

# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

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



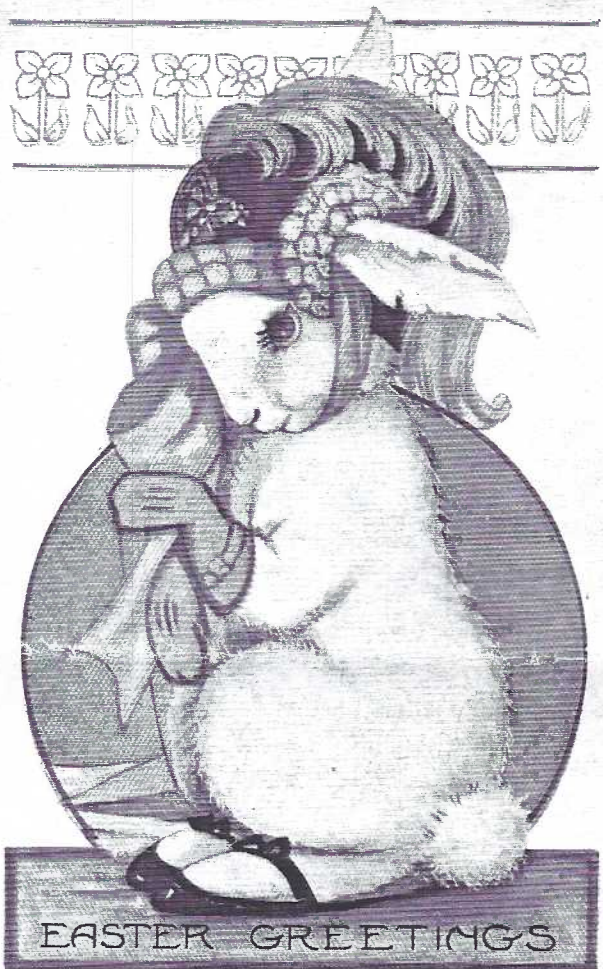
Apr. 1995 - Vol.6 No. 4  
NEXT MEETING  
April 17, 1995 7 pm  
Buy/Sell/Trade 5:30 pm

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 payable to: LCPC c/o V. Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA., 17566.

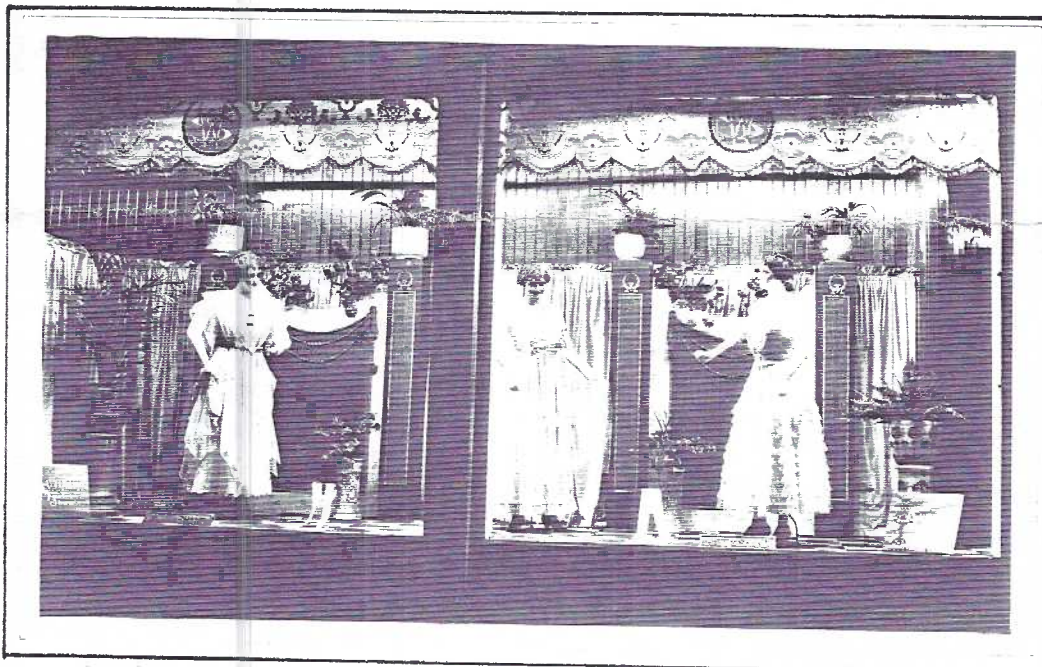
## PROGRAM

Program Chairman **Louis Bechtold** announced a unique program for April...a Free For All! Members are asked to bring as many (or few) postcards as they wish to sell or swap. There is no table charge (the FREE part). You may use as much space as you wish. And ALL are urged to participate.

We regularly have six to ten members selling cards before and after our meeting and these members are sure to be there, too, but there will be a ROOM FULL OF TABLES - enough for everyone. Pres. **Kramer** promises a short business meeting, so come with bags and boxes of cards (no flea market or garage sale "white elephants" = just cards!)



