

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

MEETINGS: 3rd MONDAY
FAITH UNITED
CHURCH OF CHRIST
1204 WABANK STREET
LANCASTER, PA



Feb. 1997 Vol. 8, No. 2 #86

NEXT MEETING - Mon., 7 pm

February 17, 1997

Buy/Sell/Trade from 5:30

Yearly membership is \$8 (\$2 extra for ea. member same address) payable to LCPC c/o Dorathy Fry, 1050 Kleinfeltersville Rd., Stevens, PA. 17578. Ads: \$15 full page, \$8 1/2 page, \$5 1/4 page, PREPAID WITH AD COPY. Classified ads FREE. Send ads, articles and correspondence to: Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA., 17578.

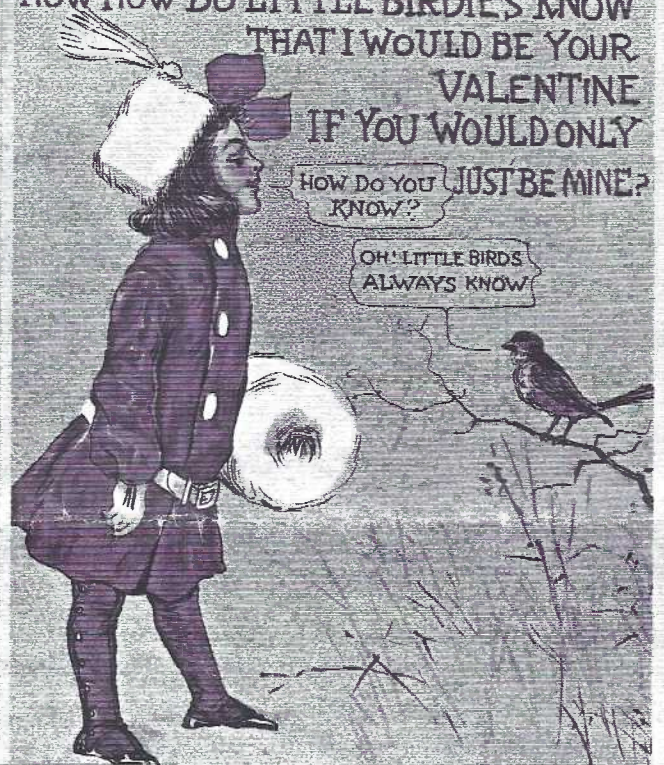
PROGRAM

Lancastrians think of Route #30 East and West when you mention LINCOLN HIGHWAY. (Technically, some of that local route is now #462.) But local postcard collectors think of W.B. "Bernie" Heisey when you mention LINCOLN HIGHWAY. For February's program you'll not only see great cards from Bernie's mammoth LH collection, but he'll dispel the often stated "fact" Route #30 and the LINCOLN HIGHWAY are the same.

A LITTLE BIRD HAS TOLD ME SO
NOW HOW DO LITTLE BIRDIES KNOW
THAT I WOULD BE YOUR
VALENTINE
IF YOU WOULD ONLY
JUST BE MINE?

HOW DO YOU
KNOW?

OH! LITTLE BIRDS
ALWAYS KNOW



VALENTINES by OUTCAULT page 4.

Full-color Dexter chrome (left) shows Miller's Smorgasbord on Lincoln Hwy, East; Jas. Hess, Publ.

Below, an over-sized b/w chrome aerial when Miller's was a "new kid on the block" (1940's).



Miller's Restaurant and Frozen Custard Shop

ROMANCE WAS IN THE AIR IN MESSAGES ON LOCAL POSTCARDS

From that hoard of local cards to which we've referred in the past comes a potpourri of words of love or intention. NOTE: grammar and spelling have been left as found.

From a shy lady -

to Mr. Martin Lefever, Lancaster RR #4

A simple wish, A line or two
In friendship's name, from me.
from Guess



Between best friends -

to Miss Mary Rieff, New Holland, RFD 2

Roses may wither, Flowers may die
Friends may forget you, But never will I.
from your friend Emma (New Holland, Oct. 5, 1909)

From a "take charge" damsel -

to Mr. Jacob R. Keller, Lititz

A few lines to let you know that I have no engagement for Sat. night so if you get over to my home before I do you are to wait until I come because I may not get out until 7:45 o'clock car out there.
(signed) "12.3.6" (from Lanc., Feb. 5, 1909)

This gal means business!

to Mr. Ira Mellinger, 210 N. Mulberry St., Lancaster
Dearest Ira,

Hope to see you thursday night and hope to have a good time. Please don't be backwards that evening.
Your sincere friend

Ellen Irwin (Lanc., May 27, 1910)

He's chosen his own alias -

to Miss Flossie Rhoads, 117 #. 6th St., Lansdale, PA
If you can guess who sent this you are doing good.

