

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

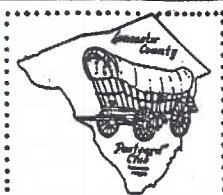
MEETINGS: 3rd MONDAY
FAITH UNITED
CHURCH OF CHRIST
1204 WABANK STREET
LANCASTER, PA

June 1993 - Vol. 4, No. 6

NEXT MEETING

June 21, 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.



PROFITABLE PANEL PROGRAM

May's PANEL OF EXPERTS included Charter Members Daisy and Dede Schaeffer (#2 and #3) as well as Anne Steinberg (#13) and Charles Griffiths (#4). As you can see, these were among those persons first contacted when our Club was in its formative stage. And if you were present in May, you can readily understand why LCPC got off to such a good start - with this caliber of collector.

Serving as Moderator, Jim Ward (#1) was quick to field the many questions from members and direct them to the Panel which provided 98% of the answers. Why did continental size postcards start? was the only question that stymied the Panel.

The following questions were either answered directly or sources in our Library were suggested for finding extended information on the subject:

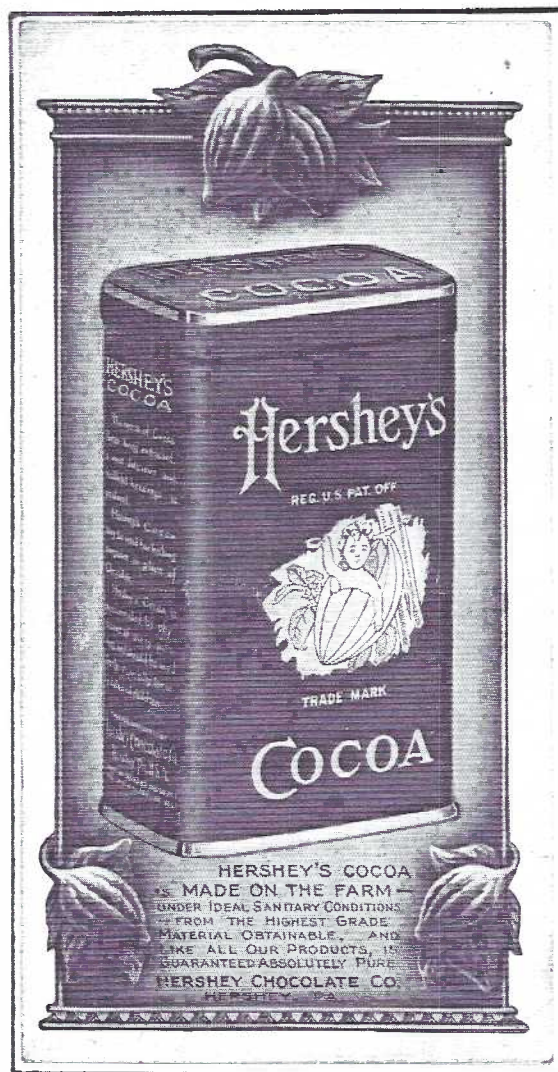
- 1) How do you recognize Real Photo PCs?
- 2) Is it legal to reproduce Real Photo PCs?
- 3) When did postcards begin?
- 4) Why are we called "deltiologists"?
- 5) When did the first picture postcard appear in the United States?
- 6) What governs the popularity (or lack of popularity) in postcard folders?
- 7) Which type of artist-signed PCs are popular and why?
- 8) Is "post card" a copyright term?
- 9) Why are some PCs extremely narrow?
- 10) Have any other members seen the Burdick PC Collection and why is it so exclusive?

The nearly hour-long program was well received and we have hopes of repeating more of this type program where the entire membership plays a role.

A big HATS OFF and THANK YOU to the Panel!

THE CARD STAFF

Artist Jim Rudisill. Proofreader, Indexer, Now and Then Columnist, Info Contributor and Mentor Charlie Griffiths. Editor (the buck stops here) Jim Ward. All correspondence to P.O. Box 300, Lititz, PA 17543-0300.



One of the scarcer HERSHEY
chocolate bar PCs Russell
Mull will discuss in June



Vice President Walt Mowrer (in the absence of our Canadian-traveling Prexy) announced June's program will be by Russ Mull. Russ gave a nice illustrated talk on Hershey chocolate bar-sized PCs, Aug., 1991.

