

Cordially invited to attend the
MOTHER'S DAY EXERCISES
of the *Methodist Episcopal* SUNDAY SCHOOL
To be held next Sunday at *12* o'clock.
Special Music, Recitations, Addresses, etc.
Home Department Members, Parents of our Cradle Roll Babies
All other parents and friends especially invited.
Rev. J. B. Smith, Pastor

There's a place
in my heart for you always,
Whatever the pathway I roam;
And the lure of these beautiful days
Turns to Mother and home

Mother

To dear
MOTHER
Wherever I may go
There is no other
Who seems one half so dear
As my own mother

The real Queen of the May
Is crowned on **MOTHER'S DAY**.

"Mothers are the only goddesses
in whom the whole world believes."

NEXT SUNDAY will be MOTHER'S DAY throughout the land
and we are planning for it in observance in a program, which we trust
will be pleasing and helpful to our loyal mothers whom we are
always happy to honor.
Very affectionately we invite you to be present and hope
you will surely come.
Time of service



God could not be everywhere,
and therefore he made Mothers."

Mothers Day

To
HONOR
OUR MOTHERS
Just one such kindly face
A heart so filled with grace
Gift of the One above
A Mother and her love

To my dear
MOTHER
Many blessings -
bright and true
May this post-card -
bring to you

To Mother
Love and kindest of
wishes to you



Cordially invited to attend the
MOTHER'S DAY EXERCISES
of the *Methodist Episcopal* Sunday School
To be held next Sunday at *12* o'clock.
Special Music, Recitations, Addresses, etc.
Free Broadbent

The Mother.

The mother in
her office
holds the key of
the soul, and it is
she who stamps
the coin of char-
acter and makes the
being who would
be a savage but
for her gentle care
a Christian man

MOTHER
The dearest, truest,
fondest name
All the world gives her
that fame.

She it was that
gave you birth
From her life you
took your worth

Mind and body
both she gave
That her baby
she might save.

Stop and look
upon her now
See the time marks
on her brow.

See the love light
in her eyes
Mother love that
never dies

Put around her
your strong arm
And protect her
from all harm

Tell her what she
longs to hear
I will always
love you dear

Edward Drew, Pastor. C. A. Brown, Supt.

Centra Baptist Sunday School

Woodbury, N. J.

Copyright 1902 by C. F. Johnson

NATIONAL POSTCARD WEEK

May 4 - 10, 2003

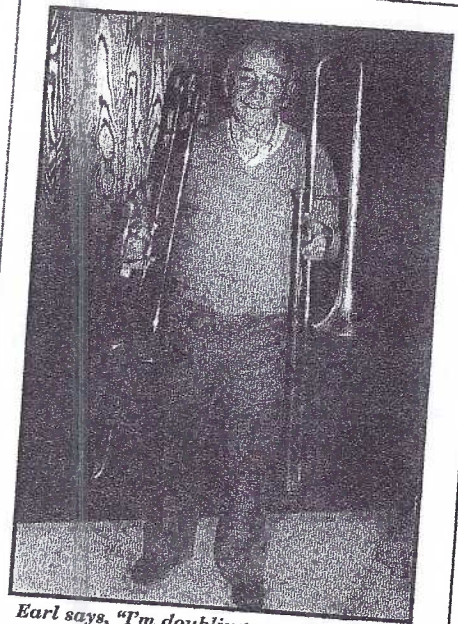
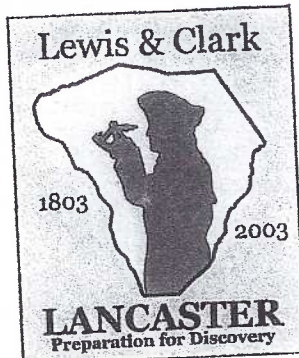
Descriptions on page 3.

Lewis & Clark Lancaster Bicentennial Celebration

Meriwether Lewis In Lancaster

Pres. Thomas Jefferson selected army captain and family friend, Meriwether Lewis, to lead the expedition. Lewis was sent by Jefferson, April 1803, to the renowned surveyor Andrew Ellicott in Lancaster, PA. Ellicott schooled Lewis in the skills of surveying, teaching him to use the octant, sextant and chronometer for the purpose of creating exacting maps of the areas traveled by the expedition.

