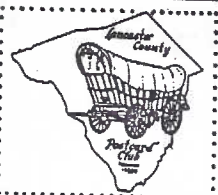


The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

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

June 1995 - Vol.6 No.6
NEXT MEETING
June 19, 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.

NPW FOLLOW UP

Chairman Jerry Greider pulled off another successful exhibit at Park City Mall on Sat., May 13. Carrying through our subject America the Beautiful, his idea to have designated members make boards on different areas of the County created added interest. The following participated: Lancaster City **Jim Ward**, western part of the County **Bud Heim**, northwestern **Gerald Hostetter**, north-central **Bill Buckwalter**, northeastern **Harold Moyer**, eastern **Norman Zimmerman**, southern **Howard and Anne Steinberg** and Rocky Springs Park **Jim Ward**. They were displayed in the table-top cases made by **Bud Heim** several years ago. **Harold Moyer** and his son, **Steven (Der Holz Meister)** contributed newly made sign standards.

Along with these 16 exhibits (some were double boards) there were 44 more boards covering all subjects on our giant easels.

A dozen albums brought by members helped "show 'n tell" the public about our hobby, along with our complete library. Kids picked free cards from the donation box. Membership applications and hundreds of newly printed '95 Expo ad cards were also distributed.

From the 8 am Set-Up Crew to the 9 pm Tear-Down Crew and all the PR persons in between, the Club owes a huge THANK YOU: **Jerry Greider, Bud and Barb Heim, Newt Groff, Harold and Ruth Moyer, Bill Seigford, Anne Steinberg, Jim Ward, Gerald Hostetter, Walt Mowrer, Bob Kramer, Martha Stoner, Norman Zimmerman, Nevin Myers, Mary Darrenkamp, Carol Dennis, Betty Brown, Earl and Helen Carver, Bill Weikert, Don Davis, Jeannine and Laura Spece, Harold Fry, Fran Hamilton, Peg Hanna and Ruth and Brian Frankhouser.**

Postcard exhibits with club fliers in local libraries are being considered for NPW in 1996. Will YOU consider displaying in YOUR library if security can be arranged?



REPID PHOTO. E.C.

H.R.H. PRINCE GEORGE OF WALES

3771

Peal silverprint photograph series by Rapid Photo Pub., Lond., is H.R.H. Prince George of Wales, later to be King George V.

Sometimes we choose a subject to collect that turns out to be more available than we expected. Ask **Ex-Pres. Earl Carver** who began with churches and has thousands, then started lambs and found they multiplied faster than rabbits and has lately begun to collect trombones on postcards.

ROYALTY is a popular subject and ANIMALS are numerous. But how about ROYAL DOGS?

CROWNED MUTTS continues inside.

FUTURE SHOWS



- June 3 Lancaster, PA Book and Paper Fair, Farm & Home Center by ABC Shows.
- June 4 Shamokin Dam, PA Susquehanna Valley Postcard Club. Days Inn.
- June 9-10 Fort Washington, PA King of Prussia Show. Expo Center.
- June 11 New York, NY Metropolitan Postcard Club. Park Inn.
- June 11 Portland, ME Antique Postcard and Paper Show. Italian Heritage Center.
- July 7-8 York, PA York Postcard Club. Aldersgate Church.
- July 7-16 Brimfield, MA Paper and Advertising Collectibles Show. PC & Ephemera Center.

