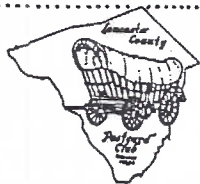


# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

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

Jan.1996 - Vol.7, No.1  
**NEXT MEETING**-Mon., 7 pm  
January 15,1996  
Buy/Sell/Trade 5:30 pm



Yearly membership is \$8 (\$10 per couple at same address). Ads:\$15 full page,\$8 ½ page, \$5 ¼ 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

With a two-day storm pending and mixed precipitation at the eleventh hour,only the adventuresome came to the December Christmas Party/Meeting.

**Pres. Bob Kramer** ran a tight ship. 41 members and their families had a fine covered dish meal,we enjoyed and voted on 11 exhibit boards,elected the slate for 1996 (see story), saw 80 slides of pretzels on witches' cottages and in Munich and Milwaukee,had the annual officers'picture taking, auctioned six wonderful table centerpieces 'n were outta there before 8 pm.The kitchen clean up crew(**Barb and Walter Mowrer**) along with **Pres.Kramer** and **J.Ward** locked up by 8:05! And everyone made it home in time.

**Sandra Shaub** and **Linda Schopf** did another fine job with the centerpieces and we thank **Jessica Shaub** for her auctioneering abilities (\$36 netted). An additional THANK YOU to **Charles O. Groff** for his Christmas check of \$25!

The election of officers and the holiday season tend to complicate matters for a program committee.So it's been a custom to have SHOW 'N TELL as the first program of the new year.

Bring any single postcard - view or greeting - and tell us something about it.

Is it a new acquisition?

Does it complete a set - a long search?

Does it have personal import?

It's always a popular program and we have lots of participation,so condense your thoughts to about two minutes - max.

### AN APOLOGY

The December **CARD** was inadvertently printed on the wrong machine and was very light. Time did not permit a second printing. We hope it won't happen again. Sorry.



New Years Series No.84 by unidentified publisher,shows a young winged New Year holding an hour glass. Art is by Lyman Powell (USA,1878-1971) whose beautiful ladies and children adorn numerous postcards. For more hour glasses see article in this issue.

### 1996 LCPC OFFICERS

President - **Lewis Bechtold**

Vice-President - **Ruth Frankhouser**

Secretary - **Dorathy Fry**

Treasurer - **Barbara Mowrer**

Directors for 1995-96

**Ruth Lines, Linda Schopf, Bill Seigford**

Directors for 1996-97

**Harold Moyer, Ruth Moyer, Walter Mowrer**

We might normally include phone numbers and addresses here but you will be receiving a complete MEMBERSHIP ROSTER at the January meeting or later by mail.

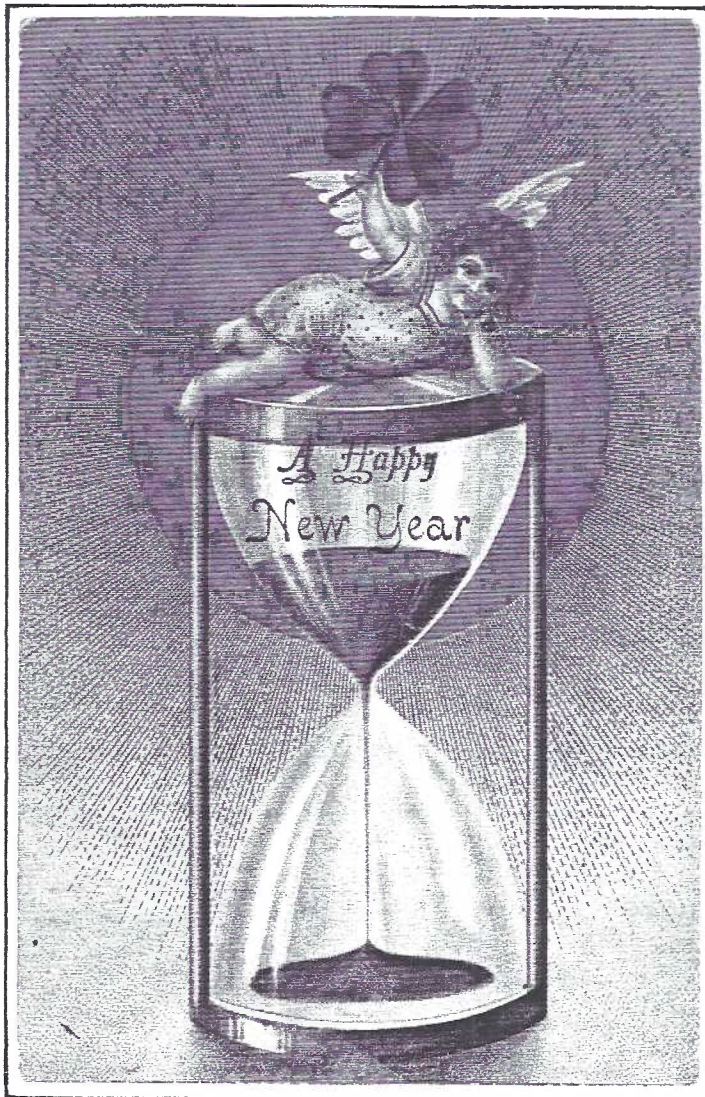
### MORE THAN A RUMOR

With offers from the side-line it would appear Pres.and V-P seats may be filled by:  
1997: **Ruth Frankhouser** and **Bill Buckwalter**  
1998: **Bill Buckwalter** and **Jim Ward**  
1999: **Jim Ward** and...any candidates to lead us into the 21st century?

