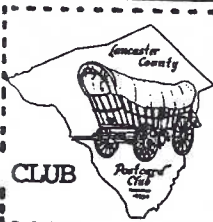


The Card

MONTHLY PUBLICATION OF
THE LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA



MEETINGS: 3rd Monday
FAITH UNITED
CHURCH OF CHRIST
1204 Wabank Street
Lancaster PA

January 1993
Vol. 4 No. 1
NEXT MEETING
January 18, 1993, 7 pm
Buy/Sell/Trade 6 pm

Yearly Membership is \$7 (plus \$3 per person, same address). Mail articles and correspondence to: P.O. Box 300, LITITZ PA 17543-0300.
Ads: \$15 full pg. \$8 1/2 pg. \$5 1/4 pg. prepaid.

OFFICER SLATE FOR 1993

President	DON DAVIS	872-8630
Vice President	WALTER MOWRER	684-5331
Secretary	BARBARA MOWRER	684-5331
Treasurer	HARRY LINES	569-2080
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HAROLD RINEER		394-9384
Directors for 1992-1993		
GERALD HOSTETTER		653-4505
ROBERT KRAMER		684-4210
PAUL WEIDMAN		898-7313

POSTCARD FROM OUR PRESIDENT

LOOKING AHEAD IN 1993

Presidents Ward, Carver and Fry will be difficult to follow, but with everyone's help we can continue to make Lancaster County Postcard Club the success story of the decade.

Remember the story of the three people who belonged to the same organization? Their names were Anyone, Everyone and Noone. There were jobs to be done, committees on which to serve, and activities to plan. Anyone could have done these jobs, but Everyone thought Someone else would do it. As a result, No One did it. Let's not have that happen to the LCPC. If you are asked to serve, please accept the challenge.

Suggestions for Programs and Board Topics are always welcome. See **Walter Mowrer** for Programs and **Charles Griffiths** for Board Topics.

May Ninety-Three be filled with glee for thee and me and a year of prosperity for the LCPC.

Donald A. Davis

THE CARD STAFF

Artist James Rudisill. Proofreader, Indexer, Now and Then Columnist, Info Contributor and Mentor Charles Griffiths. Editor (the buck stops here) Jim Ward. P.O. Box 300, Lititz, PA 17543-0300 for all correspondence.

Third Birthday Greeting



COPYRIGHT, 1922, BY C. M. BURD

With apologies to C.M. Burd for parts of 1913 and 1922 Cradle Roll postcards)

**WE'VE BEEN BUSY, AS YOU CAN SEE
AND GUESS WHAT...WE'RE ONLY 3!**

Exhibited for National Postcard Week at Park City Mall. 20 members participated with over 32 diff. boards and albums.
Exchanged club bulletins with 45 PC clubs.
Published 6-8 page monthly illustrated bulletin **THE CARD**.
Produced 3rd NPW card by club and exchanged with 54 other clubs and collectors.
Conducted first neighborhood postcard and yard sale. 18 members set up and sold.
Sponsored second 14-month Postcard calendar of local views.
Showed PC albums and publicized club at Lititz Park on July 4th. (9 members)
Committed club to first POSTCARD SHOW - Aug. 21, 1993, Farm & Home Center, Lanc.
Held four PC auctions totaling 520 lots w/descriptive lists and prices realized
Feasted at second successful picnic and entertained by Story Teller/Pres. D. Fry
Issued PC checklists for Akron, Denver, Terre Hill, local tobacco, Demuth paintings, Von Nieda & Brun, Barrose, local calendar PCs and Water Works Railroad Bridge
Compiled and distributed third membership roster.
Developed club library to 42 diff. titles
Educated members with seven slide programs.
Competed monthly with over 70 Exhibit Boards by 27 different members.
Increased membership to 213 (over 10 times the number who organized in Jan. 1990).

Resolved by THE CARD staff...to bring you a balance of information about POSTCARDS, entertainment with POSTCARDS, and news concerning the Lancaster County POSTCARD Club all done with many illustrated POSTCARDS.

ACH, DU LIEBE....

The wonderful vittles had vanished and **Sec. Barb Mowrer** had cast a ballot for 1993's officers and directors when **Pres. Dot Fry** announced **Harold Moyer** would be the evening's Auctioneer and he would be speaking Pa. Dutch!!!

Awe became laughs, laughs became grins, grins became questions and questions became distress. So **Dot** and **Harold** readily agreed we "English" needed more learnin' before he mounted the auction block again. **Howard Steinberg**, the Perennial Comical Flash, speeded up our spending and relaxed our brains for the remainder of the auction.

Clerk/Treas. **Harry Lines** announced that \$175 was netted from very generous members who donated pictures, coins, candy, Christmas Santas, tree ornaments, postcards, wreaths, necklaces, aprons and two beautiful afghans! **Harold Fry, Russ Mull** and **Jose Rodriguez** filled in as Runners. THANKS TO ALL!

A Christmas Card Exchange followed. **Dot** than recognized her year-long helpers who were photographed by Historian **Earl Carver**

CARD editor **Jim Ward** also recognized with the presentation of LCPC's **Educational Award Postcard**, these members who have contributed to Programs in 1991 and 1992:

1991 PROGRAMS

Jan - Show 'n Tell (My Hometown)	12 Members
Feb - The Little Art Shop	Jim Ward
Mar - Vinegar Valentines	Don Davis
Apr - Libraries	Marjorie Warmkessel
May - Show 'n Tell	10 Club Members
Jun - Framing PCs	Dede Schaeffer
	and guest Ron Ettelman
Jul - Stevens Trade & Environs	Tom Beck
Aug - Hershey Chocolate Bar PCs	Russ Mull
Sep - Lanc. County River Towns	Bud Heim
Oct - PC Questions and Answers Panel	Dede Schaeffer, Anne Steinberg, Jose Rodriguez, Daisy Schaeffer and Charles Griffiths
Nov - Seldom Seen Lanc. City PCs	Jim Ward
Dec - PC Heritage and History	Donald Brown
(also Auctions=Jan, Apr, Jul, Oct)	

