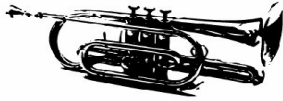
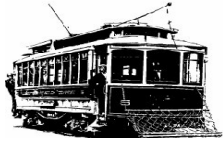


NEW HOLLAND

Area Historical Society



Volume 21 Issue 2

Spring 2025

H. E. Rutter & Brother General Store

The Calendar Series – Part 3

Submitted by Brian Frankhouser

In 1790, William Lightner sold Peter Diller a lot of land on the north side of what is now East Main Street in New Holland. Shortly after, Diller built a store on the east end of the property (at present, this is part of North Railroad Avenue). For the next 165+ years, the store clerks changed, but there was always a variety of merchandise for the local residents to buy at this location.

During the greater part of the 19th century, the store was closely tied to the hotel next door to the west, and both were included on the same deed. Throughout most of this time period, innkeepers owned the real estate and rented the store to merchants. In 1870, prominent livestock dealer, Levi Sensenig, purchased the property from the estate of Michael Bard. Over the next 25 years, at least seven different sole proprietors or partnership entities managed the general store. In 1896, Henry S. Rutter (from Intercourse, Pa.) and local merchant, Eli Hess, bought the store and hotel from Levi Sensenig for \$11,000. Eli had been managing the old cash store on West Main Street, and Henry was creating a business opportunity for his son, Harry. Hess & Rutter's general store operated successfully at this site for 10 years. In 1906, Henry Rutter bought the 50% share of the property owned by Eli Hess, who was building a new store on the southeast corner of Railroad Avenue and Main Street. This acquisition gave Henry an opportunity to put two more sons to work. Jacob P. Rutter became proprietor of the New Holland House, and Chauncey became junior partner of H. E. Rutter & Brother. The brothers' partnership thrived, and by the end of 1908 they built an addition that was connected to the back of the store. In 1921, a younger upstart named Sam Rubinson opened a new store across the street from Rutters. This may have been part of the reason H. E. Rutter & Brother sold the business in 1922 to Solomon and Max Harris.

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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.

Story continues on the next page with photos

After the dissolution of the Rutter Brothers partnership, Chauncey moved to Lancaster and worked at a drug store for the next 35 years. Harry worked for a time at Rubinson's Department Store. The old store building constructed by Peter Diller on the north side of Main Street was torn down to widen North Railroad Avenue in 1958.



1909 calendar plate - H. E. Rutter & Brother's store often gave away advertising plates to their patrons at Christmas time. The most common designs on the gifts were fruit or pretty Victorian ladies. In 1908, they distributed calendar plates in several different patterns for the first time. They expressed their seasonal sentiments, but forgot something that is found on almost every advertising plate... the store's location!

1915 calendar plate - There were many souvenirs and tributes to the Panama Canal after it was completed in 1914. It was recognized as one of the largest and most complicated engineering projects ever undertaken. Work on it was started by France in 1881, but abandoned, and taken over by the United States in 1904. Ships travelling from the east coast of the U.S. to the west coast saved 8,000 miles by taking the canal vs. rounding Cape Horn in South America!



Real photo postcard from about 1908 showing the storefront for H. E. Rutter & Brother's retail establishment at 157 East Main Street in New Holland. The old New Holland House tavern that was replaced in 1913 is shown on the left.

Dedication of Steve Loewen Community Room

Submitted by Wilbur Horning and Bill Gable

On Sunday, March 16, the NHAHS dedicated its newly renovated community room as the “Steve Loewen Community Room.” Can you name anyone from New Holland who has had a room named for them or a day designated for them or received the prestigious 2010 WGAL-TV United Way Jefferson Award? We can, and his name is Steve Loewen. Mayor Tim Bender designated the day as STEVE LOEWEN RECOGNITION DAY IN NEW HOLLAND.

It is impossible to identify anyone who has contributed more to the culture of the New Holland area than Steve. His passion for celebrating and preserving the unique history of our community is demonstrated in many ways. Some historical related milestones of his efforts include:

- Organized and chaired the New Holland 275th anniversary celebration (2003)
- Founded the New Holland Area Historical Society, serving as President (2005)
- Purchased the Kauffman Hardware building to preserve the historical landmark from being torn down. (2007) His vision included the building having retail and office space as income generating with the entire 2nd floor becoming the Museum for the NHAHS.

