The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

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

Sept. 1993 - Vol.4,No.9

NEXT MEETING
September 20,1993 7 pm
Buy/Sell/Trade 6 pm

Yearly membership is $7 (plus $3 per person, same address).
Articles and correspondence to: P.O.Box 300, LITITZ, PA. 17543-0300. Ads: $15 full pg., $8-½ pg., $5-¼ pg. prepaid.

PROGRAM

Pres. Don Davis was his genuine self as he entertained the crowd with comical chalk-talks at the picnic, embellished with his colorful jokes, of course! Do you practice these jokes on your weekly radio show, Don? Where they can't throw something at you?

At this writing (Aug.14) it would appear **Jim Ward** will carry the art form another step in September. His plan is to expose us to the unique postcards (and postal cards) that have been transformed from a blank surface to truly fantastic proportions- artistry of all calibers. From the positively awful stuff that only a spouse, parent or lover would cherish, to the sophisticated excellence of professionals that would do justice to an art gallery.

48 slides:Collecting **Handmade Postcards, True Works of Postcard Art.** Maybe you have a few one-of-a-kind art postcards. Bring them along to share with us in September.

NEW MEMBERS

#285 RUTH KUNTZ 208 High St.,Manchester,PA 17345. 266-6415. Collects John Winsch misc. holidays and western PA.

#286 SALLY TULLIS 100 Longridge Ct.,Timonium,MD.21093. Area 410-252-1318.Holidays,fantasy,Baltimore city & county,other Maryland

#287 JOHN TULLIS Like Sally.(Both dealers).

#288 ANDREAS BROWN 41 W. 47th St.,N.Y.,NY., 10036. Area 212-719-4476. Better U.S. real photos and U.S. social history. **"Andy"** is well known in deltiology as a scholar, an author and a postcard reference book dealer. His summer Postcard Gallery at Gotham Book Store is a mecca for thousands.

#289 DOLORES KIRCHGESSNER 421 Washington St Hoboken,NJ,07030.Area 201-659-1922.These NJ towns:Hoboken,Jersey City,Union City,N.Bergen,W.Hoboken,Weehawken,Secaucus,Union Hall

#290 GEORGE KIRCHGESSNER Ditto for Dolores!

#291 JOLENE McGINLEY 405 Croghan Dr., Carlisle,PA 17013.Area 717-249-0088. Whitneys, rabbits and cats.

#292 JOHN McGINLEY Same as Jolene but collects Clapsaddles,Santas and Halloween.

#292 - 60 (attrition) - **232 actual members!**
#288 thru #292 joined at our Expo!

"...you did not send me a picture. Hope you like these." **One of several hand-drawn 1907 PCs to Paula Pitscher in Newark. Other hand- made PCs in Sept.- comical,beautiful, primitive;colorful,alluring.All unique,original!**

Oct.- AUCTION (Bring your lots on auction form to Sept. meeting.)
Nov.- **Jose Rodriguez** (topic later)
Dec.- **Jim Morrison** "Christmas on Postcards"

MONTHLY EXHIBITS

Ninety degrees might have discouraged some members from the picnic/meeting at the Heim's home (always a great place to meet) but even so, 46 members and guests enjoyed the fellowship of postcards and delicious potpourri including Ruth Lines's Annual Picnic Cake!

Chrome Postcards brought forth five fine exhibit boards:

KATE STEHMAN FIRST	Meow,Meow,Meow
JERE GREIDER SECOND	Chrome Advertising
JIM WARD THIRD	Newfoundland-The Far North

Honorable Mentions

BOB KRAMER	Apollo 11
HAROLD MOYER	Meows

'Way to Go',**Kate** (one of our four under-sixteen-members)! Note the **two** cat boards!
September's theme- SMORGASBORD (anything!)
October's theme- ANIMALS

BOX 300 LITITZ PA 17543-0300

POST CARD

Lancaster Postcard Exposition

MESSAGE ADDRESS

1993

FOLLOW UP

A special thanks to my Chairmen:
Jere Greider - Publicity
Jose Rodriguez - Dealers
Gerald Hostetter - Property
Charles Griffiths - Exhibits

