

THE CARD Vol. 12, No. 4. Issue 136. *Enjoying postcards through education and entertainment.*

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

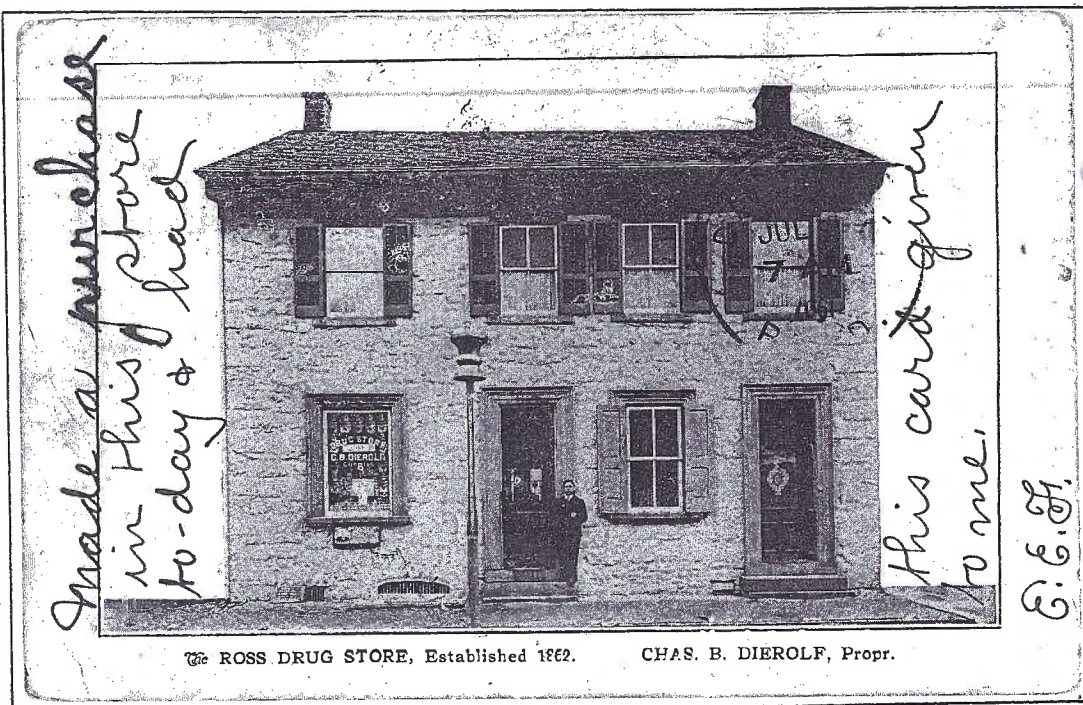
Next meeting: Mon., April 16, 2001. Farm & Home Center. Buy, sell, trade from 5:30 PM. Meeting at 7 PM.
Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or midcreek@ptd.net.



Messages on Local Postcards

Give-away view card

E.E.F. sent this scarce Elizabethtown view to Mabel Mars in Darby, PA. July 4, 1907. She could have written her message on the back (it was permitted to do so after March of 1907), but she put little value on it and so composed her thoughts as you see them. At least, she preserved the image of the store. "Made a purchase in this store today & had this card given to me." No more cards are available in case you're thinking of a trip to E-town. A bank occupies the site on S. Market Street.



Wants messages on his exchange cards

On one of National Art Views' fine b/w cards of the Lancaster County courthouse, E.E.W. (Ed Worrest is the editor's guess) wrote "Don't forget to put lots of writing on the postals that you send me. I will send you one in return for every one you send me." It was sent to Miss Minnie Worrest at Washington Heights Hospital, Broadway between 175th and 179th Sts., NY.

If you don't go...

Another card whose value lies in its hand-penciled stamp cancellation is this one mailed to Annie Klinedinst, RFD #10, York, Pa. "Dear Friend, If nothing happens I will go along. I will go in on the 7:30 o'clock car. George won't go along he ain't got time. But now if you ain't going you must let me know this eve yet. For I don't want to go in and you won't go. I guess we must take a pencil along for that.

