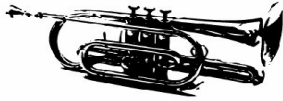


NEW HOLLAND

Area Historical Society



Volume 16 Issue 4

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A Glimpse at New Holland's History: Oct. 12, 1918 Clarion & the Spanish Flu

Submitted by Susen Leary

The current COVID-19 pandemic is not the first time that our community has dealt with a major health crisis. The 1918-19 Spanish flu epidemic impacted the world with more than an estimated 50 million deaths worldwide and 675,000 deaths in the U.S.

Here is a glimpse of how our community faced this health crisis as detailed in 3 articles in the October 12, 1918 issue of *The Clarion*. The articles used no bold headlines, just the words "SPANISH INFLUENZA" in two different articles, the third one is "A VERY QUIET SUNDAY"

"SPANISH INFLUENZA"

"Important Suggestions to Stay the Epidemic Made by Commissioner of Health Royer"

"Your citizens should now and until the epidemic wave has entirely subsided be urged to practice every care in the way of personal and domestic hygiene; to secure clean, wholesome food of considerable variety; to watch the organs of elimination and avoid constipation, at least one free movement of the bowels should be obtained daily. They should be especially urged to keep in the fresh air as much as possible, night and day, and to avoid spending time in crowded places of entertainment or diversion. Especial attention should be called to the dangers of travel in crowded trolleys or railway cars and to overcrowded living conditions. It would be well to urge wide open windows, throwing up of shades and removal of awnings, and of utilizing the best of all air purification, sunshine.

It would be well to urge upon your citizens the avoidance of fatigue of every sort, as nothing lowers resistance to this disease as much as fatigue. Urge regularity of meals, regularity of habits and avoidance of dissipation and especially alcoholic dissipation.

As a means of prevention, call attention in circulars and in newspaper articles to the need of care when early symptoms develop resembling 'colds,' and insist that all such persons remain on their own premises for a least a week after fever subsides and longer when cough persists."

The other two articles mention a more direct effect from the epidemic on the New Holland

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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.

community, while at the same time American troops recently had entered World War I in Europe, hence the need also to conserve gasoline.

“Spanish Influenza”

“The entire country is now in the grip of the new epidemic Spanish influenza, which first made its appearance in our army contingents several weeks ago. It is a malady similar to the epidemic known as the grippe, which swept over the land in 1889 and 1890, but differs from it in that many cases terminate in pneumonia, from which there have been many deaths, both among soldiers and civilians. Our country is now in its grip, the city having had over 4,000 cases. Churches, schools, theatres, saloons, etc., have been closed, and much inconvenience is occasioned by the condition of affairs. New Holland has about 40 cases, but as yet there have been no deaths.”

“A Very Quiet Sunday”

“The rapid spread throughout the State last week of Spanish influenza, which is about the same disease as was known in 1889 and '90 as la grippe, caused the health department to issue an order on Friday directing all saloons, theatres, dance halls, churches, schools, and the places where large assemblages congregate, to be closed, brought about the most quiet Sunday experienced by the present generation. With very few automobiles allowed to be run, so as to conserve gasoline, and with no church bells ringing, no Sunday school or church services to go to, and no other meetings, there were few persons to be seen outdoors, making it truly a day of rest—a day for reading and meditation.”

The Rutter Merchants and the Rolling Pin

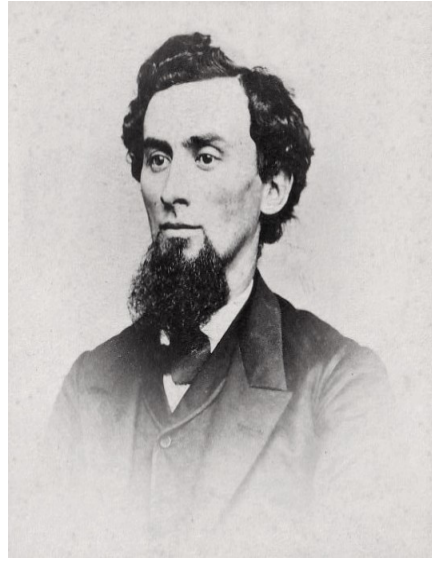
Submitted by Brian Frankhouser

The Rutter family from Leacock Township seemed to spawn merchants. The first to move to New Holland was Amos, who became a clerk in 1853, and junior partner to Daniel Richwine in 1855. Their store was located at 157 East Main Street (modern address). In 1862, Richwine sold out to Amos and his brother, Jeremiah Rutter. They were partners at this store until after the Civil War when they moved back to Intercourse. Amos returned to New Holland in 1874, shortly before the railroad reached the town. He opened a coal and feed business that continues to this day (Sensenig's Feed Mill). Jeremiah moved back to New Holland in 1876. He became senior partner of Rutter and Bair's general store located at 241 West Main Street (modern address). In 1881, his was the first store to have a telephone in New Holland.

