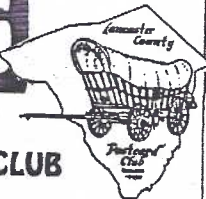


The Card

MONTHLY PUBLICATION OF
THE LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA



MEETINGS: 3rd MONDAY

FAITH UNITED

CHURCH OF CHRIST

1204 WABANK STREET

LANCASTER, PA.

Yearly membership is \$8 (\$2 extra for each member at same address) payable to LCPC, c/o Dorothy Fry, 1050 Kleinfeltersville Rd., Stevens, PA., 17578. Ads: \$15 full pg., \$8 1/2 pg., \$5 1/4 pg., prepaid with copy. Classified ads FREE to members. Corres. to: Jim Ward, Ed. 1795 Kleinfeltersville Rd. Stevens, PA. 17578. Ph. 721-9273.

Oct. 1997 Vol. 8, No. 10 - 92

NEXT MEETING - Mon. 7 PM

October 20, 1997

Buy, Sell, Trade from 5:30 PM

PROGRAM

Membership participation is always a welcomed change in our programs and September's was no different. With "S" as a central theme, latitude reigned supreme!

Thanks go to the following members who showed a postcard within the "S" theme and "thanks" also to Brian Frankhouser for managing the opaque projector:

Jim Ward - a stingy man at the church collection
Harold Moyer - a seashell bordered card
Earl Carver - swimmers in Sullivan County State Pk.
Dee Delcher - unusual silhouette on a Christmas PC
Polly Curtis - the legend of the sand dollar
Mary Darrenkamp - souvenir of Eagles Mere
Dede Schaeffer - Norway, land of the midnight sun
Ruth Moyer - an unusual Easter seesaw
Anne Steinberg - St. Nicholas on an old German PC

FUTURE PROGRAMS

October's program will be the popular FREE-FOR-ALL where everyone is invited to bring postcards or any local paper items to sell or trade. You may share a table or take two tables since the space is FREE-FOR-ALL.

November's program will be AUCTION. Be sure to bring your ten lots along with an auction form filled in and give them to Norman Zimmerman. The lots will be listed in the Nov. **CARD** and sellers will contribute 10% of their income to LCPC. A high-light of this auction will be selling duplicate books from LCPC's library which have been chosen by Librarian Anne Steinberg. If you were an early donor of a book and wish NOT to have it sold, please contact Anne. She intends to chose only titles not often borrowed.

December's program features Jim Morrison. The last time we saw Jim's wonderful Christmas slides they were delicious delicacies on postcards. He's sure to thrill us with a different batch of Christmas this year.

SEPTEMBER SET-UPS

Do you know how lucky you are to have member/dealers selling at your meetings? Some clubs have a "dealer night" once a year! We thank these members for their September Set-up and invite them each month - Dick Bishop, Dede Schaeffer, Howard Steinberg, Jim Ward, Gordon McKinzie and Michael Middleton.



One of Ellen Clapsaddle's better Hallowe'en cards is this from Series #501 by Wolf & Co. Finding Hallowe'en PCs at reasonable prices is difficult. Finding any of the six from this unsigned Clapsaddle set is very difficult.

NEW MEMBERS

#475 JIM HAVERSTICK 2630 Royal Rd., Lancaster, PA., 17603. Ph. 394-4719. General postcard interest.

#476 JERRY J. JOHNSON 245 Cherry St., Manheim, Pa., 17545. Ph. 665-9239. Christmas, Santa, Thanksgiving, Halloween, Easter, U.S. flags, blacks, sets & series, ladies, "most everything except landscapes and bldgs".

#477 RICKY O'DELL 1528 Robert Rd., Lancaster, Pa. 17601. Ph. 394-0740. Collects Lancaster City and County.

#478 CATHARINE STEWART P.O. Box 256, Newtown Square, PA. 19073-0256. Ph. 610-647-4664. Pre-WWI topics available to sell.

#52 LEE FRY Re-instated.

#191 R.E. "SCOOP" WHITMORE Re-instated.

Welcome to our new members and welcome back to a pair of old members. Paid membership totals 288.

FUTURE SHOWS

Oct. 17-18 Garden State PC Club, Parsippany, NJ

Oct. 24-25 Monumental PC Club, Timonium, MD.

Nov. 1 Shore PC Show, Belmar, NJ

Nov. 21-22 York International, York, PA.

Nov. 28-29 Morlatton PC Club



Above and on the following three pages are photos made of the crowd at our August Expo. Looking from right to left (page 5, then 4, then 3 and 2) the pictures were made in sequence so you may see some people in a slightly different pose - about 10 seconds later. Those on this page were photographed last. Anyone with a panoramic camera for '98?

