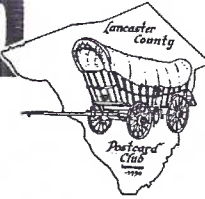


# The Card

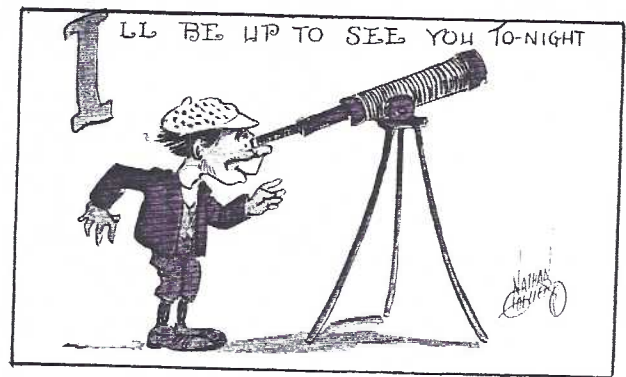
MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA



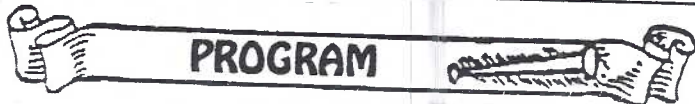
MEETINGS: 3rd MONDAY  
FAITH UNITED  
CHURCH OF CHRIST  
1204 WABANK STREET  
LANCASTER, PA.

Apr. 1997 Vol. 8, no. 4 #88  
NEXT MEETING - Mon., 7 pm  
April 21, 1997  
Buy/Sell/Trade from 5:30

Yearly membership is \$8 (\$2 extra for each member at same address) payable to LCPC, c/o Dorothy Fry, 1050 Kleinfeltersville Rd., Stevens, PA., 17578. Ads: \$15 full pg., \$8 1/2 pg., \$5 1/4 pg., prepaid with copy. Classified ads FREE to members. Corres. to: Jim Ward, Ed. 1795 Kleinfeltersville Rd., Stevens, PA., 17578. Ph. 721-9273.



Our Taylor Platt & Co. comic PC reminds us that April 6-12 is ASTRONOMY WEEK. Nathan Collier is the artist. Have you any astronomy cards in YOUR collection? You can find great observatories, comets, constellations and of course, comic slap-stick w/plenty of "stars"!



An explanation and reminder for April - bring anything your little heart desires in the way of PAPER to sell or trade. The table space is FREE FOR ALL. Use a table or two, share a table. Bring postcards, trade cards, history books, local or foreign paper ephemera. Set-up for early birds soon after 5 pm, time out for brief business, the card competition, then back to our "Mini Show".

Past Pres. Bob Kramer reminds us "If you don't want to set up or sell, I'll gladly trade cards. I'm looking for political, expos, US postals and folkart, but will trade your extras of any kinds for mine."



- #445 KATHRYN BRUBAKER 559 Aberdeen Rd., Apt. 3, Elizabethtown, PA., 17022-9441. Ph. 367-5919. Collects PA., Lancaster County, esp. Mount Joy, Manheim, E-town area.
  - #446 CAROL A. SPICKLER 209 Marietta Ave., Mt. Joy, PA., 17552, Ph. 653-8005. General interest.\*
  - #447 MARY ANN GUNTOW 2440 Ellendale Dr., Lanc., PA., 17602, Ph. 291-4975. Likes Brookville and Summerville, PA. as well as Washington DC.
  - #448 BILL GUNTOW Same as Mary Ann.
  - #449 CHARLENE GLASS 124 S. Decatur St., Strasburg, PA., 17579. Ph. 687-8575. General interest.
  - #450 RICHARD GLASS Same as Charlene.
  - #451 MADELEINE REID 1324 High St., Bath, ME., 04530. Madeleine plays piano, flute and recorder, likes to garden and hike but for your editor her welcomed talent is translating captions on French PCS. She is esp. interested in the Breton folklore (and costume postcards) of France.
  - #452 JOE ZARRO 1518 N. Reading Rd., Stevens, PA., 17578 Ph. 336-0331 Collects small towns in Florida, Massachusetts and Rhode Island - any era except chronos.
- \*"General interest" unless specifics are listed on an application card.

NOTE: a number of members have not received THE CARD since the Jan. issue because of unpaid dues. If you know any of them, their check is certainly welcomed and they'll receive back issues if requested.