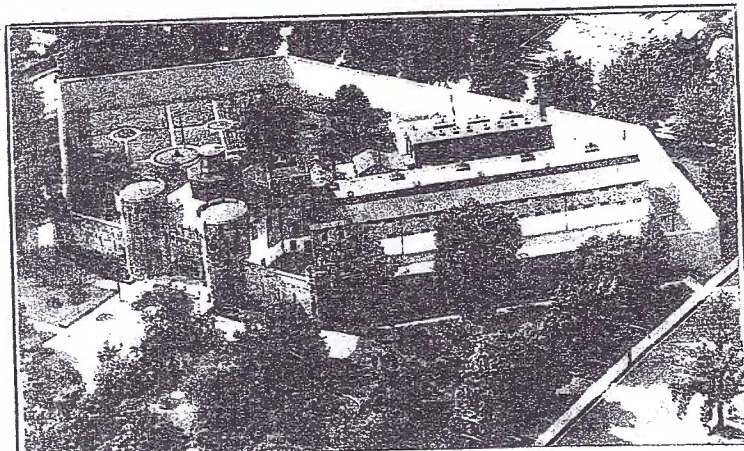
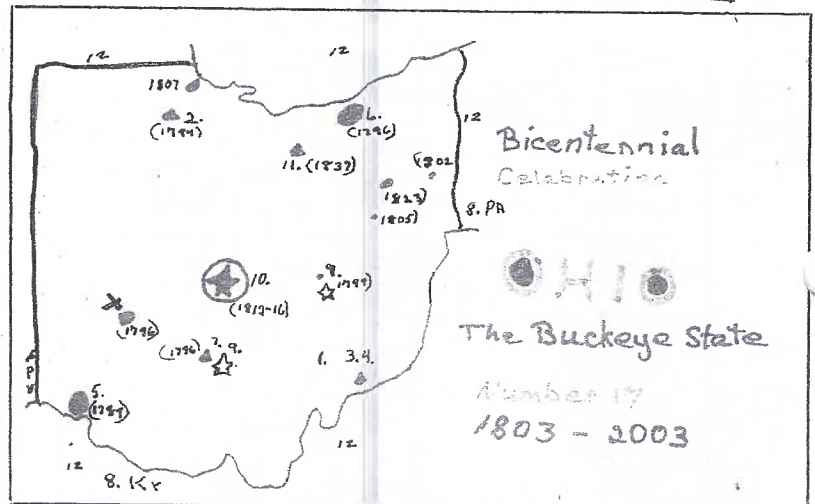
NPW May 4 - 10, 2003



Earl says, "I'm doubling my enthusiasm for the 20th National Postcard Week, May 4-10, 2003."

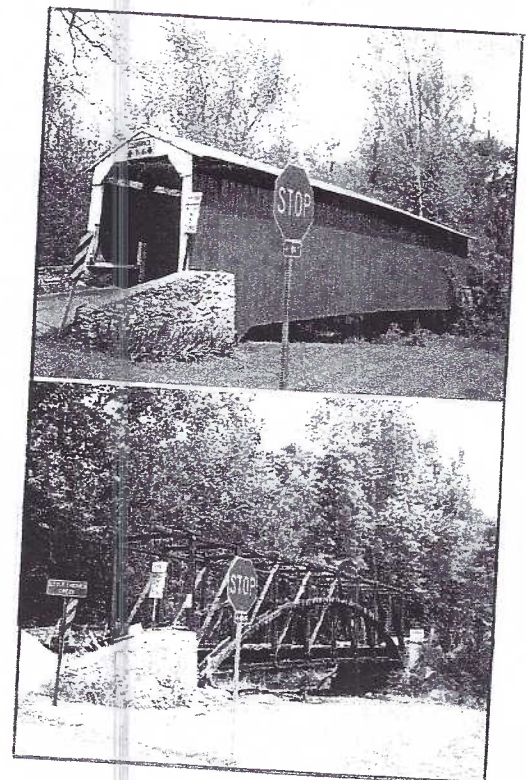


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LANCASTER COUNTY (PA) PRISON.

