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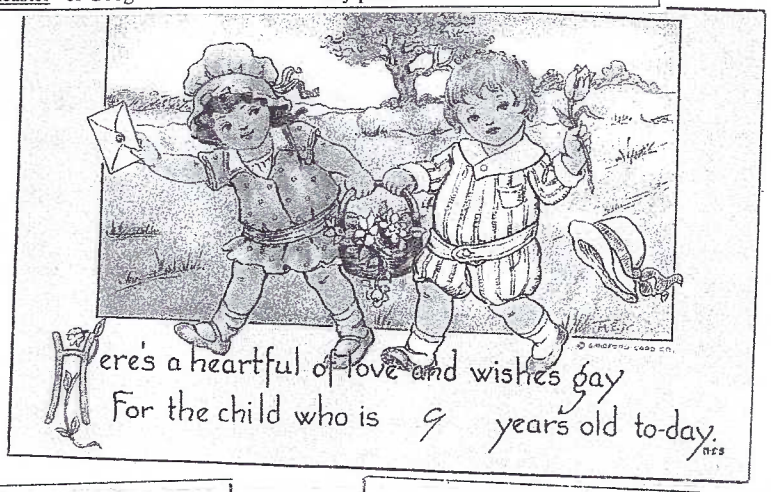
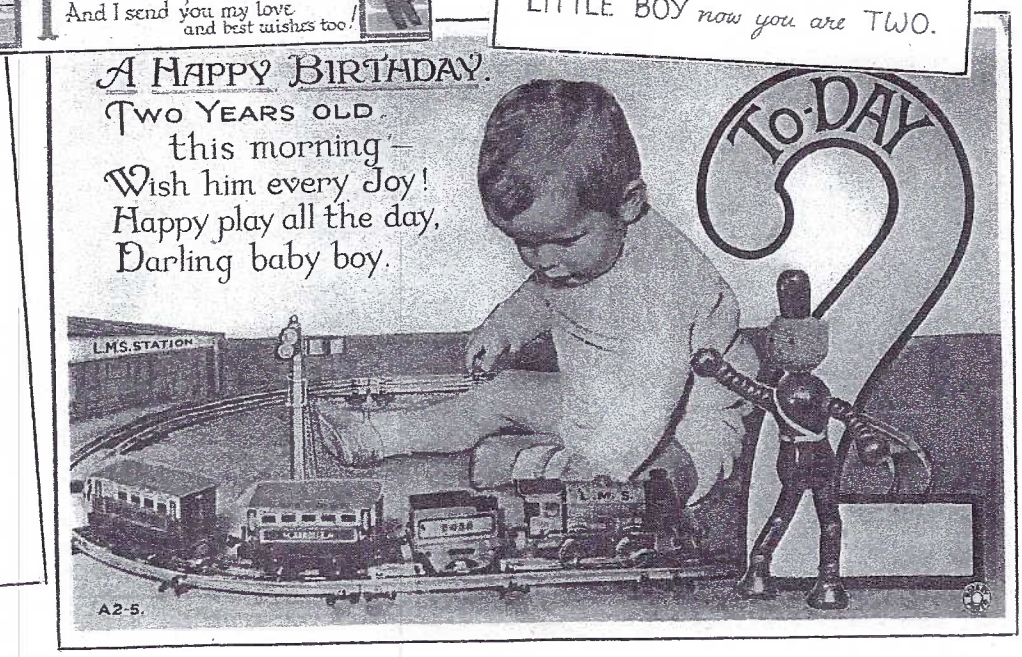
Monthly publication of The Lancaster County Postcard Club, Lancaster, PA.
Enjoying postcards through education and entertainment.
Next Meeting: Mon., Jan.20, 2003. Farm & Home Center. Buy, sell, trade from 5:30, Meeting at 7 p.m.
Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or midcreek@ptd.net.
Club website: www.playle.com/clubs/lancaster or Google search: lancaster county postcard club





RIDGEWAY TOUR

Extensive Use of Postcards for 20 Years

The ping-pong table-size desk occupied half of the office area. It's neat piles of business and personal notes reflected the personality of its owner.

I had read a short bio in the local paper and knew a trip to visit with Christian Shenk was in order. He was a major player – the second generation – to head Lancaster's premier travel agency. The postcards I'd accumulated were largely white border 1920s and 30s, but there had always been this gnawing question – had I a good representation of Ridgeway Tour's postcards? Were there earlier cards? Did cards extend into the linen era and beyond? This gentleman would have those answers.

