# The Card

Volume 10,#11 Whole Number 119 ostcard 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: November 15,1999 at 7:00 pm,Trading from 5:30

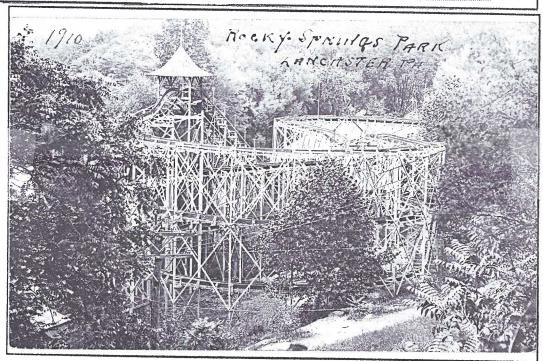
Yearly membership is \$8 (\$2 extra for each member at the same address). Membership year is April 1 to March 31. Make checks payable to: LCPC. Send checks, correspondence and change of address to LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens,PA 17578-9669, phone (717) 721-9273. Advertisements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

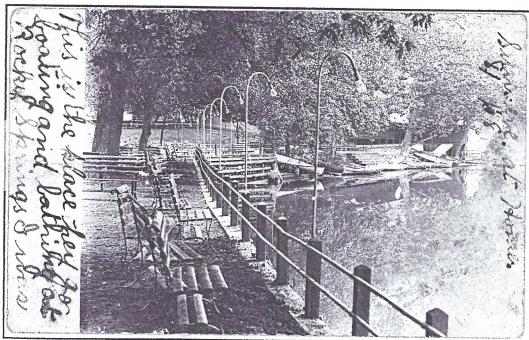
## SCARCE VIEWS of ROCKY SPRINGS

Long awaited program by Howard Steinberg loaded with rare real photo cards.

The Figure Eight roller coaster ride (right) is an uncommon real photo postcard of early Rocky Springs Park, but it is much more common than the real photos we'll be served in November's slide program by Charter Member Howard Steinberg.

It's unlikely there's another collection of so many unusual views of Lancaster's largest amusement park in existence. You'll be pleased with this showing. Try your best to make the meeting on November 18.





Another uncommon real photo of Rocky Springs shows the boat landing and spectator benches that bordered the Conestoga River. Unlike the Figure Eight view above which is postmarked June 9,1910,

this view has no postmark and was likely mailed in an envelope. We are fortunate, though, to have the writer's penned note on the front right, "Sun. eve. at Home. 8/ /'08".

Many collectors enjoy post-

card messages as much as views and this card should bring a chuckle to those collectors. It begins along the front margin and continues on the reverse.

"This is the place they go boating and bathing\* at Rocky Springs. I was there today but did not enjoy it very much. It seemed so very dry. We got tired till twelve so we went back to Lanc. 15 after 1 and went to Mary's uncle. We enjoyed that more,

"Pa and Mother went to Uncle Simon's yesterday and are not home yet. We don't know if they will be home today or not. It is eight o'clock almost and I am going to bed as I have no partner for tonight. Phares has also gone away. Of course you know where. You should have been along today then we would have had a dandy time.

from 5,23,8."

\*Ed. note: For public health reasons, bathing in the Conestoga eventually ceased and a large pool was built.

"5,23,8" no doubt stands for the initials E.W.H.

## Postcard Art by Gordon Grant

Gordon Hope Grant was born in San Francisco in 1875. For a short time he attended the Heatherley and Lambeth School in London where he studied illustrating and painting. He later served in the Mexican Campaign.

His illustrations appear in books and posters (see page 3). His nautical subjects are found in the Library of Congress, the Metropolitan Museum of Art and other major museums. Fortunately,too,we find his work on postcards.

