

# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

MEETINGS: 3rd MONDAY

FAITH UNITED  
CHURCH OF CHRIST  
1204 WABANK STREET  
LANCASTER, PA

Nov. 1996 - Vol. 7, No. 11

NEXT MEETING - Mon., 7 pm

November 18, 1996

Buy/Sell/Trade 5:30 pm



Yearly membership is \$8 (\$2 extra for ea. member same address) payable to LCPC c/o Dorothy Fry, 1070 Kleinfeltersville Rd., Stevens, PA. 17578. Ads: \$15 full page, \$8 1/2 page, \$5 1/4 page, PREPAID WITH AD COPY. Classified ads FREE. Send ads, articles and correspondence to: Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA., 17578.

## NEW MEMBERS

#433 CONNIE BRACKIN 110 Fairmount Home Drive., Ephrata, PA 17522, Ph. 354-0646. Collects Chester County, PA, esp. Parkesburg and Oxford; also Hockessin, Delaware.

#434 HAROLD BRACKIN Shares same interests, same phone and same address as wife, Connie. WELCOME!

#435 JOHN D. HARTMAN 255 Providence Pl., Mountville, PA 17554, Ph. 285-7242. John collects Columbia, PA.

#436 JIM GRIFFITHS 1421 N. Mountain Rd., Lingelstown, PA., 17112, Ph. 545-3647. Jim's wife Sharon is #412. He collects Mt. Carmel, PA. and barber shops. WELCOME!

### SYMPATHY

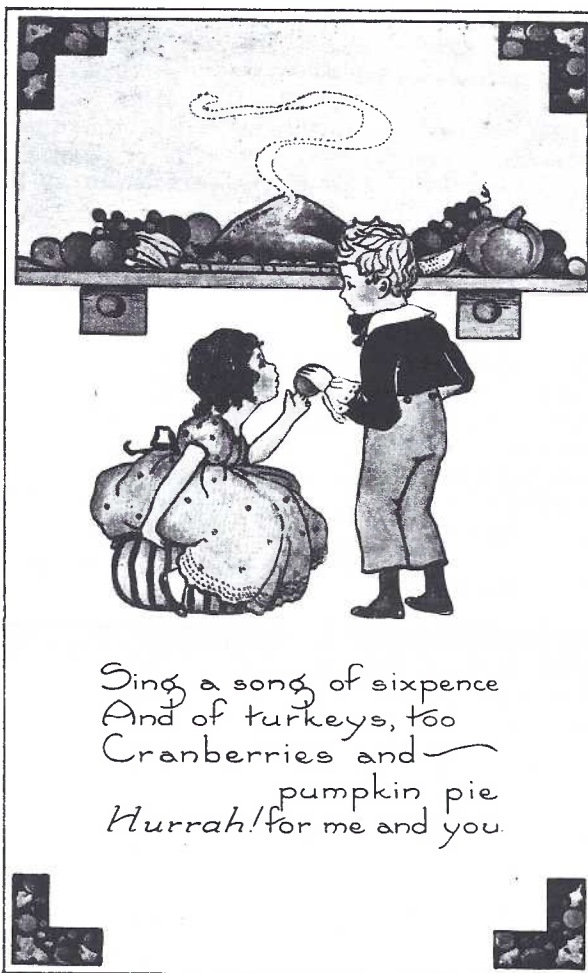
It was with deep regret we heard of the untimely death of Peter Maronn #246. Peter lived in Bristol, CT and was a faithful dealer at our Expos. He suffered a fatal heart attack at the September Brimfield Show.

LCPC's actual membership is now 279.

## PROGRAM

Bud Heim has lived his entire life on or near the Susquehanna River. His November presentation will concentrate on the site of the McCall's Ferry which, during the Golden Age of Postcards became known as Holtwood Dam. You're guaranteed many great PC views.

For an extended time families made weekend excursions to check progress on the mammoth task. Miss Elizabeth Landis, R.R. #7, Lancaster, was sent this real



Sing a song of sixpence  
And of turkeys, too  
Cranberries and  
pumpkin pie  
Hurrah! for me and you.

Two youngsters on a Whitney Thanksgiving postcard begin our essay of **Table Turkeys**. Colorful art deco corners complete this 1920's scene. More TT pgs. 6, 8.

photo PC on October 6, 1906. The message surrounding an oval portrait of four Mennonite couples reads:

"My dear Elizabeth - Here we are on the lumber pile at McCall's Ferry, July 28 for a little rest. Hope to see you this P.M.. Lovingly, Etta."