1992 PROGRAMS

Feb - Show 'n Tell	16 Club Members
Mar - Postcard Autobiography	Earl Carver
May - Coca Cola	Jere Greider
Jun - Millersville	Harry Lines
Sep - Scarce Local PCs	Paul Weidman
	and Bud Heim
Nov - PRR and artist Griff Teller	Bill Seigford and guest Kenneth Murry
Dec - Christmas Pretzels	Jim Ward
(also Auctions=Jan, Apr, Jul, Oct; Picnic=Aug)	

Full color CHRISTMAS PRETZEL POSTCARDS by the Halfville Art Press were given to party attendees by J.Ward following his slide presentation. Edition was limited to 75 cards.

Thanks for these table centerpiece: to Dot Fry for the delicate little 6" pretzel wreaths; Barb Heim 'n Barb Mowrer for the holly and greens; Jim Ward for the S. Claus

NEW MEMBERS

#234 **NANCY PIERCE** 10 N.Oak St., Ephrata PA 17522. 733-3321. Collects Ephrata and Denver
 #235 **JOHN PIERCE** Same as wife Nancy but likes sports postcards
 #236 **TED HEISEY** 325 E.Clay, Lanc., PA 17602. 299-7216. Lanc. City & Co. trolleys and trains
 #237 **SANDRA M. SMALE** Box 147, Geigertown, PA. 19523. 286-9280. Berks, Lanc., Chester counties and churches from all fifty states.

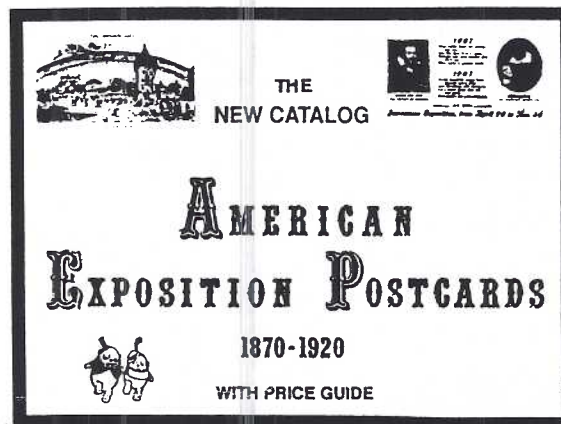
237-24=213 actual members!



LIBRARY.



New arrivals to our growing Library (see complete listing Oct.'92 issue of **THE CARD**) include three postcard price guides. Librarian **Bill Buckwalter** totes all the books to each meeting. Members may borrow on a monthly basis. Please return promptly.



Fred and Mary Megson have done it again! Their **AMERICAN EXPOSITION POSTCARDS 1870-1920** mirrors the exactness and fine tuning that we saw in their first work **AMERICAN ADVERTISING POSTCARDS, SETS AND SERIES 1890-1920**. The same format is used and the index seems easier to use than in their first endeavor. Illustrations are small but many.

A 50-page appendix includes much useful information for **basic postcard knowledge** as well as Expo. checklists. A colorful background to each exposition is the icing on the cake. We're proud, too, knowing member **Jose Rodriguez** was one of Fred and Mary's three consultants.

THE POSTCARD PRICE GUIDE BY J.L. Mashburn and **THE OFFICIAL PRICE GUIDE TO POSTCARDS** by member **Diane Allemen** are necessary updates for all collectors. Whereas Mashburn's guide concentrates on artist-signed cards (133 pgs.) Diane's book offers a balanced representation of all postcard fields.

Mashburn's artist-signed PCs incl. many foreign artists (helpful to those of us interested in the oldest cards). However, I don't mean to slight his other entries. I also appreciate his range of very-good and excellent prices.

AS WITH ANY REFERENCE BOOK, READ THE INTRODUCTION AND AUTHOR'S COMMENTS. A genuine understanding of their intentions can only make collecting better for us all. JFW

FUTURE SHOWS



...for Snow Birds only...

Jan. 8-10 Ft. Lauderdale
 Jan. 9-10 Pompano Beach
 Jan. 16-17 Miami
 Jan. 23-24 Orlando
 Feb. 6-7 Tampa...for those of us who still wear mackinaws and galoshes there's bro. John McClintock's MT. LAUREL, NJ Show on February 12 and 13, Budget Motor Lodge.

Following business meeting of 1/18/93. All items are postcards. **Examine carefully.** Mixed lots(used/unused)unless noted. **u=used, un=unused, RP=real photo, cc=continental chrome, c20=approx. 20 pcs.**

