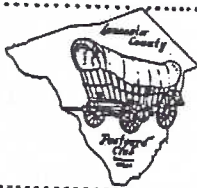


# The Card

MONTHLY PUBLICATION OF  
LANCASTER COUNTY POSTCARD CLUB  
LANCASTER, PENNSYLVANIA

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



Feb. 1996 - Vol. 7, No. 2  
NEXT MEETING - Mon., 7 pm  
February 19, 1996  
Buy/Sell/Trade 5:30 pm

Yearly membership is \$8 (\$10 per couple at same address). Ads: \$15 full page, \$8 1/2 page, \$5 1/4 page PREPAID WITH AD COPY. Articles and correspondence: 1795 Kleinfeltersville Rd., Stevens, PA., 17578, ph 717-721-9273. Dues payable to LCPC c/o Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA., 17566.

## EXTREME WEATHER CANCELS MEETING

### Second Time in Club's 6-Year History

If these headlines sound familiar, you have a good memory. February 1994's CARD read nearly the same. This time Lancaster County suffered a 30" snow storm and even though rural members were dug out and hoping to relieve cabin fever, the city streets were generally poor to miserable.

January's CARD gave you the members' phone numbers to call if you're in doubt about a meeting. We repeat this ominous info once again.

Due to cancellation of the January meeting we offer these revised events:

- 1) January's program SHOW 'N TELL will now be February's program.
- 2) February's auction will now be in March. (This gives you time to meet a new deadline for material to be sold: **Feb. meeting night**)
- 3) Exhibit board revised schedule:  
Feb. - GOOD LUCK SYMBOLS and LEAP YEAR  
Mar. - TROLLEYS and TRAINS  
Apr. - COMICS and APRIL FOOLS

## LEAP YEAR



"Caught"!

LEAP YEAR again! It may have lost its meaning with the years but we can still enjoy the odd artwork of August Hutaf. See inside!



BAD WEATHER CONNECTION

If in doubt about our monthly meeting you may call these persons:

CITY 299-5969	Lewis Bechtold, Lancaster
EAST 354-7611	Ruth Frankhouser, New Holland
WEST 684-5331	Barbara Mowrer, Columbia
NORTH 733-8918	Dorathy Fry, Hopeland

From Series #1261 by the Metropolitan PC Co. an appropriate Valentine card for the 1995-6 season. Let's hope the thaw is here by the time this February CARD reaches you.



MR. HEART IS WARM ENOUGH TO MELT A SNOWMAN.



## AUGUST HUTAF.

When I think of comic holiday postcards I think of August Hutaf (hoo-tawff). I suppose because "HOO-tawff" sounds as funny as many of his postcards look.

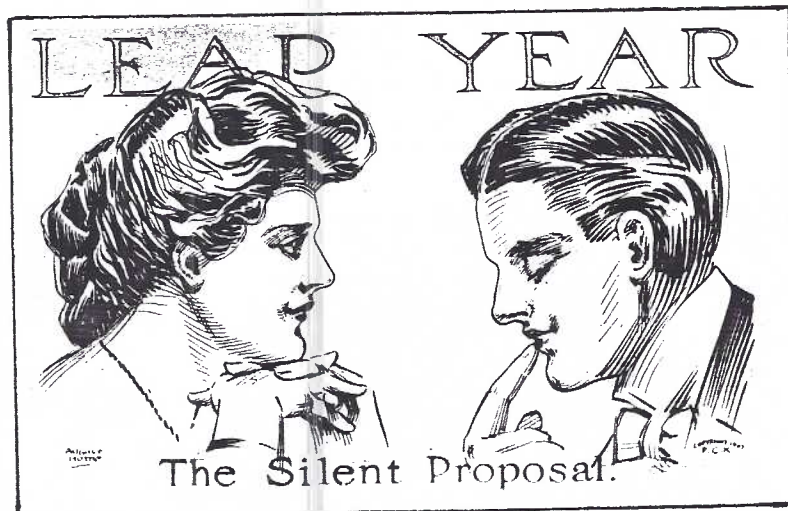
Certainly his monkey-faced ladies ("Love me little, Love me long") are a 'hoot'. But he was equally capable of a sophistication resembling Charles Dana Gibson ("The Silent Proposal").

Hutaf was born in 1879 in Hoboken, New Jersey. Fielding's Dictionary of American Artists lists him as "printer and illustrator; pupil of W.D. Streetor; his specialties were book covers, decorations and posters". The Spirit of the Fighting Tanks was his famous 5th Liberty Loan poster.

Dotty Ryan in her Picture Postcards in the United States, 1893-1918 mentions his 8-card set of April Fool's Day PCs for Paul C. Koeber and the 1908 Leap Year set #217 of 4 for Illustrated Post Card Co.

