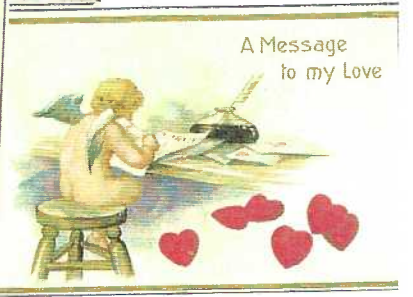


**THE CARD Vol. 12, No. 2. Issue 134. Enjoying postcards through education and entertainment.**

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

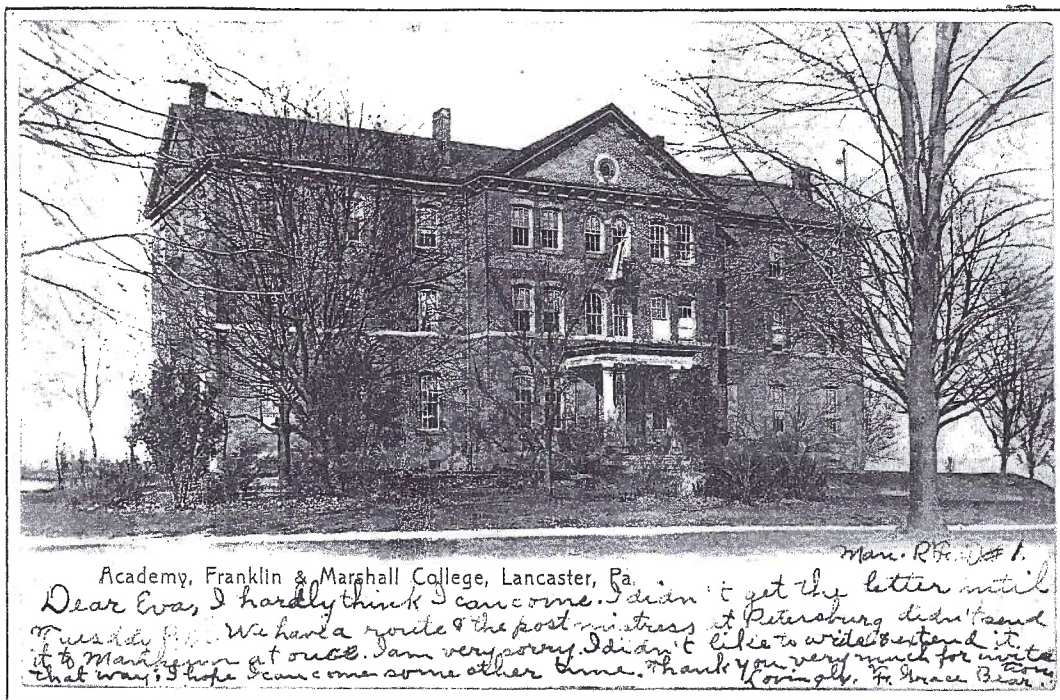
Next meeting: Mon., February 19, 2001. Farm & Home Center. Buy, sell, trade from 5:30 PM. Meeting at 7 PM.

Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or [midcreek@ptd.net](mailto:midcreek@ptd.net).



## Lancaster Messages

Here are excerpts from postcards of 90 years ago. Back then, mail delivery was twice daily in town and rural carriers knew everyone on their routes by their first name. Oh, for the good old days!



### From Manheim to Ephrata Feb. 21, 1907.

Dear Eva, I hardly think I can come. I didn't get the letter until Tuesday. We have a route and the postmistress\* at Petersburg didn't send it to Manheim at once. I am very sorry. I didn't like to write & extend it that way. I hope I can come some other time. Thank you for writing to me. Lovingly, Grace Bear. \*Retired Postmaster Dorothy Aument (LCPC #469) reminds us there never was nor is today such a designation as *Postmistress* on the books of the U. S. Postal Service.

### From Gap, PA to Millersville, PA. Jan. 17, 1912.

Dear Melissa, I thought I would write you a few lines to let you know that I got your letter. It went to Kinzer first, so put Gap Pa. RFD Water Loo Smith Shop. You said you got a green dress trimmed in green silk and I got a green dress trimmed in white satin. We sold our horse. I guess that will be all for this time. Good-By. Some writing. Dorothy C. Reese. Write soon.

