# The Card

Volume 10,#1, Whole Number #109

## MONTHLY PUBLICATION OF THE LANCASTER COUNTY POSTCARD CLUB LANCASTER, PENNSYLVANIA

Meets 3rd Monday,Farm & Home Center,Rtes.#30 and #72,Lancaster,Pa.

NEXT MEETING: January 18,1999 at 7:00 pm,Trading from 5:30

NOTE the return to 7 PM meeting time!

Yearly membership is \$8 (\$2 extra for each member at same address). Membership year is April 1 to March 31. Make checks payable to: LCPC c/o Dorathy Fry, 1050 Kleinfeltersville Rd., Stevens, PA, 17578. Advertisements are \$15 full page, \$8 1/2 pg., \$5 1/4 pg. prepaid with copy. Ads of 25 words or less are FREE to members but please submit your ad for each issue 30 days in advance. Send all correspondence and change of address to Jim Ward, editor, 1795 Kleinfeltersville Rd., Stevens, PA, 17578, phone 717-721-9273. THE CARD staff includes Dorathy Fry, proof reader and Gerald Hostetter. Harold and Ruth Moyer are the mailing committee. Recent circulation included 13 postcard clubs, 4 postcard publishers and 225 homes with nearly 300 members.

#### YOUTH by Philip Boileau, 1911

More often than not,page one of the January issue of **THE CARD** has featured a birthday postcard of a child whose age was the same as LCPC's. (The club's birthday was January 1990). For LCPC's ninth anniversary,rather than choose a studio photo of a nine year old child,we've chosen,instead,a very famous painting. He is Clarence Gilbert who died in 1950 at the age of 48. We can calculate that when his uncle Philip painted his portrait in 1911 (note date beneath artist's signature), Clarence was about nine years old.

Collectors of *Signed Artist* cards are familiar with the name Boileau,pronounced 'bwa-low (like swallow) and those who've read the biography and checklist of his works from our library,know how famous Uncle Philip was for his paintings of beautiful women. "YOUTH" became as famous as Boileau's women.

According to Dorothy Ryan,author of <a href="Philip Bolleau">Philip Bolleau</a>: Painter of Fair Women, the Saturday Evening Post for some time, had been accepting the artist's romantic women for its covers and Boileau believed the public wanted a change. Philip and his wife Emily had no children but spent considerable time with Emily's sister's children and Philip found them personable and ideal subjects for his brush and pallet.

His nephews had exhausted the house's jam supply and Clarence, with ragged hat and tousled hair had been persuaded to pose and Philip submitted the child's portrait for the February 3,1912 Post. The magazine's art editor protested but Philip persisted. Having offered no alternative cover design, the Saturday Evening Post issue featured nine year old Clarence titled Young America. The Post and Boileau were immediately flooded with letters about the boy. Within a month he appeared again in His First Love. Clarence's popularity would soon rival the Gibson girl and covers continued with the famous nephew as well as his sisters for many issues. Some of these covers were later reproduced as postcards by publishers Reinthal & Newman.

On a proof card from a private collection, Philip Boileau penned "To my little nephew, friend and model, Clarence, with Uncle Philip's very very best wishes for 1912. Be careful of this card as until New Year's, there are only 12 like this in existence". R&N postcard #209.

Read Jim Rudisill's slant on Boileau in this issue of THE CARD and borrow the book from our library.

### HAPPY 9th BIRTHDAY LCPC!





#### **NEW MASTHEAD**

I trust you will appreciate the new masthead as much as I will. I began the 2-column format in Aug.1990 because I believed it made THE CARD easier to read. But when I reduced the masthead to 1-column (Jan.1992) I restricted the front page feature card (upper right corner) to a vertical format! It was a self-inflicted wound! Now I've released myself from this imposed sentence with a return to a full masthead. Happy New Year to you from the staff!

## TECRAFT COMPANY of Tenafly, New Jersey with a checklist of local views

A few months ago we published a checklist of Silvercraft postcards by Dexter. The views helped span that Dark Ages gap between linens and chromes when there were only a handful of companies printing hometown views. Today we'll return to that era and offer an over-view of the Tecraft Company of Tenafly, N.J.

