

THE CARD - Vol. 17, No. 6 Issue 198 June 2006

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

Next Meeting: Mon., June 19, 2006. Farm & Home Center. Buy, sell, trade from 5:30. Meeting at 7pm.

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

Membership chair: Betty Beck 11 Cinder Hill Rd. Lititz, PA 17543

Club/editors address: LCPC c/o Bryan Benner 127 E. Clay St. Lancaster, PA 17602

Club website: www.playle.com/clubs/lanaster or Google search: Lancaster County Postcard Club



Big Trees of California Coastal and Giant Redwood

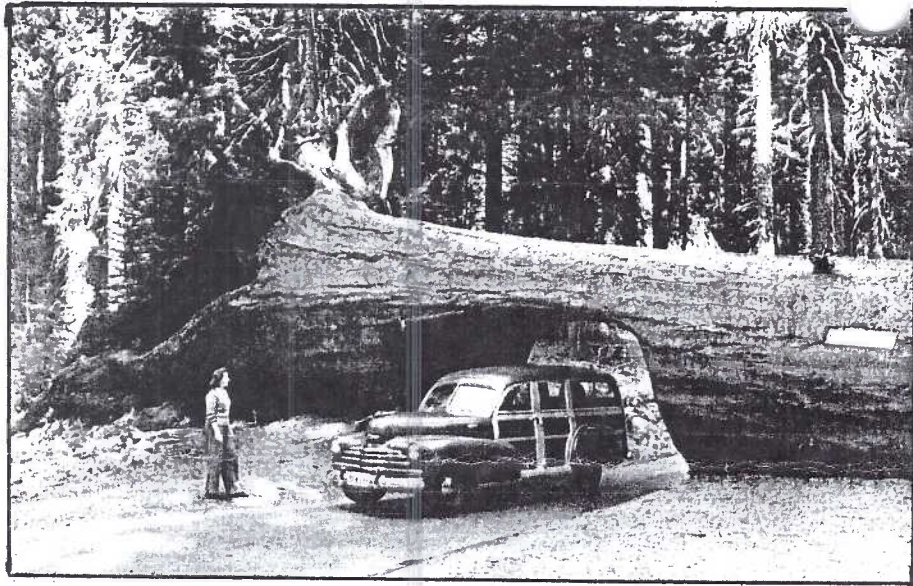


Big Trees of California

Coastal and Giant Redwood

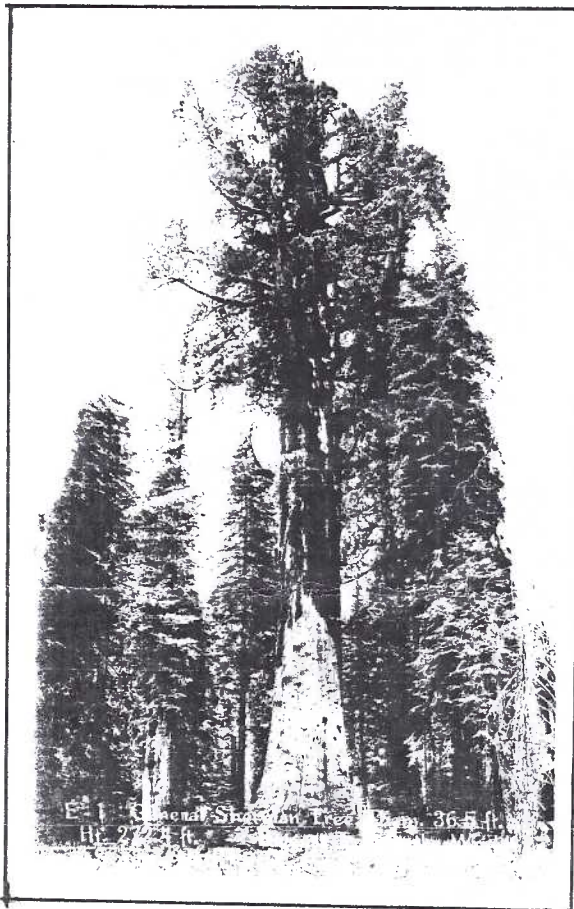
There are two species of redwoods that grow in California and nowhere else on earth. The Coastal Redwood (*Sequoia sempervirens*) is as its name implies the species that grows along the coast and it achieves great heights. From a seed no bigger than a tomato's, they may reach a height of 367 ft. and have a width of 22 ft. at its base. Imagine a 35-story skyscraper. That's over two and a half times higher than the Greist building in Lancaster.

