

# THE CARD - Vol. 20, No. 10. Issue 238. October 2009.

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

*Enjoying postcards through education and entertainment.*

Next Meeting: Oct. 19, 2009. Farm & Home Center. Buy, Sell Trade from 5:30. Meeting - 7:00 pm.

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

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584.

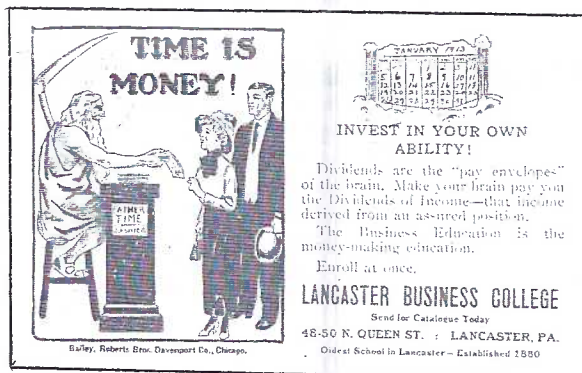
LCPC c/o 2009 Editor: Jim Ward 1795 Kleinfeltersville Rd. Stevens, PA 17578-9669

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

## October Program

This is the third installment of Jim Ward's Local Businesses That Used Postcards. It's becoming evident that postcards (and a few government postals) played a part in many, many Lancaster businesses. A projected count (to letter Z) shows us that no less than 300 businesses (no industries) participated from the 1890s to the 21st century.

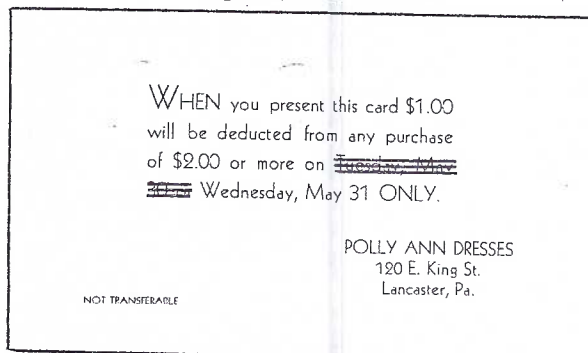
Businesses featured in the October's program include the letters L to R - La Casada to Renninger. The cards will be shown using the club's new Elmo/PowerPoint projection system. Ninety cards in 45 minutes - hold onto your hats!



A blue monotone card advertised The Lancaster Business College in January 1913.



S. M. Myers & Co. operated "The House of Good Clothes" at 12 E. King St. The b/w view by L. B. Herr was mailed Sept. 26, 1908 to Florin.



Polly Ann Dresses offered the \$1.00 off coupon on a postal card mailed May 29, 1939.



Before the Lyndon (Quinn) Diner, there was Quinn's Lounge & Restaurant, Inc. in the Stevens House. View was published by Stel-Mar. of Lanc.



Who remembers the Old Mill Stream Camping Manor adjacent to Dutch Wonderland? It's on a card by Stel-Mar and it's still in operation.

## September Program

James Tanis offered us an informative program about Dutch Kids. Although he's actively collected the subject for barely a year, James has amassed more than 300 cards. He enlightened us with information on the identifiable publishers as well as some of the artists, Bernhardt Wall lending his art to the lion's share of the work. Jere Greider assisted with the Elmo/PowerPoint projection. We thank them both for their efforts. Expensive in itself, The Elmo offers all members an inexpensive and simple way to present a program - no computer necessary, and no expense of producing (soon-to-be-extinct) slides.

## Condolences

We extend our deepest sympathy to the Beck family. Tom's brother Paul died in January., Betty Kreider (Betty Beck's mother) lost her brother Terry in April and her sister Pat in September.



## September Meeting

Attendance was down a bit – to 44 members in September, but the turn out of table set-ups remains at a constant high level, filling all the available space. Set up and selling (some from 5:30) were Ray Dennis, Jere Greider, Karl Hellmann, Bob Kramer, Mike Middleton, Ruth Moyer, Vincent Peterson, Dede Schaeffer, Al Schaub, Tom Schaum, Marie Schurz, Howard Steinberg, and Jim Ward.

