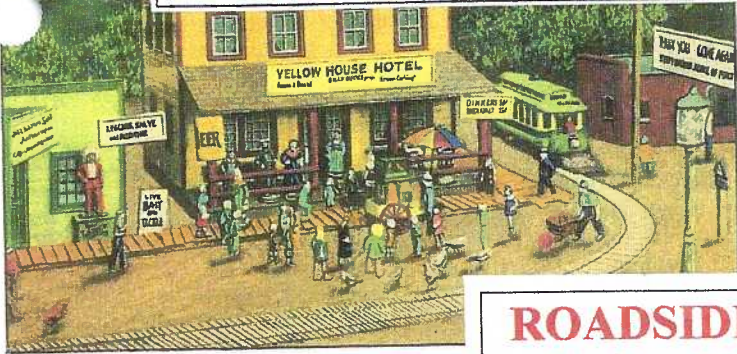


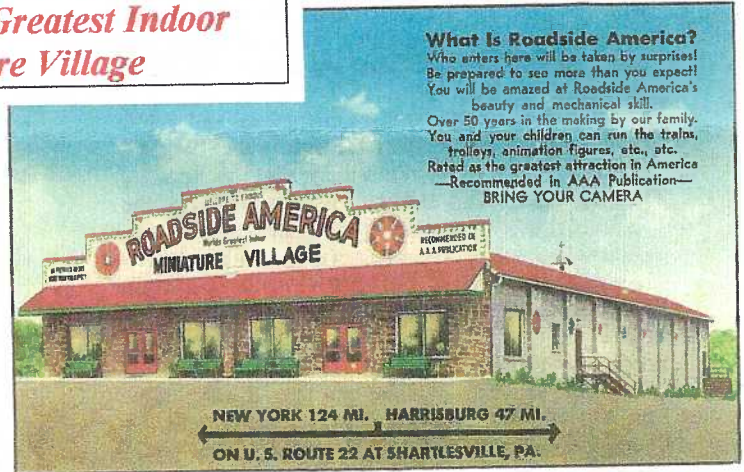
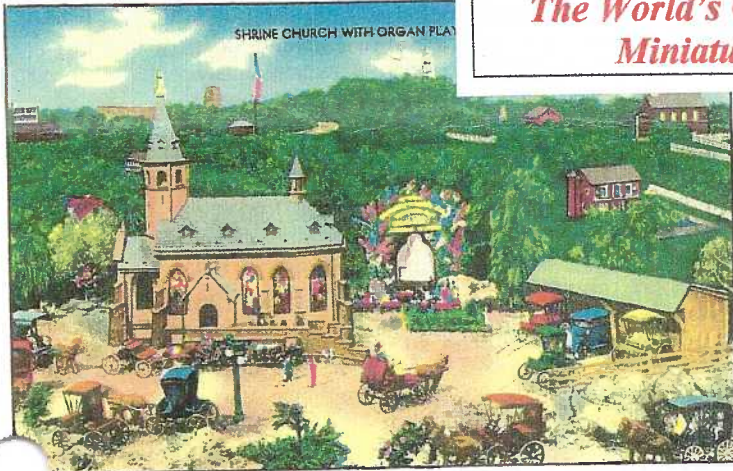
THE CARD. Vol. 13, No. 12. Issue 156. December 2002.
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Enjoying postcards through education and entertainment.

Christmas Party/Meeting - Mon., Dec. 16, 2002. Farm & Home Center. Arrive at 5:30, Dinner at 6 PM
 Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or midcreek@ptd.net
 Club website: www.playle.com/clubs/lanaster or Google search: lancaster county postcard club

