

THE CARD – Vol. 22, No. 2, Issue 244, February 2011

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

Enjoying postcards through education and entertainment.

Next Meeting: Feb. 21, 2011. Farm & Home Center. Buy, Sell and Trade from 4:30. Meeting - 7 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.

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

January Meeting

There were only 32 members present. The weather prediction was not good for later in the evening. Some members traveling more than ½ hour away ran into slippery roads. Member/dealers set up and selling included Kelly Fasnacht, Dede Schaeffer, Bob Shirk, Jere Greider, Leighton Stover, Aaron and Lynne Heckler, and Vince Peterson.

Program

Member Participation was the program. These folks showed a card (or cards) with a 2-3 min. explanation.

Jim Morrison had a newly acquired Elizabeth Farms property view; **Kerry Mohn** told us about the hemophilia gene in the Italian royal family; **Brian Frankhouser** showed an Amish schoolhouse on Centerville Rd. near Leola; **Gisela Withers** explained that letters in ancient Rome were delivered on horseback and packages by horse and cart; **Dede Schaeffer** showed a card of "Assy" a mean little girl and also a studious boy with his magnifying glass; **Betty Beck** explained a Christmas rebus and **Tom Beck** showed three large derrieres. We thank Betty and Tom for operating the Elmo projector.

NOTE: Because of a room rental conflict, LCPC will be meeting just for February, in the smaller room that leads off to the rear of the main lobby.

Annual Anniversary Cake

We have **Ruth and Harold Moyer** to thank for getting us back on track with a sheet cake that had a postcard design, in this case, a colorful **1911**. Such a small group in attendance allowed for plenty of cake for all, as well as a choice of white or chocolate!

January Card Competition

The subject for January was an easy one: **A GROUP ACTIVITY** so it's little wonder we had a fine and diversified number of entries.

FIRST Harold Moyer Sledding
SECOND Tom Beck Ale, Ale the Gang's all 'Ere
THIRD Walter Mowrer Columbia Old Home Week Parade
HONORABLE MENTION Gisela Withers Oktoberfest

Additional Participants

Betty Beck Bird Watching at Hawk Mountain
Susan Glass Hiking through an Ice Cave
Jere Greider Barn Raising
Ruth Moyer Bedtime
Dick Pendergrast An Iowa Picnic
Dede Schaeffer Celebrating the New Year
Leighton Stover Picnic at Penryn Park
Jim Ward Going to the Circus

Thanks go to all for participating.

A Heads Up for the next few months' subjects:

February Romance/Valentines (single card)
March Water Transportation (a board)
April Doors (single card)
May Cityscapes (a board)

Follow Up – The two cards that went missing after December's Christmas Competition have found their homes and everything worked out for the best.

Dues Payable Now

Our club's fiscal year runs from April to March, so dues for 2011 are payable now. Please send your check for \$10 (\$15 for two members at the same address) to –

**Richard Pendergrast,
950 Willow Valley Lakes Dr., I-506,
Willow Street, PA 17584.**

Thank you

February Program

George C. Whitney was making fancy valentines before the Civil War and continued making them into the 1920s, these latter items often selling for \$5 ea. Along the way Whitney & Co. bought a comic valentine firm and immediately sold it because George abhorred the ugly items. Attend the Feb. meeting and learn more about this stationery pioneer - how it survived a devastating fire, expanded to include most holidays, and offered the wonderful array of postcards, including Valentines, that we cherish today.



Continued on page 6.

Inclement Weather Information

In the event the weather is bad or the prediction is bad, contact one of these members to find out whether the weather will determine if we have a meeting or not –

Pres. Bob Zink 285-5342 Jere Greider 285-5872
Walt or Barb Mowrer 684-5331 Dede Schaeffer 392-3955
Tom or Betty Beck 627-7732 Jim Ward 721-9273

Morlatton Post Card Club presents its 36th Spring Postcard Show

Farm and Home Center, Lancaster

Fri., March 25, 10 to 6

Sat., March 26, 10 to 4

Admission \$2 (50¢ off with ad)

Millway Oil Tanks

Last month's CARD told us about the removal of the Rettew Mill Bridge from its old site on the Cocalico Creek to a new location about one mile downstream on Middle Creek Rd. That spot (see map) is the confluence of Cocalico Creek and Middle Creek and Hammer Creek! Let's move this month across the pastures about 500 yards from the "new" bridge to a field that still houses three gigantic storage tanks.

