

# The Card

Volume 10, #9, Whole Number #117

Postcard information and entertainment.

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

Meets 3rd Monday, Farm & Home Center, Rtes. #30 and #72, Lancaster, Pa.  
NEXT MEETING: September 20, 1999 at 7:00 pm, Trading from 5:30

Yearly membership is \$8 (\$2 extra for each member at the same address). Membership year is April 1 to March 31. Make checks payable to: LCPC. Send checks, correspondence and change of address to LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669, phone (717) 721-9273. Advertisements are \$15 for a full page, \$8 for 1/2 pg., \$5 for 1/4 pg. prepaid with copy 30 days before publication. Ads of 25 words or less are FREE to members but please submit your ad for each issue 30 days in advance. THE CARD staff includes Dorothy Fry, proof reader and Gerald Hostetter. Harold and Ruth Moyer are the mailing committee. Recent circulation: 12 postcard clubs, 4 postcard publishers, over 235 homes with more than 315 members.

### NEW MEMBERS, et al

#547 Kathy Kreider RD2, Box 490, Palmyra, PA 17078. Ph. 717-838-1760. General interest plus Hershey, PA.

#548 Robert R. Shultz P.O. Box 455, Newmanstown, PA 17073. Ph. 610-589-2819. Dealer - Penna. cards, etc.

#549 Gregg Martell 1120 Old Eagle Rd. Lancaster, PA 17601. Ph. 892-1316. Views of Kankakee, IL, Santos and Klein Chocolate.

#550 Theresa and #551 Don Jumper 1892 Sturbridge Dr., Lancaster, PA 17601. Ph. 569-1679. Theresa likes religious, hands, angels, violets, nautical, Lanc. Gen. Hospital and Lititz. Don likes cigars smoking, guns, hunting and Henry S. Williamson of Lancaster.

#552 Bob Russell 1617 Millport Rd., Lancaster, PA 17602 Ph. 392-5388. Local esp. Gap, PA, diners, motels, covered bridges in Lanc. Co.

#553 Walter Russell 50 Cherry Hill Rd., Ronks, PA 17572. Ph. 687-9271. Local esp. Paradise, Gap, New Holland Farm Equipment. Reinstated members:

#52 Lee Fry 147 Owl Hill Rd., Lititz, PA 17543. Ph. 626-7764. Lititz and Lancaster County.

#133 Dorothy Crissman 520 S. Pearl St., Lancaster, PA 17603-5930. Ph. 293-9378. Native Americans, light houses and local views.

#### Corrections in latest roster.

The Keeblers' phone number should be 569-6901. Steven Mummert is #22, a charter member, NOT #79. Our apologies to these folks. Any major corrections such as these should be sent to **THE CARD**. With this September mailing every LCPC household will have received its 1999-2000 copy.

### PROGRAM CHANGES

Rocky Springs Views by Howard Steinberg has once again been postponed. It will now be in November and Jim Ward's November program has been moved to September. Shirley Bubb's Pennsylvania Owls will remain October's topic with the Christmas Party utilizing the Farm & Home Center's full room in December.

### ORIGINAL PHOTOS of LOCAL POSTCARD VIEWS

An unusual find offers the rare opportunity in September to compare Lancaster photographs of the 1920s and 1930s with their published postcard views.



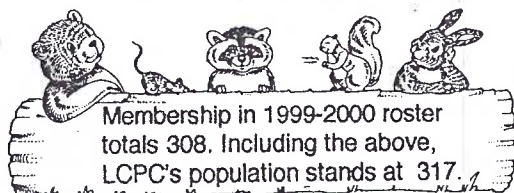
This white border view looks southwest toward the old Y.M.C.A. building on the corner of N. Queen and Orange Sts. Occupying the ground level were Stehman Bros. House Furnishings, Ream's Book Store (with the raised awning) and Golde's Clothes Shop. On the near corner behind the 5-globe street lamp is a giant watch possibly the curb-side advertising sign for Elmer Forney whose watch repair shop was at 109 N. Queen St. The card was published by National Post Card Co. of Philadelphia, Pa. and Atlantic City, N.J. and is one of dozens made from photographs taken by an E.E. Rutter, NY commercial photographer. The original photographs were used by National, Union News, Tichnor and Curt Teich. The photos (with touch-ups) as well as the resulting postcards, are part of September's slide program. Nearly 60 different photographs and their postcard counterparts will be documented on hand-out sheets.

### DISCOUNT SALE

I've extended my EXPO DISCOUNT on postcard sleeves. Regularly one pkg. of 100 is \$1.50. Buy 1 or 100 pkgs. for \$1 each! Just cents over cost, take advantage of this limited time offer now! Continental or Modern sizes, save 50¢ - just 100 for \$2. Jim Ward 717-721-9273.

### WANTED

Postcards, photos and memorabilia of the Keebler Baking Co. of Phila. and Elmherst, IL. including wagons, trucks, elves, factory, etc. Contact: Jim Keebler (717-569-6901). A reminder: Ads of 25 words or less are free to members. See details in masthead above.