### Within Lancaster, Aug. 6, 1920. (with 2¢ stamp)

I have no 1 cent stamp. Dear Anna, I received your letters alright. I do not know when I will be home tomorrow. I hope it does not rain for I have no umbrella. Kathryn Good. It is 6:30. I just got up.

### New York & Pittsburgh Railroad Post Office cancellation July 17, 1915 to Peter Lewis, Bart, PA.

Dear Sir, I dropped some postal cards in the mail Box at Quarryville, & forgot to place stamps on cards will you be so kind as to do so? Inquire about cards without stamps. From O.W. Lewis will send you money by mail for cards.

## The Picture Postcards of RAPHAEL TUCK & SONS



Edited by  
J.H.D. Smith

### New Library Book

## The Picture Postcards of Raphael Tuck & Sons

This is a book long overdue. It's author, John H. D. Smith, is a leading scholar among British PC reference book authors. Smith admits that the new text will, indeed, necessitate an amended edition somewhere down the road. His purpose was to get the long-awaited information into print so that others can review and submit their additions. Someone had to do it...first.

The new Tuck book serves as a checklist for the 10,000 sets the firm issued since 1899. Note - *the sets are listed, not individual cards*. In addition, you'll be pleased with nearly 140 illustrated postcards, most of them in color. Smith has also ventured into the pricing game where, along with several knowledgeable colleagues, he has taken on the formidable task of pricing each set. The simplified formula for converting British pounds to U. S. dollars is 1 x 1.5. In other words, a Br. £ is \$1.50, £4 is \$6, £15 is \$22.50.

This 172-page book cost LCPC nearly \$60 incl. shipping. Please handle it with care. The book is not just yours; it belongs to everyone in the club. JW.

### SYMPATHY

The club extends deepest sympathy to LCPC Charter Member #17 Jere Greider and to his family. His mother passed on in mid January in her 94<sup>th</sup> year.



Mohn, Photographer.

## Southern Market Hotel

HARRY TODD, Prop.

South Queen & Vine Sts.

LANCASTER, PA.

Hotel accommodations up to date.

Stabling for 100 head of horses.

### Tavern Site in Future Historic District

This unassuming view of the Southern Market Hotel attracted my attention for two reasons when I first saw it 40 years ago. #1 - the final line, "Stabling for 100 head of horses" and #2 - at that time I was collecting only Lancaster City and hadn't seen the view before.

One hundred horses seemed to be an exaggeration, but considering its location across from the Southern Market and a block south of Central Market, there certainly would be this need for 100 farmers or more. City maps of the turn of the century show ample stable room behind the Queen Street properties. There was also a livery on the west side of S. Queen.

For the second reason, I'm most pleased with my early purchase. I've yet to see another of this view in 40 years! Do you have one? Has it a postmark and message? Let us know so we can share the data with our readers.

As early as 1864 Jacob Effinger was proprietor of the Action Beer Saloon at the location. Before Jacob, it was Sampson Resh's Fish Market House (1860). Effinger maintained the Hotel through 1888. By 1898 it was known as the Southern Market Hotel. Chas. Hain was the proprietor. Edw. Smith was in charge in 1901. Harry M. Todd worked at the Wholesale Liquor & Bottling Works on W. King St. in 1906. He operated the Lafayette Hotel on N. Christian from 1908 to 1910 and then took over the Southern Market Hotel. (Lanc. City Directories were issued every other year, so we're working on "abouts" for these dates.

## Key to Our Valentine Cover

Described by rows, left to right, top to bottom.

### Top Row

"If I had wings, I'd fly to you..." A bright red 1930s Whitney Made. Artist unknown. From Raphael Tuck & Sons' 1904 series by artist Richard F. Outcault, "Honey, how your eyes do shine. Won't you be my Valentine?"

A dandy mirror-image pair, these two valentine postcards of tree-climbing cupids form a single view when laid side by side. Samuel Langsdorf, publisher.

### Second Row

"Your heart loved me and mine loved you..." Tucks' No. 6 *Innocence Abroad* was printed in Saxony. "With Love's Greetings" is in a set of four fashionable boys playing musical instruments by International Art. From a series of 22 (?) *Don'ts*, "Don't go to school with your hair uncombed..." vinegar valentines with both plain and cursive Post Card backs. Tucks' Valentine series No. 3, *From Many Lands*, showing Elizabeth Curtis' art with an unusual Irish theme for a Valentine card.

