

Monthly publication of The Lancaster County Postcard Club, Lancaster, PA.

Next meeting: Mon., April 17, 2000. Buy, sell and trade from 5:30 PM. Meeting at 7 PM. Visitors always welcome.
Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Road, Stevens, PA 17578-9669.

PROGRAMS

For the March meeting the Farm & Home Center gave us expanded space by removing the collapsible wall. This allowed for more dealer space as well as general seating and it came just in time – a near record-breaking attendance of 74 members and guests filled the room for Norm Zimmerman's humorous Outhouse Program. Thanks, Norm!

Dealer Set-Up

Once again (maybe it's the weather – maybe Spring housecleaning) the member/dealer area offered a good variety and thousands of cards and supplies. Set up and selling were Paul Weidman, Mike and Bill Middleton, Ruth and Harold Moyer, Howard Steinberg, Bob Kramer, Fred Yohe and Jim Ward.

We're so fortunate to have this many (and sometimes more) members tote their wares, often 30 miles, to bring us what many clubs would consider a mini show – and every 30 days!

Club Table

The Club Table was manned by Gisela Withers and Anne Steinberg. In addition to free exchange club newsletters and free Barrs Postcard Newspapers there are always LCPC postcards for sale.

NPW Club Card

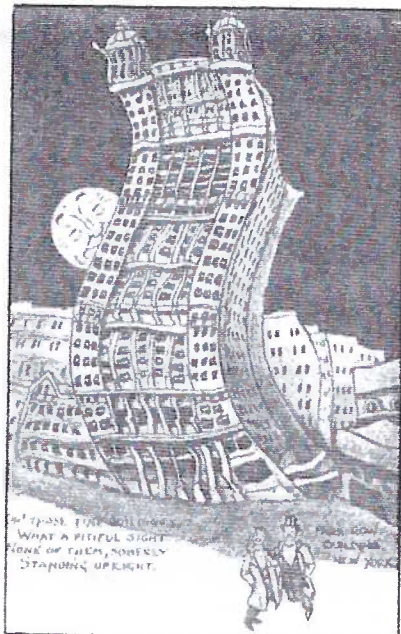
Four examples of the towered Woolworth building were shown and the members voted on the one they like best. Langsdorf #E7650 won the most votes and will be replicated on our 2000 NPW card.

Door prizes were won by guest Brian Benner, (100 PC sleeves). Anne Steinberg won 10 PC pages. \$23 in the 50/50 went to Bill Middleton. The remainder of the 50/50 helps cover room rent as does the \$2.50 fee for each dealer's 8 ft. table. If you have cards to sell, here's an inexpensive avenue to consider and a "new face" will attract buyers like bees to honey!

April Program

April's program will be your FAVORITE POSTCARD. Everyone may participate. Bring your card to the Club Table for previewing by the membership, then prepare a 2-minute presentation at the opaque projector when your card is shown.

So, What's New? Old?



Real photo Indian Girl and Papoose was mailed 6/14/19 at Phelps, WI to Albion, MI. The 10 yr. old (?) girl reminds us of the beautiful Sacagawea dollars recently issued by the US Mint. A 22 yr. old Shoshone college student modeled for the new \$. Numismatists are frantically looking for the TWIN PAPOOSES – possibly the most significant error of the century!

The Max Ettlinger card (left) was published at least 90 years ago. The Park Row Bldg. in NYC is in Series 4706 devoted to sobriety – or not.

"Oh! Those fine buildings,
What a pitiful sight.
None of them, soberly
Standing upright."

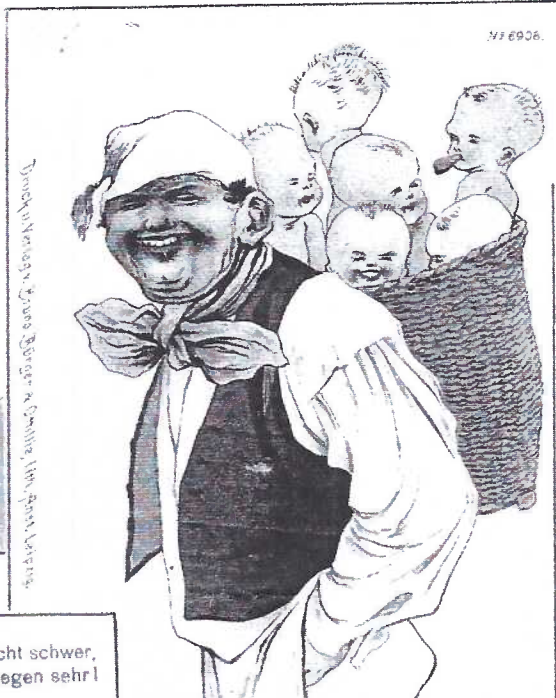
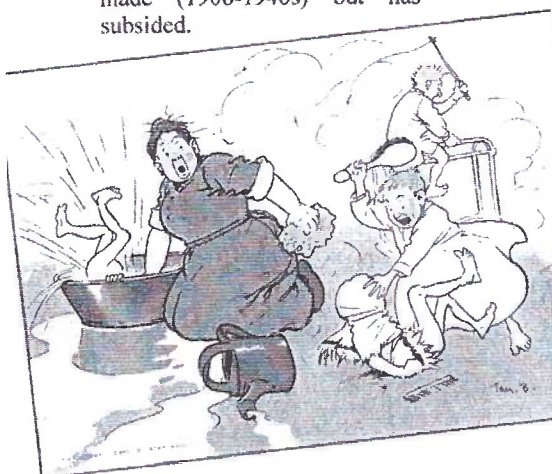
The M@x Racks card (right) utilizes similar wavering bldgs.

