

# 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 1996 - Vol. 7, No.6

NEXT MEETING - Mon., 7 pm  
June 17, 1996

Buy/Sell/Trade - 5:30 pm

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

### SWAP NIGHT ANOTHER SUCCESS

With the fans on at 3:30 it wasn't all that bad for our Swap Night. These members were selling: Dick Bishop, Bill Buckwalter, Earl Carver, Bob Kramer, Gordon McKinzie, Ruth and Harold Moyer, Walter Mowrer, Sandra Shaub, Howard Steinberg, Jim Ward, Paul Weidman, Brandon and Merv Wenger, and Norman Zimmerman. Thanks for your efforts and THANK YOU buyers!

JUNE - POSTCARDS BY LOCAL ARTISTS. Members are asked to bring a postcard drawn or painted by someone from the local area. Tell us in 2-3 minutes about your card/artist. If time permits we can allow for your second or third PC if you have that many.

JULY - Our popular POSTCARD AUCTION. Have your cards described on a club auction form to Norman Zimmerman at the June meeting.

AUGUST - Program by Member #66 Jim Rudisill "My Favorites When I Was Asked to Present a Program (in February)".

### OPAQUE PROJECTOR

The Club voted a budget of \$350 towards purchase of an opaque projector which should allow us more latitude in showing PCs before a large group, at the same time offering a choice to a member presenting a program-an alternative to cost of slides

## NEW MEMBERS

#412 SHARON GRIFFITHS 1421 N. Mountain Rd., Linglestown, PA., 17112. Ph. 545-3647. Likes Linglestown, PA., valentines and flowers on PC. (Not related to CWG.) Welcome, Sharon, we hope to see you often.

## FUTURE SHOWS



SHAMOKIN DAM, PA. June 2. Susquehanna Valley PC Club 12th Show at Days Inn, Rte. 11 & 15., 9 to 4. \$1 adm.  
LANCASTER, PA. June 8. Lancaster Book & Paper Fair. Farm & Home Ctr., Manheim Pike. Lanc. County Historical Society will sell its dup. postcards. \$3 adm.  
YORK, PA. June 23-29. York Postcard Club's 6th Show, Aldersgate U.M. Church, Tyler Run Rd., 10 to 6.9 to 4 \$1.50 adm. Competitive Exhibit Boards.



YOU ARE CORDIALLY INVITED  
TO INSPECT OUR LINE OF  
DIAMONDS WATCHES AND JEWELRY  
AS WELL AS OUR FINE ASSORTMENT OF  
1847 ROGERS BROS.  
"SILVER PLATE THAT WEARS"

JACOB FISHER,  
ELIZABETHTOWN, PA.

Jacob Fisher was a Jeweler in Elizabethtown, PA. You'd be surprised who else and what else can be found on Elizabethtown postcards. See pages 2 to 4!

### CHARTER MEMBER RECUPERATING

Not seeing Peg Hanna, Member #11 selling her glassware at the Lititz Antique Show in the park was a disappointment. She slipped while weeding and fractured her pelvis. Peg would be delighted with a postcard from you. Mail to: United Zion Retirement Community, 722 Furnace Hills Pike, Lititz, PA. 17543. Peg will celebrate her 88th birthday on August 11, 1996. We pray for her fast recovery and hope to see her soon.



## EXHIBIT WINNERS



A Hershey bar in your glove compartment at 8am would have looked like gear oil by 10. That's how hot it was on May 20 but 54 members and guests survived the heat and voted on these four boards:

JIM WARD	FIRST	Holiday Umbrellas
WALTER MOWRER	SECOND	Umbrellas
RUTH MOYER	THIRD	Closed Umbrellas

### HONORABLE MENTION

HAROLD MOYER Rain or Shine

Thank you for your efforts, folks!  
June subject: BRIDES and WEDDINGS; July: U.S. HISTORY and BATTLEFIELDS; Aug.: FISH and FISHING.

On a related subject, THIS IS THE TIME to start planning your boards for LCPC's EXPO (Aug. 17). See subjects and entry blank on pg. 7.