Mashburn includes a fraternal set and "Blacktown Babies" by Ullman Mfg. Co., and "Advice to Vacationists" by Paul C. Koeber.

I have the makings of a set of Diabolo (also by PCK) and the cards in this article are part of a long series by Paul C. Koeber.



Hutaf's signature is generally apparent (see title above). Sometimes only his last name is used, but even though you consider yourself a beginner, it's easy to spot his name. Look for his PCs -they're a real HOOT!

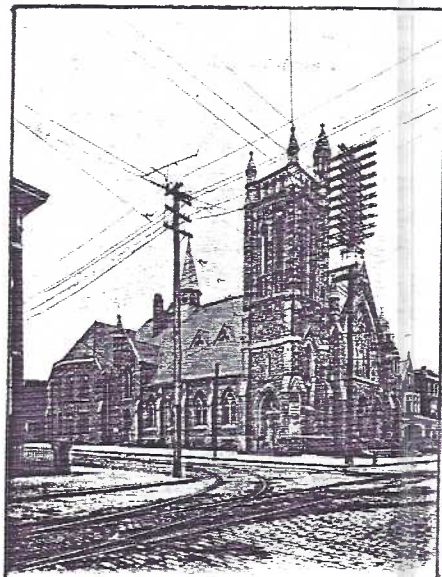
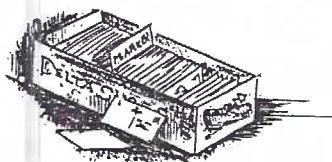
The peacock logo of Paul C. Koeber Co. is easy to identify.





## FROM THE SHOEBOX

A now 'n then column  
of postcard potpourri



First Methodist Episcopal Church, Lancaster, Pa  
To Phila Branch Mrs  
Conventum

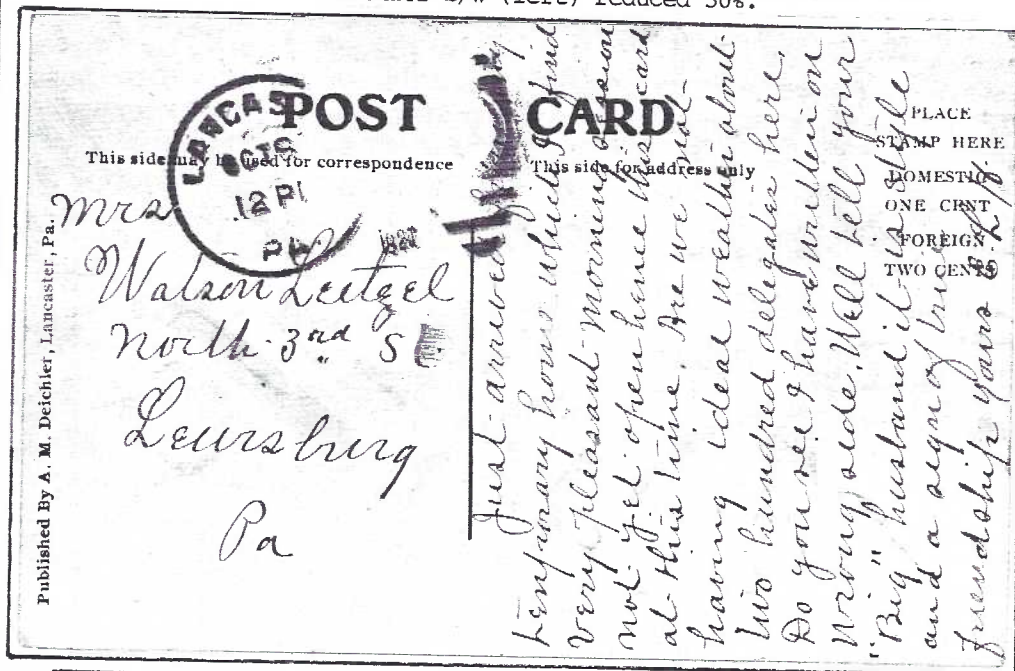
Published By A. M. Deichler, Lancaster, Pa.

"Lancaster, Pa., Oct. 6, 1921

February 1996 pg.3

Just arrived from my temporary home which I find very pleasant. Morning session not yet open hence this card at this time. Are we not having ideal weather(?) About two hundred delegates here. Do you see I have written on wrong side(?) Well tell your "Big" husband it is style and a sign of true friendship. Yours E.L.H."

The stamp has been steamed off (common practice) but obviously the P.O. accepted the PC. Deichler b/w (left) reduced 30%.



## DON'T FORGET TO FEED THE BIRDS

Black-capped

Our friendly Chickadee reminds us DON'T FORGET TO FEED THE BIRDS! It's from the Songbird Postcard Series #501 published in 1939 by the National Wildlife Federation. A similar Series #502 Wildbird Postcards was published in 1950 by NWF.