The Beginning

The June 9, 1888 issue of *The Ephrata Review* includes the following – "Not many months ago Millway was a comparatively unimportant station* on the Reading RR. Visitors at that time would now scarcely recognize the busy little town...with almost a dozen houses being erected at this time. The main stimulus to this prosperity is the oil station of the American Transit Co. which is situated at this place. Millway is the seventh station on this (pipe) line and is the one carrying oil to Phila. Construction of another pipeline from Millway to Baltimore will run through the county in a southwesterly direction running across the Susquehanna River below Shenk's Ferry."

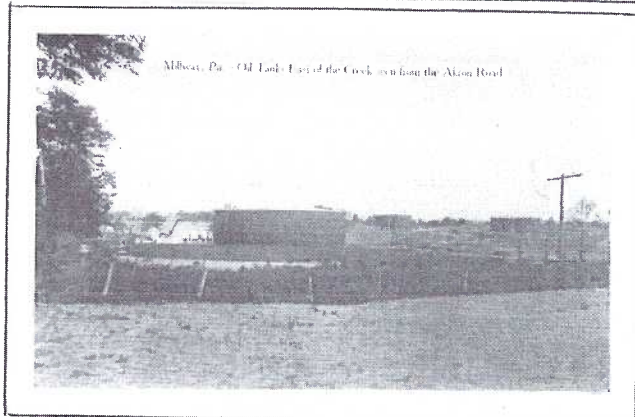
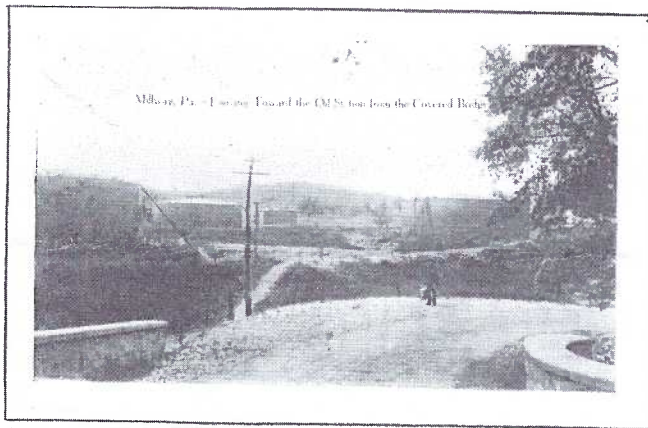
*That oil station included a boiler house, pump house, workshop, firehouse, office and manifold bldg., homes for company workers and eventually 43 oil storage tanks having a capacity from 200,000 to two million gallons each.

The Postcards

This brings us to the history postcards provide. The first two views, by Express Printing Co., Lititz, show us some of those mammoth oil storage tanks.

Millway, Pa. – Looking Toward the Oil Station from the Covered Bridge. This would have been the original covered bridge that preceded the steel truss bridge that was closed in 1990 and which, last month, was replaced with the Rettew Mill Covered Bridge.

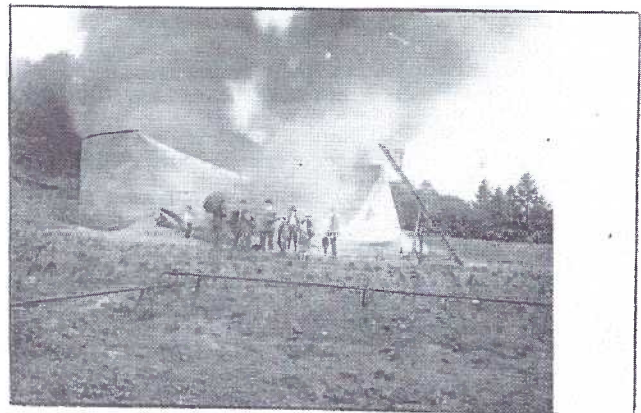
Millway, Pa. – Oil Tanks East of the Creek seen from the Akron Road.



