

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

MEETINGS: 3rd MONDAY
FAITH UNITED
CHURCH OF CHRIST
1204 WABANK STREET
LANCASTER, PA

Dec. 1994 - Vol. 5, No. 12

NEXT MEETING

December 19, 1994. We begin dinner promptly, 6pm

Yearly Membership is \$7 (plus \$3 per person, same address). Ads: \$15 full page, \$8 1/2 page. \$5 1/4 pg. PREPAID. Articles and Correspondence: 1795 Kleinfeltersville Rd., Stevens, PA. 17578 Dues payable to: LCPC c/o V. Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA., 17566.



PROGRAM

CHRISTMAS PARTY - DEC. 19, 1994

It's become a tradition with LCPC.

We treat ourselves to home-made food, have a variety of entertainment, celebrate the holiday and appreciate the friends we've made with the common denominator, POSTCARDS, prevailing throughout.

SCHEDULE

We will begin to eat at 6 pm. Please bring either a hot or cold dish (extra large if you're a large family) and your table service, too. Next will be a brief meeting (long enough to elect our slate of 1995 officers and a few remarks).

Following will be a program by **Jim Ward**. He'll addend the article in this month's **CARD** by showing 20 minutes worth of Hold-To-Lights, showing both the daylight views as well as the views as seen before a light bulb - but all with slides. He has a treat, too - **Santa dressed as Uncle Sam on a HTL postcard**. This will be the only PC he shows not from his collection, but rather the property of another LCPC member.

The evening will conclude with a White Elephant Auction. This means selling new or old (unwanted) crafts, unusual gifts or postcards that any member wishes to donate. Please bring them unwrapped and place them on the sale table. This auction is always great fun and nets the club laughs and dollars - to boot!

NEW MEMBERS

#349 **BETTY MELLIOTT** 68 Boehms Rd., West. Willow Street, Pa., 17584. 464-0834. Collects Lancaster City and County.
#154 **DARVIN RODGERS** (Re-instated)
#350 **MARY ANN SHERER** 2124 Elizabethtown Rd. Manheim, PA, 17545. 665-4308 Collects birds. We welcome these folks and hope they get to our Christmas Party on the 19th of Dec. They bring our actual membership to 260!



A colorful Christmas PC that brings even more joy when held to the light. Made by J. Koehler, N.Y. and Berlin, the sender signed on the front of this undivided back card; cancelled from Wilmington, DE, Dec. 20, 1906 to Hockessin, DE. the same day. Read about more HTLs in this Christmas issue of **THE CARD**.

SLATE OF 1995 OFFICERS

The Nomination Committee presented the following slate to be voted upon in Dec. It is possible to nominate others prior to the balloting.

President **ROBERT KRAMER**
Vice-Pres. **LEWIS BECHTOLD**
Secretary **VALERIE REFI** (Rafee)
Asst. Secy. **BARBARA MOWRER**
Treasurer **HARRY LINES**
Directors for 1994-95
WILLARD BUCKWALTER
SANDRA SHAUB
NORMAN ZIMMERMAN
Directors for 1995-96
RUTH LINES
LINDA SCHOPF
WILLIAM SIEGFORD



NOW IS THE TIME TO PAY YOUR 1995 DUES. \$7 PER MEMBER, \$10 PER COUPLE (same address)

HTL = THE ROLLS ROYCE OF POSTCARDS

"From the day to the night-
how sudden and strange.

Hold up to the light,
what an exquisite change."

If you were an only child in a wealthy family you'd most likely own an object of this enticing ad before the week's end.

"Pray hold this card up to the light
And you shall see a charming sight."

Your true love would lay aside a whole day's wages to purchase yet another cherished gift for his fiancée if he saw this ad.

And few other persons bought these wonderful postcards that cost 25 times as much as the postcards collected by everybody else.

