

THE CARD - Vol. 16, No. 1. Issue 181. January 2005.

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

Enjoying postcards through education and entertainment.

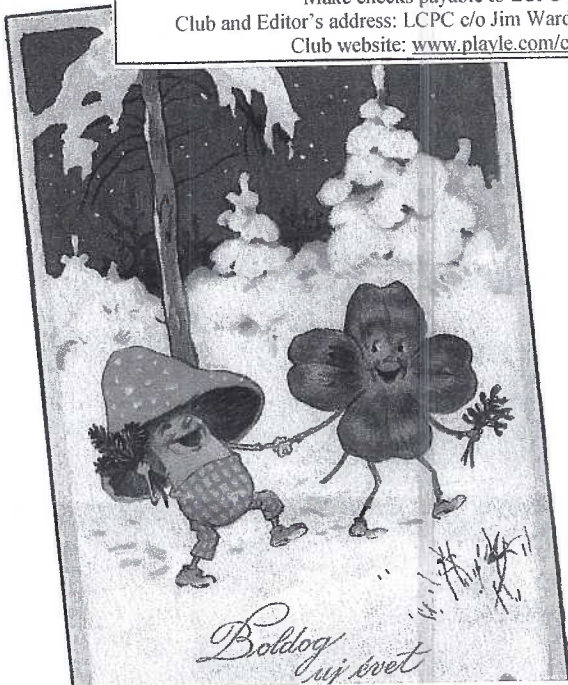
Next Meeting: Mon., Jan. 17, 2005. Farm & Home Center. Buy, sell, trade from 5:30. Meeting at 7 pm.

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



December Meeting

The bitterly cold weather was cause for some cancellations; even so, 67 members and their families enjoyed a fine covered dish meal. It's amazing how well-coordinated the dishes are -and so much variety -considering no pre-determined menu.

Santa, a.k.a. Jim Morrison, offered a most informative program, *A Pennsylvania Christmas*. He touched on those aspects of the Christmas holiday which had their origins in PA, some specifically in Lancaster - the Moravian putz and Christmas yards; the Belschnickle; Christmas seals; four different carols; Christmas pretzels, cookies and clear toys; upside-down trees hung from the ceiling to prevent house pets and mice from nibbling at the edible decorations; the first Christmas tree and cotton trees; and Frank W. Woolworth's first successful Five and Ten Cent Store where the Christmas ornaments were a sell-out to the German-oriented families of Lancaster.

Dozens of wrapped door prizes were given, including table decorations, courtesy of Dede Schaeffer, Carol and Ray Dennis and Jim Ward. The other two club directors, Ruth and Harold Moyer, manned all jobs of the kitchen committee and we owe them a big "Thanks" for the mammoth job they did.

Rewards of Merit were distributed to contributors of *The Card* by Editor Jim Ward.

Monthly Competition

December's theme, on a single card, was *Christmas Interiors*.

Harold Moyer FIRST The Little Boy's Surprise
Jim Ward SECOND Manger at St. Mary's Ch. (rp)
Ray Dennis THIRD Christmas Revelers

Honorable Mentions

Carol Dennis Black Peter
Dick Pendergrast Mother Helps Santa Claus
Charles Schiefer Santa and Child (rp)
Ruth Moyer Finishing Tree Decorating
Carol Giona A Christmas Toast



Ein gutes Neues Jahr

Elected to Serve LCPC in 2005

President Sharon Gromis 717-892-6864
Vice President Richard Pendergrast 717-464-5199
Secretary Gisela Withers 610-582-2131
Treasurer Barabra Mowrer 717-684-5331

Directors for 2004-2005

Harold Moyer 717-336-6644
Ruth Moyer 717-336-6644
Dede Schaeffer 717-392-3955

Directors for 2005-2006

Carol Giona 717-464-1410
Jere Greider 717-285-5872
Gisela Withers 610-582-2131

In case of severe inclement weather, you may call any of these members. A decision will likely be made by noontime the day of the meeting.

January Program

Member Participation

January's program, continuing a recently established tradition, will be **The Number Five**. It can be, but need not be, related to the year 2005. Bring a single postcard. You can describe/explain it for the maximum of two minutes that it will be projected on the screen. Jim Ward will supply the opaque projector.