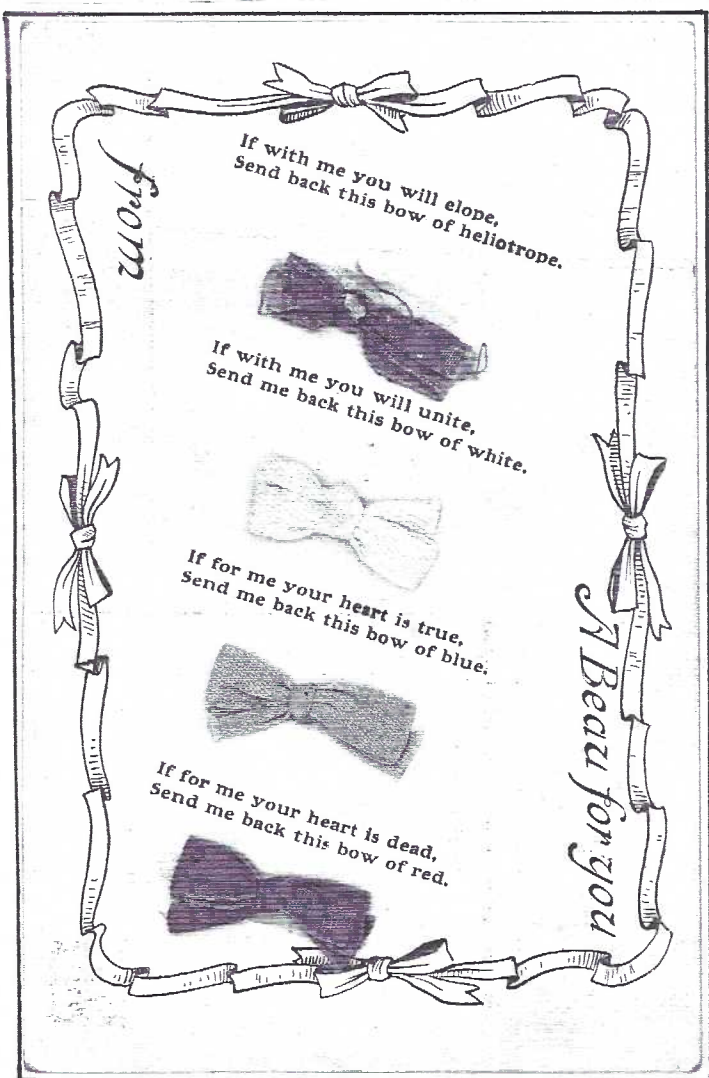
Since that time he has been doing considerable research in the Hershey Estate archives so we can expect an up-date and revisions of a check-list he was assembling two years ago.

These neat little postcards measure approximately 2 3/4" x 5 1/2" and were used as backing for Hershey's chocolate bars. You are over 40 years old if you remember when the chocolate bars were this big and sold for 5¢! The PCs are found in black and white as well as colored versions. A few are of vertical format.

Several are extremely scarce. Be with us in June for an exclusive up-date on a very popular series of local cards and see if you own any of the scarcest 'bar cards'.

IT WENT THROUGH THE MAIL!

A 'now-n-then column' of unusual postcards that were actually mailed, post-marked and delivered. Do you have an example to include?



The four little bows of silk were simply glued to the surface of this PC mailed from Weehawken, N.J. on Dec. 14 (date not clear) to Mr. George W. Barclay in Detroit, Mich. They all survived the mail, but evidently George couldn't make a choice since none were returned. Or would you 'romantics' have him stow this treasured message and run to his heart's desire?

Regardless, the ribbons have retained their true color all these years on this Albert Hahn multi-lingual card. She felt no message was needed - not even her name!

DAN GOOD'S STOCK TO BE SOLD FIRST AUCTION - AUGUST 20, 1993

The Good family has engaged Gilbert & Gilbert, auctioneers, to have a day-long sale of inventory from Dan's postcard stand preceding the LCPC Postcard Expo. Nancy Gambler (#34), his manager, will continue to keep the stand open for business during preparations for two sales. Details later.

NEW FOLLOW UP

LCPC certainly came through this year in supporting National Postcard Week. Our booth in the Park City Mall was manned by **twenty-nine members**. A special round of applause to **Jere Greider** who steered the exhibit for our third year and to **Harold Moyer** who did an excellent job in revising the easels.

By using every available hanging space plus the great table cases made by **Bud Heim** we displayed **56 postcard boards**. In addition, there were albums of cards for browsing from **Mary Darrenkamp**, **Don Davis** and **Harry Lines** as well as **Earl Carver's** neat club photo albums for reminiscing.

Librarian **Bill Buckwalter's** 40+ books were on hand, too. They were a good 'selling point' for prospective new members. We signed up two, with many other prospects who will visit our meetings.

Our **FIRST POSTCARD EXPO** postcards were handed out generously as well as membership applications and complimentary copies of Postcard Collector magazine.

The 1993 **NPW postcard** was (and still is) available for 25¢ with your own club number. Cards are numbered from #1 to #300. One was sent to Barr's and one to PC Collector with information for exchanging or purchasing.

THANK YOU notes have been sent to Park City as well as St. Paul's United Methodist Church of Mountville.

The Club voted to donate \$35 for use of the tables, chairs and table covering which were kindly offered by the church.