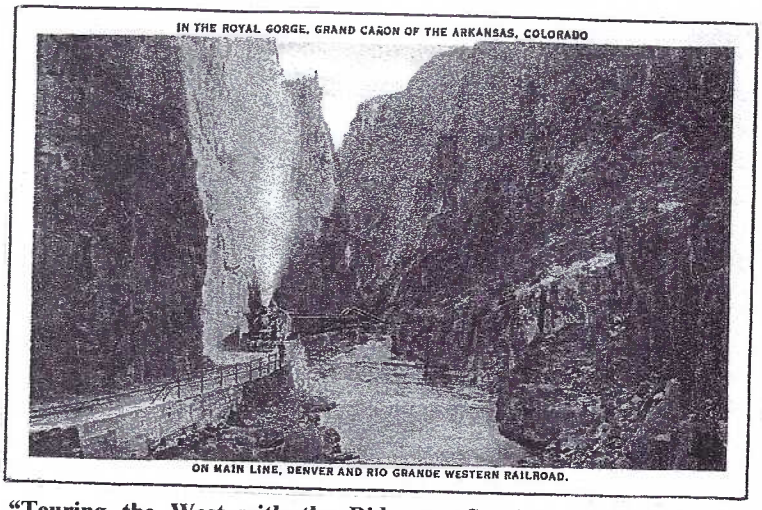
After an initial contact (I had sent him a copy of *The Card* and followed up with a phone call) he replied that Wed., December 4 would be fine to meet him at his home. He would be back from a flight to Portland, OR, Hawaii, Los Angeles and San Diego! Plane, train and auto travel had certainly not taken their toll on this 94-year young adventurer.

Origin of the Ridgeway Name

O. H. Shenk (seldom does the name Oliver appear) was in real estate. The stately 17-room family home, built in 1907, was on Columbia Pike near the old Three Mile House tavern. When young Oliver and Chris (who was born in 1908) climbed into the cupola on the top of their barn situated on a high ridge, they could see Rohrerstown to the north and Millersville to the south. The boys urged their dad to call their home Ridgeway. It became the first home of Ridgeway Tours in 1920. Unfortunately tour-related mail would go to Ridgway, Elk County, PA and had be re-routed back to Lancaster County. The 4-day delay wasn't good for business, but O.H. Sr. had already decided to move the business downtown.

O. H. Shenk, along with his wife, directed his first Florida tour in 1921. Young Chris and his brother (the boys often accompanied their parents) were thrilled with an 18-day tour to Florida. They traveled by train to York. There they met the southbound train from Pittsburgh and Harrisburg. Shenk arranged for two Pullman cars to house his guests. They stayed over in Washington, DC; had photos taken at Mount Vernon and proceeded on until they reached Florida.

Travel with the "Ridgeway Special Educational Tours," O. H. Shenk Sons, Lancaster, Pa.



"Touring the West with the Ridgeway Special Educational Tour" appears as an overprint on the reverse of this PC published by the Denver & Rio Grande Western RR. Christian Shenk tells the story of a group of 60 guests traveling through the Royal Gorge in the 1930s. They were fed in a special dining car. The headwaiter asked Mr. Shenk to have his meal a bit later. He quietly suggested that a steak would be in order – a prime cut next to one he had served the day before to FDR when the car was part of the presidential train.

Postcards Aid a Pioneer Tour Company's Growth

So how do postcards fit into the tour business? Quite simply, O. H. Shenk made advance contacts with hotels, national parks, etc. and inquired about postcards. They readily obliged – at no charge. Chris Shenk believes these were often as few as 50 to 100 of one area. For instance, a 1926 trip to Yellowstone might have included 5 different views totaling 200 cards. These he would then over-print, always with a single line message about Ridgeway Tours – on the front or back. Sometimes on the back, beneath the PC caption, he'd pre-print a message describing the tour (similar to a busy people card, but with no checkmarks needed) and then, entrepreneur that he was, ended the message with a sentence or two describing a trip planned for the next season! (See sample card in this article.)

My accumulation of 100 or so Ridgeway cards includes nearly 95% white border views, several real photo cards and the remaining cards being linens of the 1939 New York World's Fair. We know the company began in 1921. It thrived during the White Border Era (1920s and 1930s). Why are there no cards beyond the '39 Fair?

