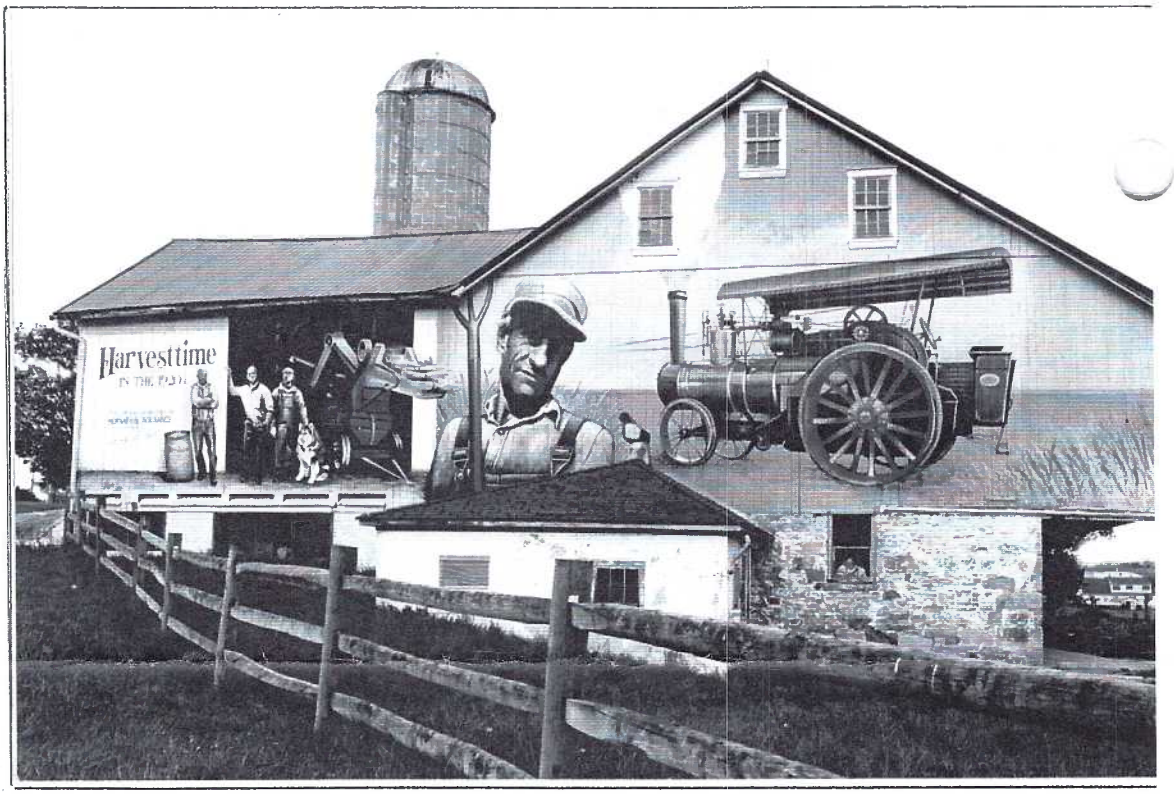
THE CARD Vol. 12, No. 7. Issue 139. *Enjoying postcards through education and entertainment.*
Monthly publication of The Lancaster County Postcard Club, Lancaster, PA.
Next meeting: Mon., July 16, 2001. Buy, sell, trade from 5:30 p.m. Meeting at 7 p.m.
Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or midcreek@ptd.net.

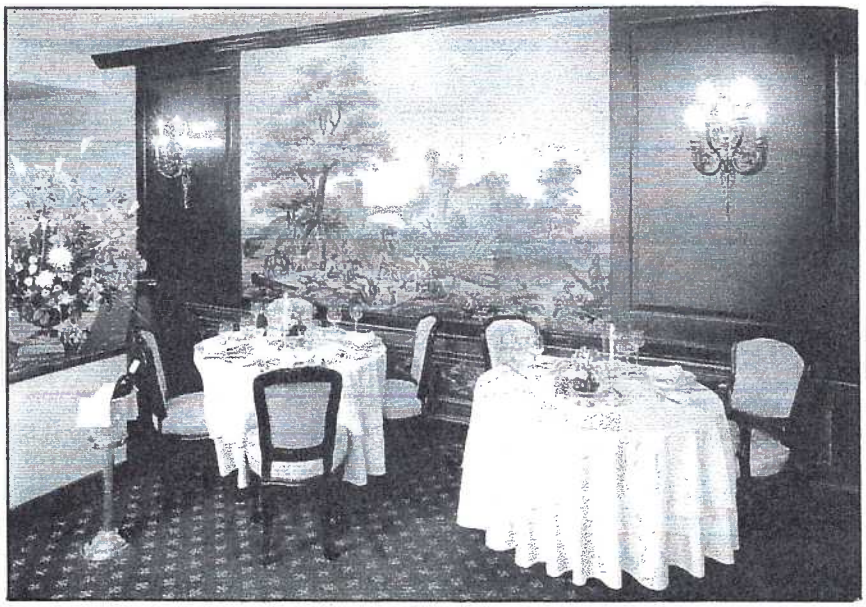
LCPC Wishes You a Safe and Glorious 4th of July

