

# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

MEETINGS: 3rd MONDAY  
FAITH UNITED  
CHURCH OF CHRIST  
1204 WABANK STREET  
LANCASTER, PA

March 1993 - Vol. 4, No. 3

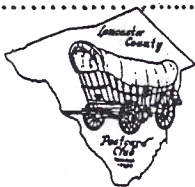
## NEXT MEETING

March 15, 1993 7 pm  
Buy/Sell/Trade 6 pm

Yearly membership is \$7 (plus \$3 per person, same address).

Articles and correspondence to: P.O. Box 300, LITITZ, PA.

17543-0300. Ads: \$15 full pg., \$8-1/2 pg., \$5-1/4 pg. prepaid.



## PROGRAM

We are pleased to announce a last minute change BUT A DELIGHTFUL SURPRISE in the April program. Because he will be in the area and has read (or heard) about LCPC in the PC media, Helmut Labahn of Hamburg, Germany will share with us his many-faceted experiences in Postcard Collecting.

True deltiologists are very familiar with Mr/Herr Labahn's Auction Catalogues. In a recent one of 400+ pages, there were more than 7,000 illustrations (several pages in color). Quoting Jack Smith in Postcard Companion, "...each of these catalogues is an excellent resource to add to any deltiologist's library, esp. on European cards."

Can we hope our visitor will have a few PCs for sale??? THIS PROGRAM IS A MUST!!!

## CASH AWARDS ARE INCOME IRS Seeks Names of Exhibit Winners

In an unexpected move, the local office of Internal Revenue Service has approached our LCPC Treasurer. It will be necessary for winners of the \$1, \$2 and \$3 monthly cash awards for exhibits to report their 'earnings' retroactive to the Club's beginning.

If you've lost track of what you won, consult back issues of **THE CARD** or contact the Treasurer. First=\$3, second=\$2, third=\$1.

## GIFT EASELS GONE RECYCLING TRUCK STOPS AT WRONG ADDRESS

The potential for exhibiting nearly 100 postcard boards during National Postcard Week (NPW) as well as at our upcoming FIRST POSTCARD EXPO seems lost. As quickly as the fine easels were given by the Metropolitan PC Club of NYC to LCPC, they have disappeared. The club member who was storing them (he wishes his name withheld) apologizes and did his best to retrieve the 7 ft. long wooden rails both from the neighborhood trash collecting truck as well as at the County Solid Waste Disposal Plant.

The story of why the lumber was in his driveway is quite complicated. Of little compensation is the thought that necessary bolts, nuts and hinges had not yet been purchased and installed. Perhaps donors may come forth.

## 1993 - THE YEAR OF THE ROOSTER

Prize Poultry. 2



Brown Leghorn Cock.

This Tuck 'Oilette' PC, #1542 - a Brown Leghorn by British artist Chatterton, serves to remind us how beautiful even a rooster can be. Mailed from Lebanon 11/23/07 to Harvey Herneisen in Clay (Lanc.Co.). Last year's LCPC President, Dot Fry, has an extra fine collection of nonpostcard roosters. HINT - she's slowly accumulating them on postcards. Chinese zodiac signs for the immediate future include these possible postcard subjects: 1994 the dog, 1995 the boar, 1996 the rat and 1997 the ox. Get busy!

## LCPC TO RECEIVE LOCAL PC COLLECTION Senior Citizen Leaves PC Estate to Club

Although she's never been a member of our club, Hazel Michaels of Cambridge (near the Chester County border) has named LCPC as a major benefactor in her late will. It will be necessary, say her attorneys, to have the huge collection (12 to 14 lg. albums) appraised in 30 days.

Three volunteers, are solicited for the time and expertise required in what could be a lengthy examination of the postcards. The only hint of the content is that 'she corresponded with several relatives in Germany and that stopped with the outbreak of the war' (WWI). Interested? See Pres. Don D.

To those of you who suspected...CONGRATULATIONS! To the others...MY APOLOGY if you've already called your heart specialist...but relax!... except for the Tuck rooster and Chinese zodiac story, all of the first page stories were your first APRIL FOOL joke for 1993. A little early - but now I'll be on my guard! JFW.



