

LANCASTER SQUARE - Postcard Views of the Past?

Rocky Springs Carousel, Museum, Multiplex Theater Could Replace Concrete Behemoth

Renewal of Downtown Lancaster has been underway for several years. A delegation of city and state officials journeyed to Washington recently in an attempt to have the federal government correct what they consider a faux pas of thirty years ago.

With the anticipated convention center in and around the Watt & Shand store, expansion of the Fulton Bank, establishment of the Thaddeus Stevens residence as a national historic landmark and other projects, officials feel the 30-year old concrete Lancaster Square has had its day.

Replacing all of the historic buildings in the second block of N. Queen Street in 1965 and 1967, the federally financed *urban renewal project* met with little public approval. Most small businesses in and around the structure closed from lack of business in a few years. Now that the city has purchased the turn-of-the-century carousel from the old Rocky Springs Park, it can house it and related attractions in this second block. The Hotel Brunswick (formerly Hilton Hotel) and Red Rose Transit Authority's planned center will be to its north and the projects mentioned above to the south.

This time, Mayor Charlie Smithgall and U. S. Senators Spector and Santorum trust federal dollars might be better spent.

Where do postcards play a role in this story? As we all know, postcard views are often the only source remaining of our history – bits and pieces as they are. Lancaster native, Marshall "Skip" Dussinger,

in the early 1970s, published a series of downtown Lancaster views. Included in the series are five views of Lancaster Square. We include the list of cards we've seen, using Skip's "L" numbers (reverse, upper left or top center of each card) for identification.

Several members who pride themselves on extensive collections of local views "don't collect continental size PCs." Grr-r-r-r-r! When will they learn? Your editor solicits your help in completing this list. Please send copies (front and back) or bring card to the meeting of those you can add to this list.

- L-1 Penn Square
- L-2 Lancaster Square (north toward Hilton Hotel)
- L-3 Lancaster Square (northwest from upper level)Pic.
- L-4 Lancaster Square (southeast towards fountain)
- L-5 Lancaster Square (south toward Penn Square)Pic.
- L-6 Lancaster Square (northeast toward Hilton Hotel)
- L-7 Downtown (passed Hess Bldg. toward Penn Sq.)
- L-8 The Lutheran Church of the Holy Trinity
- L-9
- L-10 Fulton Opera House
- L-11 Demuth's Tobacco Shop (and neighboring bldgs.)
- L-12 Lancaster County Courthouse
- L-13 Lancaster, Pa. (W. King St., market, Greist bldg.)
- L-14 Lancaster, Pa. (Watt & Shand bldg., monument)