The Tour Business and World War II

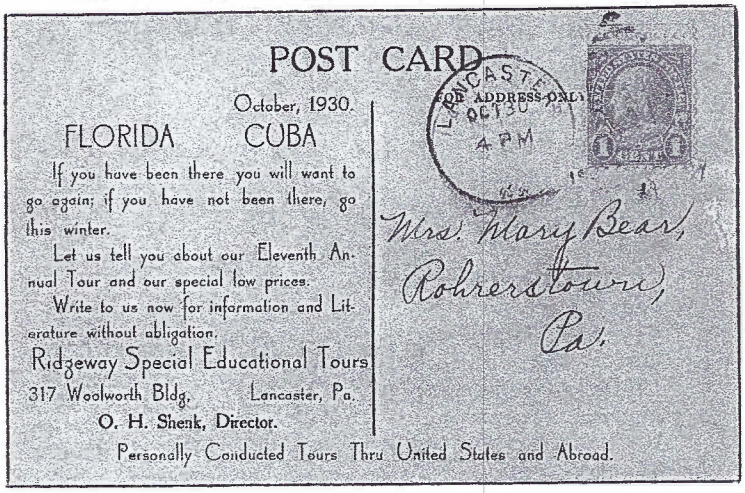
Soon after the attack on Pearl Harbor on December 7, 1941, 33-year old Christian Shenk, with a comprehensive knowledge of railroads and line connections, was called to the Pentagon where, for the duration of the war, he played an immensely important role in moving our troops across the country by rail. It was in 1942 that his father, O. H. Shenk died. Actually, President Franklin D. Roosevelt called a halt to all tour travel shortly after Dec. 7. There was a war on – gasoline, rubber tires, able-bodied men and women were needed in vital roles at home and abroad.

This Lumitone card shows The Stevens, a hotel booked by Ridgeway during their numerous trips to the Chicago World's Fair in 1933. It boasted 3000 outside rooms (views) and 3 000 baths. Ridgeway offered accommodations to its guests at The Sheraton and at the Mer-Mar. The latter had cheaper room rates.

Ridgeway Tours continued.

After WWII, Chris became eastern traffic rep for Lockheed Aircraft. His older brother, Oliver, Jr. had gone into real estate. Chris' wife, Helen (they were married in 1931) began bookings for tours. The husband-wife team soon reflected the image of the elder Shenks as the tour business flourished. Like many businesses in the 1950s, Ridgeway Tours found colorful brochures could tell a better, longer story than postcards. So we can conclude, with some certainty, that postcards you find of Ridgeway Tours, Lancaster will be dated in the 20-year period from 1921 to 1941 including a few real photos. Any cards dated after 1941, are simply out-dated cards that someone used for a different purpose than to mail greetings from a Ridgeway trip.

Just before ending my short 1½ hour interview with Christian Shenk, he showed me a copy of Lancaster Lyrics. It contained a personal greeting to Chris from the author, David Bachman Landis of local postcard publishing fame. It turns out the two became life-long friends – their common interest being local Indian relics. But that's another story. JW


POST CARD

October, 1930.

FLORIDA CUBA

If you have been there you will want to go again; if you have not been there, go this winter.

Let us tell you about our Eleventh Annual Tour and our special low prices.

Write to us now for information and Literature without obligation.

Ridgeway Special Educational Tours
317 Woolworth Bldg. Lancaster, Pa.
O. H. Shenk, Director.

Personally Conducted Tours Thru United States and Abroad.

LANCASTER PA
FOR ADDRESS ONLY
OCT 30
4 PM

Mrs. Mary Bear,
Rohrerstown,
Pa.

The Broadway Limited view is a slight misrepresentation for the Ridgeway Tour ad. The famed PRR express would not add extra cars (that tour groups booked) and it never stopped in Lancaster on its way from the Midwest to the East Coast. Chris Shenk does tell the story of his regular rides on the Red Arrow PRR train when he worked in NYC. He'd board in Lancaster at 5:10 AM and pass through eastern Lancaster County, frequently spying the Brubaker Duck Farm as the train sped through Bird in Hand. The steward said the Pekin ducks from the farm were often on the train's menu, as we know they were at the Stevens House in Lancaster (see Windows Two, page 124).