The NHAHS plans to use this room to hold public programs dealing with the history of the New Holland area. It is also available to the community for meetings and events. There is not a more appropriate way to dedicate this community room to Steve for all his contributions to our community. Steve has demonstrated what one person – regardless of their circumstances – can do to make a difference in a community. Thanks Steve!



Editor's note: A huge thank you to Wilbur for spearheading this initiative to name the room after me. There was a committee which included Bill Gable that took this idea and made it happen! I am truly humbled by this recognition after a lifelong dedication to our community by serving on countless committees and projects in the last 48 years. For those that do not know, I was injured in a car wreck in March 1976 that also took the life of my mother Louise.

Our departed founding chairman of the trustees, Don Welsh was the 1st person to come to me after I got out of the hospital and said "your brain and your mouth still work." He wanted me to get involved with things that interested me in the community and the rest is history!

The Blue Ball Hotel Back Bar

Thanks to the generosity of William Keen and Linda Davis, this piece of local history has joined the Blue Ball Collection in the New Holland Area Historical Society museum. A wonderful addition to NHAHS's commitment to preserve and communicate our rich local history.

The first Blue Ball Hotel was built by John Wallace in 1766 at the intersection of two Native American trails, now known as routes 23 and 322. Wallace purchased the 12-acre plot from Jacob Weaver II, which was a part of the Jacob Weaver tract acquired in 1723.

Wallace hung a blue ball on the exterior of the hotel rather than a traditional sign. The town's original name was Earl Town, but in 1833 the name of the town was changed to Blue Ball.

The NHAHS will be celebrating the addition of this artifact at a free drop-in event on Sunday April 13th from 2 till 4 pm. A presentation of the history of the Blue Ball Hotel and the journey of the back bar to its new home will occur at 3pm.

We are hoping that attendees come prepared to share their memories of the hotel to help us celebrate and dedicate this piece of local history.



The earliest known photo the Blue Ball Hotel



The bar inside the Blue Ball Hotel

An Intern's Experience at NHAHS

Hello everyone! My name is Alida Gauthier, and I've been interning at the New Holland Area Historical Society Museum for nearly three months. My passion for history led me to this organization, and this internship has allowed me to explore new and innovative ways to connect my interests. During my time here, I've gained insight into the behind-the-scenes operations of a museum, and I'm grateful for the openness and receptiveness of the members to my input. Throughout this internship, I've had the opportunity to enhance our NHAHS social media presence by providing insights on how to make our pages more engaging, as well as reformatting the website to improve user experience. In addition, I have been recording a variety

Story continues on the next page with a photo

of videos, including docent prep guides, museum tours, and a collection of personal stories and memories about Stan Deen.

My work with *The Remarkable Mr. Deen* exhibit has also prepared me to serve as a docent, allowing me to share what I've learned with visitors. While much of my time has been dedicated to this exhibit, the initial excitement surrounding it has begun to settle, giving me the chance to explore other aspects of museum operations. Most recently, I was introduced to the museum's artifact cataloging system—a simple yet well-organized process that ensures everything remains easily accessible.



Overall, this experience has given me valuable insight into the inner workings of a museum. The flexibility of this internship has allowed me to explore a variety of areas, expanding my knowledge in ways I hadn't anticipated. It has also provided me with a clearer understanding of how I want to approach my education after graduation.

Alida Gauthier, Intern and Bill Dawson, Board Member
Stan Deen Foundation

New Holland Band Gives Its Museum to the NHAHS

Submitted by Mike Ressler

Several years ago, the trustees of the New Holland Band began to discuss the future of its band museum. Begun in the 1970s by the band's famous bass drummer Arthur Futer, the museum grew and developed into a large collection of materials related to the New Holland Band, bands of Lancaster County, and of the region. Art had begun by collecting percussion equipment – bass drums, snare drums, timpani, cymbals and more. He enlisted the aid of friends from the community who purchased antique instruments for the collection. Flutes and piccolos, oboes, clarinets, saxophones and bassoons were joined by all types of brass instruments used by bands – cornets and trumpets, mellophones and French horns, tenor horns, baritones, double-belled euphoniums, trombones, and tubas of various sizes and shapes. Some of the instruments dated from the 1820s and represented instruments that would likely have been used by the band during its earliest years. The band began in 1829 as a fife and drum ensemble and was attached to the 51st Regiment of the Pennsylvania Volunteers.