Lowe lists a chrome set of "12 Song Birds, Wildlife Federation" but #501 and #502 are definitely not chrome, rather a soft, absorbent texture like the 15-card set Wildlife Post Card Series by the Wildlife Publishing Corp., NY in 1939.

Can you offer info. on the number of PCs in #501 and #502 we can share with our readers?

## NEW MEMBERS

#397 JUDY SMOKER P.O. Box 185, Intercourse, PA 17534. Ph. 768-3283. Judy collects Valentine postcards. Her husband, Paul, is member #32. We're happy to have her join us. Actual pd. membership is now 287. If you know a prospective member, send their name and address

to the editor. A complimentary copy of THE CARD and an application will be sent them.

## HARBINGERS OF SPRING

What a pleasant surprise - to see local hardware and garden stores offering seeds. Yes, Virginia, there really is a Spring! And it's just around the corner!



## STAMP LANGUAGE

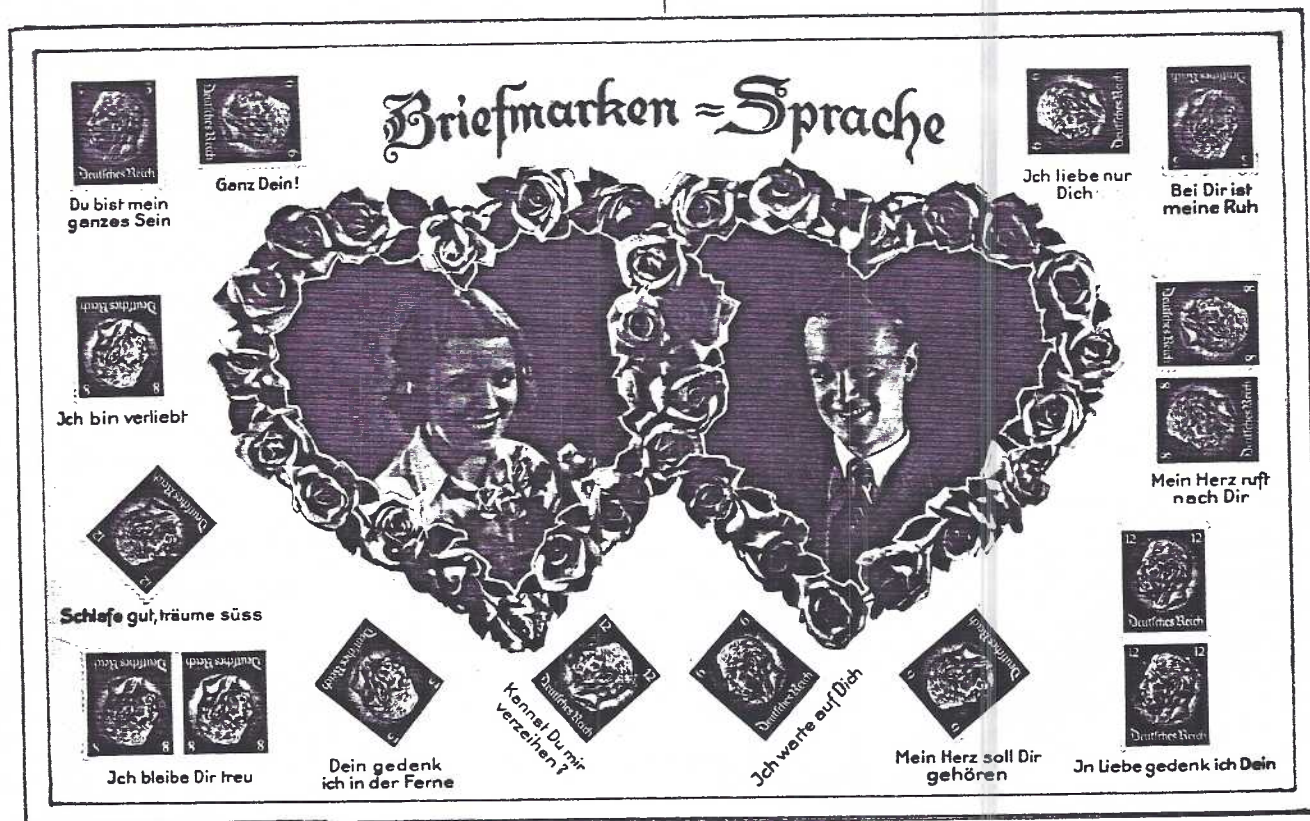
Most of us have come across postcards called "Language of Flowers". There are several sets. Our valentine offering, **Briefmarken Sprache** (Postage Stamp Language) explains another phenomenon.

