

The Card

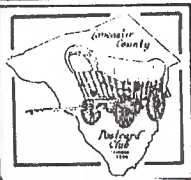
PUBLISHED BY THE LANCASTER
COUNTY POSTCARD CLUB, LANC. PA

MEETS 3rd MONDAY EA MONTH

Faith United
Church of Christ
1204 Wabank Street
Lancaster, PA

March 1992
Vol. 3 No. 3

NEXT MEETING:
Monday 7 pm
March 16, 1992
Buy/sell 6 pm



NEW MEETING LOCATION



From NORTH: President Ave., Columbia Ave.
West End Ave., Hershey Ave., Wabank Street
From SOUTH: Willow St. Pike, Highland Ave.
Seymour St., Fairview Ave., Wabank Street

NEW LOCATION

In an effort to find 'the right place' the membership voted in Feb. to give Faith United Church of Christ, Lancaster a try. A committee reports a great 40'x 60' well-lit room, plenty of tables, and display walls. Entrance in rear from 50+ car parking lot.

SET-UP VOLUNTEERS SHOULD ARRIVE AT 5:45pm



The
Wearin'
of the
Green

St. Patrick's Day

Stecher Lithographing Co Series #39 (D)



Great participation from these members in the Show n' Tell program last month:

Don Davis His dormitory rm. at Keystone Normal Sch., Kutztown. **Earl Carver** Chickies Rock and canal where he hunted frogs, caught catfish. **Harry Lines** Ebenezer Poultry Farm at Windom, Lanc. Co. (had a P.O 1885 to 1915).

Polly Curtis Tower of Skulls built by the Turks which she saw in Nis, Yugoslavia. **Betty Graver** The '76 Olympics in Canada. **Rich Kestenbaum** Lancaster's Woolworth bldg. with its roof garden. **Rosemary Litz** PC acquired in Yugoslavia.

John Aurand Maytown Lutheran Ch. PC sent to his grandfather; PC to his great-grandfather from great uncle. **Helen Metzler** Her husband at age 4 on Columbia real photo PC. **Howard Steinberg** Steamroller sunk in 10 ft. ditch on Dorwart St. (real photo).

Duwayne Litz 1792 Fr. restaurant in New Orleans. **Harold Moyer** Nice old 4-part Valentine installment PC. **Willard Buckwalter** 1883 U.S. postal card adv. Illus. Hist. of Lanc. County (Everts & Peck).

Bud Heim Real photo of his grandfather as Columbia trolley conductor. **Walt Mowrer** Honeycomb PC of bird. **Betty Brown** Traffic policeman in Lancaster's Center Square.

MARCH HEADLINER

Several Times Retired Right Reverend Ex-President **Earl Carver** will offer a slide program entitled **A POSTCARD AUTOBIOGRAPHY**. You're in for a treat - SEE YOU THERE!

FOLLOW-UP

Addition to last month's Check-list:

Von Nieda & Brun Ephrata, unknown printer #115 H A Section of the Mountain Springs Lawn looking North, Ephrata
Thanks **Gerald Hostetter** #6 for the addition

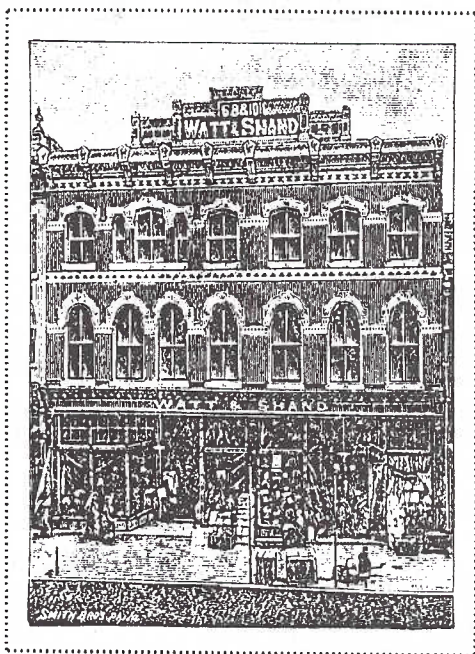


LANCASTER, PA.