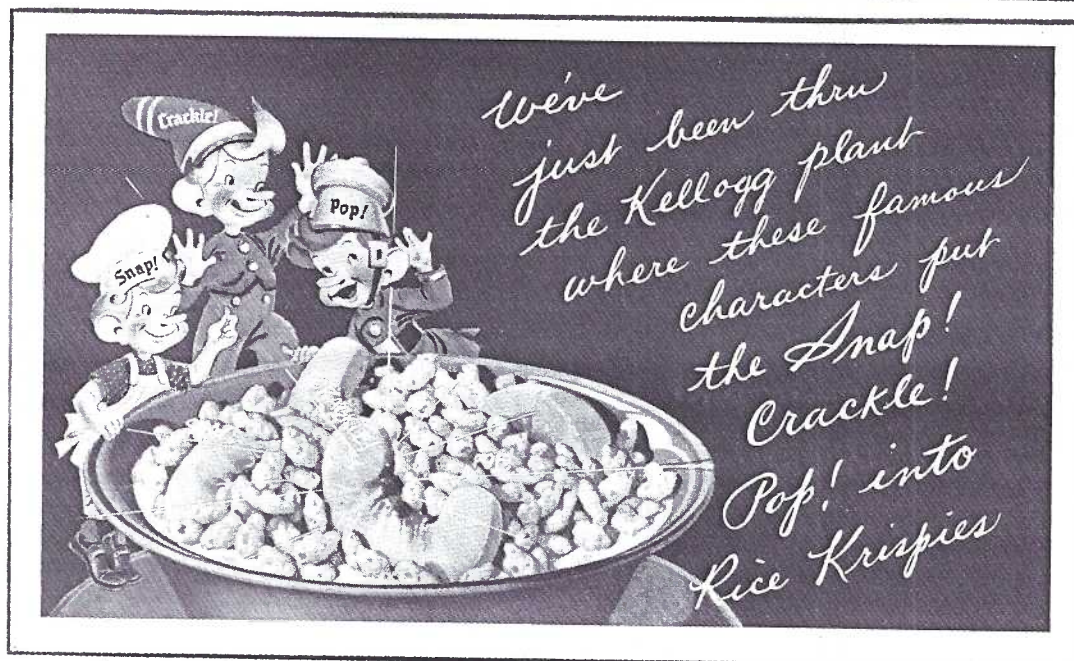
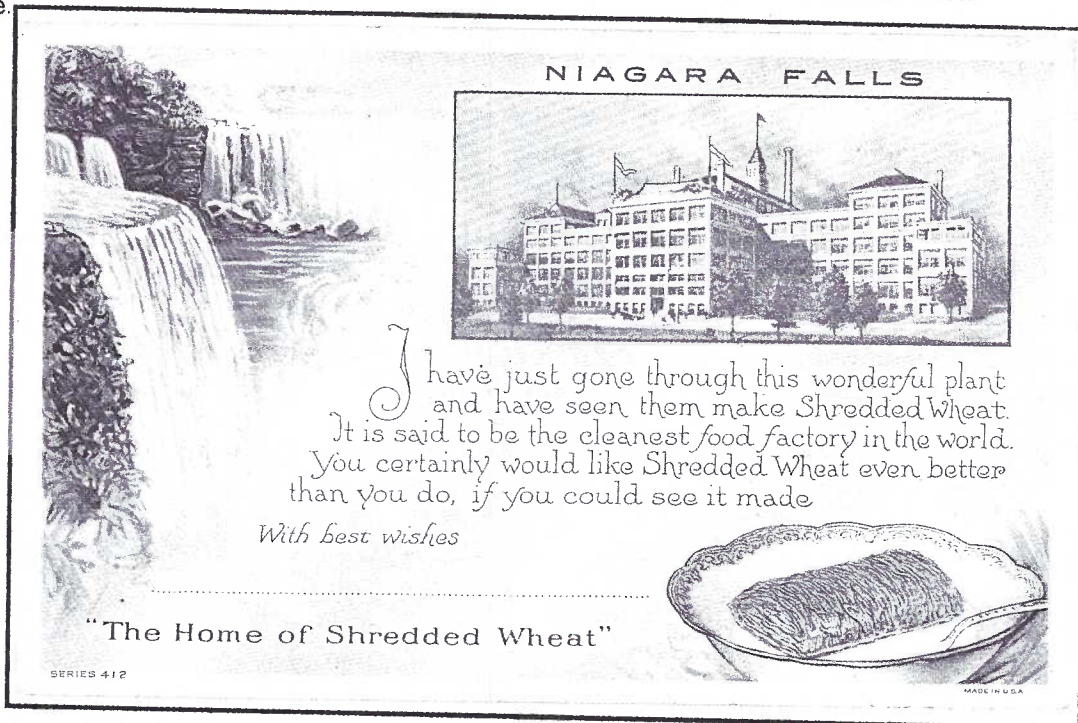




Did You Know?

