

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

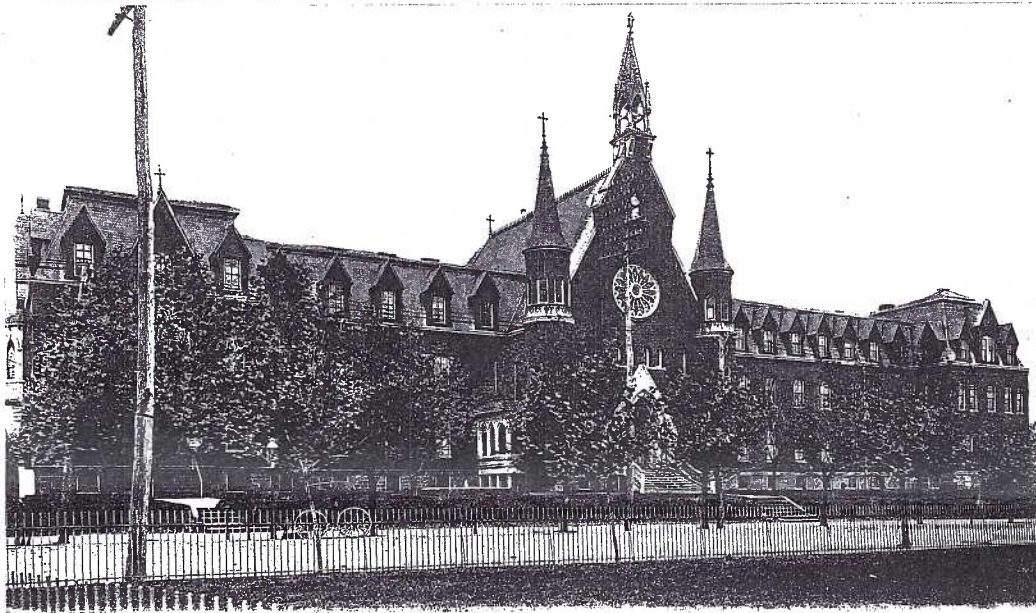
Next meeting: Mon., August 21, 2000. Farm & Home Center. Buy, sell, trade from 5:30 PM. Meeting at 7 PM.

Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or mid-creek@ptd.net

Local History on Local Postcards

The St. Joseph Hospital, a respected local institution, changed ownership and lost its name on July 1, 2000. Story and more postcards on page 5.

The John F. Cope Company has made the sweetest dried corn in America for 100 years. In the Koppel chrome PC we see many of their popular regional food products – fruit jams and preserves, chow chow, schnitz butter and dried corn (in cans and boxes).



St. Joseph's Hospital. Lancaster, Pa.

Pub. by Watt & Shand, Lancaster, Pa. (Germany)

Grandfather Cope sold his first Dried Sweet Corn in the Lancaster Farmers Market. From the oven of his huge kitchen stove he produced 40,000 bushels (1,600 lbs.) the first year. The business, formerly located near Manheim, has been at Rheems, Lancaster County, for many years. Although Central PA is familiar with their products, you must persuade your local supermarket to try it if, for instance, you're living in Maine or Florida or Arizona.



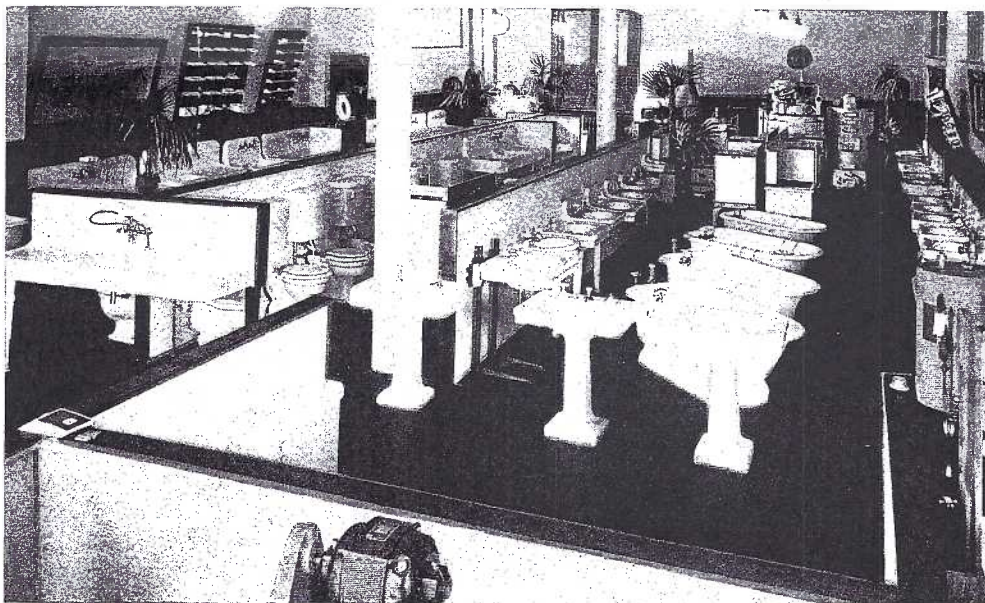
Photo by Mosemann Studio, Manheim, PA.

The Raub Supply Company, another family-owned local business, began in the early 1920s and soon became an anchor in Lancaster's northwest sector. The company sold plumbing, heating, cooling, electrical and industrial products. This E. C. Kropp view shows a portion of their West James St. showroom featuring bath fixtures.

The reverse of the card includes a salesman's appointment message.

The family has recently sold the city property which is being converted into apartments and a church.

Continued on page 6.



SECTION OF OUR SHOW-ROOMS, RAUB SUPPLY CO., LANCASTER, PA.

NEW MEMBERS

#583 Tracee L. Williams 12 Milesfield Ave., Milford, CT 06460. She collects her hometown of Milford, CT as well as F&M College and MG autos. Club membership remains at 322 as we are sorry to say that WWII vet Bill Weikert, #138, passed away recently.

JULY FOLLOW-UP Program

It was another room packed with dealers and exhibits in July. Our speaker, Jake Fisher, presented us with a fine lot of goat slides as well as two large tables filled with goat memorabilia – photos, prints, statues, albums and albums of cards; magazines and books. The Billy Whiskers books reminded your editor of third grade when Miss _____ would often read a chapter at the end of the day. Some of us felt she had an affinity for Billy as she exhibited a few of her own. Thanks, Jake, for a grand presentation. Don't forget, folks- goats' tails stand up or out, sheep's hang down.

