

# THE CARD – Vol. 22, No. 10, Issue 252, October 2011

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

*Enjoying postcards through education and entertainment.*

Next Meeting – Oct. 17, 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](http://www.playle.com/clubs/lancaster) or Google search: Lancaster County Postcard Club.

**UNDER COST – You can buy our Vol. II book of local postcard views for just \$15. Give one to a friend.**

## Sept. Meeting

Thirty-one members (including two guests who became members) attended the Sept. meeting many of whom were actively looking at cards from these dealers' tables – Maria and Win Schurz, Ruth and Harold Moyer, Bill Buckwalter, Bob Kramer, Mike Middleton, Ray Dennis, Jim Ward, Al Schaub, Dale Schaub, and Jere Greider. Jere showed up with a recently purchased Mich. collection of over 10,000 PCs half of which he found a home for that night.

In new business the members voted to purchase a \$25 club listing in a special edition of Postcard World. Dede announced the local shows will be Great Eastern Allentown Adv. & Paper Oct. 1 and 2 and the Morlatton PC Thanksgiving Show - see half page paid ad this issue. Jere Greider thanked the dozens of members who helped make our club show another success even though attendance was down (under 200) typical of most shows of late.

Mark Arbogast won \$12 in the 50/50; door prizes of \$3 gift cards were won by Jackie Flaharty and Gisela Withers.

We welcome these two new members who have visited us in the past and have now joined LCPC. Come back often!

804 Rosey Swan Berwick, Maine  
805 Duane R. Adams Berwick, Maine

## Program

**Member Participation** included five members who spoke from 2 to 15 minutes using postcards enhanced with the Elmo, Jere Greider at the helm. **Al Schaub** offered a brief biography of his life; **Ruth Moyer** showed several real photo views of her hometown of Blainsport; **Harold Moyer** showed his first ever postcard, a view of the Swamp Lutheran and Reformed Church at Blainsport; **Bob Zink** had a recent purchase - a rare Mountville RP that he'd been pursuing for many years; and **Jim Ward** showed a handful of local raffle tickets from D. B. Landis's press. DBL was a job printer as well as postcard printer and publisher.

This is the kind of program that offers a wide variety of subjects, allows for different presenters, and is much appreciated by the audience. Let's do it more often!

## Monthly Competition –

### A Board of Letter "M" Postcards

**First** Harold Moyer Manheim, PA (views of past floods)  
**Second** Jim Ward Ms and Ms (19 "M" Subjects)  
**Third** James Tanis M is for Maps

### Honorable Mention

Ruth Moyer Motels  
Gisela Withers Masks of Africa

Thanks to all participants.

Future subjects -

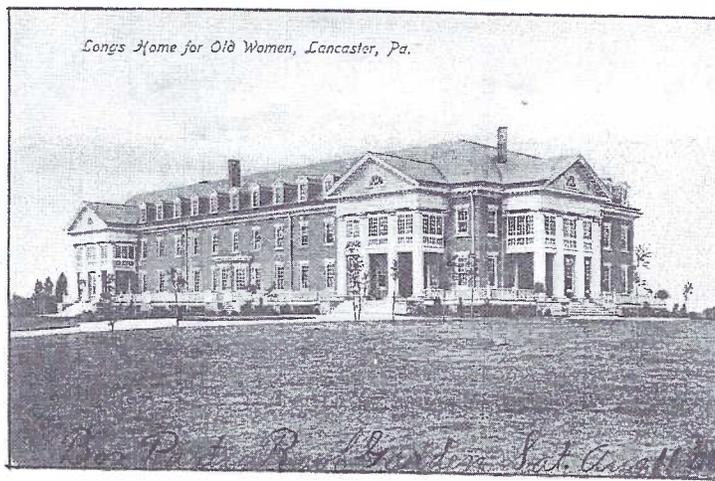
October - Colored Leaves (single card)

November - Turkey/Eagle (single card)

December - Sledding/Sleighting (a board)