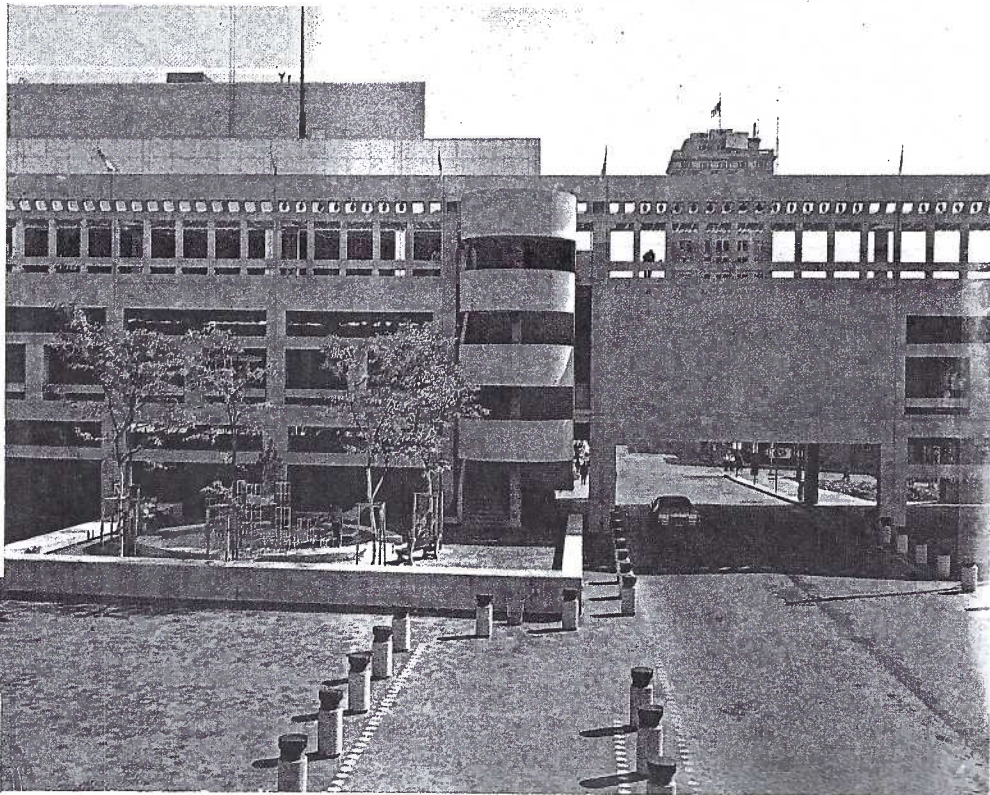
L-15

L-16 Steinman Park

L-17 Hotel Brunswick (1970s bldg., part of Lanc. Sq.)

Possibly more views = 17 is a dumb series total!

(Above) L-3 from Stel-Mar (Marshall Dussinger) published list of local views.
(Below) L-5. Stel-Mar had this series printed by the Koppel company.



THE FADEAWAY by Coles Phillips *USPS Stamp Sheet features twenty Notable American Illustrators*

Coles Phillips (1880-1927) consistently demonstrated his strong sense of design with his popular "fadeaway girl," who wore colors and patterns that blended into the background of each illustration. His depictions of stylish women graced numerous advertisements and magazine covers. The example on the USPS sheet (in circle upper right) is a 1918 Luxite Hoisery advertisement.

As with so many originals, Phillips' imitators are found by the score on postcards. The true is, your editor owns none of the expensive Coles Phillips glamour girls published by Volland or Life Publishing Company. Mashburn's Price Guides (in our club library) offers several fine examples.

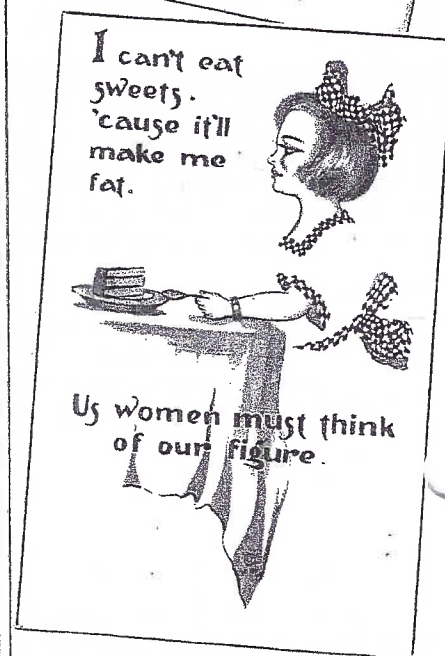
"Two is a crowd - let's be one!" is from Series #5065 by Gottschalk, Dreiffuss & Davis. The boy's suit fades away into the broad gray background. "It's a wise guy..." is another GDD card, Series #5061 and the skaters' white outfits fade away against the ice skating pond.

The pretty girl and her basket of flowers are quite evident on Alfred Stiebel & Co.'s Series #342, but her green frock fades away into the background of an identical color. Santa's bright red suit fades away into the red room* with its white fireplace on a Gibson Art Co. card. The Fairman Co. issued an identical card in The Pink of Perfection Series #232. The final card, a b/w, is Majestic Publishing's Everyday Kids Series #502 and shows Cobb Shinn's version of the fadeaway.