It was truly a success.And it was because of these terrific committee members:

Betty Brown
Bill Buckwalter
Earl Carver
Helen Carver
Drew Curtis
Polly Curtis
Mary Darrenkamp
Don Davis
Peg Frey
Dorathy Fry
Harold Fry
Jere Greider
Charlie Griffiths
Stephanie Griffiths
Barb Heim
Bud Heim
Gerald Hostetter
Bob Kramer
Harry Lines
Ruth Lines
John Long
Jim Morrison
Barb Mowrer
Walt Mowrer
Harold Moyer
Ruth Moyer
Russ Mull
Shirley Neidermyer
Susan Nicholson
Harold Rineer
Leona Rineer
Jose Rodriguez
Jim Rudisill
Dottie Ryan
Bill Seigford
Linda Sellers
Sandra Shaub
Laura Spece
Katie Stehman
Jim Ward
Paul Weidman
Ethel Zimmerman
Norm Zimmerman

Some helped for an hour, some helped from 5:50 am to 7:05 pm. Many were 'on call' whenever and wherever they were needed. It was this kind of cooperation and enthusiasm that did it. And a very big **THANKS** to all!

PUBLICITY

The Thurs.'WEEKEND'supplement of the New Era contained front page color photos of postcards with an article as well. Thousands are distributed freely at tourist attractions. The Sunday News also had a fine story with dealer/member interviews as well as a full-color photo of the show. **THANKS, Jere Greider**, for a tremendous publicity job, including placement of ads with the PC media and elsewhere.

Jere also helped tie up the pennants at the entrance at 6 am and place the roadside signs with **Walt Mowrer.**

PROPERTY

Jim Morrison's experience with table placement was much appreciated by our first-year property committee chairman, **Gerald Hostetter.** There was an abundance of good strong help. Several Morlatton Show dealers seemed to think there was even more aisle space. How'd you do it Jim?

EXHIBITS

The Exhibit Board portion of the Expo was a monumental task and **Charlie Griffiths** did a fine job considering it was our first year and we had **92 exhibit boards!** His volunteer help was excellent and with a few little wrinkles to iron out, the Exhibit presentations will be perfect next time. (**Charlie** was also working under a painful physical condition - one that would have kept a lot of us away from the show.)

JUDGES

We offer another tremendous **THANK YOU** to **Dottie Ryan** and **Jim Rudisill** who accomplished the nearly impossible feat of judging **92 exhibit boards!.**

Dottie was chosen for her renowned expertise in postcards. She is author of our most-often-read Library reference Picture Postcards of the United States 1893-1918. **Jim's** expertise lies in art and history. He is a retired York County art teacher, a silhouettist and York County's most popular lecturer on local history.

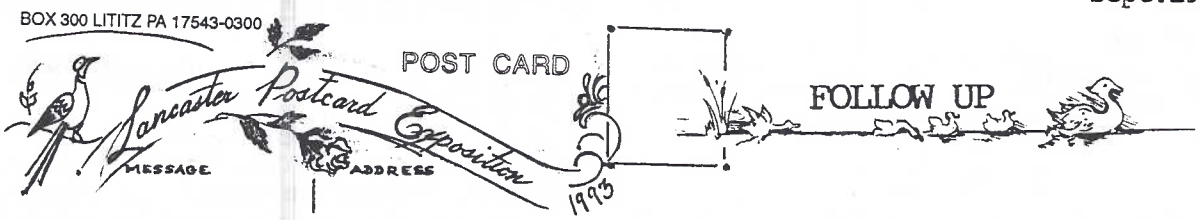
Susan Brown Nicholson was then asked to step in at the 11th hour and reconcile the first two Judges' decisions. She worked with the First, Second and Third Place board entries chosen by **Dottie** and **Jim.** Any one who reads postcard magazines is aware of **Susan's** love for and knowledge in our hobby. Her regular column "Pursuing the Marvelous" appears in Postcard Collector.

FOOD

I knew **Peg Frey** and **Linda Sellers** were excellent cooks. The Expo Committee turned the entire responsibility of the kitchen over to them. We heard only compliments on their service and their food. **Thanks, girls,** we hope you'll do it again!