The Event

About 6 o'clock on the evening of July 31, 1912 the area suffered a heavy rain and wind storm. Quoting from the Aug. 2, 1912 *Ephrata Review* (a weekly) – "A bolt of lightning struck one of the oil tanks of the Southern Pipe Line Co. at Millway. It is very fortunate that only one tank and its contents were consumed by the flames which broke out immediately. The tank which was constructed of heavy steel iron gradually curled inward due to the great heat of the burning crude oil and sediment which were about four feet deep in the tank. The tank was 90 feet high. It and its contents, which consisted of about 5,000 barrels of crude oil, were entirely consumed, the fire burning itself out at a late hour that night."

The three real photo postcards show the huge columns of smoke rising from the fire, four men and six children posing before the collapsing tank, and the fully collapsed tank. Two of the unused cards have the date of the fire noted on the reverse.



The 1912 *Review* goes on to explain, "The employees about the pumping station, who are drilled in fire service, proceeded at once to fight the flames. They did most efficient work and succeeded in keeping the flames from spreading to the other tanks or to the buildings of Mr. John B. Good."

Continued next page.

Three Generations Later

The Nov. 11, 1976 issue of *The Ephrata Review* explains that two of the original 43 storage tanks used for storing refined oil until 1960, are being dismantled by the Glen Tara Iron and Metal Co., Lititz, Wm. Wentling and J. Paul Rohrer, owners. Most of the oil in recent years was pumped to Marcus Hook, Chester County, the site of large oil refineries. In 1934 the first major dismantling of the tanks took place when 13 were torn down on the property. At different times in Millway's history, the pipe lines were reversed in various ways. Originally they pumped from West to East and they always pumped crude oil. In the 1950s, toward the end of the pumping station's era, oil was pumped for Atlantic Pipe Line from the East to the West.

Last Month

While visiting the "new" Rettew Mill/Keller's Bridge on Dec. 31, Harold Moyer and Jim Ward talked with oil tank property owner, Ed Reiff. He intends to remove one tank to enlarge his orchard space. He will continue to use the remaining two for storage of farm equipment and silage.

More Millway

It was a pleasant December day, so Harold and Jim decided to "locate" the postcard images they had with them of the area. Letters on the map match the PC views.

CB = Erb's Covered Bridge on Erb's Bridge Rd. The view is a colored photo, #4-30, by LCPC's Bob Shirk from his 2010 set of local covered bridges. Available at 717-656-2781.

A = Millway Pa., 1908, United Evangelical Campmeeting. Looking toward Auditorium. Wolf's Grove saw up to 9,000 folks a day at the meeting along Hammer Creek. (8 diff. views are known).

B = Eichenberg's Store, Millway, Pa. (Correct spelling is Eichelberg.) The store was nearly ½ mile north but activity eventually settled near the railroad where it was originally called Millway Station.

