THE CARD Vol. 11, No. 6 Issue 126. Enjoying postcards through education and entertainment. Monthly publication of The Lancaster County Postcard Club, Lancaster, PA.

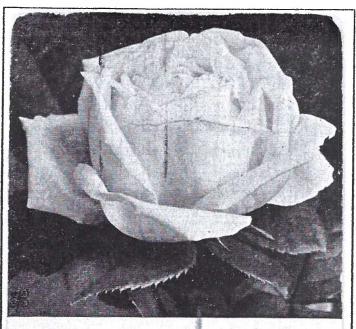
Next meeting: Sat., June 24, 2000. Buy, sell, trade and visit from IPM. Meeting at 3 PM. Picnic Dinner at 4 PM. Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669.

CHESTER COUNTY ROSE GROWERS

Postcards Played Major Roles in Early Businesses

The area near West Grove, Chester County, Pennsylvania, has been known for generations as Rose Country. Hundreds of local rose fanciers traveled to the West Grove fields for a mammoth selection when choosing prize rose plants for their gardens. Unfortunately, today the growers cater largely to wholesale houses and nurseries. Bless the Middle

There was a time when the early growers were happy for all the customers they could get and postcards played a major role in their businesses.



This Sloire Lyonaise, to our minds, is one of the greatest Roses. Try it and you will understand why we are so enthusiastic. Color, rich creamy white, passing to pale salmon-yellow. Strong, whiight bush, deep green foliage, bears profusely. Gloire Lyonaise is absolutely hardy. Ale want you to plant freely, hence these special prices:

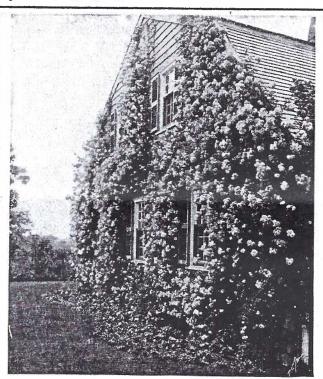
Strong plants, 15 cents each, 4 for 50 cents, 9 for \$1.00. Larger size, 20 cents each, 3 for 50 cents postpaid. Two-year-old plants, 35 cents each, 3 for \$1.00, \$3.50 per dozen. Extra-large field-grown plants, own roots, now in 6-inch pots, 50 cents each, 6 for \$2.50, 12 for \$4.50, by express. Return this card with your order—it will get you an extra free Rose.

THE DINGEE & CONARD COMPANY, West Grove, Pa. Thousand Beauties is the wonder Rose of the year - have you ordered it?

THE DINGEE & CONRAD COMPANY

Dingee and Conrad is the earliest of the Chester County rose companies we've seen on PCs and these cards were reminders mailed directly to a previous customer from the company.

A May 16, 1908 card showing the Gloire Lyonaise (albeit in black and white) is to Mrs. K. Hildefrecher in Baltimore. "The is a reminder that the



Our great stock of Koses, the largest in America, contains many very fine kinds which our catalogue does not describe in detail,—

very fine kinds which our catalogue does not describe in detail,—cvery way equal, if not superior, to the popular favorites.

We want you to know these roses as we do; hence, if you return this card with \$1, we will forward sixteen of them, all different kinds, no two colors alike, properly labeled, postpaid. You will not be disappointed in these roses—they will bloom this year, throughout the season. Each collection will include a plant of the sensational new bardy pink Ever-blooming Climbing Rose, Tausendschon, known as the great Wonder Rose, or Thousand Beauties, beautifully illustrated in colors on the third cover page of our 1909 catalogue. Be sure to return this card. our 1909 catalogue. Be sure to return this card.

The DINGEE & CONARD COMPANY, West Grove, Pa.

Rose-planting season is at its height and will soon pass. Your order as yet has not reached us, though we have a fine lot of Roses awaiting your selection. Planting season continues to June 1st. Keep it in mind that you take absolutely no risk in buying of us. We guarantee that you will be satisfied. If not, your money will be refunded without question."

DINGEE ROSES ARE THE STANDARD -OTHERS ARE JUDGED BY THEM.