The Giant Redwood (*Sequoia giganteum*) is the other species and it grows more inland along the foothills of the Sierra Nevada Mountains. These do not get as tall as the Coastal Redwood but they get a larger girth. The tree called General Sherman is the largest known tree for stem volume. (Most board feet of lumber)

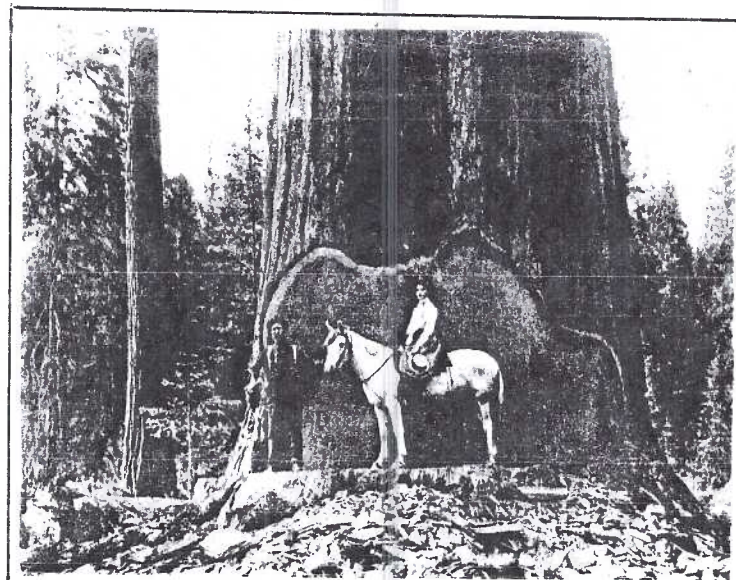


Tunnel Tree in Sequoia National Park, CA. This sequoia is so huge that when it fell, the road to Crescent Meadow, Giant Forest, was cut right through the prostrate trunk.

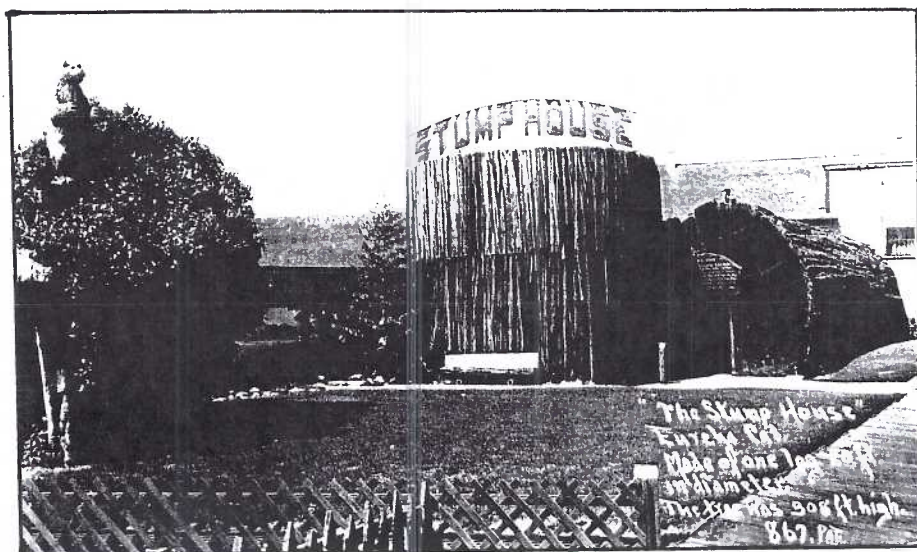
Europeans first saw redwoods in 1833 when a hunter wandered into a grove of trees in the North Grove at what is now the Calaveras State Park. Stories of their great size were told and often not believed for many years. They quickly became a traveler's destination since nothing quite like them exists anywhere else on earth. Of course where there are travelers there are postcards! Many cards exist from all periods of publishing. My favorite and mostly what illustrates this article are real photo cards that seem fairly plentiful.



Caption reads, "General Sherman Tree, Diam. 36.5 ft. Ht. 272.4 ft. - Biggest Tree in the World. Sequoia Nat'l. Park, Calif."



This undivided back card is captioned "Big Trees of Kings River Canon, California. Largest Trees in the World Are Here."