Monthly Competition

January's theme is *Snow People*. You're reminded that a 3"x5" card indicating the important features of your postcard is always welcomed. Give it to Ruth Moyer who is in charge of the competition.

Cover Cards

Left, A cheerful mushroom and 4-leaf clover walking hand-in-hand, offer us New Year Greetings from Hungary. Right, two elves and an animated mushroom offer similar greetings from Germany.

The MAR in STEL-MAR Postcard Publishing

A Short Biography

Marshall Dussinger was known to his friends and colleagues as "Skip." It was only in the name of his postcard publishing company where "Marshall" played a major role in his life. STEL stood for his partner and wife, Stella. Together they operated a successful little postcard publishing company for more than 30 years. Their focus was on local views with an emphasis on Amish Country, which, in fact, was the title of a long-running series of cards.

Born and schooled in Mount Joy, Skip's interest in photography began when he graduated from the Armed Forces School of Photography in 1950. It culminated with a *Lancaster Sunday News* job that he thoroughly enjoyed for nearly 30 years. He died April 24, 1988, the result of a heart attack suffered while covering a story in Strasburg several days prior.

Skip had a full life that included not just his phototaking hobby and profession, but an interest in stamp collecting and local history. Your editor asked him one time why he and Stella were planning a second trip to Africa since he had already been on a wild animal safari and returned with hundreds of excellent photographs. He wasn't so interested in another safari, he was hoping to "accidentally" run into one of the many civil disturbances igniting over the continent at the time.

A Postcard Business

While he clerked part-time at the Coe Camera Shop in Lancaster, Skip heard countless requests for color postcards and slides of the Amish Country, so in 1956 he produced his first set of color slides. The following year he published ten local views in a cooperative printing venture with the Mebane Greeting Card Company of Wilkes Barre, PA.

By 1959 STEL-MAR Publishing had its own postcard publishing business.

Stella Dussinger gave your editor a pack of literature that was used to celebrate their 30th anniversary in PCs. The following are extracts from those papers.

"STEL-MAR accounts number in excess of 200 which include stores, shops, motels, tourist attractions and restaurants. Our racks sell postcards on a small scale, 1,000 to 2,000 cards per year. Some of our largest customers - Willow Valley, Skiadas Bros. (Amish Barn and Family Style), Dutch Wonderland, Strasburg Railroad, Amish Village, Plain and Fancy and Good and Plenty Restaurants - use in excess of 20,000 cards each per year. Some of the really big accounts use 50,000."

"STEL-MAR purchases printing from various sources, warehouses the stock and distributes merchandise to existing accounts while always looking for and opening new accounts. We cover Lancaster County (saturation), York and Lebanon Counties (spotty) and favor a few in Berks County. Some items are sold to a jobber in Ohio and we have a very limited number of accounts outside PA, mostly for our Quilt cards."

"In addition to the Amish postcards, we publish cards of York city and county and Lancaster city."

STEL-MAR
 329 Rhoda Dr. Lancaster, Pa. 17601

The STEL-MAR line of Post Cards and Natural Color souvenir items will increase your profits through increased sales employing our latest methods of color printing combined with proven display merchandisers.

Chrome Post Cards
 Accordion Folders
 Bonus Albums
 Miniature Albums
 Colorful Trays

Dutch Art Views
 Framing Prints
 Hasty Note Paper

Custom Post Cards, Brochures and Souvenir Books are also available. Call or write for our complete Catalog. (717) 569-3551

PLACE
STAMP
HERE

POST CARD
Address

JACK PEEK
434 W. ORANGE ST.
LANCASTER, PA. 17603

Published by STEL-MAR, 329 Rhoda Dr., Lancaster, Penna.

138395

Jack Peek, STEL-MAR's top salesman, used the spinner display rack PC (page 3) as his business card.

STEL-MAR's top salesman in those later years was Jack Peek. In 1986, Jack helped to hustle 1,028,950 cards to the company's stores, motels and restaurants. Think of it - over a million chrome postcards sold in Lancaster County in the late 1980s by one publisher! A record for 1986 shows the biggest demand was in September, second biggest was March.

Wholesale prices in the 1980s

Standard size postcards (3 1/2" x 5 1/2")

3,000 - \$320. 6,500 - \$425.

