

**THE CARD - Vol. 18, No. 1 Issue 205 January 2007**

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

Next Meeting: Mon., January 15, 2007. Farm & Home Center. Buy, Sell, Trade 5:30 pm, Meeting 7:00 pm

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

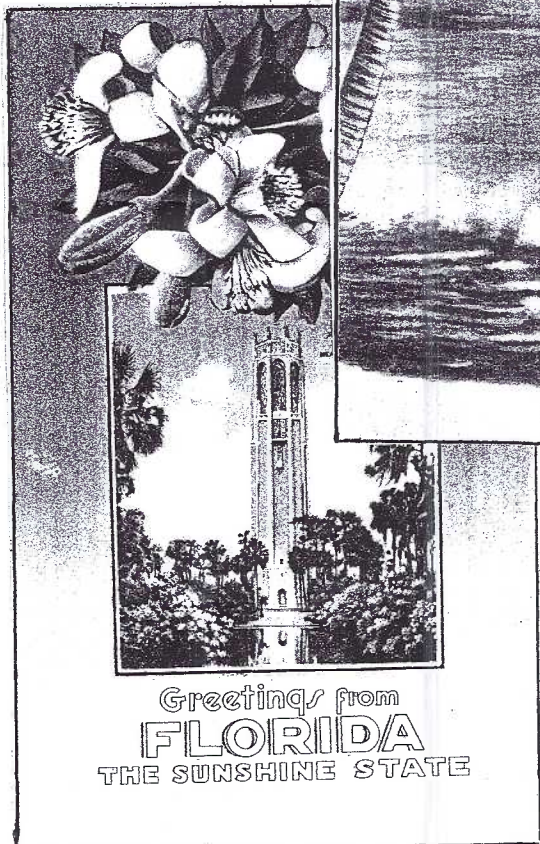
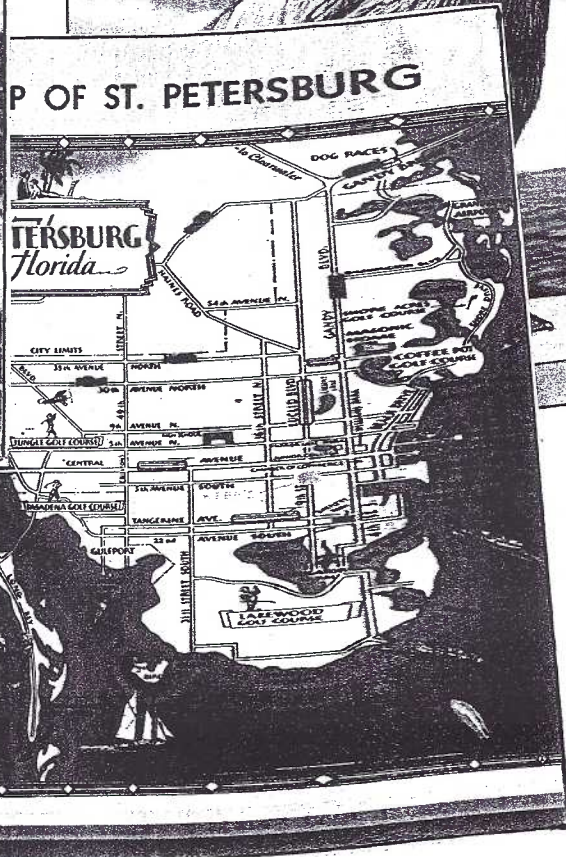
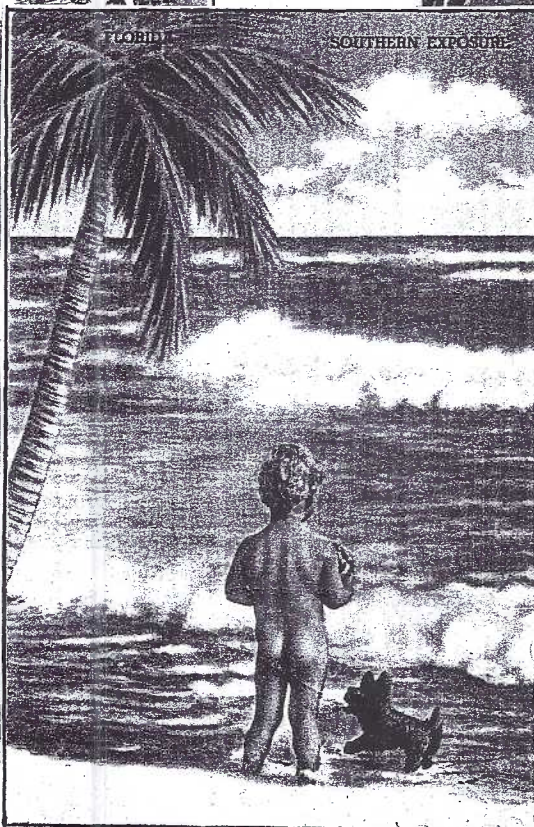
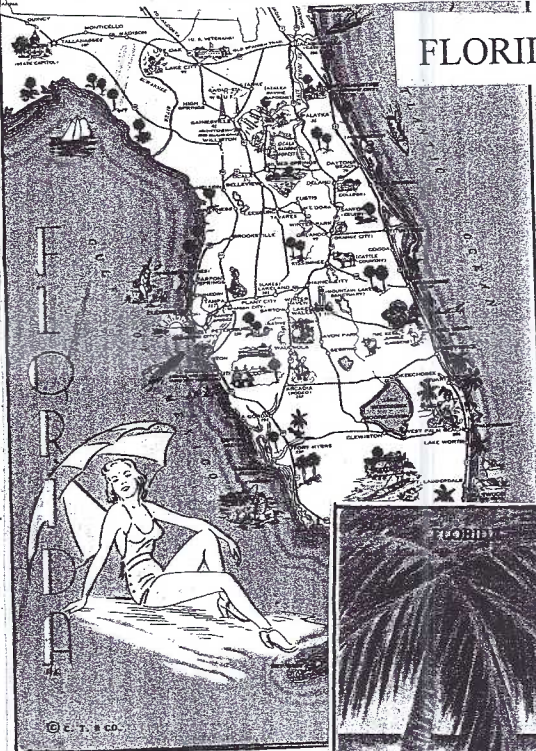
Membership chair: Betty Beck 11 Cinder Hill Rd. Lititz, PA 17543