# HOUR GLASSES on NEW YEAR POSTCARDS

Hour glass - n., an instrument for measuring time consisting of two chambers with a narrow connecting channel and containing sand, water or mercury requiring exactly one hour to trickle from one chamber to the other.

They've been around for centuries. Their origin is obscure. But you can be certain - they DO appear on postcards!



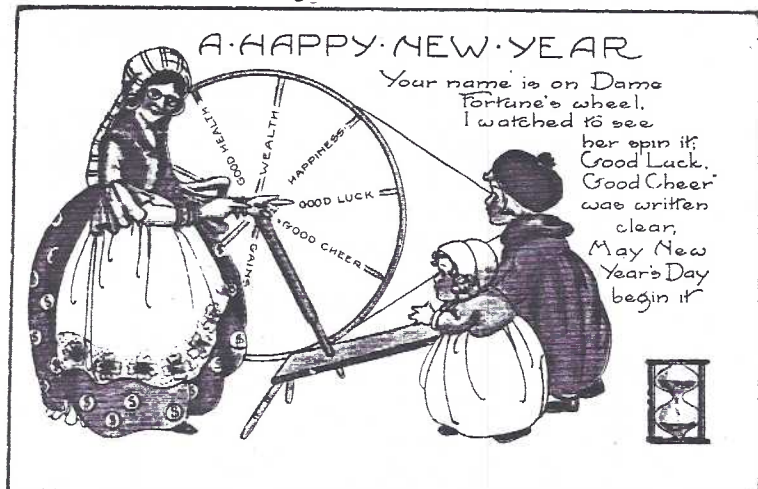
A giant hour glass supports Baby New Year on this multilingual undivided back PC.

You can find hour glasses on postcards of comics and lovers, but most often they show up on holiday cards and especially NEW YEAR POSTCARDS - as often as Father Time.

In fact, hour glasses are rather easy to find as singles or a pair and would make a nice collection for a beginning collector. A set? That could prove challenging!



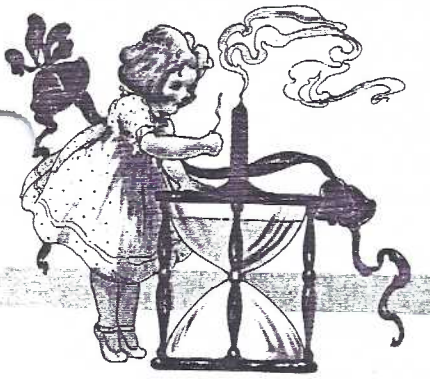
"Waiting For The New Year" is the title of this Fred Lounsbury 1907 Series #2043 card.



Whitney of Worcester, Mass. issued many un-numbered sets. Their white-background cards,



once unpopular, have gained recognition of late. Hour glasses playing a minor role here,

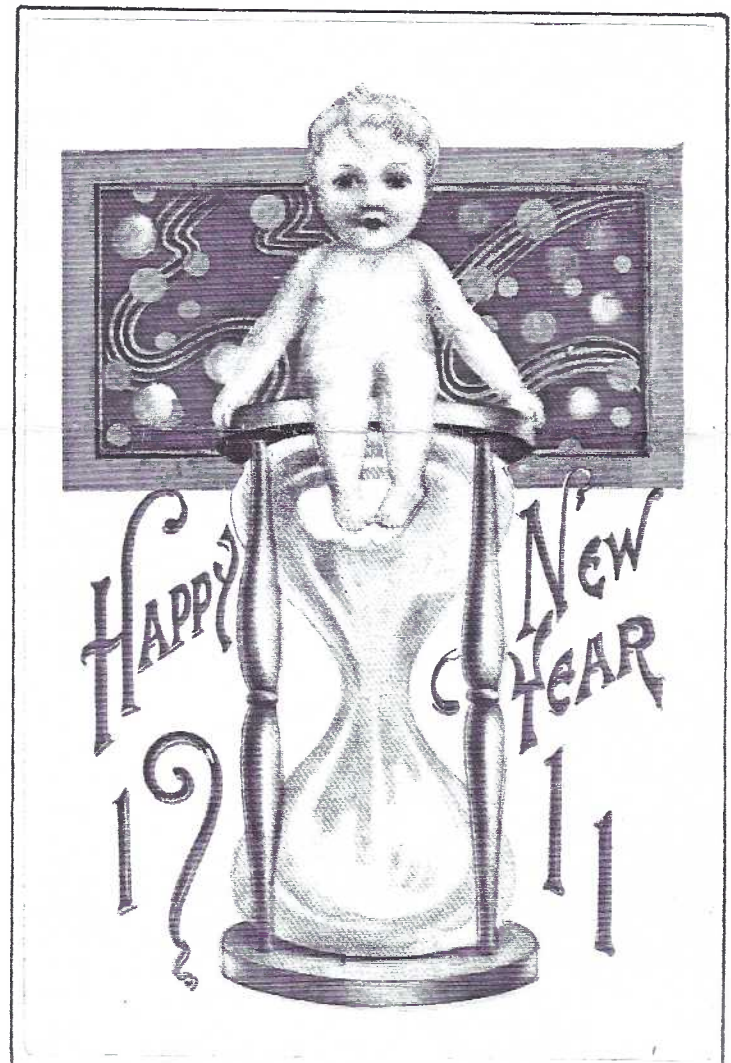


ON JANUARY FIRST

To-day's the birthday of  
the year  
He's old—yet new  
And so I'll burn one candle  
and I'll  
On it wish for you.