NPW - May 4-10, 2003



NPW Postcards (see page 2).

This year's entries submitted in time for the May Card include: our LCPC's Lewis & Clark - Lancaster connection (one is included with this mailing). Additional cards are 50¢ each plus SASE.

All NPW cards will be traded for your legitimate 2003 NPW card or may be purchased.

Earl Carver's continuing series of b/w slush-pump views is 30¢ and SASE; **Bert Cohen's** full-color Rick Geary original is another featuring his first love - marbles, \$1.75 and SASE. **Anne Valsing** chose the bicentennial for Ohio. She has made similar cards for VT, KY and TN. All are hand-made. It is \$1 and SASE. **Jim Ward's** scarce b/w aerial view of the Lancaster County prison is his 13th NPW card and is 25¢ plus SASE. **Walter and Barabra Mowrer** made an outstanding 1st NPW card with a full-color dual view of the recently arsoned Risser Mill covered bridge. It is just 50¢ plus SASE.

Monthly Competition

Family was the theme for April. We all have them but there are only a few of us who can find actual members/ancestors on postcards. Those who are less fortunate, "adopt" families. April's cards turned up quite a variety - not unusual for LCPC's members. Shirley Bubb **First** A Mouse Family Ruth Moyer **Second** T. Roosevelt's Family Mary Ann Guntow **Third** Her Ancestors on a Train

Honorable Mentions

Earl Carver, Don Davis, Susan Glass, Bill Guntow, Bud Heim, Doug Milliken, Walter Mowrer, Harold Moyer and Jim Ward. They displayed (in no special order) - Palisades Amusement Park, airplanes, ponies, Princess Diane's children, the Wilbur & Martin shoe store, more children and 70 kin on a one card.

It was good to see Earl and Don again. They've been among the missing of late.

May's theme will be a board of subjects beginning with **the letter "M"**. June's topic (at the picnic) is **Food** and it will be a single card.

Amos Herr and More

Some of you remember after the fact, but here's a reminder - more than 500 stands are set up with flea market items at Amos Herr Park, just east of Landisville, on Memorial Day and Labor Day each year. A number of LCPC members sell and trade at the events. Look us up. Along the road, under the trees since Day One, are John Long and Sam Nolt. In Row D, stalls 1, 2 and 3 are Ruth and Harold Moyer, Jim Ward and Carol and Ray Dennis. Howard and Anne Steinberg are up along tree-lined Row A. Scattered about, usually, are Bob Kramer, Walter Mowrer, Tom Friday and others.

Parking is nearby, food is good and it's a great place for the family any time from 5 AM (with flashlights) until 2 to 3 PM when we've either keeled over from exhaustion or sold out, or both.

You've been asking for them, so here they are - rigid sleeves for good postcards. They're so heavy you can toss them like a frizbie, throw them on the pavement, or slip them into the crevice of an arm-chair and lose them for years - but they'll still be rigid and hold your postcard! 25 for \$8, 50/\$15, 100/\$25.

Taking up less space, with no PVC, are the old stand-by postcard sleeves at 100 for \$1.50, 300/\$4 or, you can buy like the big boys - 1,000/\$11.

Going the album route? You're in luck with 4, 3, 2 and 1 pockets that all fit any standard 3-ring album; mix and match them - 20¢, 25/\$4.50, 100/\$15.

Covered Cards

Years ago remembering our mothers was frequently done with postcards. On May 10, 1908, a Mother's Day service was held in Andrews Methodist Episcopal Church, Grafton, West Virginia at the request of the founder, Miss Anna Jarvis. In 1914 Congress authorized the President to designate the second Sunday in May to be Mother's Day.

