

THE CARD - Vol. 18, No. 8 Issue 212 August 2007
 Monthly Publication of the Lancaster County Postcard Club, Lancaster, PA.
 Next Meeting: Mon. August 20, 2007. Farm & Home Center. Buy, Sell, Trade 5:30pm, Meeting 7:00pm
 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.playic.com/clubs/lancaster or Google search: Lancaster County Postcard Club

HERSHEY PARK AND HERSHEY KISS CELEBRATE THEIR 100TH BIRTHDAY

Cable address "HERSHEY"
 Codes
 B.C. "Lieber" and Bentley's
 Western Union Telegraph



THE MOST COMPLETE CHOCOLATE AND COCOA PLANT IN THE WORLD

HERSHEY CHOCOLATE CORPORATION

MANUFACTURER
OF
CHOCOLATE AND COCOA

Hershey, Pa.
 September 21, 1953

① HERSHEY PARK ①
 Coupon 1 Coupon

② HERSHEY PARK ②
 Coupons 2 Coupons
 ② SKEE-ROLL ALLEY ②

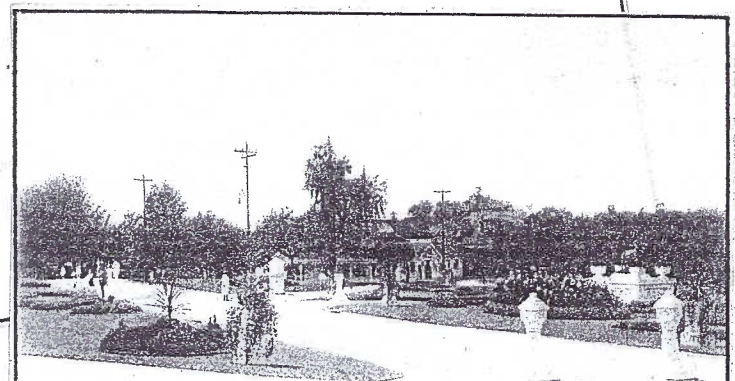
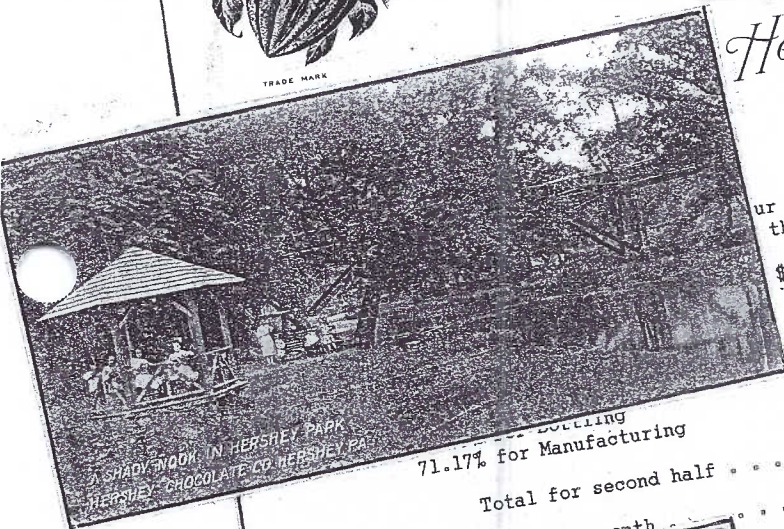
ur milk sold in bottles and used
 the month of August was as follows:

\$5.8
 3.6

71.17% for Manufacturing
 Total for second half
 Total for month

for
 an extra

Very truly yours,
 HERSHEY CHOCOLATE CORPORATION



An Entrance to Hershey Park, Hershey, Pa.

