

THE CARD – Vol. 21, No. 1, Issue 239, September 2010

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting: Sept. 20, 2010. Farm & Home Center. Buy, Sell and Trade from 4:30. 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 address – Pres. Doug Milliken, P. O. Box 180, Bausman, PA, 17504, E-mail: dmilliken@me.com

Club website: www.playle.com/clubs/lancaster or Google search: Lancaster County Postcard Club.

Programs

Regrettably our meeting attendance has been dropping off and those who've been absent have missed much. For instance, in June Barbara and Bud Heim hosted an exceptional picnic at their home and we thank them for their hospitality. There was plenty of food, companionship and ample sunshine. What was lacking was the number of single card entries in the monthly competition Rain or Shine.

In July Karl Hellman's program "Why" was a great hit. It received accolades from those who were there; again, not nearly enough attendance. His PowerPoint presentation was without flaws. His powerful voice, knowledge of the subject and the interjected humor we've come to expect from Karl were all there in abundance. Maybe if the subject had been explained beforehand it might have attracted a bigger audience. Karl's frustration with the craziness people did to postcards was our frustration, too. We look forward to his next Reely, Reely Beeg Shew!

August's Member Market (formerly the Free-for-All) was also poorly attended. Only eight members set up and sold. Fourteen tables were available. With an abbreviated business session, there was loads of time to shop and chat among the several dozen members who attended. This had always been a popular program. Maybe it was the predicted chance of showers that kept folks away – or vacations. Let's try harder next time.

This month's program by Tom Beck will be a continuation of Tom's views of Lancaster City extending beyond the immediate Downtown that he offered last year. (Several views are shown.) His personal experiences growing up in the city will offer incite for our country cousins and we all look forward to the show. The monthly single card competition is titled "Dance." Dig deep for an especially pretty card, an unusual location, a decidedly crazy card, or a card with special meaning to you.

Here's a heads up on **Future Programs** and **Monthly Competition** if you don't have access to our club's Internet website –

October - The program will be "This and That" offered by Jere Greider. Perhaps we'll break this "mystery" in the October CARD. Your preparation, as a member, should be a board with Childhood as the subject. You've plenty of time to make a great one – if you start thinking NOW!

November is slated as our Annual Auction. If you have PCs to dispose of, let Doug Milliken (330-4062) or VP Bob Zink (285-5342), or Jere Greider (285-5872) know soon, so they can collectively decide if there's enough material to satisfy a full auction. The single card competition will be Men and Women in Uniform.

December – Our Annual Christmas Party is in the large Farm and Home Center room – always great food, entertainment and fellowship. Details later. The single card competition is Christmas bells.



A view few will remember (unless they admit to being over sixty-five) is the Philadelphia and Reading Railroad Depot on N. Prince St. near E. Frederick St. In the foreground are trolley tracks laid on old Belgian block that lined many of the city's major thoroughfares. A trolley barn was opposite the depot and slightly to the south, near E. James St. Today the P&R Depot has been replaced with the Lancaster Barnstormer baseball field and adjoining parking lots.



Nearly no postcards have been found showing any of the movie houses along "theater row" in the second block of N. Queen St. In lieu of a building view, here's an advance ad used by the largest theater in the block. The Colonial was nearest Chestnut Street on the west side of Queen St. The PC was mailed in the city, Oct. 28, 1942. Its printed message - "Just saw The War Against Mrs., Hadley" at the Colonial Theater. Don't miss it for swell, timely entertainment. It's the best yet." In the WW II story a wealthy society matron refuses to sacrifice her material comforts to aid the war effort until she realizes that her selfishness is cheating the boys overseas who are fighting for her freedom. Cinema fans will recognize Edward Arnold, Richard Ney, Van Johnson, Fay Bainter (in the title role), Jean Rogers, and Spring Byington.