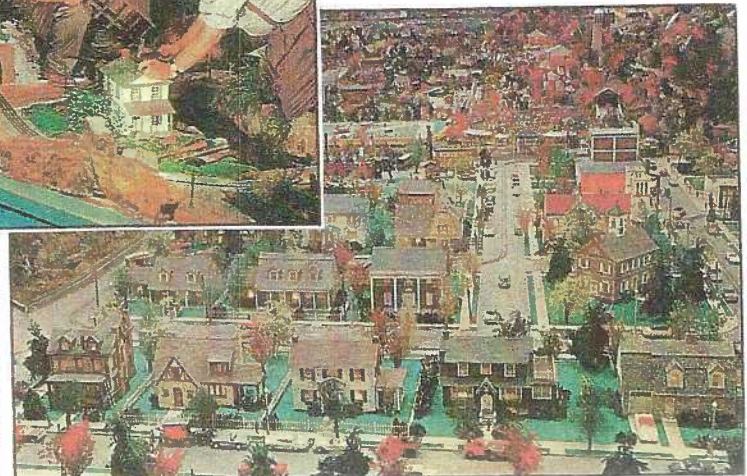
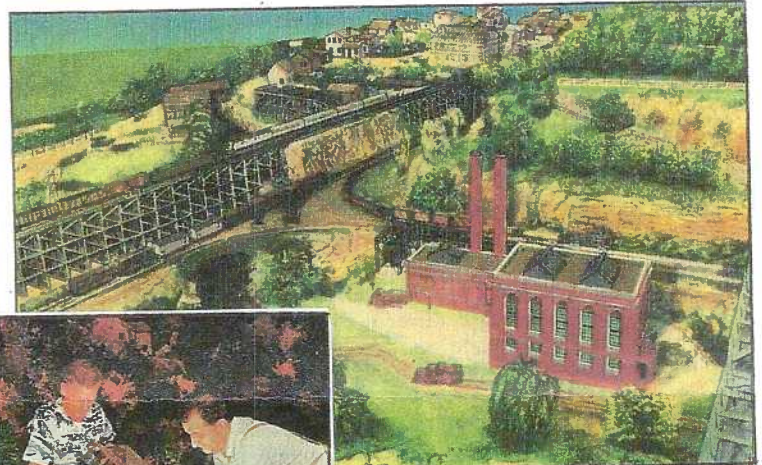


ROADSIDE AMERICA
The World's Greatest Indoor
Miniature Village



What Is Roadside America?

Who enters here will be taken by surprise!
 Be prepared to see more than you expect!
 You will be amazed at Roadside America's
 beauty and mechanical skill.
 Over 50 years in the making by our family.
 You and your children can run the trains,
 trolleys, animation figures, etc., etc.
 Rated as the greatest attraction in America
 —Recommended in AAA Publication—
 BRING YOUR CAMERA



Roadside America – Under the Christmas Tree?

Each year about this time, as thoughts turn to putting up the tree, I get a box down from the top shelf of the bedroom closet, which contains all the pieces for the village soon to be constructed under the Christmas tree. Some simple cardboard and plastic houses, a forest of snow covered bottle brush trees, a horse and sleigh, a few skating figures for the mirrored rink, two fire trucks, some reindeer, and numerous other trinkets and pieces collected over the years to bring to life that miniature world under the tree. All delightfully out of scale, with reindeer bigger than lampposts, and a Santa so large that he towers over the houses. I mustn't leave out the Lionel train, a present from Santa the Christmas I was 3. I remember playing with that train and that little village under the tree for many Christmases as a child. Those 8 square feet under the Christmas tree were my "Roadside America".

Add another 7,992 square feet, and you'll have a village which rivals the size of the "World's Greatest Indoor Miniature Village" in Shartlesville, Pennsylvania. This Berks County attraction is the result of a lifetime's work by its creator and builder, the late Laurence T. Gieringer. Gieringer would often recount the June day in 1903 when he and his younger brother, Paul were getting under their mother's feet in the kitchen of their Reading home. Their mother ordered them outside to play. The boys wandered to Mt. Penn above their home and from a rock ledge, they looked out over the city of Reading and the surrounding countryside. Laurence remembered sharing his idea with his brother. "Say, Paul," he said, "wouldn't it be swell if we made little houses the way they appear to us here?" His younger brother agreed. In a short time the brothers were at work creating their miniature buildings. Some of the first buildings they made can be seen today at Roadside America, nearly 100 years later. Those somewhat crude original buildings are placed today in the interior parts of the display a little further away from the eyes of visiting tourists than the detailed miniatures created by Gieringer later in his life.