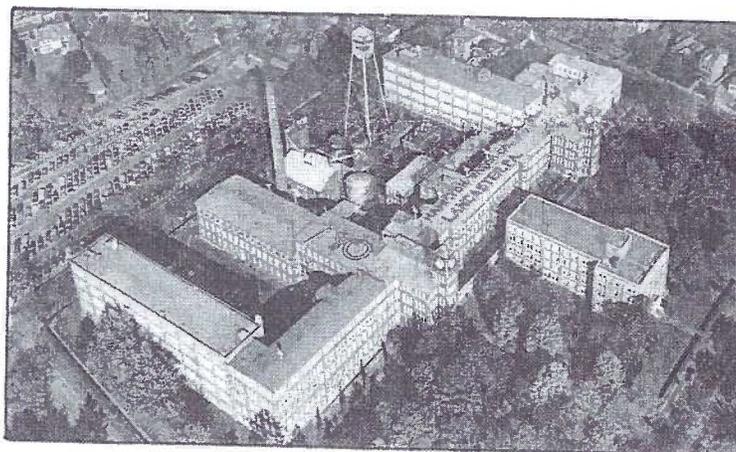
## Oct. Program

Scheduled to present October's program is Tom Beck who will continue his trip of memories growing up in Lancaster City. This time it is **Beyond Penn Square, West**. Tom's past talks have been well received, using postcards to offer a unique look at his Lancaster. Try to attend.



### The Long Home

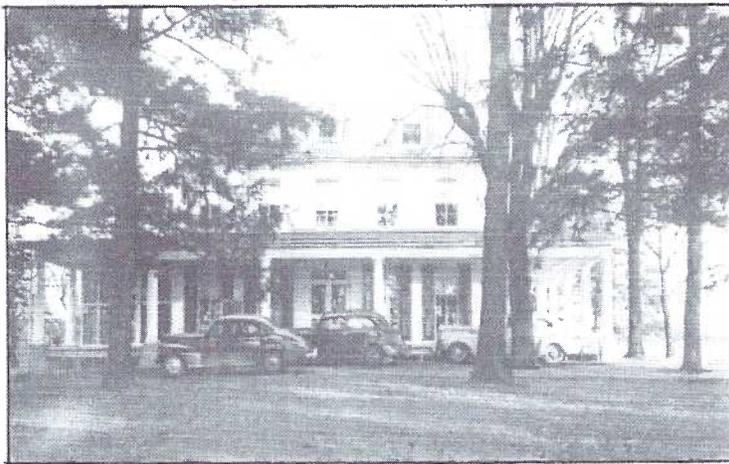
In the headlines recently, the Long Home on West End Ave. will shortly be vacated. Residents will find new lodgings at The Long Community at Highland, a facility under construction by the Highland Presbyterian Church on Oregon Pike. *Continued on next page.*



### The Hamilton Watch Company

This b/w aerial view of Hamilton Watch is not an early PC view but it *does* show the 1941 addition at the front of the mammoth complex that was begun in 1874 with the tower and wings on the far right. In addition to its company name on the roof, Hamilton offered pilots a convenient directional arrow. *Continued on next page.*





## Armstrong Manor

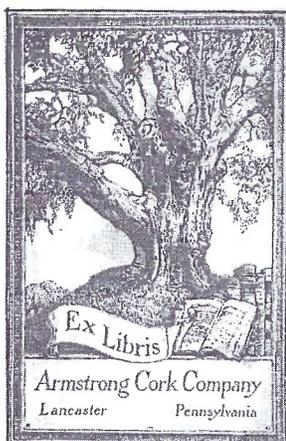
*New Owner, New Business in 2012*

An elegant white 3-story building with wrap-around porch faces Overlook Golf Course at 2025 Lititz Pike. Armstrong Cork Company bought the former farmhouse in 1920. Note the vintage 1930s cars in the postcard view. For decades Armstrong Manor served its initial intention quite well – to house the company’s newly hired flooring salesmen during their six months of training at the nearby Floor Plant on West Liberty Street in Lancaster. It was a home-away-from-home for the single men who had just a 15-minute drive to “school.” In recent years the Manor housed the company’s visiting executives who had at their disposal a staff that served them fine meals complimenting their surroundings.

