

THE CARD – Vol. 24, No. 9, Issue 275, September 2013

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

Enjoying postcards through education and entertainment.

Next Meeting: September 16, 2013. Farm & Home Center. Buy, Sell & Trade from 4:30. Meeting – 7 PM.

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

2013 EXPO

The 21st Annual LCPC Postcard show was held on August 17th at the Farm & Home Center. Chairman Jere Greider said attendance at the show was better than last year and he did not receive any complaints from the dealers. Jere would like to thank all the members who helped with the Friday night setup and those who helped on Saturday at the club table and with cleanup. He said without the dedicated club members we would not be able to have a successful show. A full report on the Expo will be given at the September meeting.

SEPTEMBER PROGRAM

According to the AAA Tour Book - Easton, Pennsylvania is nestled in the Lehigh Valley and served as a focal point of the Revolutionary War. During the 19th Century Easton became one of America's earliest industrial centers. Lafayette College was founded there in 1832.

At the September meeting James Tanis will share with us a more personal view of Easton. When asked – why Easton? – He said that Easton was right across the Delaware River from Philipsburg, NJ, his hometown. James' program will start with a postcard of the house where he was born and we will see an 'X' marking his mother's room. From Philipsburg he will take us across the river into Easton and to College Hill and Lafayette College. His presentation will include real photo cards of Fraternities and as an added bonus James knows who is the photographer of the real photo cards.

FUTURE PROGRAMS

October: Member's Market

November: "Love is in the Air"- Al Schaub

December: Favorite Christmas Card, member participation

MEMBER NEWS

The postcard collection of the late Gerald Hostetter will be sold at two auctions – one live and one online. The live auction will be held on November 20th in Mount Joy @ the Acorn Farms Reception & Conference Center. The online auction will run October 25 to November 15. Go to www.kellerauctioneers.com for more information. The collection contains more than 40,000 cards!

HELP WANTED

The newsletter editor, Susan Glass, is looking for members willing to share their favorite postcards by contributing to "The Card". If you supply some cards with information about each card the editor will do the rest. If interested see Susan at a meeting, call her at 717-872-0810 or email her at sfg47@comcast.net. Thank You!

2013 EXPO EXHIBIT BOARDS

FAMOUS PEOPLE

First: Dolores Rowe

Still The King

Second: Susan Glass

The Royals

Third: Walter Mowrer

George Washington

ANIMALS

First: Walter Mowrer

Working Horses

Second: Charles Bush

Say Cheese

Third: Cheryl Edwards

Nativity Dogs

Honorable Mentions:

Susan Glass

Cats at Play

Dolores Rowe

Fish Dreams

Dick Pendergrast

Bad Dogs

GREETINGS

First: Dolores Rowe

Have An Eggsellent Easter

Second: Walter Mowrer

Hallowe'en

Third: James Tanis

Greetings Professors Shumway

Honorable Mention:

Cheryl Edwards

Picturesque New Year Dates

LOCAL VIEWS

First: Walter Mowrer

Marietta, PA

Second: Dolores Rowe

Disaster in Toughkenamon, PA

Third: Robert Shirk

Covered Bridges

Honorable Mention:

Susan Glass

Lancaster, PA

Best of Show: Walter Mowrer

Marietta, PA

People's Choice: Walter Mowrer

Marietta, PA

Exhibit Board Competition Judges: Mary Martin and Louise Wile. Thank you.

Future Subjects

September: Baby Carriers – single card

October: Letter of the Alphabet "G" – board

November: Something Military – single card

December: Music Makers – single card

Future Shows

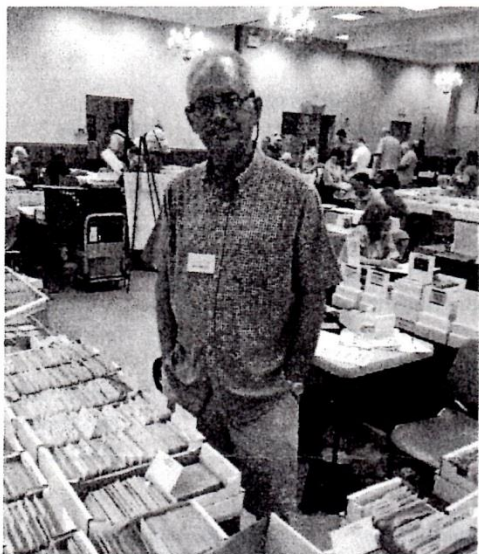
August 30 to September 7 - Brimfield Paper & Postcard Marathon, Brimfield, MA - 10 to 6 every day except Tue 1 to 6, Free