Door prizes were won by Jim Brodt, Barbara Heim and Maria Schurz. Carolyn Middleton won the 50/50 for \$21.

### Expo Financial Report

Walter Mowrer reported that expenses for the 2009 Expo were \$1521 and Receipts were \$2905, giving us a net profit of \$1384. Sounds like a lot of money, does it? It's the Expo that keeps LCPC "in the black." Our monthly rent (room and storage) is \$150 and the newsletter costs (postage, printing, labels) averages \$115.

### 20 Year Booklet

Jim Ward announced that preliminary work on a history of our first twenty years has been completed by Gwyn Fulmer, Gisela Wither, Shirley Summers and Dick Pendergrast. They have gleaned from the minutes, data about our meetings, programs, social events, Expos, NPW, etc. Now we need scribes to write the info into subject chapters. These will then be incorporated with photos accumulated by Mary Darenkamp, Earl Carver and Jim Ward. Please offer a few hours of your time and talent. Contact Jim at 717-721-9273

### Monthly Card Competition

First, an apology – I failed to remind readers of the Sept. topic, in the Aug. *Card*, but ten stalwart competitors found the topic (in previous issues?) and we had very acceptable entries on **Learning**. October will be a **board on Sports postcards**, but don't be dismayed if you're not a sports addict. Some great postcard Sports have four legs or wings!

First **Dede Schaeffer** Mainzer Cats in School  
First **Jim Ward** Teaching Her Dollies the A-B-Cs  
Second **Gisela Withers** A Teacher in the Making  
Third **Harold Moyer** Huntingdon County, Pa School  
Third **James Tanis** Teaching the Pooch to Sing

#### Honorable Mentions

**Carl Haffly** Teaching Dogs to Play Cards  
**Bob Kramer** School Days in Brooklyn, N.Y., 1917  
**Walter Mowrer** Columbia School Room  
**Ruth Moyer** Groff's School, Lebanon County  
**Paul Smoker** Maxwell Hill School near Churchtown  
Nov. topic – Laughter and Smiles (single card)  
Dec. topic – New Years Greetings (single card)

#### Future Shows

Oct. 3. Allentown – Great Eastern Antique & Paper  
Oct. 17 Dulles Airport Postcard Show  
Oct. 17 Mt. Laurel South Jersey Postcard Show  
Oct. 24 York Book & Paper Show  
Nov. 20-22 York International Postcard Show  
Nov. 27-28 Morlatton Postcard Show (see enclosure)

### New Members

At our 2009 Expo two more folks joined our ranks in collecting postcards. They are -  
790 Samuel L. James, PO Box 96, Wynnewood, Pa. 19096. He collects railroads, trolleys and ships.  
791 Dave Severance, PO Box 9492, Newark Del. Collects Japan, Washington State and Agriculture,

## JOHN H. McCLINTOCK

By Dede Schaeffer

It was a sad day in the postcard world, August 10, 2009. To use a phrase my father used, "He was a prince of a fellow." John was a mentor to all who knew him and a special friend to my mother and me. We were members #21 of the IFPD thirty years ago. John always had information to share, a smile, and a joke.

I have news for all you people who didn't know John. Without him there would be no big shows, no hobby as big as it is, and a lot of you would not be doing postcards. He was the grand-daddy of this hobby. He nurtured it as his own child. He had a passion for it, and when he saw that spark in someone else, he fanned it into a flame with his enthusiasm and love of the hobby. With John it was not dollars and cents. It was camaraderie and good will.

I can still see in my memories the shows at King of Prussia, South Bend, Hagerstown, South Jersey and Florida, and how, afterwards, the dealers would get together and eat out, having tables of twenty to thirty people; and the all-night card games; and the first shows with the foreign dealers, both with John at King of Prussia and Leah Schnall (another postcard legend) in New York City (Metro).

I may be younger than some dealers but I have seen a lot in the postcard world. My only regret is that a lot of you never knew John as I did, and you didn't see the warmth and respect of the hobby of the old days.

John started the IFPD, the Postcard History Society, and the *Post Card Magazine*, ran the South Jersey club, ran the aforementioned shows, almost single-handedly. I can remember the days when Leonard Lauder (CEO of Estée Lauder) drove to the South Jersey shows with Abe Samuels and Irving Dolenz from New York City. That's how good John's shows were.

