

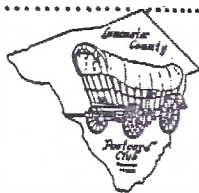
# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

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

July 1994 - Vol.5, No.7  
**NEXT MEETING**  
July 18, 1994 7 pm  
Buy/Sell/Trade 5:30 pm

Yearly Membership is \$7 (plus \$3 per person, same address). Ads: \$15 full page., \$8 1/2 page. \$5 1/4 pg. Prepaid. Articles and Correspondence: 1795 Kleinfeltersville Rd., Stevens, PA 17578 Dues and General Correspondence to: LCPC c/o Mowrer, 786 Kames Hill Rd., Columbia, PA, 17512



## ILLUSTRATED HISTORY OF DELTIOLOGY

### On The Subject of Postcards About Postcards

Such a broad subject could only be handled by a sincere student. And Jose Rodriguez is such a man. In addition to being a dealer in upper end postcards, Jose prides himself in learning everything there is to be known about the cards he handles - and collects.

If you were fortunate to be present for his presentation on MAIL CARRIERS ON POSTCARDS (Nov. 1990) you know you're in for a treat. Jose's slides show superb examples of his subject.

There will be postcards designed to sell real photo cards; postcards issued as salesmen's samples; postcards showing postcard manufacturing plants, wholesale distributors and retail shops; postcard exhibitions; postcards issued by publishers for promoting postcards and postcards issued by the very earliest postcard clubs.

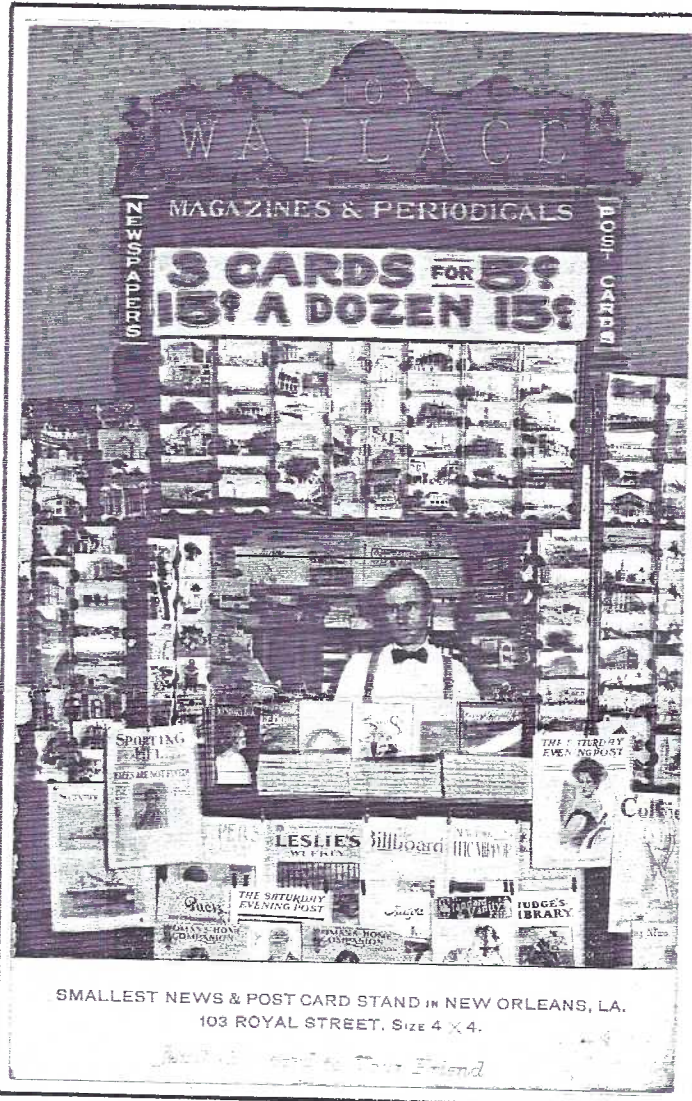
Super-rare examples of Deltiology and a collector/dealer who knows his subject.

Make it a point to be at our July 18 meeting. Early birds will have an opportunity to view many of the postcards firsthand.

## FUTURE SHOWS



July 8-9 YORK, PA York PC Club. Aldersgate Ch. 397 Tyler Run Rd., York 10-6, 9-5. \$1.50 adm.  
July 30-31 WASHINGTON, D.C. IPA. Marriott Hotel, Dulles Airport. 9-6, 9-4. \$2; \$3 for both days  
Aug. 5-6 HAVRE de GRACE, MD Chesapeake PC Fair. Community Ctr., 10-7, 10-5. \$2.  
Aug. 20 LANCASTER, PA Lancaster County Postcard Club's 2nd Annual Expo. Farm & Home Center, Rte 72 (Manheim Pike) enter at Service Rd. 9-6. \$1.  
Sept. 9-10 MT. LAUREL, NJ Postcard Society Inc. Budget Motor Lodge. 9-6, 9-3.



A small postcard stand - but obviously able to sell 1¢ PCs for "big" prices (3 for 5¢). One of Jose's fine Postcards on Postcards.