12,500 - \$600. 25,000 - \$900

Modern size postcards ((4" x 6")

3,000 - \$425. 6,500 - \$525.

12,500 - \$775. 25,000 - 1,075. 50,000 - 1,750.

Panorama Cards (3 1/2" x 8 1/4")*

3,000 - \$450. 6,500 - \$615.

12,500 - \$875. 25,000 - 1,400. 50,000 - 1,775.

Business Cards (single)

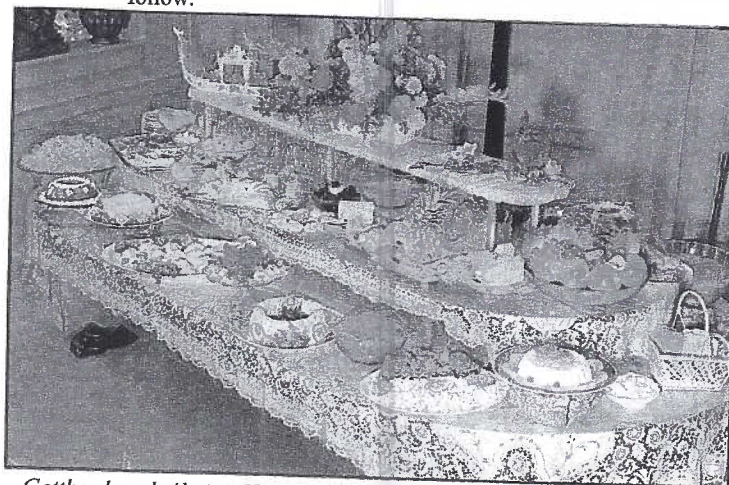
3,000 - \$320. 6,500 - \$400.

* Extra long cards often lacked a postcard back.

Printers and Publishers

STEL-MAR, as you know now, had its own photographer, its owner and founder, Marshall "Skip" Dussinger. STEL-MAR *found* the subjects for its postcards, *arranged the production* of its postcards and *marketed* its own postcards. This makes STEL-MAR the publisher. What STEL-MAR was not, was the printer. The printer has a print press. In earlier times, the publisher and printer were sometimes the same. In more recent years, that's not the case.

Over the years, Skip used several printers, but, to his credit, he generally always included STEL-MAR's own publishing number. It generally began with an "S". This was in addition to the printer's own (usually larger number) for the print run. Examples follow.



Gotthard and Almira Hagstrom's Authentic Swedish Smörgasbord in Lampeter, PA. Dexter #22007-B.

STEL-MAR's PrintersH. S. Crocker Co., Inc. of Phila. and N.Y.

Views were of Ephrata, Intercourse, "Greetings from Penna." and a series of Wheatland, Home of Pres. Jas. Buchanan and Amish. STEL-MAR numbers from SM-101 to SM226 have been seen, but not every number can be verified.

Dexter Press, Inc. West Nyack, NY

Only a handful of views under this combination of printer/publisher - Willson Memorial Bldg., Hagstrom's Authentic Swedish Smorgasbord, Martin's Talk of the Town Drive-In, Authentic Amish Dolls, Buch's Pharmacy, The Old Candle Barn, The Old Wood Shed and The Village Smithy (the last three at Intercourse).

Hickory Hill Folks, Bath, OH

Only one view seen - Grand Lodge Hall, Masonic Homes, E-town.

Koppel Corp., Hawthorne, NJ

By far the most prolific printer for Stel-Mar, nearly 200 views have been recorded.