- | | |
|--|---|
| 1 22 Bermuda cc un | 46 25 Ships (21 diff.) |
| 2 10 Churches cc un | 47 16 Misc. humor |
| 3 Errol Flynn, Walter Pidgeon res.; linen un | 48 1000+/- used postcard sleeves |
| 4 9 Military chapels, linen | 49 Album of 224 mixed greetings |
| 5 10 Mountains cc, u | 50 25 Russia: winter scenes, church, cc un |
| 6 10 Trees (4 linen) un | 51 6 Disney World oversized un |
| 7 10 Restaurants (3 linen) un | 52 2 Lanc. Fair, incl 1913 girl/pigs |
| 8 10 Stadiums, speedways | 53 4 Lanc. dept. stores incl. interiors |
| 9 7 United Nations (1 dup.) | 54 4 Lanc. Real photos of bldgs. |
| 10 Mountville reservoir, town clock (1 ea. un) | 55 4 Lanc.: Rocky Springs u |
| 11 5 Lanc.: Menn. home, Gen. hsp., jail, Wheatland | 56 4 RP Millersville campus and bldgs. |
| 12 4 Marietta: Sus. river, churches, etc. un | 57 4 RP cavalry, artillery drills (local?) |
| 13 10 Churches; Brethren, Moravian, Mormon | 58 10 Wildwood, mostly linen, dups |
| 14 11 Falls | 59 16 Greetings |
| 15 10 Indians | Lot #60 donated by Sabina Newkirk, daughter of Silas Bard, an early Denver PC publisher. |
| 16 10 Museums un | 60 W. Side Railroad Sq, Denver, un, tape, crease |
| 17 10 Pa. Turnpike | 61 2 PCs: double-size steamboat at dock + 1 |
| 18 6 Masonic Scottish Rite cathedrals (1 dup) | 62 Album (110) nice greetings, views, adv., expo |
| 19 8 Golf | 63 Album (108) railroads, trolleys, depots, etc. |
| 20 Tuck set #7082: 6 M. Luther res./orig. env. | 64 10 Gettysburg + folder |
| 21 11 Pa. Turnpike, Dexter b/w un | 65 11 Seinhart aquarium fish, nice! un |
| 22 12 Covered bridges un | 66 2 RP: G. Rogers res, Hollywood Bowl + 1 |
| 23 13 Covered bridges | 67 21 Detroit Milwaukee Museum un, 1 dup. |
| 24 27 Florida linens un | 68 8 "set" Pilgrims + Walk-Over, Balt. MD. adv. |
| 25 17 Amish chromes un (2 dups) | 69 8 Streamlined trains, incl. 5 RP un |
| 26 20 Flowers, pre-1920 | 70 15 Indians nice! |
| 27 4 Leathers | 71 8 Century of Progress un |
| 28 9 Lovers -set of 6 un + 3 u, pre-1920 | 72 Army Air Corps: 1935 Stratospheric flight |
| 29 9 Lovers pre-1920 | 73 Album (255) mostly West: Indians, caves, etc. |
| 30 9 Pa. hex signs, 3 diff. 3 ea. cc un | 74 Album (102) mostly West + few non-PCs |
| 31 83 Europe | 75 4 Lanc. churches: Trinity L. (3), St. Steph. un |
| 32 54 New York state + folder | 76 4 Lanc. churches: Meth., Grace L., St. Jas. Ep |
| 33 57 Southern states + 3 fldrs. | 77 3 Lanc. churches: St. Paul's Reformed |
| 34 127 New England + folds., many dups un | 78 3 Long Home (1 RP), + Alms House (RP) |
| 35 134 Western states | 79 4 Lititz Springs Park un |
| 36 47 Texas + fldr. un | 80 4 F & M College un |
| 37 49 Penna. | 81 4 F & M College un |
| 38 50 Louisiana + fldr. un | 82 4 Long Park |
| 39 40 Florida + 3 fldrs. some dups un | 83 4 Reading PA |
| 40 19 New York state, chromes un | 84 3 Emmanuel Lutheran (2 scarce) |
| 41 50 New Jersey, 2 Del. 1 DC | 85 19 Assorted views + non-PCs |
| 42 10 Canada + 3 fldrs. | 86 50 Greetings, mostly embossed flowers |
| 43 49 Bermuda, 5 Bahamas (few dups) | 87 9 Salt Lake City un |
| 44 75 England | 88 12 Colorado Springs un |
| 45 24 Misc. worldwide | 89 25 Yellow Stone Park un |



LEST YOU FORGET.

DUES

We'd like you to stay with us.
A \$7 check is all it takes (\$3 ea.
additional member per address).
Your benefits plus great friends
are listed on page 1. Payments
after Jan. 31 could cost you more!

TEMPORARY CUSTODIANS

You know the temperature and humidity range you find comfortable. YOUR POSTCARDS NEED THAT SAME RANGE! Keep them in **your** living quarters -not in cold/hot attics and basements (and not in direct sunlight).

Whether in albums or shoeboxes, THEY MUST STAND UP = to breathe (not lying flat with heavy weight on the bottom cards).

We should take care of our postcards. We are only their TEMPORARY CUSTODIANS.

ARMSTRONG FROM THE AIR

The Armstrong Cork Company got into the business of manufacturing linoleum because ground cork "flour" was a prime ingredient. What we know as the Floor Plant was begun in 1907 with workers hired to construct the new buildings at a whopping \$1.75 per day.

First buildings were for Design, Stencil and Block Cutting. 169 Lancastrians were employed in 1908. Minimum hourly wage was 9¢.

Countless buildings followed including an emergency hospital and company store. Additional land and surrounding buildings led to the 90-acre plant which appears on PC #1

A consistent pattern of expansion for the next 56 years was good reason for Armstrong to boast its success with a series of aerial postcard views.