## NEW MEMBERS

#324 LOUISE I. NEILON 51 Skyline Dr., Glen Mills, PA 19342. Collects Westmore, L. Willoughby, Island Pond, VT; bridges; Indians; Civil War also NYC old sts.; LA and San Francisco.  
#325 VICKI STOCK 7850 Camelback Dr., Indianapolis, IN, 46250. Dealer in quality PCs at our Show and many others; collects Chiostris, an artist of the Art Deco style.  
#326 JACK STOCK (Same as wife, Vickie) Collects early air: balloons, planes, aviators.  
#327 JEANNE D. DOUGHERTY 108 East 10th St., Oswego, NY, 13126. Ph 315-342-0260. Collects political PCs.  
#328 JESSE STEHMAN 134 Fairview Ave, Bausman PA, 17504. 394-6488. Collects animals. Jesse is Katie's (#233) brother and along with Drew Curtis (#281) is the third grandchild Polly Curtis (#124) has brought into our club!  
#52 LEE FRY has been reinstated and he then brings our total PAID MEMBERSHIP to 236! (And we'll only be 5 yrs. old in Jan. 1995.)  
Lee collects Lancaster and Lititz.



October 20th 1932  
Maple Grove

# Marathon News

Vol. 1—No. 3

Lancaster, Pa., October 15, 1932

Five Cents

Our story heading will no doubt excite a few of our members - those giddy 'kids' of the early Thirties who participated in marathon dancing. (And their 1994 grandchildren are 'nutty' dancers?)

The Britannica called it "a ghastly parody of enjoyment, with couples struggling to be the last competitors upright. They competed for prize money trying to outlast all others in nonstop dancing". (A 90 year old friend of mine won a \$2½ gold piece in 1924 dancing with a German girl he never knew!)



Photo (postcard) by Darmstaetter's

Jere Greider recently had a dandy collection of MARATHON DANCERS on real photo postcards (AZO stamp box w/squares- seen by Andreas Brown with dates from 1926-1939).



"Marathon Dancingly Yours, Rita & Nick."  
(Lower left on multi-view postcard)

We include a multi-view card showing 6 Prize Winners at Lancaster's First Marathon Dance Held at Maple Grove Park, Photo by Darmstaetter's. Also shown are 2 PCs featuring individual couples shown on the multi-view; (same PC reverse) and including their autographs developed on the cards as well as real penned names in the upper corners.

Just as exciting is the little four page newspaper devoted entirely to this fad. And in 1932 it wasn't teenagers who were nutty! Milkman's Matinee was two to four a.m.; a local doctor, Wm. H. M. Imhoff, was assigned to the health of the contestants; and the Lancaster Dance Marathon was "broadcast every day except Sunday at 2:45 and 7:15 by remote control over Station WKJC. When unable



to attend the dance, keep in touch with its progress and entertainment over WKJC". And, of course, that was radio!

Of special interest to us deltiologists was the little ad (shown) that names W.F. Hollowell of Darmstaetters Photography.

Marathon dancers were child's play for Hollowell. In the 20+ years he worked for Darmstaetter's he created a social tableaux

## PHOTOS

of the Marathon Dancers  
Being Made by  
W. F. Hollowell  
of Darmstaetters

Photos of your favorite dancer will always bring back pleasant memories to you.

of commerce and industry in Lancaster. It is not by coincidence that he covered the return of Lindbergh to D.C. in 1927, for Walter Hollowell probably took more aerial 'shots' of our city and county than anyone before or since! \*



"Dancingly Yours, The Jeanette twins, Marney (typo in News) and Mickey."

(Also autographed on reverse of postcard)

## JEANETTE TWINS ARE ONE OF DANCE HITS

Popular Chicago Sisters  
Making First Contest Appearance  
Panic Fans

## DO ACROBATIC NUMBER

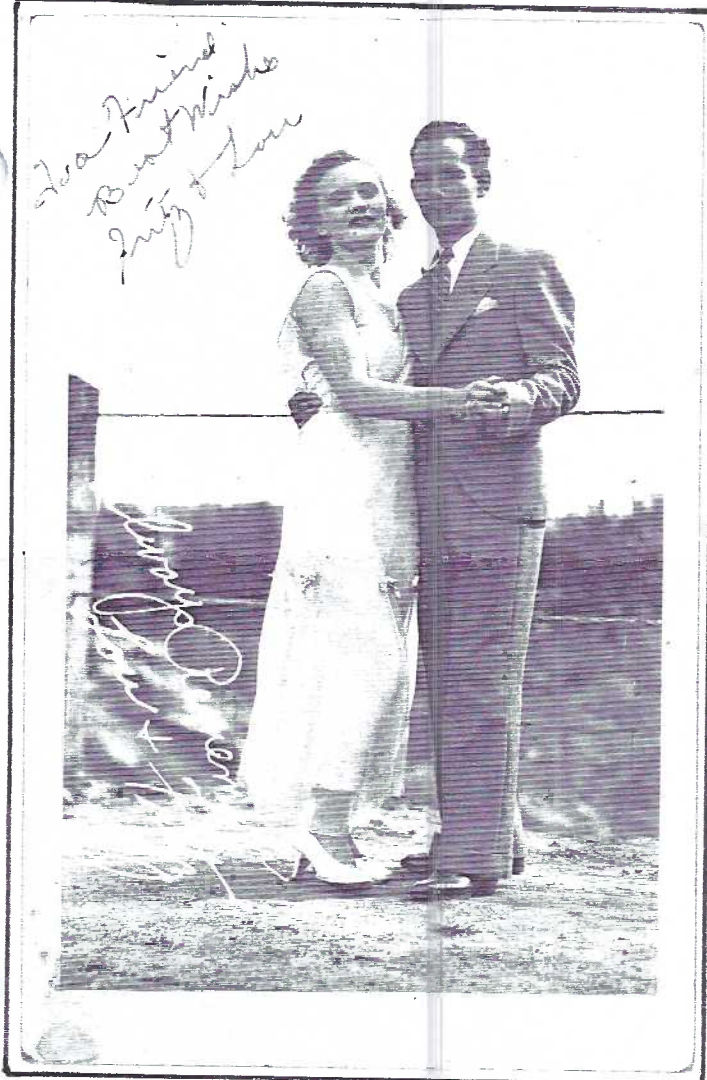
Mamie and Mickey Jeanette, the pretty blonde twins from the city of dum-dum bullets, are two of the best acrobatic dancers ever to engage in a marathon dance contest.