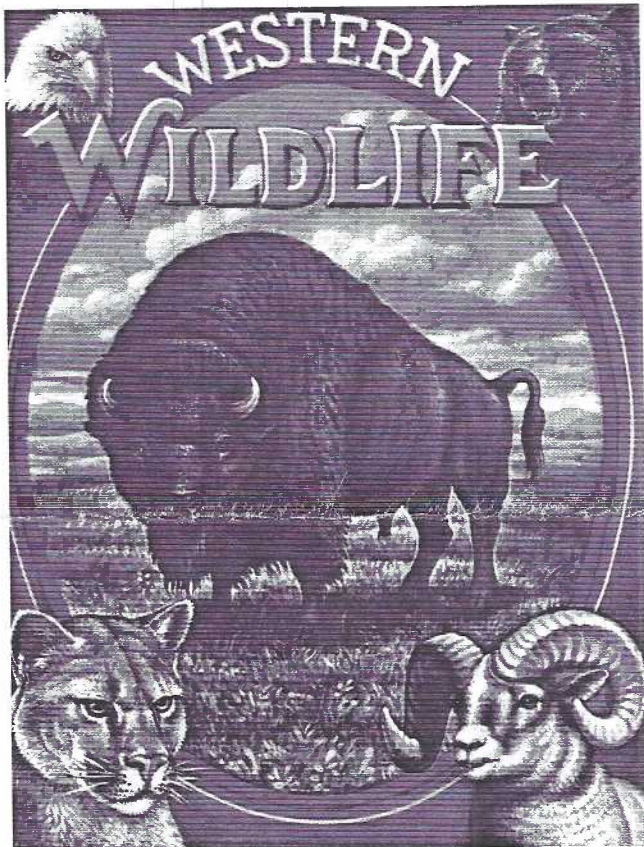
For hats just as funny, but not on a bunny, turn to LADIES' GIGANTIC HATS inside. Postcard by Whitney, Worcester, Mass.



In the interest of Fashion we offer this scarce look into two WAIT and SHAND DEPARTMENT STORE windows prior to World War I. A magnifier, however, reveals the sign reads "Autumn Fashion Show". Sorry, but we haven't found an Easter Show postcard.

# A SET OF 20 ANOMALIES

THE CARD rarely recommends. Here it does!



In the March 1990 issue we explained a difference: postal cards are printed with a postage stamp by a governmental agency. Postcards/post cards are privately printed, generally with a picture on one side, space for message, address and stamp on the other.

And then we confused ourselves by proclaiming that the USPS had, in late 1989, issued two postal cards each with a picture on one side and the same view as its own stamp on the address side! Anomalies on a federal scale! The examples were the White House and the Jefferson Memorial. We called them pictorial postal cards.

Recently Polly Curtis showed us the USPS issues of LEGENDS OF THE WEST stamps and PCs displayed in an elegant album. Your editor's ears perked, mostly at the picture postal cards.

I sent for them - 20 full color standard sized cards with identical printed stamps. The set is \$7.95 postpaid - a good buy when you consider 19¢ for stamp, 21¢ for postcard (40¢ x 20 cards = \$8.00) If you use them, you must add 1¢ postage (1993 issues).

Ask for item #9926 Legends \*Post Card Set  
Enclose check for \$7.95 per set of 20 PCs.  
Write:USPS, Philatelic Sales Division, Kansas City, MO 64144. Delivery took four weeks (even with a USPS money order).

**Sacagawea**  
"Bird-woman"  
c.1787-1812  
Born Shoshone, she was captured by rival Native Americans and later sold to a French trapper. Both joined the Lewis & Clark Expedition, which she served as guide.

**Kit Carson**  
Christopher Carson  
1809-1868  
Frontiersman, trapper, hunter, soldier, guide to Frémont, Indian agent, brevetted brigadier-general. He had close contact with Native Americans in many states and territories.

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## THE TWENTY FULL-COLOR "POSTCARDS"\*

Jim Beckwourth	Chief Joseph
Buffalo Bill	Bat Masterson
Jim Bridger	Annie Oakley
Kit Carson	Bill Pickett
Nellie Cashman	Sacagawea "Bird Woman"
Wyatt Earp	Bill Tilghman
John Fremont	Home on the Range
Geronimo	Native American Culture
Charles Goodnight	Overland Mail
Wild Bill Hickok	Western Wildlife

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## NEW MEMBERS

#361 **SANDRA GOUGH** 61 Foal Ct., Lancaster, PA. 17602. Ph.299-8937. Collects Hallowe'en and Thanksgiving.

#362 **DREMA HUBER** 341 Barbara St., Millersville, PA., 17551. Ph.872-4096. Collects Victorian angels and children.

#363 **DARLA J.HOKE** 122 Parklawn Ct., Lancaster, Pa., 17601. Ph.390-9915. Likes Victorian!

Nice having you with us, ladies. Have you received your New Member Packet of goodies? Ask for it at the meeting. By the way, Old Members, if your collecting interests have changed, let us know. Check your 1994 Roster entry and see if it still sounds like you! Send changes, especially address, to: **Gwyn Fulmer**, 140 Buch Ave., Lanc., PA, 17601

Renewal dues are still coming in. Maybe we'll have an exact head count next month.

### An Open Letter to LCPC

Monday evening, March 13, at the York Post Card Club meeting it was brought to the attention of the members that there was information to be gleaned from the newsletters of other PC clubs. Several were mentioned but noticeably absent until the end was Lancaster's **THE CARD**. Then a comment was made "Yes, it has a lot of nice pictures."

Weary of personal confrontations of a non-postcard type, I sat and said nothing but my conscience bothered me and now I must say something, at least in writing.

I'm not familiar with all current newsletters, only those I receive and have received over the past 25 or 30 years.

One thing I do know - no one works as diligently to get information into a newsletter as Jim Ward and to have managed over 5 years now, I'd like to see someone match his record. It may not be the information you seek, but at least it's informative. And if you have suggestions or wish to write an article of your own it will always be welcomed.

If anyone would like to see what LCPC has done since its inception, guided by Jim, just look at our Five Year History. It might open your eyes. Dede Schaeffer.

