

THE CARD. Vol. 14, No. 4. Issue 160. April 2003.
Monthly publication of The Lancaster County Postcard Club, Lancaster, PA.

Enjoying postcards through education and entertainment.

Next Meeting: Mon., Apr. 21, 2003. Farm & Home Center. Buy, sell, trade from 5:30, Meeting at 7 p.m.

Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578-9669 or midcreek@ptd.net.

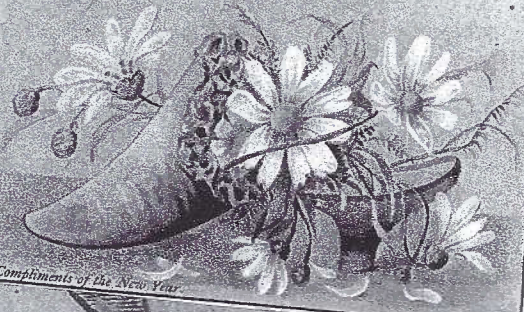
Club website: www.playle.com/clubs/lancaster or Google search: lancaster county postcard club

SHAUB & BURNS.
Leading Shoe Dealers,
24 N. Queen St., Lancaster.



Compliments of the New Year.

TO HARRY LAMBERT,
24 N. Queen St., Lancaster.



Compliments of the New Year.

SHAUB & BURNS.
Leading Shoe Dealers,
24 N. Queen St., Lancaster.



Compliments of the New Year.

SHAUB & BURNS.
Leading Shoe Dealers,
24 N. Queen St., Lancaster.



Compliments of the New Year.

LEADING SHOE STORE OF THE CITY.
SHAUB & BURNS,
FINE SHOES,
24 North Queen St., La



WHERE'S MY SHOE

Showing the value of the **A.S.T.C.** black tip on childrens shoes.



Compliments of
JOHN MUNDELL & Co
PHILADELPHIA.
SOLAR TIP & PANSY
SHOES FOR CHILDREN.



Shaub's Shoes

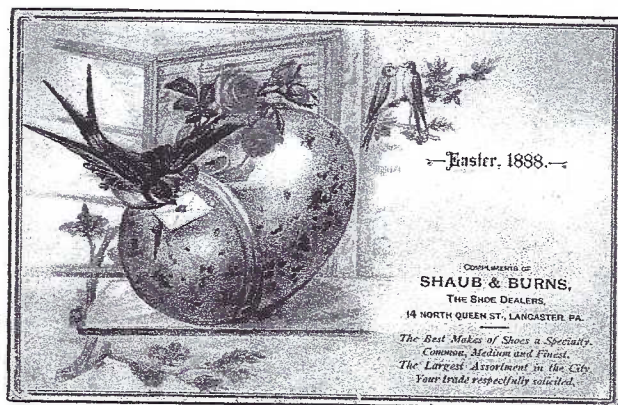
Serving Lancaster for 123 Years

Today it's Shaub's. A line of women's clothes comprises a large part of the local business, but the personalized service customers receive in the store's shoe department is a hallmark of this four-generation firm.

In 1880, teacher John Shaub took in Charles Burns as a partner, and the Shaub & Burns Fine Shoes was born. John bought his partner's share in the 1930s, according to a story in the March 9 *Lancaster Sunday News*.

Through the 1870s, 1880s and 1890s, trade cards were the most popular advertising medium of the Victorian Age. Some merchants were attracted to the idea of giving free colorful cards to their customers. Others were reluctant to venture down this avenue. Fortunately for collectors, there are still thousands of old advertising cards and the most prolific local specimens are those of Shaub & Burns.

Robert Shaub and his cousin Patricia Shenk are great-grandchildren of the store's founder and the new owners of Shaub's, a Lancaster institution still located at 18 N. Queen St.



Fall and Winter, 1885.