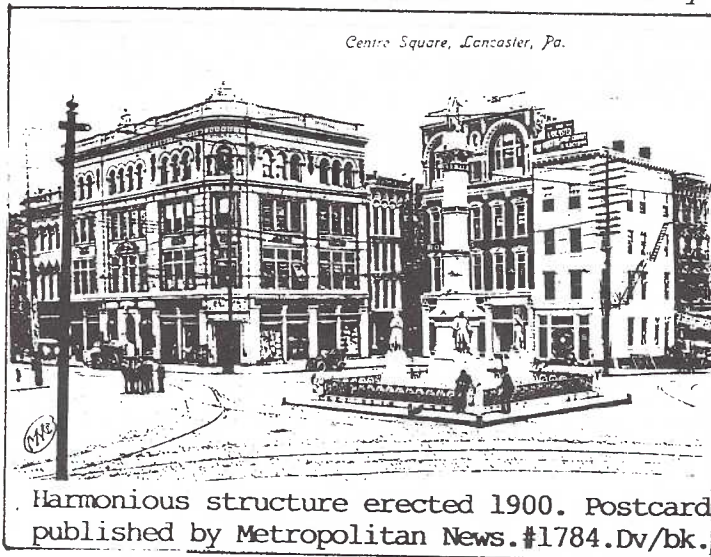
The logo above is certainly familiar to anyone who has lived in Lancaster County. It became an entity about 1907.

But the store had its beginning in 1878 when Peter T. Watt, James Shand and Gilbert Thompson purchased a 30x60' store at 20-22 East King St. It had 9 employees including 3 girls and a cash boy. It was then known as Watt, Shand & Company.

In a few years it was doing the largest dry goods business in the city. A move closer to the southeast corner of Centre (later Penn) Square in 1880 was its new beginning (see non-postcard illus).



#6, 8 and 10 E. King St. Second location, 1880. Illus. from 1887 Lanc. Bd. of Trade Directory

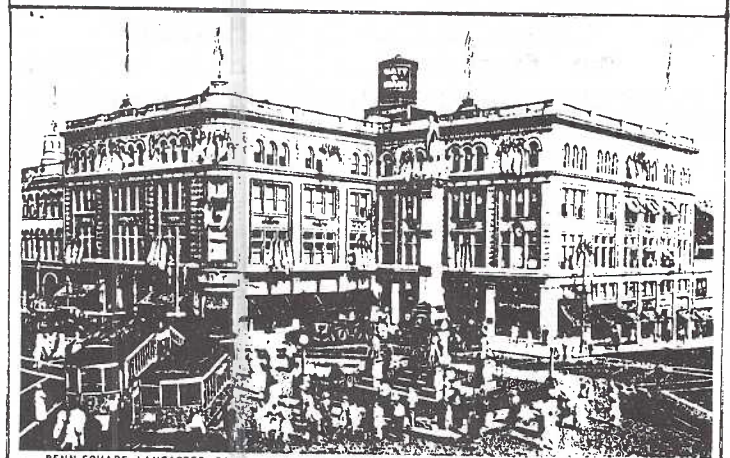


Harmonious structure erected 1900. Postcard published by Metropolitan News. #1784. Dv/bk.

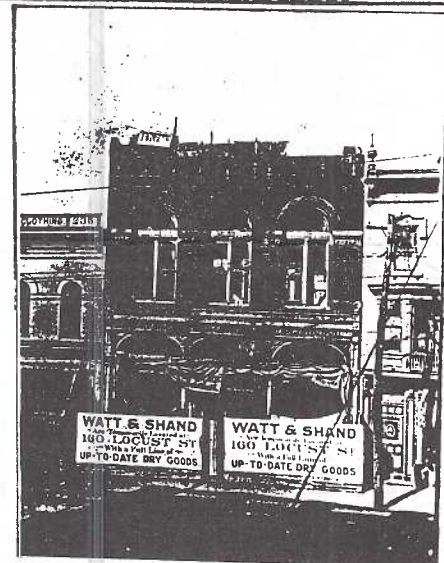
The imposing four-story building of grey brick, marble and terra-cotta trim with which we're familiar, took form be-



Note addition of 'inside corner' properties A-14372 Div/back by publisher Curt Teich



Huge 1907 addition extends down S. Queen St. Dv/bk #2949-29 printed by Curt Teich for local publisher, I. Steinfeldt.



The short-lived Columbia WATT & SHAND succumbed to fire, Sept. 1906. Unident. RP PC.

tween 1905 and 1907 when three adjacent properties nearly doubled the floor space. The deceased Mr. Thompson's family sold its shares about 1907 and "Co." was dropped.

