

# The Card

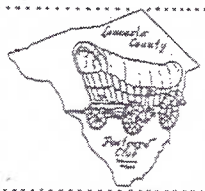
MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

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

Dec. 1995 - Vol. 6, No. 12

NEXT MEETING  
Mon., December 18, 1995  
Dinner - promptly at 6pm

Yearly membership is \$8 (\$10 per couple at same address). Ads: \$15 full page, \$8 1/2 page, \$5 1/4 page PREPAID WITH AD COPY. Articles and correspondence: 1795 Kleinfeltersville Rd., Stevens, PA., 17578, ph 717-721-9273. Dues payable to LCPC c/o Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA., 17566.



## PROGRAM

As he did last year and in 1992, Jim Ward will entertain with 20 minutes worth of old postcards on slides. This time it's Hansel and Gretel, Minneapolis and Munich. He promises Fun and Knowledge will share equal time. Yes, there is a definite connection with these seemingly diverse subjects and you'll quickly see why. Maybe pretzels?

### SLATE OF OFFICERS FOR 1996

Outstanding Work by Nomination Committee



Those members who stay home the night of office nominations to avoid being asked (attendance was down to 60) need not. Once again the Nomination Committee has assembled a fine slate to guide LCPC through another year - its seventh! Hard to believe.

And the nominees are:

President - Lewis Bechtold  
Vice President - Ruth Frankhouser  
Secretary - Dorathy Fry  
Treasurer - Barbara Mowrer  
Directors to serve 2 years, 1996 and 1997 - Harold Moyer, Ruth Moyer, Walter Mowrer

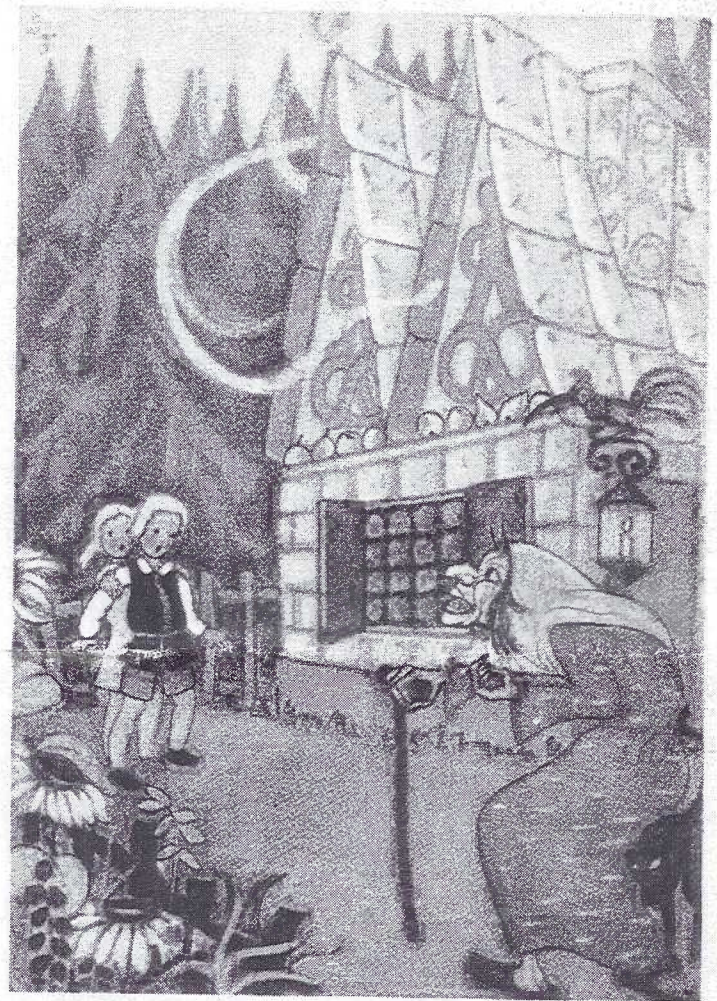
They will be assisted by these members who finish their 1995-96 term:

Ruth Lines, Linda Schopf, Bill Seigford

Our By-Laws allow for floor nominations at the December meeting. If there are none, the above will be elected.

Congratulations and Thank You to all.

And an additional THANKS to Jessica Shaub for providing an inspirational rally on why it's good to serve. She also donated a wrapped tin containing four Santa PCs which she auctioned. Dick Bishop paid \$17.50 which will be applied to our Library Purchase Fund. And we thank them both.



Hänsel und Gretel

Hänsel and Gretel Deyerier-Herrmann, publ.



### CHRISTMAS PARTY/MEETING SCHEDULE

This year our Christmas Party will again commence promptly at 6 p.m. which means that covered dishes (hot or cold, brought by each member) will be on the table and fressin' starts at 6. LCPC will provide the place settings and the barbecue. You need only provide the covered dish and the appetite.

Be sure to bring an EXHIBIT BOARD (see subject under Exhibit Winners heading).

There will be remarks by Pres. Bob Kramer, award presentations and a fast finale to election of officers for 1996.

Sandra and Jessica Shaub will once again auction their popular table centerpieces. Jim Ward will conclude the evening with a 20 minute slide show (see Program heading).

It's always a fun evening. If you haven't tried it, you don't know what you're missing ... ANY type covered dish - salad, vegetable or dessert, the home-mader the better!



