

**Whitney Made  
Valentine Postcards  
See page 3.**



## LOCAL VIEWS BY MEHL

### *Interview with Local Publisher*

Seldom does one get the chance to talk with the man behind the idea – the person instrumental in getting the job done. Such was the case, recently, when your editor talked with a fellow York Postcard Club member, Thil Mehl. Thil had his own business, Mehl Advertising Service.

One of his advertising ventures was postcards. He agreed to be the rep for the Plastichrome line in the early 1950s. He was given exclusive rights for dealing with Union News Company. It had stands in the Harrisburg, York and Lancaster train stations.

Every card design (view) was ordered in quantities of 6500. Thil published in sets of six views per town. Jim Hayman was his photographer. Colourpicture Publishers, Inc. of Boston, printed the chrome cards. They are identified along the left edge as "Published by Mehl Advertising Service, 545 Pacific Ave., York, Pa."

Thil sold most of the Lancaster views at Union News outlets and at Woolworth's. He sold the franchise to Mebane Co. in 1956 and so some of his original views will have the Mebane name on them. Listed below are the subjects and Colourpicture's stock numbers. "P" is for Plastichrome. All are horizontal views except P12151.

P12149 Stevens Trade School

P12150 McCaskey High School

P12151 Theological Seminary

P12152 U. S. Post Office

P12153 Lancaster General Hospital

P12154 St. Joseph's Hospital

Thil also published several large (5 1/2" x 8 1/2") cards. All are generic views, captioned "Greetings from Lancaster..." We've seen: A rich harvest..., Magnificent Autumn! and 'Twas Autumn ...