The second b/w D&C card was received April 28 by Mary Orr in Fair Haven, Ohio and includes an unbelievable offer beneath the photo of a home covered with roses. If Miss Orr returns the card with \$1, they would forward her "sixteen different roses including a plant of the sensational new hardy pink ever-blooming Climbing Rose, Tausendschon, known as the great Wonder Rose or Thousand Beauties". All were guaranteed to bloom that year!

The reverse has a reminder that they had shipped her their 1909 Sixty Years Among the Roses Annual Catalogue and "while we are hopeful that we will hear from you ere long, this is to remind you that the earlier you order the better ... "

THE CONRAD & JONES COMPANY

Dingee bought out Conrad and the latter started Conrad & Jones Co. Nursery. That nursery was located on the hill south of West Grove in an area known as Rose Hill. In 1907 Robert L. Pyle and his son bought C&J finally making a name change to Conrad-Pyle Co. in 1925. It is that company (known to many of us as Star Roses) that is still called Conrad-Pyle and is controlled by the Hutton family but today sells only wholesale.



HERE is a rose, we think, it is impossible to overpraise. Color, form and fragrance are ideal. These qualities, coupled with a vigorous habit of growth, perfect hardiness and great freedom of bloom, make this one of the finest, if not the finest rose in existence.

Killarney is but one among our assortment of 400 roses—the best roses in America—and every one guaranteed to bloom, by growers with 49 years' experience.

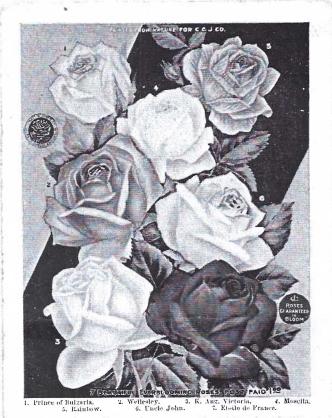
THE CONARD & JONES COMPANY

This card has a West Grove postmark for March 11, 1909, and was mailed to Caroline Goshkey, Lancaster City, R.#7. Route #7 in 1909 covered the New Danville-Millersville area. The card features a pale pink Killarney rose. The printed message on the reverse thanks the customer for her March 11 order "which will have our careful and earliest possible attention. From the growers of The Best Roses in America."

"And I will make thee beds of roses And a thousand fragrant posies." Christopher Marlowe

"Baby said as she smelt the rose, 'Oh! What a pity I've only one nose!"

Laura E. Richards.



GOUPON
Good for
5 C.
On Any \$1.00
TRIAL
ORDER

Use this coupon and order above collection for 75c., or send for our catalog to-day and do not place an order anywhere else till you see it. Splendid offers; 50 pages about Roses alone; 136 pages in all. A high-grade, reliable Guide to the best flowers. Send for it to-day.

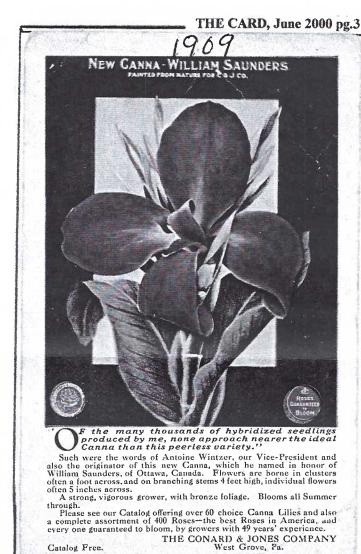
The CONARD & JONES CO., West Grove, Pa.

This is a coupon-postcard also from Conrad & Jones Co. "The well-known Rose Growers of West Grove, Pa." The returned coupon was good for 25¢ on any \$1.00 Trial Order or against an order for the seven roses shown: Prince of Bulgaria (yellow), Wellesley (rose), King Aug. Victoria (white), Mosella (pale yellow), Rainbow (pale pink), Uncle John (salmon) and Etolle de France (deep red) all for 75¢!

The message side of the card is filled with praises for their plants and "whether you use the attached coupon or not, I am sure you will want their new 1908 catalog, because it is the kind of a book that flower-lovers like, not only for its beauty and convenient arrangement, but because it contains so much practical information, especially about how to grow roses." The postcard was published by C&J for use by their retailers. It allows room for a local retailer to include his name. This un-mailed card is rubber-stamped "A. F. Stacks, 40 S. Newberry, York, PA." An identical card mailed to Mrs. Sherman in W. Kingston, R. I. is from retailer Mary E. Hoxie also of Kingston. The stamp on that card was hand-cancelled en route by the carrier.

