

Descendants of Hester Elisabeth Perkins Ziesing and Morgan Scott Ketchum

Generation No. 6.6

HESTER ELISABETH⁶ PERKINS ZIESING (*Mary McLean⁵, Thomas Entriken⁴, William³, Thomas², John¹*) was born April 13, 1890 in AL, and died January 23, 1928 in Philadelphia, Philadelphia Co., PA. She married **MORGAN SCOTT KETCHUM** June 07, 1919, son of **JAMES KETCHUM** and **MARY MORGAN**. He was born October 15, 1883 in OH, and died January 18, 1966 in Cleveland, Cuyahoga Co., OH.

Children of **HESTER ZIESING** and **MORGAN KETCHUM** are:

- i. **KATHRYN ADELE⁷ KETCHUM**, b. June 13, 1921, Cleveland, Cuyahoga Co., OH. She m. **HENRY JAMES COLEMAN** September 5, 1942, Cleveland, Cuyahoga Co., OH; b. February 22, 1920, Pleasantville, NY; d. January 13, 2007, Lima, Allen Co., OH.
- ii. **MORGAN ZIESING KETCHUM**, b. May 31, 1924, Cleveland, Cuyahoga Co., OH. He m. **RUTH MARGARET MURPHY**, August 27, 1948, Cleveland, Cuyahoga Co., OH.

Descendants of Richard Brennemann Ziesing and Martha Darden

RICHARD BRENNEMANN⁶ ZIESING (*Mary McLean⁵, Thomas Entriken⁴, William³, Thomas², John¹*) was born May 23, 1895 in La Salle, La Salle Co., IL, and died January 10, 1968, Cleveland, Cuyahoga Co., OH. He married (1) **MARTHA VIRGINIA DARDEN** January 5, 1923 in Suffolk, VA. She was born April 1895 in Zuni, VA, and died July 2, 1951 in Haverford, PA. He married (2) **ELEANOR BRADLEY** June 26, 1952, daughter of **MORRIS BRADLEY** and **ANNA LEININGER**. She was born January 31, 1901 in Cleveland, Cuyahoga Co., OH, and died February 09, 1994 in Cleveland, Cuyahoga Co., OH.

Children of **RICHARD ZIESING** and **MARTHA DARDEN** are:

- i. **RICHARD DARDEN⁷ ZIESING, Sr.**, b. February 11, 1927, Cleveland, Cuyahoga Co., OH; d. October 05, 1994, Berwyn, Chester Co., PA. He m. (1) **JANET BAKER**; d. March 28, 1958, Bryn Mawr, PA. He m. (2) **DOROTHY CAROLINE KRAUSE** Aft. 1958; b. 1932. He m. (3) **JANE HAUSSMAN** Aft. 1960.
- ii. **MARTHA ANN ZIESING**, b. November 21, 1928, Cleveland, Cuyahoga Co., OH. She m. **HUGH BENNOCH HANSON** June 20, 1952, Bryn Mawr, PA; b. April 4, 1926, Bangor, Penobscot Co., ME; d. December 12, 2005, Gladwyne, Montgomery Co., PA.

Descendants of August Hibben Ziesing and Faith Whitney

AUGUST HIBBEN⁶ ZIESING (*Mary McLean⁵, Thomas Entriken⁴, William³, Thomas², John¹*) was born September 27, 1900 in La Salle, La Salle Co., IL, and died April 29, 1989 in Princeton, Mercer Co., NJ. He married **FAITH CANFIELD WHITNEY** April 09, 1949 in New York City, NY, daughter of **CASPAR WHITNEY** and **FLORENCE CANFIELD**. She was born June 21, 1911 in Durham, Strafford Co., NH, and died May 29, 1987 in Princeton, Mercer Co., NJ.

Child of **HIBBEN ZIESING** and **FAITH WHITNEY** is:

- i. **LUCINDA McLEAN⁷ ZIESING**. She m. **DESMOND FITZGERALD**.

Revised 11/03 & 06/07

HESTER ELISABETH PERKINS ZIESING 1890 - 1928
and
MORGAN SCOTT KETCHUM 1883 - 1966

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RICHARD BRENNEMANN ZIESING 1895 -1968
and wives
MARTHA VIRGINIA DARDEN 1895 - 1951
ELEANOR BRADLEY 1901 - 1994

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AUGUST HIBBEN ZIESING 1900 - 1989
and
FAITH CANFIELD WHITNEY 1911 - 1987

Hester Perkins Is Raised By Her Mother And Stepfather

Hester Elisabeth Perkins was born to Minnie Hibben and George Perkins on April 13, 1890. Her descendants have no knowledge of George Perkins. Minnie and George's relationship was brief and the outcome not clear. Minnie married Richard Ziesing in about 1894 in LaSalle County, Illinois and it is believed that Richard adopted Hester as she is recorded as Hester Perkins Ziesing. She was raised with her younger half-brothers, Richard and Hibben Ziesing, first in LaSalle County, Illinois and later in Cleveland, Ohio. The Ziesing children periodically visited with their Smith half first cousins, grandchildren of their grandmother, Mary McLean Hibben Smith.