## EXHIBIT WINNERS



72 members and guests helped fill the harvest hall in October and vote for these single ORCHARD or FRUIT cards:

NORMAN ZIMMERMAN FIRST Peaches  
DORATHY FRY SECOND Apple Picking  
HAROLD MOYER THIRD Cultivating the Orchard

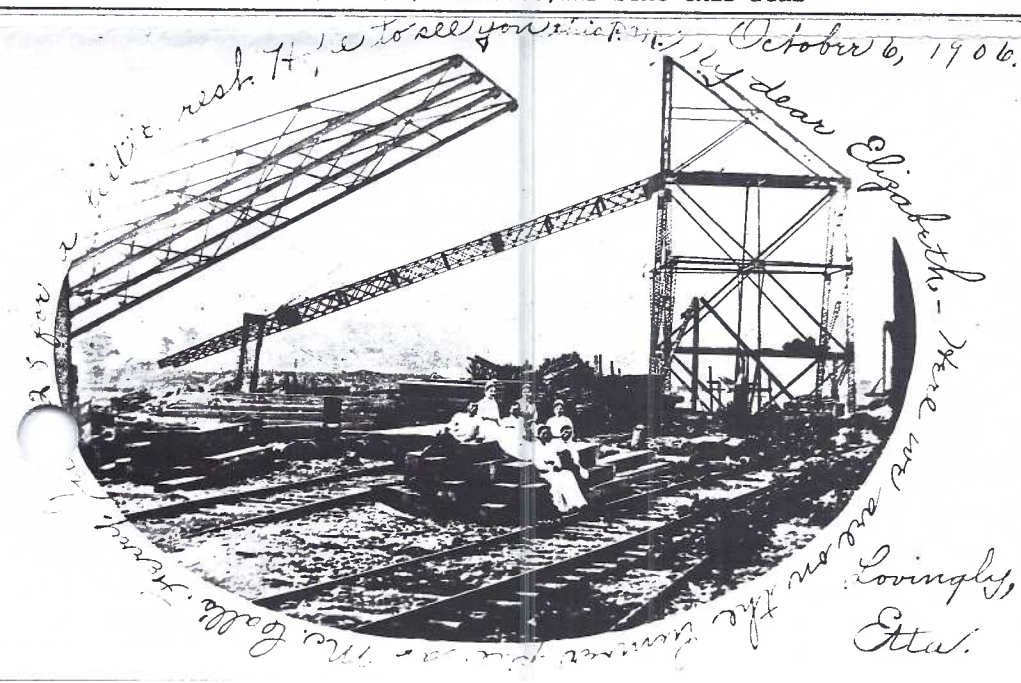
### HONORABLE MENTIONS

EARL CARVER Northeast Pa. Grapes  
BRIAN FRANKHOUSER Did it Occur to You?  
SUSAN GLASS Fruit Wine  
JIM WARD Baldwin Apple Fantasy  
November's theme (a single card): FANTASY  
and for December we'll return to full 22x34 boards. The theme be: THE HOLIDAYS.

## DUES



As you know, LCPC's year runs from Jan. to Dec. and beginning NOW your dues for the year 1997 will be graciously received by our new Membership Chairlady Dorothy Fry. If you became a new member through our Expo Membership Drive your card will read 96/97 and your dues are paid to Dec. 1997, otherwise remittance of \$8 per member plus \$2 for each member, same address is requested. Dot's address appears in masthead above.





## HIGHLIGHTS of LIEBERHER ESTATE POSTCARD AUCTION

### 180 MOUNT JOY-FLORIN VIEWS GROSS \$3120

The recent estate auction of postcards belonging to Charter Member **Bob Lieberher** proved to be an exciting day for many LCPC members. More than a dozen members showed up during the three hour preview Fri. night or the extended two hours on Sat.morning. Quite a few proved to be successful bidders as well.

Bob's family chose members **Bernie Heisey** and **Jim Ward** to catalogue the sale. Not just the post-cards but the house and its contents were all slated for auction within 60 days of his death. With this

limited time **Bernie** and **Jim** had few options and chose to split Bob's stock into hundreds of album and box lots along with individual and four-to-a-page local card lots.

The family was very satisfied with the \$22,000+ gross sale and many collectors went away just as happy including several out-of-state dealers. A descriptive list helped Auctioneers **Abe Shaffner** and **Bob Wolgemuth** glide through 602 lots in just 4½ hours!