When Art collected an interesting group of instruments, he decided to put them on display. In 1980 he created a small exhibit in his home on West Broad Street in New Holland. This exhibit shared space with a larger exhibit of local American Indian artifacts which Art had collected over many years. He was a highly respected amateur archaeologist and wrote numerous articles and papers on his discoveries. His "Futer's Indian Museum" attracted many visitors.

Now his visitors also could see the very beginnings of what would become the New Holland Band Museum. By 1983, the Band Museum had grown too large to stay in his home, and it

Story continues on the next page with 3 photos

was moved to a large room on the second floor of the old New Holland Borough building on North Railroad Avenue. By this time the collection had expanded to include uniforms, photographs, posters, concert programs and more. In 1995, when New Holland Borough decided to leave the old Borough Hall, the Band Museum and the New Holland Community Library, also a tenant in Borough Hall, needed to find a new home. Borough Council President John Mask brought the two organizations together and began talking with the developers of Garden Spot Village. Land was donated along with a generous gift and the band and the library worked together to raise funds for a new building they would share. A two-story building with a full basement was built and the Library and the Band Museum moved in in 1997. With the new location above the ELANCO Library on the northern edge of Garden Spot Village, the Band Museum had frequent visitors and regular visiting hours were established. More instruments and band memorabilia were donated, and exhibit and storage space were at a premium. After Art Futer's death in 1998 it became increasingly difficult to maintain the museum and keep up with the band's busy rehearsal and performance schedule. After several years of sincere effort followed by much thought and discussion, the band trustees decided to consider divesting itself of the museum. The trustees were very familiar with the New Holland Area Historical Society and in 2024 began discussing with them the idea of giving them the museum holdings. In June 2024 the New Holland Band and the New Holland Area Historical Society entered into a formal agreement. The band would transfer the contents of the Band Museum to the Historical Society and make a very generous donation made possible by a friend of the New Holland Band. This gift would establish an endowment fund that would support the collection in perpetuity. The ELANCO Library would continue to be the home of the Band where it would hold rehearsals, but the holdings of the Band Museum would be moving. Work began in September to downsize the band collection, focusing it on the New Holland Band and bands across Lancaster County. The transfer of instruments began in January 2025 and is ongoing. The transfer of the Band's historical collection will be celebrated with a drop-in reception which will be held in the Steve Loewen Community Room on Sunday afternoon, May 18, beginning at 2 p.m. The public is cordially invited to attend. An exhibit will document the Band's creation in 1829 and trace its existence to today using instruments, photographs, news articles, and text panels. A brief presentation will be held at 3 pm. The Steve Loewen Community Room is located at 205 East Main Street, New Holland, in the "Museum on Main" building. For more information, please contact the NHAHS Phone (717) 354-2049. Email nhahs@nhhistorical.com



These photos are from current Band Museum which is being transferred to the NHAHS

Brave The Dark Movie Display

Submitted by Ida Gall

Have you seen the movie "Brave the Dark"? It is an incredible movie about the account of a relationship between Mr. Stan Deen and his student, Nate. The New Holland Area Historical Society Museum has had the great and unique opportunity to have Nate Deen, bring the amazing and interesting story of Mr. Deen to the museum. The exhibit of "The Remarkable Mr. Deen" is a rich collection of photographs, videos, and personal items that highlight Mr. Deen's life. Also, part of the exhibit has a section dedicated to the movie "Brave the Dark". "The Remarkable Mr. Deen" exhibit has been at the museum since January. The exhibit has brought in over 300 people to the museum. The stories and memories of the people who have come to "The Remarkable Mr. Deen" exhibit, have been uplifting and have also brought people together, old classmates that have not seen each other in years. So why don't you become part of the story and come and see "The Remarkable Mr. Deen" exhibit. The museum's hours are Thursday, and Saturdays 10am till 2pm. The museum is located at 207 E. Main Street, New Holland. Private tours can be done, but you will need to call the museum in advance of your visit, 717-354-2049. If no one answers please leave a message, someone will get back to you.



