

THE CARD – Vol. 36, No. 10, Issue 415, October 2025

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

Enjoying postcards through education and entertainment.

Next Meeting: October 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/>

SEPTEMBER MEETING

The September meeting of the Lancaster County Postcard Club was held on the 15th with 24 people attending. The business meeting led by Susan Glass followed a Member's Mart.

In the absence of the Treasurer, Susan reported a balance of \$2,214.57. This amount is down from the same time last year. Susan reported of a United Nations postcard that was mailed June 17, 1953 had been delivered after 72 years. The membership committee currently consists of Barbara Mowrer and Susan Glass.

Gordon Smith reported that the Expo was down by 2 dealers. Income of the Expo was \$2178 and expenses totaled \$1310. News from the Card Table reports that the competition board is missing. A search is on.

Dick Pendergast is selling his collection of 40,000 to 50,000 postcards. The 50/50 drawing of \$11 was won by Jim Feight. Door prizes were won by Ruth and Brian Frankhouser.

Next month's meeting, October 20 at 3:30PM will include a presentation by Kerry Mohn of Mohnton & Shillington in Berks County.

Respectfully submitted, Jeanne Schopf, Secretary

PRESIDENT'S MESSAGE

Happy October! These lower temperatures tell us that fall is really here.

Don't forget – we are moving into our winter schedule.

The meeting begins at 3:30 PM!

Susan

SEPTEMBER POSTCARD COMPETITION

Four (4) members participated in the postcard competition of "Toys with Wheels".

First: Gordon Smith – A Kid on Toy Horse

Second: Aaron Heckler – Angel with Deer in Wagon

Third: Leighton Stover – Kid with Toy Wagon

Honorable Mention: Chris Brown

OCTOBER PROGRAM

The program for the afternoon will be "Mohnton and Shillington in Berks County" presented by club member Kerry Mohn. Mohnton and Shillington are located in southwest Berks County about two miles apart with Cumru Township in between. Kerry grew up and went to school in this area of Berks. His name sake ancestors settled in Cumru (now Spring) Township in 1737 then part of Lancaster County until 1752. This was his earliest area of interest when he began to collect postcards. The program features all real photo postcards, although printed views were published over the years.



2025 PROGRAMS

November: Pam Tronsor

December – Holiday Party

2025 POSTCARD COMPETITION SUBJECTS

October: Advertising

November: Rivers



The Lincoln PA, Postcard Set

By Brian Frankhouser

In the early years, the village was called “New Ephrata”, but the name was not approved when they applied for a post office in the 19th century. By the time the 1864 Lancaster County Atlas was published, “Lincoln P. O.” was added to the town’s identification. When Martin B. Hacker began managing his father’s store at the beginning of the 20th century, the name “Lincoln” was the generally accepted name.

During the early part of the golden age of postcards, Hacker’s general store sold real photo postcards of local views, including street scenes and the two churches in town. At the time, wholesale costs for real photos were significantly higher than lithographed views. About 1915, M. B. Hacker contacted the Express Printing Company in Lititz to print a set of five local views, hoping to save money. Hacker’s price per postcard was considerably less, but something happened that he didn’t foresee. A short time later (1917), the postal rate doubled for postcards. The golden age was over and most of Hacker’s inventory of postcards were left unsold!

In 1968, the post office in Lincoln was closed. The town is now serviced by the Ephrata post office and slowly losing its former identity. It’s now on the path to travel (almost) full circle, from “New Ephrata” to “Ephrata”.

Following is a complete description of the five-card set published by Martin B. Hacker about 1915.



Photo #1:
Northern End of Main Street,
looking west from the
intersection of Charles
Street. This view is easily
recognized today because
most of the houses shown
are still standing!

Photo #2:
Southern End of Main Street,
looking west from the intersection
of Apple Street and Hummer Road.
This view is unrecognizable today
because by 1967 the prominent
houses shown were razed and
replaced by a bank building.



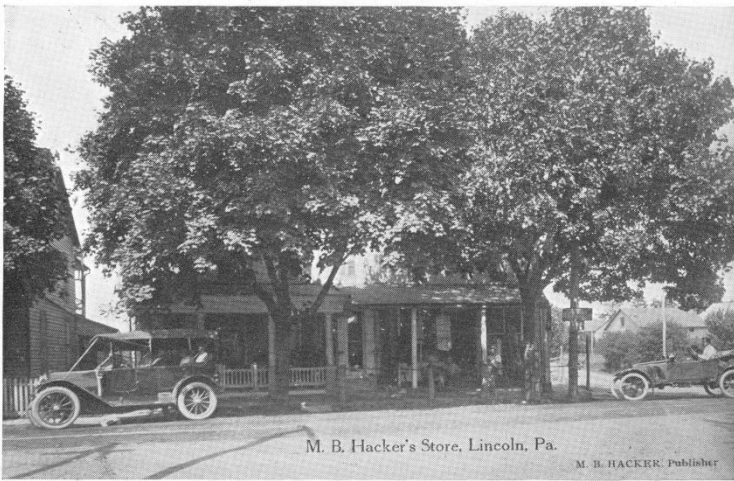


Photo #3:

M. B. Hacker's store was located on the northwest corner of Charles Street and West Main Street. The automobiles shown appear to be an E-M-F touring car on the left, and an early Saxon runabout on the right.