F.W.WOOLWORTH & CO.

A Childhood Dream

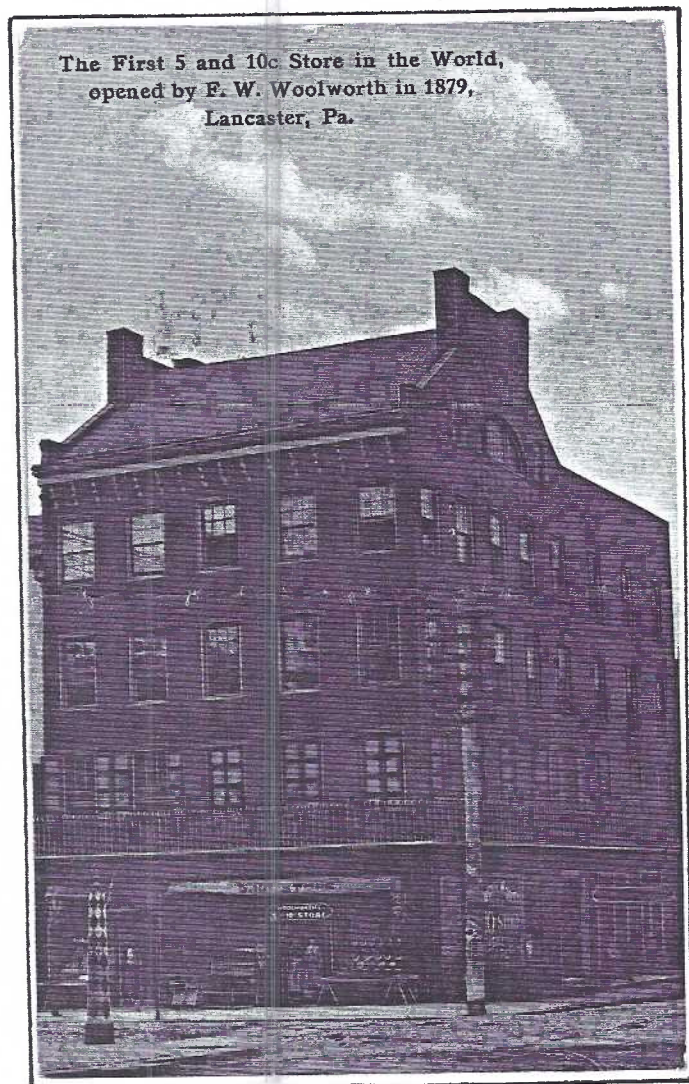
The farmer's son from Jefferson County, NY dreamt of being a store keeper from childhood. In 1871, at the age of 19, F.W. Woolworth took a commercial course in a college at Watertown in preparation for what he determined would be his life's work. He quickly landed at job with Augsbury & Moore (later Moore & Smith) in Watertown working for nothing for three months, then \$3.50 per week. In 30 months his salary was raised to \$6 per wk.

The road to riches was not without hard knocks. Poor health sent him back him to the farm but eventually he was back with Mr. Moore and to supplement his salary he offered to sell slow-moving items from a small sewing table...any item for 5¢-customer's choice. This innovative idea, many items at a uniform price, proved successful and in 1879 Moore trusted young Frank with \$300 in 5¢ goods with which he started a 5¢ store in Utica New York.

First Successful Store

The Utica store was not prosperous. Later, Woolworth realized the side street location was a major factor, so when he again tried a 5¢ store venture it was on a main street. It was North Queen Street in Lancaster, PA. and it is from this FIRST SUCCESSFUL WOOLWORTH STORE the legend began. He sold 30% of his stock (\$127.65) on opening day and that was mainly after the circus parade had passed through town! Actually, it was still a 5¢ business that opened in June 1879 in Lancaster. The location was 170 North Queen St., the southwest corner of Queen and Chestnut (now Armstrong World Industries).

Two months later he had opened another 5¢ store with his brother in Harrisburg (without notable success) and it was at his third store, in Scranton, PA., that he added a 10¢ line and created the first "5 and 10" on November 6, 1879.



continued pg.3



Woolworth continued.

He Changed Retail Marketing

Often asked his formula for success, Frank Woolworth said, "It's simple. Keep these three factors in mind always: 1) pay for everything in cash, 2) keep goods out for customers to handle, 3) keep prices low."

This philosophy of marketing would turn the retail world upside down. Shopping became a favorite pastime and it catered to the working class.

