

Welcome to the

# 16<sup>th</sup> ANNUAL POSTCARD EXPO

Sponsored by the Lancaster County Postcard Club

Lancaster, Pennsylvania

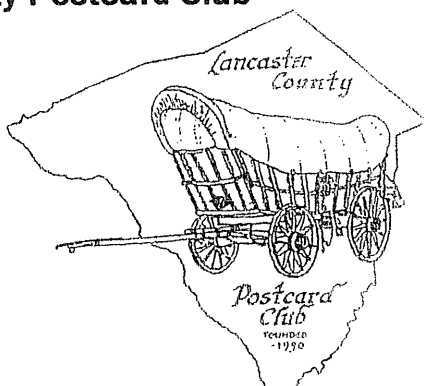
Saturday, 9 to 5

August 16, 2008

Farm & Home Center

Manheim Pike, Rte. 72

Near Rte. 30 By-pass



**FREE!**

**6 BOTTLES OF Dr Pepper**

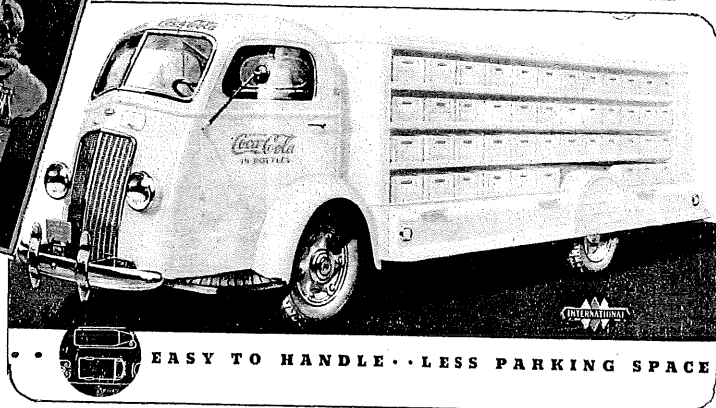
NO OTHER DRINK PICKS YOU UP LIKE DR. PEPPER!

Present This Card To Your Favorite Dealer With The Usual Bottle Deposit And Receive a 6 Bottle Carton of Dr. Pepper FREE.

NOTE TO DEALERS:

Our salesmen will red-ink this card. Redeemable for 15 days after Postmark.

**DR. PEPPER BOTTLING COMPANY**



EASY TO HANDLE •• LESS PARKING SPACE

## 2008 LCPC Officers

Pres. Jere Greider

Vice. Pres. Dede Schaeffer

Secy. Gisela Withers

Treas. Barabra Mowrer

This year's Expo program cover is dedicated to President Jere Greider who collects soft drinks on postcards with the accent on Coca Cola.

## 2008 LCPC Directors

Betty Beck 2007-2008

Jim Brodt 2008-2009

Gwyn Fulmer 2008-2009

Bob Kramer 2008-2009

Joe Myers 2007-2008

Dick Pendergrast 2007-2008

# LCPC Member -Dealers at 2007 Expo

## Dealer Name, Hometown and Booth #

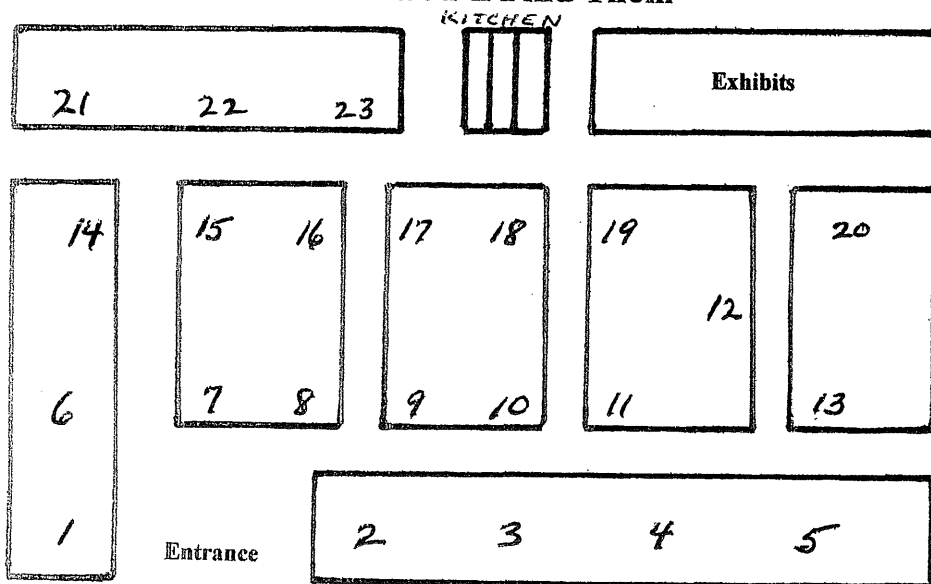
1 BURTON, Harold*	Eagleville, PA
2 FEIGHT, Kay	Chambersburg, PA
3 SCHAUB, Al	Lititz, PA
3 SHAUB, Dale	Millersville, PA
4 COX, Shirley/STONESEIFER, Tim	Keymar, MD
5 BIESECKER, Dale and Gretchen	Cashtown, PA
6 ROWE, Dolores and Leon	Kennett Square, PA
7 DISSINGER, Bob	Bainbridge, PA
8 WARD, Jim	Stevens, PA
9 GREIDER, Jere	Columbia, PA
9 STEINBERG, Howard	Quarryville, PA
10 HOLLOPETER, Bob	Punxsutawney, PA
11 STOVER, Leighton	Lititz, PA
12 WACHTER, Don	Frederick, MD
13 WHITE, Ernie*	Richmond, VA
14 MIDDLETON, Mike	Denver, PA
15 SCHURZ, Maria	Denver, PA
16 SCHAEFFER, Dede	Lancaster, PA
17 WINTERS, Mark*	Gaithersburg, MD
18 BERNARD, Al and Janice	Dallastown, PA
19 DIXON, Lee	Marydel, MD
20 HELLMANN, Karl*	Denver, PA
21 TIGNER, Jim	Fairfield, PA
22 EASTLAND, Jeff*	Garrisonville, VA
23 CLEMENS, Mark	Greensburg, PA