Local Cancellations

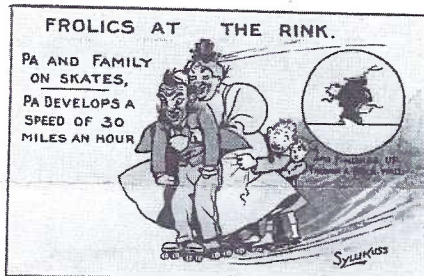
Many of you will remember Dorothy Aument who was a member of LCPC. Dot still lives at Willow Valley and she's still looking for one cancellation on a postcard or envelope to complete a task she set for herself a dozen years ago. Dot and her husband before her, were postmasters (there's no such thing as a post mistress) at Greene/Fairfield in Southern Lancaster County. She researched and assembled a great little book that included a brief history and a cancellation for The Post Offices of Southern Lancaster County. But Dot always felt the list was incomplete without a cancellation from Smithville. If you have one — any date, she'd be most grateful to have a clear copy. You can contact Dick Pendergrast (464-5199) who also lives at Willow Valley and he will pass the information on to Dorothy.

Some LCPC members began collecting postage stamps before postcards, and cancellations are important to them — especially if they collect their nearby area, like Lancaster County. Here's a beginning list of cancellations we've seen of towns and villages that had a post office. Note — there are instances when the PO was spelled differently; at times it was two words, other times as one; sometime with an apostrophe, other times with none. These minor variations are unimportant for our list.

Do you think this list is a long? There are dozens and dozens of post offices where we haven't seen a cancellation (postmark). Get busy! If you can add to the list, send your data (and a copy of the cancel) to Doug Milliken (330-4062) for a future issue of *The Card*

Since we're beginners, we accept for our list a postmark if it is from the town mailing the card or letter, as well as a receiving post office. The practice of cancelling a card when it passed through any PO was common practice in rural areas in the Good Old Days at the turn of the century. **The mailing post office is always the one whose cancel covers the postage stamp.** Multiple cancels are shown. We thank Harold Moyer for his contributions to the list.

For the
Tentative
Checklist
of Local
Cancellations
see page 3.



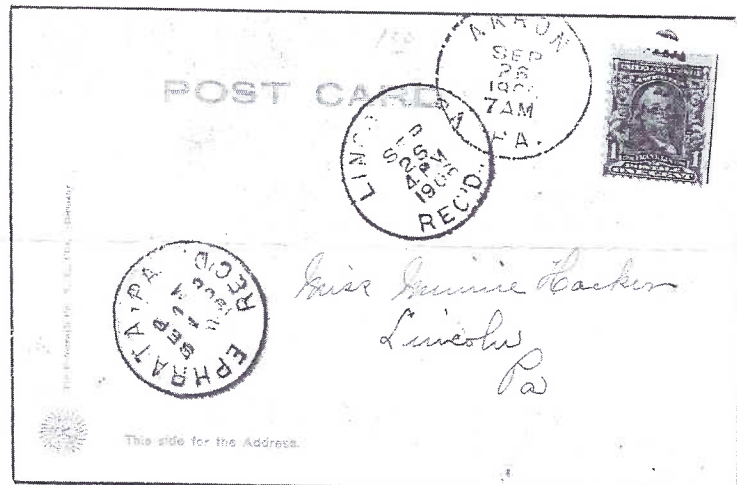
Card mailed from Spring Grove, 11/6/06, 6 AM, then Denver, 12 M, then Ephrata, 7 PM, finally Lincoln, 8 PM.



Card mailed from Clay, 9/28/06 (no hr.) then Ephrata, 3 PM, then Denver, 7 PM, finally Schoeneck, same day but no hour. Address shows the final destination.



Card mailed from Lancaster, 10/23/06, 4:30 pm, then to Kinzers, 10/23/06 PM, finally Buyerstown, 10/24/06.



Card mailed from Akron, 9/26/06 at 7 AM, went to Ephrata, 2 PM, and then Lincoln, 4 PM same day.



