

THE CARD – Vol. 25, No. 9, Issue 287, September 2014

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

Enjoying postcards through education and entertainment.

Next Meeting: September 15, 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

2014 EXPO

The 22nd Annual LCPC Postcard show was held on August 16th at the Farm & Home Center. Chairman Jere Greider 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. 180+ postcard enthusiasts attended the show. A full report on the Expo will be given at the September meeting.

SEPTEMBER PROGRAM

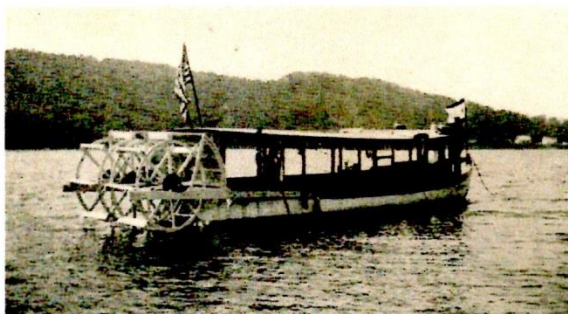
"Early Postcard Views Along The Susquehanna River"

Monday September 15, 2014. 7:00pm

Lancaster Farm & Home Center

Join us as we view a presentation of early postcard views along the Susquehanna River from Columbia to York Haven. The talk will include Columbia and the Pennsylvania Railroad, Chickies Rock and the park that operated at Chickies and Marietta and views of the iron furnaces that once operated between Columbia and Marietta. We will also see the Accomac and Wildcat Falls hotels in York County and the ferry boats that went back and forth on the river at this summer vacation spot. The talk will end with Bainbridge and the York Haven hydroelectric plant.

The talk will be presented by Mark W. Arbogast, a retired PPL land manager who worked at the Holtwood and Brunner Island power plant projects. Mark has an interest in local history and is also a postcard collector.



*Wild Cat Road - Marietta, Pa.
1900-1905*

FUTURE PROGRAMS

October: Member's Market

November: Fantasy Postcards, Betty Beck

December: Favorite Christmas Card, member participation

2014 EXPO EXHIBIT BOARDS

SANTAS

First: Dolores Rowe	No Red for Me This Year
Second: Walter Mowrer	Santa and Children
Third: Barb Mowrer	Santa and Angels
Honorable Mentions:	
Donald Brown	Santa Claus Between Two Worlds
Bud Heim	Santa with Walking Stick
Susan Glass	HO HO HO

WOMEN WITH FANCY HATS

First: Dolores Rowe	Charming Chapeaux
Second: Cheryl Edwards	New Year Hats
Third: Donald Brown	Fancy Hatted Ladies
Honorable Mentions:	
Barb Heim	When Women Wore Hats
Susan Glass	Fancy Hats
Walter Mowrer	Fancy Hats
Barbara Heim	The Sunbonnet Baby's Hats (pt1 & pt2)

HANDMADE CARDS

First: Donald Brown	Stamp Craft Post Cards
Second: Susan Glass	Homemade
Third: Dolores Rowe	Jim Ward Publications Pretzel Postage

VIEWS of MY FAVORITE STATE

First: Bud Heim	The Majestic Susquehanna River
Second: Dolores Rowe	Alaska But I Wouldn't Like to Live There
Third: Donald Brown	Michigan – 4 Seasons
Honorable Mention:	
Susan Glass	I Love Washington

Best of Show:	Donald Brown	Stamp Craft Post Cards
People's Choice:	Donald Brown	Stamp Craft Post Cards

Judges: Jeff Heastland, Jose Rodriguez, Jim Tigner. THANK YOU!

FUTURE SUBJECTS

September: School Building K-12 – single card

October: Covered Bridges – board

November: Thanksgiving – single card

December: Santas – board

Future Shows

September 27-28 - Garden State Postcard Club Show, Parsippany, NJ, Sat 10-6, Sun 10-4, \$4 for 2 days, \$3 (1) day

October 4-5 - Allentown Antique Advertising, Book & Paper Show, Allentown Fairgrounds, Allentown PA - Saturday 9 to 5, Sunday 9 to 3, admission \$7.00

November 21-22 – York International Postcard Expo, York Fairgrounds, York, PA - Friday 9 to 7, Saturday 9 to 5, admission \$5.00