He stayed close to his thriving business by living at 237 E. Lemon St. and then 10 N. Queen St. In 1888 the Lancaster City Directory lists the store's location as 170-172 N. Queen and F.W.'s residence was now in Brooklyn. Ten years later his stores' sales had passed the million

dollar mark and the Lancaster store has moved even closer to the downtown district. It was at 6-8 N. Queen (still on the west side of the street) and described as selling "novelties and house furnishing goods". F.W.'s residence was New York City. By now there were hundreds of "Five and Tens" across the country and most could be attributed to Woolworth for their origin. Either the founders had worked for Woolworth or they mimicked his idea to the letter and this included his old employer, Mr. Moore.

The Towered Building

In keeping with the up-scale Woolworth store in New York City, F.W., in 1900 opened a grand 5-story building at 21 N. Queen Street in Lancaster. It quickly became the talk of the town and it's that building that graces nearly all of the local postcards.

Some believe it was modeled after the Palais du Trocadero, the gigantic opera house in Paris, with its monumental towers capped in gold. Many buildings around the country were inspired by the lavish Troc and hundreds of Lancastrians had the pleasure of dancing beneath the stars in the roof garden on North Queen Street. Thousands more enjoyed vaudeville acts in the years prior to World War I. The plush looking building was razed in 1949 and replaced with a flat-fronted brick structure of similar height.

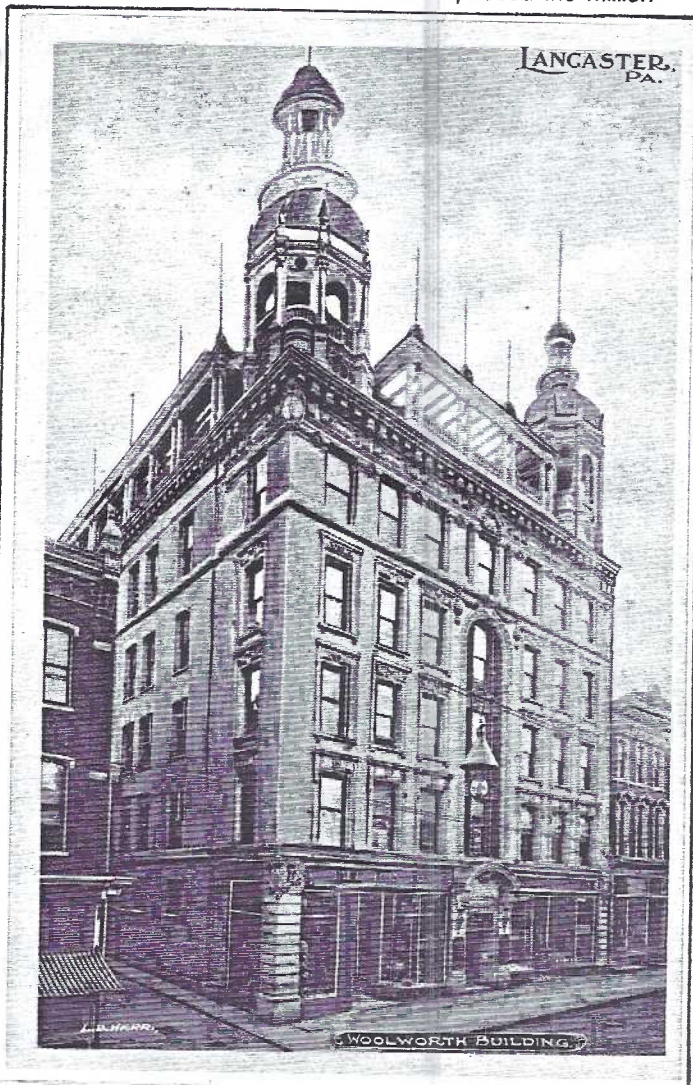
Frank W. Woolworth spent his last day at the office on April 4, 1919. He died 4 days later.

Reminiscing

By 1954 the Woolworth chain had reached a peak of 2,800 stores nationwide. Those of us who lived during the post-war years remember the oak floors, mahogany fixtures and pneumatic tubes running overhead; the pet department, the popcorn hopper and the glass-walled counters (a short 7-year old could even see at half a dozen covers on the 10¢ Big Little Books).

If you were lucky, there was a lunch room in your Woolworth Store (see postcard) or perhaps you ventured to a balcony with hand held tight by Mother, wondering if you'd have a tuna fish sandwich and a vanilla milkshake or, better yet, a Coke in a glass. Clerks from nearby downtown stores came in for the 60¢ turkey dinner.

Now the peeps and parakeets are gone, so are the Valentines, Easter grass and Christmas tinsel. Very shortly the remaining 400 Woolworth stores will close or be converted. But we still have our postcards and that's what they're all about.