## LCPC LOCAL VIEW PC BOOK Response by Club is Very Positive

As spokesman for the Steering Committee interested in publishing a book of local postcards, Jim Ward led a discussion of details agreed to by the majority of the Comm. After a lengthy discussion, including raising the necessary capital, the Club gave approval to the Committee to continue its work. Jim reminds members that *ideas are welcomed by all* during these early planning stages. A meeting of the Committee will be scheduled for April or May.



## FUTURE SHOWS

- Havre De Grace, MD. April 4-5, Chesapeake Spring Fair. Policeman Community Ctr., 10-6, 10-4. Adm \$3/2 days.
- Allentown, PA. April 26-27. Great Eastern Book, Paper and Collectibles Show. Ag. Hall on Fairgrounds. 9:30-5 ea. day. 300 diff. dealers in one week-end. \$5 adm. or \$6 for both days.
- Mt. Laurel, NJ May 2-3. South Jersey PC Club. 10 to 6, 10 to 4. \$2 adm.
- Baltimore, MD. May 10. Towson Postcard & Paper Show. Days Inn at I-695, exit 29. 9-5. Free adm.
- Hagerstown, MD. May 23-24. Postcard Society Show. Ho-Jo Hotel, I-81, exit 5. 10-6, 10-3. Free adm.

## DROP A TABLET IN A GLASS OF WATER AND YOU HAVE INSTANT ROOT BEER!

Does this sound like a miracle? Well, it was true. Read about the INSTANT ROOT BEER and Mr. Mearig from New Holland inside this issue.



New Holland, Pa.,

Dear Sir:—

Your favor of 25th with check for \$6.66 is at hand and has been placed to your credit.

Thanking you for the same and trusting to be favored with your further orders, I am,

Yours very truly,

W. M. MEARIG.

*Per me*





Harold Moyer discovered the postal card shown on page one. We contacted fellow member Brian Frankhouser, a New Holland resident who provided us with the following information.

William M. Mearig manufactured not just the root beer tablets but also "packaged" cough lozenges in his home at 309 East Main St., New Holland until he died in 1951. His daughter, Anna (1896-1973) did not manufacture, but continued to package and sell the lozenges until the 1960's." Brian remembers using the cough lozenges. His father cannot remember the root beer tablets so they evidently lasted only a few generations.

Dot and Harold Fry recall using the lozenges into the 1970's but Dot remarked that "they had a horrible taste" and at this writing she believes there may be the remains of a partial box somewhere among her collection of 1,000's of miniature roosters. Should she uncover it, we'll show you the lozenge box cover. Do any other members have Mearig memorabilia? Your editor and Brian would each be happy to purchase a similar postal card.

The stamped date of Harold's postal card is Mar.29.1916. We will accept any date (so will Jose Rodriguez).

"THANKS" to Harold, Brian, Dot and Harold for supplying THE CARD with a neat story.

ED NOTE: Type in this story and elsewhere in THE CARD is a "first". I recently challenged a Macintosh Performa 6360. It's still winning.



H.C. Boyd of Manheim was one of William Mearig's customers. This is a trade card issued by Larkin's Boraxine for Boyd to distribute FREE to his customers. A small manufacturer like Mearig, on the other hand, had only his lowly postal card to advertise his Root Beer Tablets and even this he used only to communicate with his retailers.



#### WC4 CELEBRATES 25 YEARS THIS MONTH

This Rotary Photo postcard from London celebrates a SILVER WEDDING DAY - 25 years of happiness and success. Anniversary postcards are not easy to find so it's appropriate that we use it to honor the SILVER ANNIVERSARY of the WASHINGTON CROSSING CARD COLLECTORS CLUB, better known as WC4, in Washington

Crossing, PA. A club like WC4 is hard to find with so many talented and faithful members. Our sincere congratulations to them for being a most successful postcard club and contributing to our Hobby and especially to WC4's Editor, Betty Davis, whose monthly issues of The Dispatch and Newsletter are real "keepers". JFW.

# TRANSITION POSTCARDS

As we all know, a significant date in US PC history was **March 1, 1907**. If you haven't been listening, a short review is in order.

On this date we Americans were permitted to write a message on the address side of a postcard. For Britons and many European countries the dates varied but were generally prior to Mar. 1907. Before 3/1/07 US messages were restricted to the picture side of the card in the little margin along the bottom or side.

The address side of these early PCs is referred to as an **undivided back**. There was no dividing line since the address occupied the entire back of the card.

Two **divided back PCs** are shown with dividing lines drawn by the writers. Although difficult to read, a magnifier

shows the postmarks (both from Lancaster, PA.) are much later than the Mar. 31, 1907 date, one being Nov. 22, 1909, the second Dec. 30, 1909.

