

THE CARD - Vol. 15, No. 12. Issue 180. December 2004.

Monthly Publication of the Lancaster County Postcard Club, Lancaster, PA.

Enjoying postcards through education and entertainment.

Next Meeting: Mon., Dec. 20, 2004. Farm & Home Center. Annual Christmas Party, Dinner at 6:30 p.m.

Yearly membership is \$10 (\$5 for each additional member at the same address.)

Make checks payable to LCPC and send to Betty Beck, 11 Cinder Hill Rd., Lititz, PA 17543.

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

Christmas Blessings abound here.



Ring!
Christmas
bell, and
goode
folke tell
that
Christ
was borne
todaye



A Merry Christmas, Dear.



A Jolly Christmas.

A Christmas Greeting.



Albertine
Randall
Wheeler

Good!
Bless ye
Master of
this house
Likewise
ye Mistress
too, & all ye
little children
that round
ye table go.

A Happy Christmas to



Come
bring with
a noise
My
merrie merrie
boys The
Christmas
log to ye firing



Merry Christmas

from a Quality Publisher -
Ernst Rister of London.
Cards printed in Bavaria.

A Mount Gretna Bather.. ...Confiscated Postcards

The Chautauqua and Campmeeting were established at Mount Gretna in 1892. The pleasant woodland setting with its nearby lake in southern Lebanon County attracted hundreds and eventually thousands to its summer conferences.

The Family

Jacob Pontz was one of the earliest residents to build a home for his family at Mount Gretna. It still stands at the corner of Boehm and Seventh Avenues. It was the perfect site to raise his four beautiful little girls - Mary, Nell, Lillian and Ethel.

It's about Nell, the second oldest, that we find a woven postcard tale - a true tale substantiated by many - and found, in print, in Jack Bitner's wonderful book, *Mount Gretna - A Coleman Legacy*, printed in 1990 by the Lebanon County Historical Association. (LCPC member #34, Nancy Gambler, LCPC #34, believes the LCHA may still have this excellent history for sale at its Lebanon office.)

The Deed

The Pontz girls were all properly reared and well educated. Nell, born in 1880, was a graduate of Hood College. Sometime after 1907 (the postcards have divided backs); the attractive young lady was induced to pose for a set of four photographs on the shore of the Gretna Lake. To Nell, who was quite properly dressed in full bathing attire (see illustrations), what could be the problem?

Response

To Jacob Pontz and his wife, seeing one of their sweet daughters on a cheap penny postcard was indignant and demeaning and not becoming of this Chautauqua family. Mr. and Mrs. Pontz would have none of it.

Actually, Jacob would have *all* of it - all that he could find. He quickly located the publishers, Dissinger and Leshner. He bought all of the postcards they had, at least all that hadn't been sold to nearby stores. Next, he rushed to the printer, George V. Millar of Scranton and, for a price, Jacob soon owned the steel plates on which the postcards were printed. *Not a single postcard would ever be printed again!*

Reality

Oddly enough, most of the postcards were found, still boxed, in the attic of the Pontz home when it was sold in 1965. Jacob's granddaughter lived in the house next door. She related the story of The Mount Gretna Bather to the home's new but bewildered owners. Many collectors of these four cards admit they've yet to see a card that had been actually mailed contemporarily to the incident, so Jacob might very well have made a clean sweep of the countryside.