Don't forget if you don't go and let me know. Theda." The view has no caption but may be a York city park. From one teacher to another, Feb. 19, 1909

Hallo, Suppose you are getting ready for the 22nd. We are not going to have school Monday. May be up to visit your school. We are having our programme this P.M. (for Wash. birthday). Are going to build a monument but just with paper. Will not need any carpenters. M.E.Church closed this week. We were in twice this week."

The non-descript dark view of a sunset has its value on the back of this card sent to S. R. Norris of Shirleysburg, Pa. The rural postman has written with his customary blue pencil, "RFD 1, 2-19-09" and then marked across the stamp, canceling it with his unique signature. Philatelists seek such individual hand-cancels. Keep an eye out for them.

Request for old Exchange Postcards
On the Internet, Shirley Neidermyer came across the following request by a present collector. He would like to find old cards that were sent by his father.

"My father was a postcard exchanger between 1907 and 1915. He must have sent out several thousand cards during this period. I have all that he returned in exchange, but have never been able to find any that he sent out.

He most likely would have signed them in one of the following ways: EHS, Ernest, Ernest Scarborough or any variations of this. He also received numerous cards addressed to VVV and The Hornets Nest. His cards would have been sent from St. Charles, Bishopville or Columbia, South Carolina. Perhaps other towns, also.

I would really like to find a few that he mailed out. I have searched on the computer with no avail. I would be willing to purchase or exchange for other cards I have. A last resort would be for me to have you photocopy any of his that you do not want to part with. I would, of course, be willing to pay for the postage and copying.

Anything you can do to help me in this quest would be greatly appreciated.

Earnest (sp?) H. Scarborough, Jr.
Box 48, Okanogan, WA 98840
e-mail to: ebscar@televar.com

National Postcard Week

The National Postcard Week subject for our club this year will be The Christiana Riot. The subject was chosen by the members present from a field of four themes offered by Brian Frankhouser who chairs the committee. The other subjects were Mount Joy Boro, Kunzler Meat Co. and the Conestoga Transportation Co., all celebrating major anniversaries. NPW is celebrated the first full week in May. Clubs and individuals quite often draw, photograph and make their own postcards. These are sent to Barr's Postcard News along with a brief description. They're published for the collecting fraternity to see and then exchanges are made through the mail. Because of destructive USPS machinery, most cards are sent in envelopes. NPW displays are encouraged in local libraries, banks or stores from May 7 to 12, 2001. For a year or two LCPC had local displays. Earl Carver is our longest issuing member. He can give you pointers on how to start at 1-717-684-3029, 212 Pheasant Dr., Columbia, PA, 17512.

The 1,000 Card Gift

Jim Morrison is so often on the receiving end of favors with his National Christmas Center it was not unusual for him to repay a friend at the first opportunity. The long time friend was Lester Breininger, a Berks County pottery craftsman whose artistic skills are known far and wide.

One evening, in the passing conversation, Lester asked Jim if he might have a postcard of a Washington statue in Richmond, Virginia. This was the golden opportunity for which Jim had been waiting. Jim found the card posthaste.

Behind the twinkle in those Morrison eyes lies an imp of mammoth size. Unbeknownst to Lester, Jim began to accumulate *all sorts* of postcards of GW. Coincidentally, he was thinning stock - over the years had amassed a sizeable number GW related PCs. Washington's birthday celebration was at hand. Now was the time to organize the gift for presentation. There were as many as 100 of a subject and as few as twenty of others. He felt the *two boxes of cards* should have some semblance of order for this novice collector and these are the categories he devised:

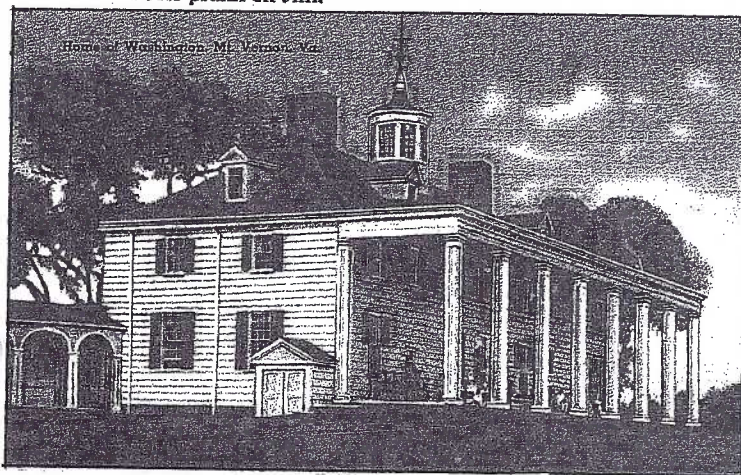
George Washington Collection

Mount Vernon facing sunrise
Mount Vernon at high noon
Mount Vernon facing sunset
Mount Vernon west view
GW's yard (a)
Inside the house
GW slept here (b)
Washington bone home (c)
Other Washington family homes
Mr. Washington's pictures (d)
Masonic churches
Valley Forge, general
Valley Forge, GW's headquarters
Vertical monument
Sideways monument (e)
Cold George (f)
Georges nobody knows about (g)

Explanations for our readers -

- a) Grounds, house is not the main subject
- b) His bed room
- c) Family cemetery
- d) Stuart portraits and others
- e) Same cards but turned 90 degrees
- f) Familiar statues
- g) Unfamiliar statues

Now our long-time readers can understand why, in the March 1993 *CARD*, your editor pulled an April Fools prank on Jim.



Wash. News linen #65816, Mount Vernon at high noon

OUR EASTER COVER

The Easter Bunny leads a parade of thousands of secular themes on Easter postcards. The Easter Bunny itself is *the* fantasy theme in the Easter holiday world. Rabbits, peeps, chickens and a host of other animals have all been found 'doing people things,' like the fabled hare, since the dawn of the picture postcard 100 years ago. We associate the spring holiday with a reawakening of the earth after a long hard winter. Thoughts turn to a renewal, a replenishing of life, and what better animal to personify this replenishment than the prolific rabbit!

After years of rabbits, peeps and the like, can you imagine how relieved the postcard artists must have felt when someone was brilliant enough to suggest a *new* fantasy theme? Our Easter cover features just such a theme - children. But not the hordes of children playing about on most Easter postcards, rather fantasy children, as we see on these six cards by two of the most sought-after postcard firms - John Winsch and Ernest Nister.

The top three cards are from a 1910 Winsch set of six by artist Samuel L. Schmucker - four purple pansy girls, five Easter lily girls and five pink sweet pea girls.

The lower three cards are by Ernest Nister. Many collectors of Nister cards collect by number. The daffodil children (#3388) and the iris children (#2112) frame #1710, an impish child who hardly needs 'egging on' to jump out of his shell and into trouble. The sender of this card estimated the age of the child-in-egg and wrote "In 7 years I'll be considerable larger." All of the cards were printed in Germany.



SEE IT MADE

Scrumptious food made right before your eyes

So reads the banner on the back of this Curt Teich linen (#4C-H275) ordered in 1954 by **The Glass Kitchen**. The popular restaurant had opened at the wedge-shaped location between Rtes. #222 and #501 just north of Lancaster in 1949. As **The Glass Kitchen** - the kitchen staff was surrounded on three sides by customers' tables where they could see "the food made right before their eyes." The second location on the card is Rte. 40 in Glasgow, Delaware.

In 1973, the ownership and name changed to **Kountry Kitchen**. Interior appointments and renovations placed the kitchen behind the scenes - the novelty succumbed to practicality. Now, after another generation, there is a third owner. The Dutch-type home cooking has disappeared. The **Blue Pacific Sushi & Grill** will open on the location in July.

Homes – Then and Now

...continuing the saga.
Newlin Groff's card offers
Pequea Twp. history.

Leave it to Newt Groff to send your editor to the history books. This isn't the first time he's uncovered loads of local history with a submission to *The Card* and it's appreciated.