LCPC AT RR DEDICATION

Thanks to Mary Darrenkamp, the gal who has connections, LCPC will have RR postcard exhibits at the Dedication of the Freight Station in Christiana, PA on Sat., June 10, 2000. Ceremonies commence at 11 AM and continue with history, paintings, music and food 'til 4 PM. Public is invited. Jim W. will be there.



This is an early C&J card from retailer J. C. Zehring of Lebanon, Pa. The coupon and 10¢ would return the sender several offers. Pictured are Excella (red) and Dr. Van Fleet (pink) climbing rose plants.

Creat Sign this Coupon and return it to us with 10 cts., coin or stamps, and we will mail promptly our handsome 32-page booklet, "How to Grow Roses."

and 9 Art Rose Poster Stamps. Also our valuable Star Rose Catalog, a 25c. return check, good on your first \$1 order, 5 more colored post cards, and offer of \$100 in 33 cash prizes.

THE CONARD & JONES COMPANY, West Grove, Pa.

Value

JONES CO. E BEST ROSES FOR AMERICA

WEST GROVE

Send

This 1909 PC featured a red Canna Lily, originated by Antoine Wintzer, a rose propagator who left Dingee & Conrad and went across the fields to work for Conrad & Jones.



Nice color Plastichromes cards of the 1950s, 60s and 70s can be found printed for Star Rose by Koppel. P26002 is the Robert Pyle Memorial Garden on the grounds of Star Roses Others we've seen are #P55451 Candy Stripe, a hybrid tea rose; P55452 Swarthmore, a 2-toned rose-red hybrid tea and P55495 (shown) a long view of the contoured fields on the Star Rose grounds. It's likely there are dozens more.

Your editor is most grateful for information supplied by LCPC members Dolores and Leon Rowe as well as the Chester County Post Card Albums edited by Baldwin and Rodenbaugh, 1980 and 1984.

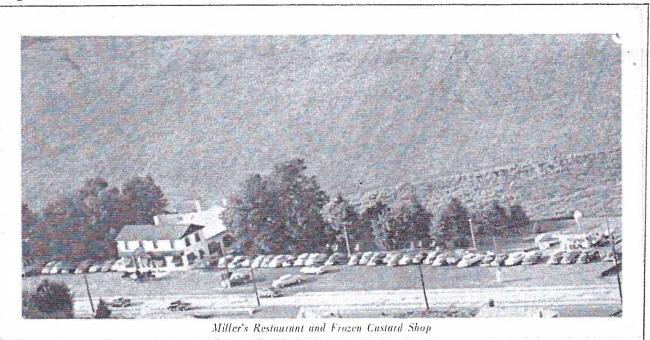
MILLER'S SMORGASBORD

Lincoln Highway Landmark Celebrates 70 Years of Innovative Dining

Enos Miller was a good mechanic. His wife was an even better cook. Enos's garage was along the newly named Lincoln Hwy. several miles east of Lancaster. As the story goes, auto repairs were generally quick. Truck repairs often took a day or two. The over-night truckers wanted good eatin' and soon Mrs. Miller was preparing them chicken and waffles and then other local dishes. Word gets around fast among truckers – particularly when the word is food – good food.

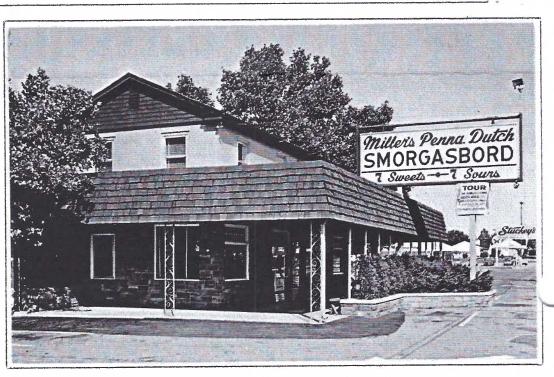
A year later, in 1930, Enos had closed his garage and the Millers were serving Lancaster County home-cooked meals at 2811 Lincoln Highway. Not too long after that, soft ice cream had become a hit and "frozen custard" was added to the menu. This brought in the neighbors. "Let's run over to Miller's for dessert". This scarce, unusually long narrow b/w PC was privately made*, possibly in the late 1940s or early 1950s and shows the original building as well as the frozen custard stand with cars packed between. "In the heart of Penna. Dutch Country Serving Penna. Dutch Smorgasbord, Luncheons and Dinners - 7 Sweets and 7 Sours. 6 Miles East of Lancaster on Rt. 30." *It's quite possible this was published by the Strauss family which bought the business in 1948 but retained the Miller name.

