

# THE CARD - Vol. 18, No. 5. Issue 209. May 2007.

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

*Enjoying postcards through education and entertainment.*

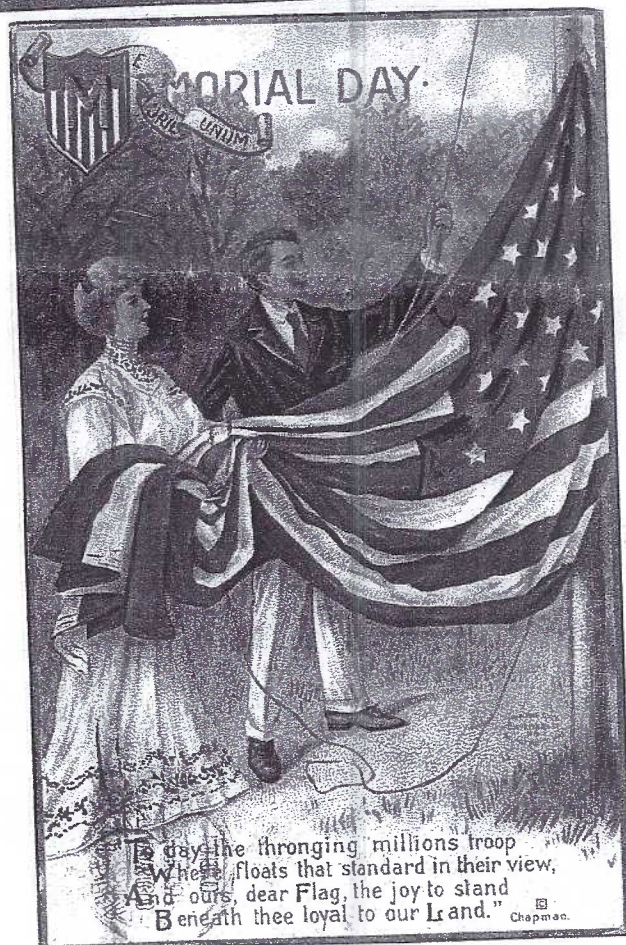
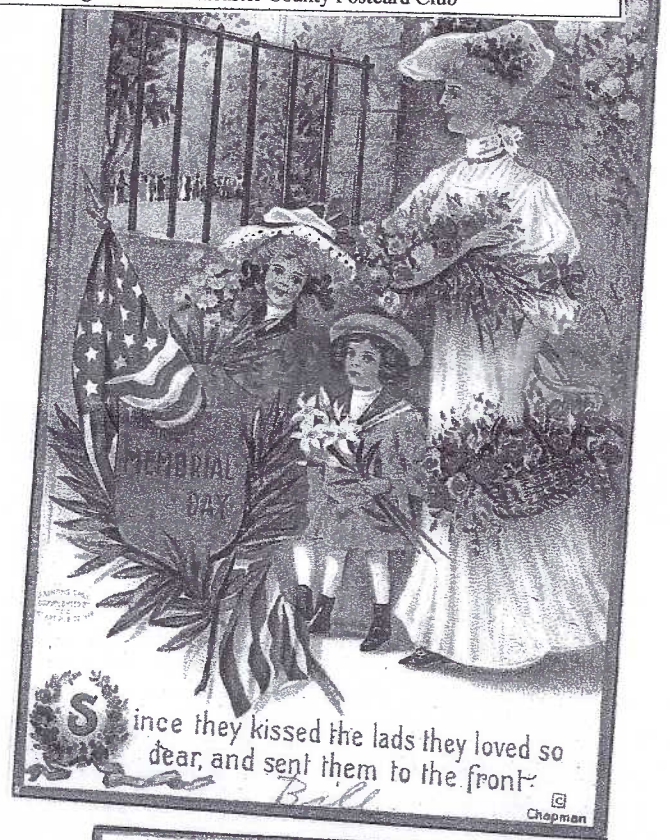
Next Meeting: Mon., May 21, 2007. Farm & Home Center. Buy, Sell, Trade 5:30 pm, Meeting 7:00 pm.