This year marks the 100th anniversary of the incorporation of the Borough of New Holland. The centennial celebration included a memorabilia display at the fire company. Several extensive collections of old town PCs and photographs were shown. Many of William Stauffer's early 20th century photos of life in New Holland were admired. Some of these photos were recently developed from the original plates.

William M. Stauffer is truly "the father of New Holland view postcards". He was the son of a merchant in Spring City, PA. Young William moved to New Holland after com-

pleting pharmacy school. In 1896 he bought Charles Seltzer's drug store and began business in what is now Kauffman's Hardware Store on the northeast corner of Railroad Ave and Main Street.

He published postcards of many of his early photos to sell in his store. They were street scenes, businesses and churches.

In 1913 Stauffer moved his business into a new store which he had built adjacent to his residence. It was about 100 feet west of the prior location. The new store was equipped with a modern "soda grill room". Tucked away on the third floor was his darkroom. Wm. Stauffer died in 1932 but his son Wilford continued the family business.

Frequently Wilford would unpack his father's photos and postcards and display them in the store. The Stauffer Drug Store still operates successfully at the same location and is managed by Jeff Stauffer. William's great grandson.

The postcard shown (it also appeared in the August CARD) is probably the best one available representing the town at the turn of the century. It shows the center of New Holland, the steeples of the two oldest churches, and a very important event - the laying of the trolley tracks. It's possibly the earliest postcard published of the Borough.

The photo was taken by Mrs. Mary Selena Storb in 1903. It's difficult to imagine a 62 year old lady scrambling up onto the roof of the tallest building in town to get this shot!

The card is scarce if postmarked and common in uncanceled mint condition. Why?

In 1973 a hoard of these PCs was sold at public auction from the Storb family home (on the northwest corner of Main Street and Custer Avenue). Each postcard had been painstakingly preserved between brown tissue papers. They had been hiding in the Storb attic for 70 years!



Black and white undivided back printed by The Atlas Society, photo by Mrs. M. S. Storb in 1903. Scarce cancelled, rather common unused.

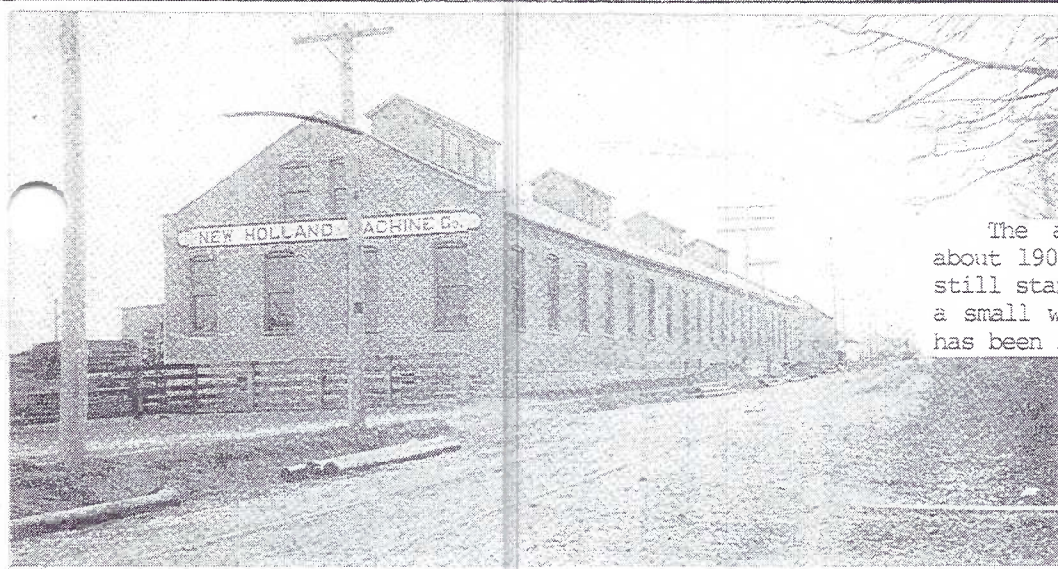
This year also marks the 100th anniversary of the New Holland Machine Company, now called New Holland North America. It was established by A. M. Zimmerman in 1895. In the early years the diverse New Holland line included the manufacture of feed mills, wood saws and furnaces, however, it's best remembered for its small gasoline engines.

The company remained a small operation until 1940 when production of the automatic

hay baler began. Invented by New Holland resident Ed Nolt, the baler revolutionized hay harvesting by changing it from a three man job to a one man job. Since that time the company has grown to a large international corporation.

