

# THE CARD – Vol. 24, No. 10, Issue 276, October 2013

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

*Enjoying postcards through education and entertainment.*

Next Meeting – October 21, 2013. Farm & Home Center. Buy, Sell & Trade from 4:30. Meeting - 7 PM

Club website: [WWW.playle.com/clubs/lancaster](http://WWW.playle.com/clubs/lancaster) or Google search: Lancaster County Postcard Club

## SEPTEMBER MEETING

**BUSINESS:** Thirty (30) members signed in. There were no visitors. The minutes of the June & July meetings were read and accepted. Treasurer Barabra Mowrer reported that the balance in the treasury as of 9/16/13 was \$7,463.06.

Jere Greider, Expo chair, reported that the club cleared \$1521.77 from the Expo. Since the Expo is our only money-raising event, Jere encouraged members to support it by attending and assisting with its promotion and preparation.

Bob Zink reported that deliveries of boxes of Windows to Our Past, vol. 2, have been made to 8 of the 18 sites designated to receive them. If any member is still storing books please bring them to the October meeting. If you have volunteered to deliver books to a Historical Society please let Bob know when they have been delivered.

### Member News:

We learned of the passing of Jim Brodt's wife, Jean, on September 5, 2013. We send our sympathies to Jim & his family.

The postcard collection of the late Gerald Hostetter (#6) will be sold at two auctions – one live and one online. The live auction will be held on November 20<sup>th</sup> in Mount Joy @ the Acorn Farms Reception & Conference Center. The online auction will run October 25 to November 15. Go to [www.kellerauctioneers.com](http://www.kellerauctioneers.com) for more information. The collection contains more than 40,000 cards!

Welcome back Mark! This was Mark's first meeting after his open heart surgery. He assured us that his recovery is going well.

The door prizes, consisting of postcards, were won by Leighton (Le) Stover and Don Tribit. Jere Greider won \$12.50 in the 50-50 drawing.

**PROGRAM:** For the evening's program, Club member, James Tanis presented a postcard tour of his childhood environs: Phillipsburg, New Jersey and Easton, Pennsylvania.



## OCTOBER MEETING

This is a scheduled **Members' Market**, meaning any member may set up and sell on an 8-foot table or less at no charge. Items for sale can be postcards, books, local historical items, and paper ephemera. There will be a brief business meeting as well as the monthly card competition.

### Future Programs

**November:** "Love is in the Air" – Al Schaub

**December:** Favorite Christmas Card – member participation

## POSTCARD COMPETITION

Twelve people participated in the evening's single card competition on the subject "Baby Carriers."

**First:** Barabra Mowrer

Girl in Baby Coach

**Second:** Susan Glass

Cat Carrier

**Third:** Barbara Heim

The Owls' Outing

### Honorable Mentions:

Maria Schurz

Egg Carriage

George Stiles

Two Little Darlings

Marsha Stiles

Baby on a Plane

### Additional Participants:

Jere Greider

Papoose

Bud Heim

The Crawford Boys

Walter Mowrer

Dog besides Baby Coach

Dick Pendergrast

On the Cable Car

Don Tribit

Found in Harold Square – Three

Twins

### Future Subjects

**October:** Letter of the Alphabet "G" – board

**November:** Something Military – single card

**December:** Music Makers – single card

### Future Shows

**October 5-6** – Allentown Fall Antique Advertising, Book & Paper Show, Allentown Fairgrounds, Allentown, PA, Sat 9-5, Sun 9-3, Admission \$7.00

**November 22-23** – York International Postcard Expo, York Fairgrounds, York, PA, Fri 9-7, Sat 9-5, admission \$5.00, good for both days

**November 29-30** – Morlatton Post Card Club INC., 38<sup>th</sup> Fall Postcard Show, Farm & Home Center, Lancaster, PA, Fri 10-6, Sat 10-4, admission \$2.00

LCPC BOARD of DIRECTOR'S MEETING - OCTOBER 21, 2013 6:00 PM

## Hallowe'en on Postcards

Submitted by Jim Ward

If there have been trends in celebrating Hallowe'en, they seem to show more active adult participation than 60 years ago, though a fair number of Halloween postcards feature adults 100 years ago. Even though we are experiencing economic hard times, the sales of costumes, party supplies and sweets are breaking records. Valentine's Day and Christmas candy sales are lagging those of Halloween. There is a transformation of the homemade neighborhood character of the event to one framed by institutions, corporations and consumer culture.