Postcard Sales

Eight member/mini-dealers were hauling in the greenbacks and gold Sacs from 5:30 PM. They included Dick Bishop, Norm Zimmerman, Howard Steinberg, Walt Mowrer, Ruth Moyer, Bob Kramer, Paul Weidman and Jim Ward.

Book Fund

Ray Dennis said the audited Special Book Fund is being turned over to Treasurer Barb Mowrer but will be kept as a separate account since its high interest rate helps pay for our monthly room rent. That nest egg is being chipped at with regular color editions to **THE CARD**. When someone is prepared to lead us through a *second* volume of local views, it will serve us well.

Monthly Postcard Competition

July's competition subject began with the letter "A". It was to be a single card with a minute's time for the owner to describe or explain it. There were 59 members present and two guests. Maria and Win Schurz brought along their two grandsons who were visiting from Long Island. We were so happy to see the McDonalds, our Bangor, Maine members, able to include our meeting in their summer trip.

The entries:

George Graham **FIRST** Armed Forces (soldiers) at the Acropolis in Athens

Walter Mowrer **SECOND** Local Advertisement using a Deek puzzle

Ruth Frankhouser **THIRD** Thousands of Apples at Martinsburg, WV

Don Davis – Concert Audience at Willow Grove Amusement Park

Veronica Bechtold – The County Almshouse and Insane Asylum

Brian Frankhouser – Aaron H. Baker, local Agent for White sewing machines

John Petsche (The Schurz's visiting grandson) – Animals: Antlered caribou in the Arctic

Harold Moyer – Local band: The Arizona Kid and his Texas Rangers

Earl Carver – The Will Rogers World Airport

Ruth Moyer – Adv PC of Aunt Fanny's Good Bread
Don Jumper – Coney Island Amusement Park
Jim Ward – An Add-on PC: real hair to be bobbed
Mary Darrenkamp – Rocky Springs Amusement Park and Disneyland Amusement Park
Polly Curtis – Animals: a shaving monkey, Wyoming jackalope, exaggerated rabbit, bear and jackass.

August Competition

To give members adequate time to work on their Expo exhibit boards, we will again have a single card for the August 21 meeting competition which will be **The Most Unusual Baseball Postcard** to celebrate Little League World Series Week, Aug. 21 to 27. Please, just one entry per member.

Expo Exhibit Entries

A reminder: Postcard Exhibit Boards for this year's Expo should be in these four categories (one entry per category, multiple boards for that entry are acceptable) – ADVERTISING, HUMOR, HOLIDAY, DISASTERS. Bring the boards to the Farm & Home Center Friday evening during set-up time, 7 to 8:30 PM or Saturday AM, NO LATER than 7:30 AM. Contact Earl Carver (684-3069) or Barb Mowrer (684-5331) if you have any questions.

Lucky in July

Harold Moyer and Don Davis won 10 PC pages and 100 PC sleeves as door prizes in July. Eugene Finegan was the lucky 50/50 winner.

Future Programs

Betty Beck, program chairman, reported that the July picnic program has been rescheduled for August 21 (three days after the Expo). Dorathy Fry, made her home in northern Lancaster County and taught in that area for more than 40 years. "A Kaleidoscopic View of the Inhabitants of Middle Creek" will be her subject. Many of you are aware that for Dot has spent her 20+ years of retirement speaking to local groups as well as being a regular for seven years on television. She promises to keep her talk to English (no Pa. Dutch). Here's your chance to listen to Dot as she paints her old neighbors in a way only she can use a palette and brush.

Dot would like to thank members who were kind enough to send her cards and best wishes for recovery during her short hospital stint.

Betty also announced that the September program would be a panel of members who will answer questions on **The Fine Points of Postcard Collecting**. We each have our own perspective of collecting cards. It will be interesting to hear from Anne Steinberg, Harold Moyer, Jim Ward and a fourth mystery member. Bring your questions in Sept.!

EXPO VOLUNTEERS

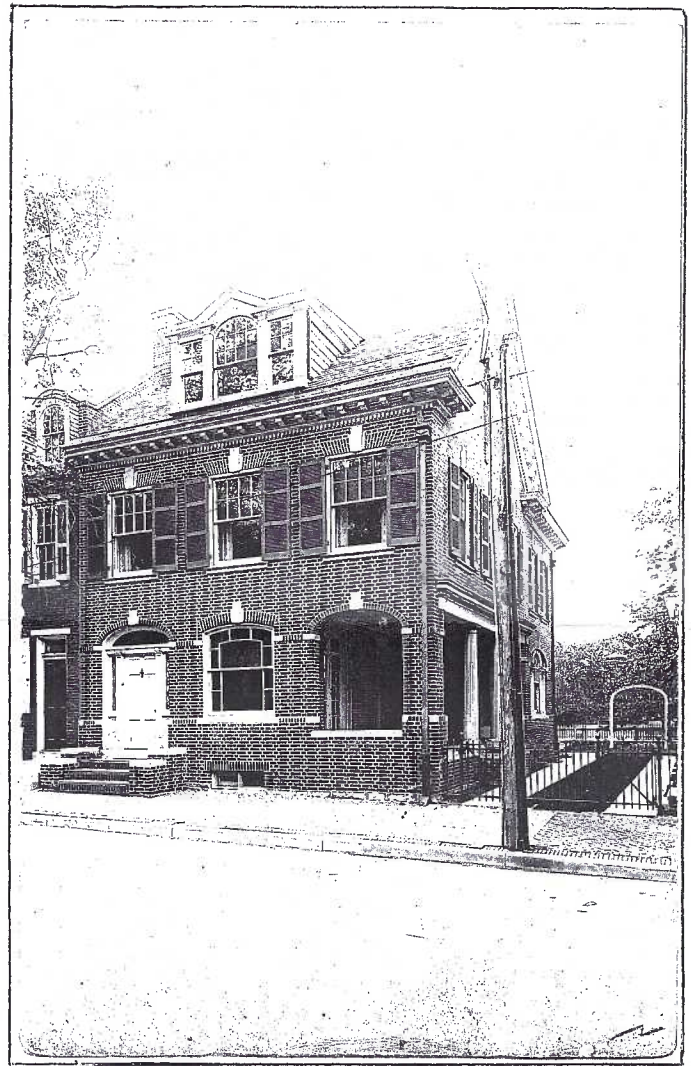
Walter Mowrer reminds members to show up on Friday, Aug. 18 to set-up tables and chairs and assemble exhibit easels and mount exhibits. He can use Brains and Brawn. Bring either or both from 7 to 8:30 PM. He also announced that several dealers have requested help to unload and load on Sat. (7 AM and 6 PM). There's always room for you to help at the Registration Table on Sat. from 8:30 AM until 5 PM. Call Walter at 684-5331.