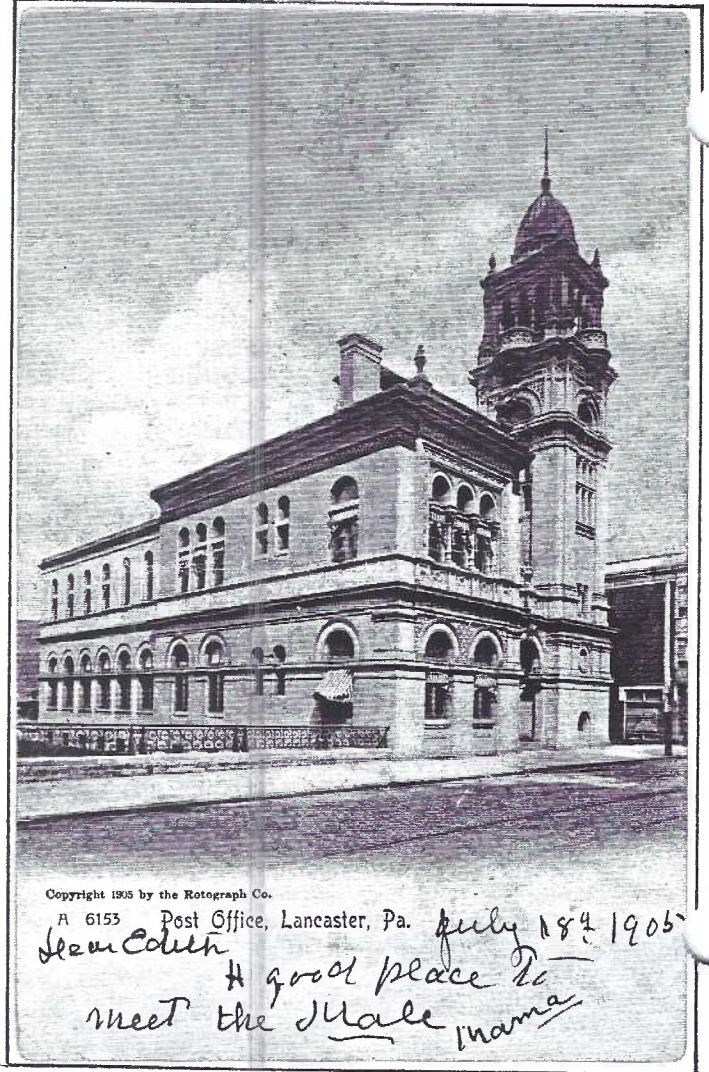
Hot Dog & Balogne (Lanc., Jun. 6, 1925)

The gentleman yearns for a sunny Sunday -
to Miss Mabel Letz, Enhaut, PA.

Dear Mabel,

I hope you wont disappoint me this week because I am very anxious to see you. We will go out to take pictures on Sun. Do not disappoint me.

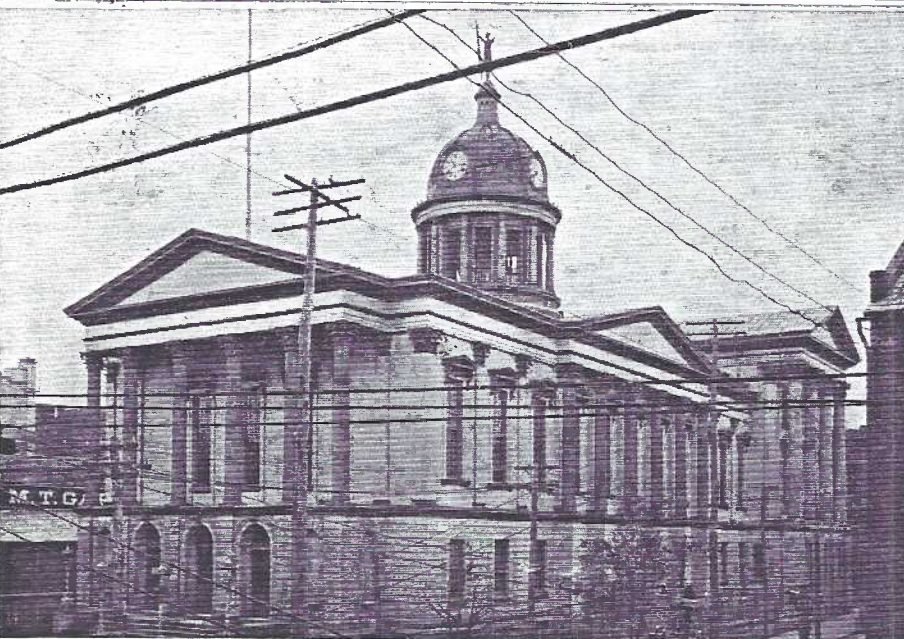
From B.B. (Lancaster, Sep. 21, 1909)



Copyright 1905 by the Rotograph Co.