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/editor's address: LCPC c/o Bryan Benner 127 East Clay St., Lancaster, PA 17602.

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





## Aerial Views

### State Aerial Farm Statistics' Toledo, Ohio

Every now and then suburban and rural folks are enticed to have their property photographed from the air. The practice is not new. Certainly the "barn stormers" of the 1930s hadn't made a living at the practice, but by the 1960s many businesses and institutions were approached by professional flight pilots or their companies.

One such company was State Aerial Farm Statistics of Toledo, Ohio. As their name implies, they played a key role in rural data and development.

In Lancaster County, we've found three aerial views by the company -

**Clay Casting Co., Clay**  
**Murphy's Outboard Center, Fishing Creek, Drumore**  
**Pleasant View Rest Home, Manheim RD**

All are black and white views. They are manufactured by the photogravure process, involving printing presses, rather than earlier real photos made and developed in small quantities - some being unique. The first two local views have white borders; the rest home view "bleeds" to the edge.

Gerry Hostetter has several State Aerials from nearby communities -

Dr. John Peterman's home and veterinary business in Pottstown, PA

Juniata County Court House, Mifflintown, PA

Messiah Lutheran Church, Mifflintown, PA

Pinecrest Motel, Rte. #322, Reynoldsville, PA



CLAY CASTING CO.

Clay, Penna.

## Clay Casting Co.

*An enlarged view of a postcard published by State Aerial Farm Statistics, Toledo, Ohio.*

### What you're looking at.

Near the point of Clay Rd. and Route #322 is a pile of white sand. The dark pile next to it is coke. Pipe and motor blocks scattered alongside the coke were melted and used in the casting process. The smaller white pile along Clay Rd. is daub, used to line the furnace.

Parked along Route #322, from left to right, are John Jacob Nolt's '53 (?) Chevy truck, Ann Stahl's '67 Buick, Edwin Stahl's '55 Buick, Herb Carter's '57 Ford and the Stahl's '54 (?) Chevy truck. The Stahls were owners of Clay Casting Co. and Carter was an employee. Nolt hauled for the Stahl's. Paul Rabold sold iron to the company and his car sits along North Clay Rd.

The "second floor" structure was the cupola. It housed a chain-driven elevator that carried material to the top of the furnace. The small white structure on the back roof housed a fan. The darkest portion of the central roof was the original blacksmith shop run by Addison (Addie) Mellinger.

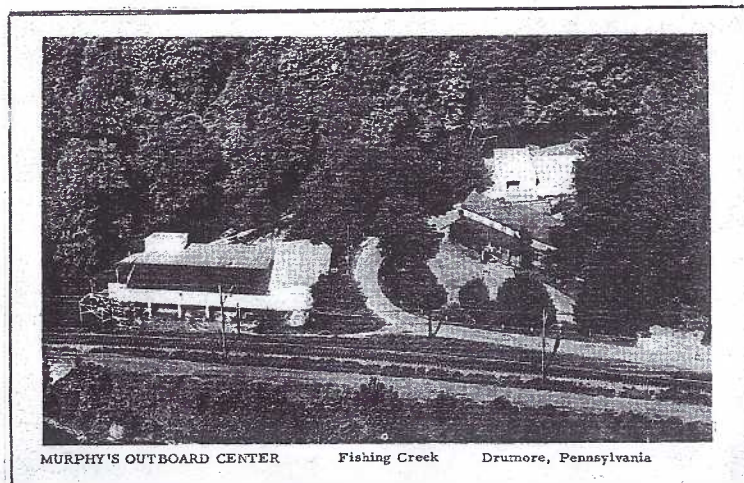
### A little history.

The Stahl's and Jacob Wenrich bought the property about 1953-54 from Addie's son, Schuyler. (Schuyler's Melody Makers was a group of eight musicians including him and his wife. They played at festivals and gatherings in Clay Twp.). Wenrich soon retired and the Stahls became the sole owners.

Clay Casting Company manufactured small cast iron objects but also included among its major clients Chris Craft Boat for which it made mufflers, Calder Door Co. and the Everite Pump Co. of Lancaster and Kalas Mfg. Inc. of Denver.