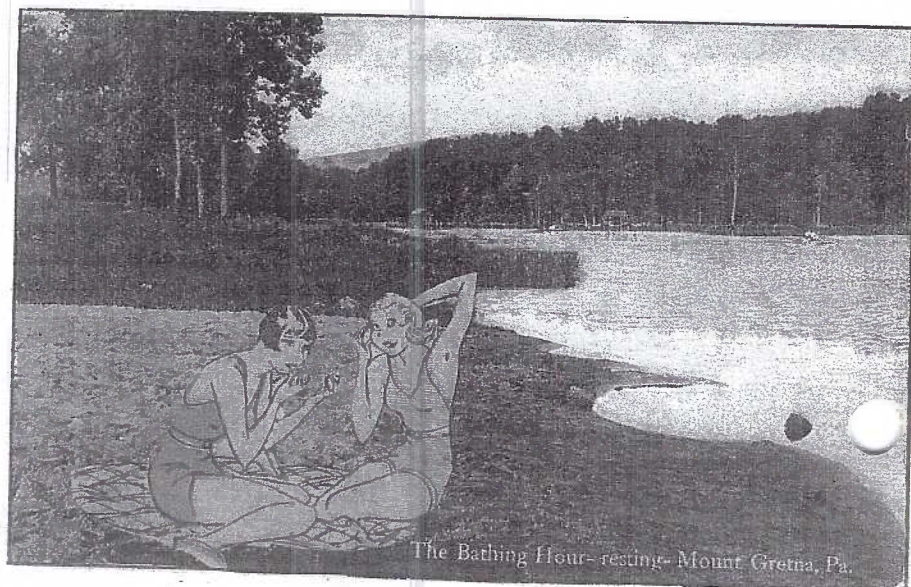
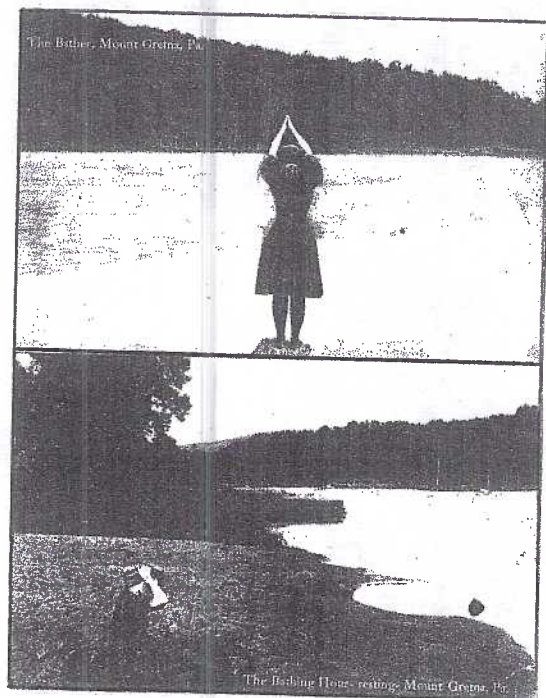
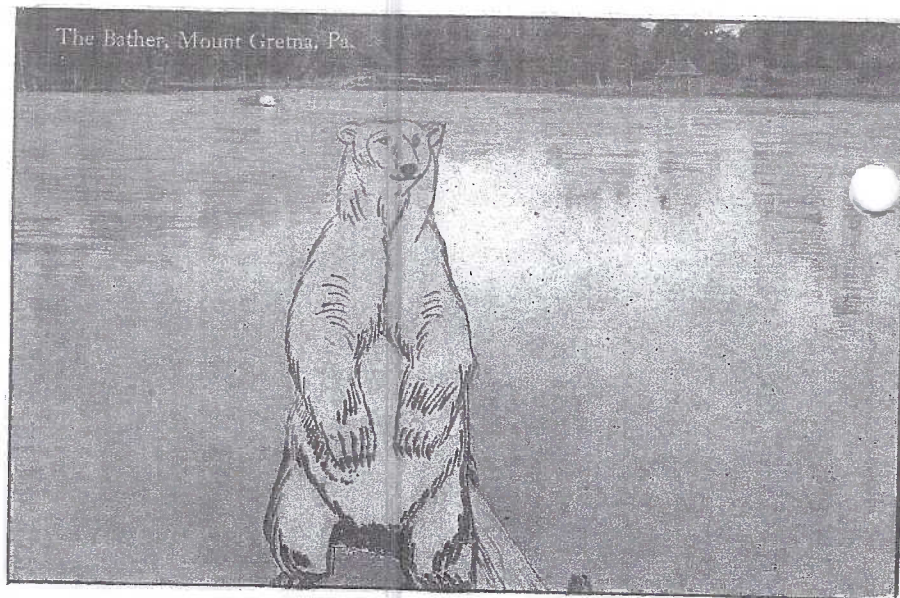
Consequences

Since 1965 folks have been enjoying The Bather and her story.

