

THE CARD - Vol. 16, No. 2. Issue 182. February 2005.

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

Enjoying postcards through education and entertainment.

Next Meeting: Mon., Feb. 21, 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.

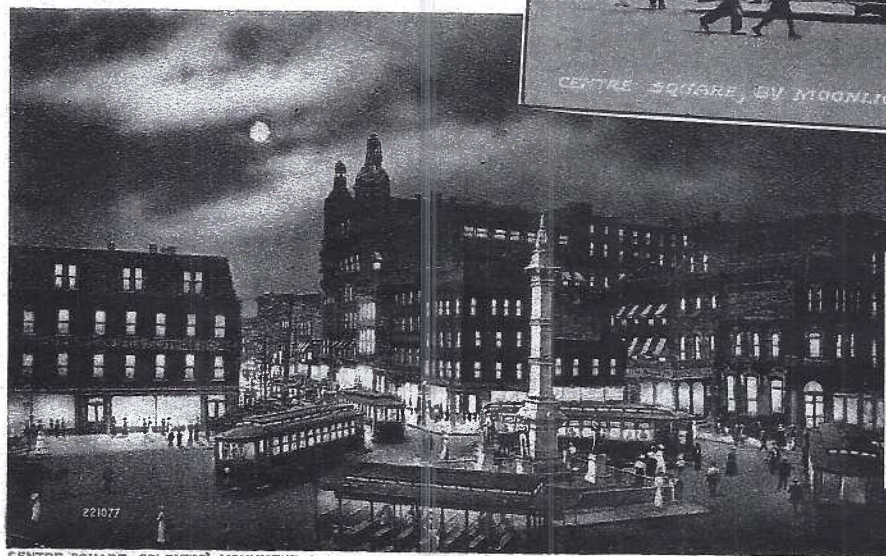
Club and Editor's address: LCPC c/o Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA. 17578-9669 or midcreek@ptd.net.

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

MOONLIGHT VIEWS OF OLD LANCASTER



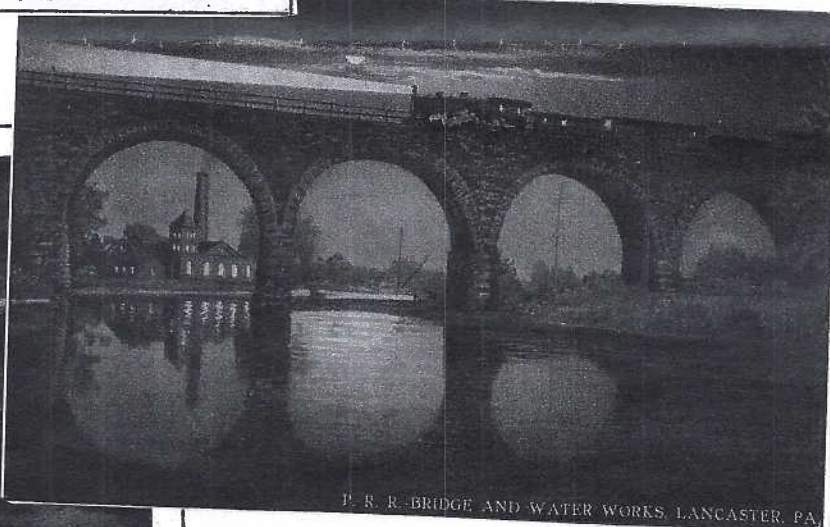
Am. News Co. #D9943



221077
CENTRE SQUARE, SOLDIERS' MONUMENT AND NORTH QUEEN ST., AT NIGHT, LANCASTER, PA.

Valentine-Souvenir Co. #221077

Your 2005 club dues can be paid now. Our fiscal year ends in March. Your dues include the March *Card* and none beyond. Save everyone time and money by sending your check, payable to LCPC, in the amount of \$10 for one member and \$5 for each additional member at the same address, to Betty Beck, 11 Cinder Hill Dr., Lititz, PA 17543. Thank you.



P. R. R. BRIDGE AND WATER WORKS, LANCASTER, PA.

Curt Teich #A-25081

Feature Article On Pages 2 and 3

Tichnor #133853

PENNA. RAILROAD BRIDGE OVER CONESTOGA RIVER, LANCASTER, PA.