The girls were featured artists on several vaudeville circuits for the past several years and this season having developed a hankering for a fling at the dance marathon business, entered the Lancaster contest.

They clicked immediately with the fans who support the dance. Their winsome personalities and ability to turn themselves almost inside out in time with music have made them red hot favorites, and as a result of the reception they have received, the girls are practicing several new routines to be uncovered in the near future.

### THE CARD

Staff Dot Fry, Charlie Griffiths Gerald Hostetter, Jim Rudisill, Jim Ward, editor. Circulation Harold Fry, Gwyn Fulmer. Articles, suggestions, correspondence: 1795 Kleinfeltersville Rd., Stevens, PA. 17578-9773.



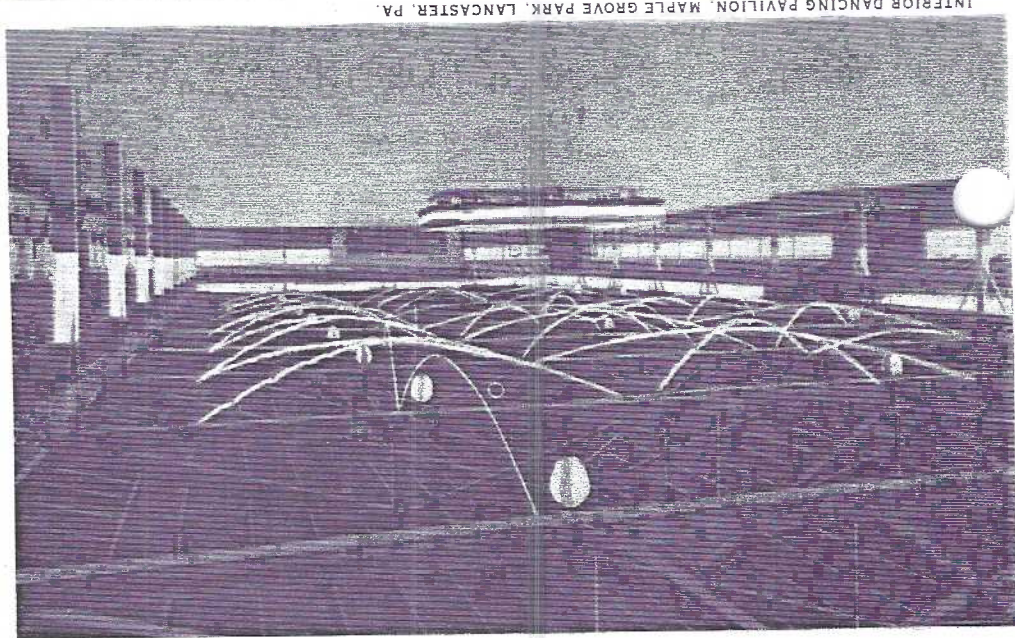
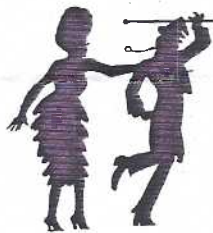
"Always Remember, Lou & Fritz."  
(Lower right on multi-view postcard)

\* Editor's note: Hollowell is something of a legend in Lancaster photography and we, as a club, should pursue a study of his photographs (available to the public) and see how many can be attributed to known photo postcards.



