

YOU ARE INVITED TO JOIN THE NEW
Lancaster County Post Card Club
CHRISTMAS PARTY!

Manheim Twp. Municipal Bldg., Rt. 272 half mile north of Rt. 30.

LCPC NEWSLETTER DECEMBER 1990

Vol.1 No.11, Next Meeting - Mon., Dec.17, 1990 7pm

DECEMBER CHRISTMAS PROGRAM!!!

If you saw Jose's RFD Mail Carrier program in November, you know that's a tough act to follow. But we're going to do it!

Daisy Schaeffer, known to many of us as the Lady with Quality Paper, has since turned her business over entirely to daughter Dede. But Daisy maintains a strong interest in SANTA CLAUS. And the Lancaster County Postcard Club will be privileged to share in Daisy's collection of SANTA CLAUS ON POSTCARDS.

What a wonderful way to highlight our first Christmas Party/Meeting!! We will see full-color slides of Santa, St. Nicholas, Kris Kringle, Father Christmas, Black Peter, and Belsnickel as well as their good and not-so-good helpers and their varied modes of transportation.

And, of course, you're welcomed to bring your own Christmas on Postcards to share throughout the meeting.

If you have a last minute change of plans and can join us, contact Anne Steinberg at 786-2362 or Peg Hanna at 626-2429. They'll tell you what we can still use for the party or suggest you bring a covered dish.

Our new winter scene postcard will be available at the meeting. (See price schedule and sample else-where in Newsletter.)

CHRISTMAS PARTY COMMITTEE will provide napkins and utensils. Bring food and appetites.

EXHIBITORS GOBBLE UP AWARDS

Eight members showed Thanksgiving boards at our last meeting. This was a welcomed record-breaking number. The following may take a bow:

SANDRA SHAUB (first) Happy Thanksgiving
DAN GOOD (second) Thanksgiving
JIM WARD (third) Fancy Birds

Honorable Mentions

EARL CARVER - Glad Day of Sharing
DON DAVIS - Thanksgiving Gobblers
JERRY KOTEK - Thanksgiving Greetings
ANNE STEINBERG - Thanksgiving Greetings
JIM WARD - Thanksgiving Day



DECEMBER EXHIBIT BOARD TOPIC

Let's break the November exhibitor record for the Christmas Meeting. And to give even more members a chance to share their cards, how about extending the theme of **CHRISTMAS** to include **WINTERTIME** and **THE NEW YEAR**?



JANUARY AUCTION

A few members have already consigned lots of postcards to be sold in January. You need not submit the full sheet of ten lots. Or you may submit more - and if space and time permit, we will include them.

Several members suggested we have more frequent auctions, but not so long (100 lots). This way we can still have a 20 minute Educational Program - something for everyone! A lot can be one good card or several 100. Commission to the Club is 10%. Payment same night.

WELCOME! NEW MEMBERS!

Our Lancaster County Postcard Club (LCPC) is proud to welcome these fine friends and their collecting interests:

- #102 SAM NOLT - Lancaster breweries and related history
- #103 DON TROUT - postcard photography and postcard publishing (he's a 'pro' at both)
- #104 GINNY THOMPSON - Lancaster, novelty and World War I
- #105 MARILYN HANSON - Real photo cards of lady rodeo riders; real photo bowling alley interiors; linen advertising
- #106 BILL HANSON - transportation; real photo country/western swing bands; linen advertising (Hansons set-up at our meetings)
- #107 CARLA EINSIG - York; Harrison Fisher
- #108 BOB AVERILL - Schuylkill County: Pottsville, Schuylkill Haven, St. Clair, Minersville
- #109 HAROLD RINEER - Local postcards and local trade cards
- #110 LEONA RINEER - same as Harold, "local" meaning Lancaster City and County
- #111 JIM KAUFFMAN - Lancaster County pc's

Welcome, Collectors, to the Biggest Little Postcard Club east of the Mississippi! Your 1991 dues card is enclosed with this Newsletter. Your name card awaits you at the door, as does our Library. Our Educational Programs, Auctions, Member Bourse and Free Advice are all at your disposal! Join us for the Christmas Party/Meeting on Dec. 17.

If you didn't 'sign up' with Anne Steinberg (786-2362) or Peg Hanna (626-2429) you still may or just bring a covered dish. It will be food first (7 p.m.), a very short meeting, and a beautiful slide presentation of Santas on Postcards along with lots of Fun! Member Bourse from 6 p.m.