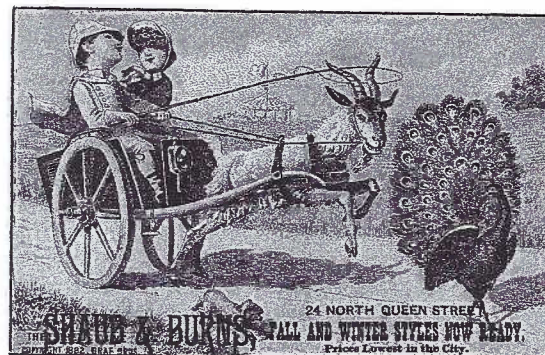


More often than not, trade cards stock images that salesmen showed merchants in their sample book. Once chosen, their messages were over-printed in the empty space. Above and left are a few of Shaub's seasonal messages.

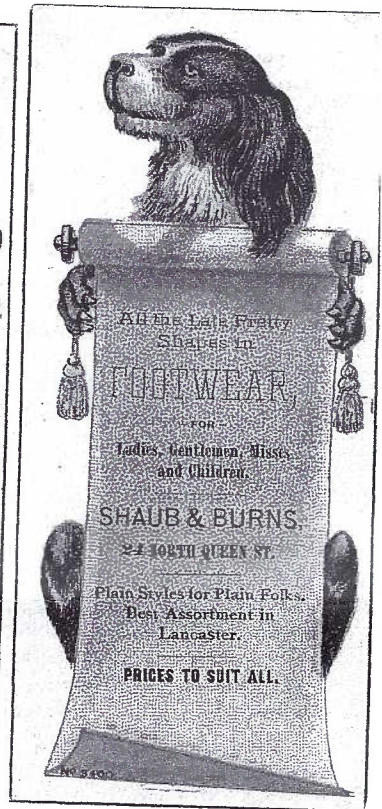
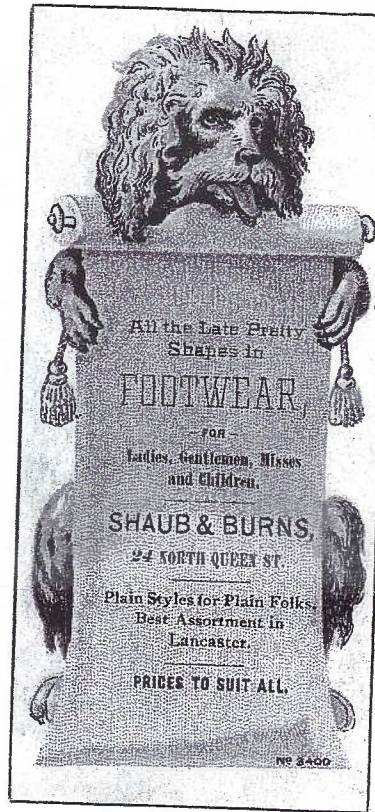
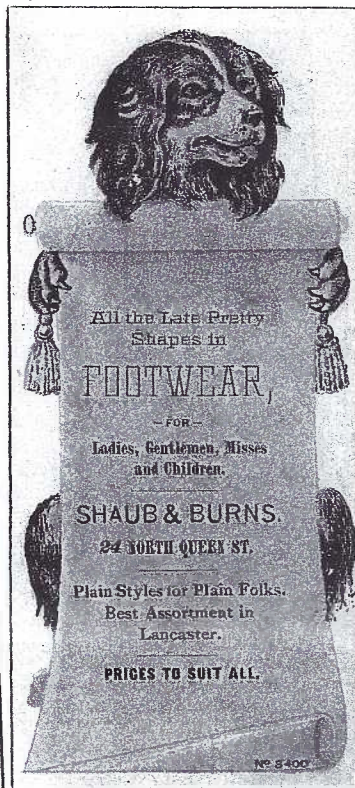
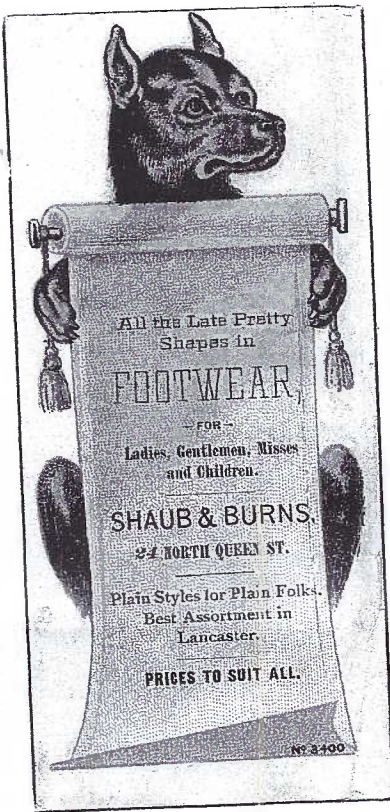
The most popular images were children and animals. Customers and their children were inclined to "stop by" the store to window shop and pick up any new cards or to add to a current series.