The cards, from this writer's viewpoint, are not spectacular. They all lack color, printed only in black and white; they are usually mid to distant views; most lack the sharpness we're accustomed to in the old Rotograph and American News b/w's and few feature a large image on the card. So, why study them at all? Because, as we mentioned, there were so few local scenes being published through the 1940's and 1950's - they were one of the few "games in town" and recording this era in any form was better than finding no views at all.

Since Gerald Hostetter is our in-house publisher-oriented collector. We'll use his collection of Tecraft for source material. Although Gerry doesn't col-

lect N.J. views per se,he doesn't recall seeing any or many as he searched for Pennsylvania views. Tenafly is near the Hudson River in upstate Jersey,close to NYC. There must to be a number of NJ views,but our readers' interests are largely PA.,so we'll focus there.

Beyond Lancaster County, Gerald has only about 70 cards (hardly enough for a definite pattern) but we know Tecraft was filling orders in western PA. in the towns of New Bethlehem, Kittanning and Franklin and in the north at Blossburg and Forest City as well as at Bangor and Nazareth in the east and in Bristol and Media near Philadelphia.

Through central PA there are views of Tower City, Tremont, Milton and Mifflin. Closer to home there is Middletown, Hummelstown, Littlestown, Dallastown, East Berlin, Fleetwood and Minisink Hills. Myerstown in Lebanon County has at least 14 views by Tecraft.

Most of the local views are 1940's and early 1950's. Postmarks we've seen are all in the 1950's.

Lancaster County views in the Hostetter collection, as well as Charlie Griffith's checklist, include the following 50 views. Curiously, there are no Tecraft cards of Lancaster City.

Tecraft Co. lacked a number description so we list the views by town with the caption. (....) indicates a longer caption not included. As always,we'd appreciate hearing from readers who can add to the checklist.



Generic (1) Typical Amish Farm, Lancaster County Columbia (2) Locust Street Municipal Building Denver (9) Borough Waterworks F&M Hat Co., Inc., Est. 1912... Main Street Public School St.John's Lutheran Church Saron House, Ephrata Cloisters, Near Denver Trinity Evangelical United Brethren Church Union Station Meeting House War Memorial Ephrata (11) Almonry, Saal and Saron Houses, Cloisters Bethany Reformed Church Community Hospital \_\_

Ephrata National Bank High School Mountain Springs Hotel Old Academy (1837) Ephrata Cloisters Royer Building Saron and Saal Houses, Cloisters Saron or Sisters House (1740), Cloisters U.S.Post Office Lititz (16) Center Square and Main Street Christian Schropp House (Erected 1793) Church of the Brethren Evangelical Congregational Church General Sutter Hotel Linden Hall Lititz Borough School Lititz Mutual Insurance Co., Building Lititz Springs National Building Lititz Springs Park

Main Street with Post Office Moravian Church St.Paul's Lutheran Church Sturgis' Pretzel Bakery (Founded 1861) Trap Company of America Plant Wilbur-Suchard Chocolate Co. Plant Manheim (6) (photos by Mosemann Studio) Covered Bridge near Manheim Manheim Mennonite Church Market Square Post Office Typical Lancaster County Farm near Manheim Zoin (read Zion) Lutheran Church Mount Joy (5) High School Main Street St.Mark's United Evangelical Brethren Church Union National Mount Joy Bank U.S.Post Office

## EXCELSION HALL REVIVED!

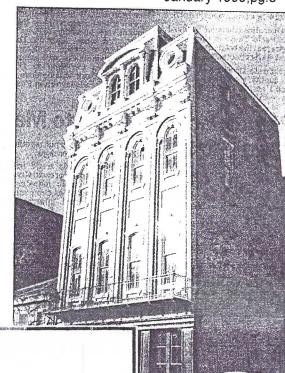
It's always neat to read in our New Era newspaper local history and then find related history on a postcard. In this case, the history proceeds the postcard era. Older trade cards help produce this extended story. For those of you who've forgotten (or never knew) what trade cards were they were the advertisement media of the 1870's, 1880's and 1890's.