#### THE CARD

STAFF: Dot Fry, Gerald Hostetter, Jim Rudisill, Jean Frank. EDITOR: Jim Ward. CIRCULATION: Harold Fry. ADDRESS CHANGE: Gwyn Fulmer. ARTICLES, SUGGESTIONS, CORRESPONDENCE TO: 1795 Kleinfeltersville Rd., Stevens, PA, 17578-9773



**M. HELEN HELLINGER**  
1909 - 1995

To most of us Helen was a comical little lady who loved postcards. She surely did. She also had collected coins, stamps, blotters, valentines and buttons. Some people would say Helen "didn't have all her buttons". But they didn't know a genuinely unhibited person. Helen was one - a lovely one.

What most of us didn't know was that she was generous to a fault, often giving away the first part of a series she was still collecting! For her, Collecting was Show and Tell, a way of sharing.

Helen claimed to be the first baby born in the Columbia hospital. She was proud of her German heritage. She was a died-in-the-wool Republican. She shared her home with Amish neighbors. She loved lilies of the valley. She called me Baby Face.

We loved her. We'll miss her.

Jim Ward

Silhouette by J. Rudisill 1989.

### MEMORIALS

At the March meeting LCPC voted to send a memorial for **Charlie Griffiths** to Visiting Nurse Assoc. of Lancaster. A similar memorial for **Helen Hellinger** will go to Hospice of Lancaster County. These organizations were very helpful to the members and their families.



### EXHIBIT WINNERS



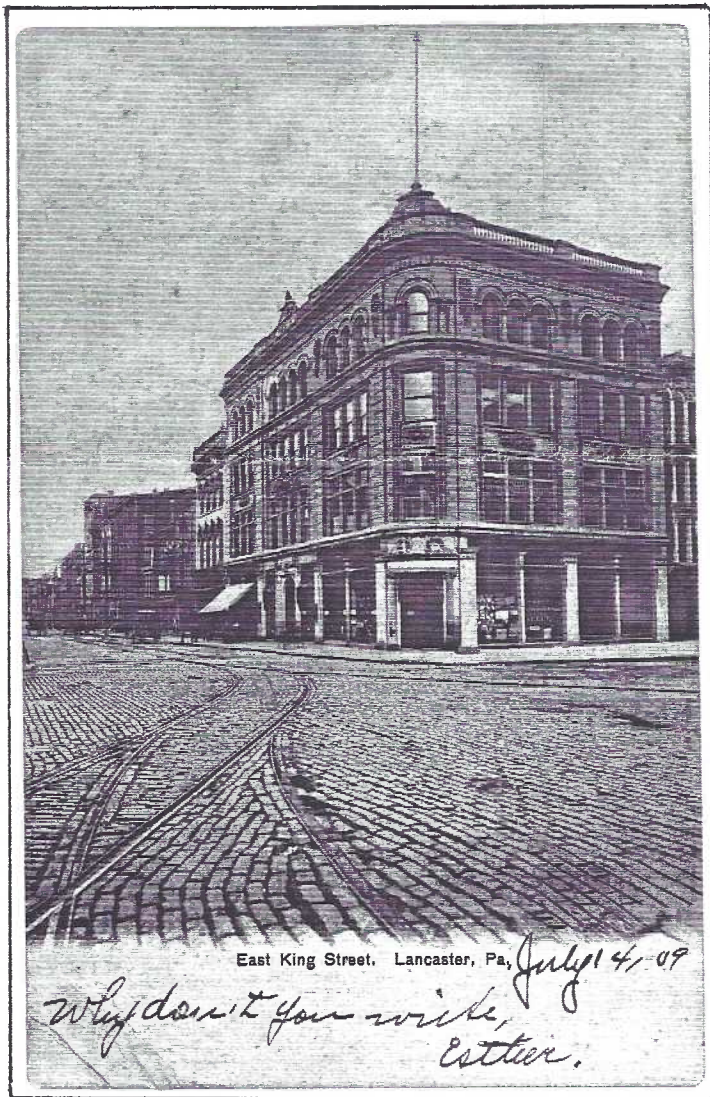
A beautiful spring evening (did we even have winter?) with 69 members and 4 guests to enjoy HORSELESS CARRIAGES. But we barely had that many carriages on the 5 boards!

<b>HAROLD MOYER</b>	FIRST	The Chicken Pull
<b>NORMAN ZIMMERMAN</b>	SECOND	Tin Lizzies
<b>BETTY BROWN</b>	THIRD	Antique Autos in the Age of Steam

#### Honorable Mentions

<b>JIM WARD</b>	Motoring With Class
<b>NORMAN ZIMMERMAN</b>	Used Lizzies

Dot Fry and Company must have forgotten such things as HOLIDAYS! Anyhow, for April, in honor of **Helen Hellinger** and **Charlie Griffiths** we will display FLOWERS, with emphasis on forget-me-nots and lilies of the valley. And a biggie, one in which lots and lots of us will participate, the popular SMORGASBORD/ANYTHING GOES/DO YOUR THING for May. Great practice for our August Expo.



East King Street, Lancaster, Pa. July 4, 09

#### Our Illustrations

**Above illus.** American News Co. #A2029 is an excellent b/w view showing the W&S building when it occupied only the E.King St. corner of Square's SE corner. Trolley tracks are conspicuous in the Belgian-bricked street. **Next page, top-** Metropolitan News Co. #1784, as nice as the Am.News b/w but more in demand since it shows the very collectible 4-story brick Royers Whiskey bldg. **Center-** Ike Steinfeldt's white border PC, Teich #2949-29, also popular with nostalgic yellow Birney trolleys. **Bottom-** The only W&S linen we've seen, MWM's #13,233F shows the bldg. extended onto S. Queen St., as on center PC. It advertises the store's 78th Anniversary Sale - Feb.28 thru Mar.10(1956) on reverse.