Clothing, dry cleaning and restaurant ads round out the neat little paper. Menu for a week is included. Here is one day's food intake that kept these dancing demons on their feet:

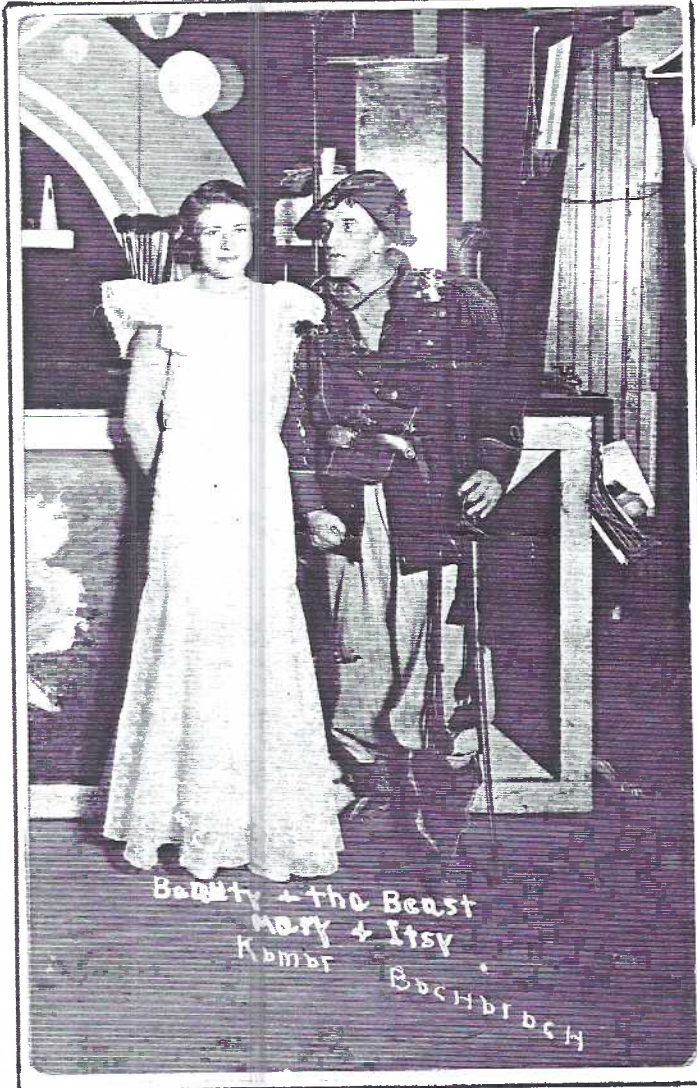
1 am - celery  
 3 am - tomato soup, coffee, milk and crackers  
 6 am - choice of juice, breakfast cereal, eggs  
 toast, bacon, ham, coffee or milk  
 9 am - prunes  
 12 noon - roast beef, mashed potatoes and  
 gravy, creamed carrots and peas, applesauce,  
 bread, butter, coffee or milk  
 1 pm - carrots  
 2:15 pm - ice cream  
 5:40 pm - T-bone steak, creamed potatoes, pic-  
 kled beets, pudding, bread, coffee or milk  
 8:15 pm - apples and oranges  
 12 midnight - bacon and lettuce sandwich,  
 coffee or milk



The Dancing Pavilion at Maple Grove Park, Lancaster, is remembered by thousands much younger than the Marathon Dancers. The 300x150' ballroom was built by the Coho family along with the pool, rides and arena after WWI. It burned to the ground August 21, 1953 in a spectacular fire to which six fire companies responded. Curt Teich postcard #96232 made for local publisher, I. Steinfeldt, Lancaster.



From neat PCs owned by Jim Morrison we find stunning Edith Kunitz from Reading, PA, 1932 (w/DOPS stamp box PC - 1920's and 1930's).



