

THE CARD – Vol. 21, No. 3, Issue 241, November 2010

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting: Nov. 15, 2010. Farm & Home Center. Buy, Sell and Trade from 4:30. 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 address – Pres. Doug Milliken, P. O. Box 180, Bausman, PA, 17504, E-mail: dmilliken@mc.com

Club website: www.playle.com/clubs/lanaster or Google search: Lancaster County Postcard Club.

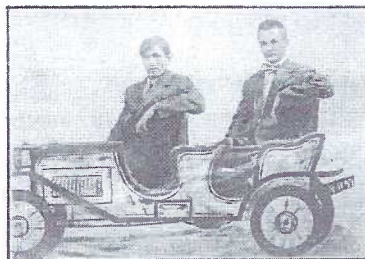
Programs

Tentatively scheduled for November is our Annual Auction but due to the few lots handed in to Walter Mowrer up to the Oct. Meeting, it's possible the auction will be cancelled. Should you have lots to sell, contact Walter at 717-684-5331. In lieu of an auction, there will be a Member Market (formerly known as the Free-for-All since the \$3 table fee is waived). You may use a full 8-ft. table or share one with another member if you have a small amount to sell. In the past, members have brought books and other paper items as well as postcards.

October Program Recap

Jere Greider's PowerPoint program included his collecting interests and we were served a fine assortment of PCs beginning with his first interest, Coca Cola. (He slowed down with the topic when he reached 3,500 items.) Drag racing strips and cars were his second interest – much harder to find than Coke cards, he admits. He reminded us that one of the first local drag strips was at the Garden Spot Airport on the Columbia Pike, but it had a short life. A nearby chinchilla ranch was suffering from the noise so the strip moved and gained national recognition as York US #30 Drag Strip. His collection also includes super stock cars but he likes to stay with the small regular-sized PC views.

After he retired from UPS Jere began part-time work with a funeral business and, of course, this opened still another avenue for collecting: buildings are fine but views with the hearse are better. A recent interest is real photo PCs of amusement park studio back-drops (see below) and, like many collectors he picks up Postcards on Postcards when he finds them. Many collectors find a need to branch out into other interests as Jere has, but what LCPC will always be indebted to Jere for is his urging to have an annual show which has helped keep the club's finances above water. For this we are most grateful.



October Meeting Misc.

Set up and selling were Kelly Fasnacht, Mike Middleton, Aaron Heckler, Dede Schaeffer, Bob Kramer, Ruth Moyer, Al Schaub, Leighton Stover, Vincent Peterson, Maria Schurz, Jim Ward, and we were so glad to see Doris Kay and Jim Feight from Chambersburg. It was like a mini-show. Which reminds us that the collecting season for us in south central PA concludes with the York International Show, Nov. 19-20 at the York Fairgrounds (\$5 both days), 9-7 and 9-5, and the Morlatton Post Card Show here at the Farm & Home Center on Thanksgiving week-end, (\$2) Nov. 26-27 from 10-6 and 10-4. Attendance was 58!

Prizes and a Special Note

Cheryl Edwards and Elmer Fry won Mystery Bags as door prizes and Kay Feight won an LCPC \$3 gift certificate. The 50/50 (\$31.50) was won by Tom Beck who will remember to report it on his income tax form.

NOTE – The exterior building doors lock automatically at 9:15 PM SHARP! We were unaware of this and two members had to come back the next day to retrieve some of their postcard stock.

Surprise Find

Dick Pendergrast was pleased as punch to find at our October meeting, a view of the old high school he attended on Long Island. It was a postcard he never knew existed!

Monthly Card Competition

CHILDREN were October's topic and it was heartening to see nine boards represented; all very well done. As might be expected, there were ties. Here's the run-down:

| | | |
|--------|----------------|-------------------------------|
| First | Walter Mowrer | Childhood Memories (RPs) |
| Second | Gisela Withers | Such, Such Were the Joys |
| Second | Jim Ward | Kids Thru the Year (holidays) |
| Third | Ruth Moyer | Childhood Years Ago |
| Third | Susan Glass | A Child's Love (w/kittens) |

Honorable Mention

| | |
|--------------|---------------------------------|
| Barbara Heim | Children through the Year Times |
| | Additional boards |

| | |
|---|---------------------------------------|
| Sandra Schaub | Oooh, So Cute! |
| Harold Moyer | Little People (RPs) |
| James Tanis | The Dutch Kids Take to New Inventions |
| Thank you, everyone for your time and effort. | |

November's subject is **Men and Women in Uniform**

December's subject is **Bells**.

