

THE CARD – Vol. 22, No. 4, Issue 246, April 2011

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

Enjoying postcards through education and entertainment.

Next Meeting: April 18, 2011. Farm & Home Center. Buy, Sell and Trade from 4:30. Meeting - 7 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.

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

March Meeting

Attendance was up to 40 so with good weather (and no doubt contributing cabin fever) we're well on our way back to normalcy. Set up and selling were Aaron and Lynn Heckler, Jim Ward, Dede Schaeffer, Dale Shaub, Bob Kramer, Tom Schaum, Ray Dennis, Ruth and Harold Moyer, Al Schaub, and Maria Schurz. Bud Heim's slide program about Accomac and Wildcat Hotels and the Falls was a mix of old photos and postcard views. With PowerPoint the predominant media these days, Bud admits the days of slide presentations are fast coming to an end. What do those of us do with the thousands of slides we cherish? Ask Dick Pendergrast. He's biting the bullet by disposing (so far) of 10,000 of his accumulated 12,000 slides. Shops will convert your slides to CDs and DVDs if you choose that avenue. Anyone interested in a Kodak Carousel, reels and preview stands – cheap? Contact Jim Ward.

The idea of exhibiting and advertising LCPC at Park City is a No-Go for this year. Our name is in for 2011 but it can't be during National Postcard Week. Details later.

A suggestion of moving to the square-shaped, lower ceiling meeting room off the F&H Center lobby (used in February) is being considered. Next time, check out that room and compare it with the present location. Your input is welcomed.

James Tanis was the winner of \$17 in the 50/50. He also won a door prize as did Jackie Flaharty, Kathy Fogie, Jan Weitzel, and Bob Kramer.

The Elizabethtown Senior Citizens approached LCPC for a program about postcards. Dick Pendergrast and Tom Beck will make the presentation on May 17.

Ray Dennis reported that sales of *Volume II, Windows to our Past* are moving along at a crawl. We still have about 450 books. The sale price is \$15, less than LCPC's cost.

March Card Competition

The topic was **Water Transportation** and with Bud Heim's program in mind, many of the boards steered towards the Susquehanna River.

FIRST	Jim Ward	Local Paddle Wheel Steamers
SECOND	Walter Mowrer	River Transportation at Marietta
THIRD	Harold Moyer	Ocean Liners
HONORABLE MENTION	James Tanis	All Aboard!

Other great entries included

Ruth Moyer

Paddle Wheelers

Gisela Withers

Queen of the Mississippi

It was another night of learning lost in this writer's opinion. Exhibitors were not asked about their boards; one, especially, All Aboard, was a fine showing of Red Star Line ships, an unfamiliar subject for most of us. It would have been good to hear about others as well. Seems that the competition has been reduced to Funny, Cute, or Pretty and Learning is "out the window."

April's subject is **Doors** (a single card)

May's subject is **Cityscapes** (a board)

June's subject is **Brides** (a single card)

Dues Payable Now

Our club's fiscal year runs from April to March, so dues for 2011 are payable now. Please send your check for \$10 (\$15 for two members at the same address) to –

**Richard Pendergrast,
950 Willow Valley Lakes Dr., I-506,
Willow Street, PA 17584.**

Thank you

Future Shows

April 2 – Havre de Grace Community Ctr., \$3 admission

April 9 – New Castle, DE Stamp Expo, Shrine Temple. Adm?

April 29-30 Lancaster Stamp Club F&H Ctr. FREE Adm.

April 30/May 1 Allentown Book & Paper \$7 Adm.

May 7 Mt. Laurel, NJ FREE Adm.

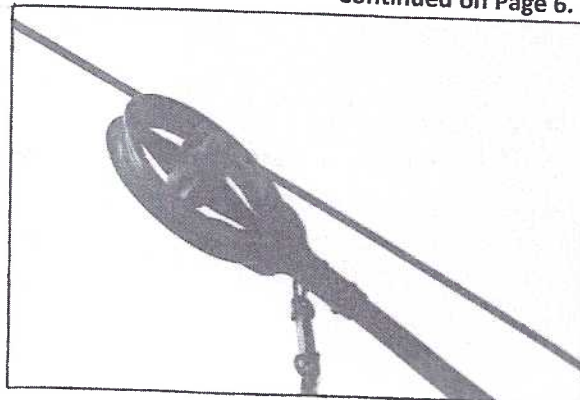
April Program

The speaker is a member of the York Post Card Club. Earl Long's subject is **American Streetcar Culture**, a subject about which he has spoken numerous times to many groups. Dede Schaeffer, who initiated the contact, says Earl's program will be a full hour so a brief intermission is planned.