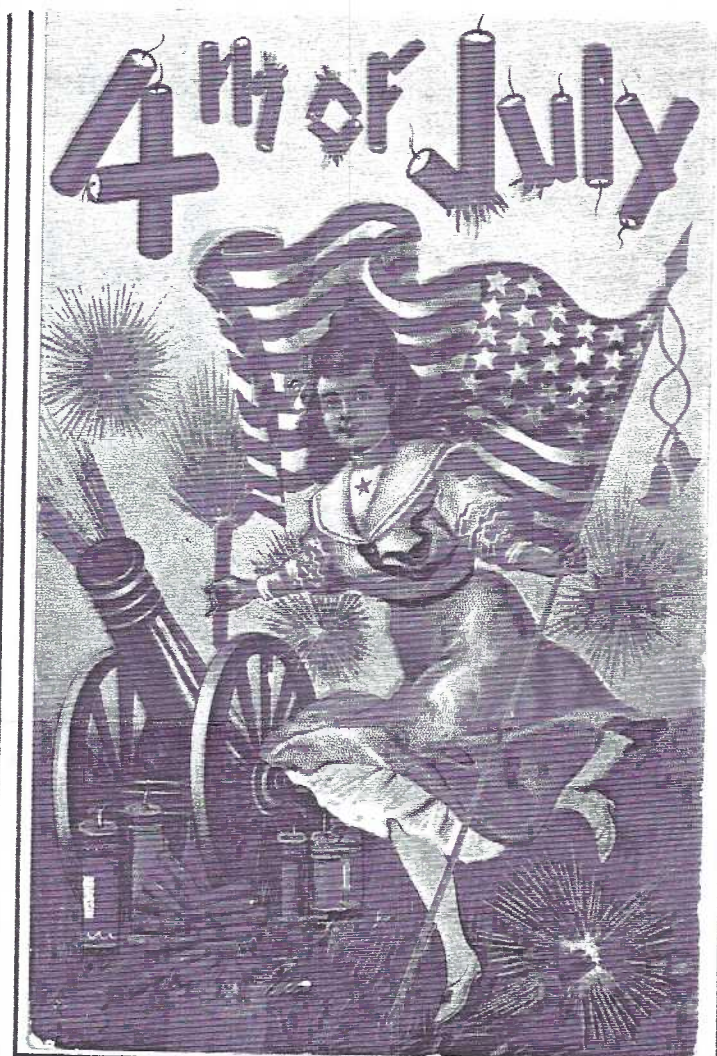
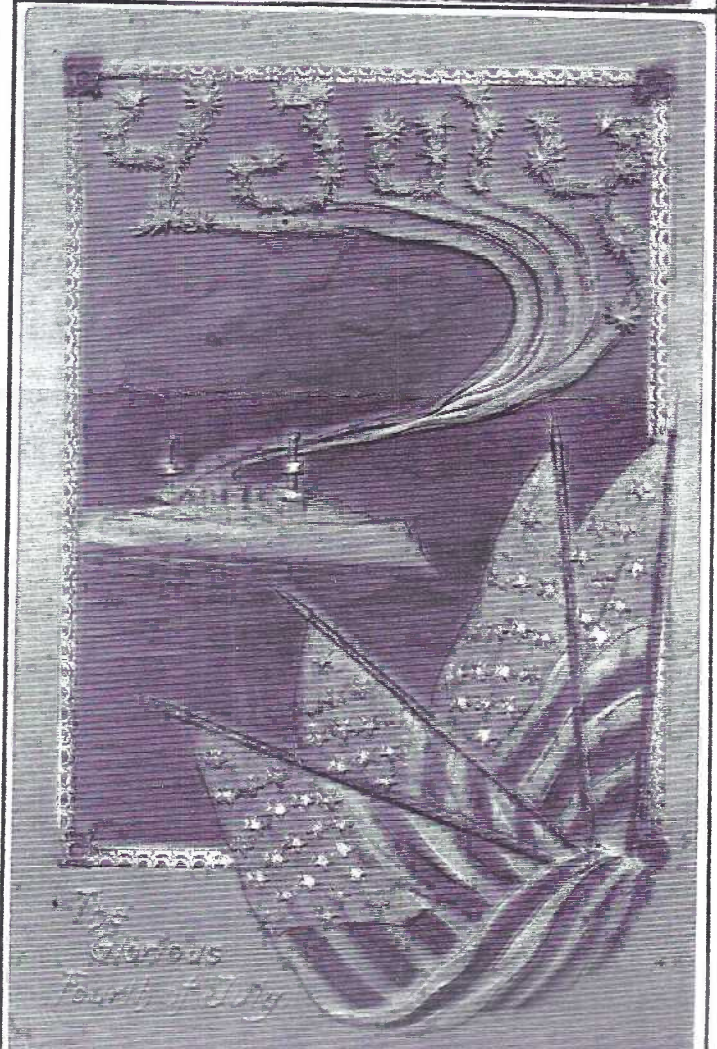
Itsy Bochbroch was The Beast w/ Mary Kamar, The Beauty as Team #21 pictured before an unidentified bandstand.



**THE FOURTH OF JULY, A PICTORIAL ESSAY**  
 #8252 Relief PC by Paul Finkenrath, Berlin  
 (PFB) is a beauty both in subject and color.  
 An A.W.Santway card #129 shows a younger

beauty totally immersed in celebration. Two  
 unusually colorful embossed PCs (by Langs-  
 dorf) are maritime scenes in red, white and  
 blue with added silver, yellow and browns.

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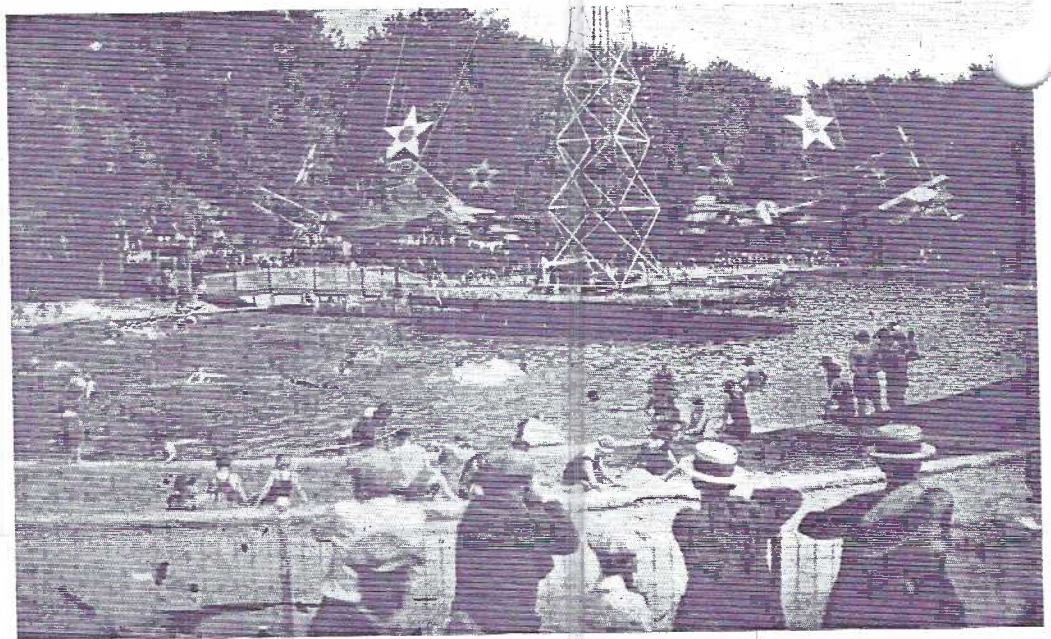