Top of the line, Ladies' All-Kid Top Button Shoes were \$1.75 a pair.

Easter 1888 and goat card are reduced 40%.



Pages 1,2,3 and 4 are available in full color at no expense to LCPC. They will be mailed flat and postpaid, if you send your check made out to Jim Ward for \$5



Honest Goods! Fair Representation!
One and Lowest Price!

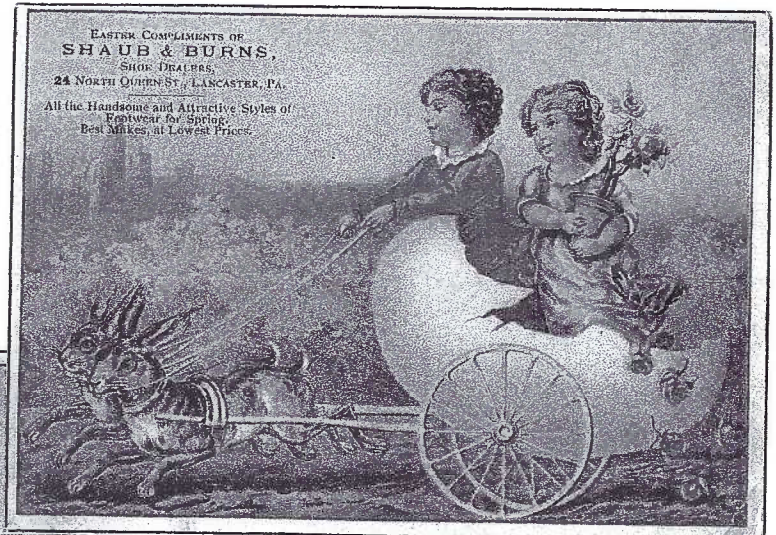
SHAUB & BURNS'
MARBLE FRONT
SHOE STORE,
24 NORTH QUEEN STREET,
LANCASTER, PA.

****PRICE LIST****

Ladies' Shoes,	\$1.00 to 3.00
Ladies' Slippers,	.25 to 1.50
Gents' Shoes,	1.00 to 4.00
Gents' Boots,	1.50 to 3.00
Misses' Shoes,	1.00 to 2.00
Boys' Shoes,	1.00 to 2.50
Children's Shoes,	.75 to 1.50

☞ We are selling the Right Goods at the Right Prices. Buy them! Try them!

Narrow dog cards, above, actual size, might be a complete set, but we'll never know. Seldom was such data kept by the store or salesman of such a trivial matter. The dog cards and the Easter cards below (reduced 30%) are all uniface or with plain backs. The price list, left, reduced 50%, has a Rumford Yeast Powder ad on the back along with pretty girl's face.