What could Jacob and his wife be thinking now? Had he *not* made an issue of the incident, none of us today would know the posed lass was pretty Nell Pontz. In fact, friends and neighbors 90 years ago would not have even known it was Nell since her face is not recognizable in any of the views.

Small illustrations are the original four postcards printed by G. V. Millar showing Nell Pontz in poses at Gretna Lake about 1910.

The larger illustrations are postcard "re-makes" using overlays of newspaper cut-outs. They intentionally hide Nell's "indignant" poses.



More Bathers

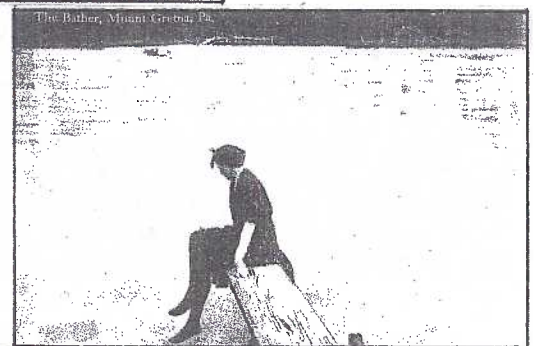
Nell's great grandniece came to our club meeting in September. She had the remnants of the Mount Gretna Bather postcards for sale. What she also had were a few more "bather" postcards.

With a house full of postcards – and none that they could mail – Nell's two younger sisters, Lillian and Ethel, according to this relative, "re-made" a handful so they could be used for correspondence. We show four of these "rare" varieties. Did the girls cut figures from newspapers and paste them over their sister's bod so they could actually use the cards for mailing or were they just having fun? These "re-makes" were constructed in later years since the paste-on bathers are scantily clad, as they might have been in the 1930s. Why use bathers? Was the intent to ridicule Papa? Were they created by Nell herself? Are Mother and Papa rolling over in their graves?

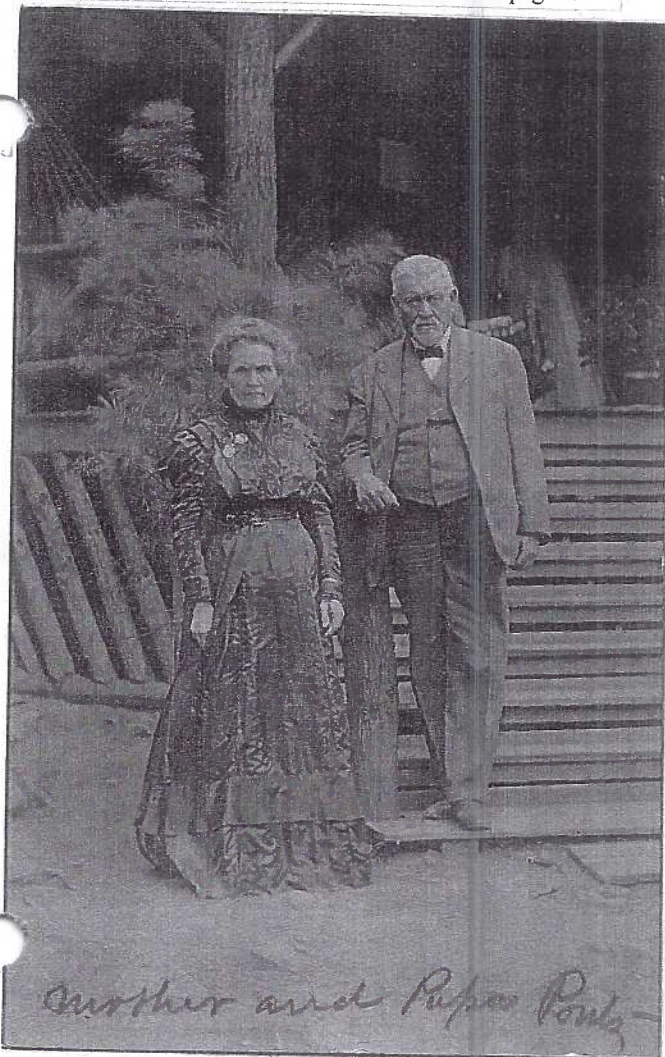
Nell lived to be 95. She passed on in 1975.

