

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

MEETINGS: 3rd MONDAY

FAITH UNITED
CHURCH OF CHRIST
1204 WABANK STREET
LANCASTER, PA

July 1995 - Vol. 6 No. 7

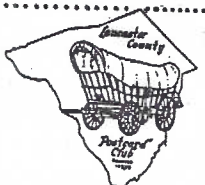
NEXT MEETING

July 17, 1995

7 pm

Buy/Sell/Trade 5:30 pm

Yearly Membership is \$7 (plus \$3 per person, same address). Ads: \$15 full page., \$8 ½ page. \$5 ¼pg. PREPAID. Articles and Correspondence: 1795 Kleinfeltersville Rd., Stevens, PA. 17578 Dues payable to: LCPC c/o V. Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA., 17566.



NEW MEMBERS

#366 **CARL E. PETERS** 504 S. 6th St., Wrightsville, PA. 17368. Ph. 252-1772. Collects local history and towns along the Susquehanna.

#367 **JOHN SPRENKLE** 2251 Maple Rd., York, PA. 17404. Ph. 764-1615. Likes copper window PCs, Valentine PCs, Rally Day PCs and misc.!

#368 **LEE BROWN** P.O. Box 92, Sunland, CA. 91041. Ph. 818-352-5663. Likes So. CA. PCs, esp. Catalina Island and all sm. towns in No. CA. Lee has a shop called "Adventure in Postcards" at 8432 Foothill Blvd., Sunland, CA., 91040.

There you go, Lee-free ad on the front page!

#369 **LARRY EASTLEY** 6848 E. Higgins Lake Dr. Roscommon, MI, 48653. Ph 517-821-7816. Collects Copper Co. area of Mich., Roscommon, MI, Philip Boileau and 23 Skidoo!

#370 **CLARE EASTLEY** Larry's loving wife who shares his interest and home (see all above).

#371 **VERONICA L. BECHTOLD** 385 Conestoga Dr., Lancaster, PA. 17602. Ph. 299-5969. Veronica is V-P Lewis B.'s daughter and likes roses and views on postcards. She's six years old.

After consulting with our Membership Chair-lady **Sandra Shaub** and our Mailing Secretary **Gwyn Fulmer** it would appear LCPC's actual membership is 256 including the new members listed above... a wonderful record for being 5½ years old. We welcome all of our new members and hope they enjoy LCPC as we do. Use of the 50+ volume library is FREE and participation in our auctions, programs, discussions, picnics and dinners and certainly our annual EXPO are encouraged!

Rodriguez Expos

Modest Jose Rodriguez failed to tell us of the June 13 sale by Weiss Philatelics of Bethlehem, PA. In it he disposed of his Expo postcards and covers. Average estimates for the 250+ lots was about \$225.00. This was a land-mark collection and we'll be anxious to hear Jose's comments when he's in town.

I'M EITHER GOING TO GET SUNBURNT
OR GET PNEUMONIA!



The Bamforth Co. card, a reminder of July's exhibit board theme **swimmers and bathers**, has a message for all ages. The bathing suit is hardly extreme by today's standards. Try a board this month - it's great fun and wonderful practice for next month's Expo.

FUTURE SHOWS



July 7-8 **YORK, PA** York Postcard Club. Aldersgate Church, 10-6 and 9-5. \$1.50 adm.

July 15-16 **WASHINGTON, D.C.** International Postcard Assoc. (IPA) Marriott Hotel, Dulles Airport. 9-6 and 9-4. \$2 adm.

July 29-30 **FORT WASHINGTON, PA.** Great Eastern Antique Book, Paper and Collectables. 10-5 and 10-3. \$5.50 adm.

Aug. 4-5 **HAVRE DE GRACE, MD.** Chesapeake PC Fair. Community Center. 10-7, 10-5. \$2 adm.

Aug. 19 **LANCASTER, PA.** Lancaster County Postcard Club Expo. 9-6. \$1 Adm. YOUR show - support it by attending and exhibiting!

He was a major contributor to the Megson book Am. Exposition Postcards, considered the standard reference and pricing catalogue. It can be borrowed from our LCPC Library.

MAY CONTEST ENTRIES - AND A WINNER!

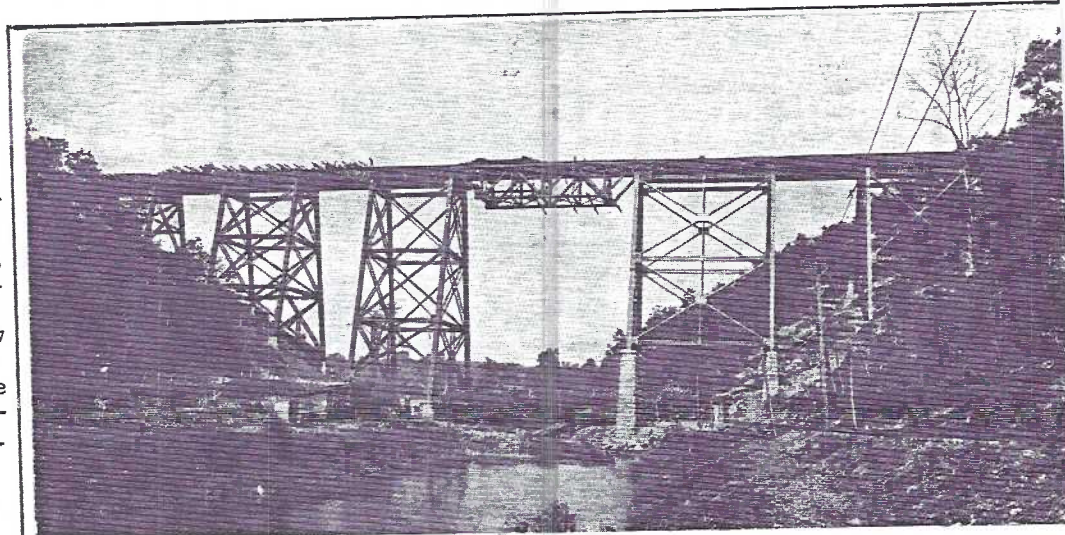
By the May 30 deadline members were invited to submit a view postcard whose caption is a definite error, not just a "typo".

