

NEW HOLLAND

Area Historical Society



Volume 13 Issue 1

Winter 2017

Anthony Carpenter clock donated by M&T Bank

Submitted by Ann Ash, Courtesy of Engle Printing & Publishing
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On Oct. 27, representatives of the local and state governments, the New Holland Area Historical Society (NHAHS), and M&T Bank gathered in the lobby of the bank at the corner of Main Street and Railroad Avenue in New Holland to witness the donation of a historic Anthony Carpenter tall case clock from the bank to the historical society.

The ceremony, which included short presentations by bank manager John Previtera, mayor Wilbur Horning, and NHAHS board member Brian Frankhouser, delved into the history of the clock and how the donation to the museum came about.

According to Frankhouser, the clock may have been given to the bank by the family of A.B.C. Groff, who served as bank president for many years. The clock may have been given to the bank during the 1950s, but it is possible that it was moved there even earlier.

For the past few years, area residents had pointed out the historical significance of the clock to bank staff members, and the historical society discussed requesting that the bank donate the piece to the museum. In March, Frankhouser wrote a letter to Previtera, which was signed by all 16 NHAHS board members. Previtera called Frankhouser's letter compelling, and when he received it, he set about working through the protocol necessary to donate the clock to the society. "We are very excited to donate a nice piece of local history to the museum," said Previtera, who unveiled the clock along with New Holland Mayor Wilbur Horning.

Frankhouser explained that Carpenter came from Prussia, where he was born in the 1790s and settled in New Holland around 1830, after becoming the innkeeper at the Carpenter Hotel, which was then located on Main Street. Frankhouser added that Carpenter raised 13 children and that four of his sons were apprenticed to Philadelphia clockmakers. Carpenter's son-in-law, Amos Diller, purchased the building on the corner of Main and Railroad opposite the bank at 201 E. Main Street in 1856. The Diller family owned the building for nearly 100 years before it was purchased by Clyde Kauffman in 1952.

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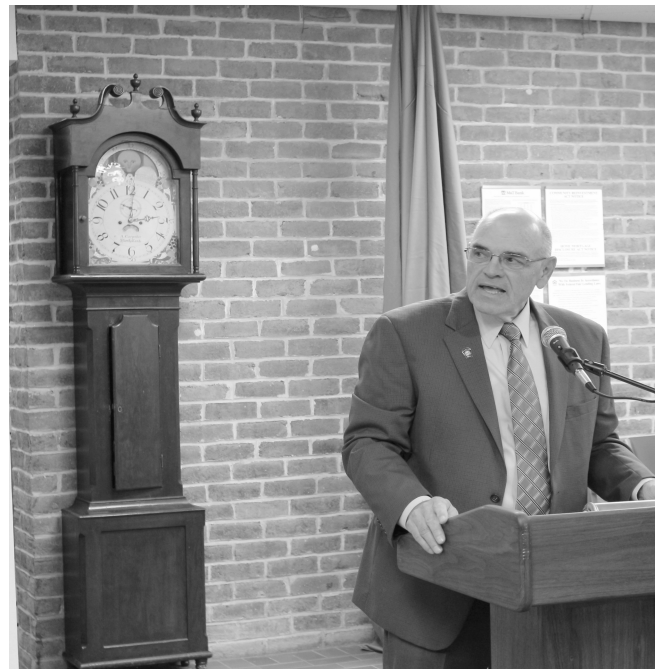
Steve Loewen

MISSION STATEMENT

The mission of the New Holland Area Historical Society is to collect, organize, and preserve information and historical materials that give insight to understanding the life and times of the New Holland area and to share these findings with others through Museum exhibits, lectures, and educational outreach programs.



Bank Manager John Previtera makes remarks to begin the clock donation ceremony/reception



Mayor Wilbur Horning who is also Vice Chairman of the NHAHS Board of Trustees



Brian Frankhouser spearheaded the acquisition



M&T Bank provided a very nice reception

Meet the Docents – Submitted by Connie Greer, docent coordinator

New Holland Area Historical Society museum is fortunate to welcome seven new docents who volunteer at their convenience. This might be four hours a month, two hours a month or every other month. They are: Joan Engle; Janet Heller; Ed Howell; John Musselman; Bill Seitzinger; Lisa Wanner; Kim Watt. These docents join our veteran docents, keeping the museum open year round - Thursday, Friday, and Saturday, 10:00 – 2:00. Our veterans are: Ron Dyer; Narene Dowlin; Bert Horning; Don Hollinger; Gloria Hollinger; Barb Houck; Gene Lowry; Mary Lowry; Bob Spotts;

Hazel Weaver; Charles Zimmerman.