Could David and Irene (the writers) both have stocked so heavily on postcards that they still had this old style undivided back in their desks? Possible but unlikely. More than likely the cards were overstocked somewhere else.

The Hugh Leighton PC is **The Kate Long Home** while the card by Souvenir PC Co. is **Wheatland, Jas. Buchanan's Home**. In each case these institutions were more apt to have stocked in depth, the former for its guests and the latter for its tourists.

So we have two **undivided back PCs** made into **divided back PCs** during a TRANSITION PERIOD lasting, in these cases, over 2 years!

Message on card reads-

Mon. P.M.

Dear Elizabeth & Esther

Frank rec'd. your card Sat.

P.M. We were very glad you hear

that you arrived safely & well.

We are getting along nicely.

Will write soon. Am writing

this in drug store near College.

Lovingly, David

THE HUGH C. LEIGHTON CO., MANUFACTURERS, PORTLAND, ME., U.S.A.  
PRINTED IN FRANKFURT, GERMANY, No. 2371.

Mon. P.M.  
Dear Elizabeth & Esther  
Frank rec'd.  
your card  
Sat. P.M. We  
were very  
glad to hear  
that you  
arrived  
safely & well.  
We are  
getting  
along nicely.  
Will write  
soon. Am  
writing this  
in drug store  
near College.  
Lovingly,  
David

## Post Card

5 -PM  
NOV 22 1909



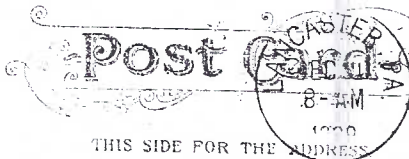
Miss Elizabeth G. Fandis

Newton,

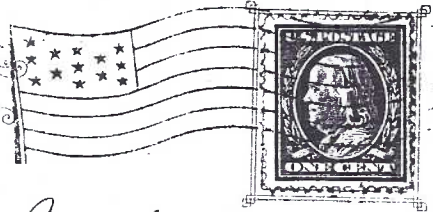
Mass.

44 Washington St

To Chas. Manning



THIS SIDE FOR THE ADDRESS



Happy New  
Year to all.  
Irene.

Mr. M. L. Stevenson  
309 Madison Ave.  
Atlantic City  
N.J.

THE CARD  
STAFF: Dot Fry, Gerald Hostetter, Jim Rudisill, Jean  
Frank Editor: Jim Ward ADDRESS CHANGES: Gwyn Fulmer  
CIRCULATION: Harold Fry. CORRESPONDENCE: See masthead.



## FOR THE RECORD

### USPS Picture Postal Card Checklists

We collectors love sets and when sets become a series - even better! Coin collectors and stamp collectors like sets, too, but it's US stamp collectors/philatelists who've suffer most.

The U.S. Postal Service, before it the U.S. Post Office Dept., would start an excellent set then change size or format before the set was done. And now we deltiologists who delighted with the appearance of their first PICTURE POSTAL CARDS in 1993 have become victims of similar tactics.

#### The Bad News

For the 1996 set, not only has USPS reduced the set from 20 to 15 cards, it has also enlarged them to the unpopular 4"x6" size and, to rub salt in our wounds, has increased the premium! 1993, 1994 and 1995 sets cost \$7.95 ea. which included 20¢ postage and 20¢ premium for each PC (20¢ + 20¢ = 40¢ x 20 cards = \$8)

The latest (1996) set, Endangered Species, costs \$11.95. With 15 cards in the set @ 20¢ ea. postage (\$3) the remaining \$9 divided among 15 PCs means we're now paying 60¢ premium for each card AND they're now continental size AND they're perforated because they come in an 8"x12" booklet. The booklet has six uninformative sentences and no reason to exist. It's simply a ploy - put it on the bookshelf and never use the cards (typical of the USPS's past practice) with souvenir and miniature sheets.

If you're fortunate to live near a USPS "boutique" you can still buy some of the sets at the quoted prices. Sending to the Kansas distribution office entails a minimum \$3 handling charge.

#### Compiled Checklists

Some dealers have already broken up the early sets and sell the single cards for \$1 or more. If you were unfortunate in not securing complete sets, we offer this complete checklist for all USPS Picture Postal Cards Sets to date. All sets are unnumbered.