For each month the entry should be a single postcard.

Thinking About Them

Our thoughts and prayers are with Betty Kreider, Betty Weaver, Bernie Heisey, and Bill Heinaman who have been dealing with major health issues in recent weeks.

Norman Zimmerman

We are so sorry to report that member #168 Norm Zimmerman passed away on Oct. 23. Norm was a faithful attendee while his health permitted. He was a deservedly proud WWII vet. Our sympathy is extended to Ethel, his wife of 65 yrs.

Lancaster's Locher Drug Store -

Rheumatic Remedy Manufacturer

Some of us remember (from the 1950s) the Locher Cut Rate Drug Stores at 38 S. Queen and 38 N. Queen Street. Possibly some may even remember an older location at 44 E. King Street in the 1940s, but there's no one about who remembers the Locher Drug Store was at 9 E. King Street. An old rule of thumb was that the closer to the Square, the more expensive the real estate and you couldn't locate much closer to foot traffic than a few doors from Penn Square and in the same block as the Court House.

A handful of postal cards addressed to Lochers help substantiate the extent of the company's business in 1914. We show a card mailed Dec. 28, 1914 from a wholesaler - the Milwaukee Drug Co. It requests that Lochers send 1/12 doz. Rheumatic Remedy 35¢ to J.A. Meller Drug Co., Bos-cobel, Wis. In the lower left corner a Locher employee (OF) has noted Dec. 30/14, 1 Bot (tle) was shipped.

This is just one of a dozen cards covering the last quarter of 1914 that we've uncovered. Many orders from wholesalers as well as other retail drug stores were for just one bottle. Can you imagine the bookkeeping involved for a 35¢ item since these were postal card orders and offered no way to enclose payment? Doubtless they wanted a sample to try - for themselves, or a family member? But there were a few larger orders. The Orr, Brown & Price Co., Columbus, OH ordered 3 doz., D. L. Miller & Co. of Waynesboro, PA ordered 9 dz., and from Harrisburg, PA Carrie J. Diffenderfer's Sept. 7 order - Please ship 1 gross of Rheumatic remedy to Shoemaker & Busch 511-515 Arch St., Philadelphia, Pa as soon as possible. She addressed her card to Mr. Lincoln. At the time (and for decades later) I. Lincoln Wenger was manager of Lochers Drug Store.



HOW DO THE LITTLE BUSY B.R. IMPROVE EACH OPPORTUNITY

READY MADE CLOTHING

Try LOCHER'S RENOWNED COUGH SYRUP. Sure Cure for Coughs, Colds, etc. For Sale at Locher's Drug Store, 9 East King St., Lancaster, Pa., and at all Country Stores.

Locher issued many Trade (Advertising) Cards long before the Golden Age of Postcards. These two Trade Cards hype Locher's Renowned Cough Syrup for Chronic Cough, Croup, Whooping Cough, Asthma and Consumption "available at 9 East King St., Lancaster, Pa., and at all Country Stores."



LOCHER'S RENOWNED COUGH SYRUP

Will cure your Cough or Cold in less time than any other Syrup in the market.

PRICE, 25 AND 50 CENTS A BOTTLE.

PREPARED BY

CHAS. A. LOCHER, Druggist,

No. 9 East King Street, Lancaster, Penna.

FOR SALE BY ALL DRUGGISTS.

Copyright 1924 by M. C. Pennington

MILWAUKEE DRUG COMPANY
Wholesale Druggists and Sundrys, Inc. Milwaukee, Wis. 12/28/14

Please send by Parcel direct to J.A. Meller Drug Co. Bos-cobel, Wis.

Charge to us, stating on invoice, where sent.

12 doz Rheumatic Remedy 35¢

07

Dec 30-14

11206

Yours truly, MILWAUKEE DRUG COMPANY.

