

MERRY CHRISTMAS

As this year comes to an end I would like to thank all the members for the support that was given to me this year. A special thank you to the board and committee members and the people that wrote articles for the Card. I'm a charter member of the club but this year I was able to see the club from another angle. We have a great club and we all need to work together to keep it that way.

Fifty four members signed in at the November 17th meeting. The secretary and treasurer reports were read by Gisela Withers. Both reports were accepted. There is a balance in the treasury of \$3736.19.

Members were given a chance for nominations for 2009 offices. None were received so the slate from the nominating committee will be used. The officers are as follows.

President DeDe Schaeffer

Vice President Doug Milliken

Secretary Gisela Withers

Treasurer Barbara Mowrer

Directors 2009 James Brodt, Gwen

Fulmer and Robert Kramer

Directors 2009-2010 Tom Beck,

Carol Dennis, Ray Dennis and Walter Mowrer. We will vote for 3 directors at the December meeting.

The program for the evening was the annual auction. Auctioneer Rodney Frey sold 154 lots for a total of \$862.00 of which

the club received 10%. The prices realized can be found in this issue.

The single card competition was "My Nominee"

1st Bob Kramer

2nd Tom Beck

3rd Jim Ward

December single card competition will be the letter "S"

January single card competition "music/ music making"

The following members won door prizes. Barbara Brooks, Betty Beck, Gisela Withers. Walter Mowrer won the 50/50.

Dottie Haffly passed away November 9th. Our deepest sympathy is extended to Carl. James Tanis had an accident and has a broken neck and two broken arms.

Our covered dish Christmas party will be held December 15. We will eat promptly at 6:00. Remember all gifts should be new and wrapped. The program for the evening will be Favorite Holiday Postcards member participation.



The postcards above were published by the Coca-Cola Co. showing Santa magazine ads created by Haddon Sundblom.

From 1931 to 1964 Haddon Sundblom created the Santa that many of us think of as the "traditional" Santa. His annual painting of Santa Claus for Coca-Cola ads shows a transformed Santa from a friendly old elf to a full sized human complete with a plump belly and sympathetic face. Only his toyshop workers are elves, not the "big guy" himself. Sundblom wasn't the first artist to give Santa a face. Thomas Nast did so in the mid 1880's, but without a standardization of his features or even his size. Coca-Cola's first Santas of the 1920's were the same as the Nast Santas of the 1800s. When Louis Prang created a Santa Claus Christmas card in 1885, he was wearing a red suit. So were both of Prang's 1886 Santa cards. Likewise Norman Rockwell painted his saintly Santas before 1931. Sundblom didn't create the red-coated Santa, but he did give us a consistent "look" of Santa every year for over 30 years.



Deirdre Anna Maria Schaeffer better known to all of us by the name of Dede was born and has spent all her life in Lancaster, PA. Her parents were Andrew and Daisy Schaeffer. Dede attended Sacred Heart Elementary School and graduated from St. Joseph's Academy. After high school she took courses at Millersville and F & M. Her first job was a receptionist at White Hall Nursing Home and serving as a docent at Wheatland. She also enjoyed helping her mother in a catering business. Her interest in collecting started when she was in elementary school. Daisy, her mother, had an interest in illustrated children's books and Dede enjoyed looking at the illustrations. Dede started collecting postcards of dressed rabbits, chicks and other animals. Her favorites are Prang and Tuck. For graduation she received a Prang salesman sample. After meeting Paul Dietrich at a Harrisburg Antique Show he became her mentor. Dede started selling postcards through the Antique Trader Paper. 100 for \$35.00. Her family had a book store in the 1970's following her father's retirement from Armstrong. At the same time they also had a stand at Southern Market, Shupps Grove and Black Angus. They lost their inventory that included all their view postcards in the Black Angus fire. The greetings were saved because they had just done a show and they were not in that inventory. This is when Dede decided not to sell views and specialize in greetings and other topics. When Dede and her mother went on a buying trip to England they found that they had become well known in the business. Many of the English dealers already knew of them. While there she found a dealer with a large amount of Wein Cats that she was able to purchase. She also collects books, pottery and dishes that show Wein artwork. Other than postcards Dede has an interest in Asian Art due to a great aunt that brought artifacts, enamel ware, robes and a beautiful lacquer desk back from the Orient. Dede and Daisy were charter members of the Lancaster County Postcard Club. Daisy was #2 and Dede is #3. She has been a board member many times and a member of many committees. Her business keeps her very busy but she still finds time to take neighbors and friends for groceries, doctors appointments or wherever they need to go. She also likes to read or make quilts but she doesn't have much time for these hobbies. Dede and Steven like to travel. They really enjoy visiting museums and Dede likes Stevens knowledge of Chinatown in Washington DC. Because of Dede's postcard knowledge and friendly disposition I'm sure she will make an excellent president in 2009.