The Strauss's still operate Miller's Smorgasbord, Miller's Gift Shop and Miller's Bakery as well as a sister enterprise, the Plain & Fancy Farm Restaurant, Country Store and Snack Shop.



Card #2, published and photo by Jim Hess, is Dexter #15741-C includes the fare on the b/w card and adds "Miller's Restaurant is also a starting point of an interesting Dutch tour, including blacksmith shop, carriage shop, Dutch mill and the nearby Dutch towns...". The Broadway musical "Plain and Fancy" had introduced New Yorkers to Lancaster County in the mid-1950s and Millers was among the early businesses to cash in on the burgeoning tourist trade.

Continued on next page.



Millers Smorgasbord contd.

This Dexter #22722-B (also in color by Jim Hess) shows the interior of Millers featuring a portion of the smorgasbord counter with an admonition implanted in every Lancasterian youngster's mind - eat as much as you wish, but eat everything that you put on your plate! Commercial photochrome postcards such as these last two seemed, a short while back, were throw-aways. Today we realize they've become excellent ways of preserving our history of 30 and 40 years ago.



MAY MEETING OBSTACLES But A Good Time Was Enjoyed By All

The basement meeting room had been announced in April but most of us forgot about it until we saw 600 chairs in the upstairs room set up for the Rep. County Comm. meeting. It was Free-For-All Nite but the little elevator proved adequate for hauling our wares downstairs.

The room teemed with postcards and misc. paper sales by 5:30 with these members manning part, full and double tables: Bill Buckwalter (Lititz), Earl Carver (Columbia), Ray and Carol Dennis, Dede and Daisy Schaeffer, Don and Theresa Jumper from Lancaster, Paul and Judy Smoker (Intercourse), Bob Kramer (Ironville), Bob Dissinger (Bainbridge), Betty Jane Weaver (Elizabethtown), Jim Ward (Middle Creek), Dick Bishop (York), Dee Delcher (Baltimore) and Steve Cohen (Lumberville). Sales continued until 9 PM except for a half hour interlude for business and board competition.

Vice President and Chairman Betty Beck presided at her first meeting. Pres. Walter Mowrer was enlisted to planting thousands of tomato plants. (We thought he was an egg man.) Betty performed courageously with no preparation, a room of milling members (approx. 60 = never could get an accurate count) and no microphone.

Thanks to all for their participation, sales and purchases. This has become a popular "program" for many members. It adds variety to our 12-month meeting schedule.

Bill Guntow won 10 PC pages and Jake Fisher 100 PC sleeves as door prizes. Jere Greider won the 50/50,

Jere Greider handed out several 100 Expo advertising postcards. If you have an outlet for these cards, please call Jere NOW so we can make complete coverage. They are free and do a fine job in announcing our Annual Expo in August.

MAY BOARD COMPETITION

A beautiful May evening and a room full of members, but the subject proved difficult, particularly for a full board, so we had only four entries for *Uniforms*. (Even this topic had been expanded from *Peace Officers*.)

However, we did have a First. It was the first time any entries won by proxy. Faithful exhibitors Ruth and Harold Moyer were in the mid West on a 9-day tour, but they saw to it that their boards were prepared and left for the competition...now that's loyalty to the Club!

Jim Ward FIRST Occupations in Uniform Ruth Moyer SECOND Policemen on Duty Harold Moyer THIRD Royal Mounted Police HONORABLE MENTION

Earl Carver Uniformed Protectors
June's theme will be a board on HORSES.

