

THE CARD – Vol. 36, No. 9, Issue 414, September 2025

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

Enjoying postcards through education and entertainment.

Next Meeting: September 15, 2025 Farm & Home Center, Buy, Sell & Trade from 5:30 PM, Meeting – 7 PM

Like us on Facebook – www.facebook.com/LCPClub.

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

EXPO

Thank you to everyone who helped with our EXPO, especially Gordon who contacted dealers, planned the room layout and was there very, very early to get things started.

Dealers:

Jere Greider
Gordon S. Smith
Leighton Stover
Dede Shaeffer
Delores Rowe
Adam Ringler
Jim Tigner

Aaron Heckler
Kenneth Leininger
Morgan Hassenmayer
Tom Hassenmayer
Kay Feight
Robert Dissinger
Alison Renner

Tom & Carolyn Gordon
Gary & Peggy Spengler
Dan & Peg Drawbaugh

Thank
You!



PRESIDENT'S MESSAGE

Even though it's getting cooler, it is still summer till September 22. I hope everyone is ready to come back to the Farm & Home Center for our next meeting. This is the last evening meeting for the year. We will be moving to the afternoon in October. Have an idea for things to do in 2026. See you next week.

Susan



SEPTEMBER PROGRAM

This month we will again hold a Member's Market. Any member of the club may set up and sell postcards, books, local historical items, and paper ephemera. Have fun browsing through postcards. There will be a brief business meeting as well as the monthly card competition.

2025 PROGRAMS

September: Member Market

October: Kerry Mohn

November: Pam Tronsor

December – Holiday Party

2025 POSTCARD COMPETITION SUBJECTS

September: Toys with Wheels

October: Advertising

November: Rivers

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

November 28-29: Lancaster Fall Postcard Show, Farm & Home Center, 1381 Arcadia Road, Lancaster, PA, Friday 10-5, Saturday 10-3, Admission \$2.50.

2025 MEETING DATES & TIMES

April 21 - 7 PM	August - EXPO
May 19 - 7 PM	September 15 - 7 PM
June 16 - 7 PM	October 20 - 3:30 PM
July TBD Picnic	November 17 - 3:30 PM

Busy Person's Correspondence Cards

By Brian Frankhouser

My wife is a very efficient and resourceful person. When we go on vacation, she preprints labels for everyone who receives a written postcard from us. We sometimes applaud ourselves for devising such a time saving method until we remember what King Solomon said, "there's nothing new under the sun". Postcard writing shortcuts have been used for well over 100 years.

The first versions of mass-produced busy persons correspondence cards were introduced in the early 20th century during the undivided back era (1901-1907). They were called "Australian Ballot Post Cards". The name is synonymous with "secret ballot" because Australia was the first country to use this type of voting system in 1856. At the turn of the century, many regions in America were in the process of converting to secret ballots instead of the old methods (voice votes, party tickets, etc.), and these postcards looked remarkably similar to secret ballots in use at that time! Just check the boxes that correspond to your choices.

During the divided back era (1907-1915), some of these cards were called "Travelers' Ballot Post Cards". They continued to look rather plain with lots of choices and boxes to check.

The names "Time Savers – Easy Correspondence Card" and "Busy Person's Correspondence Card" were introduced during the white border era (1915-1930). The postcards started to look more interesting as scenes or comics were added to the front of the postcard.

The popularity of the "Busy Person's" postcards took off during the linen era (1930-1945), and many of the postcards were more specialized. Some of the labels seen include "Busy Collegiate", "Busy Soldier's", "Busy Aviator's", "Cowboy Busy Person's", and even "Dizzy Correspondence Card".

During the modern postcard era, the "busy person's" cards no longer have a standard design, but seem to come in any form you can imagine. This postcard topic offers plenty of variety, and can usually be found in the dealers' stock of common cards.