SEPTEMBER is All-American Breakfast Month  
 SEPTEMBER is Natl. Cholesterol Education Month  
 SEPTEMBER 16-22 is National Singles Week  
 SEPTEMBER 9 is National Grandparents Day  
 and so we offer this pictorial tribute and dedicate this and the next page to all of the above: a) to those who never skip breakfast, b) to those who watch what they eat, c) to those who eat alone and d) to grandparents enjoying cereal for breakfast or anytime.

More than a dozen PCs have been offered by Nabisco through the different postcard eras. Thousands toured their Niagara plant and received PCs - always of top quality like their ageless Shredded Wheat.

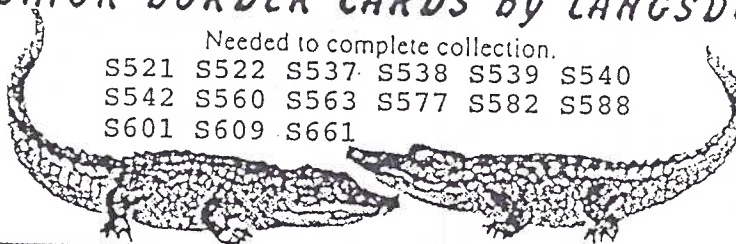


Snap! Crackle! and Pop! are world-famous characters who speak the language of Kellogg's Rice Krispies. RK and Corn Flakes have taken a back seat to sugar and chocolate-laden cereals these days. Kellogg's still offers PCs, though we yet to see any identified as the Lancaster plant. Ed. Note: Did anyone besides me collect the Pep cereal cartoon character pins of the 1940's?

**WANTED**  
 ALLIGATOR BORDER CARDS by LANGSDORF

70 diff. dups available  
 Will sell, trade and buy.  
 DAVID W. KALIES  
 24 TAMARIND DR.  
 KEY WEST, FL 33040

Needed to complete collection.  
 S521 S522 S537 S538 S539 S540  
 S542 S560 S563 S577 S582 S588  
 S601 S609 S661



PH. 305-294-3418  
 (NITES 8-11 EST)  
 FAX 305-294-8182  
 E-MAIL docdc@webtv.net

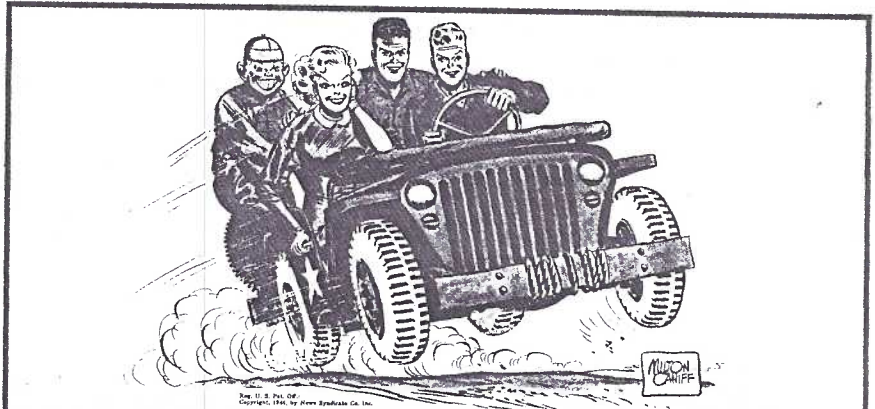


Post Toasties were the health product of C.W.Post. He touted "eating cereal" to thousands who attended his health conferences in the 1920's. This early (1923) card #4158, was published by the Postum Cereal Co. We must congratulate Post for initiating a 20-30% reduction in cereal prices that occurred a few years back.



Dear folks:  
I am well and  
happy and full  
of Post Toasties  
and hope you are  
all the same,  
as ever Bobbie

**Post Toasties - Improved Corn Flakes**



Dear Friend: Your entry in the "Sparkies Jingle Contest" received and will have careful attention from the judges. You will be notified promptly should you win a prize. Meantime keep boosting Quaker Puffed Wheat and Rice Sparkies.

THE QUAKER OATS CO.

The only cards we've seen by The Quaker Oats Co. are penny postals. (We'd like to hear from you if you have a picture or advertising postcard *without* a government imprint stamp on the reverse.)

Reduced 14%, the jeep postal was mailed in 1941 to rebate coupon. In their NOTE TO DEALERS, is the unusual reference to "our Puffed Grains". No cancellation.

Reduced 14%, this "jeep" postal was mailed in 1941 to Harry Zubryd in Hermanie, Pa., a memo that his entry in the "Sparkles Jingle Contest" had been received. To the right is a similar memo postal. It was mailed to Dot Berryman in Freehold, NJ in 1940 when the contest was called the "Terry Jingle". Can you pick Terry in the lineup of characters on the 1940 card? I'll take a flier at some of the names. Your help is invited. See guesses below.



**FREE!**

Until Oct. 15, 1929

**B**RING this card to our store, purchase one package Quaker Puffed Rice or Puffed Wheat at the regular price and receive one package free. (Two packages for the price of one.)



GROCER'S NAME.....