Welcome new docents, and thanks to all those who volunteer. We are always looking for additional docents. I will train you and stay with you on your first shift. The museum is lovely and interesting, and meeting and greeting people is fun.

Call or email me if you are interested. jgreercg@frontiernet.net 354-0797.

Goodville's Renown Hardware Store

Submitted by Brian Frankhouser

In 1868 long time merchant, Michael Sensenig, and his two oldest sons built a four story structure on the northeast corner of Main Street and Water Street (Spring Grove Road) in Goodville for the purpose of a hardware business. By the time Michael died in 1870, the firm had quickly grown to be one of the most successful hardware operations in Eastern Lancaster County. Sons, Michael M. and Peter, took on a third brother (Martin) as a partner in 1872 and the firm name was changed from "M. M. Sensenig & Bro." to "Sensenig Hardware Company". Business continued to boom for the three brothers and by 1880 annual sales exceeded \$60,000.

The Sensenigs were on the cutting edge of technology in their heyday. In 1881, four years after the brothers purchased the general store in town, they installed a customer cash system using one cashier for both stores. The two stores were connected with a wire cable that carried the cash up an incline of 80 feet to the office in the hardware store, and sent the change back on the same path (this was accomplished before Sam Robinson was even born!). The same year they installed a telephone line that connected them to East Earl and New Holland.

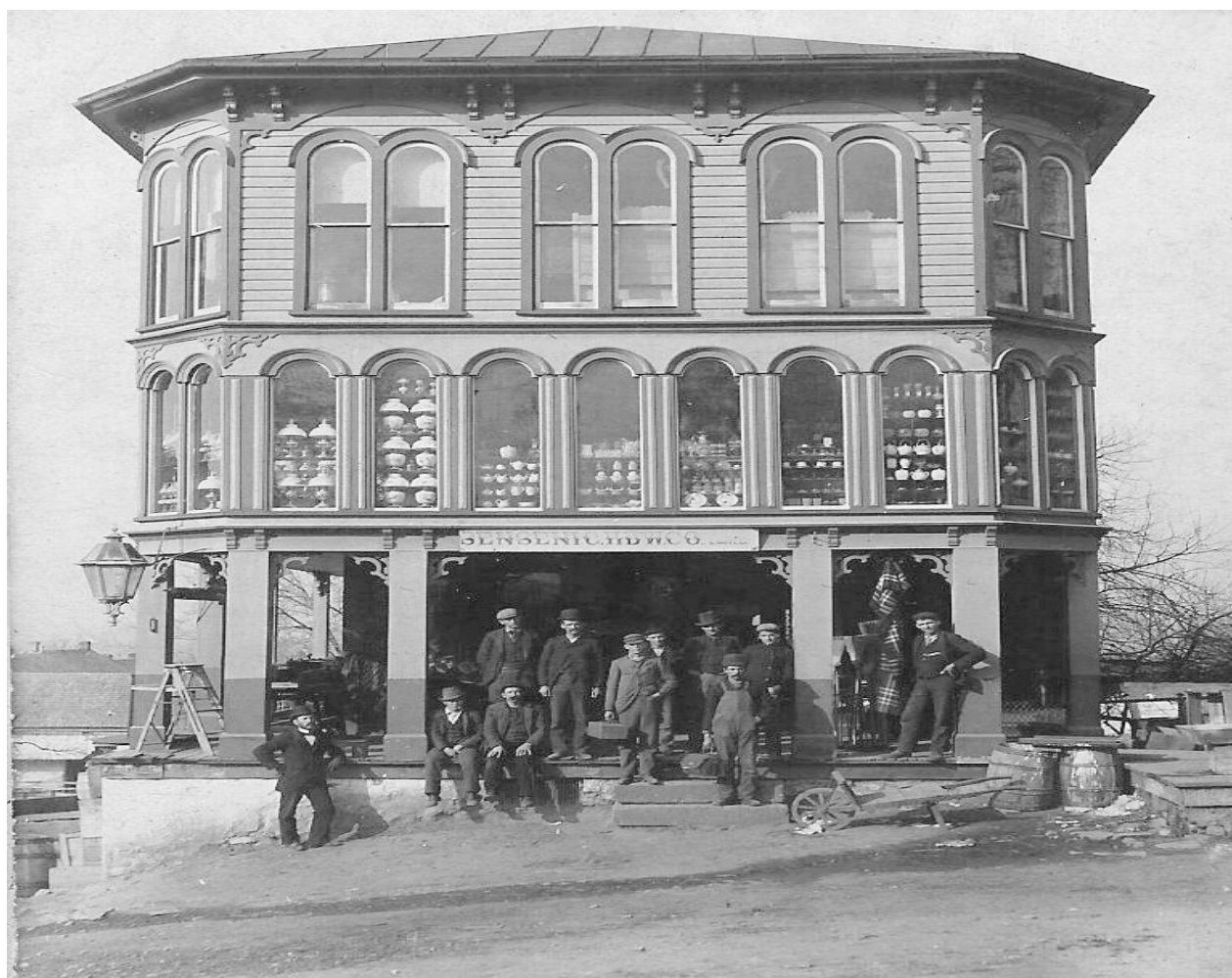
In 1894 there were nine employees working in the prosperous business. Inventory included various hardware and steel on the first floor. The second floor, with a porch entrance to the Main Street, was stocked with building and coach hardware, stoves, heaters, tinware, and rubber goods. Queensware, glassware, in crockery, wallpaper, and stationery were located on the third floor. The top floor included furniture, carpets, and household goods. An outside elevator transported the heavy goods from the upper floors.

