

## THE CARD - Vol. 20, No. 4. Issue 232. April 2009.

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

*Enjoying postcards through education and entertainment.*

Next Meeting: April 20, 2009, Farm & Home Center. Buy, Sell, Trade from 5:30 pm. Meeting - 7:00 pm.

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

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584.

LCPC c/o 2009 Editor: Jim Ward 1795 Kleinfeltersville Rd. Stevens, PA 17578-9669

Club website: [www.playle.com/clubs/lancaster](http://www.playle.com/clubs/lancaster) or Google search: Lancaster County Postcard Club

### Martindale, PA ...then and now.

By Jim Ward

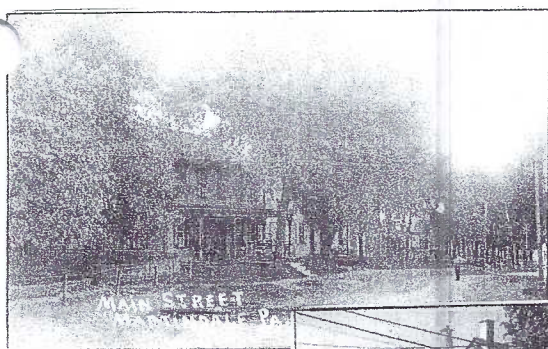
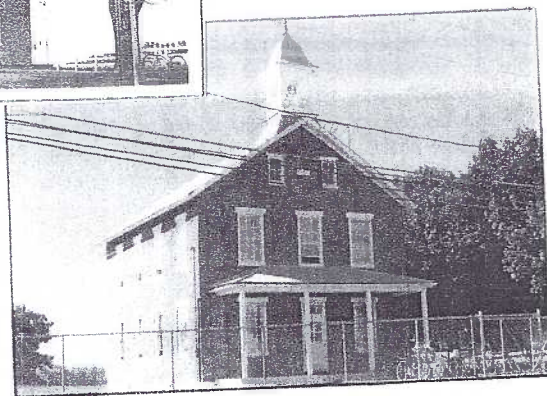
On Nov. 13, 2007, Harold Moyer and I made an excursion to Martindale, a little village - easy to find - southeast of Ephrata, west of Terre Hill, east of Hinkletown, south of Red Run, and within shouting distance of Noodle Doosie. Why Martindale? We had 20 postcard views of the town and we were armed with an excellent history, "A Pleasant View of Martindale" by Irene Witmer and Keller Sensenig. The 300-pg. HC tome, published in 1993, was largely the work of Ms. Witmer who spent years interviewing local folks, indexing every single burial plot, and meticulously recording each home and business (by address) on the three roads that enter "downtown" Martindale.

It was the book that we knew would make our hunting trip an easy one. History in hand, PCs in pages, and gas in the PT, we set off for a quick hour's tour. As you might suspect, it took longer (hours) and we found barely half of the postcard subjects. Even in a little town, buildings are altered or razed, and finding idle folks to talk with just doesn't happen in busy Lancaster County.

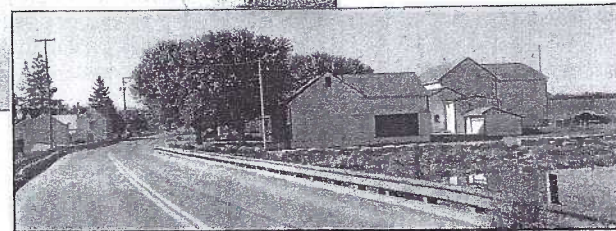
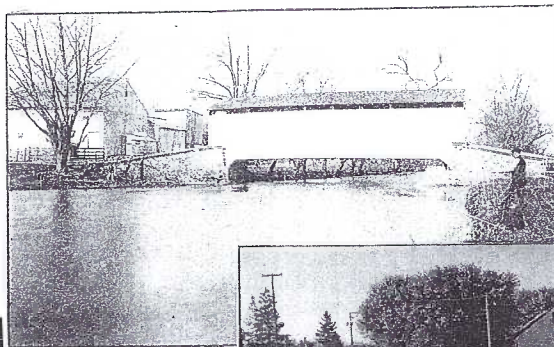
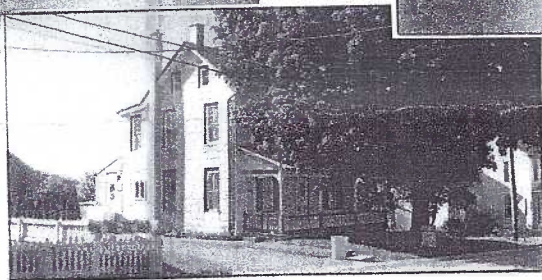
We show here our meager results with 2007 photos.