Throughout the ensuing years, the boys' parents encouraged them in their creative pursuits. The miniature buildings were displayed for the first time during the Christmas season of 1903. This display in the Gieringer's home attracted family, friends, and even "The Reading Eagle" newspaper. In the years that followed, the display continued to grow. A hole cut in the wall allowed the trains to run from room to room. In January, after the display was dismantled, the hole in the wall was covered with wallpaper until the following Christmas season.

As the boys grew, they built miniatures together until Paul made a decision to enter the priesthood, and went away to seminary. While Paul remained an occasional participant and an active encourager, it was Laurence who would become the creative force behind the Roadside America we visit today.

Laurence married Dora Seisler in 1915. Together they continued to set up the display at Christmas. Through the Great Depression, Laurence held many different jobs...carpenter, wallpaper hanger, painter, and printer. He would occasionally build and sell miniatures for various businesses for use in window displays. Dora would go to auctions to pick up odds and ends of old wooden furniture for Laurence to use in the construction of his miniatures. He found the wood in old furniture to be well seasoned and less prone to warp.

The opportunity presented itself for the Gieringers to set up their Miniature Village at the Rainbow Fire Hall during several Christmas seasons in the mid 1930's. They would take their display to Carsonia Park next. Looking for a permanent year-round place to display his miniatures, Laurence found an unused dance hall near Hamburg which he rented. The display stayed at the Hamburg location from 1941 until 1953. In 1953, Gieringer moved his display for the final time to the newly constructed building along Route 22 in Shartlesville. There it remains today. Over the years, many things have come and gone at the Berks County attraction. There was Our Lady of Lourdes Chapel where Mass would be held on Sundays. A picnic grove, a zoo, and a life-size display of an Indian War Party carved out of wood. Concerts in the grove featuring entertainers such as Philadelphia Organist Larry Ferrari drew large crowds. The Gieringers also ran the still operating Pennsylvania Dutch Gift Haus.

Laurence Gieringer died in 1963. His wife Dora lived on until 1973. Today the Gieringer's daughter, Mrs. Alberta Bernecker and her family continue to operate Roadside America. The display we visit today has seen few changes since the passing of Mr. Gieringer. His family has kept it as he left it as a tribute to the artistry and talent of the builder. When parts of the display must be temporarily dismantled or cleaned, photographs are used in order to reset the many tiny parts of the display in the locations where Mr. Gieringer had originally placed them nearly 50 years ago.

Laurence, Dora, and their son Paul are buried in Gethsemane Cemetery in Reading. Aside from their names, the granite headstone reads "THEIR CREATIVE MINDS AND HANDS GAVE US 'ROADSIDE AMERICA'. A TRIBUTE OF LOVE FOR GOD AND COUNTRY."

Postcards from the Miniature Village are quite common and most are easy to find. While the fronts of many cards look identical, Gieringer would often make slight changes on the reverse with every printing. Along with a fascination with toy trains and miniature buildings, the large number of postcard variations from Roadside America has kept my collecting interest for many years. There's always something new to find.

...and just in case you haven't already guessed...that little village...my own "Roadside America" will be under my tree this Christmas once again.

Here's Wishing You All a Very Happy Holiday

Your editor requested this story. John's text, captions and choice of cards surpassed all expectations. He has provided LCPC with a much appreciated holiday gift. Thank you so much, John, for your time and effort.

Cards on Our Cover

Left column from top to bottom

The Yellow House Hotel (10,739) – Laurence Gieringer often used actual buildings as inspiration for his miniatures. Here a crowd gathers around to listen to a street organ in front of Berks County's Yellow House Hotel.