This is the reason **hold-to-light (HTL)** postcards are so scarce today. And why so few of them are found with postage cancellations. Aside from cost, today's HTL collector has another obstacle - the written message that interferes with a clear image when held before a light. Fortunately some writers of 80 years ago had the foresight to use a pencil instead of a pen for their message.

But let's look more closely at HTLs.

The uninitiated call every card that's held to a light a **hold-to-light** and most of these people are **thinking only of die cuts**. **THEY ARE SO WRONG!** They're barely half right

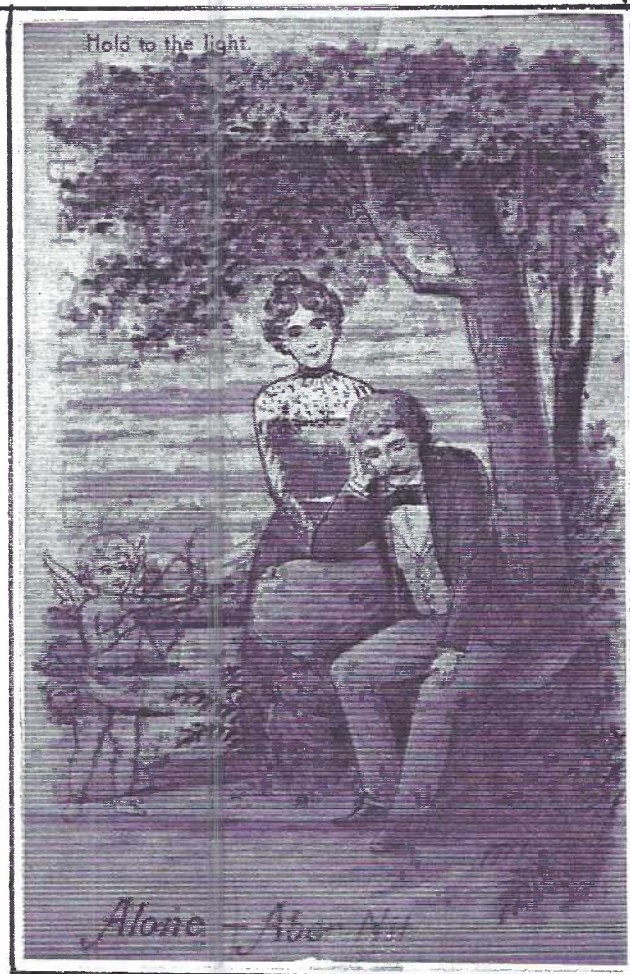
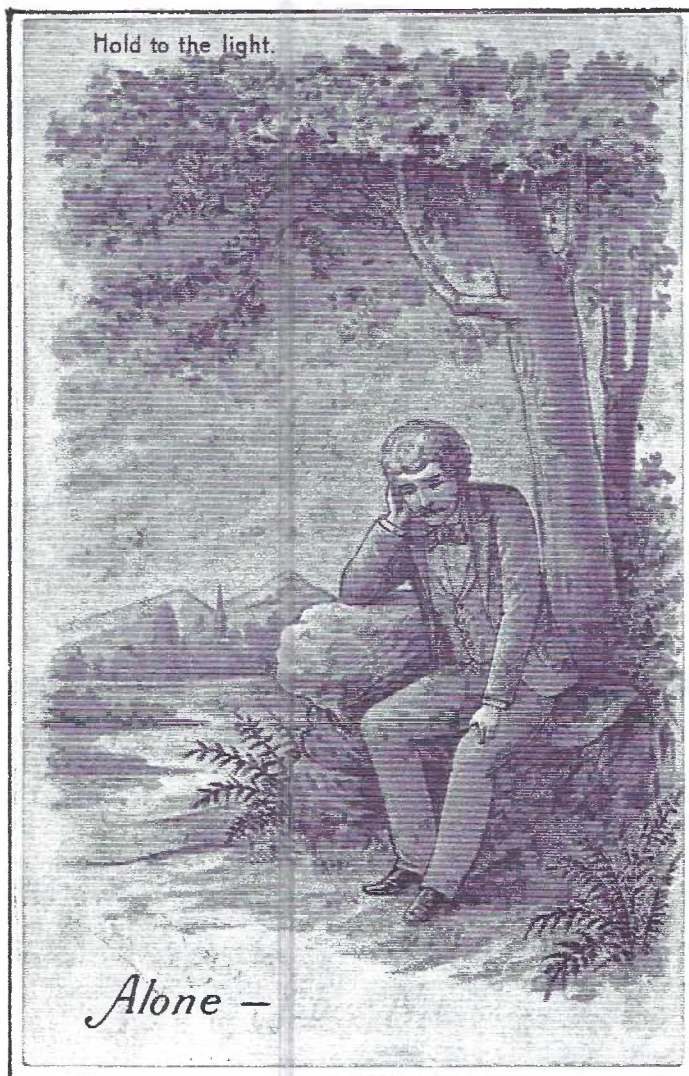
Hold to Light postcards (and advertising/trade cards) that result in a changed image when held to a light are of several types. The two main types are DIE CUTS and TRANSPARENCIES.

