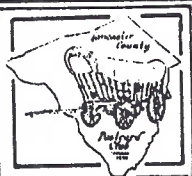


# The Card

PUBLISHED BY THE LANCASTER  
COUNTY POSTCARD CLUB, LANC. PA



Yearly membership is \$7 (plus \$3 per person, same address) Mail articles and correspondence to: P.O. Box 300, Lititz PA 17543-0300.

<b>MEETINGS: 3rd Monday</b>	Sept. 1992
Faith United	Vol. 3 No. 9
Church of Christ	<b>NEXT MEETING:</b>
1204 Wabank Street	Monday 7 pm
Lancaster PA	Sept. 21, 1992
	Buy/sell 6 pm

## PROGRAM

If it steers and its local, you'll probably hear about it at the September meeting. HORSE-DRIVEN or MOTORIZED, ELECTRIC or GAS, LAND or WATER....maybe even AIR. These will be postcards to capture everyone's attention.

Paul Weidman has, for many years, concentrated on Lancaster cards. He intends to show 'the tough-to-find City PCs'. Charlie 'Bud' Heim's interests center along the Susquehanna River and its environs. Both members are advanced collectors in the field of LOCAL VIEWS.

The weather's getting cooler, so bring a friend along for nice evening out.

This slide presentation should keep us all in high gear.

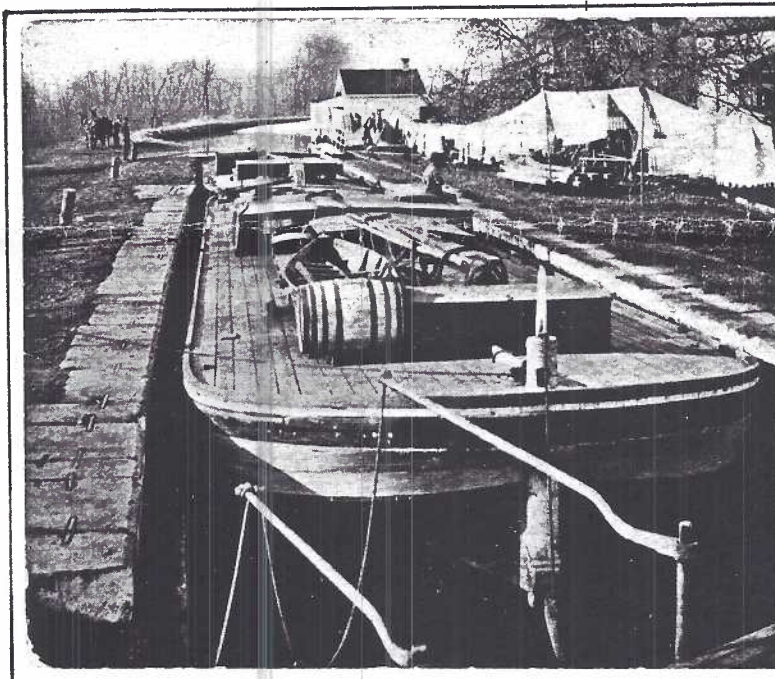


Was not that a dainty dish,  
To set before the King?

— Sing a Song for Sixpence —

From the Original drawing  
by RANDOLPH CALDECOTT

The charm of old fashioned Nursery Rhymes can always be found on postcards and Randolph Caldecott's art is superb (pgs. 6,7)



PENN'A CANAL  
ALONG THE  
SUSQUEHANNA

LOCK AT  
FALMOUTH,  
PA.

L. B. HERR PRINT

This great CANAL BOAT card is a sample of the TRANSPORTATION cards we'll see in our September Slide Show. If the L.B.Herr undivided back postcard looks familiar, it is a mate to the wonderful Columbia Canal Basin PC used in 'October' of the 1992 Calendar of local postcard scenes. This Falmouth PC will be in the 1993 edition containing nearly 60 more old scenes.



# LANCASTER COUNTY TOBACCO POSTCARDS

## THE DISCOVERY

Tobacco may have been named for Tobago, a Caribbean island discovered by Columbus. The Carib Indians smoked rolled dried leaves and inhaled finely crushed leaves in an apparatus called a 'tobaco'.

Spaniards found native Mexicans cultivating tobacco in 1519. It was used in religious ceremonies, as a disease cure-all, as a means of exchange and a source of pleasure.

## EUROPEAN USE

Three major agricultural products that Europeans obtained from the Americas were - potatoes, maize (corn) and tobacco. Spaniards were first to name tobacco, use it, import it, grow it and tax it.