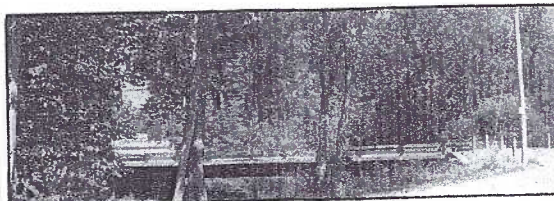
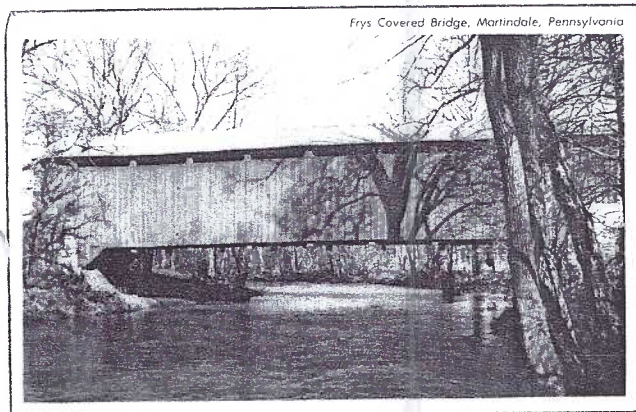
Martindale School (on Martindale Rd.) held classes from 1888 to 1960. It then became a storage warehouse for Bareville Garment Co. and since 1965, a community parochial school. Merri-mack PC Co. published the b/w view (above) in the late 1960s. A RP card mailed in 1919 shows the school hidden by trees.



The real photo view (above) of the residence at #502 Gristmill Rd. was mailed in 1917. A 2007 photo is on the right.



Martindale Bridge, a half mile south of the village, crossed the Conestoga River. Like so many covered bridges, it was replaced with a concrete structure. The unused RP card has a 1904-18 stamp box.



The PC is labeled "Martindale," but Fry's CB was a mile northwest of town, near Noodle Doosie, across Muddy Creek in Fry'sville. It was arsoned Mar 1, 1980.

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### Happy Birthday Municipal Airport!

On Mar. 16, 1934 the Citizens' Airport Committee broke ground along the Lititz Pike south of Kissel Hill for a new and larger airport. Less than a year later, the first airplane broke wind as it sailed high over northern Lancaster County.

Our view is b/w deckle edge #10716 Silvercraft by Dexter Press from the late 1930s. The only other printed PC we've seen is #OB-H1302 (1940), printed by Curt Teich and published by Ike Steinfeldt.



### Future Shows

**Mar. 27-28 Lancaster - Morlatton Post Card Show, Farm & Home Ctr. Fri. 10-6, Sat. 10-4.**

**Apr. 3-4, Havre de Grace, MD, Community Center.**

**Apr. 4 York Book & Paper Fair, York Fair Grounds.**

**Apr. 25-26 Allentown Great Eastern Book & Paper Show, Fair Grounds. 9 to 5 and 9 to 3.**

### March Business and Pleasure

It seemed like a second edition of February's Free-for-All except the members coughed up \$2.50 for their 8-ft. table in March. The tariff didn't stop 13 from setting up and selling from 4:30 pm. (It seems like we're extending our time each month.) We enjoyed the PC wares from Bill Buckwalter, Jere Greider, Aaron Heckler, Karl Hellmann, Bob Kramer, Mike Middleton, Ruth Moyer, Vince Peterson, Dede Schaeffer, Al Schaub, Tom Schaum, Marie Schurz, and Jim Ward. Fifty-two members and one guest (the Heim's son) also enjoyed an informative talk by Karl Hellmann who showed us why philatelists turn to the address side of the postcard to ensure their pleasure.



### In April...

April's program (using the Elmo projection system) will be Fred Harvey's Postcard Views. It will be presented by Paul Smoker.