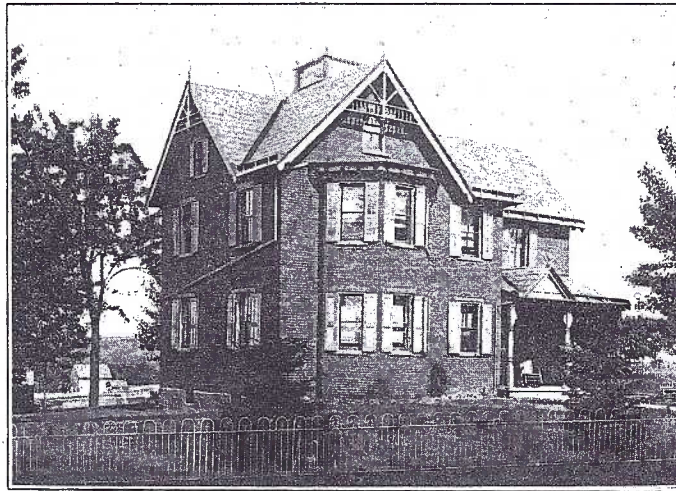
We admit, on the outset, this is not a postcard, although it meets the requirements in size and weight. The back is blank but there's every reason to believe, like many small businesses of that era, it served as a business card, an over-the-counter handout and a postcard.

John G. Rush lived and had his nut nursery on the northeast corner of Penn Grant and Millwood Roads in Pequea Twp. He operated the nursery from 1896 until 1921. According to the Community Historians' account of the *Village of West Willow* (vol. 13, no. 5) the nut farm extended as far as the railroad tracks. Rush was a member of the Northeast Nut Growers Association. He grafted many trees, specializing in walnuts. He died in Lancaster in 1925.

The card does, however, show he had a cosmopolitan interest in the nut field: shellbarks are hickories, the chinquapin is an oak, the hazelnut and pecans, and of course, in a class by itself, the persimmon – not a nut, but rather the 'nectar of the gods' to those of us who love them – when eaten dead ripe!

Rush's home, at 833 Millwood Rd., looks practically the same today as witnessed in Newt Groff's recent photo shown below. The widow's walk, seen on the card, is gone now on this Victorian home known in the 1880s as Walnutmere.

The intersection was known as Heidlebaugh's Corner. It was a beehive of activity 125 years ago. Millwood Rd was then the old Willow Street Pike and the corner had been the site of the old Parnassus schoolhouse since 1862. Ellis & Evans called the area Mt. Parnassus and declared it to be the highest elevation in Pequea Twp. It was named for a mountain in Greece associated with inspirational poetry – learning, hence the school at the bottom of the hill.



J. G. RUSH, West Willow, Lancaster County, Pa.

GROWER
OF ALL KINDS OF
FRUITS AND NUTS.

INTRODUCER OF THE
Weiker Shellbark,
Tree Chinquapin,
Seedless Persimon,
Late Blooming Hazelnut,
Disseminating Grafted
Pecan Trees.

ORIGINATOR OF
"Rush" Persian Walnut.

Little has changed in 80 years since the Victorian home known as Walnutmere was the residence of the John Rush family. Currently a 3-unit apartment, it's on sale for \$114,900.



In later years, it was referred to as Bortzfield's Hill. This was certainly the reason why John G. rushed to the opportunity to buy the land from the school board when they offered it for sale in 1892. Any man nuts about this business will tell you hills and moving air are good for such trees.

A nutty footnote to this story is that in 1883 male teachers in the Pequea district earned \$40.40 a month. Their female counterparts received \$45 for the same work. Go figure!

Thanks, Newt, for the entry to our continuing saga of homes - then and now - around Lancaster County. Who's next?

An Apology -
It seems Gordon McKinzie did pay his Feb. table rent before he left early to Howard Steinberg who gave it to Walter Mowrer. Sorry.

Presidential Libraries on Postcards

One of the better postcard club newsletters with which LCPC exchanges, is Postscript, edited by Joan Gentry. In a recent issue, Joan listed the locations of presidential libraries. This should help anyone interested in assembling a postcard collection of them.

At a postcard show, dealers often have the libraries under the category of Presidents or Politicians. Now you can go directly to the state or town you're seeking.

We thank Joan for her info that is replicated below.

First, be aware that all presidents before Herbert Hoover have their materials held by private institutions. FDR was the first to establish a presidential library by donating his papers to the federal government beginning in 1939.

| | |
|-----------------------|-------------------------|
| Herbert Hoover | West Branch, Iowa |
| Franklin D. Roosevelt | Hyde Park, New York |
| Harry Truman | Independence, Missouri |
| Dwight Eisenhower | Abilene, Kansas |
| John Kennedy | Boston, Massachusetts |
| Lyndon Johnson | Austin, Texas |
| Richard Nixon | Yorba Linda, California |
| Gerald Ford | Ann Arbor, Michigan |
| Jimmy Carter | Atlanta, Georgia |
| Ronald Reagan | Simi Valley, California |
| George Bush | College Station, Texas |
| Bill Clinton | Little Rock, Arkansas |

The National Archives and Records Administration coordinate the libraries. NARA has custody of the Nixon materials but the Richard Nixon Library and Birthplace is a private library.