Ridgeway conducted in first tour to Florida and Cuba in 1924. The train carried them as far as the dry dock in Key West. At 10 AM a day boat continued the journey to Cuba, arriving about 5 PM in Havana harbor. The message mentions "our Eleventh Annual Tour". Florida tours began in 1921. Christian Shenk's sharp 94-year old memory recalled Mrs. Mary Bear, the Rohrerstown addressee.

Cover Cards

The birth of a New Year is an annual reminder of birthdays for us all. This month's cover cards are birthday cards especially made for children and, in all but one case, made for a particular age.

Top to Bottom, Left to Right:

Baby's First Birthday is #103.C by the Rotobrome Co. of London, but actually printed in Belgium. The assortment of flowers is hand-tinted. On the divided back reverse (no postage or cancellation) the message is "To Baby Russel from Aunty Hannah With Best Love" and is followed by nine Xs (kisses).

Here's a heartful of love... is #1108 by Sanford Card Co. of Danville, NY. The sentiments are to Wilson from Aunt Helen. The artist's initials appear to be TEM or HEM. It's the only card in our group where the writer can enter the appropriate age. Here it is 9.

A Happy Birthday is by Photo Production Ltd. of England. The bunny, in blue jacket and checkered yellow trousers, has painted a huge golden 3 on the wall. Note the black pollywog held by the girl bunny.

Birthday Greetings 2 and 6 are from a series by The Regent Publishing Co., Ltd., England, where they were also printed. The prominent signature leaves no doubt to the I.D. of this artist who also produced comic motoring postcards in the late 1920s and the

1930s. The cards each include a quote on the reverse - "Let us strive without failing in Faith or in Duty" – The Prime Minister, and "Your Country needs your L. S. D. to help it win the Victory." (Pre WWII?)

A Happy Birthday is another real photo card. This one is #A2-5 in a long series published by Rotary Photographic Co. of London. The two-year-old (looks more like a 1-year old to this bachelor) watches as a toy train rolls by. A flexible wooden doll looks on. The child dons a bright yellow sweater. The L. M. S. locomotive, cars and station have also been tinted, but in greens, creams and pink.

These special year birthday cards, when found in very fine to unused condition, are generally priced from $3 to $8.

Christmas Party/Meeting

Matching last year's attendance at the Bird in Hand Family Restaurant, 112 members and guests enjoyed the Christmas dinner at the Farm & Home Center, in the other 2/3's of the room in which we meet every month. The buffet with turkey and beef entrees was catered by Enck's of Manheim.

Slate for 2003

In an abbreviated business meeting, outgoing president Tom Beck read the slate of Directors and Officers (all volunteers) who will assume their duties in 2003. Included are the following:

Pres. Bryan Benner
Vice President Doug Milliken
Secretary Gisela Withers
Treasurer Barabra Mowrer
Directors serving in 2003:
Dede Schaeffer, completing her 2-year term
Carol Dennis, completing Doug Milliken's term
Ray Dennis, completing Bill Guntow's term
Directors for 2003 and 2004:
Mark Arbogast
Dale Shaub
Jim Ward

On a related note, Pres. Bryan Benner announces his first meeting of officers and directors will be at his home on January 7, 2003 at 7 PM.

Member Roster

Members were asked to sign a list that will guarantee them a copy of the 2003-2004 Membership Roster. It will be distributed at the January and February meetings and the remaining requests will be mailed – one per family. As it has in previous editions, the roster will also include a complete listing of the club's library. To reduce expenses, the 2003 roster will be printed on a limited basis. **Should you wish a roster and didn't attend the Christmas meeting, send your name on a postcard to the club (see address on the cover of *The Card*).**

Door Prizes

A table filled with door prizes was enjoyed by lucky members whose numbers were chosen. The contributions were from Betty Beck, Dede Schaeffer, Bud Heim and Christian Shenk (via Jim Ward). Mr. Shenk (see Ridgeway story) had an accumulation of old US postage stamps he wished to donate to LCPC.

Christmas Gifts

Unannounced Blue Light Specials served as last minute Christmas gifts ideas on another table. Dick Bishop had a few Entertainment Books for $21; Bernie Heisey had the second edition of the Lincoln Hwy. book for $17; Dot Aument's *Post Office History of Southern Lancaster County* is nearly sold out at $5; Jim Ward's 1897 and 1914 Lanc. County Maps are also nearly gone at $5 each and Ruth and Harold Moyer had their LCPC logo polo shirts for $13-$18 as well as a new item – a baseball hat with the club logo, going for $15.