A 6153 Post Office, Lancaster, Pa. July 18th 1905
Dear Edith
A good place to
meet the Male mama

Mother's humorous advice - "July 18, 1905. Dear Edith
A good place to meet the Male. Mama."



Court House, Lancaster, Pa.

I hope you and I will
never have to go here. M.E.D.



Mailed from Bainbridge, Apr. 12, 1906,
to Miss Mary S. Daveler, Rheems, Pa. "I
hope you and I will never have to go
here." M.E.D.

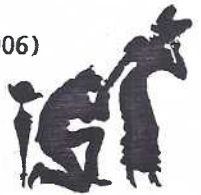


Many a romance began at the roller skating rink -
to Mr. John Killian, Lititz
I am the girl that gave your friend a rose now don't
forget to answer hope to see you at the rink soon.
Anna Aukamp, 15 Howard Ave. (Lancaster, Jul. 30, 1908)
Quite possibly this was the King St. Rink a business
card of which we illustrate here.

Of course a spat would show among these amorous PCs.
It has no postmark although it is a local card, (To-
bacco Field, Lancaster, Pa.)
to Mr. Edward Hale, Stillwater, New York
Helo Ed. I thought you were a friend of mine but I
found out you were anxious to have Lz back but did
not care a dam for me but it is all right maybe I
will be all right some day when her husband gets
after her she is coming with my brother but soon.
so answser soon. answer soon Ed.
from Lill

Still another date - country style!
to Mrs. Ed Gardner, Colemanville, Lanc. County)
Have your glad rags and ruffles on, for the 9:20 car
(trolley). Will try to be there at that time. I mean
on Saturday.
E_Y (Mailed from McCall's Ferry, Apr. 17, 1910)

Pure love -
to Miss Carrie Kendig, Millersville)
Round as a ring that has no end
So is my love to you dear Friend.
from I.W. (Millersville, May 17, 1906)



A short but proper invitation -
to Mr. Ellis Spickler, Lititz)
Dear Friend, You may call on Sat. eve. at 7:30.
Edna, Lancaster, Sep. 27, 1912)

A "fair weather" lover? There's the settee -
to Miss Anna Montgomery, 218 Green St., Lancaster
Hello Anna,

It is going to be too cold to go out tonight. I
think we had better stay in. Don't you? At 218.
J.H.M. (Lancaster, 9 AM, Jan. 10, 1912)

Barely legible -
to Miss Stella A. Hamm, Quarryville
As sure as the grass grows around the stump
you are as sweet to my heart as a sugar lump.
ans. soon as I like to hear from you.
10-5-2 my new adres New Prov. (Providence ?)



12252
Saint James
Episcopal
Church,
Lancaster, Pa.

From
your
loving
S.H.
Joe
Lipp
to my
S.H.
Ira.
miss you
goodbye
love and
a kiss
good
soon

Unaddressed and no cancellation "From
your loving S.H. (Sweet Heart) J.H.
Lipp to my S.H. Ira Ripple. Good By
love and a kiss Good ans. soon".



Intrigue surfaces with this rendezvous -
to Miss Kathryn Bainbridge, c/o Hampden Mills, Reading
If you come down you had better start early. If you
bring Edith, don't let Nevada know who she is, but
introduce her by some other name. Try to come down
if you can and bring her along. Good By
C.A.B. (Lancaster, Aug. 17, 1910)

The coy kid would only sign his initials -
to Miss Rachel Boley, Blue Ball
Rec'd. your card yesterday. was glad to hear from you
once. I am coming home Sun. Maybe If It isn't too hot
I will be out on Sun. afternoon. I guess we will go
for flowers and If we can't find any we will go home
again. ha ha. B.M.H. (Kinzers(?) Aug. 17, 1913)



The extreme popularity of BUSTER BROWN was reason enough for Raphael Tuck & Sons' to showcase him on several of their postcards sets. Shown here, along with the card on page 1, are the five of the six PCS in Tuck's Valentine Series No. 111. Have YOU the sixth?