Our poor pup was drawn by the popular PC artist Bernhardt Wall for the Ullman Mfg. Co April Fool series #156. Cancelled 4/1/10,,1 pm Warren, Me. and 4/1/10, 4 pm Waldoboro, Me.

NOTE: April auction lots due at Mar. meeting



- #241 D. CHARLES VALSING P.O. Box 223, Camp Hill PA. 17011-0223. General collector.
- #242 LOLA DUNK 1116 W. 7th St., Plainfield, NJ 07063. "Anything that strikes my fancy."
- #243 BRANDON WENGER 1024 Log Cabin Rd., Leola, PA., 17540. 626-5814. He's 11 and collects most linens and any Indians & animals
- #244 GAR MESSNER 445 West Rt. 897, Reinholds, PA. 17569. 215-267-0828. Denver, Reinholds, Wernersville, Sinking Springs and Vinemont, PA.



## EXHIBIT WINNERS



### A LIVELY LINE-UP OF LINENS!

222 splashes of colored linen postcards on a record number of 14 exhibit boards - averaging nearly 16 postcards per board! A terrific showing for an audience of 56 including 3 guests.

It was hard work voting for just one, but the winners were:

- BILL SEIGFORD FIRST Colorful Trains Of the Linen Era
- NORM ZIMMERMAN SECOND 50 Years Ago, 1941-1945
- BRANDON WENGER\* THIRD Hanging Out With The Animals

### HONORABLE MENTIONS

- BETTY BROWN Linen Cards of America
- EARL CARVER Linens of Lancaster
- DON DAVIS Airing My Linens
- JERE GREIDER Coke and Pepsi - Times Square
- BOB KRAMER U.S. Expositions of the 1930's
- WALT MOWRER Greetings From...
- HAROLD MOYER Pennsylvania Turnpike
- HAROLD MOYER 1939 World's Fair
- LAURA SPECE\* Florida's Linens
- JIM WARD Linen Is "In"
- MERV WENGER Medley of Linens

\* Brandon and Laura are 11 and 10 years old respectively and we're very proud to have these young members play an active role in our Club! (This was also Brandon's first exhibit board - watch out Dad!)

Exhibit Board Chrm. Charlie Griffiths announced these future board topics:

- MARCH - Lions and/or Lambs
- APRIL - Indians (Native Americans, that is)
- MAY - Royalty

Ruth and Harry Lines attended an Exhibit Board session last month and admitted they had fun and even learned something. You're also welcome to exchange ideas on exhibiting. Call Jim Ward (626-4660) for time.

### FELLOW CARD COLLECTORS

Come to the

### HERSHEY AREA POSTCARD CLUB

Not just for Hershey cards

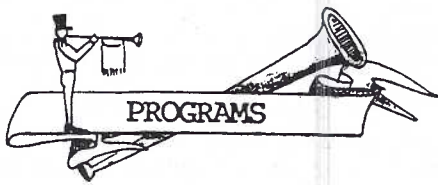
Meetings held first Sunday, monthly, from 3 to 5 pm at Overview Sr. Citizens Center in Hershey, PA. Phone or write Russ Mull, member #79 at 717-367-0326 or 2920 Colebrook Rd., Elizabethtown, PA 17022.

### NPW

IDEAS ON PAPER are needed for our club PC for NPW (National Postcard Week). We will be exhibiting on Sat, May 8 in the Bon Ton Mall at Park City and the NPW card is great advertisement for our hobby and our club.

Get crackin' and lend your IDEAS or ART-MANSHIP. Any subject is suitable, but commemorating an anniversary or a postcard related topic would be tops!

And a word to Pres. Davis - appoint an NPW Committee to begin in Nov. '93 for 1994.



Dennis Becker, a member of the Lehigh Valley Postcard Club, will present his talk on The Titanic at our March meeting. If you were endowed with a small album of said PCs or even a handful - ship cancelled to be sure - you might bring them along! These are truly rare cards. It should be an exciting evening.

Those members who stayed home because of a threatening weather forecast missed a fun-packed evening with great PC boards and wonderful personal postcard anecdotes.

Show 'n Tell is always unpredictable.

