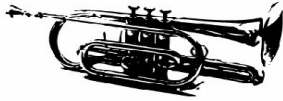
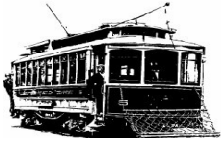


NEW HOLLAND

Area Historical Society



Volume 21 Issue 1

Winter 2025

Introduction to Promotional Calendars

The Calendar Series – Part 2

The Wright Bakery

Submitted by Brian Frankhouser

Based on consistent survival rates, the Wright Bakery was the most prolific distributor of wall calendars in New Holland for the first half of the 20th century. For that reason, it deserves to be the first business profiled in this series. On flitting day (April 1) of 1882, Robert K. Wright moved from Coatesville to New Holland, and, shortly after, opened a bakery/confectionary/restaurant in the basement of the Annie C. Brubaker building (the building still stands at 240 East Main Street). He achieved almost immediate success, and in six years the firm required larger quarters. The last of the local Luther family, who claimed to be direct descendants of the famed reformationist, died in 1885, and the old family mansion and grounds became available. In 1887, Wright opened his new bakery on the Luther property one half block west of the original location. Wright died in 1897, and his two sons took over management of the operation. In 1912, F. Lacey Wright moved to Hatboro after the partnership was dissolved, and left his brother, R. Howard Wright, in charge of the bakery. In September of 1916, the entire factory burned to the ground after a fire spread from the Roseboro Carriage Works. It was immediately rebuilt bigger and better than ever. Howard Wright died in a tragic accident in 1919 when his truck was hit by a train at Railroad Avenue in New Holland. His widow, Flora, and their two sons, Earle and Robert, took the helm after his death. For many years, Wright's sold more bread than any baker in eastern Lancaster County, but sales were impacted when customers began buying regional brands at supermarkets. In 1963, the bakery was sold to the Beaver Baking Company, who continued to use the Wright name for several years after the transfer.

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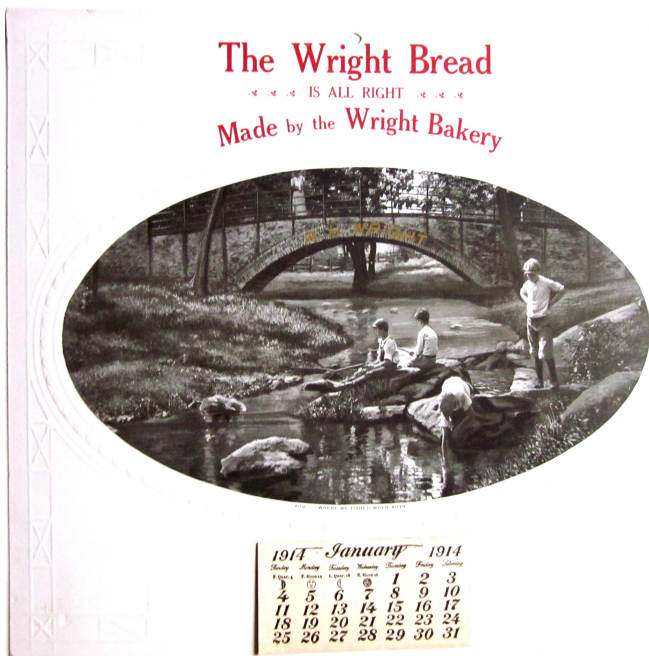
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MISSION STATEMENT
The mission of the New Holland Area Historical Society is to collect, organize, and preserve information and historical materials that give insight to understanding the life and times of the New Holland area and to share these findings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