Nearly half of the Mother's Day postcards we find (and they're not plentiful) are invitation postcards. The message half of the address side of "stock cards" invited you to observe Mother's Day at church on the designated Sunday that year. The cards were overprinted for the church and blanks were left for dates so the cards could be used for a number of years.

Cards on our cover are briefly described in vertical rows - left, center and right.

Left row:

Westminster Press was the most prolific publisher and used a variety of carnation backgrounds. The 1912 PC was an invitation to the YMCA in Camden, NJ.

Apples and apple blossoms; 1911 Boston copyright.

M.P.C. Independent publisher features a motherly photo that is neither Anna Jarvis nor her mother.

1910 marginal overprint for Central Baptist SS in Woodbury, NJ on an M. T. Sheahan card.

Center row:

Unidentified publisher allowed blanks on a pink card and the recipient was invited to the Market St. Baptist SS at 12 o'clock. Postmark is Amesbury, MA.

Goodenough & Woglom published this pink print PC proclaiming, "The real Queen of the May is crowned on Mother's Day."

The Auburn PC Co. also chose carnations and a pink background for your editor's favorite on this page.

A young mother gently lays her baby down. The gold and brown PC has no identified publ. The invitation is to The Christian Church in North Jackson, OH.

The purple and gold invitation is to the Methodist SS in 1916 but the town cancellation (ID) is not readable.

Right row:

Series #446 of six designs has the feel of the 1920s in the cottage with white picket fence. Unused.

The urn with white carnations has an invitation to attend services the So. Limington, ME, but no town is named, the card most likely mailed in an envelope.

A second card from series #446 with a second cottage. M.T. Sheahan of Boston was noted for quality cards.

This final one on our cover has yellow flowers twined onto an art nouveau border and has a 1907 copyright.

Some purists wouldn't call this a Mother's Day card since it doesn't say precisely that.

(Contact editor if you'd like the page in color for \$1.)

If you talk to "members" who didn't receive their May Card, it's because they're no longer members. They haven't paid their 2003 dues. They will be reinstated and receive this issue if they send their check for \$10 (plus \$5 for a second member at the same address) to: Betty Beck, 11 Cinder Hill Dr., Lititz, PA 17543.

Old Items Re-did

The 1897 and 1914 Lancaster County maps were a popular sell out a few months back. I've had 20 more copies of each printed. They're \$5 rolled or \$6 mailed and must be folded.

See you on Memorial Day, Mon., May 26.

UNIQUE VIEWS –

Local Postcards by

David Bachman Landis (DBL)

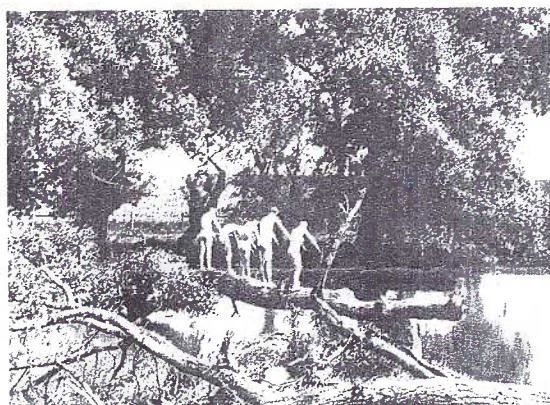
May's program is a slide presentation by Jim Ward and includes a brief biography of the local publisher.

Were it not for the fact that the D. B. Landis postcards are printed in black and white or monotoes, rather than full color, they might easily be the most popular views in every local collection. For some of us they do command a great deal of respect, for, if there is something the Landis postcards are – they are unique.

Quite simply, we have a native Lancastrian with a foothold on his local history. He was an amateur photographer who saw the need for views that other publishers ignored. He was a printer who found publishing postcards an easy task. He published for his friends and those who lived near him. He published for the love of his home.