Photos from the display. Nate Deen is in the light colored shirt on the right.

April 9, 1881 New Holland Clarion - A Handsome Barber Pole

One of the largest and finest barber poles that ever stood up in New Holland, now invitingly stands near the entrance of Phil. Vogt's barber shop, directing to his place of business. It presents a fine appearance and adds somewhat to the appearance of that corner of the Styer House 158 E. Main Street.

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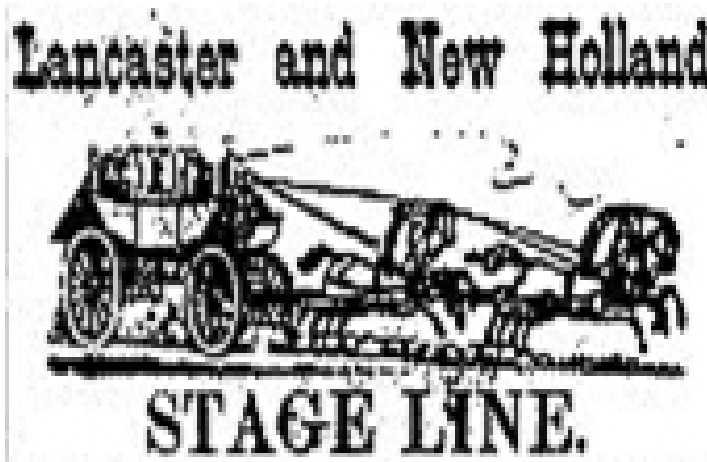
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April 9, 1881 New Holland Clarion - Lancaster and New Holland Stage Line

Stage leaves New Holland every morning (except Sundays) at 6 o'clock, and arrives at Lancaster at 9:30. Returning leaves Lancaster at 2:30 p.m.; arrives at New Holland at 6. Baggage carefully handled, and orders for goods, etc. attended to with care and dispatch. Orders left at the Styer House, New Holland House, Red Lion Hotel, or I. Heil's Saloon, New Holland, will receive prompt attention. Being determined to please and accommodate, we would respectfully solicit the patronage of of the public. E. D. Kurtz





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 _____

Email _____ Telephone _____

Company _____

Address _____

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

It's time to pay your 2025 dues.

Use this form and send your check to the address above.

Thank you for your support! The New Holland Area Historical Society is currently registered as a 501(c)(3) charitable organization in Pennsylvania

Spring Happenings from the Pages of the New Holland Clarion

Submitted by Susen Leary

News reporting was quite different in the early years of the *Clarion*. The May 10, 1879 issue reported lengthy lists of advertising mixed with seasonal observations:

Want to raise an extra crop of tobacco? Buy your phosphate of Amos Rutter, New Holland Imported Hair for sale by Mrs. Wickel, New Holland

Pleasant days and lovely nights

The Buggies and Carriages made by Roseboro are equal to those made by Lancaster Manufactories, and his prices are very moderate

Received, a lot of fine Chamois Skins, at Schriver & Brubaker's drug store.

Pear, peach, and cherry trees are in full bloom under a full moon—said to be a good sign.

The best Shoe in the world--the Carlisle—in all the latest styles, at Diller & Roland's

Dried Corn, Apples, Marrowfat, Beans, Cocoanuts, and Blind Robins [smoked herring] at Besore & Bard's Rhubarb pies

Go and see the great bargains in Dry Goods at Rutter & Bair's

Wanted—500 Bushels of Oats, by A.W. Martin, Goodville

Corn is nearly all planted.

The first ice cream of the season must be hard to swallow—last Saturday evening three of our young ladies had to open their bonnet strings in order to eat it with satisfaction.

Will open this day, noon, another lot of ladies' Hats and Bonnets, of the latest styles and shapes, at Mrs. E.J. Barstler's.