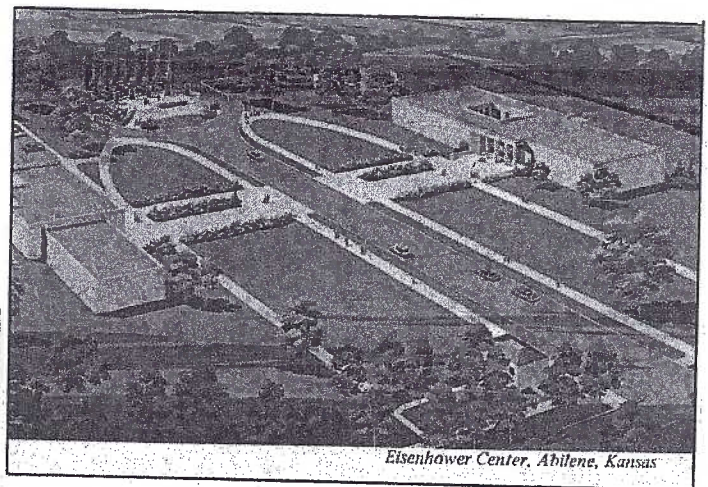
Oddities Room in the Roosevelt Library and Museum. Central figure is a presidential likeness in caricature presented to FDR at the 1938 Gridiron Club dinner when he was remaining silent on a third term candidacy. Curteich linen #9B-H110

Birdwatching 101

Now that we have your attention with the goofy looking birdwatcher on the right, this is a reminder that April, *now*, is the time to see hundreds of Black-crowned Night Herons at Oregon (Lancaster County). The rookery is one of two largest in PA and located along Creek Rd. just behind Reflections Restaurant. Park in their lot (to the rear) and walk about 200 yards to the road. Don't let the name discourage a daytime visit. They are actively rebuilding more than 50 nests and are most easily seen in April before the big leaves emerge on the sycamore trees in which they nest. Take binoculars and a camera. No binoculars? You'll still see them – they're 2 ft. high with wings spreading to nearly 4 ft. Watch the traffic – it's a narrow country road.



"Independence and the Opening of the West" is a mural by T. H. Benton that dominates a wall in the Truman Library and Museum. #931042 Koppel card printed for Paragon Products of Kansas City, MO



An artist's rendering of the Eisenhower Center. More bounce for the buck, it would include everything about DDE: his boyhood home (foreground), museum (left), library (right) and Place of Meditation and burial of Ike (top left). Koppel continental card #133135.

Citizen's Band (CB) communication postcard used by a Middletown listener. It was printed by the CBC club in Lexington, NC. Space on the back allowed for McLaughlin to tic off seven different messages before he mailed it to the Cber he just heard

BIRD WATCHER

CHANNEL 11-14
KP-L 4/3/1/6
 MOBIL 5 - BASE 7
 MYRILL A. McLAUGHLIN
 3015 FOXIANA ROAD
 MIDDLETOWN, PA. 17057

LCPC'S GOATMAN

Jake Fisher: Goats have great personalities

Wow! Jake! A great story in Central PA Magazine last month. We had the pleasure of hearing Jake's program last year but a recap of his presentation sans slides and albums is in order.

Jake raised goats on a small Manheim farm for nearly 50 years. It all began when he realized a few goats would take much less room than cows and give his three small children the milk they needed. The pair soon became a small herd producing 40 gallons of goat milk a week. "When people asked me how my family was doing, I used to tell them we got 30 kids, and then I'd just watch their faces."

"Neighbors and children who can't drink cow's milk were our first customers. Goat's milk is more easily digested. It's naturally homogenized and has a soft curd." A small barn added to his 3-1/2 acres put Jake in the business now carried on mainly by son John. Their farm is one of only a handful licensed in PA to sell raw dairy milk directly to customers.