We'll learn in Paul's program how Fred Harvey published an excellent PC history of the Southwest. Harvey was a principle contractor with Detroit Publishing Co. which gave him quality work. Top left, #9999, shows Elle of Ganado "the most renowned weaver among the Navahos." She wove a blanket for Pres. Teddy Roosevelt. Top right, #H-1951, is an unnamed Navaho medicine man. Harvey's cards often carried an informative paragraph on the address side.

Below is a Fred Harvey image on a linen card. It has a Fred Harvey copyright but lacks the printer's name though the card's number, #5a-H1191, suggests it was printed by Curt Teich in 1935. The back reads: "Fred Harvey Hotels, Shops, Restaurants" - the precise reasons for which Harvey advertised with PCs. It also gives an ample description of turquoise jewelry and how it's made by several Southwestern tribes.

### The Give-Aways...

A passel of prizes including Clipper Ball Park tickets, a St. Pat's Card, LCPC Spendable Certificates and a large Gardening Book were the door prizes for these winners: Carol Dennis, Bill Heinaman, Tom Lausch, Mike Middleton, Doug Milliken, Paul Smoker, and Jan Weitzel. Stephen Mummert walked away with the \$24 50/50 drawing. All names are on record for the IRS.

### March Postcard Competition

It's been awhile since we've had exhibit boards (no one offers to set up the giant easel before the meeting) but we were delighted to see seven members participate. The subjects (your choice) were either **Farm Work** or **House Work**. The results were:

**First Place** Jim Ward A Fowl Business, Eggs-actly!

**Second Place** Gisela Withers Monday Morning

**Third Place** Mike Middleton Cats Doing Chores

### Honorable Mentions

(The HM award cards have several new reverses.)

Barbara Heim Sunbonnet Twins

Bud Heim Dutch Bonnets?

Harold Moyer Farm Work

Ruth Moyer A Wife's Chores

Next month we're back to single cards and the subject, **Water**, opens the field to countless possibilities. April's water needn't be from above! Begin your search for **Giving or Selling Flowers** in May. When the Expo Exhibit Committee chooses its subjects, we'll list them so you have a heads-up on planning those boards for our August show.

### Our Thoughts Are With...

Betty Kreider and Gene Sowers who are both recuperating from heart problems. We miss them and hope to see them both at the meetings very soon. Our prayers are also with Mary Darrenkamp who is nursing a son through troubled times.

### Information from a March 7 letter to

### Dede and LCPC members included -

Sad news arrived this past week that David Grubbs, a long-time friend, died at his home in Pittsburgh. Dave had heart by-pass surgery in Naples FL in January. There will be no funeral at this time. A memorial service will be held in June in Pittsburgh. I have been serving as a clearing house for the postcard world as time permits.

I have known Dave for 50 years. He was in high school in 1959, and already learning, with intensity, about the wide spectrum of postcards. That was a time when a fair number of young persons could be seen at the club meetings and card shows.

When I incorporated my postcard collection as the Institute of American Deltiology in 1993, Dave was the first appointed board member. He was a key-stone to the operation of the institute and often took charge when I was traveling. Dave will be sorely missed. It is a sad day here along to Tulpehocken

Sincerely, Donald R. Brown.





## An Alphabetical Sampling of Postcard Artists

By Dede Schaeffer

**KATHERINE GASSAWAY** was an American postcard artist whose peak of popularity with her designs of children was 1906 to 1909. She worked for many companies including Tuck, Rotograph, Ullman, Julius Bien, National Art and Warwick Bros. Many of her cards were series such as: Countries, Cities of the US, Stages of Life, and Greatest Moments of a Girl's Life just to name a few. Her artwork is usually distinct with large eyes on her children's faces.

**HARRISON.** Known only by a surname, this Am. artist is noted for images of ladies and children. Published by Barton & Spooner, and done in very soft pastels on cards with a textural finish, the artwork was done in the style of the day, similar to Harrison Fisher.



