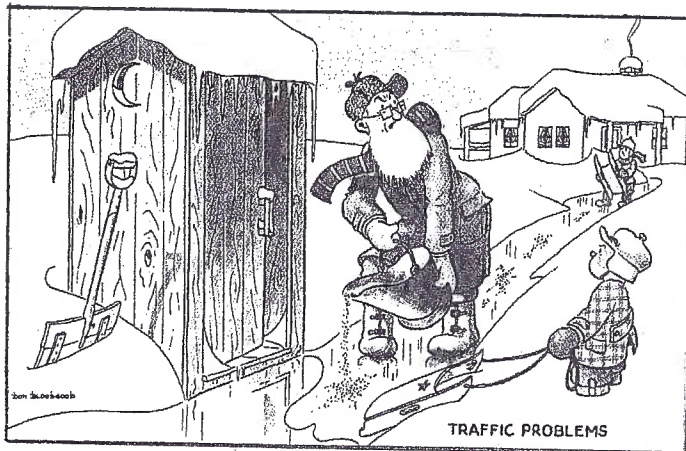


Before In-door Plumbing

Anyone who enjoyed the experience in an outhouse knows it was more than three sheets to the wind.

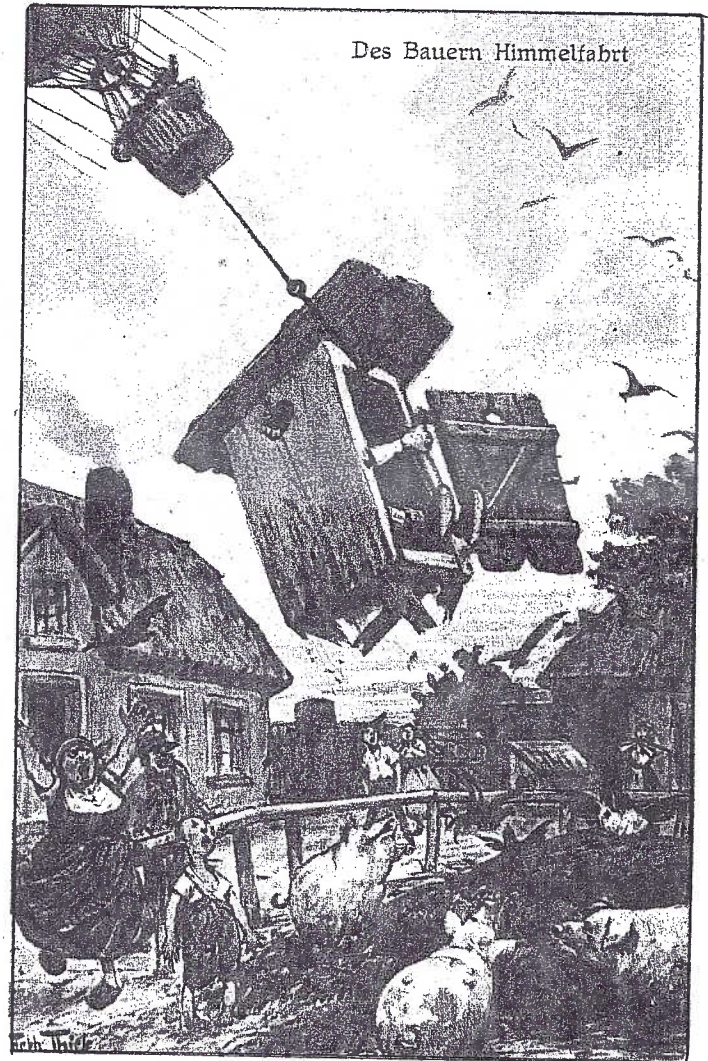
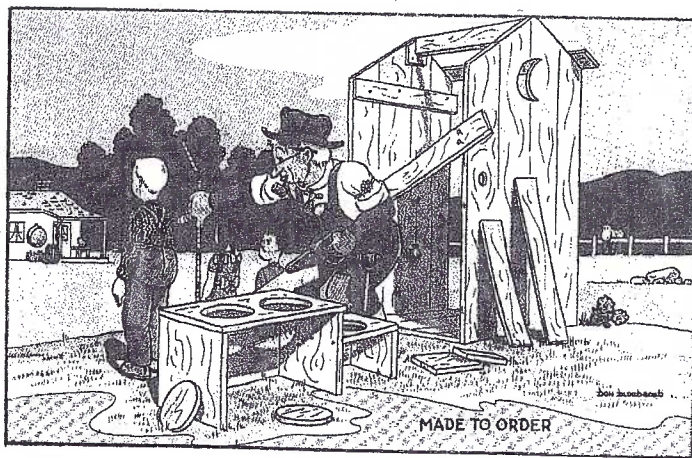
Norman Zimmerman's March presentation offers bath room humor on the light side.

One of our club's workhorses since the early years, Norman Zimmerman, in addition to searching for local views, probably has more outhouses on postcards than all of us combined. He has chosen the best to show in a slide presentation in March and will bring along his albums with hundreds more for viewing.



In case you're wondering, Norm also collects three Ford automobile series by comic artists Cobb Shinn, Dwig and Witt. Because these series are unnumbered, he'll bring them along in the event you have any you'd be willing to trade or sell.

