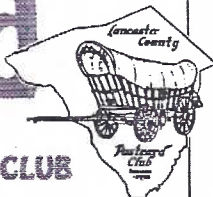


# The Card

MONTHLY PUBLICATION OF  
THE LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA



MEETINGS: 3rd MONDAY

FAITH UNITED

CHURCH OF CHRIST

1204 WABANK STREET

LANCASTER, PA.

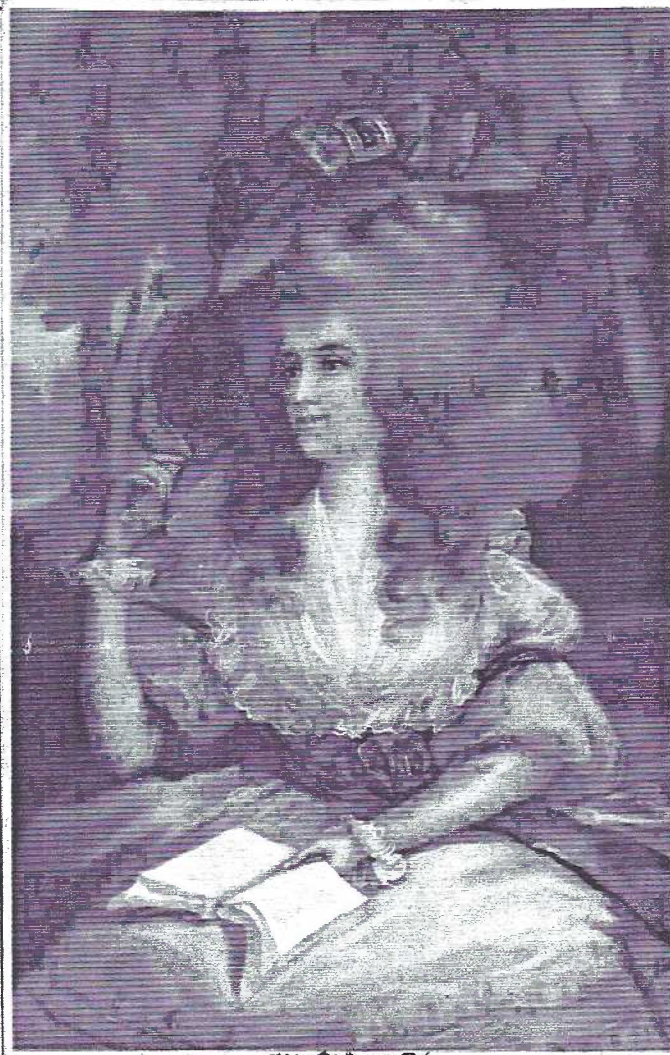
Aug. 1997 Vol. 8, No. 8 - 90

NEXT MEETING - Mon. 7 pm

August 18, 1997

Buy, Sell, Trade from 5:30 pm

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.



A LIMITED NUMBER OF THIS PAGE AVAILABLE IN  
FULL COLOR. SEND \$10 SASE AND \$1 TO LCPC.

The beautiful ladies are by the renown firm of Meissner & Buch, Leipzig, Germany, Series 1523 and postmarked Feb. 12, 1909 to Mrs. Samuel Myers of 339 N. Duke St., Lanc., for her birthday. Written in the same hand, they are signed from Blanche F. Hartman and Clara Fahnestock. They are just two from over 200 Mrs. Myers received. Her husband was a partner in Myers & Rathvon Clothiers, (later S.M. Myers & Co.) on East King Street, Lancaster.

The beautiful butterfly is a Stehli Publ. Co. card, Series 1233, from Switzerland. The art is by Catherine Klein, the noted postcard flower artist. See stories on pgs. 3 and 4.





## Rare, Scarce, Uncommon, et al

is the title of Jim Ward's program for August. He's assembled a group of locals, mainly the City, and will entertain and educate (as is his usual aim) as well as create a disturbance by evaluating his postcards. There will be one cassette of colored slides.

It's also come to his attention that many members don't know the difference between a REAL PHOTO and a PRINTED card. This will also be explained. Everyone should know.

If it's warm, we'll open the windows, turn on the fans, turn out the lights and get naked. Come early for a good seat. He'll not have the usual Christmas program so this may be a "standing-room-only" crowd. (Ha-ha.) Mark the calendar for Aug. 18 - two days after our Expo.



Grover Waitz had a confectionery store on South Ann St. Setting up at Rocky Springs in this permanent summer shop was as delightful for him as it was for us youngsters. It was his Pop-Corn Stand and Japanese Novelty Art Shop. After Pearl Harbor the novelties quickly disappeared. If you were the first child in line, you saw him remove the huge shutters that protected the interior overnight or during bad storms. Below is the scarcest of

Jacob G. Shirk & Sons' many salesmen/appointment PCs. Of the more than a dozen local views seen, this one is also an advertisement for one of their products - the 5¢ White Ox cigars on the highest billboard. The building, on the northeast corner of Penn Square, among others tenants, housed the telegraph office and a dental office.

## The Postcard Album #11

An International Publication with  
Lots of Meat and Few Potatoes

Solely the inspiration and perspiration of one man, Helmfried Luers of Rastede, Germany, this is what you've been looking for if you want to read great, original research and no-nonsense, intelligently written articles about postcards.

Some publications take less than an hour to read if you skip the countless pages of ads. Here's a magazine that will take a month of evenings to absorb and the most recent issue, #11, has **64 pages** and **over 250 fine illustrations!** Only **2 pages** are ads and one is devoted to classifieds ads from its international readers.

Helmfried's English is not quite perfect (can YOU speak perfect German?) but the **ALL ENGLISH TEXT** will hold your interest from cover to cover.