(The only sour note was the lack of eating room at times. This will be remedied by having non-eaters move elsewhere.)

Jim Ward.



37 members incl. 6 dealer/members showed 92 competitive exhibit boards. THIS IS A WONDERFUL RESPONSE FOR A FIRST TIME SHOW BY A CLUB NOT YET FOUR YEARS OLD!!

Blue,Red and White ribbons were awarded the top exhibits in each of five categories. A Purple **Best of Show** ribbon went to **Jose Rodriguez'** "SOLD ON LINENS"(LINEN category). A Purple **People's Choice** ribbon went to **Barbara Mowrer's** "Columbia Bridges, Lancaster County"(LOCAL category).

136 votes for People's Choice Award were tallied for 52 different exhibits. As you can suppose, the votes were thinly spread.

Our congratulations to **Barb** and to **all of the winners and everyone who took the time and effort** to make our first Exhibit Board Display an attractive part of our Expo. (Space doesn't permit us listing all of the titles for which we apologize.)

RECAP of Exhibit Boards

Local	13 entries
Old	30 entries
Greetings/Holidays	20 entries
Linen	16 entries
Chrome/Modern	13 entries
TOTAL -	**92+ entries**

+

There were an additional 12 non-competitive boards. These gave the Public the 100 exhibit boards we advertised.

***Laura,Katie,Brandon** and **Drew** are all LCPC members under 16 years old and we are very happy to have them display their postcards.

The full-color LCPC 1993 EXPO postcard was awarded each exhibit.Limited Edition of 92.

EXHIBIT BOARD CATEGORIES

OLD

Harry Lines FIRST Osage Indians
Jose Rodriguez SECOND Real Photo Deltiology
Shirley Neidermyer THIRD Family Genealogy

Betty Brown,Donald Brown, Earl Carver,Helen Carver,Don Davis,Marilyn Gottlieb,Elizabeth Graver,Jere Greider,Charles Griffiths,Stephanie Griffiths, Helen Hellinger,Bob Kramer, Peter Maronn,Barb Mowrer,Walt Mowrer,Harold Moyer,Ruth Moyer,Russ Mull, Steven Mummert, Dolores Rowe,Daisy Schaeffer,Dede Schaeffer, Bill Seigford, Laura Spece, Anne Steinberg, Jim Ward, Ethel Zimmerman.

GREETINGS/HOLIDAYS

Jose Rodriguez FIRST Merry Christmas,R.F.D.
Dolores Rowe SECOND Remembering the Blizzard of '93
Barbara Mowrer THIRD Patriotic Turkeys

Betty Brown, Donald Brown,Earl Carver,Helen Carver, Don Davis, Marilyn Gottlieb,Charles Griffiths,Peter Maronn, Walt Mowrer, Harold Moyer,Ruth Moyer, Dede Schaeffer, Bill Seigford,Kate Stehman*,Anne Steinberg,Jim Ward, Ethel Zimmerman.

LOCAL

Jim Ward FIRST Lancaster Parades
Jose Rodriguez SECOND Mellinger's Diners
Donald Brown THIRD Cards from a Local Album

Betty Brown, Earl Carver,Helen Carver, Jere Greider,Ruth Lines,Barb Mowrer,Walt Mowrer, Harold Moyer,Ruth Moyer,Bill Seigford.

LINEN

Jose Rodriguez FIRST Sold On Linens
Donald Brown SECOND Hotel Art Deco Borders
Bill Seigford THIRD Colorful Trains

Betty Brown, Earl Carver,Helen Carver, Marilyn Gottlieb,Jere Greider, Peter Maronn,Harold Moyer,Ruth Moyer,Laura Spece*,Jim Ward, Brandon Wenger*,Mervin Wenger, Norm Zimmerman.

CHROME/MODERN

Donald Brown FIRST Men's Changing Fashions
Jere Greider SECOND Chrome Advertising
Dede Schaeffer THIRD Marvelous Land of Oz

Betty Brown, Earl Carver,Helen Carver, Drew Curtis*,Polly Curtis, Walter Mowrer, Steven Mummert, Bill Seigford, Katie Stehman*,Jim Ward.