A glance at our check-list (next page) will attest to the fact that **WATT & SHAND** was the most photographed store on the Square as well as the entire city.

The Lancaster Board of Trade (predecessor to The Chamber of Commerce) in its 1909 Resources and Industries of Lancaster, Pa. said "Standing conspicuously in the front ranks of mercantile institutions is the New York Store, of which the firm of Watt & Shand are proprietors. This store, or, more accurately speaking, these stores, for there are in reality more than a dozen stores contained in this mammoth building, serves as a drawing card for not only all the population of this city, but for the residents of rural districts for many miles around."

Our gallery of postcards traces growth of the building as it enveloped the southeast corner of Center (later Penn) Square.

Discount stores, shopping malls and certainly the influence of cars could not have been imagined by P.T.Watt and James Shand when they opened their 1878 store with Mr. Thompson, a partner who died two yrs. later.

For most natives, purchase of the store just a few years ago by an out-of-town firm, The Bon Ton, was the handwriting on the wall. March 4, 1995 was the store's last day of business. Its future? Branch college or offices on the upper floors and retail shops or offices on ground level are feasible options. Certainly the wrecker's ball is NOT in the future for this Grand Dame.

#### WATT & SHAND POSTCARDS

All are undivided backs of Lancaster views, published by the store, marked "Germany" by an unidentified printer (illus.). These are excellent colored lithographic scenes and are in every way comparable to Rotograph and American News Co. quality.

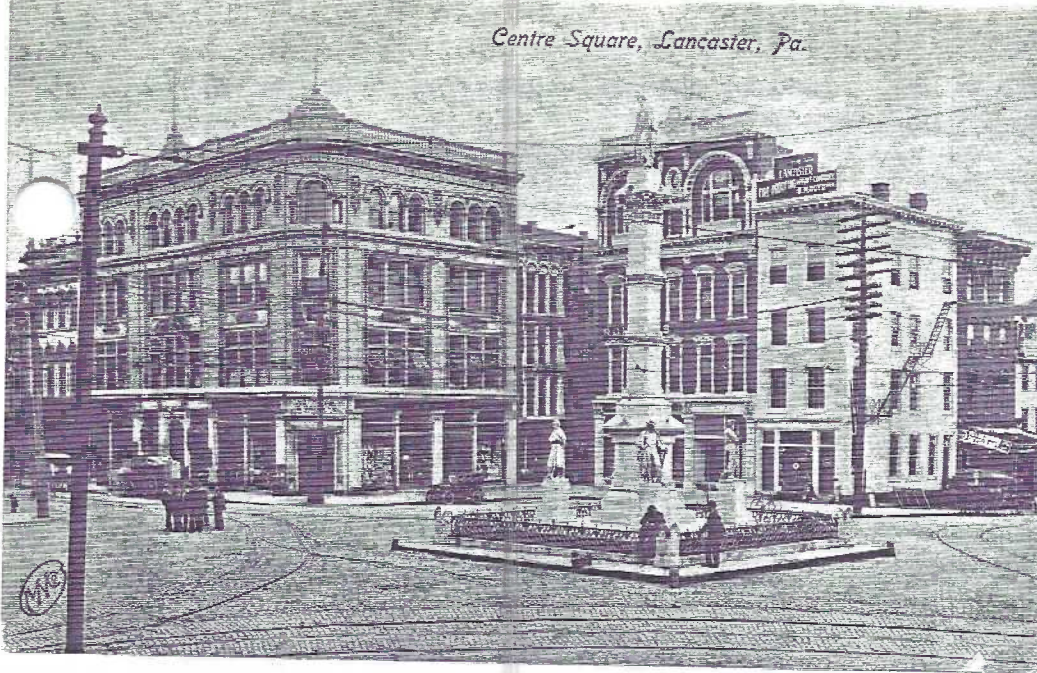
Filter Plant  
General Hospital  
Hamilton Watch Factory  
Long's Park  
Railroad Bridge & Water Works  
St. Joseph's Hospital  
Steven's High School  
View of Conestoga River from Indian Rock  
Witmer's Bridge

The odd number of 9 PCs would suggest our list is not quite complete. Check your Lancaster views and let us know. W & S publishing credit is along front lower left margin.

**POST CARD.**

THIS SIDE FOR THE ADDRESS.

Watt & Shand PC reverse w/dotted stamp box.



**CHECKLIST OF WATT & SHAND POSTCARDS**  
by Griffiths, Hostetter and Ward  
H-horizontal V-vertical LP-Lancaster Pa.  
Capital and lower case letters as they appear in postcard captions.

American News Co.

H A2027 Centre Square, LP

V A2029 East King Street, LP

H A6739 Centre Square, LP

for S.W.Heinitsh(sic) Drugs and Stationery

H D9943 CENTRE SQUARE, BY MOONLIGHT, LP

A.C.Bosselman Co.

H 8434 PENN SQUARE, LP

Albert M.Deichler

H SOUVENIR of LANCASTER, PA, CENTRAL

SQUARE (small b/w vignette)

Koppel Corp.

for Stel-Mar Publishers

V L14/165023 The Soldiers and Sailors

Monument...(continental chrome)

Lancaster, Pa. Photo Supply House, The

H The Square, LP (real photo)

Leighton and Valentine Co., The

H 203,139 Soldiers' Monument, Penn Square

H 403,243 Centre Square and Soldiers'

Monument, LP

Metropolitan News Co.