### Third Row

#2805, "For My Valentine" features fantasy floral children, by Ernest Nister, London and NYC. Printed in Bavaria. One of six in the Tucks' *Heart's Delight Series* #126. Featured are little girls before giant hearts.

"Come to Your Waiting Valentine", an American theme features a fully adorned native Indian girl by an unknown publisher.

#5004-12, from Illustrated Post Card Co.'s vinegar valentine series of 30 cards, *The Mother-in-Law*.

### Fourth Row

Another vinegar valentine, this from Gartner & Bender's Comics Series No. 1, *Proud Father* is one of 25 known.

"My own heart I have used for bait..." we find on another bright red Whitney card from the 1930s. Richard Outcault's most famous creation was Buster Brown shown here with his dog, Tige, on Tuck Valentine, No. 111. "If I love you and you love me..." "A Message of Love" from Cupid at his writing desk by publisher, EB of New York.

Todd was proprietor of the Railroad House at 29 E. Chestnut St. in the 1917-18 directory.

Faton C. Mohn (name below view) was a photographer at 218 1/2 W. King St. in 1898. In 1904 his "art studio" was at 243 W. King. In the 1916-17 directory he had disappeared. Since there's no 1914-15 directory (there was a war on), we can assume the combination of Todd and Mohn on the card would date it between 1910 and 1915.

The divided back postcard was printed by Conestoga Publishing Co. of Lancaster. JW.

## NEW MEMBER

#589 Elmer Pierce 1621 W. Main St., Ephrata, PA 17522. Ph. 1-717-733-3180. Collects local views, esp. his neighborhood (northwest Lanc. County) and local banks, too. Elmer joins his brother, John, who's been a member for a few years. *Paid membership now 327.*

Many postcards shown or referred to in this and other issues of The Card are for sale from the editor.

## A Lancaster Connection

These Argentines dance the bolero on a postcard made particularly attractive by the gaily-embroidered blue and silver costume of the dancer in the foreground. The novelty card, made in Spain, was mailed in 1956 from Madrid to NYC.

"I'm off for N.Y. tonight and undoubtedly will arrive long before this beauty, but I thought she'd make a good addition to the collection at Lido."  
(Signed) Juan Pablo Porter.

### Jose Greco On Local College Staff

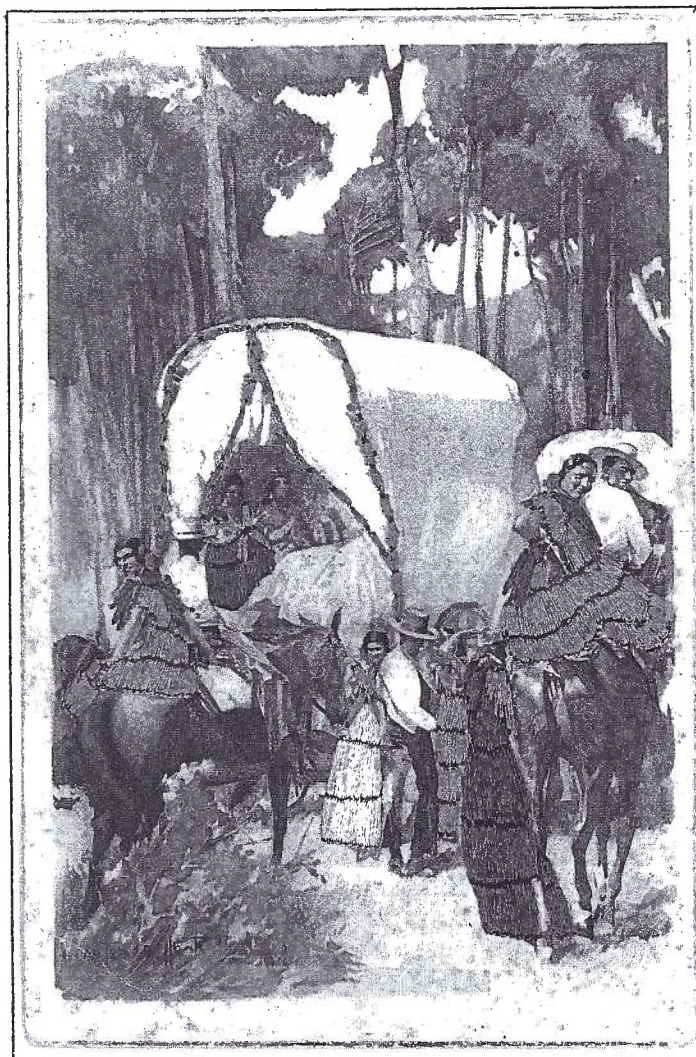
With this stretch, we memorialize the world-renowned flamenco dancer, Jose Greco, who died at age 82, in Lancaster, PA on December 31, 2000. So few natives of our city and county knew the famous dancer lived among them. He was, however, well known on the campus at Franklin & Marshall College.