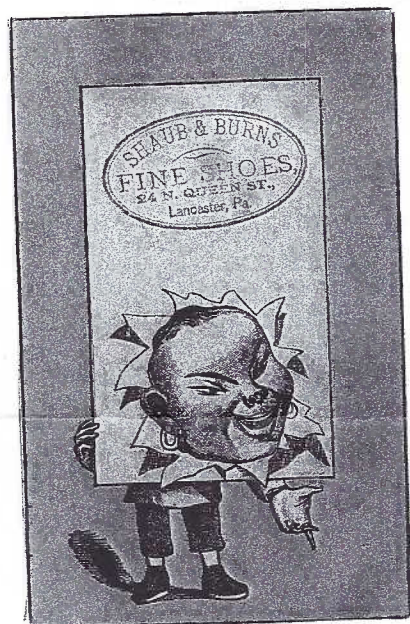
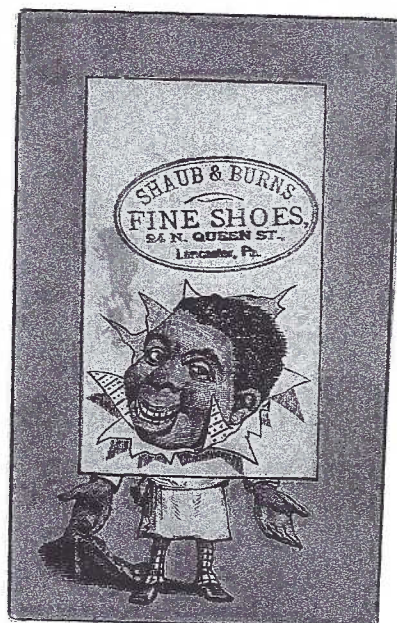
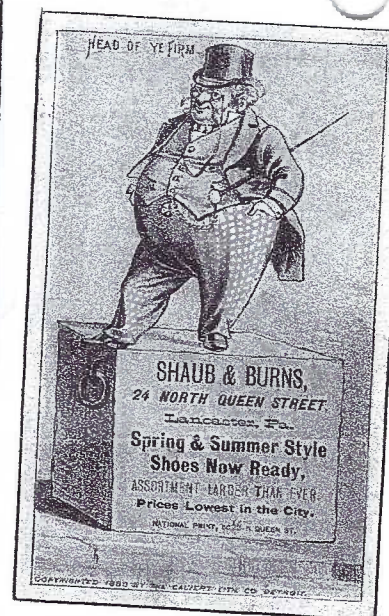
Cover Cards - Beautiful ladies' shoes are filled with spring and summer flowers on uniface cards; the little boy pulls on his socks and asks "Where's my shoe?" The final two cards co-op in advertising. A.S.T.Co. features it's black tipped children's shoes and the John Mundell Co. it's Solar Tip and Pansy shoes for children. Cards reduced 30%. The background horseshoe is enlarged 215%. It's one of Shaub & Burn's earliest cards as it features on the reverse 1880 Spring and Summer prices for 15 different shoes, boots and slippers for 82 different prices ranging from 25¢ slippers to \$5.50 fine calf button shoes.

Shaub's Store continued

On the uniface group of three comics, right, the firm seems to poke fun at itself with Ye Salesman, Ye Shipping Clerk and Head of Ye Firm. Ethnic jabs were common during the Victorian Era; Shaub & Burns rubber-stamped the fronts that featured a Negro and an Oriental. The reverses offered a price list for calf and kip boots as well as misses', men's children's and aged ladies' shoes. "Remember Names and Number - Shaub & Burns, the Marble Front Building."

The Summer card, featuring the little girl, offers children's for 40¢ and reminds us that the store won First Premium at late County Fair for Best Exhibit of Shoes. The fair was an excellent place to hand out trade cards, much as fairs do 120 years later. *Your editor would be glad to buy or trade for the Spring card, completing the season set.*

The three cute kittens posed inside ladies' high button shoes read "The Finest Shoe Store in Central Pennsylvania."



When names were suggested for our club's monthly publication thirteen years ago, your editor leaned towards one that would allow considerable latitude. This story, involving trade cards rather than postcards, is just such an instance. And so *The Card* was chosen.

