

NEW HOLLAND

Area Historical Society



Volume 10 Issue 2

Spring 2014

Esterle Grandfather's Clock Donation

Submitted by Don Welsh



An Esterle eight-day grandfather's clock has been donated to the Museum by Thomas Wentz III. The clock was made in New Holland in the early 1800's by John Esterle. He was born in 1787 and died in 1851. Esterle lived in New Holland from 1818 to 1830. John Esterle occupied two different places during his time in New Holland: the south side of the 200 block of West Main St. and the north side of the 100 block of West Main St. The cost of a clock of this type when built in the early 1800's was between 40 and \$50. Esterle is said to have built in excess of 100 clocks. The donation of this beautiful antique New Holland clock by Mr Wentz is greatly appreciated.

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OUR PURPOSE

To organize and preserve information and historical items that give insight to understanding the life and times of the New Holland area and sharing these finds with others.

Docents in Demand!

Please invite anyone you know, who desires our heritage be preserved, to consider becoming a docent at the NHAHS. It is not a prerequisite to love history. That will evolve as one becomes involved. The museum is open from 10 till 2 every Thursday, Friday, and Saturday. Docents can work as many or as few hours as they desire each month. A brief training meeting will help docents become familiar with the museum, and I will be available to assist anyone individually until they become comfortable. A docent meeting will be held in the near future for new (or review) docents. I will contact current docents via email and please bring new docents with you to the meeting. **For more information e-mail Connie Greer jgreercg@frontiernet.net**

NEW EXHIBITS NOW ON DISPLAY AT THE MUSEUM

Submitted by Don Horning

The new exhibit entitled "Historic Businesses South of Main" consisting of photos and memorabilia depicting Wright's Bakery, Frank Ix Silk Mill, Rubinson's and Trimmer's Stores is now available to be viewed. These Businesses were staples of this area providing employment, food, and many of the household and personal items needed for life as it existed in the last century. In the exhibit, you will see photos of the interior of the Silk Mill, sights unknown to most residents save those who worked there. The Wright's exhibit includes several boxes used for storing and transporting baked goods.

We are still looking for a bread wrapper and the basket/carrier the baker would use to bring goods from his delivery truck to the porch for the housewife's selection. (The latter item will only make sense to readers over the age of 60!) The Trimmer's display includes photos and several advertising items. The Rubinson's display features photos, including an Amish boy's new coat never claimed by the ordering party (note the sleeve tag), and since Sam Rubinson was a relentless marketer, view many of the advertising items given out by Rubinson's. And yes, we have the coveted Rubinson's Green Stamps!

You will want to brush up on your history by reading Brian Frankhouser's article in this Newsletter featuring postcards of The Storb Snader Co. Silk Mill, predecessor to Frank Ix and of the Styer House Hotel, predecessor to Rubinson's Store. When you stop by to relive the past, allow enough time to page through the binders which have been prepared for each business.

Also, come to NHAHS's monthly meeting @ 7:00 PM, April 17, GS Village to hear interviews and stories from employees of these businesses.

NOTE ON THE V.F. WEAVER DISPLAY: The bound editions of the Poultry Line, the photo albums and the informational binders are continuing to be available for viewing and research. They can be found in Main Hall on the Public Research Book Shelves.

An Architectural Tour of the Kauffman Building

*Tour the Museum from bottom to top and see the design, materials, and methods used in the construction of one of the oldest buildings in New Holland. From the stone arch in the basement to the wooden pegs in the roof structure and all that lies in between, there is much to appreciate. This tour will take place on Monday, May 19,** at 6:30 PM and is limited to the first 15 persons who sign up. A \$10.00 donation to the building's upkeep is suggested.*