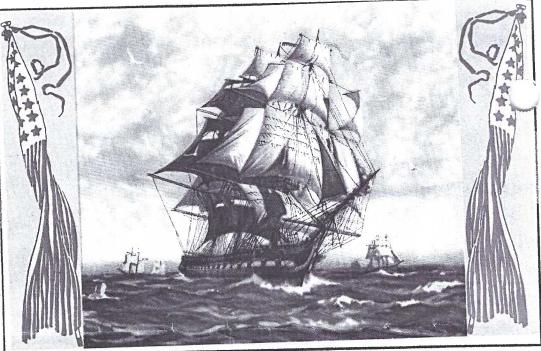


I am a soldier of the United States.

I know my duties and perform them smartly and cheerfully.

When Uncle Sam no longer needs me I shall go out proud of having served with a clean record and full of determination to make good.



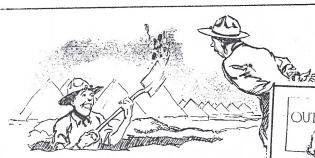


The WWI cartoons are sparsely colored - khaki uniforms with just a splash of red or blue in the background. On the other hand, his Constitution paintings such as the one on page 2 show the full spectrum of colors. Those in the Colourpicture series (page 3) are limited to grays and blues -but beautiful nevertheless. We find it hard to believe it's a series of five cards. Can anyone offer more information?

Shown: Old Ironsides. Full color with blue border by Providence Litho.Co.

#### TRADE

Why spend money? Will trade my dups and unwanted PCs for yours. Bob Kramer 684-4210 or write: 4514 Fairview Rd., Columbia, PA 17512.



-Hello old son .What's the hole for?
-To bury my troubles in - If you've got any, bring em along.

At least one in this military set is signed "Gordon Grant, Capt.,U.S.A."

Others in the set by T.E.Co. are

\*Listen to that bugler sounding sick call and me feeling the way I do.

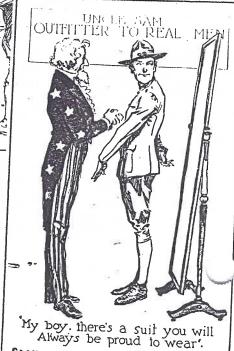
\*Once selected,always respected.

\*Our boy.Our army.

\*Pvt.Potts wonders why pockets won't stay buttoned.

\*The army can get along without this.

\*The best souvenirs are not picked
up on the battlefield (citizenship,
self-confidence,determination,
health,new ideas).





#### John Klein Postcards



Exit 21 Pa. Turnpike Saturday 10-5 Sunday 8-5

The continental chrome is titled <u>Classic Poster Series No. 1</u> - "Will you supply eyes for the Navy?". It was published by Book & Tackles Shop, Watch Hill, Rhode Island and is a product of Dexter Press.

Grant died in 1962 at the age of 87.

#### NEW MEMBERS.etc.

**#554 John Alleger** 102 Bartonsville Ave., Bartonsville, PA 18321. Ph. 570-620-9102. Collects Bartonsville, PA and Monroe County, PA.

Welcome, John. You bring LCPC's membership up to 318!

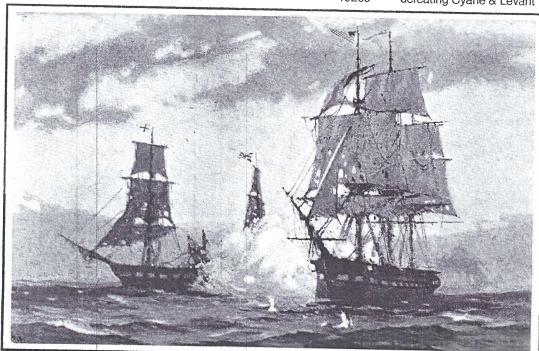
We're sorry to hear **Helen Carver** recently suffered a heart attack but are also happy to report she's doing well at this writing (Oct. 12).