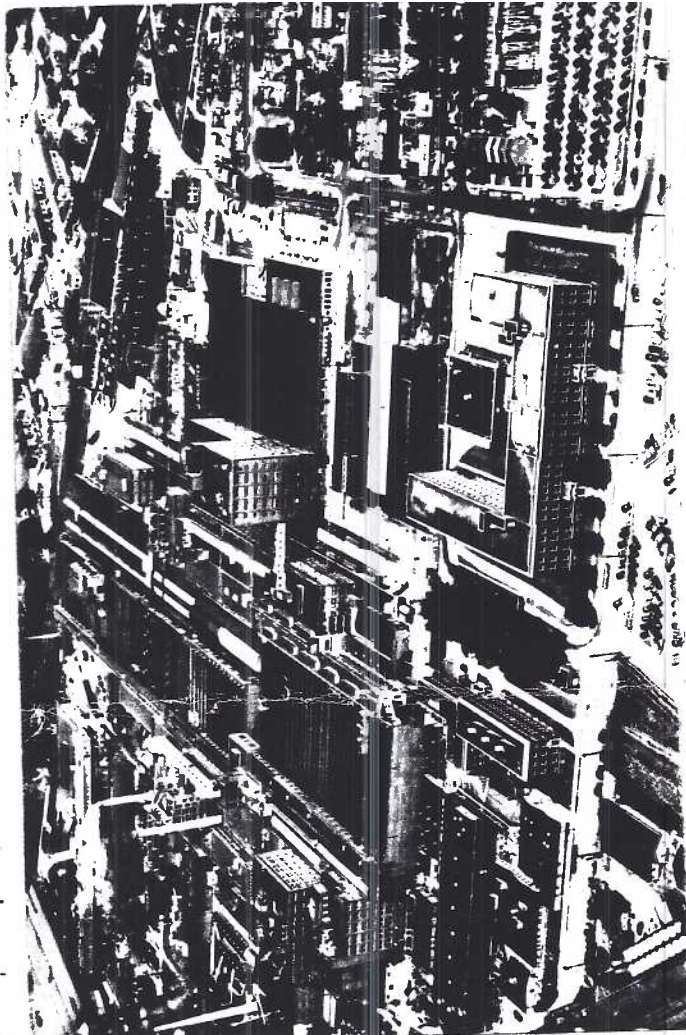
Readers are encouraged to share additions and corrections to the following list.

AERIAL VIEWS OF ARMSTRONG FLOOR PLANT (9 diff. views on 20 PCs examined)

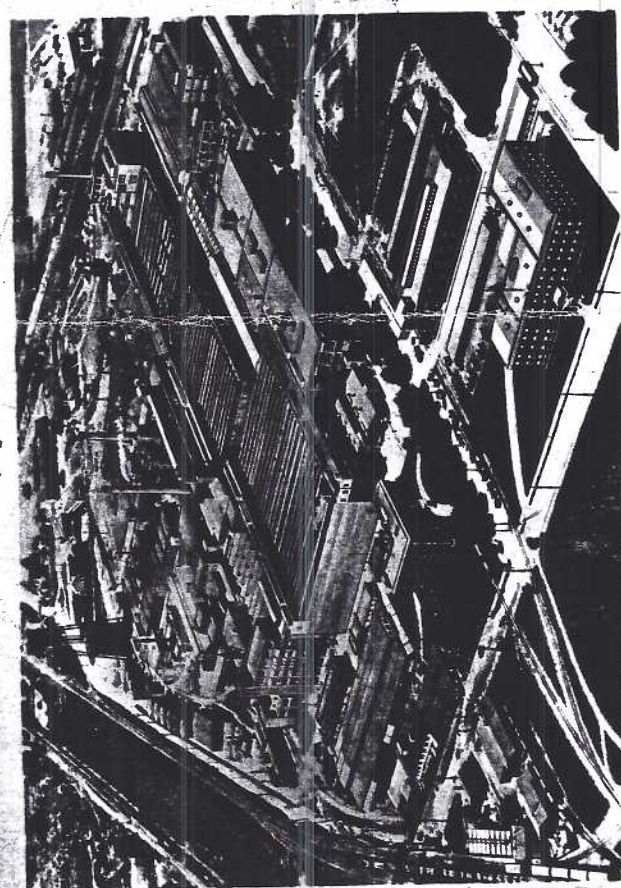
All PCs have horizontal format. Captions on reverse except #2,3,6,7,12.(c)=color, others are b/w unless noted. **Bold type** = PC published by the Armstrong company. Suffix letters= same view (sometimes with minor cropping).

- 1 Ninety-Acre Plant... sepia with border
 - 2A Lancaster Pa - The Linoleum City..sepia
Albertype for Famous Stevens House
 - 3A Armstrong Linoleum..5615-29 C.Teich (c)
for I.Steinfeldt (white border type)
 - 4B Airplane view... Albertype, no border
 - 5B Airplane view... Albertype with border
 - 6B Airplane view.. Albertype with caption
on border; sepia
 - 7B Armstrong Cork... 133851 Tichnor (c)
for Morrison Bros. (white border type)
 - 8 Factory of the... Albertype
 - 9 Aerial Photograph...solid dividing line
 - 10C Aerial Photograph..."USA" dividing line
 - 11C Aerial Photograph... M140 10-54*
 - 12C Armstrong's General... 1C-H1205 C.Teich
for Steinfeldt (c) linen
 - 13D The Lancaster Floor... M140 11-62B
 - 14D The Lancaster Floor... M140 5-64
 - 15D The Lancaster Floor... M140 6-65
 - 16D The Lancaster Floor... M140 567
 - 17E The Lancaster Floor... M140 8-68
 - 18E The Lancaster Floor... M140 1-69
 - 19E The Lancaster Floor... M140 1-70...
 - 20 The 110-Acre Lanc..76723D M140 11-81(c)
- Special THANKS to Armstrong's Public Relations Dept. and especially Mr. Gene Moore.
*10-54 (Oct. 1954)

Undated postcards are in approximate chronological order.