There may be as many cards unsigned as there are signed by R(ichard)F(enton)Outcault, so don't let the absence of his signature deprive you of so much of



his fine art.

BB and his girlfriend Mary Jane were Outcault's children. So many artists used - and still use family members as models...keeping down costs. Toothy Tige, the bulldog, was family, too. The boys in the Tuck PCs on the next page are unnamed. Maybe neighbors?

Our good friend in York, Joe Ruhl, is an Outcault collector. If you have RFO "extras", let him know.

FREE AD POSTCARDS If You Live In The Right Place

For several months our exchange club newsletters have referred to FREE RACK POSTCARDS in large metropolitan cities(7). In fact, the "freebies" are being sold for \$2 and \$3 to us backwoods collectors who haven't seen nor heard of them. LCPC member Don Brown sent several with a brief explanatory article from the NY Times dated Aug. '95.

The idea originated in Copenhagen, Denmark in 1990 and has spread throughout Europe. Two US companies, MEX (max) and Fivefingers began with competitive racks in trendy restaurants, coffee bars, health clubs and record stores in 1994. Their target - YACs (young affluent consumers). However, street bums and typical big city sleeze are grabbing them by the handful, passing them through the network 'til they reach postcard shows where they sell for \$1 and up,

up, up. The '95 article listed as "hot items" a repro of the Marilyn Monroe Playboy centerfold and Kate Moss with a milk mustache. No doubt they've since been superseded by dozens of other subjects.

The idea was that a YAC will pick and choose PCs with topics it desires, then use the card and/or buy the product. In Don's batch were examples by Nationwide Postcard Advertising called GO-CARDS and by Postcard Factory Advertising. PFA ads were for Caribou Cafe and Mr. Bar Stool, Phila. businesses. The NPA PCs all read Tower Records, Videos, Books (no doubt distributed in their stores) and advertised Levis, Samsung Cameras and Camcorders, Sapporo Brews, Newsweek, etc.

Of course, they're continental size. What would you expect? All are on heavy coated stock. Thanks Don.



EXHIBIT WINNERS

Our mid-winter meeting attracted 58 members on a cold January evening but they enjoyed these eight BIRTHDAY exhibit boards:

| | | |
|-------------------|--------|---------------------------|
| HAROLD MOYER | FIRST | Birthday Girls |
| WALTER MOYER | SECOND | Birthday Flowers |
| BRIAN FRANKHOUSER | THIRD | Birds, Blossoms & Baskets |

HONORABLE MENTIONS

| | |
|------------------|---------------------------|
| EARL CARVER | Birthday Blessings |
| MARY DARRENKAMP | Birthdays Are Happy Times |
| RUTH MOYER | Birthstones |
| JIM WARD | Smile Honey, Say "Cheese" |
| NORMAN ZIMMERMAN | Posies |

Thanks, everyone, and a belated HAPPY BIRTHDAY To Barbara Mowrer who celebrated her b-day that same day.

Dot Fry's line-up for future exhibit subjects is:

FEB. - Lovey-Doveys (Valentines, etc.)...a board
 MAR. - Children....a single postcard*
 APR. - Trees.....a single postcard*
 MAY - Any subject beginning with "M"...a board
 JUN. - Flags.....a board
 JUL. - Beverages.....a board
 *we'll use the opaque projector for each card

FEEDER FILLERS FIND FEATHERED FOWL

In response to THE CARD'S Jan. contest, nine members ALL submitted correct answers to the question-What states honor a chicken as their state bird? In order of answers received were: Harold Moyer*, Dot Fry, Bob Kramer, Betty Jane Weaver, Sandra Smale, Jeanine Spece, Louise Neilon, Dolores Rowe and Mary Ann Sherer. All will receive a set of 12 PCs by Lancaster artist, Lisa Madenspacher valued at \$1.50, compliments of the editor. *HM was nearly disqualified as his extra answer "West Cocalico Twp. bird is the crow" necessitated calls to the Twp. office, the County Commissioners, County Game Warden and Pa. Game Commission. His answer was right so the editor absorbs expenses. ANS: RI-the Rhode Island Red; DE-the Blue hen chicken.

BOOK OF LOCAL POSTCARD VIEWS

A progress report is available to any member of LCPC interested in the publication of a book of local (city and county) postcard views. The report condenses activities which began as a discussion a year ago and resulted from the meeting of a Steering Committee of eight* members in September plus interviews with five publishers, four of whom are in a 50-mile radius of Lancaster.

The report was given to interested members at the December and January meetings.

