

Tower Hospitality

The Roth Family



Locations

Corporate Office:

1386 S Delsea Drive
Vineland, NJ

Hotel Properties:

Hampton Inn - Vineland
2134 West Landis Ave
Vineland, NJ

Holiday Inn Express - Vineland / Millville
398 Smith Street,
Vineland, NJ

Wingate by Wyndham - Vineland
2196 W Landis Ave
Vineland, NJ

Years Active: 1974 -

Present

About Sam & Elizabeth Roth

Samuel Roth, one of ten children, was born to Helen and Joseph Roth in Belebova, Czechoslovakia (today Klochky, Ukraine) in 1913. Sam grew up in an orthodox home. The family-owned a farm with livestock and a taproom, where they sold tobacco and spirits. After completing school, Sam returned to Belebova and took over the family business with his father. He bought firewood and sold it in the city of Munkács. In 1938 Sam married Leah Weiss and welcomed a daughter that same year. Following the 1938 Munich Agreement, Germany gave their Hungarian allies control of eastern Czechoslovakia, including Belebova and Munkács. Antisemitic treatment of the Jews began. A ghetto was created, but the Hungarians did not turn Jews over to the Germans for deportation. In April 1944, the

Germans occupied the region. Sam's family was forced out of their home and into the Munkács Ghetto. One month later, Sam was deported to Auschwitz and then to Gusen II Concentration Camp, where he was forced to perform hard manual labor. Sam spent the final days of the war in Gunskirchen, which was liberated by the US Army in May 1945. He returned to his village and discovered that only he and his brother Martin had survived.

Elizabeth Ehrlich Roth, one of five children, was born in 1926 in Munkács to Feige Weiss Ehrlich and Leopold Ehrlich. When the Hungarians occupied Munkács, the Ehrlich family stayed in their own home outside the ghetto. This changed under the German occupation beginning in March 1944. Elizabeth's family was forced to move into the Munkács ghetto. Elizabeth's family was deported to Auschwitz in May 1944. Upon arrival, only Elizabeth and her sister Rella survived the selection; her parents and siblings were sent to the gas chambers, and she never saw them again. After a few weeks, Elizabeth and Rella were deported to Stutthof concentration camp, where they were put to work cleaning the campgrounds, barracks, and toilets. In July they were transferred again, this time to an underground ammunition factory in Bydgoszcz. A few months later they were evacuated and forced on a death march as the Soviet army approached. It was 1945 when they were liberated by the Soviet Red Army.

After liberation, Elizabeth and Rella briefly returned to Munkács and then settled in nearby Belebova, where she met and married Samuel Roth. The couple spent a brief time on a farm in Frydlandt, in a formerly German ethnic region of western Czechoslovakia. There Samuel worked for the city carting ash to the woods and bringing back firewood. They were able to immigrate to the United States in 1949 and settled in Philadelphia. In 1952 they bought a chicken farm in Millville, New Jersey with another Survivor couple until they could afford to buy their own farm in 1955. Since poultry farming was becoming less profitable, Sam developed an egg delivery route. After 20 years on their farm, Elizabeth and Sam bought a motel. The Roths went on to develop several businesses and eventually established Tower Hospitality, which they managed with their younger sons. Samuel Roth passed away in 2010 and Elizabeth Roth maintains a residence in Vineland to this day. Together they have three children, eight grandchildren, and six great-grandchildren.

Tower Hospitality

Tower Hospitality is a management company owned and operated by the Roth Family.

Originally Sam & Elizabeth Roth managed the Buena Vista Motel on Route 40 in Buena Vista Township during the mid-1970s.



Elizabeth Roth at the Buena Vista Motel

As time went on, the Roth Family moved to establish Tower Hospitality as an umbrella company covering their various hotels and restaurants. Tower Hospitality has been in operation since 1974.

The Roth family purchased and sold several properties in Cumberland, Cape May, and Atlantic Counties. In 1986 the Roth Family purchased the Circle Plaza Motel at Landis Ave and Delsea Drive in Vineland.. The Circle Plaza Motel, which opened in 1971 was built and operated by another Holocaust Survivor couple, Al and Mary Cinger. In the mid-1990s the owners franchised their Cumberland County properties to major hotel brands such as Wingate by Wyndham, and Hampton Inn. This business model is still in operation today as Tower Hospitality currently operates three hotels in Cumberland County.



Ed Roth, one of Sam and Elizabeth's sons, manages the front desk at a Roth Family Hotel



Tower Hospitality specializes in providing group lodging and event planning. Their facilities are equipped with large meeting spaces to accommodate weddings, celebrations, and seminars. The Roth family and tower hospitality remain prominent lodging and hospitality companies in the Vineland area and Cumberland County.



Hampton Inn & Suites Vineland



Wedding reception in the Rose Ballroom of the Hampton Inn, Vineland



Seminar at the Vineyard Room Wingate by Wyndham, Vineland

In addition to the hotels, the Roth Family also managed four restaurants. These included a Bennigan's franchise on Landis Avenue in front of the Hampton Inn and Wingate Inn. Also, the Roth Family built three Denny's Restaurants in Vineland, Northfield, and Millville. All three Denny's were sold in December 2019. And the Bennigans closed in 2020. The Roth family sold the Days Inn 2021.

Cumberland County Hotels owned by Holocaust Survivors

The Roth Family was not the only Holocaust survivor family to own, operate and franchise hotels in Cumberland County. The Kezjman family also owned hotels in Vineland, such as the Ramada, or in Millville such as the Millville Motor Inn. In addition, the Bronkesh family owned and operated the Highway 77 Motel in Bridgeton, and the Cinger family owned the Circle Plaza Motel located at Delsea Drive & Landis Ave in downtown Vineland.

For more information see

South Jersey Holocaust Survivor Digital Archive, Sara and Sam Schoffer Holocaust Resource Center at Stockton University.

Elizabeth Roth's interview with the Holocaust Resource Center.

Elizabeth Roth Testimony, USC Shoah Foundation Visual History Archive.

Sam Roth Testimony, USC Shoah Foundation Visual History Archive.

Photos provided by the Roth Family.

Photos from Tower Hospitality Website.

Vineland *Daily Journal* (Newspapers.com)

Profiles of South Jersey Holocaust Survivors by George D. Quinn (Project Lead), with contributions by Dr. Michael Hayse (Curator & Editor).