

# South Jersey Post Card Club Newsletter

April 2003

Serving Post Card Collectors Since 1971

Re. Vol. 3 No. Two

## Card of the Month Contest Topics

April . . . A modern RACK card with an Internet address. Any subject.  
 May . . . no meeting this month. Don't forget PoCax 03 on Saturday, May 3<sup>rd</sup>.  
 June . . . A US Postal Card - Any topic.

Remember, a postal card is different than a post card. Postal cards are government issued cards, usually with a printed stamp and always with the words "Postal Card" printed at the top of the address side.



The John Tyler Library Building, Salem, N. J.

## Salem, N.J.

Salem, New Jersey, a colonial town founded in 1657, is located deep in southern New Jersey. In area it is only 2.8 square miles and has a population of just over 6,000 people. Salem City is the county seat for Salem County, which is the only New Jersey county to sustain a population decrease (down 2%) during the census period from 1990 to 2000. A visit to Salem, will amaze an architecture or history enthusiast.

Here are a few places to look for in Salem.

The John Tyler Library (left), is on Broadway, adjacent to the famous Salem Oak Tree. Also, on Broadway is the Friends Meeting House (below, right). The building that was once Green's Hotel (below, left) is on Market Street and the Salem High School (below, center) is on New Market Street at the corner of Wesley Street. The school building is now the Salem Middle School.

For a slice of local color, have lunch at the Salem Oak Diner – right across the street from the famous tree.



Green's Hotel



Salem High School



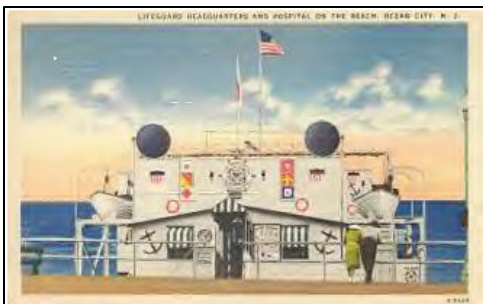
Friends Meeting House

## Postcards in Cyberspace

The Internet has become quite a viable market place for postcards. On a recent Sunday morning there were 144,658 postcards for sale on eBay. For those who have a computer and a thick wallet it is fairly easy to find cards that will fit very nicely into your collection. (As an example: I collect Ted Lewy postcards. He was a California artist who did commercial art across the nation, but particularly in the west. I've been collecting Lewy's cards for a decade and had assembled only thirty-some of the 60+ that exist. Many I have were found by our friend Jay Miller. However in the last year – using eBay and the Internet – I have added nine new cards to my collection. I am very happy about my new cards, but a word of caution: many eBay sellers just don't know postcards. **Buyer – beware!** is more important than ever on the Internet.)

So . . . all that is to say, the Internet is not just a marketplace; it's a classroom too!

While doing a bit of research on the Salem article above, I happened on the following Internet site: <http://www.umdj.edu/librweb/speccoll/POSTCARD.htm> This is the address for the University of Medicine and Dentistry of New Jersey library.



Lois Densky-Wolff, a librarian at UMDNJ is actively collecting postcards devoted to the history of hospitals and medical institutions in New Jersey.

The following is from their mission statement: *The postcard collection documents a variety of medical care facilities, and health-related businesses and institutions in New Jersey throughout the 20th century. The collection of 470 cards contains black and white, color, and 'realphoto' postcards. Most of the items date to the early 1900s – the "golden era" of post card production. The collection is divided into three broad areas: Health care facilities, Commercial businesses and institutions, and Miscellaneous.*

It is nice to discover that there is another librarian who recognizes the historical value of postcards. An example of cards in the UMDNJ collection is this linen era card of the Lifeguard Headquarters and Hospital on the Beach in Ocean City, New Jersey.

A near winner in the March Card of the Month Contest was submitted by Don Pocher.



*You can fool some Bottled Beer Drinkers part of the time,  
And part of the Bottled Beer Drinkers all of the time,  
But you can't fool a Falstaff Bottled Beer Drinker at any time.*

Amused by a paraphrase reference to the logic and legend of Phineas Taylor Barnum, it is easy to notice that the advertising philosophy of the Lemp Brewery in 1913 – the card is postmarked February 23 of that year – was not much different than today. “Use a witty saying, and put your product in a picture with a pretty lady and sales will skyrocket.”