## Dealers and Booth #

Bernard	18
Biesecker	5
Burton	1
Clemens	23
Cox/Stoneseifer	4
Dissinger	7
Dixon	19
Eastland	22
Feight	2
Greider	9
Hellmann	20
Hollopeter	10
Middleton	14
Rowe	6
Schaeffer	16
Schaub	3
Schurz	15
Shaub	3
Steinberg	9
Stover	11
Tigner	21
Wachter	12
Ward	8
White	13
Winters	17

\*New dealers at this year's LCPC show.

## Where You'll Find Them



**You're invited** to become a member of LCPC – the Lancaster County Postcard Club.  
An application can be found below.

Our meetings are held the third Monday of each month from 5:30 to 9 p.m. here at the Farm & Home Center. They are open to the public. You may join us in sharing what we learn about postcards through our entertaining and educational programs and our club library. We have competitive postcard exhibits at nearly every meeting.

### Dues – Special Expo Offer

LCPC's fiscal year is April to March for which we charge \$10. *Sign up at the Expo for a special rate of \$15 and \$7.50 for ea. additional member at the same address. This pays your dues for 19 months - from Sept. 2008 through March 2010.*

Our illustrated monthly publication, *The Card*, includes club news, local postcard history and articles covering general postcard collecting. Ask for a free copy.

Highlights of LCPC's year include member programs nearly every month, a June picnic, our Annual Expo in August, a postcard auction in the fall and our annual Christmas party.

Buy One Get One  
**FREE**

### 520 Postcards – 109 in Color, and for just ½ the price.

Our club will soon be celebrating its 20<sup>th</sup> birthday. As a gift to you, we are offering – for a limited time – our last hardcover book of local postcard views for the original price of \$30 and we give you a second book FREE! That's two copies of *Volume Two - Windows to Our Past*, for only \$30. Pick up your books today. They make great gifts. Remember this offer is for a limited time!

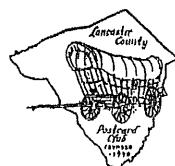
**Voting is a privilege.  
 Cast your exhibit ballot for  
 The People's Choice Award.**

**Door Prize Certificates  
 may be used as cash  
 at any dealer's table.**

DATE .....

## Post Card

### LANCASTER COUNTY POSTCARD CLUB



MY POSTCARD COLLECTING  
 INTERESTS ARE .....

### APPLICATION FOR MEMBERSHIP

.....  
 .....  
 .....  
 .....  
 .....

Published by "L & W", Lancaster, PA

NAME .....

ADDRESS .....

TOWN .....

STATE ..... ZIP .....

AMT. PAID ..... DATE .....

PHONE .....

ACCEPTED BY .....

SPONSOR .....

The Home of Pepsi-Cola at New Berne, N. C.—built by us for our own use.