You may not be a collector of Trade or Advertising Cards, but please indulge those of us who *do* collect them for this timely article. We can all learn something by stepping aside from our primary focus now and then. *An American Enterprise* by Mobley is in the club's library. It's a fine book about Victorian trade cards.

FINAL NOTICE.

March was the last issue of *The Card* for the year 2002-2003. This April issue is a gift and a reminder that LCPC membership runs from April to March. If you wish to continue your membership in LCPC, your dues for 2003-2004 should be sent at once to: LCPC c/o Betty Beck, 11 Cinder Hill Rd., Lititz, PA 17543. Please make your check to LCPC for \$10 plus \$5 for each additional member at the same address. We hope you enjoy your membership and will remain a part of our postcard family.

March Meeting Recap

Organized Excitement

The Free-for-All is certainly proving to be one of our club's more popular meetings. Credit goes to Prexy Benner, VP and Program Chair Milliken and Raymond Brubaker, the Farm & Home Center's Number One man. The entire room was set up in PC show fashion; and by 6 PM the tables were loaded with wares from Jim Luty, Dick Bishop, Dede Schaeffer, the Moyers, Gwyn Fulmer, Bob Kramer, Ray Dennis, Sandra Shaub, Betty Sowers, the Bubbs, Jim Ward, Sharon Gromis and Kevin Witman and brother. The latter two exhibits were unique. Sharon showed a nice set of six color postcards just issued by St. Johns Episcopal Church (future *Card* story) and the Witmans had large computer copies of colorful postcards on board and canvas. How our hobby has evolved!

Attendance hovered over 80 – and late-comers had to search for a chair.

Members Select NPW Subject

Bryan Benner led a condensed business meeting, the most significant item of which was the club's selection for NPW. It will be the anniversary of the Lewis and Clark expedition and its close Lancaster tie. We will have the club's cards in time for National Postcard Week, the first full week in May. In addition to including them in the May mailing, they will also be offered for sale, details to follow. The winning theme won over the other two subjects by a huge margin. They were the 140th anniversary of the Burning of the Bridge at Columbia and the Merging of Franklin & Marshall Colleges.

The latter subjects would be ideal for an individual member who wishes to make his own NPW card. Other subjects with anniversaries are the building of the County Prison, formation of CCC (Civilian Conservation Corps) and founding of the YMCA.

Monthly Postcard Competition

Ruth Moyer and Gisela Withers made an intensive count of hands and the following results were for the monthly exhibit board competition. The theme was **Weather**.

Harold Moyer	FIRST	A Rainy Day
Ray Bubb	SECOND	Weather and Trains
Earl Carver	THIRD	Exposure to Weather

(Earl was absent – “under the weather.” Now, that’s going the extra mile to make a point.) →

Honorable Mentions

Walter Mowrer	Weather Damage
Jim Ward	Florida or a Christmas with Snow?

Thanks to all who participated. April's theme is **Family** and it's a single card. Let's have a good turn out – an easy subject and just one card.

Postcard Auction

There will be a catalogued sale of postcards from two local collections at Horst Auction House on April 4. Nice Frances Brundage and Ellen Clapsaddle cards will be among the many lots.

This 'n That

The board of directors will meet at Pres. Benner's home on May 6 at 7 PM.

While you're thinking about it, plan on a board in May with Ms = Mothers Day, Memorial Day, monkeys and more!

A whopping big 50/50 contest netted lucky winner Bill Miller \$42.50. Marilyn Leese and Esther Rebman each won 100 postcard sleeves as door prizes.

Enclosed Card Donation

Barb and Walter Mowrer donated several different local views, one of which will be this month's free postcard. We thank them for this kind gesture.

Speaking of folks near the river, Barbara and Bud Heim have offered to open their home for this year's club picnic. They've scheduled it for Saturday, June 21. Details in the *May Card*.