WATT & SHAND will shortly be a name of the past. This, due to a recent sale of the 114 year old store to the Bob-Ton chain.

MORE ROOM - MORE TABLES OF CARDS!

If February's meeting was any indication, it would appear there are members who have surplus cards to sell. And table space seems to be the answer.

Thanks to **Dede Schaeffer, Paul Weidman, Howard Steinberg, Rich Kestenbaum, Jim Luty** and newcomer **Dee Delcher** (from Baltimore's Monumental PC Club) - the most 'dealers' yet!

LOCAL POSTCARD VIEWS ON VIDEOTAPE

Don Davis reviewed a video on postcard views of Allegany Co., Md. at the Feb. meeting. Donated by **Bill Seigford** this could be a great idea for LCPC to consider.

VOLUNTEERS SIGN UP FOR EXHIBIT

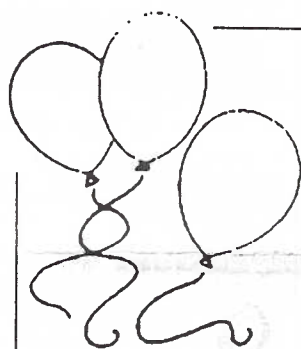
The first week of May is NATIONAL POSTCARD WEEK (NPW). But to have a booth at Park City Mall, Chairman **Jere Greider** announced the LCPC will be exhibiting and promoting on Saturday APRIL 18. In 1991 our little 'show' was a tremendous success with 15 exhibit boards and 20 volunteers, each offering a 2 or 3 hour shift.

Jere wants sign-ups now (285-5872) for your Exhibit Board and your Shift (sign up with a friend), Set-up or Break-down.



68

F.A.Owens Co. #68



MORLATTON POST CARD CLUB 1992 SPRING SHOW

Farm and Home Center
1383 Arcadia Road, Lancaster, PA
(717) 392-4911

(Motels within 1 mile of Home Center)

Friday, March 27, 1992 10 a.m. to 6 p.m.
Saturday, March 28, 1992 10 a.m. to 5 p.m.

M.W. Hall, Show Chairman,
Ph. (803) 387-6065
Anne Darrah, Show Secretary,

Ph. (215) 582-4810 or (215) 385-3408

PAID
ADVERTISEMENT

Admission
\$1.00
with card
.75

WESTERN STORIES

Don and Newly Preziosi, New Jersey dealers of some renown, have sung the praises of linen postcards for some time. Recently one of our members, Merv Wenger, also discovered the dramatic splashes of color and the vast array of subjects on linens.

Few sets offer such a great combination of graphics, copy and subject as **Post Card Storiottes** also known as **Dramatic True Stories from the Great West**. But finding each of the 18 cards in this set is no easy matter! Lucky is the collector who finds one in a dealer's 'garbage box'. Educated dealers know the value of these cards.

Seeing just one can 'get you hooked'. The unique feature in this set is a complete story on every card!



First cattle brand used in this hemisphere, and one of the prettiest ever, was the Three Christian Crosses of Hernando Cortez, Spanish Explorer who in 1499 brought the first cows from Europe. His crosses represent the Holy Trinity.



Will Rogers' brand was this fireplace andiron, as humble and homely in design as Will himself. He said it was etched on his mind from long hours gazing at the fire.

The man who owned this brand was named Peter Coffin!



Wildest, most lawless bunch of cowboys ever to herd cattle in old Arizona were called "the Aztec cutthroats." Appropriately, they used the Hashknife Brand.

A cowboy won thousands of acres and more thousands of cattle in one famous poker-hand gamble. His winning hand was Four Sixes.



Ten Texas counties were given in payment to contractors who built the great capitol at Austin. They started a ranch on their land, chose Ten-In-Texas — XIT — for a brand.

Adapted from the book **HOT IRONS** (Macmillan) by Oren Arnold and John P. Bohn.



DRAMATIC TRUE STORIES
FROM THE *Great West*

Oren Arnold is the conspicuous author on each PC and the first two titles (see checklist) are from **Hot Irons** a book he co-authored in 1940. A Postcard Collector story by Marianne Matthews some years ago suggested Arnold was a prolific contributor to popular magazines as well as author of at least 25 western novels between 1934 and 1966.