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*Bring Your*  
**PICNIC**  
*to*  
**Maple Grove**

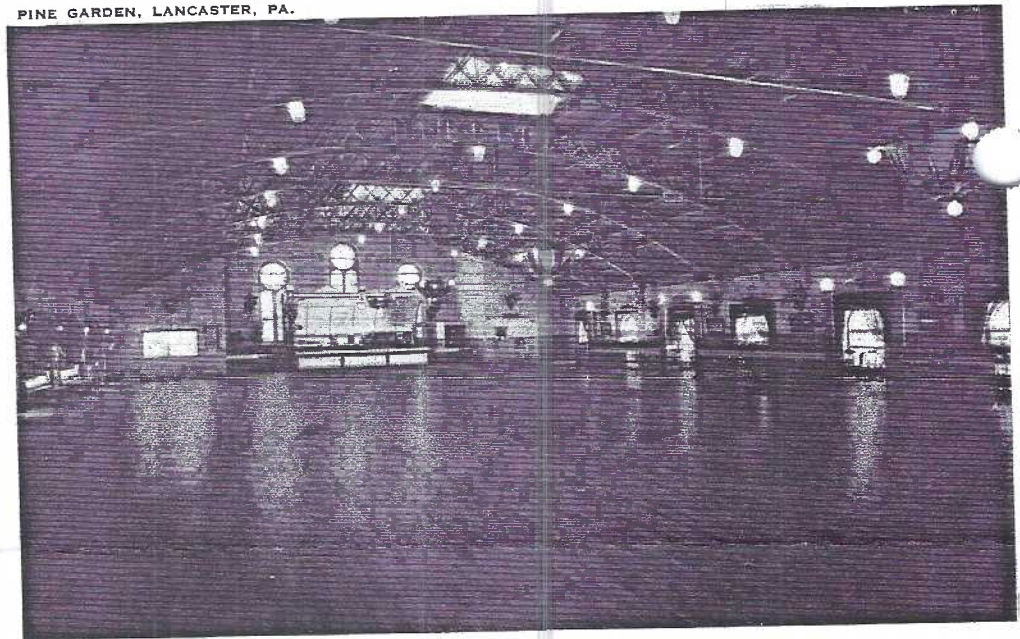
Lancaster  
Pure Filtered Water  
Thru-out Park

In keeping with Dot Fry's theme for June PC boards, we present the 'backside' of two Maple Grove Park PCs. Each is from the Tichnor set (see below). The PICNIC card is #123442, with a July 8, 1929 date, while the SEASON'S GREETINGS, #123445, is postmarked Dec. 21 1931. The former went to Supt. Rojahn of the Bethlehem UB Sunday School, Dallastown. The latter to Grace UB Church in Coatesville.



A VIEW OF THE SWING AND POOL MAPLE GROVE, LANCASTER, PA.

PINE GARDEN, LANCASTER, PA.



**PINE GARDEN** is a name that appears on Tichnor PC #123447 and perhaps no where else! A check of Lancaster Newspapers files and interviews with spectators as well as participants has turned up **no one** who ever heard the huge building (shown) called Pine Garden.

Maybe it was a passing fancy that lost its appeal overnight? Nevertheless, it's preserved on this 1930's white border PC!

The **DANCING PAVILION** (see **Marathon Dance** story) was just a few yards from the swimming pool at a slightly higher elevation. This huge building-PINE GARDEN-still stands towering over the old Maple Grove acreage, but high up behind WGAL-TV and Whitehall Nursing Home at the end of Elm Avenue.

Built in 1932, the \$70,000 ARENA played host to collegiate basketball and wrestling matches (F&M); served as the Boys High School gym over-flow; saw pro wrestling and boxing (Joe Louis was once a referee there) as well as roller derbies and hosting the big bands of Glenn Miller and Benny Goodman!

From 1957 until its revival it was home for pigeons and neighborhood youngsters.

Today PINE GARDEN/THE ARENA/THE FIELDHOUSE is THE CASTLE. It took nearly a million dollars, but in 1985, after a complete renovation and additions it now houses a marvelous roller skating rink plus a health spa and insurance offices.