I'm a Pennsylvania Dutchman. I believe I know a bargain when I see one. **THE POSTCARD ALBUM, Issue #11**, is available immediately for \$5 by writing to me at the address below. I've been editing **THE CARD** since 1990. I know how much work goes into writing and believe me, TPA is a labor of love. It's available at York and Lancaster meetings or by mail.

Helmfried has recently appointed me his US agent so please make \$5 check payable to **Jim Ward**, 1795 Kleinfeltersville Rd., Stevens, PA., 17578-9773.

Issue #12 will be available in 1998. A few back issues are still available. I'll enclose details with your first order. **This is a paid ad.**





# LCPC'S 5th ANNUAL EXPO

## August 16, 9 to 6 - Last Minute Details

Chairman **Walter Mowrer**, in an interview with THE CARD on July 30, listed the following items all members will want to check so they can prepare themselves for the Club's ANNUAL EXPO -

**\*Set-up:** Friday evening, 7-8 pm, Farm & Home Center. NOTE: this is to set up tables and exhibit easels only. Dealers may NOT bring in merchandise.

**\*Exhibit boards:** may be left Friday eve., 7-8. They MUST be in the hands of the Exhibit Committee, **Barb Mowrer** and **Earl Carver**, between 7 and 8 a.m. Sat., as judging begins and is concluded before the Expo opens at 9. (You may arrange to give them to Barb or Earl before Friday.)

**\*Food:** prepared and served by **Ruth and Harold**

**Moyer** and family. You can expect a fine variety and good home cookin'.

**\*Door Prizes:** will be given as certificates redeemable at any dealer's table. Last year we gave out \$75 in prizes

**\*A Souvenir Program,** as always, is available to all attending. (An SASE before the Expo will guarantee you a free program.)

**\*Volunteer help:** the Registration Table or Exhibit Area welcomes your help in one and two hour shifts.

**\*Clean-up:** takes just under an hour from 6-7 pm, Sat.

**\*Bring your friends and relatives, especially if they're new to postcards.** Everyone enjoys the show, especially when attending for the first time. Admission is only \$1. Free admission to members who help on committees.

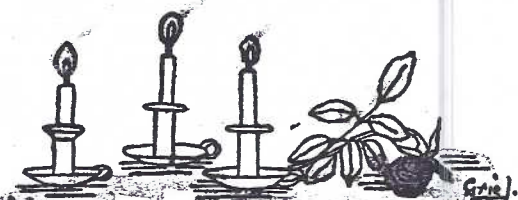
Continued from pg. 1...

### HAPPY BIRTHDAY

### MRS. SAMUEL MYERS

Of the more than 200 birthday cards Mrs. Myers received in 1909, 1 in 10 came from The Little Art Shop which had just opened its doors at 38 North Prince St., Lancaster. Its owner was Katherine Griel, a local artist who, besides dealing in "art goods" (supplies) produced her own postcards - drew and then hand-colored them.

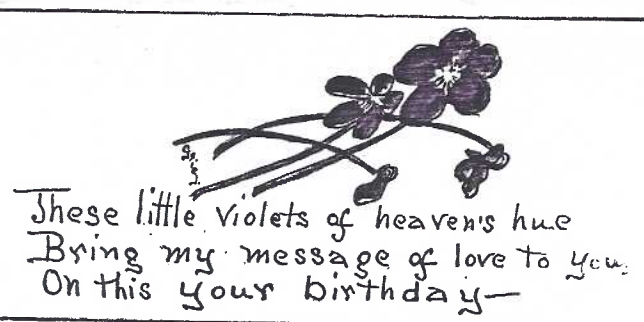
We can forgive her for mis-labeling them postal cards since she created such a quaint group of local collect-



Here three candles in bright array  
Bringing rich blessings for your birthday  
One casts a light for your health,  
Another casts a light for your wealth,  
The last, but not the least,  
Casts happiness for your life's feast.

*Mavis Burrows*

COPYRIGHT, 1908, BY THE LITTLE ART SHOP, LANCASTER, PA.



ibles. In all, over 75 designs were drawn by her and her artist-friends, Alice Malone and Katherine Huber.

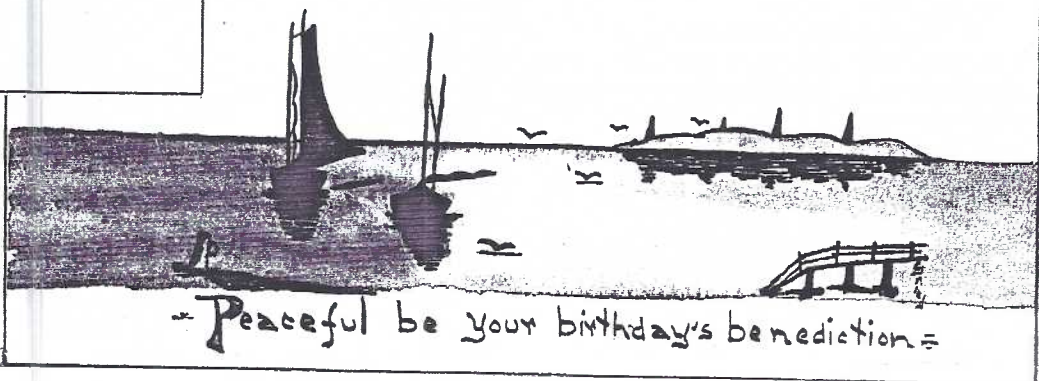
At the time of Mrs. Myers' birthday, perhaps only 7 designs had been produced, as she received 22 duplicates of the 7 "postals"! How those ladies must have laughed if they had a chance to see the duplication, and how pleased Katie Griel must have been to sell so many of her cards!