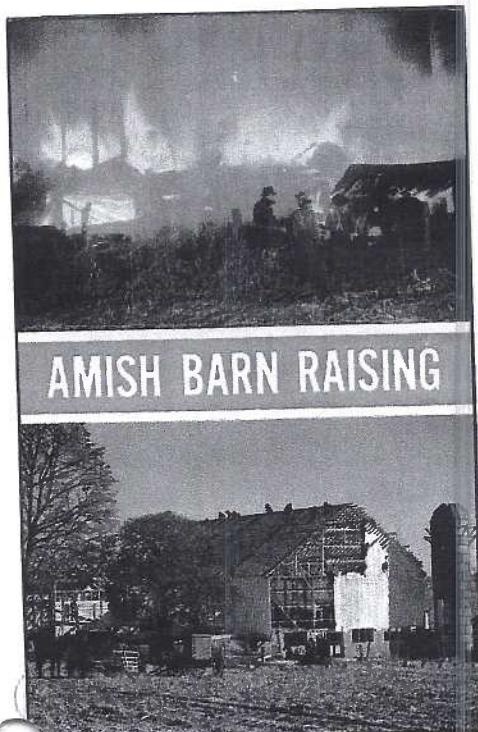
The pre-fix letters to Skip's numbered views seem random to the collector, though they very likely follow an ordering pattern. Occasionally pre-fix letters such as DW for Dutch Wonderland, SA for St. Anne's Home and Col for Columbia views are interspersed. Sometimes there is a short run of merely 3 or 4 subjects; other times, the series could run to dozens of cards as with the Pennsylvania Farm, Museum at Landis Valley (LV) and various Amish subjects (A).

Mike Roberts, Berkeley, CA

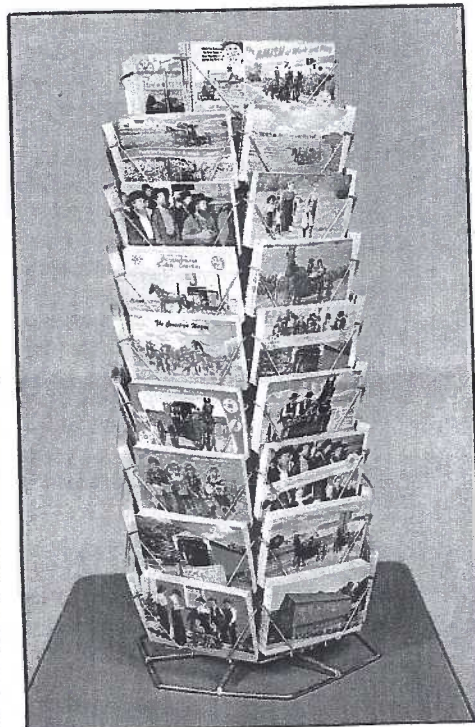
Three Amish subjects are the only cards seen printed for STEL-MAR by this printer.

Tichnor Bros., Boston, MA

About 60 views were printed for STEL-MAR. It was with this printer that Skip's home address on the back changed from Box 23, Mount Joy, PA to 329 Rhoda Dr., Lancaster, PA.

**AMISH BARN RAISING**

SM-42 Amish Barn Raising is one of only a handful of multi-view cards published by STEL-MAR. Both photos are by Skip. A Tichnor Lusterchrome card, K-10575.



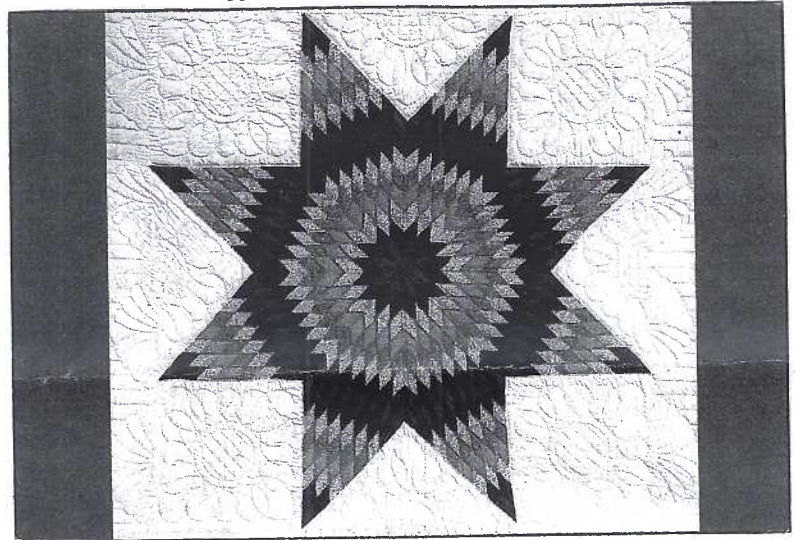
On Koppel #138395, STEL-MAR, in addition to advertising its line of postcards, introduces its customers to Dutch Art by Jay McVey, an Ephrata artist - "Dutch Art Views, Framing Prints, Handy Note Paper." Included is a logo indicating SM was a member of the Penna. Dutch Tourist Bureau.