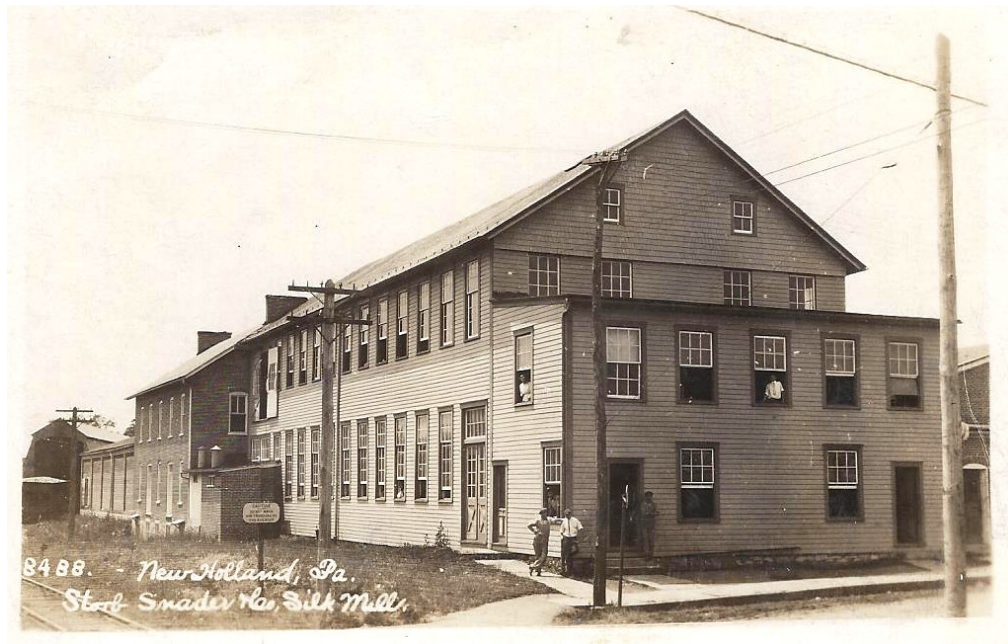
Contact Don Horning at 538-3079 or dhorning42@gmail.com to reserve a space.

Another Look at the Herbener Set of Postcards

Submitted by Brian Frankhouser

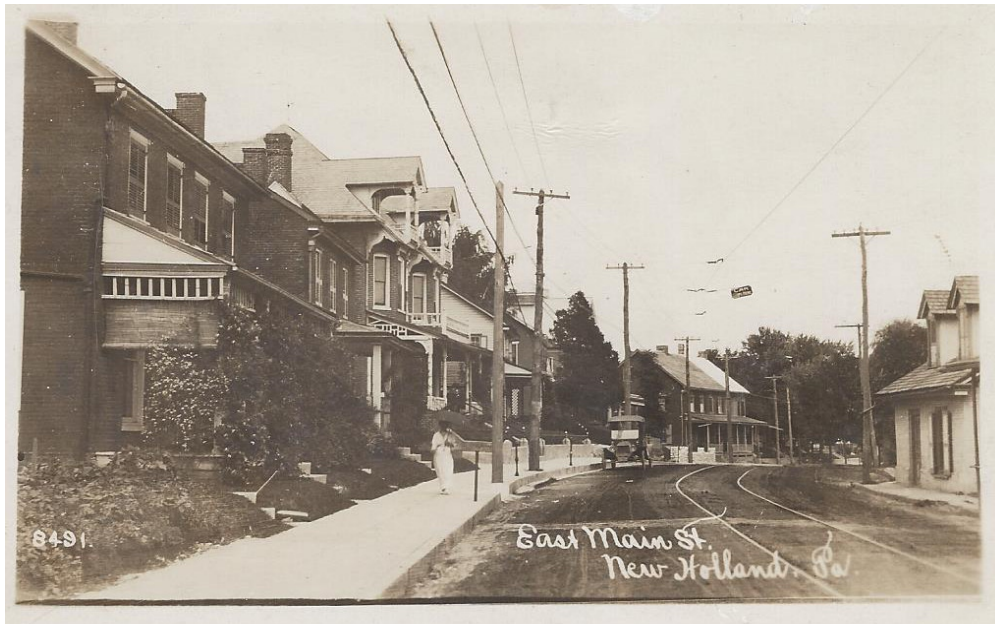
The Spring 2008 issue of the New Holland Area Historical Society newsletter featured an article and local checklist for the Ed Herbener “Best Series” of real photo postcards. Because 2014 is the 100th anniversary of the publishing date of this set, it seems like a good time to review some general information and present several local views from the set that were not included in the first article. Herbener owned a postcard and music shop in Newark, Delaware in the early 20th century and wholesaled local views to small town merchants. New Holland’s druggist, William M. Stauffer, was one of those merchants. Stauffer sold the cards for four or five cents per piece at his drug store (at the new location in his recently renovated residence at 149 East Main Street). The price per postcard accounts for this set’s current rarity. Who would spend five cents on a postcard when there were others available on the shelf for a penny? The Herbener series includes at least 17 different local views and provides the broadest photographic spectrum of the town of New Holland available in any postcard set.