A great hour glass dominates the PC (upper left) with an embossed design, Series NY/99. A Frances Brundage Baby New Year holds an hour glass on the Sam Gabriel Series 300 above. Three floral cards feature large hour glasses in a Whitney series (center and lower left). Another big hour glass supports Baby New Year on a 1911 Bosselman PC below.



## NEW MEMBERS

#392\* **JANET HESS** 1601 Cherry Hill Rd., Dru-  
more, PA., 17518. Ph. 717-548-2879. Collects Lan-  
caster County - southern locations.

#393\* **CHARLES HESS** Janet's husband, sharing  
her address, phone and collecting interests.  
\*These numbers were assigned incorrectly to  
Larry and Clare Eastley in the last issue.  
The **EASTLEYS** are #369 and #370. Our highest  
number is still #396 **RICHARD LEO HAUCK** and  
our actual paid membership 12/31/95 is 283.

## REWARDS OF MERIT

### Presentations by CARD Editor

At the December meeting editor of **THE  
CARD**, Jim Ward, presented awards to LCPC  
members who made noteworthy contribu-  
tions to the 1995 issues. They were:

**Ray Bubb** - The Only Eagle Sanctuary in the  
World (March)

**Jim Rudisill** - Pennsylvania Dutch Proverbs  
(June)

**Harold Galebach** - Penryn and White Oak  
(Oct.)

**Harold Moyer** - Thanksgiving Day Postcards  
(Nov.)

**Brian and Ruth Frankhouser** - New Holland  
Centennial (Dec.)

**Dot Fry and Jean Frank** for proof reading  
most of the twelve issues.

**Gerald Hostetter** - World War II Comics  
(Jan.), Dreamworld Farm (Aug.), Publishers and  
Printers (June through Dec.) as well as  
assistance with other articles. And to non-  
member French-born **Madelaine Reid** for her  
translations in Adages (Sept.)

Jim added that these people and any  
other members who willingly give ideas and  
information help give **THE CARD** the quality  
and variety found in very few postcard club  
newsletters.

Why not contribute in 1996?



REWARD of MERIT presented to contributing  
LCPC members was copied from an original, re-  
colored and printed on heavy manila stock.

## 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.**

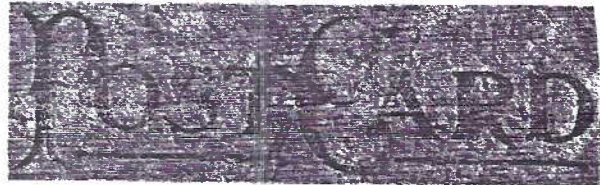
**HUGHES PRINTING CO., CAMBRA, PA**

## POST CARD.

**HULD, FRANZ CO., NY, NY**

U. S. Mail Card  
 POST CARD

**HY-SIL MFG. CO., BOSTON, MA**



**ILLUSTRATED POST CARD CO., NY, NY**



## POST CARD

POST CARD

Post Card

**INTERNATIONAL GRAPHICS INC., HOLLYWOOD, FL**



Post Card

**JORDAN, J. MURRAY, PHILADELPHIA, PA**



## POST CARD

**KAESER & BLAIR, CINCINNATI, OH**

## POST CARD

A REMINDER: Don't be discouraged by similar  
POST CARD logos. In most cases the publish-  
er's name appears in fine print on either  
the address side or front of the post card.