Set #5 of eight *4th of July* sets by E.Nash

Barn Art

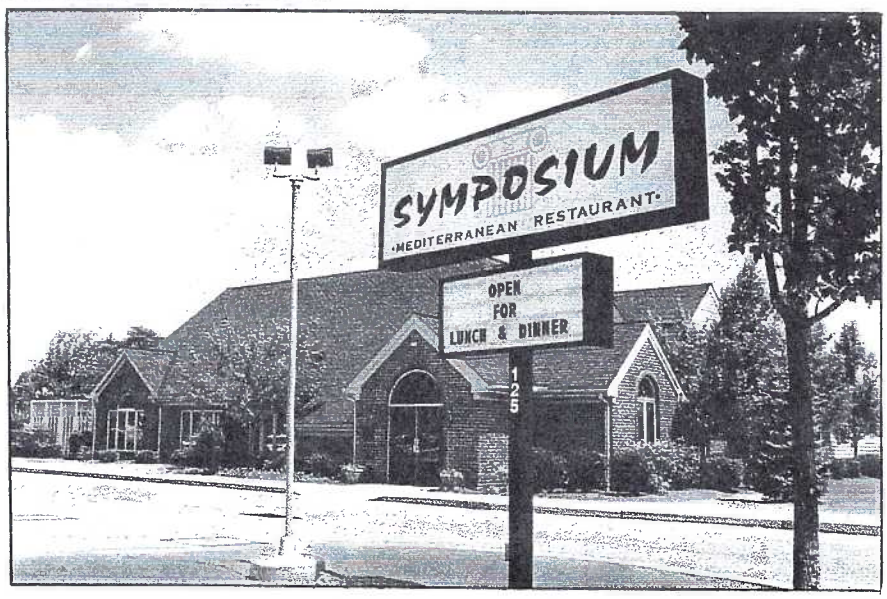


Harvesttime in the 1920s is the title of a barn-sized mural featuring a 1920s Frick Eclipse steam engine. The giant painting is located near Elizabethtown just off I-283. The mural is sponsored by Hornafius Insurance Agency, a South Market St. business. Can we consider the agency to be the publisher of the 4" x 6" card since none is named? "Post Card" is missing from the back. The PC was just recently made available and we thank Betty Jane Weaver, member #400, for this copy.



Windows was a restaurant that opened on to Steinman Park at 16-18 W. King St., just off Penn Square in downtown Lancaster. It served lunch, dinner and Sunday brunch. Bryan Benner remembers making the floral arrangements for the postcard view when Windows opened in 1985. The restaurant closed about the time The Press Room opened in the mid 1990s. Windows now exists only on a postcard. Americana Souvenirs & Gifts, Gettysburg, PA is the publisher. The printer is unknown. System number, CP3086, is in the stamp box. The 4" x 6" card lacks the words "Post Card".

Local Restaurants



Symposium advertises itself as a Mediterranean Restaurant. It's located at 125 S. Centerville Rd. This 4" x 6" postcard is still available at the restaurant. The 1997 photography is by Frank Greenstein, Lancaster. D13935 was printed by Dynacolor Graphics, Inc. of Miami, FL. Thanks to Bryan Benner, member #576, for both of these local restaurant views.

PC-6 The huge Central Court is octagonal shaped with colorful Kiosks serving specialty items to the shoppers. Park City offers more than 150 stores under one roof.

Park City

The list of local views continues

The number of postcards capturing local views during the past forty years seems endless. Many of us adamantly refuse to collect "those large continentals" and some even turn away chrome postcards. Who, then, will preserve our heritage of the last two generations? The views may seem so commonplace to those of who've lived in the scenes, but the same was true for our parents and grandparents. Fortunately for us, a few of those people had the foresight to save their contemporary life on cards. We must do likewise.

Park City Mall was well documented during its first years. Here's what we have seen thus far –

Two standard size postcards

James E. Hess, Box 1402, Lancaster, PA photographed and published a standard sized chrome: #90046-C by Dexter, The Fabulous Fountain, Park City Mall "One of the largest shopping malls in the world".

Series of continental views

Stel-Mar (Marshall Dussinger) is credited with the remaining views we've seen. All were printed by Koppel. Only one, thus far, is a standard sized chrome - SM-266/123435. "Park City Shopping Center, Central Pennsylvania's Newest and Largest Megacenter with more than 100 retail stores..."

The following appears to lack the first card PC-1 (Park City #1) unless Dussinger presumed to consider the above mentioned standard size as that first view, although he had labeled it as part of his misc. SM (Stel-Mar) series. Will we ever know? Do you have a continental card clearly marked in the upper left corner of the back "PC-1"? Let us know.

Here are the views in the PC series. Koppel production numbers do not follow the PC number sequence and are not included here. Captions superimposed on the front of the cards are without parentheses.

PC-2 Spring Mall (Father & Son, Sears stores,etc.)
PC-3 Summer Mall (Michael's Camera Shop, etc.)
PC-4 Autumn Mall (Linen Hope Chest, Barett Shoes)
PC-5 Winter Mall(Penney's,Woolworth,Thom McAn)
PC-6 (Central Court, Bavarian Pretzel kiosk featured)
PC-7 (Central Court, Ah! Nuts kiosk, Fifth Ave.Cards)
PC-8 (Central Court, clerk near sculpture, waterfall)
PC-9 (Hallmark ,Thom McAn, Century Theater, etc.)
PC-10 Central Court (distant view of waterfall)
PC-11 (Lower Level, WLYH-TV, Four Seasons Golf)
PC-12 (Watt & Shand Store entrance, cars in lot)

Dussinger evidently had an over-stock of local Amish views. At least nine of these, printed by Koppel, have been found. They're cropped and trimmed with rounded corners. All have an over-print that reads "Park City Lancaster PA."

Instant Gratification.....
will be yours *if you get to the phone or e-mail before July 8, 2001* any minor changes you have for the 2001-2002 Membership Roster. Contact Betty Beck at 1-717-627-7732 or bbeck@ptd.net. It will go to press on July 10 and be available to members at the July meeting as well as at the August Expo. Other members will receive their copy by mail.

JUNE PICNIC - MEETING

The prediction was for a rainy day but, with Bud's workshop as a refuge, plans went ahead for the Annual Club Picnic. Diehards traveled through rain refusing to let the weather dampen their spirits. Twenty-two members socialized and enjoyed hot and cold covered dishes and a table of desserts.