A 1/12 doz. order from Milwaukee Drug for Meller Drug Co.

Williams Davis Brooks & Hinchman Sons.
MICHIGAN DRUG CO. DETROIT, MICH. 11/27/14

Please send cheapest way CHARGES PREPAID to
LYMAN SITES, LANSING, MICHIGAN.

1 ONLY LOCHERS RHEUM REMEDY.

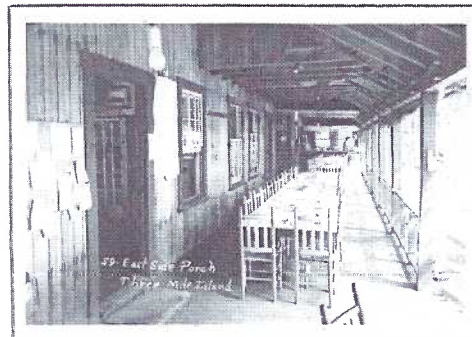
and charge to us, stating on invoice to whom sent.

Yours truly

PLEASE SEND US INVOICE IMMEDIATELY THE GOODS ARE SHIPPED.

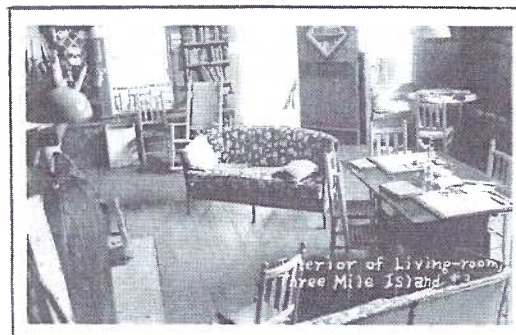
Williams Davis Brooks & Hinchman Sons.
By M. S.

Williams, Davis, Brooks & Hinchman Sons' order for "1 only" Lochers Rheum(atic) Remedy for Lyman Sites, Lansing, MI.



Living on the River

A recent Sunday News article (9/19/10) referred to folks spending summers on small islands in the Susquehanna R. They haul out generators, drinking water, and large TVs, and live in cottages, pop-up campers, and tents. The islands are near Safe Harbor and so they pay \$460 per year to lease their vacation site. This reminded us of a two RP cards. The unused PCs (the stamp boxes suggest the 1940s) are of a large cabin on Three Mile Island, Dauphin County. (We've fudged a bit to include them in *The Card*.) There are electric lights indoors and on the porch. There's no TV, but there are writing tables, loads of books, and a cozy fireplace. Dining tables accommodate more than forty! Who can offer a clue to the Three Mile Island vacation lodge?



The family name of Fieles shows up in a brief scan of the Christiana Centennial, 1894-94 history. In the 1880s the Christiana Hotel was ably run by Martin and his two sons, Mordecai and William. The town's baseball team in the 1940s-60s found another Bill – a success on the field, as a coach and as an umpire ("never made a bad call.")

The 1898 Lancaster City and County Directory lists Mordecai and William as proprietors of the Christiana Hotel. William was also in charge of the livery next door on Slocum Street and it was likely from here that **W. R. Fieles and Bro.** could conveniently carry on a "side business" as you'll see from the messages sent by their customers, both large and small. They catered to the needs of the day.

Leaman Place, PA, Apr. 14, 1890 – Yourself and Mr. Wallace are invited to attend our shooting match on Fri., Apr. 18. Please bring traps along. Try and come by mail (train) before dinner time." Leaman Place Gun Club.

Springfield, OH, May 19, 1890 – I think \$1.55 was rather high for that box of pigeons. I would not have shipped you so few but I thought you were pressed for birds...When you return the coop return it at my expense. I would be much obliged if you would make returns by Post Office as the bankers here say they do not care to handle such small checks. Keep the cost of the order out of the price of the pigeons." J. D. Russell.



Pigeons and pups, #5022 by Salmon, Ltd., Sevenoaks, Eng.