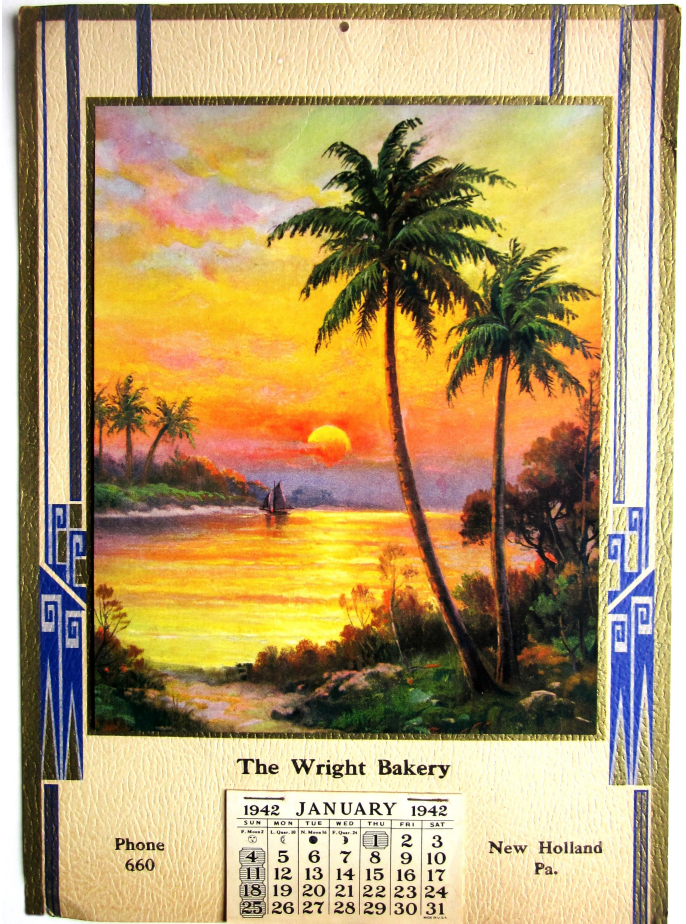


In 1914, the bakery bought its first delivery truck and began the gradual transition from horse and wagon to gas power (see a photo of their first truck at the museum). During the year, F. Lacey Wright purchased the building at 144/146/148 East Main Street in New Holland, and announced that he would open a new bakery at the site (in direct competition with his brother). Soon after, the idea was abandoned, and Lacey moved back to Hatboro, Pa.



Calendar for 1928 – By 1928 the Wright Bakery employed 48 and baked over 10,000 loaves of bread daily. The actual number of cakes, pies, and buns produced was even greater!

Story continues on the next page



Calendar for 1934 – By this time, Wrightmaid Bread was one of the most popular brands in Lancaster County. The bakery continued to make other products, and during the Christmas season advertised that 50 cents could buy two pounds of fruit cake or a box of 66 cookies.

Due to the war effort, in April of 1942, the Office of Defense Transportation requested all rubber-tired vehicles reduce mileage by 25%. Shortly after, The Wright Bakery purchased the J. C. Arbogast Bakery on East Locust Street in Lancaster to help reduce miles driven.

Christmas on Main 2024

Submitted by Carol Buncie - Head Docent

On Saturday, November 30 the New Holland Area Historical Society once again participated in New Holland's Christmas on Main event. This marks the 44th year that Santa a.k.a. Lowell Parkes visited the Museum (former Kauffman's Hardware) to greet kids and hear their wishes for Christmas.

This year we had 217 visitors to the museum, the largest group of participants ever. Santa greeted the children in our new Community Room, and the kids and parents were encouraged to participate in a museum scavenger hunt after visiting Santa. Our scavenger hunt was a hit and helped families explore every room of our museum. Little ones and big ones all felt successful as they located the 'treasures.' Cider, pretzels, and gingersnaps were a fitting prize for finishing the hunt. Many parents told us how much their kids enjoyed scavenger hunts. This feedback sets the table for similar participatory events in the future. Christmas on Main is a good example of museum trends for building community outreach. Its success also lay in the fact that we had so many willing volunteers helping to pull it off. We want to offer our thanks to all the families that continued to support this New Holland tradition and wish you the happiest holiday season!



A very good turnout for the scavenger hunt after visiting with Santa! For 44 years Lowell Parkes has portrayed Santa in the Kauffman Hardware Building. Thank you Lowell for all of the years greeting the little ones!



Have you seen the movie, “Brave the Dark”?

The Mr. Deen exhibit is a tribute to the remarkable life of Mr. Stan Deen, who was not only an inspiring English teacher and theater director at Garden Spot High School but also a devoted son, talented writer, actor, producer, and impactful public speaker. This unique exhibit will showcase a rich collection of photographs, videos, and personal items that highlight the diverse experiences of Stan throughout his life, offering an engaging experience for the New Holland community and beyond. Visitors will also find a special section dedicated to the film "BRAVE THE DARK" along with an area honoring Stan's legacy through the Stan Deen Foundation. This exhibit celebrates the remarkable legacy of Stan Deen, a teacher who not only imparted knowledge but ignited passions, nurtured dreams, and shaped countless lives. His dedication to education was not just a profession, but a calling, a commitment to fostering curiosity and empowering young minds to reach their full potential. As we honor his legacy, let us remember that a teacher's impact transcends the classroom walls. Mr. Deen inspired us to not just learn, but to live with purpose and to seek knowledge with fervor.

Private tours are available, however you will need to call the Museum in advance of your visit, 717-354-2049. If you get the Museum voicemail, please leave a message.



A major exhibit honoring the life of Stan Deen, whose legacy lives on in the upcoming film "BRAVE THE DARK."

MR. DEEN

COMING JANUARY 2025

New Year's Moments from the *Clarion*

Submitted by Susen Leary

Editors paid little attention to the changing of the years in the early *Clarions*. The December 23, 1899 issue noted a partial eclipse of the moon that occurred “last Saturday....For about twenty minutes, about the middle of the eclipse, the shadow of Mother Earth almost entirely covered the face of the moon, only a narrow edge on the south side remaining clear. It was a surprise to many....”