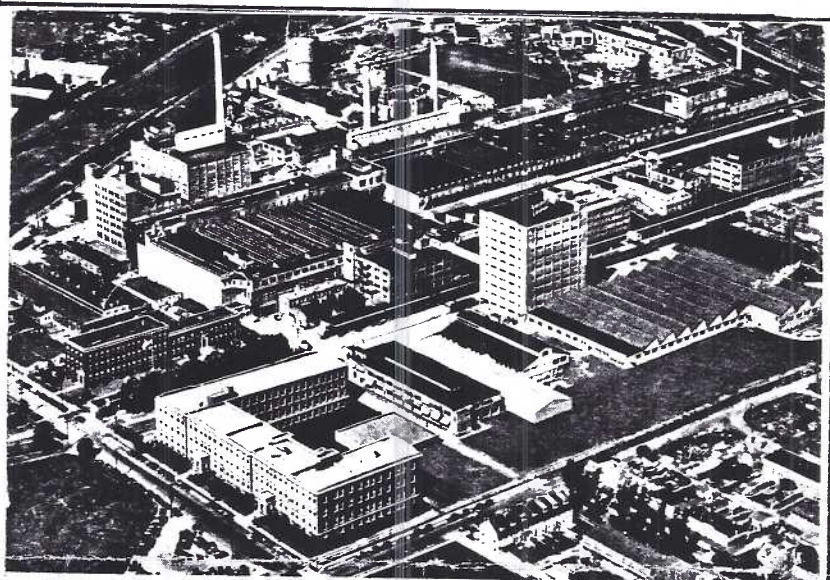
#9 Circle A on reverse with trademarked products: Linotile, Linowall, Quaker Rugs, etc. 1930's. (49¢ per hr. minimum wage).



#1 Ninety-Acre Plant...home of LINOLEUM "for every floor in the home". This plant now (post-1925) employs 2500 people.



#20 Over 3,000 people in the Floor Plant in 1981. Armstrong was always Lancaster's largest employer. (\$6.19 min.hr.wage).



OPEN HOUSE WEEK

February 13 to 17, 1939

ARMSTRONG CORK COMPANY

Floor Division Plant • Lancaster, Pa.

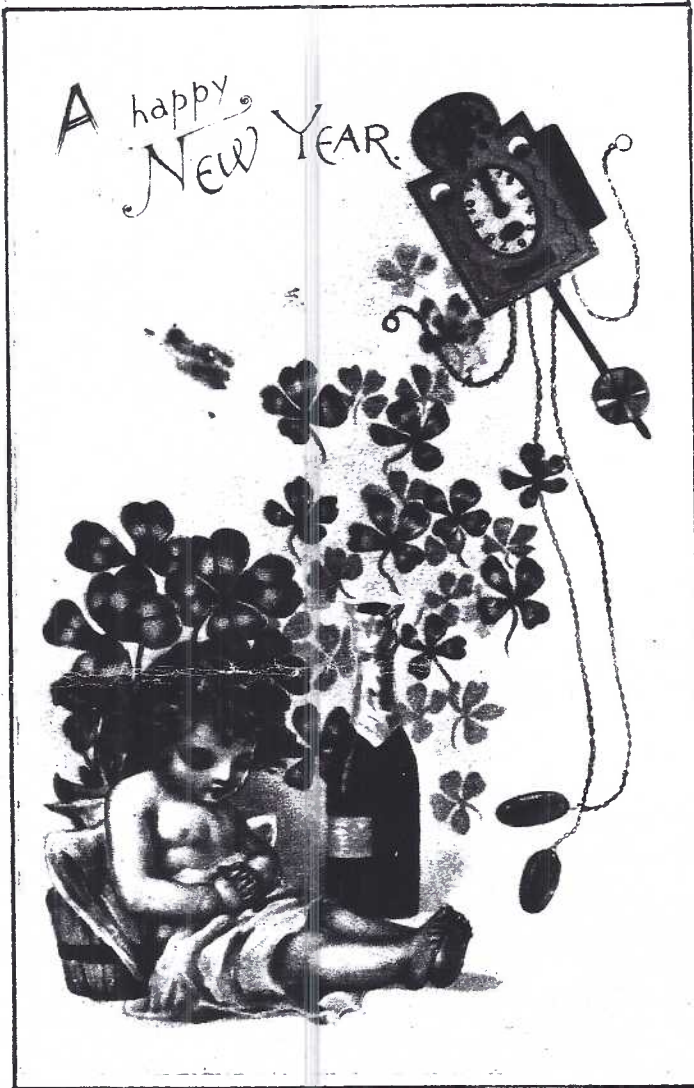
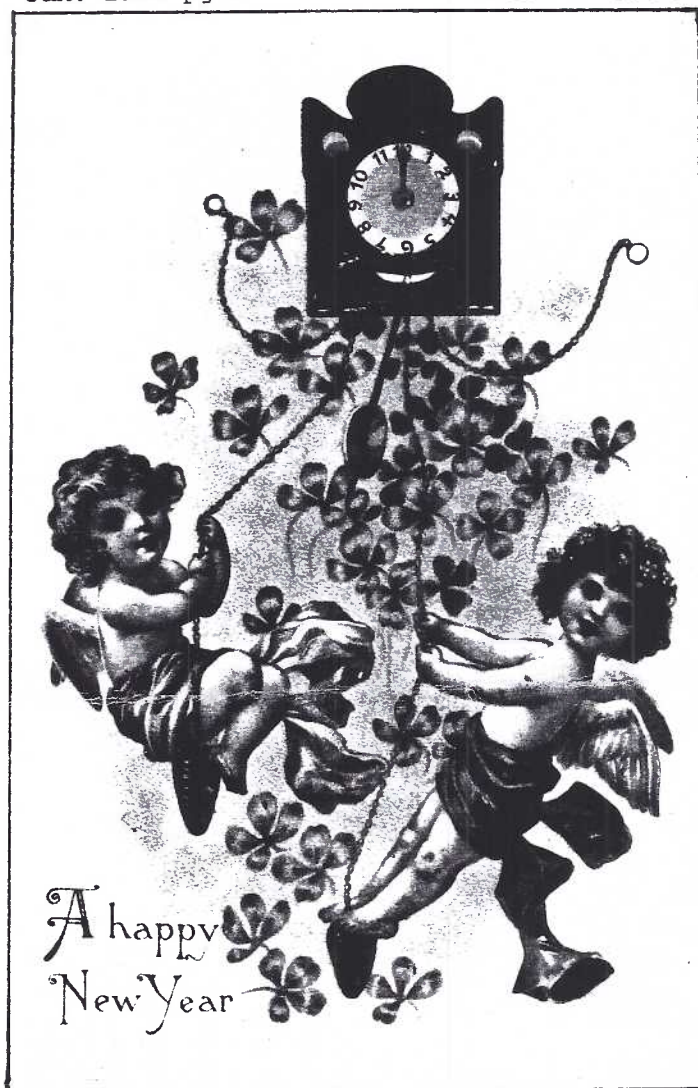
#4 Postcard view appears on this company brochure. The grand tour included mechanical shops, in-laid, rotary, asphalt tile, calendar and printing depts., burlap sizing and storage, cement prep, oil boiling, tube making, numerous inspection depts, studio, exhibition bldg. and general offices.