By far the most popular design was the violets. It was sent by Gertrude Haldy, Mrs. John Rathfon, Mrs. D.P. Bitner, Mrs. Melvin Long, Mary Buch-

miller, Mary Howry, Anna E. Hartman, Mrs. S. Yeagley and R.B.H. The candles were sent by Henrietta Kendig, Salome Burrows and M.E.H. The boats from Florence Hershey, Anna Howry, Emily Gabel and Mrs. E. A. Dunham.

Little Art Shop PCs (1909-12) are valued at \$1 to \$10 depending almost entirely on the subject. Some were produced by Coppinger & Griel.

Other names on LAS cards to Mrs. Myers were J. Shaub, D.F. Buchmiller, Catharine Burns, Mrs. C. Holzworth, Mrs. L.Y. Shaub and Hattie B.



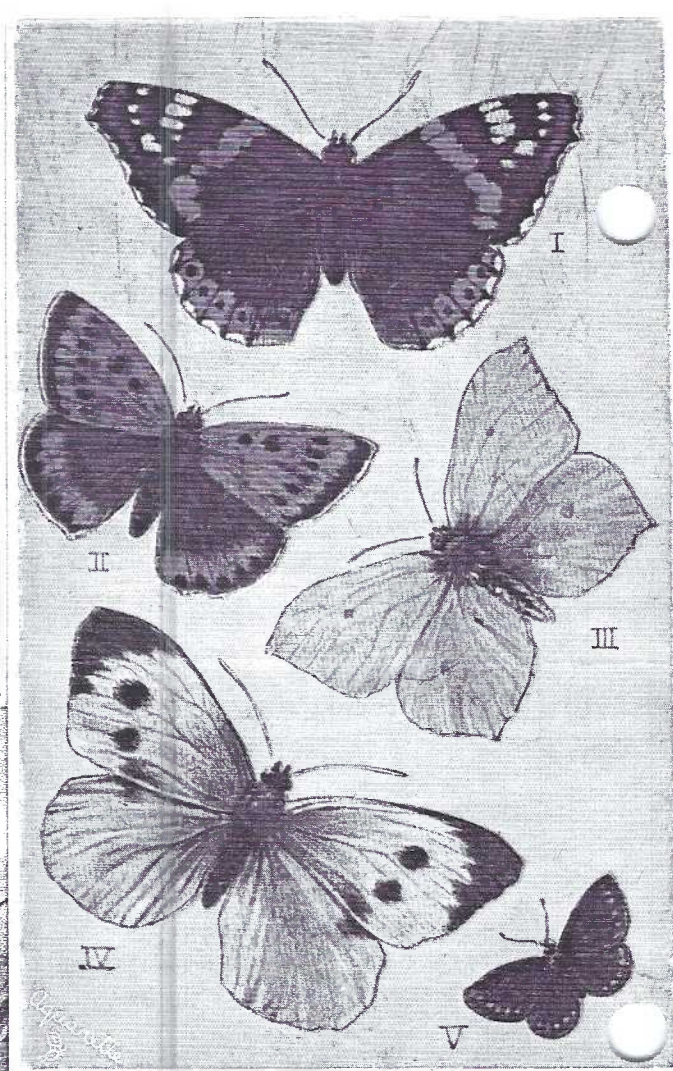
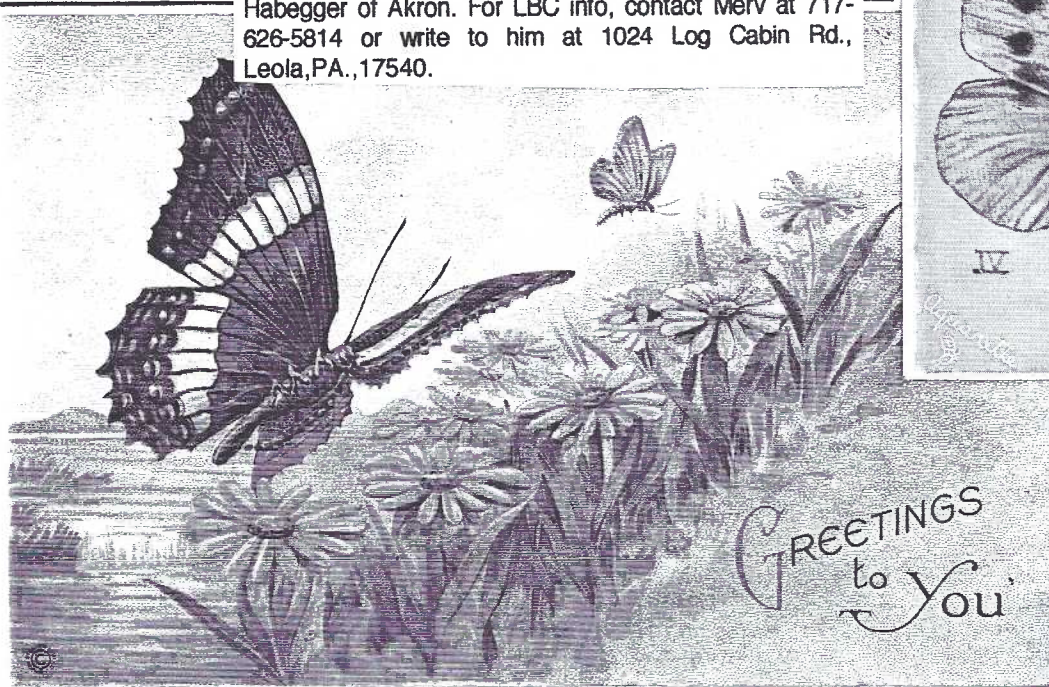


## LCPC MEMBER #9 IS CO-FOUNDER of LANCASTER BUTTERFLY CLUB

Member #9, Merv Wenger, will tell you he's not a lepidopterous deltiologist nor is he a deltiological lepidopteran. The former is a postcard collector who looks like a butterfly, the latter, a postcard-shaped butterfly. Merv can claim to be both a fan of deltiology and the lepidopterans. He's an avid collector of postcards and butterflies but, chronologically, not in that order.