YORK POSTCARD CLUB'S NEW SERIES

Over night our neighbors to the west have gone and published a second set of four postcards! The theme "York Pa. Celebrates 250 Years" incorporates these scenes:

- #1 Skyline of Center City (at twilight)
- #2 Old York Street Fair
- #3 Colonial Court House
- #4 Central Market House (interior)

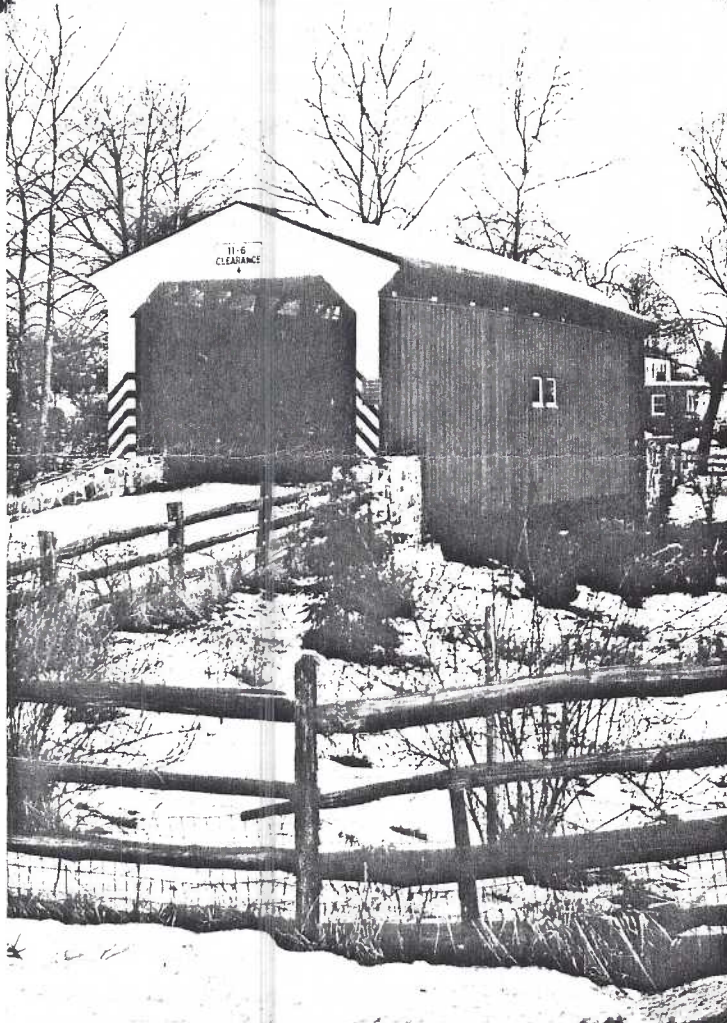
Format is continental size (4"x6"). The reverses contain informative captions. The fine photography is by The Schintz Studio (Bill's a YPC member). 1991 is the big year of celebration. Our own member, the multi-talented Jim Rudisill (from York County) is finishing a history of York city - a decade each in 25 chapters!

FIRST CLUB POSTCARD AVAILABLE

AT ONCE YOU MAY PHONE FOR QUANTITY ORDERS ON THE FIRST LCPC POSTCARD NOW. 626-4660.

PRICE SCHEDULE

1 to 19 = 25¢ ea.; 20 for \$4.50; 50 for \$10
100 for \$17.50. Check to LCPC or cash.



ELECTION FOR 1991 OFFICERS

At the December meeting we will have a short election of officers for 1991. The following are nominees:

-President

- Sandra Shaub (#49) - Vice-President
- Shirley Neidermyer (#10) - Secretary
- Howard Steinberg (#14) - Treasurer
- Jere Greider (#17) - Director 1991-92
- Jerry Kotek (#43) - Director 1991-92
- Walter Mowrer (#70) - Director 1991-92
- Directors appointed to serve through 1991:
- Earl Carver (#18)
- Donald Davis (#19)
- Daniel Good (#5)

Additional nominees may be made from the floor before the election on December 17.

In the absence of a President, it was suggested from the floor that each of the six Directors be in charge of two meetings.

ED.NOTE: Our secretary, Elizabeth Graver, wrote the following article in 1969 for National Antiques Review. We are pleased she offered to share it with us. The cards are hers as well. (Keep in mind changes since 1969.)