MOONING in and about OLD LANCASTER

"Moon over Miami..." and a thousand other cities around the world. It was the Golden Age of Postcards (c. 1900-1918) and publishers were looking for new ways to sell the same view. Lancaster was no exception. The technical problems of an actual nighttime photograph were never considered an obstacle - simply have the artist add moonshine - preferably a full moon, darken the scene and turn on a few lights!

The editor of the *Picture Postcard Magazine*, an early English publication, labeled the moonlight effects in 1901 "sad perversions of taste, an insult to one's common sense and an injury to one's artistic perception." The moonlight effects seemed popular, nevertheless. Whether they were sought by serious buyers or simply added to a collection as a freak of nature we'll never know. No messages supporting the latter notice have been found by this writer.

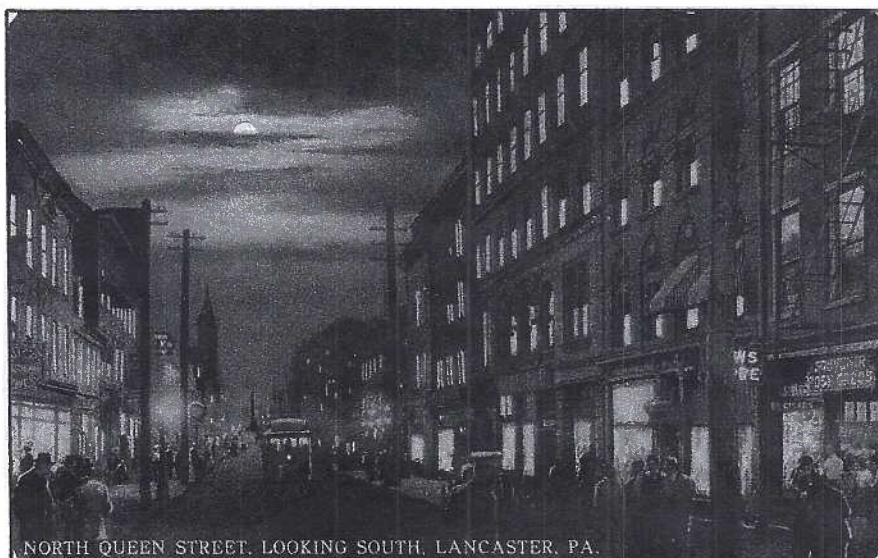


Curt Teich #A-25084

The PRR Bridge and Water Works, #25081, looks credible at first glance, but would we see steam on the lee side of the locomotive in pale moon light? The final cover card, #133853, also the PRR Bridge, features a full moon. But would we actually be able to see the delineation of the massive stones used to build the structure, again, on the lee side of the moonlight?

The first two views on page 2 offer us the opportunity to see some of Lancaster stores' electric signs as they might have appeared at night.

In the top view, #25084, Frey's Shoes and Herr & Co. are on the north side of the first block of E. King St. You can barely make out Garvin's Dept. Store sign in the distance. Across the street we see Mens and Boys Clothing, the area in Watt & Shand's store occupied by *that* department in the early days. An unanswered question is: was the battery of lights stretched across the street for the Christmas holiday? Of nearly a dozen day views of the first block of E. King St. only one shows these substantially erected arcs. They spanned the first block to the court house at the Duke Street intersection.



Curt Teich #A-25087

Continue Mooning on Pg. 3

It's apparent on some cards that the streets crowded with shoppers, autos and full trolley cars had to be day views carefully toned down to appear as evening or night. Sometimes the effect was successfully accomplished; more often it was not.

The top card on our cover, Centre Square by Moonlight, #D9943, comes closest to a realistic scene. Only a handful of lit windows can be seen in the Watt & Shand Department Store and in Rohrer's Liquor Store. One wonders, though, how a moon, partially hidden by clouds, could still cast shadows of the trolley and of the pedestrians.

The second card, #221077, is a bit incredulous - so much office and store activity, at night, and warring lights in nearly every window in sight? Nor did the Civil War monument ever have lighting to make it so distinct - day or night.



Curt Teich #A-25092

Mooning in and about Old Lancaster continued.

