

THE CARD – Vol. 26, No. 2, Issue 292, February 2015

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting – Feb. 16, 2015. Farm & Home Center. Buy, Sell & Trade from 4:30. Meeting - 7 PM

Yearly membership is \$15 (\$5 for each additional member at the same address.)

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584

Club website: WWW.playle.com/clubs/lancaster or Google search: Lancaster County Postcard Club

JANUARY MEETING

Vice President Susan Glass called the meeting to order at 7:00. Twenty-nine members signed in. There were no guests. Betty Beck read the minutes of the last meeting. Barbara Mowrer gave the Treasurer's Report. The balance in the treasury as of January 19 was \$6,398.71. Jere Greider reported that the EXPO contracts will go out at the end of February.

This month the club celebrated its Silver Anniversary with the cutting of the traditional cake. V.P. Glass brought in a booklet – "The First Five Years, A History of The Lancaster County Postcard Club." The Organizational Meeting was held on January 22, 1990. Members present at that meeting: Tom Beck, Earl Carver, Don Davis, Dan Good, Elizabeth Graver, Jere Greider, Charlie Griffiths, Peg Hanna, Bernie Heisey, Gerry Hostetter, John Long, Darlene McMullin, Jim McMullin, Steven Mummert, Shirley Neidermyer, Robert Vaux Roop, Daisy Schaeffer, Dede Schaeffer, Jim Ward, Paul Weidman, Merv Wenger.

Member News: Mark Arbogast gave a historical talk about the Wildcat and other points of interest along the Susquehanna at the York Heritage Trust. ABC Channel 24, Harrisburg, interviewed Mark. Eighty people attended his talk.



The door prizes (\$2.00 club certificates) were won by Bud Heim and Don Fox. Maria Schurz won \$10 in the 50-50 drawing.

MEMBERSHIP REMINDER

Membership chairman, Dick Pendergast, reminded the membership that club dues are to be paid by the end of March. There is no need to wait that long. He's ready to take your money any time. Dick's address is at the top of the newsletter. Thank you.

INCLEMENT WEATHER

In the event the weather prediction is questionable or if the weather is downright awful outside, contact one of these members to find out if we will have a meeting: President Tom Beck – (717) 627-7732, Walt & Barb Mowrer – (717) 684-5331, Susan Glass - (717) 872-0810.

FEBRUARY PROGRAM

Marietta, a river town, was founded in 1718 by Scots-Irish immigrants. Located along the Susquehanna River, it was originally established as an American Indian trading post. Bud Heim, with help from Walter Mowrer will tell us more about this small town of which more than half is designated as a National Historic District.

Future Programs

March - Members Market

April – Dick Pendergast

May – Construction of the McCall's Ferry (Holtwood) Hydroelectric Dam in The Early 1900s, Mark Arbogast

JANUARY POSTCARD COMPETITION

Eight members participated in the evening's single card competition. Two members read "The Card" correctly and entered postcards with the number 15 on them. Confusion about the topic resulted in the rest being New Years postcards. Members first voted on the two #15 entries and then voted on the New Years cards for the third place winner.

First: Jere Greider Battle of Morgarten, November 15, 1315

Second: Dick Pendergast 5 & 10 cent card

Third: Maria Schurz New Year

Additional Participants: Betty Beck - 4-leaf Clover Girl, Tom Beck – Kids on a Sled, Dick Pendergast – Children on a Mushroom, Doug Milliken – A Flower Car, Bob Zink – Homemade Card by Mary Ann Witmer

Future Subjects

February: Presidents - single card

March: Amusement Park – single card

April: Decorated Eggs - board

May: Dams – single card



FUTURE SHOWS

March 14 – Harrisburg Postcard Show, Linglestown Fire Co., 5901 Linglestown Road, Harrisburg, PA, Sat 9-4, Admission - \$2.00

March 27 & 28 – Morlatton Post Card Club INC., 40th Spring Postcard Show, Farm & Home Center, Lancaster, PA, Fri. 10-6, Sat. 10-4, Admission - \$2.50

OOPS!

The editor made a couple of errors in the January newsletter because she was in a hurry, can't type and didn't use her proof reader (her husband, Joe). My apology to our President **TOM** Beck for listing his name as Yom Beck. Also, the date of the Elkton Show was wrong so I hope I didn't send anyone on a wild goose chase.

VALENTINE'S DAY

By Jim Ward

Most of our story is devoted to non-postcards. Facts and images are courtesy of the Internet and Alan LeMay of Saranac Lake, NY.

So much has been written on the history of Valentines, we suggest you seek out the consummate source – Ruth Webb Lee's "A History of Valentines", Lee Publications, Wellesley Hills, MA 02181. Our attention is to Valentine's Day celebrations – worldwide.

Valentine's Day customs developed in England and for the last 300 years have spread throughout the Anglo-sphere; no country out-ranking the USA.

A concentrated market effort shows South Korea and China spending the most money on Valentine gifts. In China, "Lovers' Festival" is the popular term. Legend has it the Cowherd star and the Weaver Maid star, normally separated by the Milk Way, are allowed to meet by crossing it on the 7th day of the 7th month of the Chinese calendar.