We occasionally see a postage stamp on an old postcard that's tilted on its corner and even upside down. They were not placed there haphazardly. The young romantics of those days had their secret stamp language that expressed the sentiment of their choos-

ing. Neither the "accidental" glance of the postman nor the scrutiny of family members could often "crack" the code. But the postcard shown (enlarged 22%) is a true encyclopedia of the Stamp Language.

The photogravure card was published by the Neue Photographische Ges. (New Photographic Co.) of Steglitz and Berlin, Germany.

The unused PC, #3972, is from the 1920's, considering the young couple's hair, attire and the pre-Hitler stamps.



Help with the translations came from Pennsylvania-Germans Dot Fry and Harold Moyer and Heidelberg-born Ursula Beiler (non-member friend of #66).

TRANSLATIONS ARE FIGURATIVE - NOT LITERAL.  
(Arrows indication stamp direction)

**Du bist mein ganzes Sein.** ↑

You are my whole being.

**Ganz Dein!** →

Entirely yours!

**Ich liebe nur Dich** ←

I love only you.

**Bei Dir ist meine Ruh** ↓

In you is my peace.

**Ich bin verliebt** ↓

I am much loved.

**Mein Herz ruft nach Dir** →

My heart cries for you.

**Schlafe gut, träume süß** ↙

Sleep well, sweet dreams.

**Ich bleibe Dir treu** ↓

I'll be true to you.

**Dein gedenk ich in der Ferne** ↘

I think of you from afar.

**Kannst Du mir verzeihen** ↗

Can you forgive me?

**Ich warte auf Dich** ↖

I wait for you.

**Mein Herz soll Dir gehören** ↙

My heart belongs to you.

**In Liebe gedenk ich Dein** ↑

In love I think of you.





# PRINTED POST CARD TYPES

A continued series

appearing in THE CARD beginning June 1995  
...with special attention to types seen on  
local cards from lists compiled by Charles  
Griffiths and Gerald Hostetter. Jim Ward, ED.

KOEBER, PAUL C. NY, NY



KOEHLER, JOSEPH NY, NY



Post Card

POST CARD

Post Card

POST CARD

POST CARD

KOPPEL CORP., HAWTHORNE, NJ



POST CARD

KRONE-McMILLIAN ASSOC., LEMOYNE, PA

POST CARD

KROPP, K.C., MILWAUKEE, WI



POST CARD

Post Card

POST CARD

LAFEAN BROS., YORK, PA

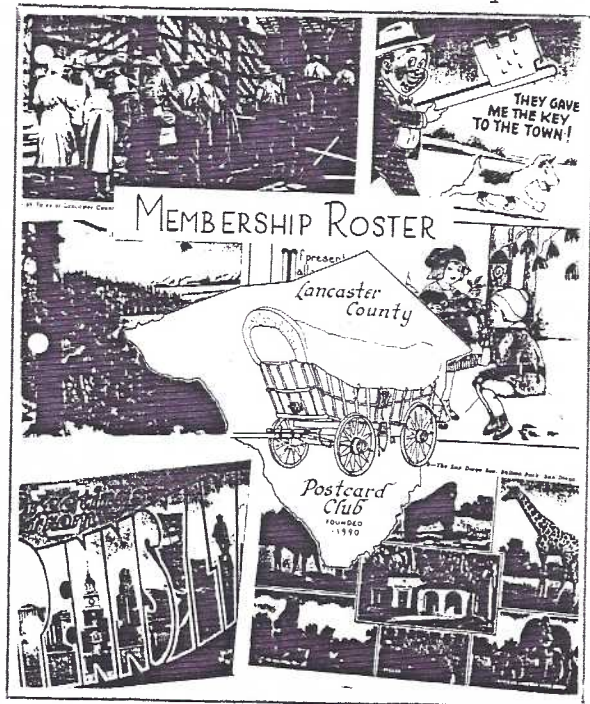
POST CARD.

LANCASTER PHOTO SUPPLY HOUSE, LANC., PA

POST CARD

A REMINDER: Don't be discouraged by similar  
POST CARD logos. In most cases the publish-  
er's name appears in fine print on either  
the address side or front of the post card.

February 1996 pg.5



## MEMBERSHIP ROSTER

Distributed to all Active Members

With the mailing of this February CARD all of the paid membership of LCPC have received its FREE 1996 Roster as promised. Working throughout the holiday season Gwyn Fulmer has once again taken on the monumental task of compiling a listing of each member, address, phone and subjects collected.

The ten-page listing also includes a recap of LCPC's member distribution including a break-down of Lancaster County, the remainder of Pennsylvania by county and other states. The grand total is 286, revised up 3 from the January CARD total.

IF YOU HAVE NOT RECEIVED YOUR COPY (one per household) IT WILL BE MAILED WHEN WE ARE IN RECEIPT OF YOUR 1996 DUES.

