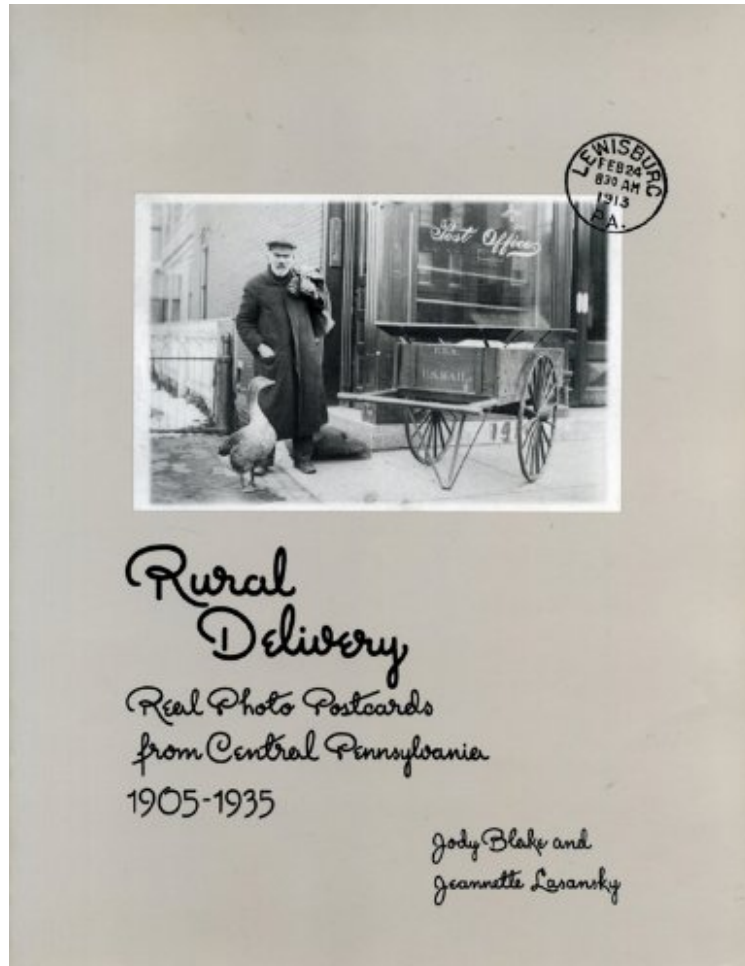


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(Mobile book) Rural Delivery: Real Photo Postcards from Central Pennsylvania 1905-1935

## **Rural Delivery: Real Photo Postcards from Central Pennsylvania 1905-1935**

**Jody Blake, Jeannette Lasansky : Rural Delivery: Real Photo Postcards from Central Pennsylvania 1905-1935**  
before purchasing it in order to gage whether or not it would be worth my time, and all praised Rural Delivery: Real Photo Postcards from Central Pennsylvania 1905-1935:

0 of 0 people found the following review helpful. Union County PA By Susan H Swope This is a nice introduction to early postcards and very good for a sense of Union County PA in the early 20th century. I was disappointed because the title led me to think the coverage was broader than Union County. I live in Adams and also have close connections to Franklin County and assumed from the title that our counties would be represented.

Rural Delivery revisits life in small-town America through examining photographs that were made into postcards in the early twentieth century. The book features more than two hundred photo postcards that re-create a time when Union County Pennsylvania, was prosperous, progressive, and growing, like many other small towns of the era. With

so-called corresponding photographs at the height of their popularity, neighboring towns competed with one another to have their best "souvenir views" available. The images, made by professional and amateur photographers alike, include impressive bird's-eye views of towns and closeups of their bustling streets. Area residents are shown on the move-in trains, buggies, and cars, as well as at play-at Bucknell (then College) class rushes, picnics in the Narrows, or ballooning expeditions in Allenwood. Catastrophic events and patriotic celebrations are also shown in these rare visual documents, which rivaled newspapers for their timeliness. Views of scenic spots, artfully composed or dramatically lighted, advertise the photographer's skill and the region's pastoral beauty. Art historian Jody Blake relates the photographic correspondence to technical, social, and artistic developments in the history of photography, while material cultural historian Jeannette Lasansky places the images on the postcards in the local historical context of Union County. Most of the photographs have not been reproduced since being issued. Extensive captions cover issues ranging from photographic techniques to historical background to rarity. Documentary materials, such as diagrams from photographic manuals and excerpts from local newspapers, are also included. Grover Bierly, Nelson Caulkins, Urs. H. Eisenhauer, Edwin S. Heiser, Stephen B. Horton, Arthur R. Ishiguro, Ellen H. Shields, John C. Slear, and John D. Swanger are among twenty-six photographers whose biographies are included.

A winner on all counts! Rural Delivery is fascinating on every level. -- Postcard Collector, April 1997 This reviewer is unaware of any more notable or comprehensive bibliography of the real photo post card. -- Donald R. Brown, Institute of American Deltiology

From the Inside Flap Rural Delivery: Real Photo Postcards from Central Pennsylvania 1905-1935 examines small-town life as reflected in photographic images that were made into postcards in the early twentieth century. Over two hundred real photo postcards have been selected to recreate a sense of place when Union County, Pennsylvania was prosperous, progressive and growing. This was also the era when so-called "corresponding photographs" were at the height of their popularity and neighboring towns competed with one another to have their best "souvenir views" available. Area residents are shown on the move-in trains, buggies, and cars-and at play-at Bucknell class rushes, picnicking in the Narrows, or ballooning in Allenwood. Catastrophic events and patriotic celebrations are also shown in these rare visual documents, which rivaled newspapers for their timeliness. The essay by art historian, Jody Blake, relates this photographic correspondence to technical, social and artistic developments in the history of photography. The essay by Jeannette Lasansky places the images on the postcards into the local historical context of Union County, Pennsylvania. Most of the photographs have not been reproduced since being issued as real photo postcards. Extensive captions cover issues ranging from photographic techniques to historical background to rarity. Photographers, Grover Bierly, Nelson A. Caulkins, Urs H. Eisenhauer, Edwin S. Heiser, Stephen B. Horton, Arthur R. Ishiguro, Ellen H. Shields, John C. Slear, and John D. Swanger are among 26 whose biographies are included.

About the Author Jody Blake is Assistant Professor of Art History at Bucknell University. Jeannette Lasansky is Director of the Oral Traditions Project of the Union County Historical Society. She has written or edited fifteen books, including *On the Cutting Edge: Textile Collectors, Collections, and Traditions* (Oral Traditions Project, Union County Historical Society, 1994) and *Willow, Oak, and Rye: Basket Traditions in Pennsylvania* (Penn State, 1979).