

# THE CARD – Vol. 31, No. 12, Issue 357, December 2020

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

*Enjoying postcards through education and entertainment.*

Next Meeting: December 2020, **CANCELLED**

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

## NOVEMBER MEETING CANCELLED

### PRESIDENT'S COLUMN

The Board and officers have discussed the payment of dues during our current situation and have agreed to the following:

- Starting March 2021 the Postcard Club will not collect dues while we do not meet due to the covid pandemic. (There is no refund for those that paid until March 2021.)
- It is envisioned this will be the policy from March 2021 to March 2022. If covid eases sooner than expected and the Club meets, the Club Board of Directors will decide when dues are reinstated.
- New members are welcome and will be enrolled at no charge during this time..

All persons on the Club Board of Directors and other positions have agreed to continue for 2021. This includes:

President – Mark Arbogast

Secretary – Betty Beck

Treasurer – Barabra Mowrer

Past President – Susan Glass

Board of Directors – Jere Greider, Robert Kramer, Annetta Buettner

Membership Chairman – Richard Pendergrast

Newsletter Editor – Susan Glass

## THE MONTH OF DECEMBER

December is the 12th month (and last month) in our modern-day Gregorian calendar (as it was in the preceding Julian calendar). However, it was originally the 10th month of the Roman calendar (until 153 BC). Hence, “December” comes from the Latin word *decem*, meaning “ten.”

Back in Roman times, the calendar only had ten months and began with March! The winter period was not even assigned months because it was not an active time for military, agriculture, or civil life.

The month of December originally consisted of 30 days. When January and February were added to the calendar (around 700 BCE), December was shortened to 29 days. Then, in the subsequent Julian calendar, two days were added to December, making it 31 days long.

### DECEMBER CALENDAR

**December 6** - Saint Nicholas Day

**December 7** - National Pearl Harbor Day

**December 10** – Hanukah, ends at sundown on the 18th.

**December 11** – International Mountain Day

**December 13** – St. Lucia's Day

**December 15** – Bill of Rights Day

**December 17** - Wright Brothers Day

**December 20** – Underdog Day

**December 21** - Winter Solstice

**December 25** - Christmas Day

**December 26** - Boxing Day (Canada, UK), first day of Kwanzaa

**December 31** - kiss the person you hope to keep kissing!

Information gathered from The Old Farmer's Almanac



However you celebrate the season, be well, be safe and look forward to a better 2021.

## New Holland Machine Company Celebrates 125<sup>th</sup> Anniversary

### A Summary of the Early History

By Brian Frankhouser

New Holland was an agricultural community since it was first settled almost 300 years ago. The surrounding farms were often subdivided during ensuing generations. By the late 19<sup>th</sup> century, any further subdivisions would be unsustainable. Young adults were moving out of the area to find jobs elsewhere. Their parents were unhappy about the family drifting apart. The obvious solution was to industrialize the town and create new jobs. This was one of the reasons that New Holland incorporated as a borough in 1895. The same year, a two-man operation opened a machine shop on the east side of Luther Avenue (renamed North Railroad Avenue in 1918) about two blocks north of Main Street. Little did they know that this small machine shop would not only “industrialize” the town, but would make the name “New Holland” synonymous with farm machinery all over the world.

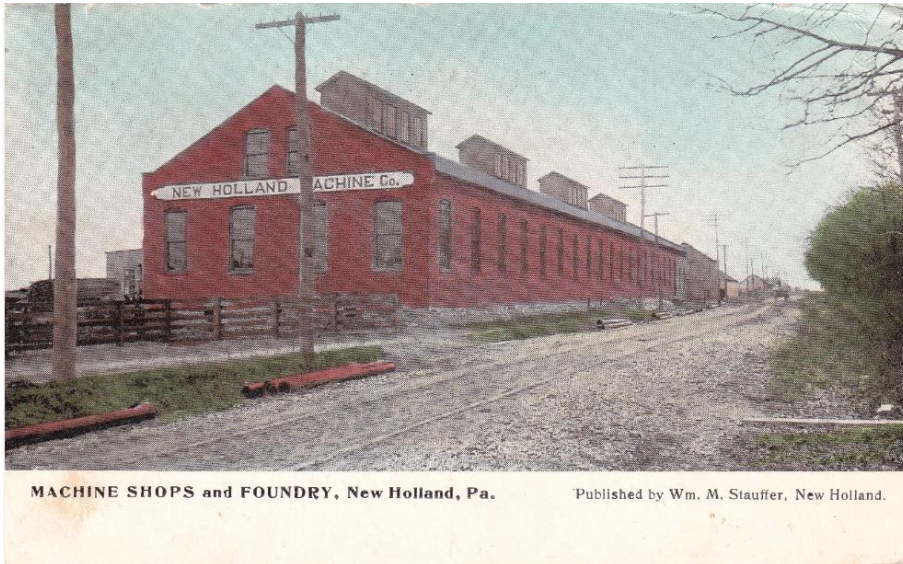
Abram M. Zimmerman grew up in a conservative Mennonite farming family. His mechanical skills were first learned on the farm, operating steam traction engines and threshing machines. In 1888, he began working for the Ezra F. Landis Steam Pump and Machine Works in Lancaster for 50 cents a day. He later worked for Blue Ball Machine Works. In 1895, when he opened the New Holland Machine Works, Zimmerman was an expert at engine repairs. The first year he manufactured a sandstone mill corn grinder and continued to improve the product during the early years. In 1898, he began selling Columbus gasoline engines. By 1901, when New Holland Machine Works built its first gasoline engine (1½ HP), they introduced an innovation that made it the most durable engine on the market. The new water jacket design prevented damage to the engine from freezing water used as a coolant. By 1903, there were 40 employees. The operation sold \$50,000 in capital stock (purchased by many of the local residents), changed the name to New Holland Machine Company, and purchased a tract of land between the railroad tracks and Franklin Street.