# UNION STOCK YARD POSTCARDS of Lancaster, Pennsylvania

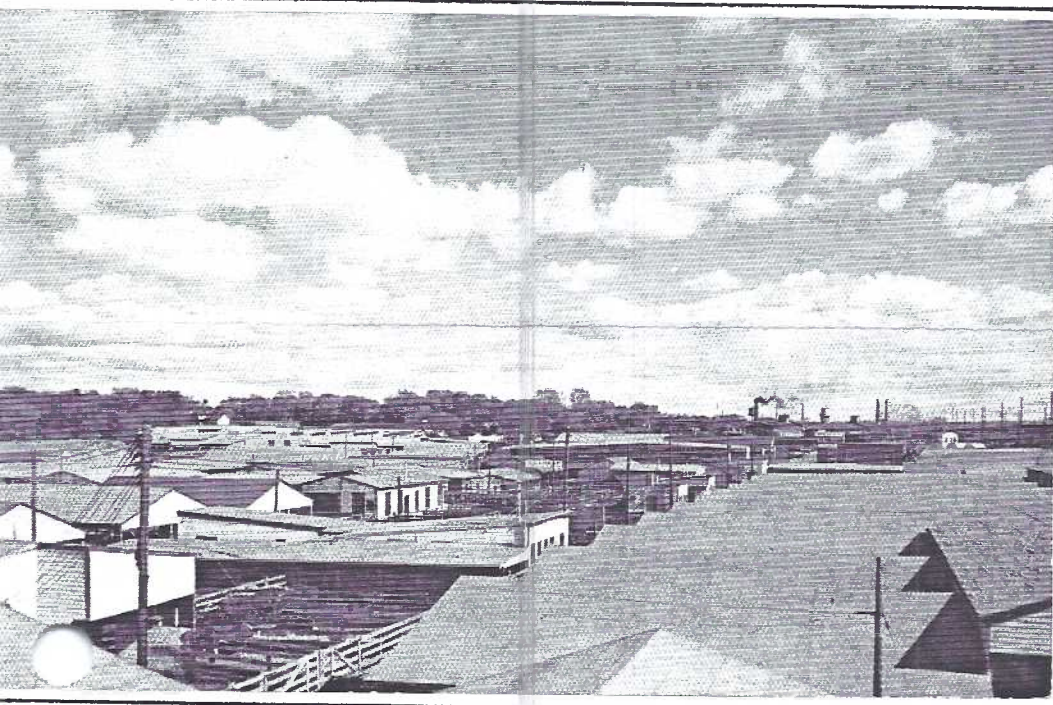
January 1996, pg.5

"Union Stock Yards, Largest East of Chicago" appears on the two most often seen PCs (Curt Teich) and it wasn't far from the truth. It was the truth and so was Lancaster County, PA. "The Garden Spot of the World".

And here's the agri-connection: The early Swiss-German settlers were experienced farmers and they discovered the excellent soil

in our limestone valleys.

Corn became a major crop for their livestock and the surplus livestock had to be sold. Five day drives and the cattle were at the Philadelphia market. (The lucky boys who made the drives in 1876 spent an extra day at the Centennial Exposition.)



Lusterchrome K-2192 looks east (as do all wide views). Jim Hess caught the green tar paper cattle pen roofs below a blue sky of billowing white clouds - lots of beauty and no aroma.

Lancaster City was always the hub of marketing and the railroad soon became a major player in the livestock market. By 1868 and soon after, there were three stock yards on New Holland Avenue, Park Avenue and North Plum Streets (near the McGrann Park) - all due to the railroad that traversed the City.

The stock yards soon outgrew their quarters so a railroad "cut-off" was built in 1895 north of the City and the Union Stock Yards had its birth immediately next to the RR, extending from the hotel at the Lititz Pike for 20 acres eastward towards the Rossmere neighborhood.

In 1922 over 7,000 railroad cattle cars hauled 13½ million dollars in livestock, 361 hog cars hauled \$500,000, 22 sheep cars hauled \$22,000.

And the county roads were busy, too - 10,000 head of cattle worth \$900,000 were driven to the yards in 1922. The Union Stock Yards therefore did just short of 14 million dollars in business in one year and this didn't include sustenance for the animals from the time they arrived until they were sold: 5,200 tons of hay (\$100,000), 6,500 bushels of corn (\$45,000) = income to local farmers, 1922.

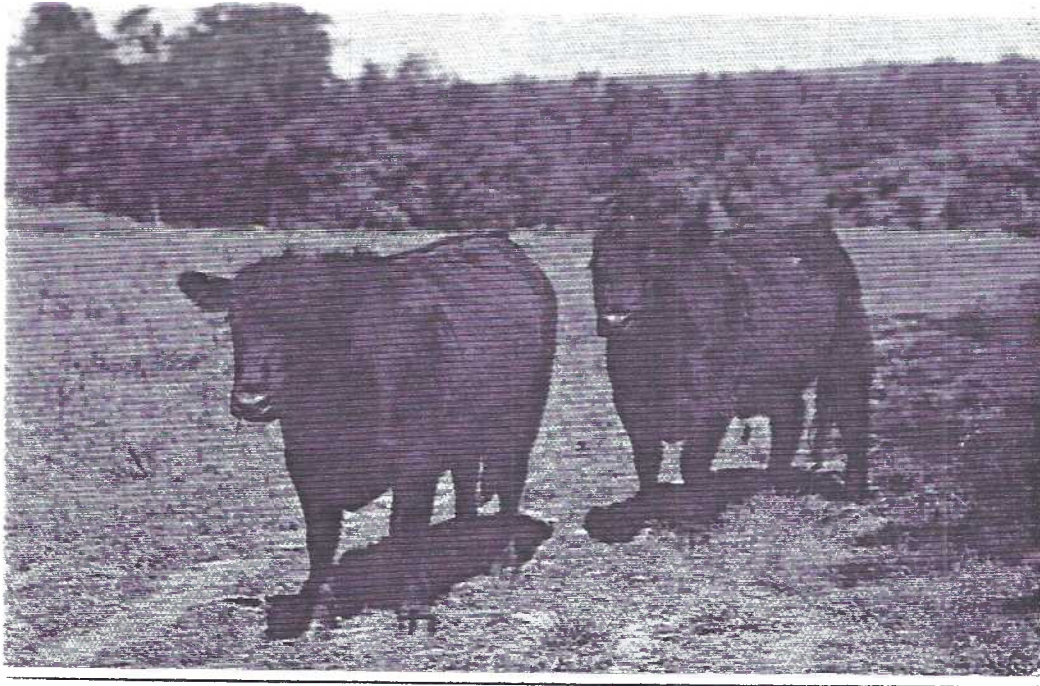
Frank B. McClain, a former Pres. of the Lancaster Livestock Exchange (organized in 1906), provided the above figures in "Lancaster County Pennsylvania - A History" by H.M.J. Klein, 1924. He also noted that livestock receipts in 1922 originated in 22 different states and five Canadian provinces!