The story of Falstaff beer is much the same as dozens of other corporate stories in America. It goes like this. Get a German immigrant to start a business, let him struggle for a few years, follow that with a modicum of success, throw in a ne'er-do-well grandson and some politicians. Season with a pinch of lawyers and stir in a war or two. Wow! it's boom time. Have the politicians pass laws that are impossible to live-by and then its bust, and all too soon, all-is-forgotten. And, in corporate America, history always repeats itself.

When German immigrant Johann Adam Lemp arrived in St. Louis, Missouri, in 1838, at age 45, he established a grocery store and with the skills he had learned in Gruningen, Germany, before his twentieth birthday, he was able to sell general merchandise and two items he manufactured himself: vinegar and beer.

For nearly twenty years, Mr. Lemp brewed the finest beer that available materials could make. He was the first in the nation to lager his beer and in no less than three beer histories, Adam Lemp is named the “father of modern brewing in St. Louis.”

When Lemp died on August 25, 1862, his son William and his grandson Charles Brauneck were the named receivers, in Lemp's will, of all stock and equipment held by his brewing company. The partnership, however, was short lived and by February 1864 it dissolved in William's favor for the sum of \$3000.

By the 1870s, William J. Lemp's Western Brewery was the largest in St. Louis, and not until 1923 was Lemp surpassed by the Anhauser-Bush organization. For those fifty-three years, Lemp owned the widest distributed brewery product line in history. Over 10,000 shipments were made each year in over 500 privately owned railroad cars and a large fleet of beer-trucks.



One of William Lemp, Jr's 1913 Pierce Arrow beer-trucks.

In 1903, William Lemp, Sr. designed and introduced the Falstaff brand, but a year later he committed suicide, and left the business in the hands of his son, William J. Lemp, Jr., who was more a gambler and sportsman than a businessman. Late in 1904 William, Jr. moved the company to a plot of land on Cherokee Street, but by 1906 the face of business in St. Louis was changing dramatically and William, Jr. wasn't able to hold the reigns of his business as tightly as was need. Merger after merger and several buyouts weakened the business until the advent of Prohibition. Lemp tried to keep the company working by introducing a non-alcoholic beer called Cerva, but the sales of the product failed to produce the revenues necessary to keep the firm in operation. The plant closed without notice - 700 employees learned of the plant closure when they arrived at work to find the doors closed and the gates locked.

Today, most of the buildings in the brewery complex are vacant but a few house businesses and it is the hope of many St. Louis citizens that someday, beer will again be brewed on Cherokee Street.



The Falstaff brand was a premium beer that was shipped worldwide. Since 1922 the name and logo have been owned by a variety of consortium partners. Today Falstaff is brewed under contract by the Pabst Company at the City Brewery in La Crosse, Wisconsin.

### Early (circa 1925) Real Photo of Lawrence Welk



Your editor has it on good authority that a member of our club has just started a collection of Lawrence Welk post cards. While looking on eBAY for a postcard of a banjo, I found this one.

This real photo card shows the world renowned band leader at a piano with five unidentified musicians. From the Artura stamp box, the card can be dated to between 1925 and 1930. Welk was born in 1903, thus he is at most 27 years old in this photo. I made an unsuccessful bid on the card – it had an unpublished reserve price that was met just seconds before the auction ended. The card sold for \$34.99.

Mr. Welk, as many know, was an international TV star on the ABC network from July 1955 to September 1971. His Saturday evening show featured the personalities of Norma Zimmer singing songs of faith, Joe Feeney doing the Irish numbers, Myron Floren on accordion with the weekly polkas, Guy and Ralna, that nice young man Bobby Burgess, and the singing group the Lennon Sisters. At the homes of our parents and grandparents everything stopped for an hour while they all sat down to watch the longest running musical show in television history.

Good luck with your new collection, Paula.

The Delaware Valley's second city, **Wilmington, Delaware**, wins bragging rights when compared to other cities, nationwide, that are redeveloping riverfront areas into parks or business centers. In Wilmington, for nearly two miles, along S. Madison Street, the redevelopment companies have decided to emphasize the arts, entertainment, and retail shopping, but while doing a fine job at that, they have not forgotten their history. At the foot of Madison Street there is a beautiful, little parkland setting featuring a monument that certifies the history of ship building in Wilmington. The central features of the park are three medium-duty cranes, that have been restored and brightly painted to be emblematic of the work done in the shipyards along the Christiana River and a thirty foot wide compass that points to the eight major directions. At each point of the compass is a bronze plaque that honors a World War II ship that was constructed by the Dravo Corporation.