Colourpicture series we've seen - / 19256 U.S.Frigate Constitution

19257 " defeating H.M.S.Java

19258 " in harbor of Tripoli 19259 " defeating Guerriere

19260 " defeating Cyane & Levant



#### THE CARD November 1999,pg.4

#### **Local Souvenir Folders** Popular Then - But Not Today

Compiled by G.Hostetter and J.Ward

Those of us who give postcard folders shelf space must be less than 5% of the collector population. The fact is universal. Throughout our collecting fraternity the number of collectors of Souvenir Folders is very small. The little respect even home town folders get is seldom more than the back of the box or in the drawer of Miscellaneous Local Paper.

The simple facts are - 1) folders are difficult to exhibit 2) they're too large to house in most PC albums, but most importantly 3) they're often redundant. The views in folders nearly always were/are available as single cards. With a single card you have a back with important data about the card (publisher and/or printer) perhaps a clear cancellation and quite often messages and names which might lend historical and genealogical information to your collection.

The truth be known, folders were a second way to sell local views and, like the Big Mac, the item was a bigger package and brought the retailer a bigger profit on every sale. Folders sometimes contained old stock pictures interspersed with the retailer's newer views. There are instances where only the cover was replaced and the vacationer found(when he got home)that the views were the same that he bought on last year's trip!

As might be expected, views of Amish life dom-

inate local folders of the last thirty years.

Still, Souvenir Folders are a piece of postcard history and THE CARD feels an obligation to recognize them with this checklist of local view folders. Any additional folder data you can supply will be appreciated. Note also, the captions on your single postcards may differ slightly in wording from those in the folders. The placement of the caption under or inside the view may also differ.

Folders are listed by printer. (Older folders first.)

White border views

"Souvenir Folder of Lancaster Pa." Printer: Commercialchrome (not identified)

Publisher: Not Identified

Front cover: Lancaster County Tobacco Field Back cover: Amish Family Lancaster County Contents: 18 white border views of city and environs

"Souvenir of Lancaster, Pa."

Printer: Curt Teich & Co., Chicago (no I.D.) Publisher: I.Steinfeldt, Lancaster Front cover: Conestoga River, Covered Bridge Back cover: Indian tepee, woodland stream

Contents: 22 white border views of city and environs

"Souvenir Folder of Lancaster, Pa."

Printer: Curt Teich & Co., Chicago (#2232)

Publisher: 1.Steinfeldt Front cover: County Court House

Back cover: City Hall and West King Street

Contents: 18 white border views of city and environs

"Souvenir Folder of Lancaster, Pa." Printer: Curt Teich (#2232) Publisher: I. Steinfeldt Front cover: County Court House

Back cover: Home of Hamilton Watch Company

Contents: 24 views (18 are 1/2 size)

"Souvenir Folder of Lancaster, Pa." (a small 3" x 4 1/4") Printer: Curt Teich\* (#1426 entry date 6/30/16)

Publisher: I.Steinfeldt Front cover: County Court House Back cover: Center Square, looking East

Contents: 18 white border views of city and environs (Note - not all the same views as lg. folder listed above)

\*CT entry lists it on June 30,1916 as Baby Folder #B3528-3545 (illustrated on right)

"Souvenir Folder of Lancaster, Pa."

Printer: Curt Teich (#4547 entry date 11/16/28)

Publisher: I.Steinfeldt Front cover: Hotel Brunswick

Back cover: Home of Hamilton Watch Company Contents: 18 white border views of city and environs

(Most are different from above.)

"Souvenir Folder of Elizabethtown, Pa." Printer: Curt Teich (no I.D.) Publisher: Gebhart's Book Store,

Elizabethtown, Pa. (no I.D.) Front cover: Plain - address lines only Back cover:Grand Lodge Halls

Contents: 3 Town views,7 M. Home views, Blue Sky type

"Souvenir Folder of Masonic Homes, Elizabethtown, Pa." Printer: Curt Teich (entry date 11/28/51 by

E.W.Madciff, Harrisburg)

Publisher: Gebhart's Book Store (no l.D.)