The staff is pleased to announce seven members plus an exchange newsletter reader sent in entries. We show them all. Do YOU

concur with our choice for winner?

Each entry receives 5 FREE local views and the winner a crisp \$2 award! Thanks for supporting the contest. Maybe we'll have another soon. JFW.

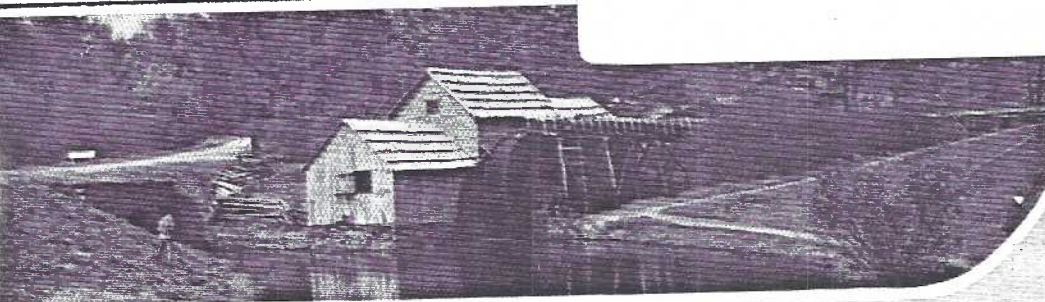
Fred Abendschein found not one but three errors on his entry: PEQUEA is misspelled, the location is at MARTIC FORGE not anywhere near Columbia and "officially this line, to the PRR, was the Atglen & Susquehanna Branch; the LOW GRADE was in western PA. Unofficially people called the A&S the 'Low Grade'." It's an Illustrated PC Co. card. Fred also submitted a non-entry showing the Columbia-Wrightsville Bridge "Between Lancaster and York, Pa." (leaving out "Counties").



5017

PEGUA BRIDGE. 149 FT 6 INS. HIGH, P. R. R. LOW GRADE LINE, COLUMBIA, PA.

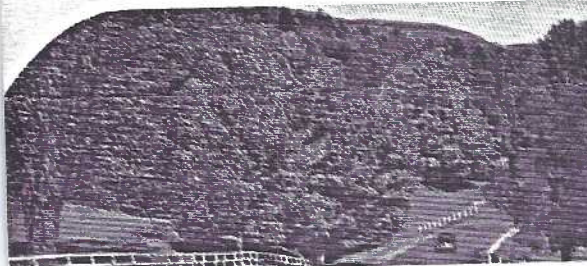
PUBL. BY RICHARDS & ECKMAN



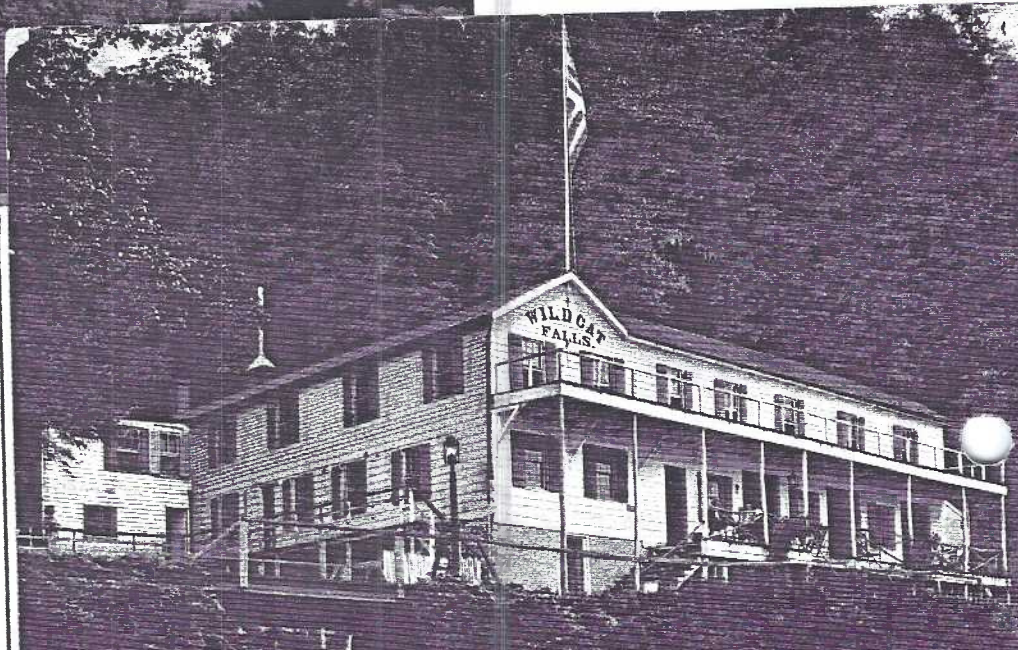
GREETINGS
FROM

Hanover, Pa.

Eagle-eye Earl Carver points out that this Dexter PC with "Greetings from Hanover, Pa." is really Mabry's Mill on the Blue Ridge Parkway in Virginia! There's no caption on the reverse so we'll take the world-traveler's word on it.