#### Prices Realized for Selected Lots

5 Eclipse Coaster Brake ads	\$45
5 Real Photos/ pairs of black women	50
23 Hallowe'en	190
100 Asia,Pacific Rim	210
155 Elizabeth II	160
500 NYC including Long Island	250
250 Panama,Cuba,West Indies	150
500 Real Photo people	70
200 Real Photo views	220
Hartmann Transparencies	\$15 and 17
3 Children incl. 2 Gutmann	85
12 German,mostly World War II	40
4 Nudes	25
Album of 246 mostly foreign views	160
Album of 65 outhouses	55
Album of 300 greetings,views	110
Album of 275 mostly holidays	65



A happy bidder won this real photo identifying the children as Samuel and John Miller. The period clothes are excellent but the icing on the cake is the terrier sitting on the boys' toy wagon AND their teddy bear on a leash as well!



Paperhanger Albert Kover's business card was discovered in a lot of local trade cards in the auction.

#### Prices for some Local Postcards

Old Mount Joy PRR Station	\$120
First Nat'l.Bank of Mount Joy	50
C.W.Herr Ford Garage + photo	55
Horse-drawn Musser Bakery wagon	90
Horse-drawn MJ Dairy wagon,Easton	260
Horse-drawn " " " A.Stauffer	60
Easton Confectionery,Shaving Parlor	80
1912 Strawbridge & Clothier truck	160
24 Colebrook views + covers	230
2 Lehr Family Orchestra of York	30
4 Cedar Hill School,Mount Joy	60
Teddy Roosevelt in Lancaster	30
4 Mount Joy trade cards	20



Another prize:this RP of Albert Kover(Bob's uncle). Dated May 25,1912,he was working in Minnie Loraw's home(another relative)at 127 N.Market Ave., Florin.The PC was used in AK's ad in the 1912 MJ Centennial Souvenir Book:



### 50th ANNIVERSARY

We honor the Metropolitan Post Card Club of New York City with these (reduced size) cards issued by it over the years.

Left, a meeting reminder printed on the back of Lake George's Silver Bay Hotel card. The member/guest invitation (top rt.) is printed on the back of a PC made for the National Convention at Cincinnati, OH., July 23-25, 1954.

The full-color chrome, (lower rt.), was designed by Don Preziosi for the club's 40th Anniversary in 1986, limited to 2,000.



HEgeman 3-0029

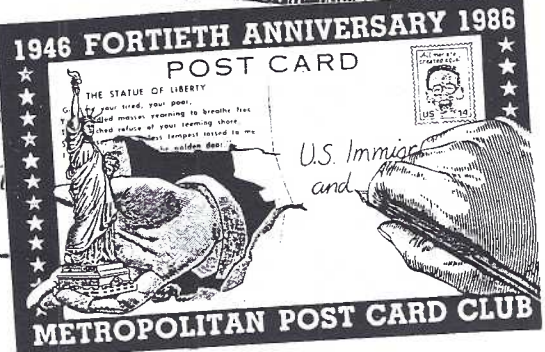
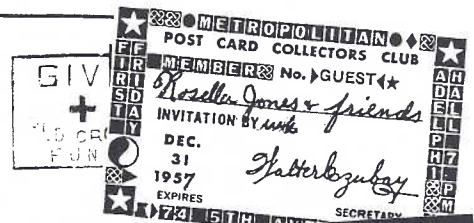
DEAR MEMBER

The next regular meeting will be held on

April 2nd, 1988.....  
FRIDAY EVENING 8.00 P.M. AT  
1744 SUMMERFIELD ST  
BROOKLYN 27 N Y

EDITH TOWEY SEC.

Keep up your record, Metro, and thanks for the foundation from which our club's easels were built!



### 20th ANNIVERSARY in MINNESOTA

Twin City Postcard Club proudly celebrated its 20th anniversary with a full-color cover on the October issue\* of its newsletter. Adina Overbee is the present editor. A reprinted 1978 story reveals that Ove Braskerud (LCPC Member #200) was Twin City's editor for many years, in fact he is Member #2 in Twin City, a "founding father", and one of less than ten who have remained members for the entire 20

years.

Although he now lives in Cheshire, CT. where he manages The Cartophilians (owned by LCPC Charter Members Jose and Aida Rodriguez) Ove still gets back to Minnesota several times a year to see friends.

Congratulations to both clubs for reaching these historical milestones in postcard collecting.  
\*available from LCPC editor's file.

### BEGINNER'S BLACKBOARD - "AS IS"

Honest postcard dealers price cards on the reverse and if there is minor damage, add the words "AS IS". Experienced collectors examine these cards more carefully.

