

# THE CARD – Vol. 29, No. 7, Issue 328, July 2018

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

*Enjoying postcards through education and entertainment.*

**Next Meeting: July 15, 2018. Home of Walter & Barabra Mowrer**

**Like us on Facebook – [www.facebook.com/LCPClub](http://www.facebook.com/LCPClub).**

## JUNE MEETING

Twenty-eight members signed in before President Miliken called the meeting to order at 7:00. Both the secretary's report and the treasurer's report were approved as read. The balance in the treasury was \$9,088.17.

Dick Pendergrast reported that the membership of the club stands at 108 members, down 5 from last year. Jere Greider reported that the Expo is on schedule and advertising postcards are available for members to distribute.

The 50-50 prize of \$11 was won by Annetta Buettner. It was her lucky night! Two \$2 vouchers were won by Maria Shurz and Dede Schaeffer.

Member News – Jere Greider was featured in an article in Barr's Post Card News & Ephemera.

In November, the monetary prize for the board competition will increase to \$6 for 1<sup>st</sup> place, \$4 for 2<sup>nd</sup> place, and \$2 for 3<sup>rd</sup> place.

Dick Pendergrast presented a program about seven artists who produced signed artist cards. There are three kinds of signed artist postcards: those whose paintings were specifically made for postcards, those that were transferred to postcards, and those with no signature but the artist is known. Pendergrast gave examples of the work of the following artists: Tom Browne (England), Frances Brundage, F. Earl Christy, Ellen Clapsaddle, Harry Payne, Florence Robinson, and Bernhardt Wall, who was the Postcard King with over 5,000 cards to his credit. Dick noted that much information can be found at the website: <http://www.metropostcard.com> This is a comprehensive website for anyone interested in the history of postcards.

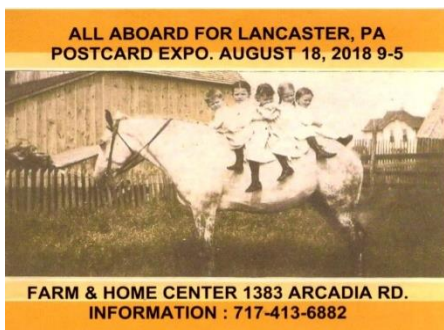
President Miliken adjourned the meeting at 7:50.

## POSTCARD EXPO

The Annual Postcard Expo is the main fundraiser for our club. Please mark your calendars and stop by to find that elusive card. A successful Expo is the reason we are able to continue to meet at the Farm & Home Center. Below is the work schedule for the Expo. Questions: Call Jere @ (717) 413-6882. Thank you.

Friday August 17, Setup 6:00-7:30 – Ed Close, Sharon Gromis, Walter Mowrer

Saturday August 18, Tickets/Club Table  
08:45-10:00 – Sharon Gromis  
10:00-12:30 – Donna Bashow  
12:30-3:00 – Barb Mowrer  
3:00-5:00 – Annetta Buettner



## JULY PROGRAM

The LCPC Picnic will be held on Sunday, July 15 at the home of Walter & Barabra Mowrer. Rain or Shine we are pleased to be invited back to their home at **4614 Marietta Avenue, Columbia, PA.** Phone 717-684-5331.

Directions: Take Route #30 to the #441 exit. Go north on #441 over Chickies Rock to Route #23 (Marietta Pike), then go east to their 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, go around the two "road closed" barriers and then look for their home on the left

You are welcomed at the Mowrer's 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.**

## 2018 PROGRAMS

**August** – Expo – **no Monday night meeting**

**September** – Railroad Postcards - Leighton Stover

**October** – Don Tribit

**November** – Christmas Traditions on Postcards

**December** – Christmas Party



## JUNE POSTCARD COMPETITION

Seven members competed in the single card competition on the subject "Amusement Parks".

<b>First:</b> Annette Buettner	The Wildcat at Hershey Park
<b>Second:</b> Maria Schurz	Horse Race Steeple Chase
<b>Third:</b> Doug Miliken	Rocky Springs Park

### **Honorable Mention:**

Dick Pendergrast	Luna Park, Coney Island
Leighton Stover	Wildwood, New Jersey
Jere Greider	Mill Shute
Bob Kramer	Willow Grove, 1902

## 2018 POSTCARD COMPETITION SUBJECTS

**July**– Sailboats

**August** – Expo

**September** – County Fairs

**October** – Farm Animals

**November** – Thanksgiving - board

**December** – Children Playing

## FUTURE SHOWS

**August 4** - Summer Chesapeake Postcard Fair, Havre de Grace Community Center, 1 Lagaret Lane, Havre de Grace, MD, Sat: 9 AM-4 PM. Adm. \$3.00. After the show at 4pm a live postcard auction will begin with over 100 lots.