Real Photo Postcards of the Pontz Family

Along with these "re-makes" was a handful of real photo postcards. One is younger sister, Ethel with her fiancé, posing on a paper moon. The PC was made by The Art Studio located at 59 N. Queen St., Lancaster and at two Philadelphia addresses. A second RP card was by Phillips' Studio at 1619 Boardwalk in Atlantic City, NJ. Three more RP cards have no publisher ID. They show Mother and Papa Pontz (below), Jacob and Mrs. Pontz and their four daughters on the porch at #306 Seventh Avenue, Mount Gretna, and sister Mary's son, George R. Byerly with two unidentified passengers. These latter RPs are on page 4.



This PC was sent to Jack Byerly, WGAL Studio, Lancaster Newspaper Bldg. "Enjoyed your pro-gram on Sunday and thank you for singing for us. If you heard all the nice things we said about you, you would get a big head like this girl. M.E.B." (See next page for more information.)



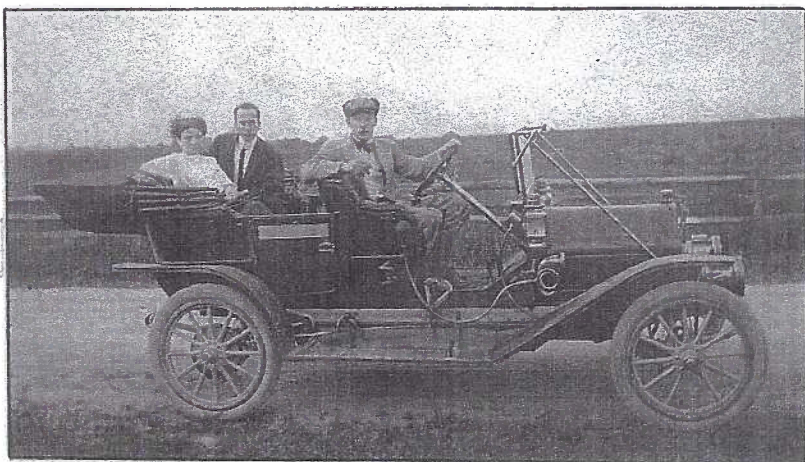
Mother and Papa Pontz. From her grimace, is it a safe guess that Papa sought out the postcards at Mama's request?



The Pontz family on Mount Gretna cottage porch.



Elvin Landis is shown in a view of the Jacob Pontz brickyard. The card was printed and published by his father, D. B. Landis. The brickyard was on the Old Harrisburg Pike near the present Donnelley Company.



George R. Byerly is shown at the controls of a classy roadster with unidentified passengers. George R.'s father was George W., the husband of Mary Pontz, one of Nell's sisters (and a likely culprit in the Comic Pastv Game).

George W. Byerly had a talented brother, Jacob, known by his family and friends as "Jack." It was to this Jack that the postcard with the pasted-on 'swell-headed girl' (previous page) was mailed.

A Talented Branch of the Pontz Family Tree

The address on the Swell-headed Girl PC was WGAL Studio and this set bells ringing for your editor. Who better to find a connection than LCPC member #485 and Lancaster Newspaper editor and columnist, Jack Brubaker? Jack was quick with facts he gleaned from the LNP library.

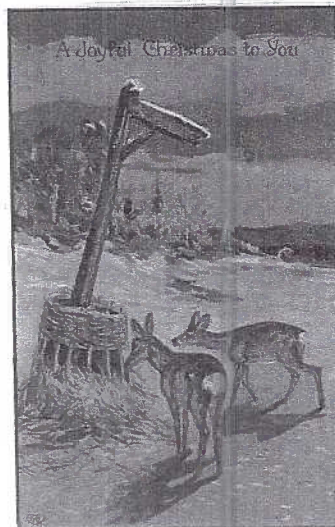
Jacob P. (Jack) Byerly died in May of this year at the age of 90. He had a full and colorful life – as an oil painter, former president of the Lancaster Art Association, and a skilled and avid pool player and, as the PC suggested, a talented singer. According to his obit, Jack had a radio program on WGAL in the 1930s called "Walking Down Memory Lane." He was known as "The Wayside Singer." Now we know that "M.E.B." was Jack's sister-in-law, Mary (Pontz) Byerly.

