

THE CARD – Vol. 31, No. 7, Issue 352, July 2020

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting: July 20, 2020, Farm & Home Center. Buy, Sell & Trade from 7:00. Meeting – 7 PM

Like us on Facebook – www.facebook.com/LCPClub.

<http://www.lcpc-stamps.org/newsletter-archive/the-card/>

JUNE MEETING - CANCELLED

PRESIDENT'S MESSAGE

I for one am glad we are meeting as a Club again. We decided to do a regular Club meeting instead of the traditional picnic thinking more people will come out, so come on out if you're comfortable meeting. For your info, masks will be required at the meeting.

Postcard Expo decision is in work as we speak and will be announced at the Club meeting.

Mark

** MEMBERSHIP DUES

Membership dues for 2020 are scheduled to expire in March 2021 but, due to the covid-19 virus, we have had to cancel some of our meetings. When we know the total number of cancelled meetings we will extend the 2020 membership period for an equal number of months." Pay your dues when you can - it's never too late. **Individual dues are \$15.00 or \$20.00 for two people residing at the same address.** Please send your check to:

Richard Pendergrast
950 Willow Valley Lakes Drive, I-506
Willow Street, PA 17584

2020 POSTCARD COMPETITION SUBJECTS

July – Homemade Cards

September – Large Letter Cards

October – Horse Drawn Vehicles

November – Political Cards

FUTURE SHOWS

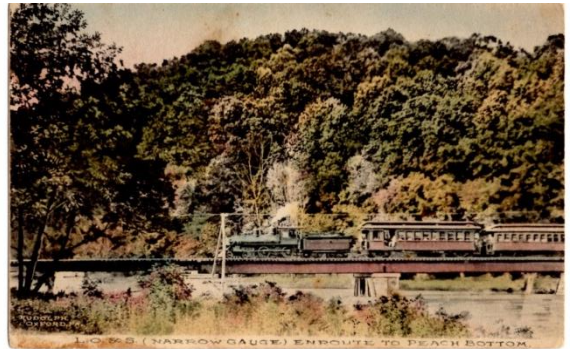
August 1: Summer Chesapeake Postcard Fair & Postcard Auction, Community Center, Havre de Grace, MD. Sat: 9 AM-4 PM. Admission \$3.00. Live postcard auction @ 4pm

August 15: Lancaster County Postcard Expo, Farm & Home Center, Saturday 9AM-5PM (we hope)

November 20-21: York International Postcard Expo, PA Fairgrounds, York, PA, Fri. 9AM-6PM, Sat. 9AM-5PM, Admission \$5.00

JULY PROGRAM

The program on Railroads will be presented by LCPC member Bud Heim. Through postcards and other ephemera he will share with us stories of the Reading & Pennsy Railroads, the Little, Old & Slow and discuss some train wrecks.



**REQUIREMENTS TO ATTENDING THE MEETING

Everyone must wear a mask

Chairs will be spread out and the tables will have 1 chair per table. Tables will be for there for anyone selling cards.

Hand sanitizer will be provided

Practice safe physical distancing

FUTURE PROGRAMS

August - Expo

September – Leighton Stover

October – Aaron Heckler

November – Maria Schurz, Octoberfest

December – Christmas Party



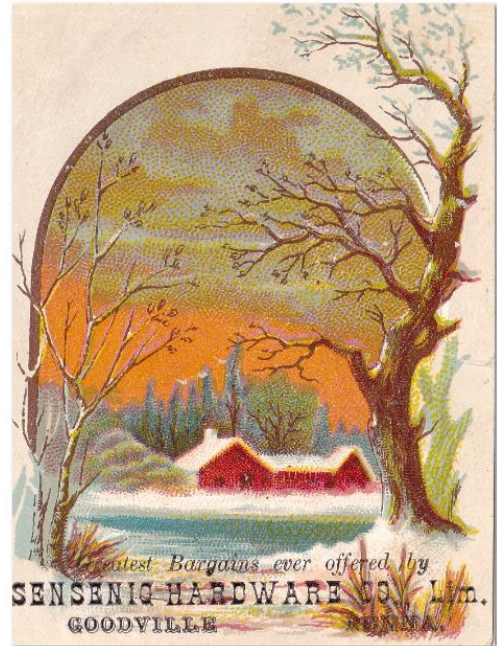
Goodville's Innovative Hardware Company

Lancaster County's Firsts and Bests by Gerald S. Lestz is a fascinating book for those interested in local history. Published by John Baer's Sons in 1989, it features many little known facts, and is a very easy and quick read. One little gem that appears on page 10 is "The first modern display windows for retail stores appeared in a shop in Goodville, Pa., which has since been demolished." How is it that something we all take for granted today happened first in a small town instead of a large city?