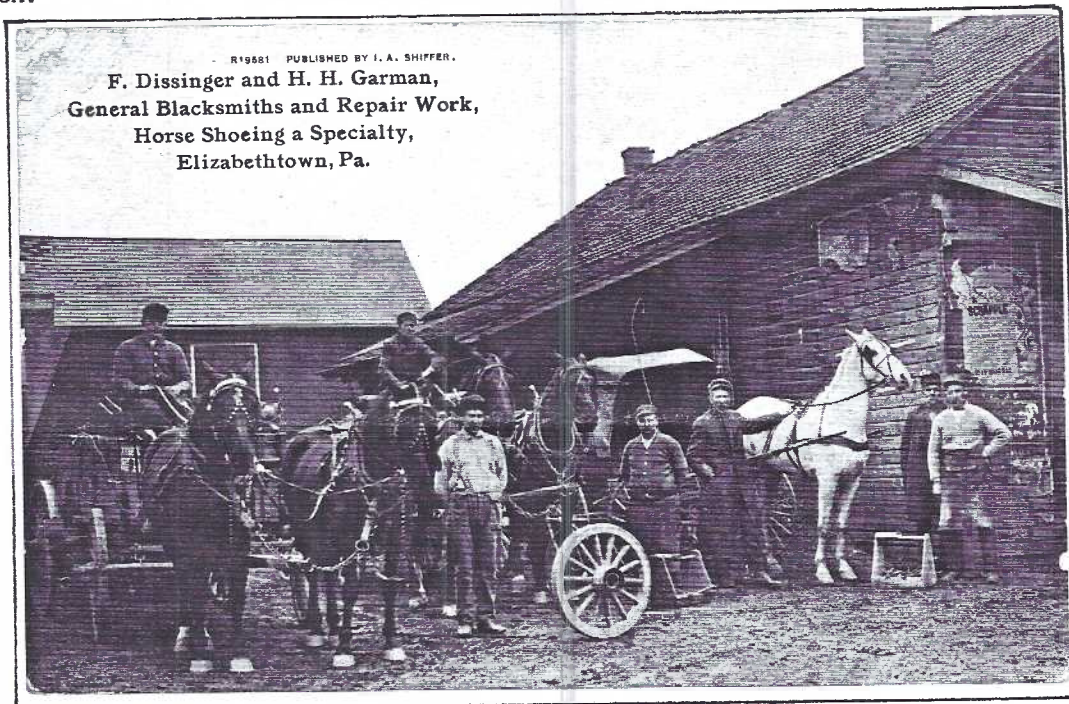
## ELIZABETHTOWN - A SURVEY OF IT'S BUSINESS POSTCARDS

Often a town's postcard reputation is determined, unfortunately, by a major institution such as Millersville's university, Hershey's park or the District of Columbia's federal buildings. Elizabethtown has its Masonic homes and college. They all fall victim to the collector and dealer with tunnel vision.

cent of Elizabethtown's business and industry cards with buildings intact and a few virtually untouched!

The old Black Bear Tavern is now the Black Bear Inn next to the Conoy Creek on North Market Street; the Hertzler Bros. and Moose buildings still preside over the north sides of the Square; Disney's Chestnut

An excellent view PC by Curt Teich for local publisher I.A.Shiffer. The bldg. left rear still stands near the Conoy Creek on Peach Alley. A 1930's stone block bldg. stands where the large blacksmith shop on the right had been. Several RP cards exist of the Dissinger property showing the brick residence at 42 N. Market St. and include a bearded Frank Dissinger with friends.



But Elizabethtown cards hold a wealth of history and many of its cards reflect its commerce. In fact, from the town's origin with Thomas Harris the Indian trader, you can find postcards showing not only the old Bear Tavern but businesses and industries that cover the gamut from shoes to sapphires and chocolate to Chevrolets and in all postcard eras = from golden age to modern chromes.

It's always fun to "spot cards" and having a companion new to our hobby but native to the town made searching even more fun. Member #400, Betty Jane Weaver and I spent a half day finding a remarkably high per-

Arms Apts. have permanent residents; Martin's Clothing, Ulrich's Liquor store and the old Ross Drug Store have undergone face lifts; the Conewago Valley and Red Rose Motels are nearly the same (with added units for the latter) and **bless the town!** = the Kreider and Wither's shoe factories are now handsome buildings on South Poplar Street and known as Peach Alley Court Apts. and Marke: House Apts.

Gerald and I have compiled a short list of PCs we found related to **Business and Industry in Elizabethtown**. We're certain you'll have others. The point we hope to make is: don't be discouraged from collecting



C.R.Boggs maintained the Hotel Kennewood as well as this Restaurant in the same bldg. Several Sky-Tint PCs (Commercial Colortype) for local publisher S.G.Bishop can be found. There is also a RP of the Hotel Garrett, a predecessor to the Kennewood.