Mornings still quite cool

Geo. A. Wallace, of Eat Earl, has enlarged his yard, increased his stock, etc., is selling lumber lower than ever.

Early spring salad is ripe”

Another sign of spring is mud, and today Lancaster County features “mud sales” by lots of local fire companies. Mud also presented challenges to local people in the 1870's since streets were dirt and no local concrete sidewalks even had been imagined. New Holland used plank or wooden walkways similar to those pictured on TV shows and films of the Old West. This same *Clarion* issue mentioned a plank walk problem:

“Fair and Festival---The terrible condition of the plank walk in the eastern part of town necessitates the citizens to take measures towards building a new one consequently a fair and festival has been proposed, which will take place on Saturday, May 31st, in C. S. Musselman's orchard. Arrangements have not been fully completed, but due notice will be given of the attractions. The ladies of the town are especially invited to take an active part because without their assistance it cannot be a success. New Holland has never failed in getting up grand affairs of this nature and we feel assured that this will be no exception.”

Story continues on the next page

George Ranck was *The Clarion's* editor in 1879 and each issue noted that "*The Clarion* is the only newspaper published in the eastern part of Lancaster county, and is one of the best and cheapest advertising mediums in the county. Weekly circulation, over 1160 copies. The May 17, 1879 issue, A. Setley promoted "TURTLE SOUP! TURTLE SOUP! Lancaster County Turtle Soup will be served out at the Eagle Hotel, New Holland, Saturday evening, May 17th."

The *Clarion* proudly noted in April 9, 1881 issue that circulation had increased to over 1200 copies weekly. An early April snow had fallen: "SNOW—This week we have been greeted with snow, making things look far from spring-like. Wednesday morning the earth was covered with a mantle of white and it continued snowing nearly all day. Through the day the snow melted, however, considerable, and at no time was depth more than about two inches, and yesterday the program was repeated. Mud is a necessary complement to the snow fall at this season."

Two other articles in this 1881 issue reported on spring tobacco sales and the wealth that had been brought to the local area. "*Immense Tobacco Deliveries*—The amount of tobacco delivered at the various tobacco warehouses in Lancaster city, last Saturday, foots up about one and a half million pounds, and this amount of money paid out was over two hundred thousand dollars. On Friday evening teams began entering the city in order to be unloaded and all night long loaded wagons went rumbling through the streets. In the vicinity of the receiving warehouses long lines of wagons lined the streets at daybreak, waiting their turn, and for hours afterwards additions continued to be made to the end of the line about as fast as the front wagons were being unloaded, thus keeping up the lines for a long time, and it was night before all were unloaded."

A short article followed that noted tobacco sale's impact on New Holland. *Over Half a Million*—In conversation with a gentleman last Friday, in front of Dr. Groff's drug store, the subject of which was the tobacco boom, he called our attention to the great wealth that was represented by seven or eight men just at that moment within a radius of twenty-five feet. We have no means of ascertaining the exact amount, but a reasonable estimate would put the aggregate wealth at six hundred thousand dollars. All of the men are residents of this town and vicinity, and yet the efforts towards starting a bank have not yet assumed a definite shape." It wasn't until January 1, 1907 that New Holland Farmers National Bank would be founded.

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

NEW HOLLAND

Area Historical Society



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717-354-2049 [Voicemail enabled]

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New Holland Area Historical Society

These 2 programs will be held in the

Steve Loewen Community Room

1st floor of the Museum 205 E. Main St.

April 13, 2 to 4pm Topic: Blue Ball Back Bar-Presentation

May 18, 2 to 4pm Topic: Band Museum Display Opening



The building in the center with "going out of business" signs is 157 E. Main. This was torn down in 1958 to widen North Railroad Ave

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

April 24 "History of the Mascot Roller Mill/Ressler Family"

Presented by James Landis.

May 22 "Native Americans along the Susquehanna in Lancaster/York

Counties" Presented by Susquehanna National Heritage Center

September 25 "The Mason Dixon Line"

October 23 "History of the Bismoline Powder Company of Lancaster"

Private tours of the Museum 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. Your call will be returned!