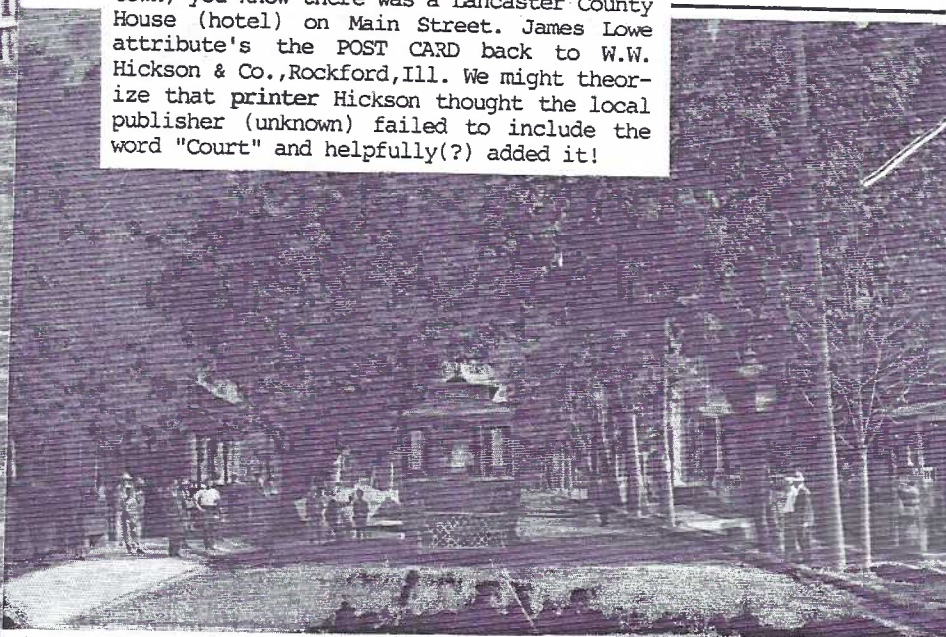
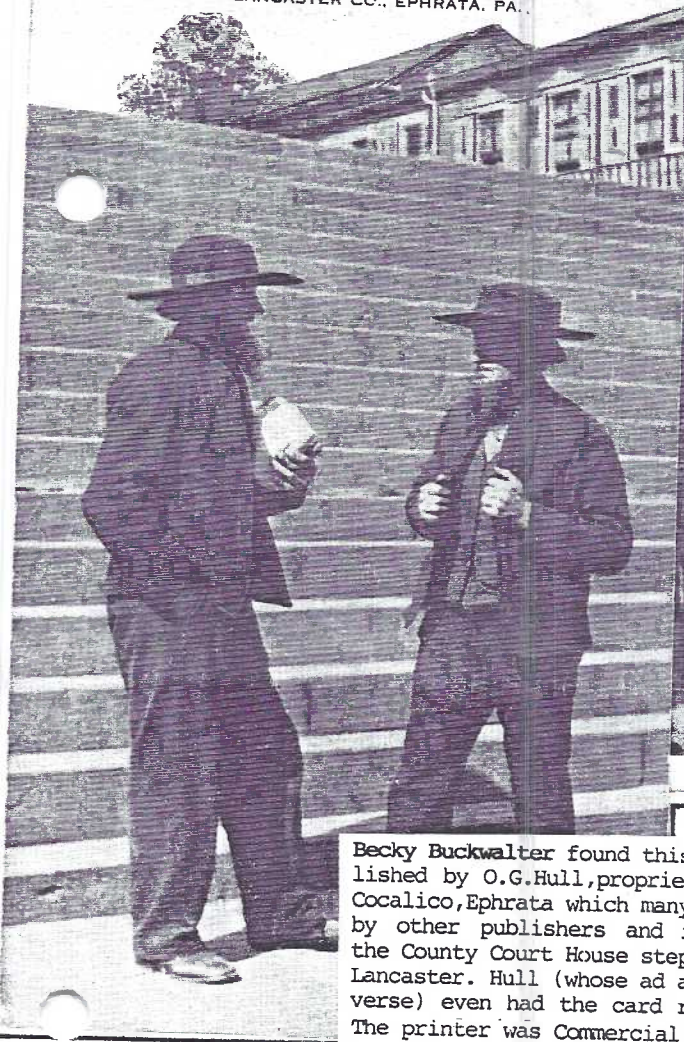


From Helen Carver. We know the Wild Cat Falls Hotel was on the York County side of the river. Several Lanc. County entrepreneurs captioned the cards "Marietta" since the excursion boats left from that town - but "Lancaster" IS stretching the truth! A Samuel Langsdorf postcard.