In fact, this February CARD will also be your last issue until dues are paid in full. You may submit \$8 per member plus \$2 ea. member at the same address to:

V. Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA, 17566. Make check or M.O. payable to LANCASTER COUNTY POSTCARD CLUB. Thanks.

## 1996 ROSTER CHANGES

Jay Robt. and Miriam Miller live on CHARLES-TOWN not Charles Rd. in Washington Boro and John Klein's phone number is 484-2073.

## "RURAL DELIVERY"

"Real Photo Postcards"

In celebration of RFD's 100th Anniversary (much more on this later) Rural Delivery examines life in central Pennsylvania as reflected in hundreds of photographic images which were made into postcards.

Available this summer, check at LCPC's meetings to order at pre-publication price. The 129 page soft cover is \$20 (\$25 after Mar. 31, 1996) plus \$4 shipping.



# UNUSUAL FIND = MASONIC HOMES POSTCARD ALBUM

## Scarce Real Photo Postcards by The Rau Studio

The 5 3/4" x 8 1/4" album contains sixty (60) postcards all but 5 of which are real photo postcards by photographer WILLIAM H. RAU, DeLong Bldg., southeast corner Chestnut and 13th Sts., Philadelphia, Pa. The remaining five postcards are by Commercial Colortype for S.G. Bishop, an Elizabethtown publisher. It's of interest to note that all five of these Bishop cards were missing from Charlie Griffiths' list of 24 Bishop/Masonic Home postcards.

Album cover reads:

Photographs

MASONIC HOMES  
ELIZABETHTOWN  
PENNSYLVANIA

The album's "photographs"  
are all postcards.

## WILLIAM H. RAU

PHOTOGRAPHER

S. E. Cor. Chestnut and 13th Sts.

De Long Building.

PHILADELPHIA

Lantern Slides, plain and colored, of Home and Foreign Travel. Special Slides made to order. Lecture sets with descriptive Readings.

Outdoor Photographs of Scenery, Residences, Grounds, Buildings, Houses, Carriages, Automobiles, etc.

Outside and Interior views of Homes, Churches, Schools and Public Buildings, Monuments and Statuary.

Family Groups and Portraits, Weddings, Reunions and Special Gatherings made day or night by new smokeless method.

Manufacturing and Business Establishments, Interiors, Machinery, and Merchandise.

Bromide Enlargements, Platinotypes and Copying. Developing and Printing for Amateurs.

Photographer for Pennsylvania and Lehigh Valley Railroads.

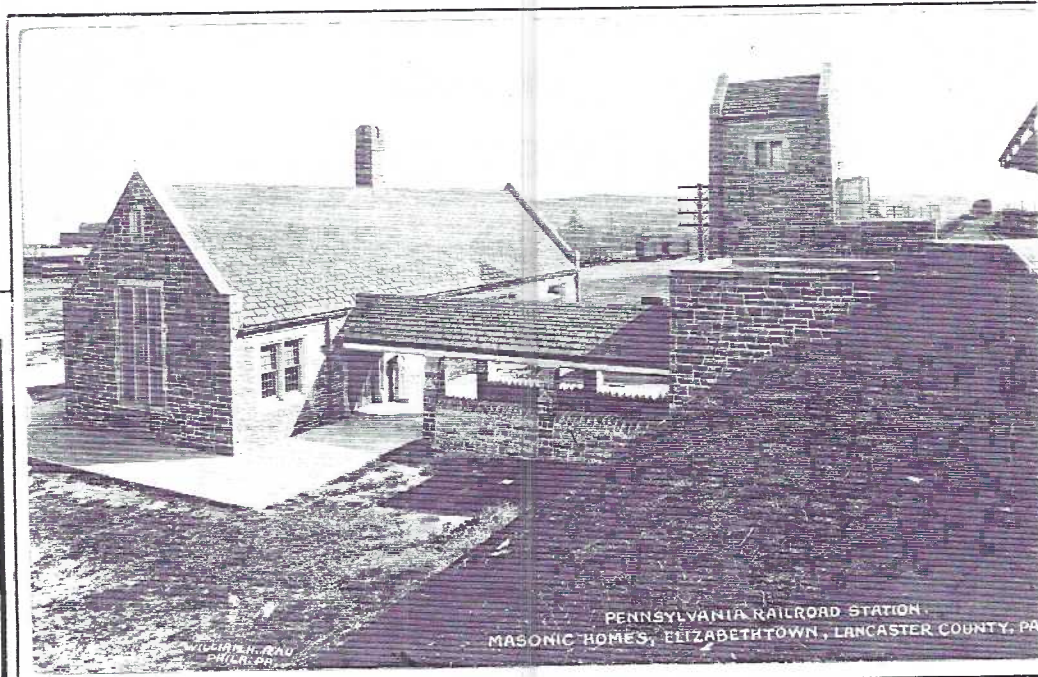
Official Photographer, World's Fair, St. Louis, 1904. Officier d'Academie, French Government.