Tentative Checklist of Local Cancellations

| | | |
|-----------------|----------------|-------------------|
| Adamstown | Goshen | Oakhill |
| Akron | Greene | Oakryn |
| Bainbridge | Greenland | Octoraro |
| Bamford | Groffs Store | Oregon |
| Bareville | Hahnstown | Paradise |
| Bart | Hensel | Peach Bottom |
| Bartville | Herrville | Penn |
| Bausman | Hessdale | Penryn |
| Bellmonte | Highville | Pequea |
| Bethesda | Hinkletown | Pequea Creek |
| Billmeyer | Hollinger | Peters Creek |
| Binkley | Holtwood | Pleasant Grove |
| Bird in Hand | Hopeland | Quarryville |
| Blainesport | Hunsecker | Rawlinsville |
| Blue Ball | Intercourse | Reamstown |
| Bonview | Iva | Red Run |
| Bowmansville | Junction | Refton |
| Brickerville | Kinzers | Reinholds Station |
| Brownstown | Kirks Mills | Rheems |
| Brubaker | Kirkwood | Rohrerstown |
| Brunnerville | Kissel Hill | Ronks |
| Buck | Lampeter | Rossmere |
| Buyerstown | Lancaster | Rothsville |
| Cains | Landis Valley | Rowenna |
| Camargo | Landisville | Safe Harbor |
| Cambridge | LaPark | Salunga |
| Cedarlane | Lapps | Schoeneck |
| Chestnut Level | Leacock | Shoff |
| Chickies | Leaman Place | Soudersburg |
| Christiana | Ledger | Sporting Hill |
| Churchtown | Leola | Spring Grove |
| Clay | Lexington | Stevens |
| Clonmell | Lime Valley | Strasburg |
| Cocalico | Lincoln | Swartzville |
| Colemanville | Lititz/Lititz | Talmage |
| Colerain | Little Britain | Tayloria |
| Collins | Lyles | Terre Hill |
| Columbia | Manheim | Truce |
| Conestoga | Marietta | Vintage |
| Cordelia | Marticville | Wakefield |
| Denver | Martindale | Washington Boro |
| Drumore | Mascot | Weaverland |
| Durlach | Mastersonville | Weidmanville |
| East Earl | Maytown | West Willow |
| East Petersburg | McCalls Ferry | Wheatland Mills |
| Edwin | McSparren | White Oak |
| Elizabethtown | Mechanic Grove | White Rock |
| Elm | Millersville | Willow Street |
| Ephrata | Millway | Windom |
| Fairland | Milton Grove | Witmer |
| Fairmount | Mount Hope | Wrightsdale |
| Falmouth | Mount Joy | Woodbine |
| Farmersville | Mount Nebo | |
| Fernglan | Mountville | |
| Fetterville | Murrell | |
| Florin | Narvon | |
| Fulton House | Neffsville | |
| Furniss | New Danville | |
| Gap | New Holland | |
| Goodville | New Providence | |
| Gordonville | Nickel Mines | |
| | Ninepoints | |

Time to Reminisce

Remember those alluring prizes you could earn if you sold seeds? Here's a postal card (enlarged 10%) showing you the fabulous choices awaiting your sales. It's from the Lancaster County Seed Co., Paradise, PA, just one of several seed companies located in the small village on Rte. #30.

State _____
P. O. _____
Rt. _____
Sign here _____

Please send me 30 pkts. of Garden Spot Seeds in 30 days.
Gift. I will send money or return seeds in 30 days.

CRINKLED Bed Spread
Bed Spread
Attractive Colors
A beautiful, no ironing, no dry and let it dry and use 80x100 in. pkts. at 10c.

Handsome finish highly polished. Set of strings and bow included. SEND NO MONEY. When sold send \$3.00 collected and we will send Violin Outfit and Instruction Book.

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Future Shows

Oct. 2-3 Allentown Book & Paper Show. Sat. 9-6, Sun. 9-3. Allentown Fair Grounds, Agriculture Hall

Oct. 9-10 The Happiest Show on Earth. (Includes Postcards). Sat. 9-8, Sun. 10-5. Greater Phila. Expo Center, Oaks, PA.

Nov. 19-20 York International Postcard Expo. Fri. 9-7, Sat. 9-5. York Fairgrounds, Horticultural Hall

Nov. 26-27 Morlatton Post Card Show, Fri. 10-6, Sat. 10-4. Farm & Home Center, Lancaster, PA

Beittel – Local Postcard Publisher.

There was a B. D. Beittel in Columbia that published about a dozen local views of that town, but the William H. Beittel of Lancaster we're visiting here was a different company and souvenir post cards were just one facet of its business. When these cards were sold Beittel's retail store was at 201 W. King St., on the North West corner at Water Street and World War One was still in the future.