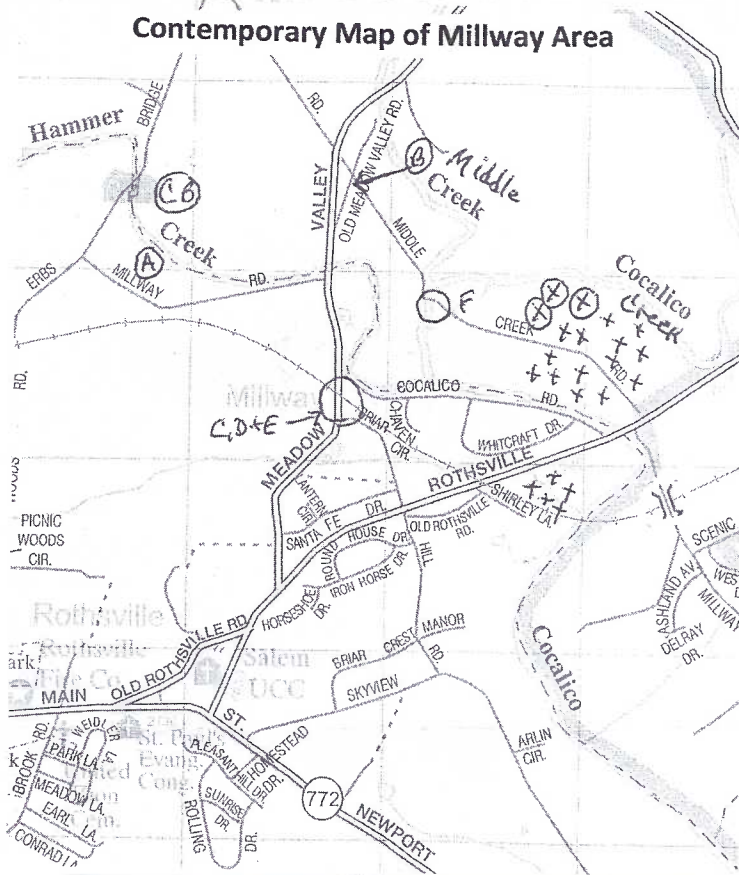
C,D,E = See 1899 map on next page for close-up view.

F = Location of re-located **Rettew/Keller Covered Bridge.**

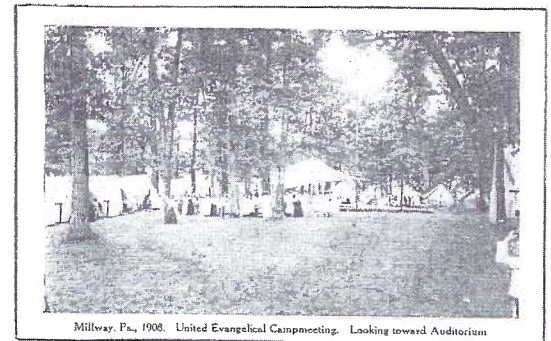
X's = General area where the **43 original oil storage tanks** were located.

Circled X's = The three remaining oil tanks one of which will soon be dismantled.

Contemporary Map of Millway Area



(A)



Millway, Pa., 1908. United Evangelical Campmeeting. Looking toward Auditorium

(B)



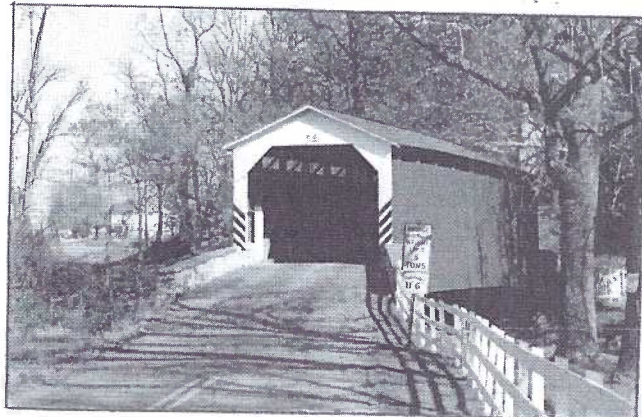
Eichenberg's Store, Millway, Pa.

Millway Complications

It's hardly Millway's problem, but in studying the village PCs Harold and Jim ran into several hurdles: 1) Millway is largely in Warwick Township, but some of its history is in Ephrata Twp., 2) Millway is near the confluence of three creeks: Hammer Creek, Middle Creek and Cocalico Creek, and 3) the main artery, Meadow Creek Rd., was re-routed. Actually the Columbia-Reading Railroad path was a great indicator when matching up the old 1899 map (with no roads named) to the present day map.

