

THE CARD – Vol. 37, No. 4, Issue 421, July 2026

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

Enjoying postcards through education and entertainment.

Picnic – Sunday, July 19, 2026

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

JUNE MEETING

President Pam Tronsor called the meeting to order at 7:05 p.m. All rose to recite the Pledge of Allegiance. Fourteen (14) members attended.

Reports and Announcements :

- Pam read the minutes of the May meeting. There were no additions or corrections.
- Susan Glass gave the Treasurer's Report.
- Sign-up sheets to volunteer at the August Expo are on the back table.
- Members signed a Get Well card for Barabra Mowrer, who is recuperating from knee surgery.

The July meeting will be a potluck picnic held at the home of Barbara Mowrer Sunday, July 19. Please sign up if you plan to attend and bring a covered dish. The competition subject will be Men/Women at Play.

Door prizes went to Jennifer Heckler (\$3 voucher), Annette Buettner (\$2 voucher) and Gisela Withers (appointment calendar). Dede Schaeffer won \$8 in the 50–50 drawing.

Five (5) members participated in the evening's single card competition on the subject The Wonderful World of Animals (see page 4 for results).

For the evening's program, members were asked to bring a postcard that is meaningful to them and tell the story behind it. The nine members who participated and their cards were: Renate Sachse (The Clown Motel), Aaron Heckler (The Nyce Building, Vernfield PA), Nathaniel Heckler (scenic card taken near Wolfeboro NH), Gisela Withers (A Visit from St. Nicholas), Dede Schaeffer (a Kewpie doll card and a Louis Wain cat card), Don Wertz (a German American postcard), Kerry Mohn (a real photo postcard of a blacksmith barn, circa 1879, in what is now Mohnton), Susan Glass (Oxford Methodist Church, Oxford PA) and Pam Tronsor (a World War I postcard). The meeting was adjourned at 8:30 p.m.

Respectfully submitted,

Gisela S. Withers

JULY PICNIC

Thank you to Barabra Mowrer for inviting us to her home again on **Sunday, July 19** for the annual LCPC Picnic. Rain or Shine we will gather at her home - **4614 Marietta Avenue, Columbia, PA.** Phone 717-684-5331. You are welcomed to arrive any time after 2:00 PM. Bring your favorite cards or albums of postcards to show other members. Please bring a covered dish to share. Barbecue, paper products and beverages will be provided. **The picnic meal will be served at 4:00 PM.**

Directions: Take Route #30 to the #441 exit. Go north on #441 over Chickies Rock to Route #23 (Marietta Pike), then go east to her home. You can also pick up Route #23, Marietta Ave in Lancaster and head west. Continue on until you see the Village of Florinel sign and then look for her home on the left

2026 PROGRAMS

July: Picnic

August: Expo

September: Gisela Withers

October: Kerry Mohn

November: Pam Tronsor

December – Holiday Party



FUTURE SHOWS

August 1: Summer Chesapeake Postcard Fair & Civil War Photography Show, 100 Lagaret Lane, Havre De Grace, MD 21078. Cost \$3

August 15 – 32nd Annual Postcard Expo, Lancaster County Postcard Club, Farm & Home Center, 1381 Arcadia Road, Lancaster, PA, Saturday 9-5 Cost \$3

October 3-4: Allentown Paper Show, Allentown Fairgrounds, Agricultural Hall, 1929 Chew St., Allentown, Saturday 9-5, Sunday 9-3, Cost \$10

November 20-21: York International Photo & Postcard Expo, York Fairgrounds 334 Carlisle Avenue, York, PA, Fri 9 am – 6 pm, Sat. 9 am – 4 York, 17404 Cost - \$5.00

Auburn Post Card Mfg. Co. Local Set

By Brian Frankhouser

During its “golden age”, the most prolific seller of postcards in New Holland was local druggist, William M. Stauffer. He was not only a seller, but also a creator of most of the local views. Stauffer was an exceptional photographer, and developed pictures in his darkroom located in an upper floor of his personal residence (the old mansion located at 147 East Main Street and built by the Diller family in 1830). By 1921, the popularity of postcards was waning, but Stauffer moved forward anyway, to commission his last set of local views. I believe the subjects he chose for this set were those most requested by his many customers. These postcards are fairly scarce, especially if postmarked.

I wrote an article about this set 15 years ago for the local historical society and stated that there are probably six cards in the set, but I was only able to find five. I expected to uncover a view of the silk mill or one of the other New Holland churches. The sixth card never surfaced. For that reason, I’m ready to go out on a limb and record this as a five-card set (there’s no faster way to find a sixth card than to say it doesn’t exist).