Two rules were emphatic:

1. Please do not smoke.
2. Please check camera at registration desk before tour.

Postcard #12, dated 12/13/1953, reads "I see where you are our Shower Lady for this month. I hope you will receive many nice cards. In front of card is where my Dad works and has for 32 yrs." Mailed from Mrs. Ruth Rice, Lanc. Pa. to Flora Sanford, Brookfield, Mass.

For those of you who say, "Yes, but you forgot this PC of Armstrong" - there are many other great cards of the Closure and Floor plants, Research and Development, the Idea House and Armstrong Manor. Let us know what you have - for Chapter Two!



Wonderful expressions bring these two wall clocks to life from the B.W. #301 embossed set from Germany. Cherubs take the New Year in stride - a swinging pair bring the New Year in while the third cherub evidently wasn't able to keep its eyes open until Midnight. Our third offering is a colonial gent fighting his way through a lengthy list of Resolutions. His conscience (the angel) keeps him occupied so the devil can't influence him to cease.

DUES



We'd like you to stick with us. A \$7 check is all it takes (\$3 ea. additional member per address). Your benefits **plus great friends** are listed on page 1, Delinquent payment after January 1, 1993 could cost more.



OOPS!

FIVE FOOT SIX INCH ERROR!

I believe it's my (ED.'s) biggest mistake yet. In last month's **CARD** \$2.50 was supposed to be a bargain for renting a 6' table at our meetings. But a typo goof made it a 6" table (that's \$30 per table - more like NYC prices). My apology. \$2.50 for a 6 foot table

Free PC: Amish rigs, Ephrata, PA. from Jim Ward. #5P57048 by Tomlin PC Co.



EXHIBITS



CHRISTMAS KIDS were certainly present in full force at December's meeting. Voting by 62 members and their families resulted in -
SANDRA SHAUB FIRST Merry Christmas
WALT MOWRER SECOND Christmas Children
HAROLD MOYER THIRD Nimble Nicks

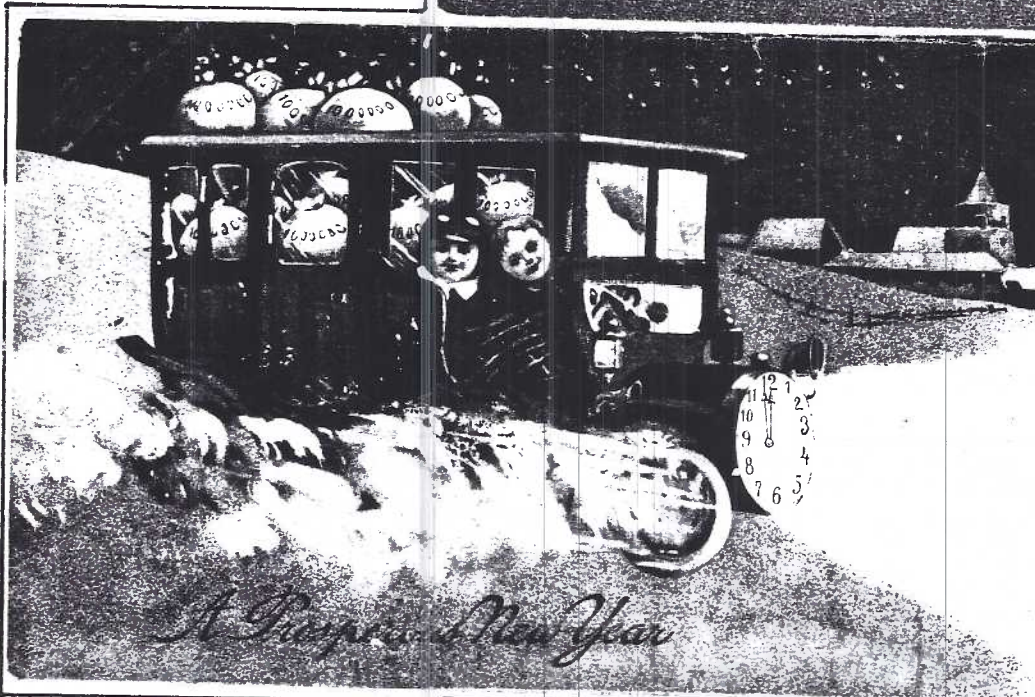
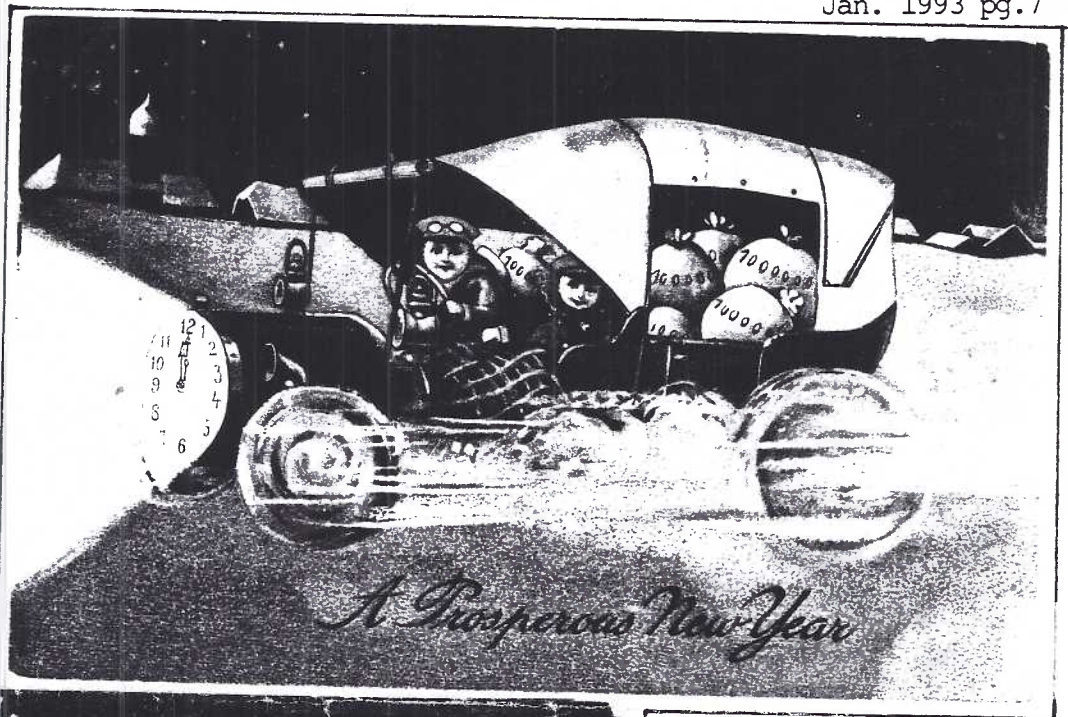
HONORABLE MENTIONS