In fact, AS IS means caveat emptor (BUYER BEWARE). It is a dealer's reminder/warning.

Even a seasoned collector can get caught up in the excitement of a purchase, especially at a busy stand or show. He sees and accepts a minor corner 'bump' but doesn't see an edge tear - until reaching home.

Some dealers will accept such a returned PC as credit from a known customer, but they are not obliged to. They have done their job - the collector hasn't done his!

WASH THIS SLATE WITH A WET RAG

Starts the Supplement to Heart's Boston American

### FUTURE SHOWS

Nov. 15-17 NYC 50th Annual PC Bourse of the Metropolitan PC Club. New Yorker Hotel. Adm \$5.

Nov. 22-23 YORK, PA York International Postcard Fair, Fairgrounds, 9-7 and 9-5. Adm. \$3, 2 days \$5.

Nov. 29-30 LANCASTER, PA Morlatton Postcard Club, Fall Show, Farm & Home Center; 10-6, 10-5. Adm. \$1.25 (see ad).

### AUCTION ACTION



A bit rainy, but we still had 72 members attend incl. six dealers who set up and sold before the auction. The 96 lots (fewer than usual) still averaged nearly \$4 each.

A big THANKS to Darwin for auctioneering and to helpers Ruth and Harold Moyer, Bob Kramer, Walter Mowrer and of course our tireless Chrm. Norman Zimmerman for a fine job.

We were cleared out by 8:35 pm.

Gross receipts: \$379.00. LCPC received of this amount its 10% = \$37.90.

Lot # followed by price realized:

#1 \$1	26 4	49 1	72 10
2 1	27/28 4	50 7	73 2
3 4	29 1	51 17.50	74 5
4 2	30 1	52 1	75 4
5/6 2	31 2	53 1	76 1
7 1	32 5	54 8	77 2
8 2	33 1	55 16	78 20
9/10 1	34 2	56 1	79 9
11 1	35 1	57 2	80 1
12 4	36 1	58 1	81 5
13/14 3	37 2	59 3	82 2
15 1	38 1	60/61 1	83 5
16 2	39 10	62 1	84 5
17 2	40 4	63 5	85 4
18 2	41 5	64 4	86 9
19 2	42 47.50	65 1	87 1
20 7	43 5	66 3	88 7
21 1	44 1	67 2	89 2
22 1	45 1	68 1	90/92 2
23 11	46 10	69 1	93 3
24 1	47 3	70 20	94 1
25 2	48 1	71 11	95 4
			96 1

VOTE! and vote your conscience.  
Ignore the boobs on the tube.



# MINIATURE REAL PHOTO STAMPS OF LANCASTER

## Continuing the Story of Local Postcard Stamps

Another miniature sheet (5½"x3½") of 16 photo stamps shows scenes of Lancaster all of which are found on postcards. They are mostly white border Curt Teich views ordered originally by I.Steinfeldt, Lancaster's most prolific PC publisher. The captions are re-printed in larger type, presumably for easier reading in the reduced size (see illustration).

Perforations are on all four sides of each "stamp" and would suggest the sixteen views were a repetitive pattern printed on a much

larger sheet and torn into groups of 16 each. A pink window envelope 6½"x 3 3/4" was with the miniature sheet. Its cover reads 16 REAL PHOTO STAMPS gummed and perforated of LANCASTER, PA. Morrison Brothers News Agency\*, Lancaster, Pa... TEN CENTS. Two sample stamps are glued in the upper corners of the envelope.

\*Morrison News Agency was at several locations in center city during the 1930's.

**HAS ANYONE A SIMILAR SET OF LANCASTER POSTCARDS IN MINIATURE STAMP FORM?**



### FIRST ROW

Thaddeus Stevens Industrial School  
J.P.McCaskey High School  
General Hospital  
Amish Men

### SECOND ROW

Bird's Eye view of Lancaster  
Penn Square  
Mennonite and Amish People  
Armstrong Linoleum Plant

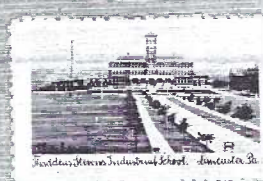
### THIRD ROW

Post Office  
Academy Bldg., Franklin & Marshall  
Science Bldg., Franklin & Marshall  
Greist Building

### FOURTH ROW

St. Joseph's Hospital  
Hotel Brunswick  
West End Avenue  
Wheatland, Home of Jas. Buchanan

Morrison Bros. published the General Hospital PC (printed by Tichnor) shortly after the Nurses Home was moved to the corner site in 1928. The other 15 PCs were published by I.Steinfeldt and printed by Curt Teich whose records show orders as early as 1923 (St. Joseph Hospital) and up to Nov. 3, 1937, soon after the McCaskey H.S. was completed. McCaskey and Brunswick cards are both linens.



