www.swetland.org and if you have any information that you think might be of additional value to it, contact Jamie Swetland through his e-mail address listed on the website and here in the newsletter. Another great option for communicating to your SFA officers or others is through the message board. Jamie has also added a link to The Kryder Collection. The Kryder Collection is another family historical

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site dedicated to the Kryder family and our own David Kryder informed us about it. You can find a link to this website on the Links page of the SFA website. If you have access to a computer, view the SFA website and the message board. We would like to see more of you interacting with each other on the message board. It can be anything from the latest snow storm to historical references you like to use or questions on family members or even the SFA organization.

If you are on the web and you get a mailed copy of SFA Lore, contact Mark Harrison so you can get your SFA Lore newsletter via e-mail. More information on this is located on the Newsletter page of the SFA website. You would be amazed at what a cost savings e-mail is over our mailing cost which adds up quickly.

We are financially well on the scholarship fund for at least 2 scholarships and then some. However, our general fund can use some help, especially with the mailings of the SFA Lore and the mailings for the reunion information. Please, when making donations and contributions, be sure to designate how you would like your funding to benefit the SFA

Be safe and well, and we look forward to seeing you at the 2007 Reunion.

Your SFA President,

Roger E. Swetland

Mark W. Swetland

I am sad to announce a serious health update and concern for the keystone of the Swetland Family Association, Mark W. Swetland. Over the last several weeks, we the officers of the SFA have made several attempts to contact Mark in various ways, e-mail, phone calls, and written letters. In a letter from Mark to Roger and Priscilla Swetland, our President and Treasurer, Mark states that he has fallen 4 times in period of January 23 to just after the first of February.

Through the local hospital, doctors, specialists, etc. the MRI's have shown that he has fractured one of his lower vertebrae during one of these falls. He has had to go through some medical procedures since that time. As of February 24th he was going into rehabilitation, until such time that he can return home. As of this writing, he is still there.

As many of you may know, Mark W. Swetland was the first to restart the Swetland Family Reunions in the 1980's. He has been our newsletter creator, material source, and editor since those early days. He has been the collector of information. He has been a key speaker

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at all of our reunions. He has been the fire behind the Swetland Family Association and the heart of us all. And it was Mark that had put for the proposition for the Swetland Family Association and has found, through many, many ways to bring us all together, regardless of our last name and/or spelling of it. I could go on in many more ways describing how valuable and invaluable Mark has been to the Swetland Family Association and more, but I believe most of you already realize this.

Please, in the coming days, weeks, and months, take a moment to keep Mark and his wife Jean and their family in your thoughts and prayers for a speedy recovery and safety ahead.

Your SFA Vice-President,

Jamie R. Swetland

2007 Swetland Family Association Scholarship Winner Announced

The Sw(e)a(t)land Family Scholarship Award Committee received and reviewed seven Applications for the 2007 Scholarship. After full deliberation, including two Applicant telephone interviews, the decision was to grant the 2007 award to Ms. Jessica A. Anderson, a first-year student at Cornell University, Ithaca, NY.



Ms. Jessica A. Anderson

A freshman at Cornell University, Ithaca, NY, Anderson wrote, "My greatest intellectual interests are business, enology (wine making), and sustainable agriculture."

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At the Agricultural and Food Sciences Academy, Little Canada, MN, Anderson was active in FFA, dance, and was an avid hunter.

“I give back to the community by serving as a Cornell Tradition Fellow, Executive Board Member of the Cornell Entrepreneurship Organization, and participating in National FFA Organization activities,” Anderson stated.

Jessica counts Elizabeth Sophrena Sweetland, her paternal great, great, great, grandmother, as her tie to the Sw(e)e(a)tland Family.

“Receiving this Scholarship is a great honor for me,” noted Anderson. “It keeps me tied into my extended family and will also help with my university expenses.”