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

Club website: [www.playle.com/clubs/lancaster](http://www.playle.com/clubs/lancaster) or Google search: Lancaster County Postcard Club

FF-47

**FLORIDA LINEN POSTCARDS**





## Florida Linen Postcards

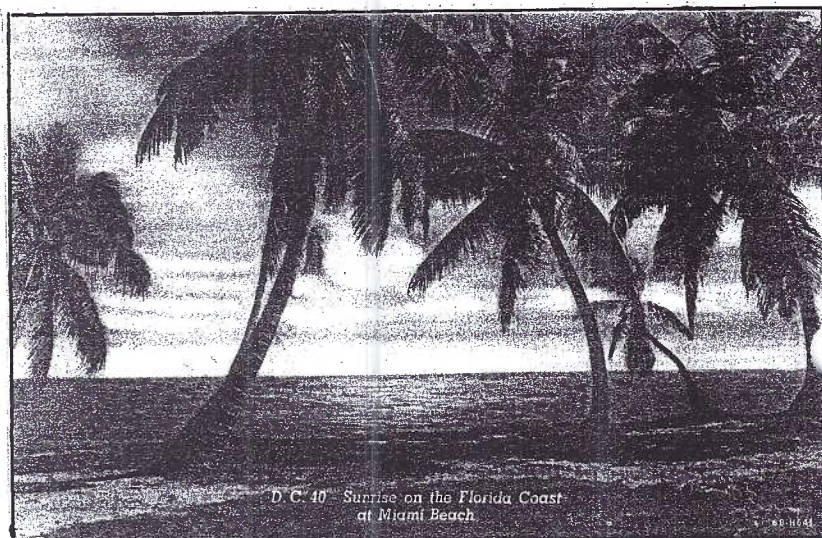
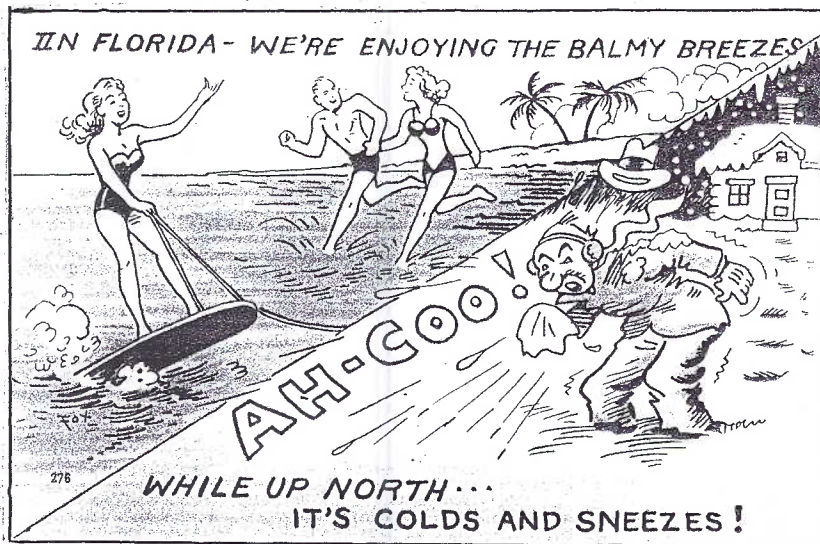
by Bryan Benner