One LST (Tank Landing Ship) and seven Cannon class destroyer escorts were built in Wilmington between early 1942 and mid-1944. On January 8, 1942, Admiral S. S. Robinson, Chief of the Bureau of U. S. Naval Ships, challenged the workers at Dravo in a speech at their dockside by saying, "If these vessels are produced in the time required, the war will be one year shorter than it will be if we fail."

**LST #21 "Blackjack Maru"** was laid down on September 25, 1942; launched on February 18, 1943; and commissioned on April 14, 1943.

The *Blackjack Maru* was assigned to the European theater and participated in the Normandy invasion.

Upon her return to the United States, the ship was decommissioned on January 25, 1946 and struck from the Navy list on June 19, 1946. She was sold to Louis Feldman, of Flushing, N.Y., on March 12, 1948 and was subsequently scrapped. *LST-21* earned one battle star for World War II service.

**USS Cannon [DE-99]** was launched May 25, 1943 and commissioned September 26, 1943, Lieutenant Commander G. Morris in command. *Cannon* reported to the Atlantic Fleet.

On November 30, 1943, *Cannon* cleared Philadelphia for Trinidad, where she arrived December 5th to begin a year of duty escorting convoys from that oil rich island to Recife and Rio de Janeiro, Brazil. During this time, she made one voyage from Brazil to Gibraltar, guarding convoys whose tankers carried the fuel essential to the success of operations in the Mediterranean.

*Cannon's* protection of the Allied fuel supply through the dangerous sea lanes of the Caribbean and the Atlantic Narrows ended on December 4, 1944, when she arrived at Natal, Brazil, to begin training a Brazilian crew. *Cannon* was decommissioned and transferred to Brazil on December 19, 1944. Through the 1960s she continued to serve in the Brazilian Navy as *Baependi* [U27]. (See photo). *Baependi* was finally discarded in 1975.



**USS Christopher [DE-100]** was launched June 19, 1943 and commissioned October 23, 1943 with Lt. A.W.P. Trench in command. The first assignment for *Christopher* was to sail from Philadelphia on December 25, 1943 for duty off Brazil and Trinidad. Between January 16<sup>th</sup> and February 11<sup>th</sup>, she sailed off Montevideo, screening the British ship *Cambria* as she repaired broken cables. Similar duty continued until *Christopher* was decommissioned at Natal, Brazil, on December 19, 1944, and loaned to Brazil under lend-lease. She was renamed *Benevente* for Brazilian service. On June 30, 1953, when the loan ended, she was stricken from the U.S. Navy List and transferred to Brazil under the Mutual Assistance Program. The ship was discarded in 1964.

**USS Thomas [DE-102]** was launched on July 31, 1943 and commissioned on November 21, 1943. Lt. Comdr. David M. Kellogg was given command. *Thomas* was named for Clarence Crase Thomas (1886-1917) the first United States naval officer to lose his life in World War I.

On December 7, 1943, *Thomas* got underway for Bermuda to conduct her shakedown cruise, which ended on January 15, 1944. *Thomas* then joined a Task Group to hunt submarines in the North Atlantic. From February 29, 1944 to March 31<sup>st</sup>, *Thomas* was credited with three U-boat (U-709, U-603 and U-801) kills. Later that summer, at sunset on July 5<sup>th</sup>, *Thomas* and *Baker* (DE-190) were approximately 100 miles south of Sable Island when *Baker* developed a contact. Two depth-charge patterns brought the U-boat to the surface. *Thomas* set a collision course and bore down on the submarine with all guns firing. She sliced through U-233's pressure hull about 20 feet aft of the submarine's conning tower. The U-boat sank stern first in less than a minute. *Thomas* rescued twenty survivors, including the captain. Two days later, she was detached from the task group to return to the Boston Navy Yard for repairs.