Stock Yard business slowed during the depressive years of the '30's but again broke records in the 1940's and continued setting the standard for livestock prices in the East.



B/w photogravure PC publ. by Ruth Murray Miller, Phila., Pa. reads "The three horned steer, as a yearling, was shipped in October 1934 from the West along with other stock cattle to Walter M. Dunlap, Union Stock Yards, Lancaster, Pa.

This steer of the Short-horn breed, now weighs about 1,400 lbs., present age just past three years. A real good beef steer with three well developed horns."



Koppel 7313 color chrome, "Famous Stock Yard Inn" on reverse caption touts its culinary perfections - "Prime Show Beef Tender Steaks, delicious Seafood in Season, Maine Lobster and Alaskan Crabs...five Dining Rooms," etc. The establishment still has a reputation for fine food "just over the fence from the largest stockyards East of Chicago".

This identical caption appears on the Colourpicture chrome showing two different rope-harnessed steers in a corn field.

Private sales had prevailed until 1964 when public cattle auctions began at the Yards. They are still held Mondays and Wednesdays. The decline in beef eating has given way to an increase demand for sheep, goats and lambs, especially for Middle Eastern immigrants.

A big problem for the Yards is real estate. Lancaster Stock Yards President Bill McCoy's comment, "When you try to run a livestock business on \$200,000 an-acre land, it doesn't make sense." But he feels business remains solid. "We're still the price setter for slaughter animals in the East."

#### Checklist of Lancaster, PA Union Stock Yards Postcards

21777 Colourpicture, Inc. "Famous Stock Yard Inn"

7313 Koppel Corp. "Famous Stock Yard Inn" (chrome PC illus.)

216641 Leighton-Valentine Co., "Loading Pens, Union Stock..."

No # Ruth M. Miller, Phila, Pa. "Three Horned Steer..." (illus.)

\*A-25094 Curt Teich & Co., "Union Stock Yards, Largest East..."

\*3. 25094 Curt Teich & Co., (identical to above).

K-2192 Tichnor Bros. for Jas. E. Hess (chrome PC illus.)

Real Photo, un/b, Cyko stamp box. "Union Stock Yard, Lanc, Pa."

in red ink as are many Pequea area RPs. Sign on end of one cattle pen reads "Union Stock Yard Hotel, Harry F. Grube".

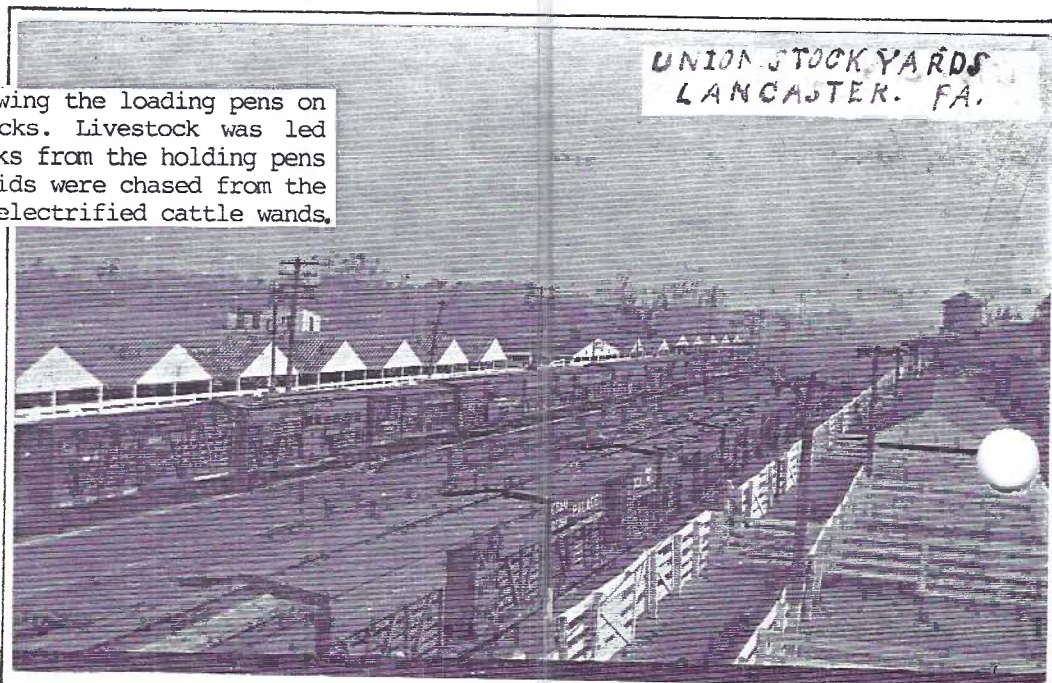
Real Photo, d/b, Aristo stamp box. "Union Stock Yards, Lancaster, PA." penned into box upper rt. (illus.)

\* A-25094 was printed c.1911 by Curt Teich for Ike Steinfeldt and reordered by him on Apr. 3, 1928. It then appeared - identical view - with a white border as 3. 25094.

