

# THE CARD – Vol. 36, No. 8, Issue 413, August 2025

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

*Enjoying postcards through education and entertainment.*

**No Meeting. Attend the Expo – August 16, 2024**

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

## JULY PICNIC

An enjoyable afternoon was spent by those attending the picnic. Bob Dissinger brought several postcard albums along to share with the group. No one went home hungry.

## PRESIDENT'S MESSAGE

I hope you have been enjoying the summer so far this year. Hasn't the weather been challenging? This newsletter is a little late this month because I was in Saint Maarten enjoying wonderful weather while at home there was high temperatures and rain. After that relaxing time I almost forgot about "The Card".

The Expo is this Saturday, August 16<sup>th</sup>. I hope you will stop by and check out the many opportunities to search for that special card that you want. As you know, this is our major fundraiser. A good turnout helps to have returning dealers and you never know what you may find.

Dick Pendergrast has decided it's time to retire as Membership Chair so he has resigned. **THANK YOU DICK!!!**

I am hoping that a member of our club will be willing to step into the role. We will talk about that in September.

Looking forward to September I can't remember if someone told me that they would do a program. If you did please let me know. See you Saturday!

Susan



## JULY POSTCARD COMPETITION

There were 3 entries in the competition – Fireworks.

**First:** Betty Beck "July 4th"

**Second:** Susan Glass "4<sup>th</sup> of July"

**Third:** Bob Dissinger "Disney World Fireworks"

## EXPO – SATURDAY, AUGUST 16, 2025

The following members have volunteered to sell tickets and sit at the club table.

**8:45-11:00**

Bob Kramer

Barabra Mowrer

**11:00-1:00**

Pam Tronsor

Susan Glass

**1:00-3:00**

Donna Bashaw

Renate Sachse

**3:00-5:00**

Susan Glass

Annette Buettner



**31st Annual Postcard Expo**  
**Sponsored by the**  
**Lancaster County Postcard Club**

**Farm & Home Center**  
**1383 Arcadia Road, Lancaster, PA**

**Membership Information:**  
Dick Pendergast 717-464-5199

**Expo Information:**  
Gordon Smith 717-873-0746  
gss1smith@msn.com

Ample parking  
Food available for purchase

**Admission:** \$3.00 per person  
(\$1.00 off with this card or ad)

## 2025 PROGRAMS

**September:**

**October:** Kerry Mohn

**November:** Pam Tronsor

**December:** Holiday Party

## FUTURE SHOWS

**September 13-14:** Garden State Post Card Club's 65th Annual Show, PAL Center, 33 Baldwin Road, Parsippany, NJ. Hours Sat 10-6, Sun 10-4, Admission \$4.00

**October 4-5:** Allentown Fall Antique Advertising, Books and Comic Books, Post Cards, Photography and Paper Show, Agricultural Hall, 1929 Chew Street, Allentown, PA. Hours Sat 9-5, Sun 9-3, Admission \$10.

**November 21-22:** York International Photo & Postcard Expo, Pennsylvania Fairgrounds, 334 Carlisle Avenue, York, PA 17404, Friday 9:00 am - 6:00 pm, Saturday 9 am – TBA, Admission \$5

## SHEETZ CANDY STORE

By Brian Frankhouser

Born in Somerset County in 1848, Elias Sheetz moved to Lancaster as a young man to ply his trade as a confectioner. He and his wife, Jenny, worked many long hours building the business during the 1870s. Their first store was located in Stevens House row along South Prince Street. After closing the store in the evening, they would occasionally dine at a local restaurant with another young entrepreneur... Frank W. Woolworth. By 1883, the primary location for the candy store was on North Queen Street, where it would remain as a landmark for decades.

During his early years in Lancaster, Elie Sheetz had an innovative idea to make a candy-coated popcorn treat. The syrup he concocted crystalized one night before he was able to coat the popcorn. Customers loved it anyway! And that's how the Martha Washington brand of candy was born. However, it took him until 1906 to trademark the name "Martha Washington Candies".

In 1900, Elie and Jenny moved to Washington D.C. to open a new candy establishment. His son, Jet, stayed in Lancaster to manage the local store. The Washington business was an immediate success, and they soon opened another retail outlet in Baltimore. By the roaring 20s, there was a chain of 200 "Martha Washington Candies" stores. The only store that retained the Sheetz name was the one located in Lancaster! Elie Sheetz died in 1932. That, along with the impact of the Great Depression, reversed the fortunes of the business. By the 1940s, these special candy treats were limited to a few metropolitan areas. The Washington store finally closed in 1957.

If you've never experienced Martha Washington candy, there's dozens of recipes on the internet. They all include coconut, pecans, and a chocolate coating. Some, that are closer to the original recipe, include cherries. If you're concerned that the recipe makes too much candy, bring any leftovers to the monthly Lancaster County Postcard Club meeting, and I guarantee you'll find plenty of willing helpers to finish off any excess.