Many crowned heads used it, most famous was Queen Eliz. I. It was James I, though, who refused to allow it be grown in England. To him 'the damnable tobacco is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs and in the black, stinking fume thereof nearest resembling the horrible Stygian smoke of the pit that is bottomless'.

Czar Michael of Russia decreed that first offense smokers be whipped and executed the second time and a snuff user should have his nose amputated.

## TOBACCO IN AMERICA

The tobacco nation of Lake Huron Indians cultivated and traded on an extensive scale but it was not until 1612 that a white man,

John Rolfe, first cultivated it. Tobacco is the most difficult non-edible farm product to raise.

The U.S. Dept. of Agriculture groups tobacco in six classes: flue-cured, fire-cured and air-cured (all used in cigarette making and confined largely to Md., Va., and Carolinas.) Cigar-filler, cigar-binder, cigar-wrapper are the other three.

Cigar tobacco culture was introduced to Pa. from Conn. Lancaster County once produced 94% of the cigar filler grown in Pa. **Heavy fertilized Lanc. Co. soil makes for a heavy-bodied, thick, dark-colored, gummy(!) leaf with more aroma(!).**

Ten tons of steer manure to the acre is not an unrealistic amount used by tobacco growers. A common rotation of crops, dubbed the "Lancaster System" by the USDA, is corn, tobacco, wheat and hay.

The editor wishes to thank Arthur L. Reist author of **Tobacco Lore of Lancaster County, Pa. (1974\*)** from which much of the information in this article was gleaned.

Our local Coop. Extension Service report shows that 3% of the County's harvested acres was planted in tobacco in 1990. Mr. Reist adds that about 60% of these fields are still in cigar (wrapper/ filler) plants while the rest are newly introduced strains of cigarette and snuff tobacco plants. (They have a smaller, yellowish leaf).

\*available from Mr. Reist for \$7

Post

## FERTILIZING TOBACCO.

Elaborate experiments by the United States Government prove that it is better to spend \$30 per acre for a tobacco fertilizer than \$5 per acre. The \$30 application produced tobacco worth \$128; the \$5 application produced a crop worth \$60. It cost \$10 more to handle and market the more valuable crop. Deducting the extra cost of the fertilizer (\$25) and the extra cost of handling the crop (\$10), there still remains a clear acre gain of \$31. In the one case the planter would have a net return of \$55 per acre; in the other case a net return of \$86 per acre.

BAUGH'S FARMERS' ALMANAC FOR 1911

## BAUGH'S WRAPPER LEAF BRAND IN LANCASTER COUNTY

—FOR SALE BY—

M. S. GRAYBILL & SON, BAREVILLE  
J. A. UMBLE & BRO., BIRD-IN-HAND  
W. K. MUSSELMAN, BOWMANVILLE  
A. L. MAST, NARVON

G. MOYER, MT. JOY  
SPRECHER & GANSS, LANCASTER  
LEVI BENSING, REINHOLDS STATION  
B. FRANK WALTER, CHRISTIANA



This tobacco postcard realized over \$15 in our August auction. Certainly one of its attributes must be the array of local sites listed with the distributors' names. In addition, the reverse (shown) explains the profitable results of using the advertiser's fertilizer, and the almanac year date is the 'clincher'. Printer is unknown.

# TOBACCO RELATED POSTCARDS of LANCASTER COUNTY

All cards have horizontal format, divided backs unless noted.

## Albertype

for Stevens House, sepia (field)  
hand colored (identical field)

## American News Co.

for C.H.Barr D 3295 R.P.McGrann's "Grand View Farms" (field, rd., RR)

## Auburn PC Mfg. Kraus Cigar Factory, Akron

## Commercial Colortype

for I.Steinfeldt 15662 (field, bldgs.)  
15662 (identical to above w/white border)

## Colourpicture

for Dutchcraft P62342 (Three Amish boys, dog)

## Curteich A-14377 (five field workers, foreman w/hand at side)

for I.Steinfeldt A-14377 identical to above  
15662-C as above w/o people, haystack  
OC-H1663 identical to 15662-C (linen)  
for Woolworth W-37479 (man, mules, empty wagon)