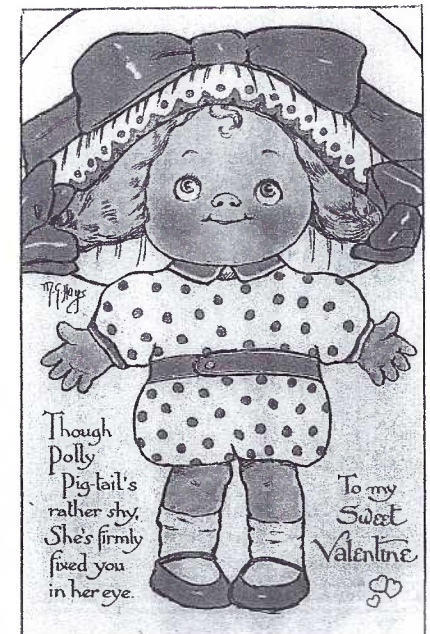
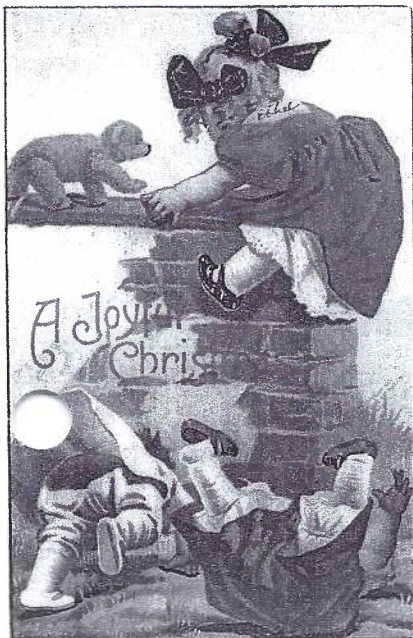
**H. B. GRIGGS.** One of the many questions that we have about this Am. postcard artist is - Was this a Man or Woman? With a body of work from 1907 to 1910, published exclusively by Leubrie & Elkus of New York, one wonders. But with wonderful images and a technique and eye for detail, such as wallpaper and material designs of dresses on the cards, one could speculate. Designs are found for almost every holiday offering children, ladies, Blacks, and even George Washington.

**JOHN HASSALL,** born in England (1868-1948) was a highly acclaimed artist of postcards, posters, water colors, and illustrations. His signature is found in nine different styles, and not one of those styles was exclusive to any one of the following ten publishers: Allen, Baird, Davidson, Faulkner, International Art, Osborn, Savory, Tuck, Valentine and Wrench. He produced a wide variety of subjects - comic, advertising products, and colorful multi-images spilling and filling the card, plus basic bold images like the one shown.



**MAGNUS GREINER.** Not much is known about this Am. artist's work aside from the companies that produced the postcards and books. Best known is a set of six "Molly and Teddy" - dolls and teddy bears cavorting through the seasons. (No title on the cards - it's named by the trade and collectors.) Working for International Art at the same time as Ellen Clapsaddle, one wonders if the small script signature (almost hidden at times) was a copied style. M. Greiner also designed very detailed cards with Dutch and Black children as well as adults.

**MARGARET GEBBIE HAYES** was the sister of Grace G. Grayton featured in the February CARD. Margaret's artwork is just as appealing but never was appreciated as much as her sister's. Born in Phila. in 1874, she married Frank Hayes in 1893 and died in 1925. Cards that she drew depicted chubby children with round faces and big eyes, similar to Grace's children. Her publishers ranged from The Rose Company's embossed cards to high-end lithography of Nister/Dutton, Bavaria/New York.





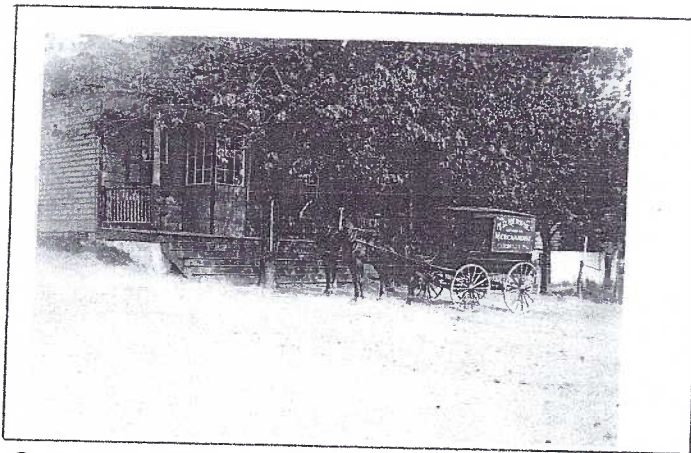
An alphabetical tour of locations found on postcards in Lancaster County by Jim Ward.