Mr. and Mrs. Stahl's son, Dale, joined the firm after being discharged from the service in 1965. Clay Casting Company continued in business into the early 1970s. Thanks go to Dale Stahl for supplying this information.

In the 1980s the CCC was razed and a tire service center was erected. Today it's Mike and Susan Burkholder's Foundry Tire Co. The sign on their shop invites you to "Shop Downtown Clay."

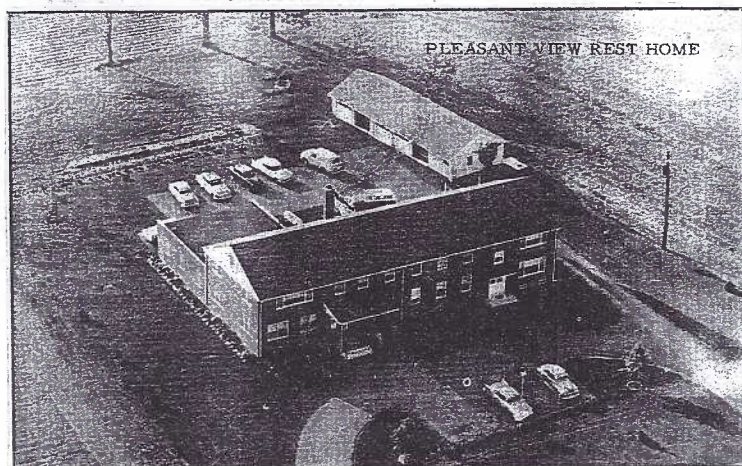


MURPHY'S OUTBOARD CENTER

Fishing Creek

Drumore, Pennsylvania

Above - A 1960s view of Murphy's Outboard Center. Today everything is gone. Pleasant View Rest Home (below) is now Pleasant View Retirement Community and greatly expanded. This PC was mailed in 1968.



PLEASANT VIEW REST HOME





MAIL TO YOUR FRIENDS

Show them  
*Your Beautiful City*

Write below the name and address of the party you are writing to.

M \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Place on top of the stamps the address facing you.

## Scarce Lancaster View Labels

By Jim Ward

(As you noticed in the April and May issues of *The Card*, I've been responsible for much of the contents, aside from Pres. Schaub's Club Page. This is part of a gentlemen's agreement with Editor Bryan - I would help out for the spring issues when he's working overtime at his job in the nursery business. It's been a pleasure. But as I've told my friends, the monthly writing chore for 16 years took a huge chunk of my personal time. That won't happen again.)

A scarce postcard related item came into my hands just a few years ago. I'd been collecting Lancaster City PC views and ephemera since 1960 and it wasn't until 2005 that I was fortunate to buy this. It's a miniature sheet (shown actual size) of 16 PC views of Lancaster.

Because of their small size, the publisher, Morrison Brothers News Agency, had the captions of the views re-worked with large script so the views could be more easily recognized.

I suppose you could call them "real photo" (see envelope) since it appears original white border PCs were photographed. They have a glossy sepia look. They are gummed, perforated, and small like stamps, but they have no monetary value - no use as actual postage stamps - so calling them "stamps" (see envelope) was another stretch in description. Envelope and accompanying directions are reduced 25 %.

The news agency was not in business very long. In 1935 Jay H., L. Oliver, and Russell B. Morrison (the brothers) were located at 307 N. Queen St. In 1940 they had moved to 21 N. Charlotte St.

Morrison Bros. *did* publish at least 20 local view postcards, all printed by Tichnor of Boston. Oddly enough nearly all of the views they used on this sheet were by local publisher Ike Steinfeldt, although they themselves had published some of the identical views!

The perforations along the top and lower edges of the little sheet aren't evident on our photo. It's likely the 16 labels were repeated in a continuous perforated roll and every fourth line of views was separated and put in the envelope forming a "set."

Should a member have a different set of views, let's re-visit this Morrison Bros. endeavor.



## Cover Cards

International Art Publishing Co. produced many fine sets of cards including numerous holidays. Our cover cards are four from a set of six by International Art's popular artist, Cyrus Durant Chapman, (His copyright signature can be seen along the lower edge.) Chapman also was an artist for Tuck.