The 4-story nondescript real estate at 127 E.King St. had its unique Victorian facade uncovered recently by its new owners, developer John T. Meeder and the Ray Group, an architectural firm. The re-

the directory does not refer to the business as Excelsior Hall.

In 1886 Charles Vogt is proprietor of Excelsior Hall (first mention by name) and he continues until 1888. In the next ten years there are seven different proprietors of the Hall. It appears, then, that our trade card represents the first proprietor and antecedes even the local directories with the hall's name.

By 1910, the site is occupied by Westenberger, Maley & Myers (see two trade cards w/reverse imprint). This respected furniture firm expanded its business to include 125 to 131 East King St. It continued to serve Lancaster until it closed in 1977.



Recent photo of Excelsion Hall by Richard Hertzler, New Era photographer.



stored structure was named Excelsior Hall, a name it carried for several generations in by-gone days as shown by the lone trade card in our collection. On the trade card, John Schoenberger & Sons were the proprietors.

A search of Lancaster city directories reveals no mention of the Excelsior Hall up to 1881. However,in the 1882-3 directory John S. Schoenberger operates a saloon at 125 E.King St. and lives at the same address with sons John,Frederick and George. A year later,the sons have found jobs elsewhere but still

Westenberger, Maley & Myers

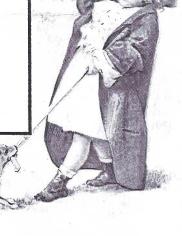
THE LARGEST FURNITURE AND CARPET STORE IN LANCASTER

We Furnish Your Home Complete, With

Furniture, Carpets, Draperies, Shades Etc.
PRICES ALWAYS THE LOWEST, QUALITY CONSIDERED

25-131 E. King Street - - - LANCASTER, PA.

Series #73 shows children on **WM&M** trade cards published near the close of the TC era.



#### Painter of Fair Women

#### PHILIP BOILEAU, 1864-1917, son of

a French baron-diplomat father and his mother, the daughter of Thomas Hart Benton, U.S. senator from Missouri, exemplifies a remarkable blend of European and American art and family heritage.

Known as an illustrator and postcard artist, Boileau's early training, after boyhood schooling in England,was in portrait painting and music at the Academy of Milan, Italy. His personal and social life during the Victorian and subsequent Edwardian eras, typified leisure class elegance and haute-fashion, much like the work of his contemporary painters, John Singer Sargent, Charles Dana Gibson, Giovanni Boldini and Howard Chandler Christie.



"The Coming Storm," perhaps the most memorable of the excellent Reinthal and Newman prewar group, is a prophetic, if romanticized portrait, of Boileau's wife Emily and her nephews Clarence (in Boy Scout uniform) and William. Clarence was to be called upon to support the armed forces in defense of his homeland. The design was also issued in European countries. R&N #761.



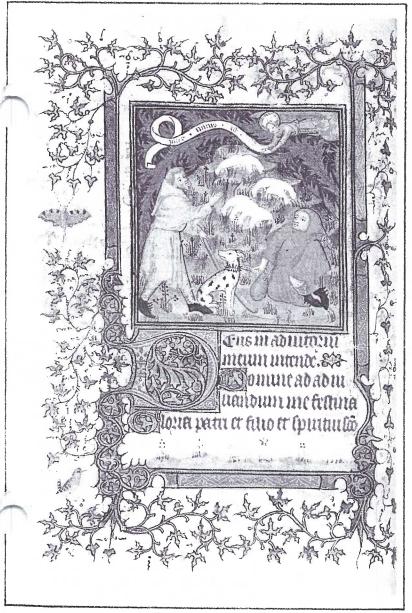
"Once Upon a Time" was published on a Reinthal and Newman PC in 1913 as #296. Boileau's comment, on a card in a family collection reads "Don't you think this is a bum reproduction Clarence?"