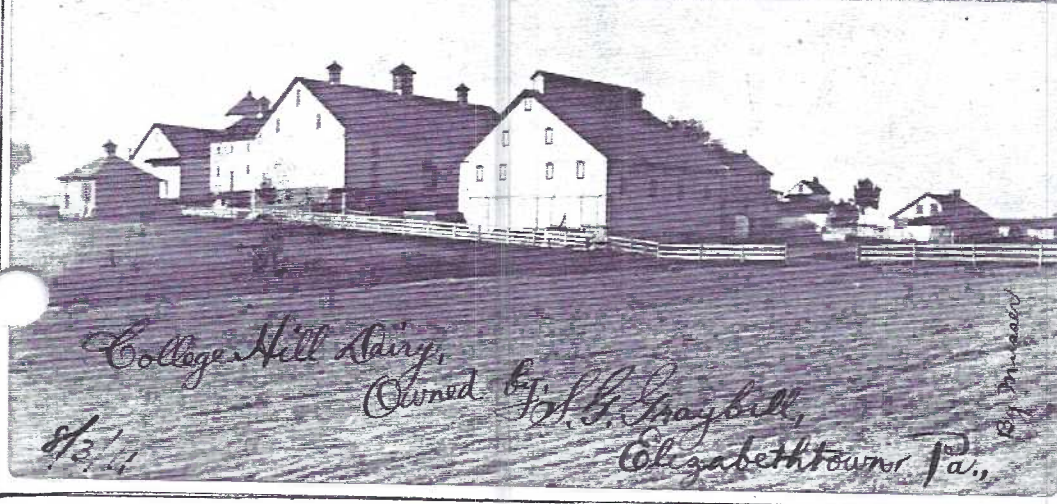
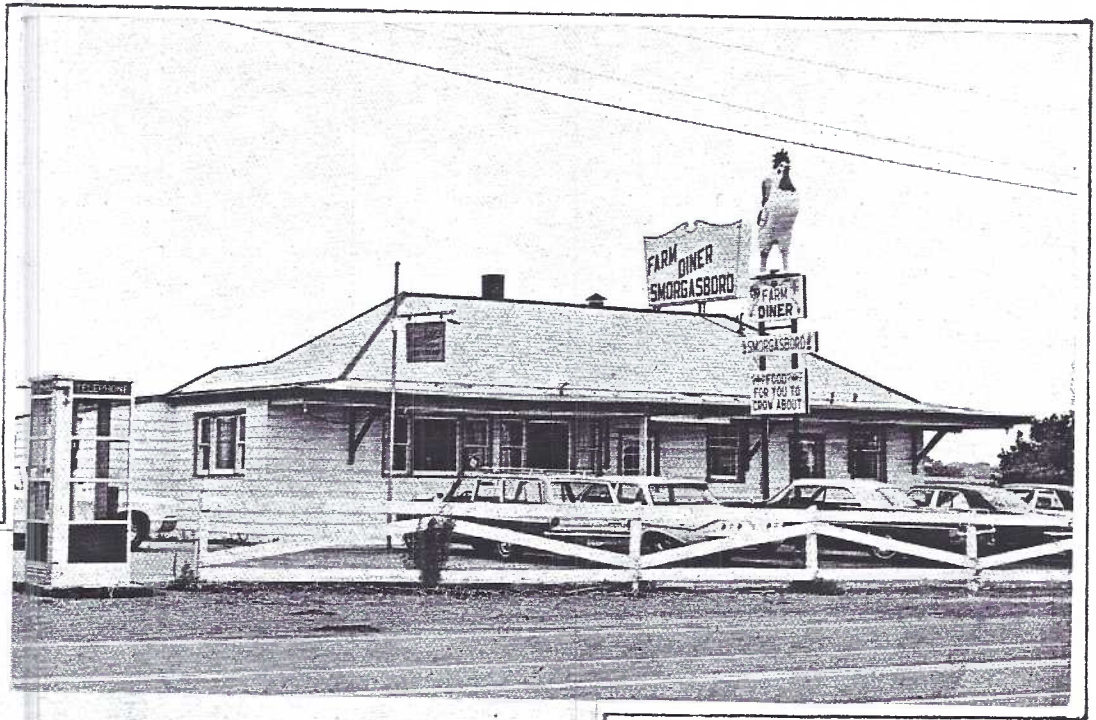
a town where an institution tends to dominate your collecting mind. Seek out the town's cards and you'll be surprised at the number of OTHER views you uncover!

# ELIZABETHTOWN BUSINESSES on POSTCARDS

Compiled by G.Hostetter and J.Ward

Business	Publishers or Printers		
A.A.Abele Dry Goods	none/real photo	Hotel Garrett	S.G.Bishop, H.K.Dorsheimer
Black Bear Tavern	G.N.Falkenstein	Hotel Greenawalt	S.G.Bishop
Black Horse Hotel	Curteich, real photo	Hotel Kennewood, C.R.Boggs, prop.	S.G.Bishop
Bogg's Restaurant	S.G.Bishop	Klein Chocolate Co.	Klein, Stecher, Walmer, real photo
A.Buch's Sons Co. - Wheelbarrows, etc.	Unknown	Kreider Shoe Mfg. Co.	G.N.Falkenstein, Comm.Colortype, RP
Clear View Diner	Mellinger, Myers Mfg., Nat'l. Press	Lancaster County Farm Diner	Boyer, Mills
L.D.Coble, Stonecutter	S.G.Bishop	D.H.Martin Clothing	Express Printing
Conewago Valley Motor Inn	Dexter	Bill Miller Ford, Mercury	Unknown
Dissinger & Garman Blacksmithing	I.A.Shiffer	P.C.Miller - Dairy Feeds	(adv. on postal card)
Disney's Chestnut Arms Apts.	National Press	Moose Theater	Gephart Books
Elizabethtown Electric Light, Heat & Power Co. (adv. postal card)		Muth Bros. Lumber	C.O.Lincoln & Co.
Elizabethtown Exchange Bank	Gephart Books, Comm.Colortype	Red Rose Motel	Mel. Horst
Elizabethtown National Bank	G.N.Falkenstein, Illustrated PC Co.	Red Rose Motor Court	National Press
Jacob Fisher Jewelry	Unknown	Jos.H. Rider & Son. Hdwe.	(adv. on postcard)
Friendly Gift Shop	Colourpicture	Ross Drug Store, Chas.Dierolf, Prop.	Unknown
Heisey Building	Unknown	Shearer's Furniture Store	(adv. on postcard)
Hertzler Bros. General Store	Unknown	J.E.Ulrich's Liquors	Comm.Colortype
I.M.Hoffman, Florist	real photo	W.A.Withers Shoe Co.	S.G.Bishop, Gephart Books
		Williams Chevrolet Co.	(adv. used a PC)