EARL CARVER Children Of Joy
DON DAVIS Kids "9" Us
RUSS MULL It's A Kids' Christmas
LORRAINE SINGER Bless One And All
JIM WARD Christmas, Children And Pretzels
ETHEL ZIMMERMAN Fun In The Snow
NORM ZIMMERMAN First Christmas Children

As someone remarked, "These 10 exhibitors didn't duplicate even one title - amazing!"
 *Hey, Big Don - stick to letters on my processor, please!! (ED.)

Exhibit Board Chairman **Charlie Griffiths** announced January's theme is **WINTER SPORTS AND ACTIVITIES**. Let's show CG a big turn-out like 1992 Chrl. **Barb Heim's** in December.

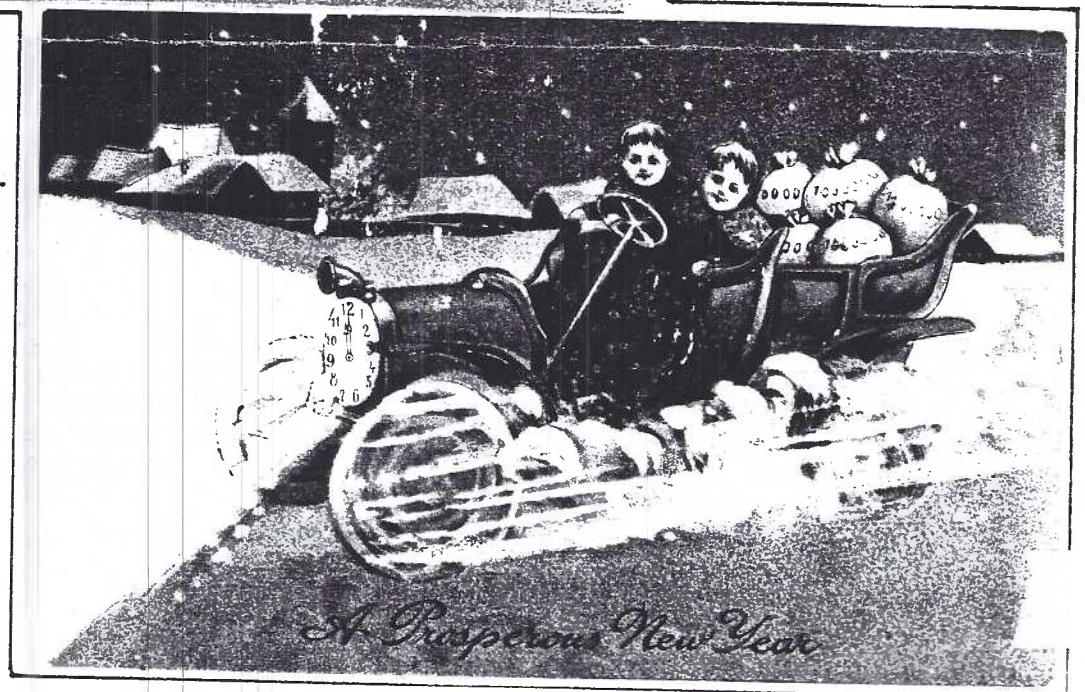
Continuing our New Year Clocks we have three in the PFB set #9501 posing as radiator/head-lights. The boys are driving bags of money (good luck).



IF YOU WANT
TO KEEP HEARING FROM US,
WE NEED TO HEAR FROM YOU.
\$7 dues to: P.O.Box 300, Lititz, PA 17543
THE WHOLE LCPC GANG!

Shown are:

Red car, yellow top, open sides.
Sedan, multi-colored.
Open red/green touring car.
(Green truck with canvas top
also seen)



POLITICAL POSTCARDS

Political, and more precisely, Presidential PCs are a great field of collecting, for those so inclined. They can be collected as chromes, linens, white border and 'golden age' types - such as the numerous ones of Teddy Roosevelt, who was President when postcards were at their height.