Local neighborhoods Norman looks for are Terre Hill, Reamstown, Denver and New Holland.



Traffic Problems (HSC-36) and Made to Order (HSC-47) are Mirro-Krome Cards by H.S. Crocker Co., of San Francisco. The Farmer's Ascension (Des Bauern Himmelfahrt – heaven trip) is an upper-end outhouse card, meaning it is in the higher-priced (\$10-\$15) category of outhouses because of the artwork by well-known artist Arthur Thiele.

Mini Show at February Meeting

From 5:30 until 8:30 PM the expanded upstairs room where our Expo is held, was nearly like a postcard show with plenty of elbow room for the *nine* members who were selling – Howard Steinberg, Norm Zimmerman, Fred Yohe, Gordon McKinzie, Mike Middleton, Dick Bishop, Ruth Moyer and Jere Greider

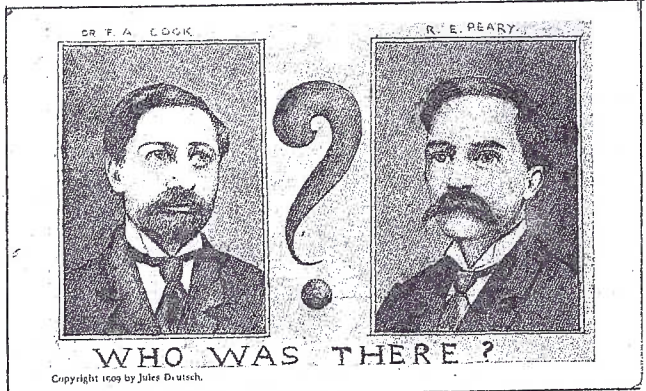
67 members were in attendance and enjoyed Bud Heim's Columbia Old Home Week cards. The 50/50 was won by Walter Mower. Carol Dennis and Mike Middletown won door prizes of 10 PC pages and 100 PC sleeves. The twin towered Woolworth bldg. built 100 years ago in downtown Lancaster was voted as the club's choice for the 2000 NPW card.

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THE CARD Mar. 2000 pg. 2 **NORTH POLE DISCOVERY**
Who Was There First?
 Postcards and the Public Chose Sides

Robert Edwin Peary

b. May 6, 1856, Cresson, PA., d. Feb. 20, 1920, Wash, D.C.
 Peary enlisted in the U. S. Navy in 1881 and was given several leaves of absence to explore the Arctic. On several trips incl. companionship of his wife, Matthew Henson, Frederick A. Cook and native Eskimo tribesmen, he discovered areas of north Greenland and the Canadian Northwest Territories. His third attempt to reach the North Pole was successful on April 6, 1909 but Cook's claim to have preceded him with a



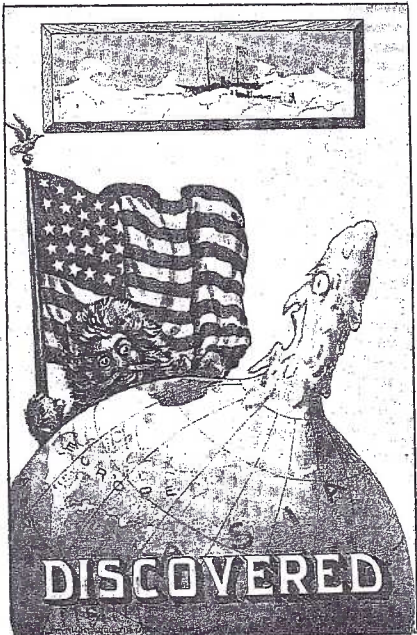
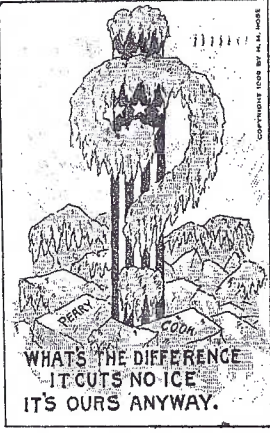
1908 N.P. discovery marred Peary's enjoyment of triumph well beyond WWI. Rear Adm. Peary retired in 1911 and completed two books of polar exploration.

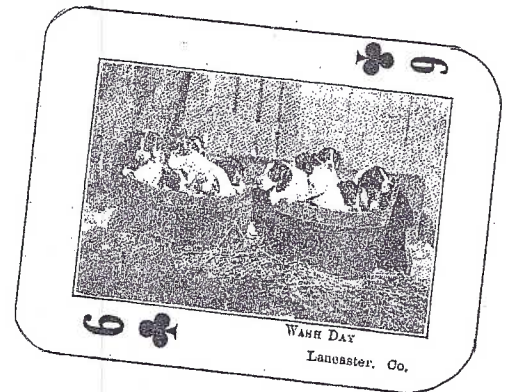
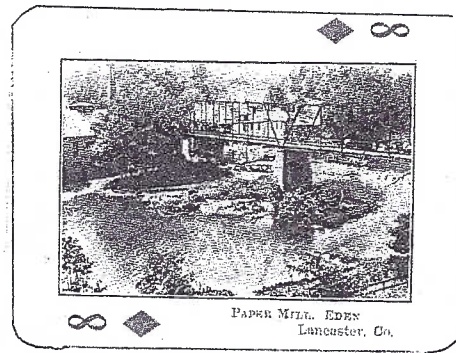
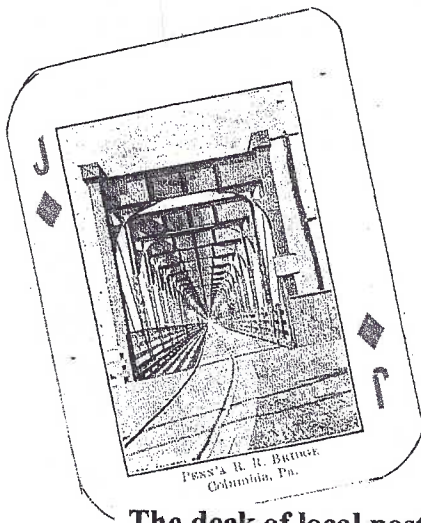
Frederick Albert Cook