#### 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



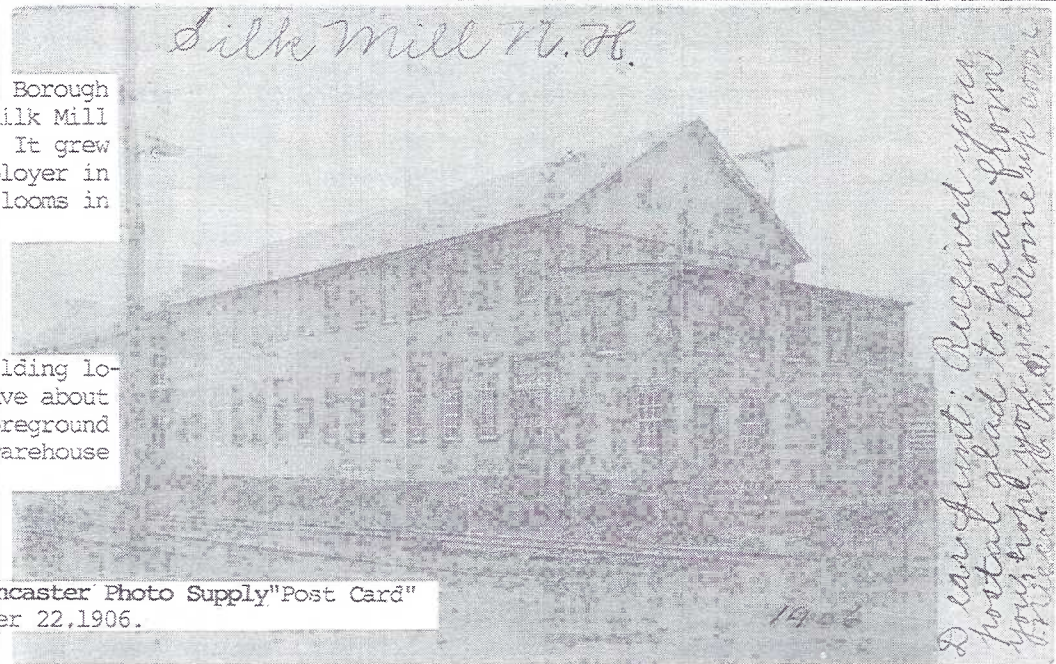
NEW HOLLAND, PA.—Machine Shop and Foundry.

The accompanying PC shows the plant about 1908. Parts of the original building still stand on East Franklin St. If you need a small warehouse, make a bid! The building has been for sale for two years.

Published by Wm. M. Stauffer, Druggist.  
Black and white undivided back published by local druggist, Wm. M. Stauffer and most likely one of his locally photographed scenes.

Around the time that New Holland Borough was incorporated, the New Holland Silk Mill was founded by four town residents. It grew quickly and became the largest employer in town. By 1907 there were over 700 looms in operation.

The card shows the silk mill building located on the west side of Brimmer Ave about 1906. The frame building in the foreground was erected about 1898, the brick warehouse (rear) in 1890.



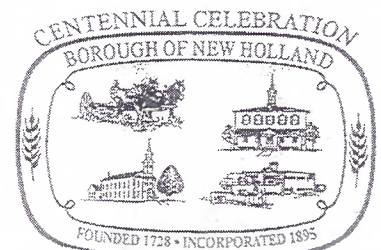
Real photo with back resembling Lancaster Photo Supply "Post Card" and cancelled in New Holland October 22, 1906.

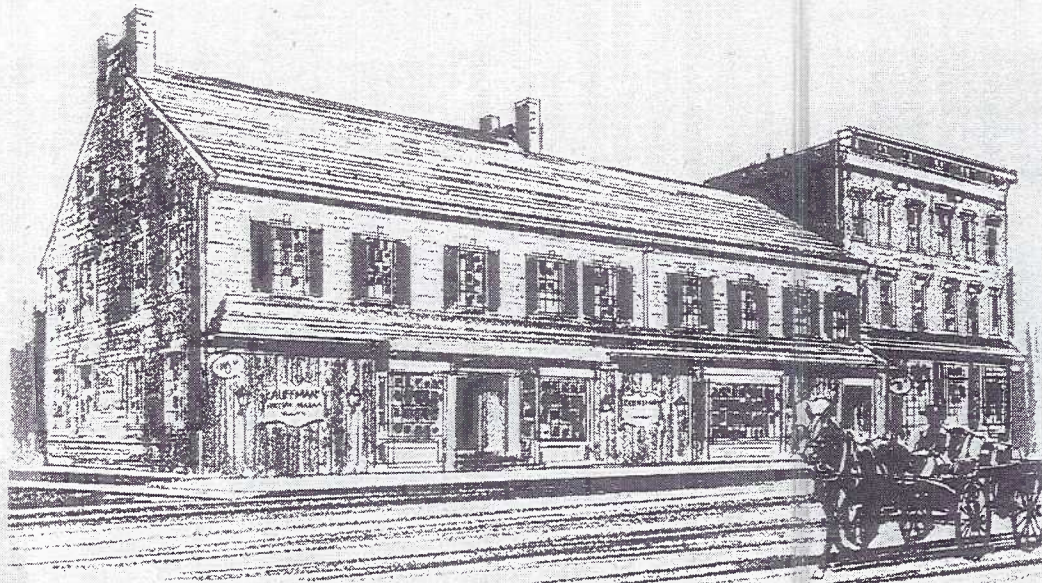
*I can find it. Received your postal glad to hear from you. Hope you will come soon.*



THE POOL, COMMUNITY PARK, NEW HOLLAND, PA.

This Artvue card was published in the early 1940's. Note the adults surrounding the pool and the children looking down. The scene is most likely during a New Holland Machine Company picnic - during a "Money Scramble". Usually the last nickel, dime or quarter wasn't found until weeks later.





On Route 23 NEW HOLLAND, PA.

KAUFFMAN'S a Country Store since 1779  
201-215 East Main St., New Holland, Penna. 17557

Edw. C. Proctor of New Holland published this black on tan card in the 1980's. He had the printing accounts for Kauffman's and Spring Gulch. In the 1960's he held patents on printing equipment.

A rich source of New Holland history can be found in the Kauffman Hardware building. It has been in continuous operation since 1779 in the guise of various enterprises - a bank, a barber shop, a general store, a dry goods store, a newspaper publisher and a drug store. It has also served as the post office, the town hall, a school and a meeting place for churches and civic organizations.