The paternal head of the second wave of the Rutter family that came to town from Leacock Township was Henry S. Rutter. In 1896, he bought the property at 157 East Main Street with Eli Hess, along with the hotel next door (New Holland House). Henry's son, Harry E. Rutter, partnered with Eli Hess at the store for 10 years before the Rutters bought out Hess in 1906 (Hess built a “New Store” catty-corner that later became Trimmers). Henry's son, Jacob P. Rutter, became the proprietor of the New Holland House. J. P. Rutter's brothers, Harry E. and Chauncey, took over the old store stand. The clerks at Rutters' store when it first opened were Rudy Dickersheid and Paul Espenscheid. Harry and his brother operated a successful operation

at this location from 1906 until 1922. It's very possible that when a young merchant named Sam Rubinson opened a store across the street in 1921, it created some motivation for the Rutter brothers to sell out to the Harris brothers. Harry later worked for Sam Rubinson.

During the early 20th century, it was a common practice for local merchants to give gifts to their regular customers during the Christmas season. Most of the surviving premiums from this time are calendar plates and advertising plates. However, during the teens, Harry and his brother distributed something special. Local customers were treated to a salt glazed stoneware rolling pin made by Brush-McCoy Pottery Company of Roseville, Ohio. It is still the most prized New Holland advertising piece distributed to the general public during this period. One has recently been acquired by the Society and is on display at the museum. Come see it for yourself! (Ed. Note: Photo of rolling pin is not pictured with article in hopes that more guests will visit museum to see it.)



Left Photo: Photograph of Amos Rutter taken circa 1865. Reverse is labeled “J. K. Mentzer – Photographer – New Holland, Pa.” Jacob K. Mentzer had a general store at 241 West Main Street (modern address) at this time and was the “only place in town to go” to get a photo taken.

Center Photo: Photograph of Jeremiah Rutter. Reverse is labeled “D. S. Schlauch – Photographer – New Holland, Pa.” A date of December 26, 1866 is penciled on the reverse. This is one of the earliest photos taken by Schlauch. In 1866, he quit teaching and went to work for Jacob K. Mentzer. The following year, he opened a photograph gallery next door to the east of Mentzer’s store. He later moved his business to the second floor of 107 East Main Street. Schlauch took hundreds of photos of the locals during a career that lasted until 1903 when he died suddenly after collapsing in front of the New Holland House.

Right Photo: Photograph of Harry E. Rutter, senior partner of H. E. Rutter & Brother, taken from the front page of the January 13, 1906 edition of the New Holland Clarion.



Early real photo postcard view of the H. E. Rutter & Bro. storefront at 157 East Main Street circa 1910. To the east of this building was Luther Avenue (now North Railroad Avenue). The old store building was torn down in 1958 to widen North Railroad Avenue from a one way street to a two way street.

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**ALL DONATIONS ARE TAX DEDUCTIBLE. Please make check payable to NHAHS
New Holland Area Historical Society, PO box 464, New Holland PA 17557**

THE MUSEUM PLANS FOR CHRISTMAS

Christmas in New Holland will be different this year. But yet – Santa has always made an appearance at the Kauffman Building! What to do at a time like this? First think about regulations, distancing and safety. Then a call to the North Pole to confirm Santa’s schedule. Finally the “can we do this” decision. Presently we are planning for Santa to be at the Museum from 11:00 am to 1:00 pm on December 5, 12, 19. Masks, distancing using floor markings, one way traffic, and of course respect for Santa’s space will be in place. (You know he can’t get sick!!) And, as you leave Santa, children (and parents) will enjoy the One Room School Exhibit, just like the school grandma and grandpa went to!

For people who trust Santa and don’t need to remind him of anything, the Museum is open regular hours from 10:00 am till 2:00 pm every Thursday and Saturday. There will be a Christmas feeling with typical decorations, the model train layout built by the Garden Spot Communities Train Club, and the New Holland Borough 125th Anniversary Exhibit. Also now on display is a very rare, recently procured Rutter’s Store rolling pin. All that along with the ongoing exhibits including 125 years of the New Holland Machine Company. Finally – Bring a friend, bring your mask and join in the fun and celebration. Of course in these unusual times, should things change, the Historical Society will take the appropriate precautions. Check our website at nhhistorical.com for updates.

 Cut here and return to address below.

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Type of membership requested (please check one)

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

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New Holland Area Historical Society
PO box 464, New Holland PA 17557

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PO Box 464 New Holland PA 17557
www.NhHistorical.com



Photos from around town during the height of the Covid-19 pandemic. Garden Spot Village photos on the right. Downtown New Holland at noon is a very eerie scene below.