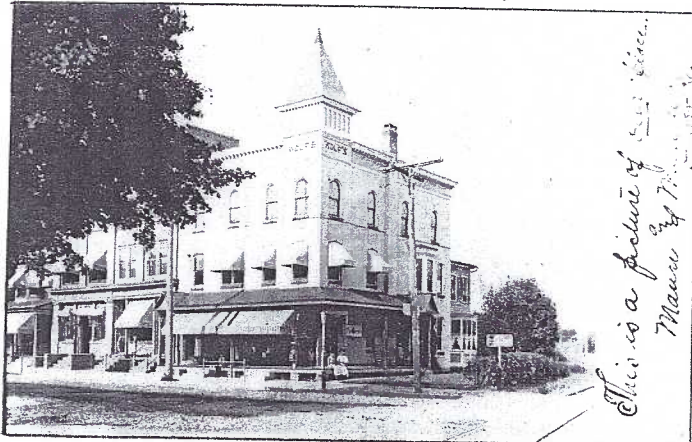
Columbia RP Curious after 9/06 Watt & Shand fire.



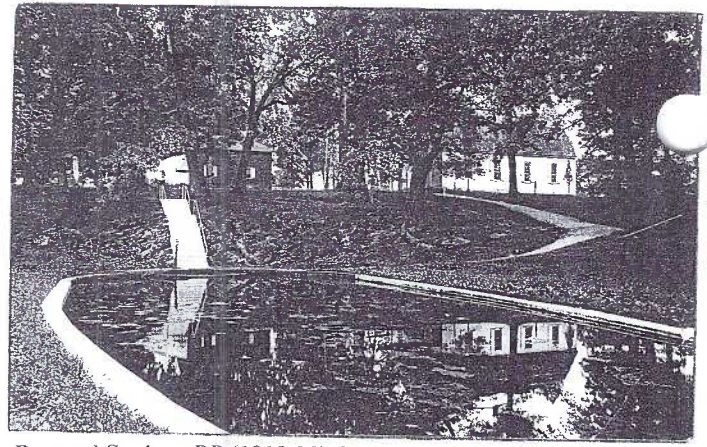
Conestoga RP (1904-18) Newly built grade school.



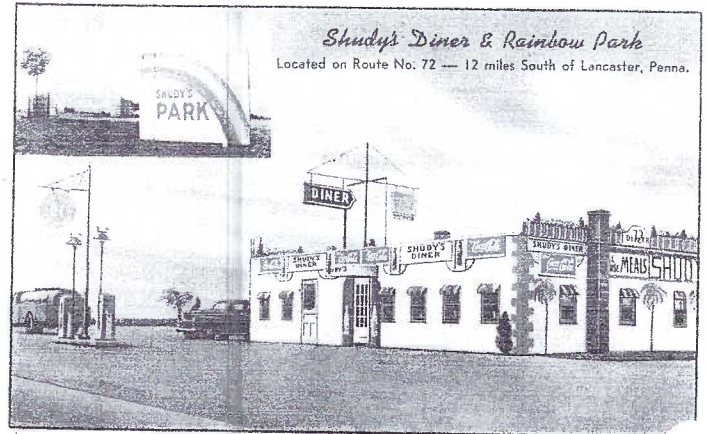
Cordelia RP (1907-09) H. D. Hershey Mdse. wagon.



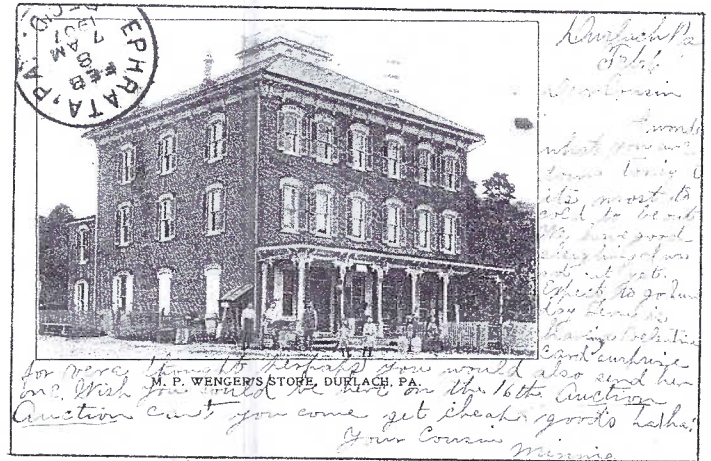
Denver RP Mann (later the Walter) bldg. 1908 PM.