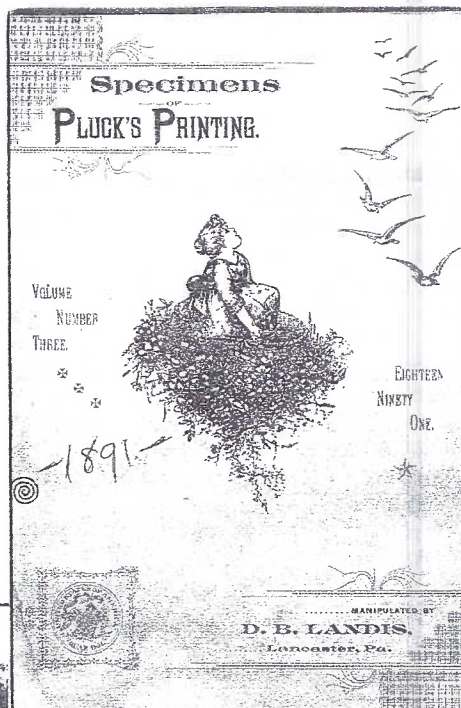
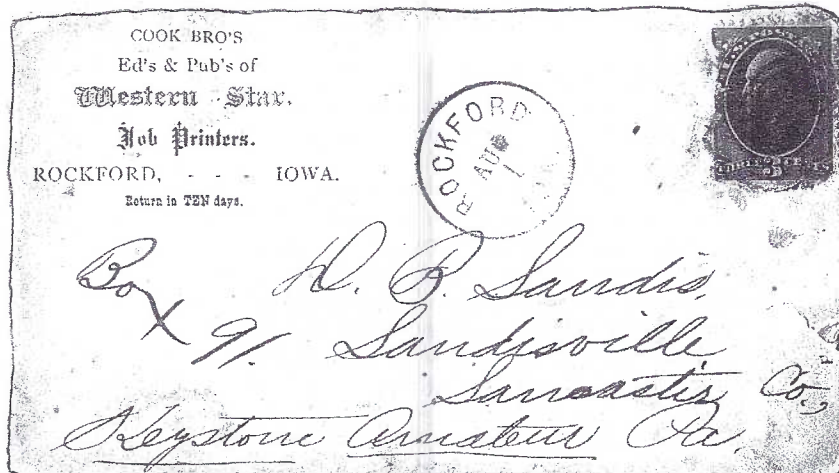
The total postcard output of Pluck Art Print and/or Landis Art Press is about 165. That would be 165 different images. DBL was prone to write captions on a whimsy. Should a stock view run out and he needed more, the caption sprang from his head and so caption varieties exist, increasing the total of different PCs by another 25. And then there is a handful with neither specific designation of Pluck or Landis press, but which some of us are convinced are by DBL because of the identical print type on the reverse.

Jim's job will be to present these and other specific data in order to make your collecting Landis postcards easy and enjoyable.



Young Swimmers Ready for a Plunge into Willow Hole

About 20 printer's proofs surfaced a number of years ago; most were postcard views by DBL. The two shown have their images reduced by 50%, margins have been drastically cropped. Most of the proofs measure 7" x 9". The penned captions under the views were Landis' notes rather than the final postcard captions. His father always noted it when young Elvin appeared in the view (see Lancaster Fair). It's this writer's wager that Elvin Guy Landis was not among the Young Swimmers Ready to Plunge into Willow Hole.



Cook Bros. of Rockford, IL published the *Western Star*. They were one of several who exchanged advertising space with 16-year old David Landis. This 1878 envelope was a bit passé. The *Keystone Amateur* began and ended in 1877. DBL had changed the name of his paper to the *Amateur Junior* in 1878, increasing it to 16 pages. (Reduced 25%.)

This is the third volume of print specimens published by DBL. By 1891 he had moved the printing business to its third and final location in Lancaster. *Specimens of Pluck's Printing* was a superb advertising tool. The 30 pages showed potential customers the wide range of work Pluck could produce: letterheads, drug labels, bank checks and social invitations, and of course, established customers' names were included as references. (Reduced 60%.)



*Lancaster Fair ground
Elvin on picture*

David Bachman Landis

Feb. 12, 1862 – Jan. 18, 1940

Excerpts are from his 1912 autobiography.

