

THE CARD – Vol. 25, No. 10, Issue 288, October 2014

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

Enjoying postcards through education and entertainment.

Next Meeting – October 20, 2014. 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

SEPTEMBER MEETING

Twenty-five (25) members signed in and there were three visitors. The minutes of the September meeting were accepted as read. Treasurer Barabra Mowrer reported that the balance in the treasury as of 9/15/14 was \$7,873.00. Much to our dismay, President Milliken announced the resignation of our secretary Gisela Withers.

Jere Greider, Expo chair reported that \$1,423.73 was cleared by the Expo. He thanked everyone for their support of this event. Jere informed us that the people who had the food stand are not interested in doing it next year. If you know of some group/organization that would do this next year contact Jere.

For the evening's program, Club member Mark W. Arbogast presentation consisted of early postcard views along the Susquehanna River from Columbia to York Haven.

The door prizes were won by Sharon Gromis and Kathy Fogie. Walter Mowrer won \$11.50 in the 50-50 drawing.

AN OPEN LETTER TO LCPC

When Gisela Withers wrote me recently she explained that the Captain had suffered a stroke on top of two serious falls last April and May and that her attention needed to focus on him. She said, "The Captain trumps everything." This simply means that she must give up the LCPC for the immediate future. If there ever was the member, in our recent history, who has contributed so much, I can't recall.

Those of us who worked with Gisela know she is a perfectionist and those kinds of people don't take on a job unless they can do it right.

True, Gisela often made the meetings at the 11th hour but her full daily schedule and traffic from Geigertown were always the reasons whether it was while she held a full-time job or after retirement.

Had you tagged behind her at a meeting, you'd have known there was barely a minute when she wasn't busy for the club. From reading the previous Minutes, to taking notes of the present meeting (including the Program) to helping with the monthly Card Competition, to the making and distributing of winners prize cards and often reporting on PC Shows, it's a wonder she ever found time to look through a box of cards or socialize for five minutes.

And on top of all that was her presence, as secretary at the frequent Board meetings. It will be a rare member who'll be able to fill Gisela's shoes.

We must give this exceptional lady our sincere **THANKS** for her many years of service. Now she will devote her attention to home duties and our prayers go to her and the Captain as they manage their lives on the Home Front.

Mein leibe, Gisela, take care. Jim Ward

OCTOBER PROGRAM

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: Fantasy Postcards, Betty Beck

December: Favorite Christmas Card, member participation

POSTCARD COMPETITION

Seven people participated in the single card competition on the subject "School Building K-12".

First: Tom Beck	Millersville Model School
First: Bob Zink	Mountville Public School
Second: Maria Schurz	Calvin Coolidge's School
Third: Don Tribit	Weathery High School

Additional Participants:

Doug Milliken - Cal Tech, George Stiles - Jr. High School, New Jersey, Marsha Stiles - High School, New York

FUTURE SUBJECTS

October: Covered Bridges – board

November: Thanksgiving - single card

December: Santas – board

FUTURE SHOWS

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 how, Farm & Home Center, Lancaster, PA - Friday 10-6, Saturday 10-4, admission \$2.00



Did you know that Vermont has 100 covered bridges? In 2011 Tropical Storm Irene yanked the Bartonville Covered Bridge (1870) from its abutments and into the raging Williams River. This disrupted the normal flow of traffic in the Rockingham, VT village. Thanks to the determination of the locals another timber bridge was erected in 2012.

POSTCARD ADVERTISEMENTS

By Jim Ward ... With Cards offered by Louise Wile

Our subjects bring back memories of 70 years ago .. "history" for youngsters. Find similar subjects on old PCs under Transportation, Clothing, Personal, Services and Food.