\$500 RE-WARD
FOR CATTLE THEIVES
JUST HELP US CATCH THEM
WE WONT HAVE NO TRIAL
WILLS RANCH

THE CATTLE RUSTLER

by Oren Arnold

The sign means exactly what it says! If you know Western tradition at all, you can guess what happens to the "theives" brought in. This sign was posted in the Southwest—no, not in 1879, but in 1939—and within a year the reward was paid six times! Moreover, there was no trial! Note the bullet holes.

Next to Indians, rustlers were the greatest enemies faced by cowboys in the Olden Days. A rustler would steal one or a dozen steers, re-burn them with his own brand and claim them for his own. Often he would drive off hundreds of cattle in one herd, to change their brands or sell them miles away. Many a gun fight, many a death, resulted from the war with rustlers.

In modern times, most rustling is "rubber tired." Thieves with trucks stop by the roadside, load on several fat steers, speed away to butcher them for a black market. Such thieves are hard to catch, wherefore — "\$500 RE-WARD, and no trial!"



DRAMATIC TRUE STORIES
FROM THE *Great West*

BOGUS BARON

by Oren Arnold

One day in the 1880's a man dressed as a magnificent **CABALLERO** rode into Arizona and said he owned 12,000,000 rich acres, inherited as an old Spanish land grant. The U. S. Government investigated his papers — and backed up his claim.

Forthwith he made people pay for living on his land. One railroad paid him \$50,000, a mine paid a like amount; every firm and individual had to pay heavy fees to this fellow — "Baron James Addison de Peralta-Reavis."

But one day an Arizona printer happened to see his documents of inheritance. One paper, dated 1748, was printed in a type not even invented until 1875!

Thus the great baron tumbled, and went to prison. But he had already collected a fortune, made himself internationally famous, had traveled the world over, and owned four mansions.

His bogus barony still ranks as the most gigantic swindle in American history.



DRAMATIC TRUE STORIES
FROM THE *Great West*

The Fierce Panther, Mustang!, Two Gun Lover, and Bogus Baron, -titles to intrigue even a non-western reader.

Card #11's story is based on true facts related to Judge Roy Bean and actress Lily Langtry.

Should you be so lucky, you may discover a folder containing all 18 cards complete with a brief biography of Oren Arnold. So careful was the publisher, Curteich, Chicago, they even printed inside the folder the continued stories from seven cards...stories which were continued on the address side of individual postcards!

POST CARD STORIETTES

#1-11 Vertical format, #12-18 Horizontal
Set Teich No. Title

- | | | |
|----|----------|------------------------------|
| 1 | 3B-H1686 | Famous Cattle Brands |
| 2 | 3B-H1685 | The Death Brand* |
| 3 | 3B-H1684 | The Lariat* |
| 4 | 3B-H1683 | The Cattle Rustler |
| 5 | 3B-H1682 | The Six Gun* |
| 6 | 3B-H1681 | Frontier Law! Wyatt Earp |
| 7 | 3B-H1678 | The Fierce Panther |
| 8 | 3B-H1679 | Bogus Baron |
| 9 | 3B-H1675 | Silver Skeletons |
| 10 | 3B-H1676 | Superstition's Mystery Gold* |
| 11 | 3B-H1677 | More Ammunition!* |
| 12 | 3B-H1680 | Gun Feud To The Last Man |
| 13 | 4B-H387 | Ghost Hole Bandits |
| 14 | 4B-H388 | Two Gun Lover |
| 15 | 4B-H389 | Savage Son* |
| 16 | 4B-H390 | Mustang! |
| 17 | 4B-H391 | The Love Brand* |
| 18 | 4B-H392 | Insurrecto! |
| | D-7522 | (18-card folder) |

*story continued on address side of card

1992 NPW POSTCARD

Doris Moore, #149 is also a member of the Phila.-Lanc. Turnpike Bicentennial Committee. She will present a design for LCPC to consider incorporating into our 1992 National Postcard Week card at the March meeting.