b. 610/1865, Hortonville, N.Y., d. 8/5/1940, New Rochelle, NY
 Cook practiced medicine then achieved fame as an explorer, first on Peary's third expedition to the North Pole than by leading others on climbs of Mt. McKinley. Cook claimed to reach the N.P. in 1908 but Eskimo companions later accounts left Cook hundreds of miles short of the goal, photographs withstanding. Public support for Cook waned after World War I. He was later found guilty of mail fraud. After six years in prison he was paroled in 1929. He was given a presidential pardon by FDR in 1940 at age 75.



Six of these seven PCs were mailed. All have dates from 1909 to 1911 - at the time the world was celebrating the recent discovery of the North Pole - but by whom? It depended on whom you wished to believe. Whose story in the papers was most plausible? The add-on fur wrapped Peary (above) was mailed in Brooklyn on Oct.30, 1909 - to scare someone? Jules Deutsch's pencil sketches are upper right corner. None of the cards' messages make reference to the famous figures. Whose side might you have chosen in 1909?





The deck of local postcard playing cards listing the local views according to suit

Hearts

A Witmer's Bridge
2 Christian Herr House
3 General Hospital
4 Stevens High School
5 Dam at Pugh's Mill
6 Silk Mill
7 Main Entrance to Fair
8 Engleside
9 F&M College
10 F&M Academy
J Old Factory Bridge
Q Near Gable's Farm
K Turnpike Bridge

Clubs

A Court House
2 Home/Pres. Buchanan
3 Scenic Rocks
4 Ancient Abbeyville Mill
5 Waiting for Train
6 Wash Day
7 Lancaster County Jail
8 De Peyster Library
9 Yeates School
10 Old Home/Gen. Hand
J Stand Pipe, Reservoir Park
Q Mills along Conestoga R.
K Robt. Fulton's Birthplace

Diamonds

A St. Joseph's Hospital
2 City Hall and W. King St.
3 Y.W.C.A.
4 Griest Building
5 Amish Children
6 Entrance to Cemetery
7 Near Williamson Park
8 Paper Mill at Eden
9 Amish Men
10 Religious Sects
J Penna. R. R. Bridge
Q Indian Hill
K City Water Works

Spades

A Hotel Brunswick
2 Woolworth Building
3 Rustic Bridge/Long
4 Autumn/Rocky Springs
5 Ranck's Mill and Dam
6 Old Conestoga Wagon
7 B. P. O. E.'s Home
8 Boys High School
9 P. R. R. Tunnel
10 Bridge at Martie Forge
J Stoneroad's Mill, 1770
Q Conestoga R./Indian Hill
K Old Water Works

D. B. Landis views are listed in bold type. Curt Teich and Commercialchrome views were for Ike Steinfeldt (IS), the city's most prolific publisher. The single L. B. Herr view was for Alice Malone. The one joker is a non-view.

Hearts

A CT A-14385
2 CT W-37261
3 CT 91112
4 CC 51760
6 CT 91113
9 CT 91114
10 CT A-14383

Clubs

A CT A-52252
2 CT 51759
7 CT 49804
8 CT A-44622

Diamonds

A CT 93131
2 CT A-44633
3 CT A-77600
4 CT A-102590
5 Herr for A. Malone
9 CC 33758
10 CC 33760

Spades

A CT R-46974
2 CT 14683
7 CT A-14933
8 CT A-79641

There seems to be a pattern in which the pips were printed, however, there is no order with which either the DBL or the other publishers views appear on the card su

By color-

Blue (8)

Hearts A, 2, 9, 10
Diamonds A, 2, 9, 10

Purple (10)

Hearts 5, 6, J, Q, K
Diamonds 5, 6, J, Q, K

Black (10)

Hearts 3, 4, 7, 8
Diamonds 3, 4, 7, 8
Clubs K
Spades K

Orange (8)

Clubs A, 2, 7, 8
Spades A, 2, 7, 8

Green (8)

Clubs 3, 4, J, Q
Spades 3, 4, J, Q

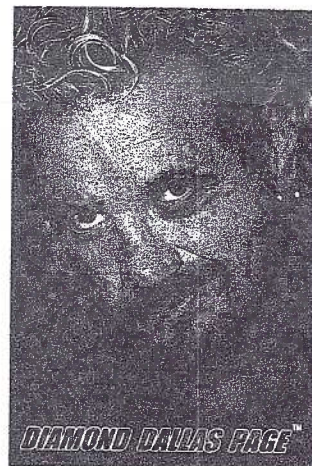
Brown (8)

Clubs 5, 6, 9, 10
Spades 5, 6, 9, 10

Wrasslers on Postcards

Diamond Dallas Page is the two time heavyweight champion of the WCW - it stands for World Championship Wrestling, for those of you/us who aren't sitting on the edge of our chairs in front of the tube every week. Series 1 of the Official WCW Postcards also features Scott Steiner, Rey Mysterio, Jr., Ric Flair, West Texas Rednecks and Goldberg.