But, as the reverse reads
"Rocks. Tonic. Juice. Magic"
Bacardi encourages us to inebriate our landscape. More about rack/free cards pgs. 6,7.

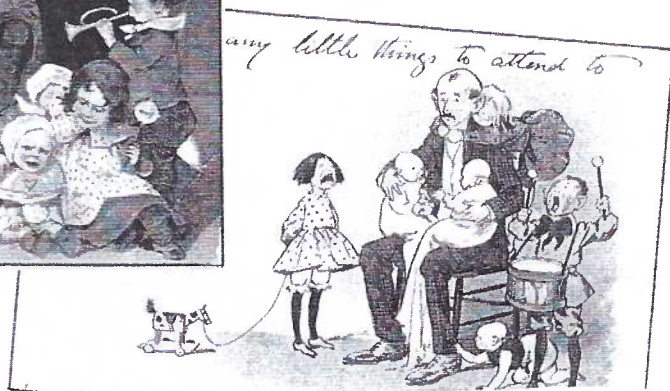
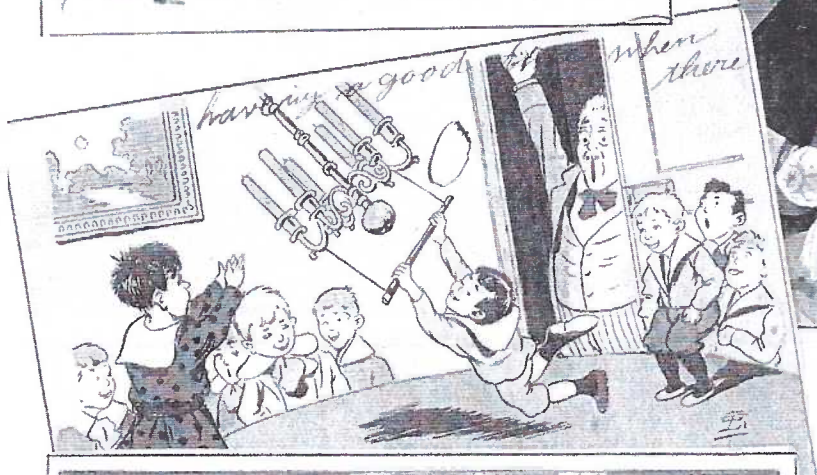
Postcard Population Problems

Our essay needs no explanation. Suffice it so say, it was a universal one when the cards were made (1906-1940s) but has subsided.

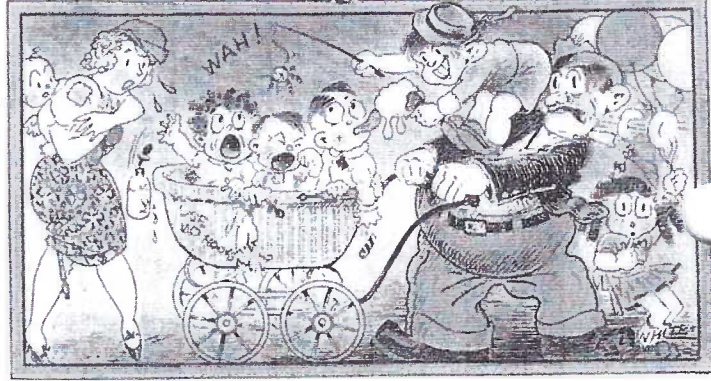
in these countries. Left column: Gt.Britain, Germany, France and Spain. Center: Germany and Gt. Britain. Right column: Gt.Britain and two from the US.