## Dexter

for Tom Golding 71793-C (Demuth store statue) (vertical)  
for Jim Hess 9721-C (Amish family cutting tobacco by hand)  
9722-C (Amish family cutting tobacco w/horses)  
9723-C  
9724-C (Amish family loading tobacco wagon)  
18219-B (Hanging laths in barn) (vertical)  
33503-B (Horse-drawn wagon in field)  
49784-C (tobacco wagon/Soudersburg covered bridge)  
for L.E.Smith 43726-B (Amish children hoeing)

## Express Printing (Brenneman tobacco bldg., Millersville) (see illus.)

for Keith (Mumma's cigar box factory, Brownstown)

L.B.Herr black and white (field, bldgs.) same farm as on  
Commercial Colortype cards above

Illustrated PC 1240.40 sepia (horses, empty wagon)

Koppel for Stel-Mar 129534/SM-9 (loaded wagon at tobacco shed)

Landis Art Press (Crop raised by E.Gochnauer at Bamford)

Leighton & Valentine 403,233 (same field and workers as Curteich  
A-14377 except foreman w/hand at waist)

Valentine & Sons 403,233 identical to above

## Tichnor

for Morrison Bros. 133857 (multi-view: field and full scaffolds)  
for Stel-Mar K-10259/SM-9 identical to Koppel 129534

Walmer (field w/worker in distance) greenish tint

## Unknown publishers/printers

Baugh's Wrapper Leaf Brand adv., lists 8 local distributors; bag  
for fertilizer upper rt; reverse ad for same and 1911 almanac (see illus.)

Real photo field of tobacco w/Strasburg church steeple behind bldgs.

Real photo field, farm (possibly Landisville area)

Real photo Kinports' cigar factory, Rothsville

Real photos (6-8 diff.) Moss tobacco warehouse fire, Lancaster

Real photo Eisenlohr tobacco warehouse, either Lancaster or Manheim

Various printed PCs for Jacob G.Shirk & Son, Wholesale Tobacco and  
Cigars, Lancaster, Pa. showing office interiors, trucks, salesman  
as well as salesmen's appointment postal cards.

The largest number of tobacco related cards found (in a stock of over 7,000 local PCs) appear on types prevalent during the Golden Age of PCs (also the height of cigar tobacco popularity). Fewer were found of white border, linen and chrome types. Scarcest were advertisements and real photos.





This local tobacco postcard shows clearly the field and packing house of J.W. Brenneman at Millersville PA. with the employees, owners and a horse-drawn tobacco wagon. Brenneman's office and salesroom was at 110-112 West Walnut St., Lancaster. Our Principal was their most popular 5 cent cigar. Express Printing Co., Lititz printed the divided back card.

## THE POSTCARD PAINTING

Many of us grew up visiting Ike Steinfeldt's store next to the Hotel Brunswick on N. Queen St....for tricks, novelties or coin folders as kids; later for newspapers, magazines, smokes or even Amish souvenirs. Tourists and traveling salesmen were his best postcard customers.

When his store closed upon his death in 1963, liquidation was fast. Fortunately his niece, **Marilyn Wesler**, member #123, had the foresight to retrieve a few things—a box of postcards and a painting.

The 4'x5' painting (of the Amish family depicted) hung in Ike's window to promote both souvenirs and postcards. I. Steinfeldt PCs are some of the most prolific in Lancaster County. (He first sold PCs in 1904. Ike even wholesaled to the Woolworth stores.) **Marilyn** remembers seeing the employees use the wooden painting as a dart board after it was relegated to a back room.

A recent visit with **Marilyn** by **Charlie Griffiths** and **Jim Ward** found her 150+ different cards all on **Charlie's** extensive Local Publisher list. Curteich had printed most of the cards. What was revealed was that they appeared to be Ike's 'sample stock' from which he ordered. Some PCs were marked '2,000, 4,000' etc.

Little caches of local PCs such as this help to give us a better understanding of our hobby. Thanks, **Marilyn**, for your input. If you have knowledge of similar hoards, why not share it?



Amish Family of Lancaster County, Pennsylvania

Curteich 9A-H2093 is the only known local Amish PC of a painting. The painting was used as a window display and dart board.



The Club wishes to extend its deepest sympathy to Ruth and Harry Lines. Their daughter passed away in August.