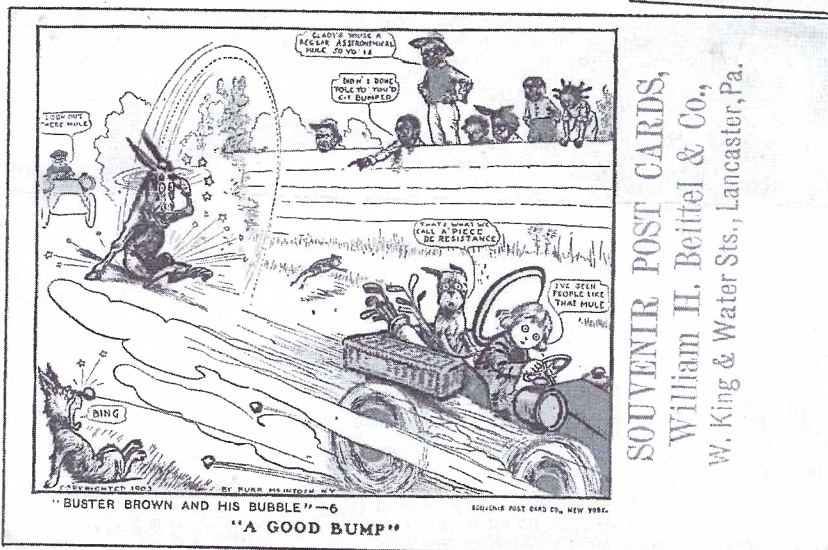
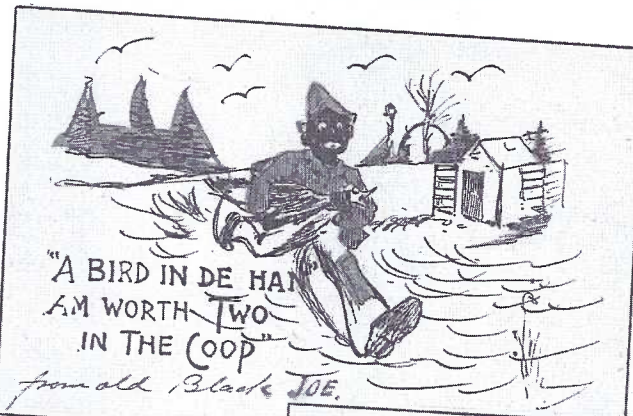
The small local publisher (compared to Ike Steinfeldt and L. B. Herr) didn't seem to have a PC subject specialty, though we've found a high percent of comics. Sometimes their views were local, *The Conestoga and Bathing Resorts* or *Old Main, Franklin & Marshall*. These were actually published by Herr and Steinfeldt respectively and it's quite possible Beittel arranged to buy surplus or old stock from them and have his firm printed in neat, small type along the edge, front or back – Wm. H. Beittel & Co., Lancaster, Pa. Occasionally we'll find they used a large 3-line format such as we see in the floral greeting above, allowing space for a message. Remember, these were all in the undivided back postcard era. Miscellaneous greetings and distant views (one for the Ansonia Hotel, NYC) have been uncovered.

But it was when Beittel & Co. moved to 213 West King St. that memories return to Lancaster natives living today. The store was narrow but half a city block long and a trip to the very back to see what was new in the Pet Department was a part of a kid's Saturday Downtown. If we had just come from a Boris Karloff movie we extended our chills by walking the creaky wooden floor through Beittel's to see pups, kittens, canaries or newly stocked species of fish. It was seldom we had money to spend after the movie and mandatory popcorn and candy, but the firm's employees were lenient and allowed us the visit and numerous walks over the creaking floor boards.

Beittel's is listed in old city directories as selling House Furnishing Goods - an array of small items. As a family-owned business, they had tough competition. There was Woolworth's, McCrory's, Grant's and Silver's 5 and 10 Cent Stores, as well as Piersol's, Garvin's and more.