Christmas Postcards—

ONE of the attractive features of collecting post cards in the past was their inexpensiveness. However, this hobby, known by the formidable name of Deltiology, has become so popular that the demand has caused a price rise within the last five years from five or ten cents to \$1 and more — each.

In the past, one was lucky to find a dealer or two at an antique show who carried post cards, die-cuts, advertising cards, valentines, paper dolls, and all the other paper items listed under Ephemera. Dealers began to recognize the importance of these collectibles, and now one notices an increased interest in buying and selling paper goods.

Santa Claus post cards are probably the most sought after, followed by the Sunbonnet babies, Lord's Prayer sets, covered bridges, trains, trolleys, and regional cards. To many collectors, the artist is considered the most desirable; others seek the publishers. Post cards mean many things to many people. They

are a clue to the styles of long ago, the trend in past politics, the mode of travel. They are reflections of the long lost past.

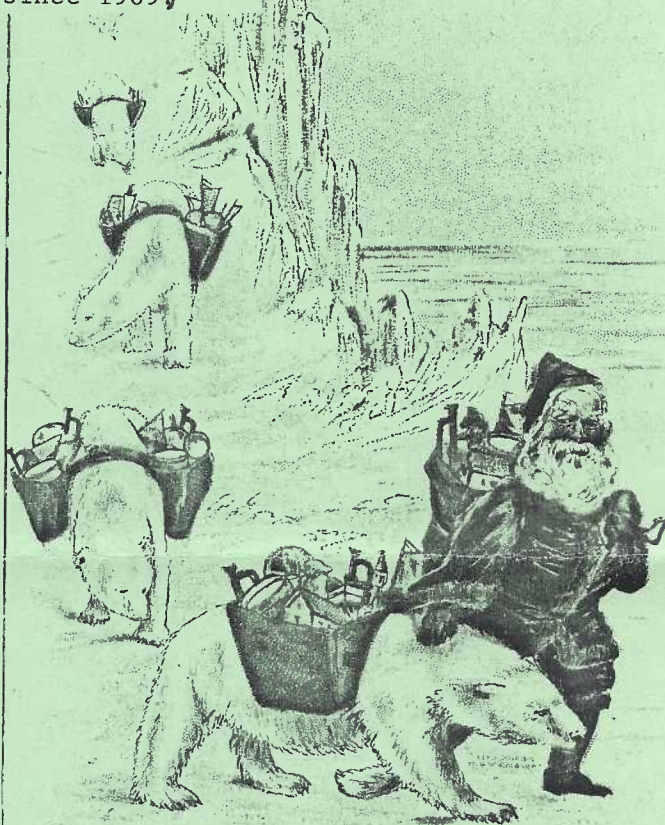
When you see a hardened collector, cigarette dangling in the corner of his mouth, eyes squinting while he rapidly riffles through a shoe box of cards, scanning only the backs, you surmise he is looking for flag cancellations, obsolete post office names or commemorative stamps. You know for certain he is not looking for Santas. But almost everyone else is! The dealers, if they aren't collecting the Santas themselves, have a long waiting list of those who are.

And why are these cards so desirable? Is it because by collecting Santas we can recapture and relive those happy years of childhood?

Just who was Santa Claus? San Niklaus or St. Nicholas was a great saint and mystic, Bishop of Myra, Asia Minor. He died over sixteen hundred years ago. Nicholas, in the still of night, would go through the village and fill the stockings of

the needy children with coins. He is sometimes pictured carrying sacks of money. His fame spread through the Mediterranean into northern Europe and the Netherlands. The Dutch who settled New Amsterdam adopted him as their patron saint.

In some Continental countries, St. Nicholas arrives several weeks before Christmas, on the eve of his feast, December 6th, and not only does he bring toys and sweets for good children, but also a birch switch to punish bad ones.