"WE'VE HAD THIS PRAM FOURTEEN YEARS ALF. IT'S WORN OUT!"
"WELL, GET A GOOD STRONG 'UN NEXT YEAR, ONE THAT'LL LAST!"



It's the little things in life that count



Mondamin Farm

Local Views of Early B&B

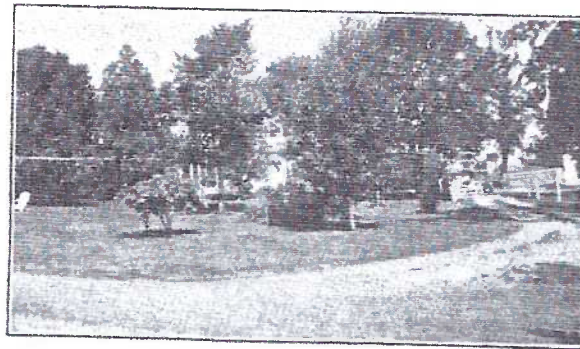
Many of our Lancaster readers can locate the Mondamin Farm neighborhood but few would suspect the original farm house is still occupied.

Its owner for many years was Miss Rebecca Hostetter and she described her lovely farm home as being at Rowling End, Pa. (a name your editor has never seen in print elsewhere). Naming one's home and immediate neighborhood is a privilege home owners should have. It's a bonus included with paying property taxes.

Miss Hostetter, on a French fold card (unique for Lancaster) describes The Mondamin Farm as an "ideal place to spend a quiet vacation...with home cooking" the two features which place it well within the parameters of today's bed and breakfast establishments. It, no doubt, offered more amenities than those provided in 2000.

In addition to a well-drawn map, our PC sample is rubber-stamped Dec. 17, 1936, a great help in dating the card. The only other example we've seen has a similar rubber stamp dated Jan. 22, 1937, leading us to believe they were the added notations of the methodical Rebecca.

A Landis Art Press postcard mailed at Lancaster on Oct. 25, 1951 indicates that the early B&B was still in business. "I have your letter and will meet



THE MONDAMIN FARM

ROWLING END, PA.

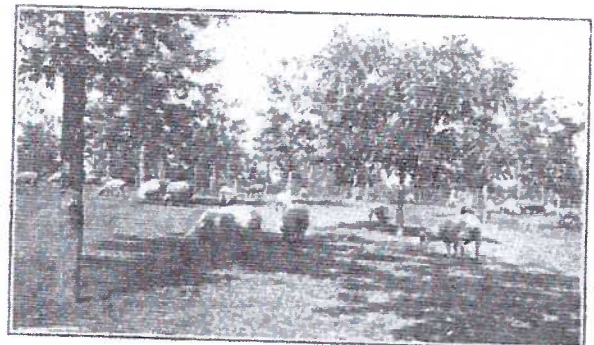
An attractive and interesting farm along the Conestoga River, in Lancaster county, the Garden Spot of America

The Ideal Place to Spend a Quiet Vacation

A Comfortable Home with Lancaster County Home Cooking, country cured ham and bacon, fresh vegetables from the farm.

MISS REBECCA HOSTETTER

P. O. Address: R. D. 3, Lancaster, Pa.



you at the time you stated - you might want to attend the market - ask for the Southern Market. Yours, Rebecca Hostetter." Our hostess was to meet her guest, Miss Dorothy Berry of Warring-

ton Ave., Philadelphia and probably accompany her back to Rowling End.

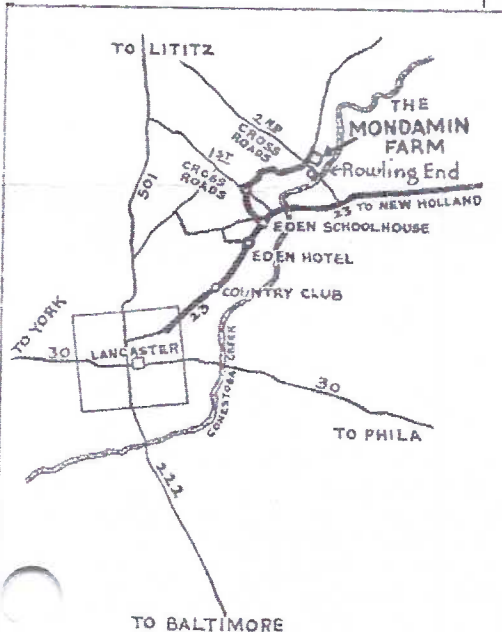
Still a third Mondamin Farm card, a real photo also showing the front yard, was used in 1937

as a Christmas card to Mrs. Paul Leshner in Reamstown.