Front cover: Main Entrance to Grounds Back cover: Grand Lodge and Formal Gardens

Contents: 10 views, all Blue Sky type

<u>Linen views</u>

"Souvenir Folder of Lancaster and Lancaster County, Pa" Printer: Curt Teich (#D8696\*entry date 10/23/47)

Publisher: I.Steinfeldt

Front cover: Amish Men of Lancaster County Back cover: Lg.Letter - Greetings from LANCASTER PA.

Contents: 18 views of city, environs and Amish found on linen cards, but not produced here on linen stock; also, history and description inside covers

"Souvenir Folder of Lancaster and Lancaster County, Pa" (Similar to above folder except this type contains only 16 views of which several are different from above.)

"Souvenir Folder of Masonic Homes, Elizabethtown, Pa." Printer: Curt Teich & Co. (#D11422 entry date

7/13/56 by Esther Madciff, Harrisburg) Publisher: Gebhart's Book Store, E-town, Pa.

Front cover: Main Entrance to Grounds Back cover: Grand Lodge Hall and Formal Gardens

Contents: 16 linen views of Masonic Homes

Not Linen nor Chrome

"State Teachers College, Millersville, Pa."

Printer: Artvue, NY, NY Publisher: unidentified

Front cover: Architect's Sketch of New Dorms... Back cover: plain - address lines only Contents: 10 views with blank reverses

Chrome views

"Dutch Wonderland"

Printer: Dexter Press, Inc., West Nyack, NY Publisher: James E.Hess, Lancaster

Front cover: Entrance and Map Back cover: Night view

Contents: 12 chrome views and brief narrative

"Greetings from the Heart of the Penna. Dutch Country"

Printer: Dexter Press Publisher: James E.Hess Front cover: Amish Girls in Open Buggy

Back cover: Soudersburg Covered Bridge, Hex Signs

Contents: 12 Views of Amish Life

"From the Penna. Dutch Country and Amish Farmland"

Printer: Dexter Press Publisher: James E.Hess

Front cover: Amish Boys at Mailbox, Hex Signs Back Cover: Soudersburg Covered Bridge, no Hex Signs Contents: 12 Different Views from above;same narrative

Folder identical to above but several different views Folder similar to above, blue cover,a few view changes

"Greetings from/Amish Country,Land of the Plain/Fancy"

Printer: Tichnor Bros.,Inc.Boston Publisher: Stel-Mar, Mount Joy Front cover: Young Couple in Open Buggy Back cover: Little Red Schoolhouse

Contents: 12 Views of Amish Life, short narrative

"The Amish Country" Printer: Tichnor

Publisher: Stel-Mar, Lancaster

Front cover: Amish Couple, Two Children in Open Buggy

Back Cover: Amish (Funeral) Procession

Contents: 12 Views of Amish Life,narrative (all different

from above folder)

"Pennsylvania Farm Museum"

Printer: Koppel

Publisher: Stel-Mar, Lancaster

Front cover: Entrance and two other buildings Back cover: Ladies dyeing wool Contents: 12 Views of craftsmen at work

"Wheatland, Home of James Buchanan..." Printer: H.S.Crocker, N.Y. Publisher: Stel-Mar, Läncaster Front cover: Front view of Wheatland Back cover: Entrance hallway

Contents: 13 views (2 are 1/2 size)

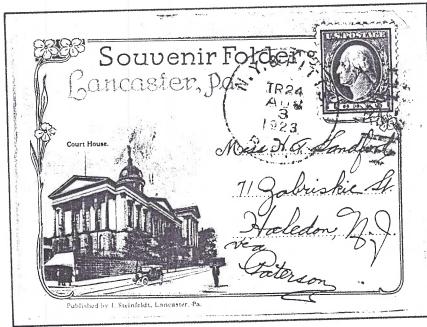
"Amishland, U.S.A." Printer: Unidentified

Publisher: Mel Horst Photography, Witmer, Pa.