1862 Born in Landisville, February 12.

1866 – 1875 Lived at Centerville, Rohrerstown, Running Pump, Salunga, Bamfordville and then returns to Landisville. His father was enterprising and usually set up stores in these villages as well as buying property and building new residences. David attended several one-room schools in the area.

1876 Interest developed in amateur journalism.

1877 Published *Keystone Amateur*, a year's subscription was 25¢; constructed wooden printing press for circulars and booklets.

1878 *Keystone Amateur* becomes *Amateur Junior*; prints this paper himself. Began apprenticeship with Inquirer Printing & Publishing Co., Lancaster.

1880 Printed *Literary Ledger*, Providence, RI.

1881 Printed *Argosy*, Taunton, MA.

1882 Wrote for the *New Era* and papers for Union Temperance Society, Landisville Literary Society and *The Wheel* (NYC) and *The Wheelman* (Boston).

1883 Opened first professional job printing office, Landisville; began *Village Vigil*, a tri-monthly, 50¢ a year, payable in advance; joined the League of American Wheelmen.

1884 *Village Vigil* becomes a weekly.

1885 *Village Vigil* changed to *Landisville Vigil*; marries Nora Kauffman Baker, daughter of David Baker, in Landisville, Sept. 25.

1886 *Vigil* discontinued when he becomes overseer of job room of *Lanc. Inquirer*; daughter Catherine (Katie) Musselman Landis born Sept. 19.

1887 Contributes material to *Inquirer* as "D.B.L."

1888 Family history published; Pluck Art Printers at 320 E. Chestnut St., Lanc.; printed druggist labels, etc.

1889 Son, Allen Baker Landis born May 29; published "*Pluck*."

1890 Pluck Art Printing at 257 N. Queen St.; printed Grace Lutheran Church Yearbook.

1891 Pluck at 38-38 1/2 E. Chestnut; Katie and Allen die of diphtheria, Oct. 5 and Oct. 6 in the Woodward Hill plot. DBL became associated with Grace Lutheran Church, eventually became a deacon.

1892 4th bound "*Specimens of Pluck Printing*" produced in many colors; sold across the USA.

1893 Daughter Irene Janet Landis born 1/18; contributed articles to "*American Art Printer*", NYC.

1896 New residence is at 21 Broad St., Lancaster; DBL was a promoter of the first 7-division Large Wheel parade for Thanksgiving Day in Lancaster.

1897 Lanc. Cycling Club organized in Pluck Printing office; DBL was active Consul of League of American Wheelmen, promoting good roads.

1898 Joined Lanc. County Historical Society.

1899 Fourth child, Elvin Guy Landis born Apr. 22.

1901 Assisted LCHS as librarian and began to write numerous papers on a variety of local subjects.

1904 Member of Lanc. Board of Trade.

1906 Member of Pa. German Soc., Linnaean Society.

1907 Took up amateur photography and began a collection of local scenes.

1908 Began publication of sesqui-tone postcards in order to aid in fostering the beautiful scenes along native streams.

Scarce dustcover for *Lancaster Lyrics*. "Price only \$3. Prepaid anywhere in the U.S." Below: D. B. Landis's name card, a type often exchanged among secondary school students.

LANCASTER L-Y-R-I-C-S

DAVID BACHMAN LANDIS

Price only \$3.00

Prepaid anywhere in the U.S.

A CHEERFUL VOLUME OF POPULAR POEMS

Over 316 pages containing 128 original copyrighted productions, the major portion having been written in less than two years since 1912. 10 distinct sections with to pages of entertaining notes giving history and evolution of its optimistic verse. Many homely tales are told of the author's former abode in East and West Hempfield Townships, and of later residence in Lancaster City. Dialect department is filled with musical sketches in Pennsylvania-German, Italian, Chinese, Negro and Greek. 35 colored half-tone plates from personal reserved photographs. Entire book hand-set, arranged and printed by the author, including lyre designs with roses on cover.