The first page also printed: “**A Big Supply of Oysters for the Holidays**—Yesterday A.G. Miller, proprietor of the Eagle hotel and restaurant, received a carload of choice oysters from the best oyster beds of Maryland and New Jersey, so that he is fully prepared to supply dealers and families for the holiday feasts with a choice of the toothsome bivalves.” Other news was of a businessman moving into town: “John R. Frame, president of the New Holland Silk Company, removed from Paterson, N.J., this week into one of Miss Christie E. Neiman’s houses, on West Main street. Mr. Frame intends hereafter to give his entire personal attention to the silk mill here, and it is expected to run it to its ‘full capacity’ soon, which will be very gratifying to our people.” By the end of 1918, World War I, the war to end all wars, was winding down after the signing of the armistice on 11/11/1918. Two local brothers, Pvt. William J. Kochel and Pvt. Harry J. Kochel, wrote home and those letters were shared in the December 28, 1918 *Clarion*. Both brothers were still in France and wrote home. William said, “I am working in a Rifle shop over here in France. We work 8 hours a day and we have Sundays off once in a while. Our bunch that went to school together is all split up. They got sent in different directions. Bair Overly and I are together yet. It certainly made me feel bad when Spotts died on the ship. I guess the flu must have been very bad in the States from what we read in the papers. It was not very bad over here when we got over but we had our share of it on board the boat.” His brother, Harry, wrote, “France is certainly a beautiful country and I like it pretty good. It certainly was good news when we heard that the armistice was signed, there certainly was shouting. Mother, it has been about four weeks since I wrote to you but I was so busy that I could not find any time to write, so don’t worry another if it goes a while before you hear from me.”

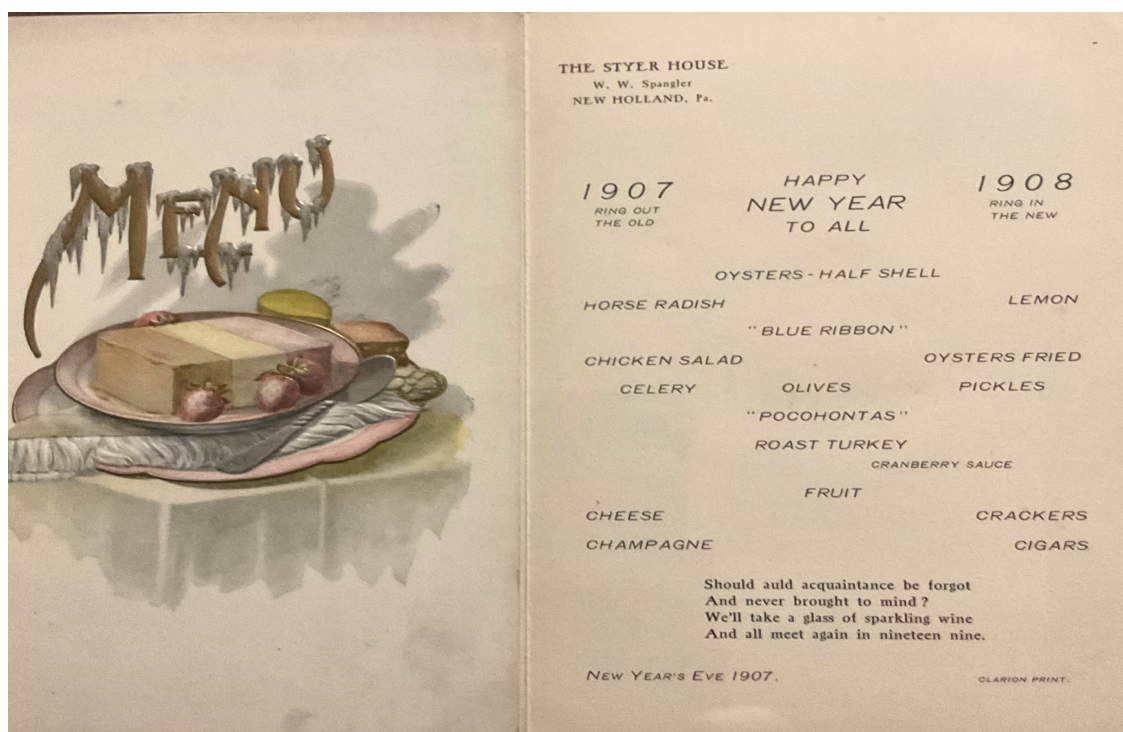
In the January 2, 1925 *Clarion*, local merchant, Sam Rubinson, shared “**A New Year’s resolution**—This is the season of the year when New year’s Resolutions seem to be in order, and it seems only proper for me to take my turn with the many others who are making such resolutions. Last year we told you we were going to make the year just past one of unusual value.....and we have look[ed] back over the months that have passed into oblivion with pride in the accomplishment of our resolutions. This year we resolve to start right at the beginning of the New Year with a line of bargains that have formerly been unheard of or even unthought of....May we wish you a very happy New Year, and express the wish that the year 1925 may bring you a full measure of peace and prosperity.”