Certainly if there's one group in the USPS series of Picture Postal Cards which can benefit most from good publicity, it's the endangered animals and yet,

## Endangered Species



#### 1993 - Legends of the West (20)

Jim Beckwourth  
Jim Bridger  
Buffalo Bill  
Nellie Cashman  
Kit Carson  
Chief Joseph  
Wyatt Earp  
John Fremont  
Geronimo  
Charles Goodnight  
Wild Bill Hickock  
Bat Masterson  
Annie Oakley  
Bill Pickett  
Sacagawea  
Bill Tilghman  
Home on the Range  
Native American Culture  
Overland Mail  
Western Wildlife



#### 1994 - Civil War (20)

Clara Harlowe Barton  
Mary Boykin Miller Chesnut  
Jefferson Finis Davis  
Frederick Douglass  
David Glasgow Farragut  
Ulysses S. Grant  
Winfield Scott Hancock  
Thomas Jonathan Jackson  
Joseph Eggleston Johnston  
Robert Edward Lee  
Abraham Lincoln  
Phoebe Yates Levy Pember  
Raphael Semmes  
William Tecumseh Sherman  
Harriet Ross Tubman  
Stand Watie  
Chancellorsville  
Gettysburg  
Monitor & Virginia (Merrimack)  
Shiloh



#### 1995 - Comic Strip Classics (20)

Alley Oop  
Barney Google  
Blondie  
Brenda Starr  
Bringing Up Father  
Dick Tracy  
Flash Gordon  
Gasoline Alley  
Krazy Kat  
Li'l Abner  
Little Nemo In Slumberland  
Little Orphan Annie  
Nancy  
Popeye  
Prince Valiant  
Rube Goldberg Inventions  
Terry And The Pirates  
The Katzenjammer Kids  
The Yellow Kid  
Toonerville Folks



#### 1996 - Endangered Species (15)

American Crocodile  
Black-footed Ferret  
Brown Pelican  
California Condor  
Florida Manatee  
Florida Panther  
Gila Trout  
Hawaiian Monk Seal  
Ocelot  
Piping Plover  
San Francisco Garter Snake  
Schaus Swallowtail Butterfly  
Thick-billed Parrot  
Woodland Caribou  
Wyoming Troad

for us postcard collectors the government has done its best to discourage our support.

It may well be that these four sets have become an endangered species in the world of deltiology. JFW.

## PAST PRESIDENTS IN THE NEWS

A Millersville University alumni publication featured **Past Pres. Dot Fry**. She has been a regular guest on a local TV Pa.-Dutch show for nearly five years. (If you don't know "dutch" you'll still understand Dot's animated gestures.)

**Past Pres. Don Davis** appeared in a Lima, Ohio newspaper column. He has received positive correspondence from several Ohio towns after writing them that he had unearthed PCs of their neighborhoods.

**Past Pres. Jim Ward** wrote an article for Barr's News, the weekly postcard newspaper. "Wide Movies - This is Cinerama!" is his first attempt at publication on a national level. Congrats to all three.



## THANK YOU

A Big THANKS to both **Dot Brown** and **Madeleine Reid** for contributions to our postage fund. Very thoughtful of you ladies.



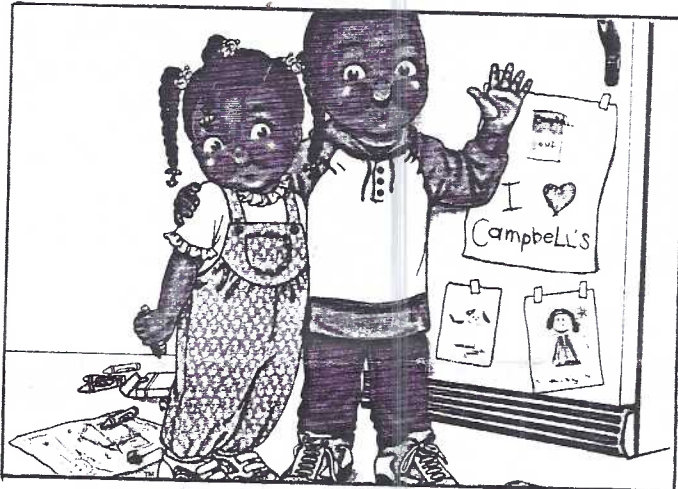
## POSTCARDS IN PRINT

### Alert Members Continue Contributions

April 1997, pg.5

Ray Bubba reports Ducks Unlimited, the Jan/Feb 1997 issue, has a 2-page "Wish You Were Here" article with in its column PAST TIMES. The sub-title reads "Real photo postcards are snap-shots in time for waterfowl-ing past". Three nice real photo PCs are illustrated.