AS WE GO TO PRESS – The Lancaster Bird Club is CLOSING OUT A Guide to the Birds of Lancaster County, PA, expanded 200 pg. 2nd edition. Issue price was \$9. AVAILABLE WHILE LIMITED SUPPLY LASTS – only \$3. Serious birders and casual observers can rely on the advice and info in the annotated listing as well as the county's birding "hot spots". Phone 721-9273 or make check to Jim Ward. Add \$1.50 for shipping.

Local Homes

#1 Brubaker's Elysian Bower, 2544 Fruitville Pike
 #2 Hostetter's Mondamin Farm, 1305 Hunsecker Rd.
 #3 Keiper's Residence, 708 N. Duke St.
 #4 Burton's Residence, 32 Princeton Ave.
 #5 Raub residence, 324 N. Lime St., Lancaster.
 #6 the Frank G. Shirk residence was at 140 N. Lime St. in Lancaster. This real photo card has a 1918-1930 Azo backing which agrees with the time the brick home was built.

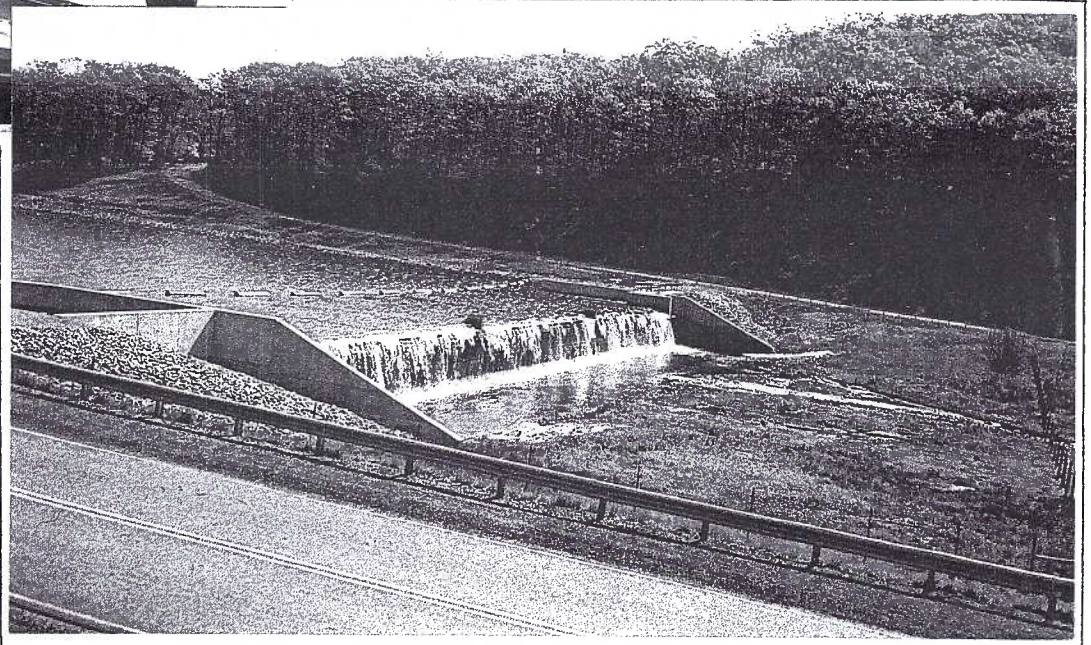
The home faces Musser Park just south of West Chestnut St. It's original plan included an open porch on the northeast corner. The porch, like so many in the city, has long been enclosed. The entrance steps were altered to allow for iron hand rails, no doubt for the aged Shirks who lived there for several decades. Frank Shirk was a well known in the insurance and real estate businesses. Is it possible he had multiple photo postcards of his new home made as advertising his personal taste in real estate? Please contact the editor if you've seen other examples. This PC is unused.



Real photo postcard, above, was made in late 1920s or early 1930s of the F.G Shirk home at 140 N. Lime St., Lancaster, PA. Photo (left) of the same home, was taken in early 2000.

Dot Fry's Program

in August centers around the folks who lived near Middle Creek before their 24+ properties became part of the Wildlife Management Area. This dam across Middle Creek formed a 400 acre lake, part of more than 6,000 acres of Penna. State Game Lands #46. Wagaman Bros. of nearby Lititz, PA printed this and six other views for the PA. Game Commission in the early 1970s.