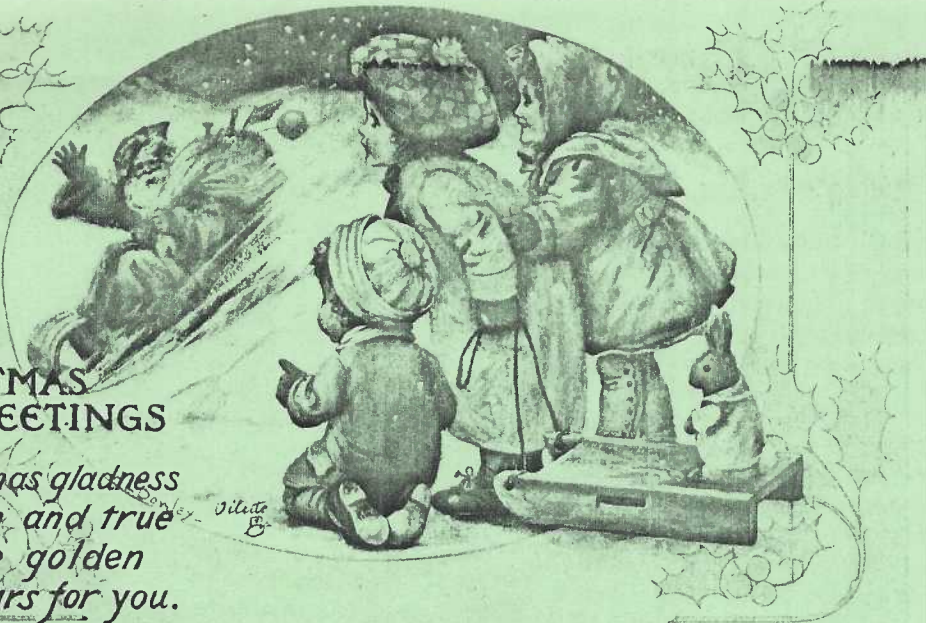


Christmas Greetings



CHRISTMAS GREETINGS

*Christmas gladness
warm and true
Fill the golden
hours for you.*



German craftsmen produced exquisite post cards which they exported to this country during the first fourteen years of the twentieth century. Their cards featured the dignified tall, lean St. Nicholas in clerical-like robes of brown, blue and green. Many American firms, such as H. I. Robbins, Boston; Ullman Mfg. Co.; International Art Publishing Co.; United Art Publishing Co., all of New York, had their cards printed in Germany until the advent of World War One.

The London firm of Raphael Tuck & Sons, Art Publishers to Their Majesties, the King and Queen, produced elegant cards which they sold here. See the lovely Oilette with artist's name in lower left of the oval.

The artists, Ellen H. Clapsaddle and Frances Brundage are noted for their lovable children. They both signed their names clearly on the faces of the cards. These are always eagerly sought.

Frances Brundage illustrated many children's books and perhaps didn't have the time to spend on post cards. Her cards are considered more rare than Ellen Clapsaddle's. Many of the same childish faces appear in different settings on the Brundage cards. These are grouped and called sets. Other artists and publishers also printed sets. Collectors will pay handsomely for a missing one to complete a set. This is one reason why dealers demand a higher price for cards of a set, which ran from six to eight and sometimes to 12 in number. Very seldom can one find these better cards for less than a dollar.

Raphael Tuck cards are always of fine quality and appeal and usually run about \$1 each. The full-length St. Nicholas with a white horse is also considered a rich find at \$1.

On December 7, 1907, the Delaware Chapter of the American National Red Cross issued Christmas seals for the purpose of raising funds for charitable organizations. The following year the American National Red Cross issued and sold seals and continued the practice yearly until 1920, at which time the National Tuberculosis Association took over the program which it has continued to the present.

Post card collectors occasionally find these early seals on Christmas cards. When the seal is "tied in" — that is, so arranged on the card that the postmark covers part of it, proving that it was on the card when mailed — the card is of value. Stamp dealers offer from \$15 to \$25 for these early seals, if "tied in".

Many of the Santa cards were never sent through the mail. They were given to children with an orange or a candy cane.

The many modes of travel that Santa employed is a study in itself. The unique one in this collection is dated 1910 and shows Santa leading polar bears carrying bags of toys down from the North Pole.