Earliest postcard view of the business. Real photo was published in 1906 and sold in Stauffer's Drug Store. Paul B. Hess became secretary-treasurer of the NH Machine Company. He later started an ice company in town and died prematurely from injuries suffered after falling off the loading dock.

No, I couldn't see Paul in this photo either!

The sale of feed mills and engines increased dramatically during the first years of incorporation. In 1907, a 100' by 85' building was erected to be used as a foundry. However, due to a business panic and decreased sales, the new building was not occupied until 1909. By 1910, the company was manufacturing mills, engines, saws, and stone crushers. Additional buildings were constructed in 1911 to accommodate increased manufacturing and 150 employees. Growth seemed limitless with A. M. Zimmerman at the helm.



Hand colored lithographed postcard showing the Franklin Street plant, first published by local druggist, William M. Stauffer, in 1907. As his inventory ran low, he would print additional postcards (each run was slightly different than the last). His final printing was about 1913.

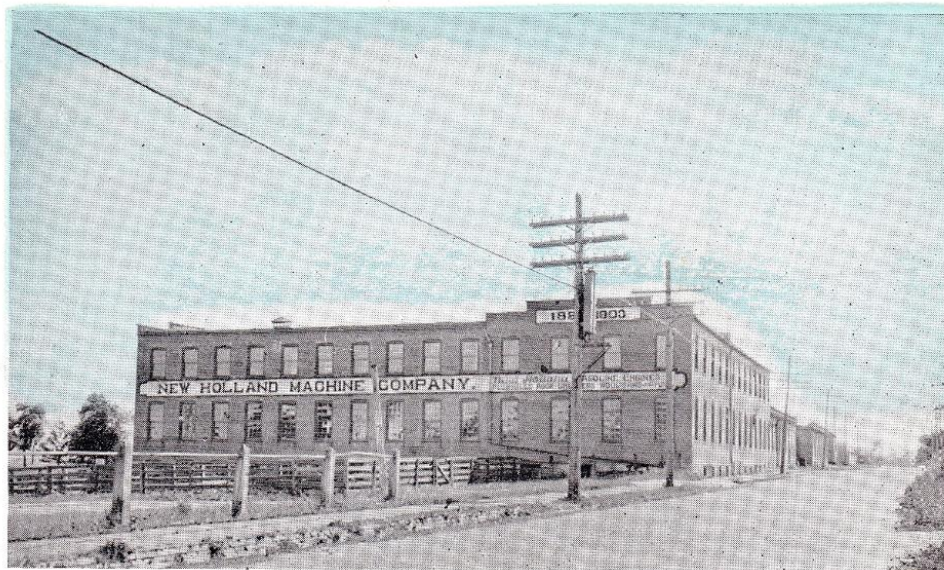
In 1905, A. M. Zimmerman was converted by a job applicant to be a follower of Charles Taze Russell. Their belief was that Christ's second coming would occur during October of 1914. Zimmerman prepared by selling all his interest in the company. Some employees on tight schedules were hesitant to approach him with questions because his answers were rarely short and included some form of evangelistic response. After 1914, he began spending less time on work and more time on door to door evangelism. Eventually, he, like many other Russelites, became a Jehovah's Witness (so named in 1931).

This RPPC was part of a set published by itinerant photographer, Ed Herbener, about 1914 and shows the 1911 building additions. This postcard was also sold at Stauffer's Drug Store.