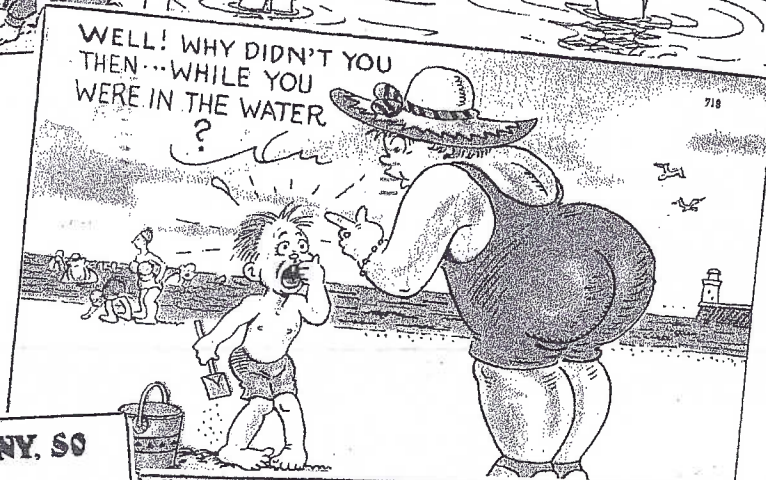
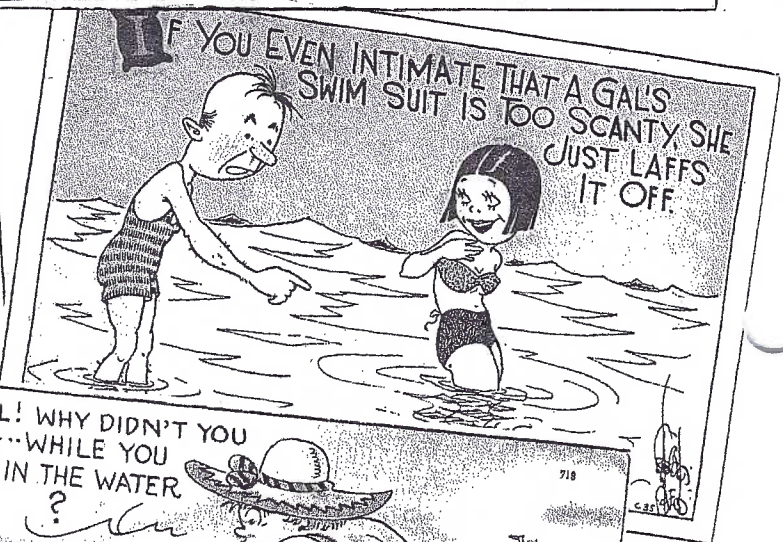


SUMMER FUN

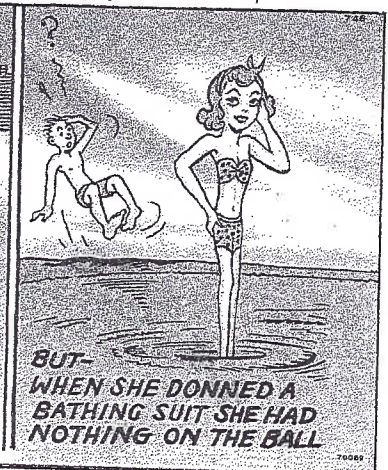
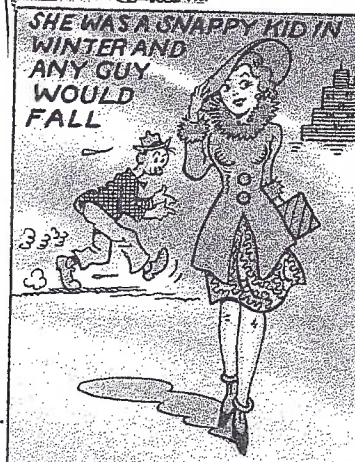
Lafayette Herron of Dubois, PA received this great card in 1907. It features The Grand March by popular artist Arthur Thiele of Leipzig. Front comment - "Atlantic City next summer with Lafe furnishing music and hot air". On the back - Lafe, Old Sport, how did the game come off? 23-0 in favor of D.H.S.? Would surely liked to have rooted a few for DuBois."



Not Much In It - an offer to help the boys. Will his bucket be as empty as his head appears to be? The 1930s white border **If You Even Intimate** has a very revealing girl's suit, but notice the man's 1-piece. **Tichnor #719** - a timeless tiny bladder gag. The white border **Scotsman** joke was mailed from Sussex to Camden Town, London in 1925. Finally **Tichnor linen**, #746 with a ultra-thin gal - an exception to the over-sized bathers found so abundantly on many seashore postcards.



"I CANNA' SEE THE TICKET MON, JENNY. SO WE'LL RISK A SIT DOON!"



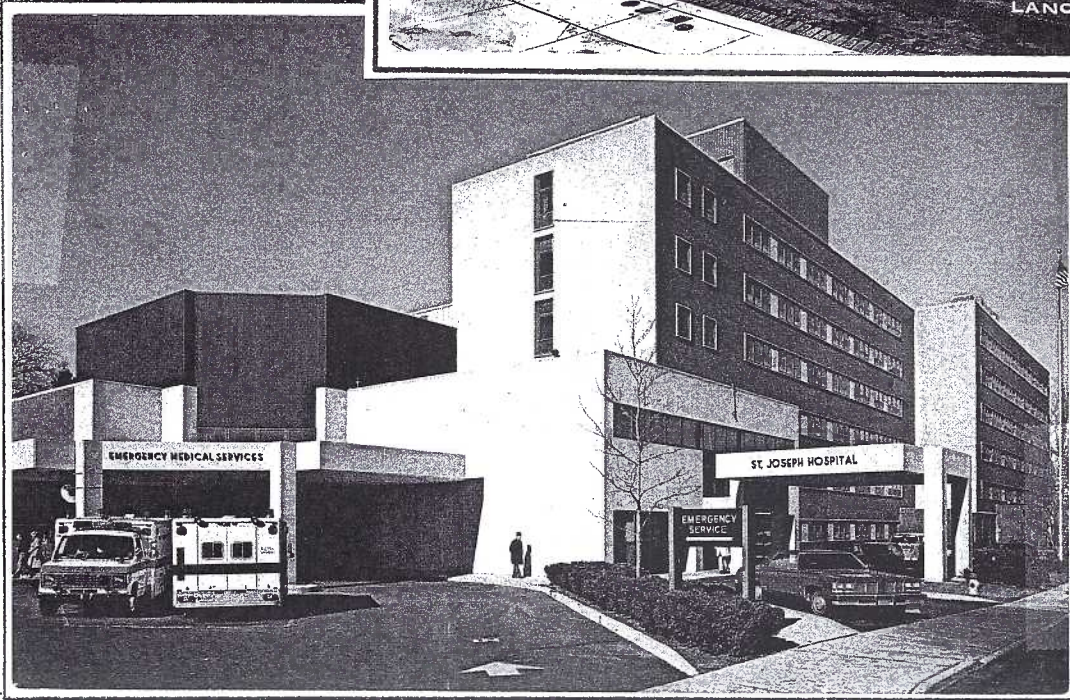
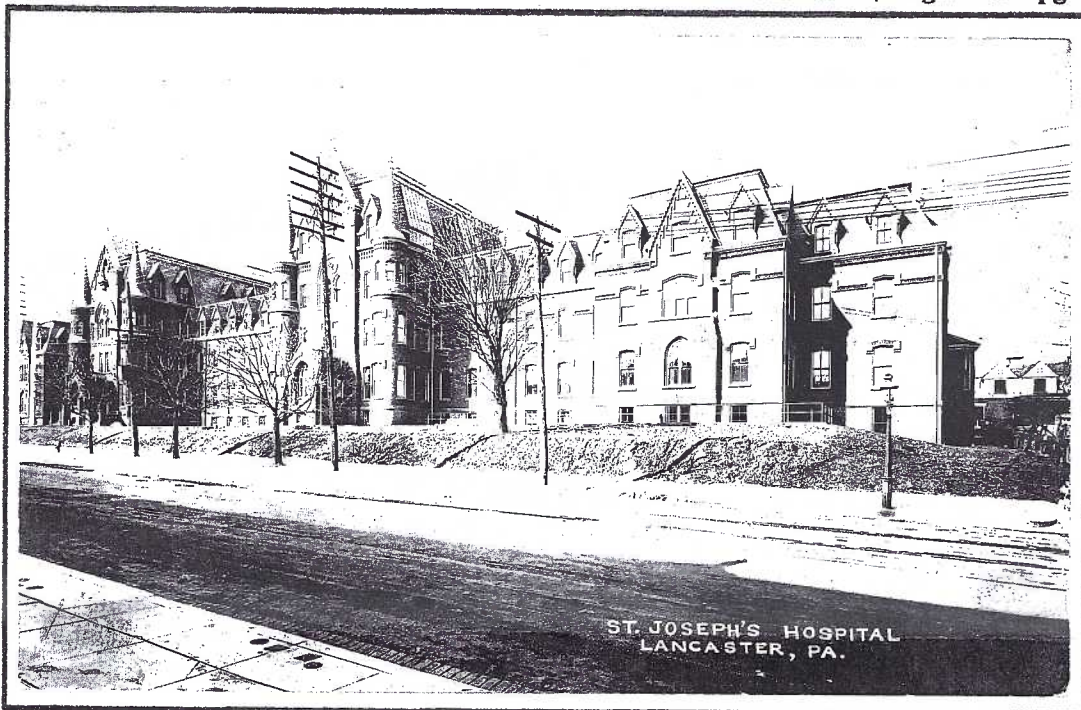
St. Joe's Is Gone

