

# THE CARD – Vol. 36, No. 1, Issue 406, January 2025

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

*Enjoying postcards through education and entertainment.*

**Next Meeting:** January 20, 2025 Farm & Home Center, Buy, Sell & Trade from **2:00 PM, Meeting – 3:30 PM**

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<http://www.lcpc-stamps.org/newsletter-archive/the-card/>

## DECEMBER HOLIDAY PARTY

Members and guests gathered at the Park City Diner on December 16<sup>th</sup> at 12:30 for our annual holiday party. It was a nice time of fellowship, laughter and good food.

## PRESIDENT'S COLUMN

Happy New Year!!

I hope your holiday season was filled with all good things. We are starting 2025 off with our daylight meeting. Looking at our program calendar there are still some empty spots unless I forgot to add a speaker. We have a "Members Market" in February. We can add another if the membership would like that.

Let's hope for blue skies on the 20<sup>th</sup>. If the Lancaster School District is closed because of snow we will NOT meet. Check our Facebook page or call me if you are uncertain about the weather (717-371-7846).

Susan

## OFFICERS & BOARD for 2025

President – Susan Glass

Vice President – Pam Tronsor

Secretary – Jean Schopf

Treasurer – Barabra Mowrer

Board of Directors – Robert Kramer, Annetta Buettner, Gisela Withers, Anthony Iezzi

Membership Chairman – Richard Pendergrast

Newsletter Editor – Susan Glass

## FUTURE SHOWS 2024

**February 8** - Chesapeake Postcard Fair, Havre de Grace Community Center, 1 Lagaret Lane, Havre de Grace, MD Sat. 9-4, Admission \$3.00

**March 28-29** – 48<sup>th</sup> Annual Postcard Show, Morlatton Post Card Club Inc., Farm & Home Center, Lancaster, PA, Fri. – 10-6, Sat. - 10-4, Admission \$3.00 (2.00 with card)

**April 26-27** – Allentown Spring Paper Show, Allentown Fairgrounds, Allentown, PA, Sat. 9-5, Sun 9-3, Admission \$10 (with ad \$9.00)



## JANUARY PROGRAM

Member participation night – please bring a favorite **BIRD postcard** to the meeting. We will use the projector to show it and we will take turns telling other members why that bird is your favorite. If your favorite bird is NOT a chicken you can enter it in the postcard competition.

## 2025 PROGRAMS

**January:** Member participation – Favorite Bird & Why

**February:** Members Market

**March:** Don Wert

**April:**

**May:** Jim Ward

**June:**

**July:** Picnic

**August:** Expo

**September:**

**October:**

**November:**

**December** – Holiday Party



## 2025 POSTCARD COMPETITION SUBJECTS

**January:** Birds (no chickens)

**February:** Couples

**March:** Waterfalls

**April:** Easter Peeps

**May:** Springtime on the Farm

**June:** Humor, People/Animals

**July:** Fireworks

**August:** Expo

**September:** Toys with Wheels

**October:** Advertising

**November:** Rivers



Happy New Year from the little men from the Netherlands and from the Norwegian mailman keeping his deliveries dry with an umbrella.



## Hinds Honey and Almond Cream

By Brian Frankhouser

Hinds' Honey & Almond Cream was first concocted by Aurelius Stone Hinds in the 1870's. Some sources reported that the lotion contained no honey and no almonds! Actually, when the product was chemically analyzed by the AMA in 1907, they found that it was mostly alcohol, glycerin, and beeswax, but there was some oil of bitter almond.

Hinds was born and raised in Maine, and purchased a drug store in Portland in 1870. By the early 1880's, he was marketing his famous cream outside of Portland, and moved into larger quarters twice during the decade. The postcards shown were published in 1904; about the same time that a new factory was built in Portland. After the passage of the 1906 Food and Drug Act, the cream was described more as a moisturizer than a product with medicinal qualities. It was also promoted as an aftershave lotion for men. The years of continued success required the A. S. Hinds Company to build a larger factory in 1920.