If you have a local identified residence, let us make a copy and share it with our readers in a future issue.



THE MONDAMIN FARM
R. 3, LANCASTER, PA.

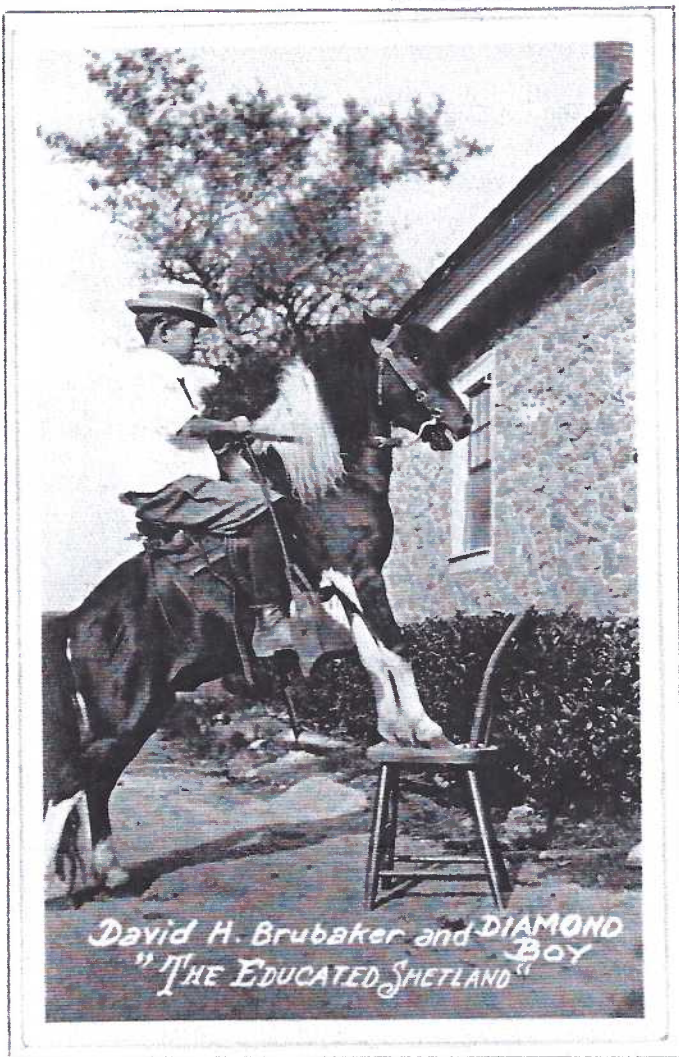


The Mondamin Farm is about 5 miles northeast from Lancaster. Follow Route 23 and turn left at first road beyond Eden Hotel—Drive two miles to the second cross roads—The Mondamin Farm is on the far corner.

DEC 17 1936

Continued from previous page
Rebecca Hostetter's Mondamin Farm

became part of the Heyn Mondamin Farm Development of the 1950s. The Glover family now resides in the Hostetter home shown here at 1305 Hunsecker Road. (Note – in last month's CARD, which featured Elysian Bower, if you presumed the last photo is the Brubaker Farm today you are correct.)



Follow Up

Last month's residence (first in a short series of local homes on postcards) was Elysian Bower – "Paradise for the Brubaker Family". Newt Groff has the RP card (left) of David B. and Diamond Boy, The Educated Shetland. Newt knew David as an elderly man who attended many local auction sales so he did some detective work on us.

David was born April 10, 1903. He had several sisters (three show up on two cards of JFW's). The 1914 Farmers Directory shows an illus. adv. featuring David H. Brubaker and Sisters Pony Herd. The children evidently were encouraged to raise and sell ponies (Pony Procession in last month's story) at the Lancaster Fair and from the homestead. In Newt's card, David appears to be about 9 or 10 years old. My RP cards are penciled 1912, the centennial year for the farm, and the Azo postcard back is the type used from 1904 to 1918, all of which fit together very nicely! Thanks, Newt, for a job well done!

NEW MEMBERS

#557 Skip Peters P.O. Box 4, Taylorsville, CA 95983. Ph. 1-530-284-7829. Collects real photos, artist signed, advertising and odd balls.

#558 Richard Duncan 611 Fairway Dr., Lancaster, PA 17603. Ph. 393-9029. General interest plus local views.

#559 Charles Ezren Jr. 80 Victoria Lane, Lancaster, PA 17603. Ph. 397-9504. Likes Lanc. city and county, Rehoboth Beach, DE, yuccas, marine corp. and other military, hospitals, churches, public bldgs., holidays.

#560 Richard Musser 46 United Zion Circle, Lititz, PA 17543. Ph. 625-2989. Collects Lanc. county.