More than a dozen door prizes were donated by Dot Fry, Mary Ann Guntow, Barbara Heim, Betty Kreider and Betty Beck (per Betty's very generous uncle). We were all delighted to see Mary Ann back on her feet – not yet 100% perfect, but certainly in great shape considering her recent back and knee trauma. The same can be said of President Beck. Betty's knee replacement never allowed her to skip a beat in her first six months of a very productive term.

Monthly Exhibit Cards

Another highlight of the day was the response to the monthly exhibit cards. Fourteen (60%) of the members present, entered the competition! The subject was ***Dairy/Cows***, to commemorate June being Dairy Month.

Most of the single cards were humorous. Winners were Ruth Moyer **First Place**, Pauline Fisher **Second Place** and Jim Ward **Third Place**. Other participants were: Jake Fisher, Gisela Withers, Harold Moyer, Mary Ann Guntow, Bill Guntow, Bud Heim, Barbara Heim, Walter Mowrer, Barabra Mowrer, Jere Greider and Earl Carver.

July's theme is ***Flags*** and these will be on a full board.

In addition to the exhibit card participants listed above, these members and guests were also present: Joe and Mary Myers, Ruth and Fred Yohe, Betty and Tom Beck, Betty Kreider and Cookie Greider.

We thank Barbara and Bud for hosting the picnic this year. Beck and Beck (Tom is next year's President) have suggested alternating venues, so in 2002, the picnic will be at Jim Ward's home.

ANNUAL EXPO

Jere Greider announced a Sign-Up Sheet would be available at the July meeting. Do your best to give a hand. Help is always needed on Friday night to set up exhibit easels and arrange poster boards, as well as set up tables and chairs in the dealer's section.

Spanish-American War Recalled

Pres. Earl Carver Serves on Cruiser Olympia

OK, so he's only 80 years young, but retired right reverend and past president of LCPC, Earl C. Carver *did* go through the motions of being a crewmember on the cruiser Olympia earlier this spring, albeit a re-enactment. He exchanged his WWII Navy chaplain uniform for a seaman's uniform of the 1800s.

Earl signed up to play his trombone in a weekend of concerts aboard the world's oldest steel warship and last surviving Spanish-American vessel. It's now berthed at Penn's Landing, Philadelphia. Between concerts, musicians shared sleeping quarters, drills and firing 5-inch guns and 6-pounders with the current crew.

He can tell his grandchildren about Commodore George Dewey's order, "You may fire when you are ready, Gridley" and that he stood where Gridley himself stood.

Let it be said, Earl doesn't remember the day he retired. He's busy as ever.

A Book Review by Jim Ward

BORING POSTCARDS

By Phaidon Press Ltd.,London, 2000

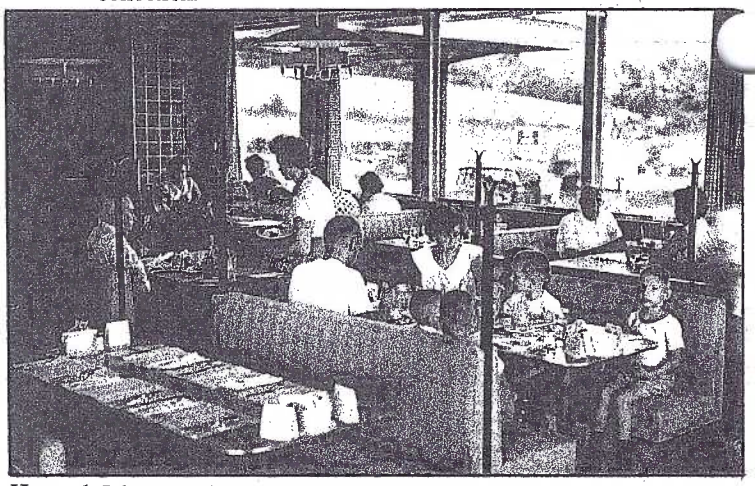
Phaidon Press missed the mark. It published a book of nearly 160 full color postcard views (one per page), many of which would be highly collectable in a number of categories.

When I heard of the book a year ago and saw a few dealers with a Boring category, I actively pursued the subject myself, starting with my own 10¢ - 25¢ boxes. I think *my* boring cards are considerably *more* boring than those of Phaidon Press, in fact, had I not retrieved them from the cheap boxes, I'm sure they'd still be unsold.

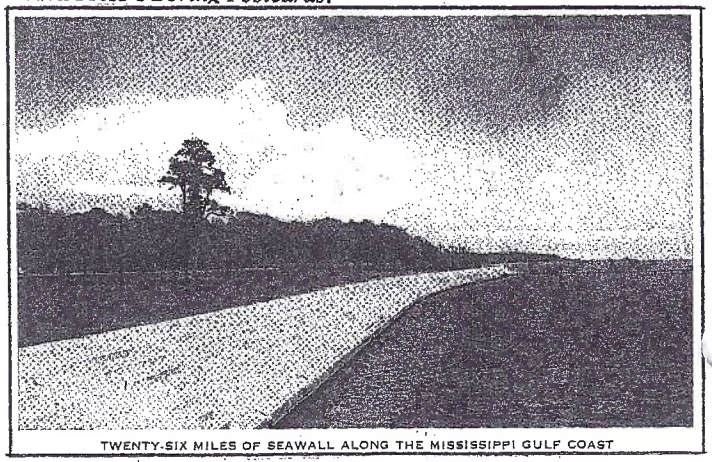
True, many distant views of turnpikes (PA included) are truly boring; as are most views with small images – military sites, stadiums, air ports and motels. But many of Phaidon's views are great, large images and excellent representatives of an era that will be lost to posterity if it hasn't already.

There are interior views of restaurants (see illustration), activity in malls, shopping centers, retirement homes and industry. Wonderful advertising cards include very collectable images of home appliances, foods, vehicles and motel furnishings. All in all, *Boring Postcards* is not nearly as boring as its title would imply.