The term **trolley** is used for the pole or the passenger car using the trolley pole and is derived from the **grooved conductive wheel (trolley or troller)** attached to the end of the pole that "trols" the overhead wire carrying electric power to the motor in the car below.

Notice the metal clasp that attached a rope to the trolley pole. If you were nine years old and it was Halloween and you had your neighborhood pals along for moral support, when the trolley car stopped to discharge passengers, you'd yank on that rope and let the trolley (wheel) fly. This always dislodged the wheel and shut down the electric power. The rope fed into a spring reel mechanism, called a trolley catcher. The conductor would have to get out of the car and try to guide the wheel (in the dark) to the underside of the overhead wire so his car could continue. Meanwhile, you and your gang ran from Queen and Ross Sts. to Duke and Ross Sts. (one block). Now you (or whoever lost the bet) were ready to perform the *same* prank 10 minutes later after that *same* trolley had gone to the PRR station and was on its route back to center city.

Continued on Page 6.



Crossword Puzzles

How They Started

It seems like they've been around forever, but crossword puzzles were "invented" barely 100 years ago by Arthur Wynne in 1913. English-born, but then a journalist for the *New York World*, he based his "word-cross puzzle" on an ancient game played in Pompeii which translated from Latin as "magic squares." As a child Wynne had played with what were then diamond-shaped puzzles.

Progress

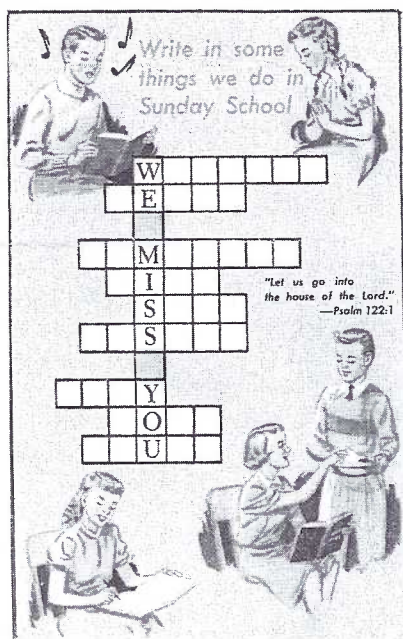
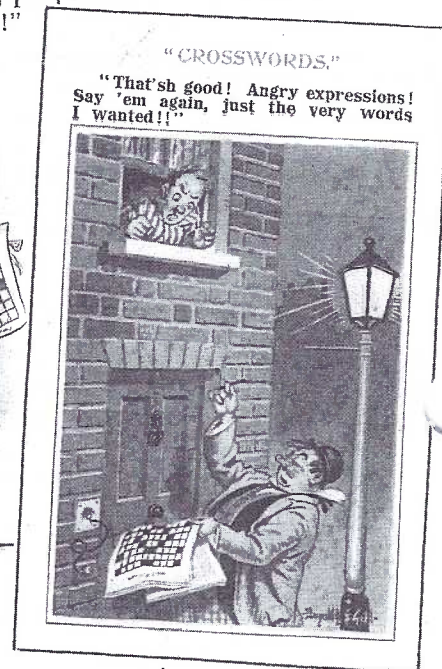
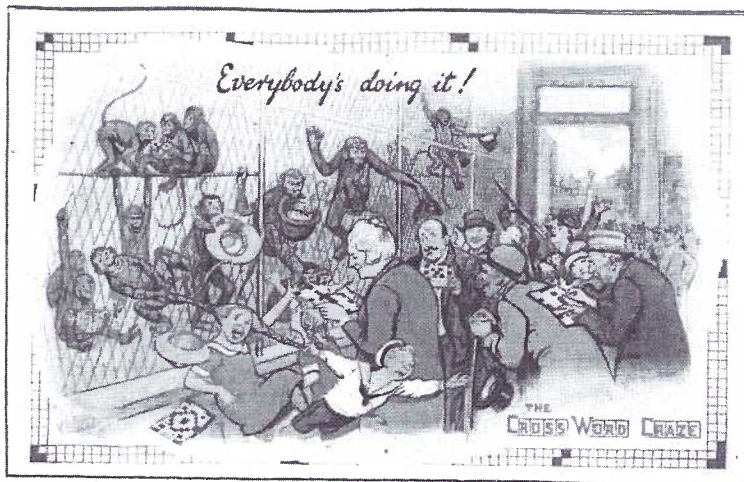
Wynn's first contribution was in the Fun section for the Christmas edition of the *World*. It was received with overwhelming response from the readers. In 1920 Margaret Petherbridge (later Margaret Farrar) became editor of what were known as Cross Word Puzzles. By 1923 the crossword craze was world-wide and most American and English newspapers published the puzzles. Four years later Simon & Schuster published one of their first books and it was a volume of only crossword puzzles.