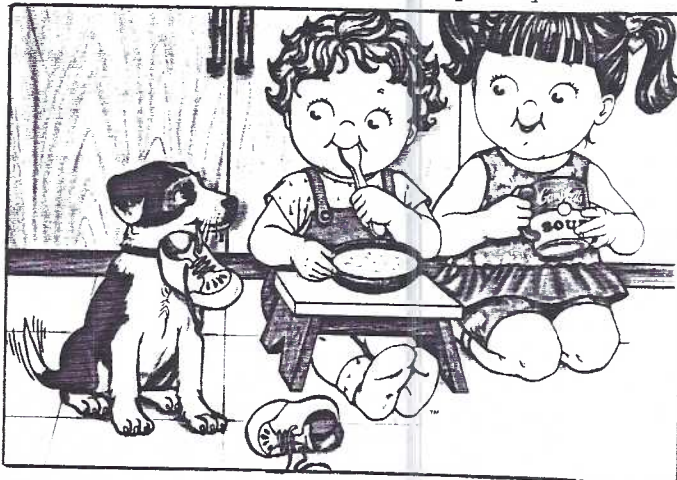
From British Heritage, Dec/Jan 1993/94, Jim Rudisill unearthed a 4-pager "Christmas on Robins' Wings" which I'll do my best to expound in our Dec/97 CARD.



Feb We finished up a wholesome lunch of which Campbell's was a part...  
And that is what inspired this soup-er piece of art!



Apr Serving up Campbell's warms 'em to their toes...  
It's simple kitchen magic that every mommy knows.



May We've been playing together all morning, having fun galore!  
Give us a moment to refuel and we'll play with you some more!

Eagle-eye Ruth Moyer found a 1996 calendar from Campbell's Soups. Twelve modern 9"x12" versions of the C.Kids grace each month PLUS six of the months are reproduced as 3½"x 5" postcards inside the back cover on postcard stock! (See illustrations at 30%.)

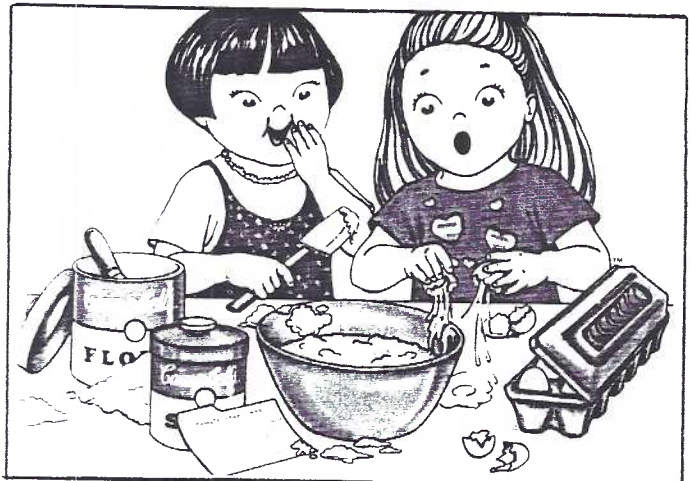
If you find POSTCARDS IN PRINT we'll be happy to pass the source on to fellow members right here.



Jun In summer time come longer days with picture perfect weather.  
Outdoor food tastes mighty good but Campbell's makes it better!