Susan Brown Nicholson in her new Encyclopedia of Antique Postcards (LCPC library) does a superb job in explaining Hold to Lights. **READ IT!** Better still, buy yourself a copy for Christmas. This is a lady who knows her subject and doesn't mince words!

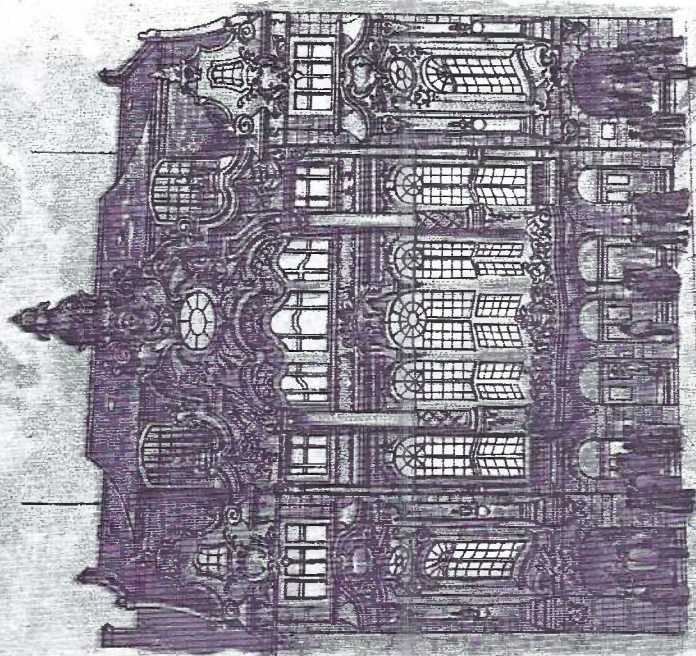
Briefly, the **die cut** has a top layer in which holes have been cut with a stamping process or **die** during manufacture. A **transparency** shows no apparent difference on the top layer of the card. In other words, **NO DIE CUTS** on the front of a **transparency**!

The **die cut** and the **transparency** must each be held to the light in order to serve its intended function. And, folks, we're saying a bright light bulb (not the window or even the sun).

Illus. One of the "Alone" set published by Alfred Holzman, Chicago. German printing in aqua with a multi-lingual divided back. PM Decatur, Ill., 11/25/07. Below is a photo, 88% actual size (made w/light bulb behind) showing Cupid and a lover for the lonely man, ergo the added caption "Aber Nit" (But Not).



Bitte gegen das Licht halten.
"METEOR" DRGM 88690.