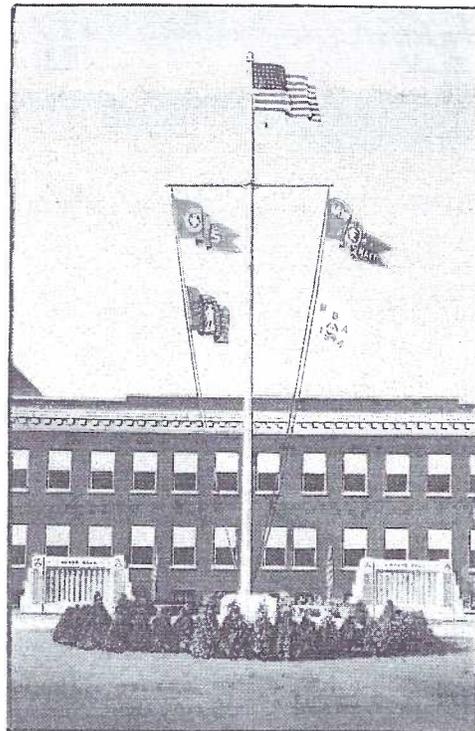
As part of Armstrong’s decision to down-size its holdings, the 6.7 acre estate is about to be sold if an agreement can be reached with the township zoning board. At odds are increasing the parking area to 86 spaces needed for staff and clients of the new business, Rogers & Associates. The wealth-management firm focuses on investors who are retired or expect to retire within five years, according to a recent Sunday News story. Seminars and luncheons would be part of the firm’s program, thus the need for parking that would also include space for staff.

Soon after the Civil War the property was purchased by local tanner, banker\*, farmer David P. Locher. It was he who expanded and up-dated the building and named it Bloomingdale Farm. A nearby residential neighborhood between Lititz and Oregon Pikes was named for the farm.

\*Locher’s private bank was at W. King St. and Penn Sq.



*Caption - The Armstrong Manor, located in a country setting on the Lititz Pike, 2½ miles north of Lancaster Penna. This b/w photo PC was likely used by the Armstrong trainees who lived at the Manor.*



### Armstrong’s Court of Honor

It was 1945; World War II had been on everyone’s mind for more than four years. A proud Henry J. Marshall, Circle A’s president, had a long-hand message included on this Curt Teich linen postcard given to his company’s employees as well as to Armstrong’s customers. “Thought you might be interested in seeing a postcard of the Court of Honor dedicated to Floor Plant men and women in the armed forces. Best Regards. Henry J. Marshall.”

*The card’s caption reads -* The Court of Honor at Armstrong’s Floor Plant, Lancaster, Pa. with the Honor Roll of men and women in Service in the background. Flying beneath Old Glory are citations won by the employees: Army-Navy “E” with three stars for excellence in war production; Security Award for maintaining plant protection system; National Safety Award for low accident record; and the Minute Man Flag for War Bond purchase.

This 5-flag standard and the two Honor Rolls next to it, stood at the entrance to the Floor Plant on W. Liberty St.

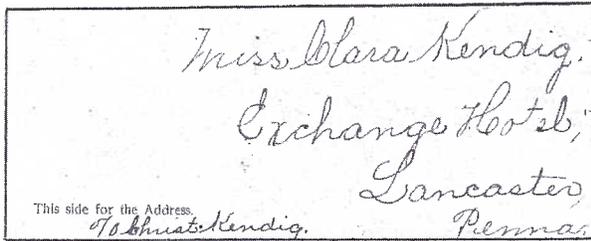
## Lancaster Addresses

How many hotels did Lancaster City have in 1903? - 8? 18? 38? 80?

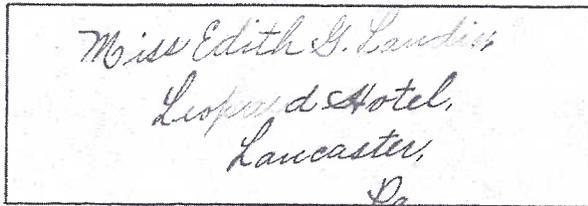
Living in a hotel in the early 1900s didn't imply an itinerant status or an idle nature, and hotels were by no means flea traps. If you consider how rapidly Lancaster's center city was expanding with new businesses – dozens of retail shops, and factories making watches, locks, umbrellas, chocolate, cotton and silk products, it's little wonder that many folks found hotels a convenient (and cheap) way to live. Hotels had their share of traveling salesmen but mostly they were homes within walking distance to jobs for a large number of young ladies and men with good reputations and learning skills. They were out on their own, not yet married and not able to afford a home. (The answer is eighty!)