BOLERO (RAVEL)  
Le Argentinista, Pilar Lopez y M. Vargas

"The entire world knows what a consummate artist Don Jose Greco was," said F&M President Richard Kneedler, according to a recent New Era article. "He was a blessing for our community and for our students to know him as a gifted teacher as well as artist."

Born in Montorio-nei-Frentani, near Naples, Italy, of Spanish-Italian parents, Jose was raised in Brooklyn from the age of ten. His performance signature was a powerful, graceful embodiment of Gitano style of flamenco, a style of dancing that



originated with the Gypsies of Andalusia in southern Spain. He danced his way around the world, on film, on TV and on stage for decades.

The second postcard is a typical gypsy scene, actually not as common as embroidered dancers. Not mailed, it was manufactured in Valencia, Spain and features five ladies with embroidered frocks.

In 1995 he received the Lifetime Achievement Award from the International Spanish Dance Society. The following year he was named honorary chairman of the Lancaster Senior Games.

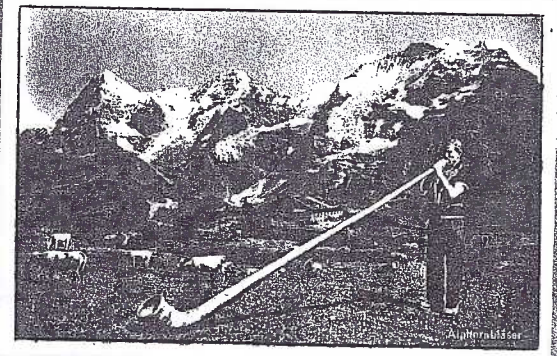
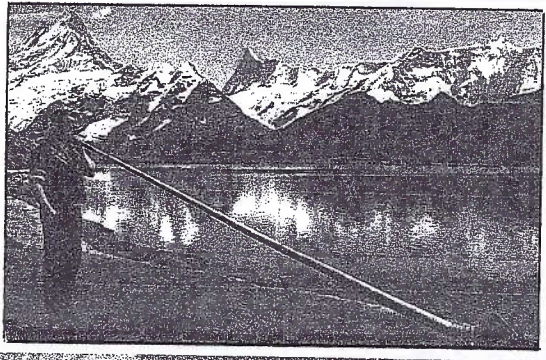
Surviving in addition to his second wife, who lives in Lancaster, are two daughters and three sons. Jose Greco II continues his father's heritage with his own flamenco dance company.

## 2001 DUES

A few early birds have sent us their dues. Thanks much. Our fiscal/subscription year ends March 31 and begins April 1. **Dues from April 1, 2001, to March 31, 2002,** are \$8 per member plus \$2 for each additional member at the same address. **Make your check payable to LCPC** and mail to our new Membership Chairlady, Gisela S. Withers. An addressed envelope is enclosed for your convenience. The March issue of THE CARD will be the last for the current year. We hope you stay with us.

**Ricola®**

Celtic tribes used alphorns 2,000 years ago. Alphorns sounded daily activities of the shepherds and cowherds. The horns calmed the dairy cows at milking time. Flocks of sheep settled in a twilight as shepherds exchanged rustic melodies. The alphorns called communities to council and men to war.



## Alpine Horns

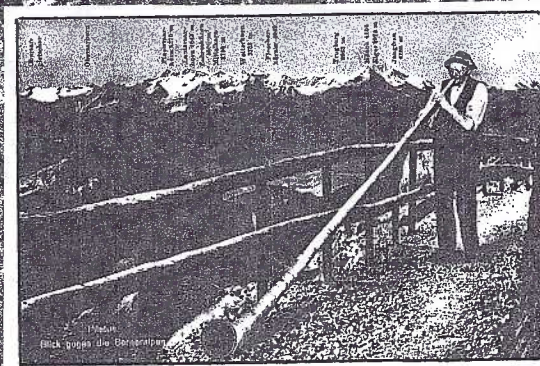
Ri-co'lah! Ri-co'lah!

