

Luden, Cough Drop King, Dies at Shore at Age of 90

The "Cough Drop King," William H. Luden, who started his candy business in his mother's kitchen and expanded it to a multi-million dollar operation, died suddenly on Sunday at his home in Atlantic City. He was 90.

Son of an immigrant Dutch watchmaker, Luden left grade school in his early teens and started out on his candy making career.

Made it in Home

He made the candy in his home and sold it at factories in his home town of Reading, Pa.

The course he took one Christmas when he made an over-abundance of candy he could not sell probably was responsible for his flight to the top of the pile in the candy making business.

With most of his funds tied up in the candy he had manufactured and which was returned, Luden realized that he faced financial disaster unless he could cope with the situation.

He looked about for some method to put it back on the market and finally made the decision to melt the candy and add another flavor, menthol, resulting in the cough drop.

Seared to Top

The results were so popular that by 1925 his firm at Reading was making and selling 15,000,000 packages of cough drops a year.

Mr. Luden was very much interested in civic affairs in Reading and he also held great interest in the problems of his employees.

Bonuses were presented by Luden to his veteran workers and employees who were putting their children through high school.

Two years after he sold the firm in 1927 for a reported \$6,500,000 and retired, Luden presented bonus checks ranging between \$50 and

\$1000 to his long-time workers.

He gave a \$10 bonus to every Berks County man who served in the First World War. This project alone cost him an estimated \$250,000.

Mr. Luden formerly lived on an 11-acre estate, L'Abri, in Villanova which he sold in May, 1947 and moved to Atlantic City.

Members of the family reported that he had appeared in excellent health at dinner Saturday night and during the evening became ill and collapsed at 7 a. m.

Mr. Luden was married twice. He married Miss Annie Ritter in 1889 and in 1916, after her death he married the former Miss Katherine Pasig.

Two of his eight children make their homes in Delaware County. They are Mrs. Harold Brownlee, of Wayne, and William H. Luden jr., of Drexel Hill.

Also surviving are his wife, Katherine and six other children: Mrs. Bertram J. Murphy, Frederick and Milford D. Luden, all of Reading; Mrs. James Lindsay and Miss Jeanette Luden, both of Baltimore, and Mrs. Richard W. Slocum, wife of the general manager of the Evening Bulletin, of Bryn Mawr.

In Today's

Chester Times

Amusements	19	Marriage Lic.	8
Baby Named	7	Movie Clock	19
Bedtime Story	18	Othman	3
Chestergrams	14	Patterns	5
Church Events	12	Pearson	8
Comics	20	Pegler	6
Cross Puzzle	19	Radio	16
Deaths	21	Riesel	8
Fleeson	6	Sports	18-19
Helen Hunt	17	Times Files	4
Horoscope	18	Women's Page	6, 8
Jimmie Fidler	19	Word a Day	8

Wm. Luden Estate Split Three Ways

The estate of William H. Luden, the "cough drop king," formerly of Villanova, was split three ways according to his will offered for probate in New Jersey today.

Luden, who disposed of his 11-acre estate L'Abri at Villanova, in 1947, died in Atlantic City May 8. He is the founder of Ludens, Inc., in Reading.

One-third of the estate, the amount of which is not made public under New Jersey law, goes to his second wife, Catherine.

The rest of the estate is to be put in two separate trust funds, one for the children of his first wife, Anne, and the other for the children of his second wife.

Children of the first wife are to receive one-fifth of the principal each year for five years, the first payment to begin four years after his death. Income from the trust fund goes to the children annually.

Children of the second marriage will not get the income until their mother's death, the will stipulates. If his widow leaves a will bequeathing no less than one-third to the children of the first wife, then the principal and income will go to his widow's children.