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MESSAGE ADDRESS 1993
FOLLOW UP

DOOR PRIZES

LCPC was the donor of these five prizes given intermittently throughout the show:

$10 gift certificate good with any dealer cashed with Don Wachter.

$ 7 gift certificate good with any dealer cashed with John Klein.

$ 5 gift certificate good with any dealer cashed with Peter Maronn.

Postcard Companion, Jack Smith Reference Book and 100 PC pages to fit 3-ring binder.

DEALER RESPONSE

Every one was astonished at the large turn out for a first-time show.*Many remarked it was better than recently attended established shows. Several compared it to recent shows and said they fared much better in the wallet,too!

***actual paid attendance was 502 persons!**

Set-Up Committee help was admitted free.

FINANCIAL REPORT

RECEIPTS	
25 Dealer tables @ $80	$2,000.00
Single table @ $50	50.00
Anonymous donation	50.00
502 Paid admissions @ $1	502.00
34 commemorative pages @ $1	34.00
TOTAL RECEIPTS.....	**$2636.00**
EXPENSES	
Media advertising	$637.33
6,500 Advertising postcards	106.00
100 Adv.store placards	26.18
Total Advertising.....	**$769.51**
17 Award ribbons	$58.40
100 Poly bags for exhibit boards	48.00
Total Exhibits.....	**$106.40**
Hall rent	$460.00
60 Tables @ $2	120.00
Total Rent.....	**$580.00**
Mailing contracts to prospects and two follow-up letters to dealers	$61.95
50 Full-color commemorative covers (16 gratis to exchange clubs,media)	48.52
5 Door prizes	46.00
Total miscellaneous....	**$156.47**
5 Roadside directional signs + eight-foot banner + 6 exhibit easels and hardware to rebuild.	$277.93
Roll of adm/door prize tickets	6.35
Total items amortise over future shows and meetings ...	**$284.28**
TOTAL RECEIPTS.....	$2636.00
TOTAL EXPENSES.....	$1896.66
NET PROFIT.....	**$ 739.34**

SPECIAL COMMENDATIONS

At the risk of slighting anyone,I feel, as General Show Chairman, there are two members who deserve special recognition. Both committeemen we saw in action before and after the show, but in addition, they each did a tremendous amount of work 'behind the scenes'.

JERE GREIDER #17 covered all aspects of publicity -on the national and local levels through the media, through other clubs and in a one-to-one advertising campaign.He was a work-horse on any job he saw that had to be done. And he was the member who first approached me about a show. He convinced me we could have a show and a successful one!

HAROLD MOYER #63 has toted the easels faithfully to each meeting from across the County. The convenience of the monthly easels,I think, had a big effect on member participation (and practice) which, in turn made exhibiting at their first show an easier decision.In addition,he spent countless hours rebuilding all of the easels as well as toiling alone on the fine roadway directional signs.

These gentlemen (and they are real gentlemen), I applaud personally, and again on behalf of a grateful Lancaster County Postcard Club.

Jim Ward.

FUTURE SHOWS

Sep. 5-12	BRIMFIELD,MA.	Free adm.	Sep. 19	LITCHFIELD,CT.	$1.adm.
Sep. 11	TOWSON,MD.	Free adm.	Sep.24-25	CHERRY HILL,NJ	$1.adm.
Sep.17-18	MT.LAUREL,NJ.	Free adm.	Sep.24-25	KEYSTONE STAMP,YORK,PA.	?adm.
Sep.17-18	COLUMBUS,OH.	$1.50 2 days	Oct. 3	WINDGAP,PA.	$1. adm.

1994 LCPC CALENDARS DEBUT AT EXPO

3rd Edition Has Full Color Cover

Long and Ward Enterpises made the opening day deadline of our Club's first Expo with their third edition of local postcard scenes in calendar form. The addition of a full-color cover,neat saddle-stitched binding and a full page of LCPC's own postcards was enthusiastically received.

The 1994 Calendar has 62 nice postcards (a few holidays added for variety) and will sell for $6 to cover the cost of the colored covers.A very limited supply of 1993 and 1992 editions are still available for $5.Add $1 postage for up to 3 calendars.