These days Jake oversees the business on a now-and-then basis. Much of his time is concentrated on the ephemeral part of the goat world -- collecting figurines, walking sticks, children's books (including *The Adventures of Billy Whiskers*), Bill-Goat-brand stockings and, as we know in LCPC, albums and albums of goat-themed postcards. If you have a few goat cards, Jake will be happy to buy them or trade for something you collect. Write to Jake Fisher at 3320 Marietta Ave., Lancaster, PA. 17603

Oh yes, Jake reminds us that the females are tall and sleek like greyhounds, except for their heavy udders. Males are whiskered, horned and have an oppressive odor when confined inside the barn.

Real photo of a child being nursed with goat's milk. This same view can be found on several cards, identified as Mexican, Puerto Rica, Cuban, etc.



Children being nursed with goat's milk 127

Programs

March

Sharp Innovations offered a presentation at the March meeting on why LCPC should use a professional company to initiate and maintain a club website on the Internet. SI has 300 clients, 90% local, including Lancaster Jaycees, York Fair Grounds, Drug and Alcohol Abuse, New Holland Band and Clock Towers. Check the sites. Mr. Sharp was straightforward with facts and figures.

A club website could contain any or all of these facets of collecting: Homepage, Meetings, Sharing Postcards, Membership, Events, Auctions, Q&A, Feedback and Links to other sites. Questions and answers followed. As expected, some felt the price was high, but the program did give us food for thought - other avenues to pursue - including knowledgeable members who might offer time and experience.

A panel discussion of How members use the Internet and why is scheduled for the August meeting. In the meantime, Betty and Tom (Pres. and VP) ask any members who are interested in brainstorming between now and August, to contact them (see elsewhere this issue).

April

April's program will be a slide presentation, "Views Along the Susquehanna River" by Walter Mowrer. Walt is a native of the river's communities, including Florinel, his present home.

May

In May we have our Annual Free-For-All. Anyone and everyone are asked to bring a shoebox, bag or barrel of postcards or any paper items of local or other interest. The room magically becomes a paradise for paper peoples including postcard collectors. Plan to participate -- come early for a table or share one with a friend, from 5:30 til they kick us out, or Betty calls for a Time Out for short business meeting and board competition (flowers).

This 'n That

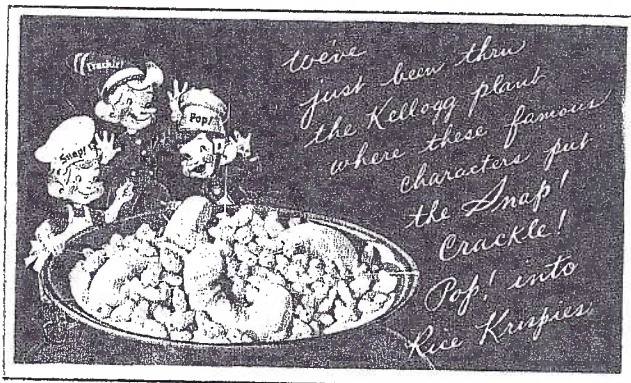
Judy Smoker and Harold Galebach each won 100 postcards sleeves in the door prize drawings. Charlie Moore won \$20.50 in the 50/50. Don't forget to report that on your IRS form, Charlie! There was an extra prize -- an embroidered card made in Spain. It was given "to the person who had traveled farthest to get to our meeting." The winner was a 14-year old houseguest of the Becks. Maria de Lourdes Cabezas, better known as Marilu, is from Ecuador. Betty and Tom became acquainted with Marilu on a flight back from the Galapagos Islands where she was visiting an aunt and B & T were visiting birds and tortoises. She was staying for two weeks, part of the Ecuadorian students' "summer vacation".

Set up and selling from 5:30 were Howard Steinberg, Gordon McKinzie (apology elsewhere), Dick Bishop, Jim Ward, Bob Kramer, the Moyers and Mike Middleton.

There will be no board meetings in March or April, Pres. Beck announced. Directors will be contacted on an individual basis when necessary.



An early small (3" x 5") postcard published by Kellogg features a little girl feeding her toy elephant. The fine print reads, "The original has this signature W. K. Kellogg".



The animated art of the 1940s Rice Krispies' characters, Snap, Crackle and Pop had diminished by 1986 where we see them with Tony the Tiger and friend.