These are 'bits 'n pieces' from 17 members as scribbled hastily by one scribe. Apologies if all the facts are not presented herein. With loads of laughs and intermittent applause all was covered in less than 30 minutes! WHY DON'T WE DO THIS MORE OFTEN?...such a great way to get to know each other.

**Don Davis's** uncle cut stamps from his PCs while he served in WWII. A few of these PCs now cover our suggestion box!

**Dot Fry** was recently given a silk embroidered PC that was a gift to a lady who is now 95 years old.

**Harold Fry's** leather PC was cancelled in little old Blainsport in 1907 and sent to Dot's Aunt Annie Leininger!

**Harold Moyer** showed a great 3-legged bull (born in 1910) on a 1913 Rocky Springs PC. Was it exhibited there?

**Fran Hamilton** on a trip west came upon a real photo PC of a 2100 yr. old redwood tree **Elizabeth Graver**, finding no PCs in the Spanish Royal Palace, wrote for and received an autographed photo of Juan Carlos & Sophia.

**Polly Curtis** showed a PC from her favorite hotel - in Dubrovnik, Yugoslavia, where the elevator took her down six floors to a room with an ocean view!

**Earl Carver's** PC teemed with memories - a Marietta church where he was baptized, married and preached - and now will soon close.

**Helen Carver's** Maytown Square card showed the town pump where she drew water as a child and which was in use 'til after 1945!

**Bill Weikert's** Gettysburg PC reminded him of the trolley that went through the battlefield filled with picnickers.

**Betty Brown** has a card showing Faith Church at its first location-Duke and Green Sts., headed by the popular Rev. H.E. Glass. **D. G.**

**Dick Bishop** showed the Ephrata Natl. Bank next to market where he helped his mother. He bought candy 3 for 10¢; sold it for 5¢.

**Bernie Heisey** appropriately showed us a linen PC of the Col. Sanders Motel but re-printed in 1990 and fortunately so noted!

**Peg Hanna** has fond memories of taking frequent walks with her Dad to the Lititz RR station, especially when excursion trains brought crowds to the park.

**Valerie Refi** has two survivors of the Johnstown flood - PCs of the Memorial Hospital and the city park. They were in an attic. ➔



★ **FLASH** ★  
21 tables sold!  
(Feb. 24, '93)

Dealer Chairman **Jose Rodriguez** reported (by proxy) that his prognosis of response to mailing contracts is right on schedule. Of the 25 available tables, 17 were paid for by the end of the second week! This also accounted for 12 new dealer/members which we whole-heartedly welcome! A complete list of dealers will appear here shortly.

Publicity Chrm. **Jere Greider** is having advertising postcards printed. These will be distributed widely to neighboring clubs. The donation idea has been changed to \$1.50 admission but only \$1 with the postcard so see that all of your friends have plenty!

"Taller exhibit board easels will supplement our present inventory" reports Exhibit Chrm. **Charlie Griffiths**. Details on categories and exhibit rules will be forth coming.

Expo. Chrm. **Jim Ward** (after conferring with Jose) announced that the hours will be 9 to 6, not 9 to 7. A nine hour day (plus setup) seems long enough for most dealers.

**Norm Zimmerman** has already volunteered a full day of 'help where needed'. We wouldn't ask this much of anyone, but if you volunteer for 2 or 3 hours NOW you have a good choice of WHERE and WHEN you can help us most - Reception Table, Assembling Exhibits, Watching Exhibits, Catering Food, Table Set-Up, Ticket Sales, New Membership Table = lots of variety! Choose now or be asked to fill in later.

## FUTURE SHOWS



- MAR 6** TOWSON, MD. 10-4 at I-695, exit 26A Quality Inn. Free adm.
- MAR 6** BELMAR NJ. 9-4. Free adm.
- MAR 13-14** WASHINGTON DULLES AIRPORT. Post-Card Society, Inc. Sat 9-6, Sun 9-3. \$2 or \$3 for 2 days
- MAR 26-27** LANCASTER, PA. Morlatton. Farm & Home Ctr. Fri 10-6, Sat 10-5. \$1.50
- MAR 28** BALTIMORE, MD. Pikesville Armory 10-5. Collectors Mart. \$3 adm.
- APR. 2-3** MT. LAUREL, NJ. S. Jersey Club. Budget Motor Lodge. 10-8 and 10-5. \$1.50.
- APR. 16-17** HAVRE de GRACE, MD. First Chesapeake PC Fair. Community Ctr. \$2. 10-7 and 10-5.
- APR. 24** ALLENTOWN, PA. Fairgrounds. Great Eastern Paper Show. 9:30-6 Adm. not listed (\$5 or more).