The accompanying images illustrate how much the borough has changed in the past 100 years.



#8488 Storb Snader Co. Silk Mill

Shown in the foreground is the 1898 frame addition to the original brick warehouse directly behind it. The business was started in 1896 by A. W. Snader, Amos Rutter, T. M. Storb, and E. L. Roseboro in the brick warehouse. This photo was taken only months before a large addition was built on the east side of Brimmer Avenue and connected by an enclosed bridge over the street. The only portion of this photo that is recognizable today is the west end of this building. Come visit the museum to see a photo of the original brick warehouse and a pictorial history of the silk mill... from Storb Snader to Frank Ix and Sons.



#8491 – East Main St.

This photo is a stark example of how the landscape has changed in New Holland over the past 100 years. The only visible house still standing today is the Roseboro/Piersol mansion at 239 East Main Street (left center of photo). The house (sans the ornamental additions to the dormers) is now owned by St. Stephen Church. The dwelling shown on the right edge of the photo was razed in the 1920's and was once the residence of renowned clockmaker, Anthony Carpenter. Shown in the background at the right center of photo is the Heister mansion, one of the town's most historic homes. It was also torn down in the 1920's.



#8496 – Styer House Hotel

Built by John Styer in 1859, the Styer House grew to be one of the most exclusive and popular hotels in eastern Lancaster County. In 1922 local merchant, Sam Rubinson, needed larger press

quarters for his store and rented space on the main floor of the Styer House. Business prospered, and in only two years Rubinson owned the entire building. For the next 40 years, this building was recognized by everyone as Rubinson's Department Store. In February of 1964, it was completely destroyed by a tragic fire. Come visit the museum to see the new display of Styer House and Rubinson's history... from early interior photos when it was a tavern, to the fire and rebuilding in the 1960's

The Heister Mansion

Submitted by Mary Lowry

The stone mansion, was one of first stone houses erected on the plan of lots known as "New Design", laid out in 1760. Lot No. 1, of Michael Diffenderfer's plan of 24 lots, was retained for himself. The foundation, on what is now Stan Graybill's Service Station 253 E. Main Street, is said to be solid rock. [On page 4 of this newsletter, the Mansion is visible in the center of the postcard. It is the building with the two different roof colors]

After Michael Diffenderfer's death, the stone dwelling changed hands to Mathias Shirk, in the spring of 1792. Mr. Shirk sold one acre and six perches for the first graveyard and the erection of the Reformed Church, in 1799, for six shillings. He erected a brick addition to his stone dwelling and it became the most imposing residence in New Holland of that time.

In a published sale by Mr. Shirk, it was described as "a two story dwelling, part brick and part stone, 55 feet front with second story kitchen". The dimensions were in the deed when it passed from the ownership of Shirk in 1822. Tradition has it that the bricks for the church were made of clay dug from the Shirk, and church lands, and that they were burned on the same grounds. Since the bricks in the walls of the church and those in the walls of the brick extension, are of a similar make and pattern, the likelihood is that they were made at the same place. It is believed they were made in the area between church and the mansion.