Calling it the **Lancaster Regional Medical Center** will be difficult for anyone born and raised in Lancaster. As a non-Roman Catholic, I've still respected the work that was accomplished by the hundreds of sisters and the volunteer staffs that maintained a standard of excellence in health care for generations of Lancasterians.

The central section (with rounded turrets) was built as a men's hospital in 1877. In 1883 the Sisters of St. Francis bought the building. \$2.50 was the expense money allowed Sisters Eusebia and Genevieve. They treated 121 patients that year.

An elevator was installed in 1890. Electricity in 1897 provided means for X-ray equipment.

THE CARD, August 2000 pg.5



21 views are known of the old gothic building; 5 of the new structure. Postcards offered patients an easy means of communicating with family, particularly before telephones were in wide use.

Top view – Real photo of St. Joseph Hospital about 1930.

Center view – 1960s chrome publ. by Stel-Mar, Lancaster and printed by Koppel.

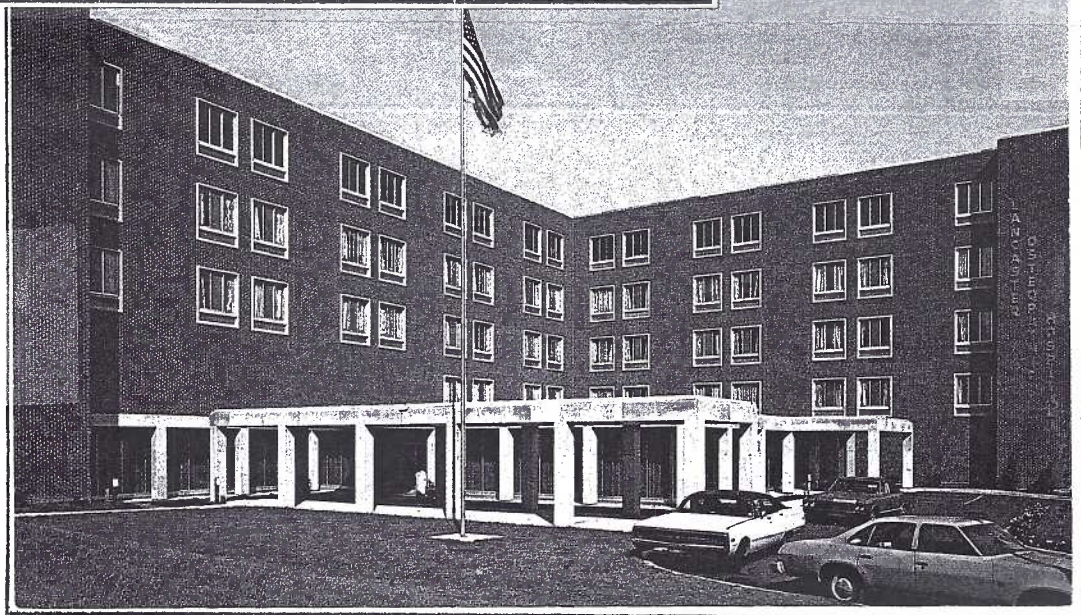
Bottom view– Mel Horst chrome shows the entrance to Lanc. Osteopathic Hospital on Clark St. It became the Community Hospital of Lancaster. *Local History on Local Postcards continues on page 6.*

Many thousands of patients were treated at no charge. In 1922 room charges averaged \$2 a day.

The old gothic building was demolished in the 1950s.

The pinch of shrinking reimbursement payments from federal programs like Medicare has taken its toll on many hospitals across the country. On July 1, 2000 St. Joe's was sold to Health Management Associates, a Florida-based firm that had recently purchased Community Hospital of Lancaster.

An Apology: somewhere, maybe in a dream, I remembered Dutch Wonderland (July issue) being 50 years old. Wrong! It celebrated its 35th anniversary last year. *I must stop dreaming. JFW.*



Local History On Local Postcards

Continued from pg. 1.