Fading away of brush strokes into a plain background such as Boileau used in his postcard and illustrated subjects is termed "vignetting". Originally, vignette meant vine work, like the ornament of leaves and tendrils (see PC illustration) found in illuminated manuscripts of the 14th and 15th centuries. Here we should note that the term to illustrate originally was interchangeable with to illuminate i.e., to visually decorate a written or printed page with bright colors.

In the Lancaster County Postcard Club library an excellent biography and checklist of Boileau's work may be found - Philip Boileau: Painter of Fair Women, Postcard Artist and Illustrator by Dorothy Ryan, 1981, Gotham Book Mart & Gallery, NYC.

This brief article is by Jim Rudisill,member #66. He is retired from the York public school system where he was a teacher in the art department. He is also well known for his in-depth knowledge of York county history. Jim has written for **THE CARD** in the past and each of his articles has been well received by our readers. It's always a pleasure when he shares his vast knowledge of art and history.

\*\*Boileau continued page 5.\*\*





A museum card shows the "Annunciation to the Shepards" from the <u>Book of Hours.</u> Paris, France, ca.1390; an excellent example of vignetting and an illuminated "D". It's by a follower of Jacquemart de Hesdin. The card is copyrighted by The Walters Art Gallery in Baltimore.

On this card (with a 1915 postmark) the vine work and *illuminated letter H* exemplifies work of a 500-year trend begun with medieval manuscripts. The card was printed in Germany by an unidentified publisher.

#### **NEW MEMBERS**

**#518 Harold W.Burton** 153 Summit Ave., Eagleville, PA,19403.Ph.610-539-9448. Collects artist-signed,road-side America and PA small towns.

**#519 W.Dale Fulmer**, Gwyn's husband, Linda Mylin's dad and Eric Mylin's grandfather. It's so nice to see a growing family join our LCPC family!

As We Go To Press We've just heard of the passing of member #191,R.E."Scoop"Whitmore. Scoop got his nickname as reporter/editor of the New Holland Clarion. He later became its printer and publisher. Our condolences to his son and daughter and their families.

### WINDOWS TO OUR PAST

Ray Dennis reports that sales of our hardcover 192page 500-postcard view book are continuing at a brisk pace. An approximate tally shows about 600 books left. Remember, there will be NO second edition, NO re-prints of this book - 2,000 books, PERIOD!

Consult last month's CARD for members with books at their homes if you have a sale. \$30 incl.sales tax.

#### 1999 OFFICERS, DIRECTORS

Business at the Dec. meeting was restricted to voting in this slate of LCPC Officers and Directors for 1999:

#### **OFFICERS**

President SUSAN GLASS, Millersville 872-0810 Vice-President WALT MOWRER, Columbia 684-5331 Secretary MARY ANN GUNTOW, Lancaster 291-4975 Treasurer BARABRA MOWRER, Columbia 684-5331

1998-1999 DIRECTORS

SUSAN DANZ, Lancaster 397-4602 BILL GUNTOW, Lancaster 291-4975

MARY ANN GUNTOW (seat to be appointed by Pres.)

1990-2000 DIRECTORS

HAROLD MOYER, Reinholds, 336-6644 RUTH MOYER, Reinholds 336-6644

NORMAN ZIMMERMAN. New Holland. 354-5112



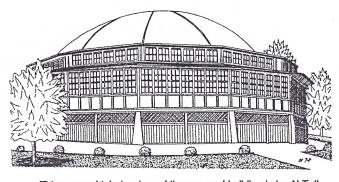
## ROCKY SPRINGS CAROUSEL

A piece of Lancaster's heritage has made headlines lately. The Rocky Springs Carousel has had a checkered past in recent years. Now it deserves a permanent home - at home.

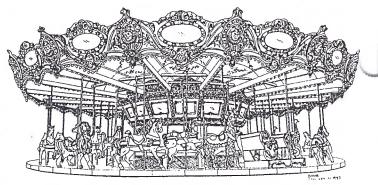
Few people remember the original carousel. It was built of 16 sections. The "rides" were all stationary and mostly horses. In other words,they all had their feet planted on the ground (read moving stage). The only movement was around and around and around. It had been built by Gustav Dentzel of the William Dentzel Carousel Mfg. Co. of Philadelphia and installed at the bottom of the Rocky Springs hill where,in later years,the cuddle-up ride was located. A 1901 Gavioli band organ was included with the original carousel.