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The second view, #25087, shows in the right foreground, the Souvenir Post Cards sign at I. Steinfeldt's cigar store. (It's not the first time a publisher saw to it that his business was prominent in one of his own PC views.) Soon after this view was published, I. S. moved to the east side of N. Queen St. Several properties south, at #140-146, a magnifier identifies the old Wheatland Hotel. In the far distance what *should* be the Woolworth roof garden towers, has been interpreted by the artist, as a building with a sloping peak. Once again, so much activity in nearly every window questions the credibility of the view.

The Lake in Long Park, #25092, needs no explanation. All cards on pages 2 and 3 are by Curt Teich Post Card Company.

"Misleading, inartistic and untruthful style" was an additional description by the *Picture Postcard Magazine* editor. Misleading? Inartistic? Compare the clouds on the white border CT #52250, with the center card, CT #52251. *The cloud formation is identical*, only the right hand cloud has been cropped at the top edge of the card!



Curt Teich #A-52250



Curt Teich #A-52251

A Checklist of Lancaster City Moon PCs

Compiled by B. Benner, H. Steinberg and J. Ward

American News Co. for S. W. Heinitsch

D9943 Centre Square by Moonlight

Tichnor Bros. for Morrison Bros. News Agency

133850 Conestoga River Showing the Old Factory

Bridge Williamson Park

133853 Penna. Railroad Bridge over Conestoga River

Valentine-Souvenir Co.

221077 Centre Square, Soldiers Monument and North

Queen St. at Night

Curt Teich & Co. for I. Steinfeldt

25081 P. R. R. Bridge and Water Works

25083 Conestoga River Showing the Old Factory

Bridge

A25083 Conestoga River Showing the Old Factory

Bridge, Williamson Park

A25084 East King Street

A25087 North Queen Street, Looking South

A25092 Lake in Long Park

A52250 North Queen Street from Center Square, by

Night

A52251 East King Street from Center Square by Night

A52256 West King Street from Center Square, by

Night

Curt Teich #A-52256

The Weber Hotel electric sign shows on the left and the rented offices on the upper floors of the Woolworth Bldg. on the right are all ablaze. Sidewalks are full, horses and carriages, an auto and a trolley fill the first block of N. Queen St. and everything has a shadow! Talk about a strong, full moon. (A little moonshine might give the scene some credibility.)

Another East King Street view, CT #52251, again highlights (no pun intended) Frey's Shoes, Herr & Co., Garvin's, Watt & Shand's and others. It's understandable why the ladies and gents in the foreground are wearing hats - to keep the strong moon light from their eyes!

The final moonlight view, CT #52256, shows a West King Street, even busier than East King Street? In fact, the artist shows us lit windows two blocks west at the Follmer-Clogg umbrella factory!

If you haven't thought about Moons on Postcards before, revisit your collection, but do your mooning in the privacy of your home.



Post Card

Whitney Made
Worcester, Mass.
MADE IN U.S.A.

CORRESPONDENCE

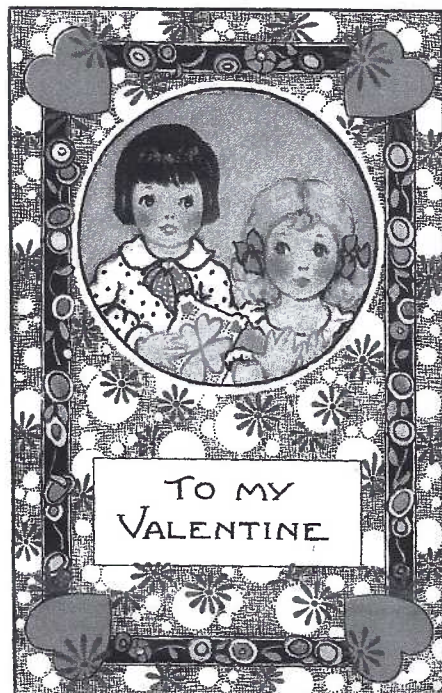
ADDRESS ONLY

Barbara Andrews, in her compact yet informative little book, *A Directory of Post Cards, Artists, Publishers and Trademarks* (see LCPC library) best describes the publisher of some of the most popular Valentine PCs since the golden age of postcards.