### Future Shows

**Etobicoke, Ontario**

Feb. 24, Toronto PC Show

Humber College

**Belmar, NJ**

Mar 2, Jersey Shore PC Club

John Taylor Pavilion

**York, PA**

Mar. 16, York Book & Paper

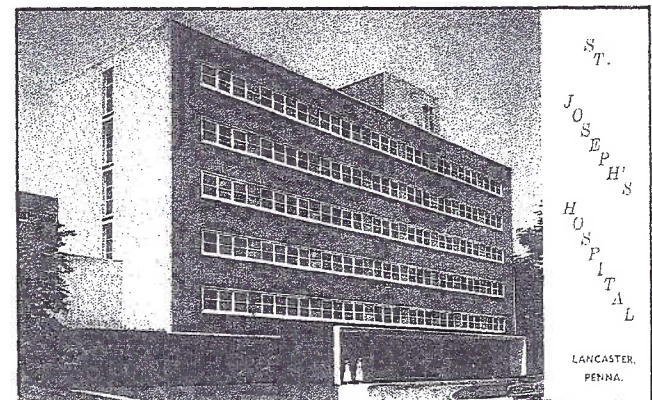
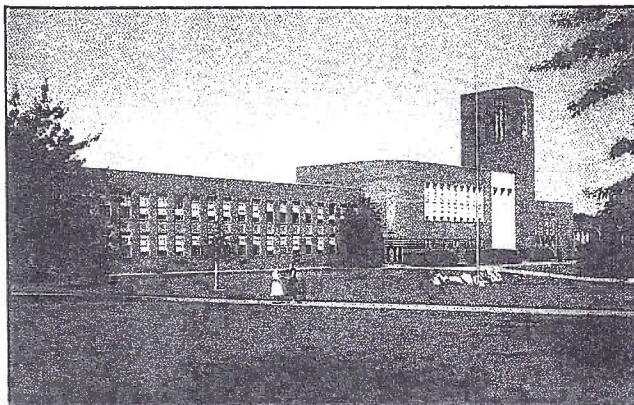
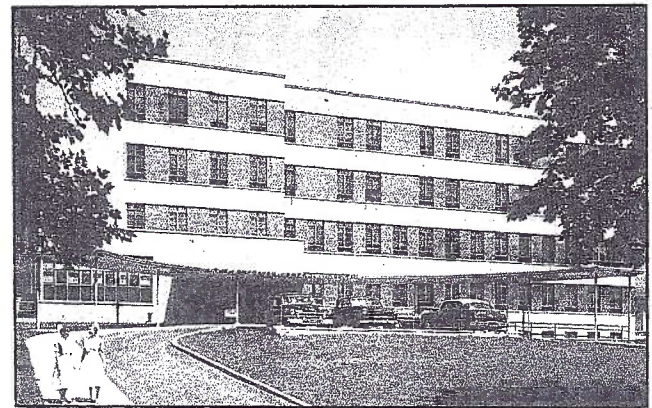
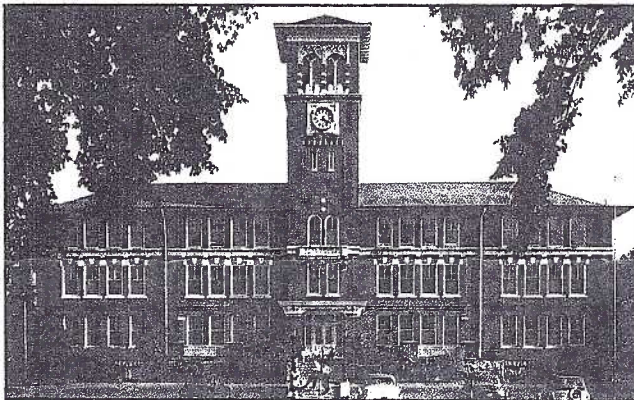
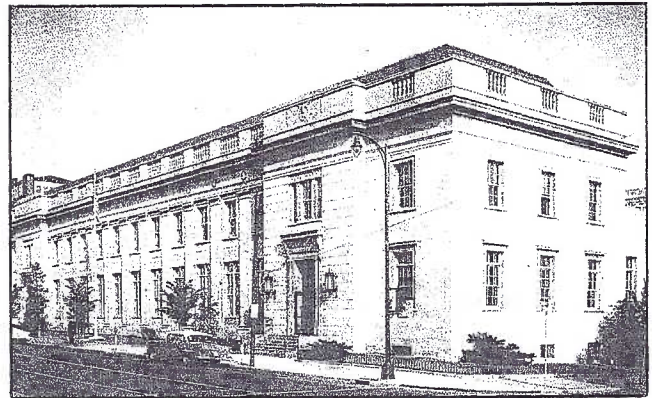
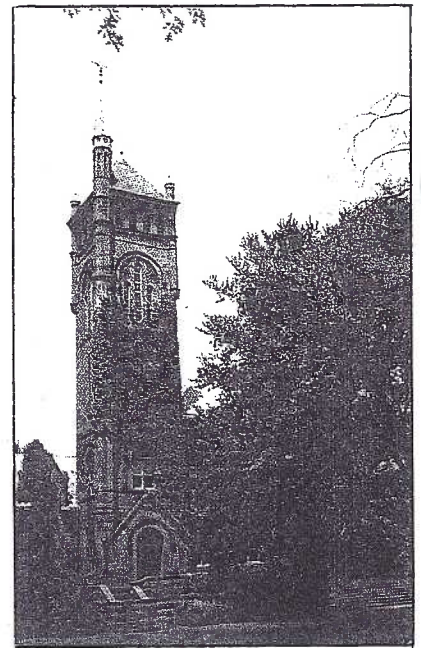
Expo Center, Fairgrounds

**Lancaster, PA**

Mar. 22-23, Morlatton PC Club

Farm & Home Center

Mehl's choice for a 6-card set of 1950s Lancaster views included two hospitals, two schools and a seminary.







## COVER CARDS

### and how they get there.

One of the pleasures of putting together each issue of *The Card* in recent months, has been composing the cover. Since we have the luxury of including color in our publication, I've followed the time-honored tradition of using that color on our cover. The search for lots of color (more bounce for the buck) is a fun job.

#### The Monthly Challenge

A peripheral bonus is uncovering some cards that haven't been looked at for a few years. Deciding on a complete set or choosing specimen singles is the next step. Then comes arrangement. Here's where the fun begins – and the challenge. Placement is governed by the image, primarily. Sometimes it's necessary to enlarge or reduce, and how much. Try not to hide important image details. Covering some text is no problem – it can be repeated in this column.

#### Empathy

Just this past week I had a call from Nancy Smith. She's the new editor of *The Farm Collector*, a monthly magazine that features farm-related ephemera (hobbies, collectibles and throw-aways) that deal with farm life. I had been approached by the previous editor to write a story of postcards and trade cards related to farming. It was to appear in the Dec. 2001 issue. It's now scheduled for March 2002. Nancy wanted a few vertical images so her staff could make a collage for the cover. I empathize with her. Sometimes you spend hours finding just the right cards to fill a defined area – and she needed more verticals than I had originally sent.

