

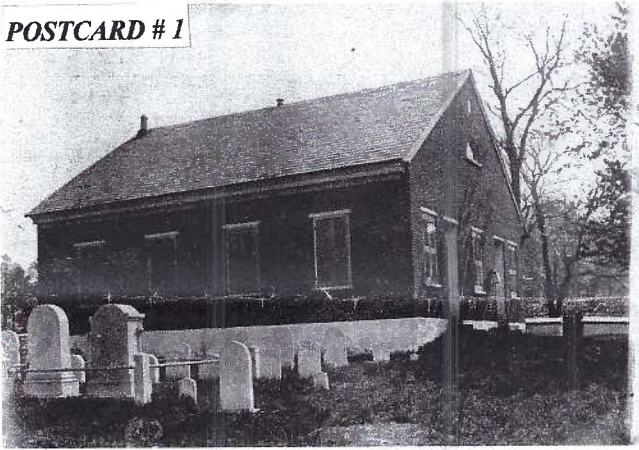
## THE CARD

Monthly publication of the Lancaster County Postcard Club, Lancaster, PA Vol. 19, No. 5 Issue 221 May, 2008

ENJOYING POSTCARDS THROUGH EDUCATION AND ENTERTAINMENT

NEXT MEETING MONDAY MAY 19, 2008 FARM & HOME CENTER BUY SELL TRADE 5:30 PM, MEETING 7:00

POSTCARD # 1



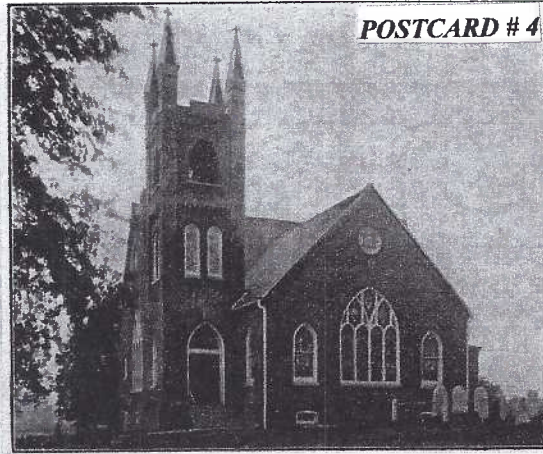
POSTCARD # 2



POSTCARD # 3



POSTCARD # 4



ZELTENREICH REFORMED CHURCH.  
Located 2 miles southwest of New Holland, Penna.  
Organized previous to 1845.  
Second building erected 1842.  
This, the third building, dedicated August 16, 1908.

Published by Wm. M. Sauffer, Druggist.

ACTIVITY AT ZELTENREICH'S CHURCH. INTERESTING STORY AND IDENTIFICATION OF POSTCARDS BY BRIAN FRANKHOUSER ON PAGE 2.

PREVIEW OF MAY PROGRAM BY JIM WARD. LOCAL BUSINESSES THAT USED POSTCARDS AND POSTALS, G-K ON PAGE 3.

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### CLUB INFORMATION

YEARLY MEMBERSHIP \$10.00 PLUS \$5.00 FOR EACH ADDITIONAL MEMBER AT THE SAME ADDRESS

MEMBERSHIP CHAIRMAN RICHARD PENDERGRAST 950 WILLOW VALLEY LAKES DR. WILLOW STREET, PA 17584

NEWSLETTER EDITOR'S ADDRESS JERE GREIDER 3724 KENNEL AVE. COLUMBIA, PA 17512

**IF THE ADDRESS LABEL ON THE ENVELOPE FOR THIS MONTHS MAILING IS HIGHLIGHTED YOU HAVE NOT PAID YOUR DUES. THAT MEANS THIS IS THE LAST NEWSLETTER YOU WILL RECEIVE. PLEASE SEND YOUR DUES TO MEMBERSHIP CHAIRMAN RICHARD PENDERGRAST AT THE ADDRESS LISTED ABOVE.**

## ACTIVITY AT ZELTENREICH'S

Recently, the Zeltenreich United Church of Christ has seen a burst of activity at the intersection of Peters Road and Hollander Road in Earl Township. Last year the congregation celebrated its 275<sup>th</sup> anniversary, and the church was in the news again this spring because its parking lot was the ideal location to view a pair of nesting bald eagles. There was even more activity at this location 100 years ago!