The 4"x6" cards come in a colorful 5"x7" folder for \$6 as issued by American Sports Gallery. Check your local sports card store or on the Internet at www.wcwphotos.com or write to 1165 Allgood Rd., Suite 8, Marietta, GA, 30062.



PUBLICATIONS

The Postcard History Society journal is a 12 page publication issued quarterly by LCPC editor Jim Ward. Articles are well illustrated and as diverse as those appearing in THE CARD which Jim has written for over 10 years. In fact, Jim uses the same format for PHS but without local stories. If you're interested in reading more about PCs, a subscription for 2000 is just \$6 payable to Jim Ward at 1795 Kleinfeltersville Rd., Stevens, PA, 17578. You may sample the PHS journal by sending \$1 cash or check.

Also, Jim reminds subscribers that the next issue of The Postcard Album, a well-illustrated magazine published in Germany but written in English, is due for distribution very soon. The last issue sold out when current subscribers talked about it over the internet. TPA issues are \$5 each. Jim is the USA rep.

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Member e-mail

Additions and corrections

Like the first printing of a book, there are bound to be errors and additions. Here is last month's member e-mail list with additions. Corrections have been made to the Becks and Dave Kalies. J. Ward's is entirely new.

The Becks	bbeck@ptd.net
B. Buckwalter	wbuckwalter@desupernet.net
Neil Fasnacht	budboy33@aol.com
Jere Greider	jereg@desupernet.net
The Guntows	guntmawp@lancnews.infi.net
B. Haubrich	skydoc@nbn.net
Dave Kalies	docdc@webtv.net
The Middletons	meddle@pix.net
Bill Seigford	seigford@cs.com
The Steinbergs	hasteinb@pix.net
Bob Hurwitz	mrhupp@twcnr.com
Jim Ward	midcreek@juno.com

Recuperating Members

We've learned that Bill Weikert is recuperating from a heart operation. He would appreciate hearing from you on a postcard as would Peg Hanna who is up and about after a long siege of therapy necessitated to mend her broken hip. Bill is at 1937 Lititz Pk., Lanc., PA 17601. Peg's apartment is at 722 Furnace Hills Pk., Lititz, PA, 17543.

Monthly Exhibits

With a theme like the letter F, we were guaranteed a variety of boards and 67 members were amazed and amused. Our nine exhibitors are to be congratulated for their endeavors.

Walter Mowrer	FIRST	Farming
Shirley Bubb	SECOND	Fuertes – the Artist
Susan Glass	THIRD	F is for Food

HONORABLE MENTIONS

Norm Zimmerman	Family and Friends
Jim Ward	The Freedom Train
Anne Steinberg	A Fish Story
Ruth Moyer	Firestone
Harold Moyer	Farming
Brian Frankhouser	Famous Fish Fables
Earl Carver	Fishermen

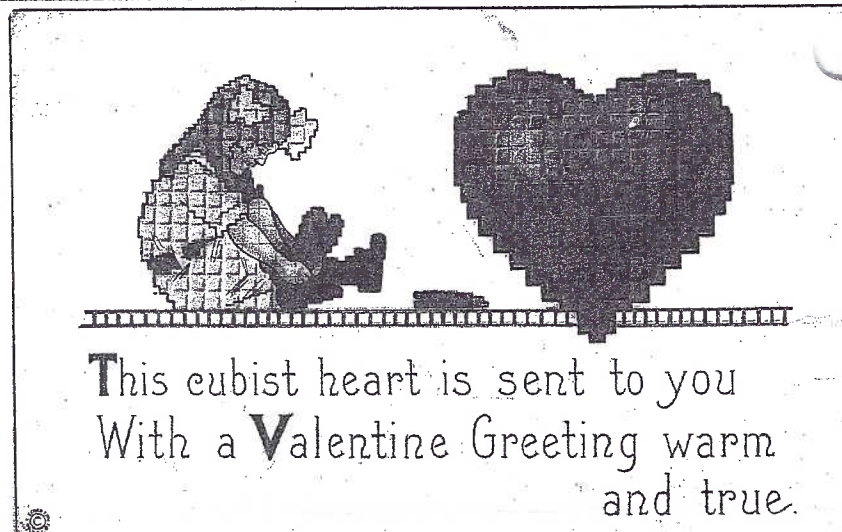
Future topics:

Mar. Spring (board); Apr. National Parks (single PC); May. Peace Officers (board); Jun. Horses (board).

YO! FRED DOES IT AGAIN!

Fred Yohe has just published original art postcards #14 and #15, a feat any avid cardcollecting member might envy. As in the past, Fred used Currier and Ives subjects for inspiration. These latest full color entries in his continuing series are titled A Winter Ride and The Race.