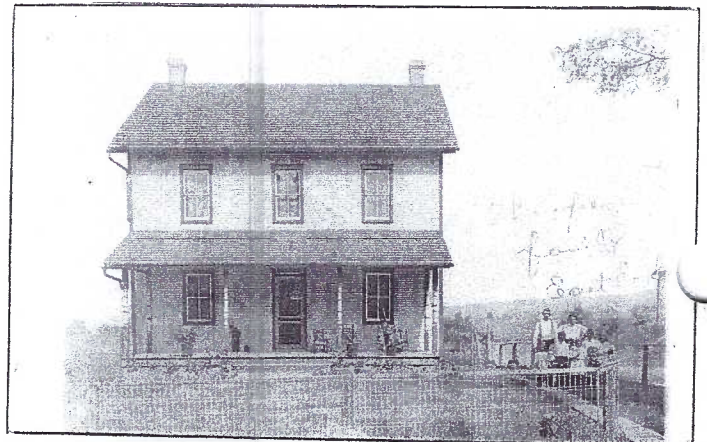
Donegal Springs RP (1918-30) Church and springs.



Drumore Shudy's Diner & Rainbow Park. Linen PC.



Durlach M. P. Winger's Store. Feb. 8, 1907 PM.



East Earl RP (1904-18) Visitors at John Ewell res.



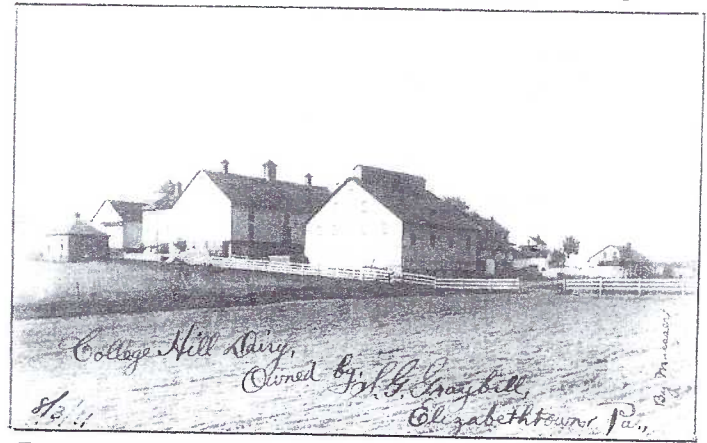
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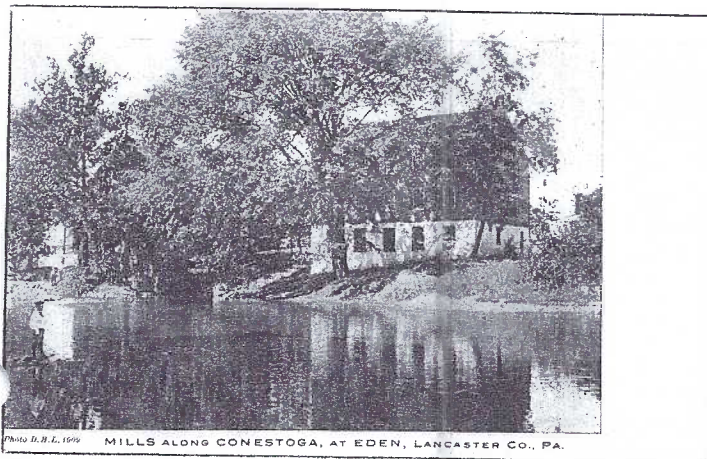


Root's Service Station - East Petersburg, Penna.

East Petersburg RP (1940-50) Root's Sinclair Sta.