Geo. C. Whitney of Worcester, Mass. was a 19th Valentine maker who made postcards from early 1900s until the company was liquidated in 1942. The majority of postcards were made in the U.S. Some undivided backs by the Illustrated PC Co. have been found. Whitney's postcards were usually unnumbered and unsigned. Children, especially cute kids, were a prime goal. They made a general line of greetings including quality gold border religious themes. Early 1900 issues were embossed; flat process printing followed in the 1920s. There are some Scandinavian language Christmas cards.

Enjoy a few Whitney Valentine Children.

Enclosed in this issue of *The Card* is a "Membership Information Update" for each member in the household. Please indicate your current information and enclose the "update card(s)" with your check when you pay your membership dues. If you are one of those few people who have already paid, please return the card in the mail or at the next club meeting. Should your information change before March 2006, please contact Betty Beck so that our roster may be kept up-to-date. This information, excluding the collecting interests, will be available for the membership. Therefore, if there is any information you do not want published, please indicate on the card.



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Her First Successful Meeting

President Sharon Gromis got the year off to a rousing start great member participation and a not-too-shabby attendance, not that she could control the latter. Lancaster County had its first snow the night before (barely a dusting) but the decidedly cold, raw night kept attendance down to 55. This doesn't account for the 5 or 6 who regularly come to buy and leave before the meeting commences at 7.

Set up to sell were Al Schaub, Dick Bishop, Howard Steinberg, Mike Middleton and Jim Ward.

Our Secretary

A captive audience once again anticipated (and was duly delighted) to hear another chapter in the Saga of the Life of Secretary Gisela Withers. This time it was about The Captain's relatives - a Maori princess and an infamous English poet. Isn't there someone with a tape recorder who could sit in the front row and capture these historical pearls? Can you imagine a series of postcards highlighting every event? For those readers who are unfortunate not to attend the meetings, these anecdotes, whether they occur half way around the world or in her own driveway, can all be substantiated by witnesses and/or the Encyclopedia Britannica....honest.

Our Library

Librarian Carol Giona asked for volunteers to hold two sections of the club's books. By the end of the meeting that the vacancies were filled. Thanks.

Paul Smoker offered a concise review of Thomas Dexter bio dealing with life as a printer. Such firsthand info is difficult to find in our hobby. The little book, *The Dexter Post Card Story*, is an easy 76-page read.

Carol Dennis also reviewed a book, *Postmarked Yesterday* by Pamela Russell. Pam (also known as The Halloween Queen) covers all holidays in this latest of several publications she's authored. Carol's presentation included an animated krampus. Now where else, but LCPC, could you have such a unique experience? Both books are in our library. (See page 4 to contact the librarian for either book.)

Our Members

Susan Glass reported that past president Don Davis is now under hospice care. He would be encouraged and most appreciative if you sent him a card - postcard or other - to 61 W. Cottage Ave., Millersville, PA 17551. Our prayers are with him and his wife Marty.

Door prizes were won by Tom Schaum and Dot Aument. The 50/50, a whopping \$30.50, was won by Betty Sowers. They're 'gonna eat good' in Paradise this month!

National Postcard Week

Pres. Gromis is seeking committee persons to complete our annual **National Postcard Week** card. NPW is the first full week in May.

You can help by offering to research a topic (it's usually an anniversary of some place or someone in the city or county); to help devise a postcard; have it printed; send it to two PC publishing magazines or

help mail exchanges when they come to us. Much of this had been handled in past years by Jim Ward and he's relinquishing the jobs.

Monthly Postcard Competition

The subject for January's single card was Snow People. For the first time in a long time we had two duplicate entries as well as two different cards from the same set. All in all, an eyeful of PC candy.

Harold Moyer FIRST Little girls as snow people
Sandra Schaub SECOND Mr. and Mrs. Snow White*
Tom Schaum THIRD Snow Couple dancing*

*These two postcards are from the same set

Honorable Mentions

Betty Beck Children and pigs
Jim Ward Arthur Thiele's Elves and Snowman
Carol Giona Snowman Holding Sign
Tom Beck Children and Snowman with Broom
Walter Mowrer Identical to Tom Beck's PC
Don Tribit Winter Snow Scene
Bryan Benner Snowman Smoking a Pipe

February's competition will be a board of postcards. This should pose no problem since it is the letter L (love - perhaps, but not necessarily). Let your imaginations run wild. We have a rascally group at our meetings - always delighted with seeing the unusual.