Merv's butterfly interest goes back to boyhood. (His three sons now show strong interest.) But his postcard collecting began much later in life and he's enjoyed the thrill of finding great Lepidoptera on PCs, in addition to his other passion - postcard views of Warwick Twp. towns.

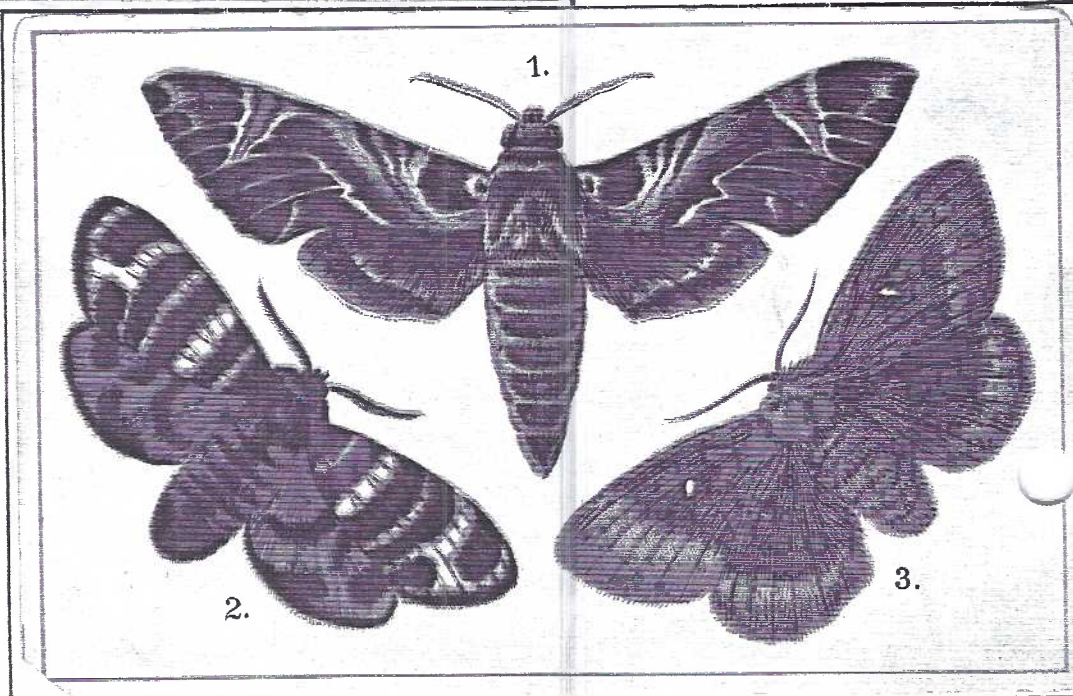
We show, here, a few types of butterfly cards and suggest you give them another look - from your window or on postcards. And we congratulate Merv, who helped found the Lancaster Butterfly Club in 1996 along with Fred Habegger of Akron. For LBC info, contact Merv at 717-626-5814 or write to him at 1024 Log Cabin Rd., Leola, PA., 17540.



The ultimate in PC butterflies is above. Directions read "Carefully break through the perforated lines round each butterfly and bend the wings upward so as to give the butterfly a realistic and natural flying appearance". Imagine how many of these insects pleased little children - and met their doom as postcards!

The PC above left, Series 685 by Stecher Litho. Co., appears to be a hybrid of the artist's palette and imagination - the "species" most often found on greeting cards. The pattern suggests an Admiral but the teal blue color does not.

On the other hand, the other two PCs are very definite in descriptions. Upper right, an Oilette by Tuck "Butterflies On The Wing, #3390 in Series I = Red Admiral(I), Lg. Copper(II), Brimstone(III), Lg. White (IV) and Brown Argus(V). Lower rt. from Tuck's "Butterflies" #403 showing Oleander Hawk Moth(1), Eucharis festiva(2), and the Oak Eggar(3).





# STEVENS AMUSEMENT PARK

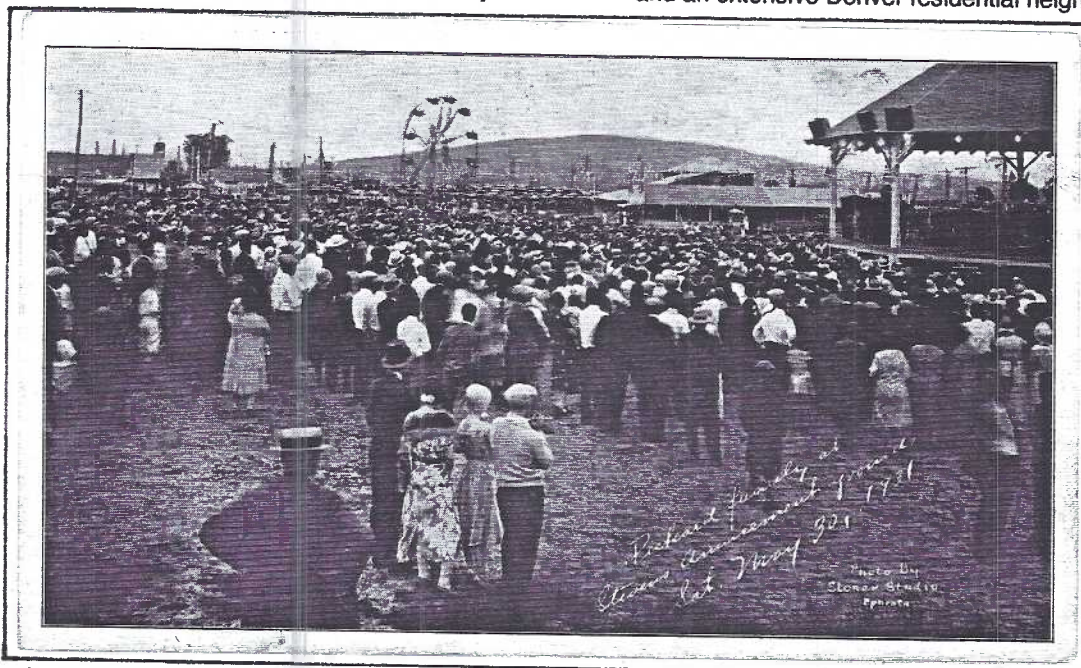
Mention live entertainment,rides and good food and country folks think of **fire company festivals**.From 1928 and into the early 1930's Stevens was the swing- ingest show around and Harry K.Fausnacht was the rea- son. A cross-road village in West Cocalico Twp.,north of Ephrata and a stone's throw out of Denver,Stevens was in the middle of nowhere and Harry Fausnacht,a native of Stevens, put Nowhere on the map.