Library Book Auction

As planned, a number of books from the LCPC library were auctioned during a brief respite from selling at the March meeting. Doug Milliken and Jim Ward handled the auction. Our thanks go to the following for their purchases: Charlie Shertzer, Harold Moyer, Maria Schurz, Betty Beck, Walter Mowrer, Dorothy Aument, Harold Galebach, Jere Greider and Jim Ward. Several books didn't make it in the March sale and will be sold in the future. Net was about \$70.

Future Postcard Shows

Apr. 18,19 Dulles, VA John McClinton's Show at Dulles airport, Marriot Hotel.

Apr. 26,27 Allentown, PA Allentown Fairgrounds

Membership

#699 Donald Rutt, 101 Tomahawk Drive, Conestoga, PA 17516. Ph. 717-872-1966. General interest.

#700 Shirley Summers, 2496 Miller Road, East Petersburg, PA 17520. Ph. 717-569-6048. She likes views of Lancaster City and County.

#701 William Miller, 1245 Ridge Street, Grantville, PA 17028. 717-469-7559. Collects sports, esp. baseball; local and Grantville. (Bill was the lucky winner of the 50/50 – the first time here!)

Reinstated #558 Richard Duncan, 611 Fairway Dr., Lancaster, PA. Ph. 717-393-9029. Collects Local views.

LOCAL FOOLISHNESS

Though it was mailed a few days late for an April Fool card, this inane message to Miss Kate Powell of 538 W. Vine St., Lancaster, was no doubt meant to be an April Fool – or was it simply concocted by foolish young “A.M.”? Mailed April 5, 1903 on an early u/b card with vignettes of the Conestoga River, F & M's Main Hall and the Watts de Peyster Library, can we assume the writer was enrolled at the then all male college?

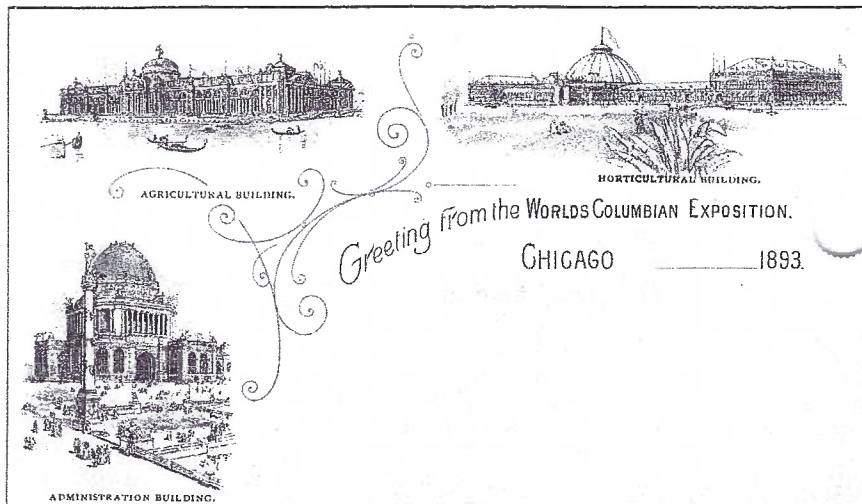
“Ha, Ha. Won't this jar you – a can of peaches? To begin, I am about to start when I commence a drop on the pen with the line on the inside of this postal card. And as I am unable to express myself I will have to send it by mail and the male will give it to you. Did you hear about Welch's tame donkey committing suicide for the love of a mosquito he became jealous of for his itimacity (sic) with Jumbo, the world's largest elephant? Poor soul, I pity him. Well I must close. Take care of your “Crazy Jacks” and tarry while you wait. Yours lovingly, AM. Kiss.

April Program

By Washington Crossing Card Collectors Club editor

Our April program welcomes back a member of LCPC and WC4. Betty Davis had a great program utilizing two slide projectors the last time she spoke with us about Bucks County views. This trip Betty will offer samples from her collection of Columbian Exposition Postcards. We'll learn why they played a major role in US postcard history.

Below is a brief introduction to her program, which The Card editor asked her to submit.