For the balance of 1944 *Thomas* patrolled different parts of the North Atlantic hunting submarines, and then on the night of April 29, 1945, they had one more U-boat (U-548) kill. A little more than a week later, Germany surrendered, ending fighting in the Atlantic. When the war ended, *Thomas* was assigned less hazardous duties until decommissioning at Green Cove Springs, Florida, in March 1946. On October 29, 1948, the destroyer escort was transferred to Taiwan and renamed *T'AI Ho*. *Thomas* was struck from the Navy list on December 22, 1948.

*Thomas* received four battle stars for World War II service.





*Bostwick* received three battle stars during World War II.

**USS Bostwick** [DE-103] was launched August 30, 1943 and commissioned December 1, 1943. In command was Lieutenant Commander J. H. Church Jr., USNR.

On February 15, 1944 *Bostwick* joined a Task Group and made a cruise between Hampton Roads and North Africa. On March 1<sup>st</sup> she joined *Thomas* and *Bronstein* (DE-189) in sinking U-709. After escorting a convoy to the Mediterranean and patrolling in the Northwest Atlantic, *Bostwick* joined another TG and operated with that group until August 20, 1944. Following additional training at Bermuda and a convoy run, she patrolled off the east coast until October 27, 1945. *Bostwick* arrived at St. John's River, Florida on November 19, 1945 and was decommissioned April 30, 1946. She was transferred to China on December 14, 1948 and renamed *Tai Tsang*.

**USS Breeman** [DE-104] was launched September 4, 1943, and commissioned December 12, 1943 with Lieutenant Commander N. W. Hunter, in command.

On February 16, 1944 *Breeman*, sailed on anti-submarine sweeps of the Atlantic convoy routes. During this trip the Task Group made numerous attacks on enemy submarines. In March, they departed Casablanca to search for submarines in the vicinity of the Cape Verde Islands. Later that month, *Breeman* sailed to Dakar, French West Africa, where she picked up a cargo of gold and transported it to New York. She departed New York for Bizerte, Tunisia, April 12<sup>th</sup> as part of a hunter-killer Task Group.

*Breeman* returned to the United States in May and underwent overhaul and training before steaming to Bermuda to join in a number of attacks on submarines. Later *Breeman* was assigned guard and escort duties including one unsuccessful search for enemy weather reporting submarines in the North Atlantic. From August 11<sup>th</sup> until October 2<sup>nd</sup> *Breeman* did the same services off Port Everglades, Florida. *Breeman* was detached from her duties October 2, 1945 and proceeded to New York Navy Yard where she commenced her pre-inactivation overhaul. *Breeman* remained at New York until November 13, 1945 when she got underway for Green Cove Springs, Florida. She arrived November 16<sup>th</sup> and was subsequently placed out of commission, in reserve on April 26, 1946. She was transferred to China and renamed *Tai Hu* on October 29, 1948.

*Breeman* received one battle star for her World War II service.



**USS Carter** [DE-112] was launched February 29, 1944 and commissioned May 2, 1944. On July 21, 1944, *Carter* sailed from New York escorting a convoy bound for Bizerte, Tunisia, from which she returned on September 18<sup>th</sup>. After several training and escort duties throughout the rest of 1944, *Carter*, took up duties as an escort for shipping in the North Atlantic. *Carter's* next convoy assignment was to Oran, in Northwest Algeria. After January 20, 1945, antisubmarine patrol from Casco Bay was the only assignment for the remainder of the war. Her constant vigilance was rewarded on April 22<sup>nd</sup>, when she picked up U-518 and with *Neal A. Scott* (DE-769) joined in a hedgehog attack, which sank the German submarine. On May 9<sup>th</sup> she made rendezvous at sea with U-858 which she escorted to the designated surrender area. *Carter* next sailed to act as plane guard during carrier qualification flights off Florida. She arrived at Green Cove Springs, Florida,

November 8, 1945, and was placed out of commission in reserve there April 10, 1946. On December 14, 1948, she was transferred to Nationalist China, with whom she served as *T'ai Chao*. In December 1973 she was broken up for scrap.

*Carter* received one battle star for World War II service.

**USS Clarence L. Evans** [DE-113] *Clarence L. Evans* was launched March 22, 1944 and commissioned June 25, 1944, Lieutenant Commander W. C. Hughes, USNR, in command. *Evans* first reported to the Atlantic Fleet.