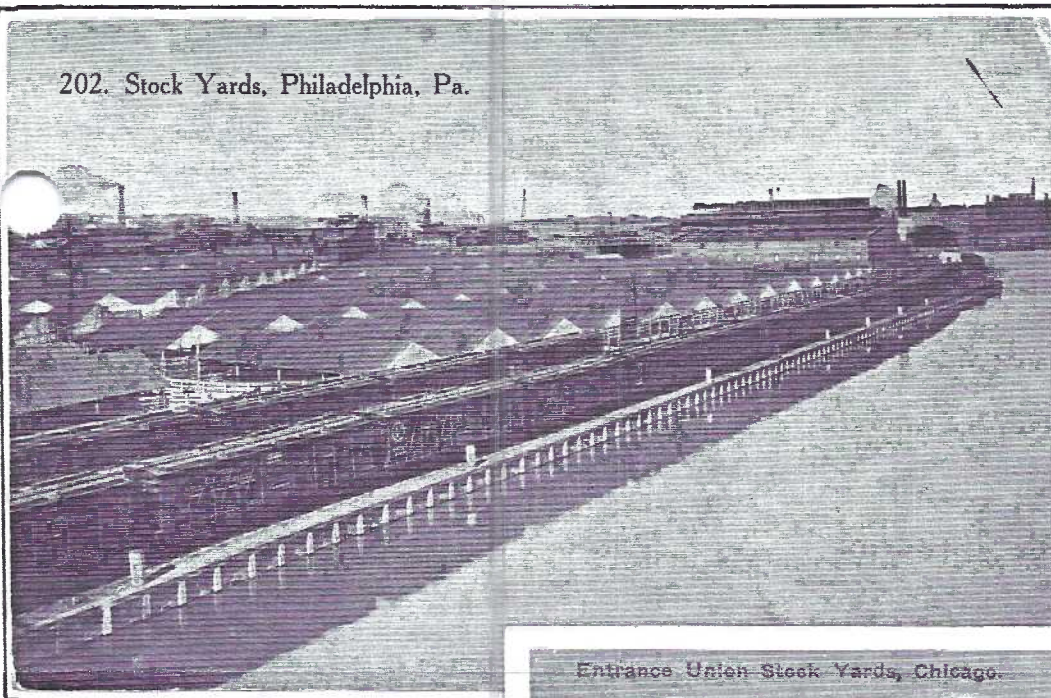


The only postcard we've seen showing the loading pens on the south side of the PRR tracks. Livestock was led through a tunnel beneath the tracks from the holding pens on the north side. Neighborhood kids were chased from the tunnel by cattlemen waving their electrified cattle wands.

Thousands of farmers in the "Garden Spot" still convert their corn, hay and fodder into beef from November thru May by buying small steers and fattening them over the winter. This "beefing up" is a centuries-old tradition that gives industrious Lancaster County farmers cold weather jobs and an extra income.



202. Stock Yards, Philadelphia, Pa.



## MORE STOCK YARD POSTCARDS

Taking stock of one dealer's inventory turned up no less than five different cities' stock yards, all under \$4: Chicago, Kansas City, Omaha, Portland and Philadelphia. Chicago cards were most numerous.

Collectors of railroad PCs have no doubt discovered stock yard cards. Packing houses are sometimes identified so advertisement collectors might also land a 'meaty find' in s.yard cards.

#202 of the Edw.H.Mitchell series shows the proximity of the Phila. stock yards to both rail and river transportation.

The elaborate Chicago stock yards entrance included a flock of sheep on this white border card publ. by Gerson Bros., Chicago. Curt Teich and Commercial Color-type printed numerous cards for local publishers. Look for stock yards PCS under animals, cattle, farming and even occupations as well as under cities with known yards.

Entrance Union Stock Yards, Chicago.



"PETE and PUNK"

Biggest team of oxen ever recorded . . . Weighing over 6500 pounds.

PETE AND PUNK appear on two b/w postcards issued by Miller Printing Co., Reading, PA. They were born in 1946, were 6' tall with an 11' circumference at the midriff and together pulled 11 tons!

They each weighed over 1½ tons and ate 4 bales of hay and 150 lbs. of grain daily.

Pete and Punk had normal parents. Their owner was Dave Blom of Shartlesville, PA. He exhibited them at fairs in 35 states with Mitzi the smallest Aberdeen Angus cow on record. Born in 1949, she weighed only 375 lbs and was 32" tall.



TO ALL LCPC MEMBERS

THANKS to everyone in the Club for making my year as President a special one. Remember to keep spreading the word about postcards and to support President Bechtold and his staff in the coming year.