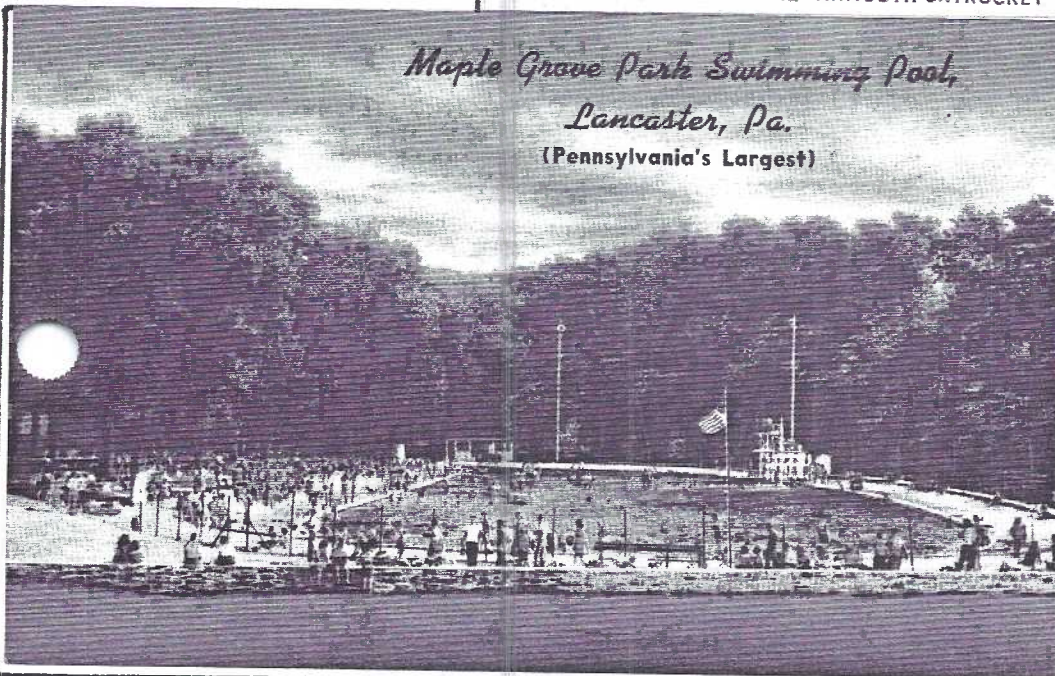


This black and white, slightly oversized PC (as well as its mate on the opposite page) are by an unknown publisher, but the SKYROCKET is an exact copy of #123446 in the Tichnor color set (below).



A VIEW OF THE MAMOUTH SKYROCKET MAPLE GROVE, LANCASTER, PA.

*Maple Grove Park Swimming Pool,  
Lancaster, Pa.  
(Pennsylvania's Largest)*



Your's for Bigger  
and Better Picnics in 1932

*MAPLE GROVE PARK  
Lincoln Highway West  
Lancaster, Pa.*

Reverse variety on Tichnor  
#123445. PM is Dec.21,1931

**MAPLE GROVE POSTCARDS  
IN OUR FILES**

(Additions welcomed)

All are divided backs, horizontal format  
Colortype (black and white)

Swimming Pool at Maple Grove Park

Curt Teich (color)

A77601 Maple Grove Swimming Pool

Tichnor (color)

123442 America's Prettiest Swing

123443 Airplane Swing and Swimming Pool

123444 Swimming Pool

123445 Kiddies Playground

123446 Sky Rocket

123447 Pine Garden

For Mellinger Studios (linen - color)

82035 ...Pennsylvania's Largest

Landis Art Press (seen only in aqua color)

Maple Grove Bathing Pool (2 ladies in foreground)

Maple Grove Bathing Pool (2 ladies,man and boy in foreground)

Unknown Publisher (5 3/4" long, b/w)

A View of the Mamouth(sic) Skyrocket

A View of the Swing and Pool

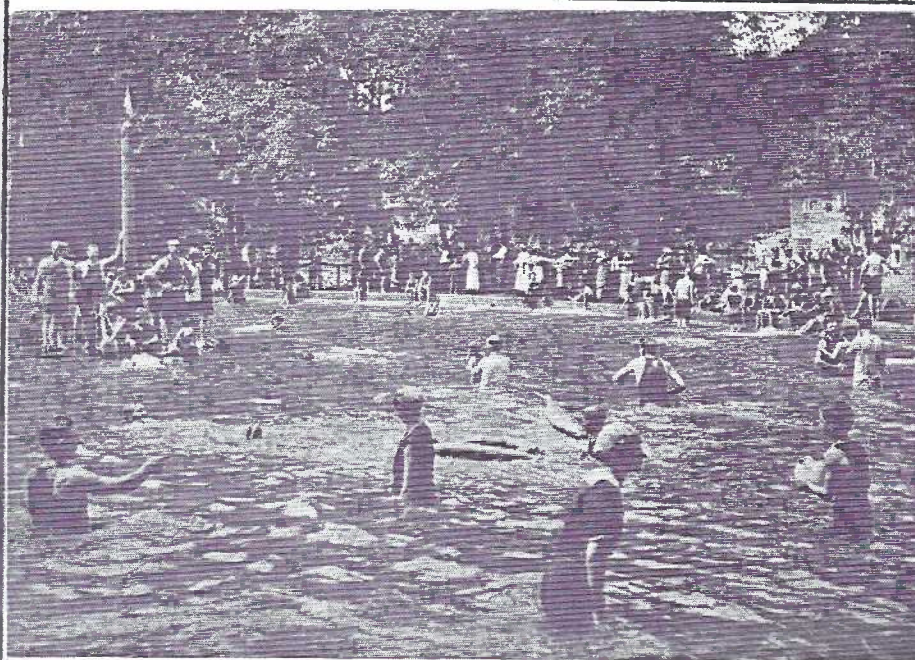


Photo D. B. L. 1916 MAPLE GROVE BATHING POOL, WEST LANCASTER, PA.