Suggestions for any aspect of publishing such a book are welcomed. Contact any of these members: Bill Buckwalter, Brian Frankhouser, Jere Greider, W.B. Heisey, Gerry Hostetter, John Long, Harold Moyer, Sam Nolt or Jim Ward.

NEW CARD TOPIC SURVEY

Smithsonian Tops Jan. Meeting Votes

3 points were awarded to each FIRST PLACE vote, 2 pts. for ea. SECOND PLACE, 1 pt. for ea. THIRD PLACE.

Resulting totals for the twelve candidates were:

Smithsonian Institution, 150 yrs. - 44 points

Telegraph Perfected, 150 yrs. - 33 pts.

First U.S. Postage Stamp, 150 yrs. - 32 pts.

Katzenjammer Kids, 100 yrs. - 24 pts.

C.W. Post Cereal, 100 yrs. - 22 pts.

Howdy Doody, 50 yrs. - 18 pts.

A.A. Milne/Pooh, 115 yrs. - 15 pts.

First Successful Subway, 100 yrs. - 14 pts.

Sherlock Holmes, 75 yrs. - 12 pts.

Duke Ellington/Jazz Bands, 75 yrs. - 9 pts.

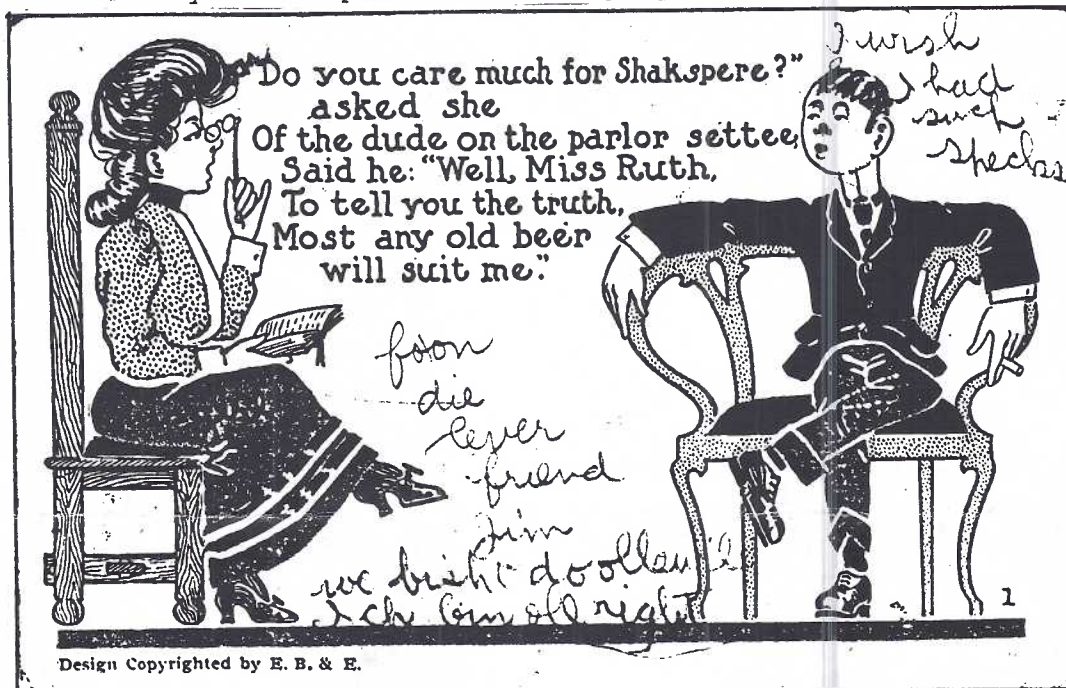
Franz Schubert, 200 yrs. - 9 pts.

Readers Digest, 75 yrs. - 5 pts.

A COMIC LOVERS POSTCARD WITH A PA.-DUTCH MESSAGE

#1 Out-of-state members note: when we say "Pennsylvania-Dutch" we mean Pennsylvania-German ("dutch" derives from "deutsch" = German).

#2 If you're not prone to read messages you can miss a lot of fun.



Design Copyrighted by E. B. & E.

In this case, however, even the front of this postcard would wave a big flag at you, especially if you're Harold Moyer who is fluent in P/D and recognized bits of P/D in the pencilled comments on the front and then the local address*. Many natives interchange "dutch" and English in the same sentence, particularly if talking fast (not able to think of an exact word in one language and jumping to the second tongue). The sender of the postcard, Jim, even did this in his written comments.

The address side reads: William Oberholtzer / RFD Numer Anse (#1) Monheim (Manheim) / Ponsselfornia (Pennsylvania). Pa-Germans, with grade school education, are apt to write phonetically - as words sound.