The original church property was donated by Andrew Seltenreich, and a simple frame structure was erected at the site. By the end of the 18<sup>th</sup> century the congregation outgrew the building and decided to move to a more central location in New Holland. The second building was completed in 1800, and the congregation became known as "The German Reformed Church of New Holland". By 1840 the primary language spoken in most local households was English, so the church leaders voted to revise the worship service from German to English. Not everyone agreed with this decision. The English speaking New Holland church eventually became known as St. Stephen United Church of Christ. Many of the congregation who preferred German moved back to the original church site south of New Holland and built the structure profiled in this article.

By 1907 the church was ready for another expansion. The plan was to first demolish the old structure, and then construct a new building on the western portion of the property. Why did they not continue to worship in the old building until the new structure was completed? The answer was found in the May 18, 1907 issue of the New Holland Clarion . . . "Much of the old material is to be used in the erection of the new building."

The structure built 100 years ago looks the same today. If you visit the church to attend services or go bird watching, walk to the northeast end of the parking lot and look closely at the grassy section. The outline of the foundation of the building that was demolished in May of 1907 is still visible!

Caption Postcard 1: Real photo of Zeltenreich Church prior to demolition in 1907. View is from the cemetery looking towards Hollander Road.

Caption Postcard 2: Real Photo showing the beginning stages of the razing of the structure. Approximately 30 members and friends participated.

Caption Postcard 3: Real photo showing dismantling of the roof. The demolition was completed in one day!

Caption Postcard 4 – Printed postcard published by New Holland Druggist William M. Stauffer. Caption is "Zeltenreich Reformed Church, located 2 miles southwest of New Holland, Pa. Organized previous to 1745. Second building erected 1842. This, the third building, dedicated August 16, 1908."





## May Program

### Local Businesses That Used Postcards and Postals, G to K.

Last year Jim Ward presented us with a program of Lancaster businesses that used postcards to advertise their products and services. The astounding number he found limited his 30-minute program to those beginning with letters A to F.

In May Jim will use the PowerPoint format to continue his whirlwind trip using 85 images to represent 63 businesses that begin with letters G thru K. As we might expect, most of the companies existed during the 1930s, 40s and 50s, but we'll also see some from before then, and a few from the 1960s.

#### Do you remember?

The Garden Spot Restaurant  
The Glass Kitchen  
Green's - on West King Street  
John S. Groff, Inc.  
Gunzenhauser Bakery  
The Harvest House Cafeteria  
Hertzler's Women's Apparel  
Hotels Pennsylvania, Weber, and Wheatland  
Jim's Café  
Kranich Bros. Jewelers

#### Where Was?

Garden Spot Greenhouse  
Gates Dental Company  
Golden Travel Bureau  
Green & White Nursery  
Guaranty Trust Company  
Bill Hall's Lilliputian Land  
Harver Motor Company  
Harvey R. High's 25¢ Store  
Hotel Brunswick Farms  
Houghton's Pharmacy  
Kieffer the Jeweler  
Kreider's Confectionery

What department store issued Sunbonnet Baby postcards? Which store celebrated Lancaster's Bi-Centennial with a Miss Lancaster contest? Were there two Grand theaters? Who was Dr. Hassenplug? And what business advertised as "Just Across the Bridge"?



## Deutsch on Lancaster Views

By Jim Ward

Without *The Card's* unofficial translator, Gisela Withers, this little article would have been impossible. Thank you, Gisela.

We all know there was a heavy influx of Germans to south central Pennsylvania, and in particular, the Lancaster community in the latter part of the nineteenth century. Large neighborhoods of Germans were created in the southeast and southwest sections of the city.

Here are several views with their deutsch (German) messages and Gisela's welcomed translations.

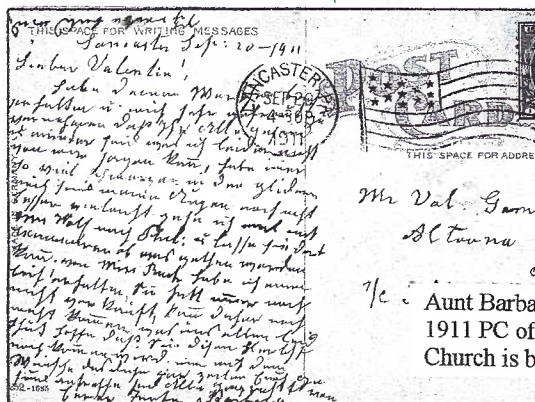
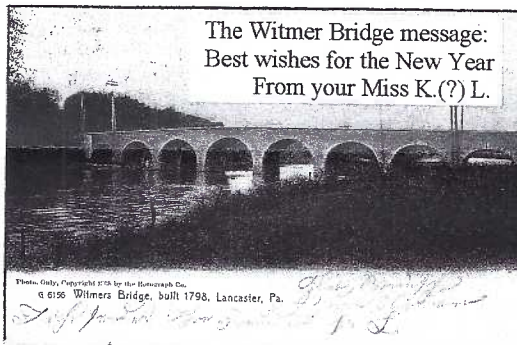
Almshouse (Lancaster postmark, Dec. 1905; mailed to Altoona, PA.) Literally: "My warmest greeting and luck in the New Year. D. Lec.....(?)"