Color Photographs direct from Nature.

## THE RAU STUDIO

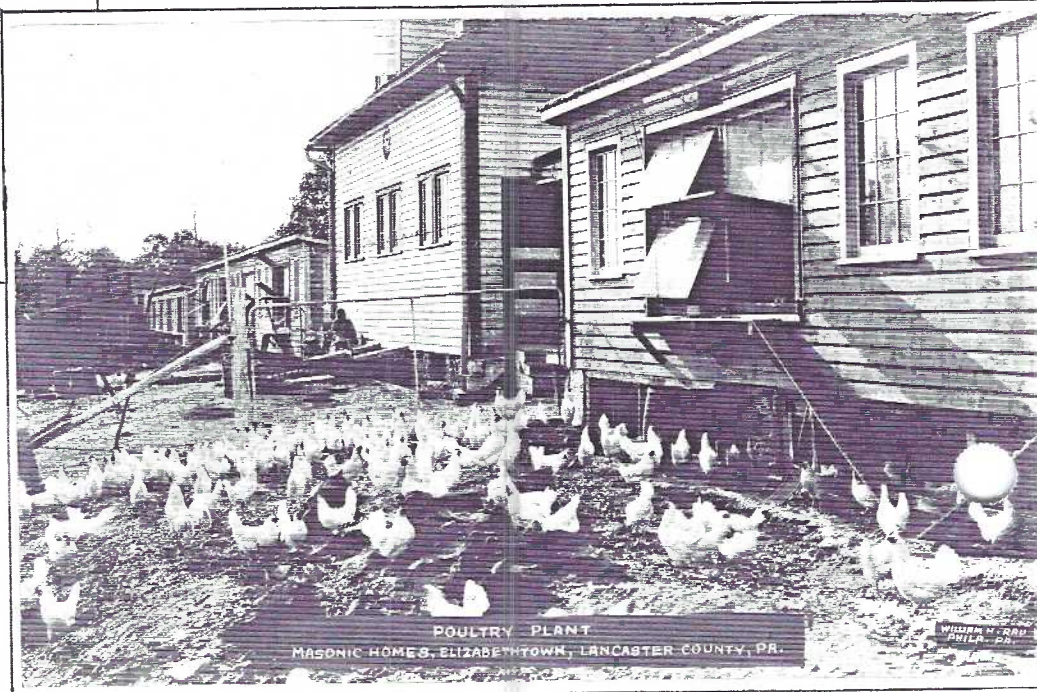
is the largest and best-equipped photographic establishment in Philadelphia

PRICES MODERATE



A real delight to RR depot collectors is this real photo PC showing the exclusive Masonic Homes Station soon after its construction. The loading platform and tracks are in the far upper right. Like all of the buildings on the grounds, the depot is of handsome stone masonry.

Scanning the list of postcards in this little album (next page) you're easily convinced the Masonic Homes at Elizabethtown, Pa., were self-sufficient in those early yrs. as witnessed by the Poultry Plant PC below.



The excellent real photo postcards in this little album of early Masonic Home views are by Wm.H.Rau of Phila. His business card, above, is the reverse of real photo postcard #13753 and is captioned Emerald Lake, Mt. Burgess, Canada. It shows a wooden flatbottom boat along the shore of forest-lined lake. The mountain and its glacier valley are in the background.