Windows Two

Ray Dennis sold nearly another dozen *Vol. Two* of *Windows to Our Past*. You can pick up copies from him by calling 290-7948 (Lancaster) or Jim Ward at 721-9273 (Ephrata).

Cookbook 2002

For the second year, members who attended the Christmas meeting were given a gift of a cookbook compiled by Betty Beck. The idea began when she and members of like mind were intrigued with homemade dishes served at our Christmas dinner in 2000.

More than 50 recipes contributed by thirteen members fill the 51 pages. To cut expenses, the color cover, showing two old menu postcards, was printed on the club's copy machine. It was assembled and stapled by Betty and Jim Ward.

The menu books have a printing limited to the number of families in attendance at the December meeting. This year that number was 65.

Monthly Board Competition

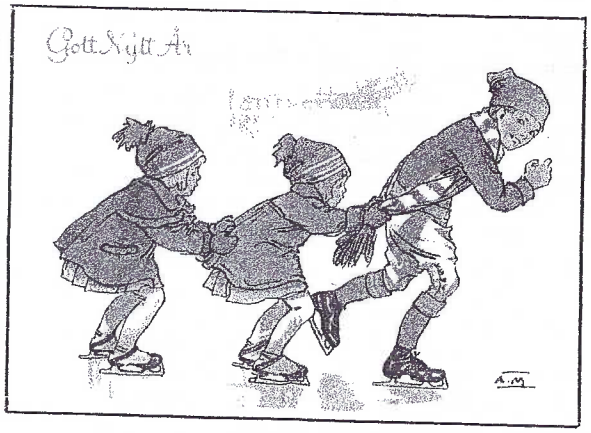
It wasn't an easy PC subject (Fireplaces) for making a full board nor did the Christmas season allow much spare time for board-making (maybe a single card would work better in December) and so we had a meager showing of only four entries:

Harold Moyer	FIRST	Warming Up
Walter Mowrer	SECOND	The Stockings were ...
Earl Carver	THIRD	For Open Fires
Mary Ann Guntow	Honorable Mention	Fireplaces

A tentative list for competition subjects in 2003 -
(s = a single card, b = a board of cards)

January – Emergencies (s)
February – Valentines (b)
March – Weather (b)
April – Family (s)
May - Color Purple (b)
June - Food (s)
July - Vacation (b)
August – Hot (s)
September – School (b)
October – Farming (s)
November – Politics (b)
December - Letter X (s)

A new rule will be in effect in 2003. At the time the board or card is displayed, the exhibitor may give Ruth Moyer, our Monthly Exhibit Board Chairman, a 3"x5" card with brief notes that might help to clarify or point out unusual features of the cards being exhibited. Ruth can then refer to these notes when introducing the single cards or boards.



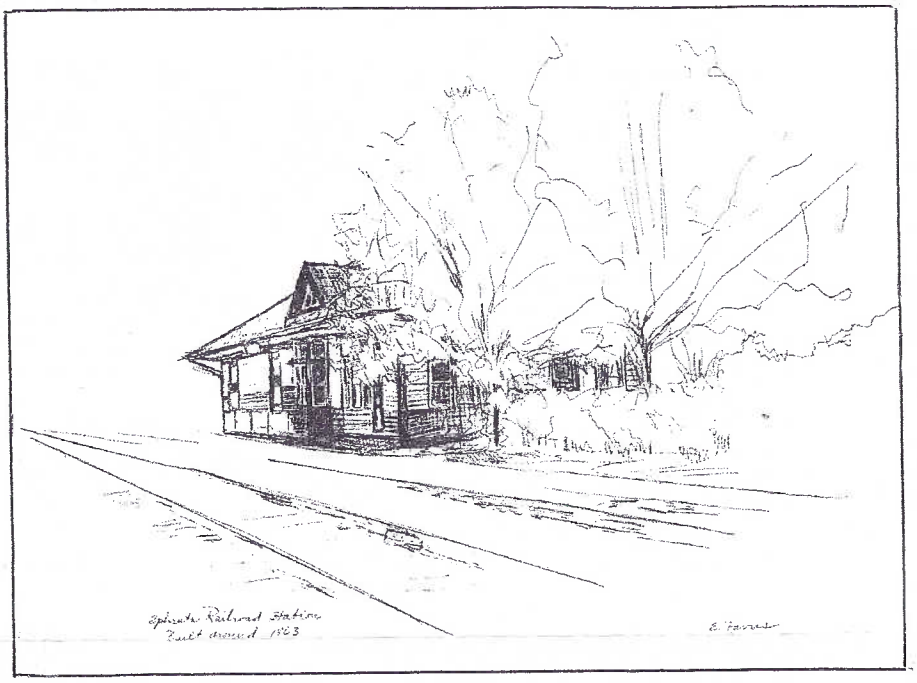
These three young skaters are from a set of six cards, #263. They're wishing us a Happy New Year in Swedish. A similar set, #260, includes six cards of children on sleds. The artist (A.M.) and the publisher (Ed/F/Ph) are a mystery to your editor. Can anyone shed light on these initials?