The producers of this popular throat lozenge couldn't have chosen better subjects than alphonbläusers (alp horn blowers) as examples of persons whose throats must be in A-1 condition.

The Alpine herdsmen and villagers can send mighty blasts through these 12' wooden instruments much as they've done in the mountains of central Europe since the Romans occupied the countryside.

In Scandinavia as well as the Carpathian and Pyrenees mountain regions, the natural French horn sound can be heard echoing through the hills and at festivals in the villages. These examples are from Switzerland. Have any readers PCs of alphorns from other countries?

**Ricola®**



Top left - Grindelwald. #8142 colorphoto by Steinhauer, Interlaken, Switzerland

Below center - An alpinist at Bern. #010252 b/w photoglob. by Wehril, Zurich, Switz.

Background card - color continental #5878 by Beringer & Pampakluchi of Zurich.

Top right - b/w #516 photoglob. by Wehril, Zurich. Mailed from Interlaken, the August message reads in part "...they have a deep sound. We saw Swiss folklore programs and heard yodelers and accordion players, all in costumes."

The hollow tubes were carefully carved from spruce wood to time tested dimensions.

## Local Landscapes

### Not just a pair of generics

Two local chrome cards have passed through many collectors' hands and landed back in a dealer's box for lack of specific location. "Penna. Dutch Farm Country," (top) in the rev. description, expounds "lush, fertile farm and colorful gardens;" an oft-repeated local portrayal.

The view, however, *can* be pinpointed, as was explained to your editor by the issuer, Pryor Neuber. Mr. Neuber lived near Hartman Station Road south of Route #23 in the 1960s. The view was from his front yard looking north across what later became the infamous "goat path" and shows two farms, both still in use, one now painted barn red.

The 1969 scene was photographed and published by Mel Horst, a friend of Neuber's, in nearby Witmer. Tichnor's production number, #33559, is in the stamp box.

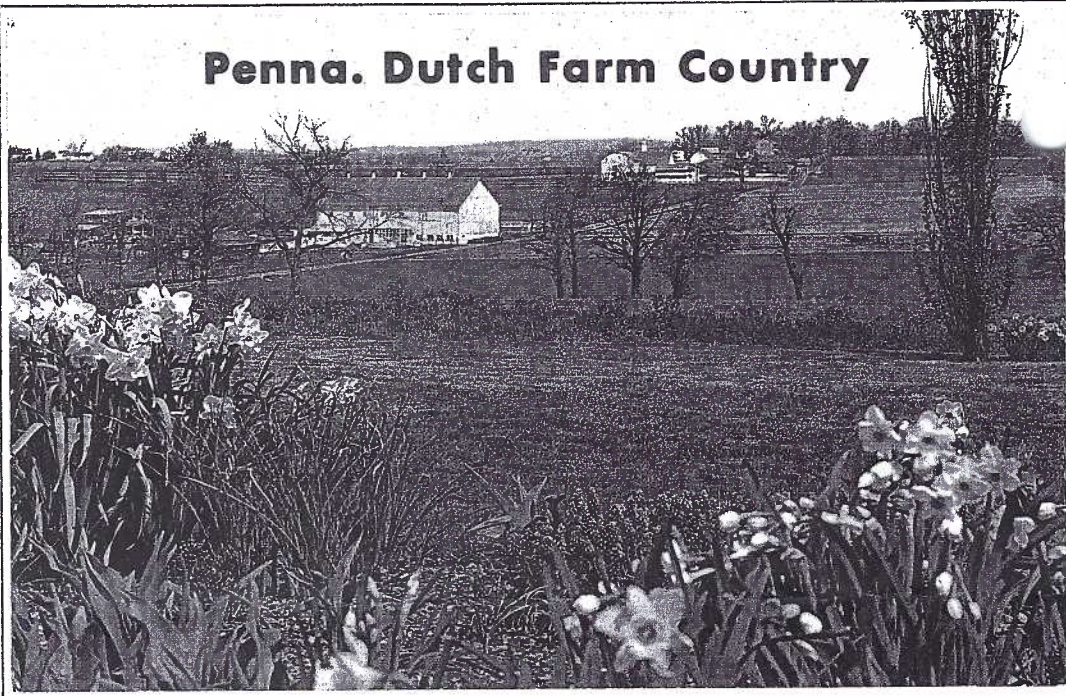
The lower card, Tomlin #5P15438 (also in the stamp box) is described as "A typical Amish farm near Farmersville, Pa." The photo by Herbert Angell was taken, looking northeast, on S. Farmersville Rd. The water wheel operated in Groff Creek, which flows westerwardly under Farmersville Road.