Mr. Shirk's mansion, and the farm belonging thereto with the large barn was sold in January 1822, after he had occupied the place for thirty years, to Isaac Ellmaker, for his only daughter, Lucy, who was the wife of William Hiester. William came from an old and honored family who lived in Bern Township, Berks County. Mr. Hiester soon became well established in his new home, first as clerk, then as partner with his father-in-law, in the general store business in the building that is home of the New Holland Area Historical Society.

William was appointed by his cousin, Joseph Hiester, Governor of Pennsylvania, as Justice of the Peace, for the district then comprising the 'present "Three Earls", and Caernarvon Township, on December 10, 1823. This office he held until 1828, when he was nominated on the Anti-Masonic, Anti-Jackson ticket for Congress, but after a vigorous campaign, he was defeated by James Buchanan, of Lancaster. Two years later, in 1830, he was nominated again, and elected, and re-elected in 1832 and again in 1834, serving in the lower house six years. He retired from Congress in 1837. When his congressional duties were ended, he continued to serve in many capacities through 1844.

Across from Heister Mansion to South on the State Highway, (Brimmer), the area including Musselman Lumber was 'brick yards', spacious lawns, flower gardens and fine orchards, of the Hiesters, Ellmakers, and Brimmers. Every family in town had a cow and for many years they were furnished forage by William Heister in the large pasture on the eastern

end of town. The cows were kept at home during the night, but every morning were turned into the street and of their own accord moved to the field without driving. In the evening when the bars were let down; as the herd passed along the road every cow dropped out where she belonged. The forage rate was \$1.25 per month.

William resided in the “Hiester Mansion”, his son Isaac Ellmaker Heister was born in May 1824. He received education in the old school house on North Railroad Avenue, and graduated from Yale College in 1842. In 1852 he was elected to Congress by the Whig Party. William died, the 13th of October, 1858 at age 63. Buried in the Lancaster Cemetery. His widow Lucy died the following July. The Heister Mansion was torn away June - July of 1927.

NHAHS BUSINESS PARTNERS ALLIANCE

HERITAGE PARTNER **CASE NEW HOLLAND, Main Street IT Solutions LLC,
Garden Spot Village**

BUSINESS PARTNER **Goodville Mutual Casualty Company**

BENEFACTORS **Gene and Mary Lowry**

If you would like to become a Partner, please contact one of the Trustees. Thank You!

Cut here and return to address below.

**NEW HOLLAND AREA HISTORICAL
MEMBERSHIP APPLICATION**

Type of membership requested (please check one)

_____ Lifetime Membership (\$500) _____ Annual Corporate Membership (\$100)

_____ Annual Individual/Household Membership (\$20) _____ Other Gift

(Please print clearly)

First Name: _____ Last Name: _____

Address: _____

Zip Code: _____ Phone (area code): _____ E-mail: _____

ALL DONATIONS ARE TAX DEDUCTIBLE. Please send your check or money order made payable to
NHAHS—New Holland Area Historical Society with this application to:
New Holland Area Historical Society, PO box 464, New Holland PA 17557

The two articles are from the Frank Ix & Sons Inc. newsletter during WW2

STATION WAGONS SOLVE TRANSPORTATION PROBLEMS



Along with the problems and complexities of modern industry, the question of employee transportation during this emergency is one which requires serious consideration. With many of our employees and potential employees residing in areas not served by public transportation systems, it was necessary to put into operation our present fleet of eight station wagons, to maintain production of war material for the Army and Navy.

Our present fleet covers about 20,000 miles per month and transports approximately one hundred of our employees to and from work. These station wagons are manned by employee drivers, who are cooperating very splendidly in keeping this vital transportation system moving, and passengers are requested to cooperate in obtaining the most efficient operation possible, and not contribute in any

way which might impair the safe operation of these vehicles.

Our station wagon facilities are naturally limited, and employees who can secure transportation with other workers in our plant or other plants in the community, are urged to do so, and thereby make room for someone who may not be able to make satisfactory arrangements.

Experts have said that the most important link in our whole defense effort is our employee transportation system. Let's keep it from bogging down. Workers driving to work . . . keep your cars full. Share the ride wherever possible. Those who ride the station wagons consider the value of this irreplaceable equipment and it will enable our transportation system to better serve our war industry.