On September 2, 1944, *Evans* reported to Norfolk for duty in training pre-commissioning crews of other escort vessels. Here she conducted tests of newly developed 3" ammunition and acoustic torpedo defense equipment. On October 19<sup>th</sup> she cleared Norfolk for the first of several convoy crossings from New York City to Glasgow, Southampton, Plymouth, and Le Havre. These trips, which averaged about 30 days for each voyage, were alternated with training duties at New London or Casco Bay.

On May 29, 1945, *Clarence L. Evans* put in to Brooklyn Navy Yard for overhaul until June 22<sup>nd</sup>. She then reported to Quonset Point Naval Air Station for duty as plane guard during carrier qualification exercises. She cleared Narragansett Bay on August 17, 1945, for Miami, assumed plane guard duty until October 2<sup>nd</sup>, then cleared for Brooklyn and overhaul. *Clarence L. Evans* reported to Green Cove Springs, Florida, November 10<sup>th</sup>, where she was placed out of commission in reserve May 29, 1947. She was lent to France under the Military Assistance Program on March 29, 1952 where she was renamed *Berberie* in service of the French Navy. *Evans* was returned to US Navy in 1960 and subsequently scrapped.

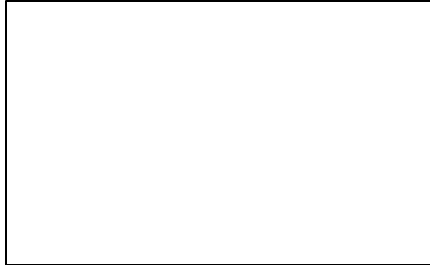


These brief histories offer hard evidence that we who live in the Delaware Valley have reasons for pride in our work and the contributions made in service to our country.

**A Post Card Mystery Solved**

by "Boo" Pergament

Ed. Note: I found the card below on e-Bay. On the front of the card is written, 'Atlantic City, 10-4-05 Arrived here this PM!' On the back is written, 'Atlantic City Music Pier – watched a fire burn here last night.' Since I didn't know that Atlantic City ever had a pier called the Music Pier, and I didn't recognize the picture, I appealed to Boo Pergament for help with understanding the message. He wrote:



Ray, Yes, I can solve this mystery. You're right, there is no Music Pier in Atlantic City. The post card picture is Steel Pier. That's how the end of it looked until 1929 when Frank Gravatt (who bought the

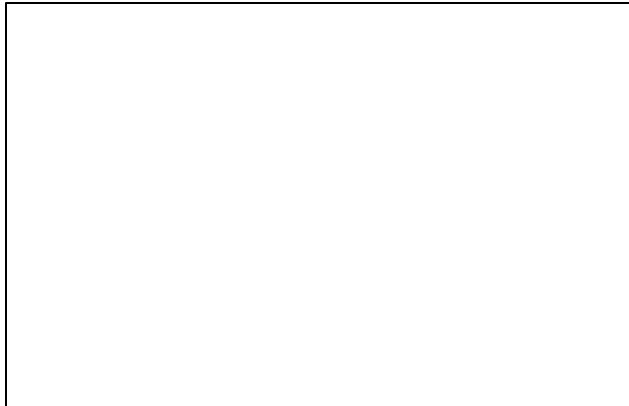
Pier in about 1926) built the huge water circus platform for the high diving horse and other water and acrobatic acts. Steel Pier was built in 1898. During the first twenty or so years, the primary entertainment was concerts, mostly held outdoors, several times a day. The large building in the picture was the magnificent ballroom for dancing. In the 40s and 50s, it had bands like Tommy Dorsey, Jimmy Dorsey, Mal Hallet, Kay Kyser, Benny Goodman, Gene Krupa, Glenn Miller, Harry James and Woody Herman to name a few. The smaller but architecturally beautiful little building was a sun parlor and reading room for people to relax in, if they chose to. During the war years, services occupied it as a quiet place to rest and write letters home.

In regard to the card's writer mentioning seeing a fire, it couldn't have been a large fire (two alarms or more) as it would have been noted in a history of the Atlantic City Fire Department. It could have simply been a small fire or something that was put out quickly especially since the writer didn't make a fuss over it.

Well, Ray, how'd I do? I hope it is OK. Regards, "Boo"

~ ~ ~

**Execution of Hottentots**



It is not difficult to find post cards that depict unpleasant events. War, natural disaster, and crime are common topics. As with the card above, when we make unexpected discoveries about gruesome happenings that are so far unknown, that's when our curiosity runs wild. I studied African history in college – only one course though, and they never taught me anything like this.