The Shrine Church (8339F) – This miniature church was inspired by a postcard sent to Gieringer by his brother Paul. The actual church is located in the foothills of the Dolomites in Bolzano, Italy.

J.M. Long's Esso Servicecenter (12,694F) – Gieringer purchased gasoline at the full size version of this station. Other local businesses modeled at Roadside America include Degler Chevrolet and Kaufmann's Furniture.

Gieringer and the Town of Sleepy Hollow (110 59686-B) – Laurence Gieringer is placing one of the 4000 miniature figures in his display. Alberta Bernecker, Gieringer's daughter and current owner of Roadside America, told the author that this picture of her father is her personal favorite of all the postcards. The view is seen many times on tourist brochures, guidebooks, coloring books, playing cards, and many other items sold in the Roadside America Gift Shop.

Right column from top to bottom

A Pennsylvania Dutch Farm (7305F) – One section of the Miniature Village shows a detailed farm scene and several of the many bridges that carry the dozen or so model trains throughout the layout. Also shown are some of the 10,000+ trees made for the display by Gieringer's wife, Dora.

Exterior of Roadside America (19,269F) – Gieringer's Miniature Village was housed along Route 22 in Shartlesville in 1953. Prior to this move, the Miniature Village was located in a rented dance hall about 4 miles west of Hamburg. The new building resulted when the dance hall landlord raised the rent from \$50.00 to \$275.00 a month, and he demanded a 30% commission on the profits from the village.

Electric Power Station (7304) – Over 800 hours were required to complete the building (front right). Each brick in the walls and smokestacks was individually carved. The building typifies Gieringer's use of wood from old furniture – the smokestacks on the Power Station are actually two recycled table legs.

Residential Section of the Village of Fairfield (114 59690-B) – This card brings back the feeling of a simpler time. Eisenhower is president...Andy, Aunt Bee, and Opie live just down the street...and nobody locks their doors. The view is the author's favorite of the Miniature Village.

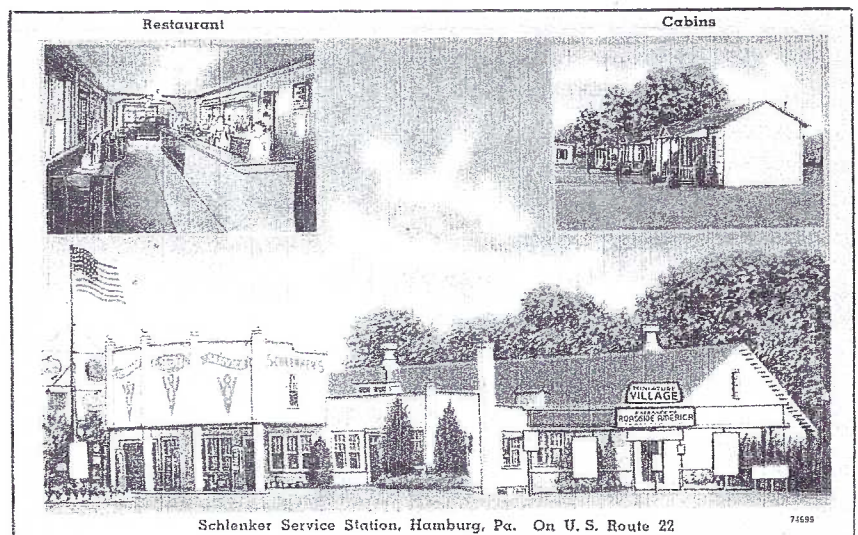
Inset Card

The Gieringer Family (121 58697-B) – An early chrome shows the family at work on the display. Laurence and his wife, Dora on the right and left. Their daughter Alberta, son-in-law Walter, and granddaughter Delores are in the rear. A son, Paul, had worked with his mother and father on much of the display prior to his death in 1947. He is credited with coining the name "Roadside America".