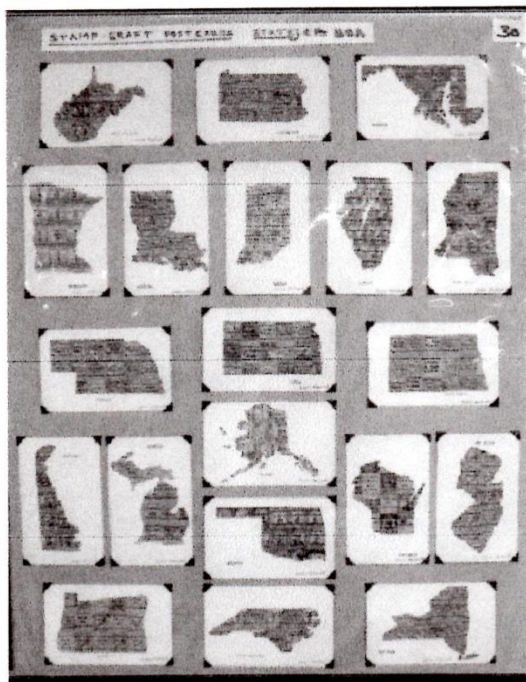
November 28-29 – Morlatton Post Card Club's 39th Fall Postcard show, Farm & Home Center, Lancaster, PA - Friday 10-6, Saturday 10-4, admission \$2.00