**Jim Ward** found two Skippy Christmas PCs addressed to two little sisters in Listie, PA. He found them over nine years apart.

**Novelda Ferguson** inherited several postcard albums. She has been able to do what thousands of collectors have NOT been able to do. One of the albums she has kept INTACT - just as it was assembled by the original owner - with not even one card removed! If you think this is easy and you're fortunate enough to come upon an original album see if you have the will power to leave it be!

A wonderful time - which we ought to try again before long.

# Member #63 finds #1 PAID REPLY POSTAL CARD

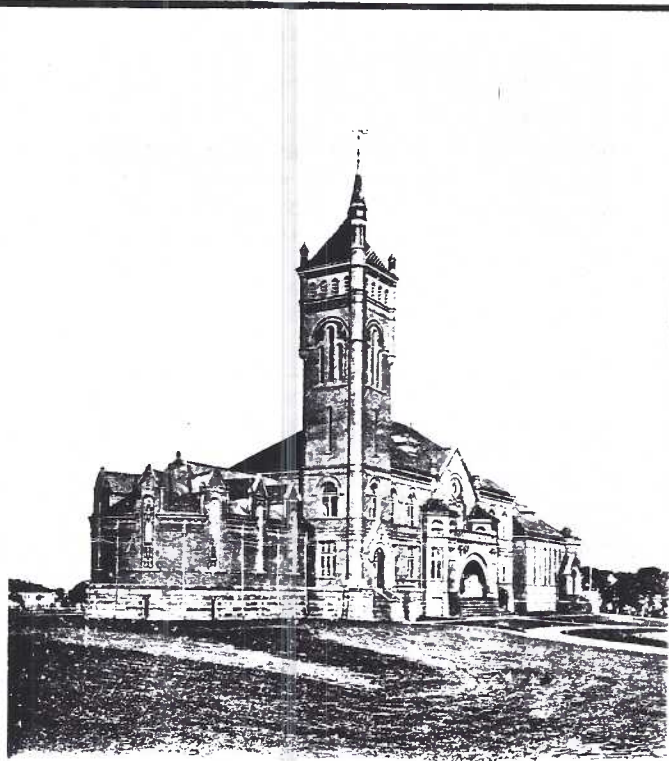
Members #62 and #63, Ruth and Harold Moyer are great sales attendees. "Rootin' through" some old sales purchases, Harold rediscovered this first US Paid Reply Postal Card with both Message and Reply halves attached.

A find in itself, this postal card has local significance because it ties in so well with many postcard views of the Theological Seminary on W. James St., Lancaster.

The printed message is self-explanatory. But for many of us who've seen Seminary PCs with no trees or newly planted trees it explains why the building was such a popular PC subject in the early 1900's.