OWN..... STATE.....

Check package received: Puffed Wheat ☐ Puffed Rice ☐

NOTE TO DEALERS

This card will be redeemed by The Quaker Oats Company at your regular retail price in cash, provided it has been sent by you to your customer through the U. S. Mail; and represents the gift of a free package to a purchaser of a similar package of our Puffed Grains at the regular retail price. No payment will be made to coupon or premium brokers. Send To The Quaker Oats Company, 80 East Jackson Blvd., Chicago, for redemption. Only one to a customer.



Dear Friend: Your entry in my "Terry Jingle" Contest received and will have careful attention from the judges. You will be notified promptly should you win a prize. Meantime let's all keep boosting Quaker Puffed Wheat and Rice Sparkies. Your pal,

**TERRY**

Top: April Kane or Burma and Terry Lee  
Middle: Dragon Lady? and Lt. Pat Ryan  
Bottom: Connie and Capt. Flip Corkin



## Calvary on Cards

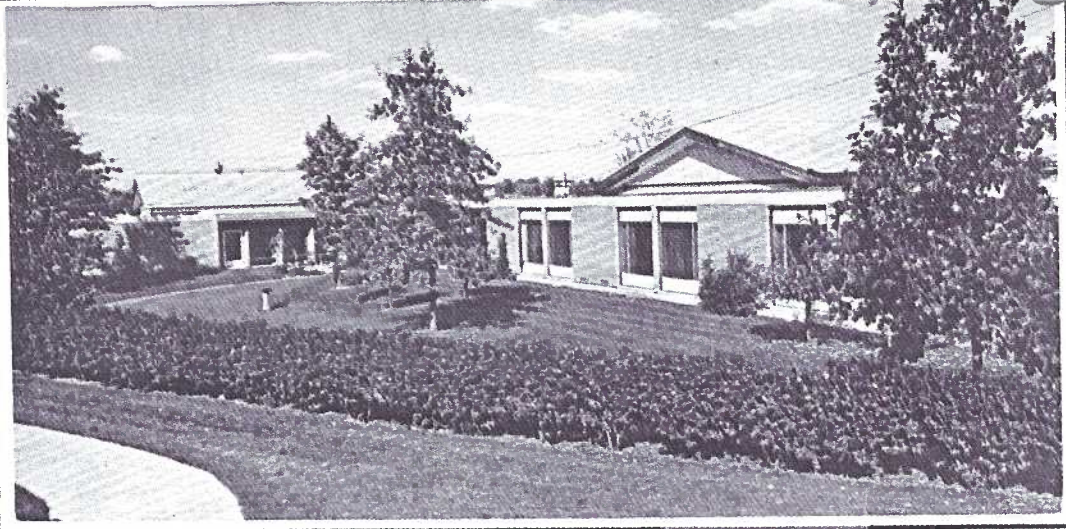
With the move in August of Calvary Church to the 38-acre site on Landis Valley Road, we searched our files for early Calvary Church postcards. Nothing existed of the church's beginning when members first met at the YMCA in 1937. But the first edifice, at N. Duke and Frederick Sts. is mentioned on the reverse of the Rally Day postcard (reduced upper right).



Calvary Independent Church

Hailing children back to Sunday School after summer vacation trips was a common practice in many Protestant churches in early Fall. This card is postmarked in Lancaster on Sept. 20, 1948 and is addressed to Miss Molly Himmereich, RD #1, Ronks. Fifty years ago Calvary was already attracting members from throughout the county.

The black and white view PC has no publisher or printer identified. A reasonable assumption would be that the church was the publisher. On its reverse it describes



the 1401 Esbenshade Road location as "one and one-half units of the proposed three-unit edifice. Built in 1951-52". Calvary dropped "Independent" from its title nine years ago. By Lancaster church standards, even *that* building was large.

The Calvary Fellowship Homes is adjacent to the church property at 502 Elizabeth Drive and is shown on the Dexter #72281-C color view. It continues to serve non-sectarian guests.

On August 8, 1999, Calvary members first worshipped in the 2,165 seat auditorium of their new home. According to the Lancaster New Era article, the minister is relieved that the three Sunday services necessitated by the small Esbenshade building would no longer be necessary. Calvary has chosen the avenue of many

progressive congregations across the country - to incorporate all of its functions under one roof. Administrative offices, nursery, music ministry and the Sunday School classrooms occupy one wing. Another wing features a gymnasium with room for team sports as well as a family life center.

The Bible-based teaching of Calvary supports some 40 missionaries and has the largest congregation in Lancaster County with expected continued growth.

Contact with the administrative office revealed, unfortunately for PC collectors, that there are no plans of a postcard of the new church complex. You must visit the site on Landis Valley Road south of the LV Museum (Rte. #272 North) and see the new Calvary Church first hand.

