

Easter Greetings

THE CARD - Vol. 16, No. 3. Issue 183. March 2005.

Monthly Publication of the Lancaster County Postcard Club, Lancaster, PA.

Enjoying postcards through education and entertainment.

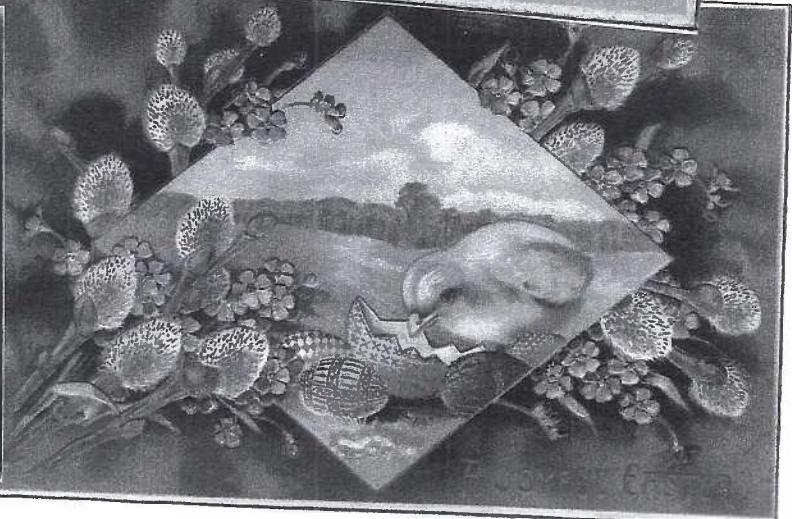
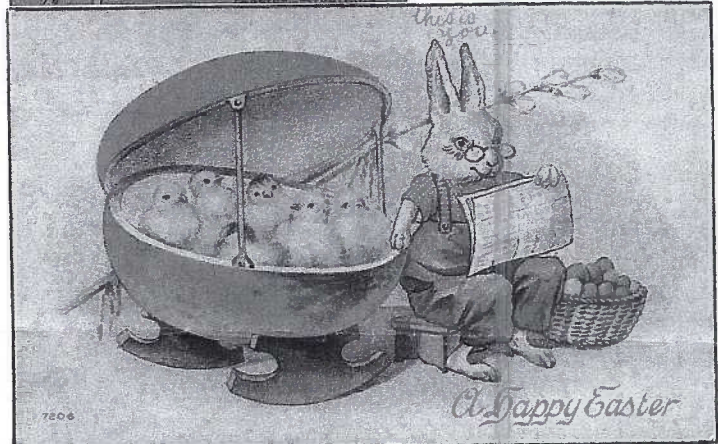
Next Meeting: Mon., Mar. 21, 2005. Farm & Home Center. Buy, sell, trade from 5:30. Meeting at 7 pm.

Yearly membership is \$10 (\$5 for each additional member at the same address.)

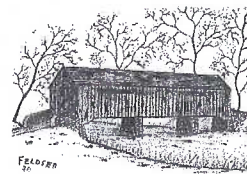
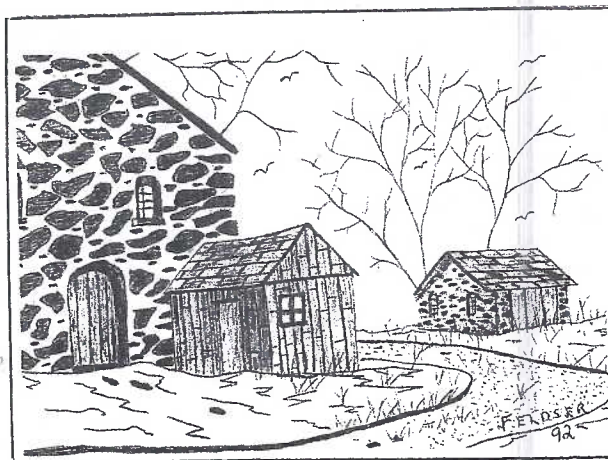
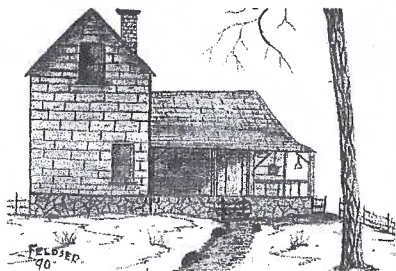
Make checks payable to LCPC and send to Betty Beck, 11 Cinder Hill Rd., Lititz, PA 17543.