This undivided back card from Dutch South West Africa has two scenes: on the left is a picture untitled "Execution eines Hottentotten" and on the right is "Buschleute auf Myama".

History is a cruel teacher and we know that human rights atrocities in Africa were far too common, but to find them on post

cards with the same attitude as selling soap, even in today's callous society that seems cruel beyond belief.

The Hottentots, along with the Sans (also known as the Bushmen) were the native peoples of the part of southwestern Africa now known as Namibia and South Africa. In the late 1660s, the Dutch began using the harbor at False Bay, just east of what is now Cape Town, South Africa, for a re-supply stop on their way to India and points east.

The Dutch traded with the Hottentots, but by the early 1720s, missionaries and others interested in exploiting the abundant natural resources, came in greater numbers to claim the area for themselves. Decades of wars continued between the settlers and the natives and by the 1880s Germany saw fit to annex the country, largely because very few were left who could prevent them.

The picture on the card shows six riflemen aiming their rifles at the backs of four Hottentots. There are two flanking officers: one of which will give the command to fire and a senior officer acting as a witness. After reading what I could find on the history of the area, I would guess many such events happened between 1885 and 1915.

After World War I, the League of Nations forced the Germans to give up the land they called South West Africa and within months the South Africans, annexed the region under the guise of conservation of the Kalahari Desert.

Namibia won independence from South Africa in 1966.

~ ~ ~

**Clara Maass, New Jersey's Nurse Hero**



In turn-of-the-20<sup>th</sup> century America, few women could hope to accomplish what Clara Maass did in just twenty-five years.

Today in northern New Jersey, you can find the Clara Maass Medical Center or the Clara Maass School of Nursing. Here is the story of why she is famous.

Clara Louise Maass was born on June 28, 1876 in East Orange, the first of ten children. At 17, she entered the Christina Trefz Training School of Nurses at Newark German Hospital. She

graduated in 1895.

In 1898, at the age of 21, Miss Maass was named head nurse at the Newark German Hospital. Also that year (during the Spanish American War) she served as a contract nurse with the United States Army. At that time, battle wounds proved to be less deadly than diseases such as yellow fever, typhoid fever, and malaria. Clara cared for soldiers at hospitals in Jacksonville, Florida; Savannah, Georgia; and Santiago, Cuba. She was discharged in February 1899 and returned home.

Early in 1900, Clara set-out for work in Cuba as a volunteer in the campaign to control yellow fever. When she arrived in Cuba, Major Walter Reed's work had established the fact that the disease was carried by mosquitoes. Attempts to control the fever were sought in a number of ways: not the least of which was, an inoculation experiment at Las Animas Hospital, in Havana. Their hope was a controlled infection, from a bite by a mosquito would produce a controllable case of yellow fever, followed by immunity.

Clara, one of 19 participants, and the only woman, as well as the only American, was exposed on seven occasions to mosquitoes that were believed to be infected. From May to August, only a few participants contracted mild cases of the disease, but then seven cases erupted – Clara was one of them. Clara was bitten for the last time, on August 14, by the same mosquitoes that had already caused two cases of fever. She became ill on August 18, and died on August 24, 1901. Her family was paid \$100.00.

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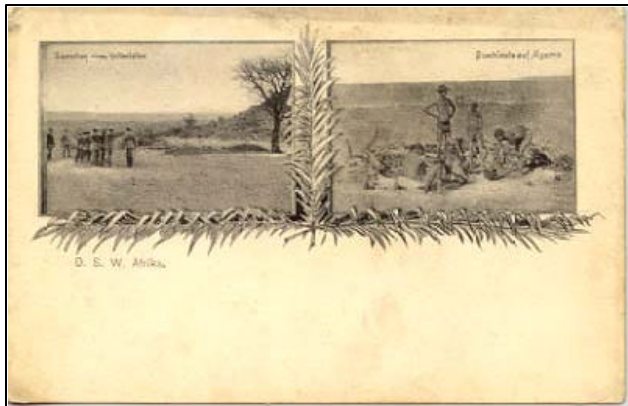
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Clara Louise Maass  
1876-1901

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**Vineland Grape Juice Company**



Last November **John Valentino** won the monthly contest with this card as a *Pre 1950s Advertisement*. The card has an undivided back and was postmarked in 1907.