**August 18** - **26th** Annual Postcard Expo. Farm& Home Center, Lancaster, PA, Sat: 9 AM to 5 PM. Admission: \$2.00.

**September 8** - DelMarVa Postcard Club's Postcard Show & Sale, Cheswold, DE, Sat. 10 AM to 4 PM, \$3.00



# Mountville Street Scenes

By Robert Zink

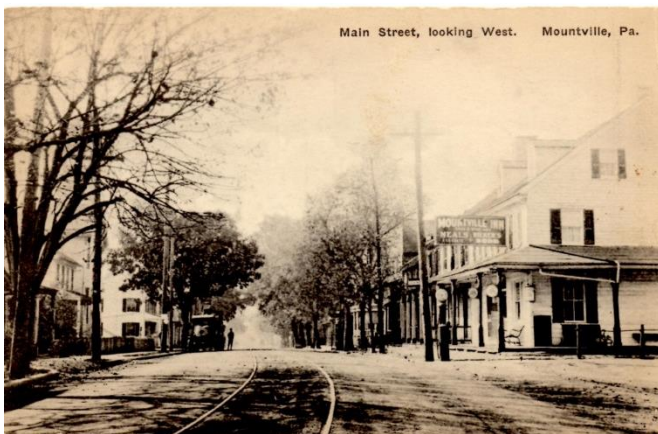
Mountville has many different street scenes. They are all on “Main Street” or the “Lincoln Highway, Route 30”. Today it is Route 462. Most cards were published by JAMES STUDIO, York, Pa. Some were published by HAYDON ORD MERRILL BYWOOD, Upper Darby, Pa.

1. “Main St., Mountville, Pa”.  
(Standing with back to St. Paul’s United Methodist Church looking East. House on right with round tower is 30 West Main St.)



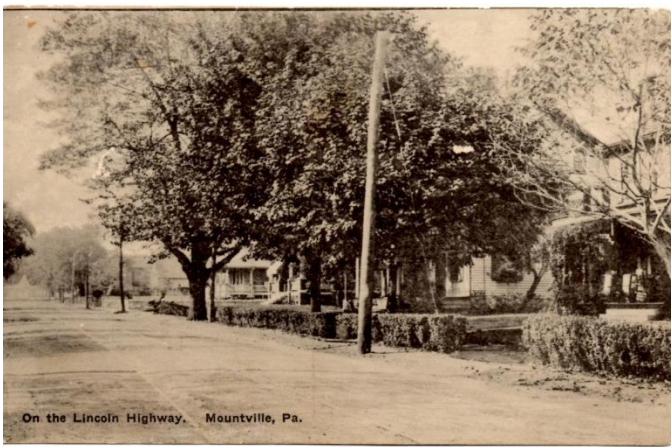
2. “On the Lincoln Highway. Mountville, Pa.” (House on right looking East is 48 & 46 West Main St.)

3. “Main Street, Looking East. Mountville, Pa.” (Standing at College Ave. and Main Street looking East)



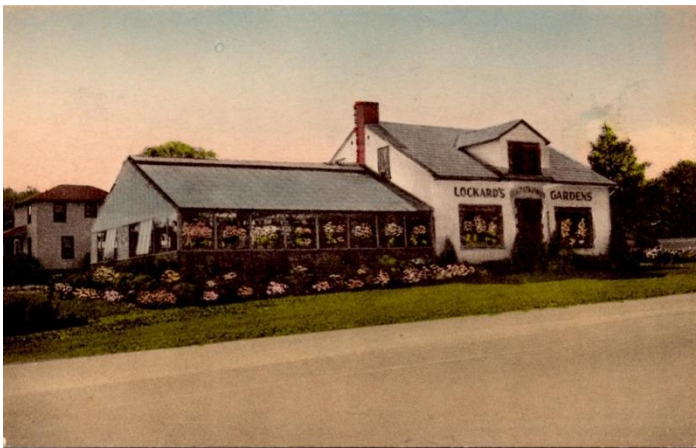
4. “Main Street, Looking West. Mountville, Pa.” (Standing on Lemon St. and Route 462 looking West).