Plastichrome. Printed in Ireland

These "modern size" cards were basically Amish subjects and are found dated in the 1970s. No count is available, though 2-3 dozen is an educated guess.

Super Scenics. Printed in Canada

Another, and perhaps, the last series by STEL-MAR, the subjects, on "modern size" cards, is Amish quilts and farm related views. A 1986 date appears on several by this printer.



Q-1, Lone Star or Texas Star is in STEL-MAR's popular 1986 series of Handcrafted Quilt designs. L-94975-D in Super Scenics series, printed in Canada.

The Special Quilt Postcards

A separate sheet introducing the quilt postcards reminds the retailer, "Quilt cards will prove to be profit builders when displayed on individual Quilt Card Counter Racks. They are made to sell at a different price. It would not be practical to sell them from our regular super scenic display rack units.

<u>Quilt (Post) Card Titles -</u>	
Lone Star Pattern	Dahlia
Double Headed Distelfink	Dresden Plate
Lancaster County Rose	Grandmother's Fan
Spring Flower Garden	Rose Wreath
Tree of Life	Amish Center Diamond
Log Cabin Pineapple	Bridal Wreath
	Blue Log Cabin

One box (1,000 cards assorted) with 20-pocket display rack is \$250. Retail value, cost is \$125. Cards only (w/o rack) \$125. per 1,000, less than 1,000, \$12.50 for 100; no less than 300 at any time.

We are adding seven (7) new quilts, incl. Love Birds, Trip Around the World, Flying Geese, Country Bride, etc. We expect them to be ready for sale in late June of 1987. Retail price is 4 for \$1.

Displays Available for Retailers

A floor display spinner rack of STEL-MAR's popular Amish Super Scenic postcards included 4,000 PCs, 100 each of 40 views. The package cost the retailer \$350 installed. Display without cards was \$50. in 1986.

A counter spinner rack package deal was \$643.50. It included 2,200 postcards, 100 accordion folders, 100 mini-albums and 40 bonus albums. A smaller counter rack was \$90 and included 1,000 PCs.

Wall display racks were also available. A 21-space rack included 2,100 views, retailed for \$450 and cost the dealer \$175. A smaller wall rack showed just seven views, included 700 PCs for stock, retailed for \$117 and cost the retailer \$60.

Information/Photo Request

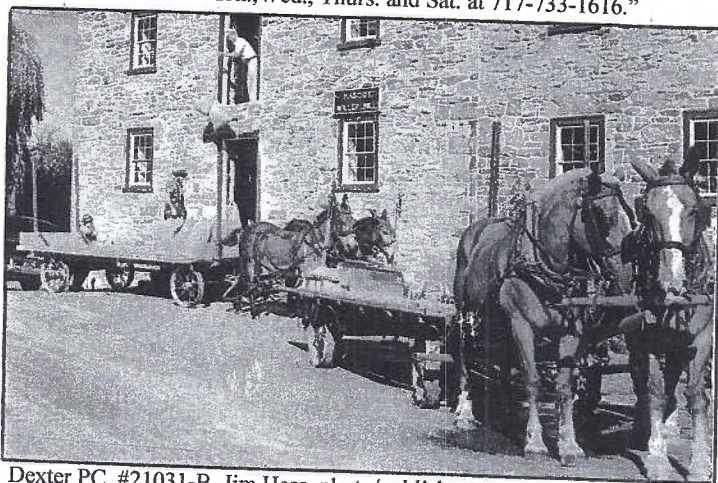
The Ressler Mill at Mascot shows up on at least four chrome postcards. The beautifully restored mill and home comprise a foundation interested in local history. The Ressler Mill Foundation has taken on a new project. The following request was recently received by your editor.

"For a renovation project, the Ressler Mill Foundation seeks photographs, postcards or other images of the former Post Office and Groff's Store in Mascot or Stumptown, also known more recently as the Mascot Apts. The building still stands at the northwest corner of Rte. 772 (Newport Rd.) and Stumptown Rd. in Upper Leacock Township.