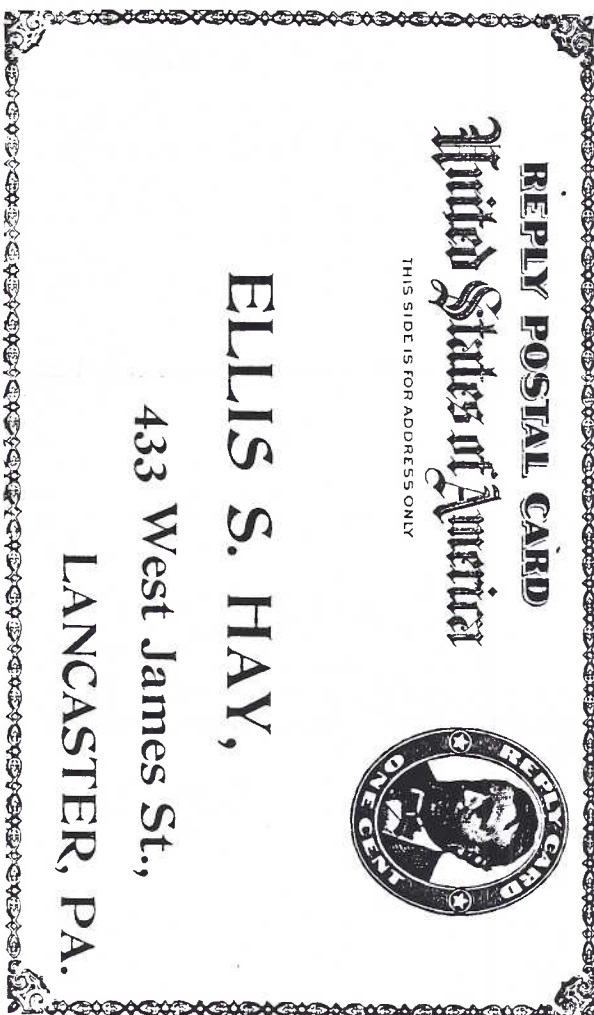
Our collecting cousins, the philatelists, would call this Scott #UY1 consisting of two halves, each with the US Grant imprint stamp, one identified as **Message Card One Cent**, the other **Reply Card One Cent**. The Moyer pair was mailed to Rev. W.H. Groh(?) at Carlisle, Pa. and cancelled May (?), 1893 Lancaster PA. Obviously the Reverend did not reply with the card. Did he "crash the party" and attend unannounced?

Harold's specimen is in super fine condition but he says it's not for sale. Early (undivided back) #2686 black and white postcard by National Art Views Co., N.Y. City



*Theological Seminary of the Reformed Church,  
Lancaster, Pa.*

H. Moyer's #UY1 - First Pd. Reply Postal Card



Lancaster, Pa., May 1, 1893.

Rev.

Dear Sir and Bro.:

The Banquet of the Alumni Association of the Theological Seminary will be held on Thursday, May 11, at 12:30 p. m. after which ground will be broken for the New Seminary Building, with appropriate exercises. Your presence is desired. Please notify if you will attend.

THE COMMITTEE.



*A Joyous Easter*

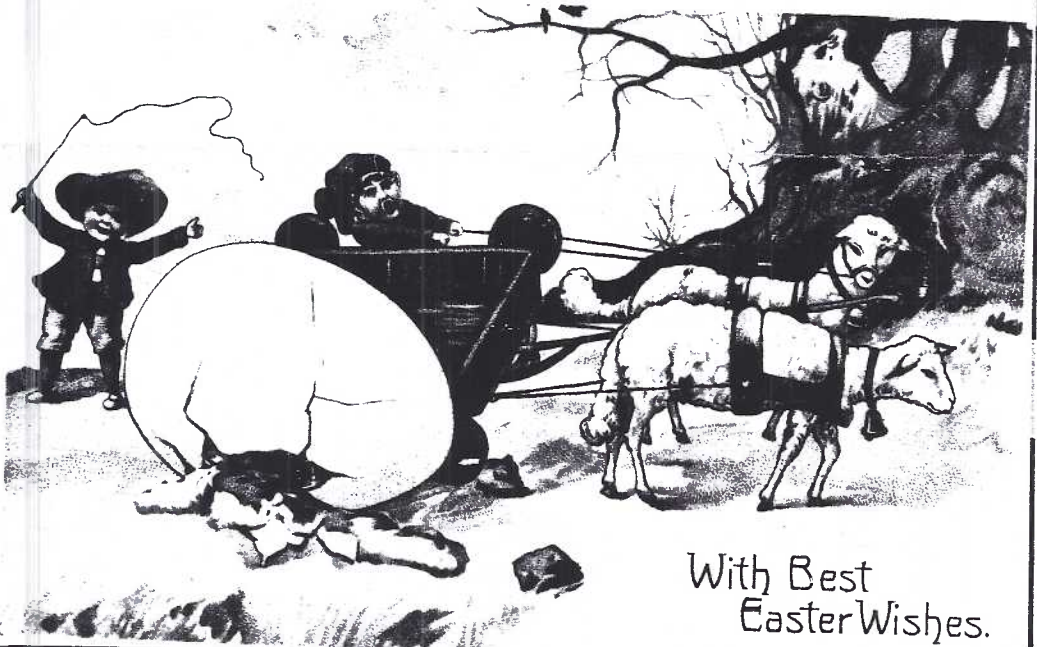
#8485 Relief. Set of 4 (vert.) w/ girl, lambs, large egg, flowers in meadow and black sky.