From Set-Up to Tear-Down a warm **THANKS!** goes to (in approx. order of appearance): **Jere Greider**, **Jim Ward**, **Ruth and Harold Moyer**, **Barb and Bud Heim**, **Bob Kramer**, **Charlie Grif-fiths**, **Gerald Hostetter** and **Polly Curtis**.

Nevin Myer, **Ruth and Harry Lines**, **Betty Brown**, **Norm Zimmerman**, **Don Davis**, **Bill Seig-ford**, **Anne and Howard Steinberg** and **Bill Weikert**.

Helen and Earl Carver, **Valerie Refi**, **Sandra Shaub**, **Jane Gorrecht**, **Mary Darrenkamp**, **Bill Buckwalter** and **Barb and Walt Mowrer**.

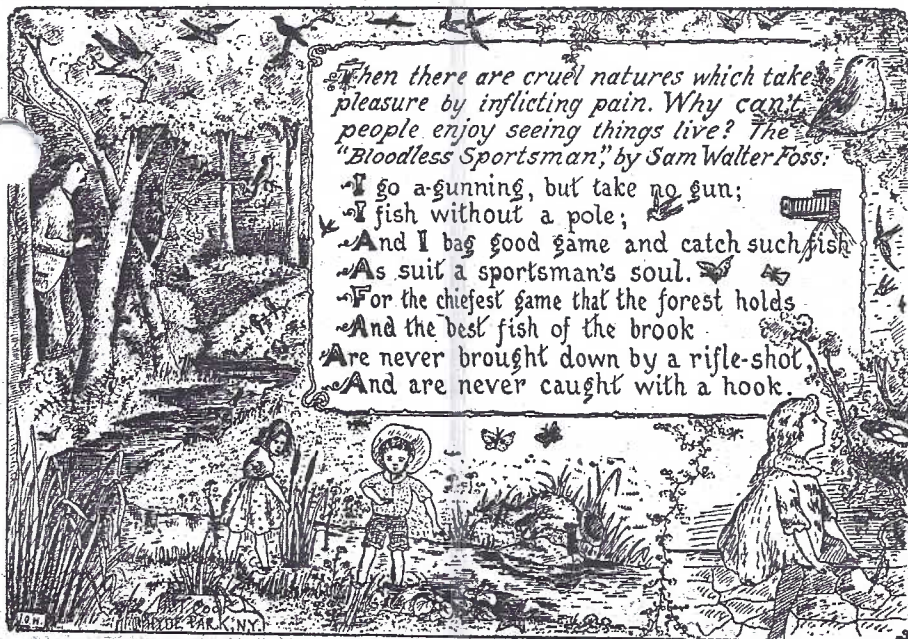
FUTURE SHOWS



JUNE 6 SHAMOKIN DAM, PA. SUSQUEHANNA VALLEY PC CLUB. Days Inn, Routes 11 & 15
9 to 4. \$1 adm.

JULY 9-10 YORK, PA. YORK PC CLUB. Aldergate Church, Tyler Rd. off S. Queen St.
10 to 6 and 9 to 5. \$1.50 adm.

JULY 16-17 CHERRY HILL, NJ. KING of PRUSSIA SHOW. Sheraton Poste Inn, Rte. 70 west of I-295. 9-6, 9-3. \$2 adm.