Finland and Estonia call it "Friends Day", a time to remember ALL your friends, not just significant others. Only recently has Greece – and the eastern Orthodox Church given way to modern Valentine's Day.

Adoring Kamadeva, the lord of love, is a tradition of antiquity in India, but public displays have been frowned upon and since the 1990s, via TV channels, love letter competitions have prevailed,

Esfandegan, a festival where people express love towards their wives and mothers is an ancient Persian culture. Iran, today, leans towards the western celebration, but there is a strong move to old ways. Tu B' Av (an ancient Jewish holiday), in Israel, has been revived and transformed to the equivalent of a Jewish Valentine's Day. It serves as a day to propose marriage and give gifts like cards.

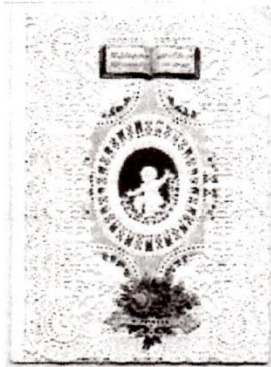
In Japan, Morozoff Ltd. (a confectionery & cake company headquartered in Kobe) introduced the holiday, in 1936, when it ran a huge ad aimed to foreigners. By 1953 the fad of heart shaped chocolates were given by women to men. This came about because of a translation error by an ad executive! Soon, though men began returning the chocolate gifts in March and the gifts have never stopped.

In some Latin American countries Valentine's Day is known as "Dia del Amor y la Amistad", the Day of Love and Friendship. February 14 is not always the chosen day since it often interferes with other holidays. But most South and Central American countries celebrate some type of Lovers or Friends Day during the year.

VALENTINE'S DAY

Other countries, with similar celebrations, are Philippines, Portugal, Romania, Denmark, Norway, Sweden and Spain. Natives of Singapore are the largest spenders, not to forget, Taiwan and Wales.

Politics and religion cause conflicts in Malaysia, Pakistan, and Saudi Arabia.



Esther Howland Valentine, circa 1850: "Weddings now are all the go, Will you marry me or no?"



Whitney Valentine, 1887; Howland sold her New England Valentine Company to the George C. Whitney Co. in 1881



Valentine card, 1862: "My dearest Miss, I send thee a kiss" addressed to Miss Jenny Lane of Crostwright Hall, Smallburgh, Norfolk.



Valentine's Day postcard, circa 1910

Postcards, "pop-ups", and mechanical Valentines, circa 1900-1930



Buster Brown Valentine postcard by Richard Felton Outcault, early 20th century



Advertisement for Prang's greeting cards, 1883



Postcard by Nister, circa 1906



Valentine postcard, circa 1900-1910



A tiny 2" pop-up Valentine, circa 1920



"Through the rain, and through the snow, ever side by side we go" – sent 1907



Football-playing anthropomorphic rat and bulldog are set in motion by the pull-tab on the right, circa 1920



A grommet affixed to the center of the card permits the dog's eyes to glance side-to-side when the blue bow is moved

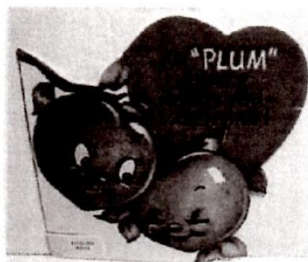


Rocking horse and rider, circa 1920-1930



Children's Valentine, 1940-1950

Anthropomorphic
Valentine, circa 1956-1960



"You're in the crew, You're on the team. Your classes show you far from stupid – Twist play and study, have you time, To take a special course with cupid?" Sent 1909 from Williamsport, PA to Miss Ave – W.D. Seminary



MORLATTON POST CARD CLUB INC.

40th Spring Postcard Show



Farm and Home Center
1383 Arcadia Road
Lancaster, PA 17601
(off Manheim Pike Rte. 72)

Friday, March 27, 2015 - 10 A.M. to 6 P.M.
Saturday, March 28, 2015 - 10 A.M. to 4 P.M.



No Pre-Show Buying

Admission \$2.50
(50 cents off with ad)

For more information call
Kay Feight, (717) 263-1638
Leon Rowe, (610) 444-0641

The Octoraro Hotel & Tavern

On November 4, 2014 a local Chester County landmark was ravaged by fire. It was a sad day in Oxford, PA. The sounding of the fire alarm at 1030 from the Union Fire Company to the thick smoke in the center of town alerted residents that all was not well. The fire started in the kitchen of the hotel and quickly spread to the dining room and upper floors. Fire assists came from West Grove, Quarryville, Cochranville & Rising Sun, MD. All units were cleared by 1325. The owners plan to rebuild.



Originally a store was built on this site. Then came the Oxford Female Seminary in 1837. Part of that property was sold in 1860 to establish a hotel. The Octoraro Hotel was headquarters for the Philadelphia-Baltimore Stage in the 1800s. In 1912 the top porch was added.

This card was sent in November 1928. On the back was written – "Hurrah for Hoover". Sender went to Armistice Day Services at the church on Sunday evening.