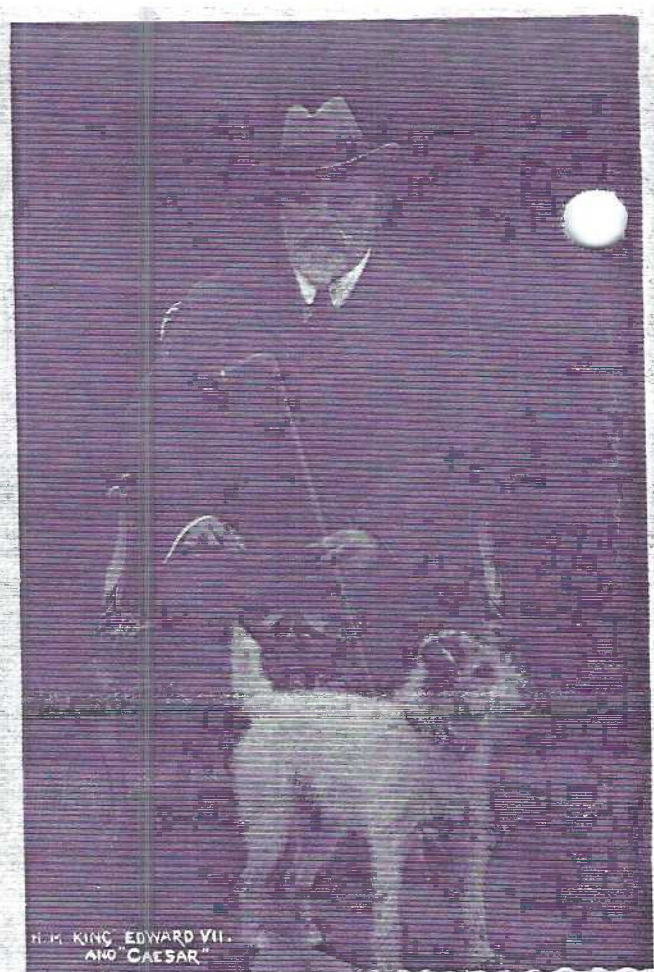
A Specialist's Speciality

Recently a collection of British royalty came on the market and searching through almost 600 cards turned up only 13 of the "Royals" with pets. Three PCs showed horses, favorites of Elizabeth II, and a calf (it appeared to be a Balmoral stable resident).

Our pictorial essay shows you the seven Royal Mutts (two cards were duplicate dogs). It's not difficult to see the fondness the Royals show for their pets. And why not? Man's love of dogs, whether he be a prince or a pauper, is as universal as music.

So here's a subject that can present a challenge. Why not try a different country?

King Edward VII with Caesar a Wire-haired Terrier. Unknown publisher. B/W photogravure is copyrighted by Pottle of Wimborne. →



H.M. KING EDWARD VII.
AND "CAESAR"



↑ H.M. Queen Elizabeth, The Queen Mother, in the Castle of Mey garden with pet Corgis. PC published by Jarrold & Sons Ltd., Norwich.

Elizabeth II with her family at Windsor. → Prince Charles and Princess Anne's Corgi is Sugar. B/W photogravure card by Valentine.





CROWNED MUTTS A Specialist's Speciality

H.M. Queen Elizabeth II with her Corgi,
Shadow. A Pitkin Pictorial Postcard.

H.R.H. The Prince of Wales at Balmoral Cas-
tle with Tigger. PC by Jarrold & Sons Ltd.

H.R.H. Prince Edward relaxes with his Lab-
rador, Frances, at Buckingham Palace on his
18th birthday. Pitkin Pictorials Ltd., London



HIS ROYAL HIGHNESS
The Prince Edward



FAMILY OF 250
LCPC's "family"
numbers 250, as
of June 1, 1995.

Delinquent mem-
bers receive
original member-
ship numbers if
they rejoin.



PENNSYLVANIA DUTCH PROVERBS

Article by Gerald Hostetter and Jim Ward

Priced from 50¢ to \$1.50, members have been finding hand-drawn Amish PCs with a Yorkcraft label. Yorkcraft is still in business, now manufacturing countertops. An interview with G. William Schaumann, retired co-founder of Yorkcraft, enlightened us on several points.

Howard Imhoff, Schaumann's partner, did the artwork, Howard's wife, Betty Peckham, the prose. The colorful PCs were Yorkcraft's second project in the late 1940's*, handcolored Christmas cards being their first. The print runs, by Koppel Corp., Hawthorne, N.J., were of

5,000 each. They made no other postcards. Color separations were done by hand, each group of six becoming more colorful.

Set #1 and the first 6 cards in **Set #2** have interchangeable "Dutch" expressions. Even some of the drawings are similar.

The texture of the cards varies:

Set #1 Cards have a coarse textured finish

Set #2, 1-6 Cards have a smooth matte finish

Set #2, 7-14 Cards have a chrome finish

*Postmarks seen from **Set #1**: 8/49 to 7/51

Set #2, 1-6 10/51 to 7/61 and 7-14, 6/73.

Postcards reduced 30%.

Set #1, 1-6

1



"Aunt Minnie sits broad!"



A PLUMP WIFE AND A BIG BARN
NEVER DID ANY MAN HARM.

Pennsylvania Dutch Proverb

2

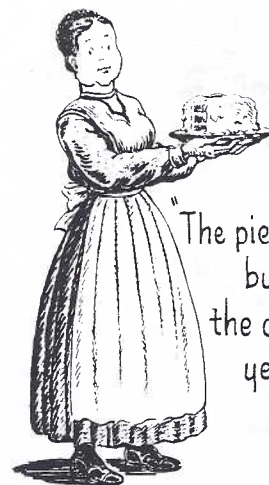


"EAT YOUR MOUTH EMPTY, ONCT...
DON'T MAKE LIKE A WUTZLI!"