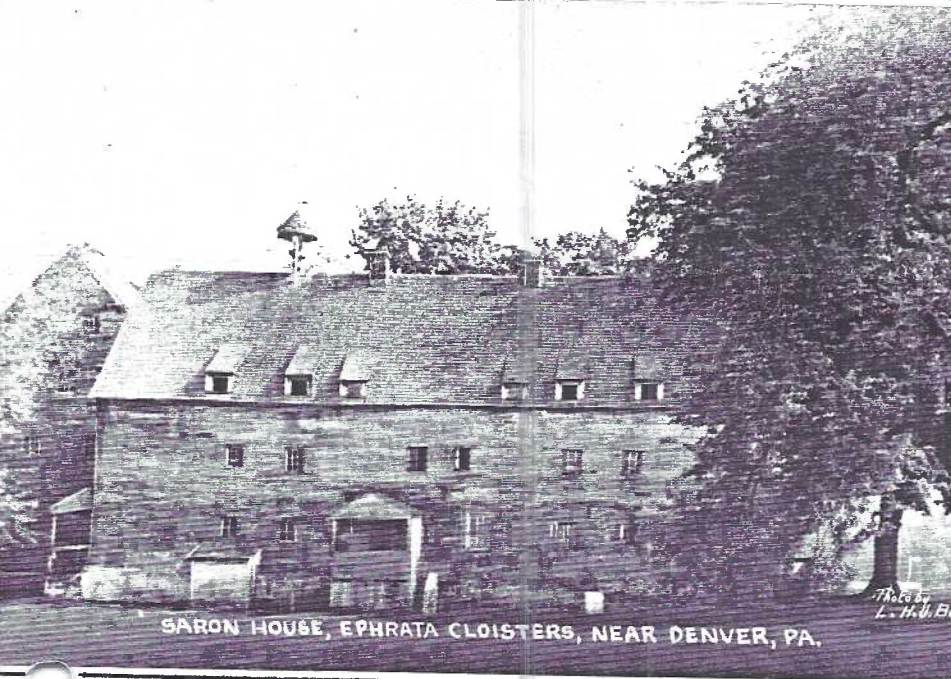
WILD CAT FALLS HOTEL ALONG THE SUSQUEHANNA RIVER, LANCASTER, PA.

Harold Moyer submits this Adamstown PC "Looking East on Main Street from Lancaster County Court House". If you know old Adamstown, you know there was a Lancaster County House (hotel) on Main Street. James Lowe attribute's the POST CARD back to W.W. Hickson & Co., Rockford, Ill. We might theorize that printer Hickson thought the local publisher (unknown) failed to include the word "Court" and helpfully(?) added it!



Looking East on Main Street from Lancaster County Court House, Adamstown, Pa.:

Becky Buckwalter found this Amish card published by O.G. Hull, proprietor of the Hotel Cocalico, Ephrata which many of us have seen by other publishers and is definitely at the County Court House steps, East King St., Lancaster. Hull (whose ad appears on the reverse) even had the card retouched. The printer was Commercial Colortype Co.



SARON HOUSE, EPHRATA CLOISTERS, NEAR DENVER, PA.

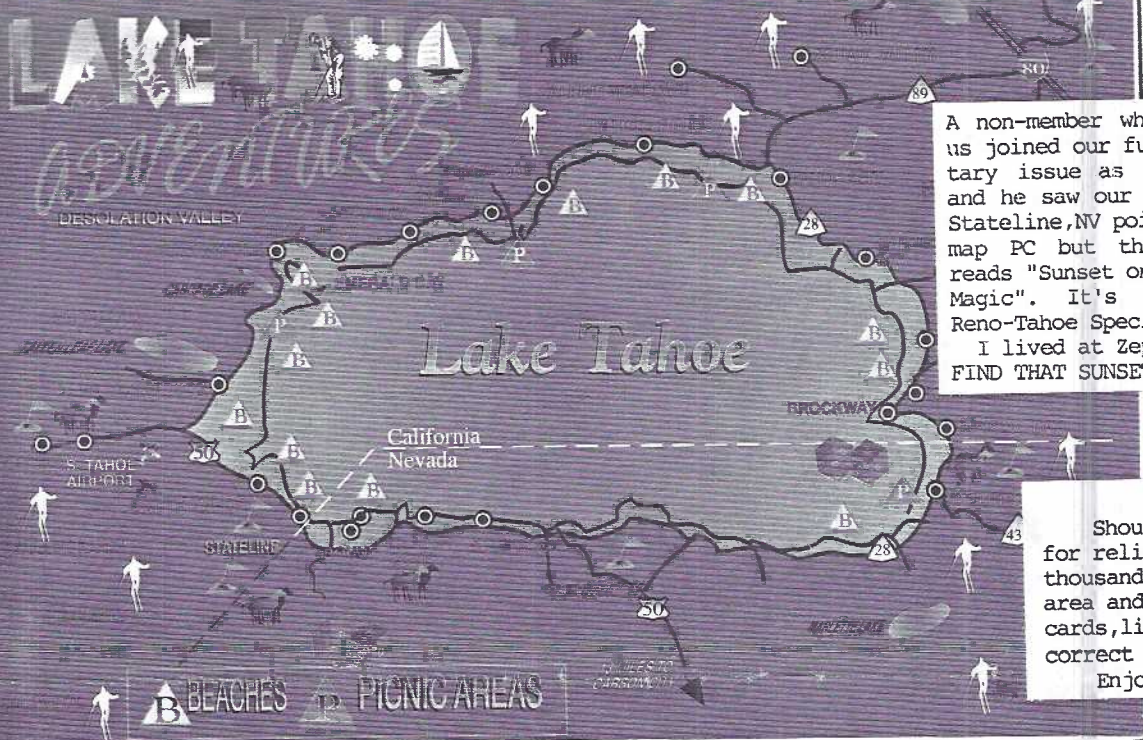
From Ruth Moyer we have the Saron House at the Ephrata Cloisters labeled on this Te-craft b/w card as being "near Denver, Pa." Why would someone do this when it's in the heart of Ephrata Boro? We know of seven Te-craft PCs showing scenes IN Denver. Did some-one stretch the truth to make an even eight by using this popular tourist attraction?



SOUVENIR POST CARD CO., NEW YORK.

4383—Y. M. C. A. Building, Lancaster, Pa.

Bill Buckwalter found another familiar scene, the old post office on N. Duke St., in Lancaster (now the Mayor's office) captioned by Souvenir Post Card Co. as "Y.M.C.A."!