Woolworth continued.



WOOLWORTH BLDG. CHECKLIST

I appreciate the extensive work Gerald Hostetter did in compiling this list. With only three additions of my own, we'd like think this is a complete list. Charlie Griffiths always reminded us "with postcards never believe you have them all".

Except for the Lunch Room and Etch-Tone by Stel-Mar, all cards are vertical format and the caption is principally WOOLWORTH BUILDING with location at Lancaster, PA. An asterisk denotes color.

Bold type indicates illustrations in this story.

- A2033 American News Co., New York, Leipzig, Berlin
- 8432* A.C. Bosselman & Co., New York
- no # L.B. Herr, Lancaster (lower margin for message)
- no # L.B. Herr, Lanc. (no margin, but und. rev)
- E7650* S. Langsdorf Co., New York
- 6154 Photograph Co., New York (also with prefix letters denoting color and print types)
- no # Etch Tone/Stel-Mar, Mount Joy "Original F.W...."
- no # Etch Tone/Stel-Mar, Mount Joy "First W. Bldg...."
- 4386 Souvenir Postcard Co., New York, Berlin
- 12250* Souvenir Postcard Co., New York, Berlin
- 14683* Curt Teich, Chicago
- A14683* Curt Teich, Chicago
- R19961* Curt Teich, Chicago "First 5 and 10..."**
- 252-1668* Curt Teich, Chicago
- no # MB in horseshoe w/Danziger & Berman "PC"
- no # Real photo of A14683 but reduced 20%
- no # Real photo "Lunch Room in F.W...."

MONTHLY EXHIBITS

PENNSYLVANIA RESORTS was the theme for September's exhibits and 57 members and guests enjoyed the single-card presentations from the following:

HARRY LINES	FIRST	Pequea
HAROLD MOYER	SECOND	Galen Hall
EARL CARVER	THIRD	Lake Wallenpaupack

HONORABLE MENTIONS

MARY DARRENKAMP	Rayestown Lake
NORMAN ZIMMERMAN	Brookdale, The Poconos
JIM WARD	Delaware Water Gap

Where was Lancaster County's biggest resort - the Ephrata Mountain Springs Hotel? Maybe we all thought another member would bring that card.

Future themes (all boards for the remainder of 1997) -
October - **SCARY** (Hallowe'en - or what's your choice?)

November - **SOMETHING FOR WHICH YOU'RE**

THANKFUL (Thanksgiving - or your own thoughts)

December - **CHRISTMAS**

THE CARD ARRIVES COURTESY OF: Jim Ward, editor; Dot Fry, proof-reader; Gerald Hostetter, staff; Jim Rudisill, art; Gwyn Fulmer, mailing list; Harold Fry, mailing.



ABOUT OUR MEMBERS

The Club extends sincere condolence to Harold and Dorothy Galebach on the passing of their son. John died tragically after suffering an allergic reaction from a bee sting. **Harold** had turned his floor finishing business over to son John but continued to help him.

We're pleased to hear that **Dorothy Fry** is in continued good health as she listens to doctor's orders.

Gerald Hostetter is mending after triple by-pass surgery and should be driving very shortly.

Margaret "Peg" Hanna has moved. Her phone remains the same, 626-2429, but her address is now 722 Furnace Hills Pike, Lititz, PA., 17543 which is The United Zion Retirement Community.

Belated congratulations are in order for **Anne and Howard Steinberg** who celebrated their 50th anniversary the first week of September.

DPOs SOUGHT

New member Dorothy Aument (#469) is interested in acquiring cancellations of Discontinued Post Offices (DPO's) from her "neck of the woods" which is Southern Lancaster County. Can you help her?

Your cancellation can be on either postcard or an envelope ("cover") in fact, some will have to be on an envelope, since a few of these Post Offices ceased to exist before postcards were born! Most important is that the date be quite clear.

Your card need not be for sale, Dorothy will be satisfied with a clear copy. Here's her want list:

ANDREWS BRIDGE, HUBERS, KINGS BRIDGE (as two words), MAY (not "May Post Office"), MT. PLEASANT, OAKBOTTOM, OAK SHADE, PUS(S)EYVILLE, SMITHVILLE, RED HOUSE, UNICORN and WHITE HORSE TAVERN.

You can reach Dorothy at 104 Florentine Dr., Willow Street, PA., 17584-9206.

OUTSTANDING UNRESERVED AUCTION

Estate Postcard Collection of Allen S. Hoffman
Starview, York County, Pa.

675 lots

Over 180 Jamestown Expo incl. Christy Army, Navy Girls, CSA Leaders; 300 signed Harry Paynes; 300 York views incl. Fire Companies and scarce York Fair cards.