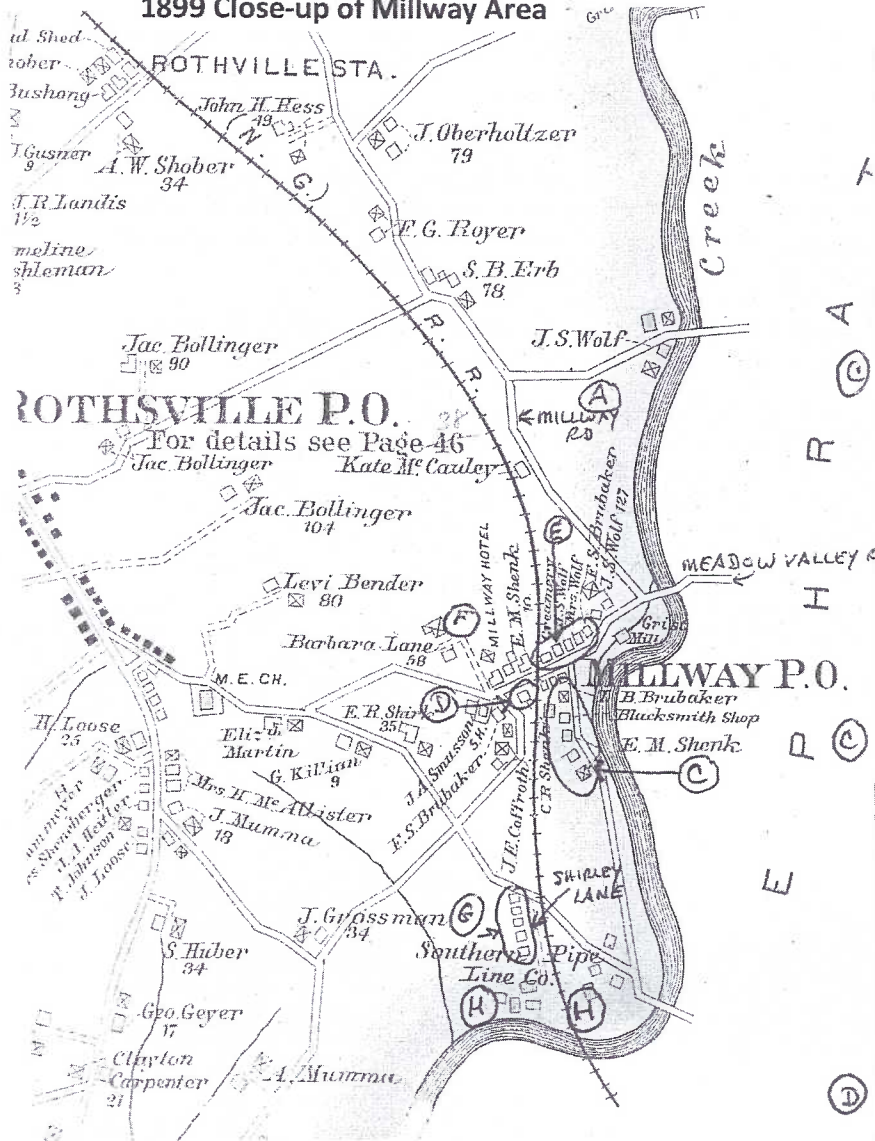
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(CB)



Millway continued.

1899 Close-up of Millway Area



Key to 1899 Map

C = Millway Pa., Grain Elevator of Moore & Reitz and R. & C. Railroad Depot (on right). At least 3 more views exist. Most of these buildings burned down in 1907 as a result of sparks from a passing train igniting the structures.

C = J. H. Reitz, Millway, Pa. This real photo is by Stadler Photographing Co., New York-Chicago for Dexter Portland Cement. This bldg. was the only survivor of the 1907 fire. It's been remodeled and in use by the Fairfield Company.

D = Store of Calvin Hine, Millway, Pa. (1923 cancellation).