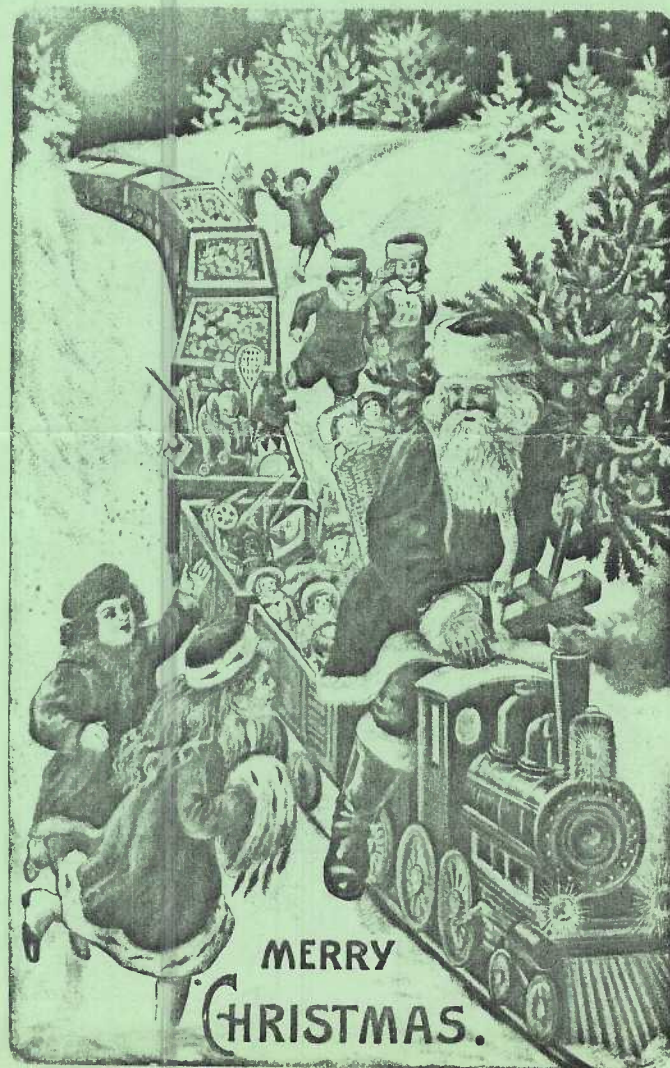
The format of the Christmas greetings seemed to change after World War One. Gradually a fat and jolly red-clad Santa emerged as the product of the American publishers. The description by Clement Moore in "A Visit From St. Nicholas" of a right jolly old elf who drove a miniature sleigh and eight tiny reindeer took hold. No longer do we see the

tall, lean saintly figure with bags of toys and a switch. People were anxious to forget the war and so the gay plump figure in red set the image. Moore said, "He was dressed all in fur from his head to his foot." No mention of color is made. So why is Santa always dressed in red?

Remember the week before Christmas, not the month before, when Mamma and Papa walked us down town to the one and only large department store (There were no shopping centers then), and we visited Santa?

There he was, sitting among the dolls and trains. We were coaxed to sit on his ample lap and gently cajoled into telling him what we wanted. How relieved we were that we hadn't forgotten a thing.

Finally it was Christmas Eve. We were put to bed and never suspected that the quiet stirrings in the parlor were our parents putting up the tree and wrapping the gifts. For too, too short a time we had our belief in Santa. What a pity it had to end.



CLASSIFIED ADS

PHONOGRAPHS WANTED Any postcard showing the olde hand-cranked phonograph (except the old couple listening). Also, cards of Thomas A. Edison or any of his inventions. I have several 'feather' cards for trade. Joan Lehman #68.

COCA COLA WANTED Postcards, photos showing bottling plants, coolers, dispensers, signs, trucks, etc. Also, any other items used to advertise Coca Cola or other soft drinks. Jere Greider, 3724 Kennel Ave., Columbia, Pa. 17512. Phone 717-285-5872.

POSTCARD MAIL AUCTIONS (John H. McClintock, #25) I have issued illustrated mail auction sales since 1968. If you would like to receive the next one, send a 45¢ stamped/ addressed return envelope to: Virginia Mail Auction, P.O. Box 1765, Manassas, Va., 22110. (Ed. note: mention LCPC, so John knows these ads really work! Thanks)

LANCASTER CITY FIRE HOUSE postcards. Four diff. motorized units \$10 ea. horsedrawn \$20 All 5 for \$55. Complete set (6) \$150 (LCPC members only \$100). Guaranteed old. Jim Ward Box 300, Lititz, Pa. 17543-0300. (626-4660).

MEMBER INTEREST UP-DATES

Until the new Membership Roster appears, two members would like you to know this:

ALMA ALTHOUSE also collects maps, recipes, and churches on postcards.