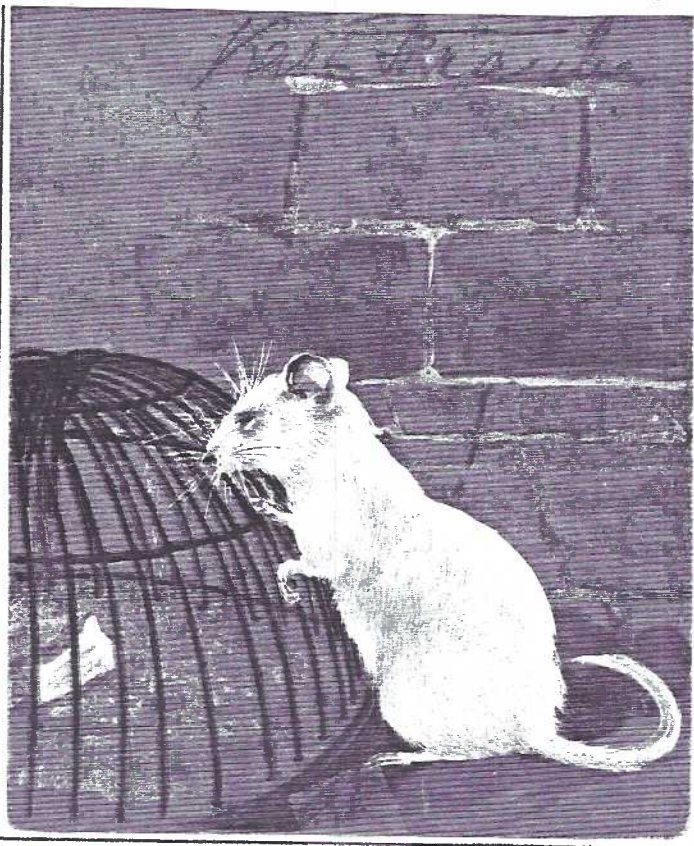
Bob Kramer



If in doubt about our monthly meeting you may call these persons:

CITY 299-5969 Lewis Bechtold, Lancaster  
EAST 354-7611 Ruth Frankhouser, New Holland  
WEST 684-5331 Barbara Mowrer, Columbia  
NORTH 733-8918 Dorathy Fry, Hopeland

A POSTCARD BOOK OF LOCAL VIEWS  
If you can offer ideas, time or energy  
contact either Lewis Bechtold or Jim Ward.



Have you seen MICE on PCs? Sure you have. How about RATS? 1996 is the Chinese Year of the Rat - and we'll bet you have a tough time coming up with many RATS ON POSTCARDS! An early PFB (Paul Finkenrath, Berlin) Series 2321 card was mailed from Germany to Sussex, England prior to WWI. Is the white rat weighing the price of freedom?



EXHIBIT WINNERS



For a bad weather night we certainly faired well with eleven boards on the subject of POINSETTIAS, HOLLY and MISTLETOE.

WALTER MOWRER FIRST Christmas Pets  
JESSICA SHAUB SECOND The Holly Tree  
RUTH FRANKHOUSER THIRD Happy Holly Days

HONORABLE MENTIONS

EARL CARVER A Holly Holiday  
BOB KRAMER Christmas Greetings from  
International Art  
BARBARA MOWRER Holly Girls  
HAROLD MOYER Holly Ho-Ho  
RUTH MOYER Georgeous Poinsettias  
SANDRA SHAUB Poinsettia Profusion  
JIM WARD Angels and Holly  
LARRY WOOD Holly Faces, Places of Christmas

Jan.: GOOD LUCK SYMBOLS

Feb.: TROLLEYS, TRAINS and LEAP YEAR

Mar.: COMICS and APRIL FOOLS

Apr.: UMBRELLAS

We had a new face or two this month, why not give it a try? It's great practice for EXPO time!

DUES



NOW IS THE TIME

THE TRADE CARD

Issue number 1 of THE TRADE CARD, a bi-monthly periodical about old advertising/trade cards makes its debut at LCPC's January meeting.

Publisher and editor Jim Ward promises that each 8-page issue will be loaded with information about the picture postcard predecessors and he guarantees there will be plenty of illustrations (27 in Issue #1).

Presently there is a lack of information about TCs so Jim intends to offer personal experience and what he has gleaned from out-of-print sources. Topicals as well as local cards will be included. Future issues will cover subjects such as: soaking, preserving, housing and filing methods; current market values, where to find good cards and cards to avoid.

Rewards of Merit and Calling Cards will also be included.

Cost of #1 - #5 is \$7.50 if picked up at LCPC or York meetings, \$10 mailed (flat). Premium subscriptions for \$12.50 (\$15 by mail) include 1 or 2 full-color pages. Make checks to Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA., 17578-9773.

THE CARD

STAFF: Dot Fry, Gerald Hostetter, Jean Frank, Jim Rudisill

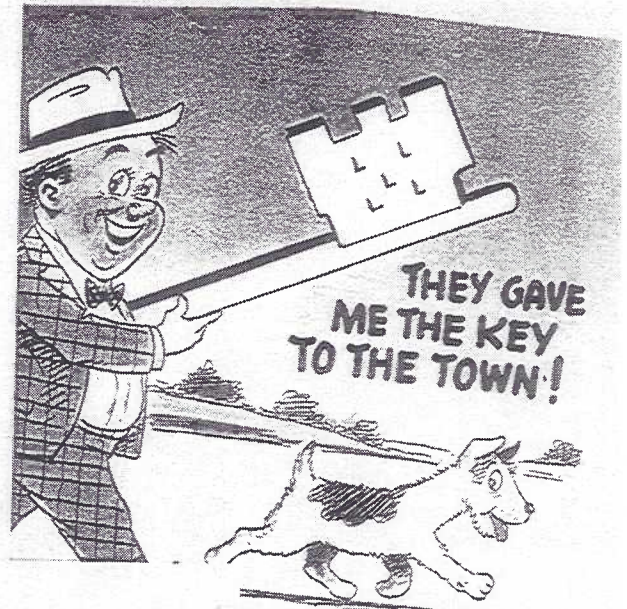
EDITOR: Jim Ward. CIRCULATION:

Harold Fry. ADDRESS CHANGES: Gwyn Fulmer.