Stevens' High School (Lanc. PM Feb. 11, 1906; mailed to West Vine St. in the city.) Literally: "Over all the mountain tops there is quiet." Loosely: "Quiet reigns over all the mountains." (Signed) George A. Lukel. Gisela reminds us this is the first line of one of Goethe's most famous poems - a lyrical gem.

Rocky Springs and Conestoga Creek. (The cancellation is not readable. The PC, with an undivided back, was mailed to another Altoona address.) "This evening we're going to the theater in Lancaster. Greetings, Mama."

North Queen Street. (Lanc. PM Sep. 2, 1924.) "My Dear Ones! Have just sent off the registered letter with the item we had discussed. Please answer when you receive it. Warmest greetings to you. Fred. Biehl."

Grace Evangelical Lutheran Church (Lanc. PM Sep. 10, 1911) Mailed to Val Gamber in Altoona c/o Tribune newspaper.) "Dear Valentine, Have rec'd. your greeting & am happy to hear that you are all well, which I'm sorry to say is not the case with me. Have lots of pains in my limbs & my eye haven't gotten better.....Rec'd. a letter from Miss B. She still hasn't sold & therefore can't come, for which we are sorry. I hope she will come this fall.....Your Aunt Barbara."



Aunt Barbara's message on this 1911 PC of the Grace Lutheran Church is barely decipherable.

## MAY 2008 LCPC NEWS

Forty five members attended the April 21<sup>st</sup> meeting. Jan Weitzel took part in the show and tell segment. Jan told how she received two postcards; one of the Absaroka Lodge outside Yellowstone Park, the other one was of Buffalo Bill – from the grandson of Buffalo Bill. I hope other members will take part in the show and tell segment at future meetings.

Subject for the board competition was Just for Laughs.

1 <sup>st</sup> Harold Moyer	Smiles
2 <sup>nd</sup> Jim Ward	Born Loser
3 <sup>rd</sup> Dick Pendergrast	Tom Brown

May subject - Animal, Vegetable or Mineral. Single card

Door prizes were won by Maria Schurz, Sharon Gromis, Mark Arbogast and Bill Buckwalter. 50/50 \$19.00 Betty Beck.

The evening's power point program was presented by Gisela Withers assisted by Jim Ward. It was titled "Things I've Learned from Postcards."

Sympathy is extended to the family of George Brown who passed away March 13<sup>th</sup>.

Mary Darrenkamp is recovering from a broken pelvis.

Betty Jane Weaver is recovering from lung surgery.

Terry Garner, brother of Betty Kreider and uncle of Betty Beck is on the waiting list for a donor heart.

Walt Mower is the chairman for our annual November auction. Please see that Walt receives your consignments by the September meeting.

Our annual Expo August 16<sup>th</sup> will be here before long. Please see that you get a supply of advertising cards to distribute. We will need help to setup Friday the 15<sup>th</sup>. Sell tickets, watch boards, cleanup, etc. on the 16<sup>th</sup>. There will be a signup sheet at the May meeting.

Bud Heim will be the Expo board chairman. Application forms will be printed in the June issue of "The Card." The board topics for this year will be Occupations, Holidays, Transportation, and Small Towns.

The board voted to rent storage space in the basement of the Farm and Home center basement starting June 1<sup>st</sup>. We will be able to keep all of the club's property in one place. If you have shelving units, 2x4's, or plywood to donate it would be appreciated. We will also need help from members with carpenter experience.

### SHOW SCHEDULE

Hagerstown, MD May 23 & 24  
Landisville, PA Flea Market May 26  
Washington Crossing Club May 31  
Ernie White's Dollar Show June 27-29  
York, PA Club Show July 12  
Allentown, PA July 19  
LCPC EXPO August 16

If you need additional information about any shows please call 717-413-6882

Next meeting May 19<sup>th</sup>. Jim Ward's power point program Local Businesses That used Postcards and Postals, G-K. After the great A-F program last year I'm sure you don't want to miss this one.