The farm faces south on Sheaffers School Rd. It's easily missed if you travel south on Farmersville Rd. as a massive tree hides the farmhouse and the red tobacco barn on the right has been replaced in an un-red color.

The waterwheel no longer operates. Only the concrete foundation remains.

Thanks go to Elmer Pierce, our newest member #589, who discovered the location several years ago.

## Penna. Dutch Farm Country



**Here are Your Answers** for a surprise postcard gift that will delight your friends throughout the coming year. It can be that little favor you'd like to return; a unique way to share your post-card hobby with friends; a little gift to yourself!

***The Journal of the Postcard History Society.*** The March 2001 issue contains: Messages from the Statue of Liberty and Eiffel Tower; Postcard Talent of Dorothy Symes; The Postcard Game of Hearts; Serigraphics; Halley's Comet; Peanuts on Parade; Steamships on Postcards; Ugly can be Popular; St. Louis World Fair Messages; the early Cabal Eagle Club and more. Most of the cards are priced to sell. Send your check for \$6 to Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578. This gift also includes, at no extra cost, the Dec. 2000 issue and each of the quarterlies in 2001. J. Ward, editor and publisher.

***The Postcard Album.*** This 44-page professional postcard magazine will astound you with its cover-to-cover content. Nothing so professional and scholarly exists in the USA. More than 150 quality postcard illustrations invite you into the world of international postcards. Nothing else like this – anywhere. Sound a bit absurd? For \$6, incl. postage, find out for yourself. Ads? – only one page of classifieds incl. your free classified ad in the next issue! Make check to Jim Ward, US distributor. A few back issues available.



### Archival Postcard Engravings

The World Post Card Company's headquarters were at 1008 Walnut St. in Philadelphia. In the early 1970s a commuter tunnel was being built and the firm's printing building on 10<sup>th</sup> Street was demolished. In removing a wall of wooden shelving, workmen found a hidden room. That room contained hundreds of engraved copper plates of postcard views published over the years by the World.

With the approaching Bi-Centennial of the nation, an enterprising individual thought to use some of the plates to promote the country's history while lining his own pockets. The reprinted postcards didn't sell well. The archival plates eventually found their way to auction in the 1980s. Most of them are now in the hands of postcard collectors and dealers. De-

STAMP  
HERE  
Domestic.  
Foreign.

pending on the subject, they are available in the \$15 to \$30 range. More popular subjects obviously command the best price.

Each plate is mounted on a 3/4" thick postcard-size wooden block. The card's caption is affixed to the plate. For convenience of identification, a copy of the view is pasted on the back of the block.

World Post Card Co. printed cards with both undivided and divided backs. Do you recollect the Victorian lady (see illus.) with ankle length skirt and carrying her umbrella on the reverse of some cards? She flanked the left side of the World Post Card's undivided back.

Locally, Jim Morrison has a few of these postcard relics at his stand; among them are views of the Phila. area as well as miscellaneous subjects.

I'm fortunate to be the proud owner of plate/card *Battleship "Indiana" U. S. Navy.*

Thanks, Jim, for the background information that we can pass along to our readers.

### February Program

#### Not for the Light-Hearted

Although he just offered a slide program at the Christmas party/meeting, Jim Ward is again on tap for a slide presentation in February. "This will allow for a change of scenery in December," he says. "It's time another member to offer a Christmas program."

His slides this month will feature the Rude, the Bad and the Ugly. These are PCs that mimicked the very awful penny valentines of the early 1900s. Continuing into the 1940s, they poked fun at people — at their jobs, at their personalities, at their very physical being! If you tend to be faint-at-heart, these postcards aren't for you...not a cute one in the crowd.

The polite description for Jim's rude and crude collection is *Vinegar Valentines* or *Penny Dreadfuls*. He is collecting in more than 20 different series and intends to compile a listing of all of them sometime this year. Even though several series appear complete, he's anxious to see any you might have in order to make the list more complete (and perhaps acquire one or two, if they're for sale). Bring your VVs along to the Feb. meeting and share them before and after the showing.

A reoccurring theme in several series of VVs is *their precious baby*. Many people are utterly bored silly and decidedly uninterested in other people's children and grandchildren. Here we've composed a few vinegar valentines on that one theme.