I really miss those days, but most of all, I miss the great people we have lost in the hobby and John was tops. You couldn't find a person with a bigger heart or laugh.

"Enjoy your new life at the big postcard show in the sky, John. You have certainly earned your wings."

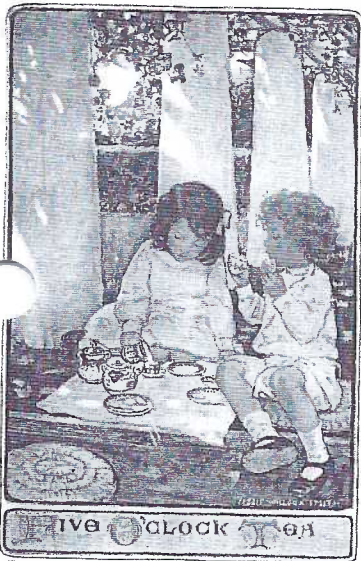
August 17, 2009

Coles Phillips, Bicycles, Easter Oddities, Dionne Quintuplets, Shillelaghs, Spring Duos, WWI Navy, Presidents in Serigraphs, White House Smokers, Union Oil PCs, Days of the Week, American Express Co., Border-to-Border Sea Life and Terra Firma, Farm Life, Presser Music Cards, Jigsaw Puzzles, Astronomy, The Ambler Heart, The American Girl, PC Travelers, American Armchair Traveler, Boy Preacher, Charity Support, Messages from Sweden, Mulready Letter Sheets, Rockwell's Kids, International Bridges, Burd's Rally Day Children, and Hawaii's 50<sup>th</sup> Birthday. These are topics that subscribers to *The Journal of the Postcard Society* have read about this year. You're welcome to join them in 2010 for a \$9 subscription which will include a complimentary December 2009 issue. For \$17 you can also receive the 2011 issues. Make your check to Jim Ward (address on *The Card's* masthead.) This is a paid adv.





**Hilda Dix Sanford** was born in Bristol, England in 1875. She married in 1898 and traveled to Australia spending three years with her husband's family. She came home to England with notes and sketches of the aboriginal and pickaninny children which were fascinating to the many who had never seen a black child. Between 1904 and 1910 she created many postcards and greeting cards for Raphael Tuck & Sons. She died in 1946.



**Jessie Wilcox Smith** was born in Phila., PA in 1863. She studied under Howard Pyle in 1894. This guidance helped her become one of America's top illustrators. From 1888 to 1932 her illustrations appeared in advertisements, posters, calendars, prints, magazines, postcards, and more than 60 books. She was active until her death in 1935.

**Amy Millicent Sowerby** was an English illustrator and watercolor artist born in 1878. Her grandfather was a noted naturalist and illustrator. Her father was an illustrator and designer and owner of a company that produced fine glassware. Amy was self-taught. She specialized in illustrating children's books. She passed away in 1969.



## An Alphabetical Sampling of Postcard Artists

By Dede Schaeffer

**Arthur Julius Thiele** was born in 1841 in Dresden, Germany. His work can be found in museums throughout Europe. In 1864 and 1887 Thiele received medals in both Dresden and London. He illustrated books and postcards, both realistic and fantasy. Some of his best works are his cats, dogs, and other animals in the anthropomorphic style. He died in 1919.



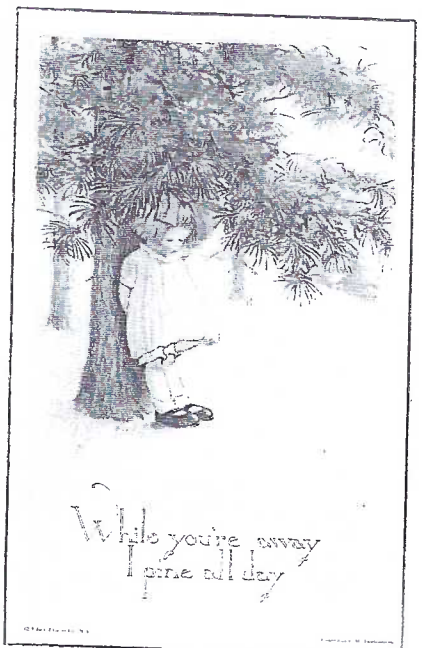
HIPPO SERIES  
No. 2.