There are never duplications of postcard views, so the older editions still provide plenty of enjoyment!

SWING STARS and BIG BANDS

In one respect,this is a local PC story, since RCA was a major employer in Lancaster from 1942 when it manufactured specialized tubes for the Navy. The Lancaster Plant later was credited as the birthplace of television picture tubes and TV camera tubes, both b/w and color.

Two lots in our past club auctions have been **Dick Lightner Band** postcards, a b/w photo type and a nice ad postal card.

This brought memories of the 'big band era' to several members.**Gerald Hostetter #6** remembered a set of 16 full-color postcards he bought soon after his WWII discharge in 1946.

The wrapper(illustrated) promotes Victor and Bluebird Records made by RCA which published the set printed by **Curt Teich.**

Well executed full-color paintings have a signature which appears to be Albert Fisher.The PCs are 5½" high but only a narrow 3 5/16" wide.

Each has an excellent resume of the personality on the address side often the birthplace and musical experience as well as where he or she is presently employed (1945/46?). The latest date mentioned was with reference to Duke Ellington.

These"Big Band"cards have divided backs, of course, but **Charles Griffiths #4** describes them as "having a coating (which can chip easily)rather than the usual chromes".

You **don't** have to be 'over 40' to recognize some of these names (but it helps).

Duke Ellington

VICTOR'S CELEBRATED JAZZ COMPOSER-PIANIST

Lena Horne

VICTOR'S SOPHISTICATED AND SULTRY SONGSTER

DUKE ELLINGTON . . . brilliant jazz composer, pianist, bandleader . . . won countless awards for composition, both national and international . . . acclaimed by Stokowski for his creative ability . . . a great band made up of great musicians . . . ranked tops as swing band in Down Beat's 1944 poll . . . his superb rhythm always available on Victor records.

RADIO CORPORATION OF AMERICA
RCA Victor Division, Camden, N. J.

The "Big Band" postcards have a bright yellow border along the lower edge with the RCA Victor "his master's voice" trademark, the star's name and Victor's own description.

POST CARD

STAMP HERE

The King Sisters

VICTOR'S CAPTIVATING HARMONY QUARTET

Sammy Kaye

VICTOR'S NOTED "SWING AND SWAY" MAN

Spike Jones

VICTOR'S ZANY KING OF CORN

Freddy Martin

VICTOR'S SMOOTH, CONCERTO-SWINGING BANDLEADER

PRINTED IN U.S.A.

Our THANKS to **Gerald Hostetter** whose 'other collection' is over 1500 Big Band songs on 33rpm records. He's been collecting these since 1949!

On the clasp side of the wrapper:

"'VICTOR.' THE REPRESENTATION OF A DOG LISTENING TO A PHONOGRAPH, THE PHRASE 'HIS MASTER'S VOICE,' THE WORDS 'RED SEAL' AND THE WORD 'BLUEBIRD,' WITH THE PICTORIAL REPRESENTATION OF A FLYING BIRD ARE REGISTERED IN THE UNITED STATES PATENT OFFICE AS TRADE-MARKS OF THE RADIO CORPORATION OF AMERICA."

Glenn Miller

VICTOR'S TOP-RANKING ARRANGER-MUSICIAN

Dinah Shore

VICTOR'S SWEETHEART OF SONG

Hal McIntyre

VICTOR'S TERRIFIC YOUNG BANDLEADER

Artie Shaw

VICTOR'S FAMOUS CLARINETIST-MAESTRO

"Fats" Waller

VICTOR'S EVER-POPULAR PIANO HUMORIST

Vaughn Monroe

VICTOR'S HANDSOME SINGING MAESTRO

David Rose

VICTOR'S POPULAR COMPOSER-CONDUCTOR

Charlie Spivak

VICTOR'S BRILLIANT TRUMPET-PLAYING BATONER

A GAME BY ANY OTHER NAME...

Our three postcards show **roque** courts in St.Petersburg, FL. in the 1920's.Doesn't it look familiar? **Croquet** you say! Read on.