Ed. Note: My apology to these gentlemen. Several should have been listed as early as Feb. They were "lost" when the hard drive went bad.

#561 C. Duncan Adkins 3425 Caledonia Circle, Woodbridge, VA 22192. Ph. 1-703-492-1456. Likes old airplanes; lighthouses; trains-streamliners and old timers; Calif. Missions; artist-signed and expositions.

#562 Charles Schiefer 818 Lafayette St., Lancaster, PA 17603. No phone listed. Local views and military.

#563 Ngoc Kreider 102 Kreider Lane, Palmyra, PA 17078. 1-717-838-1760. Likes coca-cola and cats.

#564 Waid Fulton P.O. Box 1, Oxford, PA 19363. 1-610-932-8620. Views of Oxford, Chester County railroads, LO&S RR, Maryland along the Susque.R.

#565 John Fisher and #566 Sara Fisher family Gibbons Rd., Bird-in-Hand, PA 17505. Ph. 656-6275. Views of Bird-in-Hand, Intercourse and Lancaster.

Camp Rodgers Items Wanted

Gerald Lestz would like to purchase for a friend, card #437 in LCPC's Windows to Our Past. In fact, any others PCs or similar items concerning St. James Church's Camp Rodgers would be of interest. Phone Gerald at 392-0733 (AM only).

FUTURE SHOWS

April 7-8 Havre de Grace, MD Chesapeake Show

April 15-16 Great Eastern Book and Adv. Show Allentown, PA. Fair Grounds

May 7 Cape May, NJ So. Jersey PC Club, Conv. Ctr.

May 26-27 Hagerstown, MD J. McClintock Annual Show, Ho-Jo Plaza Hotel, 718 Underpass Way

If members you know haven't received this April 2000 issue of THE CARD, they haven't paid their dues. A copy will be in the mail after their dues are sent to Dot Fry, 117 Farm Crest Dr., Ephrata, PA 17522. Make check to LCPC.



MONTHLY EXHIBITS

Spring was the subject but it proved too great a challenge and only four members provided boards. Let's see if we can't do much better next month when the subject is **National Parks** and a single card is all you need. Single card subjects are scheduled for May, **Peace Officers** and June, **Horses**.

EXPO TOPICS

Speaking of topics, your ideas for categories in our Annual August Expo Exhibit Board Competition are welcomed. Talk with Barabra and Walter Mowrer, Earl Carver or Jere Greider.

Jim Ward	FIRST	When the Ground Comes Alive Pfingsten Insects = May or June Bugs
Earl Carver	SECOND	Springtime of Life
Harold Moyer	THIRD	Gardener's Dream
HONORABLE MENTION		
Ruth Moyer		Tulip Time

It Went Through The Mail

featuring unusual postcards that were actually mailed and delivered.

Ed. Note: Because this month's featured postcard was on dark green stock and the printing in gold, it would not have been readable at full size, so we've reduced it to 40% to save space but still show the attached leaf.

"Trust that you are making your PILE, and that you'll have the GUMption to STICK to it."

The unusual novelty 'add-on' was posted at Sydney, Australia on Jan. 1, 1907. The writer, a PC exchange collector was writing from the Brompton (?) Villa, 18 London St., SW.

"Dear Mrs. Bangs (in Lynn, Mass.)

Thanks for the 5 nice postcards you sent me by last mail, they are all very nice indeed. I hope you will like this one as it is a real Australian Gum leaf, but please do not take any notice of the gold print on the other side of the card (see quote above) as I could not get such a nice leaf on the other cards. So of course had to put up with this one. By this card you can see we live very near the sea indeed. I will place a dot (on the map of Australia) and there you will see the part of the world we are in." (Dot is in New South Wales just north of Sydney.)

The gum leaf was attached with two staples and survived a trip half way around the globe and 90 years to boot!

Journal of the PHS

"35 new subscribers in the first 90 days is very encouraging" Jim Ward says about the Journal of the Postcard History Society. He recently became editor-publisher on the retirement of fellow LCPC member John McClintock. The current issue includes articles about the Freedom Train, a Wiederseim Pup, unusual Am. Flags, dipped novelty PCs, a Peanuts Farewell, the Gem Mine, Nose Thumbers, a Miniature PC Sheet, Pfingsten Bugs, the Anglo-Boer War, Pandas and especially for LCPC members, a full color page of signed artists/book illustrators that *compliments* a similar page in the March CARD. Sample copy of the Journal is \$1.50 ppd. Subscription for 2000 is \$6 ppd.