*Easter Greetings.*

#7500 Relief. Set of 6 (vert.) w/ boy, girl, lamb, oversize egg, flowers. Reverses exist.

Easter postcards are replete with bunnies and chicks. Lambs abound but in smaller numbers. A little effort should give you ample subjects for this month's exhibit board competition, unless, of course, you have cages full of lions! Here we show you 'top drawer' PCs by Pauk Finkenrath of Berlin, Germany = PFB on their reverse



*With Best Easter Wishes.*

#8270 Relief. Set of 6 (horiz) children, lambs hitched to carts with eggs. Most PFB postcards are sets of six.

THE CARD STAFF  
Artist James Rudisill. Proofreader, Indexer, Now and Then Columnist, Info. Contributor and Mentor Charles Griffiths. Editor (the buck stops here) Jim Ward. P.O. Box 300, Lititz, PA 17543-0300 for all correspondence.

★ Ed McAllister's PFB Checklist (1978 w/1982 supplement) lists over 30 sets of cards where lambs are featured. So this publisher offers you over 200 possibilities and there are hundreds of other publishers as well!! ★

# POST CARD

HAVE YOU SEEN

## The Latest Thing in Post Cards ?

Perhaps not, as it is still in its infancy ; but being an extremely healthy baby, it is rapidly growing to be a big boy.

This is one of a set of 10 "Conundrum Post Cards," which we are introducing on the market. All who have handled it predict a "big run." We have tested its selling qualities and find that if given a good "show-window" display, the public clamor for it.

These cards are on sale at \$15 per thousand by the American News Company, 39 Chambers Street, New York. If you are inclined to feel skeptical, send for a trial order only at first. We know you will want more later, as this card, by its phenomenal attractiveness, serves as a wonderful medium for advertising the whole store wherever it is displayed.

GET ABOARD BEFORE THE RUSH BEGINS.

THIS SIDE FOR THE ADDRESS

DEDERICK BROS., Hackensack, N. J.

PLACE STAMP  
HERE.  
—  
UNITED STATES  
AND CANADA,  
ONE CENT.  
—  
FOREIGN, TWO  
CENTS.

By 1906 manufacturers of postcards had nearly exhausted every possible manner of selling their wares. Certainly 'novelty' was a field opened to their imaginations.

Dederick Brothers of Hackensack NJ excelled in the **TILT-MESSAGE** variety. On a 1906 PC their dealer ad reads in part "Have you seen the latest thing in Post Cards?...This is one of a set of 10 'Conundrum Post Cards' which we are introducing on the market...."

They were available at \$15 per 1,000 by American News Co. of New York (the printer). Trial orders were available.

A 1907 card now offered a set of 20 Conundrum Post Cards, this time emphasizing the quality of the card stock and available at only \$10 per 1,000 (again from Am. News. Co.).

Often the subject dealt with romance. The full-color unsigned art work is above average.

The **unique** feature of these postcards is the answer which appears on the face of the card along with the question and a related picture. However the answer (in letters an inch high) is not discernible! Why? Because the elongated letters were pinched! **Twenty one letters to an inch - 1" high!**

The solution?

Tilting the card on nearly a flat plane directly in line with the bridge of your nose provides the answer. It takes practice, but the answer can be read. The answers are generally absurd and those who can't stand puns need not look for these unusual cards.

Admittedly, many are very sexist - but remember the time was 1906 and 1907. It's ob-



Why did Adam  
bite the apple?  
Eve gave him?

(Find the answer.)

Copyright 1907, by Dederick Bros.—551.



vious the Dederick Bros. - or their writers were either 'girl-crazy' or sought that audience. Puns were at their height (or depth) as well.