* WUTZLI = LITTLE PIG

3



"The pie is all...
but
the cake is
yet!"



4



THE BELL
DONT MAKE
BUMP!



5



"Looks like it's goin to make, aint?"

"Ya, the paper wants rain!"



6



"AMOS AND SARAH LIVE THE ROAD
UP AND THE HILL OVER, OUT BY
WHERE THE TRAIN BENDS."



REVERSE TYPES

Set #1 Dividing line reads: YORKCRAFT PENNSYLVANIA DUTCH POST CARD. YORK STUDIOS, YORK, PENNA. Printing appears handdrawn. Copy in upper left corner in cursive letters.

Set #2 Dividing line reads: A YORKCRAFT PENNSYLVANIA DUTCH POST CARD. YORKCRAFT, INC. YORK PA. Printing is mechanical. Copy in upper left in cursive letters for P.C.1 to 6 but becomes mechanical for P.C.7 to P.C.14. The copy differs for each card, P.C.7 thru 14.

THE PENNSYLVANIA DUTCH

Among these sturdy folk who came to America before the Revolution, many

Set #1, PC1-6

PLACE
ONE CENT
STAMP
HERE

THE PENNSYLVANIA DUTCH

Among these sturdy folk who came to America before the Revolution, many quaint customs and expressions still

Set #2, PC1-6

POST CARD

PLACE
POSTAGE
STAMP
HERE

AN AMISH GIRL

Salome is old enough to wear a waist apron, and of course, dresses of the bright plain colors that the Amish love so well. Since she was a very little girl she has been helping her mother and learning to do all the household tasks. Already she has stitched many fine "pieces" for her dower chest.

Set #2, PC7-14

POST CARD

PLACE
POSTAGE
STAMP
HERE

Set #2, 1-6

1

AUNT MINNE SITS BROAD!



A PLUMP WIFE AND A BIG BARN
NEVER DID ANY MAN HARM.

Pennsylvania Dutch Proverb

2



"EAT YOUR MOUTH EMPTY ONCE,
DON'T MAKE LIKE A 'WUTZLI'!"

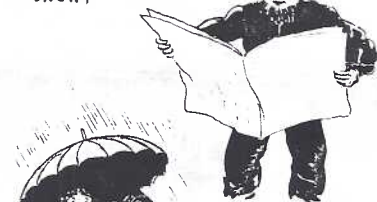


"WUTZLI..."

...Pennsylvania Dutch for little pig.

3

"THE PAPER WANTS
SNEEKY WEATHER!"
SNOWY



"IT'S MAKIN'
DOWN SOMESIN'
WONDERFUL!"



"GOTTA TIE THE
DOG LOOSE!"

4

"THROW THE COW
OVER THE FENCE
SOME HAY."



*It's Pennsylvania
Dutch talk.*

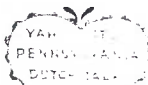
5

"THE PIE IS ALL-
BUT THE CAKE IS YET"



"LOOK THE WINDOW
OUT AND SEE WHO'S
COMIN' THE YARD IN"

"YONNIES TOE
OUCHES HIM"