In 1925, A. S. Hinds Company was purchased by Lehn & Fink, Inc., makers of Lysol, and the merged operations were moved to New Jersey. Sales of Hinds Honey & Almond Cream started to decline at the beginning of the Great Depression due to increased competition. Lehn & Fink made various revisions to the formula during the 1930's, and changed the product name to "Hinds Honey and Almond Fragrance Cream" in 1941. The lotion was last manufactured in 1966 when Lehn & Fink Products was purchased by Sterling Drug, Inc.

The local connection that is printed on several of the profiled postcards is "Inland Chemical Co., Lititz, Pa." This business was synonymous with one man... Dr. James C. Brobst. Hinds and Brobst had many things in common, including their livelihood, aspirations, and they were even born the same year (1844)! Brobst was educated to be a physician, and moved to Lititz in the 1870's. Soon after, he opened the Inland Chemical Company. The business wholesaled a product line that ranged from sulfuric acid to cough syrup. Some of his specialties that were shipped nationally were Tea-berry Elixir, Pain Cure Oil, and Lecto-peptic Acid. Brobst's opened a drug store that was renamed the Inland Chemical Company Store.

An interesting advertisement from the June 27, 1902 edition of the Lititz Express reads "...To remove tan, take a bottle of Hind's Almond Honey Cream along. It is very soothing to the face after being exposed to the sun, 25 cents per bottle. For sale by the Inland Chemical Co.'s store, Lititz." The store was sold to L. N. Moyer in 1906. Brobst dedicated most of his energies for the remainder of his life to the Audubon Villa Sanitarium, which he established in 1895 on Broad Street in Lititz.

**AUTOMOBILING**  
Sun, rain, wind and dust have no terrors for the lady who uses  
**HINDS' HONEY & ALMOND CREAM**

Copyright, 1904, A. S. HINDS, PORTLAND, MAINE.

**DRESSING**  
Of all the dainty fixtures of my lady's dressing table, no priceless importation equals  
**HINDS' HONEY & ALMOND CREAM**

Copyright, 1904, A. S. HINDS, PORTLAND, MAINE.

**FOOTBALL**  
Exposure to November's chilly winds brings chapped hands and roughered skin unless prevented by  
**HINDS' HONEY & ALMOND CREAM**

**INLAND CHEMICAL CO.,**  
LITITZ, PA.

Copyright, 1904, A. S. HINDS, PORTLAND, MAINE.

Photo #1:

Targeting a very small market with this advertising scene. In 1904, there was only one car for every 1,500 people in America!

Photo #2:

"Of all the dainty fixtures of my lady's dressing table, no priceless importation equals Hinds' Honey & Almond Cream". Spoken from a man's point of view!

Photo #3:

There was no clear national championship football team in 1904. NCAA chose three teams, including University of Pennsylvania.



**GOLF**  
There is nothing to fear from the glorious sun and air of the links if one uses  
**HINDS' HONEY & ALMOND CREAM**  
**INLAND CHEMICAL CO.,**  
**LITITZ, PA.**

Copyright, 1904, **A. S. HINDS,** PORTLAND MAINE.



**TENNIS**  
No other game gives so much of sport as well as grace, color and freshness if one is protected by  
**HINDS' HONEY & ALMOND CREAM**

Copyright, 1904, **A. S. HINDS,** PORTLAND, MAINE.



**WINTER**  
The tingling freshness of the winter air stimulates to activity and health and no skin need suffer if one uses  
**HINDS' HONEY & ALMOND CREAM**  
**INLAND CHEMICAL CO.,**  
**LITITZ, PA.**

Copyright, 1904, **A. S. HINDS,** PORTLAND, MAINE.

**Photo #4:**

The formality of the dress and hemline was very different in 1904 than today's standards.

**Photo #5:**

Another active scene. These postcards were printed on heavier cardboard than normally used at the time.

**Photo #6:**

Look closely at the borders of each postcard in this set. The design ties in with the topic. This one shows a pair of ice skates on the lower right side.