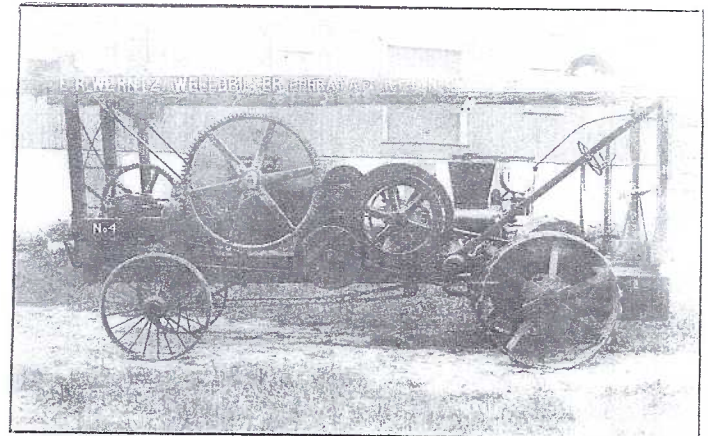


E-town RP (1904-20s) Graybill's College Hill Dairy

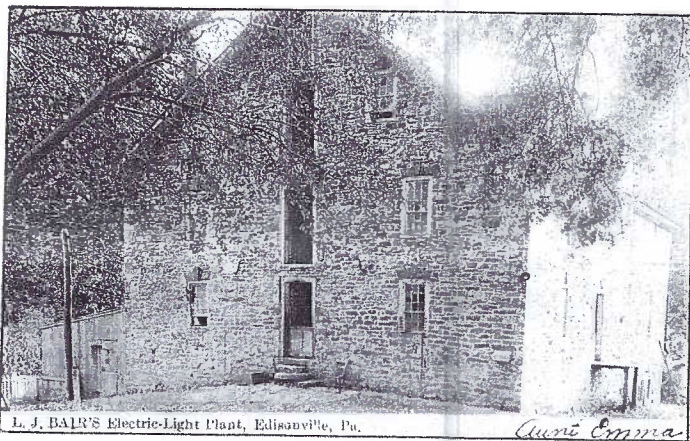


MILLS ALONG CONESTOGA, AT EDEN, LANCASTER CO., PA.

Eden D. B. Landis's d/b Mills along Conestoga.

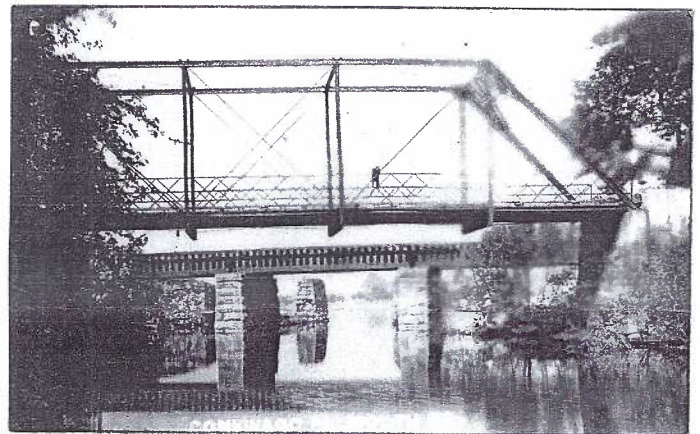


Ephrata RP (1904-20s) Werntz Welldriller machine.



L. J. BAIR'S Electric-Light Plant, Edisonville, Pa.

Edisonville RP of Bair's Electric-Light Plant.



Falmouth RP (1925-40s) Bridges over Conewago.



Elm W. Z. Bradley's Arms and Ammo shop. '65 PM.



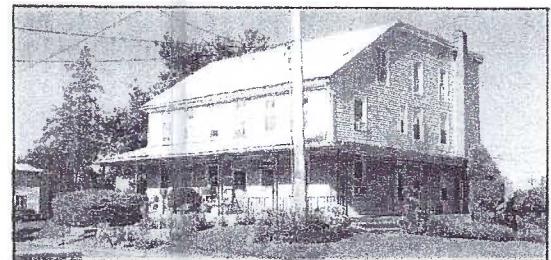
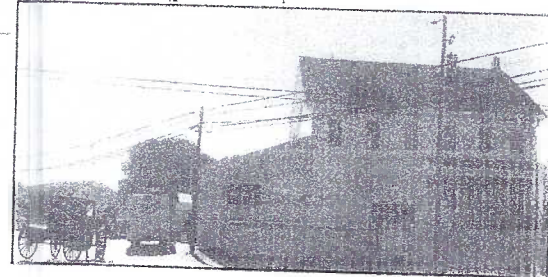
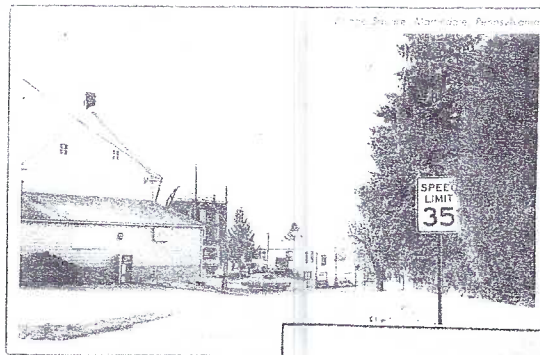
Farmersville RP Conestoga Valley Pk. Ent. '06 PM.