This multiview postcard is by an anonymous publisher. Conjoined busts on the reverse are titled "President Board of Lady Managers/Director General Worlds Columbian Exposition".

In addition to the Goldsmith cards, there were other cards available including the Puck card (*third illus.*) given away at the Puck Pavilion on the fairgrounds. There are several varieties for this card and all are expensive and much harder to locate than the "official" Goldsmith cards.

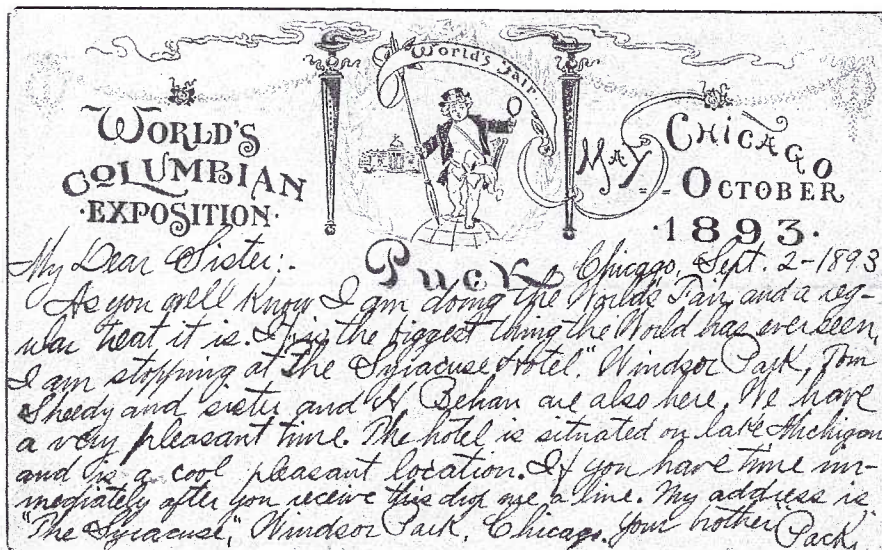
At the April meeting we will be seeing the Goldsmith designs and learning how to tell the different sets apart, as well as many of the unofficial cards for this fascinating exposition.

Your editor urges you to attend a very educational slide program by Betty Davis in April.

The Columbian picture postals and envelope are all larger than regular size cards. Here they have all been reduced by 25%.

The World's Columbia Exposition (Chicago World's Fair of 1893) is generally credited with the starting of the postcard business (hobby, craze, fad, madness) in America. Government-issued postal cards had been produced by the Postal Service since 1873 (of course, back then it was called the U. S. Post Office Dept.) and many products, businesses, and organizations had used pictures with their printed messages on the postal cards. But the Columbian Expo made picture cards easily available to many tourists and therefore to many of the people back home who received the colorful cards from those lucky enough to visit the fair.

Goldsmith produced the official set on governmental postals. There are 12 different major designs and many varieties, but the real challenge is to find the envelope (*second illus.*) that was included when you purchased the full set for 25 cents.



A Word to the Wise

Keep your postcards alive and well. Always keep your cards standing upright, whether in boxes or in albums. Flattened cards attract and hold moisture – a major killer of old paper items including postcards.

Ultra Pro postcard pages fit any standard 3-ring binder. \$15 for 100 or 20 for \$4.50. Available as 1, 2, 3 and 4 pockets. Mix sizes for the best price. Ultra Pro postcard sleeves are \$1.50 for 100, 300 for \$4 and 1,000 for \$12, regular size. Continentals, 100 for \$2.50

E-mail to midcreek@ptd.net

Phone 1-717-721-9273. Jim Ward.

A paid ad.

HELPFUL CLUES in Dating Postcards

Two digit zone numbers first used - May 1943 (example: Phila. 20, Pa.)

Five digit zip codes first used – July 1963 (example: Lancaster, PA 17601)

Three digit area phone codes for coast-to-coast calls first used – November 1951 (example: 393-2463 instead of Ex-2463)

(Reprinted from Sept. 1996 Postcard History Society.)