Modern Crosswords

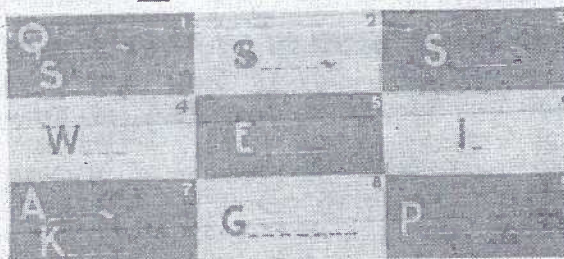
Crosswords have changed over time. Once just single-word entries, today answers might include phrases or quotations. Some puzzles have long entries with a common theme as in the *Lancaster Sunday News*. Clues are not always lifted directly from the dictionary. Traditional knowledge is blended with recent technology and entertainment. Those in the Lancaster daily newspaper tend to get more difficult as the week progresses with the toughest usually on Saturday. There is also computer software that allows you to produce your own crossword.

Our Crossword Puzzle Postcards

"Everybody's doing it! - The Cross Word Craze" was mailed in 1925. It's from Tuck's Oilette Series II. The comic neighborhood gossips and the inebriated puzzler are also from British publishers, Woolstone Bros. and Inter-Art Co.



Here IS a Cross-Word Puzzle! Try It



1. Instant action
2. Better than the best
3. An oyster's overcoat
4. Add an "h" to humor
5. "She" muzzles motor knocks
6. Isn't isn't
7. Uncle Knock's wife(?)
8. Motors cry for it
9. "THAN WHICH THERE IS NO WHICHER"

Check your answer with the bill-boards along the way

A. L. HAMMOND SERVICE STATION
Main Road DELHI, N. Y.

The Sunday School puzzle publisher is unknown. Answers to this and other puzzles are elsewhere in *The Card*. The A. L. Hammond Service Station ad was printed on a government postal card and mailed within Delhi, Mar. 4, 1931.

Continued on next page.

Local Errors

Millions – literally millions - of *different* postcards have been published in the last 125 years. Even in the decade prior to World War I hundreds of thousands of different cards were printed in Europe, especially in Germany. With the comparatively primitive communication that existed then, it's little wonder that errors crop up from time to time. Here are two local errors.

Valentine & Sons Publishing Co., Ltd., New York printed this view in Great Britain. We recognize it as a common view, with an undivided back, as the first block of North Queen St. in Lancaster. But check the caption across the sky. It reads, "**N. Green Street**, Lancaster, Pa." The error probably resulted from an illegibly written (or even printed) street name. This error shows up often so we can assume the distributor in Lancaster 1) didn't want the hassle of returning the order or 2) just didn't feel it was important.



Read the caption on this familiar Lancaster view.