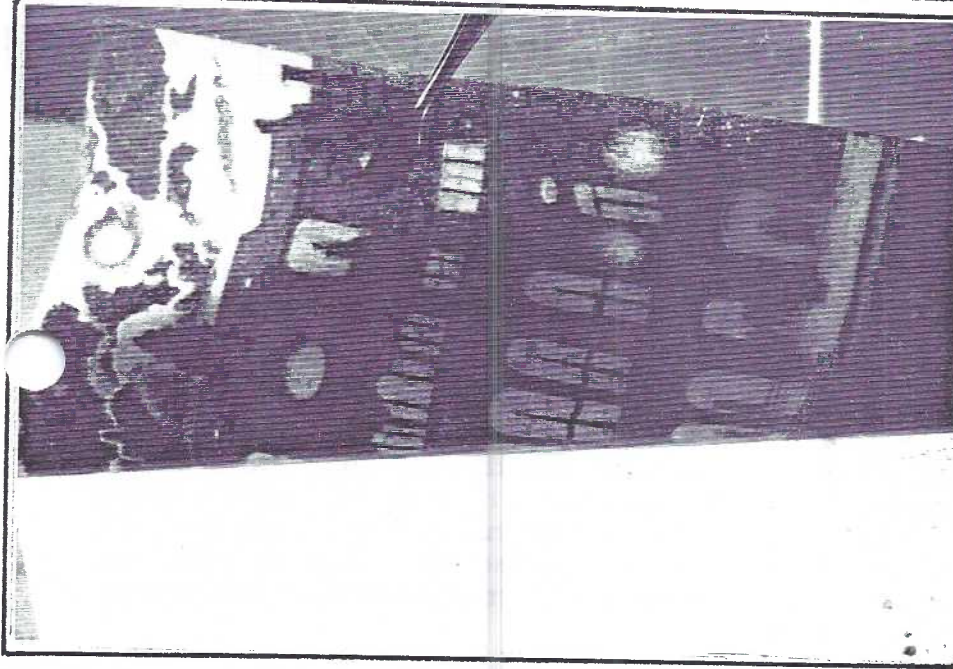
Central-Theater.

Gruss aus DRESDEN.

No. 314

In the case of the die cut you see brightness and/or color coming through the holes. This is caused by a middle layer of thin colored paper that lies between the die-cut top and the back of the postcard (which is also thin enough to transmit light but still functions for carrying a message, address and postage).

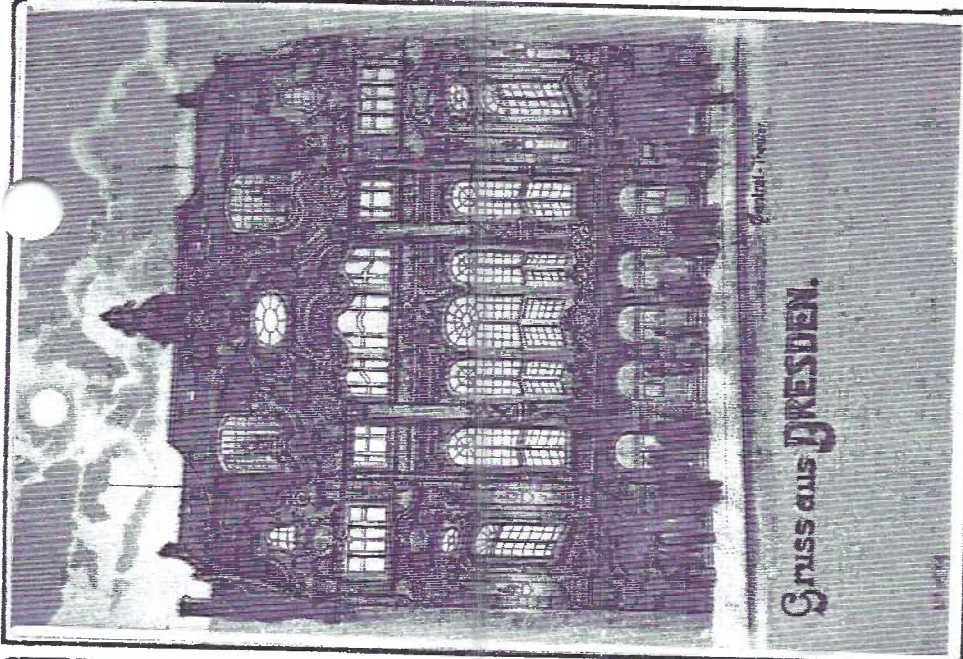
In the case of the transparency, you see an additional image that relates to the "day light subject" and often an entirely different image from the "day light subject". It is made from either blacking out on the back of the top layer (see Meteor HTL card