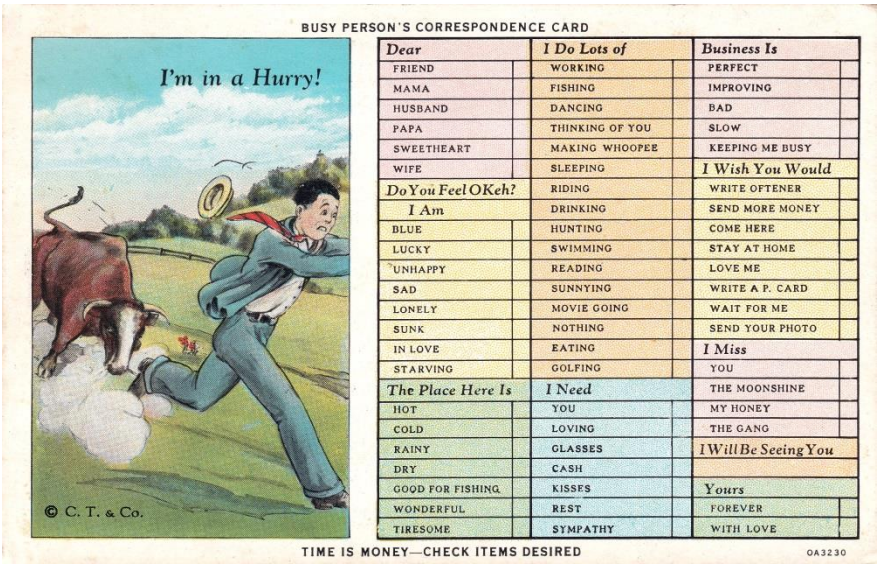
AUSTRALIAN BALLOT POST CARD		Date _____
The Items Marked With An X Express My Sentiments And Tell The News		
Arrived Safely	Going to Church regular	Write all the News
Weather Fine	Prefer Diamonds not too large	Don't worry about me
Abominable Weather	Business Good	Think 'me once in a while
Good Hotel Here	Prospects very Bright	Remember me to the Gang
This Hotel on the Bum	Business is _____	Will be home soon
Feeling all to the Good	You Need not ask Papa ask me	Wait for me
Feeling Blue	Don't keep me out after Ten	Here's Looking
This is a Nice Town	Received your letter Dear	A Kiss for you
Slowest Town on Earth	No word from you here	Wish you were with me
On the Water Wagon still	Hope to hear from you soon	Stop Your Kidding
<u>Yours To A Cinder</u>		

Photo #1:
Early, undivided back
"Australian Ballot Post Card"
published by Douglass Post-
Card Company of
Philadelphia, Pa. An
interesting item to check is
"On the Water Wagon still".



Photo #2:
“Here’s where you get that X I promised you” is an unusual busy person’s card that was published and copyrighted by W. S. Heal in 1908. Cancelled postmark is “Grand Central Sta. NY”, and one of the items to check is “This is a jay town”.

Photo #3:
Shown is a typical white border busy person’s correspondence card, published by Curt Teich & Co., Inc. of Chicago, Illinois



TIME IS MONEY—CHECK ITEMS DESIRED

0A3230



Photo #4:
This 1932 Curt Teich postcard expanded the definition of “busy person’s correspondence card” to include those with only one item to choose! Note that the wholesale price of these cards was barely half a cent each (and that cost included a display rack).