Certainly one of Elizabethtown's famous landmarks was the Lanc. County Farm Diner south of town. We know of four chromes (3 different verticals). Goodwill Store occupies the bldg. On their property just north, the Mummau family keeps their friends alert by moving their giant rooster about.



A Dorsheimer PC shows "Graybill Dairy Farm" from a different perspective. This earlier RP view is penned "College Hill Dairy, Owned by S. G. Graybill, Elizabethtown, Pa." The tallest barn and farmhouse remain at the SW corner of the college campus.



Something intrigues me about salesmen's appointment cards. I just like 'em! Most are on postal cards (as is this). Unfortunately it's unused. Fortunately the rubber-stamped return address reads "J.P.Turnbull, 72 Lincoln St., Boston, Mass." It would seem Krieder's had a salesman as far away as Boston! The black 1¢ McKinley stamp is the 1907 issue Scott #UX18. Blocked out lines read "Annville, Pa." and "Ladies', Misses', Children's". A large Kreider shoe factory also operated in nearby Annville, Lebanon Co,



IF HE GETS NO PUNCTURE

OUR MR. \_\_\_\_\_

WILL BE AT YOUR STORE

ON OR ABOUT \_\_\_\_\_

THE KREIDER SHOE MFG. CO.

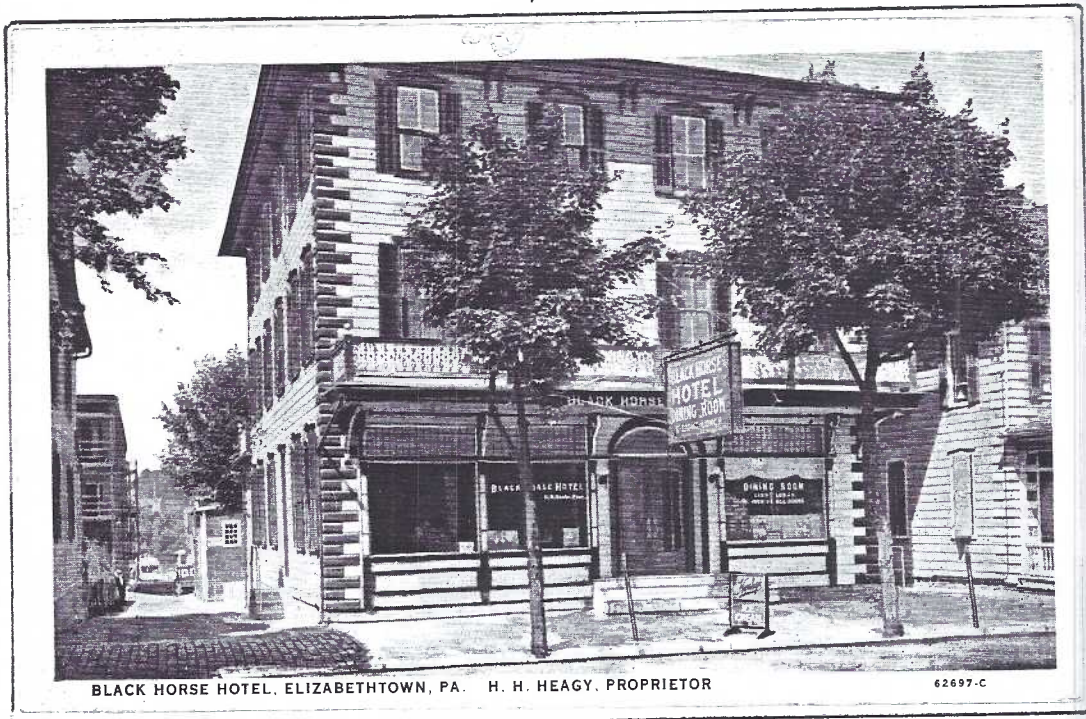
ELIZABETHTOWN, PA.

BOYS', YOUTHS', AND

LITTLE GENTS'

MCKAY SEWED AND

GOODYEAR WELTS



BLACK HORSE HOTEL, ELIZABETHTOWN, PA. H. H. HEAGY, PROPRIETOR

62697-C

A few Good Elizabethtown postcard views are gone like the Black Horse Hotel, now a church parking lot. The hotel's origin rivals that of the Black Bear. George Ruecksecker (Red-secker) raised a log tavern known as The Black Horse on or before 1757 on S. Market Street near today's Church of God. This is a Blue-Sky view by Curt Teich for proprietor H.H.Heagy.