Stop by and see what a 19th century jail cell looked like (as restored in the basement). While you're there you can add the ac-

companying postcard to your collection for a good price...it's free!

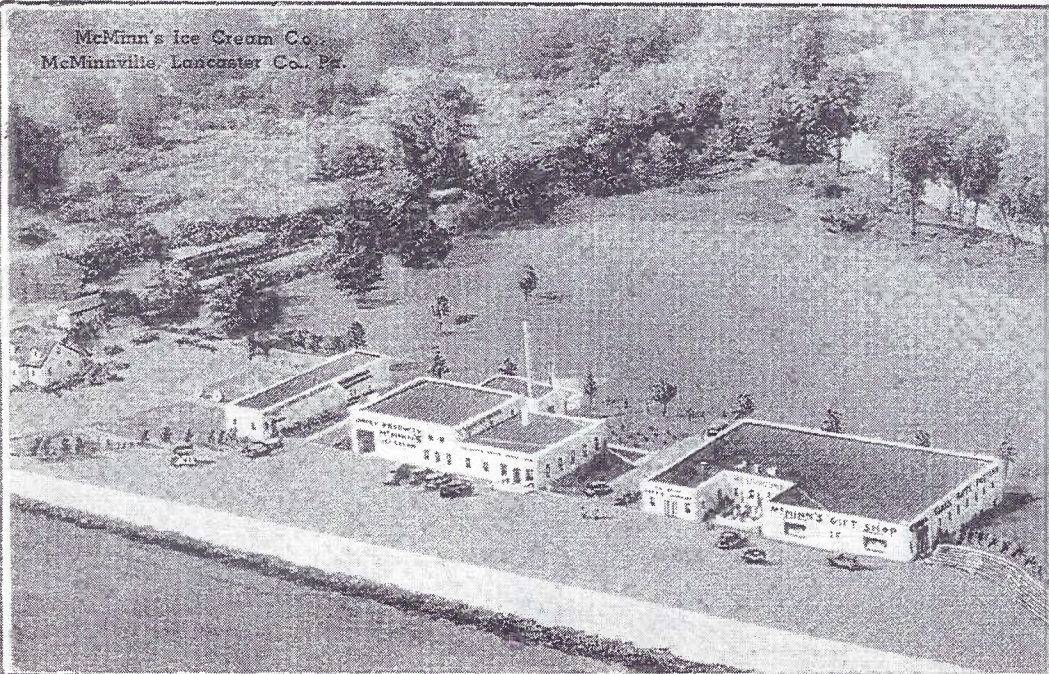
Brian and Ruth Frankhouser deserve a great THANK YOU for their efforts in researching and writing this story about their hometown. The postcards are theirs. They've ask that Scoop Whitmore also be credited with many additions to the very complete checklist of New Holland postcards. (See note below.)

YOUR hometown would also make a fine story to share with LCPC. Ask Gerald or Jim how they can help you.

The extensive checklist (#7 in our series of local communities) is 3 pages long with over 90 entries. Originated by Charlie Griffiths, it contains many additions and corrections

by Brian Frankhouser, Gerald Hostetter, Scoop Whitmore and Jim Ward. It will be available at the meetings or write: 1795 Kleinfeltersville Rd., Stevens, PA, 17578-9773. Incl. SASE.

McMinn's Ice Cream Co.  
McMinnville, Lancaster Co., Pa.



McMinn's Ice Cream Co.  
McMinnville, Lancaster Co., Pa.

This neat linen PC #65859 by Tichnor is postmarked Gap, Pa., August 26, 1941 (or 47?).

The aerial view shows red roofs midst a sea of emerald fields. Signs on the white buildings read "Dairy Products/McMinns Ice Cream; McMinn's Gift Shop; China, Glass, Gifts; Rest Rooms".

And why do we show it? Because the caption location McMinnville has been found NO WHERE except

on this linen PC, so we've included it on the newly published list of Lancaster County Towns and Hamlets.

If YOU'VE seen a name on a local PC and it's not on the list - we'll add it! Send 25¢ and SASE for the 4-page listing.

PRINTED POST CARD TYPES

A continued series

appearing in THE CARD beginning June 1995  
...with special attention to types seen on  
local cards from lists compiled by Charles  
Griffiths and Gerald Hostetter. Jim Ward, ED.

GRAYCRAFT CARD CO., DANVILLE, VA

POST

CARD

POST CARD

GREAT AMERICAN COLOR CO., HALLANDALE, FL

POST

CARD

GREETING CARD MFG. CO., NY, NY

Post Card

HERBENER, EDW., WASH., DC and NEWARK, DE

POST CARD

HERMANN POST CARD CO., CHICAGO, IL

Post Card

HERMANN  
POST CARD  
CHICAGO, ILL.  
3951 Ravenswood Ave.  
SERIES 129

POST CARD

HERMITAGE ART CO., CHICAGO, IL

THE  
HERMITAGE  
ART COMPANY  
CHICAGO

POST CARD

HERR, L. B., LANCASTER, PA

Post Card POST CARD.