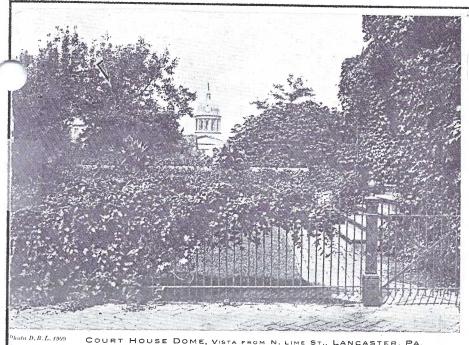
Front cover: Road Sign Post

Back cover: Interior of Amish School/Closed Buggies

Contents: 13 Views of Amish Life



Shown actual size is the Baby Folder so named by Curt Teich in their 1916 order book. This "baby" went through the mails on August 3,1923 with a nice Railroad Post Office (RPO) cancellation on the New York and Pittsburgh train. Gerald, when he worked in the Mount Joy P.O. in the 1950s, recalls sorting mail for "the New York and Pitts train which went through the county daily".



### IN THE NEWS A now-and-then column offering

recent news stories as we know them on postcards.

The New Era recently showed a view of the county court house. It was labeled Lancaster City Hall - nobody's perfect. The unusual view,made from Queen Street,was possible because of the summer's demolition of the former Woolworth and McCrory stores in the first block of N. Queen Street. Note to out-of-town readers: this was not the original Woolworth Bldg. in Lancaster.

It reminded **THE CARD** staff of a similar view of the court house seen from a block to the east. The COURT HOUSE DOME, VISTA FROM N. LIME ST. was published by D.B.L (David Bachman Landis - a favorite local publisher) in 1909. Landis's 140+ local views were generally unique. He was well aware of other local publishers' cards and consciously avoided repetition by photographing subjects from a different perspective.

The card is printed in an aqua tone. The back served as an announcement for the Fifth Annual Habecker and Charles Reunion on Thurs., Aug. 23, 1928 in Long Park. "Yourself and Family are invited to attend...a Basket Luncheon". Adeline Stauffer of Millersville was the addressee. Mount Joy, Aug. 7, 1928, is the postmark.

#### MONTHLY EXHIBITS

Famous People was the theme for October's meeting. The one-card presentations offered 59 members and two guests present a variety of subjects with only two duplications.

SUSAN GLASS FIRST Robert Fulton

(Fulton is President Susan's middle name.)

HAROLD MOYER SECOND Mr. and Mrs. Henry Ford

and Mr. and Mrs. Thomas Edison
JIM WARD THIRD Brigham Young and

His Twenty-one Wives

#### HONORABLE MENTIONS

**PEG HANNA** Diana, The Princess of Wales WALTER MOWRER John-John Kennedy & his Family PAULINE CURTIS Albert Einstein Playing a Violin DON DAVIS Ethel Barrymore **RUTH LINES** Queen Mary and King George V ANNE STEINBERG Teddy Roosevelt in a Parade DOT FRY Henry Wadsworth Longfellow EARL CARVER Henry Ford and friend Thomas Edison BRIAN FRANKHOUSER Earl C. Carver, LCPC PP HARRY LINES James Buchanan

Thanks to all who participated and we look forward to as many members joining us in board exhibits for the remainder of the year. November's Veterans Day will be honored with the theme of SERVICEMEN and WOMEN. December's theme will be CHRISTMAS (see Important Bits 'n Pieces).

#### IMPORTANT BITS 'n PIECES

October door prizes of PC sleeves and pages were won by Theresa Jumper and Harry Lines. Anna Ruhl won the 50/50. Anna was a guest of her sister, Betty Weaver.

Ray Dennis reports only 24 of LCPC's book, Windows to Our Past, remaining. Call him at 290-7948. They make great Christmas gifts! Several members have purchased a few extras which, they say, could be worth \$45 or more when LCPC's supply is exhausted.

Bill Guntow is to be congratulated for devising a system for our meeting name cards. It really works - and takes up so little space. Maybe we can put

the carousel cases we used for the cards in the next auction.