On the face of the PC the sender (Jim) wrote:

"I wish I had the specks" (ribbing the lady). "Willie" and "his girl" are labeled and down the center: "from die lever (the dear) friend, Jim, we bist du olle wile (how are you nowadays)? Ich bin oll right (I am all-right)."

Design copyright is by Ely, Boynton & Ely, Detroit, Mich. Card #1.



*The icing on the cake is the pencilled cancellation on the 1c Ben Franklin stamp. The rural postman picked up the card from Jim's mailbox, saw William's address was farther along his route and so he hand-cancelled it as his horse trotted along his rural road. He signed his initials MG (Monroe Gunter) but did not date it. The PC has an undivided back which simply means it is an old style postcard. It could have been mailed anytime. Monroe's route was nearly 24 mi. long in 1910. It lay east of Manheim from Fairland to Root's Nursery to East Petersburg.

FILE OR RE-FILE?

Admittedly, some of us are born filers and we pity those of you who aren't. But there's a down-side = there's OVER-filing. With over-filing. You can subdivide beyond the optimum. For instance, the past 8-10 years I've divided my Lancaster business postcards alphabetically but had sub-divisions such as: HOTELS, MOTELS, RESTAURANTS, DEPARTMENT STORES, and MARKETS; even specific files for WOOLWORTH'S, REILLY BROS HDWE. (especially their fire) FULTON OPERA, YMCA/YWCA and RIDGEWAY TOURS.

On the up-side; I was uniting Garden Spot China PCs that hadn't been next to each other since day #1 and my Fulton Opera House collection tripled now that I'd combined stage show actors with the building views. I was seeing the gestahlt over and over again! And best of all - I was finding DUPLICATES THAT WERE NOW AVAILABLE AS TRADING MATERIAL!!!

Then there was a section for ADVERTISEMENTS. It included many businesses which had unrelated views or greetings on the card. Some of these local businesses were on postal cards but I truly believe they are a part of local history and I find many collectors agree with me. And dealers show them more and more in their stock.

Herein lay the problem. When I looked for a particular business there were too many places to look. So I took the plunge (with mixed feelings of adventure and guilt) and combined EVERYTHING by the alphabet! Now you "non-filers" will laugh at this but my fellow-filers are no doubt as apprehensive as I am. Will it work? Report to follow. For the moment, I feel real good about the decision.

What are YOUR thoughts/, methods for FILING BUSINESSES - particularly if you collect a town or city which may included 100's of business postcards? **JD**

NEW PRESIDENT RUNS TIGHT SHIP

It was Pres. Ruth Frankhouser's first meeting and shortly after 5 pm it began to look like a minishow. The room was eventually circled with tables of PCs for sale from Ruth and Harold Moyer, Bob Kramer, Norm Zimmerman, Jere Greider, Mike Middleton, Jim Ward, Bill Buckwalter and Dick Bishop.

Members were barely in the door and Ruth was distributing survey sheets on which we listed our first three choices for an NPW topic. Results will be announced in February so the NPW Card Committee can stay on schedule.

Ruth conducted a short discussion and Jim Ward was elected to serve as her Vice President. Ruth Lines will be in charge of the Club Table where you can purchase back issues of Club PCs, full color front pages of **THE CARD**, sign in and pick up your ID badge for the evening. In the absence of Anne Steinberg, Laura Spece filled in as Librarian.

Auction

Norman Zimmerman would still accept a successor as Chrm. of the Auction but in the meanwhile will receive lots of cards on Club auction forms. Deadline for the March auction will be February's meeting.

Executive Board Meetings

Executive Board (officers and directors) meetings will be immediately after regular meetings in Feb., May and Sept. and whenever else deemed necessary. All elected officers are expected to be present. Any interested member is always welcomed to attend. "Bring any items you feel we should discuss including how to participate in this year's National Postcard Week (NPW) from May 4 to 10. Other matters to consider are the Annual Expo in August as the Annual Picnic/Meeting plus future programs."

January Program

With Brian Frankhouser operating the opaque projector, these members (microphone in hand) brought applause and occasional laughter from the audience: Dot Fry, Ruth Frankhouser, Earl Carver, Mary Darrenkamp, Don Davis, Elizabeth Graver, Frank Coho, John Rodkey, Walter Mowrer, Norman Zimmerman, Harry Lines and Jim Ward.*

The evening's activities were topped by a beautiful LCPC Birthday Cake, traditionally served in January. This year, with the help of Ruth Frankhouser's friend, we enjoyed a giant replica of a PC showing a basket of flowers!