H No number. Centre Square, LP

H 1784 Centre Square, LP (also in

unknown publisher hidden view pkg.)

MM (Mid West Map) Co.

H 13,223F (WATT & SHAND, LP with 78th

anniversary sale ad (1956) (linen)

National Art Views Co.

H 2683 The Square, LP

National Postcard Co.

H CENTRE SQUARE, LP

H Central Square, LP (2 1/8 x 3 1/2")

Rotograph Co.

H A6155 The Square and Soldiers'...

H D6155 (as above)

H FD6155 The Square (with frame)

H G6155 The Square and Soldiers'...

Hi.Sil.Mfg. Co.

H View of Soldiers' Monument and

Centre Square, LP (leather)

Simon & Murnane (York, Pa.)

H (real photo-auto in left foreground)

Souvenir Post Card Co.

H 4379 View of Soldiers'...

Teich, Curt

H 252-1671 Penn Square, LP

H A-14372 Soldiers' and Sailors' Monu-

ment, Penn Square, LP

for I.Steinfeldt, Lancaster, Pa.

H 107931 EAST KING STREET FROM PENN...

H 2949-29 PENN SQUARE, LP

H A-25084 EAST KING STREET.."night view"

H A44637 Center Square Looking East...\*

(Exists with no border and white border)

H A52251 EAST KING STREET.."night view"\*

\*also in C-T miniature folder #1426

Tichnor Bros.

for James E.Hess, Distributor, Box 1402, LP

H K-2194 View of Center Square Showing..

for Morrison Bros. News Agency

H 133852 PENN SQUARE, LP

Union News Co.

H L150 EAST KING STREET, LP

H L154 WEST KING STREET, LP

Valentine & Sons' Publishing Co.

H 203,139 Soldier's Monument, Penn Square

H 203,148 E.King Street, LP

H 403,243 Centre Square and Soldiers'..

Valentine-Souvenir Co.

H 221065 EAST KING STREET, SHOWING...

H 221264 KING STREET, LOOKING EAST FROM..

Unidentified Publishers of real photo PCs

H (W&S windows "Autumn Fashion Show" w/

ladies's gowns) Stamp Box 1914/1918

H (as above but showing ladies' winter

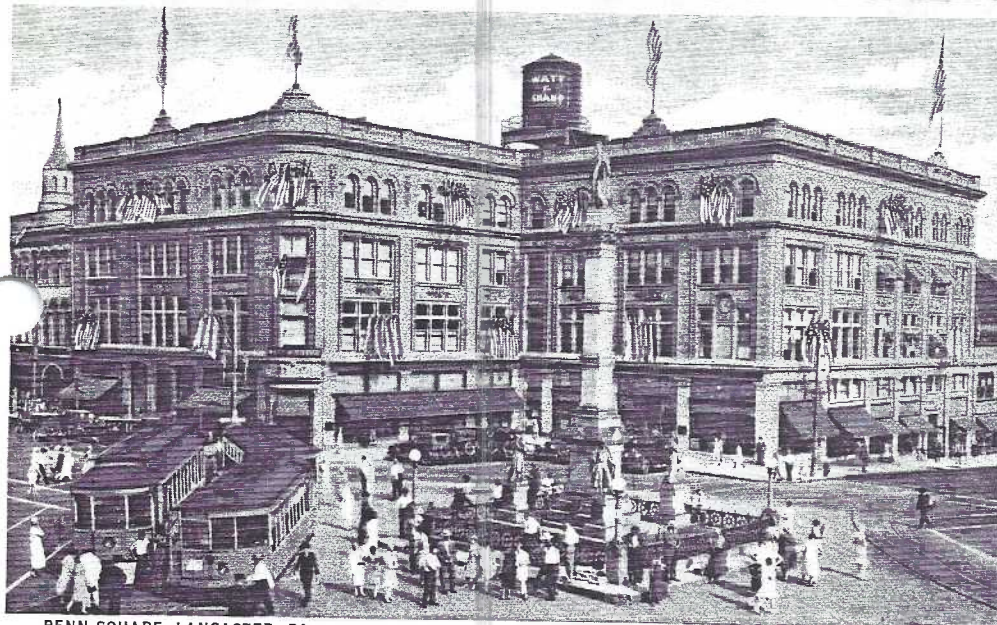
outer wear) Stamp box 1914/1918

H (Colonial court house replica to sell

Liberty Loan bonds) Stamp Box 1918/30

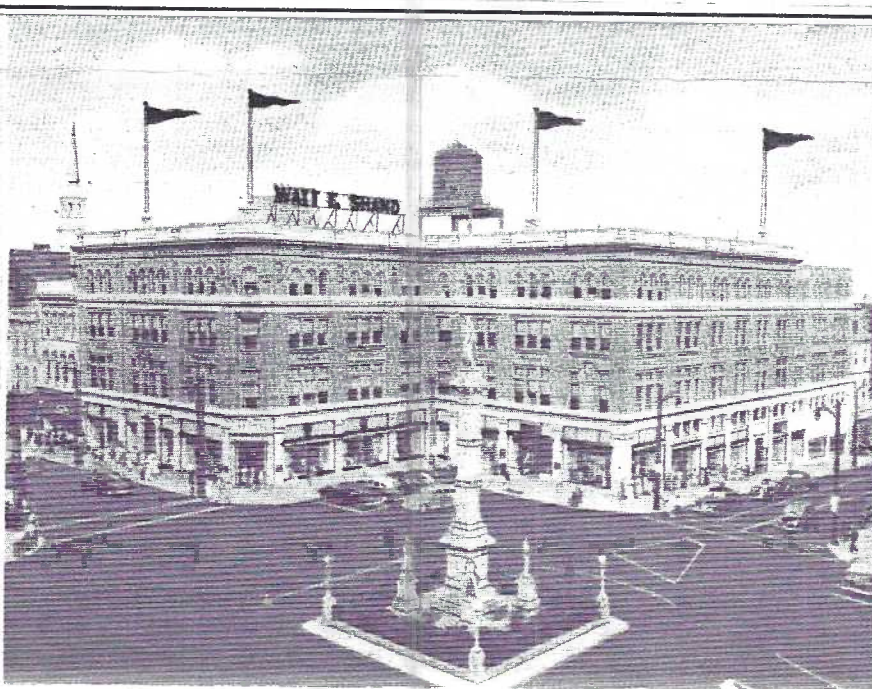
Your additions or corrections are welcomed.