Our Jack (Brubaker) may pick up on this story in his popular Tuesday/Friday *Lancaster New Era* column, *The Scribbler*. Look there for additional facts in the Pontz/Byerly saga.



Postcards in Magazines

Harold Galebach was keen to notice and bring to our attention a 7-page article in *The Dodge Magazine*, Vol. 3, issue 3, mailed exclusively to Dodge truck and auto owners. The subject of the colorful article is the state of Colorado. Real postcards, as well as views shown in postcard format, feature attractions throughout a state fast becoming a tourist Mecca. We thank Harold. If other members see major references to our hobby in non-PC sources, let's share them with our readers.



E.A.Schwerdtfeger(EAS inside a heart) issued a handsome set of six Christmas deer in winter. A second horizontal and two vertical paintings complete the set.

November Meeting

It was a gorgeous afternoon and evening – with September temperatures. Members came early and shopped at tables manned by Mike Middleton, Howard and Anne Steinberg, Ruth and Harold Moyer, Dede Schaeffer, Al Schaub, Jere Greider, Dick and Miriam Bishop and Jim Ward who was disposing of more than 200 reference books.

Door prizes were won by Barbara Heim, Walter Mowrer, Clarence Sweigart and Don Smart a guest. Betty Gregg was the lucky winner of the 50/50.

Our Library

Sharon Gromis gave a 5-minute review of Roy Cox's "How and Price and Sell Old Picture Postcards." Since she's chaired the Librarian's position, Carol Giona has made a concerted effort to promote our library with monthly columns in *The Card* as well as asking members to volunteer a 2 to 5 minute book review at meetings. We appreciate the efforts of Carol and her team of five members all of whom house sections of the library at their homes.

Veep Slot Filled for '05

Jim Ward reported that the slot for the Vice President office for next year has been filled by Dick Pendergrast. Perhaps a stranger to some LCPC members, Dick has experience in PC organization. He was president of the York Club as well as editor of that club's monthly newsletter until he and Doris moved to Lancaster County a year ago. He and the impressive slate of officers and directors, headed by Sharon Gromis, will be elected at the December meeting.

November Card Competition

The subject was an easy one and great boards were offered, all including the letter T.

Harold Moyer	FIRST	Turkey Transportation
Charlie Heim	SECOND	T is for Trolleys
Barbara Heim	THIRD	White Turkeys

Honorable Mentions

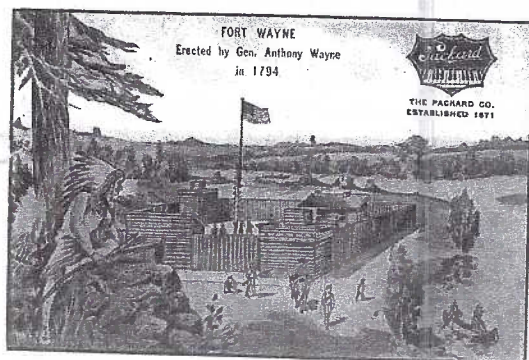
Blanche Corrigan	T is Turkey
Ruth Moyer	Trombones
Walter Mowrer	Patriotic Turkeys
Dick Pendergrast	Black and White Trolleys

Thanks to all participants. See Nov.- Dec. Programs story for the December competition theme.

100th Anniversary

"Reifsnnyder Pianos and Organs" has a familiar ring to many Lancastrians. The company celebrates its 100 anniversary this year. Phone calls since last February have been unreturned, so the most your editor can tell you is about what he has accumulated in his collection.

Originating in 1904, we would have hoped the company had leaned more heavily towards postcard advertising, but that's not the case. We've seen 7 trade cards or book marks with a 163 N. Queen St.