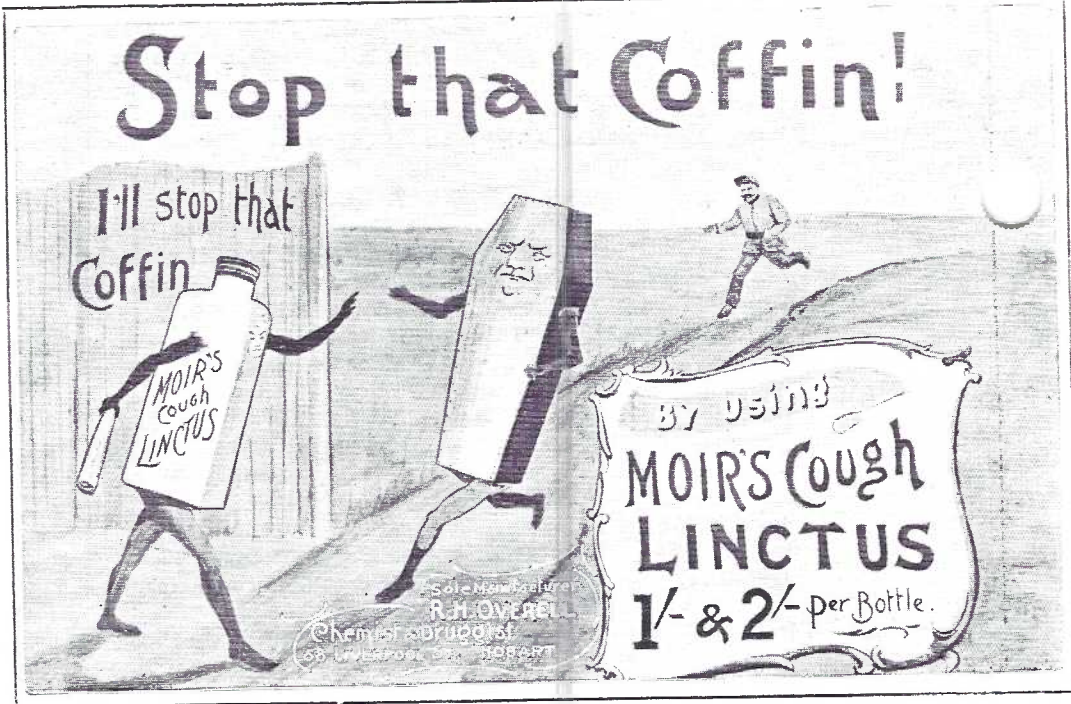
The 60 postcards in this album are listed in sequence. Unfortunately Rau was inconsistent in his labeling. About half the cards are un-numbered and even a few numbered cards lack the "NO." Even so, there is no duplication of views. For brevity, "Masonic Homes, Elizabethtown, Lancaster County, Pa." has been dropped from many of the captions.

Rau-PENNSYLVANIA RAILROAD STATION  
 Rau-NO.64 BOULEVARD ENTRANCE TO MASONIC HOMES GROUNDS  
 Bishop 25890-CORNERSTONE LAYING, GRAND LODGE HALL, SEPT.26,1911  
 Rau-PANORAMA VIEW OF REAR OF THE GRAND LODGE HALL FROM THE RIDGE ROAD  
 Rau-WEST VIEW OF GRAND LODGE HALL FROM LAKE NO.1  
 Rau-NO.25 FRONT VIEW OF GRAND LODGE HALL  
 Rau-PORTION OF TERRACE SHOWING SUN PARLOR AT WEST END  
 Rau-VISITORS RECEPTION ROOM  
 Bishop 33211-ASSEMBLY ROOM, GRAND LODGE HALL  
 Rau-DINING ROOM LOOKING NORTH, SHOWING MUSIC BALCONY ON LEFT  
 Rau-KITCHEN  
 Bishop 42325-CONSERVATORY  
 Rau 73-LIBRARY  
 Rau-SLEEPING APARTMENTS FOR MARRIED COUPLES  
 Rau NO.68-BROTHER AND MRS.THOMAS MAGEE (vertical)  
 Rau NO.20-BLAIR COUNTY MEMORIAL  
 Bishop 42323-CORNER-STONE LAYING OF THE JOHN HENRY DAMAN MEMORIAL BUILDING  
 Sept.22nd,1914  
 Rau NO.26-JOHN HENRY DAMAN MEMORIAL  
 Rau NO.27-PAUL L.LEVIS MEMORIAL  
 Rau NO.28-BERKS HOME  
 Rau NO.45-PHILADELPHIA FREEMASONS' MEMORIAL HOSPITAL  
 Rau-THE START OF ALLEGHENY COUNTY MEMORIAL  
 Rau NO.29-GUESTS HOUSE NO.1 (BOYS' COTTAGE)  
 Rau NO.33-MOUNT MORIAH REST HOUSE AND GROVE  
 Rau 71-GROUP OF BOYS - MAIN ENTRANCE TO GRAND LODGE HALL  
 Rau 75-MASONIC HOMES - GROUP OF MEN  
 Rau 74-MASONIC HOMES - GROUP OF GUESTS  
 Rau 72-GROUP OF GIRLS,- MAIN ENTRANCE TO GRAND LODGE HALL  
 Bishop 22126-HOME FOR GIRLS,GUEST HOUSE NO.TWO  
 Rau-THE CONRAD WEISER HOUSE,200 YEARS OLD  
 Rau NO.35-DAIRY BARN AND CREAMERY  
 Rau NO.37-REGISTERED AYRSHIRE BULL  
 Rau NO.36-REGISTERED AYRSHIRES AND GRADE HOLSTEINS  
 Rau NO.38-PURE BRED AYRSHIRE AND GRADE CALVES  
 Rau-PIGGERY - REGISTERED BERKSHIRE AND GRADE HAMPSHIRE  
 Rau NO.41-REGISTERED BERKSHIRE AND GRADE HAMPSHIRE SOWS AND LITTERS  
 Rau-HOGS AND SHOATS FOR FATTENING  
 Rau-POULTRY PLANT  
 Rau NO.39-PART OF POULTRY PLANT - SHOWING S.C.WHITE LEGHORNS  
 Rau NO.43-GRADE SOUTH DOWN AND SHROPSHIRE EWES AND LAMBS  
 Rau NO.44-APIARY  
 Rau-THE PEACH ORCHARD  
 Rau-THE GUESTS AT WORK IN THE CORN  
 Rau-VEGETABLE GARDEN SHOWING IRRIGATING SYSTEM  
 Rau-NORWAY SPRUCE NURSERY  
 Rau-WHITE PINE NURSERY  
 Rau-POWER HOUSE & LAUNDRY  
 Rau NO.56-INTERIOR OF BOILER ROOM  
 Rau-INTERIOR OF ENGINE ROOM  
 Rau-INTERIOR OF LAUNDRY  
 Rau NO.31-GRAND LODGE SPRING, FLOWS 40,000 GALLONS PER DAY  
 Rau-FOUR OF EIGHTEEN SPRINGS  
 Rau NO.32-PART OF WATER SYSTEM, SHOWING THE THREE LAKES - STORAGE CAPACITY  
 4,500,000 GALS.  
 Rau-PUMPING STATION NO.1 AND SAW MILL  
 Rau-PUMPING STATION NO.2 SHOWING IRIS BED AND LAKE NO.3  
 Rau-THE DISTRIBUTION RESERVOIR ON RIDGE ROAD  
 Rau NO.69-CONOY CREEK  
 Rau-ROAD MAKING EQUIPMENT  
 Rau-SEWAGE DISPOSAL PLANT  
 Rau NO.34-CEMETERY