Altoona, PA, June 9, 1890 – I have a 4 mos. old thoroughbred smooth coated Scotch terrier, clay color, which will not be over 10 in. at shoulder when full size which I will sell or trade for a well bred beagle dog pup which I want for stud purposes when older. If you have anything let me know. She is a beauty and will hunt vermin already. A. L. Spangler

Stanton, MI, June 22, 1890 – I have an English Setter dog broken on quail & partridge. He is a grandson to Champion; colored black & white & blue. Handsome as a picture. Want gun or beagle. Price of dog \$64. A. Hanews.

Manitowish, WI, Oct. 16, 1890 – Nellie and Prince arrived here in good condition this afternoon. I am pleased with their looks and will give them a trial in a few days when they will be more accustomed to their surroundings. F. H.

Zanesville, OH, May 12m 1890 - I wish to trade my Stevens rifle, 24-in. octagon barrel chambered, for the new 22 long rifle partridge with very quick trig (?). I want a No. 1 rabbit dog – one that will hole rabbits & stay there. If you have what I want telegraph me & I will send rifle. It cost \$26. L. E. Bouillet.

Trenton, NJ, May 7, 1891 – Please send me price of a well broken rabbit dog, one that can be relied upon. I do not care for show points, but want one for work & sport. Respectfully, Robt. Stackhouse c/o American Seed Co.

Office of the American Field, Chicago, IL, May 12, 1891 – Your favor received with \$5 in payment of subscription for *The American Field* from May 19, 1891 to May 10, 1892. (Now we see how the Fieles found their clients.)

Fayetteville, AR, July 21, 1891 – What is the price of a pair Angora kittens? \$6? Yours, John P. Wood.



Stecher greeting, Series 59. Art by James E. Pitts.

West Chester, PA, Feb. 4, 1892 – They are going to have that match on the (9). Come down in the morning as soon as you can. Go to the Farmers Hotel. They have over 400 birds. S. J. Hutton

Somerset, MA, Feb. 12, 1892 – Please write me at once giving list of what you have on hand for Beagle pups – dogs and bitches – from 5 months up. Must be pedigree, good looking and healthy. I can use a few good pups, have sold all of mine. Give full particulars as to size, color, general appearance, as wanted for hunting stock. If pups are right and price is right, can give you quite a deal. Price must be low. W. E. Deane.



Irish Setter published by Alfred Mainzer, NY.

Urban's Lancaster

It would be entirely false to attribute all of the architecture of Lancaster City to C. Emlen Urban (1863-939). After all, the city was nearly 150 years old when young Urban put his designs on Lancaster's with his first major commission, the Southern Market, in 1888. Nearly fifty specific buildings in and around the city bear his signature and another 100 or more residences, though not specifically attributed to him, are likely his work.

In 2009 a little 52-page book describing Emlen Urban's work was published by the City of Lancaster. If you're fortunate enough to find one (it contains 61 illustrations) you can read about the singular achievements of this talented man and his accomplishments. Or you can search through your Lancaster postcard collection and find many of the views we've gathered on these two pages.

To Build Strong and Substantial: The Career of Architect C. Emlen Urban is available at the Lancaster County Historical Society Book Store for \$3, Tues. and Thurs. from 9:30 to 9:30, Wed., Fri., and Sat. from 9:30 to 4:30.

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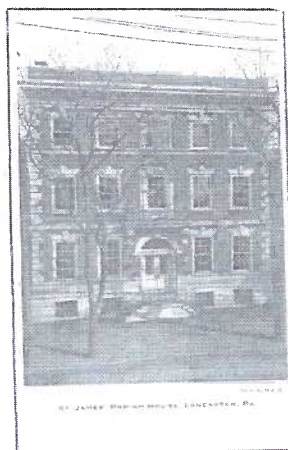
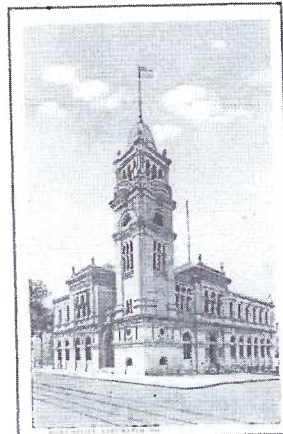
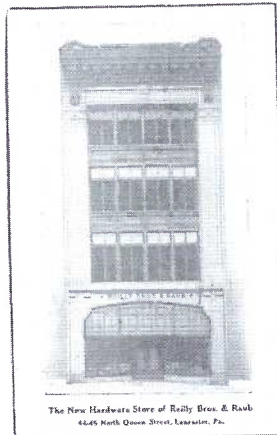
1st Row – Garvin Dept. Store, St. Paul's Reformed Ch., Reilly Bros. Hdwe., Municipal Bldg., Grace Lutheran Ch.
2nd Row – Fulton Opera House, St. James Parish House, Woolworth Five and Ten, Hotel Brunswick, Griest Bldg.