Your editor has lived only six miles from Vineland most of his life. We frequently eat in Vineland restaurants and we buy groceries at the Vineland Acme. These are not reasons to have ever heard of the Vineland Grape Juice Company, so John's card piqued my curiosity.

On a rainy day last winter I called the Vineland Historical Society for a research appointment and this is what I learned:

The city of Vineland was founded in 1861 by Charles K. Landis as a dry town. This meant that sales of alcoholic beverages were not permitted within the city limits. The temperance leagues were thrilled with this situation but those who would drink a glass of wine on occasion or the churches that needed ceremonial wine had to either make their own or purchase wine from vendors well outside of Vineland.



Enter Dr. Thomas B. Welsh, a Vineland dentist, who had emigrated from England to practice his craft in Vineland. Having recently learned of the pasteurization process created by the French chemist Louis Pasteur, Welsh experimented with a mere 40 pounds of grapes gathered from vineyards in East Vineland – then known as Landis Township.

The experiment was a success. Raw grape juice was pasteurized and bottled, and when testing proved that no fermentation had taken place, a new industry was born.

Welsh first bottled his product in Vineland in 1869. Ceremonial quality grape juice was offered for immediate sale to churches throughout southern New Jersey and southeastern Pennsylvania. The communion routine of the Methodist Church was changed forever.

Nevertheless, all was not well, the company was often in short supply of quality grapes. The Vineland area vineyards were susceptible to grape rot disease. In 1896 Welsh and his son Dr. Charles Welsh, also a dentist, made a decision to move the operation to New York state.

In 1897, a large group of Vineland investors who were disappointed that Welsh moved his company, presented a stock offering in what would become the Vineland Grape Juice Company. On examination of a stockholders list from 1911, it was learned that shares were owned by investors from across America.



Within the first season the VGJC was able to ship barrels of their product using the building and equipment left behind by Welsh. Located in the center of downtown Vineland on 6<sup>th</sup> Street between Wood and Plum streets, the operation worked straight shifts for the next fifteen years. VGJC employed dozens of Vineland workers at their plant, until a 1913 fire destroyed everything.

If you are interested in the artifacts of this fascinating story, the Vineland Historical and Antiquarian Society, located at the corner of Seventh and Elmer Streets, has an exhibit of grape juice bottles, signs, banners, stock certificates and other memorabilia that tell the story of Vineland grape juice. In addition to the exhibit the Society owns dozens of pages of company papers, including the stockholders list mentioned above. A visit would be well worth the time spent. The Society did not, however, have any advertising post cards. Needless to say, I left a photo-copy of John's card with the curator.

Today, the Limpert Brothers Co. occupies the former grape juice company property and still makes items from juices and fruits, including everyone's favorite ice cream sundae topping: the maraschino cherry.



Aftermath of a fire that destroyed Vineland Grape Juice Company in 1913.

**A Great Holiday Gift**

by Bud Plumer

My wife Pearl, who puts up with my post card collection, which takes up a large part of our home, gave me a wonderful book about post cards this past holiday. It is Greetings from New Jersey, a Postcard Tour of the Garden State, by Helen-Chantal Pike, published by Rutgers University Press, New Brunswick, NJ.

I have many books about post cards, but in my opinion, this is one of the best I have seen.

Besides excellent commentary, there are marvelous reproductions of hundreds of New Jersey post cards, from various parts of the state. I was amazed that many of the cards shown were in my collection, and no doubt are in yours, too!

In her acknowledgements, several familiar names appear, including fellow club members who are dealers at our annual PoCax show – Moe Cuocci, Barbara Booz and John Rhody.

The author's historical description of various parts of the state is both interesting and accurate. One of the cards shown is the card that won *Best Monthly Card* submitted at our November meeting by John Valentino, advertising the Vineland Grape Juice Company at a stand on the boardwalk in Atlantic City, and further shown in our January 2003 club newsletter.

Most noteworthy is the quality of the reproductions, the quality of the heavy-duty paper pages and the selection of the cards.

A section of the book entitled 'The Delights of Deltology' describes the derivation of the word, from the Greek *deltos* for writing tablets. This section goes on to further describe the hobby of collecting post cards, and terms constantly used for basic categories and terms used by collectors.