Hershey Park and Hershey Kiss Celebrate their 100th Birthday

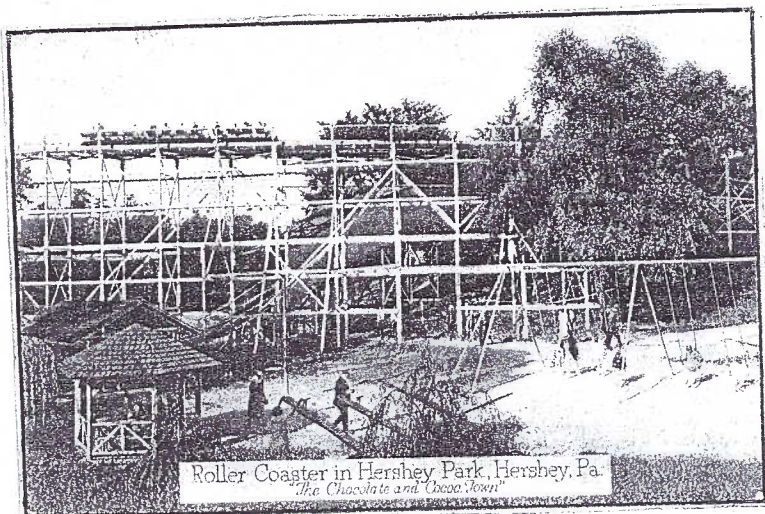
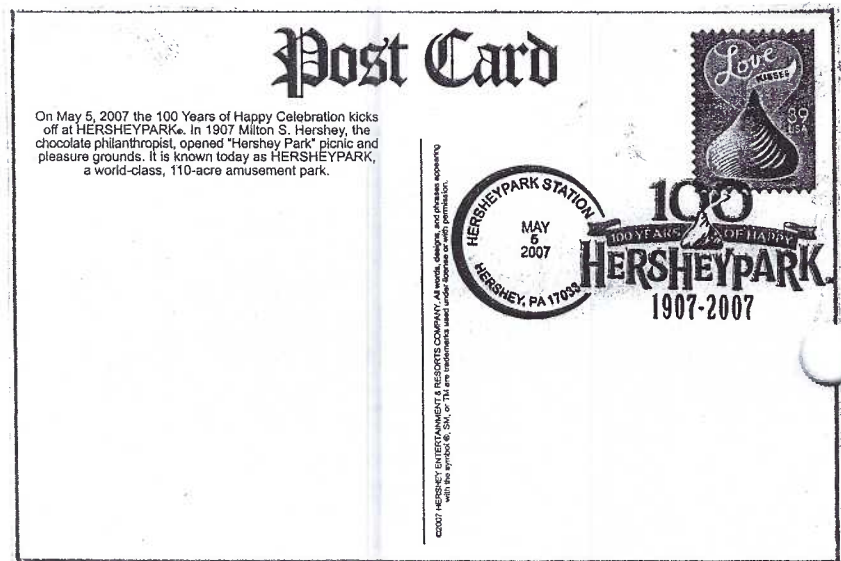
By Bryan S. Benner

Milton Hershey wanted recreation to be part of his model town when he planned the town, and in 1907 Hershey Park was opened as a green space. It contained picnic areas, a bandstand, and children's playgrounds. Public interest in the model town soon prompted Hershey to add amusement rides.

Many attractions came and went over the years at the park. One of the first was the miniature railroad added in 1910, which took visitors from one end of the park to the other. In 1929 a large complex of swimming pools were opened. The entrance fee was 25 cents and included towel and locker. The lighthouse, which was a part of this complex, can still be seen across the road from Hershey Chocolate World. The Starlight Ballroom was a huge success in the 1930's and 1940's when many of the nation's big bands performed, including Rudy Vallee, Benny Goodman, Harry James, Jimmy Dorsey and Sammy Kaye.

Despite the Depression, Hershey Park continued to expand and to add new rides like the Pretzel, the Fun House, the Whip and the Bug. The park's original roller coaster was the Wild Cat, which operated from 1923 to 1946. It had deteriorated badly during WWII and so was replaced by the Comet in 1946, which was a star attraction. It still operates in the park today.

The park continued to grow with many more roller coasters like the Super Duper Looper in 1977, the new Wild Cat in 1996, the Great Bear in 1998, and the Storm Runner in 2004 as the tenth coaster. The park now consists of 110 acres of attractions.