#### A Good Question

A few readers have asked about the "wasted border" on *The Card*'s cover. I questioned it, too.

In order to "bleed" the color to the very edge, you must use larger paper stock and then trim – a very costly means to an end. We've chosen a second best option – place the cards so the printer's copy machine has the necessary margin to grab the master copy and produces a wide margin on four sides.

Whitney cards are usually a favorite with the "over 60 crowd." We grew up with the art deco designs that were prevalent in the 1920s and 1930s. Unlike the Victorian images, these Whitney children are "real." They're reminiscent of our childhood days. They bring back memories of the valentines – also art deco in design – that we exchanged at school.

#### The February Postcards

Most Whitney postcard artists are unidentified. Like the Disney studio in its early years, most postcard publishers weren't interested in losing their good help so their artists' IDs remained obscure. Their artwork was simply a part of the product.

It's not difficult to see that we're looking at parts of several sets on the February cover. Help is happily accepted in finishing the sets.

## MEMBERSHIP

**#621 Lancaster Mennonite Historical Society** 2215 Millstream Rd., Lancaster, PA, 17692. Ph. 717-393-9745. We welcome the Society. It has an extensive library and a well-stocked bookstore. In 1998 the LMHS sold a considerable number of our first book, *Windows to Our Past*, through their membership newsletter. Your editor highly recommends their library and archives (which includes hundreds of postcards) as well as the society's bookstore.

**#622 Renate Sachse** 25 Burr Oak Dr., Millersville, PA, 17551. Ph. 717-872-7545. Collects Western PA esp. the towns of St. Mary's, Cooks Forest and Pittsburgh; also Chautauqua, NY, Heinz advertising cards and novelty postcards.

**#623 Vincent Cavallo** 3650 Meadow Spring Rd., Lancaster, PA, ph. 717-285-9557. General interest. Vincent is a former resident of New Jersey and belonged to the Garden State Post Card Club.

"Welcome to all" – from the other 313 members.

## January Program

To recognize the New Year, 2002, as well as celebrate our 12<sup>th</sup> birthday, the number TWO was chosen as a theme for the January program. Members were asked to bring in any card that was two-related. We enjoyed personal and impersonal cards, some serious, some humorous. Here's a brief recap, thanks to Secretary Mary Ann Guntow. She took notes with her handy flashlight. Bryan Benner, VP and Program Chair conducted the program assisted by Jim Ward on the opaque projector.

Jan Weitzel's photo card, a duet of children; Gwyn Fulmer's animals had tea for two; Don Davis's children with two lips kissing; Mary Ann Guntow's NYC view of the Twin Towers; Barbara Heim's photo card of her mother and aunt and Harold Moyer's duo on an early January 2<sup>nd</sup>, soused again.

Tom Beck's race to the outhouse (you can imagine the #2); Ruth Moyer's vacationer after 2 wks. was 2 tired 2 return 2 work; Bill Guntow's groundhog day card on Feb. 2; Marilyn Leese's two buggies being cleaned by two Amish boys; Carol Dennis's two uncouth kids picking themselves in public and Earl Carver's shady nook for two lovers.

Two rickshaw with two riders and two drivers from Bonnie Gable; Linda Mylin's birthday number two; Jim Ward's two friends with a total of two peg-legs and Earl Carver's Five Senses with two additional ones = horse and common.

It was great fun and another example of how diversified our hobby can be.

## February Program

Earl Carver, retired LCPC President, retired Methodist minister and never tired of quipping between trombone gigs, will present our program in February. His slide presentation is titled, "Faces – We All Have Them."

This cryptic intro could mean almost anything, considering Earl's wide range of interests. Your editor's guess is that there may be a clock face or two. One of Earl's interests was conducting tours in the National Clock and Watch Museum at Columbia, PA. We'll just have to wait and see – face the music, so to speak!



## MONTHLY EXHIBITS

Fifty-eight members and two guests (both of whom became members) braved a cold but clear night following a welcomed 5-6" snowfall. It was snow the Exhibit Committee had in mind when it chose WHITE as the monthly topic, though any others "whites" would have been acceptable. Participants included:

Jim Ward	<b>First</b>	Snow White People
Walter Mowrer	<b>Second</b>	Snowmen
Ruth Moyer	<b>Third</b>	Snowy Fun Time

### Honorable Mentions

Earl Carver	White as Snow
Harold Moyer	Snow in New England

Thanks to all who participated.