In the checklist section each card is listed as to title, publisher, number, location of publisher and approximate year of publication. A description of each card contains very interesting information about the card and its subject.

Ms. Pike is a journalist and photographer whose articles have appeared in many major newspapers, including *The New York Times* and the *Christian Science Monitor*.

My wife purchased the book at Borders.

Add this one to your collection.

### The Wanamaker Organ, A Philadelphia Treasure

By Emily DiVento



The Wanamaker Organ, one of the largest and finest instruments of its kind, is located in the *Lord & Taylor* store (formerly the Wanamaker Department Store) in Philadelphia.

The organ was originally constructed for the Louisiana Purchase Exposition in St. Louis in 1904. Designed by George A. Audsley and built by the Los Angeles Art Organ Company, the organ has since been expanded from its original

140 stops and 10,059 pipes. Weighing nearly two-and-a-half tons, it rests on a pivot-and-track platform so it can be turned at will. High above what was once the Wanamaker Grand Court – located on the ground floor - all controls are within the player's reach.

The organ was brought to Philadelphia in 1911, packed into thirteen freight cars. After it was rebuilt at the Wanamaker store, it could be heard every business day – often played by celebrated, international virtuosi.

In November 1921, Marcel Dupre, organist at the Cathedral of Notre Dame, Paris, made his American debut on the Wanamaker organ. Many other international artists as well as America's own, have played this truly magnificent instrument.



Today and every business day, shoppers at the *Lord & Taylor* store consider themselves fortunate that the Wanamaker organ still functions and they can hear it played - especially during the holiday shopping season.

45 minute recitals are presented Monday thru Saturday at 10 AM and 5 PM. Also, Wednesdays at 7 PM.

As if the Wanamaker Organ had a personality of its own, it even has a presence on the Internet. See: [www.wanamakerorgan.com/](http://www.wanamakerorgan.com/)

Postcards of the organ are common. Most dealers have them and prices range from ten cents to several

dollars for a good real-photo.

### Letter to the Editor

Dear Ray,

What a great Newsletter the SJPC issued for January 2003! Best ever!

Question: The 2002 picture of the Betsy Ross home shows the entrance door on the right. I have over 170 Betsy Ross house postcards with probably 130 different views. Most pre-1920, all have the door on the left. I wonder if researchers found old records that indicated the original door was to the right?

Wishing every one a healthy & happy New Year.

Sincerely,  
John H. McClintock

Dear John,

Thanks for the kind words about our newsletter.

Our Philadelphia members will try to find an answer to your question.

Ray

### Airport Rug & Carpet Co., Inc.

By Ray Hahn

I recently saw a linen postcard of eBay that brought back a rush of memories. The seller wanted \$6.99 for the card. My first thought was . . . I know how I can save \$6.99. I went hunting and sure enough, I found the same card in a box of cards my mother gave me twenty years ago.



I have no idea why, but whenever my parents wanted anything for our home they always headed for Camden. Sears and Roebuck was one of their favorite haunts. The Howard Hill Furniture store and the Airport Rug & Carpet Co., on Admiral Wilson Boulevard were also stores I can remember visiting as a youngster.

Advertisement postcards from the Delaware Valley are common and fun to collect because you can learn a lot of local history.

Using some very interesting capitalization and punctuation, the back of this local advertisement has the following message:

. . . We invite you to **SAVE MONEY** by visiting South Jersey's largest showroom devoted exclusively to **RUGS, CARPETS, BROADLOOMS and REMNANTS**.  
. . . We carry **ONLY NATIONALLY ADVERTISED BRANDS**.  
. . . **OUR LOCATION** and **LOW OVERHEAD** guarantee you exceptional value and saving.  
. . . We are **OPEN EVERY EVENING**. Why not drive out and **COMPARE OUR PRICES**. You are **NOT OBLIGATED TO BUY** and will not be 'high pressured' by our salesmen.  
. . . No parking worries here as our **LARGE PARKING SPACE** is at the door.  
. . . Our motto is **SATISFACTION GUARANTEED OR MONEY REFUNDED**.

SINCERELY,  
J. Gordon Moffitt

### Does anyone remember J. Gordon Moffitt?



Can you solve the mystery of this postcard?  
Why not submit a story for the July issue?