Here's a modern chrome view of Who-Knows-Where. A Florida Key? It has a Dexter reverse, was published by Stel-Mar of Lancaster and includes a description of the Parlor in James Buchanan's home at Wheatland, SM-109! Having known Marshall Dussinger, he'd have never accepted the error, and certainly not paid for it. In all likelihood the error escaped the Dexter plant and may have landed with the buyer (a shop in the Florida Keys?) who subsequently discarded the order. Its unlikely Dexter knew about the error or the company would never have allowed it to hit the streets. We may never know.



Where is the view? Not the parlor at Wheatland!

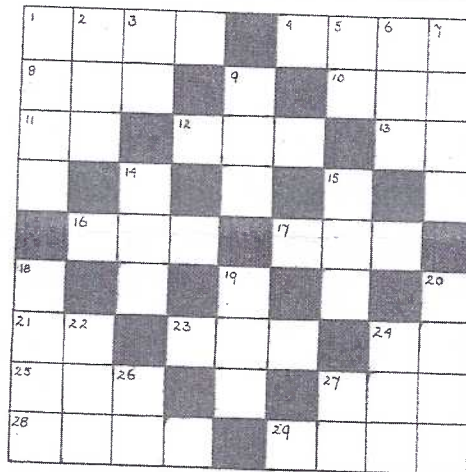
Many errors are out there – picture side and reverse. Keep your eye out for them. They maybe in your collection!

Crossword Puzzles continued.

Cross Word Message Post Card No. 4 by Davis & Carter, London was not mailed nor does it have a copyright date, but it must be early in the crossword craze since it gives thorough instructions on the back of how to "fill in every WHITE square with a letter..."

The photo crossword puzzle card features a pretty young lady by the Foto Ars Co. Torino, Italy. We made an attempt to translate the definitions then realized the answers would have to be Italian words too, so-o-o... Lots of Luck to any reader who wishes to take on the task!

Cross Word Puzzle Message. Post Card No.4



Solutions of Numbers underlined give message.

ACROSS

1. Ready money
4. Departs
8. Donkey
10. Girl's name (abbrev.)
11. Naval Police (abbrev.)
12. At this moment
13. Medical officer
16. Part of the mouth
17. Everything
21. Like
23. A blind animal
24. Myself
25. An oath
27. Barrier
28. Smooth
29. Front part of head

DOWN

1. Cannot (short)
2. Small Egyptian serpent
3. Steamship (abbrev.)
5. Belonging to
6. English tree
7. In the near future
9. Highest point
14. A metal
15. A drink
18. Economize
19. Take food
20. In this place
22. Sovereign (abbrev.)
24. Scottish Prefix
26. Personal pronoun
27. Bachelor of Arts (abbrev.)



Ozzizontali: 1= lo dà la stufa
2= più tante N°1
verticali: 3= del mare
4= si fa nei campi

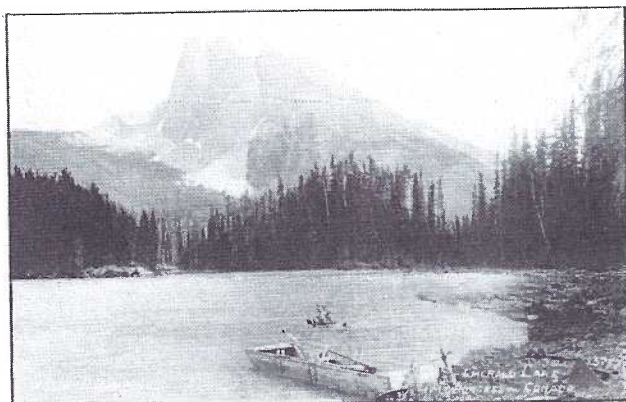
The Rau Real Photo Album

Assembled for the Masonic Homes* Elizabethtown, PA.

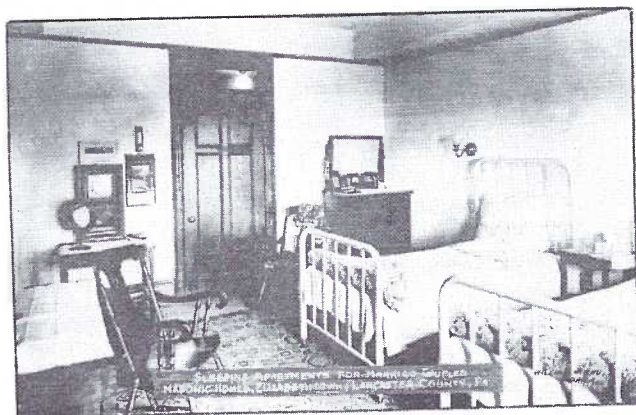
(*Known today as the Masonic Village.)