On the next page are good examples of fadeaways found among our holidays. Greetings at Easter are from Series #506 by Stecher Lithograph Co. The bonneted children are paired with rabbits, peeps and chickens, all adorned in purple, fading into their purple background. The Dutch children, on the other hand, have different colored clothes and backgrounds. "Love you, love your dog..." is dominated by yellow while "I know the weather..." is in light blue. This set of six, another The Pink of Perfection by Fairman Co., is signed by M. Dulk, and American artist whose work is found on postcards from 1916 - 1921.



Fadeaways can be found and most non-Coles Phillips are inexpensive. A few deserve a place in everyone's collection.





GRIF TELLER REVISITED

A Complete PRR Postcard Checklist

Our club was honored several years ago with a program featuring the Pennsylvania Railroad art of Grif Teller. As a memorial to his father, Robert Teller's family recently donated \$5,000 towards construction of an art gallery at the Railroad Museum of Pennsylvania in Strasburg, Lancaster County. It will include various railroad artwork including Teller's.

Most of us know Grif Teller's work as the magnificent wall calendars that were issued for many

years by PRR. There were postcards, too - all in color and some additionally in black and white. LCPC charter member, Bill Seigford, our in-house railroad enthusiast, has given us a complete listing of the PRR calendar subjects so that we have a checklist of what's out there - what's waiting for those of us who have an affection for the old PRR.

Bill acknowledges that this is the official list of calendars composed by the PRR Technical and Historical Society. He can verify this since he has a complete set of the calendars except for the first three, which he has seen.

Those few years not done by Grif Teller are shown in italics with accompanying notes.

PRR Calendars (all wall-size except 1959 to 1961)

1914 *The Broadway Limited*

1915 *The Broadway Limited*

1916 *The Broadway Limited*

The above three are the same re-touched photographic illustration. No calendars are known, to date, from 1917 to 1924.

1925 *Speed and Security* by Harold Brett

1926 (same picture and title as 1925 by Harold Brett)

1927 *The Broad Way of Commerce* by Harold Brett

1928 *When the Broad Way Meets the Dawn* (Grif

Teller's first PRR art and now an option among Pennsylvania's license plates.)

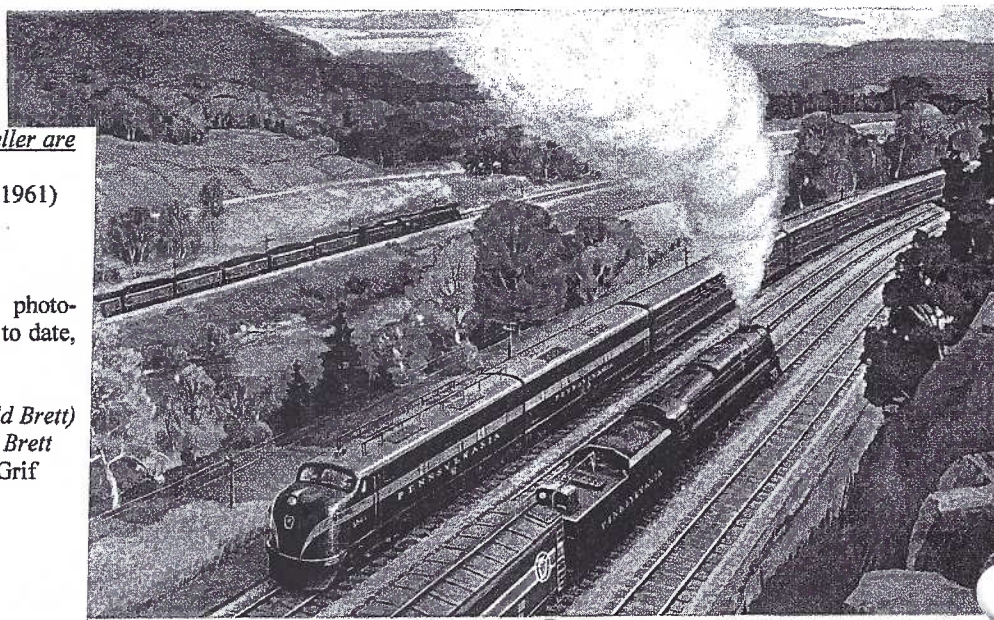
1929 *Harnessing the Plane to the Iron Horse*