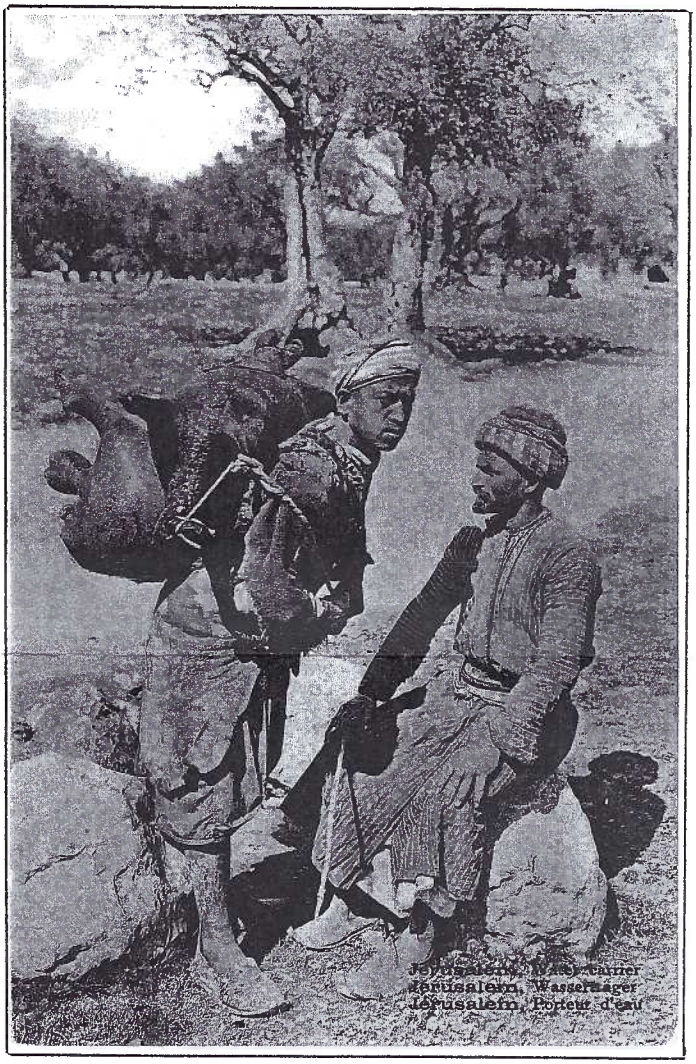
The small 6" x 8" hardcover book was originally published at $19.95. It can be found discounted at $14. With only 160 PCs, it's not the greatest bargain, but it could be the challenge you need to begin your own truly Boring Postcard collection.



Howard Johnson Dining Room, PA. Turnpike from Phaidon Press's *Boring Postcards*.



Live oaks, pines and shrubs along the 26-mile seawall published by Gulfport Printing Co., Gulfport. MS from the editor's growing boring PC collection.



WATER VENDORS

Recent headlines have told the country what many of us have thought right along – bottled water isn't all it's packed up to be.

Selling water is not a new idea. These water vendors (find them under "occupations" in a dealer's stock) represent different modes of water storage and delivery. The water carrier in Jerusalem totes his load in an animal skin container on his back. Is the elderly man with switch in hand, his master?

Unlike the vendor from Jerusalem, the rainwater peddler's source was hardly a well. The Dutch Indies peddler no doubt fills his wooden keg from a container exposed during the frequent rainstorms in his part of the world. But then why would any of his neighbors need to buy rainwater? Perhaps they're tenement dwellers, who don't live in the rooftop apartment.

Top card is #145, a d/b by Vester & Co. of Paris. Casa America in Curacao copyrighted the PC, right. It's #14234-N printed by Kropp of Chicago, IL.

Lancaster Fire Engines

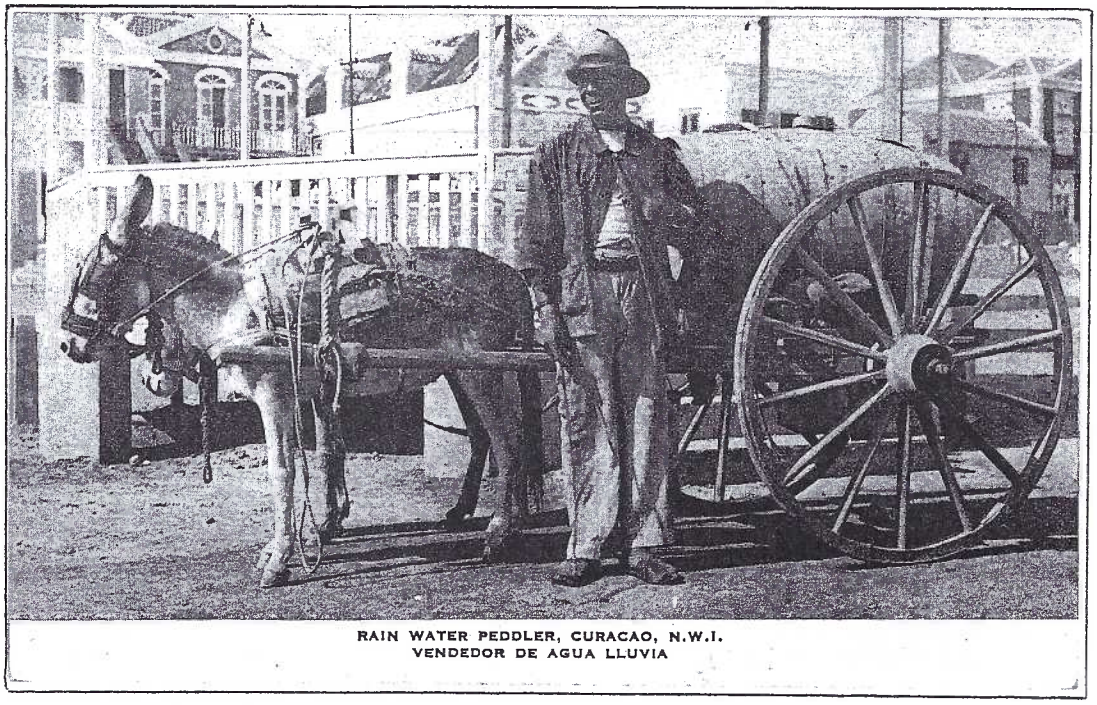
These are the only known postcards of Lancaster Pa. Fire Houses. The b/w unused cards are the small remaining stock of the photographer. The photos were taken between 1914 and 1918 as the Lancaster Fire Dept. was converting its horsedrawn fire apparatus to motorized vehicles. Companies #2 and #4 were still horsedrawn when the postcard series was produced. Pub. by Kropp, Aug. 23, 1918.