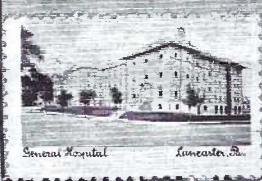
## 16 REAL PHOTO STAMPS

gummed and perforated

# OF

# LANCASTER, PA.

MORRISON BROTHERS NEWS AGENCY, LANCASTER, PA.



## -- TEN CENTS --



## POSTCARD STAMPS

## Follow-up From Readers

Charlie Groff, member #61, Bernie Heisey member #7 and non-member friend, O.K. Snyder of Mount Joy, have found additional MJ stamps, adding to that offered by Gerald Hostetter last month. By examining perfs and straight edges we have assembled a possible miniature sheet of M.J. stamps used on Ess and Ess postcards. Also, all of these Mount Joy views are on postcards. As you can see we are still missing one.

Dolores Rowe, member #209, also submitted an Ess and Ess PC with a stamp showing a view of Prospect Ave. in West Grove, PA. Now - WHO TOOK THE PHOTOS?

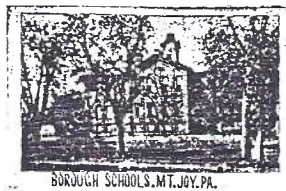
Additional verses follow:

"I send the best wishes

For the happiness and health  
Of one who makes earth richer  
With the truest kind of wealth.

"Oh, if I had a way of wishing,  
I'd wish that you, dear old friend of mine  
Would send me a postal or a line  
Saying you would visit this town of mine.  
"The fairest gift that life can bring  
The gift that makes the glad heart sing  
Is that of friendship strong and true  
That gift this card conveys to you."

Thank you, members and friends, for your contributions and we welcome more.



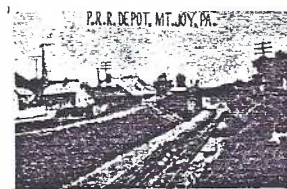
BOROUGH SCHOOLS, MT. JOY, PA.



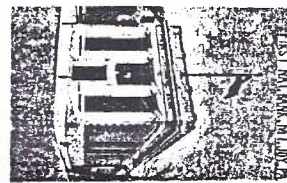
BRIDGE ON MANHEIM ROAD, MT. JOY, PA.



E. MAIN ST., MT. JOY, PA.



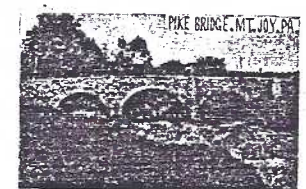
P.R.R. DEPOT, MT. JOY, PA.



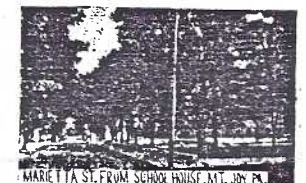
FIRST NAT'L BANK, MT. JOY, PA.



UNION NAT'L MT. JOY BANK, MT. JOY, PA.



PIKE BRIDGE, MT. JOY, PA.