100's of Holidays incl. 64 Halloween, dozens of Santas; patriotics, historical and foreign plus comics, dressed and zoo animals, Days of the Week, the Lord's Prayer and many advertising cards.

18 Hold-to-lights of the 1904 St. Louis World's Fair incl. the scarce Inside Inn plus 70 Kohler American views; over 100 alligator borders (14 with black subjects).

Over 600 cat postcards, 15 by Louis Wayne and 20 by Arthur Thiele; dozens of sets: zodiac, nursery rhymes, Tuck animals, Presidents, state girls and state capitols; many shell borders, copper windows, Scottish clans, embroidered Spanish ladies, Colonial Heroes and much more.

Sale will be conducted in the Springettesbury Fire Hall, East Market St., York, on **November 19** (two days prior to the York Int. Postcard Show). You may preview the lots from 1 to 4 pm. Sale commences promptly at 4 pm.

Send for your **FREE** detailed listing to the auctioneers: Jacob and Brian Gilbert, RD #1, Box 593, Wrightsville, PA., 17368.

This is an outstanding collection with nearly all items in very fine or better condition.

MEMBERS ADS

FREE ads of 50 words or less should be in Editor's hands by the 15th of the preceding month.)

VISIT THE TABLE OF DEE DELCHER and Bernie Francis at the Towson Postcard Show on Dec. 6 in the Crystal Room, Days Inn, I-695 exit 29 on Loch Raven Blvd. **FREE** postcard to anyone with a Lancaster ID! For directions, call Dee at 410-433-1532 or see any copy of PC Collector magazine. Hours: 10-5. No admission charge

THE TRADE CARD published by Jim Ward is available as a 5-issue subscription. Set #1-5: general trade card info; Set #6-10: cards of Lancaster City and County. B/w issues: \$7.50 per set, color added \$12.50 per. Write for sample page to 1795 Kleinfeltersville Rd., Stevens, PA or phone 717-721-9273.

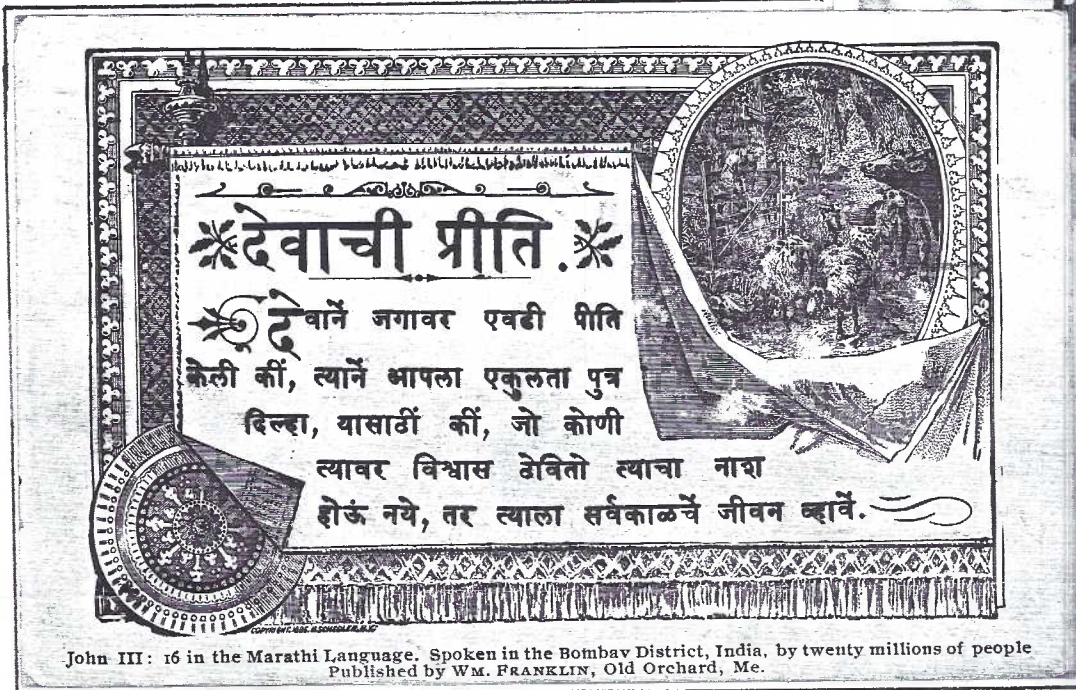
THE PEOPLE'S PRINCESS

Those of us who like history and collect it on postcards are fast becoming aware that chromes and even those dreaded continental-size chromes are the only way we'll find *recent* history on cards. *Recent*, in some cases, could even be 40 years old!