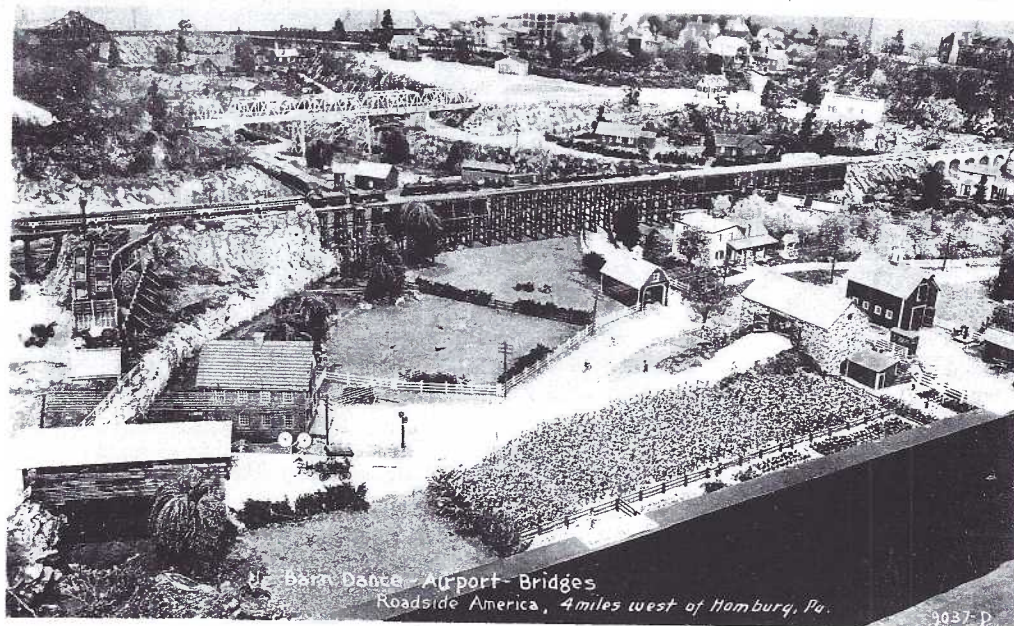
An unused dance hall adjacent to Schlenker's Service Station, 4 miles west of Hamburg, Pennsylvania was home to the Miniature Village from 1941 to 1953. The entrance to the display can be seen in the lower right of this linen view.



This real photo card shows Gieringer at work in the cellar of his Reading home in the early 1930's. According to Gieringer's daughter, the waterwheel being constructed is still being used in the display. She recalls her father working on different buildings for endless hours while studying photographs in order to copy every detail.



This real photo card shows the Miniature Village when it was on display in Reading's Carsonia Park. When the park completed a new merry-go-round in 1939, the circular building that housed the old amusement was put up for rent. Gieringer set up his village in the unused building and it quickly became the hit of the season. The cost of admission was ten cents.



This real photo card is one of a long series showing different sections of the village. With careful examination, you may be able to find the Pennsylvania Dutch Farm and the series of bridges seen on one of the linen cards, which grace our cover. Gieringer's wife, Dora, created the cornfield at the front of this scene in the 1930's.