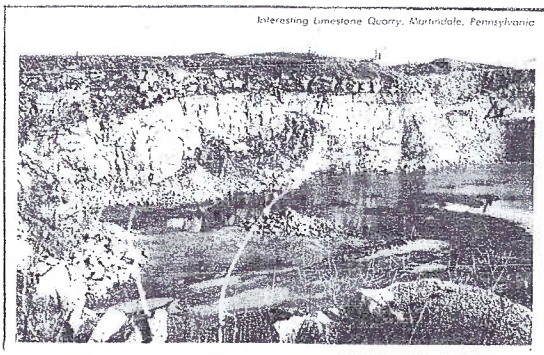
## Martindale continued.



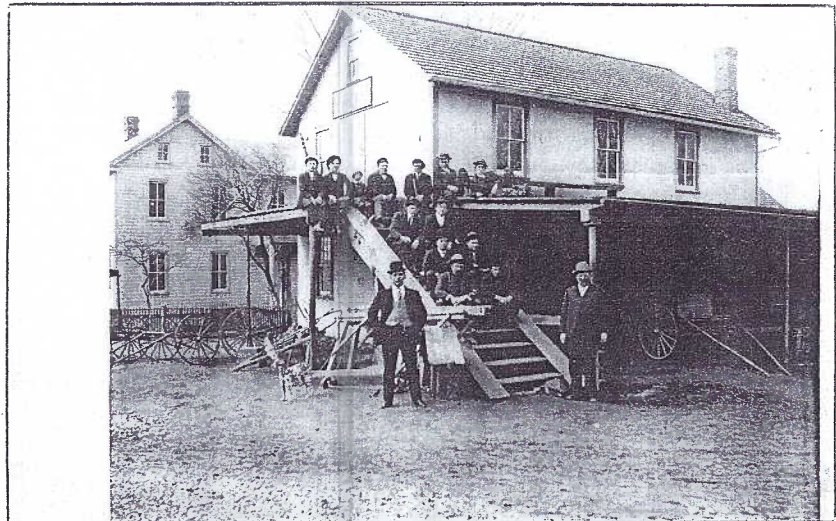
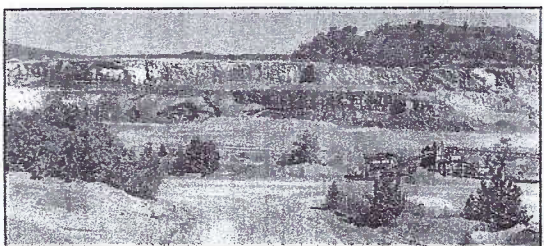
Martindale General Store was owned and operated by Geo. Gehman. Shown is one of two different RP PCs with a 1904-1918 back. Then the store's address was 516 (later 562) Gristmill Rd. When the Eby s became owners in 1964, the entrance was moved around the corner to Martindale Rd. (Merrimack view and 2007 photo.)



Across from the general store, at 515-521, was the Martindale Hotel. We have no PC of the massive building (now apts.) but we *do* have a great RP view of the hotel porch (stamp box is 1904-1918). A boy is about to toss a ball to the dogs while the proprietor (?) holding a third pooch, eyes at the photographer. Hanging on the wall by the door is a Reiker beer sign.



Martin Limestone Inc. is the present owner of several quarries in the northern part of the county incl. this on Martindale Rd. on the way to Hinkletown and Route #322. The Merrimack PC view shows the quarry in the late 1960s when Ivan Martin was the owner. Today it's still known as Burkholder Quarry, named for the original owner.



One of the most interesting Martindale subjects was a property at 559 Gristmill Rd. opposite the general store. Built in 1880, it was purchased by Harry Treisch in 1888 for blacksmithing, later used by Bart Treisch to build wagons. The peculiar outside stairway, with wide shoulders, allowed for hauling lightweight carriages and spring wagons to and from the second floor. The RP card is unused. It has a Cyko(1904-1920s) rev. Two more RPs (same rev.) show close-ups of men and carriages. A fourth RP of the carriage shop has a 1904-18 back. The building has long since been razed.