William Rau was born in 1855 in Philadelphia. He died there in 1920. Rau became associated with the photographic family of William Bell, marrying Bell's daughter Louise who was also a photographer. At 19, Rau became the photographer for a U. S. government expedition traveling around the world to observe the transit of the planet Venus as it passed in front of the sun. His next assignment was the first systematic photographic recording of the Rocky Mountains. (See real photo PC view of Emerald Lake, Mt. Burgess, Canada.) Together with his brother George, William opened a photographic studio in Philadelphia in 1885 where they continued a successful business in related photographic fields. (See advertisement from the back of the Mt. Burgess card.) Rau also served as the official photographer of the Lehigh Valley Railroad in Pennsylvania. The Rau Studio solicited additional quality contract work which brings us to the feature of this article.

A small album (5 ¼" x 8 ¼") in the collection of your editor was assembled for the Masonic Home in Elizabethtown. (No date.) A typical black photo album of the day, the contents consists of sixty (60) real photo postcards manufactured by William H. Rau. As you can see by the postcard numbers (on accompanying list) there were more than 60 different views. Perhaps Rau made several trips to Elizabethtown. The views were likely processed at different times as evidence by the variation in captions and the numbering system. It's quite possible other little albums exist with *different views*, perhaps even *mounted in a different sequence*. Members are encouraged to share album information they have with the club.



Emerald Lake, Mt. Burgess, Canada #13753



Sleeping Apartments for Married Couples.

WILLIAM H. RAU

PHOTOGRAPHER

S. E. Cor. Chestnut and 13th Sts.

De Long Building.

PHILADELPHIA

Lantern Slides, plain and colored, of Home and Foreign Travel. Special Slides made to order. Lecture sets with descriptive Readings.

Outdoor Photographs of Scenery, Residences, Grounds, Buildings, Houses, Carriages, Automobiles, etc.

Outside and Interior views of Homes, Churches, Schools and Public Buildings, Monuments and Statuary.

Family Groups and Portraits, Weddings, Reunions and Special Gatherings made day or night by new smokeless method.

Manufacturing and Business Establishments, Interiors, Machinery, and Merchandise.

Bromide Enlargements, Platinotypes and Copying. Developing and Printing for Amateurs.

Photographer for Pennsylvania and Lehigh Valley Railroads.

Official Photographer, World's Fair, St. Louis, 1904. Officier d'Academie, French Government.

Color Photographs direct from Nature.

THE RAU STUDIO

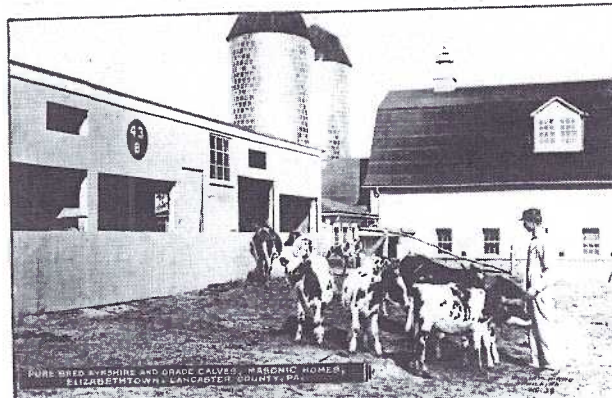
is the largest and best-equipped photographic establishment in Philadelphia

PRICES MODERATE

Studio Advertisement on reverse of Mt. Burgess view.



Assembly Room.



Pure Bred Ayrshire and Grade Calves.