Lack o' Po' Cackle

A "lack of poor cackle" sounds like a flock of hens with plenty of *good* cackle! Our postcard club almost became the flock of hens with plenty of cackle!

When we were looking for a club name, John McClintock (he was member #25 in those good ol' days) suggested we take the initial letters from **Lancaster County Post Card Club = LACOPOCACL**, and that would be our "short name." It didn't take more than a few seconds to dismiss *that* suggestion, but his entry for the club name was considered, among others. We decided to use the up-dated version of post card - one word = postcard, and wound up with **Lancaster County Postcard Club = LCPC**. This and other tidbits that have accumulated over the years will be included in our 20-Year Club History which will be a club-wide project during 2009. (Check the math: we began Jan. 1990, so by the end of President Dede Schaeffer's term, Dec. 2009, we will have completed 20 years.) How time flies!



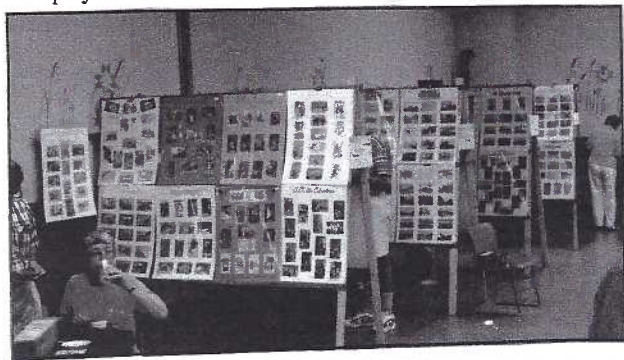
An Expo, Not a Show

Did you know that Jere Greider, member #17, wanted to consider having a show right from the start? We decided we needed several years experience in operating a club before we took on that idea. Our first show was 1993.

Why is ours an EXPO and not a SHOW?

In 1893 the Columbian Exposition introduced the first picture postcard in the US. Since we intended to make exhibiting a major part of our affair, Charlie Griffiths thought that calling it an **exposition** had merit and too, it would be held exactly 100 years later! We did just that. It was not our intention to continue calling it an Expo, but the name caught on and it's been used every since. Do you know we had nearly 100 exhibit boards that first year?

Where did we get the original giant easels? Who was responsible for re-building them all and why did we do that? What role did Letort Hardware store play in our exhibits? Read about it in the History.



Meeting in the Manor

Jim and Charlie, members #1 and #4, met nearly every Thursday the first few years from 9 to 3 at the Griffiths home in Millersville (with "time out" for lunch at the Central Manor Restaurant). Many of the club's initial plans originated in the Manor.

Strangers with a Common Interest

A handful of postcard collectors known to Charlie and Jim, were contacted in Dec. 1989. We met for that first meeting in the Grubb Mansion on Lititz Pike; the response was gratifying -standing room only.