### ANNUAL PICNIC

It was a GOOD day - a WONDERFUL day: lots of happy faces (about 50)...plenty of shade...a cool breeze...many, many albums to pass about and enjoy...Bud's baked potatoes...Dorathy's home-made turkey barbecue...a swimming pool...great directions...ample parking...some cards for sale...delicious desserts...cakes, cakes, cakes = for birthdays (Helen's 83rd, Big Don's 39th(?) and Aida's and Jose's 22nd wedding anniversary) PLUS a fabulous POSTCARD CAKE for HOSTS **BARB** and **BUD HEIM** with even a detailed 3-colored Am. flag stamp - the work of **Ruth Lines**... unused brass quoits...much fellowship...full bellies...and the star attraction for the day - "POSTCARD to a BACKWOOD LADY" a tale about poor Kate Henry (1891-1961) a resident of north Lancaster County. She appeared on two postcards owned by Dot Fry. And of course the tale was told by our preeminent story-teller, Pres. Dorathy. ('case you didn't know it, Dot is a much-in-demand story-teller, known far beyond the reaches of our County. Ask her about her talk in Washington, D.C.

PICNIC IN '93? You betcha!!

MONTHLY GRIN....or  
HOW SOME OF US FELT AFTER THE PICNIC

## AUCTION ACTION



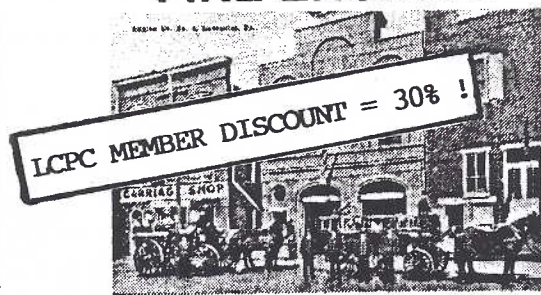
THIS IS THE MONTH. If you plan to put postcards in the OCTOBER AUCTION, they must be in the Committee's hands at the SEPTEMBER MEETING!!

Because some lots have had so little value, the Auction Comm. reserves the right to 'double up' lots before they reach the listing stage (and certainly before they are on the auction block). This will save wear 'n tear on our auctioneers and all the volunteer help.

### NEW ADVERTISING RATES

Camera ready copy - full pg. \$15, ½ pg. \$8, ¼ pg. \$5. Member classified ads FREE first 25 words (10¢ per word over 25). Deadline - 20th of month prior to publication  
**THE CARD, P.O. BOX 300, LITITZ, PA 17543-0300.** Monthly mailing of 200 copies includes over 30 other postcard clubs. All copy subject to approval by Editor and LCPC Directors.

## FIRE ENGINES



These are the only known postcards of Lancaster Pa. Fire Houses. The b/w unused cards are the small remaining stock of the photographer. The photos were taken between 1914 and 1918 as the Lancaster Fire Dept. was converting its horsedrawn fire apparatus to motorized vehicles. Companies #2 and #4 were still horsedrawn when the postcard series was produced. Pub. by Kropp, Aug. 23, 1918.

Co. No. 1 - 2 engines\*

Co. No. 2 - 2 horse teams

Co. No. 3 - 2 engines\*

Co. No. 4 - 2 horse teams\*

Co. No. 5 - 2 engines, chief's car\*

Truck Co. A - hook and ladder\*

The 4 different motorized vehicles (1, 3, 5, A) = \$40 plus \$2 p/h.

Company No. 4 (horse-drawn teams) = \$20 plus \$2 p/h.

SHORT SET (' ' s) ( #1, 3, 4, 5, A) \$55 plus \$2 postage and handling

COMPLETE SET (#1, 2, 3, 4, 5, A) \$150 post paid (Most of Co. 2 cards were destroyed because of water damage.) Co. 2 available only in complete set.

### VERY LIMITED SUPPLY

U.S. Postal Money Orders filled same day. Checks must clear.

**JIM WARD**

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

FREE biog. of the publ. with orders over \$20.



"I fink I could take another piece if I stood up!"





In Islington there lived a man,  
Of whom the world might say,  
That still a godly race he ran,  
Whene'er he went to pray.

— An Elegy on the death of a Mad Dog —

From the Original drawing  
by RANDOLPH CALDECOTT

PUBLISHED BY F. WARNE & CO.

A5

WARNE, F. W. & COMPANY

The book publishers, Frederick Warne & Company are remembered for one outstanding series of 48 postcards – those drawn by the inimitable Randolph Caldecott. Born at Chester in 1846, he studied at Manchester Art School but was nearly thirty before he received due recognition for his illustrations to Washington Irving's *Old Christmas*. He then became a frequent contributor to the *Graphic*, and also to *Punch* and *London Society*. His drawings reflect his fascination for the period 1775–1815. Afflicted by rheumatic fever, he died at the early age of 40 in the United States of America.