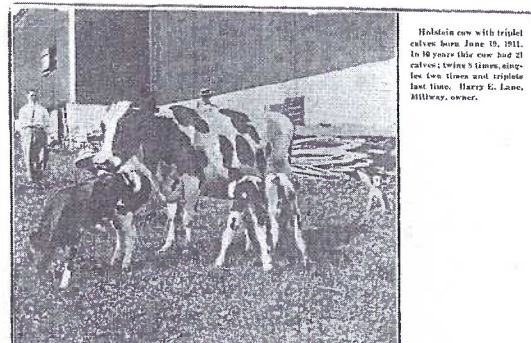
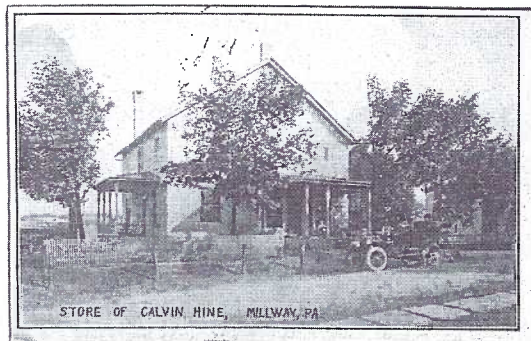
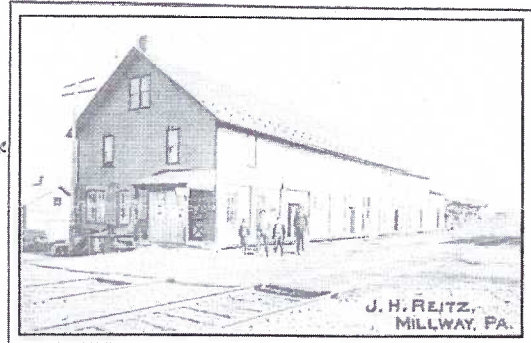
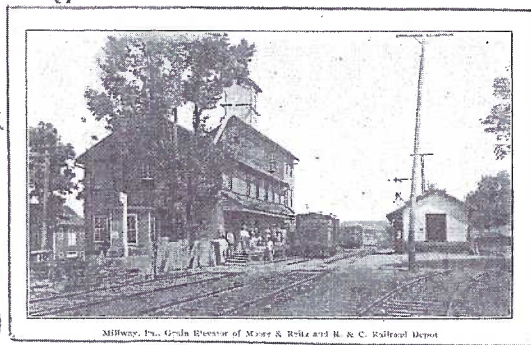
E = Millway, Pa. — Looking North Near the Railroad. All five dwellings remain, are well-maintained and occupied. The abandoned grist mill is seen in the distance.

F = Farm of Barbara Lane (1899. Holstein cow with triplet calves born June 19, 1911. In 10 years this cow had 21 calves; twins 8 times, singles two times and triplets last time. Harry E. Lane, Millway, owner. Was Barbara Harry's mother or sister or wife? Unless noted, all printed Millway views are by Express Printing, Lititz.

Note: The railroad depot was always Rothville Station, w/o the "S" that the town had in its name.

G = Homes built for company employees.

H = Two nicely restored buildings still remain of the complex that included a boiler house, pump house, workshop, manifold station, fire house, and telegraph office.



Lancaster Views

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Published by a York Firm

If you examine a particular handful of Lancaster views, you'll notice they have a York publishing firm. Here's how that occurred.

Thil Mehl was a rep for several companies that specialized in advertising "gimmicks." For instance, many local coin collectors contacted Thil to produce wooden nickels to advertise their club or their coin shows. Thil was a late-comer to the York Post Card Club but one of the revelations he made that interested a few Lancaster members was the following note he gave us in January 2002.