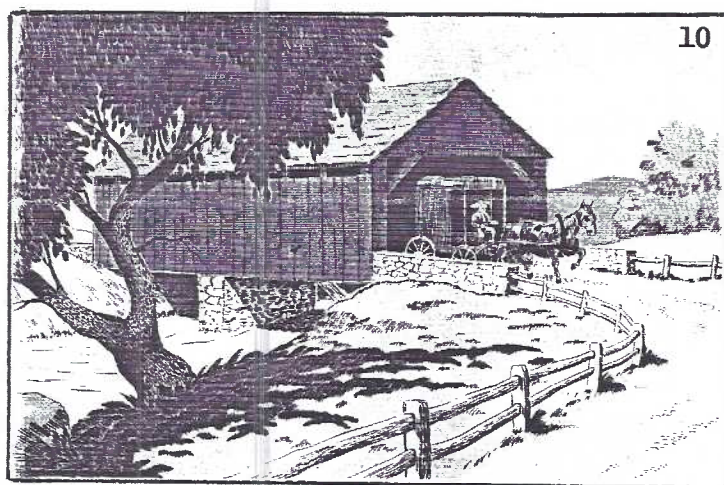
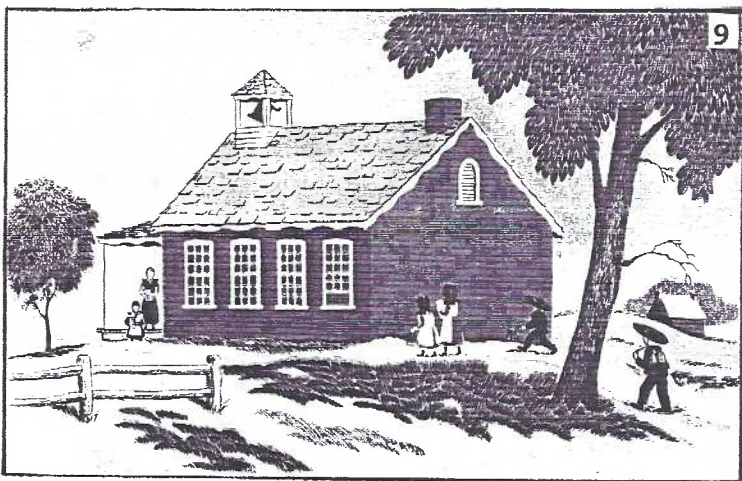
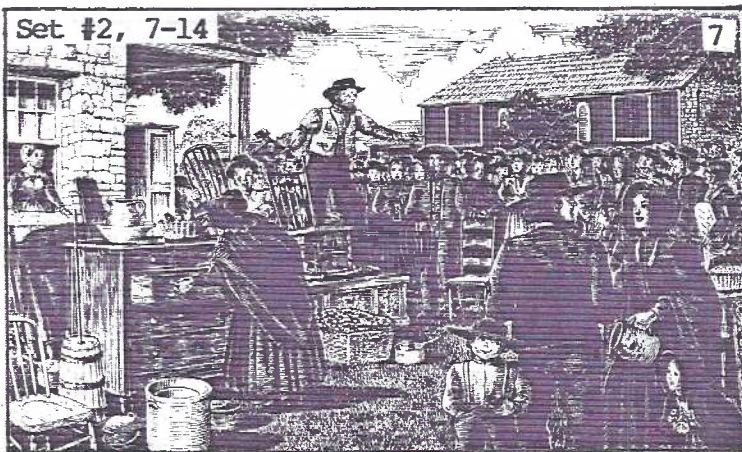


6



"AMOS AND SARAH LIVE THE ROAD
UP AND THE HILL OVER, OUT BY
WHERE THE TRAIN BENDS."

*It's Pennsylvania
Dutch talk.*



11



12



13



14

TITLES FOR Set#2, PC7 to 14.

- PC7 THE PENNSYLVANIA DUTCH AUCTION*
 - PC8 THE "DUTCH COUNTRY" MARKET*
 - PC9 THE AMISH SCHOOL
 - PC10 THE COVERED BRIDGE*
 - PC11 AN AMISH WOMAN
 - PC12 AN AMISH MAN
 - PC13 AN AMISH BOY
 - PC14 AN AMISH GIRL
- *hardest to find, possibly because of tourist appeal.

These colorful PCs are inexpensive 45 yr. old collectibles. Now is a good time to complete your sets. We have also seen a 1987 booklet by Conestoga Crafts, Gettysburg, PA, with the same artwork. The rights were sold by Betty Peckham Imhoff.

PUBLISHERS and PRINTERS

What's the difference?

Is there a difference?

In 1960 Walter E. Corson, in his POSTCARD COLLECTOR'S DICTIONARY AND ENCYCLOPEDIA defined these two deltiological terms:

Publisher- The person or firm who markets postcards, in contrast to the printer.

Printer- The person or firm who prints the postcards for the publisher. At times they are one and the same.

Jefferson Burdick, Anthony Byatt, Tonie and Valmai Holt, Dorothy Ryan, Frank Staff, James Lowe, Jack Smith - all give vivid and detailed accounts of the picture postcard's genesis, but none explicitly differentiate between **publisher** and **printer**. In fact most of these esteemed authors use the term **publisher** almost exclusively. And with the early history of postcards it was generally true that the publisher and printer were one and the same.

Postcard manufacturing grew through its Golden Age, 1900-1918 (the rage was reached earlier in Europe than in the States). Companies relied on superior German **printers**, expending their own resources on employment of photographers and establishing postcard markets as **publishers**.