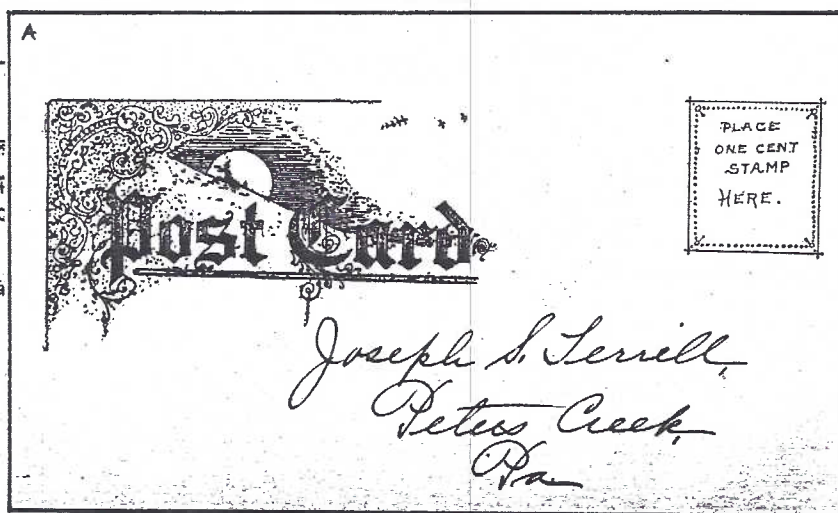


*With best wishes from
Thy Cousin,
Jennie E. Brown.*

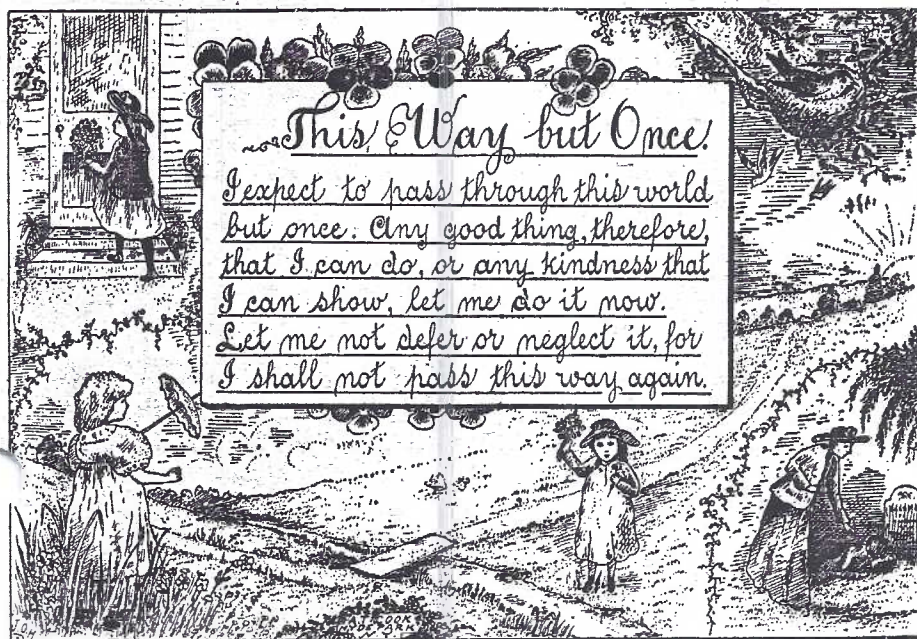
We present for your delight two PCs printed on tangerine colored stock, enlarged 10%. (addressed sides reduced).

J.O. Hulbert, Glastenbury, CN. drew many cards for A.T. Cook, Hyde Park NY publisher who specialized in temperance and religious PCs.

Jos. Terrill died in 1990. He had been interviewed for the SOLANCO History (pub. in 1991).



PLACE
ONE CENT
STAMP
HERE.



*With best wishes from
Thy Cousin,
Jennie E. Brown.*

His sister, **Mary**, died in 1985. **Jennie Brown** was a relative, all of them Friends (Quakers) and buried in Penn Hill Burying Ground.

Note the use of "Thy" which led me to **Anne Steinberg** (#13) who provided the background on these Lanc. County families. The **Brown** farm was a major link in the Underground Railroad.

Peters Creek maintained a Post Office from Jul. 1853-Aug. 1892, Nov. 1897-Aug. 1913, then it became known as Peach Bottom, Lancaster County.

WASHINGTON BORO
Published postcards
 Compiled by Chas. W. Griffiths
 (FOURTH IN A SERIES OF LANCASTER COUNTY TOWNS)

Printer: American News Co.

Publ.: A. Lloyd Shultz

B6349 H Islands of the Dreamy Susquehanna, Washington Boro

B6350 H Hunters Point, Washington Boro

B6351 H The Town from Laurel Hill, Washington Boro 4

B6352 H The Thoroughfare at Low Water, Washington Boro

Printer: J. Koehler

Publ.: Richards & Eckman

17 H Ice Gorge, Susquehanna River, Washington Boro 3

Printer: Unknown

Publ.: A. Lloyd Shultz

V Clearing Away the Wreck, Low Grade Line, Washington Boro, Pa. Oct.
6, 1908 1

Printer: Wertz

Publ.: None indicated

H Church of God, Washingtonboro (sic), Pa., wrecked by Acetylene Gas
Plant explosion, 7.55 p.m. 3-19-'07 (distant view w/ceiling lights)

H Same inscription as above (closer view, no ceiling lights) 5

Printer: Unknown

Publ.: None indicated

V M. E. Church, Washingtonboro (sic)

V Methodist Episcopal Church---Washington Boro, Pa. Roy L. Lewis,
Minister (w/Phila. Conference weeks calendar) 2(The above two cards have on the back a torch encircled by a
wreath. Underneath the words "Post Card" are a right and a
left arrow pointing towards a central dot.)