1930 *Servant of the Nation's Industry*

1931 *Giant Conquerors of Space and Time*

1932 *On Time*

1933 *Spirit of America*



MAIN LINES OF COMMERCE



PITTSBURGH PROMOTES PROGRESS

We wish to thank Bill for this vital information. He would be grateful to hear from anyone who has PRR postcards for sale or to copy since his collection of the calendar cards is incomplete. You can contact him at: Bill Seigford, e-mail seigford@cs.com, phone 1-717-361-9099, 314 Conoy Ave., Elizabethtown, PA 17022.

- 1934 *The New Day*
- 1935 *Horseshoe Curve*
- 1936 *Speed-Safety-Comfort*
- 1937 *Ready to Go*
- 1938 *Main Line of American Commerce*
- 1939 *Leaders of the Fleet of Modernism*
- 1940 *Serving the Nation*
- 1941 *The Steel King*
- 1942 *Partners in National Defense*
- 1943 *Serving the Nation* by Dean Cornwell
- 1944 *Forward* by Dean Cornwell
- 1945 *Power* by A. Leydenfrost
- 1946 *One Hundred Years* by Frank Reilly
- 1947 *Working Partners*
- 1948 *Progressive Power*
- 1949 *Main Line, Freight and Passenger*
- 1950 *Crossroads of Commerce*
- 1951 *Main Line of Commerce*
- 1952 *Horseshoe Curve* (diff. from 1935)
- 1953 *Crossroads of Commerce* (diff. From 1950)
- 1954 *Pittsburgh Promotes Progress*
- 1955 *Mass Transportation*
- 1956 *Dynamic Progress*
- 1957 *Vital Link to World Trade*
- 1958 *Conway Yards*
- 1959 (untitled photograph)
- 1960 *Partners in Progress*
- 1961 (untitled painting by Teller)

Lancaster Messages

Postcard Surprise Parties

As I mentioned in a previous issue of The Card, these thematic messages I've accumulated came from the stock I purchased at Dan Good's estate auction sale in 1993. We've all heard of Postcard Surprises that celebrated a collector's birthday. As a matter of interest, of the 2,000+ Lancaster City cards purchased, 21 had postcard surprise party messages = 1 in 100! Can you imagine how many such parties were being organized across the country in those days? It's little wonder we called it the Golden Age of postcards!

Here are two typical messages:

"Dear cousin, I will drop you a few lines to tell you that we are going to **surprise** cousin Aaron(s) son. His birthday, May the 4, **with postal cards**. You and Harry are ask to remember him. Your cousin Martha" It was mailed to Miss Emma M. Fry, Ephrata RFD 3 on April 28, 1908.

"Dear Friend, I will invite you and the family for a **postcard surprise** for Cora Zimmerman till Sept. 27. Tell your brother & mother and tell it to your other friends. They are all invite. Don't forget her. Cora Z., Ephrata RFD 3. Katie Huyard" It was mailed Sept. 21, 1910 to Mrs. Leah Sensenig at Martindale.

The list continues. Perhaps you knew some of the lucky recipients? Wouldn't it be great to know you inherited one of these birthday surprise collections?!

To Anna B. Herr, Lancaster RFD 4 from Clara M. Hersh for Maud's party on Oct. 9, 1906.

To Miss Bessie Shank, Reading, PA from E.O. for Nellie on April 1, 1907.

To Martin Clymer at Gap RFD 2 from Aunt Edna for J. Lester Wanger on Aug. 25, 1907 (?).

To Mrs. H. S. Apple in Denver from C. S. P. for Ralph Summy on Sat. Mailed Apr. 2, 1908.