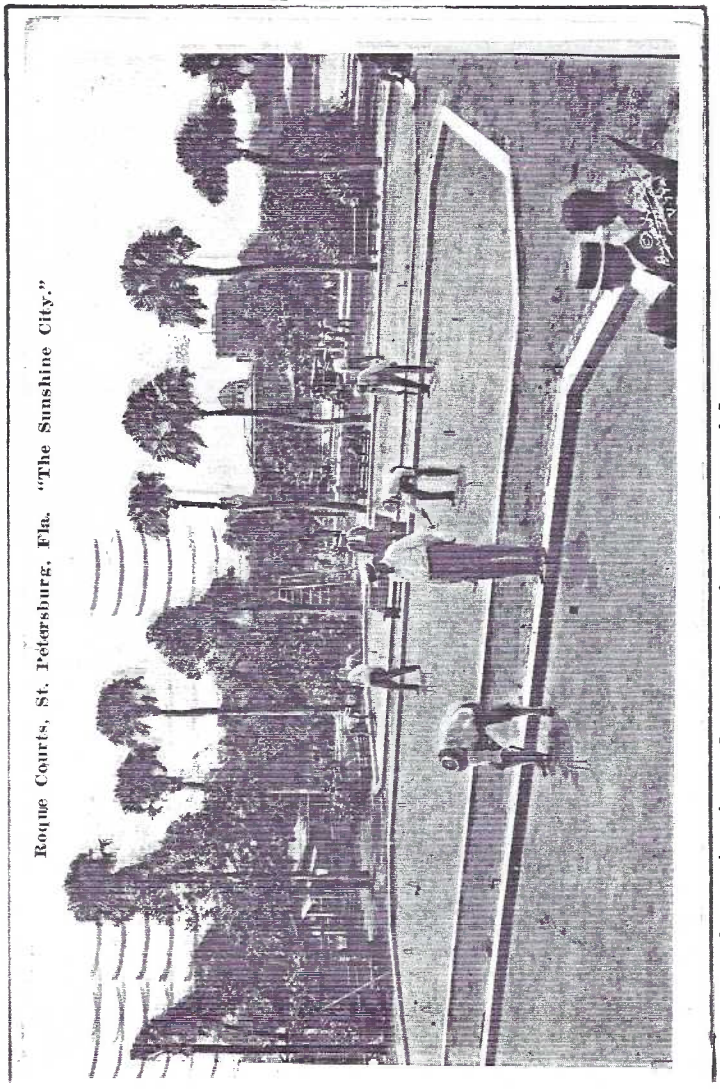
The French played a game 700 years ago called **paille-maille**,adopted in England as **pall-mall**. The Scots used similar mallets and hard wooden balls but added a complicated series of hoops through which to drive the balls, ergo **croquet**!

By 1870 croquet was a popular lawn game throughout the USA. Organized croquet was first sponsored by the Natl.Croquet Assn.in 1882.At a tournament in NYC in 1889 the letters **c** and **t** were dropped (to ease spelling?) making the name **roque**. **Roque** courts and play differ markedly from Great Britain's and our lawn croquet in having clay surface and solid boundary walls.

Member #78 **Bud Heim** remembers a **roquet** court in Columbia at 8th and Locust and another on Purples Lane just west of what is now the High School entrance.Both were used in the late 1940's and early 1950's