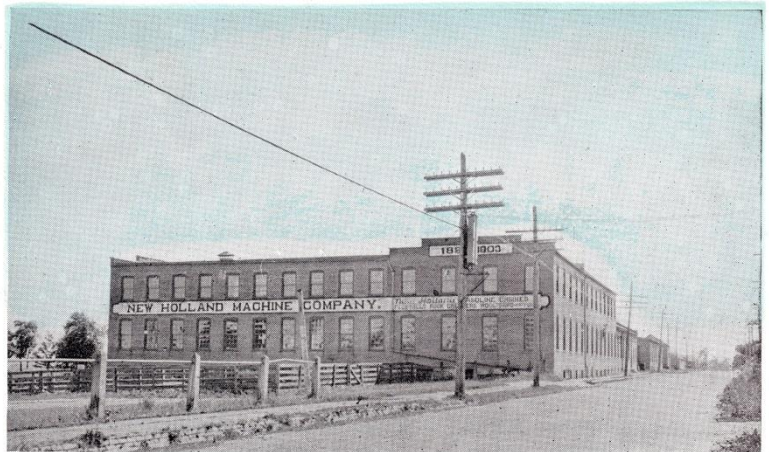
Photo #1:

The Auburn Post Card Company started as the Whitten-Dennison Post Card Company. Its founders, Louis G. Whitten and C. P. Dennison, worked in Massachusetts for a short time before moving to West Bethel, Maine. In 1910, they moved the entire operation to Auburn, Indiana. In 1913, the factory burned down. They quickly rebuilt and renamed the firm “Auburn Post Card Manufacturing Company”. As the popularity of postcards declined, the business adapted, and renamed itself the “Auburn Greeting Card Company”. In 1932, it merged with Messenger Publishing Company of Chicago. The company is still doing business in Auburn, and is known as “Messenger, LLC”.

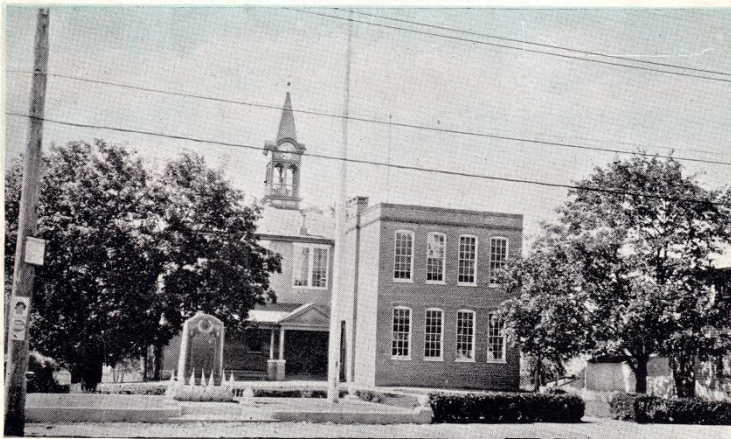
Shown here are two advertising postcards that are similar to what William M. Stauffer may have seen before commissioning these local views. He ordered the set in a format that was used very often by the Auburn company at this time... black and white with a light blue sky.

Photo #2:

A view of Franklin Street, looking west. The town stockyards are shown in the foreground. The New Holland Machine was founded by A. M. Zimmerman in 1895 and moved to the location shown in 1903 after the business was incorporated. Known for its innovative gasoline engines during the early 20th century, by the time this photo was taken, the company was on a downward trajectory. It was brought back to life in 1940 when it began to manufacture Ed Nolt’s automatic hay baler. Through a series of mergers, acquisitions, and name changes, the company is now one of the largest producers of farm machinery in the world.



New Holland Machine Company, New Holland, Pa.



Public School Bldg., New Holland, Pa.

Photo #3:

Shown is the public school for grades one through eleven (12th grade was added in 1925), located on the northeast corner of Main Street and Roberts Avenue. The left side of the building with the clock tower was completed in 1875. The addition on the right side was completed in 1913. There were three more major renovations to the property, and it last served as an elementary school. The building was razed in 2005, and the site is now called "town square" and used by the borough for public events.