To Miss Ada Shenk, Lititz RFD 5 from A. S. S. for Henry Stauffer on Nov. 14, 1906 (?).

To Aaron Shertzer in Millersville from Committee for Raymond Mayer on Aug. 22, 1908.

To Mr. Augustus Heeps & family, peters Creek from Cousin Florence Heeps for E. T. Heeps' sister, Mary Mascall (?) in Kewanee, Ill. on May 9, 1909.

To Annie M. Shiffer in Elm from L. W. B. for Lizzie Bealor on Mar. 2, 1907.

To Master Benjamin R. Kreider, Lancaster RFD 5 from ? for Miss Mary S. Lefever, January 21, 1907.

To Miss Ada Brubaker at New Danville from ? for Chas. Kauffman on Sept. 1, 1906.

To Miss Sallie Mellinger in Washington, DC from C. Hershey in Cains for Anna Hershey on Apr. 4, 1907.

To Miss Minnie Mellinger at Windom from G. H. S. for Miss Gertrude Galen on Aug. 5, 1906.

To John Herr, Millersville, from ? for Amos Funk, Millersville #2 on Oct. 25, 1906.

To Aaron G. Shank, West Willow RFD 2, from ? for Edwin H. Gochenauer on Jan. 12, 1907.

To Miss Dora Kauffman, Landisville "You are invited to send either a postcard or handkerchief to Jacob on his 18th birthday the 20th day of June and oblige. Lancaster, Pa., RFD #8. From Maggie.

Since so many invitations were being mailed, the writer's name was often abbreviated, eliminated or, being part of a committee, simply signed it as such. The last two were no doubt mailed in envelopes or hand delivered since they have no postmark.

To Edward Miley, Marietta, Dec, 17, 1906, "Are having a postcard surprise for Elizabeth Pietsch, 616 Fifth St., Lancaster (Dec. 21).

To Miss Katie Harnish from Jennie for Emma Dombach, April 17.

To ? for Robert J. Edwards on Sept. 19, 1907 By order committee.

And finally, gleaned from the accumulation were two Thank You cards -

No address (see below) to Miss Mabel Wade on an undivided back card (pre-1908) "Dear Friend, Received your card. Thank you ever so much for it. Received 168. Ida will give you one of the little pictures of my mug. Come to see us. I was not at all surprised, but I think a lot of my cards. Your old school mate and friend, Zillah A. Leaman." On the front of the card, showing a view of the county prison, Zillah added, "This is about two squares from my home. So must be good."

To Miss Mabel Wade, Strasburg, May 18, 1910. "Thanks for birthday card, how did you know when my birthday was? I got 19 cards and six presents. Let me know when yours and Myrtle(s) birthdays are. Zillah."

These were all Lancaster views. It's quite likely many more Postcard Surprise invitations could be found on greeting cards in Dan's stock, but they were divided into many lots that were dispersed among the bidders.

The Morlatton Show discount card is included in this issue. A postage weigh problem prohibited placing it in the February CARD.

FUTURE SHOWS

March 17 Towson, MD. Days Inn, Loch Raven Blvd. 10 to 5. Sponsored by LCPC member Dee Delcher
March 23-24 Lancaster, PA. Morlatton Farm & Home Center, See advertisement page 8.

POSTCARD DIVIDERS

Remington Rand blue vinyl 6" x 4" card guides with 1/3 cut tabs complete with alpha or blank inserts. **Box of 125 for only \$6** at the meetings or at Jim Morrison's stand in Renninger's Market Sundays.

POSTCARD PAGES and SLEEVES

Ultra-Pro clear pages for 4 postcards (or 8 back-to-back); also 2 pocket 5" x 7" for lg. PCs and 1 pocket for 8 1/2" x 11" documents. All are just **15¢ ea.** or **\$14 per 100**. See Jim Ward at the meetings.

NEW MEMBERS

#590 John A. Greer 105 N. Kinzer Ave., New Holland, PA 17557. PH. 1-717-354-0797.