FAMOUS COMPOSERS



**FELIX MENDELSSOHN-BARTHOLDY**

BORN 1809. DIED 1847.

WEDDING MARCH




**OMISSION TO FAMOUS COMPOSERS SET**

We show you the entire black and white set of six FAMOUS COMPOSERS (pg.1, May 1996) with an apology to Feliz Mendelssohn-Bartholdy. It was he who was omitted\* in the May listing and as with the Beethoven PC, neither the initials nor the name of the artist, J.J.Webster, appears on the Mendelssohn card.

The PCs are elegant and a bargain under \$5 each.  
\* even our Hopeland Proof Reader missed the error!

The reverse of each card reads Valentine's Series, Printed in Great Britain.

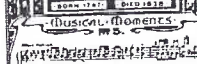
FAMOUS COMPOSERS



**FRANZ PETER SCHUBERT**

BORN 1797. DIED 1828.

Musical Moments



FAMOUS COMPOSERS



**Wolfgang Amadeus Mozart**

BORN 1756. DIED 1791.

THEMATIC SONATA



FAMOUS COMPOSERS



**Wilhelm Richard Wagner**

BORN 1813. DIED 1883.

MAGICAL TANNHAUS



FAMOUS COMPOSERS



**LODWIN VAN BEETHOVEN**

BORN 1770. DIED 1827.

SONATA



FAMOUS COMPOSERS



**GEORGE FREDERICK HANDEL**

BORN 1685. DIED 1759.