2014 EXPO BOARD COMPETITION

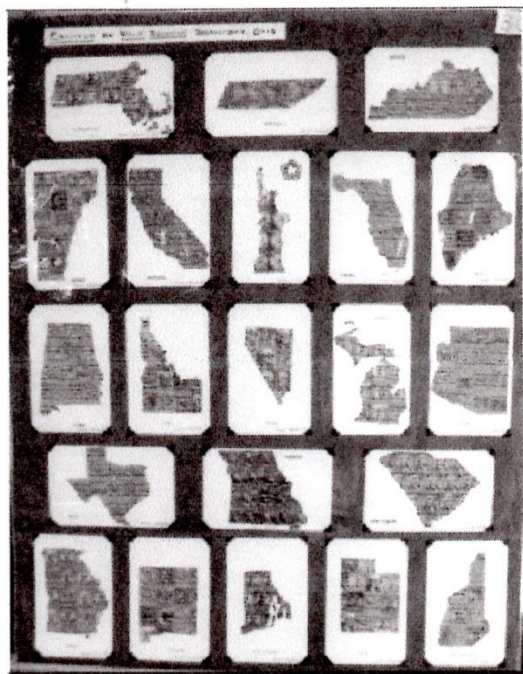


1st Place – Hand Made Cards

Best of Show & People's Choice



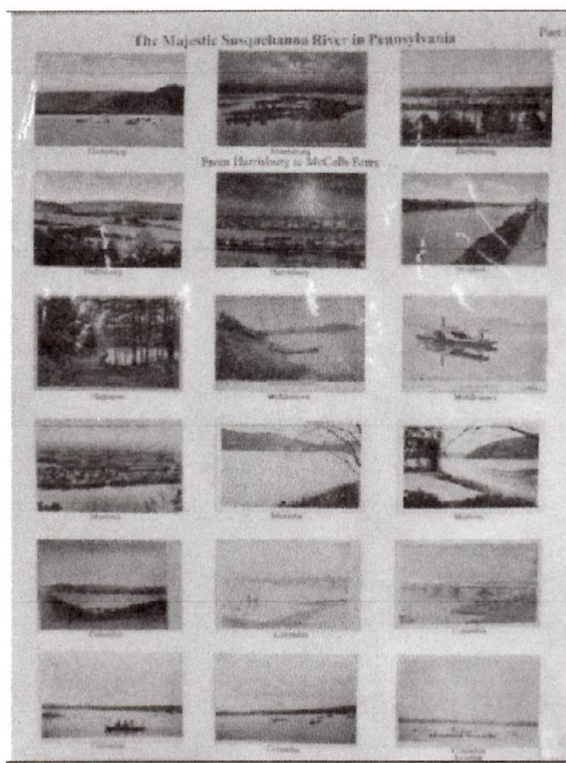
1st Place –Santa Claus



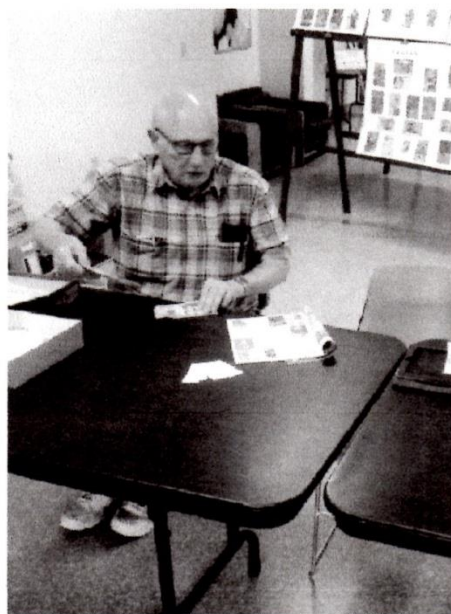
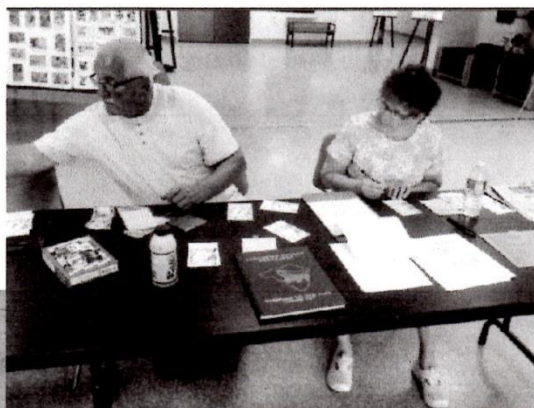
1st Place –Fancy Hats



1st Place – Views of My Favorite State



The Majestic Susquehanna River



POSTCARD ADVERTISEMENTS

By Jim Ward

This modern series brings back old memories. Our regular contributor, Louise Wile (mis-spelled last issue) writes, "Jim, I got a whole pile of these Adv. Postcards on E-bay. Cheap." Louise suggests the ads on these colorful 4" by 5 1/2" PCs may have been reproduced from magazines of the period (1930 – 1950s). They may motivate you to look among older eras under Transportation, Appliances, Services, Domestic, etc. Happy Hunting!



CHESTERFIELD CIGARETTES "combine the world's best tobacco to bring out the fine quality of each type. The **CHESTERFIELD GLOVE**, Created by NY designer Merry (sic) Hull ... goes hand-in-hand with more smoking pleasure. Lingett & Myers Tobacco Co. is the procedure.

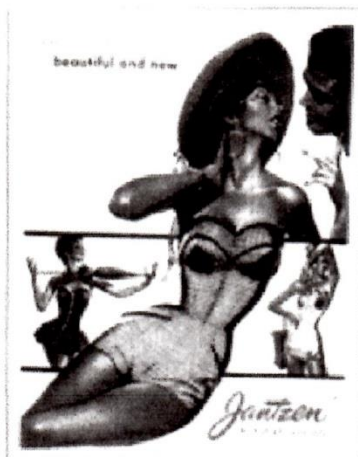


No Halloween tricks with this treat! **FLEER'S DOUBLE BUBBLE** was the most Popular bubble gum of the 1940s and '50s, partly because you got a comic strip story wrapped in every package



CHASE & SANBORN'S Dome Top Coffee – take one you can test for freshness. "If it's firm – it's fresh! Served by more fine hotels and restaurants throughout America than any other brand."

JANTZEN was a top name in swimwear long before the 2-piece suits were popular. Its ads were the work of leading artists.



The **AMERICAN GAS ASSOCIATION** used this Caloric range to emphasize "smokeless broiling, even & exact baking, and heat that never lingers on the top burners. Once the gas is off – It's off!"

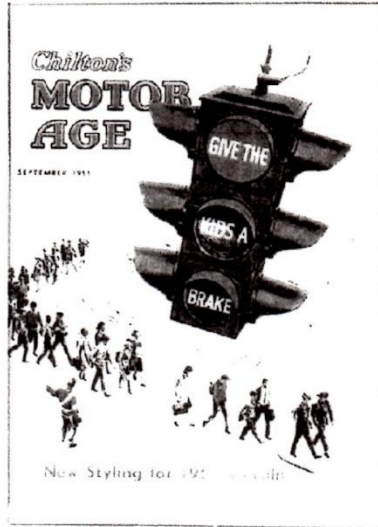


ANHEUSER-BUSCH INC.'s Budweiser Hour sponsored the Ken Murray Show. "Consult your local paper for (radio) time and station." This leisure clothing was typical of the 1940s and '50s.