Young Harry was weaned on public entertainment as a member of the Stevens Fire Co. Harry's drive and determination,in a few short years,developed the Ste- vens Amusement Service Company.It bought acreage between Denver and Stevens,built a bandstand/refresh- ment stand and Harry,with two partners,set off for Phila- delphia and beyond booking vaudeville acts, sing- ers,rodeo stars,auto exhibits,unusual rides,balloon as- censions and the like for an enthusiastic country crowd. Crowd? When the U.S.Army Band played the Stevens Amusement Park,over 50,000 free tickets were distributed in a drawing for two Whippet auto- mobiles...now that's a crowd!

Posters,newspaper ads and stories and leaflets were distributed throughout adjacent counties, Maryland, Del- aware and New Jersey.The unique postcard scene shown was mailed by the thousands (where are they today?) to Boxholders.

For 25¢ (free parking included) it was a fun night for everyone. And Harry laughed all the way to the bank with a trunk load of lard cans filled to overflowing with quarters. Then,on June 16,1931,just before midnight, Harry's car overturned only a mile from home.He and a friend were returning from a routine promotional trip to Philadelphia. Maybe he had a stroke when he lost control of the auto. He died from a broken neck. His passenger, Clarence Heil,barely survived the crash.

Harry was dead at 28. His shows,without Harry's



The only view postcard known for the Stevens Amuse- ment Park shows a huge crowd,ferris wheel,the resta- urant and a portion of the bandstand. In script,the caption reads "The Pickard family at Stevens Amusement Grounds,Sat.,May 30,1931." Below this is Photo By Stoner Studio,Ephrata. With this date,we can assume

## POST CARD

CORRESPONDENCE

ADDRESS ONLY

PLACE  
STAMP  
HERE

### STEVENS AMUSEMENT PARK

Between Ephrata and Denver.

#### Presenting 2 Gigantic Days of FUN and FROLIC

Saturday Evening, Sept. 28th,  
Sunday Afternoon & Eve. Sept. 29th  
Starring Radio's Favorite Artists  
**OZARK MOUNTAIN HAWAIIANS.**  
**The Mt. Boys, BLACKY & SMOKY**  
**OZARK MOUNTAIN BOYS,**  
Direct from Keith Vaudeville Circuit

**PAUL BETTLER'S Checker Orch.**  
8 men, just back from 15 weeks engagement thru the South. Featuring the Hottest Dance Music in Town.

**REFRESHMENTS** **AMPLIFICATION**  
**ADMISSION 15¢** **FREE PARKING**  
**CHILDREN UNDER 12 FREE**  
8 Sets of Dishes Given Free away each Day.

BOXHOLDER

## POST CARD

CORRESPONDENCE

ADDRESS ONLY

PLACE  
STAMP  
HERE

### STEVENS AMUSEMENT PARK

Between Ephrata and Denver.

#### Presenting 2 Gigantic Days of FUN and FROLIC

Saturday Evening, Oct. 5th,  
Sunday Afternoon & Eve. Oct. 6th  
Starring Radio's Favorite Artists  
**COLORED COMEDIANS**  
**HAWAIIAN TRIO**  
**SOCONY JUG BAND**  
The Band with the Colored Comedians and Hawaiian Trio

**THE MELODY SENORITAS**  
All Girls' Orchestra. Direct from the Hudson  
Featuring Soloists, Novelities,  
"Dance Music as you like it"

**REFRESHMENTS** **AMPLIFICATION**  
**ADMISSION 15¢** **FREE PARKING**  
**CHILDREN UNDER 12 FREE**  
8 Sets of Dishes Given away Free each Day.

BOXHOLDER

Only these two advertising reverses have been found.  
Does YOUR collection have other varieties?Let us know.

supervision,died soon after. The million candlepower searchlights that lit the Stevens sky were gone. The park today is occupied by St.John's United Church of Christ and an extensive Denver residential neighborhood.