A non-member who exchanged NMW cards with us joined our fun. (I sent him a complimentary issue as I did with many collectors and he saw our contest.) Bill Russell from Stateline, NV pointed out this error: it's a map PC but the description on the back reads "Sunset on Lake Tahoe, Another Day of Magic". It's on The Travel Series by Reno-Tahoe Specialty, Inc.
I lived at Zephyr Cove in the '60's, Bill - FIND THAT SUNSET SCENE, PLEASE! JFW.

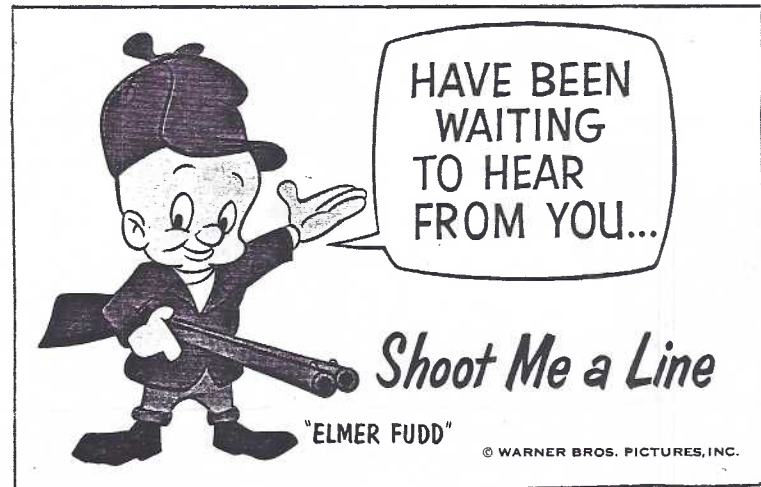
CONCLUSION

Should we give up on postcard captions for reliability? BY ALL MEANS NO! There are thousands of correct PCs of just our local area and millions more that are right! Postcards, like Ivory soap, are 99 44/100 % well, correct - maybe not pure, but correct!
Enjoy our hobby - just be alert!

All of the entries were excellent but the majority of our judges chose **BILL BUCKWALTER'S** Lancaster post office mis-captioned "Y.M.C.A.". Judges were **Jean Frank #100, Ove Braskerud #200, Gerald Hostetter #6** and **Jim Ward #1**. All entries receive 5 old local views* and the winner a crisp \$2 bill! *Congratulations to all. Why not enter our next contest?

*Compliments of **THE CARD**.

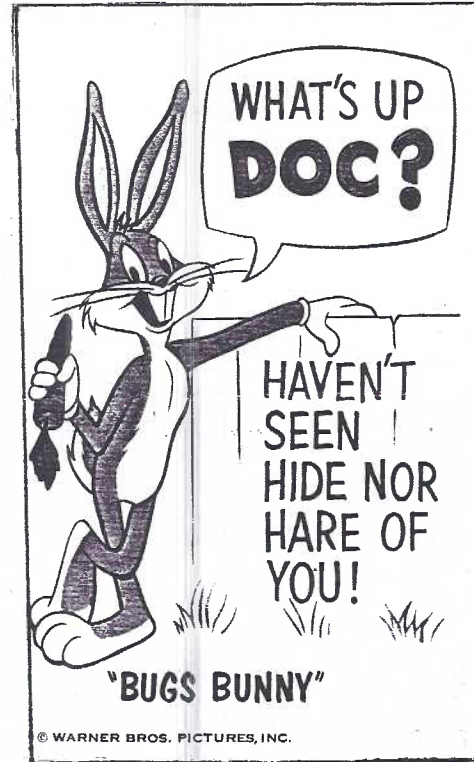
POSTCARDS FROM WARNER BROS. PICTURES, INC.



The recent issuance of GOOF TROOP PCs on Kellogg's Raisin Bran Cereal reminded Ruth Moyer of two PCs she's had for a number of years.

The two are shown, reduced 30% from standard postcard size. They were handcut from heavy cereal box-type stock. The reverse on each shows the head of Bugs with his familiar quip "What's up Doc?". The dividing line reads **BUGS BUNNY FUN POST CARDS** on both cards. Stamp box reads "Place three cent stamp here". This dates them between August 1958 and January 1963. However, they lack the words POST CARD. (BOO!)

BB is in grey and tan with lettering and carrot in orange. Elmer and rifle are in



the same colors plus brown and yellow.
Ruth and many of us would like to know:
1. Do YOU have others in the series? Who?
2. Were they on cereal boxes? What brand?
3. Where and when did you get yours?
Write to Ruth at 135 Whitehall Road, Reinholds, PA, 17569. Phone 336-6644.

THE CARD
STAFF: Dot Fry, Gerald Hostetter, Jim Radisill, Jean Frank. EDITOR: Jim Ward. CIRCULATION: Harold Fry. ADDRESS CHANGE: Gayn Fulmer. ARTICLES, SUGGESTIONS, CORRESPONDENCE TO: 1795 Kleinfeltersville Rd., Stevens, PA, 17578-9773