Would I like a BUN?

**George Henry Thompson** was born in 1853 in Southampton, England of Irish parents. He had an uncanny knack for drawing animals expressing human characteristics, using a babel of animal antics with one or two large images filling the card. He worked for Nister creating "The Animals," a series of books, source of many postcard images. After World War I little was heard from him. He lived to be almost 100, dying in 1953.

**Charles H. Twelvetees** was born in Utica, NY in 1873. He illustrated happy children and even a comic strip, *Johnny Quack*, or *J. Q. and the Van Cluck Twins*, in daily and Sunday papers. His children showed up in ladies' magazines of the pre-1920s, on covers and interior children's pages. He also illustrated blotters, calendars, and valentines, working with 12 different companies. His original paintings show up from time to time at the Allentown Paper Show. He died in 1948.

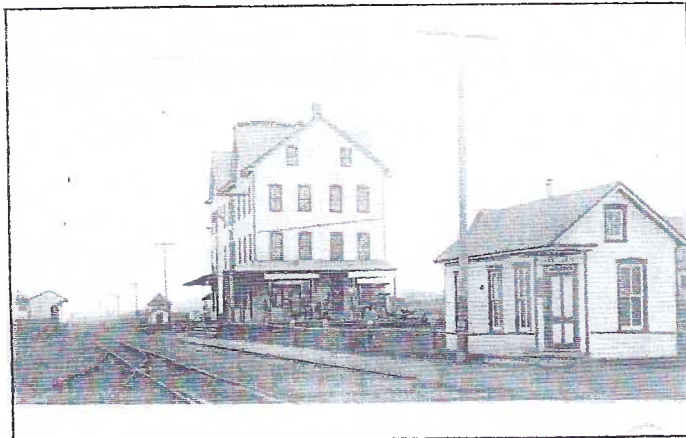




An alphabetical tour of locations found on  
postcards in Lancaster County by Jim Ward.



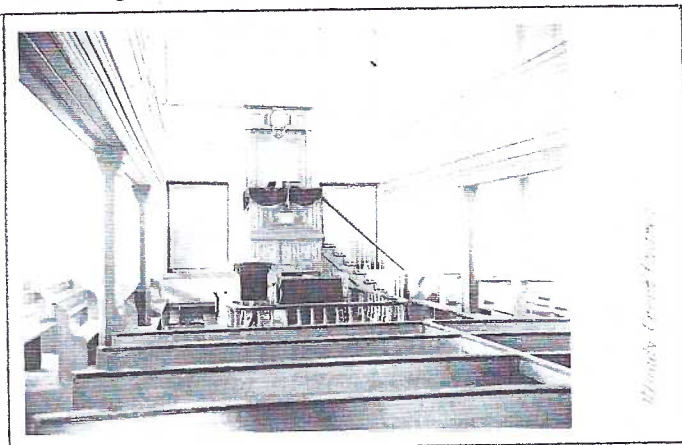
Soudersburg RP (1904-18) Early Herr's Mill Bridge.



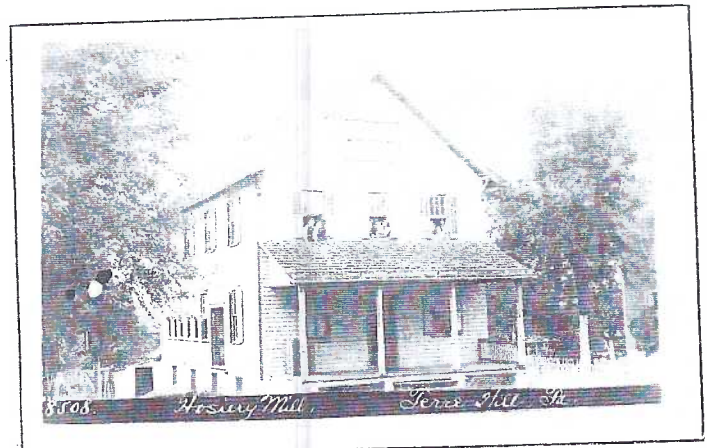
Stevens RP (1907-09) Lutz' Hardware, RR stop, P.O.