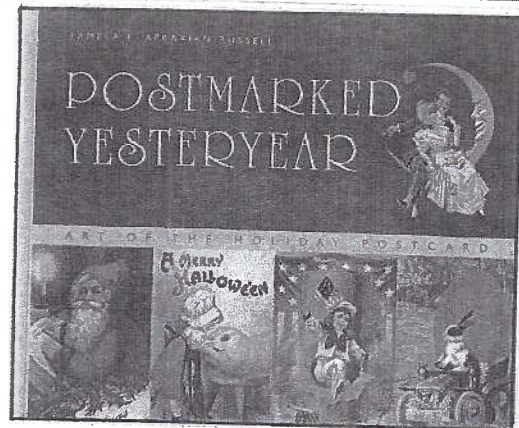


address; 4 trades and one postcard at 11 S. Duke St. and a single PC at 111 E. King St. This may or may not be the sequence of the company's store locations throughout the city. There is also a business card of Arden P. Reifsnnyder.

The two PCs were issued by piano suppliers, The Packard Co. (shown lower left) and McPhail Co. of Boston. Reifsnnyder added their rubber stamp to the backs, as was the case with many of the earlier trade cards. Above is a typical trade card used by Reifsnnyder; a bookmark on the right. Illus. reduced 50%.



Editor's Note: The club's librarian is Carol Giona. She has offered to write a column about books in the LCPC library for *The Card*. If you would like to borrow the book reviewed here, call Carol at 1-717-464-1410. She will contact a member of the Library Team and have the book available at the next meeting.



Library Highlight

Postmarked Yesteryear –

Art of the Holiday Postcard

By Pamela E. Apkarian-Russell

From naughty gnomes and dancing pumpkins to rabbits driving cars, postcards have had a unique visual appeal like no other art form. Before the telegraph and telephone, postcards were the primary form of social communication. Selected by senders for their charm and attraction, greetings were received from far away celebrating every major holiday. Today these postcards are treasured artifacts as well as important historical documents from around the world.

The author memorializes the artists while tracking the progression of time of this simple but elegant form of communication. Her research of the artists and wide array of subject matter produce a compelling and unique art history told here for the first time.

Nov. - Dec. Programs

From intro to question and answers, Mark Werther's presentation of **Linen Postcards** was very well received. His slide examples were top-notch in both quality and gorgeous garish glitz for which these postcards are famous. Even though the club has a copy of *Linen Postcards* by Mark and co-author, Lorenzo Mott, at least half a dozen members lined up following his talk, to purchase their own signed copies.

Our December program will be presented by perennial Christmas favorite, Jim Morrison. The year-long Christmas elf, when asked what his subject might be replied, "Frogs." That subject in December is suspect, so you might prepare yourself for **A Pennsylvania Christmas** or similar subject.

First, on the December menu though, will be our **Annual Christmas Dinner**. We will accommodate everyone at round tables in the expanded Farm and Home Center auditorium on Monday, December 20, eating promptly at 6:30.

Ruth and Harold Moyer are in charge of the dinner. The club will provide place settings and hot and cold beverages. There will be *no main meat entry* as in past years, so in planning your covered dish, keep this in mind. Your covered dish should provide for as many persons as are in your party. It can be hot or cold and please don't forget your serving utensils.

If you wish to attend and didn't sign the sheet at the Nov. meeting, contact Ruth at 336-6644 or e-mail at rsm@dejazzd.com by December 10 and let her know how many will be in your party so she knows how many tables to set up.

The postcard competition will be a single card and the theme is **Christmas Interiors**. It can be a printed or real photo postcard. Keep your eye on your card because the Christmas Elf loves *all* Christmas Interiors. (He published his own book on the subject several years ago.)

Door prizes will be accepted by anyone who wishes to donate.

**This month's postcard insert is the
S. Clyde Weaver Office and Retail Store
East Petersburg, PA
It's provided by Dede Schaeffer**

2005 Program Schedule

It's the vice president's primary duty to conduct a meeting in the absence of the president. A secondary job is to compile a schedule for the following year. Vice President Sharon Gromis and the directors have already composed a schedule for next year's programs with only the details to be added. Congratulations to Sharon and the board for the good job.