Nintendo's Pokemon dominates a 2000 free card by Eyecards that features cold and hot cereal choices.

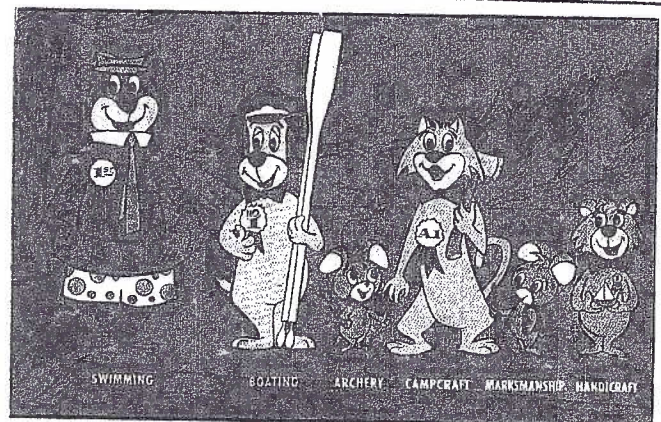
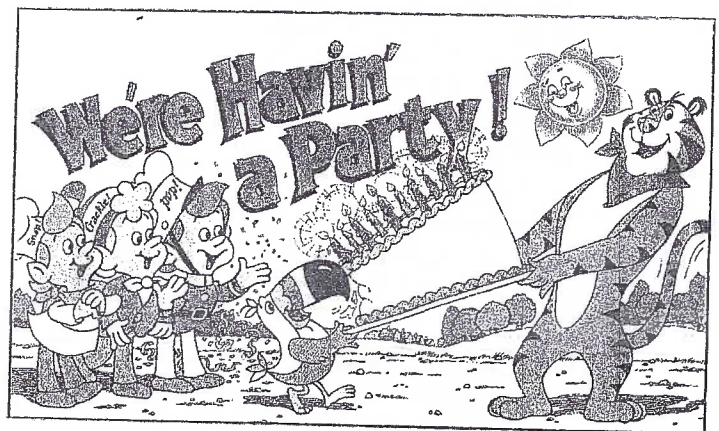
KELLOGG SLIPS TO #2

Produced Plethora of Postcards

Just three years ago the headline in the Lancaster Sunday News of March 23, 1997, read "Kellogg Company: the world's leading producer of ready-to-eat cereal". The February 22, 2001, New Era, however, featured this headline, "Kellogg yields top spot in US cereal market to General Mills". It was as though, in just three years, Ford had kicked General Motors in the seat of the pants.

A stroll down the cereal aisle of any supermarket will show you Kellogg dominated the cereal shelves for years. It's no secret that paying the market manager for the front end of the aisle (they know the traffic pattern like the back of their hand) was the spot to place your products. And, like General Motors, the more products you can shove before the public, the more mouths you're likely to feed.

As you can see, even though Kellogg opened a 500-employee plant in Landisville, Lancaster County, some years ago, I'm no fan of their food. It took third place Post Cereals to cut back cereal prices a few years ago. The two leading producers, Kellogg and General Mills half-heartedly followed suit. What's the point of this diatribe? None, I suppose, except to concede that maybe this General Motors of the cereal industry had spent too many of its advertising dollars paying for the front seat on the shelves and catering to the kids of America with a plethora of postcards that featured the cartoon character of the day. From what we see in the headlines it didn't pay. The benefit of all of this is that we do have these postcards in our collections while we happily subsist on Shredded Wheat, Grape Nut Flakes, Wheaties and Cheerios - all competitors of Kellogg's.



Hanna-Barbera characters line up for portraits on a 1960's fill-in (Australian ballot) PC by Color Litho.

UNPAID DUES

If members tell you they didn't receive this issue of *The Card*, it's because they haven't paid their dues. Send check to LCPC for \$8 per member, \$2 extra for each member at the same address. Mail check to Gisela Withers, P. O. Box 191, Geigertown, PA 19523-0191 and their April issue will soon reach them.