POST CARD Post Card

HICKORY HILL FOLKS, BATH, OH

POST CARD

HOMSHER PRINTING CO., STRASBURG, PA

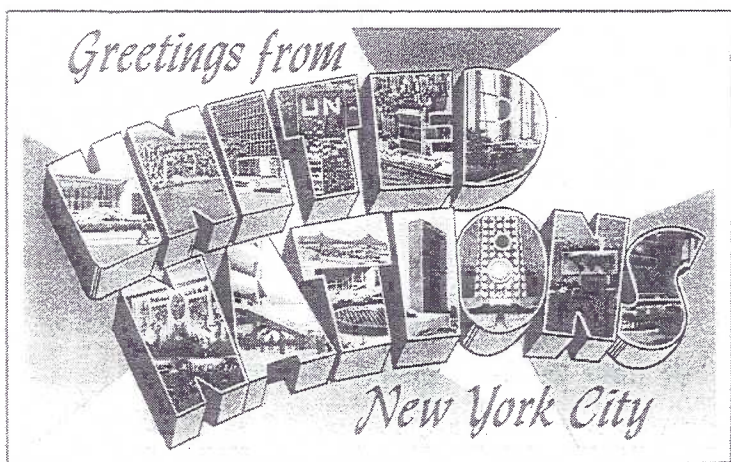
POST CARD

HUBLEY & HERR, ART PUBLISHERS, LANCASTER, PA

POST CARD

Secular and sacred versions of A MERRY CHRISTMAS, Series 129, d/b, unknown publisher





Had it not been for anniversary stories most of us would have forgotten the United Nations' anniversary...it's 50th! It doesn't seem possible that you can collect UN postcards from the LINEN ERA, but you can! Our headline title is from a linen folder by the Acacia Card Co., NY, NY.

#### THE BEGINNING

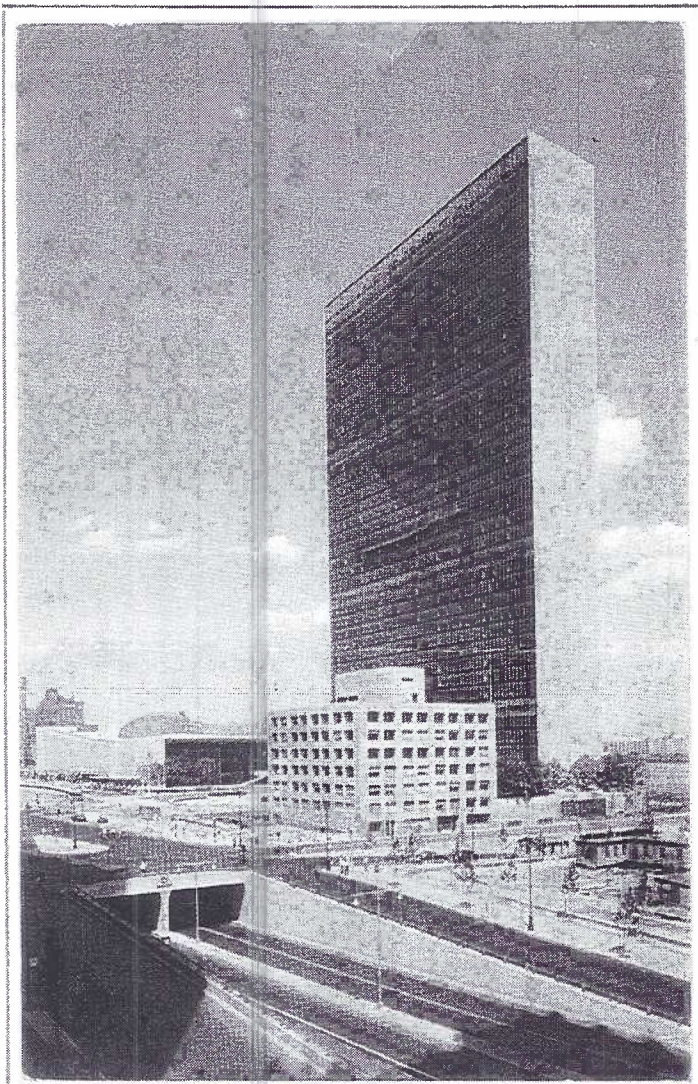
Jan. 1, 1942 FDR coined name "UNITED NATIONS" and 26 nations pledged their governments to fight the Axis Powers.

Aug-Oct. 1944 General outline of UN at Dumbarton Oaks by China, USSR, the UK and USA.