Co. No. 1 - 2 engines*	Co. No. 4 - 2 horse teams*
Co. No. 2 - 2 horse teams	Co. No. 5 - 2 engines, chief's car*
Co. No. 3 - 2 engines*	Truck Co. A - hook and ladder*

The 4 different motorized vehicles (1, 3, 5, A) = $40 plus $2 p/h.
Company No. 4 (horse-drawn teams) = $20 plus $2 p/h.
SHORT SET (* ' s) (#1, 3, 4, 5, A) $55 plus $2 postage and handling
COMPLETE SET (#1, 2, 3, 4, 5, A) $150 **post paid** (Most of Co. 2 cards were destroyed because of water damage.) Co. 2 available only in complete set.

VERY LIMITED SUPPLY

This ad ran 11 years ago when I purchased the remaining stock from the publisher's family. The prices are the same except that LCPC members may purchase the complete set of six (6) postcard views for $100. *Dealers' inquiries invited on short sets only.* Jim Ward
See front page masthead for ordering information.



VOLUME TWO

With the encouragement and blessing of the Board of Directors, a steering committee composed of interested members will take the initial steps towards publication of a second volume of 500 local postcard views to be called *Windows to Our Past, Vol. 2.*

A Work Sheet is the First Step

Jim Ward has distributed an amended copy of the original Work Sheet used to write Volume One. The new Work Sheet will ask for the writer's source – personal interview, books, etc., even though the source will not be mentioned in the final text. It's purpose is to check and double-check information. Also, there is a reminder that *members who include a few ideas or facts about their submitted entries are more likely to have their card accepted by the editorial committee.* This will relieve the committee of a mountain of research.

The idea of the Work Sheet is to eliminate the need to keep anyone's postcard until the week the card is actually needed for scanning by the printer.

It *is* possible that the same subject used in Vol. One might be repeated in Vol. Two. For instance, the early Duke Street post office building in Lancaster might be used again if, for instance, it was a rear view of the post office with a mounted carrier loading his wagon. A different card of the YMCA might be used. This time is could be an interior view of the cafeteria, rather than the exterior of the N. Queen St. building.

Tentative plans are to bring the club's copy machine to the meetings in August and September so members can bring in their possible postcard entries and have them reproduced, front and back, on the Work Sheets. The sheets will be returned to the members with their cards. Members can then add their information and re-submit the Work Sheet for committee use. Each member may have as many Work Sheets as he or she needs. If you intend to submit more than six PCs, please make an appointment with Jim to have your Work Sheet copies made.

Active Steering Committee members of Volume One included Harold Moyer, Brian Frankhouser, Bernie Heisey, Jere Greider, Walter Mowrer, Ray Dennis and Jim Ward. If you have any questions, they should be able to help you.

CHRISTMAS PARTY - MEETING

Program Chairman Tom Beck reported that the Board of Directors suggested a change in format for this year's Christmas Party. **The club will host us!** The date remains, as it does most of the year – the third Monday of the month. In this case, that will be December 17, 2001.

A family restaurant (to be announced at the July meeting) will be the venue for a buffet meal. Aside from a nominal $5 charge for each club member and the same for one guest per member, LCPC will pick up the tab for the Christmas Dinner!

Following the meal (approximately 7:30 – 8 p.m.) everyone is invited to the newly revised displays at the National Christmas Center. Again, except for a nominal $3 charge, LCPC will pay the lion's share of the admission for all members and one guest per member. The Board feels this is a small way to show appreciation to local members who participated in helping make our first hardcover book, *Windows to Our Past*, such a success.

A Book Review by Jim Ward

Greetings from Colorado

By Marshall Sprague.
Graphics Arts Center Pub. Co., Portland, OR

Sight unseen, the remainder price of $9.95 for a hardcover book with 329 views of Colorado sounded like a bargain. I'd been to the West only once. The whirlwind trip didn't include the Mile High State. Now I'd have the opportunity "to be there."

Sprague's choice of geo/historical chapters for *Greetings from Colorado* works very well. It's difficult not to begin with the state's most significant landmark, The Rockies. He then leads you through Where They Dug Gold, Denver – The Queen City, The Front Range, The Western Slope and finally, Soaring Rails, The High Plains and Bounty and Celebrations.