1910 Wife Nora died, buried in Woodward Hill plot.

1911 Wrote a series of poems for a mental diversion. These were published in 1912 on his 50th birthday.

1914 Published hardcover "*Lancaster Lyrics*", a book of poetry illustrated with many photos he took; he had previously published many of these as postcards. **The imprint, Pluck Art Press, used for final time; the business becomes Landis Art Press.**

1914 Married Bertha L. Cochran in Phila. on Dec. 12. She was a teacher in Pearl St., Mary St. and other near-by schools. She was an alto soloist at St. John's Lutheran and Grace Lutheran Churches as well as a LCHS member who wrote several Journal stories.

1940 D. B. Landis dies Jan 18. Front-page obituary refers to him as Lancaster's "dean of printers."

1959 Bertha Cochran Landis dies Nov. 4, aged 91, at Fairview Manor Convalescent Home, Columbia; was an active LCHS member since 1912; a member of St. John's Lutheran Church.



Future Shows in May

May 17-18 Harrisburg, PA Linglestown American Legion, N. Mt. Rd., off I-81. \$2 adm. 13 dealers.

May 23-24 Hagerstown, MD John McClintock's Show at the Plaza Motel. No adm. 24 dealers.

New CB Set

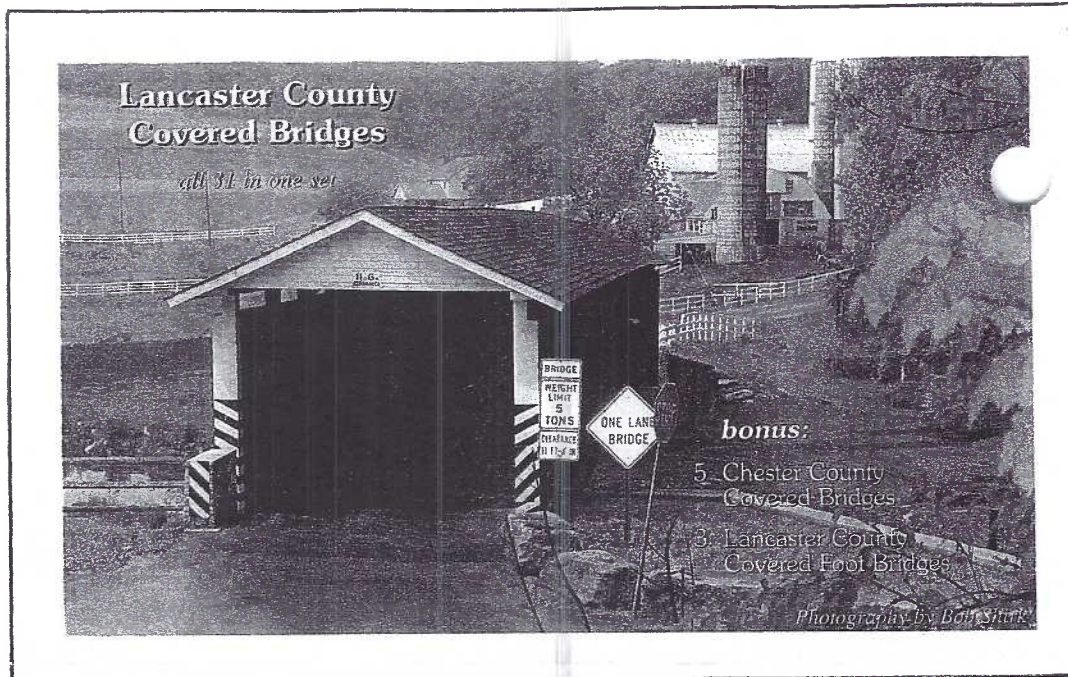
LCPC Member

Is Local Publisher

Bob Shirk, LCPC member #690, is a covered bridge enthusiast. Bob is a mover and a shaker. He appreciates our heritage, and utilizing his photographic skills, has published a set of 40 full-color, regular size postcards of all of the existing covered bridges in Lancaster County plus 3 covered foot-bridges and 5 CBs in nearby Chester County.

On the reverse of each PC are the name, a minimal location, and the day in 2002 when the photo was taken. The set is a bargain. It sells for \$9.95 plus tax, totaling \$10.55. That's 25¢ each! Please add \$2 for postage.