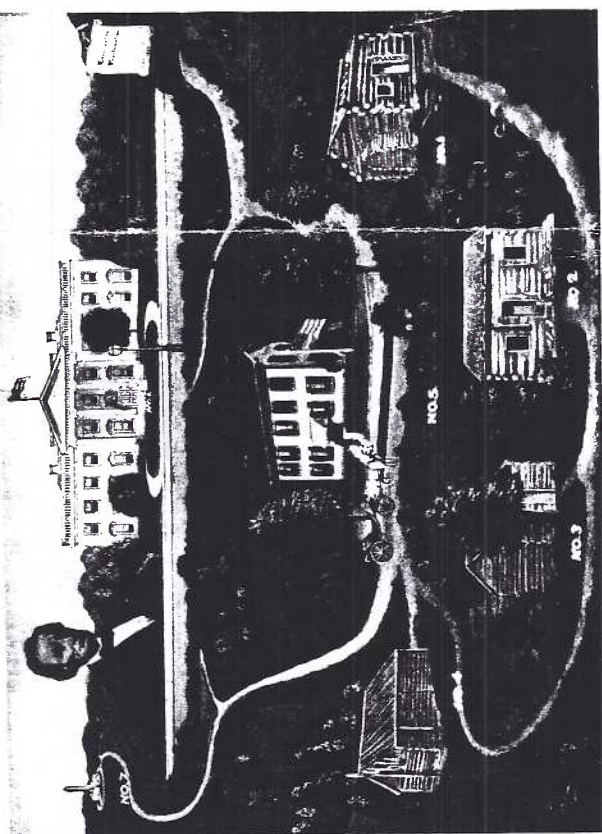
This month we'll look at the Minority Presidents - since we're inaugurating one. These men received fewer votes than the total of their opponents.

The Facts

ABRAHAM LINCOLN 1864 popular vote	1,866,352
Stephen A. Douglas (D)	1,375,157
John C. Breckinridge (D)	845,763
John Bell (Const. Union)	589,581
Opponents' total	2,810,501
WOODROW WILSON 1912 popular vote	6,286,214
Theodore Roosevelt (Prog.)	4,216,020
William H. Taft (R)	3,483,922
Opponents' total	7,699,942
RICHARD NIXON 1968 popular vote	31,735,480
Hubert H. Humphrey (D)	31,275,166
George C. Wallace (I)	9,906,473
Opponents' total	41,181,639
BILL CLINTON 1992 popular vote	43,728,275
George Bush (R)	38,167,416
H. Ross Perot (I)	19,237,246
Opponents' total	57,404,662

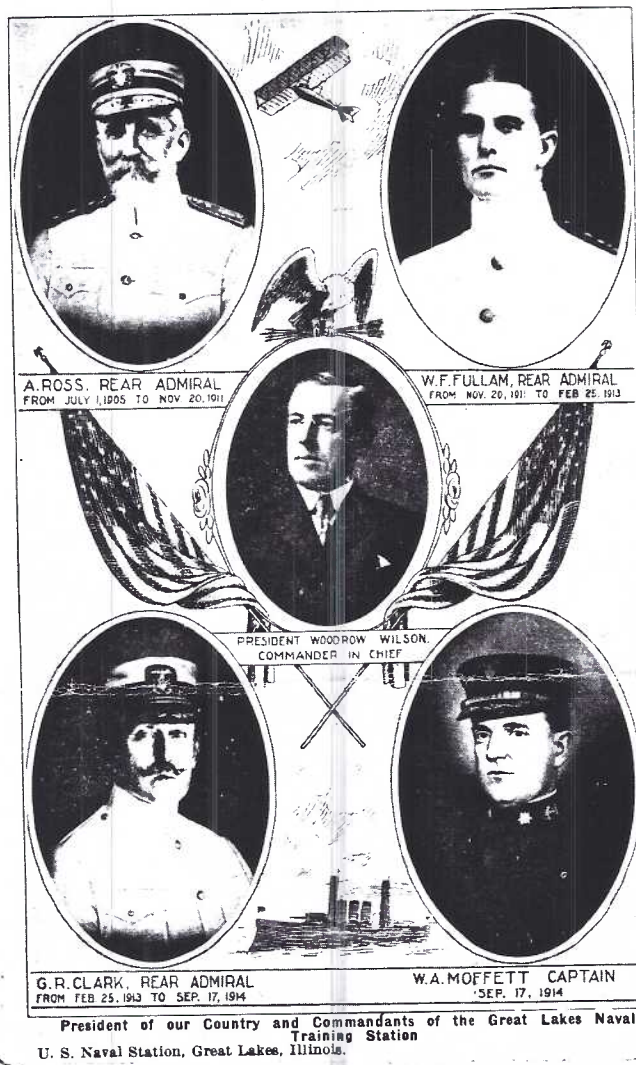
1. Birthplace of Abraham Lincoln, Hodgenville, Ky., 1809.
2. Home of Lincoln at Lincoln City, Indiana, 1817 to 1830.
3. Home of Lincoln near Decatur, Illinois, from 1830 to 1831. Drove ox team to this city in 1830.
4. One of the homes while at New Salem, near Petersburg, Illinois, 1831-1837.
5. Lincoln leaving Home at Springfield, Ill., for Washington, as President, 1861.
6. The White House, Washington, D. C., 1861.
7. Lincoln's Monument, Oak Ridge Cemetery, Springfield, Ill.

THE EARTHLY PILGRIMAGE OF ABRAHAM LINCOLN



FROM LOG CABIN TO THE WHITE HOUSE—K52

Linen PC (with white border) by E.C. Kropp Co., Mil, Wis. #29777.
Copyright 1924-1929 Jesse C. Shull



Publ. by S. Cold, US Naval Sta. photographer,
N. Chicago, Ill. copyright 1917. Sepia, d/b.



Black and white chrome by Volunteers for
Nixon-Lodge. Peter M. Flanagan, Dir., Wash., DC