ARIA from THE MESSIAH





# OLD LANCASTER

## Paintings on Cards by Charles X. Carlson

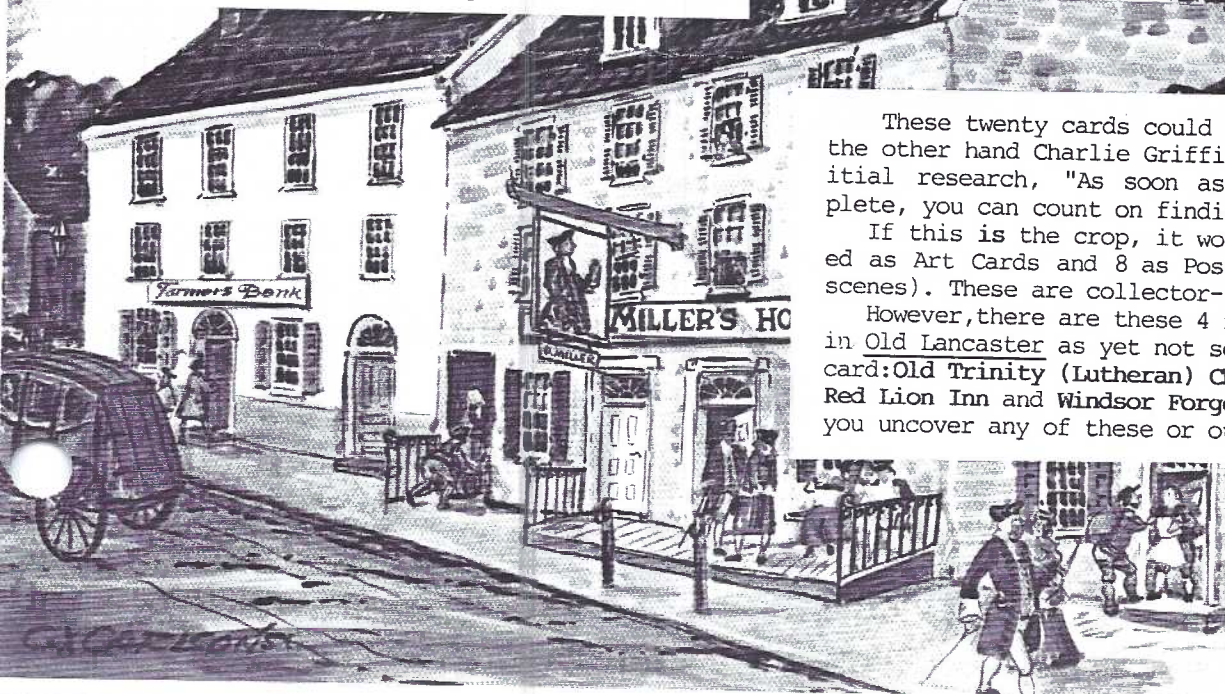
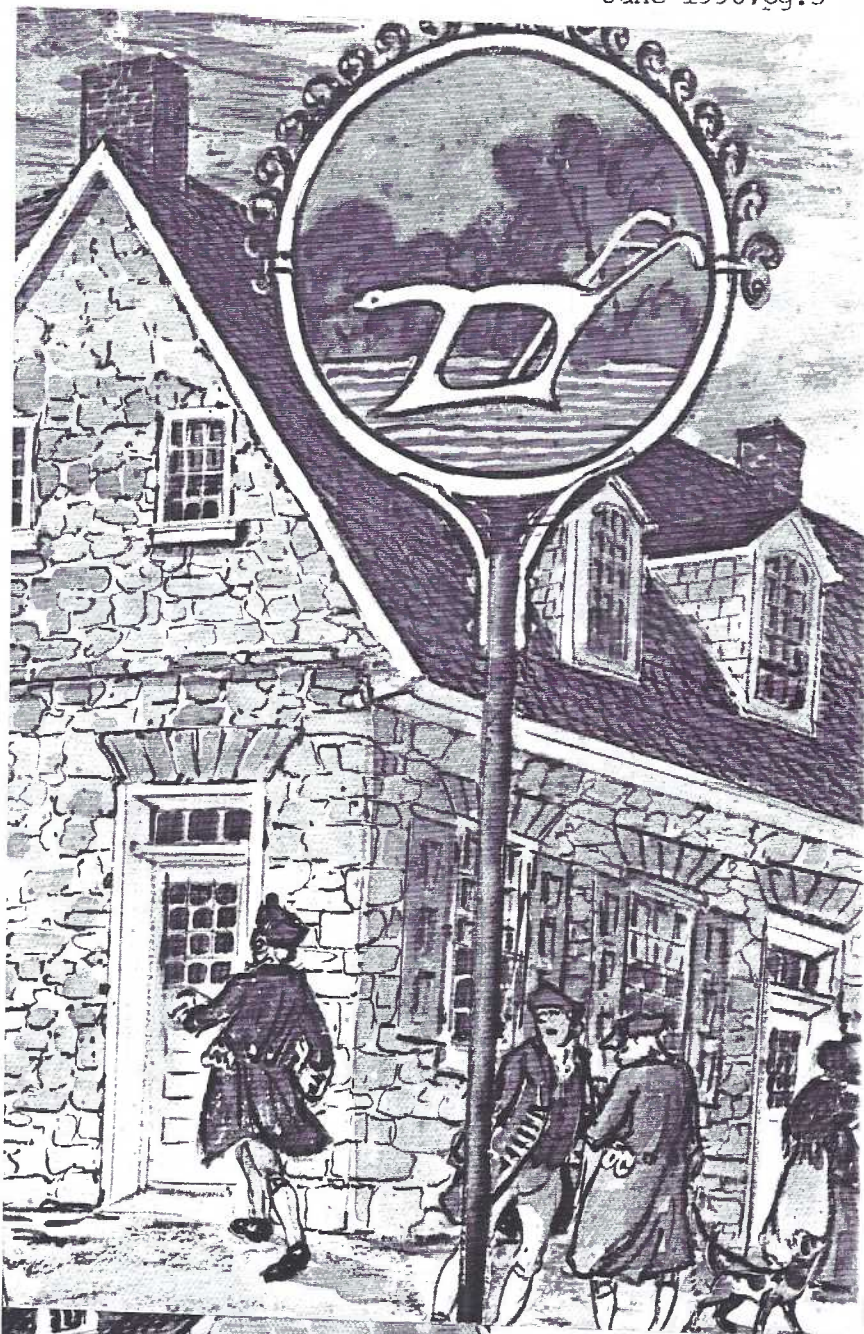
Lancaster has been blessed with its share of historians and artists. In 1964 such a pair of talented Lancastrians presented us with **OLD LANCASTER**, a fine 160-page volume. Its author is former F&M history professor Frederic Shriver Klein. Illustrations are by popular artist Charles X. Carlson. Fred's father, H.M.J. Klein, a well-known historian himself, provided the introduction. The elder Klein authored the 1926 4-volume History of Lancaster County.

**OLD LANCASTER** was not meant to be an in-depth history but rather a coffee table presentation for all ages. Nearly 180 illustrations of historical incidents and anecdotes make for leisurely reading.

We're concerned here with the 24 water colors Carlson made for **OLD LANCASTER**. Most of them he published as large postcards.

They are 4 3/4 x 6 3/4", have no stamp boxes and come in two styles = "POST CARD" and "ART CARD". Divided line on all reads: **C.X. CARSON - NOTTINGHAM, PA.** Our checklist provides information we've gleaned from several local collections. A = ART, P = POST.

Bakery Entrance, Ephrata Cloisters	A
Barn used in the Underground Railroad...	A
Barr's Ark, Quarryville	P
Court House on the Square	AP
Farmers Bank & Miller's Hotel	AP
First Market House in Lanc., c.1730	A
Franklin College, Lancaster	P
George Ross House in Lancaster, 1751	A
Hans Herr House, 1719	AP
Horse Fair, Cattle Market/Blue Ball, 1760	A
Linden Hall, Lititz	P
Making Wooden Pumps at Reamstown	P
Plow Tavern formerly on S. Queen Street	A
Robert Fulton's Birthplace	AP
Rockford, Gen. Hanl Home... 1793	A
The Great Indian Treaty of 1744	A
The White Swan Hotel in the Square, 1754	A
Wheatland, Home of Pres. James Buchanan	A
Wm. Pitt Tavern, formerly... on E. King St.	A
Witness Tree, Donegal Church	A



These twenty cards could be all that were made. On the other hand Charlie Griffiths would say about initial research, "As soon as you say a set is complete, you can count on finding more".