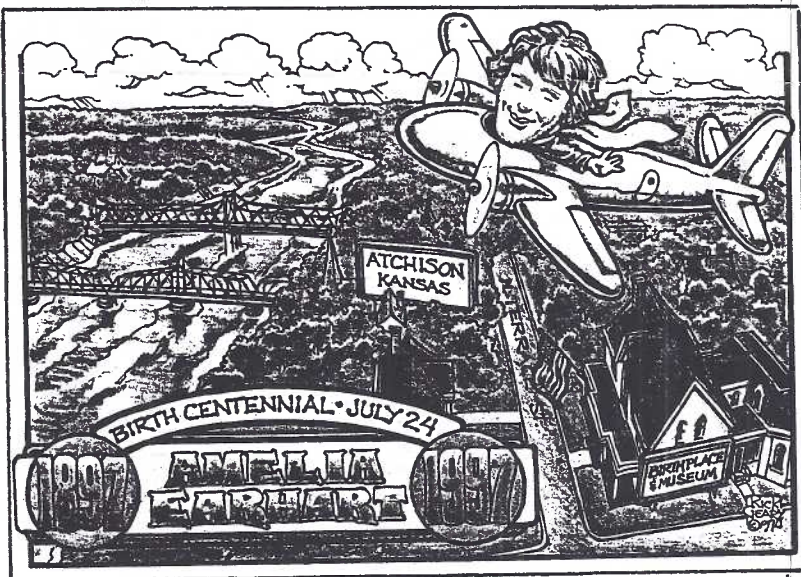
the card was made after May 30,1931,in which case,with Harry's death the following month,perhaps these cards,listing September and October events (1931, 1932?) were distributed by his family or immediate successor. [Many thanks to Harold Moyer for providing the 1931,1972 newspaper stories.]



## Members Contribute to Local Book

JULY 30: We're pleased to announce the following 45 members have contributed cards and filled in their Work Sheets for possible inclusion in our book, **LANCASTER COUNTY POSTCARDS: Windows to Our Past.**

Betty Brown, Ray Bubb, Willard Buckwalter, Earl Carver, Mary Darrenkamp, Don Davis, Carol Dennis, Ray Dennis, Neil Fasnacht, Kay Feight, Brian Frankhouser, Ruth Frankhouser, Dawn Fry, Gwyn Fulmer, Harold Galebach, Nancy Gambler, Elizabeth Graver, Jere Greider, J. Newlin Groff, Margaret "Peg" Hanna, Ed Harris, W.B. Heisey, Gerald Hostetter, Mary Kirk, Robert Kramer, Harry Lines, Ruth Lines, Jim Luty, Michael Middleton, Barabra Mowrer, Walter Mowrer, Harold Moyer, Ruth Moyer, John Rodkey, José Rodriguez, Robert Roop, James Rudisill, Dede Schaeffer, Anne Steinberg, Howard Steinberg, Jim Ward, Betty Jane Weaver, Mervin Wenger, Ethel Zimmerman, Norman Zimmerman.



## Rick Geary - Amelia Earhart Commemorative

Those of us who trade NPW cards are familiar with the fine art of Wichita PC Club member, Rick Geary. This commemorative issue should be of interest to aviation buffs and esp. those interested in remembering Amelia Earhart. The full color 4x6", published by Tom Hankins, is dedicated to his father, Donald, who grew up in Atchison, KS., which was also Amelia's hometown. Send \$1 and SASE to Tom Hankins, 2012 Joann, Wichita, KS., 672703. (Tell him you saw it in THE CARD.)

## AUCTION ACTION



It was a hot night but with the help of Auctioneers Glenn Burkhart and Mark Erb we whizzed through the 40 lots. Results:

Lot #	Amt.				
A,B \$1	12	1	21,22	14	33 3
C,1 2	13	3.5	23	5	34 .5
2 4.5	14	1	24	.5	35 .5
3,4 1	15	1	25,26	2.5	36 1.5
5 1	16	1	27,28	1	37 2.5
6 5	17	3.5	29	.5	38 2
7,8 2	18	1	30	1	39 2.5
9,10 2.5	19	7.5	31	1	40 3.5
11 7	20	7	32	3	Total \$97.

Next Auction will be announced.  
Get Auction Forms from Norm.

## BOOK BOOSTERS

The number of LCPC members who have pledged a loan to print the post-card book continues to grow. First request for money will be late winter, 1998. The list includes: Dick Bishop, Dorothy Bock, Pauline Curtis, Don Davis, Ray and Carol Dennis, Brian Frankhouser, Harold Galebach, Richard Glass, Susan Glass, Bill and Mary Ann Guntow, Gerald Hostetter, Mary Kirk, Jerry Kotek, John Long, Jim Luty, Walter and Barabra Mowrer, Larry Phelan, Kit and Bud Prowell, José Rodriguez, Dede Schaeffer, Jeannine and Laura Spece, Howard and Anne Steinberg, Jim Ward and Mervin Wenger.

The Morlatton Post Card Club made a gift of \$500 for printing the book.

Won't you consider adding your name to this growing list? The expected cost, including advertising, will be approximately \$32,000. You can make a difference. Several members have loaned \$100 and we do appreciate any amount. Send in your blue voucher and check off the tentative number of books you hope to buy and remember **FOR EACH \$500 LOANED, YOU RECEIVE ONE FREE BOOK!** Pledges and the gift now total \$19,700.

The above loans and additional book pledges account for 136 books ordered (7/24/97).

Our list of **Book Boosters** contains the Morlatton Post Card Club. The following letter further explains the Club's intention.

July 2, 1997

Dear LCPC Members,

It is with pleasure that I can write this letter. The Morlatton Postcard Club Inc. applauds your effort to publish a book about the history of Lancaster County using postcards to portray the small town activity. Our club wants to preserve history and let collectors know what is happening by the use of postcards. Your effort will also put card knowledge into the hands of the general public. We are sending a donation to your club in the amount of \$500. This is not a loan that needs to be returned.

Sincerely,

Kay Feight, Secretary.

At our July meeting, this donation was warmly received by the membership and steps will be taken to open a separate **LCPC Book Fund** with this "seed". Our sincere THANKS. Morlatton's 1997 officers are Leon Rowe, Pres., Leo Frantz, V-P, and Kay is Secretary-Treasurer. Trustees are Myrta Hall and Anne Darrah. All are active dealers and members of LCPC exception for Myrta.