Injury and Illnesses

Dede Schaeffer told us In May that member #34, Nancy Gambler, suffered severe multiple breaks and fractures from a head-on car collision. Nancy has been a faithful LCPC member for ten years and many of us know how well she managed Dan Good's stand before and after Dan operated it. A card or two from you would be most appreciated by our good friend. Send them to: Mrs. John Gambler, 1220 N. 8th St., Lebanon, PA, 17046.

We also understand Helen Metzler, member #118, is under-going a severe illness and she can be reached at 1108 Millersville Rd., Lancaster, PA 17603. Helen has a fondness for rabbits.

We're sorry to hear that Vera Szvitich is undergoing therapy and we hope she and Charlie will soon be able to join us as they've faithfully traveled from Delaware each month for several years. You can send a card to her at 415 Alder Rd., Dover, DE, 19904-4821.

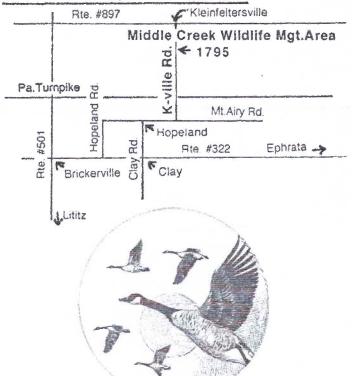
JUNE PICNIC - Sat., June 24

Those of you who were members in 1997 and 1998 know the picnic venue at Jim Ward's home is a clearing in the woods. Members are invited to arrive as early as 1 PM. The location is next to 5,000 acres of Pa. State Game Lands including The Middle Creek Wildlife Management Area (MCWMA), It's the last property, #1795, on Kleinfeltersville Road, just south of the dam breast and Millstone Road, Watch for the big green and white signs to Middle Creek. If the area is new to you, stop by Jim's first (in the drive next to the #1795 mailbox) and he'll explain briefly what's available next door at the Visitor's Center, the short hiking trails and the birding sites. Bring your binoculars and bird books. You may even be lucky enough to see Indigo Buntings, Red-breasted Grosbeaks and Scarlet Tanagers at Jim's. At least three woodpecker species are guaranteed along with other forest-edge nesters.

There is a large "shed" where card tables (you bring) can be set up to sell PCs. It will accommodate 40-50 lawn chairs, too, so you can either eat "indoors" or out on the lawn in shade or sun. Temperature is always at least 10 degrees cooler than in the city. We'll have the club's NPW albums and you're invited to bring your albums along for sharing with the members. Of course, your guests are invited, too.

The Kitchen Committee, Ruth and Harold Moyer, will provide barbeque, punch, homemade tea and canned beverages as well as place settings and utensils. It's your job to bring a covered dish (warm or cold), serving utensil and lawn chairs. Drive up to the house, unload and then park off the road (or someone will park for you). Jim expects there to be no smoking. It's not a good idea in the woods. We will eat promptly at 4 PM. There will be a very brief meeting and board competition about 3 PM.

Follow signs to MCWMA

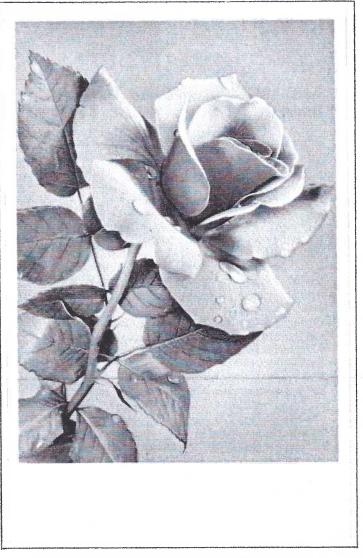


EXPO EXHIBIT SUBJECTS

The Exhibit Committee along with the membership at the May meeting elected to use these subjects for exhibits themes at our annual show in August:

Advertising Humor Holidays Disasters

Now is the time to not just think about your boards, but to begin choosing cards, arranging layouts, doing research where necessary, etc. Boards are usually (but not always) white. They must be 22" x 28" and held vertically. A title is necessary near the top. No frames. No foam backing. No coverings. LCPC provides uniform giant clear plastic bags for each board when they are mounted on the giant easels the evening before the show. Ask members who exhibit regularly for more details – Earl Carver, the Moyers, the Mowrers, Jim Ward, Don Davis, etc.