5. "On the Lincoln Highway, Mountville, Pa. "  
(Back to Bridge looking West on Main Street.  
Houses on right door numbers: 179, 173, and  
East Main Street)

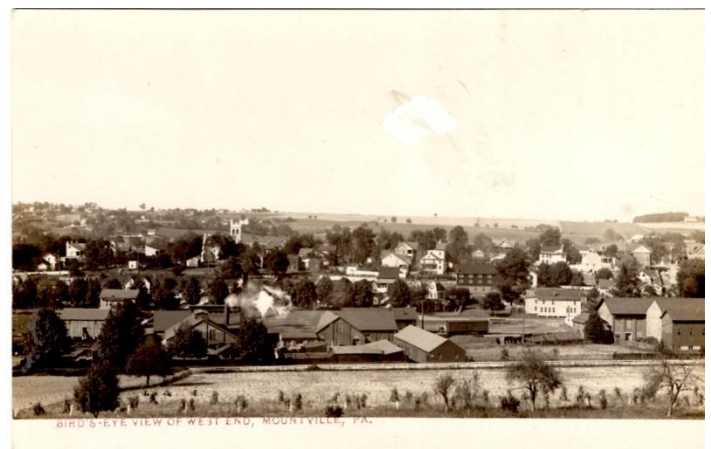
6. " Main Street, Mountville, Pa."  
(Standing at College Ave. and Route 462  
looking East)

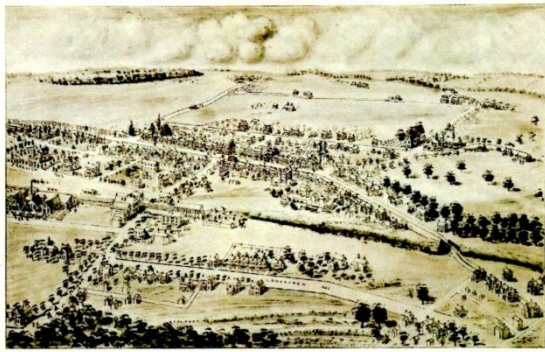


7. "Lockard's Gardens" ("On the Lincoln  
Highway. Route 30 at Mountville,  
Penna." caption on back. Corner of  
South Walnut Street and Route 462)

## ONE PHOTOGRAPH AND TWO AERIAL MAPS

1. "Bird's - Eye View of West End,  
Mountville, Pa." (Standing on hill past the  
RR looking North. Church steeple is St.  
Paul's United Methodist, 100 W. Main  
Street)





## 2. "Mountville, Lancaster Co., Pennsylvania, 1894".

On back – [www.historicpanoramicmaps.com](http://www.historicpanoramicmaps.com).  
Purveyor of large sized poster prints and postcards depicting historic panoramic maps from the 1800s.



## 3. "Aerial Survey, Rochester, ( N.Y." on back

### LCPC EXPO BOARD COMPETITION

#### Rules, Categories, Awards

##### Rules:

Only one entry per person per category. Multiple boards OK. Mount postcards on 22" x 28" boards held vertically. Do not cover boards. LCPC provides uniform covers. All boards must be delivered on Friday evening (8/17) at the center or 7 to 8 on Saturday morning.

##### Categories:

Pennsylvania Views  
Transportation  
Advertising  
Real Photo, pre-1950

##### Awards:

Judges, selected from the dealers on Saturday morning before the show, consider the following criteria:  
Postcard Information 1/3  
Presentation & Originality 1/3  
Condition, Completeness & Rarity 1/3  
1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> places receive \$15, \$10 & \$5 in each category. Best of Show, chosen from the 1<sup>st</sup> place winners, receives \$25. Peoples Choice, chosen by ballot, receives \$25. All entries receive a specially designed Expo Award postcard.