The last surviving partner was youngest brother, Peter, who died in 1898. The entire operation was put up for auction on October 11, 1899. By the beginning of the 20th century the new owner of the company was William Stroman. Will Stroman had been an employee of Sensenig Hardware and married Michael M. Sensenig's only child, Anna.

Stroman was appointed postmaster of Goodville in 1905 and the post office was moved into the hardware store. His first wife, Anna, died in 1912, and he was remarried to Mary Witwer Horst in 1920. William Stroman served the Goodville community as postmaster and hardware merchant for many years, and his tenure at the hardware store was far longer than the Sensenigs. As he aged, the size of the operation diminished, and by the 1960's all the business was conducted on one floor. He died at age 92 in 1966. Five years after his death, Caernarvon Township farmer, Walter Hoover, dismantled Goodville's most famous landmark piece by piece.

Photo #1 next page: Taken in the 1890's when the business was still called Sensenig Hardware Company. Shown is David S. Sensenig and a group of employees, including Will Stroman.

Photo #2 next page: Early postcard Main St. view looking east from Water Street about 1906.



NHAHS BUSINESS PARTNERS ALLIANCE

HERITAGE PARTNER **CASE NEW HOLLAND – M & T Bank – Garden Spot Village
Ranck Family Heritage Society – New Holland American Legion Post 662**

BUSINESS PARTNER **Goodville Mutual Casualty Company**

BENEFACTORS **Gene and Mary Lowry, Charles and Jane Zimmerman**

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

VOLUNTEER APPRECIATION NIGHT

Unbridled appreciation was the theme at the Museum on Thursday, December 13 when the New Holland Area Historical Society honored all of the many volunteers that lend their time and talents to our organization. Four individuals were singled out for special recognition, Larry Huber, Larry Knepper and Bruce Wanner who have donated many hours of skilled carpentry work and Charles Zimmerman who is a dedicated docent as well as a strong advocate of the Society. **We are currently looking for help from a person who has computer skills to work on some special projects we are contemplating. Please contact Wilbur Horning at whorning118@comcast.net**



Larry Huber

Larry Knepper

Bruce Wanner

Charles Zimmerman



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Thanks to Sarah Kauffman Bare, owner of New Holland Coffee Co. for sponsoring this edition of the New Holland Area Historical Society Newsletter

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



New opportunity for the community!
The New Holland Church of the Nazarene recently held a very nice sit-down dinner in our beautiful Museum. It was catered by Lickity Split Restaurant. The Historical Society welcomes events like this. If you are interested in having your event here, contact Wilbur Horning 717-575-3148

SOCIETY MEETINGS - 2017

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:

January 15 – no program

February 18 – New York City 9/11 survivor

March 17 – to be announced. Waiting on Mitchell. LOL – – this is just a draft. :-)

The Museum is open weekly, Thursday, Friday, Saturday 10 AM-2 PM. 207 E. Main St.