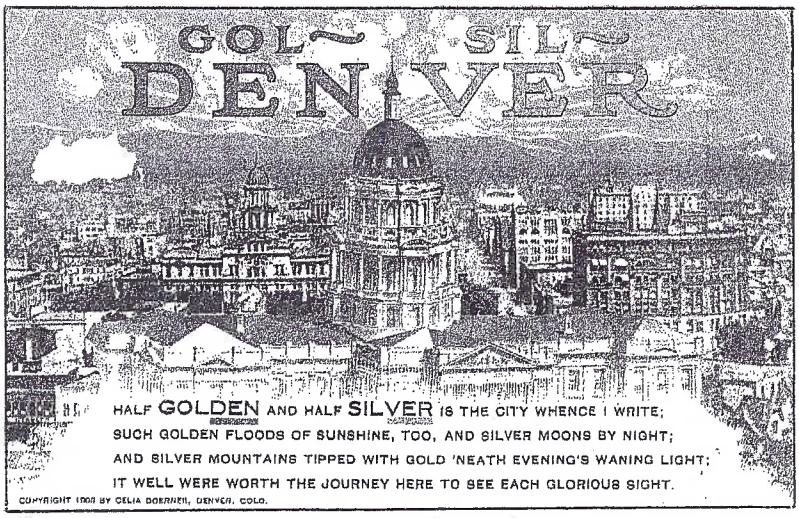
The distant mountain ranges of Chapter One seemed a blur to this Easterner, but a page of text with historic references quickly clarify the 60 views. The next two chapters teemed with postcard history: Leadville caused a world-wide silver market collapse, the El Paso Lode sold for $300, millionaires turned the mile-high community into a truly Queen City.

The geographical differences as well as similarities of the east and west slopes are so clearly portrayed in the author's selection of views.

You needn't be a railroad buff to appreciate the precipitous trails the trains took across the mountain state. President Teddy Roosevelt is purported to have said, when he rode the Cripple Creek Railroad in 1901,"This railroad bankrupts the English Language!"

Finally, for those who've not yet been exposed to them, there are a dozen exaggeration cards, sometimes difficult to tell from the marvelous real live rodeo and agricultural views.

All in all, *Greetings from Colorado* is a bargain for any armchair traveler – for yourself or as a gift.



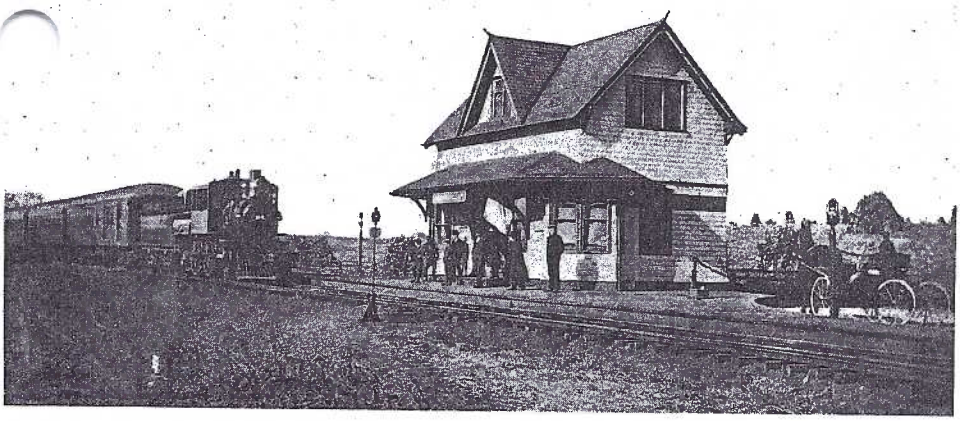
This title on this early d/b card (postmarked Round Table, Denver, Aug. 31, 1910) cleverly describes Denver's metallic existence: golden and silver.

Card is by the Strobridge Litho. Co., Cincinnati, OH.

LCPC's

9th Expo

August 18



54. *BUCKS COUNTY (PA.) VIEWS*
Arnold Bros., Printers, Rushland, Pa.

CHURCHVILLE STATION.

JULY PROGRAM

Guest Speaker from Bucks County Postcard Club

In the past 11 years I've been editing *The Card*, I've been exposed to several dozen club newsletters. None can equal the content, format, balance, casual yet efficient approach of the WC4 Dispatch and Newsletter. For many years Betty Davis has been editor of the Washington Crossing Card Collectors Club (WC4) monthly publication.

At our July meeting, Betty will offer a unique presentation of Bucks County postcard views. The program reciprocates a presentation I offered WC4 in the recent past. I've not seen her program, but I can assure our members, if it's of the caliber of Betty's writing, you're sure to enjoy it. I understand the slides will be shown on two projectors! This should prove a true learning experience for LCPC.

Betty worked on a committee to research local Bucks County publishers, Charles and Newton Arnold. Her experiences will be especially helpful to local members who've yet to undertake a similar task.

Plan to be at the July meeting and bring interested history buffs with you.

2001 EXPO EXHIBITS

Rules, Categories, Awards

Chairing the Exhibit Committee this year are Ruth Frankhouser and Earl Carver. Should you have any questions concerning the information below (which has changed very little since 2000) you may contact Ruth at 354-7611 or Earl at 684-3069.

Rules:

One entry per person per category.Multiple boards OK
Mount postcards on 22" x 28" boards held vertically.
Do *not* cover boards. LCPC provides uniform covers.
Entry form below or a similar form must be submitted before August 10.
All boards must be delivered to the committee at their homes, or Friday at the Center, 6 to 8 p.m., or 7 to 8 a.m. the morning of the Expo. No exceptions.

Categories:

Working People
Entertainment
Highways and Bi-Ways
Vacations.

Awards:

Judges, selected from the dealers on Saturday morning before the show, consider the following criteria:
Postcard Information 1/3
Presentation and Originality 1/3
Condition, Completeness and Rarity 1/3
1st, 2nd, 3rd places receive $15, $10 and $5 in each category. *Best of Show*, chosen from the 1st place exhibits, receives $25. *Peoples Choice*, chosen by ballot, receives $25. All entries receive a specially designed 2001 Expo Award postcard.