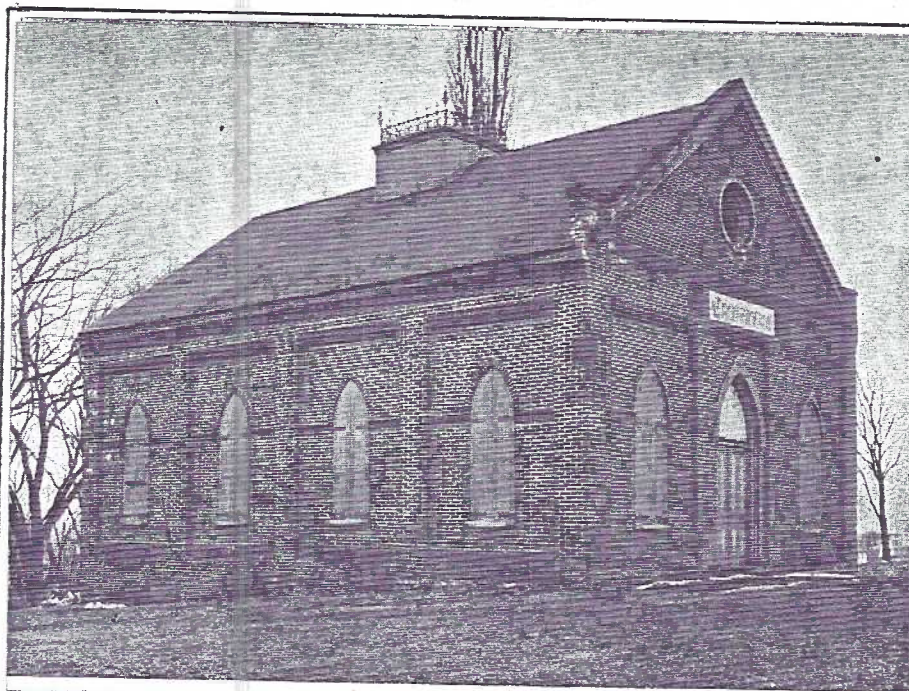


Photo D.B.L. 1911

CREMATORIUM, GREENWOOD CEMETERY, LANCASTER, PA.

Historian David Bachman Landis published this divided back PC in 1911 (see photo date lower left corner). The crematorium had been closed since 1900. This type of subject was in the Landis style, record a "Lancaster era" that might soon disappear. He did the same with the Lancaster Fire Departments as they converted from horse-drawn to motorized vehicles. Thank goodness for old DBL - all of these subjects are unique on Lanc. PCs.

THE LANCASTER CREMATORIUM

Scarce local card may be a unique scene

Proclaimed by the Lancaster County Historical Society as the FIRST CREMATORIUM IN THE USA, this divided back PC by D.B.Landis is photo-dated 1911 and may be the only card featuring a crematorium. Long-distance LCPC members, please report ANY crematoriums YOU have or have seen on a postcard.

On May 27, 1884 the Lanc. Crematorium and Funeral Reform Society was conceived to "reform funerals". Its early subscribers/stockholders read like a Who's Who of Lanc. The distinguished group was calculated to break down likely prejudices of the townsfolk. They were from all walks of life, all religions and included political protagonists.

A corner of Greenwood Cemetery was purchased and a building dedicated Nov. 25, 1885.

From Resources and Industries of Lancaster, the 1887 issue of the Board of Trade we quote, "Up to Feb. 15, 1887 there have been cremated at the Lanc. Crematorium 57 bodies and the system yearly increases in popularity; its healthfulness, economy and cleanliness commend it to favor. The fees are \$25."

The Modern Crematist was a monthly journal locally published. W.A. Heinitsh, local merchant, sold cinerary urns, \$5 to \$50.

John W.W. Loose reports in a 1985 issue of the LCHS Journal the Lancaster operation ceased in 1900 through the promotional efforts of a stockholder who moved the business to Reading, PA.

The original building still stands and has out-lived its use as a tool shed and is restored to its original intention.

Two types of backs 2e and 3b as found on Landis cards by Gerry Hostetter and Jim Ward. If you're interested in detailed backs of Landis cards contact either of these members.

POST CARD

This Space for Message

2e

Domestic
One Cent

Foreign
Two Cents

POST CARD

THIS SPACE FOR MESSAGE

3b

Domestic
One Cent
Foreign
Two Cents

Partial description of the crematorium from a brochure.

The building is a modest brick structure, with iron roof, of Gothic architecture, 48 feet by 32 feet. The ground floor is divided into four apartments; the front room or auditorium is the largest, 24 feet by 32 feet; here the ceremony selected by the friends is held, and the body is put into the retort, the door of which opens into this room; one of these is used as a waiting room for the friends who may accompany the body, and the other for the preparation of the body for incineration. In the rear is situated the furnace room where the firing is done, and where all the tools and miscellaneous articles are kept. There is nothing in the general appearance of the building suggestive of its use; there is no stack protruding through and above the roof—a small observatory on top being the only attempt at ornamentation.

LANCASTER COUNTY POSTCARD CLUB EXPO EXHIBIT RULES

The following exhibit rules shall apply to those LCPC members who wish to exhibit at the Annual Lancaster County Postcard Expo to be held August 19, 1995 at the Farm and Home Center, Lancaster, PA. When submitting the application, it is expected that each exhibitor, in addition to being a member in good standing in LCPC, also acknowledges and agrees to abide by the following exhibit rules.

Exhibit Classifications

In keeping with our theme "America the Beautiful" these are the 1995 categories:

- A. **WHO WE ARE** - People in all walks of life including children, ethnic groups, etc.
- B. **HOW WE LIVE** - including humor, religion, love, war, etc.
- C. **WHEN** - Events we celebrate such as holidays, Old Home Week and commemorations.
- D. **WHERE WE LIVE** - Views of communities, our fifty states and where we travel.

Exhibit Standards

- A. All exhibits will be displayed in the vertical format on posterboard, size 22"x28", white recommended but not required.
- B. Keep title near top center but at least 3/4" below top edge (so it won't be obscured by the clasp that holds exhibit boards to our large easels).
- C. No covering on board. LCPC will use protective bags to maintain uniformity. These will become gifts to exhibitors.
- D. No single exhibit shall occupy more than two boards.
- E. No exhibitor will display more than one exhibit per class.
- F. Previous Best-of-Show or People's Choice boards at our Expos are not eligible or other casualty.