As postcards of old and new proclaim, Florida is the place to be while winter rages in the North. Many a card tells us 'While you throw snowballs for me - I'll pick Oranges for you in Florida.' Florida postcards are common in all publishing periods. Florida was a desired winter destination then, as it is now, and so many cards are around to enjoy no matter what kind you are interested in collecting.

There are some great golden age cards that reflect the stereotypical Florida of our minds, depicting alligators, oranges and beaches. There are other subjects that have some really interesting cards like the Seminole Indians, Ostrich Farm at Jacksonville, and tons of St. Augustine cards.

Some of my favorite Florida postcards are the many 'linen' postcards that were mainly printed from the late 1930's into the 1950's. The reason that the Florida linens stick out in my mind is there were many "colorful" subjects to depict in Florida postcards. The bright sometimes garish color of linens lends themselves to these bright topics. Now a black and white newsletter will not show these colors so you'll have to use your imagination! Topics like sunsets, oranges, tropical flora and fauna to name a few make for very colorful cards. There are colorful comic cards depicting the advantages of vacationing in Florida for the winter that are fun to look at too!

It seems from the cards in my collection that Curteich of Chicago, Illinois and Tichnor of Boston, Massachusetts printed the vast majority of these cards. They were big producers of linens, and so many high quality views are still around. So if you don't have a vacation planned for Florida for this winter maybe you can indulge in some Florida postcards instead!