In the case of Princess Diana, it should prove impossible to find her image on even a standard photo-chrome (chrome). Shown is one of a long series of the Windsor family from the Rachel Arthur Gallery. In fact, even this continental chrome has become obsolete since her divorce last year. Her title on the reverse reads Her Royal Highness The Princess of Wales. The omission of HRH was a point made in the formal divorce from Prince Charles. In as much as she would have been mother to a future king of England (Prince William) she was allowed to retain the title of Princess. Shown with her is Her Majesty Queen Elizabeth.

Such a loss at an early age (36) is a tragedy and can be attributed entirely to GREED, an excess practiced daily by much of the Fourth Estate.

The world loved her to death.



MOTHER TERESA OF CALCUTTA

Neither of my categories **Religion** or **Famous Personages** contained a postcard of Mother Teresa, another world-famous lady who passed away recently and so I've taken some latitude with this interesting card.

Agnes Gonxha Bojaxhu, daughter of a Albanian grocer, spent 70 of her 87 years in her adopted India opening numerous centers to serve the blind, aged, lepers, cripples and the dying. Her Missionaries of Charity numbered more than a 1,000 nuns who operated 60 centers in Calcutta and more than 200 world-wide centers in Sri Lanka, Tanzania, Jordan, Venezuela, Great Britain and Australia. The Missionaries were Roman Catholic congregations of women dedicated to Mother Teresa's message = caring for the destitute.

Our postcard was meant for use on the opposite side of the subcontinent of India, in the Bombay district. It's delicate design in black and white includes a vignette of shepherd and flock and John III:16 printed in the Marathi language spoken in that region of India by 20,000,000 people. The bible verse is written in Devanagari script.

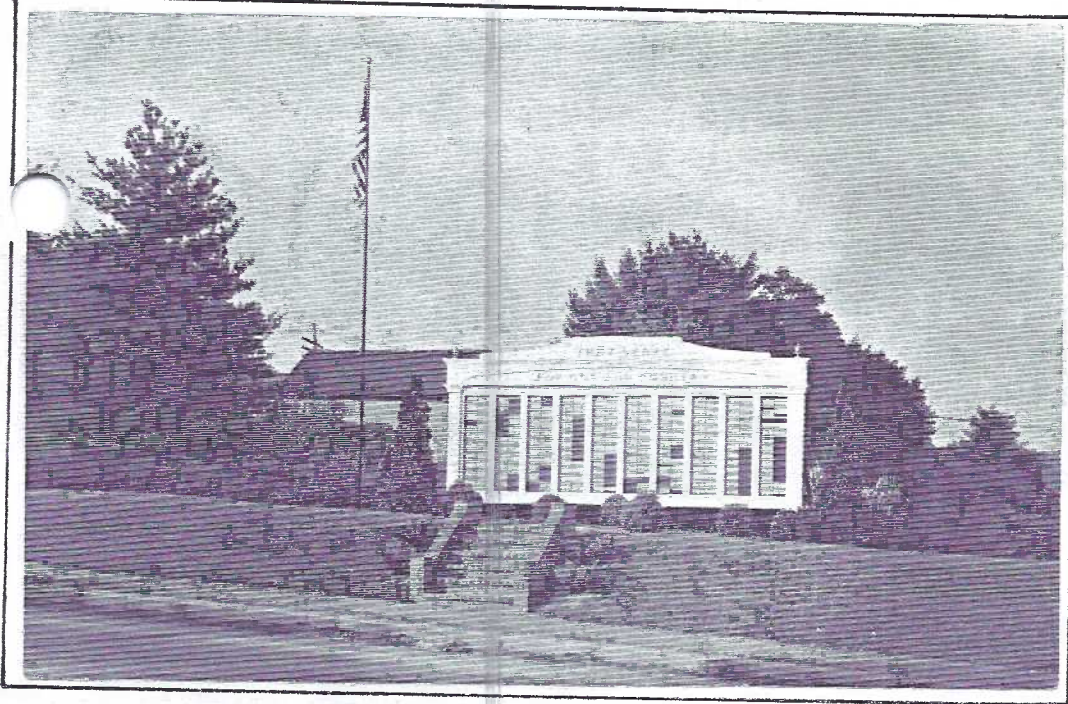
Published in Old Orchard, Maine from where it was postmarked on Aug. 9, 1911, the card was sent to Mrs. Browne, East Kingston, NH and reads in part "...we will have a special prayer for you...". It's signed by Wm. Franklin, the publisher.