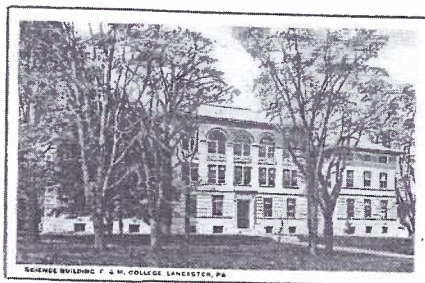
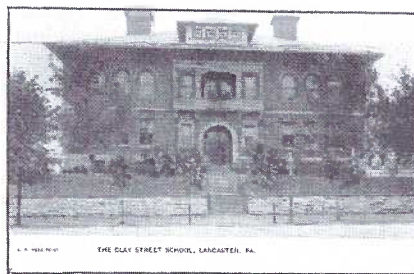
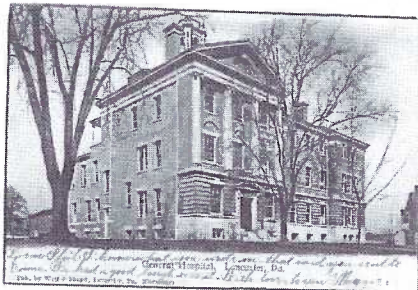
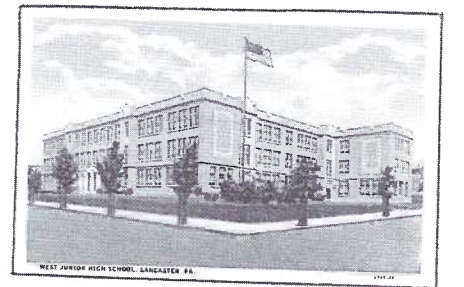
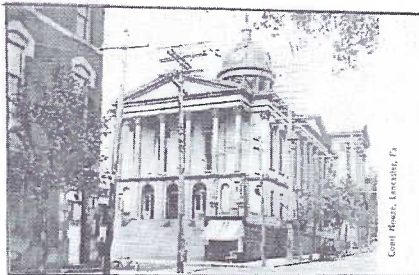
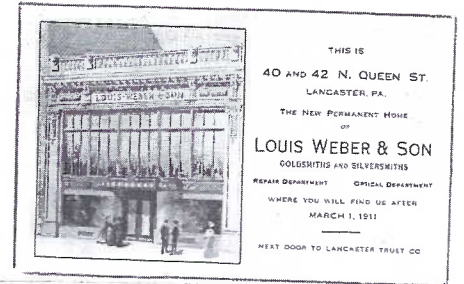
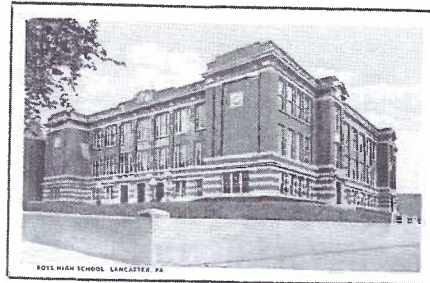
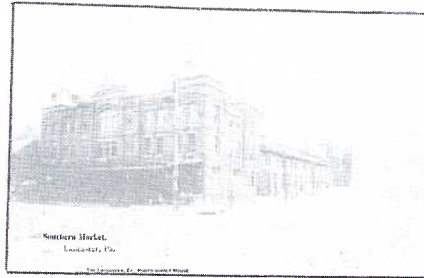


Masonic Hall (now The Heritage Center) was built in 1795. Urban remodeled the street level portion in 1932.