*Why isn't YOUR name in the group? It's so easy to be a participating member. Don't you feel just a little foolish? a little lazy? a little "out of it"?

FUTURE SHOWS

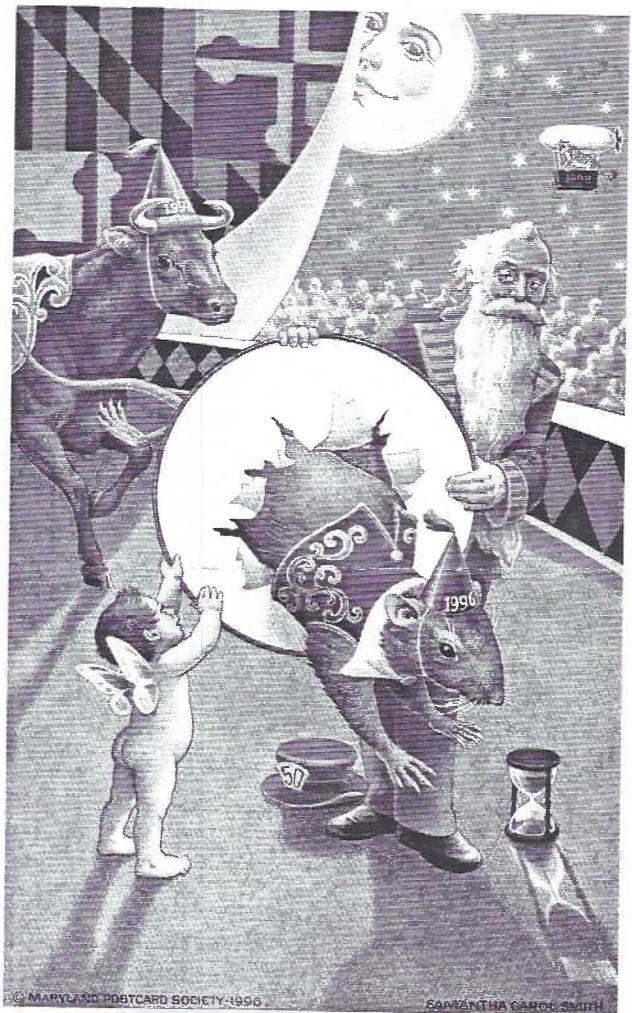


Local postcard shows begin their 1997 season with **TOWSON, MD.** March 8 Maryland Postcard Society show in Days Inn, I-695, exit 29, Loch Raven Blvd. 10-5. No. adm. **LANCASTER, PA.** March 28-29 Morlatton's Spring Show in the refurbished Farm & Home Center Convention Room (new lights, new walls, new floor) off Manheim Pike, Rt. 72, between Conestoga Marine and Jones Pontiac. **Note new hours:** Fri. 2-8 pm and Sat. 10-5. Adm. \$1.50. With card (enclosed) only \$1.25.. **HAVRE DE GRACE** April 4-5 Chesapeake Spring Fair. Policemen's Community Ctr., 10-6, 10-4. Adm. \$3.00

HELP!

Bernie Heisey would like to know the location on the Lincoln Hwy. East, of The Dunroaminn (done roamin') Tourist Camp. It's shown in Brian Butko's book, The Lincoln Hwy. on pg. 66. Brian suggests it was between Coatesville and Gap. It might well be in Chester instead of Lancaster County, but regardless, BH won't pass up the opportunity to buy a PC of the same.

February 1997, pg. 7



LCPC member Dee Delcher published this fine colored advertising* PC for the Maryland Postcard Society. It shows a 1996 mice jumping out of a hoop while the New Year 1997 cow waits her turn to enter. In the sky can be seen 1998's tiger waiting it's turn. The symbolic Baby New Year helps Father Time hold the hoop. Baltimore's coat of arms hangs from the upper left corner. You must ask Dee what the 50 on Father Time's hat represents.

*1997 Show dates, location and directions fill the message area along with a phone number for more info PLUS a grand pig w/top hat and shamrock. A very commendable job! FREE WHILE THE CARDS LAST!

A CONFESSION - A PLEA FOR HELP

"I have an old photo album, the kind with sticky back and mylar cover, filled with old postcards.