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

Club website: www.playle.com/clubs/lanaster or Google search: lancaster county postcard club



HELP NEEDED



Ruth and Harold Moyer recently purchased this set (?) of sixteen b/w cards. They'd like to fill in a good deal of missing information about the cards. Since they're identified as Lancaster, perhaps one of *The Card's* readers can help?

What we *do* know is: the drawings are signed by Jay Feldser, Jr. One drawing is dated 1991, another 1992 and the remaining fourteen are all dated 1990. The copyright date for all sixteen is 1992.

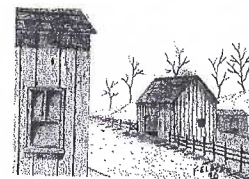
The artwork is mostly houses, mills, and sheds but also includes a lighthouse, a covered bridge and a raccoon. Not a single subject is identified.

Down the dividing line on the back is "The Hangmans Gallery."

The cards *do not* read "Post Card." They are an odd size - 4 1/4" x 5 1/2".

Recently Bryan Benner bought several (all that was available) for 25¢ each at a local gift shop.

Have you any of these cards? Any different ones? How recently did you acquire yours? Do you know where the "gallery" was? Or is it simply a fictional site.



Who is the artist? Is he related to the Feldser Printing Co. on East New St., Lancaster, that recently closed its business?

Harold and Ruth (336-6644) and Bryan (391-8127) would like to hear from you.

Dues Deadline is March 31.
This is your last issue.
See masthead for dues information.



Place
Stamp
Here

THE
HANGMANS
ART
GALLERY

ART BY JAY FELDSER, JR

LANCASTER, PA

© 1992

Messages on Local Cards

From a Millersville student in 1909 on an M. S. N. S. view of the lake and campus.

On front: Were you in at the Fair any? I suppose you are going to attend the Lectures, I expect to get to some of them too. Your friend Grace.

On back: Well Chess, how is every body down your way? Received your card O.K. many thanks, there was one thing on it that needed an explanation will demand it when I see you. I expect to come home Thanksgiving.

You tell "Kid" she had better write or I will give her a scolding. Your friend Grace.
(Grace could have used a proofreader.)

On a Center Square, York view, dated May 27, 1911.

You just get on your smile and look for a woman (fat lady) weighing about 300lbs. and that's me and my husband.

Hope to see you and Sallie Tuesday even tho my stay will be short but please see that Sallie's ptacket has a ruffle around it for it sometimes stands ajar - he-he. Tell Anna I must see her some how some where some time Tues. Bess.



On a *Hamilton Watch Factory* card, dated Jan. 1910, "Are you well we are all well and I am in a second grade at school and am a big boy. If you sent (sic) me more cards address it Master Stephen Herr Kreider Jr. I thank you for at (sic) card. S.H.K. Jr., 54 @. Duke St.," IT was mailed to Mrs. Mary Huber in Cleveland.

Mailed from Baltimore, Nov. 1912 to the Martins on West Lemon St., Lancaster, "Dear folks, Good thing I good to taking treatments, for my heart was not pumping right, so fluid formed in my left lung. They put me on digitalis and are giving (me) all kinds of x-rays and tests. They want to be sure about the conditions of my lung so I had to stay until Monday for another tapping. They took a quart on Thursday. 'It is fun.' Anyway, I am resting for the week-end in the hospital where I came second day after coming down for closer observation. I intended to stay at Al's and go for tests. Tell you more later. Expect to get home in a few days. Love, Mabel."