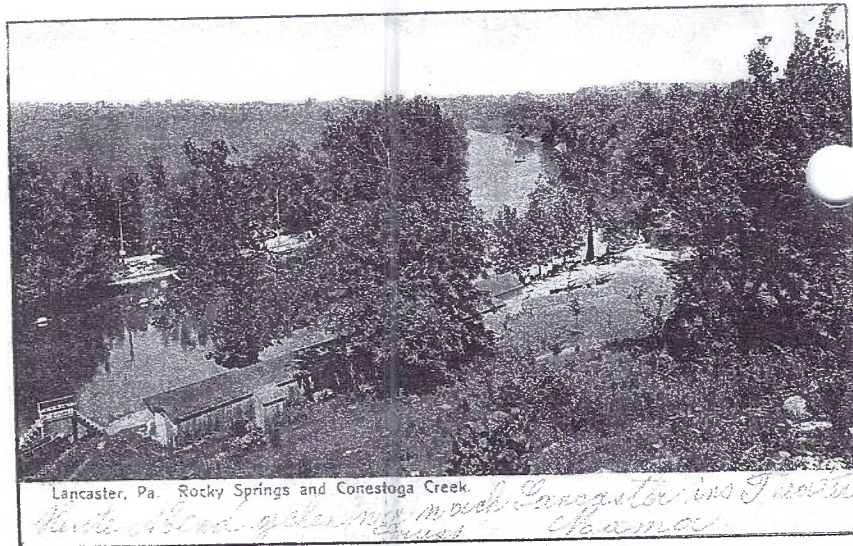
## Deutsch on Lancaster Views

By Jim Ward

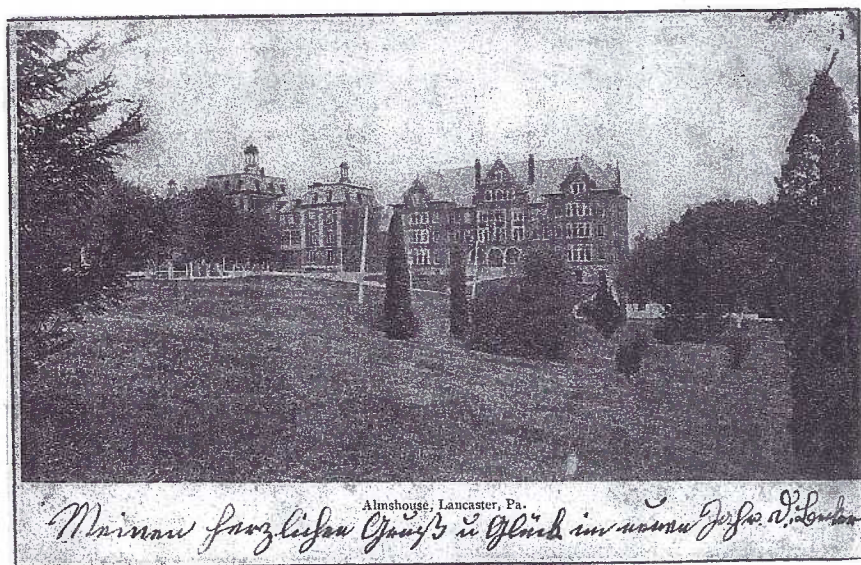
Without *The Card's* unofficial translator, Gisela Withers, this little article would have been impossible. Thank you, Gisela.

We all know there was a heavy influx of Germans to south central Pennsylvania and in particular, the Lancaster community in the latter part of the nineteenth century. Large neighborhoods of Germans were created in the southeast and southwest sections of the city.