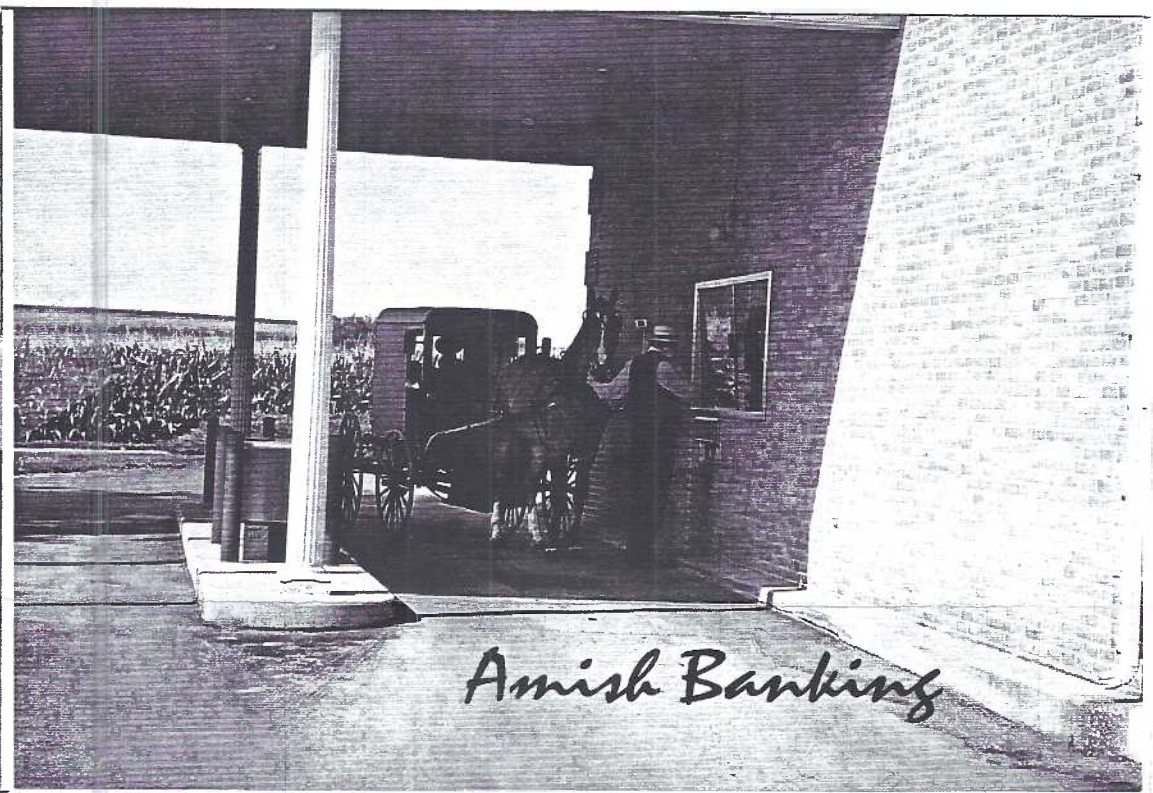
MARIETTA ST. FROM SCHOOL HOUSE, MT. JOY, PA.

Mount Joy scenes on miniature stamps: Borough Schools, Bridge on Manheim Road, E. Main St., P.R.R. Depot, First Nat'l Bank, Union Nat'l Mt. Joy Bank, Pike Bridge and Marietta St. from School House.

50 YEARS AGO the Exchange Nat'l. Bank of Chicago started a trend. It was the first financial institution to offer drive-thru banking.

Scen-Ics Postcards of Mechanicsburg, PA. offers outstanding color and b/w PCs with local flavor including this full-color photo by Steve Miller #9304/CP11107, entitled "Amish gentleman takes advantage of ride thru banking".

A postcard prize to the first member who can identify the bank location. JFW.



## UNUSUAL STOCKING STUFFERS

- Set of 12 Lisa Madenspacher Lancaster Scenes...\$1.50
- Set of 7 Moose Home, incl. 6 interiors.....\$1
- Set of 6 Barrore Terrace.....\$3
- Set of 3 Rocky Springs (wildcat, pool, skate rink)..\$12
- Three different Lancaster Fire House cards.....\$25

## POSTCARD SUPPLIES

- Polypro Sleeves (NO PolyVynlChloride) 100/\$1.75, 300/\$5
- White Plastic Dividers now only 25¢.....10/\$2
- Rigid Holders for Valuable Cards only 45¢.....5/\$2
- UltraPro pages (NO PVC) still only 20 for \$3,100/\$15
- (You may mix sizes - 1, 2, 3, 4 and 9 pockets)
- Set of 50 Amish cards, full color, bb card size.....\$4

## HISTORY BOOKS

- Lanc. County Postcard Club. The First Five Years....\$5
- Beautiful Marietta (reprint) over 70 old photos.....\$2
- Millersville Bicentennial, 1961, gd. history, photos..\$12
- Rothsville Bicentennial, 1990, v. gd. history, photos..\$15
- 100 Yrs./Camera Scenes (East Lanc. Co.) ex. photos..\$15
- N. Lebanon Two Bicentennial, 1976, history, photos....\$9

## POSTCARD BOOKS

- Picture PC History of Baseball (Manchine) excellent \$17
- Artist Series: T. Browne and L. Thackery, both for \$6.50
- Larger Than Life (Exaggerations) hardcover.....\$15
- History of Postcards (Willoughby) full color, hc....\$18
- Royal Postcards (Smith) Reg. \$15, v. slightly used....\$8

## TRADE CARD and PAPER EPHEMERA BOOKS

- Arctic Obsession/Race for the North Pole.....\$6
- Victorian Trade Cards (Cheadle) 1996.....\$20
- An American Enterprise (Wobley) 1995, Reg. \$25.....\$20
- The Snake-Oil Syndrome, Patent Medicine Adv. hc....\$40
- Rewards of Merit (Fenn, Malppa) ..hardcover.....\$60
- A Valentine Source-Book (Ephemeral Society).....\$17
- Cameo Cards/Bella C. Landauer (Ephem. Society).....\$17
- Finance Fortune Fun for Everybody (Ephem. Society) ..\$17
- Also, several good PC references, slightly used but at very good prices. Limited quantity. Write or phone- Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA, 17578
- Phone 1-717-721-9273.