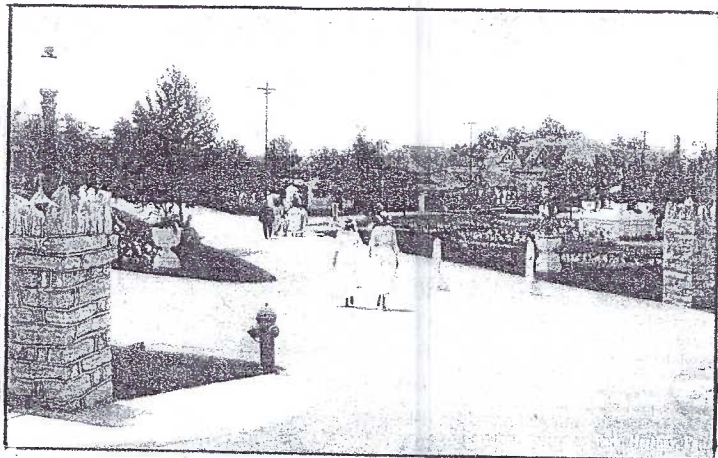


Roller Coaster in Hershey Park, Hershey, Pa.
The Chocolate and Cocoa Town

Cards this page:

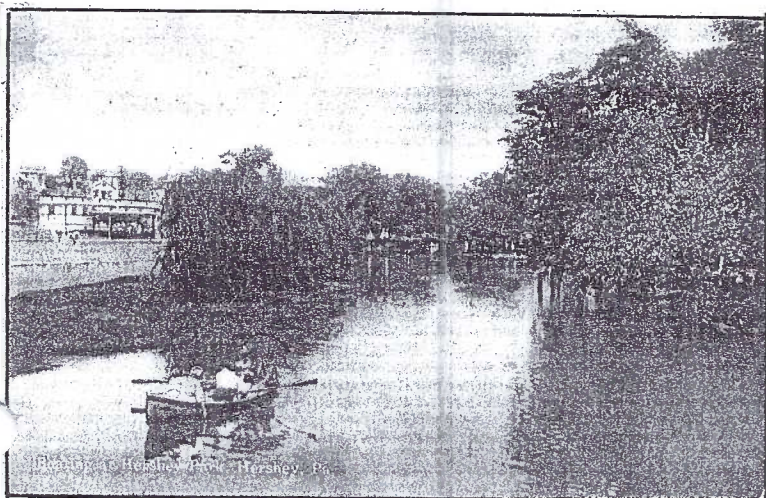
Above: Front and back of the Hersheypark 100th Anniversary card. Marked 2007, Hershey Entertainment & Resorts Company. Hershey Kiss stamp and commemorative postal cancellation.

Left: The original Wild Cat roller Coaster depicted on this card. Front reads 'Roller Coaster in Hershey Park, Hershey Pa., The Chocolate and Cocoa Town' No marking on card. Postmarked Aug. 17, 1927. This card was sent to my Great Aunt.



On its May 5, 2007 opening, the park began its 100th year. Luckily, they printed a commemorative postcard for the postcard collectors! The front of the card features roller coasters and Milton Hershey. The back has a 39¢ Hershey Kiss stamp and is postmarked Hershey Park Station.

The 39¢ Hershey Kiss stamp commemorates another 100th Anniversary for Hershey. On July 7, 1907, the first Hershey Kiss was made. Since then, the 'Kiss' has become a national favorite and icon. Hershey celebrated this milestone with the creation of the world's largest piece of chocolate, a Hershey Kiss 12 feet tall weighing 30,540 pounds or 3,078,432 of the regular size kisses. The giant chocolate was built in nine days by 152 people. It was recorded by the Guinness Book of World Records.



Cards this page:

Above top: Front reads 'Entrance to Hershey Park, Hershey, Pa.' No marking on card. Unused, divided back.

Above bottom: Front reads 'Boating at Hershey Park, Hershey, Pa.' No marking on card. Nice Art Deco back and lettering. Postmarked 1913.