Application Deadline

All exhibit applications must be postmarked no later than July 31, 1995, Send to: 1795 Kleinfeltersville Rd., Stevens, PA 17578.

Exhibitors at our Lancaster County Postcard Expositions receive full-color postcards made especially for the Exposition. A card is given for each exhibit.

LANCASTER COUNTY POSTCARD CLUB EXPO Exhibit Judge's Rating Sheet

1. Postcard Information—Educational Value to the Viewer (maximum points—25)
 - a. Title—The title should be prominent enough to be seen immediately. There should be a general statement about the exhibit that tells the viewer what the exhibit is trying to show.
 - b. Basic Postcard Information—Description of specimens should be clear and concise, including publisher and artist (when known), type, and any other pertinent information.
 - c. Special Postcard Information—Interesting biographical, historical, or background details. Information supplied should be adequate for the viewer, collector or non-collector alike, to gain a full understanding and appreciation of the individual specimens as collectibles.
2. Presentation—Neatness and Eye Appeal (maximum points—30)
 - a. Creativity and Originality—Personal judgement, pure and simple.
 - b. Attractiveness—Color harmony and arrangement of parts should create a generally pleasing display.
 - c. Balance—Relation of the specimens, information, decoration, non-postcard art, to each other, and to the achievement of a pleasing total effect.
3. Completeness—How fully the cards and factual information relay the title's message. Close adherence to exhibit guidelines. (maximum points—20)
4. Condition—For maximum points, the material exhibited should be the best that is reasonably available to the collector. The exhibitor may make a statement about the condition of individual items or the overall exhibit. (maximum points—15)
5. Rarity—The rarity of a card is judged by the number of like cards believed to exist, without regard to price. Provide these facts as part of the special postcard information. (maximum points—10)

Judging

Exhibits will be judged on a point basis, points being determined independently by the judges. The decision of the judges is final. Each exhibitor shall have access to the judges' results of his own exhibit. Judging will be based on the following:

- A. Postcard Information (Educational Value to the Viewer) - 25 pts.
- B. Presentation (Neatness, Eye Appeal) 30 pts.
- C. Completeness 20 pts.
- D. Condition 15 pts.
- E. Rarity 10 pts.

Awards

- A. First, Second and Third Place Awards will be available for each Classification, however an exhibit must earn at least 75 points to merit First Place; 74-65 pts. for Second and at least 55 for Third.
- B. Best-of-Show will be given to the exhibit scoring highest in the Expo.
- C. People's Choice will be presented to the favorite exhibit based on viewer votes.
- D. If we have at least 3 younger members enter, we will have a special OPEN CATEGORY for them only.

Exhibit Placement

All exhibits must be placed by 7:00 a.m. the day of the Expo. If you cannot make this deadline make certain an Exhibit Comm. member has your exhibit at least 24 hrs. before the day of the show.

Security

Exhibitors are reminded that the presence of committee personnel does not constitute a guarantee against loss due to fire, theft or other casualty.



Program Chairman **Lewis Bechtold** made only this brief announcement concerning the July program - "It will concern the U.S. government postal cards with images on the front".

DON'T KILL THEM!

They only belong to you for a while. You are a temporary custodian for your postcards. Pass them on to the next generation as you found them. Help them survive extreme summer/winter temperatures and humidity.

ALWAYS KEEP POSTCARDS STANDING UP!

AND LET THEM LIVE WITH YOU!

Never store your cards in the attic or basement where temperatures and humidity reach the extremes YOU wouldn't tolerate. They won't tolerate the extremes either.

Never lay them FLAT - and especially not in piles. Postcards will die if they can't breathe. They must have air around them and temperatures and humidity in moderation.

AUCTION ACTION



Thanks to **Barb Mowrer** for substituting in **Valerie Refi's** secretarial job. And another BIG thanks to **NORM ZIMMERMAN** and his auction team: **DARVIN RODGERS, HAROLD MOYER, BOB KRAMER, WALTER MOWRER, JESSE STEHMAN** and **DREW CURTIS**.

Speaking of Curtis, it's so good to see **POLLY CURTIS** with us again and **Sam NOLT** on his feet as well!

Lot # followed by price realized.

3 donated lots=2.50			75 3
1/2 1	28 16	50/51 6	76 15
3/4 1	29/30 16	52/53 1	77 7
5 1	31 3	54/56 2	78 11
6 1	32 9	57 1	79 12
7/8 1	33 11	58 1	80 4
9 5	34 3	59 7	81 1
10/11 .50	35 2	60 6	82 2
12 5	36 2	61 20	83 6
13/14 4	37 3	62 7	84 6
15 4	38 4	63 10	85 1
16 2	39 9	64 4	86 5
17 8	40 8	65 10	87 1
18 4	41 5	66 18	88 1
19 6	42 4	67 2	89 3
20 6	43 5	68 5	90 1
21 7	44 6	69 6	91 7
22 19	45 10	70 8	92 2
23 19	46 17	71 3	93 1
24 11	47 4	72 3	94 1
25 16	48 1	73 3	95/96 1
26 4	49 1	74 10	97/98 3
27 11			

98 lots grossed \$502.50 with 10% (\$50.25) going to LCPC + \$2.50 from the donated lots.

Even with the auction action we are always pleased to see members set up to sell. In June we had **Dick Bishop, Dee Delcher, Jerry Koteck, Gordon McKinzie, Ruth Moyer, Howard Steinberg** and **Jim Ward**.



EXHIBIT WINNERS



It was still Spring but 68 of us managed temperatures near 90 and enjoyed the heated antics and romantics on our giant easel. **Dot** chose a tough postcard subject - Weddings, but we breathed easier when she expanded the subject to include Lovers.