The December program will be a slide presentation of top-notch scarce and unusual Christmas postcards with emphasis on St. Nick. We know they'll be excellent cards because they come from years of collecting by **Daisy** and **Dede Schaeffer**,LCPC members #2 and #3. Details in the December **CARD**.

Ruth Moyer would like those expecting to attend the Christmas Party/Meeting this year to sign up or call up. Why this need to be more precise? LCPC will be providing Ham and Turkey as the dinner entrees and an approximate count will help the Kitchen Committee. Members will be asked to bring side dishes, salads or desserts and serving utensils as they have in the past. The club will provide beverages and dinner settings. More details will follow in the December CARD. As soon as you know you'll be attending, call any of these people: Ruth Moyer 336-6644, Susan Glass 872-0810 or Ray and Carol Dennis 290-7948. The entire room (as large as our Expo) will be utilized with large round tables provided throughout. The Farm & Home Center kitchen will also be used. It's a family affair, so plan to bring the bunch.

Speaking of meetings, **THE CARD** was right on the money when it predicted an excellent October program by **Shirley Bubb**. Shirley's *Pennsylvania Owls* presentation included picture perfect slides and beautifully mounted owl specimens. The audience was most appreciative and had thoughtful questions which Shirley ably answered after her show. As for the audio tape, well, let's just say when it comes to owls' thoughts about people - *they just don't give a hoot* (two of them do) but most of them either scream, whinny, shriek or give cackling laughs! Thank you, **Shirley** (and **Ray**) for your efforts.

Set up and selling in Oct. were Howard Steinberg, Mike Middletown and Jim Ward with their array of scarce and not-so-scarce PCs and supplies. You can always find cards from 10¢ to \$100 at the before-meeting sessions.

more IMPORTANT BITS 'n PIECES pgs. 6 and 8.

#### THE CARD November 1999,pg.6

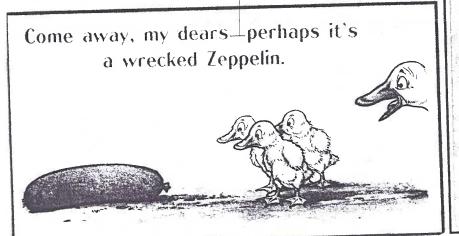
Did You Know?

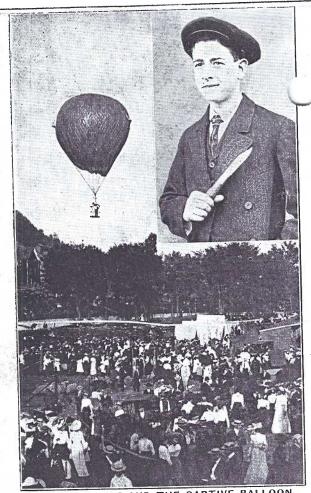
NOVEMBER is Aviation History Month NOVEMBER 4-10 is National Chemistry Week NOV. 11-17 National Geography Awareness Wk. NOV.21,1783 Man's First Free Flight (in a Balloon)

Ben Franklin,in a Paris crowd, watched as a balloon carried two pioneer balloonists for miles and to a height of nearly 300 feet and so we offer this pictorial postcard tribute.

The Bamforth comic from Gt Britain,is part of a series in which the central theme is a German sausage that resembles the German Zeppelins. Read for yourself the amazing heroics of Floyd Wallace in the card,right,by an unknown publisher (Undivided back).

The final card, a real collector's item for air officionados, shows postal cancellations Hamburg, April 25, 1936 and New York, NY, May 9, 1939. Still another in our files has the same cancellations. One was mailed to Portland, Maine, the other to Spring Grove, PA.