If you're looking for beautiful color and texture in postcard roses, you need look no farther than the gorgeous roses in the Swiss Stehli flower series or the Belgian imprints for Alfred Mainzer. True, there are the Klein roses. Fortunately we don't all like the same thing. For texture, color and realism, search out the Stehli and Mainzer cards. #419 above is from the A. Mainzer group. Generally under \$1.

NEW MEMBERS

#567 Alan LeMay P.O.Box 470 Saranac Lake, NY 12983. Collects Easter, Marjorie Bates, Lawson Wood and Saranac Lake NY views.

#568 Robert G. Dissinger 155 Falmouth Rd., Bainbridge, PA 17502. Ph. 717-367-8652. Collects pigs, frogs, blacks, elves, dwarves, church cards (Rally Day, cradle roll), Mothers Day, local views and PA postal markings.

#569 Mark W. Arbogast 5 Lampost Ct., Willow Street, PA 17584. Ph. 717-464-0411. Collects PA. town views, trains, train depots, Lincoln Hwy., etc.

#570 John and #571 Herta Crull 20 Eastwood Dr., Carlisle, PA 17013. Ph. 717-258-8198. John collects card games on PCs (like Bridge); Herta likes airports. #572 Trudy Williams 32 Judson Place, Ansonia, CT 06401. Trudy joins husband David #541 as dealers at our Annual Expo.

#573 W.F. and #574 Marion Markey 845 S. Pleasant Ave., Dallastown, P, 17313. Ph. 717-244-2479. They collect York views, cars and amusements.

#575 Dennis Becker 514 Friendship, Fleetwood, PA. 19522.Ph.610-944-9983. Collects Titanic, auto racing, Fleetwood views and publisher W.W.Dietrich.

#576 Bryan S. Benner 127 E. Clay St., Lancaster, Pa., 17602. Ph. 717-391-8127. Likes Lancaster City.

#577 Evelyn A. Naselius P.O.Box 235, Washburn, WI 54891-0235. Ph.715-373-5393. Presidents, Coca Cola, Russells, Petleys, historical houses, states, Yellowstone and Glacier National Parks.

#578 Kevin Marcy 205 Pennsylvania Avc., Camp Hill, PA., 17011. Ph. 717-731-8447. Pa., fire fighting and railroads.

#579 Lois Anderson 6795 Trillium Rd., Virginia, MN 55792. General interest.

#580 Marian B. Jednacz P.O.Box 2066, Dunnellon, FL 34430. So-central PA and Elizabethtown College. #581 Charline A. Stam 591 E. Thorndale Ln., South Elgin, IL. 60177-3204. Route #66, outhouses, comics, lighthouses, Bob Petley comic art.

#582 William Marquart 4646 Ridgeton Rd., Bycyrus OH 44820-9318. General Interest.

Official LCPC membership stands at 322

Should you see these folks, remind them they're welcomed to stay with us. With some, it's no doubt an oversight: Robt.Clay, Lee Fry, The Kuhlmans, Andy deGrucy, Joe Epler, The Feights, Charlie Huttenen, Jerry Johnson, Al Lutz, Peggy Manning, Iris Miller, Lindsay Pettus, Mary Lou Ream, Paul Rhoads, Bert Silman, The Singers, Laura Spece, Keith Staman, lleene Taylor, Walt Tymon and Bill Weikert.



New Member Portrait It's not often we get t

It's not often we get to "see" a member from far away, but as I was typing up the New Members list on May 18, the card (left) arrived in the mail with this note - "Thanks for the NPW pc and the back issues of the newsletter - very interesting. I'm going to enjoy getting The Card even if I can't begin to get to the meetings. I've enclosed a copy of my card. It's not an NPW, but I thought you might like a copy. Sincerely, Jo Jednacz."