YOU ARE INVITED TO JOIN THE NEW Lancaster County Post Card Club

MEETINGS - THIRD MONDAY EACH MONTH

1821 Municipal Drive, Lancaster, PA

Manheim Twp. Municipal Bldg., Rt. 272 half mile north of Rt. 30.

(Turn west opposite McDonald's).

Business Meeting and Educational Programs begin at 7 p.m. Member Postcard Bourse before and after meeting. Annual dues \$7 or \$10 per family. Write: P.O.Box 300, Lititz, PA 17543

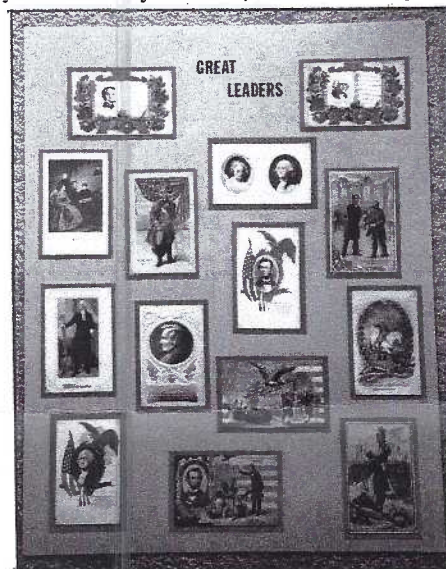


Club Meeting Sites

Thanks to Mary Darrenkamp we moved up the road from the Grubb home to the Manheim Twp, Municipal Bldg. Then Don Davis found a temporary spot at the Millersville Lion's Building. Noisy dancers overhead forced another move and Mary D. saved the day once more with a move to the Faith United Ch. of Christ on Wabank Street, and eventually we progressed to our present home. Details will be in the History.

Attendance Record

One member has attended every meeting in 20 years with only one miss, and that was legitimate.



Photographs

Mary Darrenkamp and Earl Carver - bless them both - have been our amateur historians, recording club's activities and social events thru the years. Earl took on the project of taking a photo of *every monthly exhibit board* and giving the owner a copy. He did this (unpaid) for nearly four years! Mary had dups made of her best shots and generously gave them to members in the photos for even more years!

And More

There is so much more to be recalled and pictured in our 20-year history - fun at our picnics including one at Long's Park; the club-sponsored yard sale in East Petersburg; our long list of club-published postcards; our NPW displays at Park City and more.

Your ideas are welcomed.

Jim Ward.