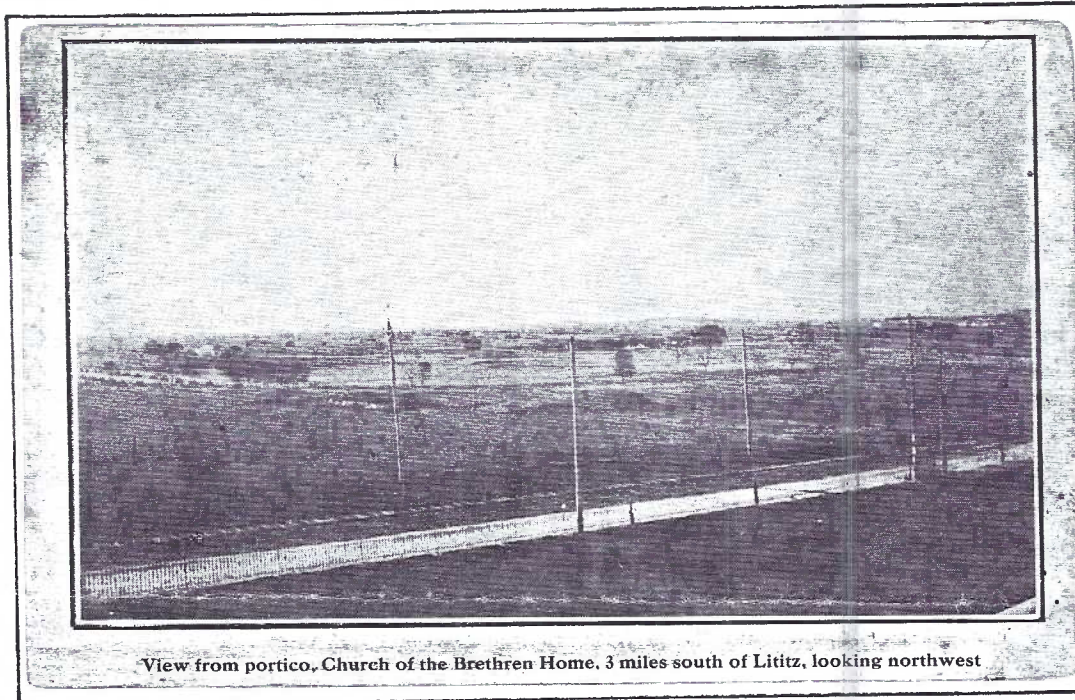


Jul Clang the cymbals! Beat the drum! our soup will soon be ready...Don't blame ME for all this mess,  
The band idea was Teddy's!



Nov Melt a tablespoon of butter, combine the flour and soup.  
Stir the mixture in a bowl, add two eggs, then...oops!





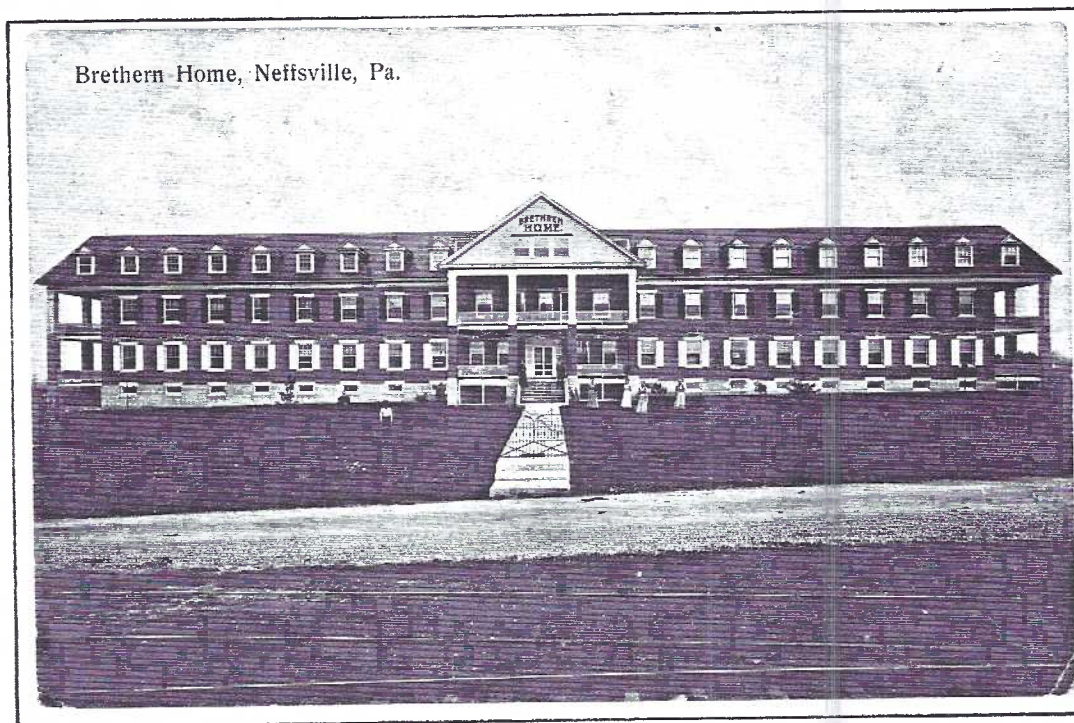
View from portico, Church of the Brethren Home, 3 miles south of Lititz, looking northwest

I'd prefer not to plagiarize the Sunday News but this headline best describes the 100 years of the Brethren Village. It's founding in February 1897 was in a residence near Manheim as the Home For The Homeless. By 1910 the success of the Home was such that a larger and more accessible quarter was chosen on the Lititz Pike midway between Neffsville and Lititz.

Especially important were the trolley lines. Both the Lititz and Manheim cars carried hundreds of com-

muters between Lancaster and these growing towns.

No postcard views exist of the original farm residence, so you can expect the Lititz Pike scenes to have divided backs (post Mar. 1907). Possibly the earliest are a pair of black and whites. They're labeled "Brethren Home, front view" and "...rear view" both showing light snow on the ground and roof. Publisher is unknown, possibly the Home itself.