Bottom : Front reads 'Hello from Hershey, Pennsylvania' Continental card showing Hershey Kiss street lights. Back marked 19998 Gold Star Photography, photo copyright 1992 Dan Amerson.

About the front page:

Background: Letter showing letterhead of Hershey Chocolate Corporation, bottom showing symbol Hershey used to celebrate their 50th anniversary in 1953.

Tickets top right: Skee-Roll Alley tickets from Hershey Park.

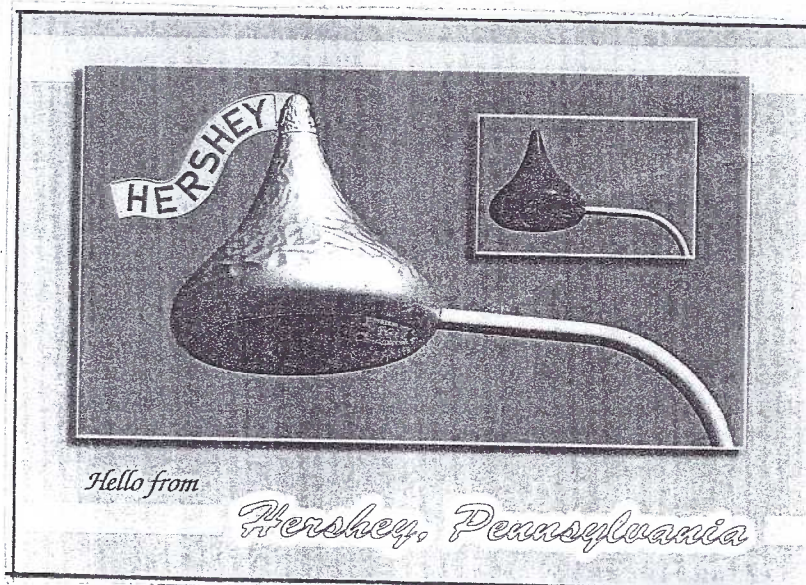
Postcards:

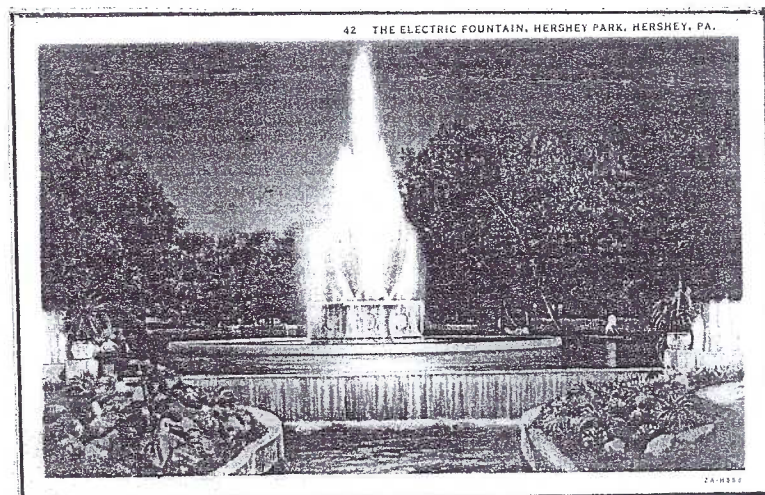
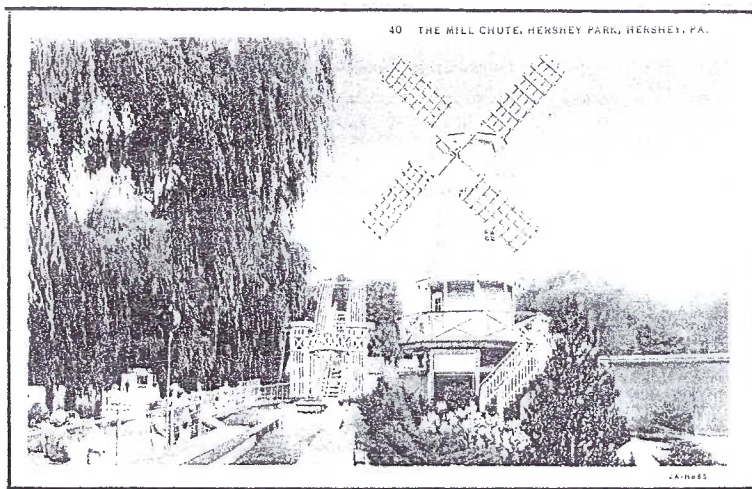
Top right: Front reads 'A shady nook in Hershey Park, Hershey Chocolate Co., Hershey Pa.' Hershey narrow 'Bar Card' which were enclosed in candy bars.