ANNE STEINBERG	FIRST	Wedding Bears
EARL CARVER	SECOND	Comic Courtship
HAROLD MOYER	THIRD	Don't Worry!

HONORABLE MENTIONS

EARL CARVER	What Love Leads To
BRIAN FRANKHOUSER	Eight Steps To Romance
BOB KRAMER	A Comic Look At Love
RUTH MOYER	Have A Jolly Time
JIM WARD	Sweeties

Future themes:

August- Swimmers, Bathers; Sept- Embossed PCs

POSSIBLE MEMBERSHIP INCREASE

\$1 Would Effect Single Mailings Only

Editor **Jim Ward** reminded the members that postage has pushed the yearly cost of **THE CARD** to \$7.98 per mailing. Couples receiving one issue at the same address would NOT have their combined dues of \$10 raised. Single memberships, he proposes, would be raised \$1 to \$8.

Printing **THE CARD** costs 33½¢ per eight page issue plus 1¢ for envelope and 32¢ for postage, for a total of 66½¢ per mailing 12 times a year = \$7.98.

Alternate routes would be: 1) reduce the number of pages; 2) reduce issues to bi-monthly or quarterly; 3) fold and staple, eliminating the envelope. **Jim** does not recommend the latter. Most of our exchange newsletters come this way and are mangled in the cancellation machines. Stapling would save only \$24 a year.

We mail approx. 210 copies monthly of which about 50 are to two members or more.

We tried bulk rate mailing (minimum 200 pieces) one year but some members suffered delays during holidays. It was also a huge pain for the personnel involved.

President Bob Kramer suggested we continue the discussion and possibly vote at the August meeting.

Ward also proposed the new memberships signed up at the August Expo be \$3 for the remaining four months instead of free with the next year's membership.

Your suggestions are appreciated.

MERRY WIDOW TRADE

Will trade five of my Merry Widow b/w PCs for your one if I need it! Condition need not be perfect. **Jim Ward**, 721-9273.

PRINTER POST CARD TYPES
A continued series.

AMERICAN SYVIEWS CHICAGO, IL

Post Card

ANGLO-AMERICAN POST CARD CO. NY, NY



Double "A"
found on
most PCs.

Post Card



ART PHOTO ELIZABETH, NJ
POST CARD

ARTVUE POST CARD CO. NY, NY

POST CARD

ARTVUE POST CARD POST CARD

AUBURN POST CARD MFG. CO. AUBURN, IN



Post Card



POST CARD



continued next month

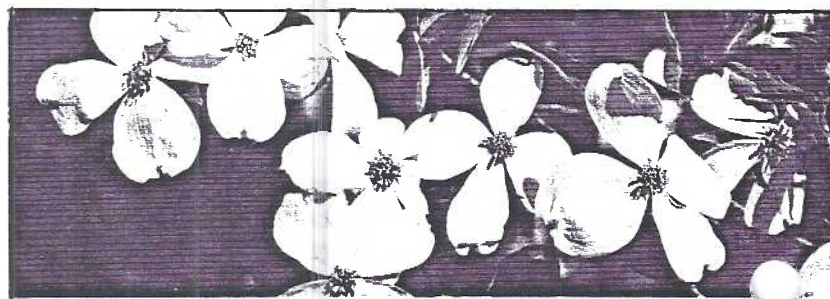
CONTRIBUTION FROM BRITISH COLUMBIA

Our Northwestern-most reader, Don Steele writes us from West Vancouver. Don edits the Vancouver Postcard Club's newsletter, one on our Exchange List. He writes:

"I enjoyed the article in your last (May) Newsletter entitled 'A Spring Essay and A Belated Easter Story'. The Pacific Dogwood is the floral emblem of the Province of British Columbia so your display of the various cards was of interest.

"I am enclosing the 'B.C. version' with my compliments. It was curious to note that the wording on each of the cards is similar if not identical. Research must have been from the same encyclopedia."

Thanks, Don, for your input. We've included your "B.C. version" so our Dogwood Legends will be complete(?). Charlie Griffiths always said NEVER SAY COMPLETE until you've searched for 20 yrs., and then say it with reservation!



The Legend of the DOGWOOD

THERE is a legend, that at the time of the Crucifixion the dogwood had been the size of the oak and other forest trees. So firm and strong was the tree that it was chosen as the timber for the cross. To be used thus for such a cruel purpose greatly distressed the tree, and Jesus, nailed upon it, sensed this, and in His gentle pity for all sorrow and suffering said to it: "Because of your regret and pity for My suffering, never again shall the dogwood tree grow large enough to be used as a cross. Henceforth it shall be slender and bent and twisted and its blossoms shall be in the form of a cross . . . two long and two short petals. And in the center of the outer edge of each petal there will be nail prints, brown with rust and stained with red, and in the center of the flower will be a crown of thorns, and all who see it will remember."

A Dogwood Legend from British Columbia.

N.C. WYETH and FRIENDS

Great Am. Illustrator on Great Card

If you were fortunate enough to view the exhibit at the Millport Museum during May, you were given a HUGE 8"x 5 3/4" card with painting by American Illustrator N.C. Wyeth. True, it's a museum card (no "post card" although it did have a stamp box, albeit "bulk rate postage paid").

The full-color illustration is Wyeth's cover of Rip Van Winkle. It and dozens of other paintings by the renowned artist "and Friends" covered the walls of the mill, a pet project of Mr. and Mrs. Robt. Wohlson.

LCPC's Vice-Pres. Lewis Bechtold was involved in assembling the show and he may have an extra card or two.

TAKE CARE OF YOUR CARDS