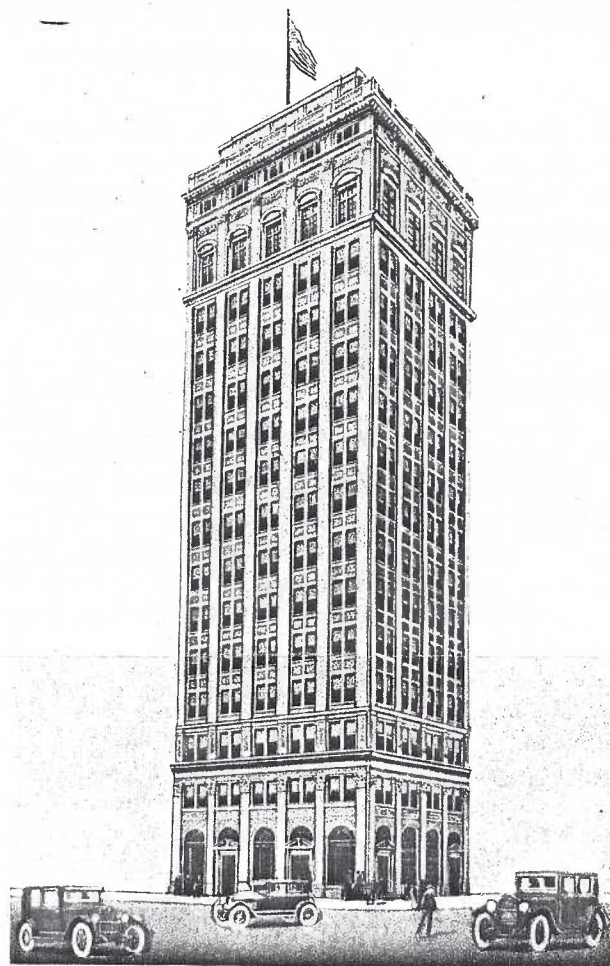
EARL CARVER has added to his list sheep and shepherds, Niagra Falls and humor. (Earl's memo came on a paper titled "Chopin Liszt". Who says he wouldn't make a great LCPC president?)

TWO DIFFERENT GREIST BUILDINGS?

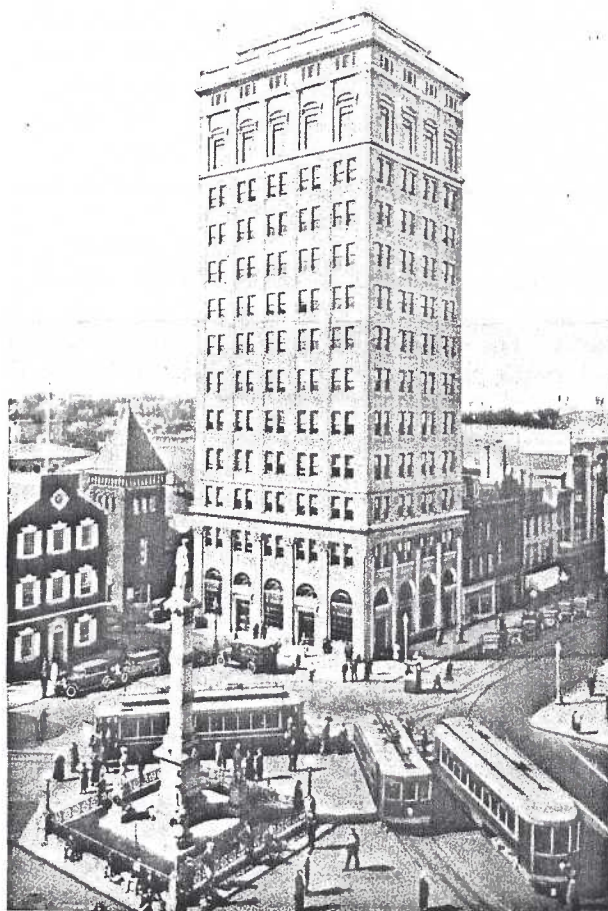
TOM BECK sent in two Lancaster postcards that many of us have looked at hundreds of times. But perhaps not as intently as his wife Betty. Her eagle-eye noticed one with 13 floors, the other with 15! Both are Ike Steinfeldt/Curt Teich cards. One, apparently an artist's conception, the other, 'fer real!