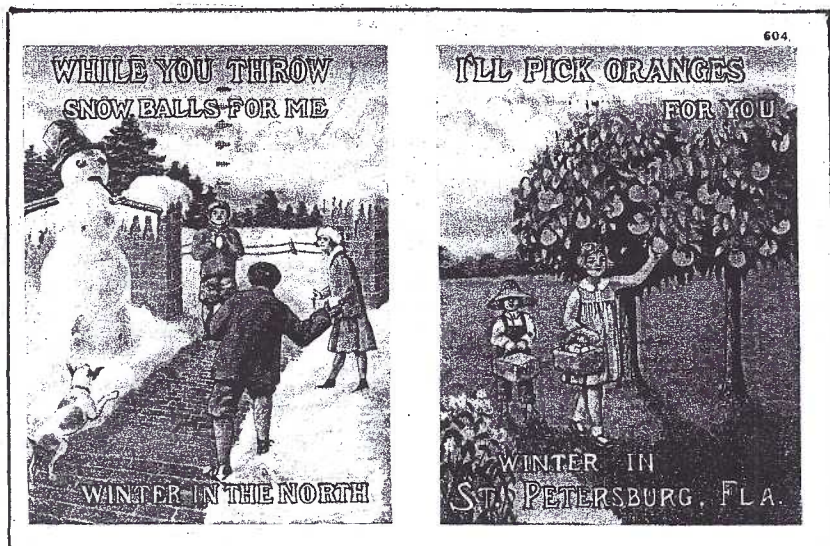


### About the cards on this page:

**Top:** Comic Card, marked only 'Webb's - The World's most unusual drug store, St. Petersburg, Florida'

**Middle:** 'Sunrise on the Florida Coast at Miami Beach,' Curteich, Chicago. This card has great color!

**Bottom:** Comic Card, marked only 'Pub. By The Atlantic Post Card Co., Portland, Me. & St. Petersburg, Fla.'

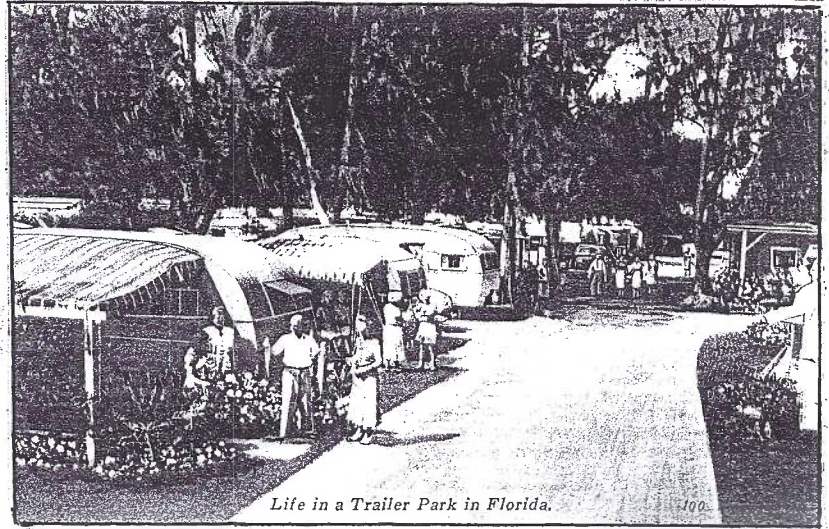


Thank you, Martha Stoner, for the postcards enclosed with this newsletter.



**Cover Cards:****Left column top to bottom:**

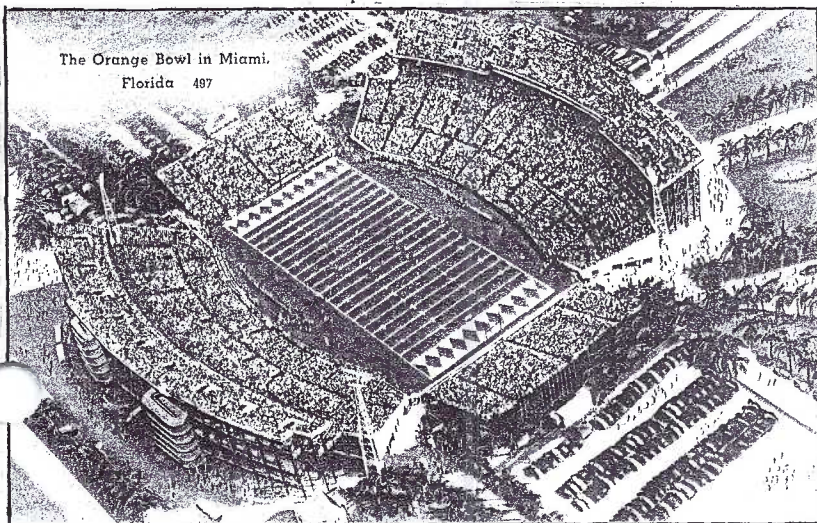
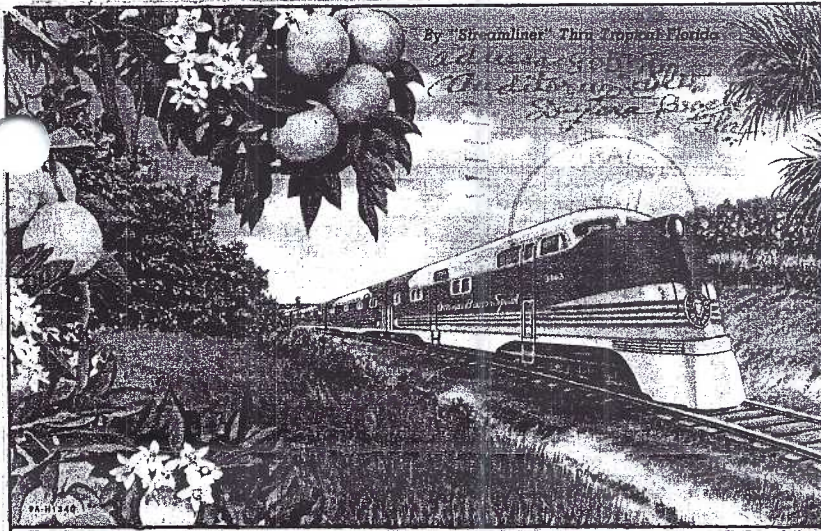
1. 'Come to Florida', Curteich, Chicago, C.T. Art-Colortone, This map of Florida, with attractions shown, has a bathing beauty to spark your interest. Note this is pre-Disney days with no Disney World at Orlando.
2. 'Florida, Southern Exposure,' Curteich, Chicago, C.T. Art-Colortone, A boy and his dog make use of Florida's great weather.
3. 'Greetings from Florida, The Sunshine State,' Tichnor Quality Views, Boston, Mass. This card features the Bok Tower, a great Arts and Crafts style structure. This card tells the details: 'Edward W. Bok built the Mountain Lake Bird Sanctuary and Singing Tower at Lake Wales, Florida, as a token of his appreciation and gratitude for what America had given him. The tower weighs 5,500 tons, has a square base 51 ft. wide and rises to a height of 205 ft. 2 in. It contains a carillon of 71 bells and is built for the most part from Southern materials. It is a concrete exemplification of Mr. Bok's creed. 'Make you the world a bit better or more beautiful because you have lived in it.'