The two snow scenes include his printed signature. In addition, Fred signs most of his postcards and feels the "original signature" market is, as yet, untapped. He employs Modern Post Card of Carlsbad, CA as printer. The latest two cards are editions of 500 in continental size. You can order these as well as back issues by contacting the artist at 243 S. Pleasant Ave., Dallastown, PA, 17313. PCs shown reduced.

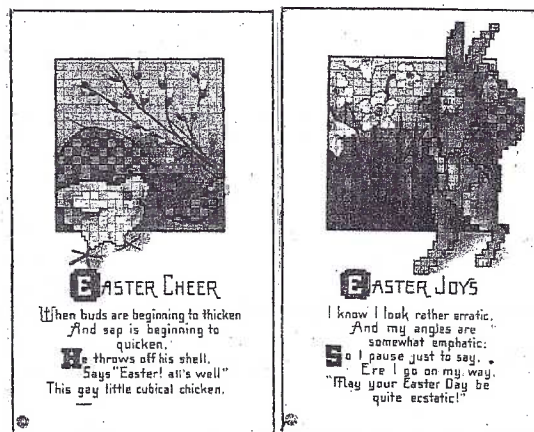
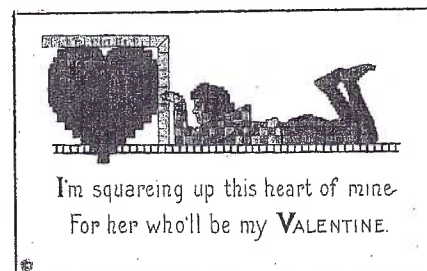


CUBISM

Last month's Cross-Stitch PCs by Ellen Clapsaddle are found on International and Gibson PCs and so similar to these cubist-influenced cards by Stecher we felt they should be shown in successive issues of THE CARD. The Easter set is #500, the Valentine set is #514.

According to the Britannica, the Cubist Movement can be attributed to painter Henry Matisse and critic Louis Vauxcelles c.1908. The period between 1910 and 1912 (when Stecher PCs were being published) is often referred to as that of Analytical Cubism. Right-angles and straight-line construction were favored.

Fortunately (in this writer's opinion) Stecher's artists chose a simplistic cubism; Picasso's ugly cubist tangent - that had to be studied to be understood - never made it to postcards.



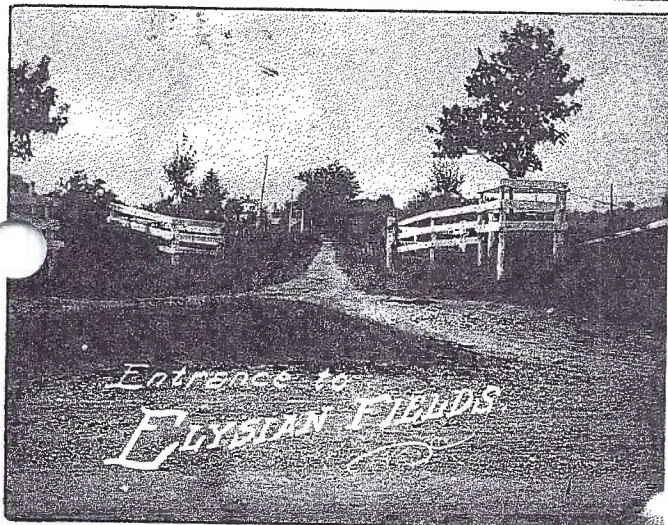
A Winter Ride by Frederick Arthur Yohe
The Race by Frederick Arthur Yohe

Elysian Bower A Paradise to the Brubaker Family

2544 Fruitville Pike is in the heart of current building development. This Grand Dame on the west side of a busy thoroughfare could succumb at any time.

In 1912 the M. G. Brubaker family published a number of real photo PCs to commemorate their home's 100th anniversary.

The three views we show plus a fourth, very similar to the close-up of the Bower, have captions drawn on to their negatives - the white lettering. Two of PCs show the 1812-1912 dates. A reasonable assumption would be the other two were printed at the same time (all four have identical AZO stamp boxes - 4 pyramids up, indicating paper stock made Aug. 1907 to Oct. 1912.

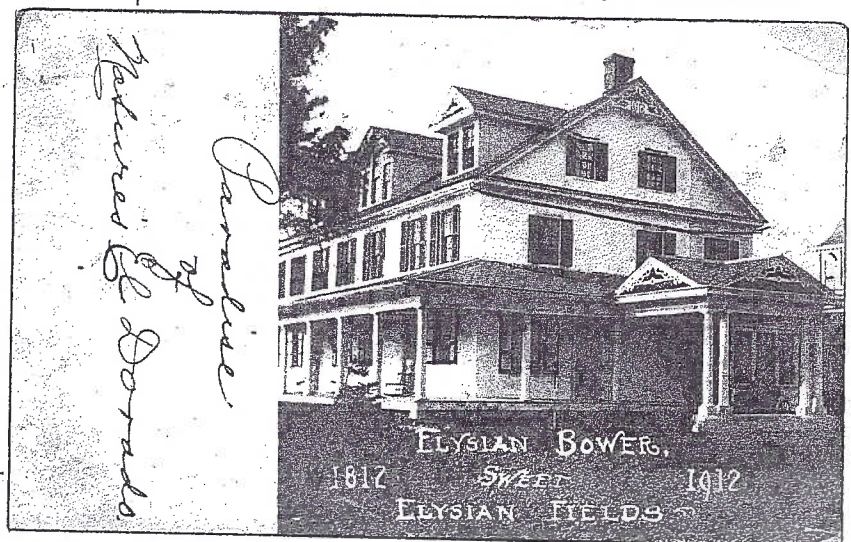


Two additional RPs have the same AZO box while a seventh card has a Velox stamp box, issued Aug. 1907 to Oct. 1910.