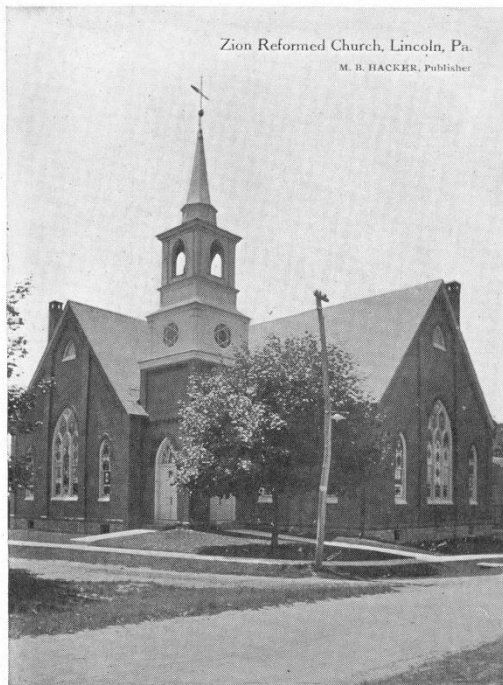


Photo #5:

The Zion Reformed Church first worshipped at the Ephrata Cloister in 1842. They moved to Lincoln in 1849, and later had a shared history with the Salem Lutheran congregation. Shown is the new Reformed church building on Apple Street that was completed in 1902. The building is now occupied by the Nativity Coptic Orthodox Church.

Photo #6:

This set of postcards includes at least two different undivided backs with open stamp boxes, and at least three different divided backs with closed stamp boxes. Also, some blank backs have been seen. This may indicate multiple printings, but, more likely, the Express Printing Company used various preprinted backs during the original printing (there are no variations of the photos or fonts on the front).

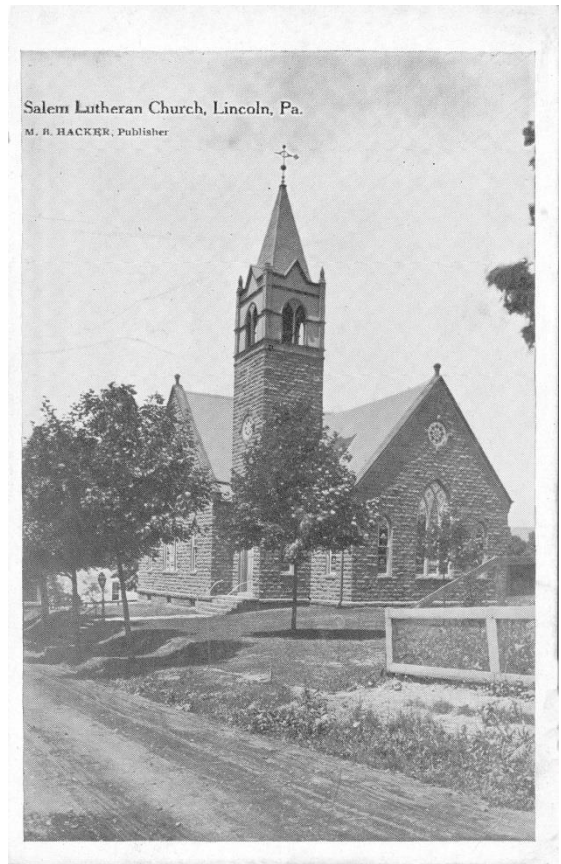


Photo #4:

The Salem Lutheran congregation began in Lincoln's Union Church on Apple Street in 1852. The Lutherans shared the building with the local Reformed congregation. In 1901, the Reformed group purchased the Lutheran's share. Shown is the new church building on Main Street that was completed and dedicated in 1902.



SEPTEMBER POSTCARD COMPETITION
"Toys with Wheels"



First: Gordon Smith "A Kid on
Toy Horse"



Second: Aaron Heckler "Angel
with Deer in Wagon"



Third: Leighton Stover
"Kid with Toy Wagon"

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



FUTURE SHOWS

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.