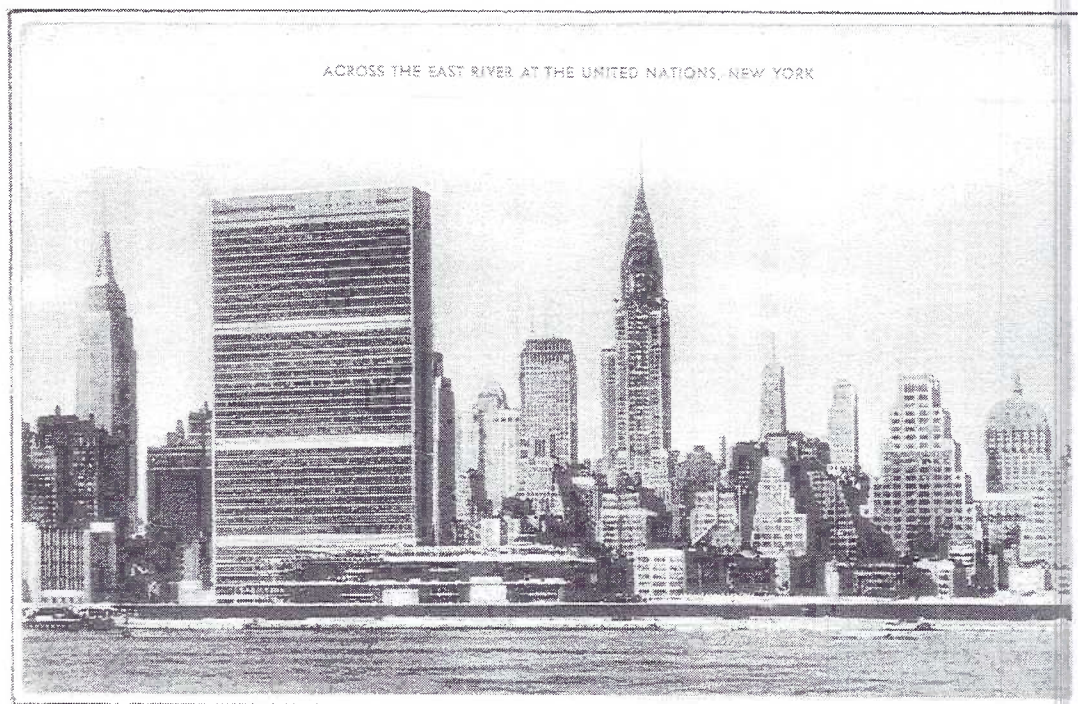
Apr-Jun 1945 50 countries drew up charter and signed on June 26; Poland on Oct. 24.

Oct. 24, 1945 Charter ratified by China, USSR, France, United Kingdom and United States and the majority of signatories.

Jan. 10, 1946 First session of the General Assembly in London, Eng. w/51 member states.



"Official UN Photo" color chrome #P5610. General Assembly bldg. is on left, Library in the foreground.