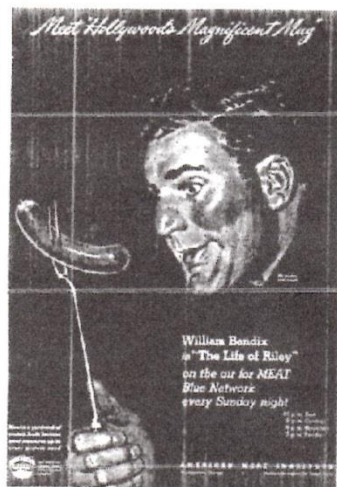
ZEISS produced the CONTAX II-A and III –A single lens reflex cameras in the 1950's. SLRs are still preferred by professional photographers over today's digitals for precise photo settings.



"There's verve and zip in the personality of the JEEPSTER. Come see it at Wileys-Overland dealers".



KYNOCH CYCLES, manufactured by Kynock, LTD. In Birmingham, England, was a pioneer by lowering the mid-crossbar, accommodating the ladies' full skirts. Handlebar bells were popular as were white-walls in the 1930's.



The AMERICAN MEAT INSTITUTE sponsored The Life of Riley, starring William Bendix, "Hollywood's Magnificent Mug", "on the air for Meat Blue Network every Sunday night."



"The Magna-Color TV in a wide choice of magnificent furniture is sold directly through MAGNAVOX franchised dealers (see Yellow Pages) saving you middle man costs." Priced from \$399.90. Shown is French Provincial model 544 in Distressed Cherry or Antique Ivory - \$595.

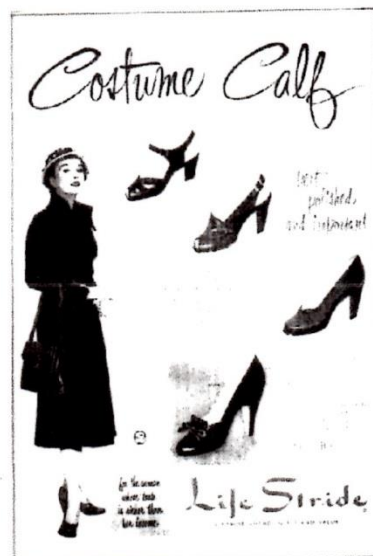
POSTCARD ADVERTISEMENTS



In the previous issue, the JANTZEN ad showed the company's hallmark swim suits. JANTZEN also sold sweaters – "all 100% virgin worsted wool – the finest, \$3.50 to \$15.95 at most stores." (Prices were 1940s, 50's.)



"7 UP – the family drink. It likes you – you like it." The clear non-cola drink has served generations. Does the original bathing beauty still appear on bottles or cans?



LIFE STRIDE was "a stride ahead in fit and value." The Costume Calf was the Fall feature with prices from \$9.95 to \$10.95." BROWN SHOE CO., St. Louis was the manufacturer.



CADILLAC has always been the gem of GENERAL MOTORS. The rear fins and loads of chrome are reminiscent of the 1950s.



SYLOUETTE is a stranger to the USA TV world. A wild guess would be it's a product of France. Comments encouraged.



VASPA – GRAND SPORT was popular in Europe for economy and ease of travel on urban streets in Italy and beyond.

In The News – Our Own Bud Heim



A collector of all things Columbia

By JACK BRUBAKER

Bud Heim can't help himself. He will buy practically any postcard or photo related to Columbia. That's his nature. He's a compulsive collector.

"I don't have any money. It's all tied up in this," he says, sweeping his arm around a filing-cabinet-filled storage building at his property on Old Chickies Road outside Columbia. "I can't pass it up."

Since his mother-in-law got him started with 12 postcards more than half a century ago, Charles R. Heim has amassed more than 10,000 items, including more than 5,000 postcards and thousands of photographs. Many are of the Columbia area, but he has albums full of pictures of other places in Lancaster and York counties.

He also collects books, newspapers, miscellaneous memorabilia, you name it. Recently he purchased a Columbia physician's old appointment scheduling book. He wanted it for the names.

"I'm old enough," says the 80-year-old lifetime Columbian, "to remember many of these people and a lot of things that happened around here."

Heim has self-published two books of his images, one on Columbia and Marietta trolleys, another on the bridges connecting Columbia and Wrightsville. More recently, he has produced DVDs filled with images of canals, trolleys, parks, furnaces, schools.