Politically incorrect  
when it was in vogue



#### Mamma's Darling

Here's your photo, Mamma's dear,  
This is just how you appear  
When you're washed, and combed,  
and dressed,

So that you look your very best.  
At your house, so people say,  
No looking glass can last a day,  
Unless they outward turn its back,  
So your face won't make a crack.

Outrageous!

Getting back at Teacher,  
Butcher, Doctor and others

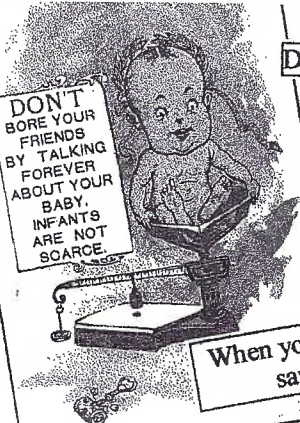
Proud Father in the Gartner & Bender series of 24.



#### PROUD FATHER

Countless babies have been born  
Since Adams time its been the style  
Just as smart and cute as yours  
So please forget it for a while.

Deliciously awful!

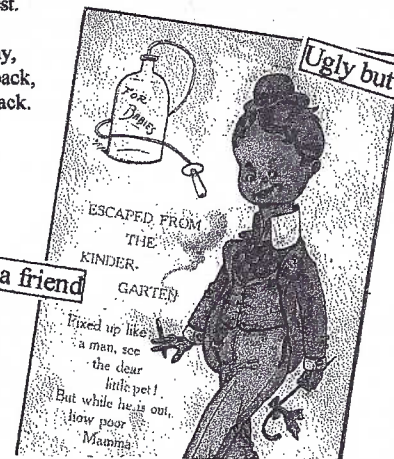


When you hadn't the nerve to  
say it to their face



Your neighbor — or a friend

Ugly but effective



#### Escaped from the Kindergarten

Fixed up like a man, see the dear little pet!  
But while he is out, how poor Mamma must fret!  
From a series by McLoughlin Bros.,  
publishers of children's books.

## President Beck Announces Committee Heads for 2001 Results of Jan. Directors Meeting

The initial 2001 Directors Meeting convened at the Beck home on Jan. 22. Newly elected Pres. Betty Beck and the Board came to a quick agreement on members to head committees for the year. Betty encourages *all members* to offer suggestions to the committee chairs as well as volunteer their services on a committee of their choice.

National Postcard Week – Brian Frankhouser. Brian is open to suggestions in the next 30 days, to ideas for the club's 2001 postcard. An anniversary of local significance would have priority.

Club Table – Betty Kreider assisted by Tom Beck  
Membership – Gisela Withers (this includes payment of 2001 dues (addressed envelope enclosed))

Library – Valerie Refi assisted by Mary Ann Guntow  
The Card Editorial – Jim Ward

The Card Mailing – The Moyers and Jim Ward

Monthly Competition Themes – Ruth Moyer

Monthly Competition – Ruth Frankhouser

Property – Harold Moyer assisted by Jim Ward

Publicity – Tom Beck

Monthly Programs – Tom Beck

Auditing – Jake Fisher

Annual Expo – Jere Greider assisted by Walt Mowrer

Any member with a thorough knowledge of creating a website or who knows someone who does, is asked to contact Betty Beck at 627-7732 in connection with the March program. The next board meeting will be at the president's home, Feb. 26.

## Future Programs

February – The Rude, the Bad and the Ugly (see story)

March – A discussion of an Internet website for LCPC

April – Views Along the Susquehanna (Walt Mowrer)

May – Free-for-All (a full nite of buy-sell-trade PCs and other paper items. Free space for everyone.)

June – Picnic

July – Bucks County Views\* – A reciprocal visit from the Washington Crossing Club (B.Davis & S.Cohen)

August – Panel discussion\* by members who use the Internet to buy, sell and surf postcards.

\*tentative dates. Congratulations to our new Pres. and VP, **Beck & Beck**, for arranging programs this far in advance.

## This 'n That

*Lucky in January:* Bob Kramer and Mary Ann Guntow won the door prizes (100 PC sleeves ea.) and Kathy Kreider won \$19.50 in the 50/50 drawing.

Set up and selling were Fred Yohe, Walter Mowrer, Dick Bishop, Lewis Bechtold, Mike Middleton, Bob Kramer and Jim Ward.