This, in other words, means backing up the boy at the front, and speeding his day of victory and his return.



Prospect Court—providing ten comfortable three-room houses for employees.

Housing Project Completed

Realizing the seriousness of the acute shortage of housing facilities in New Holland, the management of Frank Ix & Sons, Inc., decided to take steps to insure the uninterrupted flow of vital material to our Armed Forces by providing defense housing for plant workers.

The housing project consists of ten homes of the prefabricated type. These Victory Homes are three-room housing units consisting of a combination living-room and kitchen, bedroom and bath, enjoying the advantages of borough water, sewerage and electricity. The kitchen unit is compact and is equipped with modern gas equipment. Each home is equipped with G.E. space heaters. This

type home enables defense workers to enjoy living conditions much more desirable than that which is available in congested defense areas today.

The development occupies an area with a 160-ft. front on Prospect Street, and will be known as Prospect Court, the houses being arranged in court style on the plot. It is at present being landscaped and will be an attractive area when Mother Nature contributes her share to its present cozy atmosphere.

Employee housing has been a bottleneck in many war industries, and the management is to be congratulated for their sensible approach to a serious problem.

Museum Exhibit to Showcase Antique Doll Connection

The NHAHS is pleased to exhibit exquisite antique dolls previously owned by New Holland resident Helen Stumpf. The dolls are now owned and lovingly cared for by Kay Raffensperger, proprietor of the Village Doll Hospital in Blue Ball, Pa. Kay stated, "The dolls are lovely and very special to our area as the collection is from the family of Helen Stumpf who lived at 132 W. Main Street. The old dolls have spent most of their lives living in three trunks in the attic where they remained for 66 years. Helen's mother's name was Clara Kohler, born in 1888. She married Dr. Paul R. Wentz in 1912 and she died in 1989 at the age of 101 years. Living in Connecticut when the house was cleared for sale in 1977, Helen took the dolls with her back to Connecticut. Mrs. Stumpf's grandmother was Ella Louise Storb Kohler, wife of Dr. John B. Kohler. Her father was Theodore M. Storb, a prominent businessman in New Holland. He was fond of his grandchildren and each year before Christmas he went to New York City's FAO Schwartz to purchase toys for the grandchildren. Wooden crates from FAO Schwartz were also found in the attic.

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PO Box 464 New Holland PA 17557

www.NhHistorical.com



The doll exhibit will run seven weeks from Thursday, March 27th to Saturday, May 17. The Village Doll Hospital is located at 4312-3 Division Hwy., Blue Ball, PA and is open Tuesdays, Wednesdays, and Fridays from 10 AM til 3 AM and Saturdays by appointment. Phone: 717-354-3055.

*** If you have not paid your 2014 membership dues please take care of it today!
Mail check for \$20 to: NHAHS PO Box 464 New Holland, PA 17557**

The New Holland Area Historical Society Museum is available for your class get together, baby shower, wedding shower or other similar event! It is a great venue with lots of ambience in the historic 18th century Kauffman's Hardware building. Contact Wilbur Horning for more information 717-575-3148 or by e-mail whorning118@Comcast.net

SOCIETY MEETINGS - 2014

Historical Society Meetings are held in the Chapel of Garden Spot Village every **3rd Thursday** of the month at **7:00 p.m.** Here is the list of the upcoming dates:

April 17, verbal history of Trimmers, Rubinsons, Wright's Bakery, Frank Ix Inc.

May 15, John Moeller, retired White House Chef

June, July – no meeting

August 21, picnic in the New Holland Community Park 6PM. Contact Jan Haas 717-445-9902

October 11, annual Cemetery tour. Contact Mitch Dissinger 717-354-0858

The Museum is open weekly, Thursday, Friday, Saturday 10 AM-2 PM. 207 E. Main Street. For those who have trouble with stairs, there is an elevator at the rear entrance of the building. There is no regular admission charge for the Museum [donations accepted].