WSFL FM 106 PRESENTS  
**"PEPSI PIGSKIN PAYOFF"**

WEEK OF SEPTEMBER 4 - SEPTEMBER 10

COLLEGE - Circle One

PRO - Circle One

- |               |    |                |               |    |               |
|---------------|----|----------------|---------------|----|---------------|
| 1. Clemson    | vs | Virginia       | 1. Detroit    | vs | Atlanta       |
| 2. Duke       | vs | Indiana        | 2. Tampa Bay  | vs | New Orleans   |
| 3. ECU        | vs | T-ample        | 3. Dallas     | vs | N.Y. Giants   |
| 4. N.C. State | vs | Ohio           | 4. Minnesota  | vs | Philadelphia  |
| 5. Georgia    | vs | S. Mississippi | 5. Washington | vs | San Francisco |

**\$106.00 CASH EACH WEEK!!**

**RULES:**  
 Entries must be postmarked by Friday of each week. In case of a tie a drawing will determine the winner. Only one entry per week per person. More than one entry per person per week is automatic disqualification. You must guess all 10 games correctly. If there is a tie in the number of correct guesses, the prize money will be added to the next week's prize money.

**ENTER EVERY WEEK!!**  
**"Pepsi's Got Your Taste For Life"**

The Bell and State Belt Tel. No. 6 B-3.

**CHAS. S. SCHOLL**

MANUFACTURER OF

**SOFT & DRINKS**

85 MAIN STREET

BATH, PA.

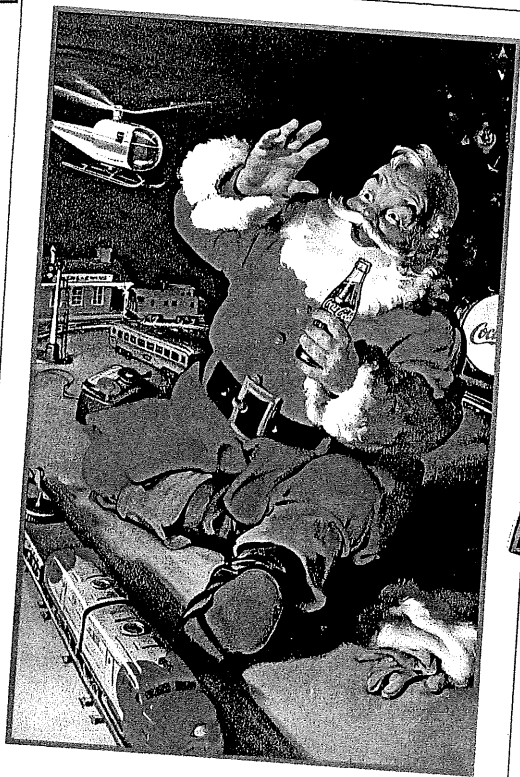
SHIP TO MY ADDRESS

VIA

Cases		Cases	
<input type="checkbox"/>	Birch Beer	<input type="checkbox"/>	Raspberry
<input type="checkbox"/>	Cherry Soda	<input type="checkbox"/>	Nervetta
<input type="checkbox"/>	Chocolate Soda	<input type="checkbox"/>	Sherbet
<input type="checkbox"/>	Cream Soda	<input type="checkbox"/>	Lemon Sour
<input type="checkbox"/>	CreamNectarSoda	<input type="checkbox"/>	
<input type="checkbox"/>	Ginger Ale	<input type="checkbox"/>	
<input type="checkbox"/>	Grape Soda	<input type="checkbox"/>	
<input type="checkbox"/>	Lemon Soda	<input type="checkbox"/>	
<input type="checkbox"/>	Nectar Soda	<input type="checkbox"/>	
<input type="checkbox"/>	Orange Soda	<input type="checkbox"/>	
<input type="checkbox"/>	Orangade	<input type="checkbox"/>	
<input type="checkbox"/>	Plain Soda	<input type="checkbox"/>	
<input type="checkbox"/>	Root Beer	<input type="checkbox"/>	
<input type="checkbox"/>	Sarsaparilla	<input type="checkbox"/>	

Name .....

Address .....



**Description of front cover postcards:** *Left* - Seasons Greetings is a retro view from the 1950s. It was published by Coca Cola in 1991 to promote gifts at K-Mart Photo Centers. *Right* - On a postal card (1914 printed stamp) a free case of drinks was offered by the Dr. Pepper Bottling Co. *Lower right* - An over-size PC, printed by International Harvester Co., features a Coca Cola delivery truck in the late 1930s. **Back cover:** *Left* - Home of Pepsi-Cola at New Berne, NC "built by us for our own use." In 1909 it was the "largest plant of its kind in the world, covering 4 acres." *Right* - A postal card served as a Pepsi Pigskin Payoff entry for football fans in the 1980s (13¢ stamp). *Lower left* - Chas. S. Scholl, "Manufacturer of Soft Drinks" gave his retailers this 1¢ postal for easy ordering. *Lower right* - A second PC from Coke in their series promoting K-Mart's Kodak Photo Center in 1991.