Bottom right: Front reads 'Pic-Nic Day at Hershey Park, Hershey Chocolate Co., Hershey Pa.' Hershey narrow 'Bar Card.'

Top left: Front reads 'Bathing at Hershey, Pa. Home of the Hershey Chocolate Co.' Hershey narrow 'Bar Card.'

Bottom left: Front reads 'An Entrance to Hershey Park, Hershey, Pa.' Back has no publishing information. Divided back. Back reads 'thousands of persons visit Hershey every year. Many come to see the town, but many are drawn by the attractions of Hershey Park, whose chief characteristics are beauty, variety and originality.'





Cards above:

Top: Linen card depicting The Mill Chute an early water ride. Front reads 'The Mill Chute, Hershey Park, Hershey, Pa.' Back marked 'Hershey Dept. Store, Hershey, Pa., Genuine Curteich, Chicago'

Bottom: Front reads 'The Electric Fountain, Hershey Park, Hershey, Pa.' This linen card tells of the new fountain and its thousands of visitors. Back marked 'Hershey Dept. Store, Hershey, Pa., Genuine Curteich, Chicago.'

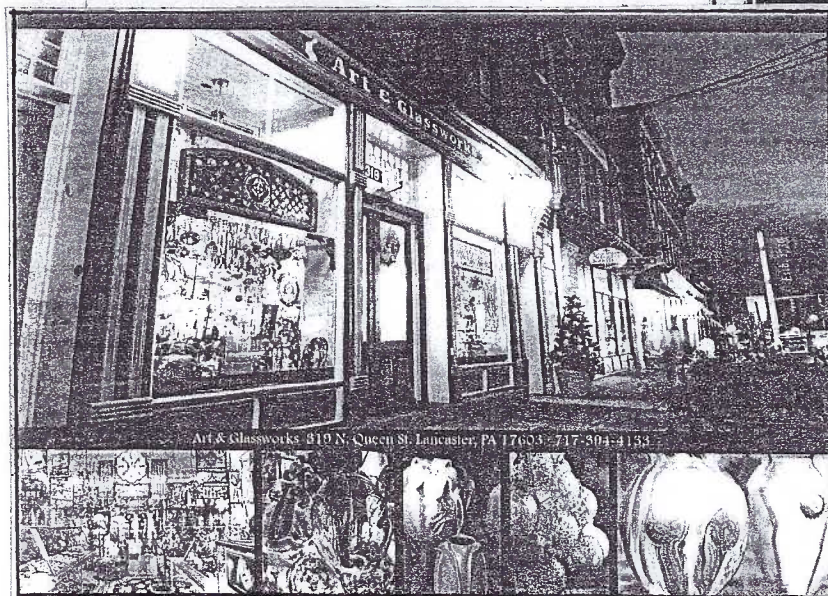
New Lancaster, PA Postcards

by Bryan S. Benner

You never can tell where you might find some postcards! Last month, I went to 'First Friday' downtown Lancaster. On the first Friday of each month, the art galleries, stores and restaurants have extended hours and live music and other attractions. It was a lively, well-attended event.

I found my first new Lancaster postcard at Gallery 141 on Water St. It is a reproduction of a linoleum block print of Central Market that an artist named Elisabeth Weaver was featuring. Lucky for postcard collectors artists still use the postcards as advertisement for their work.