On this Hy-Sil Mfg. leather postcard with the Beittel imprint along the lower edge are Santa's instructions - "Sew me on your pillow and when your tired head rests on me, think of a Happy Christmas and many more to come."



SOUVENIR POST CARDS,
William H. Beittel & Co.,
W. King & Water Sts., Lancaster, Pa.



Above – a scarce comic from the Buster and His Bubble set of ten.

This rubber stamp ad on the back of a view of Columbia University Library, New York, notes the Bird Department was "Second Story Front" at the store's original location.

Beittel's Bird Department,
(Second Story Front)
BIRDS, CAGES, PARROTS, SEEDS
AND FEEDERS.
Gold Fish, Crocks, Aquariums, Shells,
Foods Grass, Etc., Etc.
William H. Beittel & Co., 201 W. King St.,
Lancaster, Pa.





In Mellette County, South Dakota on a real photo card w/o a date, the four men are proudly displaying samples of their watermelon harvest from the middle of their corn field. The young lady holds two mammoth ears of corn. It's hard to imagine such bountiful corn from such miserable looking corn stalks (compared to today's 9-10 foot stalks). But we must remember SD is a good deal hotter and drier than Lancaster County. The RP card is titled "Sod Corn." The photo is by Oscar Frylund, White River, SD.



No sign of a harvest here, but the PC shows us a trio of workers 100 years ago. "Just put me in the back yard with your chickens & ducks that I hear so much about" Frank writes to Miss Amalia Shoemaker in Ogontz, Montgomery County, PA on August 16, 1906. The rural village is north of Philadelphia.



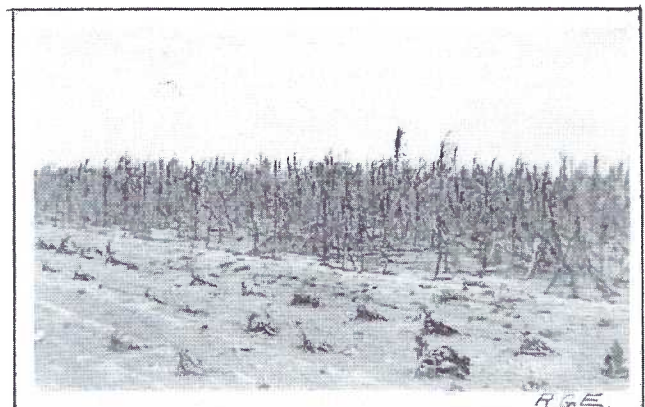
The neatly penned message (no stamp, name, or address) reads "These are the pumpkins I wrote about. Frank's not seting (sic) over far enough. Natalie's bird my friend gave her." Frank is the blur in the lower right of the view. The writer penned the weight on each pumpkin. Canaries were popular pets in the 1930s and 1940s when this RP of the bungalow was likely made.



Far afield from Pennsylvania is a farm advert PC typical of the teens and twenties. "Corn on reclaimed swamp land - farm of Geo. Wakeman - near Momence, IL. On left - fertilized with stable manure. On right - Fertilized with Muriate of Potash. The convincing view was published by German Kali Works, Nassau St., NYC. Their hype continues on the reverse - "We have facts to prove that potash salts double the yields on muck soils."



From the distance we stand looking at this harvest, the size of the produce and the orchard location suggest apples and with a magnifier, they are apples. You'd think this bountiful harvest would have produced at least one smile on those five countenances, but nope, not nary a grin. The unused RP card gives us nary a clue either.