*Let's Rally Around the Bible*

FOR A GREAT YEAR  
OF BIBLE STUDY

BEGINNING  
*Next Sunday*  
**RALLY  
DAY**



SEEK YE OUT THE BOOK OF THE LORD. Isa. 34:16



# EXPO '99

## 1999 EXPO TEAM WORK

We've found a great Expo Chairman in **Walter Mowrer**. Once again he's pulled together a team of workers - the nuts and bolts that make ours a great little show! **Walter** is ably aided by Publicity Man **Jere Greider** whose local stories were instrumental in bringing in another good crowd. **Jose Rodriguez** has done an admirable job since Day #1 with dealer recruitment (although we hear 1999 will be his last year on this job).

But if you want to see a team performance, stop by on expo eve and watch a dozen men and women slide tables, chairs and easels together like no other club can. In less than an hour, we were virtually finished, giving the Exhibit Committee another half hour to round out its job.

Walter's sign-up sheet shows these LCPC loyals offering brain and brawn to make another successful Expo for our history book. 431 paid attendees, in addition to the 20+ committee members, made it a great 1-day show for the dealers as well.

Set Up Committee: Gisela Withers, Barb and Bud Heim, Barb and Walt Mowrer, Newt Groff, Mike Middleton, Susan Glass, Earl Carver and Jim Ward.

Welcome Desk and Ticket Sales: Em Keebler, Betty Graver, Helen and Earl Carver, Norman Zimmerman, Gwyn Fulmer and Ruth Yohe.

Books Sales: Mary Darrenkamp and Anne Steinberg. (See 1999 Expo Book Sales.)

Clean Up Committee: Susan Glass, Barb and Bud Heim, Bob Kramer, Barb and Walter Mowrer and Jere Greider.

Kitchen Staff: Ruth and Harold Moyer, Ellen, Norma, Chris and John.

Walt wishes to apologize to any members who helped but were omitted from the list.

## 1999 EXPO BOOK SALES

Mary and Anne reported brisk sales during the Expo hours. Several members made purchases following the show and at this writing (8/25/99) few books remain except for a small block set aside for LCPC's future use. A final report will be made by Book Sales Chairman **Ray Dennis** at the September meeting. *Please see that you account with Ray for cash or books you still have before the September meeting.*



EVERYTHING IN THE GARDEN'S LOVELY. MA GETS AMONG THE CABBAGES AND PEAS, WHILE PA POTTERS AROUND THE ONIONS AND LEEKS.

From Katoomba.

Reminder: September's competition is the best single card showing HARVEST.

A Green's Souvenirs comic. Katoomba is a town west of Sidney in New South Wales, Australia.

## 1999 EXPO EXHIBITS

**Barabra Mowrer** and **Earl Carver** once again deserve a round of applause for their concerted effort in making the exhibit section of our show a genuine EXPO.

Our giant 8-foot easels held twenty-eight entries on thirty-three boards offering a delight in postcard topics and views. The four categories with respective entries and exhibitors follow.

(2) indicates multiple boards in an entry.

### CHILDREN

**FIRST** Our Toys - Jim Ward  
**SECOND** Double Your Pleasure - Dolores Rowe  
**THIRD** Children and Dolls - Barabra Mowrer

### HONORABLE MENTION

Amish Children - Earl Carver; Children - Emily Keebler; Little People - Harold Moyer; Having Fun - Ruth Moyer.

### WINDOWS to OUR PAST

**FIRST** How We Entertained Ourselves - Dolores Rowe  
**SECOND** U.S. Lighthouses Kept by Women -

Dick Julian

**THIRD** Take a Trolley from Lancaster to (2)

Howard Steinberg

### HONORABLE MENTION

Bygone Days - Earl Carver; Penn Square, Lancaster, Pa. - Mary Darrenkamp; Nearby Railroad Stations (2) - Bud Heim; Nearby Railroad Stations (2) - Barbara Heim; 1959 - Bob Kramer; The Good Old Days - Jim Ward.

### HOME TOWNS

**FIRST** Ephrata (2) - Jim Ward  
**SECOND** My Own Home Town - Anne Steinberg  
**THIRD** Views of Columbia, Pa. (2) - Walter Mowrer

### HONORABLE MENTION

Marietta Memories - Earl Carver; Home Town, Lancaster, Pa. - Mary Darrenkamp; Greetings from Oxford - Susan Glass; Places I Lived - Bob Kramer.

### SUMMER ACTIVITIES

**FIRST** Wave Makers - Jim Ward  
**SECOND** Fun in the Sun - Earl Carver  
**THIRD** Summer Fun - Walter Mowrer

### HONORABLE MENTION

Hershey Park - Ruth Moyer; Fantasyland - Harold Moyer.

From the four first place awards, **Best of Show** was chosen and awarded to **Jim Ward** for his 2-board entry of businesses in **Ephrata**. The **Peoples Choice Award**, chosen by ballots given to the public, went to **Howard Steinberg** for his 2-board entry **A Trolley Ride from Lancaster to**.

Judges are chosen from among our member/dealers. We owe a big THANK YOU to **Jay Miller**, **Agnes Cavallari** and **Jose Rodriguez**.