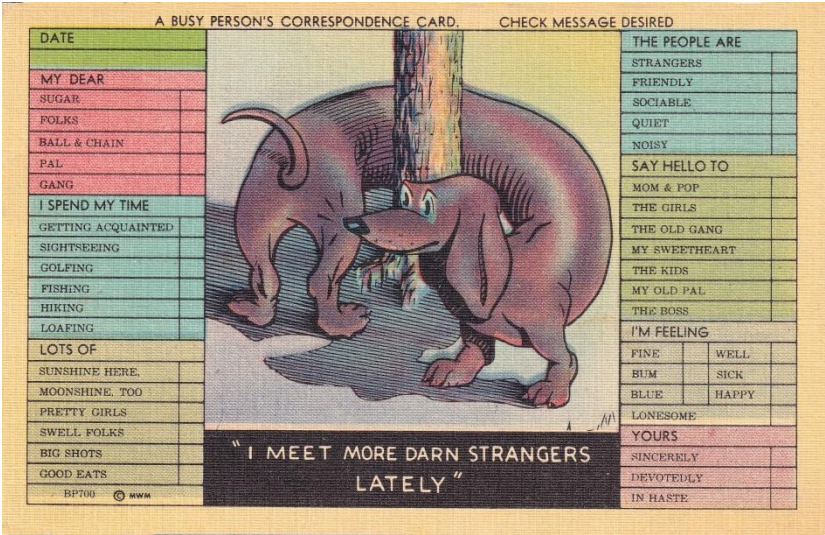


Photo #5:
This "Busy Writer's Post Card" was published by NYCE Mfg. Co. from Vernfield, Pa. Although printed in the 1930s, the card is a throwback to earlier times. The reverse is labeled "No. 331 Australian Ballot Correspondence Card".

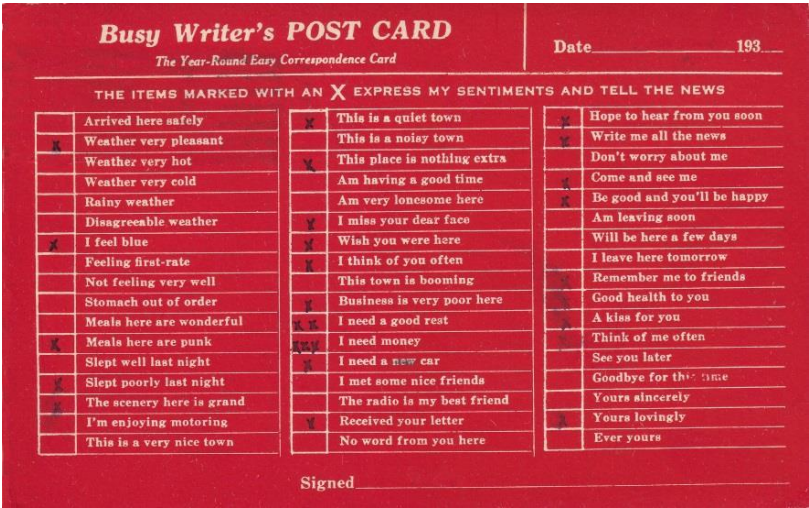


Photo #6:
This WWII era linen postcard was published by MWM of Aurora, Mo. They described their printing process as "Color-Litho Bursheen Finished".

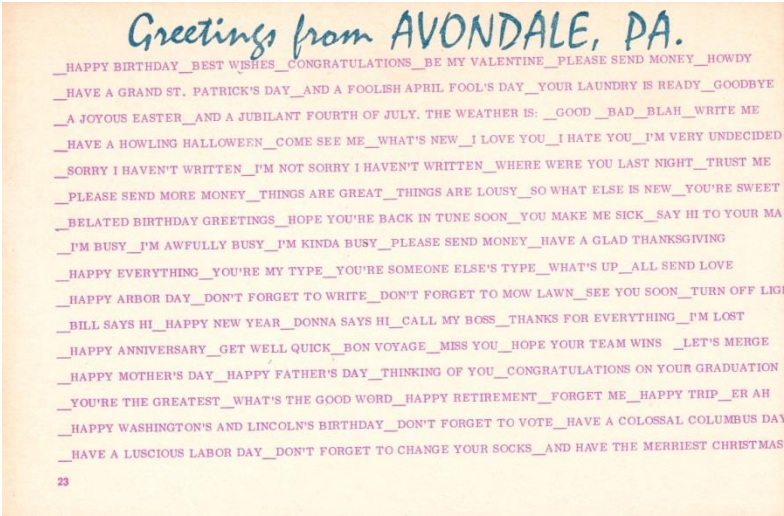


Photo #7:
A modern busy person's card published by Village Prints of Baldwinsville, NY. Printed on the reverse is "One of a series of serious cards done by a serious publisher in serious trouble."