Strasburg RP (1904-18) Andrews Store Interior



Swartzville RP ('25-42) Muddy Creek Ch. razed in '38



Terre Hill RP Hosiery Mill and workers. 1913 P.M.



Tucquan RP Erb's Tucquan Inn. 1930 (?) P.M.



Union Square RP (1904-20s) Chestnut Grove School.



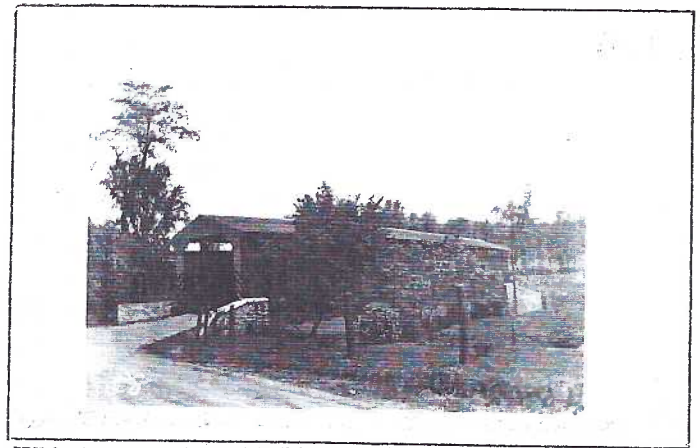
Vintage View (u/b) of post office by Express Printing.



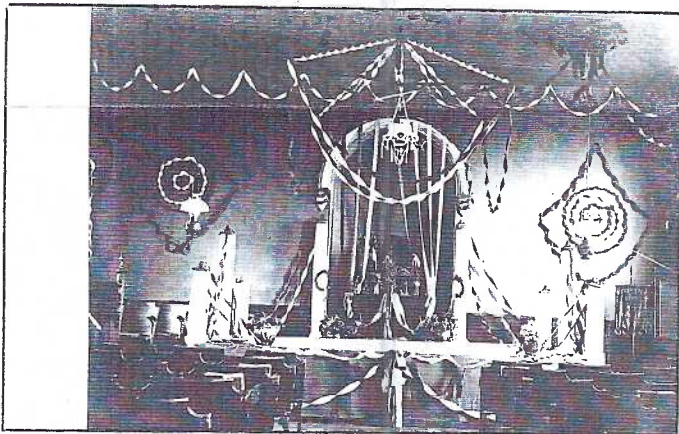
An alphabetical tour of locations found on postcards in Lancaster County by Jim Ward



Wabank RP Dam on Conestoga River. u/b, not dated.



White Rock RP (1950s) Bridge over Octoraro Creek.



Washington Boro RP ('07-14) Childrens Day, M.E.Ch.



Willow Street RP (1904-18) C. G. Breneman home.



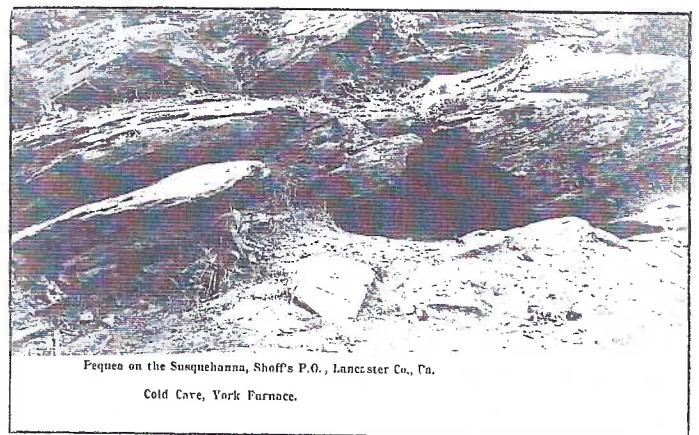
West Willow RP Public school. 1924 P.M.



Witmer RP Brenner home, Mt. Sidney Rd. 1907 P.M.



White Horse RP (1904-18) Local baseball players.



Pequea on the Susquehanna, Shoff's P.O., Lancaster Co., Pa.

Cold Cave, York Furnace.