Next Page

1st Row – Demuth Tobacco Shop*, Southern Market, Hager Dept. Store
2nd Row – St. Paul's M. E. Ch., Boys H. S. /Fulton Sch., Weber Jewelry**
3rd Row – Lancaster Trust Co. (interior), Court House, Reynolds Jr. H. S.
4th Row – General Hospital, YMCA, Masonic Hall*
5th Row – Clay St. (Buehrle) Sch. **, Watt & Shand Dept. Store, Girls H. S. /Stevens Sch.
6th Row – Unitarian Ch., Stahr/Stager Hall (F&M), Moss Cigar Factory (during 1907 fire)
 *Exterior remodeled by Urban
 **Unattributed to, but likely by Urban

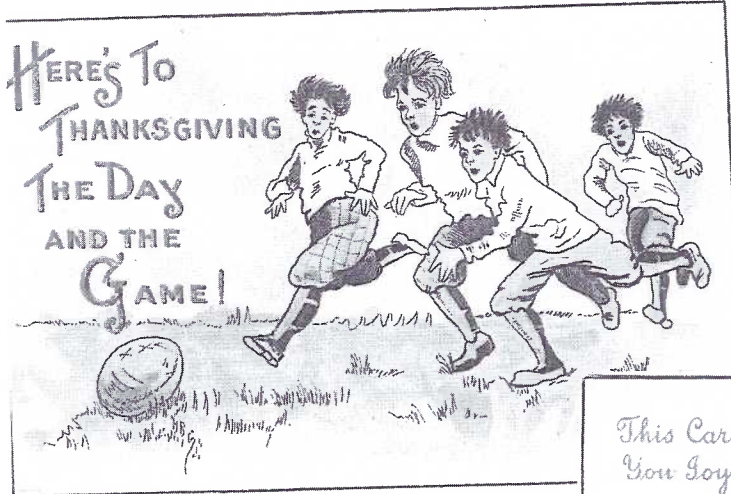




A Thanksgiving Potpourri

To satisfy the whims of some of us, here's a potpourri of T-day postcards: Uncle Sam for the patriotic; football scrimmage for the sports fan; crystal with apples and seeds of the money plant for antiquers and botanical-minded; a Samuel Schmucker maiden for lovers of beauty; quips between friends for those who enjoy a good laugh; and for those who relish fantasy – a tableful of surprises!

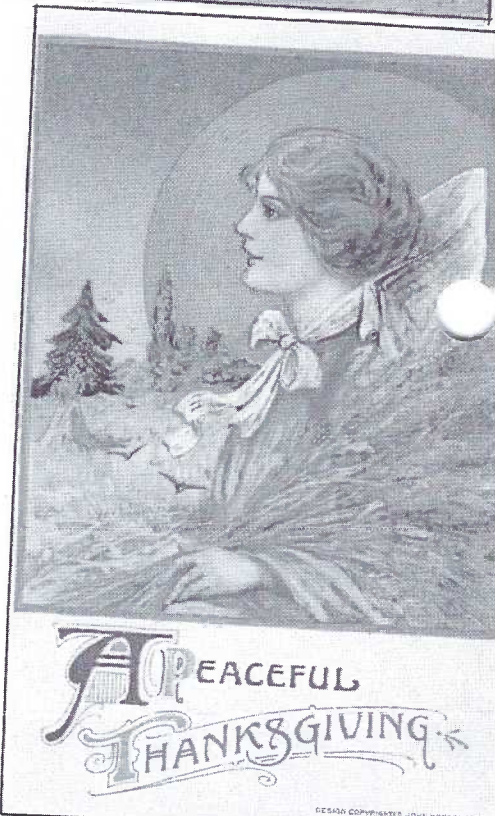
We hope everyone has a day with plenty of friends and food and are thankful for the blessings we all enjoy.



*This Card to wish
You Joy and Plenty.*



*Cordial Greetings for
Thanksgiving*



Left Column –

H. B. Griggs art in Series #2273 by Leubrie & Elkus
“C” from Series #1900 by Stecher Quality Postcards
Unnamed set of comics by The Rose Company

Right Column –

S. B. Series #259

Schmucker art by John Winsch, 1911 design.
Series #1950 by EDC or DEC.