The large floral "A" on the lawn of this real photo card stood for **Armstrong Cork Company**. The Pittsburgh based firm came to Lancaster in 1895 when it acquired this plant on New Holland Ave. from B. G. Dodge. It had been known as the **Lancaster Cork Works**.

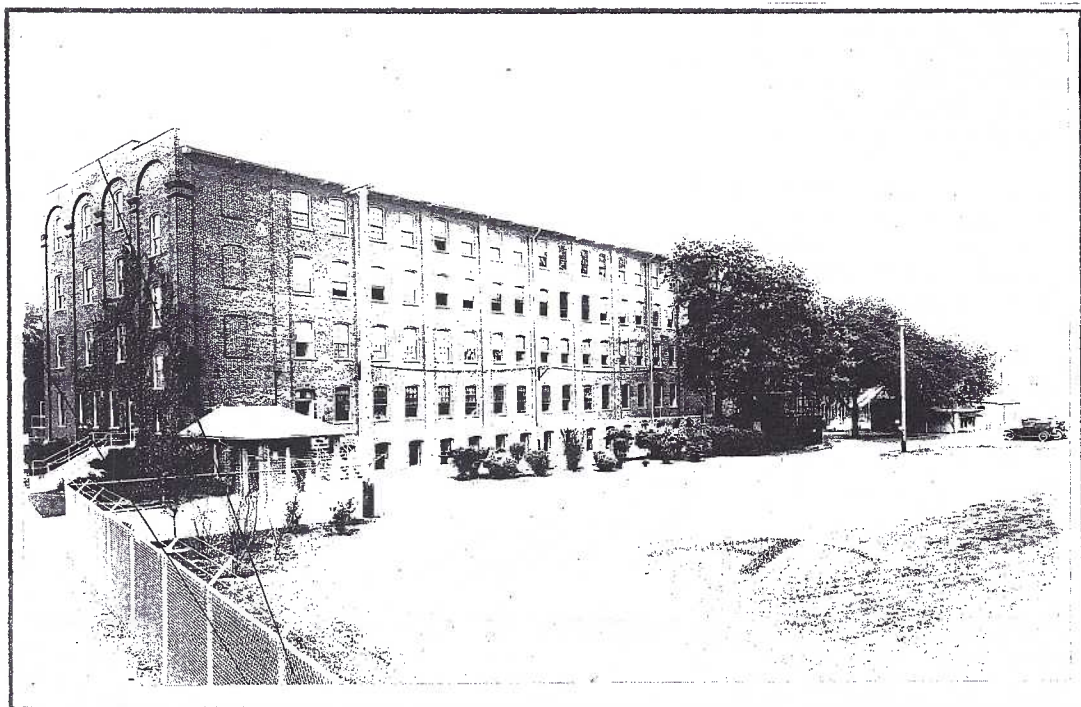
Armstrong built its linoleum plant in the city in 1905-07. When the company moved its corporate headquarters to the Liberty Street address in 1929, it's very likely this photo card was made then. The "Circle A" was its ID for generations.

Armstrong World Industries sold this cork division in 1969 to **Kerr Glass**. Kerr eventually switched to plastic containers but the cheaper labor market in its Florida, Kentucky and North Carolina plants saw the demise of Lancaster Kerr last month.

The building's future? Several city factories have become comfortable apartment buildings. Still, its proximity to a railroad spur may yet attract another industry to Lancaster.

Our final local business was founded in 1895. Horace Mack was the original **Mack the Coffee Man**.

A recent newspaper article dwelled on a cache of art deco advertisements and menus that



featured Mack's coffee. What was not mentioned was the fact that Mack the Coffee Man used postcards to advertise as well.

He conducted an ingenious contest from Dec. 1, 1908 to June 30, 1909. Rules were boldly printed on the backs of picture postcards (see reduced illustration). \$50, \$35 and \$25 for a Vacation Fund doesn't seem like much now, but it must have been a nice supplement to a teacher's meager salary 90 years ago.

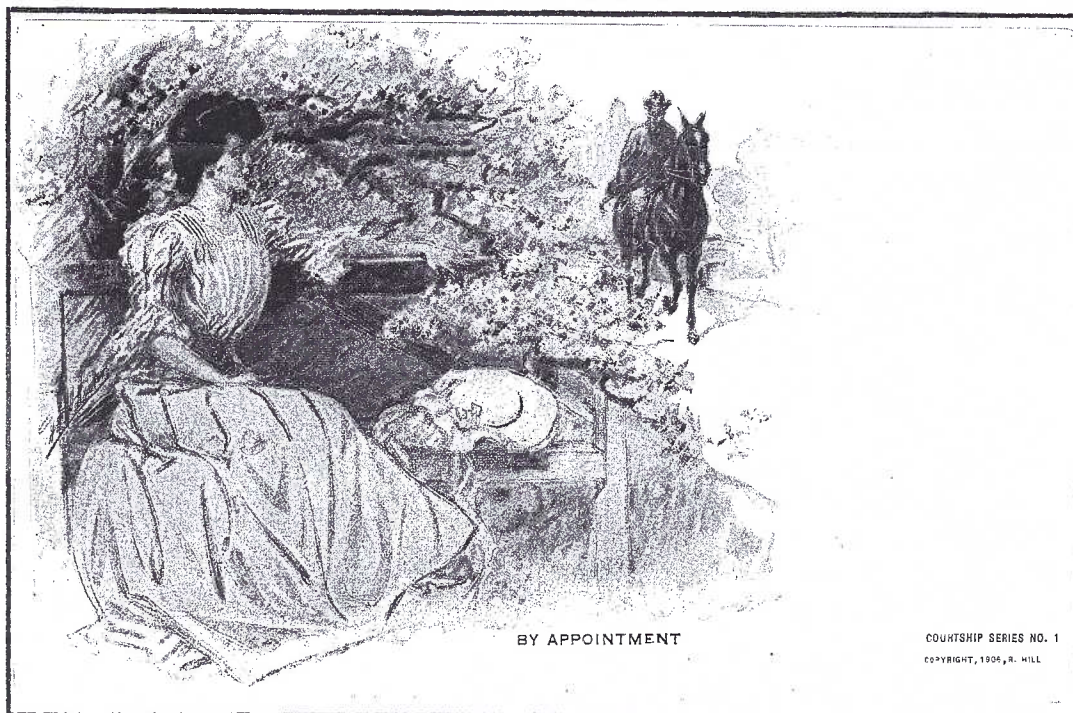
Mack stood to sell plenty of coffee. He produced several brands and a lb. had to be purchased in order to vote.