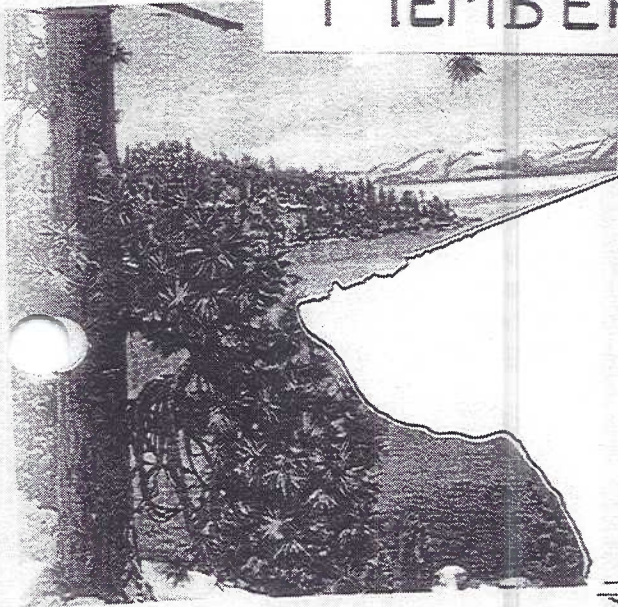
ARTICLES, SUGGESTIONS, CORRESPONDENCE TO: 1795 Kleinfeltersville Rd., Stevens, PA., 175789773



English Folks of Lancaster County

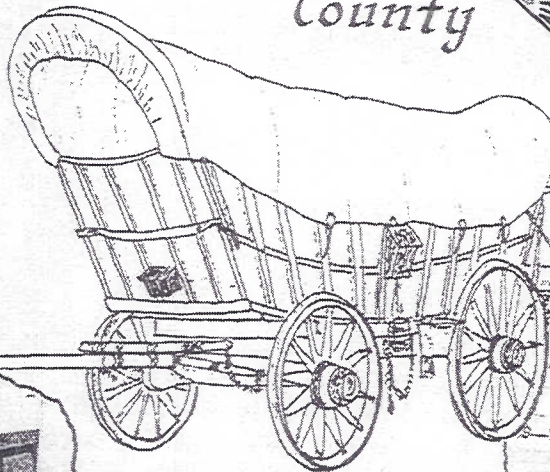


# MEMBERSHIP ROSTER



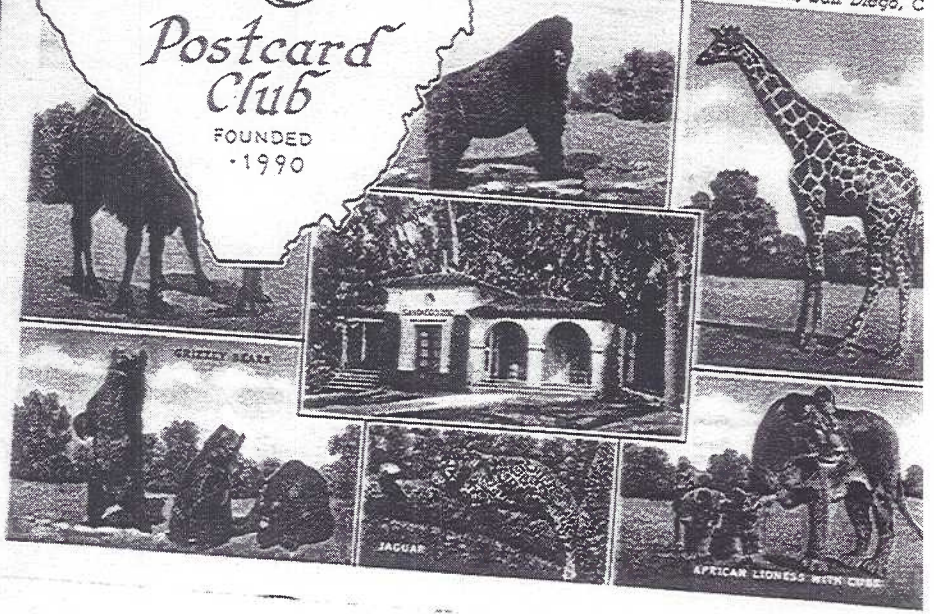
I present all:

Lancaster County



The San Diego Zoo, Balboa Park, San Diego, C

Postcard Club  
FOUNDED  
1990



**MEMBERSHIP ROSTER**  
(January 1, 1996)

of the

**LANCASTER COUNTY POSTCARD CLUB - LCPC**

Founded January 1990  
Lancaster, Pennsylvania

**1996 OFFICERS**

President	Lewis Bechtold
Vice President	Ruth Frankhouser
Treasurer	Barbara Mowrer
Secretary	Dorathy Fry

**DIRECTORS**

1995-1996	1996-1997
Ruth Lines	Harold Moyer
Linda Schopf	Ruth Moyer
Bill Seigford	Walter Mowrer

**MEMBERSHIP**

V. Sandra Shaub  
45 Stoneyhill Road  
Quarryville, PA., 17566  
\$8 Jan-Dec plus \$2 ea. additional  
member at same address

**ROSTER**

Gwyn Fulmer  
140 Buch Avenue  
Lancaster, PA., 17601

**NEWSLETTER - THE CARD**

Jim Ward  
1795 Kleinfeltersville Road  
Stevens, PA., 17578-9773

Membership Recap  
page 8.

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