Hester Dies Just Nine Years After Her Marriage

Hester is remembered as “*a great fragile beauty of the F. Scott Fitzgerald era and a socialite.*”¹ At the age of twenty-nine, on June 7, 1919, she married Morgan Scott Ketchum who had served in the US Army Cavalry during World War I. He was thirty-five. They had two children born in Cleveland; Kathryn Adele Ketchum, June 13, 1921; and Morgan Ziesing Ketchum, May 31, 1924. Unfortunately, she was absent from her children’s lives. Shortly after her son’s birth she ‘collapsed,’ most likely having postpartum depression. Inadequate treatment led to her admittance to an institution. Her son hadn’t reached his fourth birthday before she died on January 23, 1928 in Philadelphia, Pennsylvania.²

THE WILLIAM HIBBEN LINE

Kathryn Ketchum recalled that her grandmother, “*Mary McLean Hibben exerted undue influence over [her].*” Mary was the matriarch of the Ziesing family, having assumed responsibility for Kathryn and Morgan when sixty-eight and then the entire family when her husband, Richard, died a few years later in 1935. From that time until her death in 1958, she was the matriarch of the family.

Morgan Scott Ketchum died on January 18, 1966.



Richard Ziesing Becomes An Advertising Executive

Richard Brennemann Ziesing was born in La Salle, La Salle County, Illinois on May 23, 1895.³ His family moved to Cleveland, Cuyahoga County, Ohio, in the early 1900s where he attended the University School. He received a Litt. B. degree from Princeton University in 1917⁴ and promptly enlisted in the U. S. Navy on May 12th as a Seaman, Second Class. He transferred to Naval Aviation and was assigned to the Massachusetts Institute of Technology for six months. He then attended the Akron Balloon School at Pensacola, Florida. He was discharged December 28, 1918 and promoted to Lieutenant, Junior Grade.⁵

On January 5, 1923, he married Martha Virginia Darden in Suffolk, Virginia. A son, Richard Darden Ziesing was born on February 11, 1927, in Cleveland, and a daughter, Martha Ann Ziesing was born in 1928.⁶ After serving in WWI, Richard joined an advertising agency in Cleveland, Fuller & Smith. He was made a vice president in 1926. In 1928, he took a position in Cleveland with the Curtis Publishing Company. He was transferred to the Philadelphia office of Curtis. Later he was made manager of the popular *Ladies Home Journal*, and was promoted to vice president of advertising.⁷

Martha Ziesing, who was born in April 1895, died at Haverford, Pennsylvania on July 2, 1951.⁸ Richard was married a second time on June 26, 1952, to Eleanor Bradley (White). They did not have any issue. After their marriage they moved to New York City. Upon retirement in 1960, he received praise from his professional associates.

Quoting from Advertising Age, Jan. 4 [1960]: “Keeping busy is nothing new to the man whose vigorous leadership during more than 30 years has profoundly influenced the [Ladies’ Home] Journal’s position among women’s publications. Mr. Ziesing played an important part in the development of the now famous ‘Never underestimate the power of a woman’ slogan. It originated at N. W. Ayer & Son in 1941 as a direct result of Mr. Ziesing’s own determination to find an effective way to dramatize the economic power of American women. After many conferences with him, an Ayer copywriter and artist came up with the ‘Never underestimate’ idea, which Mr. Ziesing bought instantly.”⁹

The slogan, “Never Underestimate The Power Of A Woman,” is still printed, sixty years later, on the spine of every issue of the *Ladies Home Journal*.

Richard and Eleanor traveled around the world after his retirement. Shortly after returning Richard had a stroke from which he never fully recovered. He moved back to Cleveland in 1962, where he died in January 11, 1968. He was buried in the Ziesing lot, Lake View Cemetery in Cleveland.

*Richard Ziesing, Jr., husband of Eleanor (nee Bradley), father of Richard D. of Gladwyne, Pa., Martha Ann Hanson (Mrs. Hugh) of Riverside, Conn., grandfather of nine, brother of Hibben of Princeton, N.J. Private graveside services will be held Friday, p.m., at Lake View Cemetery.*¹⁰

Eleanor Ziesing died February 9, 1994, in Cleveland, Ohio.¹¹



Hibben Ziesing Documents A WW II Naval Air Squadron

“My father, August Hibben Ziesing was born in La Salle, Illinois on September 27, 1900.¹² He never liked August, so he was always called Hibben, and later he wrote his initials as A. H. Z., A. Hibben Ziesing.”¹³ His family moved shortly after his birth to Cleveland, Cuyahoga County, Ohio, where he attended the University School. He then attended The Lawrenceville School and graduated from Princeton University in 1924. “He was an executive in the Chemical industry. As a chemical engineer he worked for Grasselli Chemical Co. and Dupont. Was manager of sales in the Far East for Calco Division of American Cyanamid. Worked for Olin Industries.”¹⁴ During WW II he was employed by the Office of Price Administration, Chemical Section, Washington, DC. Later he enlisted and served as a ground officer of naval squadron VF-46 from its organization in April 1944, through its combat tour of duty in the South Pacific, and to its decommissioning in August 1945. After the war he wrote and published a history of the squadron. In it he wrote:

We witnessed for the first time what it means to arouse the wrath of an hitherto lethargic democracy. Through miscalculation of the willingness and ability of our amateur civilians to make war, Japan was now faced, after four years, with opposing the greatest naval power the world had ever seen. . . . A series of meetings was promptly held on the USS. Bunker Hill (CV-17) at which the amphibious landing of the 3rd, 4th, and 5th Marine Divisions on Iwo Jima on 19 February was outlined. Commander C. W. Rooney and Lieut. Hibben Ziesing were present to learn how carrier based aircraft were to function as air support. We were informed that our first combat experience was to be a strike at 0645 16 February, D-3 day, on Tokyo itself! We were to take part in the first raid by carrier based Navy planes on the Japanese homeland!¹⁵

Marriage Follows A Career In The Chemical Industry

Hibben did not marry until he was almost forty-nine years old. He married Faith Canfield (Whitney) Wing on April 9, 1949, in New York City. Faith was thirty-eight years old.

I fell in love with Faith Whitney Wing when she smiled and winked at me across the room at a dinner dance at the Plaza Hotel in 1949. She was a rare combination of beauty, charm and comehitherness that I had never met before.¹⁶

Faith had been previously married to Morgan Wing and had two daughters. A year after Faith and Hibben were married, Lucinda McLean Ziesing was born. In 1951, the family moved to Princeton, New Jersey where Faith continued her distinguished career in education.

Mrs. Ziesing graduated from the Shipley School in Philadelphia and received a degree from Sarah Lawrence College. She taught the Social Aspects of Economics there and was a member of the board of the college for many years. She was

THE WILLIAM HIBBEN LINE

active in the March of Dimes in New York, and was President of the New York Junior League.

She participated in the formation of the Princeton Day School, and served on the boards of the North Princeton Youth Fund, and on the advisory committee of the Witherspoon-Jackson Development Corporation. As a board member of the Friends of the Art Museum of Princeton University, she combined a love of travel and art by leading many trips abroad.

During the last decade of her life she was instrumental in the evolution of an innovative curriculum at Sterling College, Craftsbury Common, Vt. According to William Manning, former President of Sterling, she was “the major force in creating a program combining the liberal arts with environmental studies to form personal character and values.”¹⁷

Hibben was interested in the development of industry in emerging nations through the use of agricultural byproducts. He traveled to South Vietnam in 1961 representing the U. S. Agency for International Development. He founded his own product development company, Edgerstoune Associates, in 1974, and had interests in real estate with potential for chemical operation development.

Faith died May 29, 1987, at her home in Princeton after a long battle with cancer.¹⁸ Hibben’s “interests were very broad, as was his curiosity, sparkle, and remarkably dry wit. He died on April 29, 1989 in Princeton, N. J.”¹⁹

Generation 6.5 End Notes:

- ¹ Patricia Coleman Bollinger Rawling, e-mail October 22, 2003.
- ² Cleveland Necrology File, *Cleveland Plain Dealer*, Reel #044, ID # 0178659.
- ³ Social Security Application, #163-10-8169. Applied as Richard Ziesing, Jr. He dropped the use of Brennemann and added Jr. to his name.
- ⁴ John Grier Hibben was the President of Princeton University at that time.
- ⁵ Princeton University, War Records Committee, June 3, 1924.
- ⁶ Family records of Lucinda McLean Ziesing; Princeton University Alumni Records.
- ⁷ *Who Was Who in America 1961-1968*, 1968, Chicago, Illinois, (Marquis - Who’s Who, Inc.), volume IV, page 1072.
- ⁸ Family records of Martha Ann (Ziesing) Hanson.
- ⁹ *Princeton Alumni Weekly*, April 15, 1960.
- ¹⁰ *Plain Dealer*, Cleveland, Cuyahoga County, Ohio, obituary January 12, 1968.
- ¹¹ Social Security Application, #300-42-6544.
- ¹² Social Security Application, #579-24-5500.
- ¹³ Letter, September 28, 2001 from Lucinda McLean Ziesing to George C. Hibben.
- ¹⁴ Ibid.
- ¹⁵ Hibben Ziesing, *History of Fighting Squadron Forty-Six, A Log in Narrative Form of its Participation in World War II*, 1946, New York, New York, (The Plantin Press), page 8.
- ¹⁶ Funeral program, Faith Ziesing, “AU REVOIR FROM HIBBEN.”
- ¹⁷ *The Princeton Packet*, Princeton, New Jersey, obituary June 2, 1987.
- ¹⁸ Ibid.
- ¹⁹ Letter, [Note 13].