A later I. Steinfeldt card (with blue buses) has 13 floors; a real photo (EKC) also has 13. What do your cards show? Betty Beck deserves a BIG THANK YOU at least. How about making her a member Tom? for \$3!! Remember, folks - dues for one = \$7; for family = \$10.

If you've already paid your 1991 dues of \$7 it is no problem for the Treasurer to add your family for the \$3 difference. Just have each family member fill in a card. One Newsletter per household.



THE GRIEST BUILDING, LANCASTER, PA.



GREIST BUILDING AND PENN SQUARE, LANCASTER, PA.

WRONG DECISION?

The directors suggested, and the membership voted, to be strict about collecting \$2.50 from anyone selling or trading postcards at meetings - whether they used a table or not. Based on a single incident (where a shoe box was sold from) is it possible we all over-reacted?

Perhaps it might be fairer to the majority if we were to recind this motion and let each member's conscience decide on the fee of \$2.50. Why? Because several regular attendees have left their cards at home. The fee is stiff for a member who has only a handful to show, trade or sell. **And isn't this precisely one of the reasons why our Club was formed?**

We cannot afford to deny this basic need to even one member. We all make mistakes. Let's nullify that vote and return the freedom to us all. (This appears to be an editorial, but it reflects the thoughts of a half dozen people who've spoken to me)JFW

DELICIOUS ADDITIONS COMING SOON!

Russell Mull (#79) has come up with some great 'morsels' to add to our recent list of Hershey Bar (small size) postcards! If you also have additions or corrections or questions on the list please contact Russ or any interested member with your tasty bit of info. Or just chuck-a-lot of your data to the Newsletter at Box 300, Lititz.

1991 DUES PAYABLE NOW

Single membership \$7. Family membership (same address/one newsletter) \$10. Make check payable to: LANCASTER COUNTY POSTCARD CLUB. Mail to: Box 300, Lititz, Pa., 17543-0300. Dues card mailed with next Newsletter.

LCPC PHOTO HISTORY

Jim McMullin was kind enough to send photos he took at an early meeting. They'll be at the December 17 Christmas Party/Meeting for reminiscing along with Earl Carver's great album of Club photos. Earl has kindly taken photos of all the exhibits we've shown as well. Reminiscing? and we're not even a year old!!

Changing Treasurers necessitates an audit. Gerald Hostetter (with a background in numbers) has offered free time in auditing the 1990 Club books. He can use another head. The pay is nil but the prestige is insurmountable. (Hour and a half - tops.) Refreshments not included.

**A CHRISTMAS STORY**

A lady called to ask if I was interested in buying old postcards. She said some were used with cancelled dates from 1893 to about 1912. I related I was and made an appointment for the next weekend.

Arriving at the address I was surprised to see it was a veritable mansion! The butler showed me into the study where the elegant lady of the house (probably in her 70's) had a shoe box of postcards on the table beside her. She wanted to know if any of the cards were worth anything.

I was elated to see there were many pioneer cards! Not only the 1893 Chicago World's Fair, but numerous European 'gruss aus' types of fairs, expositions and multi-views!!! There were about 600 excellent cards in the box and about 300 town views of the 1890's!

Before I could make an offer she asked if I would pay \$50 for the box. When I said I certainly would she ordered the butler to bring in the 'rest of the boxes'! There were seven more boxes. A quick look showed well over 100 hold-to-lights, numerous transparencies, many trains, stations, small town busy street scenes, etc.!

I quickly wrote a check for \$400 and the butler helped me to carry the boxes out to my car. It was at this point I woke up and I wish all of the LCPC members this same pleasant dream and a Merry Christmas as well. Your friend (in fun) John McClintock.

Correspondence address: P.O. Box 300, Lititz, Pa. 17543-0300. (Same address for President Jim Ward. Phone 717-626-4660). Other elected officers: Elizabeth Graver, Secretary, Charles Griffiths, Treasurer. Appointed offices - Directors: Earl Carver, Don Davis and Dan Good. Publicity: Shirley Neidermyer. Mailing: Peg Hanna and Helen Hellinger. Membership: Earl Carver. Historians: John Long and Earl Carver. Exhibit Boards: Dede Schaeffer. Librarian: Anne Steinberg. Greeter: Mary Darrenkamp. Auctioneers: Gordon McKinzie and Merv Wenger.

Steinberg. Newsletter: Jim Ward. **MERRY CHRISTMAS**