See descriptions on previous page.



PENN SQUARE, LANCASTER, PA.

2949-29



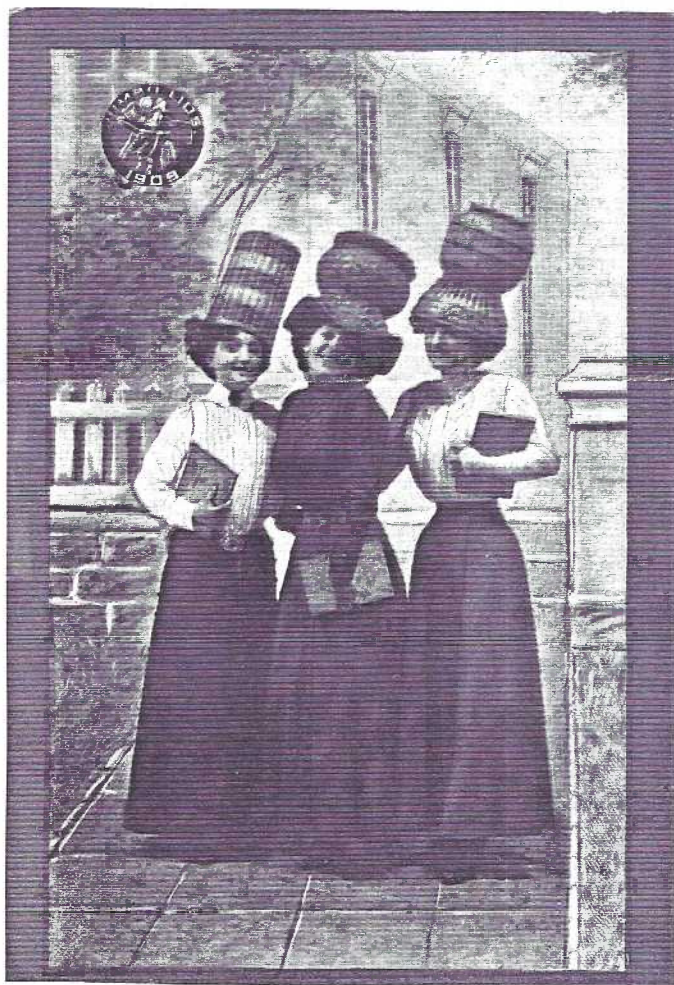
# LADIES' GIGANTIC HATS

This set of idiocy entitled JUMBO LIDS - 1909 is brought to you by the Arthur Capper Postcard Co. of Topeka, Kansas. Ads for ladies' hats are scarce to say the least. We don't profess to know ladies's present fashions, but if hats are still worn, they obviously border on tiny to scant. And thank goodness for little blessings! Can you

imagine the additional difficulties for car manufacturers?

Because of the difficulty in reading the captions printed on gold borders, we've repeated them near each card.

Photo portion of each card is printing in a sepia monotone.



From such things came the foolish fashion  
That women spend men's hard-earned cash on.



They sent with her hats the bills that were  
due, And the blow almost killed father, too.

Jumbo Lids set continued pg.7

## SEND POSTCARDS

Three of our members will be cheered with postcards from you. Peg Hanna recently took a bad fall at 38 E. Second St., Lititz, PA, 17543. Polly Curtis is recuperating with a broken ankle at 134 New St., Millersville, PA 17551. Sam Nolt had a stroke at 631 Northlawn Dr., Lancaster, PA 17603.



## LIBRARY



In the Library listing, correct the Halloween checklists to read:

Hallowe'en Whitney Checklist, 1988 (correct)  
Hallowe'en Winsch Checklist, 1994 (corrected)

## LOOKING FOR THESE LANCASTER POSTCARDS

Lisa Madenspacher art published by Joel Sater, 1982. C.X. Carlson art publ. by him in the 1960's. Both sets are over-sized. Will trade my two or three for your one. Maybe we can each finish our sets. Jim Ward 7219273.