Those must have been wonderful times - when the procession of pony carts and children played about.

I can recall passing the entrance 30 years ago and seeing those small birch trees (fenced in on the Entrance photo) had reached and passed their prime. Storm after storm blew across the fields in the 1970s and the aged birches fell over one by one like two long rows of ten pins.

When I interviewed the residents about seven years ago, a young Brubaker had moved back into the home with his family. They had dim hopes of ever returning the homestead to its former self. We can only wish that the Elysian Bower lives to see its birthday #200.



#2 in a series of Local Homes.
Let us show your postcard home
so long as it has a positive ID.

Mailed as a Christmas card to
Mr. J. M. Good in East Petersburg
(about a mile west).



Deck of Local Postcard Playing Cards

Where in the world would you find 52 postcard views transcribed onto a set of playing cards? – in Lancaster, Pennsylvania, that's where!

The cards were produced at the Faesig Print Shop when it was located on Penn Square in the southwest corner which most of us know as the home of the Conestoga Bank.

A Brief Biography

Frank Faesig's 1887 print shop was at 22 Market St. He had entered the job printing field ten years earlier. He then lived just a few blocks away at 141 S. Prince. In the 1898 city directory his title was Manager of Market Street Printing. His residence was now 628 E. King St. where Henry S. Gruger also lived.

By 1919 there was a Frank Faesig estate, the print shop had relocated to the very center of town, at 32 Penn Square (we know it as the Conestoga Bank corner) and Henry Gruger was manager of the Faesig estate as well as the Faesig Print Shop. Its work was Job, Book and Commercial Printing. Gruger still lived at 628 E. King St. Faesig's widow, Cecelia, now boarded there.

Henry Gruger continued operating the print shop into the 1930s at its last location, 140 E. Grant St.

The Landis Art Press Connection

In 1891 the Landis Art Press moved to 38 E. Chestnut St. where it expanded its business to include Professional Card, Commercial Printing and Paper Stock Die Cuts. It was from this building David Bachman Landis and his son Elvin produced the 120+ postcard views with which many of us are familiar. Most of the Landis Art Press postcards were photographs DBL took and produced as cards between 1907 and 1912.

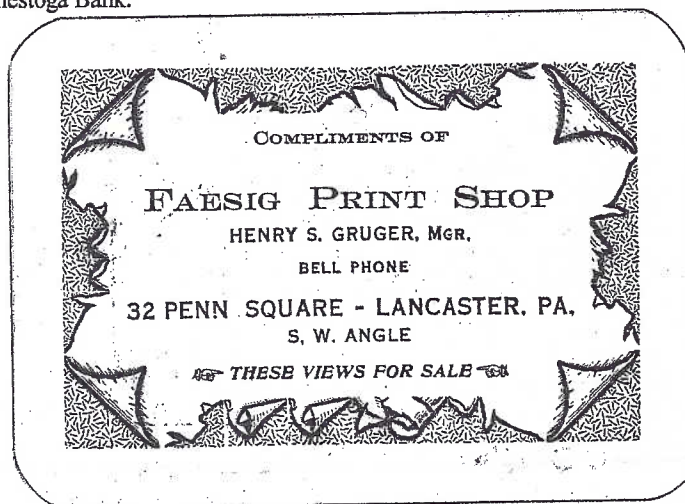
It may very well be that by the late teens Landis (who must have known and been a friend of Gruger) decided to sell/offer/allow so many of his views to be used on the unique deck of playing cards. Notice the final line on the back of the complimentary cards reads "these views (are) for sale". The Penn Square outlet would have benefited DBL as well as his friend Gruger in the sale of Landis' surplus stock. This is supposition, however. Research is needed here.

Elvin Landis continued his father's business at the E. Chestnut St. address after DBL died in 1940.