Our Cover Cards

Easter, perhaps more than either Valentine's Day or St. Patrick's Day offered the postcard artist a wide variety of subjects, some of which we show on this month's cover.

Top Row -

The d/b card showing a lamb delivering eggs was printed in Germany by an unidentified publisher. International Art Publ. Co. published quite a few series of Easter peeps. These circus performers are from series #2018. D/b card was mailed in 1913.

Second Row -

The little boy toting his pet lamb is #2408 by an unidentified French publisher. The u/b card was mailed in 1908. The next card shows a pair of peeps who've just upset a basket of eggs. Brilliant colors and highly embossed designs were typical of quality PCs coming from Germany. On an early d/b card, a lad clutches several branches of pussy willows, quite proud that he's mastered sitting on a giant egg. #2242 by German publisher Erika.

Third Row -

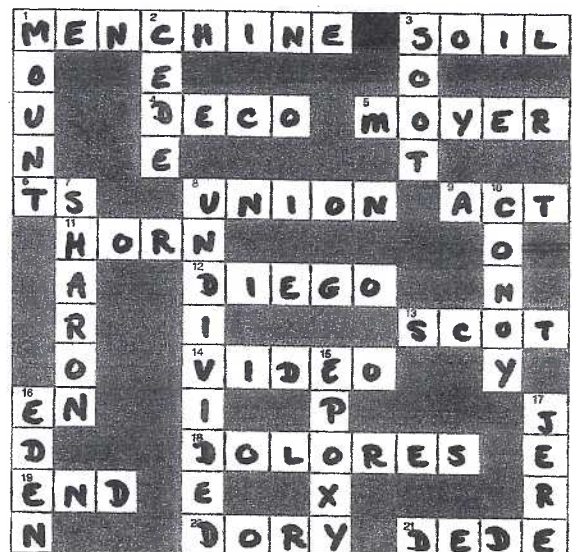
Pop (or Grand-pop) is tending his neighbor's peeps while reading the paper. The only ID is "#7206. The sender wrote "This is you" along the upper edge. On the second PC, Mary in Duncansville, PA told Ralph in Detroit to "get something from the doctor" and not to work too hard. Are the rabbits looking at, or beyond the Egg Lady? A Ger. card with no publ. ID.

Bottom Row -

Another unidentified PC - and we'd like to acknowledge the artist for originality - includes a musical quartet of felines whose bodies are actually made of four soft pussy willow blossoms. We've seen a second variation. Are there 4 or 6 in the set? The only ID is two curious question marks enclosed in circles on the divided back. Our final card is a sequel to the peeps that upset the egg basket, and, once again, features brilliant colors and heavy embossing.

February's Crossword Answers

How did you fare? Try again this month!



