

THE CARD – Vol. 26, No. 4, Issue 294, April 2015

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting – Apr. 20, 2015. Farm & Home Center. Buy, Sell & Trade from 4:30. Meeting - 7 PM

Yearly membership is \$15 (\$5 for each additional member at the same address.)

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584

Club website: WWW.playle.com/clubs/lancaster or Google search: Lancaster County Postcard Club

MARCH MEETING

President Tom Beck called the meeting to order at 7:00 p.m. Thirty-eight people signed in. There were no guests. The following people took advantage of Member's Market night and had merchandise to sell: Paul & Judy Smoker, Leighton Stover, Kay Feight, Aaron Heckler, Dick Julian, Karl Hellmann, Ray Dennis, Al Schaub, Bob & Lois Shirk, Janice Weitzel and Tom Beck.

Secretary Betty Beck read the minutes and they were approved. Barb Mowrer gave the treasurer's report, noting the balance was \$6,105.71. Jere Greider reported that the contracts for the August Expo are out. The Expo's date is **August 15, 2015**. Dede Mummert reported on up-coming Postcard shows. Dede also reported that the York Postcard Club will not be hosting a show this year since they are trying to reorganize.

Door Prizes - Leighton Stover and Brian Frankhouser both won a \$2.00 club certificate. Tom Beck won \$22.00 in the 50/50 drawing.

** MEMBERSHIP REMINDER **

Procrastinators – you can still pay your membership dues. Pay at the April meeting or send your dues to:

Richard Pendergrast
950 Willow Lakes Drive, I-506
Willow Street, PA 17584

WINDOWS to OUR PAST: Historic Postcards from Hershey, Hummelstown, Palmyra, and more!

Saturday, April 11th, local postcard collector and historian, Neil Fasnacht, will present the largest collection of local historic postcards to the public.

This drop-in event will run from 1pm to 4pm in the Community Room at the Hershey-Derry Township Historical Society, 40 Northeast Drive, Hershey, PA.

Light refreshments will be provided. The event is free to historical society members and a \$2.00 donation is requested of non-members. For additional information please contact the historical society at info@hersheyhistory.org or 717-520-0748.

APRIL PROGRAM

How well do you know the work of Raphael Tuck? Join us Monday night, April 20th to hear Dick Pendergrast tell us about Tuck, who was the most prolific publisher in England for many years.

Future Programs

May – Construction of the McCall's Ferry (Holtwood) Hydroelectric Dam in the Early 1900s, Mark Arbogast

June: Large Derrieres, Tom Beck

July: Picnic

MARCH POSTCARD COMPETITION

Eight members participated in the evening's single card competition on the subject – **AMUSEMENT PARKS**.

First:	Tom Beck	Rocky Springs Jack Rabbit
Second:	Walter Mowrer	Palisades Park, New Jersey
Third:	Bud Heim	Peoples Park, Rocky Springs, Lancaster

Honorable Mention: Leighton Stover – Kerrywood Park, Pittsburgh; Kay Feight – Sky Rocket, Maple Grove; Dick Pendergrast – Derby Racer, Cleveland; Mark Arbogast – Wildcat, Rocky Springs; Maria Schurz – Mill Chute, Hershey.

Future Subjects

April: Decorated Eggs - board

May: Dams – single card

June: Games – single card

July: Favorite Vacation Spot

August: EXPO



FUTURE SHOWS

April 11 – James Lindemuth, Sr., Postcards, Books & Paper Show, Ocean Grove, NJ, Sat. 9-4

April 25-26 – Allentown Spring Show, Allentown Fairgrounds, Allentown, PA, Sat. 9-5, Sun. 9-3, Admission - \$7.00

May 8 to May 16 - Brimfield Paper & Post Card Marathon, Brimfield, MA, 10 – 6 daily, Free except on Tuesday Field Show Day, opens @ 1 PM

May 9 – 36th Annual Postcard & Ephemera Show & Sale, NY Social Hall, Slate Hill, NY, Donation - \$2.00

LCPC BOARD of DIRECTOR'S MEETING
APRIL 20, 2015 6:00 PM

William M. Stauffer Postcard Views of New Holland

By Brian Frankhouser

Pennsylvania native, William M. Stauffer, moved from Spring City to New Holland in 1897 and purchased Charles Seltzer's drug store business in the heart of the town's commercial district. Stauffer's drug store was wedged between Diller's hardware and Diller's general store in the building that now houses the New Holland Area Historical Society (some of you may remember this as "Kauffman's Hardware"). Two years later Stauffer bought the aristocratic Roland Diller mansion at 149 East Main Street. His new residence was a former tavern, store, and boarding house with ornate moldings and beautiful open fireplaces in almost every room. Stauffer immediately called the masons and sealed off each fireplace; afraid they were too dangerous for his young children. The home provided plenty of space and when William became interested in photography, he set up a dark room dedicated to his hobby. This hobby not only provided enjoyment to William M. Stauffer, but has served as an enduring legacy to anyone interested in early 20th century New Holland. He photographed virtually every church, business, street, and major event in the town. Many of his original glass negatives survive and are cared for by his descendents.