If this is the crop, it would appear 16 were printed as Art Cards and 8 as Post Cards (with duplicated scenes). These are collector-friendly numbers!

However, there are these 4 full-color illustrations in Old Lancaster as yet not seen on a postcard or art card: Old Trinity (Lutheran) Church, The Cat Tavern, The Red Lion Inn and Windsor Forge. Please let us know if you uncover any of these or other Carlson cards.



# CONGRATULATIONS GRADUATES!

Perhaps not rare, but difficult to find are these Series #5034 GRADUATION and COMMENCEMENT postcards by Gottschalk, Dreyfuss and Davis of New York and London.

Colored in soft pastels, the clothing style of the ladies and the absorbent texture of the cards date them as post World War II issues.

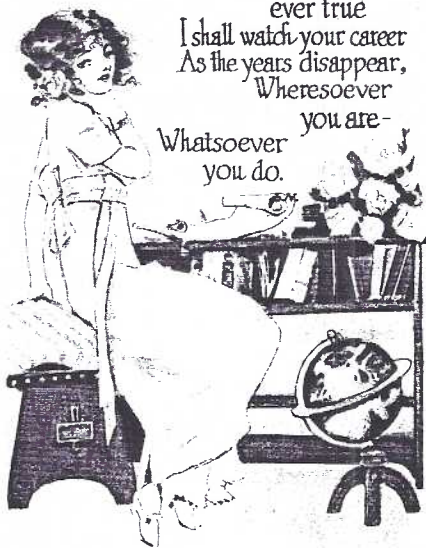


Graduation Wishes

The qualities necessary at school to achieve success and turn talent to account, will, I hope, be yours throughout a long and very happy life- Principle, Patience and Perseverance. Best wishes for your future felicity.

Graduation Day.

I am with you in spirit sincerely to-day, And with eyes ever friendly and heart ever true I shall watch your career As the years disappear, Wheresoever you are- Whatsoever you do.



Graduation Greetings.

This day stands for the beginning of a different life for You. Whatever your ambitions may be, whatever success you strive to attain, whatever and how ever many your hopes for the future, believe, that for all that is right and best- you have my heartiest Good wishes.

J.N.



Commencement Day.

As you quit the portals of school, how broad and beautiful the fields of life stretch out before you. It is my earnest desire that you may find each one of these more pleasing on closer inspection.



Commencement Congratulations.

So Schooldays are over for You. But the great school of life is ever open to all. It has rich prizes to offer the brave worker, and I trust, many of them you will make your own.

C.K.

Who has #6?

Reverse lower left corner looks like this.

Series No. 5034



TRADE MARK

(JFW would like to finish this "set"? \$3? \$5? \$10?



## CONTEST #2 Sponsored by THE CARD

Last month we asked our readers to submit their entries for **THE MOST INTERESTING SMALL POSTCARD**, it had to have a legitimate PC logo; it could be used or unused; it had to be smaller than 3½" x 5½". Here and on pg.8 are the entries (where a reader submitted more than one, the staff chose the most unusual.

**Norm Zimmerman's** war ships has an Italian back, no publisher, w/fine detail in sepia. The ships have tarps protecting the sailors from a hot sun - in the Mediterranean? Between WWI and WWII?

**Jim Ward's** New Garden Pier has an unidentified rev. It's postmarked Atlantic City, NJ, June 19, 1915.

**Leslie Kay Radice**, an exchange editor from Texas sent 4 tiny repros of standard PCs, shown are Kewpies; reverses look like Curt Teich.

**Bob Kramer** sent the miniaturized Cracker Jack as well as 2 views (incl. a V.O. Hammon) the size of the Garden Pier above.

**Jerry Kotek** submitted 2 bookmark-sized PCs, the W. Barrett by Tuck (pg.8) and an Italian view (probably the most common of the bookmark PCs), both used.

**Jose Rodriguez's** entry was a miniature album of views of Menton, a village on the outskirts of Monaco and next to the Italian border. It consists of 12 full-color views (example and reverse shown on pg.8).

Continued on page 8 including the winner of Contest #2 of THE MOST INTERESTING SMALL POSTCARD.