-R. David Kryder
SFA Scholarship Chairman

Swetland Family Association Reunion for July 2007

Due to the health concerns of your Editor, Mark W. Sweetland, we are sending out this month’s newsletter to inform everyone about the up coming July Reunion. You will find a form attachment with this newsletter to be sent in to me so we know who is attending. The contract has been signed with the motel and deposits have been made. Please note that the cost of \$25 per person covers only the luncheon and meeting room for Saturday at the Days Inn.

I have not yet booked a boat ride for Saturday evening, so we will need to know if that is what everyone wants. We are going to try and cover a lot of material on Saturday and I know that several new ones are coming and looking forward to getting as much information as they can. Be sure to bring any information you may have and pictures.

Priscilla Sweetland has brought up-to-date her Memory Album of photos from past reunions. We are in hopes of getting someone to take pictures with names for this reunion. It is so interesting to look back on these pictures and the different places we have visited.

The reunion this year is in Brocton, NY, near Lake Erie. This is where the first recorded reunion was held and so many of our ancestors were there. It is interesting to read about Dr. B.S. Sweetland, MD. People in the area were so helpful to us when we visited last summer, in helping us find the local history. Dr. Sweetland’s house still stands today, as he built it from stone taken near Lake Erie. The woman that lives there now used the room that Dr. Sweetland saw patients in, as her beauty parlor. I thought that was quite interesting.

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You will also see several Swetland's in the Portland Cemetery, as well as their relatives. Most of our tours will be within a short distance from one another.

For Friday late afternoon and evening we are planning to meet at the hotel. We plan to go to Dr. Benjamin S. Swetland's home for an outside view of it and picture taking. The current resident has allowed us permission to view it from the outside but does not wish to allow anyone inside the home. From there we will go to the cemetery where several Swetlands reside. When everyone is ready from here, we will go to the American Legion where they are setting up for a nice home cooked meal for us.

Saturday's activities will revolve around the Days Inn where we will have our meeting, presentations, and luncheon. We will publish a final agenda on the website and make available at the Days Inn when people check in.

Your SFA Treasurer,

Priscilla Swetland

Who was Benjamin S. Swetland?

Taken from the "Biography & History of Chautauqua County"
Pages 359&360

Benjamin S. Swetland, M.D., a well-established and successful physician of Brocton, is a son of Sanford and Rhoda (Moore) Swetland, and born at Middlefield, Otsego county, New York, March 15, 1854. The Swetlands are of Welsh descent, and are one of the old families of Massachusetts. Sanford Swetland, the father of Dr. Swetland, was born in East Longmeadow, Hampton country, Massachusetts, and moved with his father, when a small boy, to Otsego county, New York, but left there when thirty-five years of age, and came to the village of Portland in 1858, when he died in 1884 when in the sixty-second year of his age. He was a mason by trade, an abolitionist and republican in politics, and a Methodist in religious belief. During the late civil war he enlisted twice in a Federal company, but was rejected both times on account of physical disability. He married Rhoda moor, of Scottish-Holland-Dutch descent, and a native of Otsego county, who was born in 1821, and is a consistent member of the Methodist church of Portland, where she now resides.

Benjamin S. Swetland was reared principally in the town of Portland, where he received his early education in the public schools, and then attended the Westfield High School. Leaving school, he read medicine, and then entered the medical department of the University of Buffalo, from which he was graduated February 26th, 1878. In the same year he opened an office at Portland, where he practiced until the spring of 1883, when he went to the Boston, Mass., and became a

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traveling solicitor and correspondent for the *Boston Journal of Commerce*. During his four years successful experience in that capacity he learned much valuable knowledge of human nature. In the spring of 1887 he returned to the practice of his profession and came to Brocton, where he was been in active and successful practice ever since.

On May 14th of the Centennial year Dr. Swetland united in marriage with Eva C., daughter of Milton Munson, or Portland. To their union have been born three children, two sons and one daughter: Mabel E., J. Minor and Herbert.