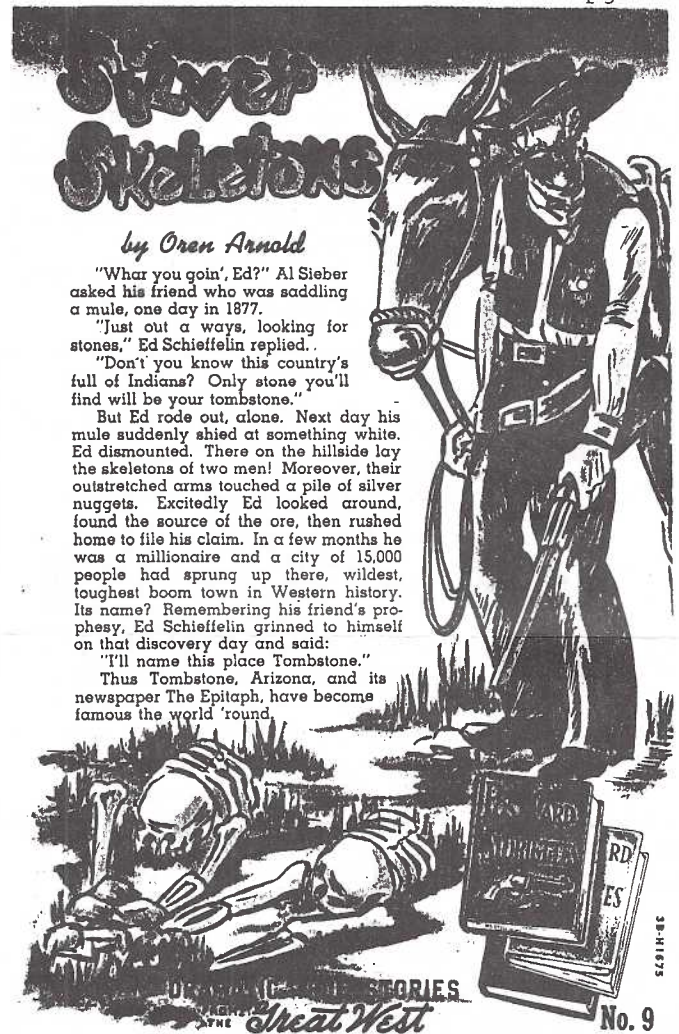
1991 NPW POSTCARDS

NUMBERED BACK ISSUES AVAILABLE

Rosemary Litz has kindly consented to handle 1991's NPW cards. She has the remaining inventory of the 500 printed. Your personal LCPC number could still be available!

The 200th Anniversary of Jas. Buchanan was a popular subject and those not purchased by the Club members will again be offered to the public (along with the new 1992 cards) at our NPW booth at Park City.

Contact Rosemary at 569-2543 for your own number and extras. Member price is now 35¢ each or 3 for \$1 plus postage.



"What you goin', Ed?" Al Sieber asked his friend who was saddling a mule, one day in 1877.

"Just out a ways, looking for stones," Ed Schieffelin replied.

"Don't you know this country's full of Indians? Only stone you'll find will be your tombstone."

But Ed rode out, alone. Next day his mule suddenly shied at something white. Ed dismounted. There on the hillside lay the skeletons of two men! Moreover, their outstretched arms touched a pile of silver nuggets. Excitedly Ed looked around, found the source of the ore, then rushed home to file his claim. In a few months he was a millionaire and a city of 15,000 people had sprung up there, wildest, toughest boom town in Western history. Its name? Remembering his friend's prophecy, Ed Schieffelin grinned to himself on that discovery day and said:

"I'll name this place Tombstone."

Thus Tombstone, Arizona, and its newspaper The Epitaph, have become famous the world 'round.

All cards copyrighted by Lollesgard Specialty Co., Tucson, Arizona. Folder dated 1944.

Inside flap of 18-card folder: "Here are 18 illustrated true stories from the legend and history of the great West. They will help you get the real 'flavor' of this romantic region...Best wishes from _____."

NEW MEMBERS

- #178 TERRY L. SNYDER 523 Creekside La. Mt. Joy, PA 17552. 653-9322. General.
- #179 KARL KORZENIEWSKI 249 E. Baird Av. Barberton, OH 44203. 216-745-7703. WWI, WWII, early (rare) Niagara Falls, He is a PC dealer as well.
- #180 MRS. JAS. GALLAGHER 853 Willow Rd. Lancaster PA 17601. 299-3469. Frogs Fairies and Hallowe'en postcards.
- #181 LINDA B. LEMIN 2774 Madison Ct. East Petersburg PA 17520. 560-5093. Lanc. City, Eagles Mere, PA; Phila. artists and painters
- #182 EDEN ALLEN DELCHER 413 E. Lake Ave. Baltimore MD 21212. 410-433-1532. Fantasy; dressed animals; holidays; moons

CLUB INVENTORY UNDERWAY

Bob Kramer was appointed by Pres. Dot Fry as Property Chairman and his first task will be to inventory LCPC's physical assets. If you have Club postcards, exhibit cases, etc. please contact Bob (684-4210) with an exact count and description.