In 1868 long time merchant, Michael Sensenig, and his two oldest sons built the 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.



Photo 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.



Victorian advertising card circa 1880's for the Sensenig Hardware Company.

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! 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, 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.



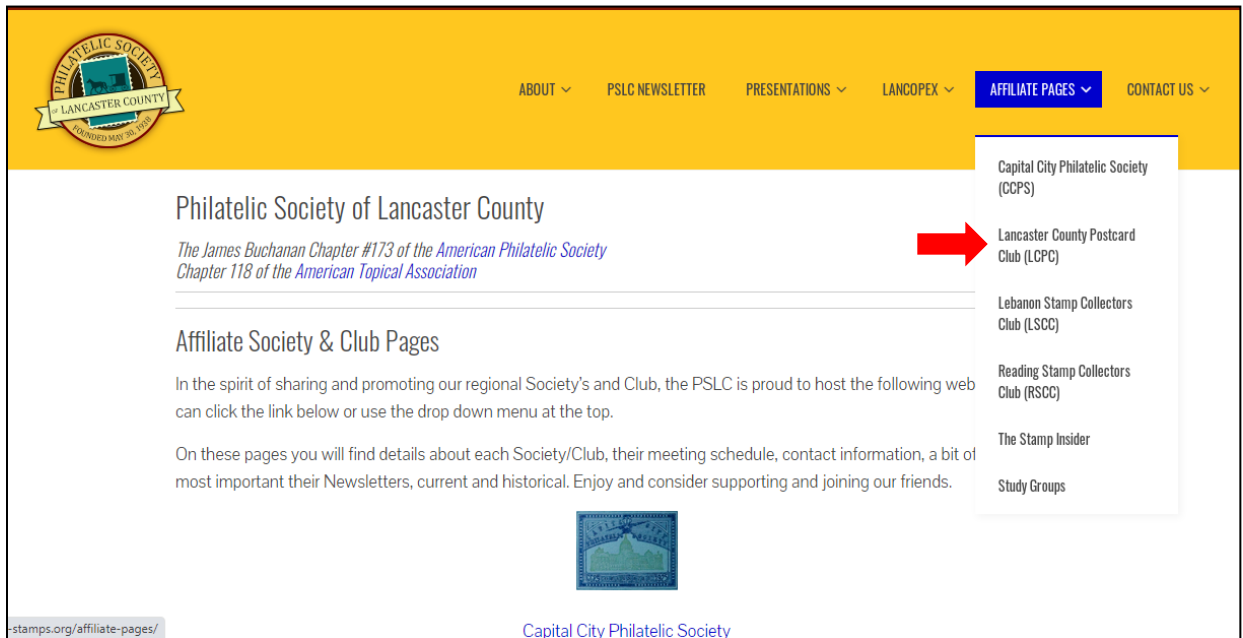
Postcard size sewing machine advertising card with a 1909 copyright.



Real photo postcard circa 1906, looking east towards the Stroman Hardware Company. It's very likely that the photographer was John H. Jacobs, who took many photos of Churchtown and Goodville during the first decade of the 20th century.



1915 real photo postcard, looking west from the Stroman Hardware Company. The general store is the second building from the right.



Our webpage on the PSLC website has been remapped to a new section for Affiliate Societies and Clubs, <https://lcps-stamps.org/affiliate-pages>.

Many thanks go to Charles J. DiComo, PhD, Philatelic Society of Lancaster County: President, Web Designer/Programmer who turned this opportunity into reality. I am happy to announce that every issue of “*The Card*” is now available for you to view. Every issue means - February 1990 to the present. Check it out.



On July 4th, 1776 (244 years ago) the 13 colonies declared their independence from England.

The **Declaration of Independence** was adopted by the Continental Congress on that day.