So why is any of this important to us? Because beginning with this issue of **THE CARD** we will present an alphabetical listing of identified POST CARD backs. We will mention each as being the symbol of a particular **printer** and/or **publisher** and more important to our local readers, we will follow this list with a second list of **local publishers** many of whom had their cards printed for them by firms in this first list!

A few examples:

STENGEL (Ger.) printed for MISCH & Co. (Eng.) as well as being a publisher. COMMERCIAL COLORTYPE printed for I. STEINFELDT a Lancaster publisher as did E. C. KROPP print for CHARLES O. LYNCH of Lancaster. RAPHAEL TUCK was a printer and publisher.

If you wish to issue/publish your own postcard, as many of us do for National Postcard Week, you can have it done by a local printer or be your own **printer**. Anyone can be a **publisher** but you need printing facilities (sometimes just a copy machine) to be a **printer**. Understand? Let's begin!

This alphabetized list will be serialized in **THE CARD** to completion. It will be followed by a list of **LOCAL PUBLISHERS**. In many cases, the printer's name appears on the reverse of the card, sometimes not. It's in these instances the **POST CARD** logo shown can be of help.

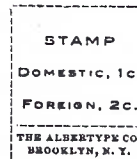
FREQUENTLY SEEN PRINTER POST CARD TYPES
especially seen on local postcards from lists compiled by Charles Griffiths and Gerald Hostetter. Edited by Jim Ward.

ALBERTYPE CO. BROOKLYN, NY

POST CARD

SPONDENCE

ADDRESS ONLY



POST CARD

POST CARD POST CARD

AMERICAN COLORTYPE CHICAGO, IL



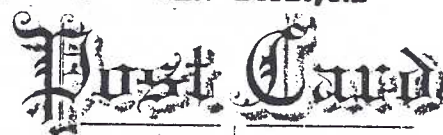
RESPONDENCE

THE ADDRESS TO BE WRITTEN ON THIS SIDE



POST CARD

AMERICAN NEWS CO. NEW YORK, NY



POST CARD



POST CARD

POST CARD



POST CARD



POST CARD

POST CARD

continued
next month.

EXPO 1995 EXHIBIT CATEGORIES

In keeping with our 1995 theme, America the Beautiful the Exhibit Committee has chosen these four categories:

VIEWS Local towns, our fifty states, American vistas and roadways.

PEOPLE All walks of American life including children and ethnic groups.

EVENTS What we Americans celebrate now or in the past- commemorations, Old Home Weeks and holidays.

HOW WE LIVE Americans in love and war, at leisure and at their funniest.

As in the past, the **BEST OF SHOW** will be chosen from among the First Place Awards. The public will choose **PEOPLE'S CHOICE** by ballots. We will again have uniquely designed **AWARD POSTCARDS** for all 1995 exhibitors.