"I agreed to be the rep for the **Plastichrome** line of postcards in the early 1950s. In return, I had exclusive rights for dealing with the Union News Company stands in the Harrisburg, York and Lancaster train stations. Every card design was ordered in quantities of 6,500 with 3,000 containing their logo. The outfit that installed the York Waste Treatment Works had contacted me earlier about having a postcard made for them. They didn't want 6,500,

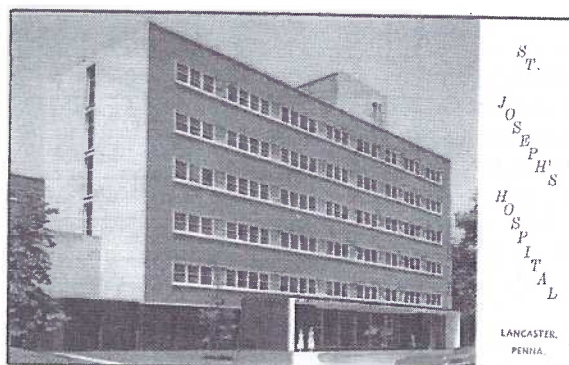
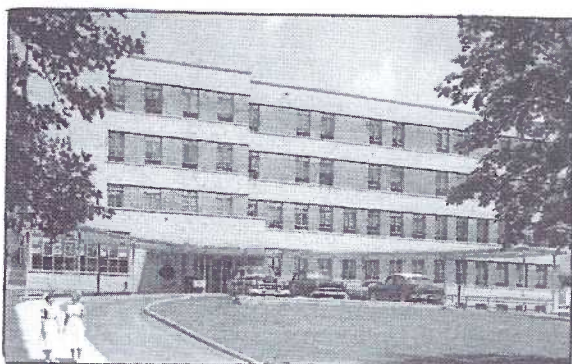
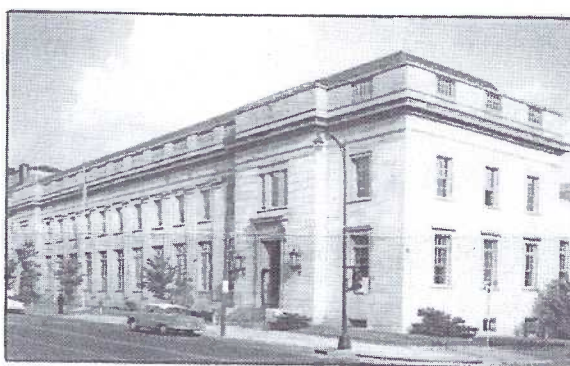
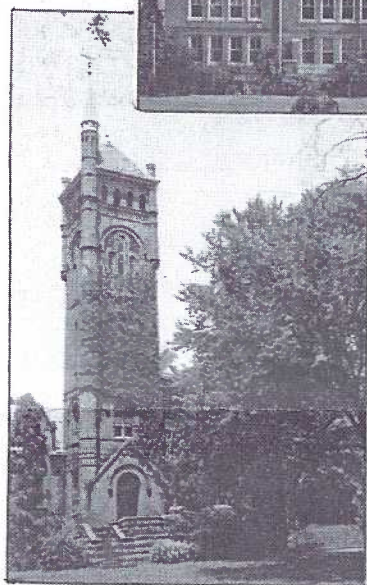
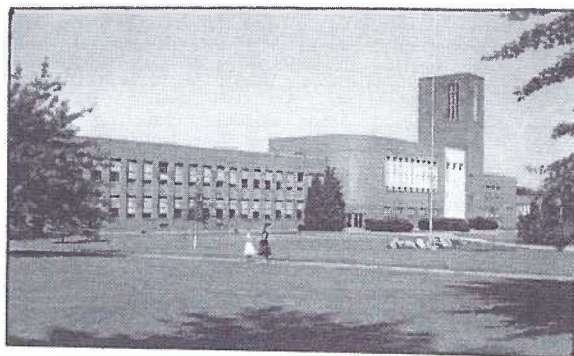
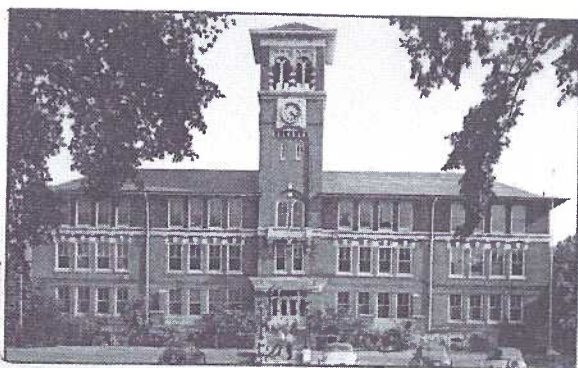
so when I later decided to issue a series of six (6) views of each town, I agreed to include a scene for them and they took well over 1,000.