Ed. note: Not too long before her death Mother Teresa had viewed portions of a film based on her life. Those in attendance remarked how very distressed she was with much of it and that it was nothing like she had agreed to originally. It was produced in Hollywood, where else?

WORLD WAR II MEMORIALS

The three real photo postcards on this page have EKC stamp boxes and so belong in the 1945-1950 era. It was a common sight during the years of World War II to find these honor roll plaques as we called them, in many sections of the country. GIs were so numerous in Lancaster City that most voting wards had their own

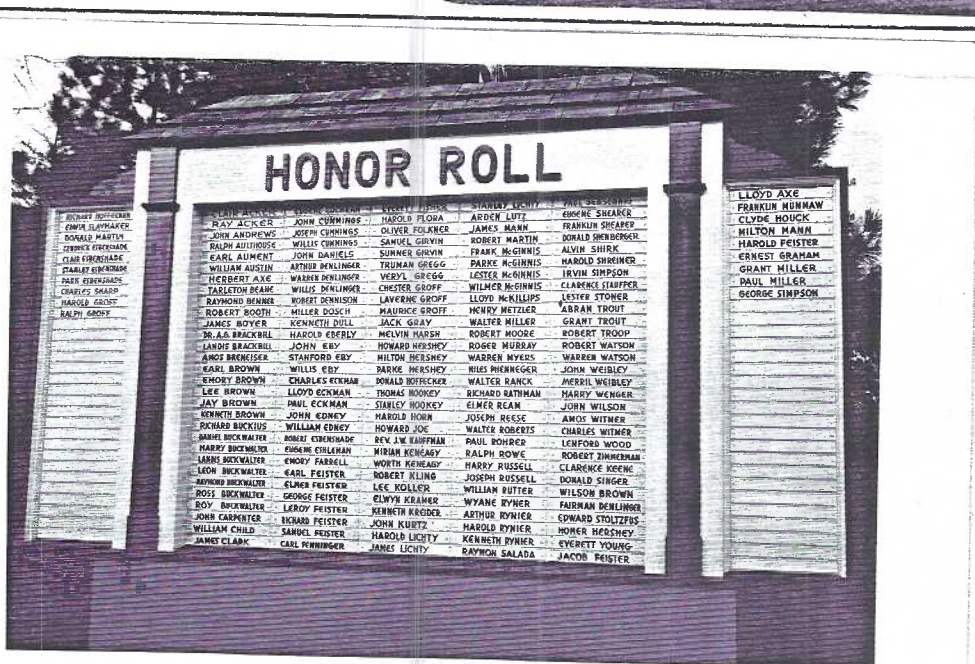
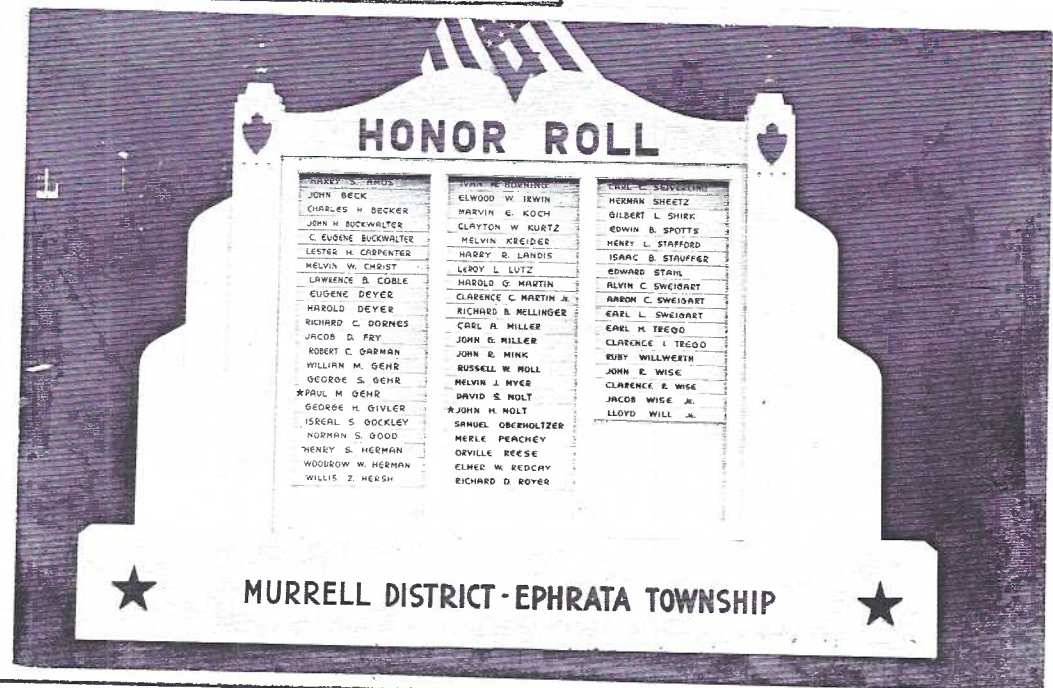
The top plaque titled They Serve For God and Country stood in Elizabethtown on the east side of S. Market St. between Bainbridge and College Streets (opposite Manor Care).