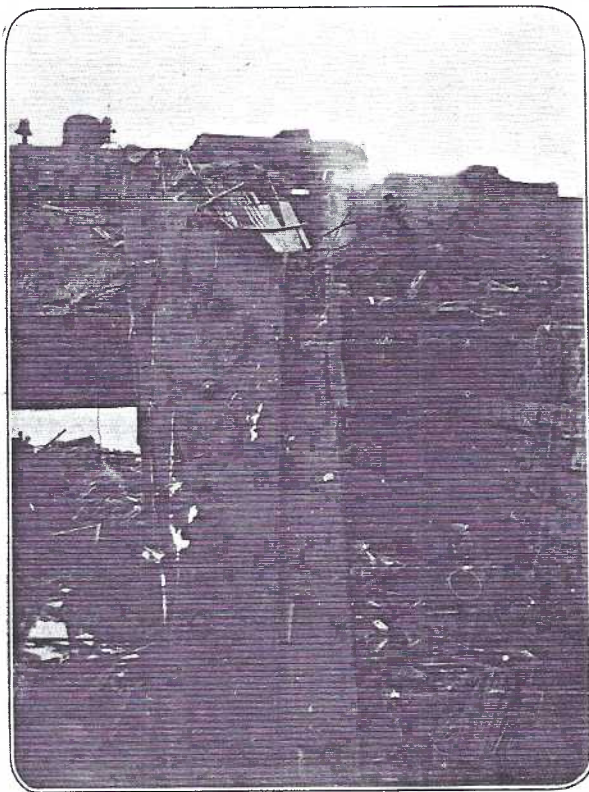
H (Joseph Parker Home-Rt. 441, Washington Boro, Pa. Flood February 1959

H (Sherick's Store-Washington Boro, Pa. Flood of 1959)

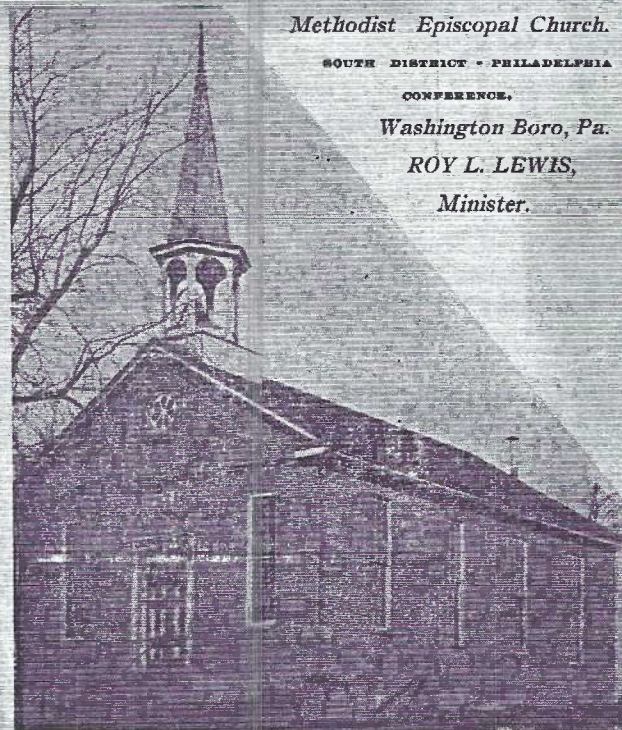
H (Wertz Lumber Yard and Coal-Washington Boro, Pa. February 1959 Flood)

H (The H. Frey Home and Methodist Church- Rt. 441 looking North from
Elizabeth St., Washington Boro, Pa. 1959 Flood)**Listing format**

- 1 - Printer or Manufacturer
 - 2 - Publisher (for whom postcard was printed or manufactured)
 - 3 - Inscription on card. If in () inscription is on address side.
- H = horizontal V = vertical



CLEARING AWAY THE WRECK, LOW GRADE LINE, WASHINGTON BORO., PA.
OCT. 6, 1908.



Methodist Episcopal Church.

SOUTH DISTRICT - PHILADELPHIA

CONFERENCE.

Washington Boro, Pa.

ROY L. LEWIS,

Minister.

WEEKLY CALENDAR

Sunday: 10.30 and 7.30 Public Worship.
9.45 Class Meeting. 1.30 Sunday School.
3.00 Plus Ultra. 6.45 Epworth League.

Friday: 7.30 Devotional Service.

Saturday: 6.30 Junior League.

NOTE: MAY FIRST TO OCTOBER FIRST, SUNDAY SCHOOL 9.30.

MONTHLY BUSINESS MEETINGS

First Monday-Stewards. First Thursday-Epworth League.
First Tuesday-Trustees. First Saturday-Pearl Gatherers.
First Wedn'day-Thimble Cir. Second Saturday-Plus Ultra.