Dr. Swetland is pleasant and courteous, gives close attention to the practice of his profession, and has been for some years a member of the Chautauqua County Medical Society. He is a republican in politics. He is a member of Brocton Castle, No. 284 Knights of Pythias.

A Few Swetlands of the Chautauqua County N.Y. (Brocton, NY area)

Abstract of the Register of the Chautauqua County Society of New York City, 1911.

"A. B. SWETLAND

Born in Mayville, N. Y., January 18, 1865. Came to New York City in May, 1890, and entered the publishing business as Treasurer of the Power Publishing Company, which position he occupied until 1900. He then returned to Mayville, where he built the Swetland block, now occupied by four stores and opera home. He then became associated with the Class Journal Company of New York, publishers of *The Automobile and Motor Age*, as General Manager, and is now Vice-President and Manager of this company. In 1907 he purchased an interest in the *Engineering Review* and in 1908 purchased the controlling interest and became President and General Manager. His business address is 239 West 39th Street, New York.-Residence, 1855 Seventh Avenue, New York.

"HORACE M. SWETLAND

Vice-President Chautauqua County Society 1904, and member of Executive Committee from 1905 to the present time. Until 1882 he lived near Mayville, Chautauqua County, NY, and was educated at the Mayville High School. Taught district school four years, was then Principal of the school at Findley's Lake three years, and principal at Panama three years. He was married in 1876 to Clara Dumond of Erie County, PA. In 1882 he went on the staff of the *Boston Journal of Commerce* as advertising solicitor. In 1885 he became interested in the American Railway Publishing Company of New York, and in 1886 became its general manager. In 1887 he purchased Power, and organized the Power Publishing Company in 1888, of which he was

SFA Organization



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President and General Manager, till 1901. In 1901 he organized the Class Journal Company, of which he is President, and which owns The Automobile of New York, and The Motor Age of Chicago. In 1904 he organized the Swetland Publishing Company, of which he is also President, and which owns The American Architect. He is at present a director in the Class Journal Company, Swetland Publishing Company, The Automobile Trade Directory Company, Blue Book Publishing Company, Swetland Realty Company, McGraw Realty Company, and the Commercial Trust Company of New York.- Residence, 75th Street and Central Park West, New York. Business address, 239 West 39th Street. New York.

"MRS. H. M. SWETLAND

Formerly Clara Dumond of Erie County, PA. Married H. M. Swetland in 1876.-Residence 75th Street and Central Park West, New York.

MAURICE J. SWETLAND

Came to New York City from Fredonia, NY, in 1906, and entered the publishing business, with the Swetland Publishing Company, at 239 West 39th Street. Married in 1908 to Carolyn Grace Elliott of Montclair, N. J.-Residence, Montclair, NJ."

A Call for Pictures, Stories and Information

This Newsletter was put together with pieces of information that your President and Treasurer have collected while pursuing a reunion location for this year's SFA Reunion. While this may not be the most historical- or genealogical-filled newsletter to date, I am sure you will find some useful information in it.

Many of us have wondered what will happen when Mark W. Swetland finally retires as our family's newsletter editor. He has already informed us, repeatedly, that the time is drawing near. Now we have had a taste of it. While Mark is recovering from his latest health concern, Roger, Priscilla, and Jamie have put this sending together for you. The key purpose of this newsletter has been to keep you apprised of the Reunion preparations. They are not trivial and the newsletter and website are the best means of communicating the details of it to the rest of our families.

In light of this thought, it does really bring the concern of new material, once again, to the limelight. Does not anyone have any pictures or stories to share? Does not anyone have some piece of memorabilia or heirloom they would like to share the stories with the rest of us?

Please send along any stories, pictures, newspaper articles, etc. that they would like to share with everyone to our editor, Mark W. Swetland. Soon, he will pass the torch of editor, at that time, we will provide to you the name and contact information of that person.

Please contribute. This publication is for you. Let's make it by you as well !!

Your Vice President,

Jamie R. Swetland