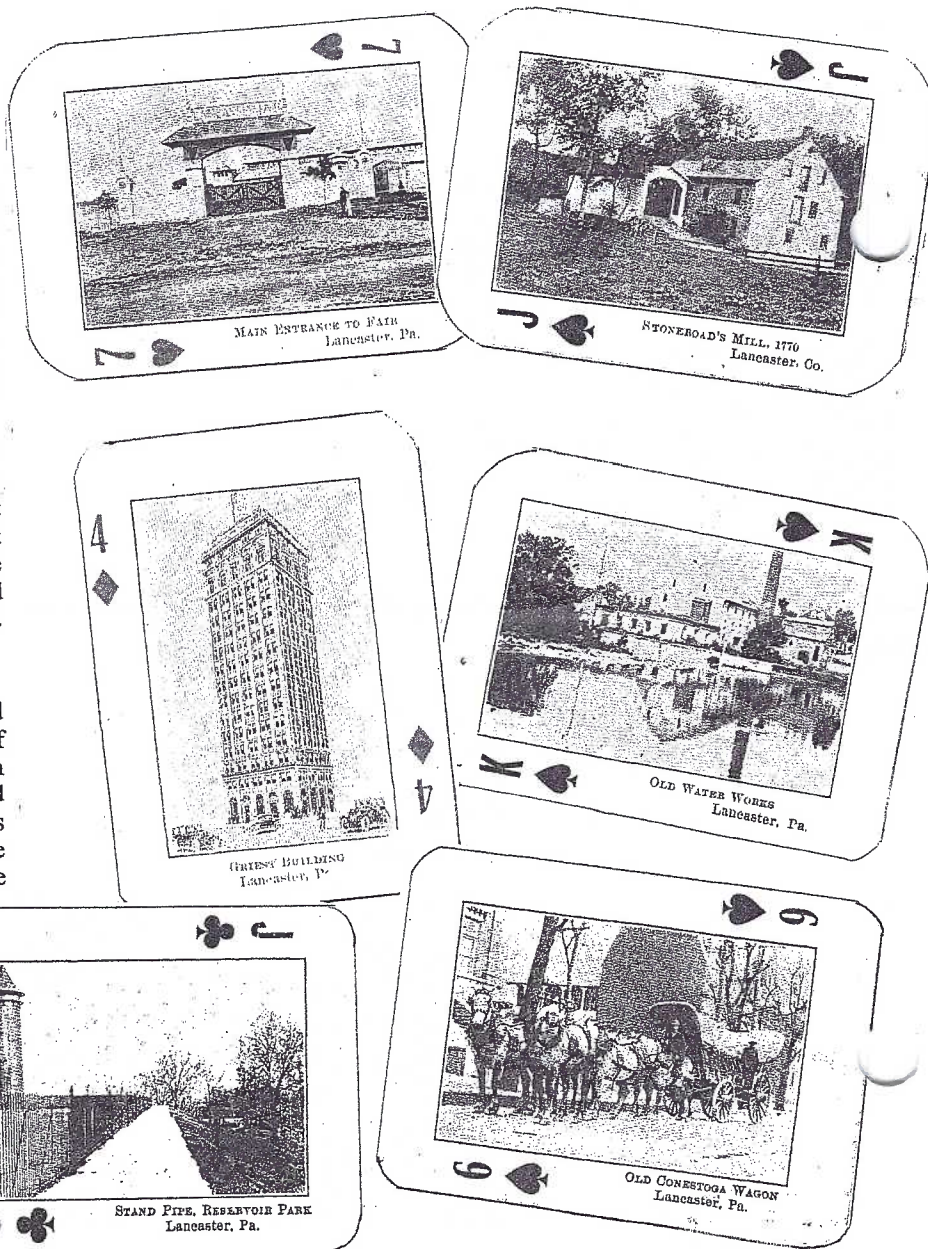
Although the Landis views comprise most (30) of the set's views, we might consider, too, that local merchant Ike Steinfeldt also gave approval to use 21 cards with views he had printed by Curt Teich and Commercialchrome, two national postcard companies. The 52nd card was by local publisher, L. B. Herr

General Information

The views on the playing cards were printed in orange, green, brown, blue, purple and black. All of the captions and pips are printed in black. We've seen only two such complete sets of these unusual postcard playing cards sets. Both surfaced about eight years ago. Any information our readers can offer as to the sets, variations, etc. we would be happy to share in the near future.



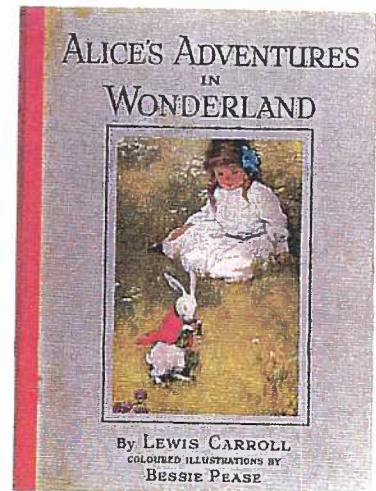
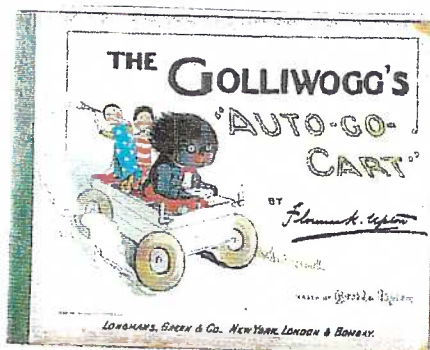
Shown full size is the advertisement back found on all 53 playing cards (Joker included).



Postcard Artists were also Illustrators of Children's Books

Many postcard artists were kept busy with one or more card companies but nearly as many hoped to find other outlets for their work. Children's books were a wonderful source for displaying their talent. Covers, particularly, offered a medium for beautiful illustrations. Here, for your enjoyment are a few excellent examples. There are, perhaps, as many as 35 or 40 artists who worked in both media. Take up the challenge in finding their work.

