

## THE CARD – Vol. 26, No. 5, Issue 295, May 2015

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

*Enjoying postcards through education and entertainment.*

Next Meeting – May 18, 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](http://WWW.playle.com/clubs/lancaster) or Google search: Lancaster County Postcard Club

### APRIL MEETING

Vice-President Susan Glass called the meeting to order at 7:00 p.m. All rose to recite the Pledge of Allegiance. Susan then informed the members of the death of Tom Beck. She asked for a moment of silence to remember Tom and his family. In accordance with Club By-laws, the VP will succeed to the office of President. She then said that Tom had not only served as President but also as Publicity Chair and went on to say that for the well-being of the Club, members were needed to step forward to serve in the positions vacated by Tom's death. A member is needed to serve as the new Vice-President and another to serve as Publicity Chairperson. Guidance will be provided for either position.

23 people signed in. There were two guests – Susan & Doug Shaw, who are friends of Jere Greider. Barb Mowrer gave the treasurer's report, noting the balance was \$6, 372.22.

Door Prizes – Sharon Gromis and Maria Schurz both won a \$2.00 club certificate. Susan Glass won \$12.00 in the 50/50 drawing.

Following the business meeting, an informative slide presentation was given by Dick Pendergrast on Raphael Tuck.

### A MESSAGE FROM THE MEMBERSHIP CHAIRMAN

There are still a number of members that have not paid dues for the 2015 year. Please pay at the May meeting or send your dues to Richard Pendergrast, 950 Willow Lakes Drive, Willow Street, PA 17584. **\*\* If dues are not paid by the end of the month, this will be your last newsletter.** Don't be left out – pay your dues! Thank you.

### FUTURE PROGRAMS

**June:** Marietta – Bud Heim

**July:** Picnic

**August:** Expo – no meeting

**September** – Mountville, Bob Zink

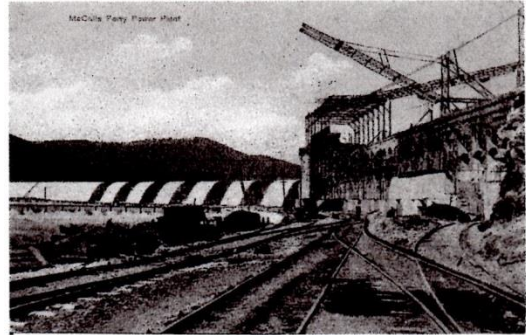
### FUTURE SHOWS

**May 8 to May 16** - Brimfield Paper & Post Card Marathon, Brimfield, MA, 10 – 6 daily, Free except on Tuesday Field Show Day, opens @ 1 PM

**May 30-** 8<sup>th</sup> Annual Postcard Show & Sale, Union Fire Co., Titusville, NJ, Sat. 9-4, Admission \$5.00

### MAY PROGRAM

#### Construction of McCalls Ferry Hydroelectric Plant In The Early 1900s



This presentation will use old postcard views to show the construction of the McCalls Ferry dam and hydroelectric plant. McCalls Ferry is now known as Holtwood. Most of the construction work was done from 1900 to 1910. The talk will include views of the area before construction, various stages of construction and the construction bridge used to get material and concrete across the almost one half mile length of the dam. We will also see the "Little Italy" area where the workers lived and the houses where employees lived.

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

### APRIL POSTCARD COMPETITION

Three members participated in the evening's board competition on the subject – **Decorated EGGS.**

**First:** Walter Mowrer Easter Eggs  
**Second:** Susan Glass Decorated Eggs  
**Third:** Maria Schurz Easter Eggs

### Future Subjects

**May:** DAMS – single card  
**June:** Games – single card  
**July:** Favorite Vacation Spot  
**August:** EXPO  
**September:** Favorite Real Photo - single card



*For shall their glory be forgot  
While fame her record keeps*



## Thomas J. Beck

Thomas J. Beck, Professor Emeritus at Thaddeus Stevens College in Lancaster, passed away on April 14, 2015 at Hershey Medical Center. Tom was born in Lancaster, PA, the son of Edward J. and Mary Beck. He graduated from Lancaster Catholic High School in 1958 and found employment for a year at the Hamilton Watch Company. He enrolled in Millersville University and graduated with a major in both history and English in 1964. He received his Master's in Education from Temple University, Philadelphia.