in center illustration) or sometimes on the thin middle paper layer) parts of the "day light subject" or covering over with new art the original or "day light subject". It also has a thin back layer which transmits light but allows for message, address and postage.

Also, the transparency has a very thin top layer to transmit light while the die cut has a thick top layer to support the window frame-work needed around each hole and keep back any light except that coming through the hole.

Simply put: the transparency relies on art, the die cut on color for its impact. (Admittedly, the "art" can be very basal on many comic transparencies.



Central-Theater.

Gruss aus DRESDEN.

Illus. "Bitte gegen das Licht zu halten" "Please towards the Light hold." A Meteor transparency DRGM 88690. This number was apparently assigned to Meteor as their registered design in Germany. It appears on all their PCs examined in the editor's collection as well as the large HTL stock of Fava Sherrard. Photographing these cards over a hot bulb caused this transparency to peel apart and so you can see the technique used in blackening parts of the design on the back of the top layer to effect a difference when held to light.

DIE CUTS

Views exist for many European cities as well as the USA. J.Koehler published 113 PC views of the USA. Rare subjects were published of the 1904 St. Louis Worlds Fair by Cupples. They were printed by Wm. Hagelberg of Berlin. In fact, most **die cut HTLs** were produced in Germany.

Windows in buildings, and moons are the most likely objects **die-cut** to allow colorful yellows, reds and blues to transmit. A group of WWI scenes depicting marching troops outside European cities show startling effects where the entire sky is cut away and multiple colors of light shine through.

Holidays and birthday greetings exist as **die cuts** with Easter and Christmas the most common (if that word can be used with HTLs). Thanksgiving and St. Patricks Day HTLs are very scarce. Halloween was non-existent until recently produced in the USA. The 1976 Bi-centennial saw a few modern patriotic.

Santas have long been considered the rarest holiday HTLs. Mailick is the only artist name found on Santa HTLs. Among Santas, the four dressed as Uncle Sam are considered "the very best".

TRANSPARENCIES

In 1985 Ralph Williams, in a Postcard Collector article, suggested that "transparencies, even though they are just as rare, are valued in the marketplace at only half that of die-cuts". Well, Ralph was totally right then, but he's only half right now! Transparencies are 'just as rare' as die-

By an unknown British publisher, this transparency shows its "second picture" by using silhouettes. PM Road, Eng.12/24/07. Message: "Stewart. When you get your motor car."

cuts, but you'll find they've caught up to and (in some instances) passed the value of comparable die-cut subjects!

Views are, perhaps, even more plentiful in transparency HTLs than are die-cuts. And the image alterations from "day" to "night" can be spectacular. Sally Carver's belief is that the Hartmann Transparency Series of 24 British views is "probably the most widely collected transparency series". She's no doubt right, but as with most series there are ones that "turn you on" more than others.

The "Meteor" trademark appears on countless excellent transparencies for different publishers. "DRGM" accompanies the Meteor name. Deutsches Reich Gebrauchsmuster = German Empire Registered Design.

Some of Meteor's most popular sets are Winter and Summer, Sunshine and Rain and the Alone/But Not (set of lovers). You can only assume from these contrasts what to expect. The resultant images will far surpass anything you imagined!

"Kosmos" of Munich and Budapest made a delightful series of mythological figures that become very "modern" under light.