In 1929 Joseph Figari bought Rocky Springs Park and believed the local amusement center deserved a larger, more magnificent carousel. He persuaded Mr. Dentzel to build a larger ride. It would have horses that moved up and down. By chance,the Dentzel Company was fazing out the menagerie of animals it had been using and Figari jumped on the opportunity to buy them for their novelty.

Now the lone ostrich increased to four and there was a lion, a tiger, a giraffe and a zebra. Domestic animals included a rooster, a goat, two dogs, two mules and many horses, for a total of 48 animals. Now they moved up and



This pen and ink drawing of the carousel building is by Al Taft of Lititz. It was published in 1996 by Frank Shaub, Jr. of Manheim. Mr. Shaub is active in seeking a permanent local home for the Rocky Springs Carousel.



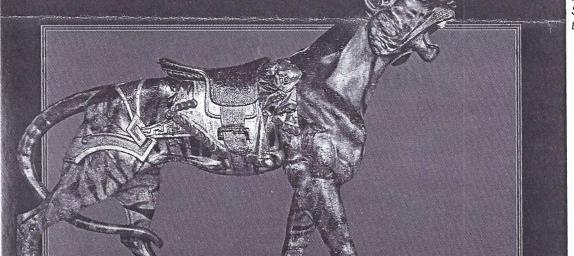
The interior view of the Rocky Springs Carousel is by Diane Stewart of Lititz. It was published by Frank Shaub, Jr. of Manheim.

down and instead of pairs of animals galloping around the old Gavioli organ, they were in rows of threes. The original large sleigh seats were also kept.

The "new carousel" cost Figari \$26,000 plus it necessitated a much bigger building. It was erected half way up the hill - where most of us remember it. That was an additional \$15,000 = quite a bit of money in 1929! It was built large enough that the carousel could have been widened to accommodate four or even five rows of animals! Today the old building is succumbing to nature.

Joseph Figari's son, James, became owner of the park in 1965 and operated it for about five years. Rocky Springs' life was revived again from 1978 to 1980 when Joe's grand-daughter, Kim Figari Wolf, made a final attempt to keep it running in Lancaster. Most of the park was eventually dismantled, but it's gem, the carousel, was stored until it found a new but short life at the Lake Lansing Amusement Park in Lansing, Michigan. From 1990 to 1998, it was leased to Dollywood Park at Pigeon Forge, Tennessee.

You'll be happy to know that at each location, the integrity of the carousel was never breached. The original Giovani band organ was used (no taped music) and the carousel's old fashioned slow running speed was maintained and, of course, it was always housed in a covered building.



Thanks to Carol Dennis for the source material composed by Frank Shaub, Jr. (See page 7 for more on the Rocky Springs Carousel.)

THE ROCKY SPRINGS CAROUSEL

#### THE FRIENDS of the ROCKY SPRINGS CAROUSEL

During the last sixty days a classy folder of nine postcards has been published by The Friends of the Rocky Springs Carousel through the Godfrey Advertising Agency and printed by Lodish Associates. The lavishly colored cards replicate exact colors of selected rides from the existing carousel and include a short historical sketch with each.

The folder has a salty price of \$25 but you are assured that the lion's share of the price is reserved in a fund to bring the carousel back to its permanent home, Lancaster, PA. A limited edition poster is also available. The poster and postcard folders are available at The Heritage Center of Lancaster, The Framery Concept, The Frame-Up and Miller Optical. (See the yellow pages.)

Shown (right) is the Ostrich one of Dentzel's earliest jumpers. On pg.6 the classic Dentzel Tiger with its characteristic forward reaching tail. The other seven subjects are the Rooster, Zebra, Mermaid Chariot, Horse, Mule. Jester Head and the Fish Brass Ring Machine.

#### Monthly exhibits

January's theme is INTERIORS. This should be a board showing the inside of anything...so long as it's on postcards. For instance:schools, diners, hotels, stores or the human body! Whatever's in your collection!