LCPC 2008 AUCTION RESULTS

1. \$2.00	46. \$1.00	91. \$10.00	136. \$2.00
2. \$1.00	47. \$3.00	92. \$5.00	137. \$3.00
3. NB	48. \$8.00	93. \$8.00	138. \$3.00
4. \$2.00	49. \$11.00	94. \$1.00	139. \$5.00
5. NB	50. \$11.00	95. \$1.00	140. \$1.00
6. \$5.00	51. \$11.00	96. \$6.00	141. \$5.00
7. NB	52. \$21.00	97. \$34.00	142. \$7.00
8. \$2.00	53. \$6.00	98. \$24.00	143. \$2.00
9. \$5.00	54. \$3.00	99. \$4.00	144. \$48.00
10. \$1.00	55. \$2.00	100. \$4.00	145. \$5.00
11. \$1.00	56. \$1.00	101. \$9.00	146. \$15.00
12. \$3.00	57. NB	102. \$3.00	147. \$2.00
13. \$1.00	58. \$4.00	103. \$9.00	148. \$1.00
14. \$4.00	59. \$4.00	104. \$8.00	149. \$9.00
15. \$1.00	60. \$4.00	105. \$14.00	150. \$17.00
16. \$4.00	61. \$1.00	106. \$11.00	151. \$21.00
17. \$5.00	62. \$2.00	107. \$24.00	152. \$5.00
18. \$5.00	63. \$1.00	108. \$22.00	153. \$7.00
19. \$1.00	64. \$4.00	109. \$1.00	154. \$6.00
20. \$1.00	65. \$4.00	110. \$5.00	
21. \$7.00	66. \$5.00	111. \$4.00	
22. \$1.00	67. \$1.00	112. \$6.00	
23. \$1.00	68. NB	113. \$1.00	
24. \$1.00	69. \$10.00	114. \$1.00	
25. \$5.00	70. \$1.00	115. \$3.00	
26. \$1.00	71. \$5.00	116. \$4.00	
27. \$6.00	72. \$16.00	117. \$5.00	
28. \$5.00	73. \$2.00	118. \$15.00	
29. \$4.00	74. \$9.00	119. \$5.00	
30. \$8.00	75. \$1.00	120. \$5.00	
31. \$2.00	76. \$3.00	121. 6.00	
32. \$3.00	77. \$11.00	122. \$1.00	
33. \$1.00	78. \$1.00	123. \$1.00	
34. \$1.00	79. \$14.00	124. \$1.00	
35. \$3.00	80. \$1.00	125. \$8.00	
36. \$1.00	81. \$1.00	126. \$1.00	
37. NB	82. \$1.00	127. \$1.00	
38. \$6.00	83. \$3.00	128. \$5.00	
39. NB	84. \$8.00	129. \$7.00	
40. \$1.00	85. \$8.00	130. \$2.00	
41. \$6.00	86. \$9.00	131. \$1.00	
42. \$11.00	87. \$11.00	132. \$2.00	
43. \$7.00	88. \$16.00	133. \$2.00	
44. \$13.00	89. \$1.00	134. \$2.00	
45. \$6.00	90. \$12.00	135. \$7.00	

Brief history of postcards in the United States

John P. Charlton of Philadelphia patented the postcard in 1861, selling the rights to H. L. Lipman, whose postcards, complete with a decorated border, were labeled "Lipman's postal card." Nine years later European countries were also producing postcards.

The United States Postal Service began issuing pre-stamped postal cards in 1873. The postal cards came about because the public was looking for an easier way to send quick notes. The USPS was the only establishment allowed to print postcards, and it held its monopoly until May 19, 1898, when Congress passed the Private Mailing Card Act which allowed private publishers and printers to produce postcards.

Initially, the United States government prohibited private companies from calling their cards "postcards," so they were known as "souvenir cards." Although this prohibition was rescinded in 1901, it was not until 1908 that people were permitted to write on the address side of a postcard.

The first postcard in the United States was created in 1893 to advertise the World's Columbian Exposition in Chicago. Shortly thereafter the United States government, via the United States Postal Service, allowed printers to publish a 1-cent postcard (the "Penny Postcard"). A correspondent's writing was allowed only on the front side of these cards.

Postcards, in the form of government postal cards and privately printed souvenir cards, became very popular as a result of the Columbian Exposition, held in Chicago in 1893, after postcards featuring buildings were distributed at the fair. In 1908, more than 677 million postcards were mailed.

1901 brought cards with the word "Post Card" printed on the reverse (the side without the picture). Written messages were still restricted to the front side, with the entire back dedicated to the address. This "undivided back" is what gives this postcard era its name.

The "divided back" card, with space for a message on the address side, came into use in the United States in 1907. The back is divided into two sections, the left section being used for the message and the right for the address. Thus began the Golden Age of American postcards, which lasted until about 1915, when World War I blocked the import of the fine German-printed cards.

The "white border" era, named for obvious reasons, lasted from about 1916 to 1930. The "linen card" era lasted from about 1931 to the early 1950s, when cards were primarily printed on papers with a textured surface similar to linen cloth. The last and current postcard era, which began about 1939, is the "chrome" era, however these types of cards didn't begin to dominate until about 1950. The images on these cards are generally based on colored photographs, and are readily identified by the glossy appearance given by the paper's coating.