The postcards are drawn from the four collections of illustrated childrens' rhymes produced between 1878 and 1885, comprising 18 subjects in all. The first two collections consisted of four rhymes each and the second two had five each. As the numbering of the cards coincides with the way in which the sets of six were issued and not with the order of the rhymes, they are here listed according to the original collection. The eight sets of postcards are numbered A1–A6 to H1–H6.

#### First Collection:

The Diverting History of John Gilpin A1, A2, B1, B2  
The House that Jack Built C1, C2, D1, D2  
An Elegy on the Death of a Mad Dog A5, A6, B5, B6

#### Second Collection:

The Three Jovial Huntsmen A3, A4, B3, B4  
Sing a Song for Sixpence C3, C4, D3, D4  
The Queen of Hearts C5, C6, D5, D6

#### Third Collection:

Hey Diddle Diddle E1, E2 (illustrated)  
Bye, Baby Bunting E3, E4  
The Milkmaid E5, E6, F5, F6  
A Frog he would a-Wooing Go G1, G2, H1, H2  
The Fox jumps over the Parson's Gate G5, G6, H5, H6



A kind and gentle heart he had,  
To comfort friends and foes;  
The naked every day he clad,  
When he put on his clothes.

— An Elegy on the death of a Mad Dog —

From the Original drawing  
by RANDOLPH CALDECOTT

PUBLISHED BY F. WARNE & CO.

A6

#### Fourth Collection:

Ride a Cock Horse to Banbury Cross F1, F2  
A Farmer went Trotting upon his  
Grey Mare F3, F4  
Come Lassies and Lads G3, G4, H3, H4

It will be noticed that although most rhymes have four cards to illustrate them, four of them consist of only two cards. These all fall within the third and fourth collections. There are also four stories without any postcards at all, including 'The Great Panjundrum Himself'. It would seem that it was Warne's intention to issue a further four sets of six, making 72 cards in all, which would have completed the series with four cards to each rhyme. Perhaps it was lack of sales that prevented this, since a large remainder of some sets was discovered a few years ago.

The set of 48 cards was first issued in about 1914, and was reprinted in 1933, grouped slightly differently in the sets of six. It was again reissued about 1975 in association with Hunkydory Designs. An original set realised more than £30 in auction in 1978, although a couple of years earlier it would only have reached one-sixth of that figure.

This information is an example of the wonderful contents in **PICTURE POSTCARDS AND THEIR PUBLISHERS** by Antony Byatt.

Mint cards of the 1933 series are \$4-7 ea. while reprints in the 1975 series are \$2-3. At this writing a few '75 sets are available at Dan Good's stand.

Anyone ever see a cancelled PC of this set?





And in that town a dog was found:  
As many dogs there be -  
Both mongrel, puppy, whelp, and hound,  
And curs of low degree.

- An Elegy on the death of a Mad Dog -

*From the Original drawing*  
by  
**RANDOLPH CALDECOTT**

PUBLISHED BY F. WARNE & CO

B5



This dog and man at first were friends;  
But, when a pique began,  
The dog, to gain some private ends,  
Went mad, and bit the man.