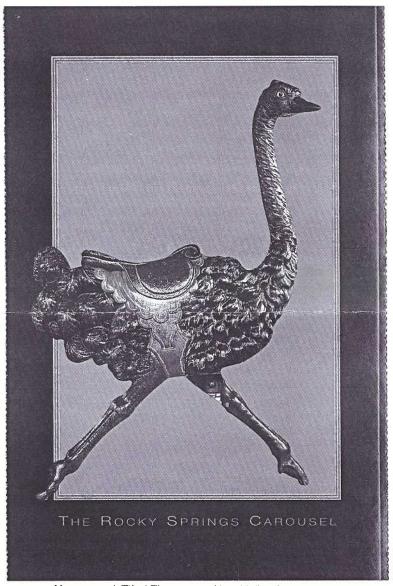
#### 98 CHRISTMAS PARTY

Old Man Winter arrived at 8:59 PM as we were traveling home and we thank him for holding off on cold weather and precipitation for our 9th Annual Christmas Party. We extend sincere thanks to the Food Committee which in addition to its regular chairpersons Ruth and Harold Mover.was handled by Paradise area members Betty and Gene Sowers, Ruth and Ralph Bair and Betty Gregg. Contending with so many unknown factors, they are all to be commended for providing for every contingency including the largest attendance in our 9-year history. Including our host, Jim Morrison, there were 87 members and 35 guests a total of 122 in attendance!

Jim and partners Ray and Mary Daub had just opened the National Christmas Center (see Nov. CARD) and LCPC was honored as the first organization to use the facilities since the bldg. (the old Dutch Town and Country Inn) closed a generation ago. Jim and the Daubs gave LCPC a very special group rate and we can return this BIG favor by letting our friends and visitors to Lancaster County know how spectacularly unique is this newest of the county's attractions. As Al Cavalari put it so aptly in Barr's News (Dec.21) "There are no adjectives to describe the artistry and pageantry of the various settings."

THANK YOU SO MUCH Jim, Ray, Mary and all of the members involved in making the party a success.

Names as they appeared on the Christmas Party attendance roster (members in italics) Jim Ward, Middle Creek Dorathy and Harold Fry, Hopeland Jim Rudisill, Star View Ruth and Fred Yohe, Dallastown Betty and Eugene Sowers, Vintage Betty Gregg, Paradise Ruth and Ralph Bair, Kinzer



Norman and Ethel Zimmerman, New Holland Bill and Mary Ann Guntow, Lancaster Lorraine and Carl Singer, Lititz Neil, Barb and Lauren Fasnacht, Hershey Valerie, Roxann and Rene Refi, Clay Bernie and Betty Heisey, Mount Joy 25 Bernie Francis, Baltimore, MD Eden Delcher, Baltimore, MD Pauline Curtis, Millersville Mary Darrenkamp, Lancaster Martha Grove, Edgewood, MD Ray and Carol Dennis, Lancaster Howard and Anne Steinberg, Quarryville Jerry and Florence Kotek, York Miriam and Dick Bishop, York Harry and Ruth Lines, Lancaster Martha Stoner, Lancaster Walter and Barb Mowrer, Florine Jacob and Pauline Fisher, Silver Spring Earl and Helen Carver, Columbia John and Evelyn Rodkey, Columbia Robert and Carolyn Kramer, Kinderhook 51 John, Alethia and Becky Sprenkle, Shiloh Paul and Judy Smoker, Ronks Richard and Cheryl Edwards, Kensington, MD

Attendance roster continued page 8.