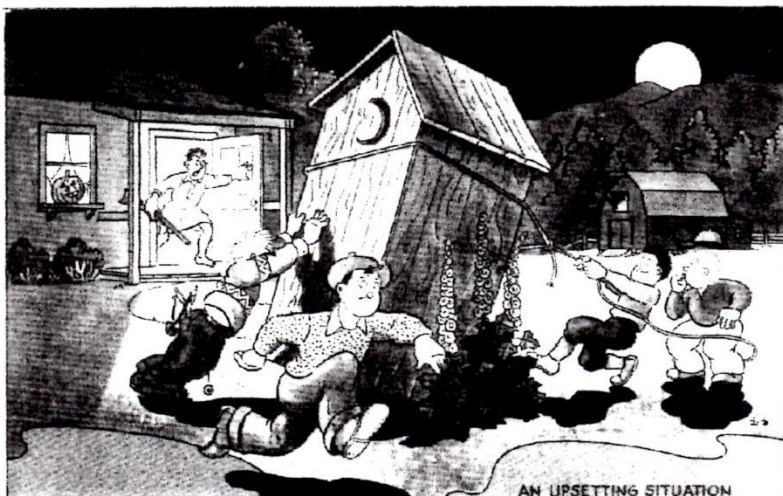
The information above is from a recent article published in The Washington Post and retrieved by Gisela Withers and I thank her for this. The remainder of this article I have devised from information on the postcards plus a lot of nostalgia. JW



Hallowe'en Jollity! Published by John Winsch, 1911, the famous art of Samuel Schmucker is featured with a cute lass and her holiday escorts, a knowing owl and a lecherous looking Pumpkin Man.

"The solemn owl and the pumpkin gay, Will dance all night till break of day. For this is Hallowe'en so jolly, The time for fun and the night of folly!"

In Hoxie, a town of 1,500 in northwest Kansas, senior community members recall that, in the old days, "a certain number of outhouses became horizontal, when loose items such as garden hoses, trash cans and lawn furniture were dragged onto Main Street to block traffic the next morning." An Upsetting Situation, #HSC-49, from Mirror-Chrome suggests this privy is heading for the "horizontal."







Samuel Schmucker's glamorous witch, in a stunning gown replete with jack-o-lantern designs, has her pet owl hitching a ride on her broomstick complete with reins.

"When the world is wrapped in slumber, And the moon is sailing high, If you peep between the curtains, You'll see witches riding by."

All Hallowe'en was mailed November 13, 1911.

A Jolly Hallowe'en - One symbol having a distinctly Native American heritage, is the pumpkin, unknown to Europeans before Columbus. It was part of the trinity of American foods: squash, beans, and maize, the latter appearing as candy corn and decorative corn shocks. The original European version of the jack-o-lantern was a turnip. Our adorable little witch is Ellen Clapsaddle's contribution to the holiday.



Another prank, removing backyard gates, was generally relegated to the property whose owner was the neighborhood crank. In the sixth ward of Lancaster, one designee's gate was sometimes hoisted 10 ft. up on a utility pole. May it be the Gate of Luck that you steal on Hallow-Een! Is from HBG Series #2272.

### Samuel Schmucker

Samuel Lorne Schmucker (1879-1921) was born in Reading, Pennsylvania and during his childhood, a bout with polio partially paralyzed his right arm. This disability did not detract from his draftsmanship and by the time he was 14 his art was well known in Reading, PA. Eager to learn more, he left Reading in 1896 to get professional training in Philadelphia, PA. He studied drawing and still life at the Pennsylvania Academy of Fine Arts and then transferred to the Howard Pyle Institute at Drexel where he studied alongside Maxfield Parrish and Jessie Wilcox Smith. By 1905, Schmucker had established himself as a commercial artist. For almost 10 years, Schmucker's work was printed by two of the largest postcard publishers in the United States—the Detroit Publishing Company and the John Winsch Company. Between 1915 and 1921 he sold approximately 130 postcard designs to the National Art Company. In 1921, Schmucker's career was cut short when he unexpectedly died from a heart attack at age 42.

The information above is from the [Foundation for the Reading Public Museum](http://www.foundationforthereadingmuseum.org) website.



Listed on eBay for a starting bid of \$225.00

## MORLATTON POST CARD CLUB INC.

### 38<sup>th</sup> Fall Postcard Show



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



**Friday, November 29, 2013 - 10 A.M. to 6 P.M.**  
**Saturday, November 30, 2013 - 10 A.M. to 4 P.M.**

***No Pre-Show Buying***

**Admission \$2.00**  
**(50 cents off with ad)**

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