Lancaster views were sent to hotel "homes" in 1907.

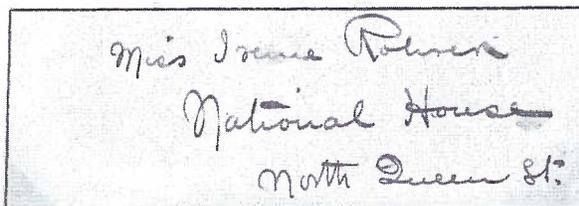
Annie Rote sent a birthday wish on a PRR Sta. card to Miss Clara Kendig, Exchange Hotel c/o Christian. The Exchange was at 9-11 S. Christian Street.



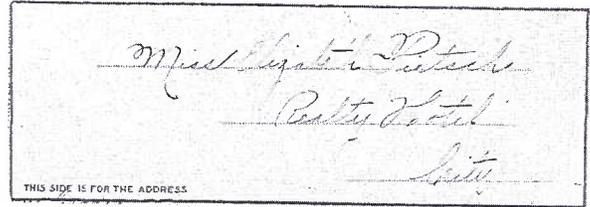
Cousin Elsie L. Leaman sent the Stevens High School to Miss Edith G. Landis at the Leopard Hotel, 25 East King St. later called the Hotel Weber.



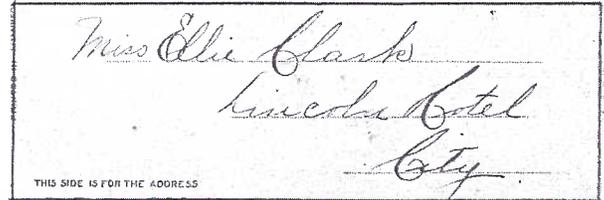
Wm. A. Wolf hoped Miss Irene Rohrer, National House, "will soon be able to take a walk" on a scene in Long Park. National House was at 56 N. Queen Street.



Carrie sent Buchanan's Tomb with no message, to Miss Elizabeth Pietsch at Realty Hotel, 33-35 West King St.

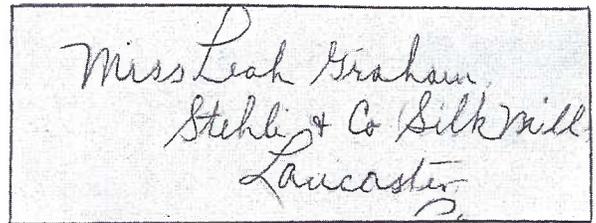


Birthday congratulations on a view of F&M's Old Main were sent from A. K. to Miss Ellie Clark at the Lincoln Hotel which was at 32-36 S. Queen St.

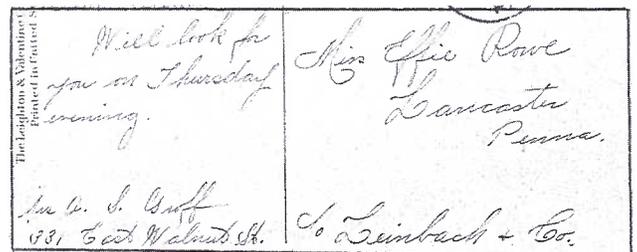


PCs were sent to some young ladies where they worked.

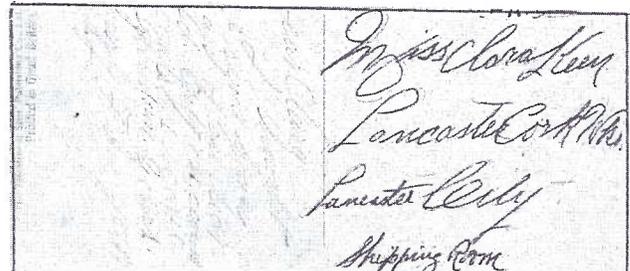
An unsigned PC of the YMCA went to Miss Leah Graham at the huge Stehli & Co. Silk Mill in Rossmere.