In addition to the unique 1999 Expo postcard each entry receives, the Exhibit Committee also awarded \$250.00 in cash prizes = Best of Show and Peoples Choice each \$25 plus \$25 for First, \$15 for Second and \$10 for Third Place winners in each category.

## 1999 EXPO PRIZE WINNERS

As has been the custom for the last few years, LCPC offered door prizes to its Expo guests. \$60 in \$5 and \$10 prizes went to nine lucky winners. The prizes are coupons that may be redeemed at any Expo dealer's table.



# OUTCAULT'S CHARACTERS

"Undiscovered" Buster Brown Comics Were Always There

Hundreds of collectors of comic characters by the famous Richard F. Outcault will be surprised to find that two series of Valentine postcards include the cartoons we show here



and on the next page. They've collected Outcault's Buster Brown cards for many years. Many of these collectors have expanded their interest to included Outcault's Write Away cards with miscellaneous

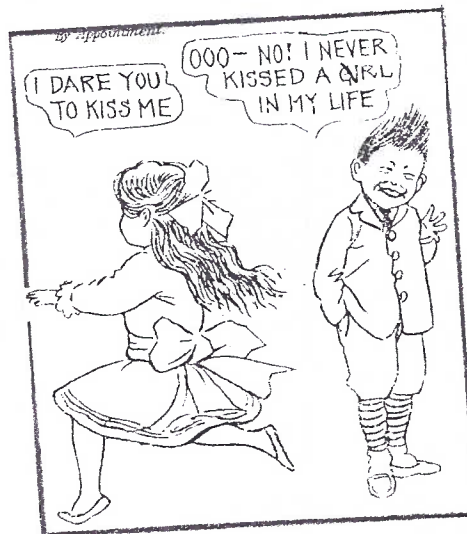


characters (many including gags with Buster's dog, Tige).

But two series by Raphael Tuck & Sons of England have these funny characters occupying the entire message area on the backs! They



are titled New "Outcault" Series Valentine Postcards No.7 and Buster Brown Series Valentine Postcards No.8. Dorothy Miller in Picture Postcards in the United States, 1893-1918 mentions only Series 8.

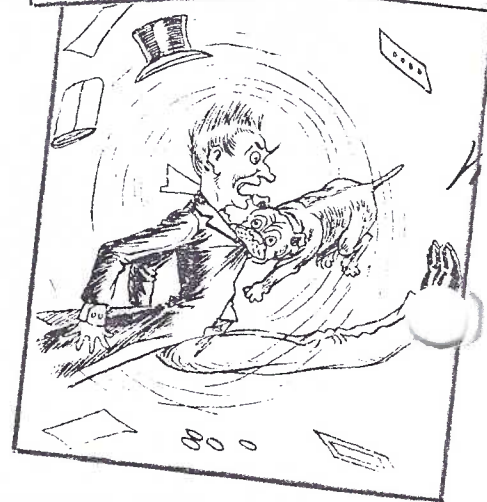


The postcards leave very little or no space on either front or back for much of a message. Of course, when you think about it, Valentines were often just signed with a name, initials or maybe even numbers



representing the sender's initials. Do you remember when *you* did that?

So, if you're a fan of Outcault's art, these postcards are bargains - you get cartoons on two sides of the card, albeit, the "message side" cartoons are not in full color.

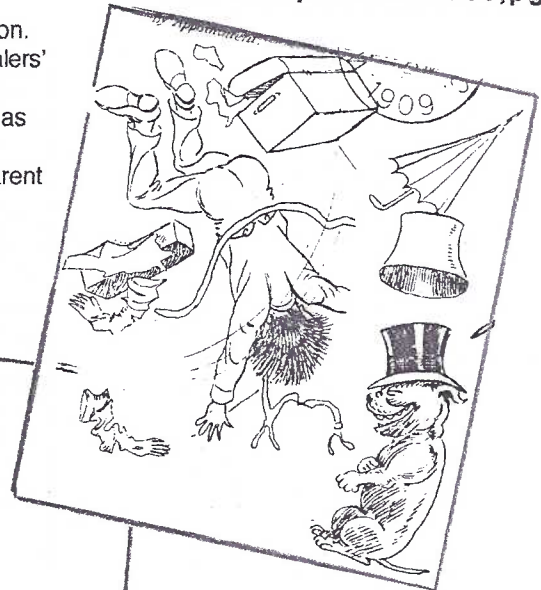
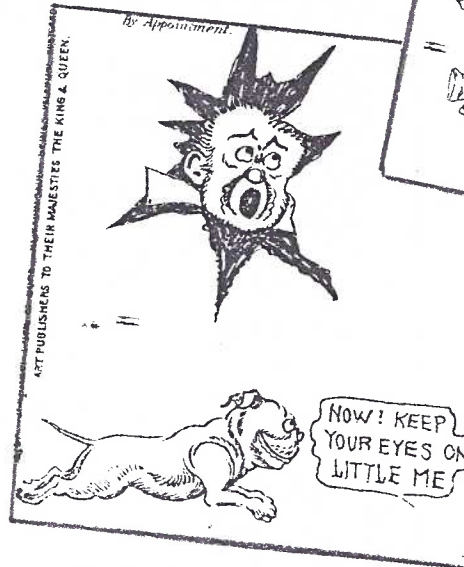


Another downside to these two series is that Tuck's agent in Bavaria, where the chromograph cards were printed, was not careful about the stock quality. These



Valentines are notorious for their poor paper stock which results in corner creases and edge chips, adding to the challenge of finding

good examples for your collection. So "happy hunting" in the dealers' Valentine boxes... and you had better check their Comic boxes as well, since the cards' Valentine sentiments are not always apparent and can easily be overlooked.