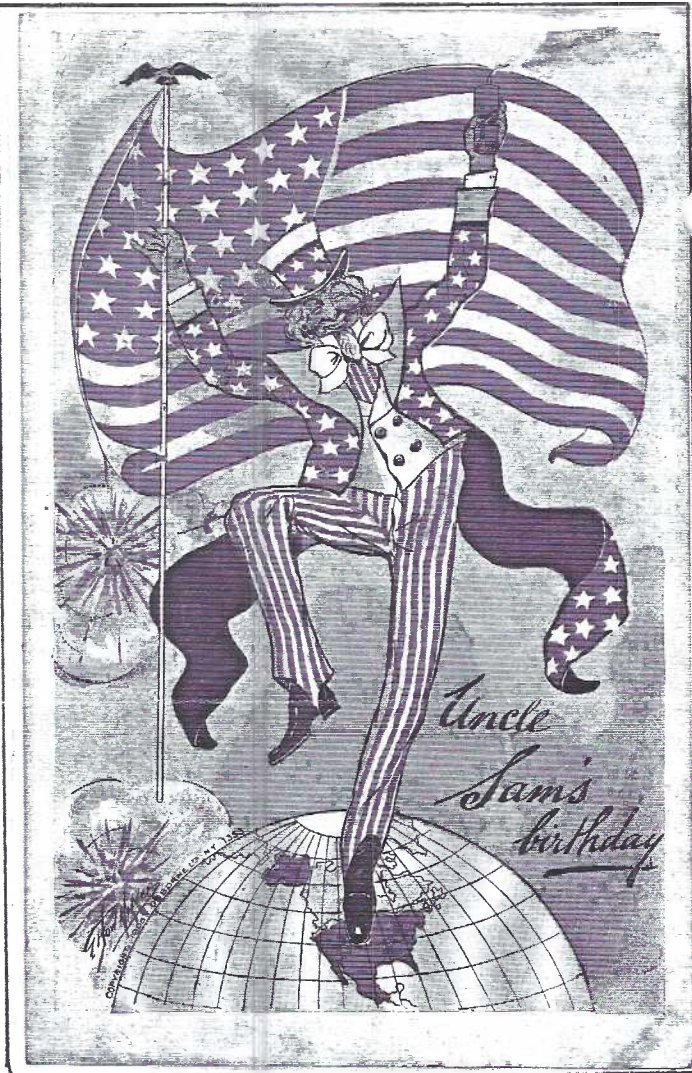
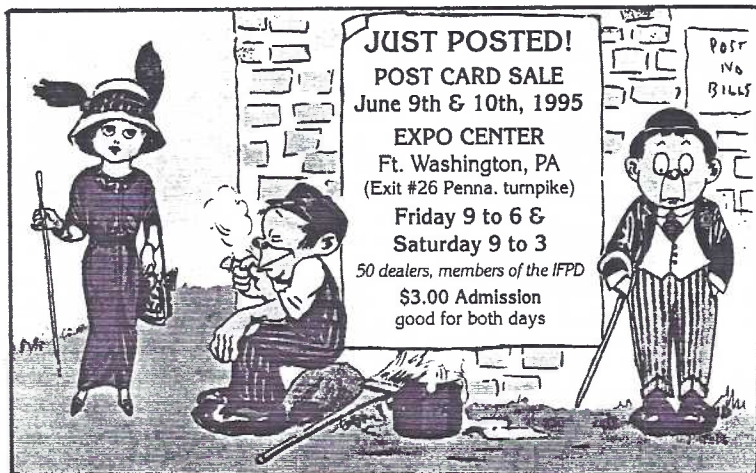
Applications for Exhibiting should be in the hands of the Committee by July 17. For an application or copy of the Rules and Guide-lines contact: **Ruth or Harold Moyer**, 135 Whitehall Rd., Reinholds, PA, 17569, ph. 336-6644 or **Jim Ward**, 1795 Kleinfeltersville Rd., Stevens, PA, 17578, ph. 721-9273.

EXPO '95 AD POSTCARDS

If you haven't yet secured them, call Pres. **Bob Kramer** (684-4210) for a supply of Expo '95 adv. PCs to distribute. There were 3,000 printed along with 100 window posters which you may place in strategic locations. Publicity Chairman **Lewis Bechtold** (299-5969) will also have a supply.

LIBRARY LOCKED IN PIRATE CHEST

Bill Seigford's donation of a huge wooden chest looked for all the world like a pirate's chest. To Librarian **Laura Spece** and her parents it was a real treasure! For now we can house our growing/heavy books at the meeting site thanks to **Bill** and the generosity of Faith United Church of Christ in allocating the necessary storage space.



G. Howard Hilder's high-stepping Uncle Sam is for Osborne Co. An added attraction: July 4, 1907 flag cancellation, Norristown, PA.



EXHIBIT WINNERS



70 degree weather kept some members busy elsewhere but 55 others and two guests saw a diversity of DEALER'S CHOICE/POTPOURRI.

HAROLD MOYER FIRST Honor The Brave
HELEN METZLER & LINDA SCHOPF SECOND

Turn of the Century Trolleys
BRIAN FRANKHOUSER* THIRD Window Pains

HONORABLE MENTIONS

BETTY BROWN World Collector
EARL CARVER Looking at Legends
MARY DARRENKAMP See Pa. Covered Bridges
MARY DARRENKAMP U.S.A. Lighthouses
RUTH FRANKHOUSER Dealers' Choice
JIM WARD Hammocks for One
NORMAN ZIMMERMAN American Association of University Women

...a diverse showing. That's what we wanted!

*Brian's second time exhibiting!!

Dot Fry announced the following subjects for monthly competition:

June 19 - Brides, Weddings and Romance
July 17 - Swimmers and Bathers
Aug. 21 - Embossed Postcards
Sep. 16 - The letter "S" as in Sailors, Schools, etc. (SATURDAY picnic)
Oct. 16 - Pumpkins and Halloween
Nov. 20 - Pilgrims and Prayers
Dec. 18 - Poinsettias, Mistletoe and Holly

Following the business meeting. All items are postcards unless noted.
Examine lots carefully. Descriptions are each member's.