"Please inform us of any images or descriptive records which might help to determine early architectural appearance for the building's exterior or interior. The main period of interest is 1840 to 1970, but especially around 1940 or earlier. Even family photos sometimes capture architectural elements in backgrounds.

"The Foundation will negotiate or will pay a reasonable fee to borrow and reproduce any useful images or documents. You may keep or sell any images you may have.

"If you think you can help, please contact Reynold Schenke at 717-687-7451 (day) or 717-768-7208 (eve) or reynold@schentool.net. Also you can contact Cynthia Marquet, Curator at the Historical Society of Cocalico, on Tues. and Fri. at 717-656-7616 or Mon., Wed., Thurs. and Sat. at 717-733-1616."

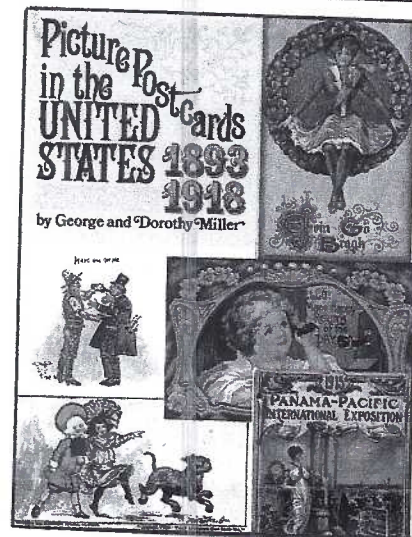


Dexter PC, #21031-B, Jim Hess, photo/publisher.



A generic postcard greeting with flocking that spells out the village of Mascot was mailed at New Holland, PA, Dec. 15, 1911 from Hannah to the Benjamin Blank family. The penciled message reads – "Dear friends, i did not think about last eve to ask youens to go along to Uncle Stephens in the Meeting on Sunday. we intend to go. Mother said may be they will go to."

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

Picture Postcards

In the United States 1893-1918

By George and Dorothy Miller

An exhaustive and meticulously researched story of the development of the postcard in America, this volume has everything the collector would want to know and everything the curious might wonder about. It captures and preserves a full portrait of the United States at a crucial stage of development. Listing every type of postcard printed between 1893 and 1918, it establishes the importance of the postcard as a source of historical data as well as a unique form of folk art. It includes 71 cards in color and over 125 cards in black and white.

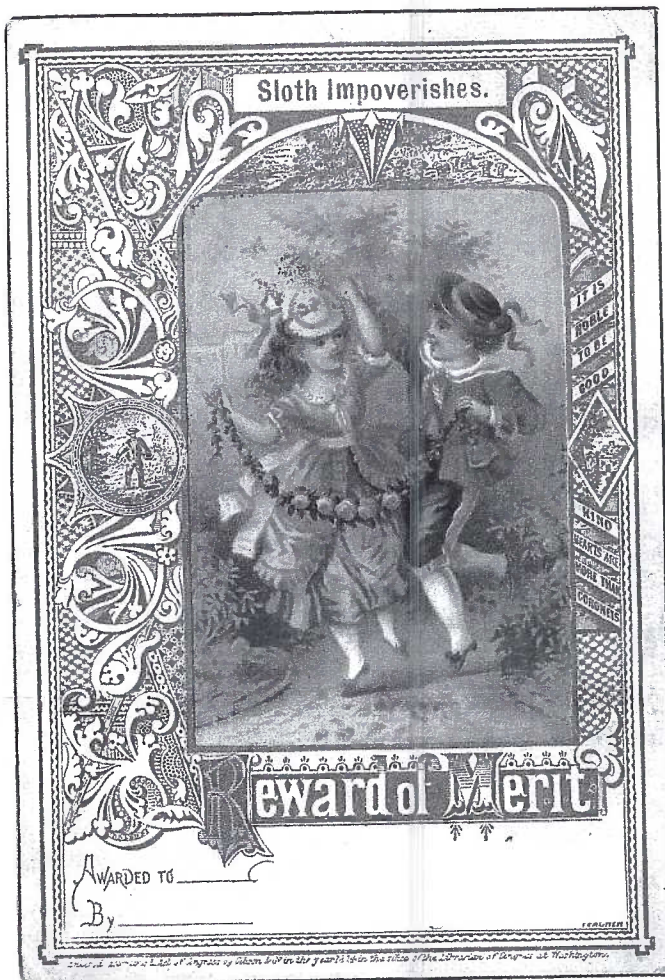
The popular "Gibson Girl" was a feature of the signed artist card; postcard portraits of McKinley and Bryan circulated during the presidential campaign of 1900; and Campbell's Soup and Wrigley's Chewing Gum were among the products shown on "ad posts." The early pioneer view cards supplied an abundance of scenes from Americana and card sets were also available. One could even propose marriage via the novelty greeting card!