January Program

Members Participation Night is lots of fun. Cards submitted for a 2-minute max description cover a host of subjects and January's program (shown with the opaque projector) was no exception. Our thanks to Jim for operating the projector and a special thanks to Gisela for taking notes with flashlight in the dark!

January's program subject in recent years corresponds to the year, and so 5 was the theme.

Sandra Schaub - 5 cherries on a Clapsaddle patriotic
Tom Beck - Bum thirsts for a 5¢ beer
Bryan Benner - Bather ogles five assorted females
Barb and Harry Brooks - Armstrong's Court of Honor of five flags at the Floor Plant during World War II
Harold Moyer - The Dionne quintuplets
Betty Sowers - Five dogs "Off to the Hunt"
Betty Beck - A 1905 greeting from a "Tender Foot"
Dick Pendergrast - Five gals in donkeys at the beach
Kerry Mohn - 1905 football team (RP) at Keystone (later Kutztown) State Teachers College
Don Tribit - Old Home Week, 1905, in Harrisburg
Carol Dennis - Five Lancaster churches on one PC
Gisela Withers - Five huge bells pulled along street
Jim Ward - Elves watching, other elves shaving a pig
Second Go Round -

Betty Sowers - Five bulls from 20 to 60 yrs. old
Kerry Mohn - Five Mile House in Berks County
Bryan Benner - 5-seater outside for the Whole Family
Jim Ward - Four elves holding a 1909 NY greeting

Thanks to all.

February Program

FREE - FOR - ALL. Everyone bring something to sell (or cash for buying). Table space is Free for All (as opposed to the \$2.50 per table charged at regular meetings). Recommended but not limited to paper items.

LCPC CROSSWORD #2

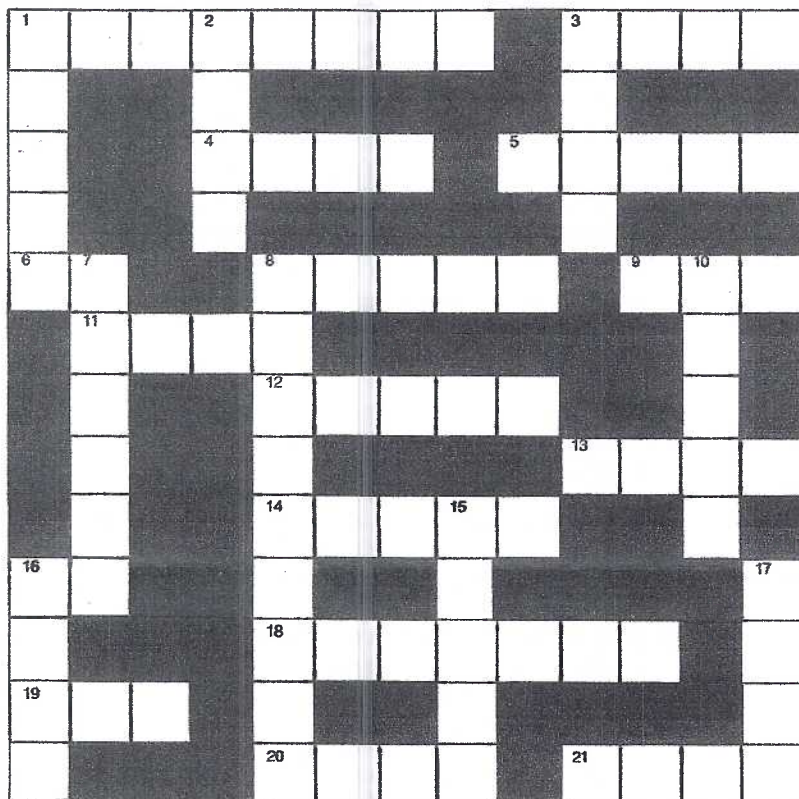
Back by Popular Demand

As some of our early members may recall, it was in the May 1990 issue of *The Card* when our first crossword puzzle appeared. Answers to the puzzle and winners were included in the June issue. Don Davis was the only winner – and the only member to send in the correct answers. The puzzlers in 1990 were Charlie Griffiths and Jim Ward. Fifteen years later Jim has found a cohort to replace his deceased friend by choosing Betty Beck to assume partial responsibility for LCPC Puzzle #2 which, by popular demand, we offer here.