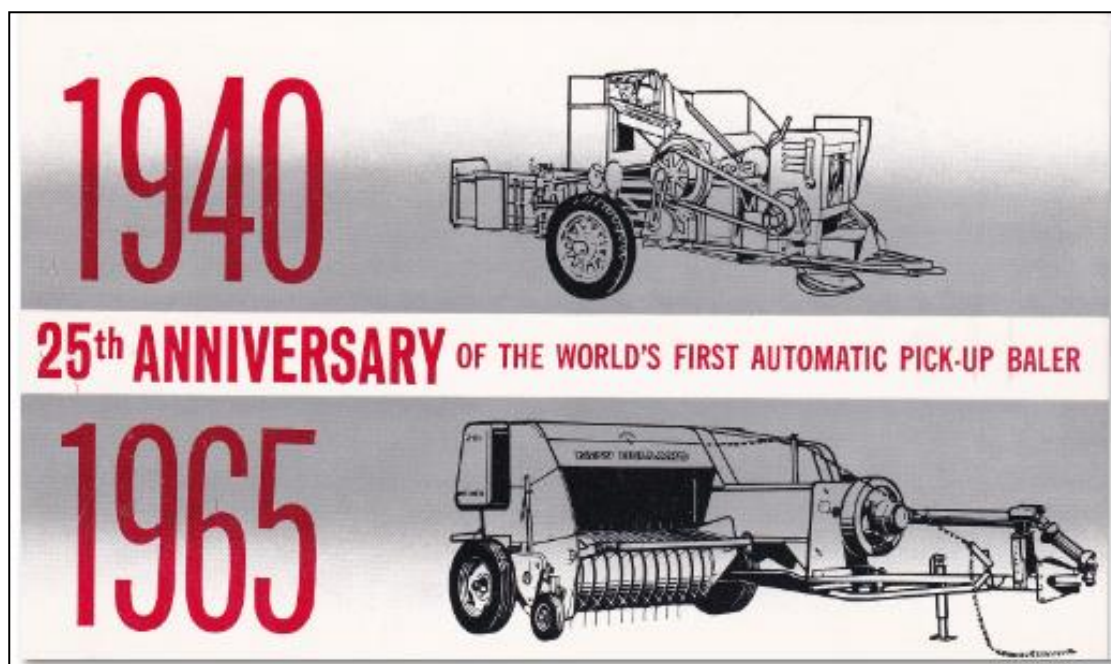
The Machine Company's decline began about the time of World War I when tractors replaced gasoline engines on many farms. During the 1920's the firm sold more rock crushing machinery for the construction of new roads, but sales suffered for the other old product lines. The company's primary innovator, A. M. Zimmerman, retired early due to failing health. They began manufacturing Conestoga hot air furnaces in 1927, but the decline continued. A. M. Zimmerman, age 60, was brought back for a short time in 1929 to jump start the operation, but to no avail. In 1930, Eli Hess (former president of the company) petitioned the court to liquidate the company, claiming the assets were overstated and it was technically insolvent. They hung on by their fingernails through the 1930's, introducing the "Cloud electric lawn mower" (with 100 feet of cord) in 1934 and the "Kut-N-Trim" gas powered lawn mower in 1937. The foundry even manufactured door stops to keep the men employed. The March 17, 1939 edition of the New Holland Clarion reported that E. S. Renninger purchased seven shares of company stock for \$3 a share (down from over \$100 during their heyday)! The writing was on the wall... bankruptcy was imminent.



New Holland Machine Company, New Holland, Pa.

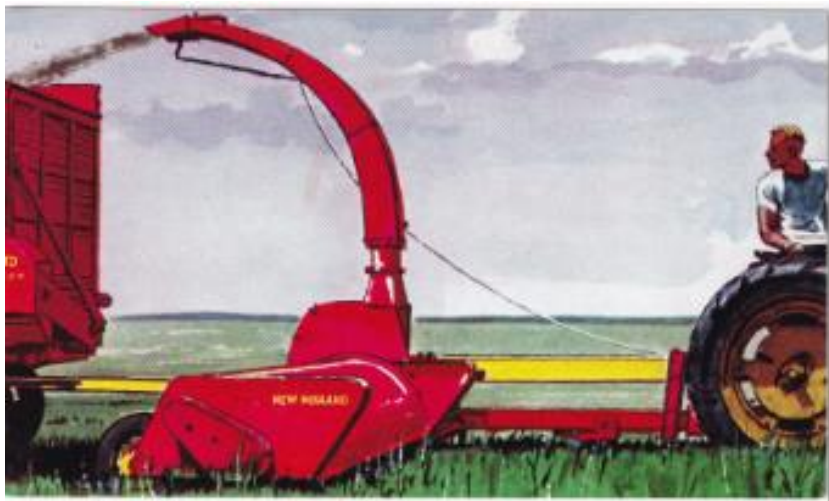
Published in 1921 by the Auburn Postcard Manufacturing Company, this was part of the last set commissioned and photographed by William M. Stauffer (or the first by his son, Wilford).

There have been books written about what happened next, and how New Holland became a worldwide farm machinery manufacturer. In 1990, Homer Luttringer's The Innovators was published. In 2007, Ivan Glick's Mr. Fisher's Company was released. I recommend Ed Nolt's New Holland Baler: "Everything Just Went Right" by Allan Shirk, and it is available for sale at the New Holland Historical Society museum at 207 East Main Street in New Holland.



Almost all the chrome era postcards were advertisements distributed by the company or their sales agents. The above cards, published in 1959 and 1965, promoted New Holland's most popular product... the baler.





Happy  
Holidays!

Of course, the company manufactured more than just balers. The selection of postcards shown above (top to bottom) advertise the Crop-Chopper 33 that would fine-cut forage, the Super 55 Side Delivery Rake, and the “new Ripsaw-Action Spreader”.