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LCPC CROSSWORD #3

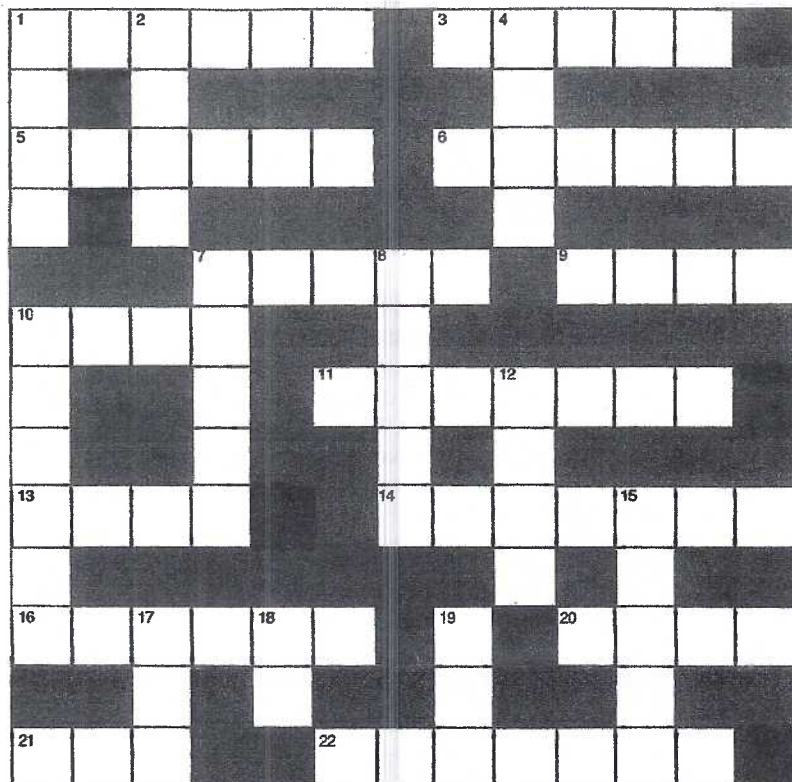
Demand Continues from Puzzles

ACROSS

- 1 A postcard era or dinner napkins
3 _____ Borders were popular 1930s PCs
5 This season seems to grow longer as you grow older
6 Fly, rise or be high
7 Ngoc Kreider's mother
9 and 10 LCPC meets at this Center
11 After Mar. 1907, PCs could have _____ backs
13 Cunning, roughish or sly
14 Company name of PC publ. Skip D. and his wife
16 Uncle Scrooge's nephew.
20 Mt. Etna and others _____ lava and ash
21 Feudin' families protect their kith and _____
22 Real live Saint surrounded by a meth of myths

DOWN

- 1 This James wrote a great reference on PC publishers
2 Aside from Medieval Tortures, few PC sets have
this number of cards
4 Nazi defector and common Lancaster surname
7 His mom's Prexy and he's in charge of the 10¢ box
8 They host LCPC's picnic in alternate years
10 LCPC's 2nd treasurer; he specializes in local views
12 Whose _____ was it to revive these crazy puzzles?
15 Today's greetings can't _____ the good old cards
17 Maria Innocentia Hummel, a _____, also had
another habit - drawing postcard children
18 Big Mississip ends here (abbr.)
19 A pet more popular than dogs on postcards



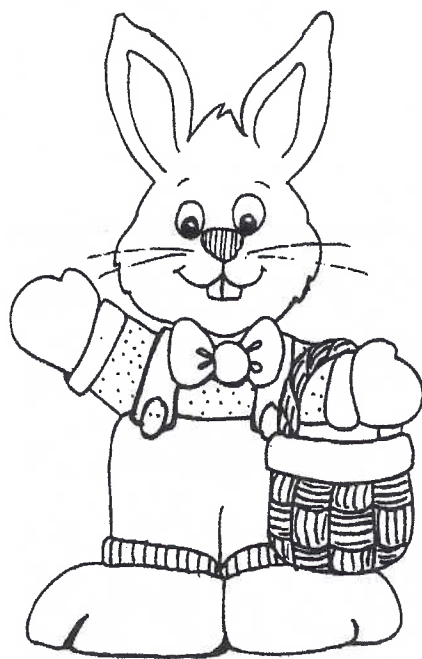
Ellen Crawford was the winner of the LCPC CROSSWORD PUZZLE #2 contest by being first to submit all correct answers. Her answers were received in the Feb. 10 mail. By now she has received her (30) half inch of postcards. Congratulations, Ellen!

MORLATTON POST CARD CLUB INC.

30th Spring Postcard Show

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

Friday, March 25, 2005 - 12 Noon to 7 P.M.
Saturday, March 26, 2005 - 10 A.M. to 4 P.M.



No Pre-Show Buying

Admission \$1.50
(25 cents off with ad)

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

February Meeting

Though the 1 to 2" of snow had quickly dissipated with rain, some members obviously shied away from going out in the evening with "showers" in the offing. Only 57 were in attendance. Early bird buyers and sellers began filling the room at 4:30 and a final tally showed the 15 tables full or partially occupied by Dick and Miriam Bishop, Leighton Stover, Ruth and Harold Moyer, Gwyn and Dale Fulmer, Dede Schaeffer, Al Schaub, Bob Kramer, Walter Mowrer, Tom Schaum, Carol and Ray Dennis, Sandra Shaub, Mike Middleton, Betty and Tom Beck, and Jim Ward.