## LANCASTER COUNTY POSTCARD CLUB

2ND ANNUAL  
POSTCARD EXPOSITIONIN THE  
HEART OF PA DUTCH COUNTRY

SATURDAY, AUGUST 20, 1994

9AM TO 6PM

FARM AND HOME CENTER  
LANCASTER, PA

EXHIBITS

ADMISSION \$1.00

25 DEALERS

DOOR PRIZES - FREE PARKING - AIR CONDITIONED - NO STEPS

Lewis Bechtold would like in-put for more publicity ideas = it's never too late! Shown is 1 of 1,000 horizontal Expo Adv. PCs; also distributed were 1,000 vertical format. One of either is included in this CARD.

Some of the 200 b/w window posters are also still available.

## 25 Member/Dealers at 2nd Annual Expo

Agnes Cavalari NY	Peter Maronn CN
John Corliss MD	Gordon McKinzie PA
Lee Cox MD	Jay Miller PA
Roy Cox MD	Jim Morrison MD
Nancy Foutz NY	Jose Rodriguez CN
Marilyn Gottlieb NY	Dolores Rowe PA
Donald Kaye CANADA	Dede Schaeffer PA
John Klein PA	Fava Sherrard MD
Ken Kolb DE	Don Skillman OH
Karl Korzeniewski OH	Vickie Stock IN
Mary Kurey NY	Don Wachter MD
Jim Luty PA	Jim Ward PA
William Wolfersberger VA	

## Food Stand

Sign-up sheet is only partially filled for kitchen and counter serving help. Please see **Barb Mowrer, Sandra Shaub** or **Barb Heim**. They are asking for donated homemade pies, cakes and cookies; also a cut-up chicken or two or three. These can all be given early and frozen. You're not expected to bring them in at 6 a.m.

AUGUST 20, 1994

LANCASTER COUNTY

POSTCARD EXPOSITION

Exhibit Pick-Up

To avoid the bottle-neck at E-time (easel time) you may contact any of the Exhibit Committee members (right column) and they will see that your boards are picked up, put carefully in giant display bags and given TLC until the day.

Be sure ea. board has a separate exhibit sheet with it. (Make copies from the sample in the June CARD.)

Get started tonight! And if you'd like help, call **The Moyers** or **Jim** and we'll have a session like **Laura Spece** and **Ruth and Harry Lines** attended last year.

The EXHIBIT POSTCARD is in full color and more gorgeous than 1993's - if you can imagine that's possible! Every exhibit receives one - but the edition is limited to just the number of exhibits competing. It's a great way to add a full-color LCPC postcard to your collection!

This is a partial preview of the EXHIBIT PC!

## Sign-Up Sheets

Check your calendar - **AUGUST 20** is a date to keep open. Do just a little bit for your club. 1 or 2 hours is all that we ask of you

Help at the registration desk, ticket sales at the door, and exhibit area policing is needed 9 to 6. Highway signs, exhibit easels and dealer tables must go up at 6 to 6:30 a.m.; break-down at 6 p.m.

Contact **Walt Mowrer** or **Bob Kramer** for all but exhibits, in which case see **The Moyers** or **Jim Ward**.

What did you do for your club this year? Would 1 or 2 hours be asking too much?



## EXHIBIT WINNERS



Perhaps it was a respite from the heat wave (at 5:30 pm it was only 85 degrees) ;or maybe it was **Dot's** subject, **BACKSIDES**; it could have been the auction (results in Aug. CARD), nevertheless we had 60 members incl. a few guests at the June meeting.

And the exhibit boards showed us all something we seldom look at - but should definitely not neglect!

Her enthusiastic participation in our monthly board exhibits has been an inspiration. Let's hope **Dot Fry** will continue with this job for a while. It's made-to-order for a retired 1-room school teacher and is certainly a highlight of our PC evening.

We saw GI free mailings, antique ads, laughable linens and a huge variety of unusual messages among other subjects.

JIM WARD FIRST	Very Fancy Postcard Backs
SANDRA SHAUB SECOND	Back Sides
NORM ZIMMERMAN THIRD	Oops*

## HONORABLE MENTIONS

BETTY BROWN	Free On The Backside
EARL CARVER	National Postcard Week
POLLY CURTIS	Backsides
DON DAVIS	The Flip Side
DOT FRY	Just A Line
HAROLD MOYER	Backside Ads
BILL WEIKERT	Post Cards

\*This equals **Charlie Griffiths'** short title **WIND** (March, 1992). Anyone up to the challenge of a shorter, yet legitimate title?

July's subject - **FRUITS and/or VEGETABLES**  
August - **ANY POSTCARD WITH PRINTING ON THE FRONT** (legends, hymns, recipes, verses, etc.)  
Sept. - **NO BOARDS (picnic)** Why not a clothes line w/clothes pins instead of the easel?

A REMINDER: Any of the boards made for monthly meetings can certainly be used for our Expo competition. Maybe you can make a few additions/improvements? If you're not sure of the category in which it belongs, contact the Exhibit Committee.