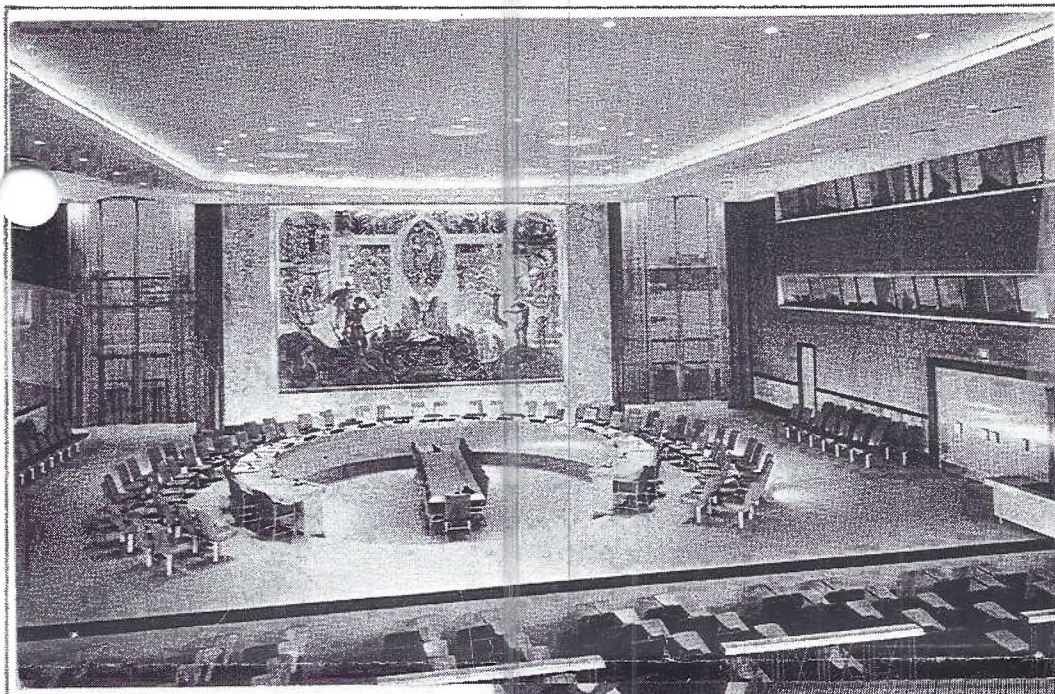


ACROSS THE EAST RIVER AT THE UNITED NATIONS, NEW YORK

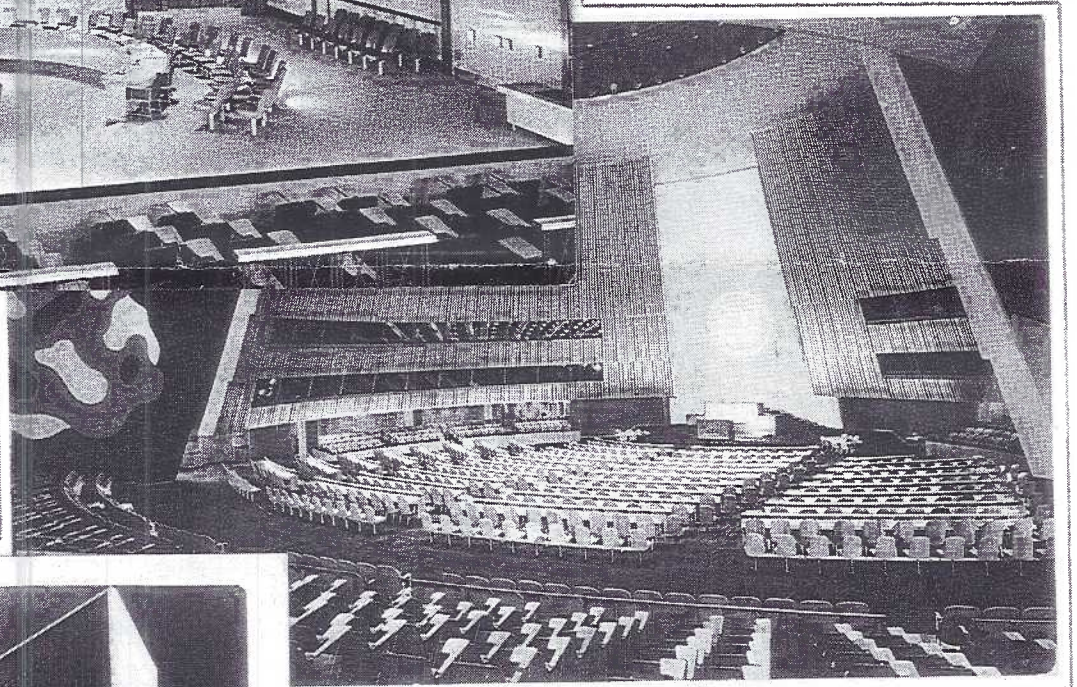
The UN headquarters since the spring of 1951 has been a 16 acre (some PCs say 18 acre) site in NYC along the East River from 42nd to 48th Sts. Acquisition was possible through an \$8,500,000 gift from John D. Rockefeller, Jr. plus 1/3 of that amt. from NYC. An international team of architects from 10 countries drew plans for the 39 story Secretariat bldg., the General Assembly Hall and the Dag Hammarskjöld Library.

An early b/w Mayrose Co. card (left) shows the General Assembly Building still under construction.

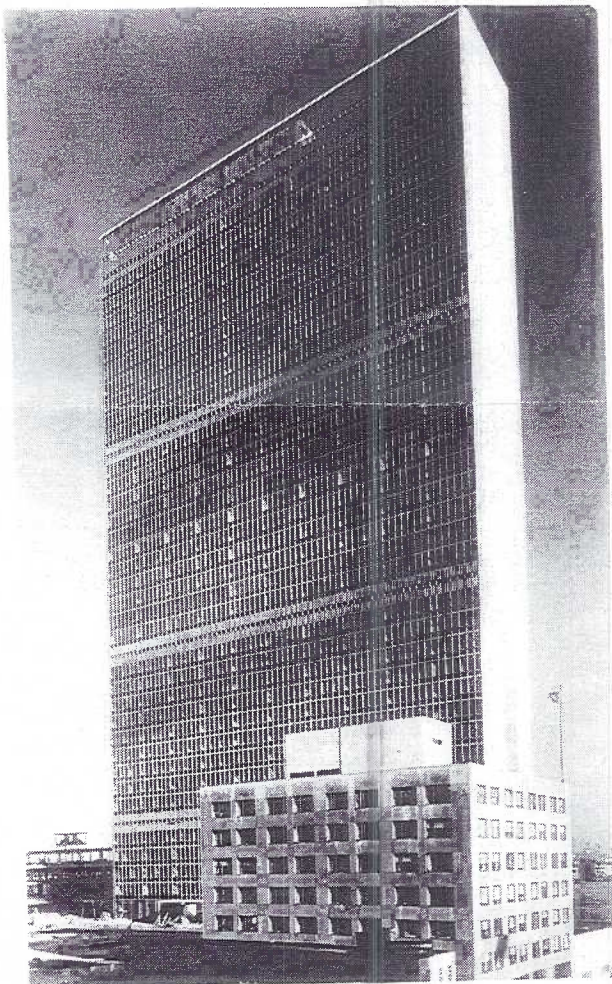
A message on a color chrome of the "Official UN" series, #P54011 reads "Wasting a bit of time and enjoying it very much...". Its postmark is UN, NY, April 27, 1966.



Another "Official UN Photo" PC #PP6675 (color chrome) is an interior of the Security Council Chamber. The Norwegian Govt. contributed towards cost of decorations including the mural by Nor. artist Krohg.



#P21736 (same series as above) is a view of General Assembly Hall. It seats 626 delegates, 270 observers, 234 press members and 800 visitors. A similar view, #P7305, shows older wall design behind podium with multiple discs surrounding UN logo.



Secretariat Building, United Nations Headquarters

Photogravure b/w PC is also an "Official UN Photo", bears 10/22/51 NY postmark to Harbolds in Lancaster, PA. "We are on our way & visited this bldg..." From W.H.L. (This could well have been from a fellow F&M faculty member to P. Harbold.)

A mirror of our own federal bureaucracy, the UN is overweight with personnel.

Phrases like "overstretched", "in search of missions", "no clear priorities", "reform proposals", "absence of modern management", "sustainable development", "no check-and-balances" and "self-determination" seem to be its hallmarks on its 50th birthday.

The developing nations are in the majority and "a secretarial job for every president's niece" is creating a drag on the UN.

A re-aligned Security Council is another immediate problem. Where the next 50 years lead remains an unanswered question, meanwhile UNITED NATIONS postcards are very common, inexpensive and will certainly become a piece of the World's history. While the pickin's good, look for unusual views, interiors and guest speakers on linens and early chrones, and by all means USED CARDS WITH MESSAGES. Now there's a UN challenge!