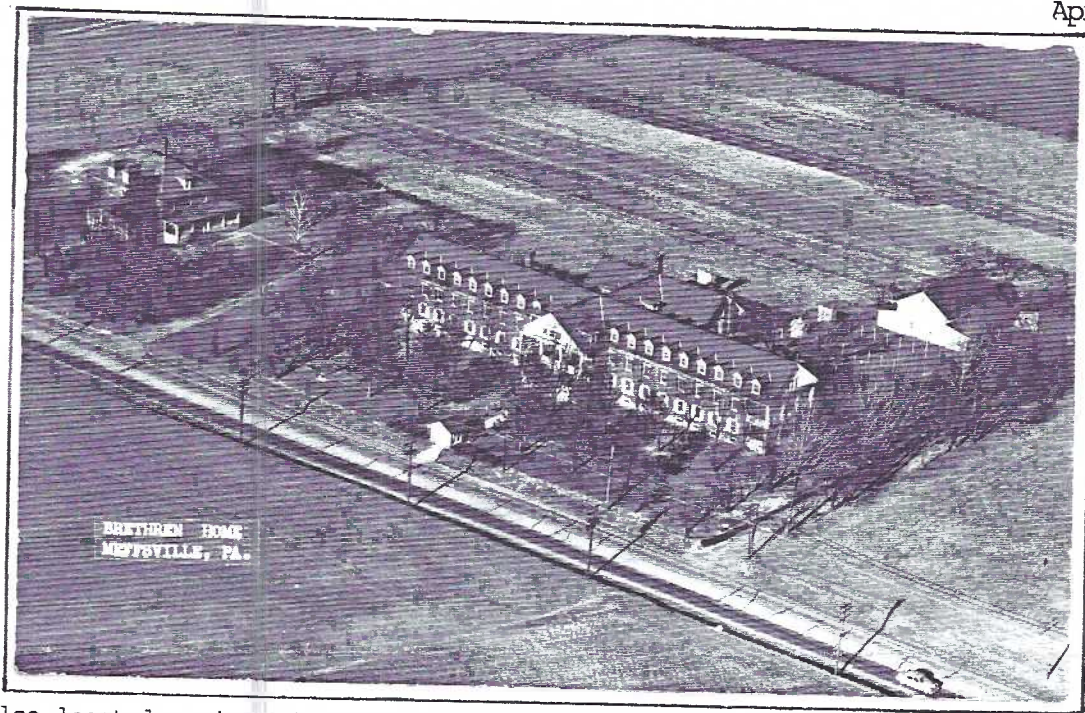


Brethern Home, Neffsville, Pa.

Another locally published card is by Express Printing Co., Lititz. It shows a unique "view from portico.." in color. A b/w frontal view prominently showing the trolley tracks on the west side of Lititz Pike is by The Review Book Store of Ephrata. The trolley tracks? One explanation might be to

remind Ephrata residents they could make a round trip by trolley from their hometown to the Home. The card is identified as F3946. Ike Steinfeldt of Lancaster published colored PC #220957 printed by Souvenir PC Co. It shows a three-quarter front view.





We've also located a nice b/w aerial view taken from the southwest. It shows a barn to the southeast as well as the Home for Orphan and Friendless Children to the north (left) of the Brethren Home. In the lower right is a 1930's vintage car traveling south on the Lititz Pike. Power lines on each side of the Pike confirm the existence of the trolley line on the west side although the view is so high the actual tracks aren't visible.

The original building on all of the above cards is known as Founders Hall. Since its construction, the retirement community has grown to nearly fill its 50-acre site with new apartments, cottages, dining

rooms, an infirmary and a sanctuary that accommodates 200 people.

The Brethren Village (renamed in 1973) offers its residents their choice of life styles which include home health service, physical, occupational and speech therapy. The nearly self-sufficient community has its own Village store, gift shop, full-service bank, pharmacy, library, beauty shop, activities room and heated pool as well as a Village bus transporting guests to nearby shopping.

Lancaster County is blessed with caring people and an abundance of well managed retirement communities.



Neffsville Sub-Station, Conestoga Traction Company, Neffsville, Pa.

JACOB LIVERING, PUBLISHER

This excellent b/w card was published by a relatively unknown publisher. Our books show Jacob Livering to be a Manheim Twp. farmer. Perhaps the Conestoga Traction Co. Sub-station was on his property?

Regardless, we have an excellent view of trolley history! A Lititz trolley is headed north. Nearly off

the left edge of the PC are tracks which curve west and carried the Manheim trolley 'cross country towards East Petersburg, then Mechanicsville (Roots Market) and Route #72 to the south end of Manheim. Card was printed by Express/John Zook of Lititz.