York Furnace RP Entrance to Cold Cave. u/b, undated



## Strasburg's Poet

*The town's James Whitcome Riley*

John Lincoln Shroy (1864-1920) grew up in Strasburg, PA. He was married twice, had no children, taught successfully in Phila. and came home to retire.

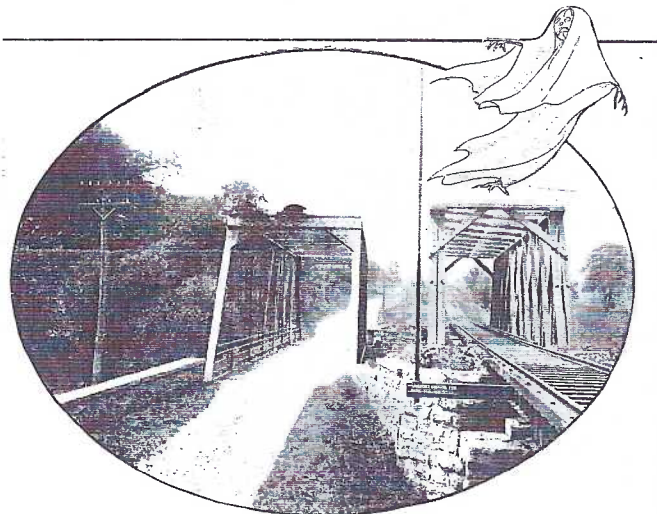
In the meantime Shroy assembled more than 125 poems and published them in a little book (much sought after by local historians). It's titled "Be a Good Boy; Good-Bye and Other Back Home Poems."

Here are a few titles of his poems:

"Down by Old Pequea"  
 "Over to Andy's"  
 "Running Barefoot"  
 "John Waterman's Grave"  
 "Loafing 'Round Awhile"  
 "The Old Country Band"  
 "The Old Town Lock-Up"  
 "Sugared Bread"  
 "The One Talent Man"  
 "There Ain't No Santa Claus"  
 "The Two Wink Express"  
 "The Spook of Turniptown Bridge"  
 "Bilin' Apple Butter"  
 "Wish'd The School Burned Down"

Several poems made their way onto postcards. "Mid-August," according to the PC footnote, "took the Lyric Prize at one of the meetings of the Browning Society, Philadelphia." The u/b card was published by W. D. Chandler, a Strasburg druggist. Another card by Chandler shows, in an oval frame, two steel bridges; one carried autos and teams, the other, the trolley that ran from Lancaster to Willow Street and Lampeter and across the Pequea Creek to Strasburg. Beneath the view are these lines from "The Spook of Turniptown Bridge"

*"The old bridge is gone with its dark gloomy look  
 And with it has vanished the Turniptown spook."*



*"The old bridge is gone with its dark gloomy look  
 And with it has vanished the Turniptown spook."  
 From "The Spook of Turniptown Bridge" by John L. Shroy.*

Here's the story of how the area got its name. A horse, pulling a full load of turnips up the hill from the creek, was frightened – by the spook? The farmer had been negligent in completely locking the tailgate of the wagon. When the horse bolted, the gate flew open and the countryside was covered with turnips.



JOHN L. SHROY

MID-AUGUST.

Green in the valley and blue on the hill,  
 And brown in the fields near by.  
 A quiver of heat when the wind is still,  
 A Bob White whistle strong and shrill  
 And a distant sweet reply.