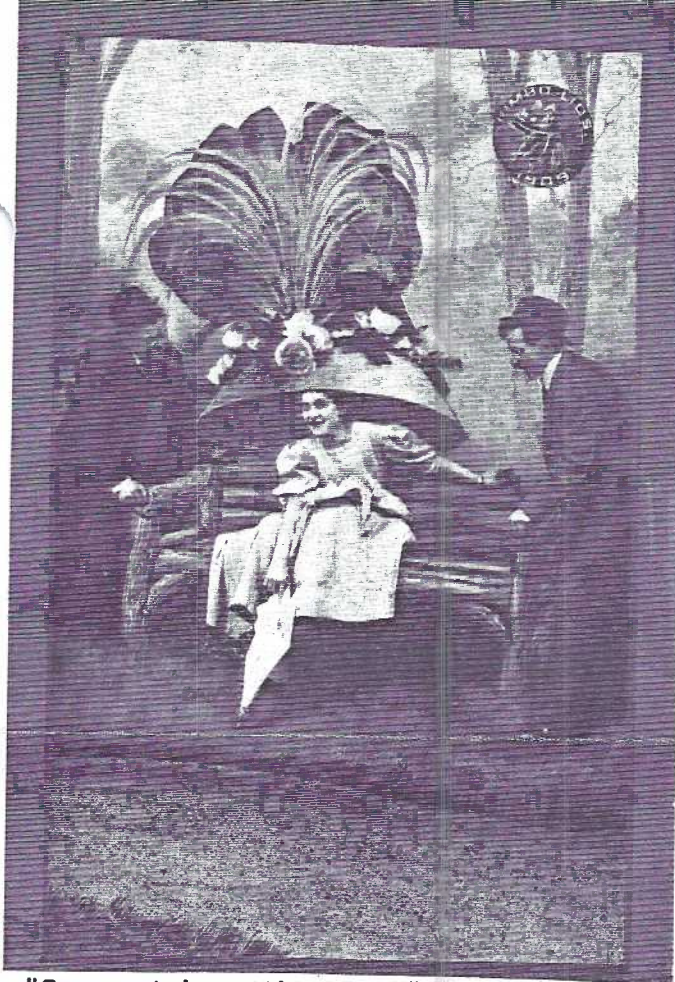
## FUTURE SHOWS



HAVRE DE GRACE, MD. Apr. 7-8. Martin's Show. Policemen's Community Center. 10 to 6 and 10 to 4. \$2.

BALTIMORE, MD. Apr. 8-9. Greater Balt. Collectors Mart XIX. Pikesville Armory. 10 to 6 and 10 to 4. \$3.

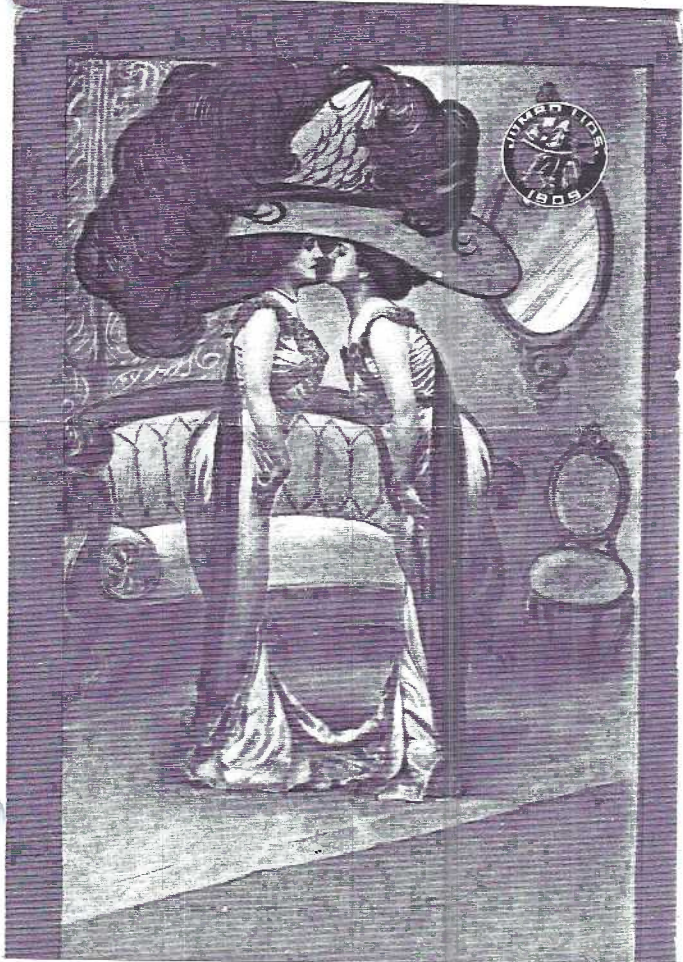
MILWAUKEE, WI. Apr. 28-29. Sixth Annual "National" PC Convention. This is the "biggie". Mecca Convention Center. 10 to 8 and 10 to 6 \$3.50. Free "early bird" adm. for IPA members.



"Come, get beneath my hat" she said,  
"There's always room for two or three".



There is little chance for the man who is  
tall, To get under her hat or her parasol.