Treasurer Barabra Mowrer's report ending with a balance of \$2465.89. Barbara Heim won the door prize and Betty Beck won \$25.50 in the 50/50. John Rodkey gave a short report on *Real Photo Postcards*, a book from our library.

We thank Walter Mowrer for the 300 PCs he donated for this month's mailing. Few are duplicates, so we'll call it a Potpourri Donation.

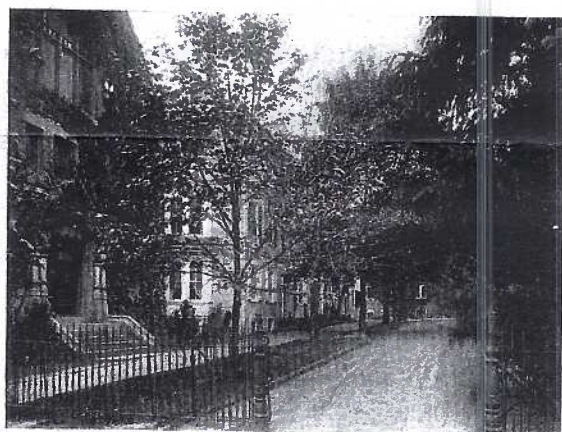
2005 NPW Postcard

This year's NPW Committee - Bryan Benner, Tom Beck and Doug Milliken had an easy task. Thaddeus Stevens College of Technology celebrates its 100th anniversary this year. Through Tom's affiliation, the school has offered to print 1,000 PCs for the occasion and will include LCPC by mentioning "NPW May 1-7, 2005" on the front, qualifying the card for our NPW entry. Stevens will have the students print the full color cards free to LCPC! We will include 300 with the May mailing and another 100 will be available for exchange or sale to collectors and clubs.

March Program

To some collectors knowing who is the publisher and who is the printer of a postcard is immaterial. For them the information is pointless; for others it can be very helpful. Jim Ward will explain the pros and cons of having this knowledge - if not at your fingertips - at least knowing where to find it (if it's available).

Jim will use local views and holidays - two of his favorite PC fields - to illustrate his program. A few examples are shown here.



500 Post Cards

with half-tone like sample, from photograph you furnish, printed in black or duotone ink, with one line of type below cut,

\$4.50

1000 made at the same time,

\$6.00

Beautifully colored

\$6.00

per 1000 extra.

The Express
Printing Co.
LITITZ, PA.

Express Printing may just hold the honor of being the most prolific **printer** of local views. John Zook/Express Printing also **published** his own views, but he printed PCs for dozens of other publishers throughout the county.

Tichnor **printed** this view of Colonial Motor Lodge. The back says "Pub. by Mellinger Studios, Lanc." The photo is by Jim Hess. We know Jim worked for Mellinger who was the financial backer.

Monthly Competition

February's theme was the letter "L" and eight boards offered an array of beautiful cards.

Harold Moyer FIRST Lincoln's Life
Bryan Benner SECOND Lancaster (Real Photos)
Sharon Gromis* THIRD Love Living in Landisville

Honorable Mentions

Ruth Moyer Love Tokens
Jim Ward The Language of Flowers and Lovers
Walter Mowrer To My Valentine
Doug Milliken Liquid (Niagara Falls by Detroit)
Sandra Shaub Lovely Little Ladies

*This was our president's first attempt at an exhibit board, which just proves even beginners can come up with worthy creations. Try one next month yourself! Dede Schaeffer showed a non-competitive Lord's Prayer set and two Stations of the Cross.

The theme in March is the color GREEN and it should be a board.