Mail-in details aren't mentioned, so it's most likely the purchaser of the coffee voted right on the spot at her local neighborhood grocery store.

Postcard examples we've seen are all published by R. Hill with 1908 copyrights and include -

By Appointment, Courtship Series No. 1. A beautiful lady waits on a bench for a man approaching on horseback. The art is signed but the name is illegible.

A second lovely lady in Just Girl Series No. 5 is a water color, also unsigned, but with an accompanying 4-line verse.



POST CARD

Teachers' Vacation Fund Contest

\$50 \$35 \$25

FOR THE THREE MOST POPULAR TEACHERS
ONE VOTE WITH EACH POUND OF COFFEE

MACK, THE COFFEE-MAN

CONTEST STARTS DECEMBER 1ST, 1908. CLOSES JUNE 30, 1909

The third card with the same Mack Teacher Contest on the reverse is a weatherworn seaman and his dog. It's labeled Hobo Series No. 3 and unsigned.

By the way, the name Edward Mack will be familiar to some local readers. Childless, he and his wife, generously created a 1,040 acre Boy Scout reservation in northern Lancaster County as well as other philanthropic gestures to their community.

Local History on Local Postcards

The Dexter chrome card above was published by the subjects not long after they moved their photography studio to their home on Westbrook Drive, Lancaster in 1974. The reverse caption reads "Mr. and Mrs. Jacob Eichholtz leading portrait artists of Lancaster & Philadelphia. Portrayed by George & Dorothy Russo leading photographers of Lancaster. Available for public appearances, speaking engagements or master of ceremonies". Their home address and phone number were included.

A tongue-in-cheek signature "Mr. & Mrs. Jacob Eichholtz" is penned across the back. Someone wittingly penciled near the top "Albright College Conference B.C.C., 6/26/76", which would lead you to believe it might have been a performance by George and Dorothy.

According to a July 20, 2000 New Era story, George's interest in photography began as a teenager. Midst several photography jobs and a stint in the Marines, he married Dorothy in 1954 they opened a studio with Dorothy assuming the role of assistant.

George's skills eventually won him many state and national awards including the coveted honor, master of photography. Mark Spitz, Loretta Young and Red Skelton were just a few of his famous studio patrons. By the mid 1970s, however, they both felt a need to retire from the rigors of owning a business and so began their lecture tours (most likely when this PC was signed). Dorothy died in 1995.

The crux of the story is that George has again been bitten by the photo bug. Like re-learning to ride a bike, his strengths - lighting and composition - will return like second nature.



LCPC ANNUAL EXPO - AUG. 19

Address Change and Freebies

It's always good to hear from old friends. Marilyn and Roy Nuhn have returned to South Carolina. Their current address is 900 Chesterfield Dr., Sumter, SC 29154. They kindly sent cards for this month's mailing. If you don't receive their Island Queen (ferry) at Falmouth Harbor, Cape Cod, then you'll probably receive It only takes one horsepower (Amish buggy) to pull a Shasta (trailer), a gift from Cindy Whitmore, published by Scoop Whitmore.

Future Postcard Shows

Aug. 4-5 Havre de Grace, MD. Bill Martin's Summer Chesapeake PC Fair. Civic Center. \$3 adm.

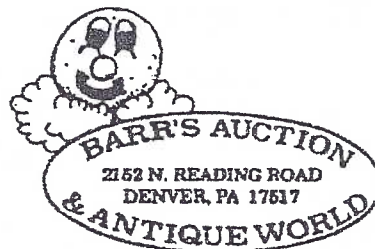
Aug. 19 Lancaster, PA. 8th Annual Postcard Expo by the Lancaster County Postcard Club. Farm & Home Center, Rte. #73 (Manheim Pike) just off Rte. #30. Enter at Jones Honda and Conestoga Marine. \$1.

Aug. 20 Clark, NJ. 9th Annual Central Jersey Deltiological Society PC Show. 440 Madison Hill Rd.

Sept. 2-9 Brimfield, MA. Brimfield Paper & Postcard Marathon (third session) Brimfield Acres, North Field. Jose Rodriguez, organizer. Free admission.

Sept. 17 Wind Gap, PA. 11th Annual Lehigh Valley Post Card Club Show. Plainfield Twp. Fire Hall.

John Klein Postcards



Exit 21
Pa. Turnpike

Saturday 10-5
Sunday 8-5

Elsie and Elmer - A Likely Pair

Our top card is dated 1957 and reads on the reverse "For 100 years folks have been saying, 'If it's Borden's, it's got to be good!'" Gail Borden founded Borden's in 1857 when he established the New York Condensed Milk Company (in 1899 it became the Borden Company).

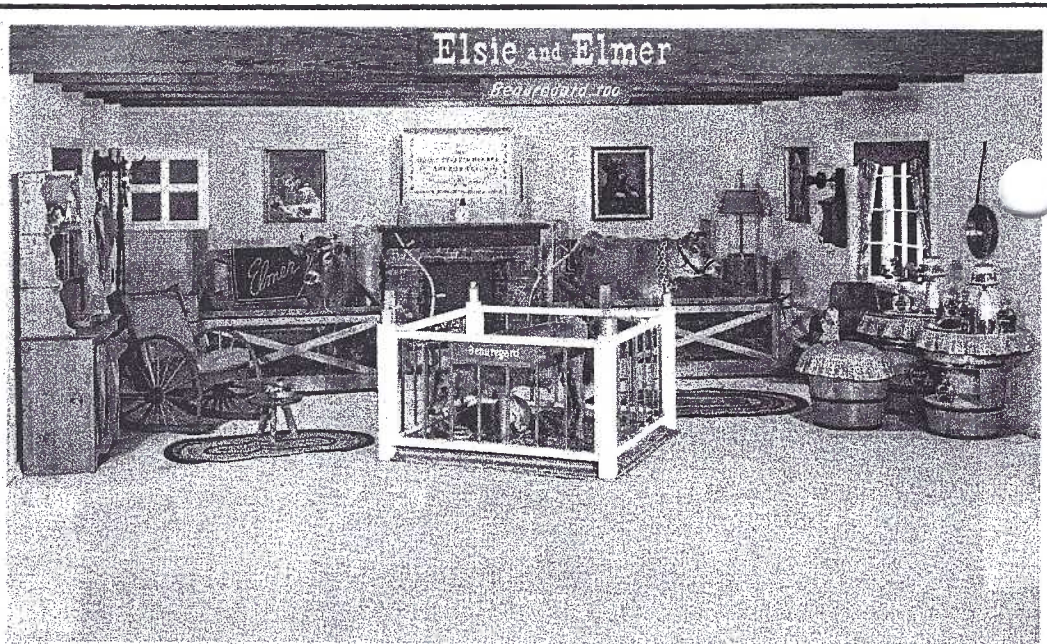
Borden was the sort of self-made man we only read about these days. Born in 1801, he moved with his family from NY to Ky to Indiana Territory. He had little schooling, taught himself surveying and landed in Texas where he actively agitated for the country's independence. After formation of the new Republic of Texas he compiled the first topographic map of the territory and then surveyed and platted the site of the city of Galveston.