**About the cards on this page:**

**Top:** 'Life in a Trailer Park in Florida,' Tichnor Quality Views, Boston, Mass. Hard to imagine anyone making a card with this topic today!

**Middle:** 'By "Streamliner" Thru Tropical Florida,' Curteich, Chicago. This modern train is the 'Orange Blossom Special.'

**Bottom:** 'The Orange Bowl in Miami, Florida,' Tichnor Quality Views, Boston, Mass. This card was never used so it's hard to know which year's Orange Bowl is depicted.

**Cover cards:****Right column top to bottom:**

1. 'Three Beauties in Parrot Jungle, Miami, Fla.,' Curteich, Chicago, C.T. Art-Colortone, This card's caption is as follows: 'Sightseeing tours in Southern Florida most always include Parrot Jungle, a natural jungle of unspoiled tropical beauty. Brilliant Macaws, Parrots and Cockatoos fly free. Gouras strut below in gorgeous array. Be sure to bring your camera and enjoy Parrot Jungle - Red Road - Miami, Fla.'

2. 'Florida's Big Bill,' Curteich, Chicago, C.T. Art-Colortone, The card's front contains this little poem: 'Florida's Big Bill'  
A Gorgeous Bird is the Pelican,  
Whose Bill can Hold  
more than his Bellican,  
He can put in his Beak  
Food enough for a week,  
But I'm Blest if I can see  
how in Hellican.

3. 'Map of St. Petersburg, Florida,' marked only pub. By The Hartman Card Co. Pinellas Park, Florida, This map of St. Petersburg was sent in 1946 from Emily to P.fc. Thomas W. Gay Jr. at Camp Crowder, Missouri, during WWII.



**Watt & Shand:  
Lancaster's Grand Old Lady  
by Tom Beck**

When I started collecting postcards some 30 years ago, I focused mainly on Lancaster City. Having grown up in town, I recognized many of the postcards from my youth and particularly enjoyed the view cards of old downtown Lancaster.

After I had collected a hundred or so, I faced the problem of putting them into categories, then sub categories. In order to add some sense to my Watt & Shand cards, I separated them into those with trolleys and those without.

The Watt & Shand Department Store cards certainly represent a major part of my downtown collection. I wonder how many different views there are of the Watt & Shand building. Does anyone know?

For the past 10 years, the site of the old Watt & Shand Store has been the subject of many considerations, deliberations and heated debates. As of this year, her fate has been sealed.

Originally founded by Scotsmen Peter Watt, James Shand and Gilbert Thompson in 1878 at 20-22 East King Street, the store was originally called "The New York Store." The first item sold at the New York Store was a 100 percent wool plaid shawl, which retailed for \$5 (today's value would be about \$85).