"If someone had told me, when I was a kid, that I'd be interested in history, I would have said, 'You're nuts,'" he says. "But as I got older I developed an interest."

That interest extends to practically anything, including a photo of the funeral for 11 men killed by a dynamite blast at Pequea in 1906. The men were helping to build the Pennsylvania Railroad's Low Grade Freight Line (now a rail-trail across southern Lancaster County). What was left of the 11 men was gathered and put into one casket. Heim's photo shows pallbearers carrying that casket from church to cemetery.

What else to highlight in this vast collection? Consider an unusual photo taken in Columbia during Prohibition, the subject of the rest of this column.



Beer in Shawnee Creek

Heim bought a box of old photos from Sahd's Salvage Center in Columbia. It included pictures of fender benders and more serious accidents taken for insurance purposes.

In the bottom of the box, Heim found three photos unrelated to automobile accidents.

The pictures show a Columbian with a bucket by a stream. Some people stand nearby. Many others stand on a bridge spanning the stream. They are all watching the man with the bucket.

The man is bailing beer out of Shawnee Run, where it flows beneath the Fourth Street Bridge. The beer is there because Prohibition authorities had ordered Columbia Brewing Co., nearby on Fourth Street, to break open barrels of the prohibited liquid and dump them into the water.

This photo sent the Scribbler searching for one of the best-read articles ever printed in the Journal of the Lancaster County Historical Society: "A History of Brewing in Lancaster County, Legal and Otherwise," authored by Charles Lynch and John Loose in 1966.

The Columbia brewery, according to Lynch and Loose, was started by a German immigrant in 1873. A number of owners operated the brewery under several names. From 1901 to 1935, it was called the Columbia Brewing Co.

The brewery could produce as many as 50,000 barrels of beer a year — a not insignificant amount of alcohol.

"During Prohibition the brewery was involved in difficulties with the federal and state authorities," Lynch and Loose reported.

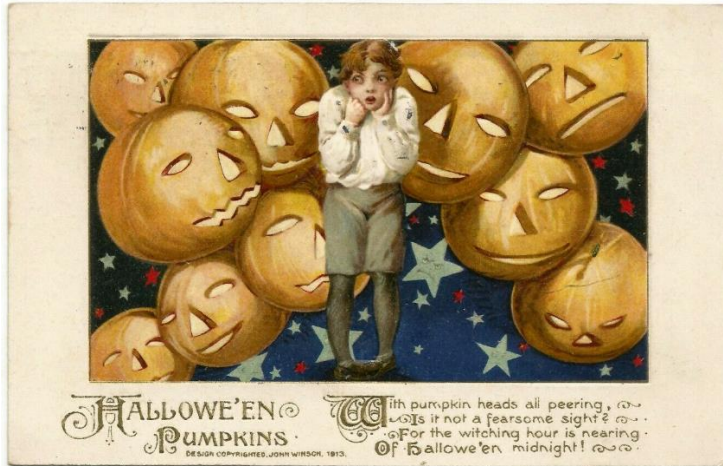
Heim's photos represent the end result of one of those "difficulties."

The pictures are not dated, but they were taken sometime between 1920 and 1933 — the beginning and end dates of Prohibition. The brewery went out of business in 1935. That suggests the business could not survive legalization.

Every picture tells a story.

HAPPY HALLOWE'EN

These super-popular Halloween PCs feature the art of Samuel Schmucker. They were published in 1913 by John Winsch. Where could you find better looking Jacks, Bats, and an Owl?



With pumpkin heads all peering,
Is it not a fearsome sight?
For the witching hour is nearing
Of Hallowe'en midnight!

Strange things will happen!
Strange things be seen!
If you'll watch out
On Hallowe'en!



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 for folly.



If Hallowe'en's a starry night
You'll see the Globins in Flight
Perched on their black Bat aeroplanes
They flit about the weather vanes!

MORLATTON POST CARD CLUB INC.

39th Fall Postcard Show



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



Friday, November 28, 2014 - 10 A.M. to 6 P.M.
Saturday, November 29, 2014 - 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