This excellent book would be of interest to the serious and would-be collector as well as a student of American history and folk art.

Our Readers Write

From Nancy Gambler, LCPC #34 in Lebanon. "Interesting article on the Reifsnyder & Sons business. (Dec, 2004 Card). I looked through my books for trade cards etc., found none, although I do have some picture photos from the early 1900s (according to the delivery trucks)."

She was kind enough to send eight copies of photos (not postcards) of the business which is listed in Lebanon city directories from 1919 through 1992. It was at several locations, generally in the North 9th and 10th Streets area. The photos look like real dandies and interested members might contact Nancy.



Contributors to *The Card*

This was another year of welcomed contributions by our members. Whether it was a small correction or a featured article, all were gratefully appreciated. Speaking of which, your editor is especially pleased to know Bryan Benner will remain in his Lancaster home even though he has accepted a new position with a wholesale nursery firm in Dillsburg, York County. As you will see in the listing below, Bryan was a major contributor to *The Card* in 2004.

Carol Giona, our new librarian, volunteered to write brief book reviews and her column appeared in at least nine issues.

These members are honored with the annual Reward of Merit, a full color facsimile of a 19th century card, limited in number to the names listed below.

The life of each issue of *The Card* may begin on the reference shelf, in a drawer of postcards or in the computer, but it would never reach our readers without these dedicated members: **Betty Beck** and **Dot Fry**, proof readers, **Gwyn Fulmer** label producer, **Linda Eshelman**, supplying specially ordered postage (she's also the postmaster at Stevens) and, of course, **Ruth and Harold Moyer**, members of the mailing committee.

My sincere Thank You to all. Jim Ward, editor.

Reward of Merit Recipients for 2004

JANUARY	Bryan Benner	Set of new Lancaster City views
	Bill Seigford	Railroad Press Magazine reference
FEBRUARY	Bryan Benner	Stehli Silk Mill with postcards
MARCH	Carol Giona	Library Highlight column, as well as in eight more months of <i>The Card</i> .
	Dot Brown	New Hershey Theater views
APRIL	Bud Prowell	Correction in Hershey Theater article.
	Lester Breininger	Information contributed for Alley Schwentz article (Lester is a non-member, but his original material was most welcomed and enjoyed by all.)
	Bryan Benner	Golden Gate Park Conservancy and postcards.
MAY	Bob Shirk	A new set of 50 local covered bridges photographed and published by Bob.
	Dolores Rowe	Co-authored (with non-member Joe Lordi) an excellent book based on 100s of postcards, <i>Greetings from Kennett Square</i> .
JUNE	Bryan Benner	Hex Signs on Postcards with postcards.
	Bill Seigford	Excerpts from 1929 dedication of Lancaster PRR station.
SEPTEMBER	Harry Lines	Set of Millersville University views
	Bill Seigford	Date correction on earlier Grif Teller article.
OCTOBER	Bryan Benner	New postcard of interior of United Methodist Church.
	Jack Brubaker	Inspiration for short article on Relay House postcard.
DECEMBER	Jack Brubaker	Information contributed to Mount Gretna Bather article.

We were most sorry to hear from Ronald Walton, LCPC #599, that his dad, John, #598, succumbed to a heart attack in late November. John was one of those quiet fellows who accomplished so much for his community - Conestoga Center. Our sympathy is extended to Ron and his family.

Alma Eby, LCPC #228, has closed her Book Passage shop along Rte. #23 west of New Holland. She has relocated lots of enjoyable reading in the New Holland Flea Market which occupies the old Rubinson Dept. Store in the center of town.