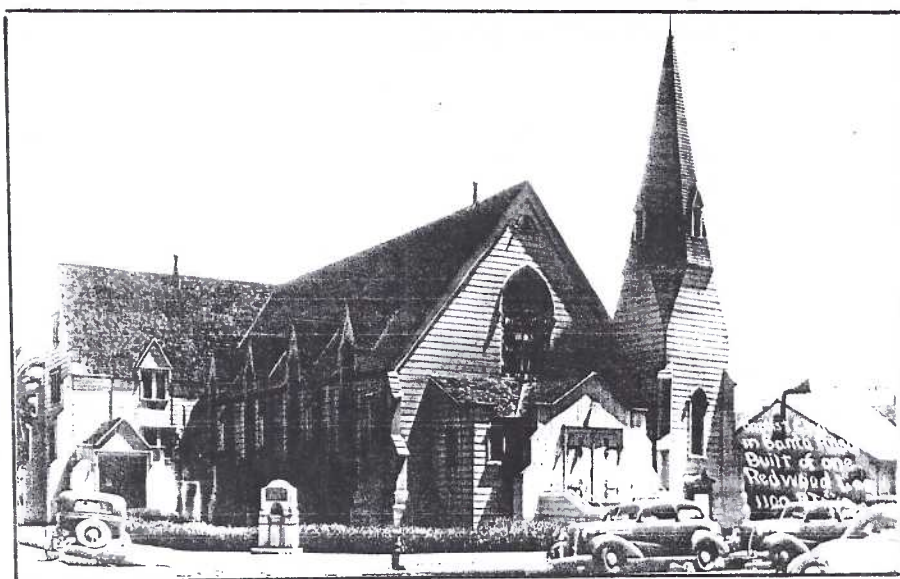
"The Stump House Eureka Cal. Made of one log 308 ft. in diameter. The tree was 308 ft. high." Is how this real photo card is marked. The Stump House burnt down in the late 1990's.

This 1944 postmarked card is captioned "Baptist Church in Santa Rosa Built of one Redwood Log" Santa Rosa, CA is also the home of Robert Ripley of "Believe it or Not" fame. He put it in his book for being built from one log.

California's North Coast provides the only environment in the world in which redwoods still grow today. Fossil evidence shows relatives of the modern redwood once grew other places on earth. A combination of longitude, climate and elevation limits the redwoods range to a few hundred miles. Redwoods have a natural resistance to insects, disease and fire. This allows some trees to reach great age and size.

Many tourist attractions were established to capitalize on the visitors. The tunnel cut through the tree was one of the first. It seems even in horse and buggy days one paid a fee and was allowed to drive the 20 feet or so through a living tree. This wasn't ideal for the tree though and tunnel trees would blow down. Four still exist but conservationists long ago have prevented this practice. Many postcards show people driving horse and buggies and later cars through these trees.

There also are cards showing trees being cut down, logs on trucks, a Calvary division mounted on horseback on a fallen log, U.S. presidents by trees, gift shops inside trees, logs made into buildings, wood carvings and many more. It seems the redwood visitor had no shortage of postcard options.



About the cover cards:

Top left-"Wawona" was cut through in 1881 and fell in 1969. It was 4870 years old.

Top right- Grove of redwoods, for scale note the tiny car at the opening on the right.

Bottom left- This grove at Sequoia Nat'l. Park had a trio of trees that were named after the three graces of mythology.

Bottom right- "The Shrine Tree" at Myers Flat, CA had a tunnel cut through an already deteriorating tree. 5000 years old.

Real Photo Card, showing Philadelphia, PA – Broad St. and City Hall, July 1907
Convention for the Elks decorations on the street