October 5-7 - Allentown Antique Advertising, Book & Paper Show, Allentown Fairgrounds, Allentown PA - Saturday 9 to 5, Sunday 9 to 3, admission \$7.00

November 22-23 - York International Postcard Expo, York, PA - Friday 9 to 7, Saturday 9 to 5, admission \$5.00

November 29-30 - Morlatton Post Card Club's 38th Fall Postcard Show, Farm & Home Center, Lancaster, PA - Friday 10-6, Saturday 10-4, admission \$2.00

Our fearless leader!



Lookin' good Howard!



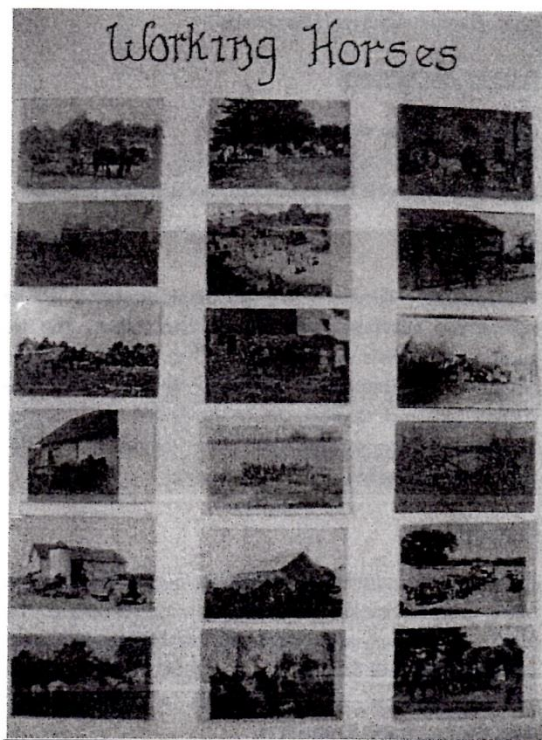
Bud – don't you have enough cards?



1st Place – Local Views
Best of Show & People's Choice



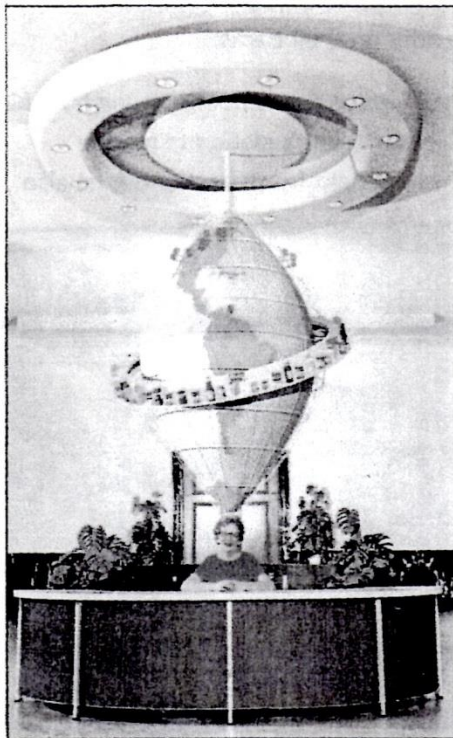
1st Place - Animals



1st Place - Animals



1st Place - Famous People

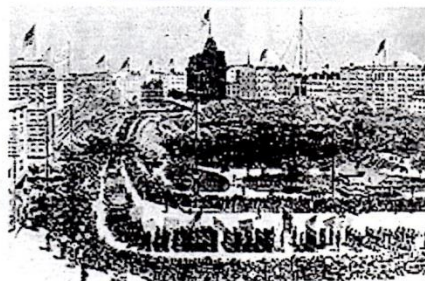


International Headquarters H. J. Heinz Company

Approximately 50,000 visitors to H. J. Heinz Company's international headquarters in Pittsburgh, PA annually receive a cordial welcome in the Service Building reception lounge. Heinz U.S.A. and foreign manufacturing locations are featured on the giant stylized globe which is circled by a representative group of the "57 Varieties." Visitors are received Monday through Friday from 8:30 to 10:30 A.M. and from 1:00 to 2:30 P.M.