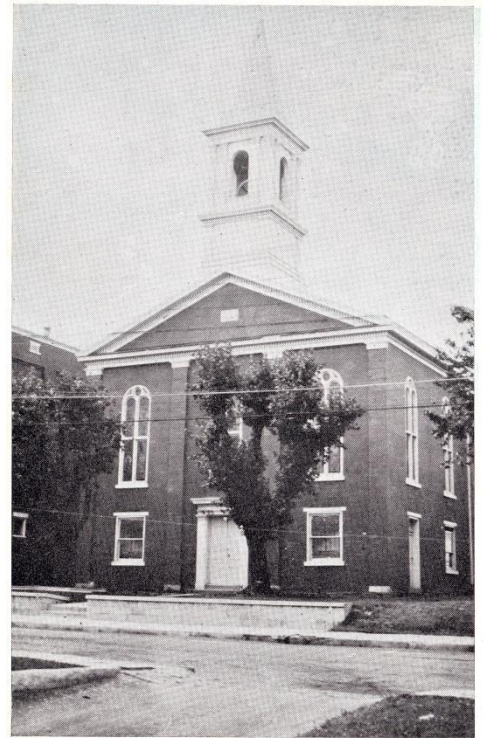
St. Stephen Reformed Church, New Holland, Pa.

Photo #4:

Shown is the north side of St. Stephen Reformed Church, located at 249 East Main Street. The congregation was founded two miles southwest of town in 1732, but acquired this site in 1799. William M. Stauffer was a member of this church, and the significant changes to the structure in 1920 may have contributed to motivating him to publish this set of postcards. A new organ was donated to the church, prompting the construction of an addition on the east side (see the obvious difference in the shade of the bricks on left).



Union Avenue, New Holland, Pa.



Trinity Lutheran Church, New Holland, Pa.

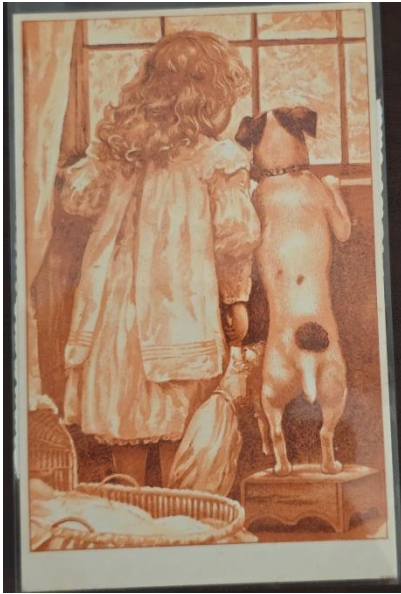
Photo #5:

The Lutheran Church in New Holland was founded in 1730, before the town was laid out. This structure, located at 221 East Main Street, is the church's third building, and was erected in 1850. The first two church buildings were located slightly northwest of this site (on what's now Railroad Avenue). The plain look of the church was enhanced in 1940 when pillars were added to the front façade. It was razed in 1970 to make room for the fourth church building.

Photo #6:

By the end of WWI, the local silk mill was having difficulty filling all the available positions. During the summer of 1919, they purchased 16 acres north of Main Street between Hiester Avenue and Kinzer Avenue, and planned to lay out 80 building lots in a beautiful development with its own parks and playgrounds. All this, and a mortgage too, for qualifying employees of the company. Not all the lofty goals were met, but the area was soon called "Gilfillanville" or "Gillyville", named after the president of the silk mill. Shown is one of the entrances from Main Street.

JUNE POSTCARD COMPETITION "Wonderful World of Animals "



First: Dede Schaeffer
'Girl with Dog'



First: Annette Buettner
'Kitty in Skate'



Second: Pam Tronsor
'Mrs. Catskill'

← **TIE** →

Honorable mentions:

Leighton Stover - 'Sharpless Separator Company'
Gisela Withers - 'Pussy Cat'

2026 POSTCARD COMPETITION SUBJECTS

July: Men/Women at Play

August: Expo

September: Sports

October: General Stores

November: Musicians at Work

EXPO – SATURDAY, AUGUST 15, 2025

The Postcard Expo is just a month away and your help is needed. This is our fundraiser for the year and is what keeps us being able to have our meeting at the Farm & Home Center. If you can volunteer for one of the open 2 hour slots please call Susan 717-872-0810.

Sell tickets and sit at the club table

8:45-11:00

Pam Tronsor

Need Volunteer

11:00-1:00

Donna Bashaw

Renata Sachse

1:00-3:00

Need Volunteer

Need Volunteer

3:00-5:00

Susan Glass

Need Volunteer

MEMBERSHIP DUES

There's still time to pay your dues for 2026. The rate remains the same - **Individual dues are \$15.00 or \$20.00 for two people residing at the same address.** You can pay Barabra Mowrer at the April meeting or you may send a check to:

Barabra Mowrer
4614 Marietta Avenue
Columbia, PA 17512

Lancaster County Post Card Club Expo



Saturday, August 15, 2026

9:00 am - 5:00 pm

Now including books and ephemera !!!!