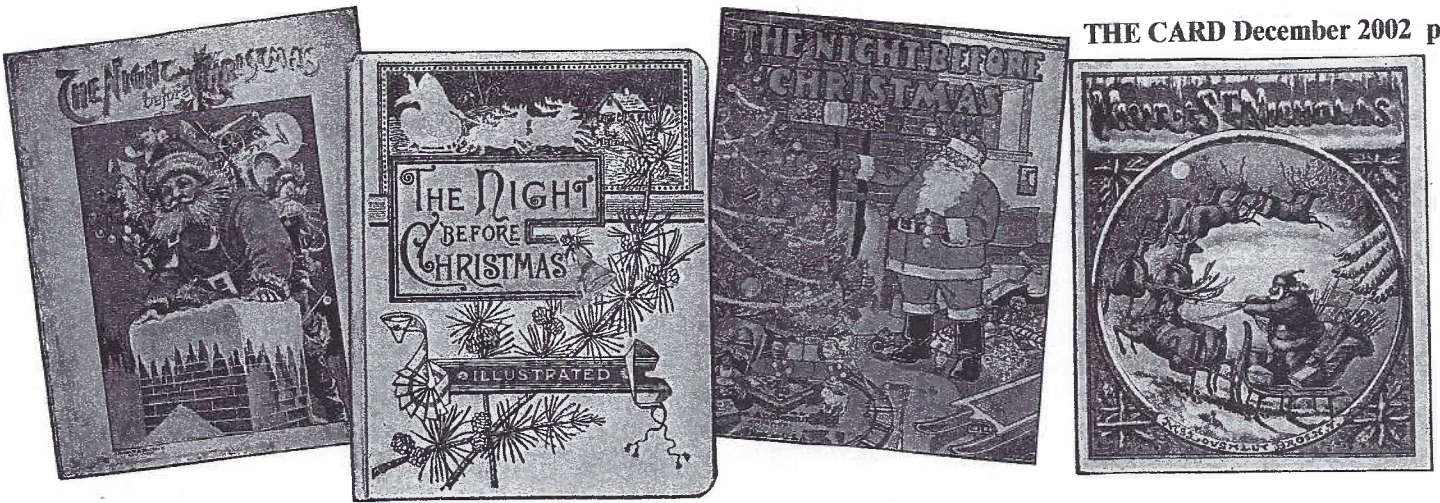
A Simplified Postcard Listing of the Roadside America Miniature Village

Real Photo Cards	
View 1 - View 6	International Miniature Village at Carsonia Park, Reading, PA
9037A - 9037N	Roadside America Miniature Village, Hamburg, PA
Cards 1 - 14 also labeled with 9037 #'s	Same as above
Cards 1 - 15	Same as above
Linen Cards	
Cards 5419 - 5425	Roadside America Miniature Village, Hamburg, PA
Cards 7304 - 7307	Same as above
Cards 8338 - 8342	Roadside America Miniature Village, Hamburg, PA or Shartlesville, PA
Various Cards bearing numbers in the 10000's, 12000's, 18000's and 19000's	Same as above
Souvenir Folder of 18 Views	Roadside America Miniature Village, Hamburg, PA
Chromes	
Cards 1025968B - 13459710	Roadside America Miniature Village, Shartlesville, PA
First Printing - Blue ink	
Second Printing - Black ink	Same as above
Various Chromes of Religious Shrines and Figurines, Paintings, and Tourist Attractions at the Shartlesville Location	
Souvenir Folder of 12 Views	Same as above
Modern (the most recent series)	
Cards 2USPA112 - 2USPA136	Roadside America Miniature Village, Shartlesville, PA
Other Items	
Various Souvenir Guides, Tourist Brochures, Playing Cards, Coloring Books, etc. show views found on postcards	

December's Cover Story Author

The author of this month's cover story is John Alleger, LCPC #554. John was born and raised in Monroe County, PA, and lives there today in the village of Bartonsville. He is a 3rd grade teacher in the Pleasant Valley School District, where he has taught for the past 25 years. Aside from postcards and other souvenirs of Roadside America, John collects cards of his hometown, and has recently started to collect cards from vacation spots and tourist attractions he has visited.

John Alleger is preparing a more extensive checklist for us. It will be available to peruse at the January meeting after which it will become a part of our club library.



A few of the book covers we'll see on slides at the Annual Christmas Party. They're from Dede Schaeffer's collection. Left to right: 1910 by Hayes Lithograph Co., Buffalo, NY; 1883 Porter & Coates, Phila., PA; 1916 M. A. Donahue & Co., Chicago, IL and c.1869 by McLoughlin Bros., NY, NY with artwork attributed to Thomas Nast.

Christmas Program

While she was still in grade school, Dede Schaeffer became interested in children's books. Her attraction to the Christmas theme in many of the books went hand-in-hand with collecting Christmas postcards (as well as other cards). Presently, she has two sets of six postcards each of *The Night Before Christmas* and a third set of twelve. All are quite elusive.