2017 Expo Winner

Best of Show - Childhood Memories





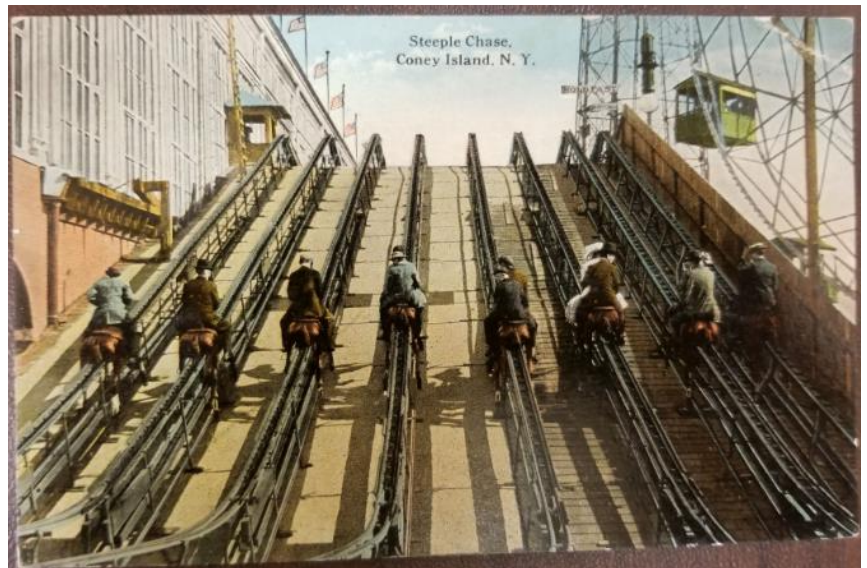
## June Postcard Competition Winners



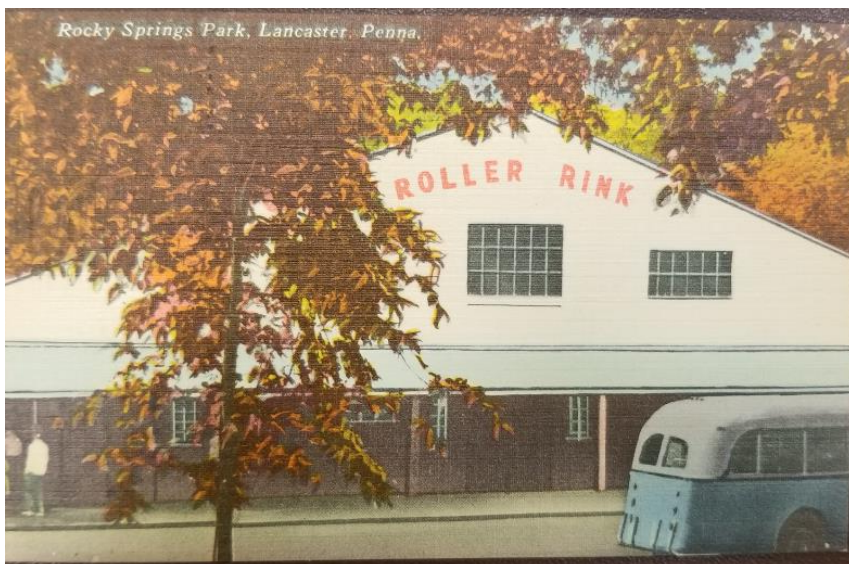
Annetta Buettner – The Wildcat at Hershey Park



Maria Schurz – Horse Race Steeple Chase



Doug Miliken – Rocky Springs Park





### **Pennsylvania postcard dealer and collector, Jere Greider**

*IFPD member shares his thoughts on postcards and ephemera*

By Kimberley Mathisen  
Editor

As is often the case with most postcard and ephemera dealers, Jere Greider of Lancaster, Pennsylvania, began as a collector back in the 1970s.

In a recent telephone conversation, Jere said his foray into postcards and collectibles goes back almost 40 years. "I started as a collector of Coca-Cola memorabilia," he said. "Sometime later, I found a postcard with Coke on it and that sparked an interest." Jere then began collecting postcards with Coca-Cola products displayed somewhere on the card. He also described postcards that feature bar interiors with Coca-Cola products prominently shown in the art or picture. One of Jere's favorite postcards in a real photo postcard from the early 1900s featuring a group of men all holding Coca-Cola fans. "That postcard was in a box with other cards," he said. "I just found it interesting."

"From the Coca-Cola postcards, I then began collecting local cards from (Pennsylvania) where I live," he said.

In the beginning, 1979, Jere was a general merchandise/flea market vendor with antiques and collectibles along with postcards. But when he retired from his regular job at UPS in 2000, Jere made the decision to focus only on postcards and his business has grown since that time. "My inventory probably includes approximately 25,000 postcards," he said. His cards cover a wide variety of themes with topics and views and real photo postcards. "I really like real photo postcards – es-

pecially occupational real photo cards." Jere offered examples such as a carpenter working with wood; a painter painting a house; and a butcher preparing meat for the market.

"I have all kinds of topics, and it sometimes seems as if everyone is looking for something different."

Jere, a lifelong resident of Pennsylvania, sells postcards on eBay and also attends about 12 postcard and ephemera shows in a year. "Sometimes there's two or three shows in the same month, which keeps me busy."

He is also a charter member of Lancaster County Postcard Club as well as serving as the chairman of the Lancaster Postcard show for the last 20 years. "The Lancaster show is always held the third week of August," Jere said. "This year's one-day show is August 18, 2018."

Jere is also a member of the International Federation of Postcard Dealers, having joined the organization about 12 to 15 years ago. "It's a great organization," he said. "I only wish more dealers would join." Jere said belonging to IFPD gives a credibility to dealers. "Being a member means customers will be treated in an ethical manner – the dealers in the organization have a good reputation." He also credits his membership in IFPD with receiving requests for postcards. "I have collectors who send 'wants' to me," he said, explaining they are looking for a particular type of postcard. "It (membership in IFPD) generates some business for me."

For more information about Postcards by JereG, Jere Greider's business or to inquire about postcards, reach him at (717) 413-6882 or e-mail him at [JereG@earthlink.net](mailto:JereG@earthlink.net). His eBay business is also accessible through his seller name, JereG.

Reprinted with the permission of Kimberley Mathisen, editor of Barr's Post Card News and Ephemera, Vinton, Iowa. This article appeared May 21, 2018, Volume 44, Issue 10.