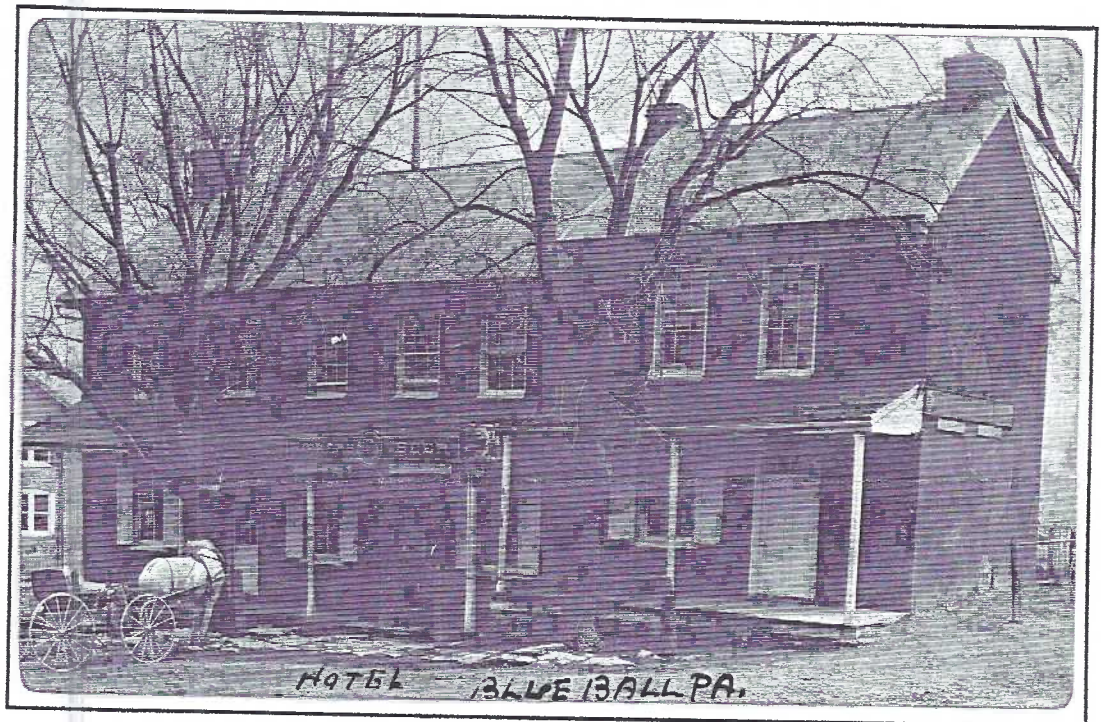
## KISSMOBILE PC VARIATIONS

Requests by members prompted both Bud Prowell and Linda Studenroth to search out Hershey Kissmobile PCs (see June issue). The souvenir shop in Hershey's Chocolate World has dozens of continental size PCs related to their business including the identical card shown last month BUT with the absence of the final line on the reverse. All proceeds from the sale of this postcard benefit CMN and the logo for the Children's Miracle Network. As mentioned in June, the benefit PCs are 50¢. The second variety is just 30¢.



# Blue Ball Hotel - only on postcards

On this wonderful real photo postcard can be read on two small signs (beneath the Rieker Beer sign) Blue Ball Tavern and Samuel W. High, Prop. Compare the placement of the windows and doors with those on the original first two floors of the Zerbe PC below. Card is postmarked Elizabeth-town, Pa., Dec. 10, 1912 and addressed to Hagerstown, Md.



It's times like now that it pays to collect postcards, especially when you collect local views and you're a history buff to boot!

Another Lancaster County landmark has vanished. A wrecking ball has killed a blue ball - the historic Blue Ball Hotel. Unless you lived next to it, you weren't aware of its recent sickness (read "unsalable real estate"). Most of us learned of its demise in the July 13 Sunday News.

Robert Wallace, after purchasing 12 acres from Jacob Weaver in 1766, became a storekeeper and soon after, erected a tavern "At the Sign of The Blue Ball". The unusual sign name caught on and by 1833 the cluster of buildings known as Earl Town officially became Blue Ball.

Frederic S. Klein's Old Lancaster Historic Pennsylvania Community (illustrated by Charles X. Carlson) says "the tavern became the headquarters for an immense amount of activity" as dozens of drovers brought their cattle to the local sales market. "Horse fair and Cattle Markets at Blue Ball - 1760" is a 5" x 6 3/4" postcard in the color series by Carlson taken

from the Klein/Carlson book.

Generations later, the blue ball sign was replaced by a blue copper ball and during Prohibition the Blue Ball Tavern became the Blue Ball Hotel.

The postcard below was published by Jake and Floss Zerbe in the 1950's and like many small publishers, they didn't follow standard PC guidelines. The card is 3 1/4" instead of 3 1/2" high and is printed in an unattractive blue. An educated guess is that it was inspired by a completed remodeling job. Extensive damage to the building had been done by a truck and among other "improvements", we were given the formstone facade.

The Zerbe caption on the reverse includes a bad error "built in 1706" should read "1766". It goes on to read "Located at intersection of Routes 23, 73, and 322. Catering to fine food, choice mixed drinks. Rooms daily - weekly." It's "published" by The Post, Parkesburg, Pa., so maybe the errors lay with The Post and not the Zerbes? But, then why would they accept this sub-standard job?

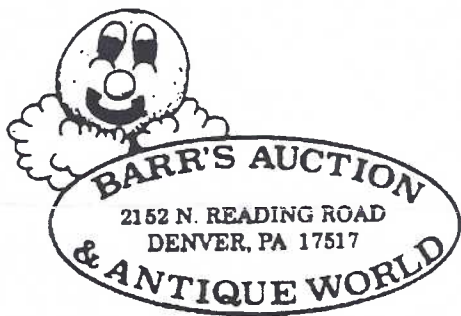


## HOW YOU GET THE CARD

EDITOR: Jim Ward, PROOF-READER: Dot Fry  
STAFF: Gerald Hostetter, ART: Jim Rudisill  
LABELS: Gwyn Fulmer, MAILING: Harold Fry



John Klein  
Postcards



Exit 21  
Pa. Turnpike

Saturday 10-5  
Sunday 8-5

PAID ADV.