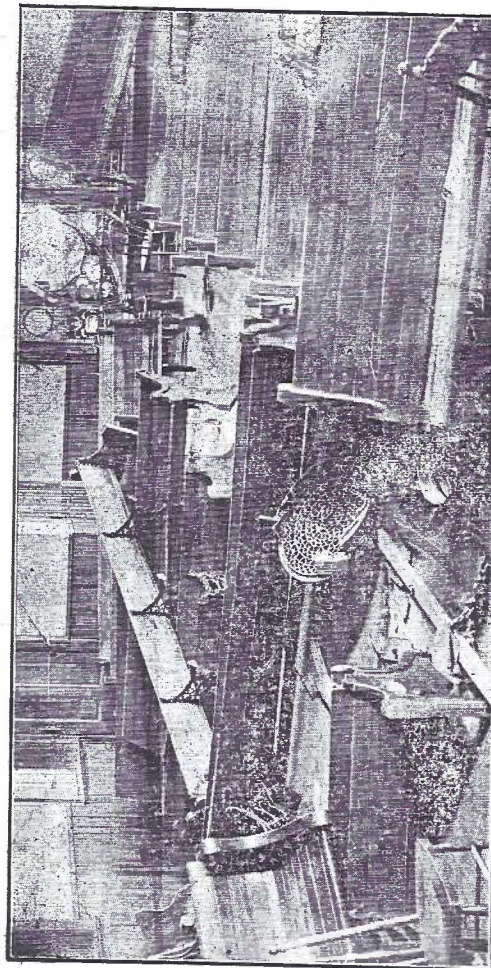
PASTORS STUDY HOURS - EVERY SATURDAY - NINE TO TWELVE.
Issued by the Junior League.



The Town from Laurel Hill, Washington Boro, Pa.



3



Church of God, Washingtonboro, Pa., wrecked by Acetylene Gas Plant explosion, 7.55 p. m. 3-19-'07.

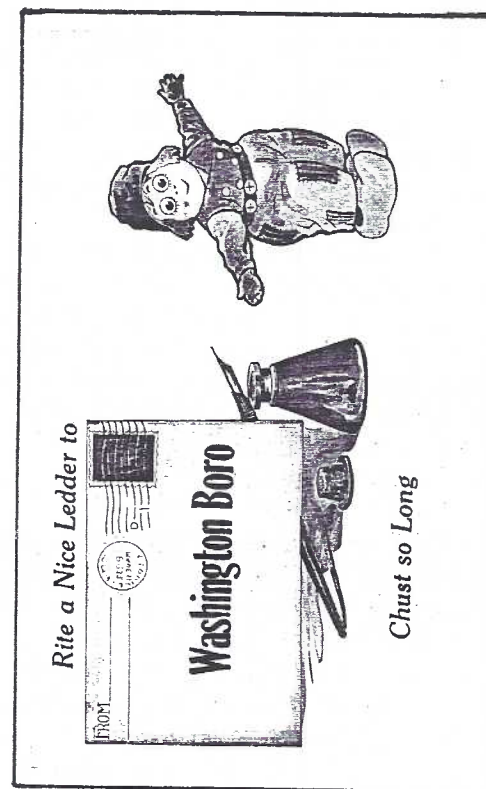
VERTZ, PRINTER-ALL RIGHTS RESERVED

5

4

Although we've recorded only 14 postcards for this small river town, it offers us extremes - from tranquility to disasters (far more than a small town's share of disasters).

Numbers next to the illustrated postcards will be found on the page of descriptions. Our generic Dutchman can be found on almost any 'hometown' card. Do you have him with another town's name?



THE CUT-UPS or SUNDAY AFTERNOON FUN

When Sunday came, I ran for the 'funny papers. Some children called them 'comics'. Regardless, millions of us were too young to understand the adventure series but we did like the funny ones.

I'm sure the youngsters in 1906 were doubly thrilled to find Sunday supplements of the Hearst Journal and American papers offering comic cut-outs, color-ins, mechanicals (squeeze and movable tabs), magic slates and hold-to-heats and THEY WERE ALSO POSTCARDS! What a wonderful way to spend a quiet Sunday afternoon! (No radio, no television.)

The fun POSTCARDS were mainly in sheets of four (approximately 11"x7"). One type was a sheet of three (5½"x10¼"). The paper stock left something to be desired. In fact, aside from the basic four colors and blends, the art was unbeautiful, like much of the simplistic work dominating the comic strips.

The inception of comics was February 16, 1896 when the New York World published a panel, "The Great Dog Show in M'Googan's Avenue". The central figure was a strange bald-headed, flap-eared kid with a quizzical grin dressed in a nightgown. He was the genesis of an American phenomenon. The Yellow Kid would produce a line of laughter for more than four generations.

Ten years after The Kid, his creator, Richard Outcault, was joined by dozens of artists (some of whom became millionaires) as the USA kindled its love affair with the comic strip. Some of Hearst's artists may be familiar to you. Others had short-lived characters, in fact many early artists experimented with dozens of characters and ideas before one caught the public's fancy.