Story continues on the next page

Lastly, Harry E. Ressler, editor, penned this New Year editorial in the January 3, 1930 issue: **"The Coming Year**—We shall soon step into a New Year. It is a great opportunity. The sun will rise and set in the same way, and life's duties will come and go much as they do to day [sic], and nothing will be very different or distinctive; and yet, we say the dawning of a New Year is a great opportunity. It is our imagination—surely a God-given faculty—that helps to make it so. Nature and the bare facts of life do not show any difference between to day and to morrow [sic], but something, nevertheless, does come to us to day with a unique and a specially hopeful message. It is the wonderfully helpful and alluring inspiration that comes from the thought of a new start. We cannot absolutely begin all over again: the stern experiences of the days to come will soon show us that we cannot. Yet in a sense we can, and the sense in which we can does mean a great opportunity. We can use that opportunity so that it will not too cruelly disappoint us in the end. We can really begin to be the better thing that our imagination pictures to us to day. We ought not to miss the opportunity."

May you take the time to experience and enjoy new opportunities that come your way in 2025. Please also make it a point to visit our museum if you haven't done so. Exhibits change frequently so stop by and visit where our history lives.

****Readers may connect to ELANCO's history in the New Holland Clarion Archives by using the link to Power Library near the bottom page of nhistorical.com This link will take readers to digitized copies of the Clarion from 1873-1950**



The menu pictured above is from the Styer House

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An excerpt from the February 19, 1881 Edition of the New Holland Clarion: Pretzel Famine

“Last Saturday night all the hotels, stores and saloons were sold out of pretzels except Diller & Roland, who had three in stock on Monday morning. This singular incident led us to wondering how many of these crooked-shaped pieces of baked dough were weekly consumed in this town. Upon inquiring among the largest dealers and computing the average bought and sold by the sixteen establishments that sells them, we were astonished to find that between two thousand four hundred and three thousand pretzels are weekly crammed down the throats of the inhabitants of this town and vicinity, every week. It seems almost incredible, but it is a solemn fact.”



New Holland Area Historical Society

Membership & Partner Application Form - Thank you very much for your interest in becoming a Member and/or a Partner of the NHAHS. Please note the difference between these two designations:

Member – can be an annual or lifetime member, with both types receiving a copy of the NHAHS quarterly newsletter.

Partner – individuals or organizations that choose to make an annual donation to support NHAHS’ efforts.

Partners are listed on the next 4 newsletters after the receipt of their donation, and they will receive a copy of these same 4 newsletters. Partners are not considered to be members of NHAHS.

Membership Type – please check the desired Member category:

⇒ Annual Member - \$20 annual subscription ⇒ Lifetime Member - \$500 one-time subscription

Partner Type - please check the desired Partner category:

⇒ Partner - \$100 - \$499 annual donation ⇒ Legacy Partner - \$500 - \$999 annual donation

⇒ Heritage Partner - \$1,000 or more annual donation

Name _____

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Please complete this form, include a check payable to NHAHS for the correct membership and/or partner amount, and mail to: NHAHS PO Box 464 New Holland, PA 17557.

Thank you for your support!

The New Holland Area Historical Society is currently registered as a 501(c)(3) charitable organization in Pennsylvania.

An excerpt from the July 29, 1882 Edition of the New Holland Clarion:

“Last Sunday a week, two brass buttons were found in the contribution box of the Lutheran church after it had been passed around. It is more than likely that they were dropped in by some mischievous boys who think they are smart. To the guilty parties we would say that there isn’t anything smart about it. On the other hand, it is evidence of the very acme of boorishness, and we do not want to hear of it again.”

NEW HOLLAND

Area Historical Society



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New Holland Area Historical Society**



Photo courtesy of Dawn Fox

Thanks again to Lowell Parkes a.k.a. Santa for 44 years in the Kauffman's Hardware Store, now the New Holland Area Historical Society Museum.

All 2025 programs will be held on the 4th Thursday in the Chapel at Garden Spot Village 7 PM

Feb. 27—"Our Town"-video presentation on the history of New Holland in the 1960's from WFIL & WCAU TV stations in Philadelphia.
Presented by Mitch Dissinger and Steve Loewen.

March 27—"The Nation's Guest—the Marquis de Lafayette's Time in Lancaster County & the Bicentennial of Lafayette's Farewell Tour."
Presented by Benton Weber.

April 24—"History of the Mascot Roller Mill/Ressler Family"
Presented by James Landis.