The eleven cartoons we've shown by no means complete the two series and we'd be happy to hear from you\* with the fronts and backs of cards not shown, whether or not they are for sale.

\*THE CARD will pay for postage and reasonable copy expenses you incur.

Buster Brown and Mary Jane were modeled by Outcault from his own children, as was their bulldog, Tige.

## AUGUST PROGRAM

### Nine Participants and their subjects

A Favorite Card was the theme. Here's a recap of an enjoyable evening -

A healthy goat jumped to the back of a pony to feast on a peach tree on a card in a hand-out set by the Farnam Company, manufacturer of Zimecterin, an equine dewormer. (Jim Ward). A family clan photo resurrected of his family. (Don Davis). A Masonic funeral invitation from her home town of Brookville, PA. (Mary Ann Guntow). Swamp Lutheran and Reformed Church in Blainsport on a card from his mother's possessions. (Harold Moyer). By the way, Harold just sold a copy of Windows in that same cemetery on Aug. 15. Now that's salesmanship! A preacher-trombonist on a card reminded him of himself. (Earl Carver).

A greeting card with an add-on brass auto was sent from her father to her mother. (Dot Aument). Her father and grandfather on a treasured family card. (Gwyn Fulmer). The Earth's oldest living thing on a card - the bristle-cone pine, over 4,000 years old. (Shirley Bubb). To conclude the presentation, Gisela\* Withers, a relatively new member, offered a unique group of cards whose messages dated from 1934 to 1939. The writer was behind bars and strung along his very patient lady friend "on the outside" for more than five years - and we *still* don't know the outcome of the postcard romance. The cards were found at fellow member Jim Morrison's stand. \*Your editor mispronounced her name, so to set the record straight, Gisela sounds like Geesé-ah-lah.

Many thanks to all for an entertaining evening.

## MONTHLY EXHIBITS

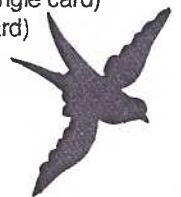
BIRDS were the subjects of exhibit boards studied and voted on by the 58 members attending in August. The colorful feathers literally filled the front of the hall in all sizes and shapes and it was no surprise that the winner was five-year Lancaster County Bird Club President Shirley Bubb. WHO-O-O-O else? (But let's wait until October for that bird!)

<b>SHIRLEY BUBB</b>	<b>FIRST</b>	Flying Jewels found in Lancaster County
<b>WALTER MOWRER</b>	<b>SECOND</b>	Birds of a Feather...
<b>JIM WARD</b>	<b>THIRD</b>	Caged Beauties

### HONORABLE MENTIONS

<b>RAY BUBB</b>	Birds Seen While Fishing
<b>EARL CARVER</b>	Eagles
<b>DON DAVIS</b>	This is for the Birds
<b>SUSAN GLASS</b>	Pink Feathers
<b>HAROLD MOYER</b>	Feathered Friends
<b>RUTH MOYER</b>	State Birds

Thanks to all for your efforts. Coming months -  
 September - HARVEST (single card)  
 October - FAMOUS PEOPLE in HISTORY (single card)  
 November - SERVICEMEN and WOMEN (board)  
 December - CHRISTMAS (board)