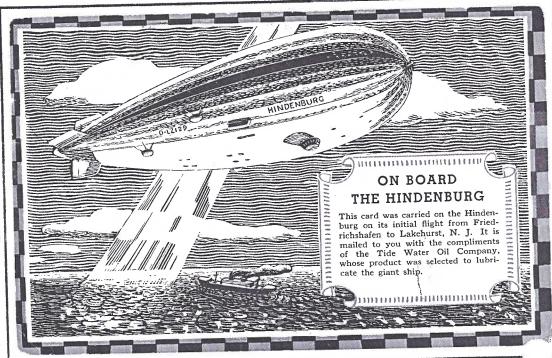
FLOYD WALLACE AND THE CAPTIVE BALLOON Which escaped Sept. 20th, at the Oneonta, (N. Y.) Fair, carrying 1 30 miles through the air to Summit. In his hand is the knife which he cut the balloon, climbing the ropes above the basket to accomplish the feat, allowing the gas to escape.

#### **FUTURE SHOWS**

Nov. 19-20 YORK,PA. York International Postcard Show. York Fair Grounds. 9-7,9-5. \$3 adm. NOV. 26-27. LANCASTER,PA. Morlatton Postcard Show. Farm & Home Center. 10-6,10-5. \$1.50 DEC. 12. BALTIMORE,MD. Towson Postcard Show. Days inn.10-5.Free.

#### IMPORTANT BITS 'N PIECES contd.

Mary Darrenkamp heads this year's Nominating Committee, She has lined up candidates for all offices except Vice President. Nine members have survived being VP and the Pres. and two have returned for a second term, so it's not as bad as you might think. A successful pattern of operation has emerged for our club since we began in 1990, making it easier each year for the incoming Pres. The VP assumes the job of recruiting programs. Nearly six have already been planned for next year. An active group of directors heads most of the committees. Why not join in with a more active role than you've played up until now? Call Mary at 397-0556.



Fred Yohe's PC artwork and publishing was featured in the October 11 issue of Barr's Post Card News. Congratulations, Fred. We hope the story brings you an avalanche of responses.

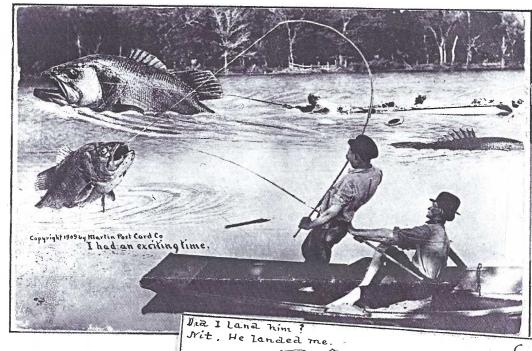
Dick Bishop still has the year 2000 Entertainment Discount Books for sale which he offers for \$21 (a \$4 discount). It's a great buy. You can reach him at York 854-4605 or at the next two meetings.

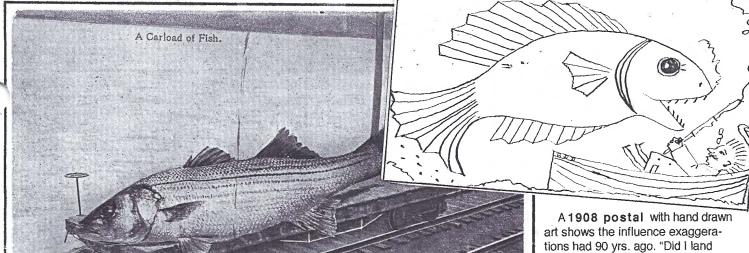
#### Fish Tales A recent newspaper photo began "No,this isn't one of those joke postcards. It's a real fish." A 57 lb. striped bass caught in Beaver Lake, Arkansas was the record breaker.

Exaggeration PCs, of which the fish theme is no piker, are not everyone's cup of tea. But for the child you'd like to interest in PC collecting or the angler with tales of the ones that got away, they're tons of fun.

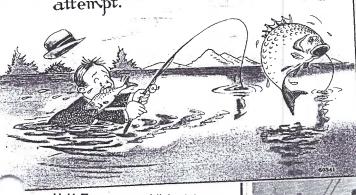
Martin Post Card Co.(top) is considered the king of oversizes. Midland Pub.Co. has a long series of fruits and veggies on RR

cars. But is this their only fish? (See "A Carload of Fish" below.)