PAID ADV.





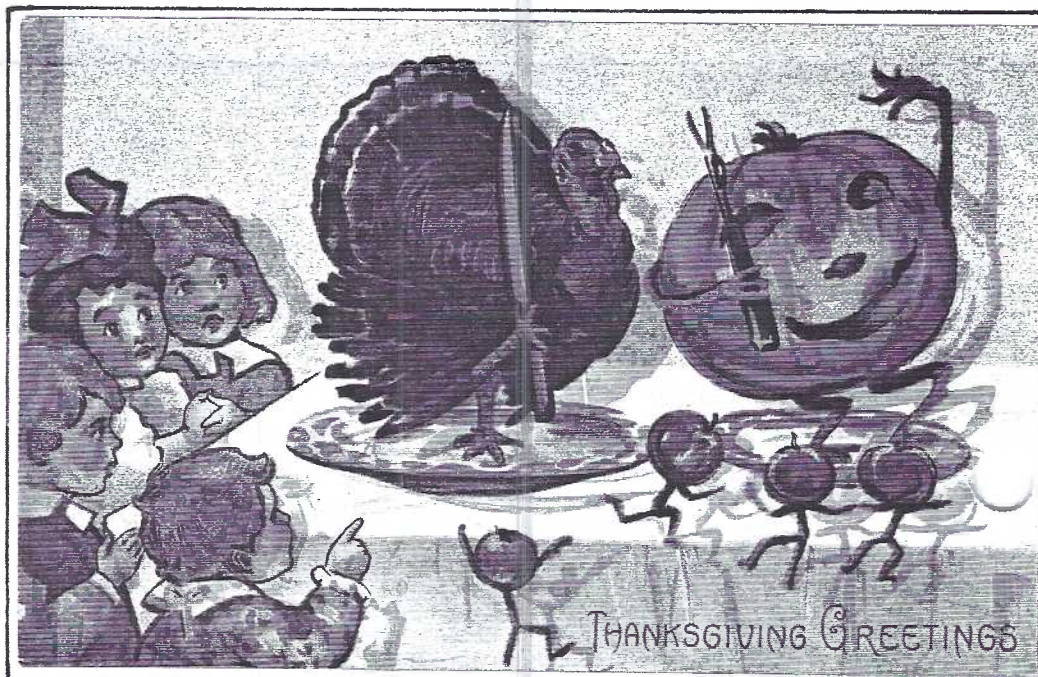
## TABLE TURKEYS

Many collectors rank John O.Winsch of Stapleton, NY first among American publishers of postcards. The reasons being - he employed first-class artists like Samuel Schmucker and he used top quality stock for his cards. Thanksgiving PCs by Winsch are dated from 1910 to 1914 and issued in sets of four or six. The reverent Puritans (rt.) are typical Winsch subjects.

H.B.Griggs was somewhat irreverent in his/her(?) style, often employing a Cupid to coax couples in out-of-Valentine-season situations as we see at the Thanksgiving dinner table below. Their table turkey will be cold before they remember it's even there!



Totally irreverent is this fantasy #1950.4 (unknown publisher). A very much alive table turkey entertains children by dancing with a live pumpkin on their plates while four animated apples climb aboard to join the prank.



### 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





## LIBRARY



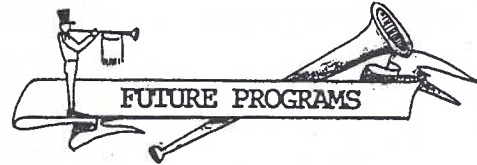
"The most comprehensive listing of baseball stadium postcards ever produced" is the description for a book LCPC still lacks in its Library. It is NOT a price list but it DOES list over 6200 postcards of ballparks from Anaheim Stadium to Zephyr Park (Mile High Stadium) and from Exposition Park (1891) to Coors Park (1995) include park histories.

Check with our Librarian **Laura Spece** for the in-depth descriptive press release of Baseball Stadium Postcards. If you feel we ought to have it (\$28.45) let her know.