## August Notes

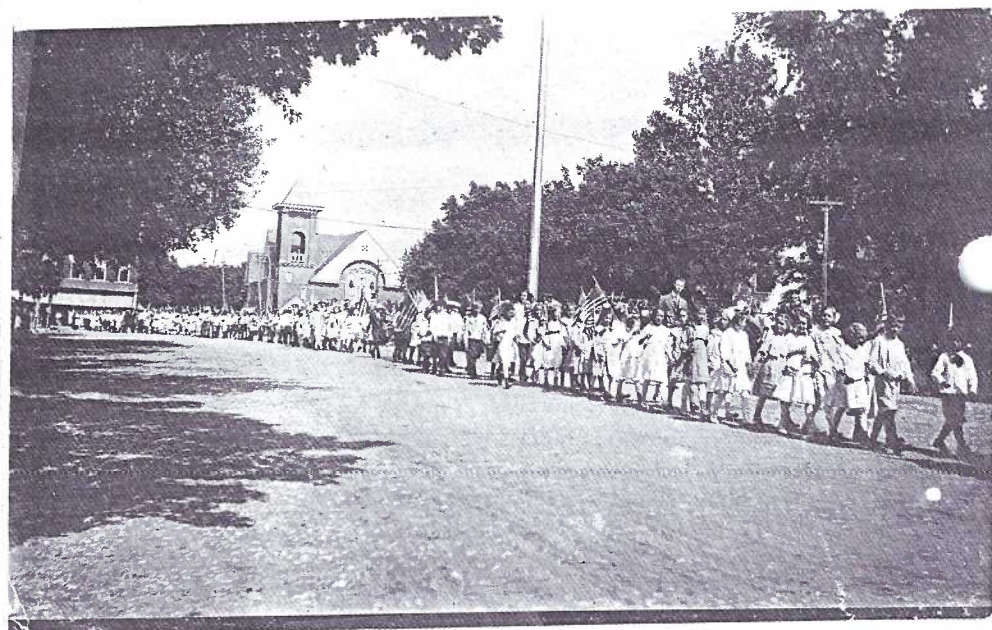
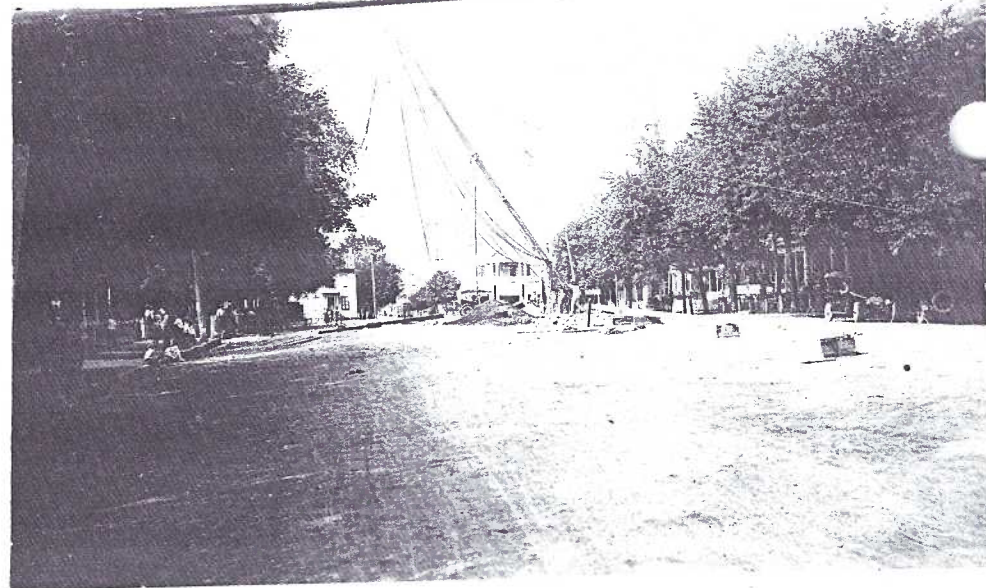
Mary Darrenkamp and Polly Fisher won door prizes of 10 PC pages and 100 PC sleeves respectively. Our new member, Kathy Kreider, won the 50/50! How about that!



## LABOR DAY in MANHEIM

As many of you know,member #260 Jim Morrison,maintains a stand at Renninger's where he sells post-cards,Christmas items and trains. "Sitting his stand" from time to time can pay well. In one instance,the editor discovered these real photo PCs illustrating Labor Day in Manheim,PA. The stamp boxes indicate the 1918-1930 era. The postally unused cards have these notations:

(top card,looking west in the Square) showing the Gibble residence far right on W.High St.) "You will note the pole with ropes attached is the gin (engine) pole in derrick which was used to raise the main flag pole. The flag pole laying (lying) out along the ground is over 116 ft. long; was raised a few days before Labor Day. On Labor Day was the grand flag raising. Flag is 15x25 ft. and is a beaut."



(middle card,looking east in Square) showing the New Salem W.B.Church at E.High St.) "Taken on Labor Day, Sept.2. School children coming in from the school house for the flag raising. You see that tall man in the line? That is the new Principal, Mr.Keener."

(bottom card,looking east in Square, again,showing the Salem Church) "The flag,as it appeared on Labor Day,Sept.1,1918\*."

\*Our perpetual calendar shows 1918 and 1929 as being the only possible years with Labor Day (first Monday) on Sept. 2 during the real photo era. We've deduced these views were made in 1918 by the clothing worn.

## FUTURE SHOWS

SEPT. 11 Towson,MD.Crystal Rm., Days Inn, I-695 exit #29, Lock Raven Blvd.

SEPT.13. LCPC charter member #25 **John McClintock** will be offering a program at the York Club meeting in Luther Memorial Lutheran Church. 7 PM. You are invited to attend. Dealers set up - 5:30 PM.

SEPT.17-18 Mount Laurel,NJ. Postcard Society, Inc., Days Inn. Rte.#73,off NJ Turnpike,exit #4.

SEPT. 19 Wind Gap,PA. Lehigh Valley PC Club. Plainfield Twp. Fire Hall. From Rte.#33,exit Rte.#512.

OCT. 2-3 Allentown,PA. Great Eastern Paper Show. Fairgrounds.