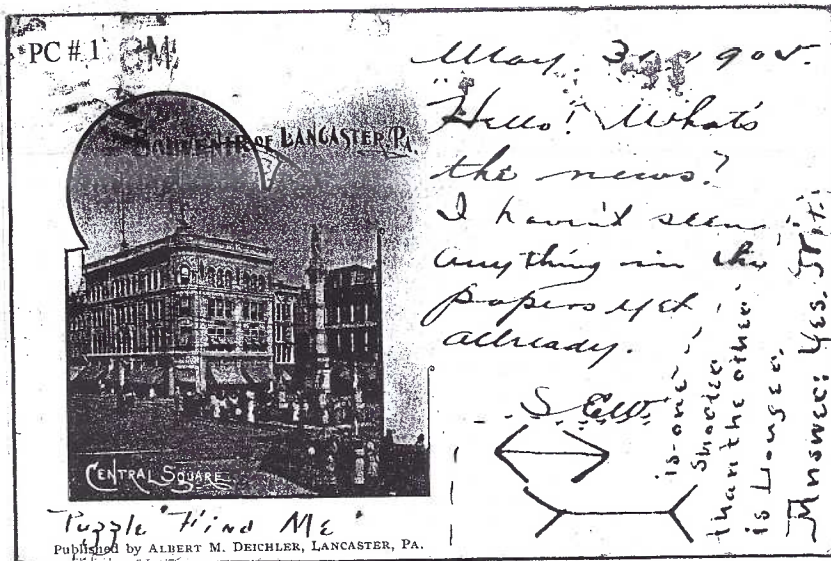
The store was later relocated to Penn Square. In 1879, Thompson died, thus the eventual name evolution to Watt & Shand.

In the early 1900s, a sprinkler system was inaugurated, electric lighting added, and elevators installed. The once-familiar 45-foot rooftop Watt & Shand sign was erected in about 1947; facing west, the yellow lettering would radiate from dimly lit to bright; then the sequence would be repeated. This fall the landmark of Penn Square was removed from the building and is currently in storage.

To me, the greatest innovation to the store were the escalators, the city's first, in 1949. Along with my youthful companions, I thought this mechanical marvel was an extension of the Rocky Springs Amusement Park. We would ride up and down those escalators until we were ushered out of the store by the first-floor supervisor.



2683. The Square, Lancaster, Pa.



Puzzle "Find Me"  
Published by ALBERT M. DEICHLER, LANCASTER, PA.

PC #2: (3683) More of southeast corner with South Queen Street is shown -- dated 1905. Publisher: The Rolograph Co. New York City (Germany).

Before the emergence of the county's mega shopping mall and strip malls, Watt & Shand represented the central hub of shopping and social life in downtown Lancaster. The storefront and window decorations greeted the Christmas holiday bargain hunters while the store's restaurant, *The Rendezvous*, catered to hungry shoppers and downtown employees.

If you lived in Lancaster County, you could not forget the November arrival of the Watt & Shand's Santa Claus as he climbed the ladder of the fire truck to his fourth floor throne. I remember standing with my father in the multitudes and watching the ascension. The next day, we would scour *The New Era* to try to find ourselves in the crowd photo.

PC #1: Probably my oldest of W&S - dated May 31, 1905. W&S did not always occupy the entire corner of Penn Square. That only occurred in the 1920s. Note the title of Central Square. Publisher: Albert M. Deichler, Lancaster, PA.



PC #3



PC #3: (A6155) Two trolleys fill the landscape with more people milling around. Dated 1906. Same publisher as P.C. #2.

When Christmas shopping as a teenager, I always wanted to present my parents with gifts that had the Watt & Shand logo on the box --- surely a sign of economic status in our household.

But, times change: Bon-Ton purchased the Watt & Shand Company in 1992 and eventually closed the downtown building citing an annual loss of over \$1 million. The complex was purchased by Penn Square Partners, an amalgamation of local companies, who believed that Lancaster's downtown needed a \$165.5 million hotel and convention center.

Their plan calls for a 300-room Marriott Hotel and a 220,000 square-foot convention center at the store site. The façade of the building, designed by E. Emlen Urban in 1898, will remain, but the building's interior was demolished this past July.