A book LCPC DOES own is one by member **Jim Morrison** A Vintage View of Christmas Past, A Christmas Photo Album.

Some of you know Jim co-hosts the Golden Glow society of Christmas collectors when its annual convention meets in our area. Christmas has to be his first love (with postcards a close second) and in Vintage View you'll find a tasteful selection of real photo postcards and album photographs assembled with love and expertise.

Table trees, Santa Claus, handmade ornaments, toys, trains and the Christmas putz are all there. Over 360 vivid images - a thoughtful gift for your home or a friend. Enjoy LCPC's copy then order your own from Jim at Box 38, Georgetown, MD, 21930 and pick up your copy at his stand at Renninger's or at our meeting. \$29.95.



Vice President **Ruth Frankhouser** informs us of the following programs through early 1997:

November - McCALL'S FERRY/HOLLYWOOD DAM by **Bud Heim**. Bud's slides are always well received since they deal with the local history of his neighborhood.

December - CHRISTMAS PARTY (covered dish) with slide entertainment by **Jim Ward**.

January - SHOW AND TELL by the membership with topic to be decided anon.

February - THE LINCOLN HIGHWAY. We're so familiar with it and we take it for granted. But when **Bernie Heisey** shows us just a small part of his extensive collection we'll be amazed at how much has disappeared before our very eyes.

March - MEMBER AUCTION.

April - Why not YOU? We have both an opaque projector and a slide projector or your own format.

### PARTLY PERSONAL

Although I've always had my "working copies" of **THE CARD**, I had never assembled a second set for the Club. Fortunately **Bob Lieberher** had his set complete and I purchased it at his estate auction so LCPC's Library now contains each issue beginning with the December 1989 announcement. When you borrow it, please handle the pages carefully - as you should any of our books. (Seven years housed in a 3" binder.) JFW

## MORLATTON POST CARD CLUB INC.

### *Presents Its 21st Show*



Farm and Home Center  
1383 Arcadia Road  
Lancaster, PA 17603  
(off Manheim Pike Rte. 72)

**Friday, November 29, 1996 10 A.M. to 6 P.M.**  
**Saturday, November 30, 1996 10 A.M. to 5 P.M.**

For more information call  
**M. W. Hall, (803) 871-9891**  
**Kay Feight, (717) 263-1638**  
**Anne Darrah, (610) 385-3408**

**Admission \$1.50**  
**(25¢ off with ad)**



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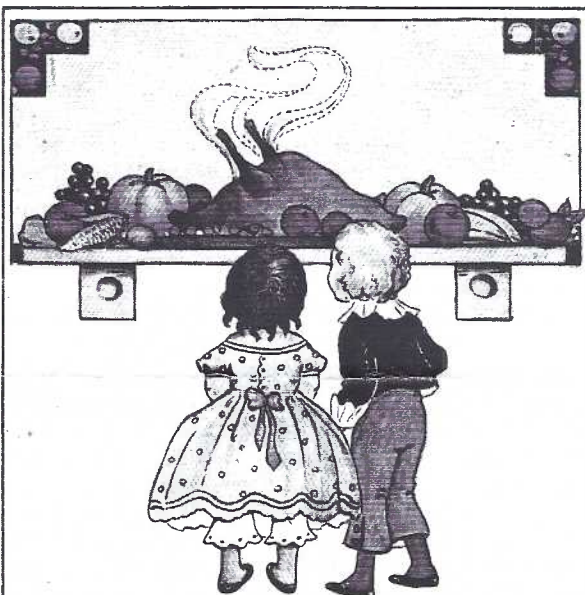


# TABLE TURKEYS

Ellen Clapsaddle's table turkey awaits hungry guests along with mince pie, cider and other Thanksgiving treats before a vase of November mums. An International Art PC.



HEARTY THANKSGIVING GREETINGS.



Thankful? I just guess I am  
See those jellies, pies and jam?  
Turkey and plum pudding too,  
Thankful! well say—  
wouldn't you?



I like turkey, I like pie  
I like everything, Oh my!  
When I think it's most  
Thanksgiving  
Bet your life—I'm glad  
I'm living



The Kind We Raise on Our Farm  
Come Over to Dinner Soon.

Two more cards from the Whitney art deco set (pg.1) along with additional pairs of youngsters. Many Whitney PCs have white backgrounds making them popular with only a small group of collectors - all the cheaper for those of us who like them!

Valentine Souvenir printed this exaggerated table turkey in 1916 for Farm News of Springfield, OH.