Masonic Homes Elizabethtown Pennsylvania

A black album (5 3/4" x 8 1/4") composed by

William H. Rau, Photographer

S. E. Cor., Chestnut and 13th Sts., Delong Building, Philadelphia

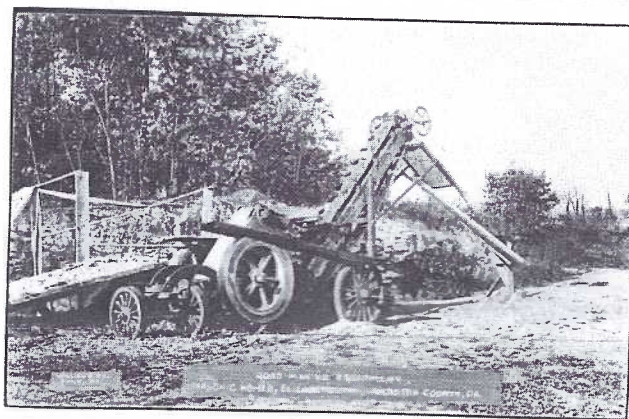
*Though the album reads "Photographs" in actuality, these are real photo postcards.

The sixty (60) real photo postcards are listed as they appear in the album.

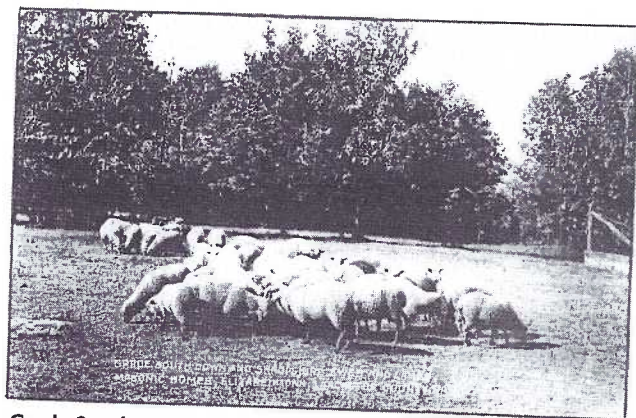
Postcard Description	Card Number if Present		
Pennsylvania Railroad Station	—	Dairy Barn and Creamery	35
Boulevard Entrance to Masonic Homes	—	Registered Ayrshire Bull	37
Cornerstone Laying Grand Lodge Hall	64	Registered Ayrshires and Grad Holsteins	36
Panorama View of Rear of the Grand Lodge	—	Pure Bred Ayrshires and Grade Calves	38
West View of Grand Lodge from Lake No. 1	—	Piggery - Registered Berkshires/Grade Hampshires	—
Front View of Grand Lodge	—	Reg. Berkshires/Grade Hampshire Sows and Litters	41
Portion of Terrace Showing Sun Parlor	25	Hogs and Shoats for Fattening	—
Visitors Receptions Room	—	Poultry Plant	—
Assembly Room	—	Part of Poultry Plant Showing S. C. White Leghorns	39
Dining Room Looking North	—	Grade South Down and Shropshire Ewes and Lambs	43
Kitchen	—	Apiary	44
Conservatory	—	The Peach Orchard	—
Library	—	The Guests at Work in the Corn	—
Sleeping Apartments for Married Couples	73	Vegetable Garden Showing Irrigating System	—
Brother and Mrs. Thomas Magee	—	Norway Spruce Nursery	—
Blair County Memorial	68	White Pine Nursery	—
Corner Stone Laying for the John Henry Daman...	—	Power Plant and Laundry	—
John Henry Daman Memorial	—	Interior of Boiler Room	56
Paul L. Levis Memorial	26	Interior of Engine Room	—
Berks Home	27	Interior of Laundry	—
Philadelphia Freemason's Memorial Hospital	28	Grand Lodge Spring, Flows 40,000 Gallons per Day	31
The Start of Allegheny County Memorial	45	Four of Eighteen Springs	—
Guest House No.1 (Boys' Cottage)	—	Part of Water System Showing the Three Lakes -	—
Mount Moriah Rest House and Grove	29	Storage Capacity 4,500,000 Gallons	32
Group of Boys - Main Entrance	33	Pumping Station No. 1 and Saw Mill	—
Masonic Homes - Group of Men	71	Pumping Station No. 2 w/Iris Bed and Lake No. 3	—
Masonic Homes - group of Guests	75	The Distributing Reservoir on Ridge Road	—
Group of Girls - Main Entrance	74	Conoy Creek	69
Home for Girls, Guest Home No. Two	72	Road Making Equipment	—
The Conrad Weiser House, 200 Years Old	—	Sewage Disposal Plant	—
		Cemetery	34



Poultry Plant



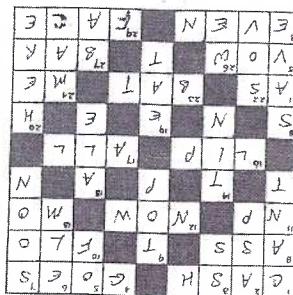
Road Making Equipment.