New Issue of TPA

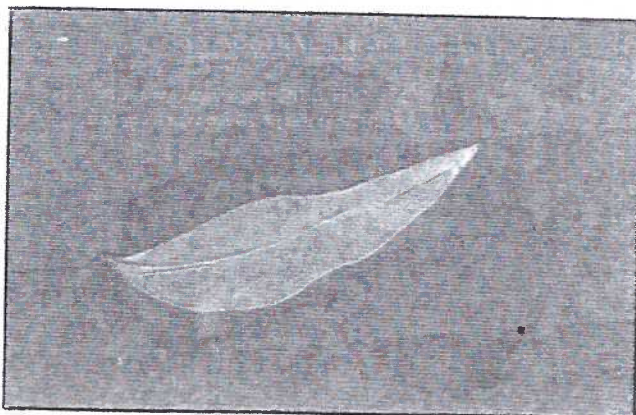
The latest issue of The Postcard Album is due for distribution. This professionally printed mag with 100+ illustrated postcards is the fastest growing publication in the postcard world. Printed in Germany and written in English the \$5 per issue ppd. publication is available from Jim Ward, TPA's rep. in the USA. For information phone 1-717-721-9273 or e-mail at mid-creek@juno.com.

To order PHS or TPA make check out to Jim Ward at 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669.

Wanted - Greenland Covered Bridge

Tom Kipphorn is a good friend of Mary Darrenkamp, Russ and Martha Holmes, Polly Curtis and Jim Ward - all LCPC members who also belong to the Theo. Burr Covered Bridge Society. Tom is doing a monumental job researching covered bridges of Lancaster County. He is trying to track down a CB that spanned Mill Creek near Route #30 east. It would have been in the vicinity of today's Mennonite High School, known to some then and now as Greenland.

Any pictures you might have which Tom could study and copy would be much appreciated. The old Yeates Boys School was in the same area. My three PCs of that don't show a covered bridge, perhaps yours do. Contact the editor at 721-9273. Thanks.



FREE CARDS a.k.a. RACK CARDS

So called Rack Cards have been around for several years now and whether or not you like them, they *do* deserve our attention, if only to define them and show some examples. I met Ralph Muscarella at a Lancaster show last year. Ralph is the self-proclaimed Rack Card King so I will let him have this first page.

"Rack Cards mirror many of the ads you see in magazines or on billboards. They are published by several companies in the U.S. (i.e. GoCards, m@x-Racks, hotstamp) and distributed in major cities. They are also produced in Canada, Mexico and many European and Asian countries.

These continental sized PCs are very professionally printed on heavy stock and, best of all, there are new ones issued every month! They advertise things we all use every day – toothpaste, candy, soft drinks, clothing, alcoholic beverages, toys, cars, computers, etc. They are issued to promote movies, local shows (Broadway plays, etc.), various events, social causes and local venues such as restaurants, museums, art galleries and the like. These local venue cards seem to be the most desirable since their circulation is limited to a particular city or perhaps are available only in the venue itself.

Folks fortunate enough to live in or near a city where Rack Cards are distributed will engage in a practice which has become known as Racking – trying to locate Racks and scoop up the new cards as they are issued. Racks are most often found in restaurants and bars, but may also be found in record shops, bookstores, museums or even college bookstores. There are literally thousands of cards in existence and probably several hundred new ones published every month!

I invite anyone interested in Rack Cards to write to me at RMRCK@aol.com, or visit my website where I, too, sell Rack Cards – <http://members.aol.com/RalphRCK/>."

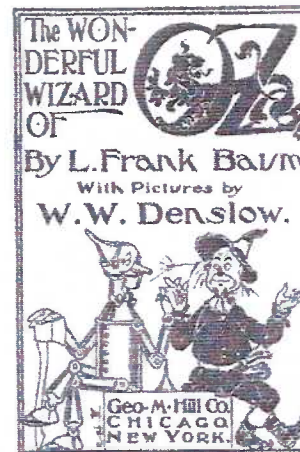
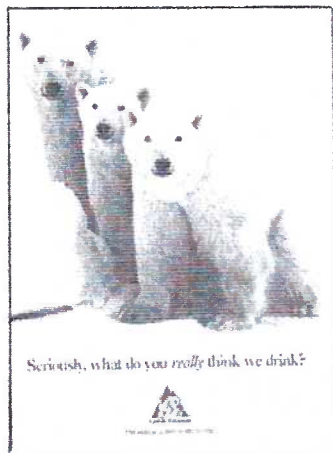
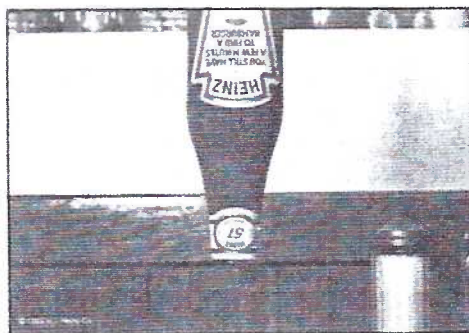
Rack Cards on this page.