On February 14, 2013, Heinz agreed to be purchased by Berkshire Hathaway and 3G Capital for \$23 Billion.

Happy Labor Day



Labor Day Parade, Union Square, New York,
1882

ON THE BOARDWALK IN ATLANTIC CITY

Submitted by Dick Pendergrast

The first boardwalk in Atlantic City was constructed in 1870. It was meant to keep visitors from tracking sand onto the trains and the beachfront hotels. It was 10 feet wide and one mile long. No stores or other commerce were allowed within 30 feet. At the end of each summer the boardwalk was taken apart and stored for the winter.

Even with these precautions, the boardwalk had to be replaced several times and, each time, it was made wider and longer so that it finally reached a size of 60 feet wide and six miles long. The distance was a problem for visitors with disabilities and the famous rolling chairs were introduced at a convention in 1876 for use by invalids. But everyone wanted to ride them so the restriction was soon lifted. As the boardwalk grew larger and more people came to visit, commerce followed in the form of hotels, shops and especially piers jutting out into the ocean. People would put on their finest clothes to parade along the boardwalk. It became a place to be seen much like Fifth Avenue in New York at Easter time.

The granddaddy of all the piers was the Steel Pier. It opened in 1898. Over the years it hosted all kinds of entertainment – big bands and famous people. In the 1930's it hosted the Miss America pageant but it was also famous for its Diving Horse Act which lasted until 1978. These horses were trained to dive forty feet into a pool with a rider on their backs.

Competition to the Steel Pier entertainment arrived in 1905 when Captain John Young built his Million Dollar Pier. It had entertainment but also had Captain Young's elaborate marble residence right on the pier. The Captain was said to go fishing right from the pier but he also entertained presidents at his home. This pier was also famous for its daily net haul which raised all kinds of fish from below the pier for the visitors to see.



7792 THE BOARDWALK, ATLANTIC CITY, N. J.

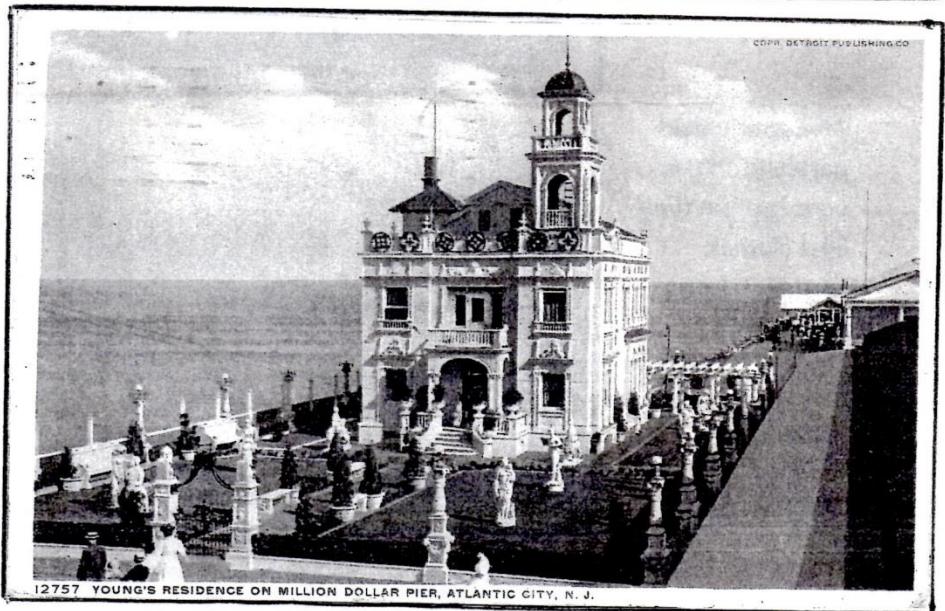
George Tilyou of Coney Island fame bought another pier in 1908 and renamed it the Steeplechase Pier. He modeled it after his Coney Island amusement park so it was a place for Fun! Entrances to the pier were through a clown's mouth and a revolving barrel or through a door which blew up the ladies' skirts. The John Philip Sousa band played here.