#591 Connie Greer same address and phone as John. The Greers collect Pennsylvania in general and Lancaster County in particular.

#592 Curtis O'Brien 946 S. Forge Rd., Palmyra, PA. 17078. Ph. 1-717-838-5720. Collects Palmyra and Valley Glen Park in Lebanon County.

Paid membership should be 330, however, we're in the midst of membership renewals, so this figure is tentative. Have you sent in your dues? This is your last issue of *The Card* unless you've paid for April 2001 thru March 2002. \$8 per year plus \$2 for second member, same address. Make check to LCPC; mail to G. Withers, Box 191, Geigertown, PA, 19523.

Monthly Card Competition

VP Tom Beck's efforts to revive monthly publicity for LCPC were successful. In addition to 63 members we had nine guests, several of whom brought PCs for sale or appraisal. They also had the opportunity to become more acquainted with cards at tables manned by Bud Heim, Howard Steinberg, Bob Kramer, The Moyers, Jim Ward and Gordon McKinzie (the latter's \$2.50 table rent still due).

The competitive theme was The Most Beautiful Valentine Postcard and the response was terrific. Nineteen members brought cards that were shown on the opaque projector. Thanks to all for participating.

1st Betty Kreider A silk pillow in a mailed box
2nd Anne Steinberg Beautiful girl in bonnet
3rd Earl Carver Children in flower-decorated auto

Honorable Mentions

Harold Moyer, Mary Ann Guntow, Bill Guntow, Barb Mowrer, Walter Mowrer, Don Davis, Bob Kramer, Jim Ward, Howard Steinberg, Sandra Shaub, Lorraine Kerr, Lewis Bechtold, Mary Darrenkamp, Don Jumper and Theresa Jumper. Earl Deibler, a guest also had a 1934 valentine he had sent to his girlfriend whom he married in 1938.

Ruth Moyer, Chair for the monthly themes announces these themes for remainder of 2001:

(board = can be as few as 4 or as many as a board can hold; card = just a single postcard, unmounted.)

March - letter "M" (board)

April - umbrella (card)

May - flowers (board)

June - dairy related (card)

July - flags (board)

August - famous people (card)

September - letter "D" (board)

October - black cats (card)

November - letter "I" (board)

December - stockings or fireplaces (board)

Programs

Jim Ward's Ugly Valentines seemed to be well-received - pure entertainment. He is aware of more than 24 sets, numbering more than 600 cards of these outrageous subjects. He had on display albums of Vinegar Valentine postcards as well as original large vintage paper VVs from the 1890s to 1940s.

The March program will be a representative from Sharp Innovations, a local company. He will present the options available for building an LCPC website on the Internet. More than a dozen PC clubs have their sites in addition to publishers, auction houses and individuals. It's worth considering for our club. Bring your questions and thoughts on the subject.

April - Views Along the Susquehanna (Walt Mowrer)

May - Free-for-All (a full nite of buy-sell-trade PCs and other paper items. Free space for everyone.

June - Picnic

July - Bucks County Views* - A reciprocal visit from the Washington Crossing Club (B.Davis & S.Cohen)

August - Panel discussion* by members who use the Internet to buy, sell and surf postcards.

Members at Large

Sam Nolt was the subject of two pages in a recent local paper. His collection of brewery bottles was highlighted. Now if he and member John Long get into high gear, perhaps we'll soon see the reference book on local breweries and bottling works they been talking about for some time.

Bill Wolfersberger had his niece send us the Penn State mags re. the old university PC views (see Feb. *CARD*). Thanks, Bill, members will enjoy them.

Bert Cohen, the marble man, is looking for a friend and sent this ad: WANTED - History of freak show PCs published in England and Europe in the first two decades of the 20th century. Esp. interested in Siamese twins, Hilton sisters - Daisy and Violet; Zip, also known as "what is it", midgets and giants on PCs. Write to 169 Marlborough St., Boston, MA 02116.