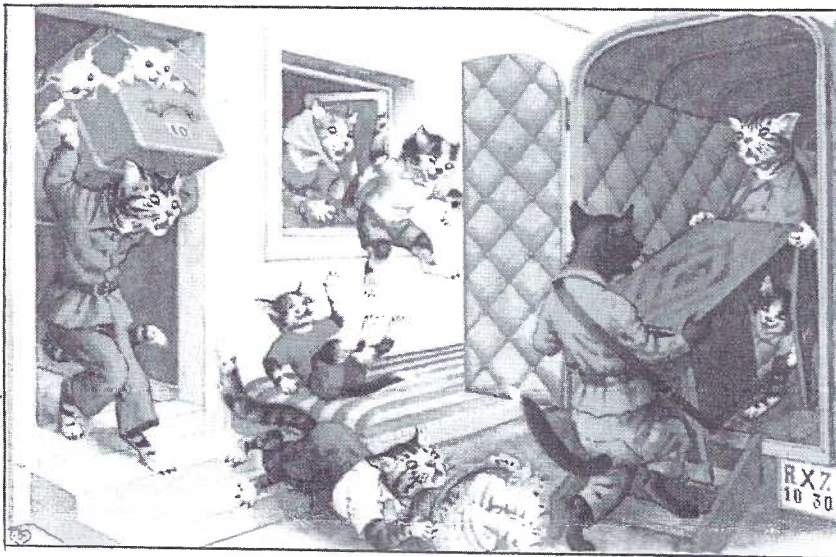
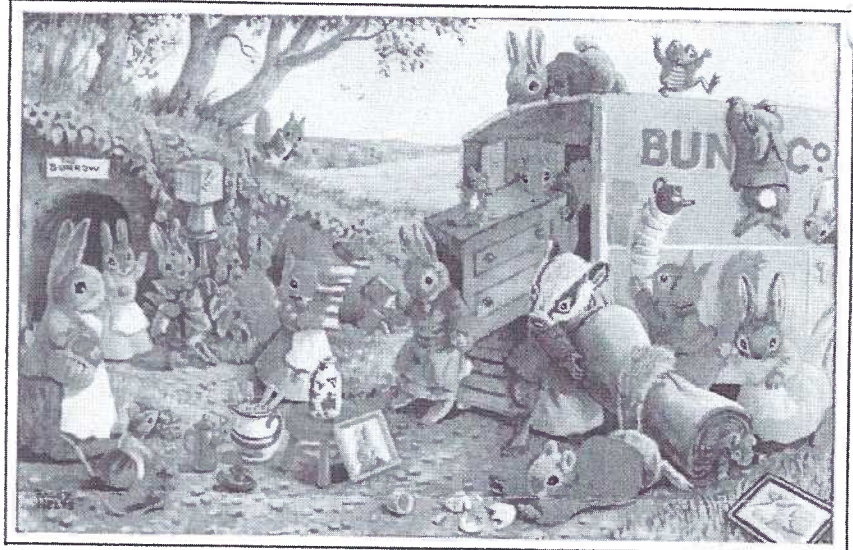
Finally, it has a cancellation from Lancaster, PA, with an Aug. 18, 1912 postmark, could this RP view be a terrible local drought? Harold Moyer thinks it's likely the results of a hail storm. He worked a farm and he should know! It was mailed w/o a message to Miss Eliz. Hess, RD, Ephrata, Pa.

Flittin' Days

For some reason April 1 and Sept. 1 seemed to ring a bell as being **Flittin' Days** in Lancaster County. Those were times of moderate temperatures - ideal for moving. The Internet says it was the day in the past on which Scottish people mostly changed their residences. Leases were generally for twelve months, and the Scots were inclined to move quite often, typically every May 25. "Whether the restless disposition has arisen from the short leases, or the short leases have been a result of the restless disposition, is immaterial." - Folklorist Robert Chambers. The landlord would come on Candlemas (February 2) and ask the tenants if they wanted to stay after Flitting Day - **whether the family will flit, or sit**, in Scottish parlance. If not, he would start advertising. The tenant would have to move out by midday on May 25.

So whether you're inclined towards the Scottish version or a down home German idea, we can see our dressed animal friends have picked a bright sunny day and thee move would be perfect except for the Little Ones underfoot.

The top card, Moving Day, is by artist Racey Helps and is Pk. 296 in a series published by The Medici Society Ltd. of London. Rabbits are making the move with the help from several other species. Mice and a frog are enjoying the neighborhood excitement.



Alfred Mainzer Inc. published a very long series we collectors have labeled Dressed Animals. Most of them feature cats, though there are a few great mice scenes, too. The Mainzer Cat cards, as they're popularly known, cover every aspect of human life and you can enjoy each scene for hours. Invariably there'll be a couple of kittens under foot improvising their own entertainment. The icing on the cake with Mainzer PCs is the array of spectacular colors.