There are Wagnerian operas, fairy tales, light houses, trains, ships and hidden submarines; dancing girls, bathers, pickpockets and prudes. New Years, Easter and Christmas dominate the holidays but you'll also find Valentines and Whitsunday. The only "modern" I've found is an E.T.W. Dennis & Sons, London, that appears to be in the 1930's (it shows only trousers and shoes).

As with the **die cut HTLs** Santa transparencies command high prices among holiday cards but I personally don't find the selection as spectacular. Also, as with the **die cuts** most transparencies are German origin.

If your "bag" is diversity, you'll find transparencies the HTL field for you. JFW

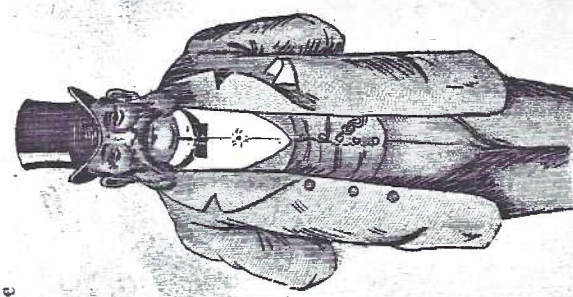


I wish that Father Christmas will
With all good things your Stocking fill.



Cute sisters dream of Father Christmas and what he might bring them. Unknown publisher. Postmarked from Huddersfield (England) Dec.23,1907 to Master Harry Wood in the same town.

Dass du dir manchmal Handschuhe kaufst
Kommst vor mir wie Verschwendung faast
Weil du doch immer beide Hände
In anderer Leute Taschen faast.



Most comic HTLs (nearly all transparencies) are simplistic in their original/colored design as well as their second (lighted) design. This card (with an undivided back) by an unknown publisher/printer is a better-than-average comic.

Bitte gegen das Licht zu halten.



This great Meteor is from the popular "Winter and Summer" set. It's elaborate "second design" makes this transparency's value ten times the worth of the children shown on the left.

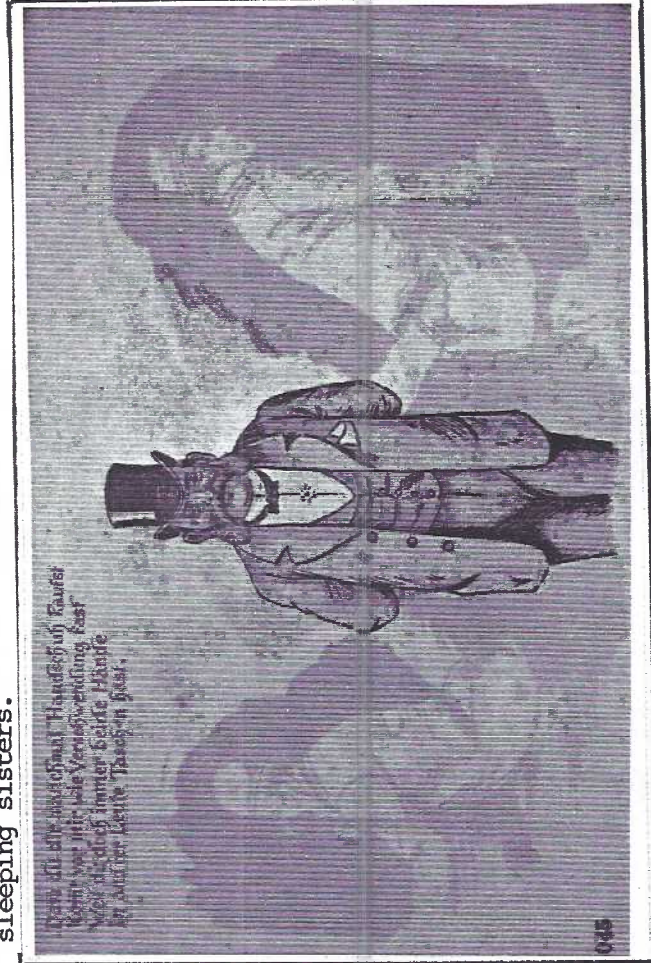


Things are not always what they seem

A "Shadowgraph" by E.T.W. Dennis & Son, Ltd. of London and Scarborough appears to be from the 1930-40's from the style of the shoes and trousers. Blue and black are used on a quality heavy white postcard stock.