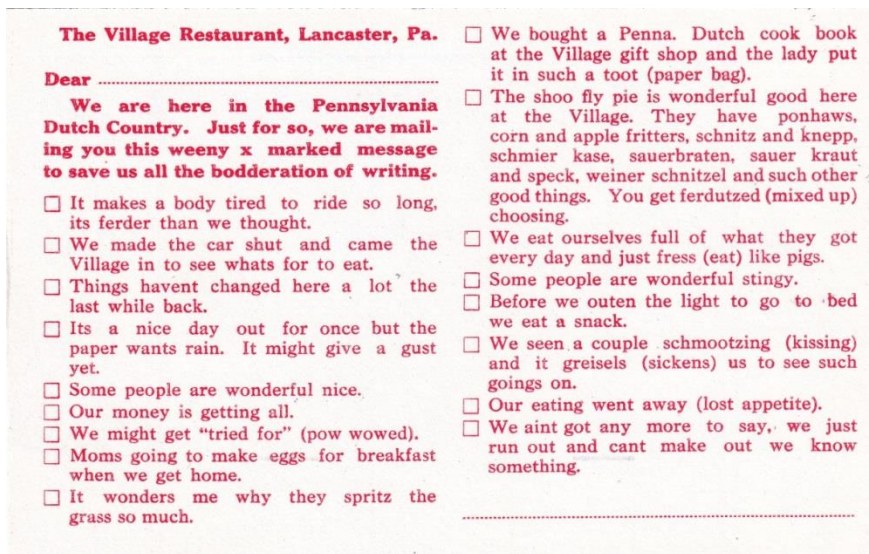


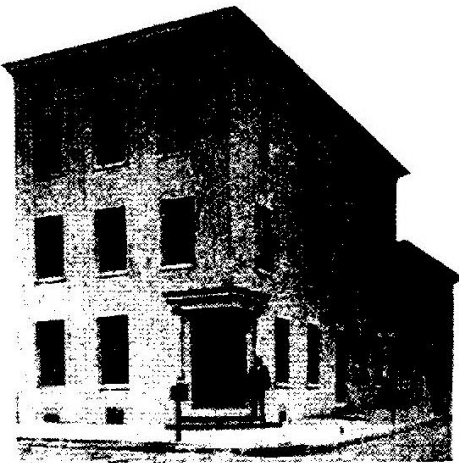
Photo #8:

The Village Restaurant, that was located at 28 E. Chestnut St. in Lancaster, distributed a Pennsylvania Dutch busy person's card ca. 1956. One of the items to check was "We eat ourselves full of what they got every day and just fress (eat) like pigs."

EXPO 2025



HAVE YOU SEEN THIS BUILDING?



John Thompson

Southern Market Hotel

HARRY TODD, Prop.
South Queen & Vine Sts.
LANCASTER, PA.

Hotel accommodations up to date.
Stabling for 100 head of horses.

The site of the former Southern Market Hotel, is within the newest historic district in Lancaster, PA.

When the Lancaster Convention Center/Marriott Hotel was erected behind the façade of the former Watt & Shand building, the facades of several adjacent buildings on South Queen Street were preserved for their historic significance.

Now, the Thaddeus Stevens & Lydia Hamilton Smith Center for History and Democracy is being created in that preserved space.

The leader of this project is LancasterHistory (formerly, the Lancaster County Historical Society).

The organization is eager to find photographs or memorabilia related to the structure pictured here.

The late Jim Ward, Past President of the Lancaster County Postcard Club, shared this postcard in a newsletter in 2001.

Ward indicated that this was the only image he had seen in a lifetime of postcard collecting.

If you know the location of this postcard or similar postcards, please respond to:

Stephanie Townrow - stephanietownrow@lancasterhistory.org