DEAR OLD PENN

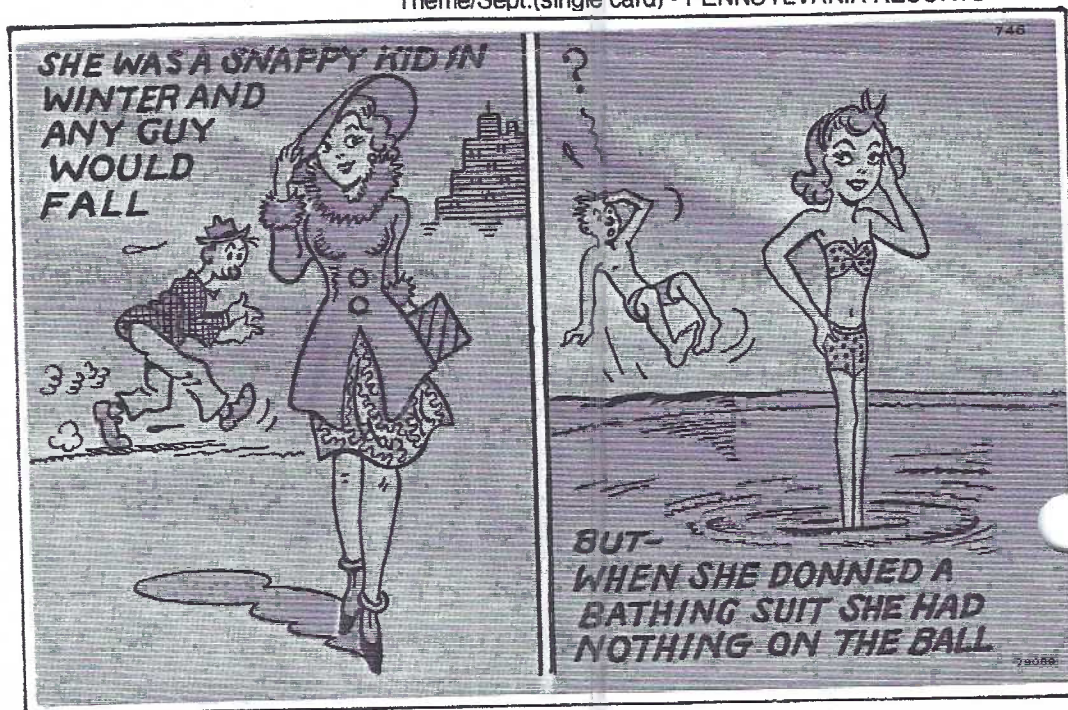
From Jim Rudisill comes a contribution seen in The Pennsylvania Gazette of April 1996.

"Dear Old Penn Revisited" is a 3-page article with fourteen color PCs. Someone deserves much credit for the choice of cards. Among them a leather card with female sports fan and familiar "P" pennant, a classic "set shot" by a basketball player after Penn won its first trophy in 1902, a scarce Earl Christy playing card (the Queen of Clubs), a football comic PC by Richard Outcault as well as a nice selection of college buildings. Fine job, Gazette!

Scarce Linen Bather ?

"Ok", you say, "so why's it SCARCE?"

I say, "Show me a THIN linen lady bather and I'll show you 30 BIG linen ones! That makes it a scarce linen postcard - or at least uncommon!



NEW MEMBERS

- #465 BETH CLARK, P.O.BOX 855, ROSS, OH, 45061. Lighthouse PCs before 1930, esp. real photos; RP covered bridges to 1920 and hand-colored Rotograph cards.
- #466 IRENE K. RICE, 2331 E. Market St. Apt. 203, Akron, OH., 44312. Ph. 330-733-9858. Political, patriotic, state capitols, Ohio and Staten Island, NY.
- #467 Larry E. Phelan, 112 N. Water St., Lancaster, PA. 17603. Ph. 394-5986. Collects local Lancaster cards
- #468 Richard J. Pendergrast, 1365 Brittany Dr., York, PA., 17404. Ph. 762-7708. Dogs; Detroit, Tuck, Arthur Livingston published cards; greetings; transportation, University of PA. and San Francisco earthquake. (Dick is also the York, PA. Club's president.)
- #469 Dorothy G. Aument, 104 Florentine Dr., Willow Street, PA., 17584-9206. Ph. 464-1843. Likes local cards for the cancellations of old post offices.

WELCOME, NEW MEMBERS. You've enabled us to reach a total of 277 in our active membership roster. (Geographical break-down appears in this year's Expo program. If you don't get to the Expo and would like a program, write to the Editor now so one can be saved and mailed to you when printed.)



EXHIBIT WINNERS



Another hot (80+) and humid evening but the turnout of 61 members and guests was most encouraging. Dot Fry was at her inimitable best and we enjoyed patriotic colors with the theme of FLAGS.

Barb Mowrer	FIRST	Fourth of July Flags
Betty Brown	SECOND	Our Flags
Ruth Moyer	THIRD	Our Flag

Honorable Mentions

Norman Zimmerman	Remember
Jim Ward	Our Flag
Harold Moyer	Old Glory
Walt Mowrer	For the Sake of Old Glory
Earl Carver	Forever
Theme for August (single card) - SUMMER RECREATION	
Theme/Sept. (single card) - PENNSYLVANIA RESORTS	