Stauffer's first effort at publishing a set of local postcard views was in 1906. The wide border real photo set included street scenes, churches, and the two largest businesses in the borough (the silk mill and the machine company). This article will describe and list his second effort, which includes some fairly common postcards that are frequently available for sale at modest prices. The set can be described as "wide border printed" and was ordered by Stauffer in late 1906 or early 1907. The wide border was necessary for correspondence because this was (before March 1907) when postcards had undivided backs for addresses only. He sold these at his drug store for at least six years and ordered additional stock of the same views when the inventory was low. Each new printing had subtle differences (and some not so subtle) in the label and fonts used. One postcard in the set (Trinity Lutheran Church) was printed at least eight different times! Even if the card is not postmarked, it's not difficult to estimate when it was printed during the (1907-1913) period, based on the following clues: Earliest printings had undivided backs, heavier fonts on the front, and listed publisher as "Wm. M. Stauffer, New Holland". Later printings had divided backs, medium thickness fonts, and listed publisher as "Wm. M. Stauffer, Druggist". Latest printings had very thin fonts on front.

The rarity of each postcard in the set seems to follow a pattern based on a connection between the view and Stauffer's customers. How often the church views are seen is proportional to its membership. The largest was Trinity Lutheran, then St. Stephen, United Brethren, Zeltenreich, and the smallest was Ranck's (the rarest postcards in the set). The same principle applies to the businesses... the silk mill employed more people than the machine company, so the silk mill view is more common. The school view and the downtown views are common because almost everyone had a connection to the school and shopped at the stores downtown.

Postcards from this set were last printed in 1913, which is the same year that Stauffer moved his drug store from 205 East Main Street to his residence at 149 East Main Street. The business has been at that location ever since, and the fifth generation of the Stauffer family is a pharmacist there.

Checklist of William M. Stauffer's "wide border printed" set includes the following:

1. MAIN STREET – East from R.R. Ave., New Holland, Pa. (R.R. Ave. called Luther Ave. in some printings)
2. MAIN STREET – West from R.R. Ave., New Holland, Pa. (R.R. Ave. called Railroad Ave. or Luther Ave. in some printings)
3. MAIN STREET – West from Custer Ave., New Holland, Pa.
4. MACHINE SHOP(S) and FOUNDRY, New Holland, Pa.
5. PUBLIC SCHOOL BUILDING, New Holland, Pa. (PUBLIC deleted in some printings)
6. SILK MILL, New Holland, Pa. (One printing shows "SILK MILL OF STORB, SNADER & CO.")
7. RANCK'S UNITED BRETHREN CHURCH, Green Bank, Pa. (Shows two doors and entrance of the church)
8. RANCK'S UNITED BRETHREN CHURCH, Green Bank, Pa. (Shows church from the cemetery side with tombstones)
9. ST. STEPHEN REFORMED CHURCH, New Holland, Pa.
10. TRINITY LUTHERAN CHURCH AND PARSONAGE, New Holland, Pa.
11. UNITED BRETHREN CHURCH, New Holland, Pa. (Early printings labeled "U. B. Church")
12. ZELTENREICH REFORMED CHURCH – wide border includes the following printed information:
 Located 2 miles southwest of New Holland, Penna.
 Organized previous to 1745
 Second building erected 1842
 This, the third building, dedicated August 16, 1908

The location label of some later printings on postcards in this set starts with "NEW HOLLAND, PA.". There are hand colored examples occasionally seen of postcards in this set.



NEW HOLLAND, PA.—Public School Building.

Published by Wm. M. Stauffer, Druggist.

The school was one of Stauffer's favorite subjects and was included in most of his postcard sets. The building was constructed in 1874, went through several major renovations, and was razed in 2005. It was located on the northeast corner of Main Street and North Roberts Avenue, and was actually built before there was a North Roberts Avenue.



MAIN STREET,—West from Custer Ave., New Holland, Pa. Published by Wm. M. Stauffer, New Holland.

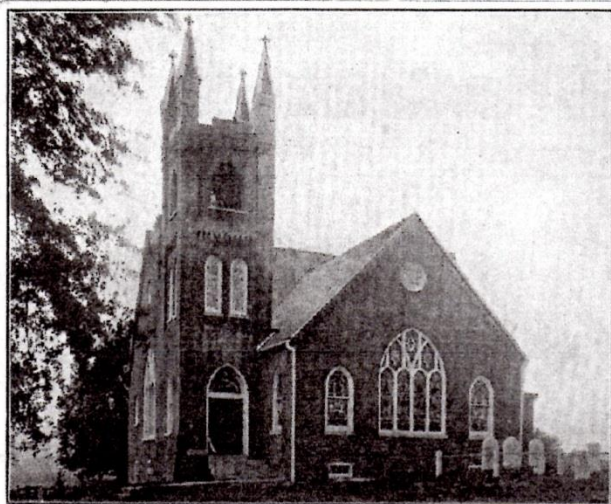
The building on the far left was a log cabin built in the 18th century and called "Cozy Corner" in the 20th century. It's still standing, but has been moved 60 feet to the south. The house on the far right was marble cutter T. M. Storb's new home, completed only months before this photograph was taken. Note that Stauffer always included his middle initial (M) to distinguish himself from another prominent local businessman (William W. Stauffer — cigar manufacturer).