ENTRY FORM

Title for my entry in the following category –
Working People

_____

Entertainment

_____

Highways and Bi-Ways

_____

Vacations

_____

Member's Name and Phone #

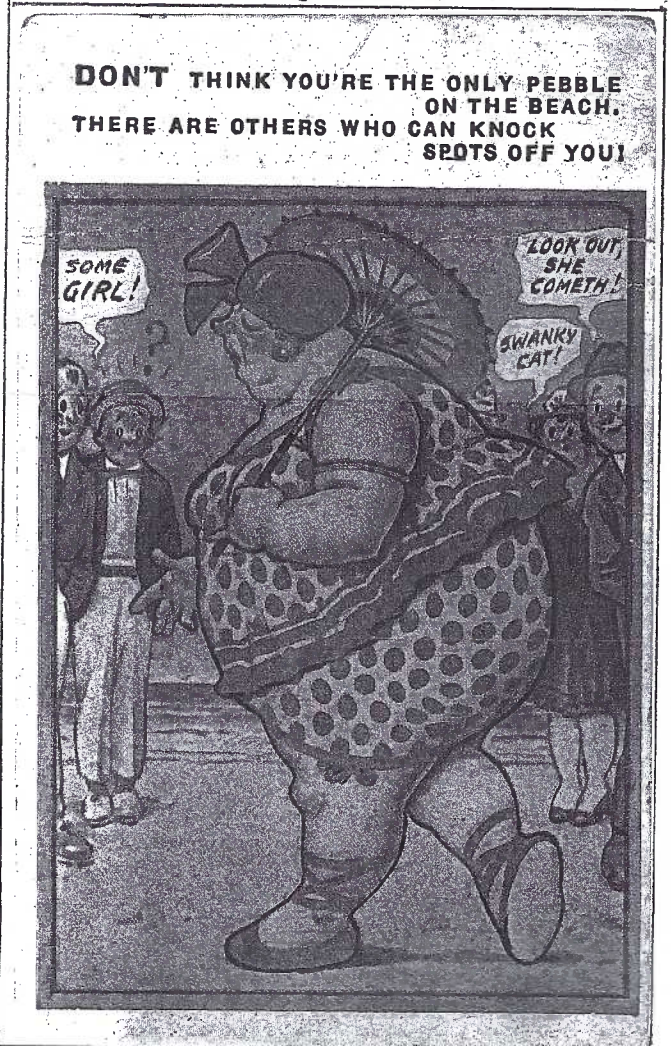
_____

FUTURE SHOWS

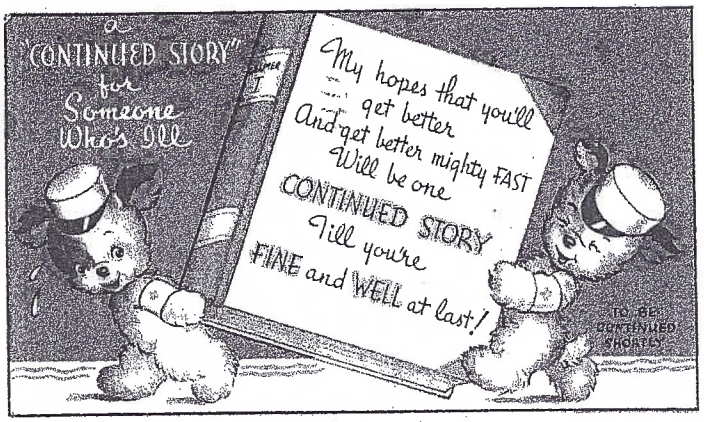
July 7 York, PA York Post Card Club's 11th Annual Show. Aldersgate Church, Tyler Run Rd., off S. Queen St. near Exit 6, I-83. 9 to 5.

Aug. 3-4 Havre de Grace, MD Martin's Summer Chesapeake Show. Pulaski Hwy., Perryville.

Aug. 18 Lancaster, PA LANCASTER COUNTY POSTCARD Club's 9th ANNUAL EXPO. Farm & Home Center, #72 near #30. 9 to 5. Outstanding Exhibits, Home Cooking, Door Prizes.



Bamforth published thousands of comics. Hundreds were of the seaside (British) or the shore (American). This is #1454 from their USA *Vacation Don't's* set.