I knew when I bought it there was a chance that I wouldn't be able to get all of the cards from the adhesive. There was one card in the album that I have never seen before and I had to have it! I was able to get most of the cards off with gentle prying, but the card I want is firmly attached to the adhesive. I don't want to damage the card. Any helpful ideas or tips would be appreciated." Valerie Refi

Editor's note: We've all been tempted to buy these albums at sales for the same reason as Valerie's. Because they're made in plies, postcards can't be soaked and even prying them from the adhesive generally leaves tell-tale marks. Try freezing, maybe the adhesive will become dry and brittle; if not, perhaps a little steam to loosen but not moisten the card.

AVOID THESE ALBUMS LIKE THE PLAGUE!!!



This side for message

This side for address

Here's a postcard that needs little explanation. It was found in Ruth Moyer's hoard of unfiled advertising PCs. This reverse is printed in bright blue red and yellow while the front (enlarged below) is blue with yellow highlights in the drawings. Should someone make a connection between Listerated Gum and Listerine Mouth Wash we could be looking at a local postcard since Listerine is bottled in Lititz, PA.

NEW MEMBERS

#437 GORDON PFEIFER 213 Edgewood Rd., Wilmington, DE., 19803-4512. Ph. 302-655-6473.

#438 SUZANNE PFEIFFER As above. She's Gordon's wife. Gordon collects Delaware including Ft. du Pont; postcards pertaining to printing, publishing, authors and illustrators, paper making, arts and crafts, design, etc. He's esp. interested in scenes of the 1912 trip from Wilmington, DE to Erie, PA as the Conestoga Wagon hauled a load of powder for the du Ponts to participate in the Commodore Perry Celebration.

#439 GERRY ZERPHEY 232 N. Locust St., Elizabethtown, PA 17022. Ph. 367-3508. Myerstown (her home town) and Hershey are her collecting interests. WELCOME TO ALL.

This Feb. CARD will not go to unpaid members.
CHANGE OF ADDRESS

Winfried and Maria Schurz, #426, 427 (from Long Island NY) now live at 410 S. 5th Ave., Denver, PA., 17517.

11:11, 1/11/97

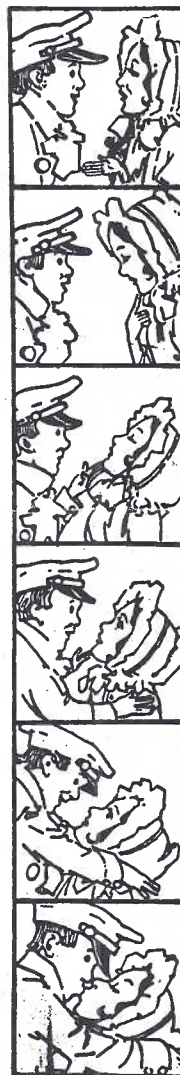
January 11 this new year was a great day for me. No doubt a few months from now I'll forget the date BUT NOT THE EVENT. While it's fresh enough to share I'll tell you that at 11 minutes after 11 the evening of Jan. 11, 1997 I filed the last unfiled postcard I own. So what, you say?

Well, I hear cheers from other collectors who've reached that goal; they know just how elated I feel—not to stare down a box of cards at the far end of the table or to elbow a pile that's been creeping to the edge of the desk for four months and finally lands on the carpet, to kick a box on the floor for the 77th time, to move three more boxes from and to at least a half dozen different places in one room.

And all of this torment finally ended because the word processor (typewriter with a memory) went to the repair (\$\$\$) shop for a week. There was little else to do since I've long given up writing long-hand drafts from research notes. So I stopped reading and that left only those d--- boxes!

On the down side of this experience was the loss without replacement of the processor's memory. \$15.90 confirmed my suspicions - the memory's gone! But I'm pragmatic and will live without it. The GOOD NEWS is that for the first time in ten years I've caught up with my postcard purchases and every single card now has a home... no guarantee I'll find everyone, but THEY'RE FILED!! And I had to share my jubilation. JFW

Do You Know How to Kiss a Girl? Then Learn!



Stand facing her.

Do not tell her your intentions.

Do not ask permission to kiss her.

Look dreamily into her eyes.

You may hold her right hand in your right hand, if you wish.

It is well to sigh a couple of times about this stage of the game.

Whisper softly that her rosebud lips remind you of cupid's bow.

She will probably drop her eyes and blush when you say that.

Place the fingers of your left hand under her chin and tilt back her head slightly.

Draw her gently towards you.

Do not hurry.

Gaze deeply at the love-lights which slumber in her eyes.

Sigh once more.

Incline your head towards hers until your lips—BUT WAIT! Do not kiss her until you know that she uses Listerated Gum, the only antiseptic gum in the world, the only chewing gum that makes it safe to kiss.

If she is a Listerated Gum girl, kiss her.

Copyright 1911 by Common Sense Gum Co