## NEW MEMBERS

#391 KERRY WEITERSTROM P.O.Box 1079, Lancaster, PA., 17608. Ph. 291-9870. He collects PCs of National Banks, U.S. Mints, etc.

#392 LARRY EASTLEY 6848 E. Higgins Lake Dr., Roscommon, MI., 48653. Ph. 517-821-7816. Copper country area of Minnesota; Roscommon; school room comics and Phil Boileau art.

#393 CLARE EASTLEY Same as LARRY but she collects Hallowe'en PCs and "whatever I'm excited to find". (Good for you, CLARE.)

#394 MRS. ALLAN G. GROFF 1443 Millport Rd., Lancaster, PA., 17602-1221. Likes sunbonnet babies and humorous cats by Tuck.

#395 MARIAN BOYER 3527 Stoudts Ferry Bridge Rd., Reading, PA., 19605. Ph. 610-929-3097. She likes scenes of Reading and Pottsville, PA., Christmas and Thanksgiving postcards.

#396 RICHARD LEO HAUCK 197 W. Main St., Leola, PA., 17540. Lancaster City and County; architecture in general (any place or time).

WELCOME TO ALL!

Our actual paid membership now totals 283.



## EXHIBIT WINNERS



Well it would appear we're back in the exhibiting groove once more! Sixty members and guests paid heed to PILGRIMS, PRAYERS and THANKSGIVING. The exhibitors were:

WALTER MOWRER	FIRST	Thanksgiving
SANDRA SHAUB	SECOND	Pilgrims' Pride
BARBARA MOWRER	THIRD	Pilgrims

### HONORABLE MENTIONS

EARL CARVER	Be Thankful
HAROLD MOYER	Nov. 1621
NORMAN ZIMMERMAN	Prayer!
JIM WARD	Thanksgiving Blessings

Dot Fry has given us plenty to work on:

Dec. - Holly, Mistletoe and Poinsettias.  
Jan. - Good Luck Symbols  
Feb. - Trolleys and Trains  
Mar. - Comics and April Fools  
Apr. - Umbrellas

## YOUR MONEY'S WORTH

Friendship; finding cards we like at meetings; learning through programs; using the library and auctions, these are all ways we enjoy our membership in LCPC.

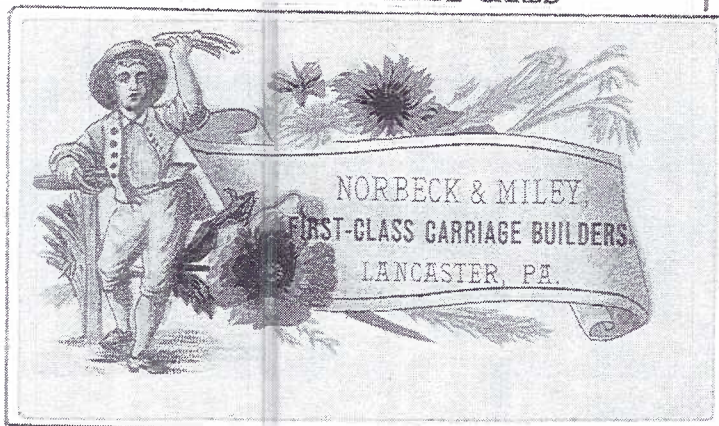
Many of our members are not so fortunate to live nearby and their dues buy something else... THE CARD. In the last 12 months they have been offered 34 feature articles and 10 checklists. Over 210 described postcards (150 full size) illustrated these articles.

In addition, each family with paid dues will receive a 1996 Membership Roster\* in January. Before you forget, before the holidays distract you, send your check to our membership chairlady: SANDRA SHAUB, 45 STONEYHILL RD., QUARRYVILLE, PA. 17566. \$8 per person plus \$2 per person at same address. THANKS.

\*Send Roster changes at once to: Gwyn Fulmer, 140 Buch Av., Lancaster, PA., 17601.

# The Trade Card

A PERIODICAL ABOUT THE FUN OF COLLECTING  
ADVERTISING TRADE CARDS



Paid Advertisement.

This will be a bimonthly publication about the advertising or trade card that preceded the picture postcard by more than thirty years.

TRADE CARD COLLECTING is gaining momentum. The similarity to advertising PCs has attracted many postcard collectors. Many TC collectors look for specific subjects like sewing, dentistry and farm equipment while others have wider fields of interest: children, humorous animals and people or puzzle cards and still other collectors concentrate on trade cards of their home town merchants.



All of these subjects as well as Reward Cards and Calling Cards will be discussed and illustrated.

Roy Nuhn, popular writer and columnist for Barr's News writes "Jim, your notation (in the November CARD) about starting a trade card paper caught my eye. I have long believed such a publication was needed."

You are invited to subscribe to this new periodical. It will follow the same 8-page format as THE CARD.

Issues #1 to #5 (Jan. to Sept. 1996)

Black and white - \$7.50, \$10 mailed flat.

At least 1 color page per issue - \$12.50, \$15 mailed flat.

Subjects to be covered in future issues:

Soaking and Repairing - Good or Bad?

Preserving and Housing a Collection.

Where to Find Good Trade Cards

Trade Cards to Avoid

Make check payable to: JIM WARD

and mail to 1795 Kleinfeltersville Road., Stevens, PA., 17578-9773. Your subscription receipt will be in the return mail. Subscribers may arrange to pick up their issues at either the Lancaster or York Post Card Club meetings to avoid the added mailing costs.