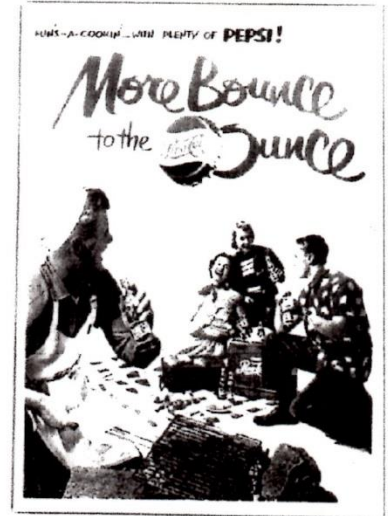


LUCKY STRIKE CIGARETTES, LS/MFT (Lucky Strike Means fine Tobacco) – "The best made of all brands, a fact established by the Research Laboratory of the American Tobacco Co, and verified by leading independent laboratory consultants."

The Sept. 1955 Back-to-School issue of CHILTON'S MOTOR AGE magazine stressed safety for school kids and featured the "New Styling for the 1956 Lincoln."



TEXACO SKY CHIEF was the company's high (leaded) octane gasoline. It contained Petrox which "cut deposits." Glass-topped service station pumps were found on all brands in the 1940s and '50s. "Texaco Dealers in all 48 states." (Alaska and Hawaii were admitted in 1959).



PEPSI COLA for a time, took sales away from Coca-Cola by offering "Twice as much for a nickel too, Pepsi Cola is the drink for you." Coke gained back its lead when it got the rights to supply our serviceman overseas in WWII and the GIs returned with a yen for Coke.



OLIVETTI was a quality typewriter manufactured in Milan, Italy. The desk-top machine was stiff competition for the American Remingtons and Royals. The model's dress dates from the 1930's.



The Gift's in the Mail: Libraries to Receive 1 Million Postcards

HUMAN HAIR. Mother of pearl. Some of the earliest photos of middle-class Americans. Pickle advertisements. They're all part of a new University Libraries collection highlighting the role of the humble—and sometimes bizarre—postcard in recording more than a century of illustration and communication.

Historian Donald R. Brown, a retired librarian and professor and founder of the Institute of American Deltiology, has agreed to donate the bulk of his one-million-card collection to the **National Trust Library**, housed in Hornbake, to encourage the use of postcards in scholarly research. About 66,000 postcards from 18 Southern states arrived at Maryland in November; Brown and volunteer curators are preparing more boxes for shipping this fall.

"Postcards capture the tastes of an age, the interests, the work habits, as well as communities," Brown says. "They document our heritage."

The Myerstown, Pa.,-based institute is housed in a former general store built in 1849; many of its contents are nearly as old. Postcards dating to the 1890s were valued more for their aesthetics—unique colors created in a photomechanical printing process—than for their messages. Postal regulations prohibited messages on the cards' backs until 1907. Doug McElrath, the university's curator of Marylandia and rare books, calls the resulting, often pithy messages scribbled on the fronts the "tweets of 1900."

Brown's overflowing card catalogues, sorted topically and geographically, fill nine rooms in his home. The "D"s alone range from disasters to distilleries to dogs. Many cards emphasize American architecture and emerging skylines.

The collection joins an already substantial 18,500 postcards in the National Trust Library. Once Brown's collection has been transferred, Maryland's postcard archive will be the second-largest in the U.S.

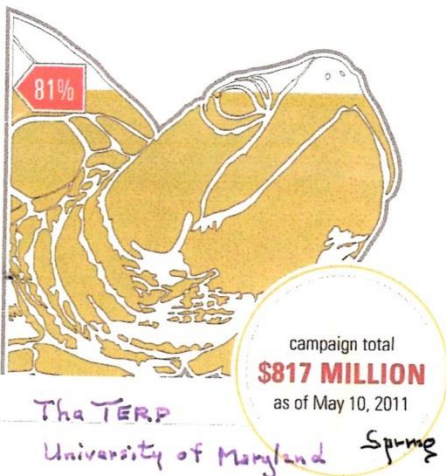
"We anticipate that we'll be offered more now that we're seen as a center for postcard collections," says McElrath, who plans to put the cards into an online database.

Meanwhile, more postcards continue to pour in to the institute—a good sign in Brown's eyes.

"Yesterday's postcards are today's history," he says. "And today's postcards are tomorrow's history." —KM

Donald Brown has agreed to donate as many as one million postcards to University Libraries because of its connection to the National Trust for Historic Preservation.

GREAT EXPECTATIONS PROGRESS



POSTCARDS COURTESY OF THE NATIONAL TRUST LIBRARY HISTORIC POSTCARD COLLECTION