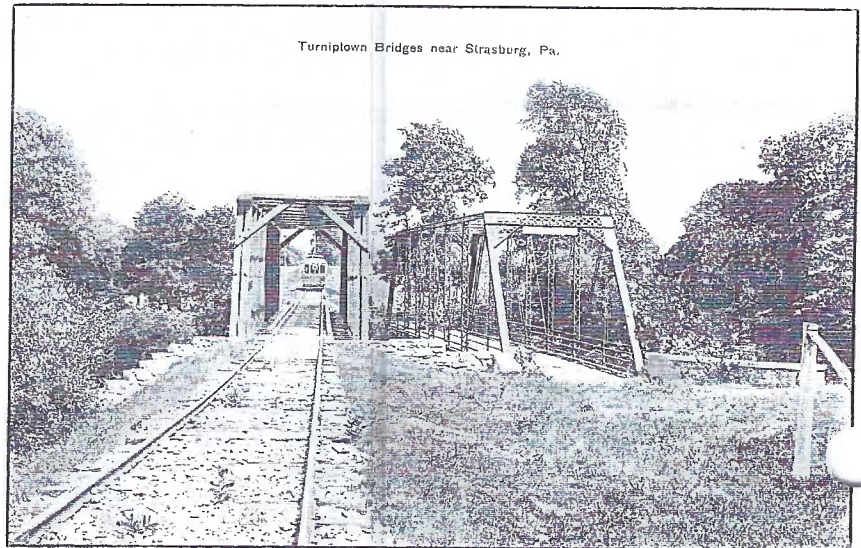
A locust sings me a warm dry song,  
 As he sits on a tassel of corn;  
 And the dust is deep and the spider lines strong,  
 And the seconds are pushing the minutes along,  
 For the hours are weary and worn.

The glorious blue of the summer sky  
 Is changed to a hazy gray,  
 And a lonely white cloud goes a-floating by,  
 And Mother Breeze nods with a half-closed eye,  
 While her children, the zephyrs, play.

I lie ncah a tree in a shady nook  
 By a drowsy, murmuring stream.  
 I listen and think and at times give a look  
 At the pages and lines of a lazy old book,  
 Till the words fade away in a dream.

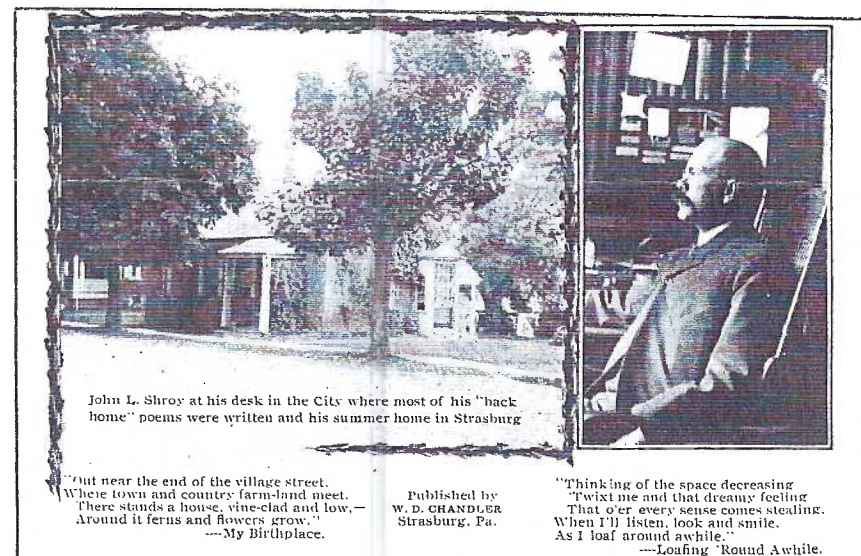
From John L. Shroy's book of poems, "Be a Good Boy, Good Bye." This poem took the Lyric Prize at one of the meetings of the Browning Society, Philadelphia.

Pub. by W. D. Chandler, Strasburg, Pa.



Turniptown Bridges near Strasburg, Pa.

A b/w view by American News Co. shows the same two steel bridges from other side of the creek.



John L. Shroy at his desk in the City where most of his "back home" poems were written and his summer home in Strasburg

*"Out near the end of the village street,  
 Where town and country farm-land meet.  
 There stands a house, vine-clad and low,  
 Around it ferns and flowers grow."  
 ---My Birthplace.*

Published by  
 W. D. CHANDLER  
 Strasburg, Pa.

*"Thinking of the space decreasing  
 'Twixt me and that dreamy feeling  
 That o'er every sense comes stealing,  
 When I'll listen, look and smile,  
 As I loaf around awhile."  
 ---Loafing 'Round Awhile.*

The last card is a composite of Shroy and his summer home. The d/b card, also by Chandler, contains lines from "My Birthplace" as well as "Loafing 'Round Awhile."

The backs of all three Chandler published postcards are different but all are reverse types used by printer John Zook/Express Printing of Lititz.