Ephrata Railroad Depot

Solitary Postcard (?) by Local Artist

In the many hats she wore, Dot Fry, LCPC member #59 and our club's third President "retired" from two generations of teaching in one-room schoolhouses and took on the task of organizing a library system for the Ephrata area elementary schools.

A student she remembers from the Lincoln school in the 1960s had a father in the wholesale clothing business off Orange St. in Ephrata. His mother was accomplished artist, Evelyn Favus. "Children Reading" is a hand-colored lithograph greeting card Favus rendered. Proceeds from the sale of the card that she designed were to benefit the Ephrata Public Library, a non-profit, non-sectarian organization. The greeting card is reduced here 35%.



More importantly to local postcard collectors, Evelyn Favus, produced on white-coated stock a black and white drawing of the Ephrata Railroad Station. It's signed but undated. The specimen Dot has shows a 2001 cancellation – long after the artwork was rendered. It was mailed to her from a friend who evidently salvaged the view from a box of old unused postcards. Dot considered the tiny image (here enlarged nearly 55%) to be worthy of recording in *The Card*. We agree.

Do any members have the same card, and more importantly, any other PCs by Ephrata artist Evelyn Favus?

Future Postcard Auctions

January 18, 2003

LCPC member Vivian Ziegler and husband Earl will be having a huge auction at their home in Pioneer Wood, off Lampeter Rd., on Sat., Jan. 18, 2003, preliminary to moving. Witman Auctioneers will be selling a host of paper items including postcards, calling cards, valentines, local historical documents, coins and household goods. Much of the paper ephemera have been in Vivian's family for generations. Check www.witmanauctions.com and your local papers for details.

February 28 – March 1, 2003

The postcard stock that belonged to the late Leo Frantz, LCPC #196, will be included in a mammoth 2-day auction at Horst Auction House, Rte. #322 west of Ephrata, on Feb. 28 and March 1, 2003.

Clarence Spohn has catalogued the stock. It includes 85,000 postcards in approximately 1,500 lots.

Real photo cards will be 12 to 20 per lot; most other lots will have 40 to 125 cards. Only a handful of lots contain large quantities of PCs There are 80 very old albums loaded with postcards as well as more than 85 postcard storage boxes. Phone Horst Auction for a list or check your local papers.

Samuel Schmucker Art Exhibit:
"The Discovery of His Lost Art"

Samuel L. Schmucker is considered the pre-eminent artist of the Golden Age of the Picture Postcard. This unique exhibit will be on display from Jan. 14 through March 28, 2003 in the Art Musuem of the University of Delaware.

According to curator Bellina Chap, the exhibit features Schmucker's rare original paintings, selected postcard sets and related ephemera.

Featured in the exhibit are published and unpublished works owned by Jack and Susan Davis. There will also be items from the Dorothy Ryan collection, postcards from the collection of Dale and Shirley Hendricks, items including original art-work from the Gorham collection and original art from the Reading, PA museum.

Chap also announced special events at the museum in March. These include a reception for Jack and Susan Davis on the 7th and lectures by the Davises the following day. Also, on March 12, a presentation, "The History of Postcards" will offered by Jack and Susan.

LCPC members are urged to take advantage of the close proximity of the exhibit to Lancaster. Seldom are so many of this popular artist's works available for viewing.

Contributors to *The Card*

Each year editor Jim Ward recognizes those members (and non-members in a some cases) who've helped make our club successful by publishing The *Card*. His monthly task wouldn't be nearly so easy were he not assisted by many members. Help takes the form of contributed postcards, articles, references, identifications and suggestions.