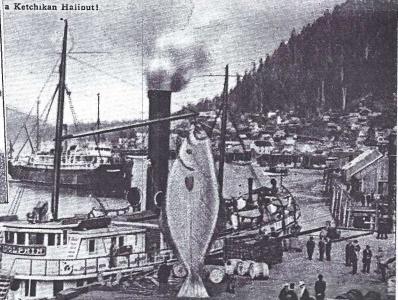




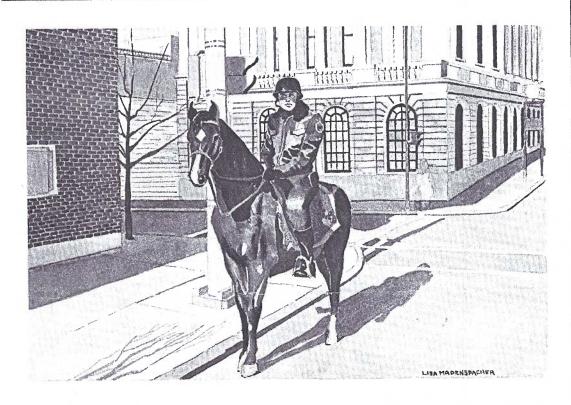
Nearly drowned landing this one, but caught an extra one in the attempt.



H.H. Tammen published the unusual 1920's view of Ketchikan, AK. Chromes exist but the '40s linens (Tichnor shown) were the height of exaggerations. Giant fish are out there for \$1 or less - no lie!



him? Nit. He landed me."



#### AN APOLOGY

It was (and still is) your editor's intention, to show you the complete series of *A Boy in the Springtime* ... etc. by artist John McCutcheon. I ask for sources to purchase cards I

lacked in the series but none have been forthcoming. I'm still missing #17 in Falltime and #27 and #28 in Wintertime. Perhaps someone will be in touch before Fall and Winter 2000. Until then, those two seasons will have to wait. Sorry. JFW.

#### IN THE NEWS A now-and -

then column offering recent news stories as we know them on PCs.

Three horses that make up Lancaster's mounted police unit were honored for the 20th anniversary the unit's formation. Judge, Apollo and Woody, Mayor Charlie Smithgall announced, would soon be joined by a fourth equine member.

The city's unit was formed in 1979 by then Mayor Albert Wohlsen. It has been supported by donations from county citizens and has not used tax dollars in its 20-year history.

Our 1982 card shows Ryley in an original watercolor by Lisa Madenspacher. The card is one in a set of 12 published by her father, Joel Sater of Marietta, PA. Jim Ward has a few complete sets still available for \$5 plus \$1 postage.

#### IMPORTANT BITS 'N PIECES contd.

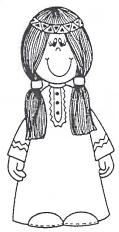
Speaking of great buys, Bernie Heisey is once again a contributor to a knock-out bestseller by his friend, Brian Butko. Brian's latest book is Diners of Pennsylvania. His land-mark first publication was The Lincoln Highway. Pennsylvania Traveler's Guide. The diner book covers existing structures. It is quith comprehensive and loaded with photos. WBH can save you \$4 on the list price if you call him soon at 653-1756.

## MORLATTON POST CARD CLUB INC.



#### **Presents Postcard Show #24**

Farm and Home Center 1383 Arcadia Road Lancaster, PA 17603 (off Manheim Pike Rte. 72)



Friday, November 26, 1999 - 10 A.M. to 6 P.M. Saturday, November 27, 1999 - 10 A.M. to 5 P.M.

Admission \$1.50 (25 cents off with ad)

No Pre-Show Buying

For more information call Kay Feight, (717) 263-1638 Leon Rowe, (610) 444-0641