Stauffer's drug store was the second storefront on the north (left) side of Main Street, east from Luther Avenue. When the town was incorporated in 1895, all perpendicular streets north of Main Street were given different names than those on the south side (and all were called "avenues"). In 1918, by town ordinance, Luther Avenue became North Railroad Avenue. Thus, the borough council erased a street name that was originally designated to honor the Luther family, local doctors who were direct descendents of the famous leader of the Protestant reformation.



MAIN STREET,—East from Luther Ave., New Holland, Pa.

Published by Wm. M. Stauffer, Druggist.



ZELTENREICH REFORMED CHURCH.

Located 2 miles southwest of New Holland, Penna.
Organized previous to 1743.
Second building erected 1842.
This, the third building, dedicated August 15, 1908.

Published by Wm. M. Stauffer, Druggist.

This was the third church building on this site. The 1842 structure was carefully dismantled and many of the bricks were "recycled" in the construction of this building. One of the things that contributed to the scarcity of this postcard is that the first printing of this view was at least a year and a half after the first (and possibly 2nd and 3rd) printing of the other postcards in this set.



Wilmer McLean

But in 1865 the war caught up with him. McLean was then living in the small community of Appomattox Court House. General Lee was looking for a place to meet General Grant to sign the surrender papers. The McLean house was the largest in the area so it was chosen for the event. McLean reluctantly agreed to this request.

It is said that after the surrender ceremony the Union soldiers who were present walked off with everything in the house that was not tied down. At least, some of them gave the protesting McLean some money for his possessions.

After the war, McLean moved back to Manassas and later to Alexandria, Virginia where he worked for the Internal Revenue Service

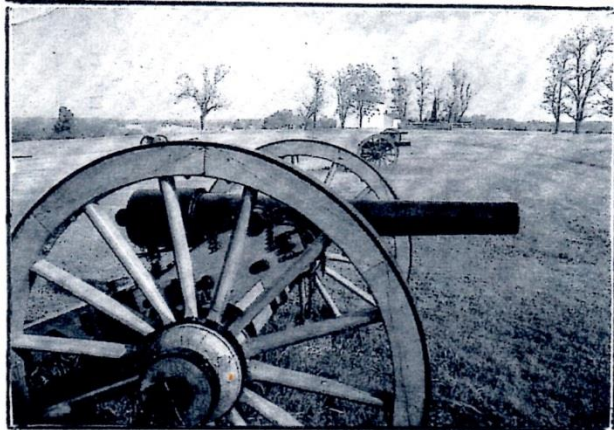
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Photos: The Manassas Battlefield, The McLean Appomattox Home, and the Surrender Ceremony from a painting by L.M.D. Guillaume

CAN YOU BELIEVE THIS CIVIL WAR STORY!

Wilmer McLean was a 47 year old retired major in the Virginia militia at the beginning of the Civil War in 1861. He lived in Manassas, Virginia where he was a wholesale grocer.

The First Battle of Bull Run, also known as Manassas, took place on his farm. After the battle, he decided to get away from the battlefield area and he moved his family out to western Virginia. That is where he lived for the duration of the war and made his living as a sugar broker supplying the Confederate States Army.



By Dick Pendergrast

An Interesting Card

By Susan Glass

I first saw these three cute kittens staring at me from this card at the Morlattan Postcard Show on Saturday, March 28th. I simply couldn't resist them. So I included them with the other cards I bought.



Later, at home, as I was flipping through my new purchases and enjoying my choices, I began to casually scan the messages some contained. Without a stamp, I looked more closely at this one to see where it was from. And what I saw made me sit up and take notice. It was sent by Gurche & Fritz from Zwickau, Saxony, Germany on April 20, 1939. I read the message and was surprised to read the writers saying that their town was decorated "in green" to celebrate the birthday of Germany's chancellor, Adolph Hitler. On that very day in the spring of 1939, Hitler turned 50.

This was a peaceful April day. Hitler would never experience another peaceful birthday. Less than five months later he started the Second World War when he ordered the invasion of Poland on September 1, 1939. The next peaceful April 20th was in 1946 nearly a year after Hitler's death and Germany's surrender ended the war in Europe.

We know what happened to Hitler, but we don't know what ever happened to Gurche & Fritz or those kittens. We can only imagine.

Zwickau, April 20, 1939

Dear Annie: Happy Birthday – Hope you have a nice day. Better not let Tony see these cute little kittens. They look real enough to pickup, don't they. I thought they ought to please you. Today we are celebrating 'Hitlers' birthday. The whole town is done up green. How is everyone. Hope Matti is feeling better now.

Regards to all
Love – Gurche & Fritz