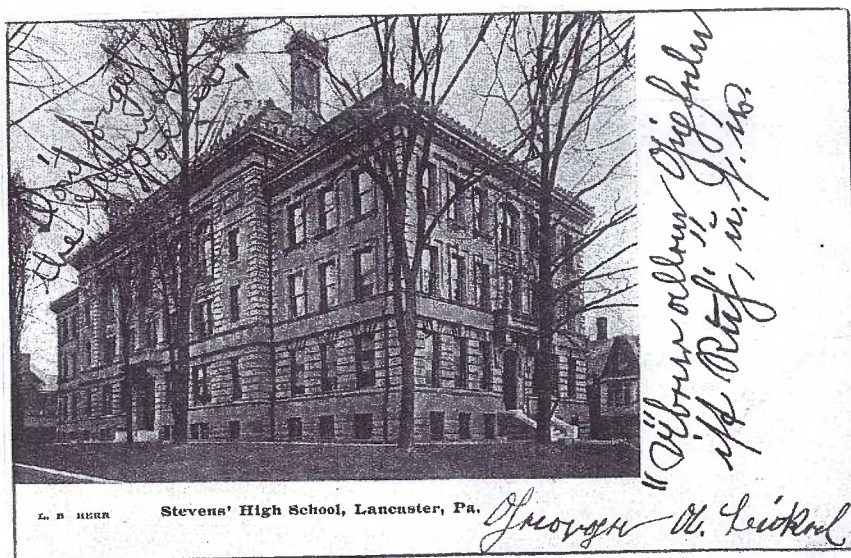
Here are several views with their deutsch (German) messages and Gisela's welcomed translations.



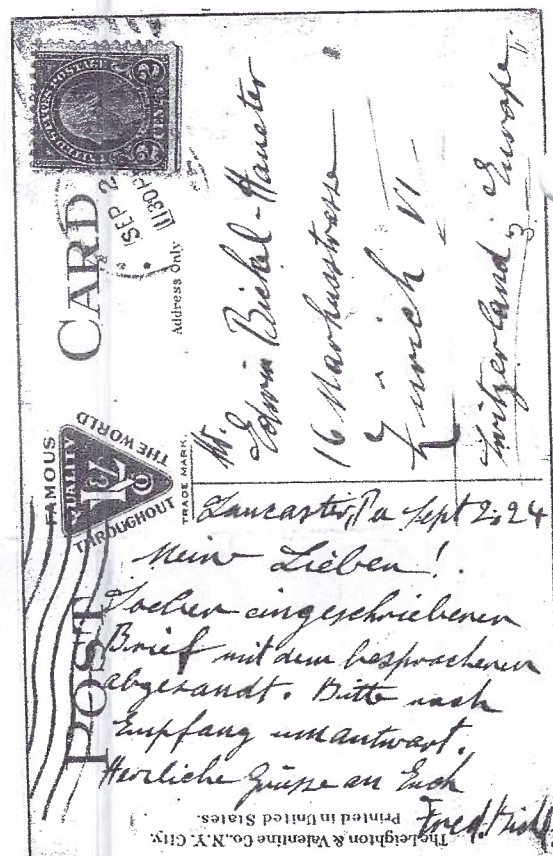
Rocky Springs and Conestoga Creek. (The cancellation is not readable. The PC, with an undivided back, was mailed to another Altoona address.) "This evening we're going to the theater in Lancaster. Greetings, Mama."



Almshouse (Lancaster postmark, Dec. 1905; mailed to Altoona, PA.) Literally: "My warmest greeting and luck in the New Year. D. Lec.....(?)"



Stevens' High School (Lanc. PM Feb. 11, 1906; mailed to West Vine St. in the city.) Literally: "Over all the mountain tops there is quiet." Loosely: "Quiet reigns over all the mountains." (Signed) George A. Lukel. Gisela reminds us this is the first line of one of Goethe's most famous poems - a lyrical gem.



Reverse of North Queen Street. (Lanc. postmark Sep. 2, 1924; mailed to Zürich, Switzerland. "My Dear Ones! Have just sent off the registered letter with the item we had discussed. Please answer when you receive it. Warmest greetings to you. Fred. Biehl.")



## Elks in the News

By Jim Ward and featuring Bryan Benner's postcards

The Lancaster Elks recently celebrated their 100<sup>th</sup> anniversary. Postcards of Lodge #134 number at least ten. All have divided backs (post March 1907) and half of them are exterior views.