Miss Effie Rowe received the Ten Hour House card from Mrs. A. S. Groff at Effie's job in the Leinbach & Co. store on North Queen Street.

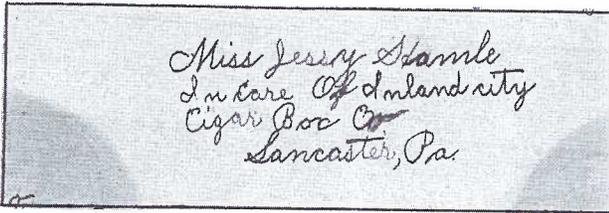


Miss Clara Keen's card is a view of N. Duke St. homes. It was sent to her the Lancaster Cork Works on New Holland later to become Dodge Cork, then Armstrong Cork. The writer laments "I'll send you a card of our dear old city on account of cards are scarce in E-town."

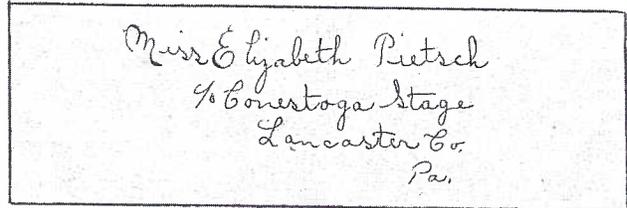


**Lancaster Addresses** continued.

Miss Jessie (sic) Hamle's view of the Woolworth Bldg. is from "R. S." with no message. It arrived "In care of" Inland City Cigar Box Co. at 716-728 N. Christian St.



F&M's Old Main was sent with "compliments of Alice H. Stehman" to Miss Elizabeth Pietsch c/o Conestoga Stage. As late as 1923 the Conestoga Stage left the Lancaster Post Office for Conestoga Centre via New Danville Pike every day at 3 PM (except Sun.) returning to Lancaster at 9:10 AM.



**A few unusual Lancaster addresses from the 1906-07 era.**

The county prison was sent to Miss Marguerite Dailey who lived at 36 1/2 German St, During WWI street names with German connotations were altered. German St. became Farnum St.



In 1907 Annie Geiter sent a Rocky Springs PC to Mrs. Amos Harman at "One Love Lane near Heigh (sic) Str." Today we know Love Lane as Fairview Avenue and Annie meant "High" St.



**MORLATTON POST CARD CLUB INC.**



**36<sup>th</sup> Fall Postcard Show**



Farm and Home Center  
1383 Arcadia Road  
Lancaster, PA 17601  
(off Manheim Pike Rte. 72)

**Friday, November 25, 2011 - 10 A.M. to 6 P.M.**  
**Saturday, November 26, 2011 - 10 A.M. to 4 P.M.**

Door Prizes  
**No Pre-Show Buying**

Admission \$2.00  
(50 cents off with ad)

For more information call  
Kay Feight, (717) 263-1638  
Leon Rowe, (610) 444-0641

# Bethany Home Postcards -

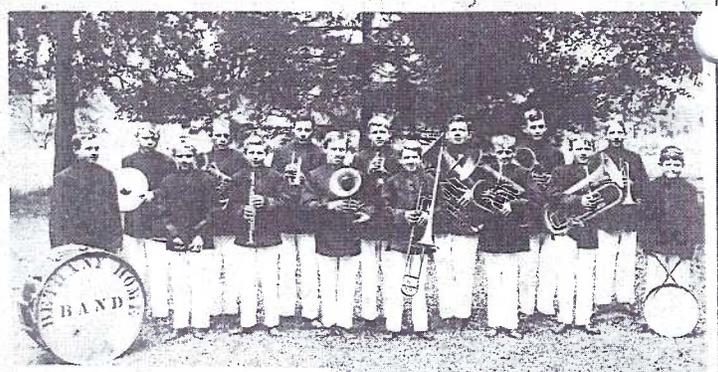
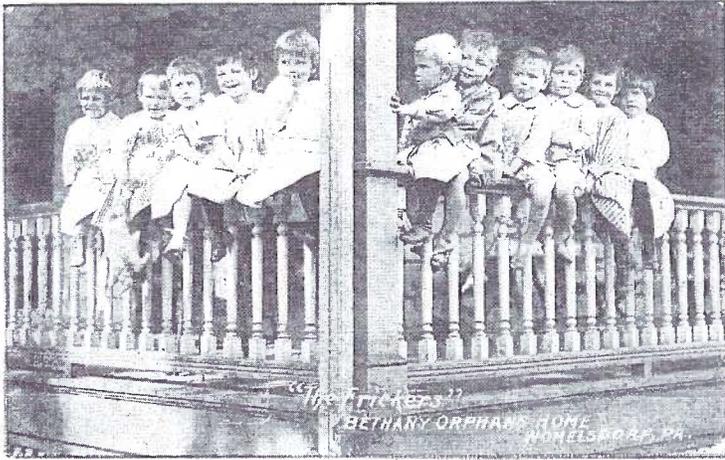
This concludes a 4-part presentation featuring children who lived at Bethany, thanks to Ruth, Harold and Jim.