TILT-MESSAGE or CONUNDRUM NOVELTY CARDS

Listed are those we've seen. Can you add to the list? **Answers elsewhere this issue.**

- #240 Why is a married man like a candle?
- #249 Why should a teetotaler not have a wife?
- #256 Why is a dog sitting on a cake of ice like kissing a pretty girl?
- #301 How many plates of ice cream can a pretty girl eat on an empty stomach? *illus.*
- #309 When were walking sticks first introduced? *illus., also #511*
- #368 What is nicer than a pretty girl?
- #380 Why are women so wicked?
- #392 Why is woman's beauty so fake?
- #398 What is the difference between a successful and a jilted lover?
- #401 What is the proper height for a lady to hold her skirts?
- #511 What is that which we love more than life, fear more than death; the rich want it, the poor have it, the spendthrift saves it?
- #521 Why are pretty girls' legs like a house afire?
- #551 Why did Adam bite the apple Eve gave him? *illus.*
- #581 Why is a handsome man like a live-wire?

And an all-red Tilt-Message PC by an unknown publisher; "Shut one eye And you will see, Why I send this card to thee".



How many plates of ice cream can a pretty girl eat on an empty stomach? (find the answer)



Copyright, 1906, by Dederick Bros.—301.

Copyright 1907, by Dederick Bros.—511.



What is that which we love more than life, fear more than death; the rich want it, the poor have it; the miser spends it, the spendthrift saves it? (Find the answer.)



Copyright, 1906, by Dederick Bros.—309.



When were walking sticks first introduced? (find the answer)



#240 Because he often goes out at night when he shouldn't.  
#249 Because he can't sup-porter.  
#256 Because it's dog gone nice.  
#301 One, after which her stomach isn't empty.

ANSWERS to Tilt-Message Postcards

#309 When Eve presented Adam with a little Cain.  
#368 Two pretty girls.  
#380 Because they steel their corsets, crib their babies and hook one another's dresses

## THE GRAND OLD SYCAMORE

"On another walk, on another day...my sister Helen and I.. journeyed up the railroad tracks to the Grant Noll farm. We wanted to see the Big Tree.

"Standing aloof from the farmhouse, yet shading all, the tree's huge size and majestic appearance dominated the whole of the landscape" so C.E.Snively recalls of his childhood near Rohrerstown. His book **Sandblasters Story\*** is his Journey through the 20th Century. Snively's 1992 endeavor at the age of 87(!) is a personal presentation to his grandchildren and an inspiration to those who can relate to old Lanc. County.

"As we looked further, we saw the tree was firmly rooted in a rocky bed and freely nourished by a nearby spring. We now knew why the tree had grown so big. The Big Tree's best friend babbled the secret!

"In addition to its huge size, the tree had another remarkable feature. One of its limbs (see postcard) branched out from the mighty trunk in a lateral fashion, barely 6' above the ground and continued on at that height, more or less for a distance of 84'!

"Mr. Noll...gently placed me up among the leafy foliage. Even though I was sitting near its very end, more than 60 feet from the trunk..."

**Pa.Trees** by Jos. Illick, 1925: The most massive sycamore in the State stands about 4 miles w. of Lancaster...measures over 27 feet in circumference at the ground and at 5 feet from the ground is over 22 feet in circumference. It is 102 feet high and has a branch spread of 138 feet.

\*Hardcover ed. available from the author at 423 Rohrerstown Rd., Lancaster, PA 17603.



PENNSYLVANIA'S MOST MASSIVE TREE  
"NOLL FARM" NEAR ROHRERSTOWN  
LANCASTER COUNTY

Eastman Kodak Co. real photo postcard by unknown publisher, unused. Same real photo scene exists cropped with white border.

ANSWERS to Tilt-Message Postcards

#511 Nothing.  
#521 Because they put the hose on them.  
#551 He had no knife.  
#581 Because he's often 'sparking'.  
We told you these would be bad!!



## MORLATTON POST CARD CLUB

Welcomes Spring

Farm and Home Center  
1383 Arcadia Road  
Lancaster, PA  
(717-392-4911)

(Farm and Home Center Lane)

Friday, March 26, 1993  
Saturday, March 27, 1993

10 A.M. to 6 P.M.  
10 A.M. to 5 P.M.

Admission \$1.50  
(25¢ off with ad)

For more information call  
M. W. Hall, (803) 387-6065  
Kay Feight, (717) 263-1638  
Anne Darrah, (215) 385-3408

#392 Being only skin deep, it's a regular skin game.  
#398 One kisses his miss, the other misses his kiss.  
#401 A little over two feet.