An inducement in 2005 will be a ½" pack of postcards to the member whose *correct answers* are first to reach the editor's desk. Sharpen your pencils, cut out (or copy the puzzle), lick those stamps and zip it on down to the nearest post office.

ACROSS

- 1 Baltimore native, authored an excellent WWII propaganda postcard book (in our library)
- 3 We're paving over this Lancaster County asset
- 4 1920s PC greetings reflected art ____ designs
- 5 LCPC member in charge of monthly PC exhibits
- 6 Initials of Huck Finn's pal
- 8 Civil War PCs feature ____ forces at Gettysburg
- 9 An 1898 ____ of Congress allowed privately printed PCs the same privileges as government issues
- 11 A toy in Santa's bag, also played by some angels
- 12 San ____ hosts a big PC show every year
- 13 Postcard plaids often designate the clan of a ____
- 14 Turn off the ____ games and enjoy postcards!
- 16 Initials of sought-after Bavarian postcard printer
- 18 LCPC member who recently co-authored a fine book about Kennett Square with Joe Lordi
- 19 Completion, conclusion
- 20 Flat-bottomed boat or a wall-eyed pike
- 21 LCPC member #3 likes dressed animals and Santas



DOWN

- 1 Half of George Washington's rural home
- 2 The South threatened to ____ from the Union
- 3 Covers a chimney sweep's clothing
- 7 2005's new president of LCPC (Keith's mom)
- 8 The backs of postcards until March 1907
- 10 A township in northwestern Lancaster County
- 15 Never let this sticky stuff near your postcards!
- 16 Lancaster County village where they raised Cain
- 17 LCPC member, a director and head of Expo comm.

Johnny Carson

1925 – 2005

He brought us good clean entertainment for decades.



Samuel L. Schmucker: The Golden Age of Postcards

A Joint Exhibition

Reading Public Museum and The
Historical Society of Berks County

"Opening Reception" - Reading Public Museum
Saturday, January 22, 2005 - 5:30 to 8pm

5:30pm - "Samuel L. Schmucker: America's Postcard Artist" Talk by Jack Davis, Olde America Antiques, Bozeman, MT. 6-8pm Reception in Atrium, Music by Granpa's Ragtime Piano.

"Opening Reception" - Historical Society
Sunday, January 23, 2005 - 1:30 to 4:30pm

Historical Postcard Exhibit Opens. 2pm - "Samuel L. Schmucker: America's Postcard Artist" Talk by Jack Davis, Olde America Antiques. 1:30-4:30pm Reception.

"History of Postcards" - Historical Society
Thursday, February 3, 2005 at 9am

Talk by Dennis Becker, Postcard Collector.

"Post It!" - Reading Public Museum
Sunday, April 10, 2005 - 1 to 3pm

Draw, collage, glitter, etc. postcards and create your own mini works of art, then send them to family and friends! Cost is \$1 per postcard - walk in - no need to register. Admission to Reading Public Museum is separate.

"Schmucker Trolley Tour" from the
Reading Public Museum & Historical Society
Sunday, April 17, 2005 - 12:30 to 4pm

Free trolley tours every 1/2 hour between Museum and Historical Society starting 12:30pm at the Museum. Last pick-up is at Historical Society at 4pm. During your 1/2 hour journey you'll be shown highlights of Schmucker's life in Berks County including his home, birthplace, where he was baptized and married, and where he is buried.

1-3pm - Ron Roth, Director and CEO Reading Public Museum will be available in gallery to informally discuss exhibit.

1-3pm - Dee Dee Shaeffer, Schmucker and Postcard Collector will be at the Historical Society to informally discuss exhibit.

3-4:30pm - Dennis Becker, Postcard Collector will be at the Historical Society to informally discuss exhibit.

"Postcards" - Historical Society
Thursday, May 5, 2005 at 9am

Join Donald Brown, Founder, Institute of American Deltiology during National Postcard Week (May 1st-7th) as he discusses what else? Postcards!

Members of the Reading Public Museum and The Historical Society of Berks County are admitted FREE to all events listed above unless noted. If you are not a member, regular admission fees apply for each institution.