For the benefit of our new members, we'll recap our monthly procedure. At the next meeting, the Committee Chair (in this case, Ruth Moyer) presents to each participant a full-color postcard, which includes the exhibit theme, date and award. The top awards also receive \$5, \$4 and \$3 in cash.

So that you can think and work ahead, we've listed these tentative\* subjects for 2002. Note, some are full boards (B), others are a single card (S).

Feb.	Black B
Mar	Green B
Apr.	Smiling face S
May	Letter "B" B
June	Birds S
July	Letter "D" B
Aug.	Animals S
Sept.	Potpourri B
Oct.	Letter "Q" or "R" B
Nov.	Harvest S
Dec.	Fireplaces B

\*Depending on where we meet, there may not be monthly exhibits in December.



Snow mom is a bit disturbed. The winter visitor has chosen her nose on which to alight. Snow dad shares his wife's emotion. Their little snow girl, however, is delighted with the event. Unidentified German publ.

A Reward of Merit is shown here in black and white and reduced 45%. The full size version, in color, is enclosed with this Feb. Card for each of the contributors listed in the right hand column along with a grateful **Thank You** from the editor.

## Contributors to *The Card*

Each year editor Jim Ward recognizes those members who've helped make our club successful by publishing the monthly *Card*. His 30-hour monthly job wouldn't be nearly so easy were he not assisted by many members. Help takes on many forms: cards, articles, references, identifications and suggestions.

For their work in helping produce our club's monthly publication, *The Card*, Jim recognizes the following with a facsimile Reward of Merit card:

**Dede Schaeffer's** identification of artists, publishers  
**Doug Milliken's** idea for introduction to Detroit PCs  
**Bill Seigford's** mention of PCs in various publications and data on Grif Teller, PRR artist

**Jack Brubaker's** info on Southern Market Hotel  
**Jim Morrison's** World PC Co.'s engravings info  
**Gordon Pfeiffer's** contribution from *The Penn Stater*  
**Elmer Pierce's** locating rural views at Farmersville  
**Newt Groff's** PC: the Rush home in Pequea Twp.

**Joan Gentry** (exchange editor) Presidential libraries  
**Ruth Moyer's** data on Kellogg cereal postcards  
**Jim Luty's** mention of PC article in *Elks Magazine*  
**Brian Frankhouser's** article on Eaby home and store  
**Merv Wenger's** inspiration for butterfly/moth cover  
**Bob Kramer's** 1951 rate change postal card

**Norm Zimmerman** and **Bob Kramer's** questions prompt re-issue of postage rate chronology  
**Bryan Benner's** Lanc. City Historic District PC set and recently issued restaurant views

**Mary Darrenkamp** and **Bryan Benner's** up-date of checklist for Lancaster Square postcard views

**Newt Groff's** field trip through Conestoga, PA  
**Jo Jednacz'** PC contributions of mailing inserts

**Betty Jane Weaver's** Barn Art ID and data  
**Earl Carver's** report on visit to Sp-Am War vessel  
**Gerald Lestz's** publication "Outdoor Lancaster"

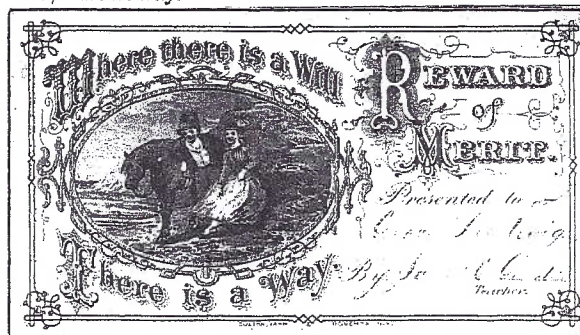
**Howard Steinberg's** Stough Revival Campaign  
**Dorothy Fry's** ID of people in Clay peach party  
**Betty Weaver's** moral support at Falmouth Goat Day  
**Ray and Shirley Bubb's** PCs in Hawk Mt. checklist  
**Bernie Heisey's** New Cumberland Army Depot story  
**Nancy Hess's** role in publication of Christiana PCs  
**Fred Yohe's** publication of two Santa/Uncle Sam PCs

Last, and certainly not least, are the five folks, behind the scenes, upon whom I rely each and every month:

**Gwyn Fulmer** for up-dating mailing labels

**Ruth and Harold Moyer** who help fold, stuff, seal and stamp the nearly 300 mailings.

**Dot Fry** and **Betty Beck** who proofread and correct my grammatical and spelling goofs so the finished product, *The Card*, looks like a million bucks and not a 3¢ throwaway.