Father Christmas has an armful of dolls for the little sleeping sisters.



"That you do many times buy gloves/Occurs to me most unnecessary, Because you always have your hands/In other people's pockets." (Literal translation.Thanks to Dot Fry.)

SURPRISES YOU GET WHEN YOU **HOLD-TO-LIGHT** THE TRANSPARENCIES ON THE PRECEDING PAGE!



In contrast to the fat snowman,two ladies enjoy a cool dip in this Summer scene viewed by their four friends.



Things are not always what they seem

The classy trousers hid boney men's legs and a gorgeous pair of ladies' gams with dainty painties atop.

An apology to our readers who like die-cut HTL postcards; the die-cuts just don't reproduce well enough to show their beautiful differences in "day" and "night", e.g. the dominance of transparencies in this article.

BRICKERVILLE A TALE OF TWO CARDS



Garden, rear of Mansion House, Elizabeth Farms, Brickerville, Pa.

This PC mailed to Ulrich's Store, Brickerville, PA on Aug. 17, 1938 is from John G. Zook prolific PC printer/publisher of Express Printing Co., Lititz. He says "I have nearly 100 of these cards and Siamese twin trees. If you stop in I will give them to you. I can mail them for a few 3¢ stamps." The Ulrich store was across from the present Brickerville House from 1927 to 1939. Those of us who collect Lancaster County "north-end" PCs know there are very few old cards of this village. Imagine mailing them for "a few 3¢ stamps"!



This is the second postcard mentioned in John Zook's message on the accompanying Mansion House PC. both by Express Printing. Now can anyone tell us where the "Siamese" trees grew. Both: b/w, div. bks.



"Siamese Twin" Beech Trees, Elizabeth Farms, Brickerville, Pa.

This colorful 1906 Ullman Christmas PC #1707 is even more delightful if you turn it over and discover that



Post Card

THIS SIDE IS FOR THE ADDRESSEE

**PRICES A SPECIALTY
TOYS A NOVELTY
BARGAINS A REALITY**

We are better equipped to supply your Holiday needs than ever before.

Pure Candies at lowest prices.
Present this card between the 15th and 25th of December and receive a Xmas Gift.

**J. R. RUTTER & SON
KINZER, PA.**



WISHING YOU A MERRY CHRISTMAS.

it served as an early advertisement for Rutter's General Store, Kinzer.

Write answer to ea. CLUE on blank line. Answers come from WORD LIST. First letter in ea. ANSWER forms a hidden message.

MERRY CHRISTMAS
from

THE CARD STAFF
Gwyn Fulmer, mailing labels
Harold Fry, mail manager
Jim Rudisill, artist
Dot Fry, proof-reader
Charlie Griffiths, proof-
reader and staff
Gerald Hostetter, staff
Jim Ward, editor
and A VERY HAPPY NEW YEAR
TO EVERYONE!!

WORD LIST

Advertising
Alaska-Yukon
Artist
Caldecott
Clapsaddle
Comics
Earl
Finkenrath
Hold-to-Light
Indians
Labor Day
Leather
Linen
McKinley
Merry Widow
Metropolitan
O'Neill
Outcault
Pioneer
Rally Day
Raphael
Real Photo
Rodriguez
Silk
Steinfeldt
Teddy Bears
Topicals
Yellow

CLUES (all postcard related)

Expo - also known as AYP
Assassinated at Buffalo
LCPC's past preacher prexy
"Hottest" PC category
Our favorite Conn. man
_____ stone or _____ kid
Ellen the Artist
More than meets the eye
_____ Tuck
Native Americans
Some of Santa's suits
Depots, ships, courthouses
Oldest active Am. PC club
Campbell Kids and others
Prolific early Lanc. publ.
Really "cracker jack" cards
Created cute kewpies
_____ signed
Wht. border, _____, chrome eras
Pliable punny postcards
Paul _____ Co., Berlin
Sunday School call cards
Buster Brown's creator
Broad brimmed hat lady
Scarcest holiday on PCs
Illustrated nursery rhymes
Earliest postcards
Tom Browne postcards
(Answers elsewhere)

ANSWERS

Blank lined page with horizontal ruling lines.