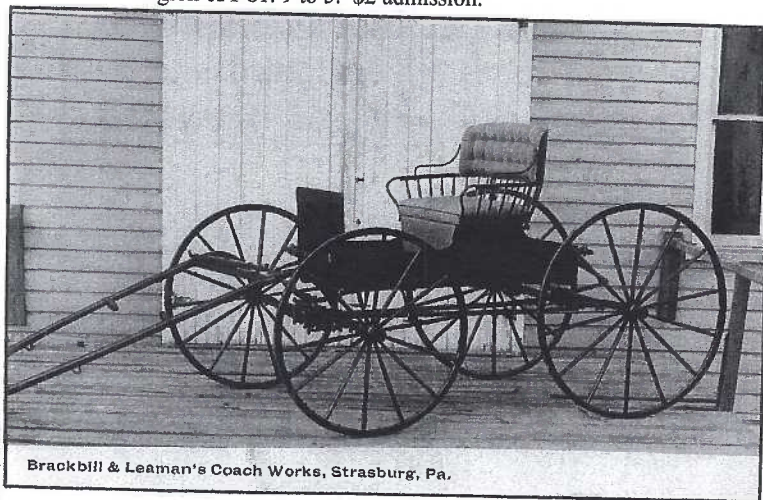
Future Postcard Shows

Mar. 25-26 Lancaster, PA Morlatton Postcard Club, Inc., Farm & Home Center. (See *pd. adv.*) \$1.50 admission less enclosed discount postcard.

Mar. 25-26 Dulles, VA Formerly John McClintock's Show, now run by Bill Martin. Marriott at Dulles Airport. 10 to 6 and 10 to 4. \$3 admission.

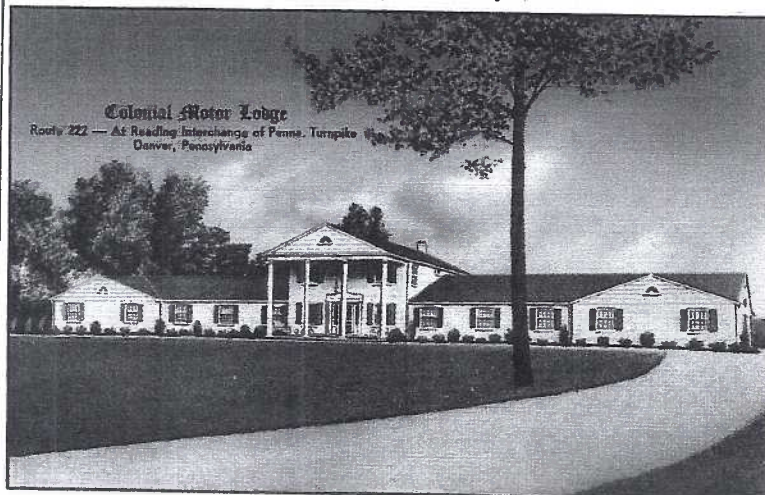
Apr. 1-2 Havre de Grace, MD Another Bill Martin Show. Community Center. 10 to 6, 10 to 4. \$3 adm.

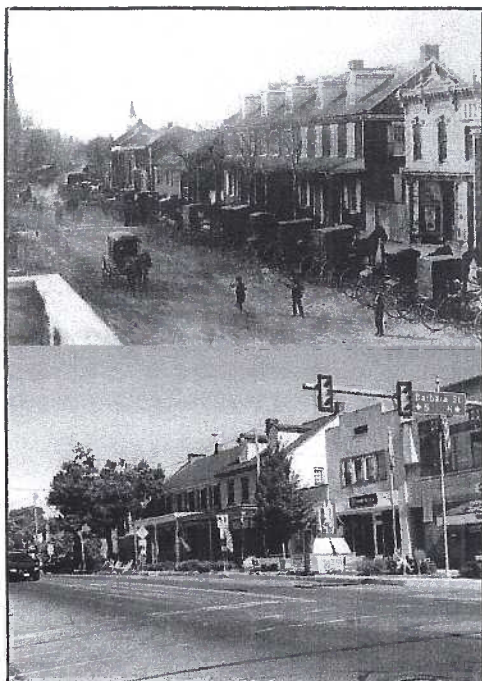
Apr. 16 Harrisburg, PA Linglestown American Legion of I-81. 9 to 5. \$2 admission.



Brackbill & Leaman's Coach Works, Strasburg, Pa.