This F3945 b/w card was published by **The Review Book Store, Ephrata**, at the time it issued the postcard for The Brethren Home. Both cards were printed by the **American News Company, NYC, Leipzig, Dresden and Berlin** and show exceptional detail for which the ANC is noted.

Homes such as these were common across Lancaster County and provided love and care that might otherwise be missing in the life of a child of the early

**AUCTION ACTION**



Before we start, a brief reminder - **ALL AMERICAN AUCTION SERVICE** of 2425 Donegal Springs Rd., Marietta, PA. has been providing LCPC with FREE services and auction materials since 1991. LCPC wishes to thank **DARVIN RODGERS** and **RODNEY FREY** for their great service. The Club should thank **Walt Mowrer** as well, since its through Walt's association with ALL AMERICAN that we've been fortunate to have the service.

This month we also thank members **Jere Greider, Ruth and Harold Moyer, Norman Zimmerman, Lewis Bechtold and Bob Kramer** for their help at the auction. With help like this, LCPC gives you a lot for \$8!

Lot	Amount	27 1	50 3	74 4
1 1	28 6	51 5	75,76 10	
2-4 1	29 16	52 4	77,78 2	
5 1	30 5	53 2	79,80 2	
6 .50	31 9	54 1	81 1	
7,8 1	32 9	55 2	82,83 1	
9 2	33 3	56 1	84 1	
10 1	34 5	57 23	85 1	
11 5	35 4	58 1	86,87 1	
12 1	36 4	59 2	88 1	
13 4	37 3	60,61 2	89 1	
14 5	38 21	62 1	90 2	
15 1	39 2	63 1	91 3	
16 13	40 3	64,65 1	92 1	
17 2	41 1	66 1	93 1	
18 1	42 1	67 1	94,95 1	
19 1	43,44 4	68 2	96 1	
20 1	45,46 13	69,70 3	97 4	
21,22 2	47 5	71 1	98 9	
23 1	48 2	72 3	99 10	
24-26 1	49 4	73 3	100 20	

10% goes the LCPC, 90% to owner. Pick up auction form for YOUR lots from Norm. Next auctions: JULY and OCT.

1900's. On this card is a message postmarked from Akron, March 8, 1917 to Marie Hackman c/o Almos(sic) Earhart, Mt. Joy, Pa., RFD No.3.

It reads "I was very glad to hear from you and hope you are well and enjoy your new home. Be a good obedient girl and I am sure you will have a good home. We want to get Bessie to Akron as soon as we can and maybe we can find a home for her near your home. From your uncle, S.N.Wolf."



**EXHIBIT WINNERS**



57 members and 2 guests (one of whom became a member) enjoyed CHILDREN on single postcards offered by these fifteen members:

<b>HARLD MOYER</b>	<b>FIRST</b>	A pasture of multiple babies drinking milk at the source
<b>POLLY CURTIS</b>	<b>SECOND</b>	What, you've never been kissed before?
<b>EARL CARVER</b>	<b>THIRD</b>	Little Tots' Prayer

**HONORABLE MENTIONS**

<b>LEWIS BECHTOLD</b>	Boy and girl beneath tree
<b>MARY DARRENKAMP</b>	N. Rockwell's boys and dog on raft
<b>DON DAVIS</b>	Don, mother and grandmother (RP)
<b>DON DAVIS</b>	Tu-lips (children kissing)
<b>SUSAN GLASS</b>	Beautiful girl with pet cat
<b>MARY KIRK</b>	Girl with wagon and pet dogs (RP)
<b>BARABRA MOWRER</b>	Girl with dolls on chair (RP)
<b>WALTER MOWRER</b>	Boy and girl w/fishing rods (RP)
<b>ANNE STEINBERG</b>	Children with Easter rabbit
<b>HOWARD STEINBERG</b>	Multiple babies drink from same huge bottle

<b>JIM WARD</b>	Katzenjammer Kids at Middle Creek (NPW)
<b>NORMAN ZIMMERMAN</b>	Baby (Norm?) in wicker chair (RP)

A fine turn-out. **Pres. Ruth Frankhouser** substituted for **Dot Fry** (a speaking engagement) and due to lack of time\* she described the cards instead of using the opaque projector as planned. Thanks to all who participated.

\*Jim Ward apologizes for the extra time used to explain more fully the details and expenses of printing a book of local PC views. Also, our volunteer auctioneer had an early curfew - he was accompanied by his little girl.

April's theme - TREES (a single card)  
May's theme - Any subject starting with "M" (boards)