NOW IS THE TIME TO PAY YOUR 1995 DUES

NEW CHAIRLADY/NEW ADDRESS

Should you be about to pay your 1995 dues, please note **Sandra Shaub** is our new Membership Chairlady. Make your check payable to LCPC but send it c/o S.Shaub, 45 Stoneyhill Road, Quarryville, PA., 17566. If you've already sent it to the Mowrers, do not despair, it will be forwarded; \$7 per member plus \$3 each member, same address. THANK YOU.

EXHIBIT WINNERS

With a prediction of more rain, our November 21 turnout was only 61 including 3 guests. Still, it was an active group and they seemed to enjoy the six (count them=6) exhibit boards on the subject: .SILHOUETTES.

ANNE STEINBERG	FIRST	Scary Silhouettes
JIM WARD	SECOND	Local Yokels
HAROLD MOYER	THIRD	Profiles

HONORABLE MENTIONS

FRAN HAMILTON Silly-ettes
BARBARA HEIM It's All Down in Black & White
BILL HEADLEY Fairy Land
BIBLICAL is December's exhibit board theme
and January's will be HEARTS (incl. but not
necessarily valentine postcards).

ANSWER TO PUZZLE:
A MERRY CHRISTMAS TO ALL FROM LCPC

Our eagle-eyed staffer, **Gerald Hostetter**, found this helpful info in the Dec. 1994 Today's Collector. **NOTE:** It tells you when the PC was mailed (not necessarily the age of the card). Also the rates apply to domestic mails, not over-seas. Thanks much, **Gerry!**

Remember the penny postcard?

For most of their history, postcards have enjoyed very reasonable postage rates. In fact the "penny" postcard existed until the early 1950s. Since then, rates have escalated steadily, as shown below.

Here is how much it cost to mail a postcard in the United States over the past 120 years. (Note that on a couple of occasions, the rate was actually rolled back.) Postcard collectors can use this information to help date their postcards.

1 cent . . . May 1873 – Nov. 1917
2 cents . . . Nov. 1917 – July 1919

1 cent July 1919 – Jan. 1952
2 cents . . . Jan. 1952 – Aug. 1958
3 cents . . . Aug. 1958 – Jan. 1963
4 cents . . . Jan. 1963 – Jan. 1968
5 cents . . . Jan. 1968 – May 1971
6 cents . . . May 1971 – Mar. 1974
8 cents . . Mar. 1974 – Sept. 1975
7 cents . . Sept. 1975 – Dec. 1975
9 cents . . . Dec. 1975 – May 1978
10 cents . . . May 1978 – Mar. 1981
12 cents . . Mar. 1981 – Nov. 1981
13 cents . . Nov. 1981 – Feb. 1985
14 cents . . . Feb. 1985 – Apr. 1988
15 cents . . . Apr. 1988 – Feb. 1991
19 cents Feb. 1991 – 1994

(Source: "United States Postal Card Catalog," U.S. Postal Stationery Society, Bloomington, IL 61701.)

MEMBER/DEALERS

Nov. saw sales tables before the meeting manned by Dick Bishop, Bill Buckwalter, Bernie Heisey*, Gordon McKinzie, Howard Steinberg, Jim Ward*, Paul Weidman and Norm Zimmerman. If you haven't been to meetings for a while, you'll find a good variety at most of our meetings, starting at 5:30 pm.

*Bernie and Jim will have postcard magnets and calendars at the Dec. meeting for last minute gift purchases.