Monthly Competition

68 members assembled on a Vernal Equinox Eve, with appropriate pleasant weather, and enjoyed an assemblage of seven boards related to the letter M. Participants were all old faces (nothing personal). With such an easy subject, where were the adventurous amateurs? These monthly meetings are practice sessions for our annual board competition at the August Expo. So let's see a HUGE turnout for April's single card contest - Umbrellas. The Monthly Competition Committee will offer a new way of displaying single cards. Bring your entry, reg. 3 1/2" x 5 1/2" or even a 4" x 6" card. They can all be accommodated on the tabletop display board assembled by Harold Moyer. The idea is to reduce the time consumed by using the opaque projector and members fighting their way to the microphone in the dark. March's winners: Harold Moyer **First** Main Streets in Lancaster County
Walter Mowrer **Second** Marietta
Don Davis **Third** Mauch Chunk

Honorable Mentions

Bob Kramer Modern Military
Susan Glass Mount Rainier
Earl Carver Musicians
Jim Ward Music - Opera to Overwrought

Recap of future subjects -

- May - flowers (board)
- June - dairy related (card)
- July - flags (board)
- August - famous people (card)
- September - letter "D" (board)
- October - black cats (card)
- November - letter "T" (board)
- December - stockings or fireplaces (board)

Another "Wish You Were Here"

Jim Luty found a 3-page article in the March 2001 issue of *The Elks Magazine*. For those of you saving postcard ephemera, you may wish to look it up. Its author is Richard Bauman. The article concentrates on William Jackson, a Civil War union vet, whose photographic skills are shown in seven early views of the west, including Yellowstone National Park. Thanks, Jim, for your contribution.

PHOTOS to POSTCARDS

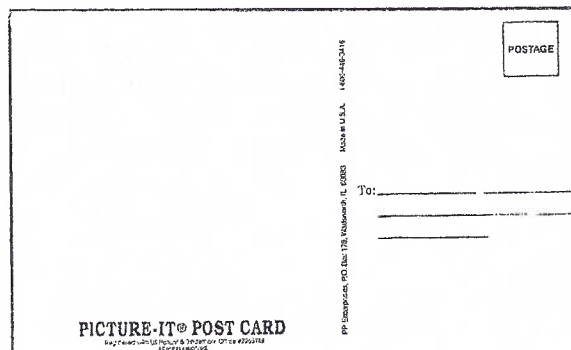
Your editor has been bombarded* with inquiries about the self-adhesive postcard backs that make any photo (old or new) into a postcard. K-Mart usta have 'em; Wal-Mart no longer carries 'em. Jim Ward does have 'em.

They're made for regular size 3 1/2" x 5 1/2" postcards as well as 4" x 6" continentals. Now any beautiful view, handsome relative or ornery old cat can become an addition to your postcard collection - and a unique one, at that!

There's no deceiving today's collectors or those in the future since these are NOT repro backs (see sample). Don't feel guilty about using them. The only caveat is that some postal machines have been known to nip the leading edge on the card, so if it's a valued possession, mail it in an envelope to your PC friend or relative. Minimum 10 for \$2 either size; add 55¢ to your check, or 55¢ in stamps to cover postage.

*Actually, five people asked at the March meeting. See masthead on front cover for address.

Your photo can have this PC back in a few seconds. Peel corner near stamp box, stick to photo, peel off remainder of Picture-It back, pressing on to photo.



RECIPE REMINDER

President Beck reminds members to mail to her* - or bring to the meetings - recipes for some of those delicious recipes you made for Christmas dinners or picnics we've had in the past. She'll compose them into a booklet which will be distributed to members at the Christmas dinner in December 2001

*Betty Beck, 11 Cinder Hill Rd., Lititz, PA, 17543 or e-mail to bbeck@ptd.net.

NEW MEMBERSHIP ROSTER

Gwyn Fulmer has assembled our Membership Roster for many editions for which we thank her very much. She has turned the 2001-2002 edition over to Betty Beck. Betty had knee surgery on April 2 and has requested this project to occupy her during recuperation. What a hero!! A form is enclosed. This is the only copy you'll receive. Should you wish to give us updated information, please return this form to her as soon as possible. The e-mail address is a new feature this issue. Please type or print your e-mail legibly as we will not be confirming. If your stats remain as they were on July 31, 1999, we need not hear from you unless you wish to submit the present form. Betty can be reached at 1-717-627-7732, e-mail bbeck@ptd.net or by writing to 11 Cinder Hill Rd., Lititz, PA, 17543.