The seven who produced for Hearst Sunday Journal postcards with only their Journal characters listed are:

PAUL BRANSON (1885-1979) **Bugs** from "Latest News from Bugville". One example in series.
RUDOLPH DIRKS (1877-1968) **Katzenjammer Kids** They are the most frequently used subjects.
F.M. HOWARTH (1870-1908) **Lulu and Leander** this couple primarily had adult appeal.
FREDERICK OPPER (1857-1937) **Happy Hooligan, Maud the Mule, and Alphonse and Gaston**. Although from three separate comic strips, the characters frequently crossed over into each other's strip including on these PCs.
RICHARD F. OUTCAULT (1863-1928) **Buster Brown** Such a popular subject, BB created fads in clothing, toys, etc. for two generations.
CARL "BUNNY" SCHULTZE (1866-1939) **Foxy Grandpa** He antagonized two ten-year olds (the antithesis of the Katzenjammer Kids). You

find these postcards signed "Bunny" or with a drawing of a bunny.

JAMES SWINNERTON (1875-1974) **Mr. Jack** (also with an adult slant) and **Little Jimmy**.

With the exception of Howarth (died at 38) the average age of the other artists is 83. Did 'living with comics' aid longevity?

HEARST COMIC POSTCARDS by ARTIST

Bransom	Bugs of Bugville	1
Dirks	Katzenjammer Kids	35
Howarth	Lulu and Leander	14
Oppper	Alphonse and Gaston, Happy Hooligan and Maud the Mule	41
Outcault	Buster Brown	17
Schultz	Foxy Grandpa	16
Swinnerton	Little Jimmy and Mr. Jack	16

1906 is the date appearing on all of the Journal comic postcards. What type of comic PC appeared first may never be known. We find them only in the Hearst Journal and American newspapers which he owned in New York, Boston, Chicago and San Francisco. It is for this reason, no doubt, those of us who live in the hinterlands never knew some of the characters let alone the fact that such unusual postcards even existed. Our first encounter is finding one in an old album or seeing them in dealer's stock at shows.

But most interesting to the kids of 1906 had to be the types of postcards (all of which could be and were used as postcards). And undoubtedly it was this creativity along with the immense popularity of postcards that caused William Randolph Hearst to use them as a gimmick to sell papers.

TYPES OF HEARST COMIC NEWSPAPER POSTCARDS

PLAIN

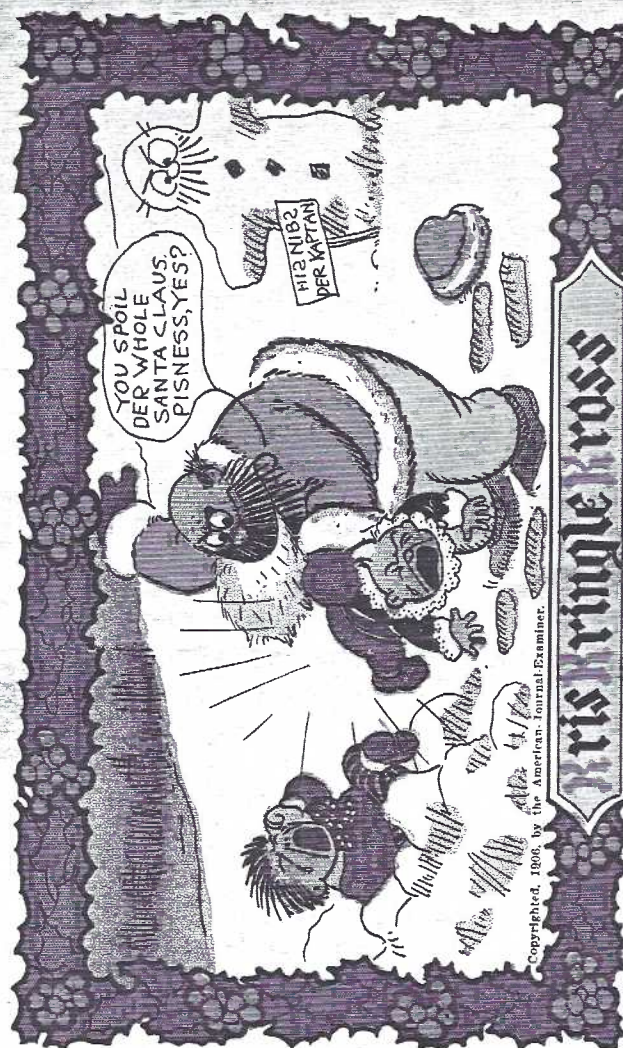
This was simply a sheet of four cards which could be cut apart with a scissors. The sheet reads: ANOTHER SET OF BEAUTIFULLY COLORED SOUVENIR POST CARDS GIVEN WITH NEXT SUNDAY'S CHICAGO AMERICAN (or another paper) 16 postcards are known (including a set of four holiday PCs- Christmas and New Years) accounting for four sheets of four PCs ea. This is the most frequently found type.

Next month - Heat type cards;
Installments and Mechanicals.