In later years he developed a dried-beef biscuit and then, inspired by New York Shakers' vacuum-pan method of making sugar, used a similar process to condense milk. It was the need for light, nourishing rations for the Union army during the Civil War that created a huge demand for his product and the ensuing years saw its use by the general population. He died in Borden, Texas, January 11, 1874.

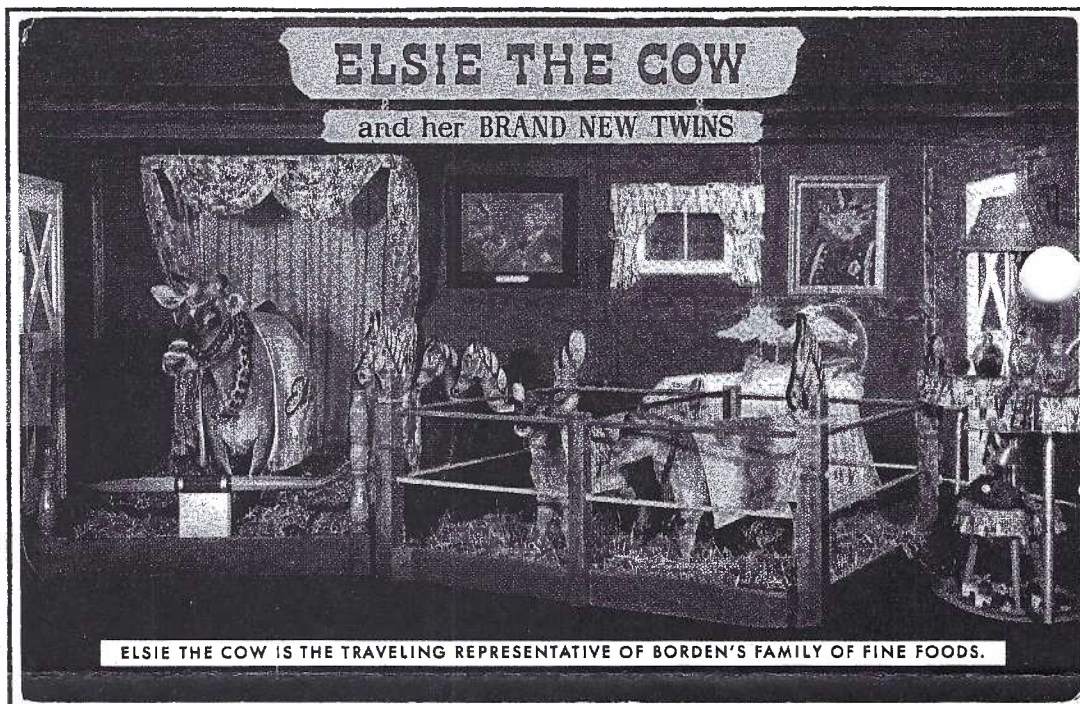
Back to our top postcard - Elsie and her twins made regular appearances at fairs across the country, she in her canopied bed and the twins in their double-sized bassinet for nighttime and a two-seater rocking horse for playtime. Elsie's phonograph library contains "Moo-in Over Miami" and "The Jersey Bounce". Her favorite books - "The Farmer with Cold Hands", "Calves or Career" and "How to Live on 5,000 Quarts a Year". All were housed in a 35-foot trailer.

The bottom card (both are chromes, of course) also includes Elmer (on the left) and now houses young Beauregard in his playpen. What we are *not* told is the hard, cold fact that, Yes, Virginia, besides a Santa Claus, there are also glue factories and old cows and horses and such. All are the principal occupants, short-lived, true, but eventually enhancing our civilized lives in many and myriad forms of paste and glue.

You didn't know the origin for the name Elmer's Glue? Look at the label and, besides the cute bull countenance, you'll note it comes



Elsie, Elmer and Beauregard are Traveling Representatives of Borden's Family of Fine Foods.



ELSIE THE COW IS THE TRAVELING REPRESENTATIVE OF BORDEN'S FAMILY OF FINE FOODS.

from the Borden Company. By the way, Elmer's Glue celebrated its 50th Anniversary in 1997. Borden Inc. bought the Cascorez Glue Co. in 1947 and two years later the Columbus, Ohio firm was renamed Elmer's.

In the last dozen years we've been bombarded with nearly a dozen different versions of Elmer's Glue - all a result of stiff competition in that sticking business. The latest innovation, an unglue-like product is called Brain Stuff. It's bovine spokesman is E.J. (Elmer Junior).

Neither card has an identifiable publisher and it may be safely assumed they were privately published by the Borden Company.

Postcard Supplies

A word to the wise - keep your postcards alive and well. Always keep your cards standing upright, whether in boxes or albums. In hot, humid weather - or any time, cards must breathe and they can do this if air is allowed to circulate around them. Piles of flattened cards attract and retain moisture - a major killer of old paper items including postcards.

Postcard pages just \$14 per box of 100. You may mix sizes for this price. Smaller quantities are 15¢ ea. **Postcard sleeves** are \$1.50 and \$2.50 per hundred, standard, continental and modern sizes. See me at the York and Lancaster meetings and at the Expo on August 19. Phone 1-717-721-9273. **Note my new e-mail address - midcreek@ptd.net.** Jim Ward.