#### LCPC AUCTION #28 Monday, January 18,1999

u=used; un=unused;c=chromes;cc=continental chromes l=linen;w/b=white border u/b=undivided back; d/b=divided back all are postcards unless mentioned descriptions are sellers; examine all lots carefully

October 1990 to March 1991, May 1991 to Jan. 1997

DONATED LOT B: 58 Bloomsburg, PA. chromes, dups

A=Martha Stoner B=Mary & Reuel Hartman

1 9 lg. postcards,6 locals un

2 11 diff. Burlington Rte. & Illinois Central w/b,u/un

3 Set: Hiawatha Legends,10 PCs d/b,un 1 w/wof

4 1000 cards, mostly Poconos, dups, un, mostly linens

5 1000 cards, also Poconos, sups, un, I and c

6 3 Marietta

7 10 Gettysburg

8 15 Historical

9 9 Fort Hell, VA. battlefield

10 11 Moonlight scenes

11 15 Churches

12 9 Bears

13 21 Birds, fowl

14 10 Pheasants

15 20 Sheep

16 12 Victorian lovers

17 2 Children's parties

18 1 To My Dear Cousin

19 2 Birds

20 22 Florals

21 4 Seminole Indians un

22 3 Yellowstone Natl. Park un

23 2 Boulder Dam un

24 2 Lutherland, Pocono Pines un

25 3 Florida un

26 20 Birthdays u

27 15 Christmas u

28 10 Easter u

29 7 New Years u

30 6 Valentines u/un

31 6 Thanksgiving

32 5 St. Patricks Day

33 5 Washington's birthday

34 4 Verses,1 fringed

35 1 Halloween

36 2 Willow Grove u

37 2 Bethany Home, Womelsdorf u

38 3 Reading u

39 7 Misc., incl. Lititz, Manheim u/un

40 6 Misc. incl. Calif.Limited train u

41 5 Ships u/un

42 1 Real photo,1 Longwood Gardens + 2 misc.

43 16 Lancaster golden age

44 16 Lancaster golden age

45 15 Lancaster w/b and I

46 20 Local views incl. Amish c

47 20 County views all eras

48 12 Reading

49 6 York

50 Lancaster folder + 1926 souvenir

51 200+ 3-ring postcard pages,u

52 28 WWI,II in Woolworth album incl. 20+ pages

53 32 Hershey, Lancaster in Woolworth album/12 pgs.

54 20 Ephrata, Denver, Reading, Hrsg./Woolworth album

55 10 Reading in album

56 6 Wendy's travel PCs in booklet (1996)

57 2 Disney Goof Troop PCs from Kellogg's cereal box

58 4 Camp Furnace Hills, Denver #SM-245/248

59 2 New Holland Denim Blue #93231/32

10% of members' sales go to LCPC. Please wait until end of auction to collect receipts if you are a seller. Thank you.

#### Attendance roster continued

Charles and Vera Szvitich, Dover, DE Connie and Bill Bracken, Ephrata Sam and Joyce Nolt, Lancaster Carol and John Long, Zooks Corner Dolores and Leon Rowe, Kennett Square Kit and Bud Prowell, Hershey Bill and Becky Buckwalter, Lititz Linda and Eric Mylin, Palmyra

Dale and Gwyn Fulmer, Neftsville 76
Brian and Ruth Frankhouser, New Holland

Mary Ann Sherer, Mastersonville

Betty Skiles Gap

Betty Jane Weaver, Elizabethtown

Jill and Colby Gebhart, Elizabethtown

Frank, Marcia, Kendra and Cathy Coho, Lancaster

Anna and Leonard Groff, Gap

Harold and Dorothy Galebach, Penryn

Wanda and George Graham, Lancaster

Sandra Shaub and Jason Sanderson, Camargo

Susan and Joseph Glass, Millersville

Don and Marty Davis, Millersville

Doris and Charles Moore, Lancaster 101

Larry and Kimberly Wood, Willow Street

John Aurand, Wyomissing

Jim and Jean Luty, Dillsburg
Tom and Betty Beck, Lititz
Betty Kreider, Lititz
Lewis, Brenda and Veronica Bechtold, Lancaster
Dorothy Aument, Willow Street
Mary Kirk, Peach Bottom
Jerry, Maureen, Jessica, Jake Johnson, Manheim

Gerry, Maureen, Jessica, Jake *Johnson*, Manheim Krystal Sanchez, Manheim

Harold and Ruth Moyer, Blainsport

Jim Morrison, Georgetown, MD and Vintage, PA 122

87 members and 35 guests = a 9-year record!