Tom's first employment after college graduation was with the School District of Lancaster as an English teacher at Edward Hand Junior High School. In 1971, he accepted a position at Thaddeus Stevens College where he taught a variety of communication topics until his retirement in 1999. His area of expertise was technical writing.

During his tenure at Stevens, Tom served on and chaired various college committees, some of which were instrumental in bringing Middle States' Accreditation to Stevens. In 1992, he was president of the Faculty Senate. He held membership in a number of education associations.

Tom also taught business communications for the Penn State Branch Campus in Lancaster County.

Tom also held his real estate license for over 15 years with Dan Diller Realtors, of Lancaster. After retiring from education, Tom and his wife enjoyed traveling to different parts of the world, including over 60 countries. He was also an active member of both the Lancaster County Master Gardener Program and the Lancaster County Postcard Club, where he twice served as president. In 2005, he compiled a commemorative Centennial book about Stevens College for school's 100th anniversary.

Tom's hobbies were family photography, bird watching, and his great love was vegetable gardening, especially tomatoes and also dahlias.

He is survived by his loving wife, Betty J., Lititz, PA; and two daughters, Allison Gordon, wife of Barry, East Windsor, NJ and Pamela Degler of Lancaster; and two grandchildren, Alexander and Elizabeth, East Windsor, NJ.

A memorial service will be held on June 20, 2015 at 11:00, at Brick Gables, 800 East Newport Rd., Lititz. [http:// brickgables.com/](http://brickgables.com/). In lieu of flowers, memorial donations may be made to Thaddeus Stevens Foundation, 740 East End Avenue, Lancaster, PA 17602. The arrangements have been entrusted to the Spacht-Snyder Family Funeral Home & Crematory.:



## ADVERTISEMENT POSTCARDS

By Jim Ward

Cards submitted by Louise Wile – as were those  
in the September & October 2014 issues.

With the exception of the JEEPSTER and MAGNAVOX postcards in the October 2014 issue, all of the cards had margins. The publisher's ID is merely a row of squares in the Message area. Three more of the "margined" PCs follow.



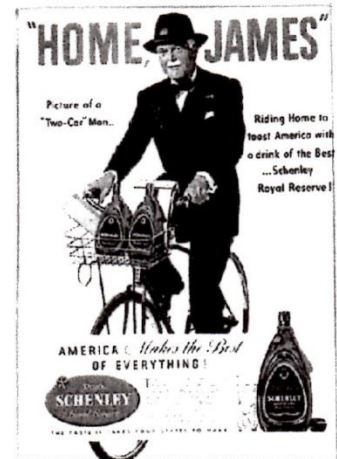
One thing which makes Old Santa so popular is he gives so much and asks so little. Coca-Cola sponsored "the Song Shop" on the Columbia radio network at 10 PM, EST, Fridays. The mother and daughter have clothing and hair-dos in the '40s. Uncle Sam counts on you not to discuss military secrets. The old guy, carried over from WWII, is now reminding us to be cautious during the cold war with USSR.

S.O.S. Meant "short on sails" for seamen in trouble. At home SOS provided plenty of help as it cleaned wide white wall tires in our cars popular from the '20s thru '50s.

Those two cards mentioned above – the Jeepster and Magnavox, have a different reverse, as do all of the rest of the PCs in this issue of *The Card*. In addition to the girl operating the movie camera, there's a distinct hat at the top of the reverse. Since the camera make is unknown to us, we'll call this the "Hat" series. The subjects are great nostalgic – wise, but unfortunately the publisher or printer didn't reduce the ads far enough, thus cropping/cutting much of the text and even the images to fit the final 4 x 5 1/2" format. Too bad.

