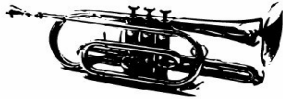


NEW HOLLAND

Area Historical Society



Volume 15 Issue 4

Fall 2019

The Clockmakers' House

Submitted by Brian Frankhouser

Recently, while sorting through my collection of broadsides, I found an advertisement for a public sale of a weather boarded log cabin located in the central part of New Holland. The auction was to be held on October 7, 1893, for the estate of Margaret Moyer. The property description was simple and unassuming, but after researching this location, it turned out to have a very rich history. The dwelling was built in the 1750's when this part of town was known as "New Design". The occupant from 1818 until the mid 1830's was John Esterle, a well known clockmaker (visit the museum to see an example of his work). Hamilton Ayers also built clocks in this building, and it served as the post office when he was postmaster from 1845 until 1848. Ayers was a sporting man and often would spend time socializing downtown. During these times, he would frequently walk out into the middle of Main Street and look towards his home. His wife would hang a white handkerchief out by the curb to call him home when it was time to eat or there was a customer in the shop. Highest bid at the auction in 1893 was \$721. The new owner was Annie Sutton, wife of Edward L. Sutton. In January of 1896, the Suttons razed the old "Peggy Moyer house". During demolition, while looking through the attic rafters, they discovered an old cane.

The handle of the cane seemed loose, and when Mr. Sutton pulled on it, a very dangerously looking knife was exposed. Apparently, one of New Holland's clockmakers handcrafted more than just clocks! The Suttons sold most of the old Moyer land and some of the adjacent land to Eli and William W. Stauffer, the cigar manufacturing brothers. This was the Stauffers' second effort in 1911 to find a building site in New Holland. In their first effort, earlier in the year, they had building materials delivered to 315 East Main Street and were preparing to erect a new double house. At the last minute, the borough halted construction because, if completed, the house would interfere with the new street soon to be opened (Hiester Avenue).

The large brick home built at 133/135 West Main Street for the Stauffer brothers in 1911 still stands.

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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.



Current photo of the duplex built by the Stauffer brothers on the site where the clockmakers' house was razed. The wrap-around porch is gone, the turrets are slightly different, but the overall basic appearance has not changed much in the last 108 years.

Broadside printed by the New Holland Clarion that advertises a public auction for Margaret Moyer. Note that her executor was local marble cutter, T. M. Storb, who was instrumental in bringing the railroad to New Holland.

PUBLIC SALE!

ON SATURDAY, OCTOBER 7, 1893,
 The undersigned, executor of the will of Margaret Moyer, deceased, will sell at public sale, on the premises in New Holland, Earl township, the following described real estate and personal property, viz:

A lot or piece of ground fronting on the New Holland turnpike in said village, containing

25 PERCHES,
 More or less, adjoining lands of Christiana E. Neiman, E. L. Sutton and others. The improvements are

A 1-STORY LOG WEATHER-BOARDED
DWELLING HOUSE,
 A well of water with pump, a variety of fruit trees, etc.

Also at the same time and place will be sold a lot of
HOUSEHOLD FURNITURE,
 Comprising bureaus, bedsteads, chests, tables, chairs, stoves, etc.

Sale to commence at 1 o'clock p. m., when terms will be made known by
T. M. STORB, Executor.

Clarion Steam Job Printing House, New Holland, Pa.

HOLIDAYS AT THE MUSEUM

Trains and Santa comes to town – again!

Submitted by Don Horning

New this year is a “Joys of Model Trains” themed display featuring model railroading. Included will be a walk-around train layout constructed by the Garden Spot Village Train Club. As in the past, the Museum will blend Holiday décor with the ongoing historic displays all making for a festive time. The Holiday display will open December 5 and run through January 18. Also – Don’t miss Santa!! Santa visits the Museum for the 39th straight year December 7, 10 AM/1 PM and December 14 and 21, 11-AM/1-PM.

Toy Trains in Our Display Cases

A Very Brief History

Submitted by Lou Ann Miller

Because of the recent gracious addition of an HO train layout from the Garden Spot Village Train Club, our Christmas Display cases will highlight the amazing world of the toy trains. Wooden and metal floor toys that resembled the real trains were made as early as 1860, but the pioneering German toy company Marklin, specializing in dollhouse accessories, sought to create an equally successful toy for boys. Developing a boxed set of train and track of standard track gauges, Marklin then offered track, rolling stock and buildings all sold separately.

George Brown and Co. of Connecticut is credited with making the first known self-propelled American model train in 1856. These were powered by clockworks. The Ives Company was founded in Connecticut by Edward Ives, 1868. His trains were made of tin or cast iron and run also by clockworks. “Ives toys make happy boys.”

In 1897, Carlisle and Finch Co. produced the first electric train. Their trains were lithographed tin. In the early 1900s, Knapp, Votamp and Howard also produced electric trains. Ives became the leading manufacturer of electric trains in 1910. In 1902, the American company Lionel, established by Joshua Lionel Cohen, made their first electric train with a small but powerful motor. Lionel trains were realistic with rugged construction and bright colors. At first these early electric trains were for use in store display windows, but the American consumer had other ideas. Lionel and Ives were involved in fierce competition, with Lionel criticizing the quality of Ives in print and lawsuits flew back and forth. 1928, Ives went bankrupt and was purchased jointly by American Flyer and Lionel at auction for \$73,000. In 1930 American Flyer sold its shares to Lionel.