Florence K. Upton's "Golliwogg taken to prison" in Raphael Tuck & Sons Christmas Post Card series #1792 and her cover for The Golliwogg's Auto-Go-Cart for Longmans, Green & Co., New York, 1901.

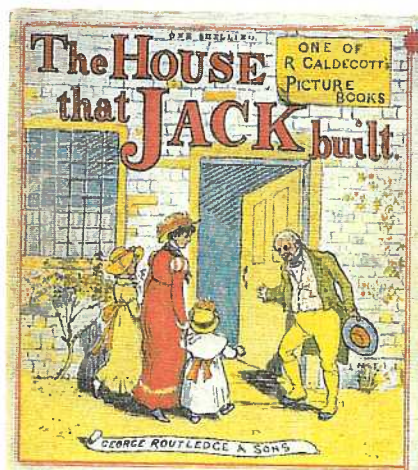
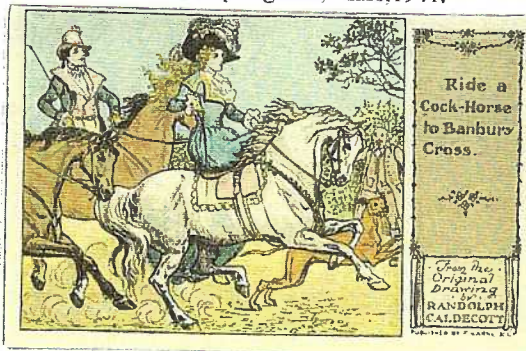


Bessie Pease Guttman's Making Up postcard for Reinthal and Newman, NY and her cover for Alice's Adventures in Wonderland for J. Coker & Co., London, 1907.



Susan Beatrice Pease's The First Dip for a series by Valentine of Great Britain and her cover for Ameliaranne Gives a Party for George G. Harrap, London, 1938.

Randolph Caldecott's Ride a Cock-Horse to Banbury Cross from a set of 48 postcards published by F. Warne and his cover for The House that Jack Built by McLoughlin Bros., Springfield, Mass, 1941.



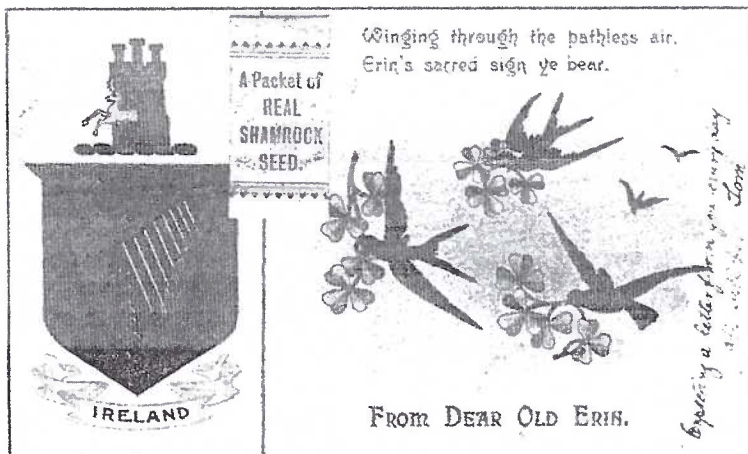
Reference: From Mother Goose to Dr. Seuss - Children's Book Covers 1860-1960 by Harold Darling, Chronicle Books, 1999. Available at The Comic Store in Lancaster, PA and York, PA.

John Hassall's comic "A stitch in time saves nine" postcard for Davidson Bros., London and his cover for The Sleeping Beauty by Blackie & Son, London, 1910s.

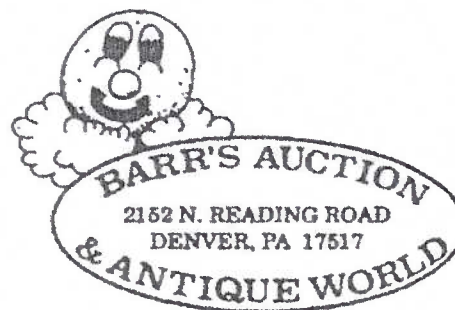
It Went Through The Mail

featuring unusual postcards that were actually mailed and delivered.

Tom has written on the front right edge that he's "expecting a letter" from Bride "every day". The add-on is a packet of real shamrock seed - seen much less often than the salt bags from Great Salt Lake in Utah. The paper sack is glued to the PC and was produced by The NPO (Northern Publishing Office) in Belfast, Ireland. Feb. 19, 1907 is the posted date at Castlebar, (castle in coat of arms) the small capital of County Mayo. Miss Bride Devereux was in the Manhattan State Hospital on Ward's Island, New York, USA.



John Klein Postcards



Exit 21
Pa. Turnpike

Saturday 10-5
Sunday 8-5

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MORLATTON POST CARD CLUB INC.

Presents a Spring Postcard Show

Farm and Home Center
1383 Arcadia Road
Lancaster, PA 17603
(off Manheim Pike Rte. 72)

Friday, March 24, 2000 - 10 A.M. to 6 P.M.
Saturday, March 25, 2000 - 10 A.M. to 5 P.M.

Admission \$1.50
(25 cents off with ad)

No Pre-Show Buying

For more information call
Kay Feight, (717) 263-1638
Leon Rowe, (610) 444-0641