This 'n That

The Postcard Century, the giant tome of over 2,000 postcards in full color, has been purchased for the club library. Several members have also placed orders with Jim Ward for their own copy.

Monthly printing of *The Card* averages \$80 for 300 sets. When we add a color page the price is \$250. Most members feel the cost is worthwhile.

An inventory of the club's physical possessions, aside from the library, was presented to Pres. Beck at her March directors meeting by Harold Moyer and Jim Ward.

Members at the Feb. meeting were each given 30 free cards of the Amish buggy/Shasta trailer PC, courtesy of Cindy Whitmore from her dad's estate.

More than 1,000 Postcards for Sale

March issue of *The Journal* incl. extra pgs. of subjects from Art to Indians. A year's subscription is \$6 ppd. Send check to Jim Ward (see masthead on front page).

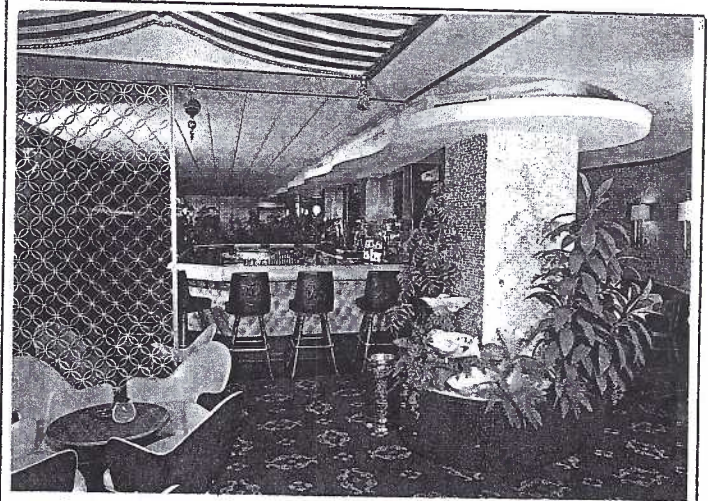
NOW is the time to complete a small obligation - Send that check for your membership dues today. There are few bargains in the postcard world like your membership in LCPC. Single membership is \$8, additional members, same address, \$2 ea. Make check to LCPC and send to Gisela Withers, P.O. Box 191, Geigertown, PA 19523. Thanks for making our volunteers' jobs easier.