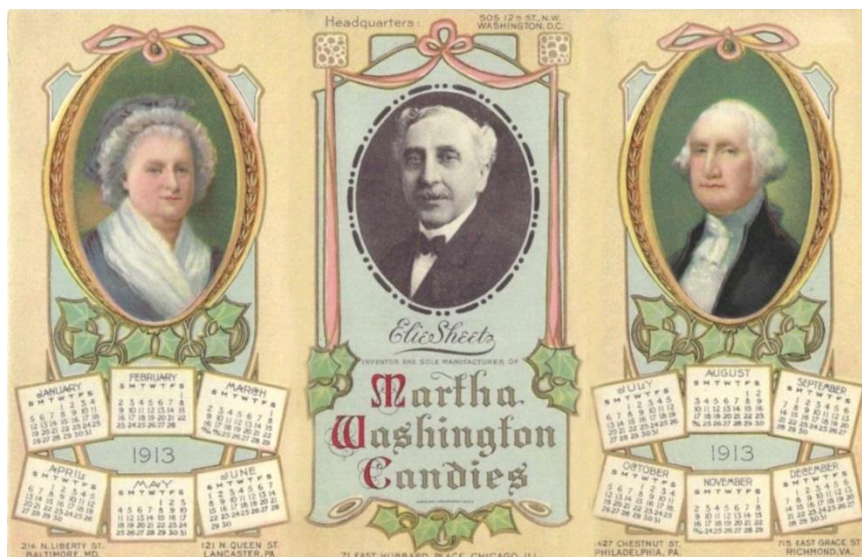


Photo #1:

1913 calendar trade card showing Elie Sheetz surrounded by the Washingtons. This portrait of Sheetz was often seen on advertisements for Martha Washington candies. Sheetz loved publicity, and marketed his products in unique ways. In the early years, while playing a fife, he would attract customers by leading a small band on the streets of Lancaster as his clerks handed out chocolate dipped grapes.



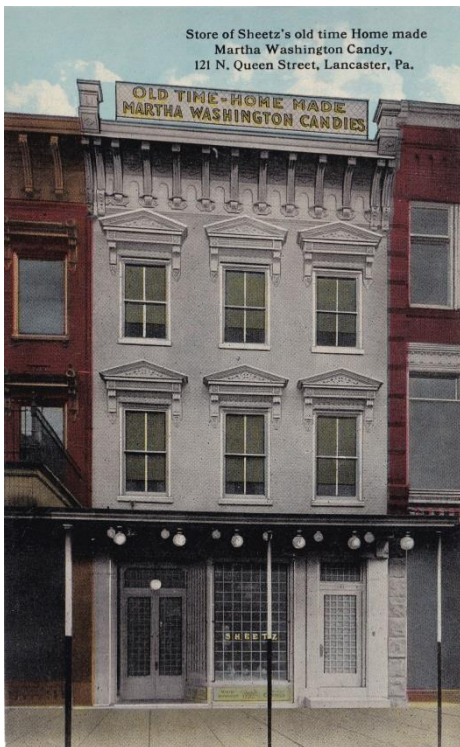


Photo #2:

Color lithographed postcard circa 1915, and published by Leo Meyer of Easton, shows the Sheetz candy store at 121 North Queen Street in Lancaster. Although the Sheetz family sold candy from this location since the early 1880s, they never owned the building. In 1956, the business closed, and all the interior furnishings were sold at sheriff's sale to pay for unpaid rent.

Photo #3:

Another color lithographed postcard published by Leo Meyer. The store interior was well-known for its large colonial mirrors in ornate frames. In the later years, portraits of all the presidents were hung near the ceiling. When the business was liquidated in 1956, all the gilded mirrors (11), that were custom made in Germany, were auctioned off for a grand total of \$10.



Photo #4:

Advertising postcard distributed by the Martha Washington candy store in Dallas, Texas, circa 1940.



**JUNE POSTCARD COMPETITION**  
**"Fireworks"**



**First:** Betty Beck  
"July 4th"



**Second:** Susan Glass  
"4<sup>th</sup> of July"



**Third:** Bob Dissinger  
"Disney World"

**POSTCARD COMPETITION**  
**SUBJECTS**

**August:** Expo  
**September:** Toys with Wheels  
**October:** Advertising  
**November:** Rivers



## POSTCARD COLLECTION FOR SALE



## SELLING MY POSTCARD COLLECTION

Approximately 40,000 to 50,000 cards

Many different topics collected over 70 years

Accepting any reasonable offer for all

**R. PENDERGRAST**

**Tel 717-464-5199**