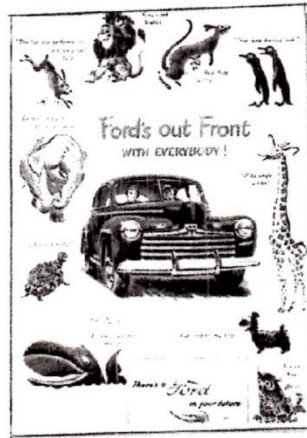


- Horse rancher in Wyoming, along with folks in more than 100 countries .... Over 58 million times each day enjoy the specially different taste of Coke.
- The almost spooky mask of "A Tired Thirsty Face" comes off and you bounce to a happy normal one with an ice-cold Coca-Cola. Hair style and brooch suggest '40s or even '30s.



- Men are leaner, women trimmer-wasted- more casual comfort than the tighter, stiffer stuffer vestments of Grandpa's day and this is the modern trend with which Pepsi-Cola has steadily kept pace. Today's Pepsi is light, dry – not too sweet, reduced calories.
- A unique ad reminds us that Bacardi rum mixes with everything – except driving. Bottle tops tell us Canada Dry ginger ale and Pepsi are colored with caramel.
- In Schenley Royal Reserve you get the best whiskies from Kentucky, Indiana, Pennsylvania, and Maryland, blended with finest grains for mild perfection.





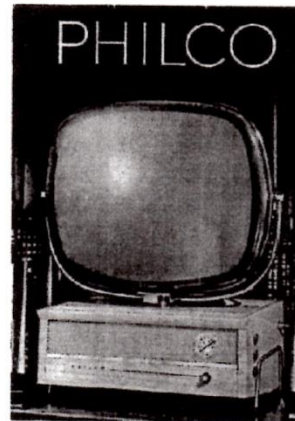
- The English "H" bike at a Sturmev-Archer 3-speed gear. Your writer had a 1953 model. The hand-operated air pump can be seen on the frame below the seat. The US price was about \$50.00.
- The Ford logo – see crystal ball, has been around for 100 years. Animals sell: Rabbit-lively performances; Lion - king-sized brakes; Kangaroo – rest-ride springs; Penguins - best-dressed look; Elephant – large trunk; Turtle – lifeguard body; Whale – roomy 2-tones interior; Giraffe – wide angle vision; Scottie – thrifty, and Owl – a wise buy!
- The Olds Custom 8 Cruiser was the Most Modern Car in the World. It was the only one with Hydro-Matic Drive. "You have no gears to shift – no clutch to press!"



- The Burlington Route offered its Denver Zephyr, quiet luxury on the National Parks Line. Zephyr means "gentle breeze."
- America's First Super Domes were offered by the Milwaukee Road Line. The Super Domes were unique to the Pacific Northwest. Comfortable Chairs for 68 above and the luxurious Café Lounge on the lower deck. All passengers were welcomed anywhere in the Dome cars.
- You can't keep a good man down – he makes it his business to go by Flagship. American Airlines reminded folks it was especially important to consider in the fall and winter to move swiftly and serenely far above the handicaps of surface transportation.



- Atlantic and Pacific stores were pioneers in the super market business. The 1940s food centers featured Jane Parker products. Their enriched white bread had a dated daily label.
- - Campbell Soups said America's favorite midday meal is soup. It's done in a jiffy and keeps you out of a warm kitchen.
- A heart background reminds potential buyers that Whitman chocolates is perfect for your Valentine. It has long since expanded beyond the original Sampler box.



- Beech-Nut claimed to be the most popular peppermint gum; also offered Spearmint. They choose "Beechies" since the word "Chiclets" was trade marked. Their Oragene gum helped fight mouth acidity. The Beech-Nut bus traveled throughout the USA. The Beech-Nut postcard is a rarity. Norman Rockwell art.
- Last but not least, we offer a vintage Philco table model TV. Can any member tell us the year?