John Klein Postcards

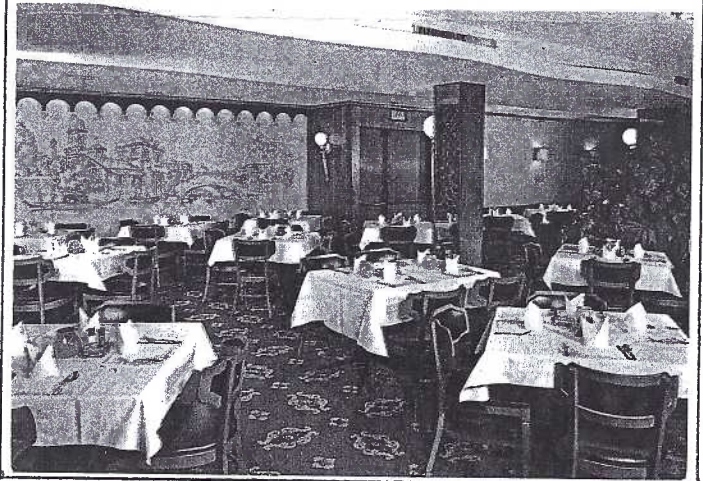


Exit 21
Pa. Turnpike

Saturday 10-5
Sunday 8-5



The Rose Bowl



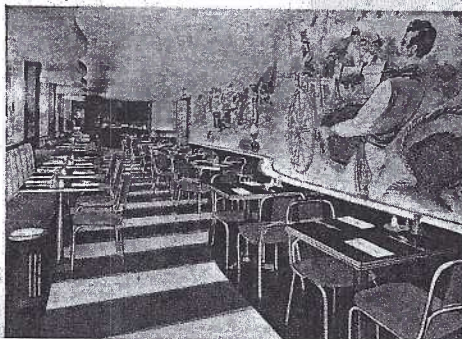
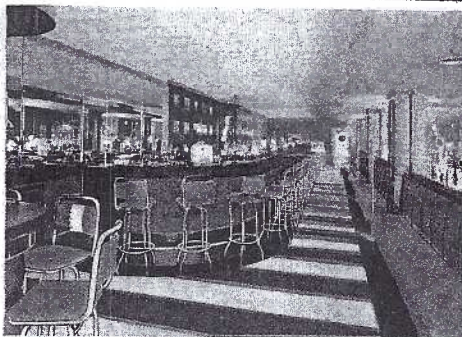
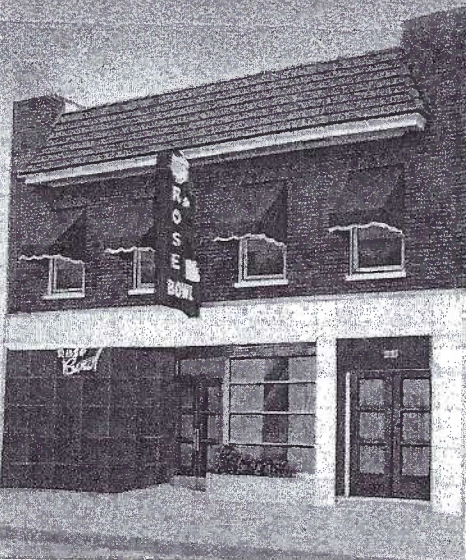
ROSE BOWL

*Owner of City Restaurant
Succumbs*

Bruno Coluzzi, 88, died recently. He and his brother operated the popular in-town restaurant, the Rose Bowl, from 1940 to 1973 and were responsible for these two postcards. We know of no others. Dexter #84283-B, was photographed and published by James Hess of Lancaster. Steaks, seafoods, Italian food specialties and the cocktail lounge are mentioned.

Earlier shots of the same cocktail lounge and dining room along with the entrance are featured on linen card #11,785F by MWM, Mid West Map Co., Aurora, MO. Someone penned on the back of the card "Bought at RR station, Nov. 15, 1951."

ROSE BOWL CAFE
337 - 339 N. Queen St.,
Lancaster, Pa.



Spring Lambs

Photos Become Postcards

Last March I was driving on nearby Rte. #897 and passed this rural scene. The meadow's small herd of sheep was not unusual, but my eye caught triplet baby lambs lying in the grass mit der Mudder. As I approached, cam-

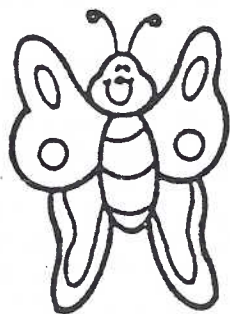


era in hand, their Mother rose and eyed the intruder. I backed off, indicating no harm and two little ones proceeded to have their early lunch. A third (on the right) cried for his place at the dinner table.

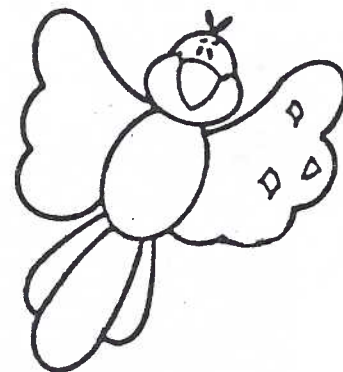
Photos can easily become postcards by asking at your favorite store for *adhesive postcard backs*. These and five more views will be given as door prizes at the March meeting.

MORLATTON POST CARD CLUB INC.

26th Spring Postcard Show



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



Friday, March 23, 2001 - 10 A.M. to 6 P.M.
Saturday, March 24, 2001 - 10 A.M. to 4 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