Editor's Note: Some of you know I've been collecting and studying Hearst Journal comic PCs for several years. Actually my interest in comic strip characters on PCs began nearly ten yrs. ago. This article was written last year at the urging of my mentor, Charlie Griffiths. With comic strip articles appearing in a recent PC Collector issue, I felt prompted to begin this 3-part story in **THE CARD**. It will conclude with information which, to the best of my knowledge, has never been printed about some of these most unusual postcards. JFW.

to play with as well as use for mailing. We see here Buster Brown, Mary Jane and Tige, Happy Hooligan (the bum with the tin can hat), Little Jimmy and finally the Katzenjammer Kids getting their regular whipping from "Der Captain".

This sheet of four postcards was one of many that accompanied the regular Sunday comic section in Hearst newspapers of major cities. This was the only sheet of Christmas postcards Green wreaths and mixtures of reds, blues and yellows made them attractive for little children



NEW MEMBERS

#270 **SUSAN BROWN NICOLSON** P.O.Box 595, Lisle IL., 60532. Dealer, featured columnist for PC publications and postcard authority.

#271 **MOLLY KEEN** Box 417, Mt. Gretna, PA., 17064 Halloween, Mt. Gretna and Lebanon County PCs.

#272 **DOROTHY BOCK** 1751 Eden Rd., Lancaster, PA., 17601. Children, Halloween, local views.

#273 **HAROLD K. GALEBACH** 1517 Newport Rd., Manheim, PA. 17545. Northern Lanc. Co.: Penryn, Manheim, Lititz. Also Penryn Park, Mt. Gretna, railroads and other transportation.

Welcome aboard! Susan's contributions many of us follow in Barr's and PC Collector. It's good to see two more collectors of a very popular area - Mt. Gretna (Harold is an authority on Penryn Park as well.) And Dorothy is **Becky Buckwalter's** mom - so glad to have her with us, at last!

273 - 60 (attrition) = 213 **REAL MEMBERS!**



TIPS for FIRST-TIME EXHIBITORS

- 1 **CHOOSE THE THEME.** Carefully study the categories and be certain you have chosen one which best fits your cards.
- 2 **BE CREATIVE.** Rearrange your cards until you have a pleasant pattern. Quantity doesn't always win points. Be unique.
- 3 **BE INFORMATIVE.** If the cards need a short explanation, be concise. A title is imperative (and at the top of the board).
- 4 **MAKE IT ATTRACTIVE.** But be cautious of too much decoration, this detracts from the purpose - the postcards themselves.
- 5 **READ THE RULES.** And then re-read them, so you understand what judges are looking for and what your fellow exhibitors will be doing in their board planning.



While on the subject of exhibits, you will find tipped into this issue of **THE CARD** a copy of the Rules, Categories and Awards for our Club's up-coming Expo where we hope to have a fine showing of Exhibit Boards. Also included is your **APPLICATION FORM**. Fill this in and return to Exhibit Chairman **Charles Griffiths** as soon as possible. All members are encouraged to participate.



MONTHLY EXHIBITS



With the showing of only four boards it was obvious we're not yet a club of foreign PC collectors but there's always hope! As Exhibit Chrm. **Charles Griffiths** explained, **ROYALTY** is not an American topic.

Even so, the 67 members and guests present enjoyed the royal cards - old and new.
JIM WARD FIRST The Royal Look
BOB KRAMER SECOND Coronation of a Queen
POLLY CURTIS THIRD Royalty & Their Castles
 HONORABLE MENTION

HAROLD MOYER Royal Men and Women
 June's topic= RELIGION. July= FOURTH OF JULY



"I say, old chap, we've two excellent additions to the LCPC Library...British, of course!"

POSTCARDS FOR PLEASURE -Artists Series No.1
TOM BROWNE (Warr, Lawson) 1978

A companion volume to No.2 - **Lance Thacker** (also in our library) it contains the life story of Tom Browne and his work. A numerical checklist of all **Tom Browne's** series follows containing all the known PC titles within each series. In addition (in almost all cases) one card from each series is illustrated. An extraordinary feature is added - a **topical or thematic index** by series and even individual cards! This includes such subjects as donkey, elephant, fish, military, etc. Recommended for those interested in the English style of comics and esp. that of **Tom Browne**. CWG

There's never been any question that **Dorothy Ryan's** **PICTURE POSTCARDS IN THE US, 1893-1918** is the authority for US collectors.

But **PICTURE POSTCARDS of the GOLDEN AGE, A COLLECTOR'S GUIDE** by Tonie and Valmai Holt should not be ignored because of its accent (they're British). What Dorothy has done for US collectors, the Holts have accomplished on the other side of the Atlantic - and that's no mean feat!

The development of postcards on the Continent and in Great Britain is intertwined with our own postcard history and the Holts' method of illustrating this and other related topics is very thorough. They cover topicals, commemoratives, war, humour, politics, personalities, advertisements and the curious.

The publisher list as well as their concise chronology are highlights. They also offer a unique method for pricing types of cards. If you own five reference books on PCs **Holt's PICTURE POSTCARDS** should be one. JFW