America's favorite Christmas poem first appeared in print on December 23, 1823. It was in the Troy, New York *Sentinel*. Since then, it's been repeated thousands of times in seasonal issues of newspapers across the country as well as in hundreds of books. Dede's earliest book, printed in 1862, is titled *Visit of St. Nicholas*. Early editions used this title. The Library of Congress reports the title gradually changed to *The Night Before Christmas* in the era of 1858 to 1860.

At the Christmas party we'll be entertained with a slide show featuring many of Dede's old *Night Before Christmas* books. You won't want to miss this grand display.

MEMBERSHIP

Re-instated Members:

#590 John and #591 Connie Greer 105 N. Kinzer Ave., New Holland, PA. (Data in old roster.)

New Members:

#681 Glenn and #682 Bonnie Hertzler 535 E. Woods Dr., Lititz, PA 17543. Ph. 717-626-1568. Collecting interests are Lancaster, Rocky Springs and Lititz.

#683 Edgar F. and #684 E. Yvonne Greenleaf 541 Mt. Eden Rd., Kirkwood, PA 17536. Ph. 717-529-2984. They collect most of the southern end of Lanc. County including Kirkwood, Quarryville, Mt. Nebo, Martic, Pequea Twps, and Oxford, Chester County.

#685 Fred and #686 Sue Stier Apt. F-5, 1113 Wheatland Ave., Lancaster PA 17603. Ph. 207-0792. They collect Florida, NYC, Arcade cards and factories.

#687 Marvin L. and #688 Judith L. Conly, 1 Kimberly Ct., Lampeter PA 17537-0475. They collect lighthouses, trains, airplanes and Delaware.

#689 Josephine A. Feagley 262 West 107th St., Apt. 2A, New York, NY 10035. Collects Lancaster City.

#690 Bob Shirk 58 Ridge View Dr., Leola PA 17540. Ph. 656-2781. Collects covered bridges.

The new Membership Roster, which also contains the club's Library Listing, is expected to be available at the Christmas meeting. After that, distribution will be at meetings in 2003. It will be mailed to members on a request basis, one per family.

LCPC Slate for 2003

To be voted on at Dec. Meeting

LCPC Nominees and volunteers for 2003:

Pres. **Bryan Benner**

Vice President **Doug Milliken**

Secretary **Gisela Withers**

Treasurer **Barabra Mowrer**

Directors for 2002-2003

Dede Schaeffer

Carol Dennis (completing Doug Milliken's term)

Ray Dennis (completing Bill Guntow's term)

Directors for 2003-2004

Mark Arbogast

Jim Ward

Third chair to be filled.

This 'n That

The final directors meeting will be at the president's home on Dec. 10 at 7 PM.

In November Sandy Shaub won the 50/50. Keith Grobis won a magnifier and Bob Shirk won 100 postcard sleeves in the door prize drawing.

As an added incentive to sell books more quickly, the October deadline for \$25 cost of *Windows Two* has been extended to all club members with no deadline. The public's cost is \$30. Postage and handling for mailing one book is \$7.

Fliers advertising our new book have been printed and are available in quantity. Phone Jim Ward at 721-9273 to have them mailed to you or make arrangements with him for a pick up.

The treasurer has received \$287 for sale of printer's photos of postcards used in *Windows Two*.

The second page of color in the Nov. *Card* was an error on the part of the printer and the club has not been charged for it.

Seasonal Connections

Should you be unsure about our meeting because of inclement weather, call one of these officers or directors after 2PM on the meeting day.