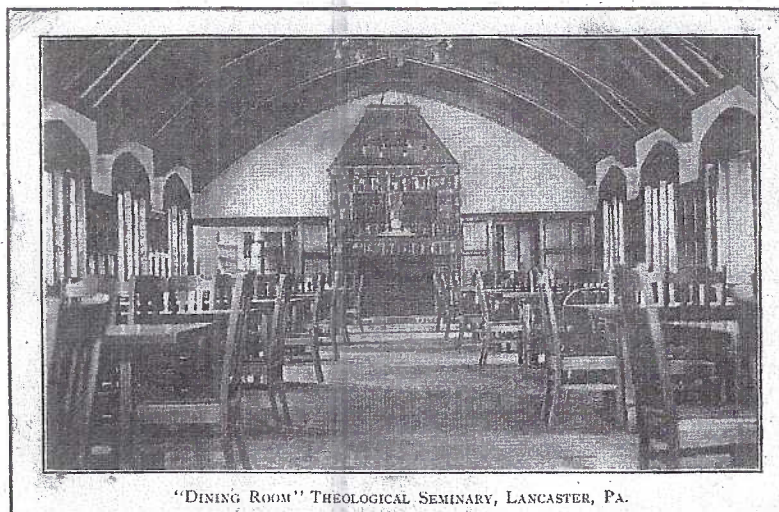
Jan. - The number Five (5) is subject for Show 'n Tell
Feb. - Free-for-All (members sell or swap paper items)
Mar. - Jim Ward (subject later)
Apr. - Betty Davis International Drug Ads on PCs
May - Free-for-All #2
Jun. - Picnic and White Elephant Auction at Heim's
Jul. - Doug Milliken (subject later)
Aug. - Anne and Howard Steinberg on Quarryville
Sep. - Mike Middleton (subject later)
Oct. - Annual Auction
Nov. - Al Schaub (subject later)
Dec. - Christmas Party

Because Bryan Benner may be leaving our area before the end of this year, his intended Christmas program, **Poinsettias**, will be replaced with **A Pennsylvania Christmas**, gratefully volunteered by Jim Morrison.

Messages on Local Postcards

On a *Conestoga from Indian Rock* card, Feb. 25, 1907 to Woodbine, York County, "Only wish this snow would last ten more days. Have to exams for tomorrow. G.E.K."

On a *Blanch Nevin Fountain Reservoir Park* card, "Susie Ream attended 67 days in term of 1906-07. John J. Pleam, Teacher." No address or postmark.



On a *Dining Room, Theological Seminary* card to Mrs. Geo. Hoke, Donaldson, PA, "Mother, Here's where we eat and have a good time. I hope everybody is alright. We don't need to pay at all to come down here and I didn't spend any except buying one book. The boys are good sports and take me all over. Why don't you write? Bye, bye, Mary."

On a *Lancaster College Dormitory* card dated Feb. 3, 1909, to Myra Long, Drumore, PA, "How are you getting along with your debate? I have been sick this week and was not able to look up any points in the question. I expect you were out sleighing all the time the snow lasted..... A. L. A."

On an *F&M Science Bldg.* card from Akron to Ephrata, Feb. 24, 1911, "I received your valentine and thank you ever so much for it. You had on about the singing and I am very sorry but I can't come because we are having a general debate over at Akron. and I must be there....8-5-13 (H. E.L.)

FREE OFFER

An SASE (self addressed stamped envelope - #10 business size) will be in the return mail to you with a 14 page copy of the December *Journal of the Postcard History Society*. Written and published by Card editor, Jim Ward, *The Journal* contains a wide variety of articles on postcards. Many of the cards are offered for immediate purchase.

Beginning with the 2005 subscriptions, you now have a choice:

4 issues, 14 pgs. ea. with color covers, postpaid for \$9
4 issues, 14 pgs. ea. with color covers picked up at the

York or Lancaster meetings for just \$7
4 issues with b/w covers, postpaid for \$6.

Send check made to Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA 17578 or see him at the Dec. or Jan. postcard club meetings. Have a friend in mind for an inexpensive gift? Include their name and address and choice of subscription. Thank you.