Single issues (exterior views) include three published by I. Steinfeldt - The New ELKS Home (unnumbered, printed in Germany, and the only vertical exterior) shows cobble stones and trolley tracks along N. Duke Street. The sample is postmarked 1910. Steinfeldt also published Home of the Elks, #A-14393, printed by Curt Teich. Bryan's PC has a 1911 PM. A second Curt Teich card, with the same #A-14393, has a white border (1920s-30s) and is obviously a reissue.

The fourth exterior, also a white border, Elks Home, was published by National Post Card Co. It's nearly identical to the Steinfeldt views but the newly planted trees along the curb have leaves.

Local collectors will agree, however, that the best views of the Elks Home were published by Von Nieda & Brun from Ephrata. Numbered from 101 to 106 the views were printed in Germany on matte stock and include an exterior and five interior views shown here.



#104 Elks Home (exterior)



#103 Parlor, Elks Home



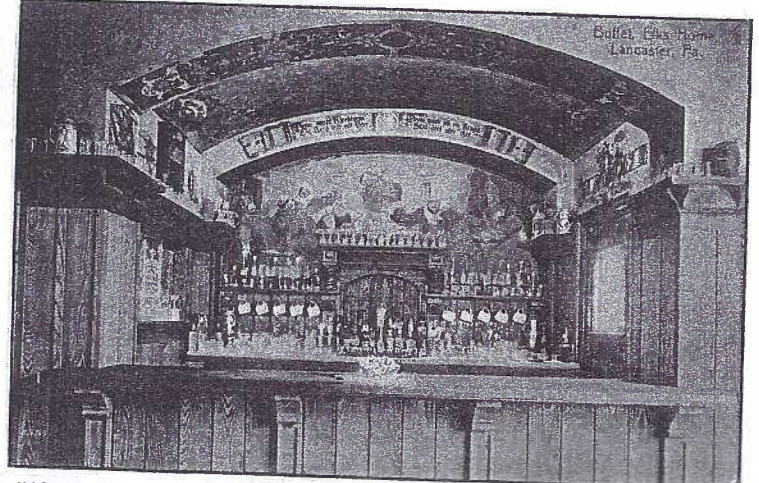
#102 Hall Way, Elks Home



#105 Grill Room, Elks Home



#106 Fire Place, Elks Home



#101 Buffet, Elks Home.



## Club Page

by Al Schaub

### April meeting

The highlight of our April meeting was a presentation on Lancaster advertising cards by Jim Ward. For most of us the cards brought back pleasant memories of many long gone businesses! With the presentation being enthusiastically received, Jim has agreed to an encore during 2008 with cards not shown at the April meeting.

The competition category was titled "The Most Beautiful Decorated Egg." The winners were:

1 <sup>st</sup> place (tie)	Carl Haffly	"Eggs in a Basket"
1 <sup>st</sup> place (tie)	Jere Greider	"Polish Easter Eggs"
2 <sup>nd</sup> place	Dorothy Haffly	"Eggs and Snowdrops"
3 <sup>rd</sup> place	Harold Moyer	"Egg Rider"

Honorable mention went to: Jim Ward, Walter Mowrer, Dede Scheaffer, Sandra Shaub, Ruth Moyer, and Maria Schurz.

The door prizes were won by: Tom Beck (\$3.00), Dick Duncan (\$2.00), Eileen Hull (\$1.00), and Johanna Gingher (cards). The 50/50 prize of \$25.00 was won by John Rodkey.

### May meeting (May 21, 2007):

To be greatly looked forward to is a postcard presentation on Hawaii by Dolores Rowe. As both a collector since 1969 and a postcard dealer, Dolores has authored a book titled "Greetings from Kennett Square." She also co-authored "Around Avondale and West Grove" with Joe Lordi. Her past professional experience includes a thirty year career as a public school teacher. At present she works part-time as a mentor to aspiring teachers and assists her husband, Leon, in doing property appraisals. This is a program not to be missed!

The competition in May is a single card on the topic: Prettiest Flower (or Flowers).

### Vital Notice:

If you have not yet paid your dues for 2007 it is essential that you do so immediately (pronto, tout de suite, sofort) in order to remain a member in good standing and continue to receive The Card.

Al