My photographer was Jim Hayman. Most of the Lancaster cards were sold by the Union News and Woolworth's. I sold the franchise and my remaining cards to the Mebane Co. in 1956. That's why you'll find some of my original PC scenes with their (Mebane's) name on them."

Here are the Lancaster views (see illustrations) printed by Plastichrome and published by (Thil) Mehl Advertising Service, 545 Pacific Ave., York, Pa. —

- P12149 Stevens Trade School**
- P12150 McCaskey High School**
- P12151 Theological Seminary**
- P12152 U. S. Post Office**
- P12153 Lancaster General Hospital**
- P12154 St. Joseph's Hospital**

Search diligently and you can still find good examples of these regular-sized chrome views for 50¢ to \$2.



Valentine Corkers

After last month's New Year's Porkers what more could you expect but Valentine Corkers? And Corkers they are.

A Model Love Letter deserves your undivided attention – to the bitter end. There you'll find Dr. Kopolov's humorous vein, one that had to delight his patients and possibly attract a few more. **Love in 24 Languages** is #688 in a series published by the Knight Brothers of London, Eng. They specialized in views and novelty PCs.

The final three Valentine Corkers have Winsch-type backs and are numbered respectively #1312, #1310 and #1317.

A MODEL LOVE LETTER

To Miss _____
The great love I have hitherto expressed for you is false, and I find my indifference towards you increases daily. The more I see of you, the more you appear in my eyes an object of contempt. I feel myself every way disposed and determined to hate you. Believe me, I never had an intention to offer you my hand. Our last conversation has left a tedious insipidity, which has by no means given the most exalted idea of your character. Your temper would make me extremely unhappy; and if we are united, I shall experience nothing but the hatred of my parents, added to everlasting displeasure in living with you. I have, indeed, a heart to bestow, but I do not desire you to imagine it at your service. I could not give it to any one more inconsistent and envious than yourself, and less capable to do honor to my choice and my family. Yes, Miss, I hope you will now be persuaded that I speak sincerely, and you will do me a favor to avoid me. I shall excuse you taking the trouble to answer this. Your letters are always full of impertinence, and you have not even a shadow of wit and good sense. Adieu! Adieu! Believe me so averse to you that it is impossible for me even to be your most affectionate friend and humble servant.

The reader, after perusing this ingenious little letter, will please read it again, commencing on the first line, and then the third and fifth, and so continue reading each alternate line to the end.

It	Dr. CH. KOPOLOV	It
Will	DENTIST	Will
Pay		Please
You	Has removed from 2009 Fifth Ave., to	Us
To	46 THIRD STREET 46	To
See		See
Us	Com. Phone 1776-W TROY, N. Y.	You



IF YOU WANT A
VALENTINE,
JUST HAVE ME
PAGED.

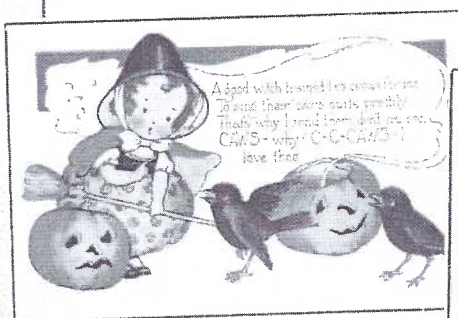


SAY I'M JUST
NUTTY
ABOUT YOU.



SAY I'M
JUST NUTTY
ABOUT YOU.

February Program continued.



Halloween, Valentine and
Easter postcards Whitney.

Post Card

Post Card

The Whitney Logos

Above left is the early Whitney logo that we found 9 examples of in Jim and Dede's stock. Dates are from 1910 to 1916. Above right is the later logo seen on most Whitney PCs. We found 47 dating from 1915 to 1940.