This way we'll know where items are stored and how many we have available.



Auburn Post Card Co.

St. Patrick's Day Message #2341 (16 des.)

ELVIS USPS PC DUE

From Apr.6-24 the Post Office will have FREE postcards to use as ballots for the upcoming Elvis stamp. Check news for details. Thanks Merv Wenger #9 for tipping THE CARD.

AUCTION LOTS DUE

March meeting is the deadline for April Auction lots. **Please cooperate.** We know of no other PC club that issues a **mailed** listing as well as 'prices realized' FREE. Do your part to help the Auction Committee.

MEMBER - SPEAKERS PROMOTE LCPC

Jim Ward missed the Feb. meeting to present a postcard program to the Strasburg Historical Society. Anne Steinberg, Earl Carver, Charlie Heim and Don Davis have performed similar 'promos' which help the public understand what the rest of us are nutty over.

If you know a group that would like to learn more about cards - serious history or just plain fun - contact these members or others. The Strasburg group now owns 144 slides made from it's postcard collection as well as from Jim's cards.

Several members in the larger than average gathering brought their own local views as well as albums of greetings including a fine collection by Charles Twelvetreets. Harriet Miller is Program Chrl.



EXHIBITS



Old faces showed up among last month's exhibitors and exhibits.

Topic: Presidents Day

HAROLD MOYER FIRST - George and Abe

JIM WARD SECOND - Great Leaders

WALT MOWRER THIRD - Presidents

Honorable Mentions

DON DAVIS - George Washington, Father of Our Country

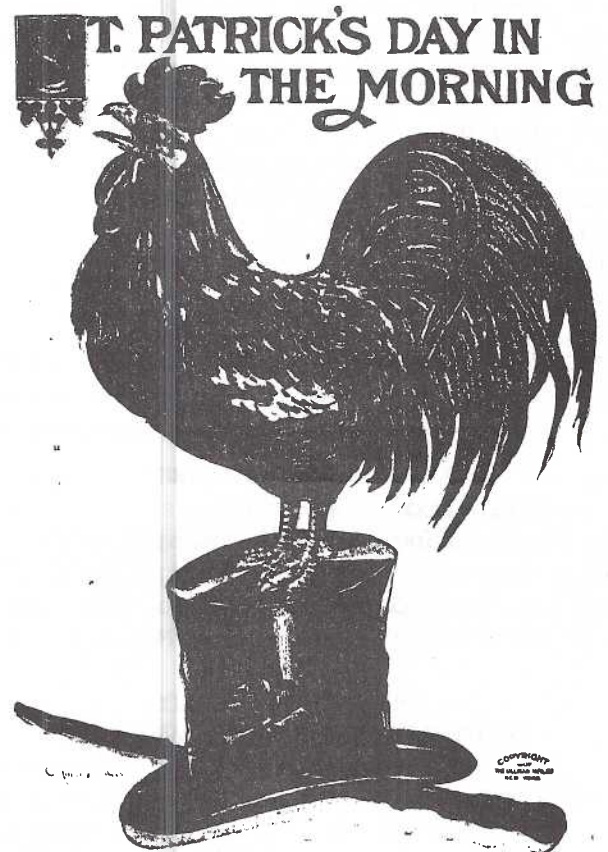
BOB KRAMER - The Best Presidents of Our Nation

Thanks, fellows, for your boards. And where have the lady exhibitors gone? Cash awards of \$3, \$2 and \$1 for top winners and of course, everyone gets an Exhibit Postcard

TWO MARCH EXHIBIT TOPICS

Two themes - two contests! WIND and ST. PATRICK'S DAY share the limelight as March exhibit topics. Exhibiting is more fun than Spectating. Get off your duff - do it!

Ullman Mfg. Co. St. Patrick's Day Series 128
Did you know our Pres. collects ROOSTERS?



THE CARD STAFF

Editor Jim Ward Columnist Charles Griffiths

Artist Jim Rudisill

Correspondence to:

P.O. Box 300, Lititz, PA 17543-0300.

Indexes available to THE LCPC NEWSLETTER first two yrs. (1990, 1991) 50¢ plus SASE.

Complete yrs. (1990-91) \$5 ea. incl. indexes.