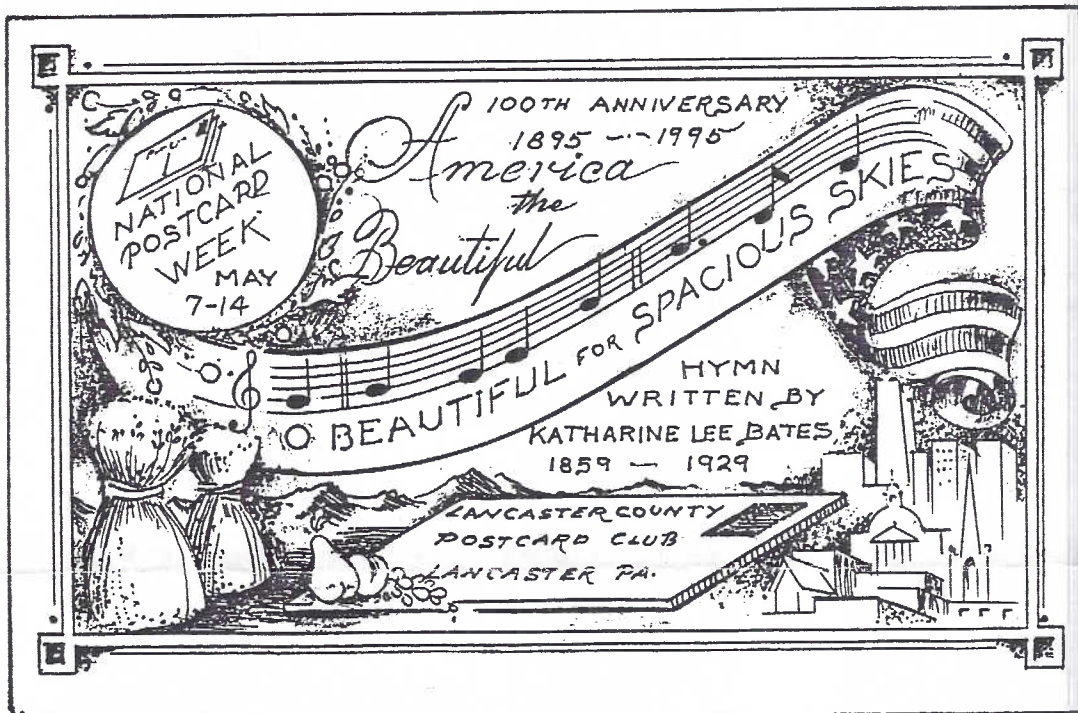


They make them so big and they shape them  
so queer, You can't tell which is the front  
or the rear.



There may be a saving, you must agree,  
In buying a hat that is built for three.

NPW May 7-13,1995  
LCPC Celebrates National Postcard Week  
In Style!



Our 1995 NPW postcard is shown. The art is by Jim Rudisill who served on a committee with Sandra Shaub, John Long and Jim Ward. The subject and art were accepted by the club at the Feb. meeting.

MEMBERS: Send your personal NPW card to us. We will show it in **THE CARD**. May issue deadline is meeting night, Apr. 17. Include number issued, trade or sale terms, SASE, etc.

With Jere Greider's return to the helm, LCPC once again will have a tremendous NPW display at the Park City Mall. The full day of exhibiting and explaining Deltiology to the public is scheduled for Saturday, May 13.

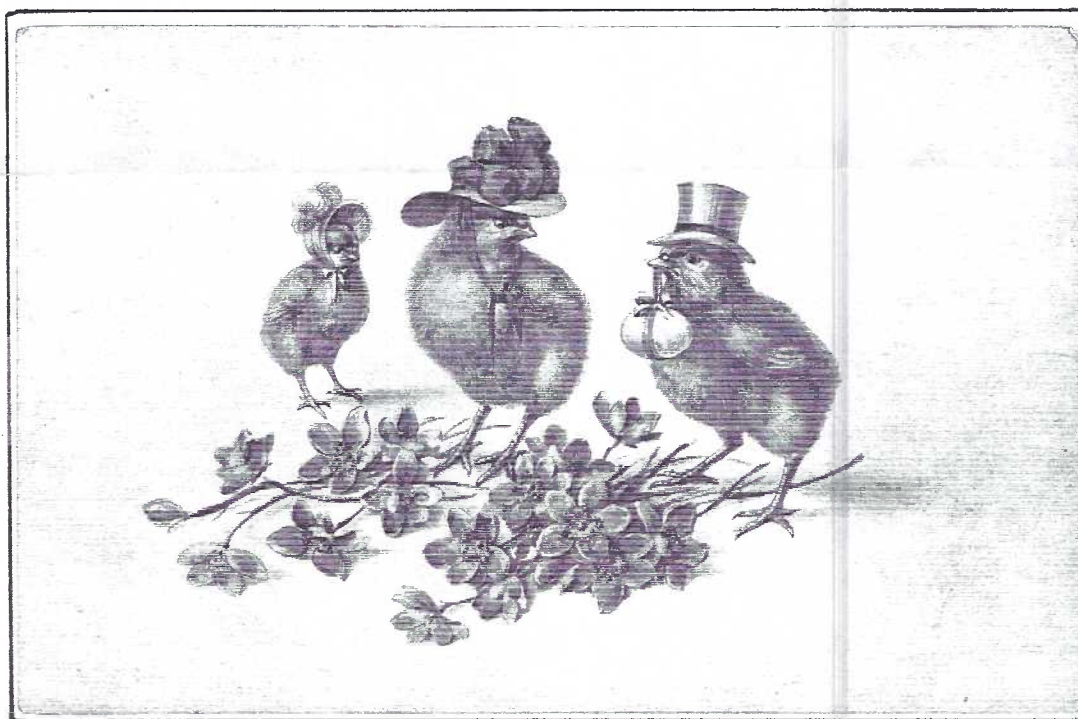
Jere has nearly filled his Member Participation Schedule but will be happy to hear from you if you care to help. You may also bring an album to show, help explain our PC exhibit boards or show some of your boards.

Set up is at 8 am; tear down at 9 pm.

Just an hour or two of volunteer help will be welcomed. Contact him at 285-5872.

We will have our 1995 NPW postcard as well as our 1990 covered bridge PCs available for members and the public.

Also, through the initiative of Sandra Shaub, we will have a display for the first time at the Lancaster County Library, 125 N. Duke St., Lancaster for the entire month of May. The Library has promised a larger display area for May, 1996 if we'd like it.



A final tribute to hats. Nr.442 by M.Munk, Vienna, Austria