Left column -

- 1) Eye-catching 1999 Heinz ad actually advertises Tower Records/Video/Books on reverse. By m@xRACKS FREECARDS
- 2) Polar bear trio for Colombian coffee by m@xRACKS
- 3) Space Ghost cartoon is ad for the Cartoon Network printed by GoCARD.
- 4) "Mr. Bill Unplugged" has 1996 copyright with Marc Hauser photography, John DeSalvo digital imaging. Also produced by GoCARD.
- 5) "The New Beetle. It's a win/win situation. Drivers Wanted" reads ad by VW on reverse. By GoCARD.

Right column -

- 6) Title page from The Wonderful Wizard of Oz by L. Frank Baum. Produced by AM. POSTCARD
- 7) National Geographic Society's Explorer Hall plus TV series "Cats! Wild to Mild". By GoCARD.
- 8) 1-800-Postcards is a New York PC printer.
- 9) Barnes & Noble Booksellers by GoCARD. This specimen was mailed by LCPC member Geo. Eberhart to LCPC editor with notice of George's review of our book in the June issue of The Postcard Collector.



FREE CARDS

continued

This perspective of Free Cards is an editorial. Members' views (pro and con) are welcome as always.

In Europe, where Free Cards originated, they're still called Free Cards. At least *they're* honest. On the other hand, Americans who deal in the cards have disguised the original intent by naming them for the racks in which they're housed. On this side of the pond they're called Rack Cards. Ralph M. (see previous page) refers to Rackers as engaging in "scooping up the new cards as they are issued". Picture instead, dealers making their regular rounds of the rack venues with grocery bags and cartons quickly and stealthily *grabbing* the cards by the handfuls, leaving few if any - certainly not as the advertisers intended.

How long do you think it will be before Free Cards are no longer published? How long before the advertisers find out that barely 5% of their intended ads are reaching their intended audience? If only 5 of 100 perspective buyers can *find* a card, what are the odds that even 1 in 1,000 will buy the product?

I laughed at the perplexed WC "racker" who bitterly complained in a SF Postcard Club newsletter that the racks he usually checked each week had been scalped by someone just before his visit and the racks, poor baby - like Old Mother Hubbard, he found bare! Doesn't he know there's no honesty among thieves?

I sat Jim Morrison's* PC stand for him in Dec. 1998. He said that between customers I should take the liberty to check out the Rack Cards. I did and, admittedly, I found a dozen or so (from 1,000s) that appealed to me; generally, they represented modern versions of old themes I had in my topical stock file and might become part of future articles. Since then, I've found more from Dick Bishop's* stock - for the same reason.

A few intrigue me because they're new subjects or nice visuals. By and large though, I remind our readers that, unless your time is very cheap and you've an avant-garde mentality, you'll find an overwhelming number are genre like the 1960s underground comics or fast-lane living types that leaves this writer cold. Best though that you find out for yourself. Maybe I'm growing too old too fast. Just don't expect to find me at the \$1 to \$3 Rack Card boxes! I'll stick with the throw-aways (LCPC members Morrison and Bishop price most of their cards at 25¢ and 3 for \$1).

Free Cards on this page.

(The cards on both pages are mild compared to most.)

Left column -

- 1) Wyeth art at the Whitney Museum by GoCARD.
- 2) Hallmark's reverse reminder "V-Day is Sunday, Feb. 14. For victory in love, arm yourself with a Hallmark Valentine". A m@xRACKS card.
- 3) Mt. Rushmore reincarnated to help you opt for RCN internet service. Another m@xRACK.
- 4) Most of the free card companies used their medium for in house ads as seen on this GoCARD example.
- 5) A few social issues seem meaningful on cards as does this sponsored by the American Lung Association. Hotstamp national pc advertising.
- 6) Canada Geese - Atlantic Flyway perhaps doesn't qualify as a free card, but it's a reminder to us that there are beautiful cards out there. No printer named.
- 7) Beast Records features CD and cassettes. Piknik nationwide advertising.