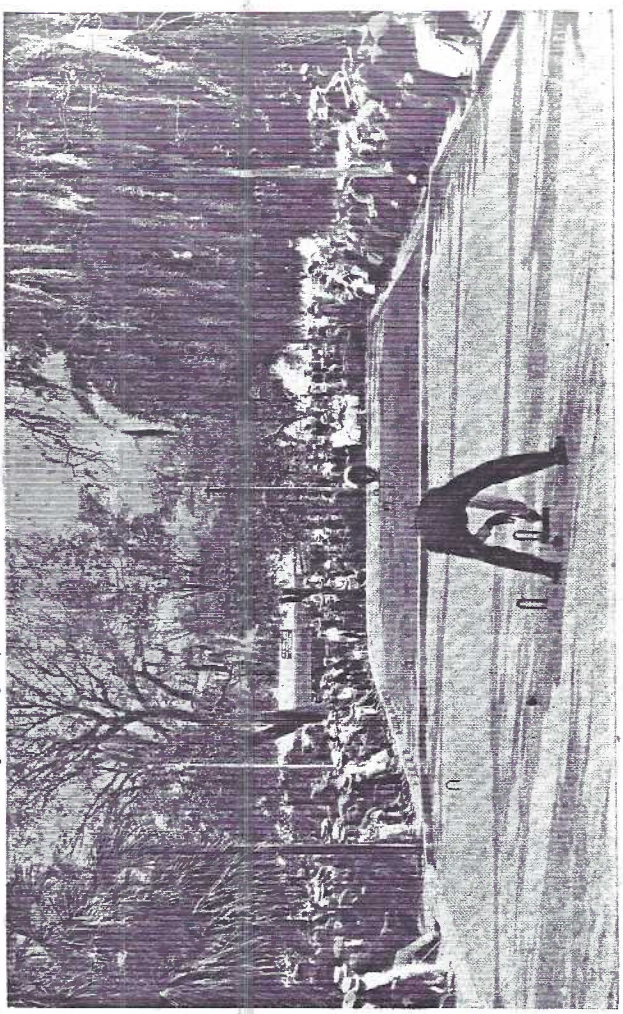
John Long member #8 also remembers **roquet courts** in Lancaster in the neighborhood of Burrows Ave. and Franklin Streets.

Do any other members recall **roque courts** in their neighborhoods?When were they used? Are any still in use? Let us know!

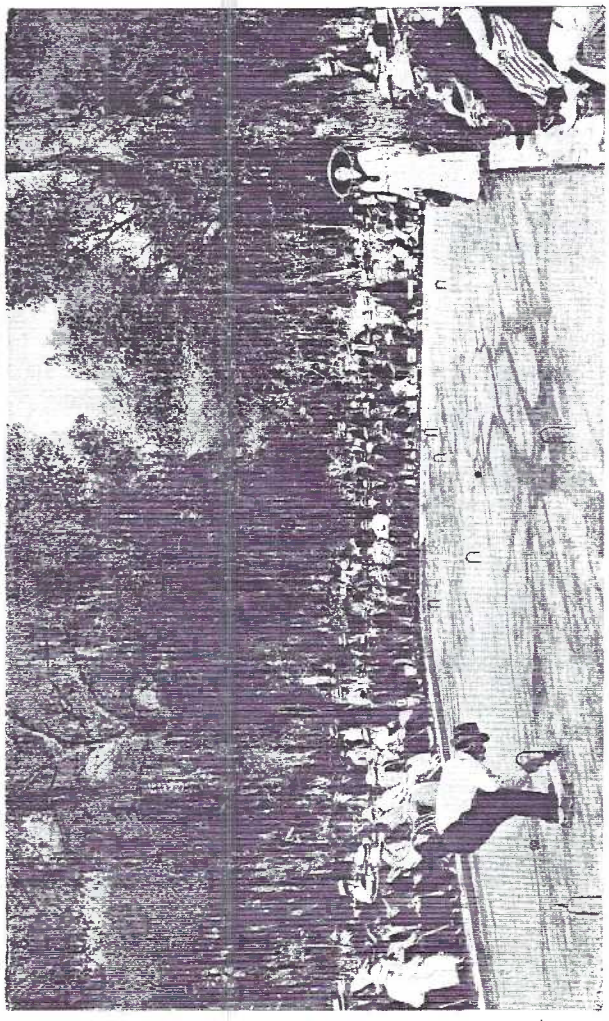


Roque Courts, St. Petersburg, Fla. "The Sunshine City."

Metrocraft printing for J.Heath & Son,publ. Cancelled 12/13/1926.



Roque Players, Williams Park, St. Petersburg, Fla.—96



Tourist Playground in City Park, St. Petersburg, Fla. (Showing one of many such courts.)

Div/back #20102 by E.C.Kropp for A.B.Archibald, local publisher. Another divided back, white border PC by E.C.Kropp Co. - #27751N.