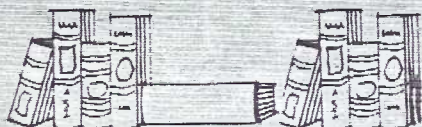
Donated by #206 Al Schoenbucher, Macon, GA.
3 National Postcard Week PCs
8 Amish postcards
Donated by #237 Sandra Smale, Geigertown, PA. - 3 b/w tombstones/Brady Family at Gibraltar, Berks County.
1 5 York Court House, Cloister Fractur, etc
2 3 Jay McVey's "Stone Mason Cottage", un
3 4 diff. Amish: market, winter fun, news
4 5 diff. Ephrata Cloister Country Store
5 Greist bldg., square, 1, un
6 Hamilton Watch, 1, un
7 Public library, 1, un
8 Farmers market, c, un
9 Ephrata adv: Lloyd Wingenroth, 1, un
10 4 #1567 Cortina d' Ampezzo, un
11 2 #1554 Maestoso Albergo, un
12 5 Columbia, undivided backs, u/un
13 8 Russia: crown jewels, leaves, c, un
14 7 Lord's Prayer (incomplete set) un
15 6 Reading, PA plus fold-outs, u/un
16 4 Shartlesville "Roadside America", 1, un
17 3 Mt. Gretna, u
18 RP RFD mail wagon, Callo, OH, pm 1906
19 RP barber shop interior, AZO stamp box
20 RP Quarryville Fire Co., DOPS box, un
21 RP Gouglersville Band, Berks Co., AZO, u
22 RP locomotive #1701, pm 1909, Columbia, PA
23 RP Lititz: Hawaiian Sweetheart Revue, un
24 Transparency: series #9 Princes Park, Liverpool, nice reflection, un
25 RP + ad. postal: D. Lightner Orchestra, Lanc
26 4 diff. Gulf postals: Eshleman, Wash. Boro
27 4 trade cards: Blain sport, Reinholds Sta. Paradise Twp., Lanc. City, some damage
28 4 Mt. Gretna, un
29 2 York: High School + Lincoln Sch.
30 3 Terra Hill incl. 1 advertising, u/un
31 3 Millersville Normal Sch. u/un
32 Ephrata: Wash. Ave. Sch. + Market St., Hrbg.
33 Die cut key-shaped PC, Publ. by Natl. Adv.
34 Lanc.: Bowman's Tech School
35 Lanc.: Jim's Cafe, b/w double view
36 leather card w/ Lanc. postmark
37 RP Conowingo Dam: water falls
38 RP Conowingo Dam: power house
39 Lititz: Wellington Starch Co., un
40 Lititz: Miksch Tin Shop, un
41 Lititz: YMCA and Doster's Store, repaired
42 Lititz: Brubaker Harvest Team w/ Rudy adv.
43 Lititz: Badorf's Park View Livery, repair
44 Lititz: Famous Lititz Product-Bretzels, un
45 New Holland: Halloween Invitation, non PC
46 Reamstown Illus. History, 1951, 28 pgs.
47 4 diff. Millway: U.E. Camp Meeting, 1908, un
48 8 RPs: babies, swimmers, workers, leisure
49 3 Marietta
50 4 Assiniboine Park, Winnipeg, Canada
51 10 comic/humor

u-used, un=unused, rp=real photo, l=linen
cc=continental-size chrome

52 10 Hawaii
53 15 Niagara Falls
54 11 Washington, DC
55 10 flowers, gardens, cc
56 9 Jordan, un
57 13 religious
58 10 foreign
59 album: 65 modern Lanc. County
60 album: 71 modern Gettysburg, Valley Forge
61 album: 122 trains and trolleys
62 album: 66 views, some local
63 album: 89 animals, 99% modern
64 album: 63 seashore related
65 album: 47 motels, hotels or related
66 album: 17 adv. PCs, 2 non-PC, some local
67 12 US postals: 1886-1942 business, personal
68 7 lovers, incl. 3 related
69 7 signed artist, Wall, World War I
70 4 signed artist, Gunn, World War I
71 16 exaggerations, u/un
72 8 comic western, mostly b/w, u/un
73 16 religious, all eras, u/un
74 24 advertising, all eras, u/un
75 40 interiors, all eras, u/un
76 40 women, all eras, u/un
77 20 automobiles, u/un
78 24 artist signed, u/un
79 20 PA. covered bridges c, un
80 8 Russell: "Trail's End" Indians, etc., un
81 4 legends and stories, un
82 8 older type animals, un
83 8 very fancy flowers: silk, felt, u/un
84 4 very fancy flowers: booklets, u/un
85 4 Busy People, Time Saver PCs, u/un
86 5 Bamforth lovers, un
87 32 Lanc: citizen bands, some nonPCs, u/un
88 40 Lanc. Co., Lebanon, etc. CB's, u/un
89 Lanc: N. Queen St, un/back, Rotograph, un
90 Brunswick Hotel, Mansfield, OH, u
91 horsedrawn trolley, NYC, Rotograph, u
92 Panama Canal, 1977 Hist. Co. set of 10, un
93 4 diff. Liberace Museum, Las Vegas, un
94 4 diff. Crowns by W.F. Sedgwick, un
95 10 diff. Stagecoach Stop, 2 Hazel Pk., Mich
96 16 diff. misc. extra lg. size, u/un
97 11 diff. White Chapel Mem. Cem., Troy, Mich
98 6 diff. Utah (3 with salt bags) u/un