Library Highlight

A PENNSYLVANIA ALBUM

Picture Postcards, 1900-1930

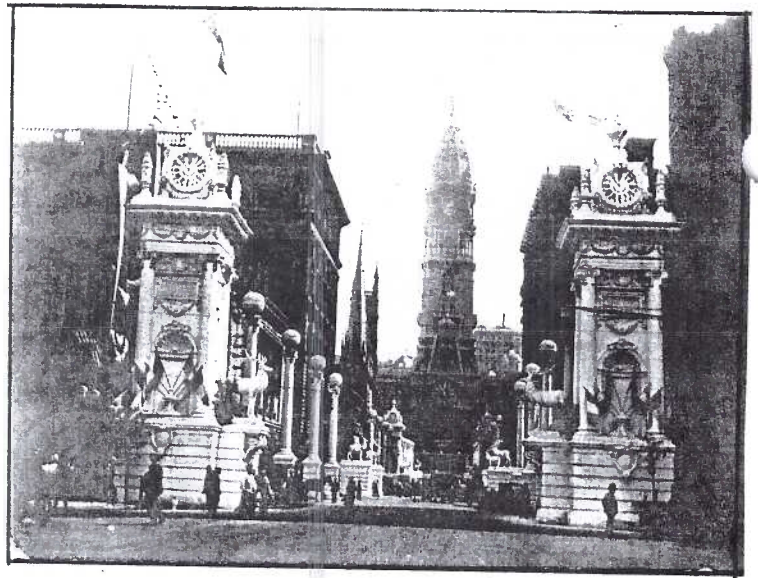
by George Miller

The illustrations reproduced in this book provide a visual record of everyday life in Pennsylvania from 1900-1930. One type of card is a commercially produced issue, generally printed in Europe, and sold in large quantities. A second type is a photocard, an actual photograph printed on a heavy stock developing paper and imprinted with the word "postcard" on the back.

Of the commercial cards, those for the larger cities were frequently issued by one of a number of postcard printers to be sold as souvenirs of a visit. These were generally views of major streets or important public or historic buildings. Cards of smaller towns frequently were "published" by a local department store or druggist. Anyone could "publish" a postcard – anyone who could supply the printer with a photograph and agree to purchase a minimum number of the finished card.

Actual photocards are considerably more unpredictable in terms of subject matter. Many of these were never intended to be souvenirs. Photocards can be divided into two groups: one carries no identification of the photographer or subject matter; the other has a title or photographer's name either printed on the back of the card or scratched or painted onto the negative from which the card was made. In the second instance, because there is an intermediate step between the developing of the negative and the making of the postcard – a step in which the negative is identified for the consumer by date, subject, place, or maker – such cards were probably produced and sold in at least a small quantity. Anyone could have a photograph developed as a postcard.

Both types of postcard are valuable as visual records of an earlier age. They showed a way of life, an existence which has either disappeared or been radically changed. The houses, neighborhoods, buildings, trains, trolleys, and, of course, the people captured on these photographs are gone.



The postcard has generally been ignored by the historian. This is probably because when we think of postcards today we think of those glossy color photographs of vacation spots sent to friends and relatives to verify our trip. However, in the United States of 1900-1930, the postcard was something quite different. In a time when newspapers carried few if any photographs, the penny postcard offered an inexpensive and convenient way to capture events. The postcard is more than a photographic document. Since it was intended for a popular audience, it offers a valuable comment on the social, ethical, and aesthetic values of that age.

Even the most commercial issue – a view of a street in center city Philadelphia or a public building-- has value to the historian. Actual photocards are even more valuable in preserving and documenting nearly every facet of life during these decades.

There is no "art" to these photographs; everything is in sharp focus and centered. However, there is a fascinating charm and honesty about them. The intention was only to make a visual record of the present for the future.

Finally, the postcard was a means of communication. At a time when telephones were few, when getting from place to place was difficult and slow, and when the mails were reliable, the postcard offered a way to stay in touch, a way to send both a written and visual message. The cards have not ceased to communicate. They bring us a look at our past.

If you are interested in borrowing this book, please call Carol Giona.

PENNSYLVANIA STATE CAPITOL PRESERVATION

The Pennsylvania Capitol Preservation Committee issued the second series of commemorative postcards in a ceremony at the Capitol on May 9, 2006. The Lt. Governor Catherine Baker Knoll and Rep. Paul Clymer of Bucks County were the featured speakers and club member Donald R. Brown gave a presentation on Capitol dedication cards from 1906.

One of the four postcards in the current set is pictured to the right. It shows the Capitol building and, in the inset, a workman doing maintenance on the Capitol's lead ribs. The other cards feature the Commonwealth Statue, the Rotunda and the Public Light Court.



The set can be ordered from the PA Capitol Preservation Committee, Room 630 Main Capitol Building, Harrisburg, Pa. 17120. Cost of the set is \$2.50, or \$4.95 w/commemorative envelope or \$7.95 w/first day cancellation and the commemorative envelope.