Pres. Tom Beck 627-7732 or bbeck@ptd.net

Vice Pres. Bryan Benner 391-8127

Secy. Mary Ann Guntow 291-4975

Treas. Barabra Mowrer 684-5331

Directors -

Bill Guntow 291-4975 or guntmawp@infi.net

Doug Milliken 330-4062 dmilliken@mindspring.com

Harold/Ruth Moyer 336-6644 or rsm@dejazzed.com

Dede Schaeffer 392-3955

Jim Ward 721-9273 or midcreek@ptd.net

Postcard insert this issue is courtesy of John Pierce. It will be one of three paintings by Ephrata artist, Jay McVey - 1971 Christmas at the Cloisters, 1977 Stone Mason's Cottage or 1978 Daniel L. Horst Farm. All are local scenes.

Christmas Wishes are extended to all of our members and their families. The scarce greeting, composed of 14 Santas, has a divided back and no indication of the publisher. Many people consider the use of an X to be an irreverent use for the shortened form for Christmas. Actually, the X has always represented Christ.



Local Maps Available

Lancaster County – 1897 and 1914

In the October club auction, a 1914 map of Lancaster County sold for \$26. Nutty on Maps (your editor) bought it and had copies made on sturdier, white paper stock.

This 1914 map is more elusive than the *Farmers' Directory* for which it was made. The 500-page book, published by The Farm Journal, is also in demand. Twenty years ago it was the most common directory available and could be had for \$5-10. Today, you're lucky if you find it for \$30.

An unusual feature of the 1914 map is the myriad of numbers that represent property owned by families whose names appear in the book. An example: *Everhart, D. W. (Mary) 2 ch painter and paperhanger O 1/4a R1 Safe Harbor Con 55*. From this we know that D. W. Everhart was a painter and paperhanger. He and his wife, Mary, and their two children lived on a 1/4 acre property that they owned on rural Route 1 in Safe Harbor, Conestoga Township at #55 on the map.

A helpful feature on the map is the circuit of interurban electric lines (we called them trolleys) that are clearly marked, as are all railroad lines in 1914.

The maps will be available at the Nov. meeting for \$5, rolled. If mailed, the large sheet (it has a 23" x 25" image) is folded in an envelope for \$6.

1897 Map Originally Printed on Cloth

While I was having the 1914 Farm Journal map reprinted, it seemed like a good time to have reprinted an 1897 Lancaster County Reference Map that fathers have admired in my home.

The features on this map that make it unique are the old and new names applied to villages and neighborhoods such as Highville and Pittsburg, Florin and Springville, Camargo and Hawksville, Denver and Union, Groff's Store and Monterey.

Nearly 400 different communities, many long extinct, are listed with a cross-reference that includes the township in which they were located. They are also designated as being boroughs, post offices or railroad stations.

Railroad lines are featured on this 1897 map as well as the 1890 populations of the townships and, by using concentric circles at one-mile intervals, you could quickly find the distance of a community from Lancaster City and know how long it would take you and the family to get there by carriage.

This map has a 21" x 22" image and will be at the Nov. meeting, rolled for \$5. Folded and mailed it will be \$6, or two maps, mixed or matched, for \$11.

Monthly Competition

A record for 2002, saw 86 members and guests at the November meeting. The theme was Harvest on a single postcard. Participants were:

Ruth Moyer	FIRST	Exaggerated cantaloupes
Harold Moyer	SECOND	A pumpkin farm
Walter Mowrer	THIRD	Harvesting tobacco

Honorable Mentions

Tom Beck	Cotton picking
Theresa Jumper	Peaches on a spring wagon
Mary Ann Guntow	Florida fruit
Don Jumper	Harvesting in California
Jim Ward	Harvesting in Washington
Bill Guntow	Corn shocks
Doug Milliken	Harvesting clams
Earl Carver	A produce stand
Gisela Withers	Wheat shocks
Bob Kramer	Harvesting salt

Thanks to all who participated and to everyone for participating in the voting.

December's subject will be FIREPLACES but contrary to last month's list, it will be a board, not a single card.

COLOR DELETED The Card's editor, along with the club officers and directors, have agreed to eliminate color from the front page in 2003, until a greater number of *Windows Two* books are sold. This will allow for a faster return of money to members who were kind enough to make loans that helped cover costs of printing Volume Two.