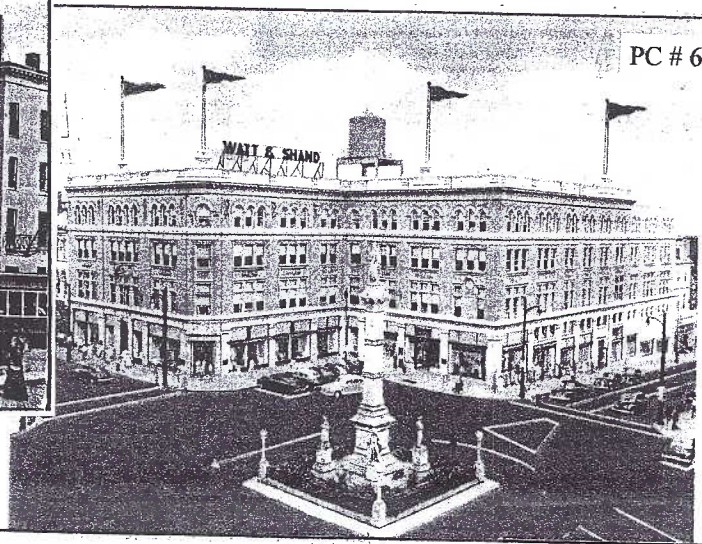
I wonder who will publish the first postcard of this new hotel and convention center. How long it will take for it to become a collector's item? Will any of us be around to see that?

PC #4



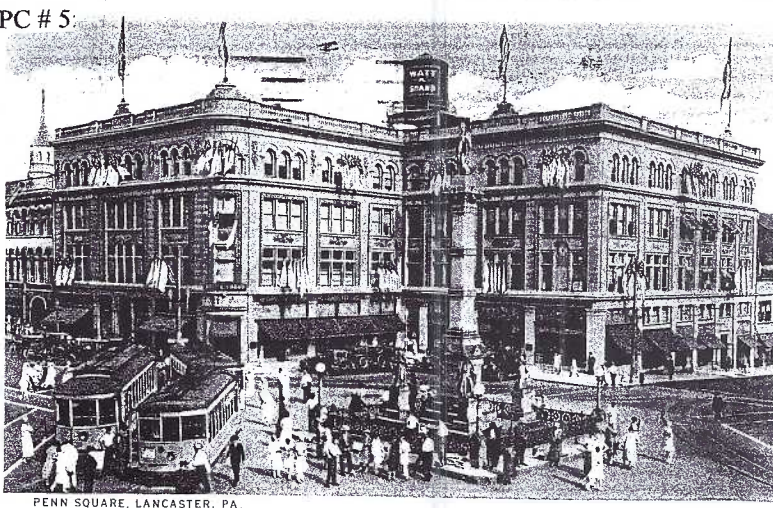
PC #4: This card was probably published about 1910-15. Note the long dresses of the women. The name Penn Square is now part of the title. No Publisher listed.

PC #6



PC #5: This colored, bordered chrome was published in the 1940s. Note the water tower on top of the W&S Building and the flags.  
Publisher: I Steinfeldt, Lancaster

PC #5



PC #6: This color PC, the only one in my collection, shows the W&S neon sign. Publisher: MWM, Purora, Mo



## **Club Page**

by Al Schaub

### December meeting

The meeting opened with an election of officers for 2007. Elected were: President – Al Schaub, Vice President – Jere Greider, Secretary – Gisela Withers, and Treasurer – Barbara Mowrer. Joining Sharon Gromis, Bryan Benner, and Jim Ward, as Board Members, will be Betty Beck, Joseph Myers, and Dick Pendergrast.

Once the formality of the election was completed, the balance of the meeting was devoted to fun, food, and fellowship. In a near mystical manner those attending brought a variety of delicious items that, in a balanced manner, ran from appetizers to desserts, with a vast array of entrees in between.

Special appreciation is extended to the members of our Social Committee and to Dede Schaeffer for her presentation of "Images of Christmas." Also, a thank you to all those members who donated door prizes.

A single card competition was held, with the title being Christmas Transportation. The winners were:

1 <sup>st</sup> place	Walter Mowrer	Santa on a Donkey
2 <sup>nd</sup> place	Sandra Shaub	Santa in an Old Car
3 <sup>rd</sup> place	Maria Schurz	Santa and His Auto

Honorable mention recognition goes to: Ruth Moyer, Jan Weitzel, Jim Ward, Mary Herr, Harold Moyer, Bud Heim, and Barb Heim.

### January meeting

The program will be one of member participation, with the topic being the Number Seven. Please review your collections for a single card that contains the number seven or in some way represents seven of something.

The competition will be a single card contest, with the topic being: "The Most Unusual Baby." The card subject can be a human or an animal baby.

Should you not be sure a meeting will be held because of bad weather, final confirmation can be obtained by phoning any of our officers. They are:

Al Schaub	(717) 560-6278
Jere Greider	(717) 285-5872
Gisela Withers	(610) 582-2131
Barbara Mowrer	(717) 684-5331