**NOW is the time to complete a small obligation** – Send that check for your membership dues today. There are no bargains better than this in the postcard club world. Single membership is \$8 for April 2002 through March 2003. Each additional member at same address, add \$2. Make check to LCPC and send to Gisela Withers, P. O. Box 191, Geigertown, PA 19523-0191. Thanks for making our volunteers' jobs easier.



## This 'n That

### Sicknesses

We're happy to learn Ruth Bair, Gene Sowers and John Long are all back home, recuperating from heart problems. However, we are very sorry to hear that Leo Frantz was recently taken to the hospital for an extended stay. Our prayers are with them all for speedy recoveries to good health.

### Prizes

On a lighter note, the Jan. 50/50, amounting to \$19.50 for the recipient, was won by Ruth Frankhouser. Don't forget your reporting to the IRS, Ruth. The door prizes were won by Dede Schaeffer (two postcard sorting boxes), Bill Guntow (100 postcard sleeves) and Barabra Mowrer (a PC replicating our Jan. birthday cake picture and donated by Mike Middleton). The first two prizes are part of a reciprocal trade whereby Jim Ward takes a small ad in *The Card* in exchange for the donations.

### Book Fund Report

Ray Dennis reported that after payments for the Christmas Dinner and National Christmas Center, the Book Fund account stands at \$12,367. This next egg will give us a starting run at publication of *Windows to Our Past, Volume Two*, due in print by the August Expo.

### Sellers

Set up and selling in January were Dick Bishop, Mike Middleton, Dede Schaeffer, Walter Mowrer and Jim Ward. We were also pleased to see Jim Morrison make a rare appearance. His Christmas Center is closed until May 1, 2002, so he has a bit of free time (so to speak).

### Unique Ornaments

Jim brought along a box of unique Christmas ornaments. They are vintage Christmas balls, the surfaces of which had been cracked and partially lost. He was able to strip them so that the Christmas Center's in-house artist, Joan Fay, could repaint them. The beautifully hand-painted and dated ornaments feature local motifs – mostly PA Dutch themes. Jim will try to have them at the February York and Lancaster meetings. They are \$12. Sorry, no mail orders.

### Library Team

We had a great display of the club's books at the January meeting. Dale Shaub reported a number were checked out for a 30-day period. Ruth Yohe took her turn at the Library Table. Check the back of your Membership Roster. We've listed the 90+ titles available. If you have a special request, contact one of the library team members. (See Dec. *Card*.)

### Anniversary Cake

Once again Ruth and Harold Moyer outdid their previous performance by obtaining a gorgeous cake with a little girl reproduced from a birthday card, which they also displayed. They ordered enough for 60 appetites and had only 6 pieces left, so we all ate well. Thinking of everyone, they were kind enough to provide us with coffee, tea and hot chocolate. Thanks, Ruth and Harold, for the consistently fine jobs you do for the club.

### Photo Requests

Earl Carver, LCPC's official photographer, has pictures of all of our anniversary cakes except the 5<sup>th</sup> and 7<sup>th</sup>. Can you help him complete the sequence? Bring them to the Feb. meeting.

### Meeting Announcements

The numerous notices in local papers and on TV and radio have been the efforts of Tom Beck this past year and now in 2002. They have been fruitful. Tom makes the contact the easy way – by e-mail and works! We are seeing more new faces and the visitors have been joining once they get to a meeting. Thanks, Tom, for a fine job.

### NPW Nominees

Brian Frankhouser offered two nominees for subjects of this year's National Postcard Week card to be published by LCPC. NPW is the first full week of May which will be May 5 – 11, 2002. There were no other nominees from the membership.