The Garden Pier was built in 1912. It featured a formal garden on the pier and an outdoor open air theater. Today it is the site of an art center and a historical museum

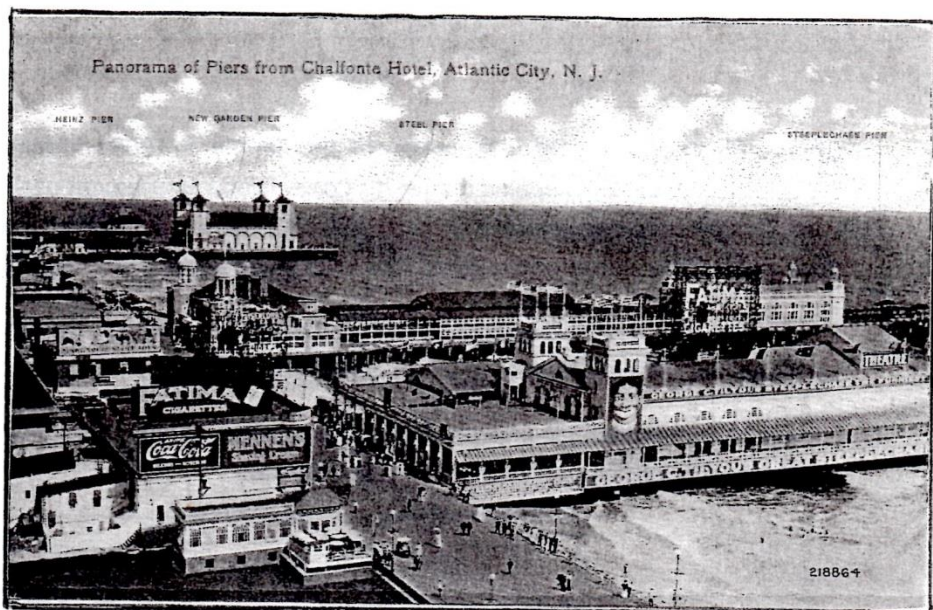
The entertainment people enjoyed at these piers is long gone replaced by today' big casinos. But the boardwalk lives on after more than 140 years.

All photos are by the Detroit Publishing Company. Opposite a view of the boardwalk and some early rolling chairs.

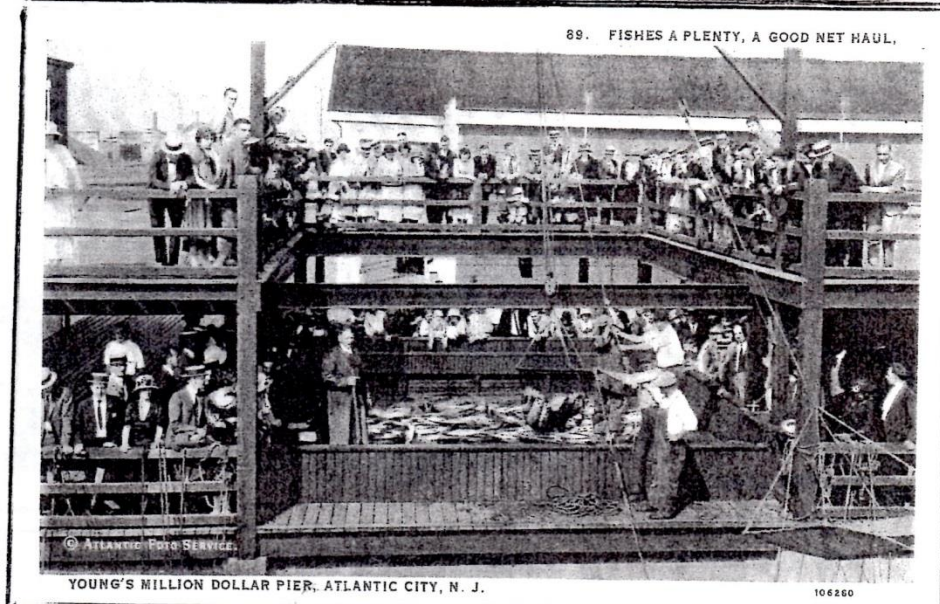
On this page we see George Tilyou's Steeplechase Pier with its grinning trademark and several later versions of the rolling chair as well as the mansion Captain Young built on his Million Dollar Pier.



This view shows most of the piers on the boardwalk plus ads for Mennen's Shaving Cream and Fatima Cigarettes. Card by Valentine Souvenir Co.



The Fish Net Haul at Captain Young's Million Dollar Pier. A Curteich white bordered card from the 1920's



An Easter crowd parading on the boardwalk in their best clothes. Card by Atlantic Postcard Co.