Rick Geary, the artist, does very good likenesses so we are looking at Jo enjoying flea markets in the sunny South. JFW

NATIONAL POSTCARD WEEK

In recognition of National Postcard Week, Longwood Manor Assisted Living residents of Maytown were entertained with a program by Earl Carver. He offered "The History and Hobby of Deltiology" on Monday, May 8. The following week, Jim Ward represented LCPC at the Senior Fest in Ephrata. He exhibited six postcard exhibit boards, our 1998 publication, Windows to Our Past, and handed out 250 of the club's 10th anniversary souvenir postcards as well as back issues of The Card. The Fest was hosted by nearly sixty local businesses and services. Our "invited guest display" was in the main lobby from 8:30 Am to 2 PM.

FUTURE POSTCARD SHOWS

July 8 York, PA. York Post Card Club's 10th Annual Show. Aldersgate Church, Tyler Run Rd.

August 4-5 Havre de Grace, MD. Chesapeake Postcard Fair. Community Bldg.

August 19. Lancaster, PA. Lancaster County Postcard Club's 8th Annual Postcard Expo. Farm & Home Center. Featuring 23 dealers, home-cooked food and the largest competitive postcard exhibition in the area... why we're an Expo, and not just a Show.





Local Homes

#4 The Burtons

#1 Brubaker's Elysian Bower, 2544 Fruitville Pike #2 Hostetter's Mondamin Farm, 1305 Hunsecker Rd. #3 Keiper's Residence, 708 N. Duke Street Note the Keiper home was inadvertently called #5.

A modest cottage stands at 32 Princeton Avenue just off Columbia Ave. near Maple Grove. The area was once known as West Lancaster. When the Charles G. Burton family lived there the address was 1919 Princeton Ave. and the Burtons evidently commissioned D. B. Landis to photograph and print postcards of the home in 1908 (see lower left corner of PC). Mr. Burton, in derby, stands on the walk in front of his new home. Mrs. B. stands by the rail on the porch.

A December 4, 1911 message to Mrs. Geo. Fisher of 9 Howard Ave. in Lancaster identifies Burton's occupation as well as offering a possible explanation for his having the postcards printed.

"If your piano is to be tuned before Xmas let me know in good time. I go to W(est) Chester next Thurs. Yours, Chas. G. Burton."

In the upper left corner on the back is a rubber stamp <u>Charles G. Burton, Piano Tuner, R. F. D. 1.</u> (his home was beyond the city limits) <u>Lancaster, Pa. So a safe assumption is that the Burtons could not only use the card with pride in showing their newly built home but it would also serve Charles as a correspondence memo in his business.</u>

Our 1999 photo shows the home with only slight changes to the first floor. Of course there's been 90 years growth, removal and new growth of hedges and trees since the card was printed.

Helpful Hint: When looking for buildings, especially homes on old postcards, there are generally fewer changes made to roof lines and upper stories. Don't be discouraged if you can't find the scene the first time out – keep looking...up!

Your identified <u>local residence on a postcard</u> can appear in this feature to share with our readers. The best season to photograph scenes is winter - when the leaves have fallen.

Looking For More To Read About Postcards?

If you're an out-of-town subscriber to **The** Card (nearly 200 of our 322 readers are) and you like to read about postcards other than local Lancasters, you might just like **The Journal of the Postcard History Society**. It's written and edited by the editor of **The Card**. There's never a duplication of articles between the two publications. Jim's formula, "A little E & E" - Education and Entertainment - is packed into 12 pages every three months. And since it's his *own* enterprise, he offers for sale most of the postcards that appear in the Journal. Each issue in 1999 as thus far included a full-color page. If sales continue well, he promises a full color page *each* issue.

On tap for June is the Paul Finkenrath Fairy Tales set, series #8666 (in color), a Memorial Day PC checklist, Matrimonial Humor, a card Loaded With Messages, Airline Views and Jokes, a Baseball Heroes Set, Tour Record postcards, Famous Folks on PCs, Mainzer Cat publishers, Our Readers Want Lists, Sheet Music PCs, Columbian Exposition advertisements, Being There—at the '93 Expo, Hurrah for Texas! and Hawaii Entries. Single issues are \$2. The year's four issues just \$6. Make check to Jim Ward and mail to 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669.

Also likely available as you read this is the fastest growing postcard magazine with an international flavor – **The Postcard Album.** Issue #15 is \$5 postpaid from Jim Ward, agent for USA. A sample back issue is \$4 postpaid.