American Flyer had burst into the scene with clockwork trains in 1907 by toymaker William Hafner and William Coleman. By 1910, the brand name American Flyer Manufacturing Company was born. The company split in 1913, with Hafner producing clockwork trains until 1951. In 1918, American Flyer produced its first electric train. In 1932, you could buy an electric train set with a transformer for \$3.50. In 1937, Gilbert Company, makers of Erector sets, bought American Flyer. Their elaborate passenger trains were more realistic than their predecessors, becoming a huge success. They were produced until 1966.

Our Display cases will feature examples of Lionel, American Flyer, Ives and Hafner trains, along with some popular accessories: train stations, train crossings, Plasticville, bottle brush trees and Barclay iron people. Scale didn’t matter, it was all just for fun!!

The theme of this year's Christmas Display Cases is "The Joy of Toy Trains." The trains on display are from the collections of Lloyd Ziegler, Dick and Barb Enders, Dr. Paul Herr, and Robin Miller. Thank you for your generosity.



Left photo: The American Flyer train set from the 1950's always looked good with Plasticville buildings. Right photo: Catalogs from 1928 featuring the many types of trains Pictured is a wind-up clockwork locomotive with a variety of Ives cars.

Looking for a Little Help from Our Friends– Unidentified Photos

Submitted by Bill Gable

The museum is blessed with thousands of New Holland area photos that were donated by countless supporters of our efforts to preserve our history. Many of them include some type of identification information, and others were identified by NHAHS members based on local knowledge or other photographic evidence. But there are hundreds of interesting and potentially historically significant photos that we are not able to identify. The purpose of this initiative is to solicit your help in identifying these photos. The plan is to place small batches of these pictures on the website in the Photos section, including whatever info we have for each, and providing you with a contact form where you can tell us how you can help identify these treasures. Each photo is assigned a number, and all you need to do is tell us that photo #7 is a picture of my great grandmother Elvira's birthplace, located just east of N Railroad avenue. That's it. We need you to include your name and contact details. As information is received we will update the captions for these photos, and after a reasonable amount of time (no idea what this means exactly) we'll publish the information gathered along with the contributors. Then we'll publish the next set of photos and repeat the exercise. It's a chance for you to participate in the work of the NHAHS, and we greatly appreciate your assistance.



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

George and Nancy Weaver – Geoff and Cathy Class

John and Sharon Sheaffer – Chester County Solid Waste Authority

BUSINESS PARTNER Goodville Mutual Casualty Company, Good's Store Inc

**BENEFACTORS Gene and Mary Lowry, Charles and Jane Zimmerman
New Holland Lions Club, New Holland Kiwanis Club, Don Horning, Elizabeth Hahn
and Steve Loewen**

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

A Salute to Don Welsh

Submitted by Wilbur Horning

By the end of 2009 our business development committee in New Holland had just completed a visioning process that resulted in the establishment of certain goals. One of those goals was to work with the New Holland Area Historical Society to create a museum in our downtown. Steve Loewen, President of the Historical Society, had purchased the historic Kauffman Hardware building and was willing to give the second floor to the Society as a home for a museum. In early 2010 Wilbur Horning and Don Welsh toured the building and remarked that a downtown historical museum would be a valuable asset to help bring some life back to the center of town. Wilbur asked Don if he would accept the responsibility of putting together a group of community leaders for this purpose. Don agreed and immediately went to work recruiting individuals who would bring their various talents to the table. Don later related that not one person who he asked turned him down. On April 12, 2010 the newly revised Board of Trustees met in the conference room of the ELANCO library. Serving were Mitch Dissinger, Don Hollinger, Don Horning, Wilbur Horning, Steve Loewen, Logan Patterson, Bill Seitzinger, Bill Snyder and Don Welsh. Two weeks later Jack Schnader was recruited and the new board, under the leadership and direction of Don, went to work. In less than one year funding was addressed, the second floor was gutted, new HVAC, electrical and plumbing installed and a lift was added to address handicap access. On December 3, 2012 we were ready to let the public have their first opportunity to see our newly renovated facilities. We hosted a two-day Myrtle Tremblay art exhibit. The museum then closed for several months while the interior was filled with exhibits related to the history of New Holland. The grand opening of our museum took place on June 9, 2013. In October of 2015 Don resigned as chair of the Society and as of the end of this year he is retiring from our board of trustees after serving faithfully for almost nine years.

The New Holland Area Historical Society gratefully acknowledges the contribution of Donald Welsh to the success realized by our organization. Many individuals have contributed to our success but Steve Loewen put it best when he said “without Don Welsh we probably would not have a museum.” Editors Note: Don and his wife Julia are the parents of one daughter, Karen. He has been employed by Goodville Mutual Casualty Company and Old Guard Insurance Company for many years and has volunteered his services for various community organizations such as the ELANCO Library fundraising auction, New Holland Farmers Fair and New Holland Visions as well as the New Holland Zoning Hearing Board. In recent years he is credited with introducing New Holland to Pickle Ball, a sport he continues to participate in today.

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PO Box 464 New Holland PA 17557

www.NhHistorical.com



Don Welsh is ready to sell the clothing off his back for the annual library auction.

See the rest of his story on page 5 of the 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

SOCIETY MEETINGS - 2019

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

Oct 17, 2019 – "Conestoga Navigation: A Slackwater Canal"

Mr. Donald Kautz and Mr. Benton Webber will present an overview of the slackwater canal that existed on the Conestoga River from Lancaster to the Susquehanna river during the early 19th Century.

November, December, January – no program

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