The sets are available at Bob's business, Paul S. Shirk & Son Fine Cars, 881 W. Main St., New Holland, PA 17557. You can also pick up the sets from



Provident Book Stores, Plain & Fancy Restaurant, Kauffman's Hardware in New Holland and Stoltzfus Restaurant, Intercourse.

Cover card of the set has an overprint. It features a second image of the Jackson Mill CB.

Shirk's Set of 40 Full Color Covered Bridge Postcards

(Lancaster County unless noted; Each with a brief location)

- 1 Jackson's Mill CB (w/overprinting)
- 2 Baumgardner's Mill CB
- 3 Bitzer's/Eberley's/Cider Mill CB
- 4 Brubaker's Farm CB
- 5 Bucher's Mill CB
- 6 Buck Hill Farm CB
- 7 Colemanville CB
- 8 Erb's CB
- 9 Eshelman's Mill CB
- 10 Forry's Mill CB
- 11 Herr's Mill CB
- 12 Hunsecker's Mill CB
- 13 Jackson's Mill CB (diff. view from #1)

- 14 Keller's Mill/Rettew's Mill CB
- 15 Kurtz's Mill CB
- 16 Landis' Mill CB
- 17 Lime Valley CB
- 18 Mercer's Mill CB
- 19 Neff's Mill CB
- 20 Pine Grove CB
- 21 Pinetown CB
- 22 Pool Forge CB
- 23 Red Run CB
- 24 Risser's Mill CB
- 25 Schenck's Mill CB
- 26 Shearer's CB
- 27 Siegrist's Mill CB
- 28 Sporting Hill/Kauffman's Distillery CB
- 29 Weaver's Mill CB

- 30 White Rock CB
- 31 Willow Hill CB
- 32 Zook's Mill CB
- 33 Bartram's CB (Chester/Delaware County)
- 34 Kennedy CB (Chester County)
- 35 Knox CB (Chester/Montgomery County)
- 36 Rapp's Dam CB (Chester County)
- 37 Speakman #1 CB (Chester County)
- 38 Hayloft Candles Covered Foot Bridge
- 39 Oregon Dairy Covered Foot Bridge
- 40 Willow Valley Covered Foot Bridge

*24 - Bob notes the Risser's Mill Bridge was burned down 7/8/02. His photo was taken 6/16/02

April Program

It was an informative and entertaining show, a combination we can always expect from LCPC member Betty Davis who hails from Penns Park, PA. Betty is editor of WC4's monthly newsletter. This was her second program in Lancaster. She knows the route, traveling to the Farm & Home Center three times a year for the club's and the Morlatton shows.

The basis of her talk were highlights of the Columbian Exposition of 1893 as well as detailed varieties of the official Goldsmith cards and others. While a burned out projector bulb cooled, she managed to keep us entertained with the table of expo souvenirs and books she's amassed over the years.

We much appreciate the long trip she made with her daughter, Heather Mumbauer, and WC4 friends Louise Wile and Doris Daniels.

Cards enclosed with this mailing are courtesy of your club (our 14th National Postcard Week entry) as well as a free postcard from Bob Shirk's new set of covered bridge cards (see page 6 for full story).

Set Up and Selling in April

Newcomers behind the sales tables were Al Shaub and Gary Hawbecker. Gary has a new set of 15 b/w local views - more on this set in a later issue of *The Card*. Also selling were the Bishops, the Moyers, Norman Zimmerman, Dede Schaeffer, Walter Mowrer, Mike Middleton and Jim Ward.

This n' That

Speaking of Dede, she was the lucky winner of \$33.50 in the 50/50. Don Tribit and Ray Bubb won magnifier door prizes. Seventy-three was the official attendance count in April. That included our speaker and three guests.

Earl Carver wants us to know his major surgery at 82 years of age has no effect on his life's ambition - to reach 100. In fact, he's sure he'll make it since someone told him when he was 50 that he looked half dead then. So he knows he'll see 100.