RAU Real Photos NOT in Album  
 Assembly Room  
 #70 Conservatory  
 #71 Dining Room Looking Towards  
 The Bay Window (NOTE dupli-  
 cated use of number "71")  
 Kitchen (diff.view and with un-  
 usually large number "15").  
 The Allegheny County Memorial  
 (numbered #5137 at RAU name)

The label on the inside back cover of the album reads "The paper in this album is guaranteed chemically pure and will not injure photographs. HOLMAN" Rubber stamp #1151 identifies this album.

From England we have a bit of humor. (Our condolences to those who suffered this season's Coughing Flu.) Moir's Cough Linctus was manufactured exclusively by R.H.Overell a chemist and druggist at 68 Liverpool St.,Hobart. We have yet to tie the "AP" logo to a known printer.



## FUTURE SHOWS



**Feb.16-17 Mt.Laurel,NJ** Mt.Laurel Inn,  
PC Society/J.McClintock 9-6,9-3 Free adm.  
**Mar.2 Belmar,NJ**,John Taylor Pavilion,  
J.McGrath Show,9-4.Free adm.

## THE CARD

Staff: Dot Fry,Gerald Hostetter,Jean Frank,  
Jim Rudisill. **Editor:**Jim Ward. **Circulation:**  
Harold Fry. **Address Changes:** Gwyn Fulmer.  
**Articles,Suggestions,Correspondence to:**1795  
Kleinfeltersville Rd.,Stevens,PA.,175789773

When you're snow-bound in the woods for two weeks,it's amazing what you can turn up! Check the bargains.You may wish to phone as many of these are in limited quantities.

### SMALL LOTS

All old PCs,no chromes u=used, un=unused

- 50 F&M/Millersville College,dups.,u/un \$8.
  - 25 Lanc. parks,cemeteries;dups.,u/un \$4.
  - 30 Stevens House Dining Rm.,Lanc. same \$4.
  - 15 Marietta,PA. views,dups.,un \$2.
  - 20 Diff. New Years,Valentines,mixed,u \$5.
  - 20 Diff. Easter,Thanksgiving,mixed,u \$5.
  - 10 Diff. Christmas,u 3.
  - 20 Amish,white border,linen,dups,un \$3
  - 9 diff.OLD Edw.M. Mitchell exaggerations-  
fruits,vegetables on RR flatcars,un \$8
  - SET 6 Barrose Terrace,Lanc.,PA.,un \$3
  - SET 3 Rocky Springs linen,including the  
famous Wild-Cat roller coaster,un \$12
  - SET 7 Old Moose Home,Lancaster incl.  
6 interiors,un...all seven for \$1
- (Postage: 50¢- 1 to 30 PCs; \$1- 31+ PCs)

3 DOVER Postcard Books on The Old West-  
72 DIFF.postcards(reg.\$12) \$6 postpaid!

Make checks to: Jim Ward,1795 Kleinfelters-  
ville Rd.,Stevens,PA.17578-9773.Ph.721-9273

## John Klein Postcards



**Exit 21**  
**Pa. Turnpike**

**Saturday 10-5**  
**Sunday 8-5**