Thank you for your patronage. Besides donated lots, 10% of the gross on other lots goes to LCPC's treasury for educational purposes. If you'd like to sell at the next auction (in 4 months) get a consignment sheet from Auction Chairman Norman Zimmerman. All may buy (if they pay their bill) but you must be an LCPC member to sell. We trust this should answer auction questions raised in our Dec. 1994 Membership Survey.

LANCASTER BOOK & PAPER FAIR



Spring Show 1995

Saturday, June 3, 10:00 - 5:00

ADMISSION

\$3.00

(50¢ OFF with this card)

Held at Farm & Home Center
Rt. 30 & Manheim Pike (Rt. 72)
(between Jones Pontiac & Marine Sales)
Lancaster, PA

40 Dealers Specializing in
RARE-OLD-OP-USED BOOKS
PAPER, PRINTS, MAPS



SHOWS

(717) 845-7577

Benefit of:

Lancaster County Historical
Society & Friends
of Gamser Library

Millersville University

Susquehanna Valley Post Card Club Inc.

INVITES YOU TO THE 11th ANNUAL

POSTCARD SHOW

JUNE 4th, 1995

at the **DAYS INN**

ROUTES 11 & 15,

SHAMOKIN DAM, PA

(JUST ACROSS THE BRIDGE FROM SUNBURY, PA)

9:00 a.m. to 4:00 p.m.

ADMISSION \$1.00

Info Contact: Roy Shoop, 108 Maple Lane

Ph. (717) 538-1150 - Watsontown, PA 17777

York Post Card Club's
Fifth Annual Card Show
at

Aldersgate Church
Tyler Run Road York, Pa

Friday, July 7, 10 am to 6 pm

Saturday July 8, 9 am to 5 pm

Admission \$1.50 or \$1.00 with this card

28 Dealers=Food=Free Appraisals
Large Air Conditioned Hall
Exhibits Boards = Free Parking

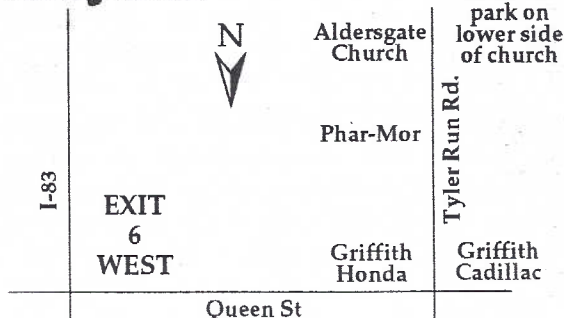
For Information:

Jerry Kotek

424 Corbin Road York, PA 17403

717-843-3479

Maryland



York, PA

SECOND ANNUAL

Great Eastern U.S. Summer

FORT WASHINGTON ANTIQUE BOOK, PAPER, ADVERTISING & COLLECTABLES SHOW

In the beautiful, fully air-conditioned

Fort Washington Expo Center

FORT WASHINGTON, PA

The Expo Center is located Just 15 minutes from
Philadelphia at Exit no. 26 of the PA Turnpike.

Free Parking • Over 230 Dealers



SILENT AUCTION

Featuring over \$2000 worth of rare and scarce merchandise.



July 29 & 30, 1995

Sat. 10 a.m. - 5 p.m. • Sun. 10 a.m. - 3 p.m.

G.E. PRODUCTIONS

23 SEVENTH ST., QUAKERTOWN, PA 18951

**Admissions \$5.50
with this ad only \$5.00**