Our Readers Write

Dear Jim,

A feature in *The Card* that I greatly enjoy is "It Pays to Read the Back." Especially interesting are semi-coded, covert, off-beat messages.



I have enclosed a 1909 PC that fits the above criteria. In addition to the sender describing herself in the picture as being a "skinned monkey" it is a mystery as to how and why Effa Williams (the receiver of the PC), the next time she "comes up can subdue the fiery Barnholt by showing him this. He would be subdued."

My vivid and bizarre imagination says that the writer, R.S., believes that her picture will have the same effect on Barnholt as would a more conventional cold shower!! What do you think?

Al Schaub, LCPC #694

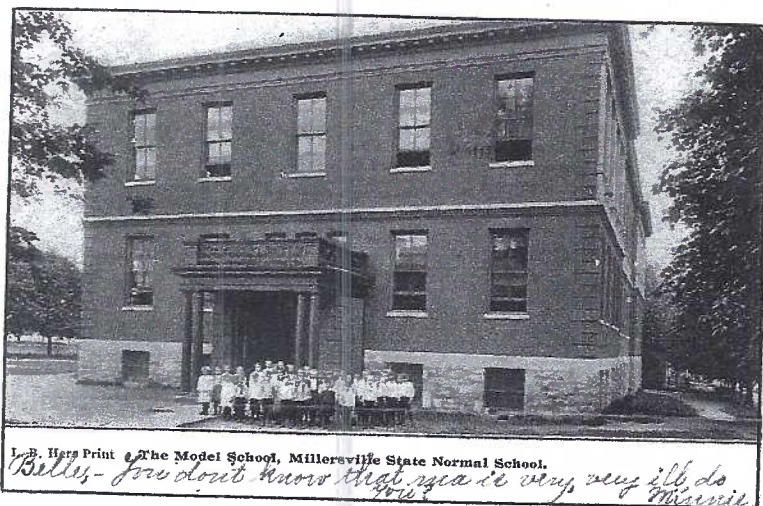
(Postmark is somewhere in Iowa.)



Dot Fry, LCPC #59 and our third president, was honored at a surprise 90th birthday party on Dec. 5. A handful of club members were among the more than 100 guests who attended at Fairmount Homes. If you were among the missing, you can still wish her a Happy Birthday (Dec. 23) by sending a card (or postcard) to Dorathy Fry, 117 Farm Crest Dr., Ephrata, PA 17522. We see her here laughing it up in a red derby with Barbara Haubrich and Barb's dad.

Messages on Local Postcards

On *The New Franklin and Marshall Academy Bldg.* card dated Sept. 1907 and sent to Wm. Edwin Keefer, N. Queen St., Lancaster. "Your cert. (certification) O.K. for F & M. Simply to report with your class at the opening of the term. Wish you success with your course. T. C. Helm" (Thaddeus Geary Helm was principal at F&M Academy for twenty years.)



On *The Model School, Millersville Normal School* card dated Jul 21, 1907, to Mrs. Amos Raub, N. Lime Opp. Lancaster College, City, "Belle, You don't know that ma is very, very ill do you? Minnie."

On a postal card mailed from Marietta on Sept. 6, 1888, to Mr. Will Wheeler, Columbia, "You are invited to join a Straw Ride given by the Ladies on Friday evening, September 7. Meet at Mr. A. D. Wike's at 7 PM."

To Chas, Wimer, Quarryville from Lanc. on an *F&M Science Bldg.* card, Sept. 1909, "Dear Brother, Tell all the folks that I arrived safely. I have not yet got straightened out. There are over fifty new boys so it will take me some time to get acquainted. I have been kept real busy far with my lessons, work, laundry and in addition I have reported each evening for football. I will write later. Give my love to all. John."

On an *F&M Library* card, Mar. 5, 1909 to Gratz, PA "...I got a room all right but they did not count your no. of terms since you are not at school at present. I got 285 - new carpet and all the old shade (trees); 275 - the ceiling is falling down. Jim Speice has a room in fourth hall and I guess I'm going in with him. You can get in with Klinger - 467. I am sorry I couldn't get a good room for us together. Well the best fellows - seniors, middlers and best juniors are going to 4th hall, that's the reason I am. Hope you don't care. Hunts."