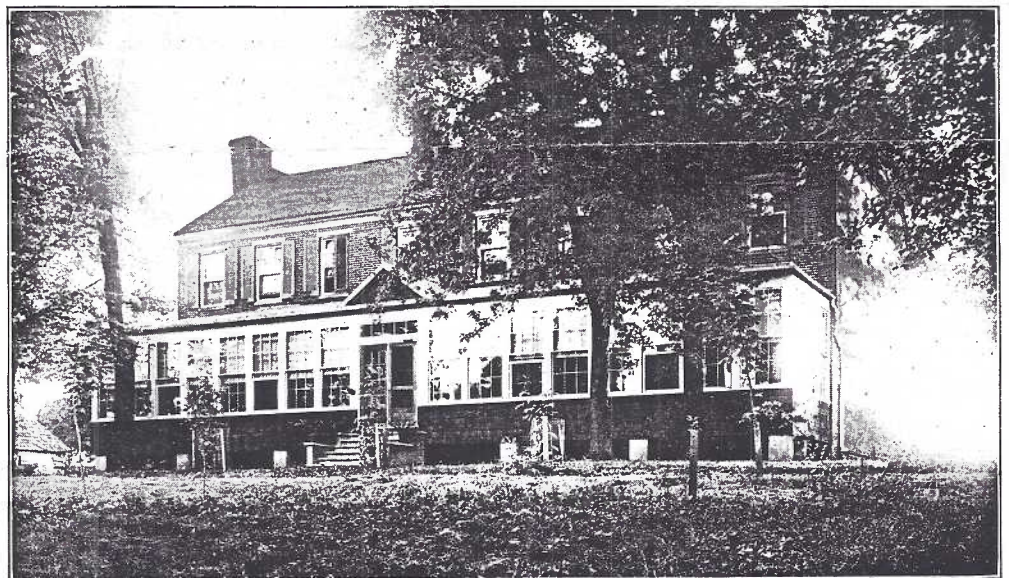
- An Elegy on the death of a Mad Dog -

*From the Original drawing*  
by  
**RANDOLPH CALDECOTT**

PUBLISHED BY F. WARNE & CO

B6

UNIDENTIFIED  
POSTCARD DEPT?



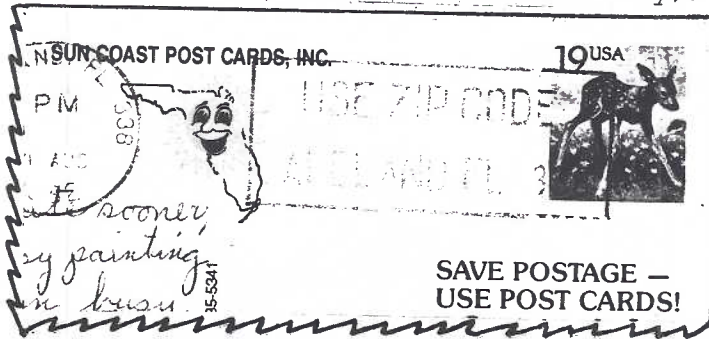
Willow Mill Farm House

Where is this large country home? Do you recognize it?  
The cancellation is Leola PA, Aug. 7, 1928. Message - ..Will visit  
this place this week. On vacation now.....Was it a guest home?  
Contact Jim Ward at meetings or Box 300, Lititz PA 17543-0300.



### LOCAL CHECKLIST #3

Contact Charles Griffiths for the next check list - of **DENVER, PA.** He can send you a copy to check against your cards and return before Oct. (for a future **CARD** story).



Seen on a Lawson Mardon PC from Florida,  
"Thank you for helping promote our hobby!"



### FIRST CLUB-SPONSORED FLEA MARKET/YARD SALE

Club ad below is all the info. you need.  
But let Paul Weidman or Jere Greider know if you will attend as soon as possible.  
Bring your friends and relatives. **EVERYONE** is invited to buy and sell.  
Paul and Jere would like to know by Sept. 12 if you hope to participate.

## NEW MEMBERS

- #214 **DORIS KAY FEIGHT** 806 Stanley Ave.  
Chambersburg PA 17201-2838. Phone 263-1638. Small town PA cards; good greetings. Collector/dealer.
- #215 **JAMES R. FEIGHT** Same as wife, Kay.  
Many of us have known the Feights for years and welcome them and their PCs!
- #216 **JEANETTE B. BRUBAKER** P.O. Box 374, Lititz PA 17543-0374. Phone 626-5730.
- #217 **FREDERICK L. BRUBAKER** Same as Jeanette.  
Collect local views plus landmarks- esp. historical buildings.



## EXHIBITS



No exhibits in Aug. = members who brought albums of their cards to share at the picnic were many - and they are **ALL** winners! Thanks for your efforts.

September's **POSTER BOARD COMPETITION** has the topic - **Fire Trucks** in keeping with the Program topic, **TRANSPORTATION**. To allow more members to participate, Chairlady **Barb Heim** also suggests fire houses (and why not fires?)

# FLEA MARKET & YARD SALE

Sponsored by The Lancaster County Postcard Club

**SATURDAY**

**SEPT. 19**

**EAST PETERSBURG**

Starts  
8 am

1780 Rohrerstown Rd.  
(Hamilton Precision Metals)  
Huge black-top lot

**FREE ADMISSION**  
**FREE PARKING**

**GIANT 16'x16' spaces - ONLY \$7**  
Display next to your vehicle  
(bring your own tables)

Public is invited to **BUY** and **SELL**  
For Information Phone 898-7313  
or 285-5872

Collectables of All Kinds

Postcards - Local History Items - Antiques  
Household Items - White Elephants - Crafts

Bring your friends - Bring your left-overs  
Come out for a great day of **BUY-SELL-SWAP!**

**Rain Date**  
**Sept. 26**