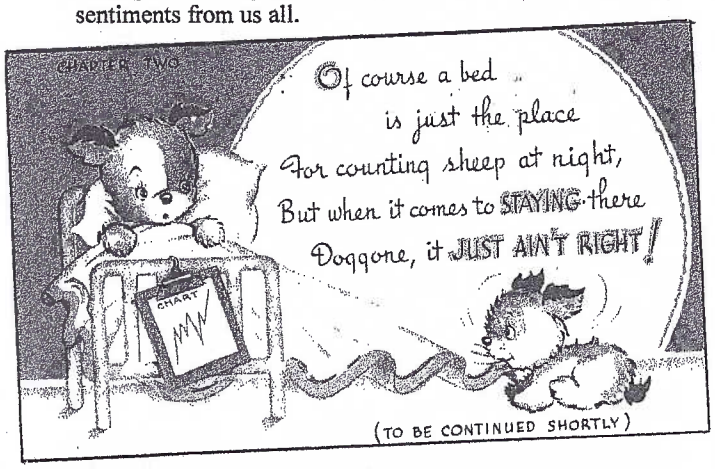
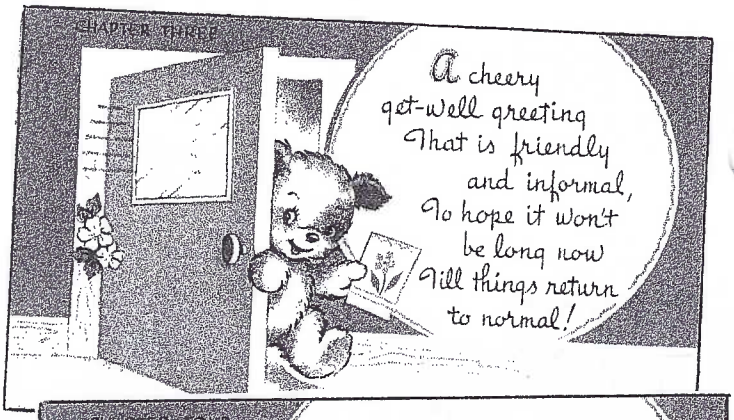
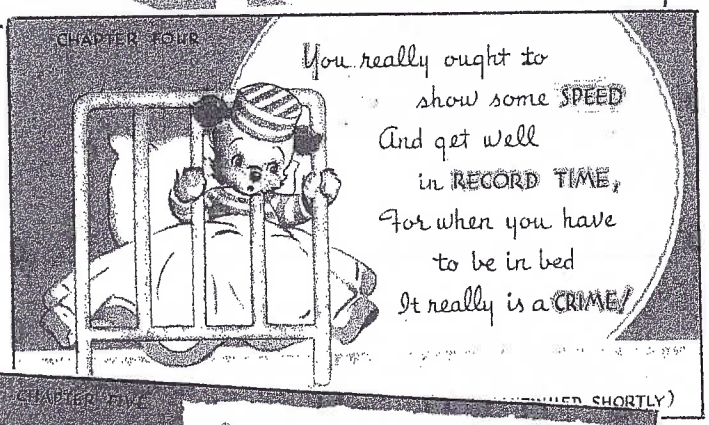
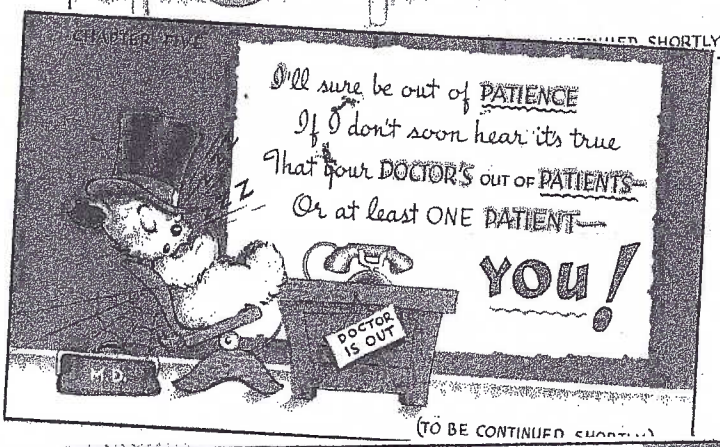
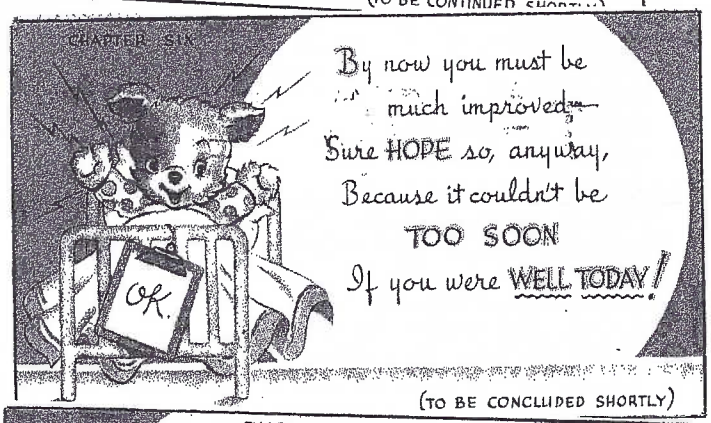
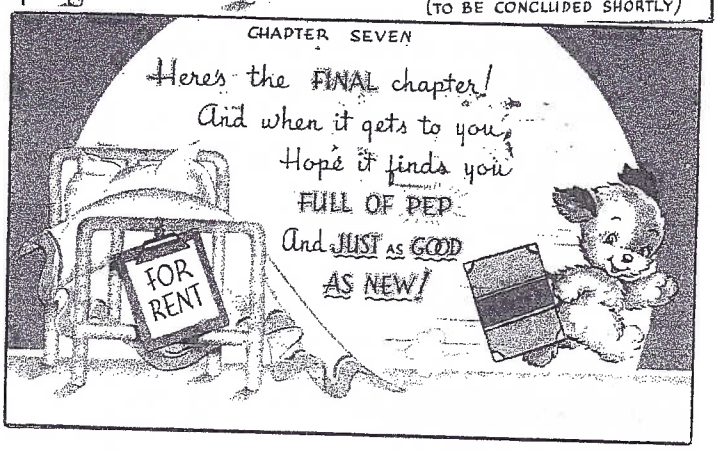


Get Well Postcards

A quick trip to the Hallmark store or similar card shop should find you dozens of Get Well cards from which to choose for a confined friend or one who's recuperating. Greeting cards – yes! Postcards – hardly! Even during the postcard era, convalescent PCs were not plentiful. It would seem Get Well wishes were simply expressed on any type of card, though serene views and appropriate holidays were the norm.

Sympathy cards, too, are not plentiful, but they *do* exist among golden age postcards. This is not to say Sympathy and Get Well postcards are expensive. Remember Supply and Demand? There is no huge demand for the genre. Even so, they're all certainly more valuable than the base greeting card of the same era. The Get Well cards in this writer's collection consist of five singles in the Sunshine line by Gospel Times of Anderson, IN and the Acme Christian Comfort and Get Well Message series by G. & W. Co., NY, NY. Those with cancellations are from the 1930s.

Three other sets, with hints of being in the 1940's – 1950s, are M-1809 by Meryle, featuring a detective and his dog; C-6882 by Buzza Cardoza of Hollywood, featuring different animals and the set shown #1707 by Forget-Me-Not Cards. This last set is a duo-tone, having a blue background and highlights in red. Most unusual (unless I miss the point), all of these sets contain seven cards! I can hear Charlie Griffiths saying "How can that be?"

The set was mailed from Reading, PA to PFC Melvin Mengel in Rhoades, Ward 113, General Hospital, Utica, NY. They're dated from May 31 to June 6, 1945. Was Melvin a World War II casualty?

To those many members who are still recuperating or have just mended, please accept these sentiments from us all.