Grade South Down and Shropshire Ewes and Lambs #43.

Answers to Crossword Puzzles

Sunday School -
worship, learn, memories, give,
sing, listen, pray, work, study
Service Station -
quick starting, super, shell,
with, ethyl, is, anti knock,
gasoline, protection

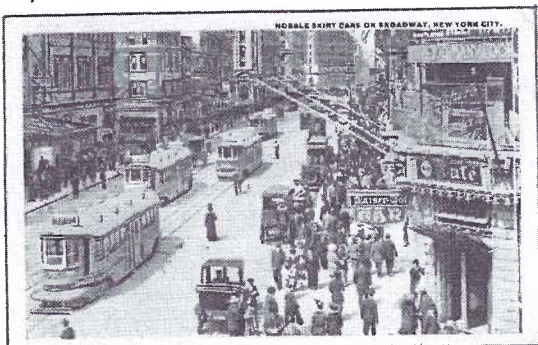


April Program continued

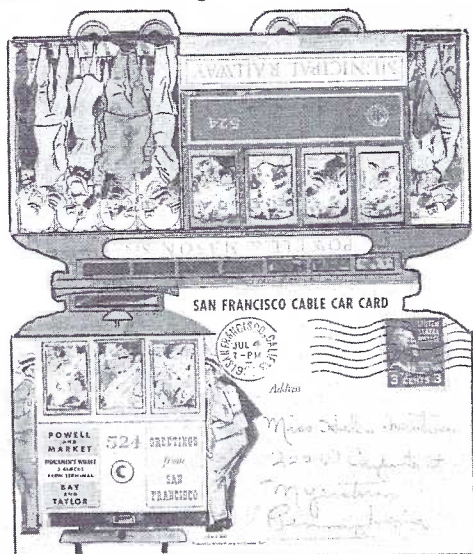


Conductors to Punch Passengers' "Faces"

The United Traction Co. in Berks County, PA was having trouble with passengers getting transfers to a second car, and giving them to friends or simply discarding them on the street. So now, besides punching the time, the conductor will also punch 1 of 7 different faces portrayed along the top edge of the 2"x5" paper transfer. They show a clean shaven man, one with mustache, one with sideburns, and two with diff. length beards, plus young and mature ladies. This way the conductor receiving the transfer on the next trolley would have a fair chance to ID his new passenger. Our illustration shows the woodblock cuts of the seven possible categories. There's no follow-up story to tell whether the punched faces proved successful.



Hobble Skirt Cars on Broadway. (1916 PM) These trolley cars were so named since they accommodated ladies with hobble skirts – so tight at their ankles they couldn't manage to climb normal size steps. "The new surface cars now so numerous on Broadway were first introduced in 1914. The central portion of the car is built close to the ground and the doors are in the center of the car, the steps being about 6 inches from the ground."



San Francisco Cable Car Card. This die-cut postcard was mailed from SF on the 4th of July, 1951 to Myerstown, PA. The interior of the PC has color views of Union Square Park and the Golden Gate Bridge with room left for a message.



An apology is due Dede Schaeffer. Dede accompanied your editor in locating the Millersville views used in the March issue of *The Card*. When members contribute their time it deserves recognition. Thank You, Dede. JW

April Fools Greetings

We have Henderson Litho of Cincinnati, Ohio to thank for these great postcards celebrating the official foolish day of the year. Though April Fool's Day supposedly originated in France (discussed in an earlier issue of *The Card*) we find the largest selection of dastardly pranks depicted on American cards. The Henderson Comic Series #102 may have six cards, but we've seen only these four. Do you have the other two?