## LANCASTER COUNTY POSTCARD EXPO 1996

## EXHIBIT RULES, CATEGORIES and AWARDS

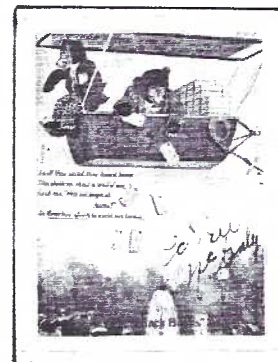
1. All LCPC members may enter one (1) board per category.
2. Postcards must be mounted on poster board 22" x 28", vertically oriented.
3. Exhibitor's name and category must be placed on the back of each board.  
Your name on front will disqualify the board.
4. Categories: **Transportation**  
**Holidays**  
**History**  
**Humor**
5. Awards: 1st Place, 2nd Place, 3rd Place in each category.  
Best of Show  
Popular/People's Choice (Voted on by show visitors)
6. Judging based on: **Postcard Information** 1/3  
**Presentation and Originality** 1/3  
**Condition, Completeness and Rarity** 1/3
7. All boards must be delivered to The Farm & Home Center between 7:00 and 8:00 A.M. on August 17, 1996 and removed at 6 P.M.
8. Deadline for submission of entry form is **July 31, 1996**  
This is the only entry form you will receive. You may submit a copy if you wish to keep **THE CARD** intact.  
Mail to: **Ruth Moyer** 135 Whitehall Road, Reinholds, PA, 17569 or bring to LCPC meeting in June or July.

I will enter a board in the following category(ies):

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_



## EXPO EXHIBIT COMMITTEE

**Ruth Moyer** this year chairs the Expo Exhibit Committee and is assisted by **Harold Moyer**, **Jim Rudisill** and **Jim Ward**. The committee chose these categories for the 1996 Expo: **Transportation, Holidays, History and Humor**

As always, there will be awards made for 1st, 2nd and 3rd place in each category as well as a Best of Show and People's Choice. The **POSTCARD AWARDS** are unique with our club and highly prized by the recipients.

Members are advised to submit their entry form (right) as soon as possible. Ruth need not know your title immediately but knowing the category is important so space can be arranged as soon as possible.



# 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.

ROSE COMPANY,THE PHILADELPHIA,PA

Post Card  

 POST CARD 

ROTH, FLORIN,PA

POST CARD

A A Z Z A  
A PLACE A  
B STAMP B  
C HERE C  
A A Z Z A

ROTOGRAPH CO.,THE NEW YORK,NY

POST CARD

Post CARD

POST CARD.

POST CARD

ROYAL PUBLISHING CO., PHILADELPHIA,PA.



Post Card

ST.GEORGE CO.,E.D. ART LITHOGRAPHERS NY,NY



Post Card.

SCHULZE LITHO. AND POST CARD CO.,THE NY,NY

Post Card

SOUVENIR POST CARD CO., NEW YORK,NY

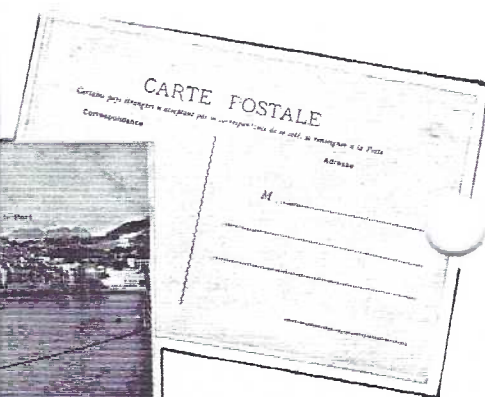
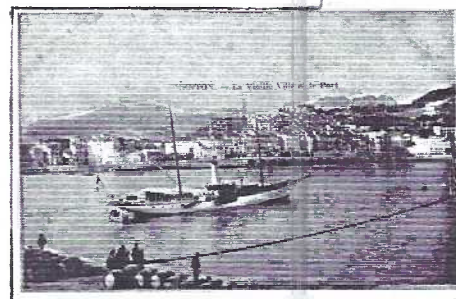
Post Card

Post Card



POST CARD

Charlie Griffiths #4 always associated the scroll at  
the end of this dividing line with Souvenir PC Co.



WILSON BARRETT.  
Photo. Bassano.

As most members know  
when they find an under-  
sized (smaller than stan-  
dard 3½"x5½")postcard, it  
will seldom be cancelled.  
If it is,most likely it's  
an Italian bookmark type,  
(a delightful group to  
collect).

Even though reproduc-  
tions were not excluded  
in our contest, **THE CARD**  
staff leaned more heavily  
on INTERESTING as the cri-  
teria rather than size.

We've never seen nor  
heard of a complete al-  
bum of miniatures and so  
award the grand prize of  
a US \$2 note to Jose. Con-  
gratulations to all and  
your THANK YOU award of a  
set of 6 Barrose Terrace  
PCs of Lancaster,PA. will  
be returned to you with  
your entry postcards.JFW.

Actual postcard sizes are  
a bit smaller than my ink-  
ed outlines (always used  
to emphasize card edges).

## D.B.LANDIS EXHIBIT

You're invited to a free exhibition of David  
Bachman Landis PCs in the lobby of the Lancas-  
ter County Historical Society through the month of  
June.This is a 4-board display of 55 cards assem-  
bled by Gerald Hostetter and Jim Ward for 1996 NPW.

LCHS is at 230 N.President Ave. It's open Tues.  
thru Sat.,9:30-4:30,Thurs.to 9 pm;closed Sun.,Mon.  
The Society has put its postcard collection on com-  
puter and is now accepting different local views.

## 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