Later in the evening, I ended up at Art and Glassworks, a gallery and gift shop featuring art glass, pottery, stained glass windows, etc. on Queen Street. They always have great music in their garden courtyard behind the store, which is why I ended up there that evening. I was excited to see that a new postcard of the Art and Glassworks exterior on display that features a night view of Queen Street and their shop interior as well as some of their artwork. The 300 block of Queen Street is poorly represented in old postcards, so it was nice to see a new card making up for lost time.



1. RODRIGUEZ, JOSE
CHESHIRE, CT
2. FEIGHT, DORIS KAY
CHAMBERSBURG, PA
3. SCHAUB/SHAUB
LANCASTER, PA
4. COX / STONESIFER
WESTMINSTER, MD
5. GOTTLIEB, MARILYN
PLANTATION, FL
6. ROWE, DOLORES
KENNETT SQUARE, PA
7. WARD, JIM
STEVENS, PA
8. DISSINGER, ROBERT
BAINBRIDGE, PA
9. STEINBERG, HOWARD
QUARRYVILLE, PA
9. GREIDER, JERE
COLUMBIA, PA
10. HOLLOPETER, BOB
PUNXSUTAWNEY, PA
11. STOVER, LEIGHTON
LITITZ, PA

12. WACHTER, DON
FREDERICK, MD
13. MORRISON, JIM
PARADISE, PA
14. MIDDLETON, MIKE
LANCASTER, PA
15. SCHURZ, MARIA
DENVER, PA
16. SCHAEFFER, DEDE
LANCASTER, PA
17. BIESECKER, DALE
CASHTOWN, PA
18. BERNARD, AL
DALLASTOWN, PA
19. DIXON, LEE
MARYDEL, MD
20. TROVEI, BARBARA
PORT JERVIS, NY
21. TIGNER, JIM
FAIRFIELD, PA
22. KNAPP, PAUL
OLMSTEAD FALLS, OH
23. CLEMENS, MARK
GREENSBURG, PA

2007 EXPO EXHIBIT FORM

Mail or give this form or a duplicate to DeDe Schaeffer, 415 Spencer Ave, Lancaster, PA 17603 or Phone 717-392-3955 on or before August 10, 2007. 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 17th between 6PM and 7 PM. The last possible entry time is Saturday morning, August 18th by 8:00AM. NO EXCEPTIONS!. You may also give your boards to DeDe 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 2007 Expo Award postcard.

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

HOLIDAYS

HUMOR

LOCAL VIEWS

ARTIST SIGNED

Member's Name:

Phone Number:

E-Mail:

Club Page

by Al Schaub

July meeting

Our Open-Mic meeting provided a discussion of several interesting and informative postcard collecting topics. On behalf of the Club, I want to thank Dede Schaeffer, Jere Greider, Jim Ward, and Mike Middleton for their role as panel discussion leaders. Also appreciated are the questions and issues raised by Club members.

The competition category was titled "The Most Bizarre Vacation Site." The winners were:

1 st place	Betty Beck	"Roswell, New Mexico"
2 nd place	Jan Weitzel	"A Day at the Beach"
3 rd place	Harold Moyer	"Cape May by Moonlight"

Honorable mention went to: Tom Beck, Mike Middleton, Jim Ward, Barb Heim, Bob Kramer, Bud Heim, and James Tanis.

The door prizes were won by: Bill Middleton (\$3.00), Betty Weaver (\$2.00), Harold Moyer (\$1.00), Darick Nace (seeds), and Al Schaub (NPW postcards). The 50/50 prize of \$25.00 was won by Shirley Summers (\$26.00).

August meeting (August 20, 2007):

In the quest to give Club members who would like to share their collections with others, but who do not have an interest in an entire evening's program. This meeting will involve four, ten minute mini-presentations. A ten minute slot remains open so if you have a desire to participate please give me a call (560-6278).

The competition for August is "The Most Interesting Message" (related to the exhibited postcard). The card message should be written on an index card or piece of paper that approximates postcard size and can be put on the board next to your postcard.

I want to again express my appreciation to Jere for his role as acting president during the two meetings that I was away. Although both absences were the result of pleasant occasions, I did greatly miss attending and spending an evening with all of you!

Al