For their work in helping produce *The Card* in 2002, Jim recognizes, with a facsimile Reward of Merit card, these contributions through the year:
Dede Schaeffer's data on the Bunnel New Year Baby.
Jo Jednacz's card references in January and May.
Inspiration from **Thil Mehl's** locally published cards.
Maria Schurz finds PC stories in other publications.
Joe Motonis' Lancaster College card reference.
Bill Seigford's new Bischoff Jeweler and RR PCs.
Harold Galebach's St. Paul's Church card in Penryn.
Merv Wenger's corrected ID of local covered bridges and suggested subject for Colonial Heroes article.
Jim Morrison's inspiration for art deco Xmas PCs.
Jim Ristine's publication of a Wildwood PC book.
Mary Darrenkamp spots wrong photo of an arsoned covered bridge in the local *Intelligencer Journal.*
Carol Dennis's info on Harvest Home celebrations.
Dot Aument's booklet *Post Offices/So. Lanc. County.*
Herb Kauffman's contribution of 300 insert PCs.
John Alleger's article of Roadside America.
John Pierce's contribution of 300 insert postcards.

Last, but surely not least, are the five folks who work behind the scenes, and upon whom your editor relies each and every month:
Betty Beck and **Dot Fry's** proofreading skills.
Gwyn Fulmer's monthly up-date of mailing labels.
Ruth and **Harold Moyer's** monthly mailing.

A very sincere Thank You, to all. J.Ward

MEMBERSHIP

#691 Alan H. Darby 5054 Sherier Pl., NW Washington DC 20016. Collects better Wash. DC, any Luna Park views and cards published by Minnie F. Brooke of Chevy Chase, MD.
#692 Kerry A. Mohn 34 Evans Ave., Sinking Spring, PA 19608. Ph. 1-610-670-2004. Collects Berks County, esp. Mohnton, Shillington and Kutztown and real photo cards.
#693 Linda L. Eshelman 44 Briarcrest Manor, Lititz PA 17543. Ph. 717-627-4344. Collects Jack Russell terriers, mandolins, pigs, post offices and Lancaster County.

These good people bring our club membership to an unofficial total of 362. An official "head count" will be made prior to the printing of the roster. It will include matching membership cards (including re-instated members) with the current roster and the mailing label names. The 2003-2004 roster will then be available at the Jan. and Feb. meetings. Requested rosters not picked up at those meetings will be mailed.

Committee Chairs for 2003

One of his first official steps in his term was Pres. Bryan Benner's enlistment of members to serve on committees that keep our club active. Committee chairs named at this point include:
Membership and Roster - **Betty Beck**
Monthly Exhibits – **Ruth Moyer**
Programs – **Doug Milliken**
Publicity – **Tom Beck**
Club Table – **Betty Kreider**
50/50 Sales – **Bill Guntow**
NPW Theme – **Brian Frankhouser**
Newsletter, *The Card* – **Jim Ward**
Mailing Labels – **Gwyn Fulmer**
Mailing – **Harold** and **Ruth Moyer** and **Jim Ward**
Four volunteers are needed to serve on the Library Team. Each team member brings six different books to the club meeting.

Programs for 2003

In his job as V-P for 2002, Bryan Benner assembled this diversified group of programs for 2003
January – Member participation – Card with number 3
February – **Earl Carver** *Pheasants on Postcards*
March – Free-for-All (Everyone buys-sells-trades)
April – **Betty Davis** *Columbian Exposition Postcards*
May – **Jim Ward** *Local Postcards by D. B. Landis*
June – Annual Picnic (This year at the **Heim's** home)
July – **Doug Milliken** *Detroit Publishing Co. cards*
August – **Tom Beck** *Stevens Trade and Environs*
September – **Jim Ristine** *Postcards of The Wildwoods*
October - Annual Auction
November – *Manheim* by Manheim Historical Society
December – **Dede Schaeffer** *Christmas*

If you have suggestions for programs in 2004, please contact V-P Doug Milliken. Scheduling programs for 2004 is one of his jobs this year.

January Program

In recent years, due to the chance of inclement weather and canceling a speaker's program, we've resorted to member participation in January. Also, following last year's theme, the number THREE (3) has been chosen. All members are encouraged to bring a single card that in one way or other has a significant THREE (3) involved. Each member's PC will be shown on the opaque projector. Please keep your subject to one postcard with a 2-minute limit. Remember what your English teacher told you – "Say a lot in a few words and more people will listen."