Meeting cancellation/weather see Jan CARD.

## Penn State Views

### Recent University Magazine Reminisces

The Nov/Dec 2000 issue of *The Penn Stater* includes an 8-page spread with 12 colored postcards of the campus. Excerpts from the cards surely reminded alumni of their own experiences –

1910 – "I hope you are all well and happy. We're all well but can't say we're happy here as there is no place to go or nothing else. But they're getting a moving picture theater ready now."

1912 – "The town is small. There is a drug store, barbershop and the rest is all college."

1914 – "This is the field (Beaver Field) where State College beat the Chinese. Score was 5-1."

## January Program

Members were invited to show a card featuring **One, First** or a numeral **1**, in honor of the 2001, the first of a new century and new millennium. (Also, it was a celebration of the club's 11<sup>th</sup> Birthday.) Ruth and Harold Moyer purchased a gigantic cake and supplied coffee, hot tea and cocoa. Thanks once again to the Moyers for their efforts as our Kitchen Committee, and now to the card presentations which were shown on the opaque projector:

**Barb Mowrer** – a German New Year card with a giant number 1; **Walter Mowrer** – A Happy New Year boy by a lamp post with a large 1; **Jacob Fisher** – a 1930s All Kind Thoughts booklet PC complete with applied mother-of-pearl; **Harold Moyer** – mechanical New Year card with movable dates; **Kathy Kreider** – A 1911 Winsch New Year card with rural scene; **Mary Ann Guntow** – His First Birthday, a cradle roll PC; **Teresa Jumper** – a New Year clock with male and female clowns; **Don Jumper** – Baby New Year and Father Time; **Bill Guntow** – an 1882 postal card, "first" in his list of earliest cards he owns; **Jan Weitzel** – First in War, First in Peace, First in the Hearts of the Countrymen, Geo. W. of course; **Bob Kramer** – an LCPC PC with scarce Lancaster cancellation – Jan. 1, 2001; **Earl Carver** – A Happy New Year 1 from the Tuck Dutchman set and **Jim Ward** – a tinted photogravure PC of a baby girl with a giant 1.

## Monthly Board Competition

A very foggy night with intermittent rain kept the attendance down to 59 in January. Two guests, Phil Hammond from Lancaster and John Greer from New Holland, both applied for membership. The subject, **Potpourri**, always offers a wide variety and this night's presentations were no exception.

- 1<sup>st</sup> **Harold Moyer** Winter Fun (featuring children)
- 2<sup>nd</sup> **Jim Ward** Anyone You Know? (ugly Valentines – a preview of next month's program)
- 3<sup>rd</sup> **Ray Bubb** Those Dam Postcards (featuring, you guessed it – the damdest sites in the country.)

### Honorable Mentions

- Susan Glass Yellowstone (National Park)
- Earl Carver Time for a New Year (timely clocks)
- Betty Beck There's No Place Like Home (scenes from the Wizard of Oz)

Thanks to the participants. First Place each month receives \$5, Second \$4 and Third \$3. That's two 1<sup>st</sup> places in a row for Harold! Wow, he can treat us all... to McDonalds! The theme for February the single prettiest Valentine postcard you have.

Members with suggestions for themes for the rest of 2001 should submit them at the Club Table or give them directly to Ruth Moyer who chairs the Competition Theme Committee.

1921 – "I'm learning skull fulls."

1939 – "Boy, you ain't got nothing over me. Hot Dog. I am staying in a girl's dorm. John"

1946 – "This (Recreation Hall) is where we got blisters on our feet from standing from 10:30 am till 5:00 pm while they made up their minds about letting us take courses."

And finally, on an early (1907) card – "Had no class today on account of funeral for Prof. Butz who jumped out a 6<sup>th</sup> story window and killed himself on the stone steps of the main building. Was out of his mind."

Thanks to Gordon Pfeiffer of Wilmington for sending the magazine to us.

## Future Postcard Shows

Feb 11, Salisbury, MD Second Delmarva PC Club at the Civic Center.  
Feb 27, Elkton, MD Paper Americana Show, Singlety Fire Hall, Rts. #279 and #213.

## Future Postcard Shows cont.

Mar. 3, Belmar, NJ Jersey Shore PC Show, Taylor Pavilion, 5<sup>th</sup> and Ocean Ave.  
Mar. 23-24 Lancaster, PA Morlaton PC Show, Farm & Home Center (see enclosed postcard)