Top two real photo PCs are by Dives, Pomeroy & Stewart, Reading, Pa. Publisher of the last RP card is unknown  
**Bethany Band Real Photo**  
**Bethany Cleaners Real Photo**  
**A Dozen Dimpled Darlings Real Photo**

POST CARD



"The Frickers"



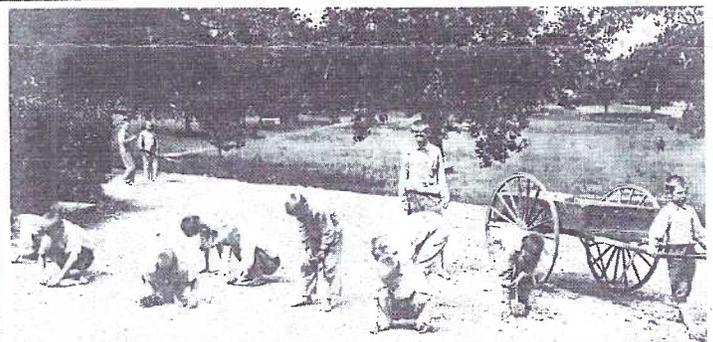
*Bethany Band*

POST CARD

THIS SIDE FOR THE ADDRESS



Patriotic Parade (no caption) Real Photo



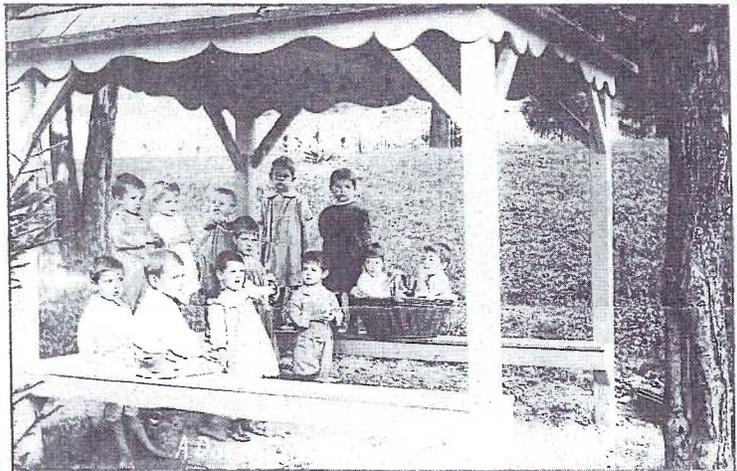
*Bethany Cleaners*



POST CARD



No. 1085 Bathing Pool



We know the primary purpose for publishing cards featuring the children at Bethany was to encourage contributions for the maintenance of the home and the well being of the children. A 1915 panorama view of the home has a printed message thanking folks for their contribution. It also included this written message on the back by the then superintendent, W. F. More -

"Dear Madam, We acknowledge with many thanks the receipt of one barrel of pretzels, one barrel of candy, two boxes of oranges. Thank you very much and accept our best wishes for a joyous Christmas and a prosperous New Year. W. F. More."

The public is invited to the Home's **Community Festival and Anniversary Day** every year on the 3<sup>rd</sup> Fri. in August.