2006 EXPO EXHIBIT FORM

Mail or give this form or a duplicate to Expo Exhibit Chair Ruth Moyer, 135 Whitehall Rd., Reinholds, PA 17569 or E-mail rsm@dejazzd.com or Phone 717-336-6644 on or before August 12, 2006. You are encouraged to enter all four categories. If you intend to use 2 boards (maximum) for any category please note this below. Include your title under the appropriate category.

Judges selected from the dealers on Saturday morning before the show will consider the following criteria:

Postcard Information	1/3
Presentation and Originality	1/3
Condition, Completeness and Rarity	1/3

Exhibit boards should be at the Farm & Home Center by Friday night, August 18th between 6PM and 7 PM. The last possible entry time is Saturday morning, August 19th by 8:00 AM. **NO EXCEPTIONS!** You may also give your boards to Ruth beforehand if necessary. Do not cover your boards. LCPC will provide each board with a new plastic bag.

1st, 2nd, and 3rd places receive \$15, \$10, and \$5 in each category. Best of Show, chosen from the 1st place exhibits receives \$25 and Peoples Choice chosen by the public's ballots receives \$25. Each Entry receives a specially designed 2006 Expo Award postcard.

I will have an entry in the categories listed below with these titles:

WHO (children, people)

TRAINS & TROLLEYS

WHERE (places)

LINENS

Member's Name:

Phone Number:

E-mail:

CLUB PAGE

By Dick Pendergrast

MAY MEETING

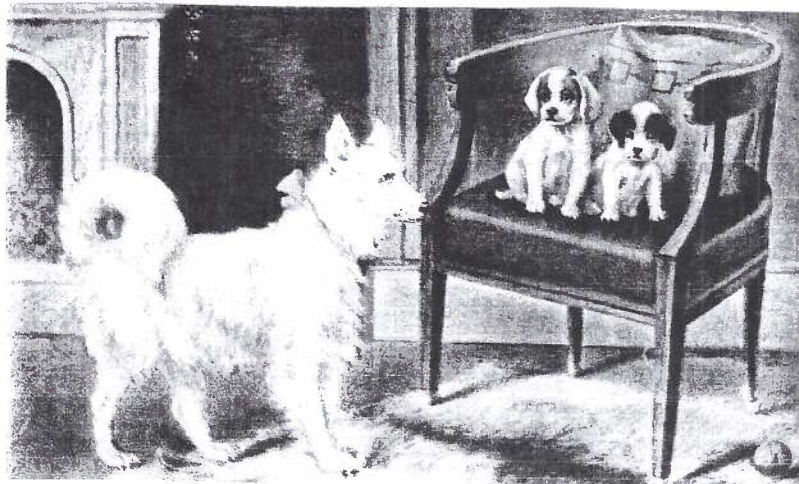
Thanks to member Leon Rowe for sharing his collection of political postcards. These cards are found from about 1900 to the present day but were most numerous in the golden age of postcards. For this reason Teddy Roosevelt, William Jennings Bryan and William Howard Taft are found on many of these cards along with minor candidates of the period. Designs were frequently copied from one publisher to another. A number of the cards were done as political cartoons. It was a very interesting program

The competition was a board with the subject "Potpourri".

Winners were: 1st Gwyn Fulmer - "Planters Peanut", 2nd Sandra Shaub - "Lest We Forget" and 3rd Harold Moyer - "Puzzle Cards"

Thanks also to our other exhibitors Jim Ward, Ruth Moyer, Maria Schurz, Mike Middleton, Don Tribit and Mary Darrenkamp.

Door prize winners were Jere Greider and Doug Milliken. The 50/50 was won by Jim Morrison.



"Strangers"
Series 197
E. F. Nister Co., London

JUNE MEETING

Dede Schaeffer will present a program on "E.F. Nister" of London who published a lot of signed artist and holiday cards. The competition will be a single card for "Dairy Month"

WELCOME A NEW MEMBER

#758 VINCENT PETERSON JR., 815 Old Hickory, Apt. 215, Lancaster, Pa. 17601

SAVE THE DATES

- June 4 Postcard Show in Danville, Pa. Susquehanna Valley.
- July 8 Postcard Show in York, Pa.
- August 19 Lancaster Club Show at the Farm and Home Center
- August 20 Picnic at Jim Ward's house. This takes the place of our regular August meeting. Everyone should bring a covered dish for the picnic and some white elephants for the auction. There will be more information on this in future newsletters.