The final Honor Roll plaque contains names of 169 servicemen with the additional wings added to each side of the original plaque. Its location was a mystery until Jim McMullin (member #21) asked the right people and determined the location was Paradise on the Lincoln Highway.

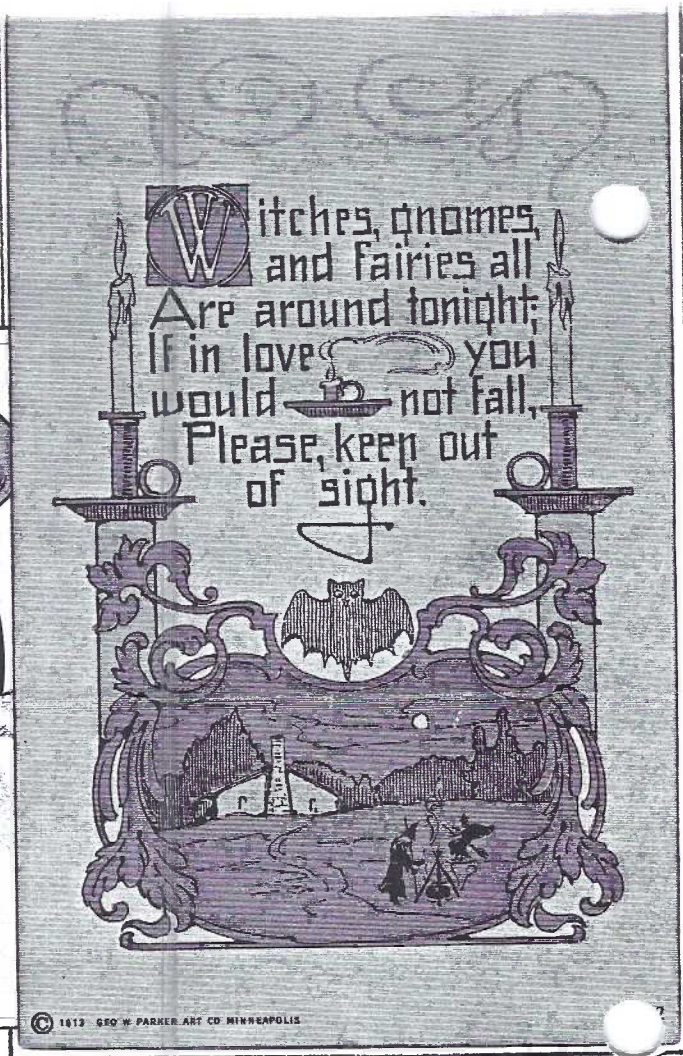
This clue lead us to a history of Paradise and there a photo of the same plaque, now with two wings on each side, listed 252 names of servicemen and women.

The Honor Roll was moved from its original site on the school lawn to the entrance of Memorial Park.



Armistice Day was first observed by Great Britain, France and the USA following WWI. By the mid 1950's, most of the WWII Honor Rolls had been removed and after the Korean War the holiday became known as Veterans Day recognizing servicemen and women from all wars.

To the right is an unusual Halloween postcard by the Geo.W.Parker Co., Minn.,MN. with a 1913 copyright. It's indicative of the art deco style of the period.The candles, candle bases,bat and house are yellow.The night scene a muted gray, is complimented by gray candlesticks and gray scrolls.The reverse is labeled "Gracious Greeting Card".Below is the typical work of artist H.B.Griggs.He or she* is noted for scared children on Halloween PCs and this is a reminder for your Oct.exhibit board. *Hard to believe? No one knows if the artist was a man or lady!



MORLATTON POST CARD CLUB INC.

Presents a Schmucker Display and Postcard Show



Farm and Home Center
1383 Arcadia Road
Lancaster, PA 17603
(off Manheim Pike Rte. 72)

Friday, November 28, 1997 10 A.M. to 6 P.M.
Saturday, November 29, 1997 10 A.M. to 5 P.M.

Admission \$1.50
(25¢ off with ad)

For more information call
M. W. Hall, (803) 871-9891
Kay Feight, (717) 263-1638
Anne Darrah, (610) 385-3408