Brackbill & Leaman **published** this view advertising their product. The real photo card was **printed/developed** by Lancaster Photo Supply House of Lancaster - one of the few identifiable **printers of real photos** in Lancaster City and County.





Recent Issues

For Initiative and Subjects we give these two "cards" published by the Mount Joy Historical Society, a barely passing grade. The Society could have asked for postcard advice, particularly since several LCPC members belong to the MJHS.

East Main St./Turn of the Centuries isn't bad but they

might have said which block for non-residents as well as give an approximate time for the top b/w view and this year's date (for posterity) for the lower view.

Town clock on the corner of Marietta and East Main Sts; sculpture of Mount Joy Ship, E. Main St. could have used a dividing line between the views to reduce a cluttered look. The left view is out of focus.

A different format for only two cards and backs that lack a stamp box as well as "POST CARD" are typical errors of a committee with a non-postcard mind, and of course there's the crappy 4 1/2" x 6" size - still very unpopular with most view collectors. No printer is mentioned.

All in all the "cards" are a big disappointment. They will be at the Mar. meeting, \$1.50 a pair.

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Coincidentally...

A member, at the Feb. meeting, thought available printer information might be of benefit to individuals or small groups wishing to print a small (500) run of postcards. This list includes some available on the Internet. Be reminded - ALL printers will encourage printing in a 4" x 6" format, but you can get the job done right, if you hold your ground for a 3 1/2" x 5 1/2" size. LCPC had excellent work done by Davco Adv. of Kinzers, PA (717-442-4155). We printed 3,000,

The March issue of *The Journal* is being mailed the first week of this month. It will also be delivered to subscribers at the March meetings in York and Lancaster. A 2005 subscription (four issues) is \$6 with b/w covers; a full color cover subs. is \$7 picked up at meetings or \$9 mailed. Contact Jim Ward, editor. (See masthead of *The Card*.)

In Sympathy

The club extends sympathy to Secretary Gisela Withers on the recent passing of her mother. We also extend our sympathy to Betty and Gene Sowers on the loss of their grandson.

Some club members will remember Charter Member #11, Peg Hanna. Peg passed away on Feb. 17. She was 96. On a personal note, your editor often sat with Peg at weekly Conestoga Auction sales long before the club was formed. She said her schoolmates called her "Dussie" (her maiden name was Dussinger). I always called her that. She liked that, saying it brought back the Good Old Days.

I convinced Peg to make her first exhibit board. It would be Lititz views of her childhood. We drove about town, with the top down - to her delight. She called to everyone she knew (there were many) and waved to those few she didn't know.

Peg was an accomplished pianist. Besides collecting Lititz and holidays, she liked verses and hymns. She often said "when I was a girl, I collected 'hims' too!" Peg told the tale of forgetting dates with "dates" and on more than one occasion, hearing the front doorbell ring, she asked the beau to sit on the porch swing. Seconds later, she ushered another beau out the back door.

Remembering the good times we spent with dear friends and relatives are the memories we will keep forever.

Finding a Printer

When searching for a printer, start with area businesses. A local printer may be able to do your work in a cost-effective way and will work hand-in-hand with you so you know the job is done well. If you can't get the work done locally, try the Web. Thanks to the Internet, prices have become more competitive for short runs of postcards. You can get 500 4 1/4" x 6" postcards for around \$175 and 5,000 for around \$500-\$600. You can place an order for postcards using the interactive pages of all of the following sites:

ArtAndAdvertising.com—A variety of printing and design services from postcards to color brochures. Order as few as 500 postcards.

CciCards.com—Various promotional postcards and greeting cards.

CustomPostcards.com—An interesting array of stock photos for postcards. Order as few as 500.

ModernPostcards.com—Excellent site with a great array of tips on getting more from postcards. Also has an extensive selection of stock color photos. Use their templates to stay within postal regulations.

Pelland.com—Good pricing for orders of 2,500 and up. Has some useful guidance on selecting a card size.

PostcardPromotions.com—Offers a spec page for comparing print bids.