Help him make the right choice



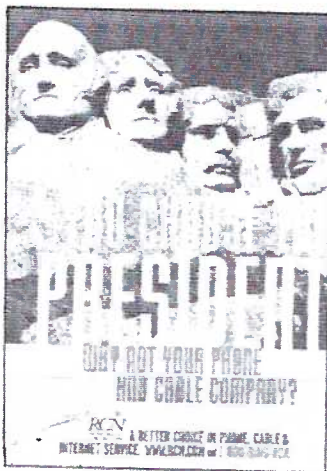
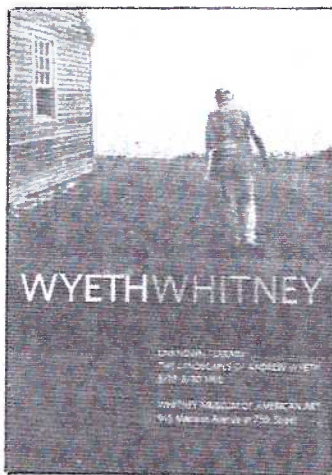
TAKE PART, DON'T START... QUIT NOW



With a slightly red face, I apologize for a late April Fool joke. There's no twin papoose error on the Sacagawea dollar - but this IS still the 20th Century - until Dec. 31 - and don't forget it!

E-mail updates

The Middletons (correction) middle@epix.net
Walt and Barb Mowrer eggspress@desupernet.net
June Shapell juncbug1@desupernet.net



Beatrix Potter

1866 – 1943

by Dorathy Fry

Beatrix Potter was born in London and grew up in a stodgy Victorian household. She rarely hobbled with her parents except at dinner every evening. Her father was the owner of some Lancashire textile mills that paid off handsomely. He never did hard physical work and led sort of a dull sedentary life. It wasn't from him that young Beatrix inherited her drive and determination.

She and her brother were in the charge of a nanny and private tutors. They spent many happy hours in the Lake District. She drew and sketched numerous wild plants and animals, filling many notebooks with her art. When they went home after these vacations, she often took mice, baby rabbits and kittens back to the city. They provided her with models during the winter months.

Her nanny eventually married and had a houseful of children. When Beatrix remembered them on birthdays, recoveries from childhood diseases and holidays, she sent them beautifully illustrated stories on small miniature stationery. The children treasured these originals and finally the nanny persuaded Beatrix to have them published.

After considerable coaxing she published *The Tale of Peter Rabbit*, a 250 copy edition, privately printed in 1901. The first commercial edition was brought out in 1902 by the Frederick Warne Publishing Company. Beatrix fell in love with Norman Warne but she lost him through death from pneumonia. It was during the happy time of her engagement that she wrote most of the books that are still loved by today's children. Her favorite was *The Tailor of Gloucester*. She never wrote down to children and her vocabulary was challenging. An example, Peter Rabbit said lettuce was "soporific".

In 1906 she purchased Hill Top Farm at Sawrey. Seven years later she married a lawyer, William Heels and became a farmer and breeder of Herdwick sheep. So was the umbilical cord to Peter Rabbit, Benjamin Bunny and their fiends severed completely.

Beatrix was a crafty business woman and at her death owned four thousand acres of land in the Lake District. These holdings included half the village of Sawrey. She willed all her holdings to the National Trust. Today tenant farmers operate the farms and are secure in the knowledge that they will never fall the victims of urban sprawl.

The Free Library of Philadelphia has in its rare book room a substantial supply of original notebooks and manuscripts. These can be viewed upon special request.

Sawrey has a wonderful gift shop on the same property as the original Potter summer home. Wouldn't we all like to browse and buy? Many tourists keep the place jumping and lucrative!

Thanks to Carl Peters

Carl Peters, member #366, has published dozens of b/w postcards from old photos. His primary area of interest is Columbia and Wrightsville, PA. The FREE view accompanying your CARD this month might be the Franklin House, Hotel Bittner, Centennial 1888 Locust Street or the Tremont Bar, all in Columbia. Thank you, Carl, very much! He can be reached at 1-717-252-1772. (This note is unsolicited.)



Local Postmarks Sought

Some years ago I made an attempt to find postcards of the old post offices in the southern parts of Lancaster County. At one time there were as many as 63! Almost every country store housed one and many times they were named for the store owner. I have been successful in finding many but I'm still looking for several – some will never be found be the search goes on.

Below is a list of those on my "want" list:

Drumore Township	Fulton Township
Bonview	Red House
White Horse Tavern	Rock
Hubers	
Eden Township	Little Britain Township
May	Oak Shade
East Drumore Township	King's Bridge
Ash Bottom	Andrew's Bridge
Unicorn	Providence Township
Puseyville	Smithville

If, in your collection you may have any of these, simply make me a copy of the postmark and I will be forever grateful.

Dorothy Aument, LCPC #469
104 Florentine Drive
Willow Street, PA 17584