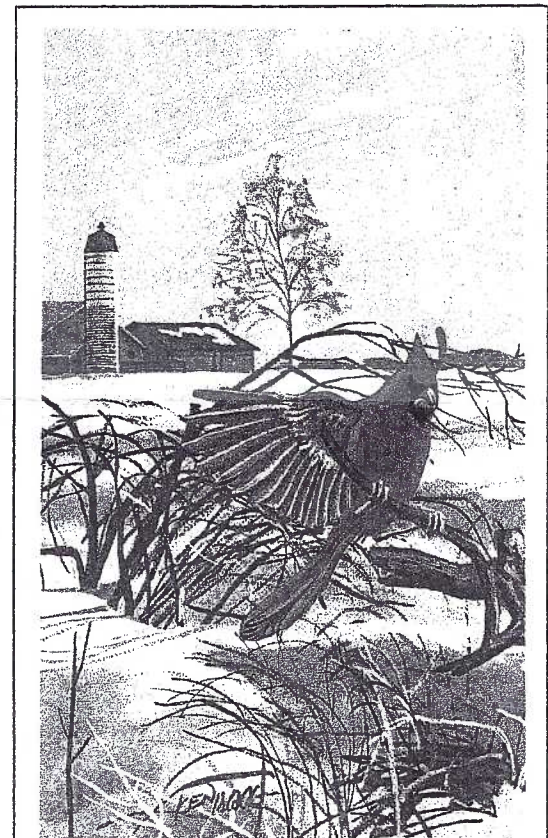
The **Revolutionary Soldiers Monument** at the Ephrata Cloister was erected 100 years ago, in 1902. The **Fulton Opera House**, originally known as Fulton Hall, was opened 150 years ago, in 1852.

A hand vote showed an over whelming support for the Fulton Opera House.

### Oil Sunflower Customers

Considering how cheap oil sunflower seed is becoming, it's a bargain when you consider it has less shell to clean up (none, if you have a neighborhood skunk or raccoon) than striped sunflower seed. It also feeds a wide variety of winter birds – nearly as many as the cheap mixes. Your editor has seen these species relish the food: cardinals, chickadees, titmice, juncos, nuthatches, sparrows, Carolina wrens, grosbeaks, jays, finches and even mourning doves. Occasionally, even the downy and hairy woodpeckers will try a few.

We've still got two months of winter ahead, so give oil sunflower seed a try.



North Carolina State Bird

Capital Engravings, Pequot Lakes, MN published a fine set of 50 state bird cards in 1968. The paintings are by Ken Haag. Cards have a deckled edge.





To My Sweet Valentine. An old undivided back lithograph postcard by an unidentified European publisher. Colors are predominately purples and pinks.

Knight Bros., Ltd. of London published many sets of serious subjects. They also published greetings such as #988, shown. Love in Twenty Four Languages was mailed in 1904 to Miss Jessie Shimwell at the Cleveland House School somewhere in England. Was Jessie a student or teacher? No doubt, after studying the card for some length, she could be considered a scholar on the topic of Love.

### Boxes, Pages and Sleeves

Our favorite indoor activity is looking at and sorting through our postcard collections. Just added to my stock is a small supply of **postcard sorting boxes**. Their interior dimensions are 4 1/2" x 5 3/4" – just the size for most standard PCs. Each comes with a sturdy lid and sells for 75¢. Sorry, no mail orders.

Plenty of **pages** are also in stock: 20 for \$3, 100 for \$14. **Sleeves** for standard PCs are 100 for \$1.50, or 300 for \$4. See Jim Ward at the Lancaster and York meetings or at the Morlatton Show on March 22 and 23 at the Farm & Home Center.

## 2002 DUES PAYABLE

Our membership year runs from April 1 to March 31. We chose this pattern a few years ago. It relieves the Membership Chair of extra work over the holidays. For the membership, it's one less thing to remember to attend to over the holidays.

Now it's February, and aside from a box of valentine candy for someone special, you're other remembrance is to write a check renewing your LCPC membership. \$8 pays for you with \$2 more for each family member at the same address. Send your check, made out to LCPC, to Gisela Withers, P. O. Box 191, Geigertown, PA 19523-0191. If you have a change of address or have added an e-mail address, include this printed clearly or typed, please.

In case you weren't aware, LCPC's \$8 membership is the biggest bargain in the nation. Many clubs offer only quarterly or bi-monthly bulletins. Hardly any offer color. None give you a colored cover every month. Most have raised their dues above \$8. As we've often mentioned, publishing our hardcover book of 500 local postcards in 1998 has subsidized many of our club activities. Our dues are one.

**Please attend to this little job now. It makes all of our volunteer work much easier. Thanks.**

