

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

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



Oct. 1996 - Vol.7, No.10

NEXT MEETING - Mon., 7 pm.

October 21, 1996

Buy/Sell/Trade 5:30 pm

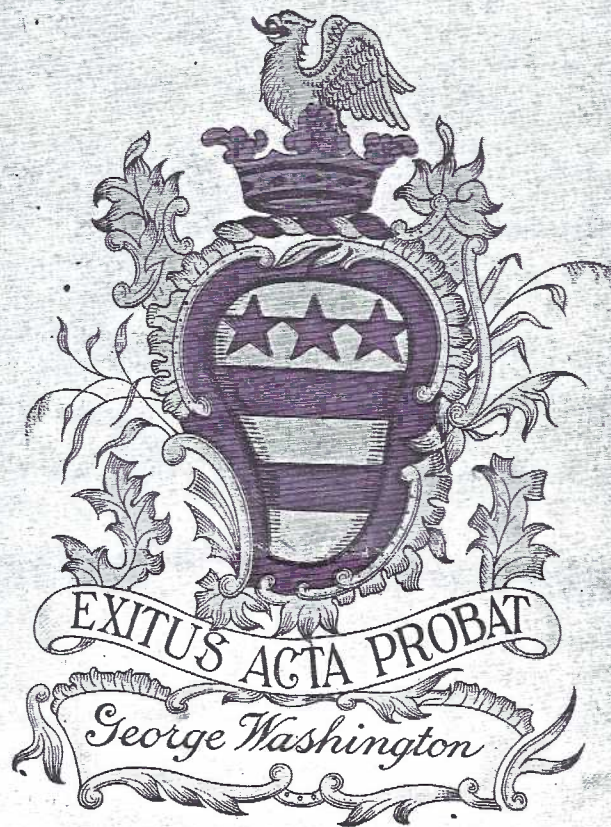
Yearly membership is \$8 (\$10 per couple at same address). Ads: \$15 full page, \$8 1/2 page, \$5 1/4 page PREPAID WITH AD COPY. Articles and correspondence: 1795 Kleinfeltersville Rd., Stevens, PA., 17578, ph 717-721-9273. Dues payable to LCPC c/o Sandra Shaub, 45 Stoneyhill Rd., Quarryville, PA.,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

PROGRAM

It's AUCTION ACTION this month. Complete list on page four. Lots may previewed from 5:45 pm.



The fiddling specter foretells the message: "You are cordially invited to attend a Hallowe'en Party at my home at 7, Hallowe'en Eve. An answer is requested. Mae B. Kauffman." It's cancelled Oct 19, 1909, Landisville, PA. and sent to Wayne Aungst in Landisville.



Original Coat-of-Arms

Shown is the Washington family coat of arms which George had made into a book plate. PC was printed by Harry W. Wade, Alexandria, VA. Our "stars and stripes" trace their origin to 1588 through this Washington coat of arms. More HERALDRY on postcards pages 6, 7, 8.



An unusual Hallowe'en set - the subjects were photographed in a studio setting, the card then reproduced in full color.

POSTCARD STAMPS

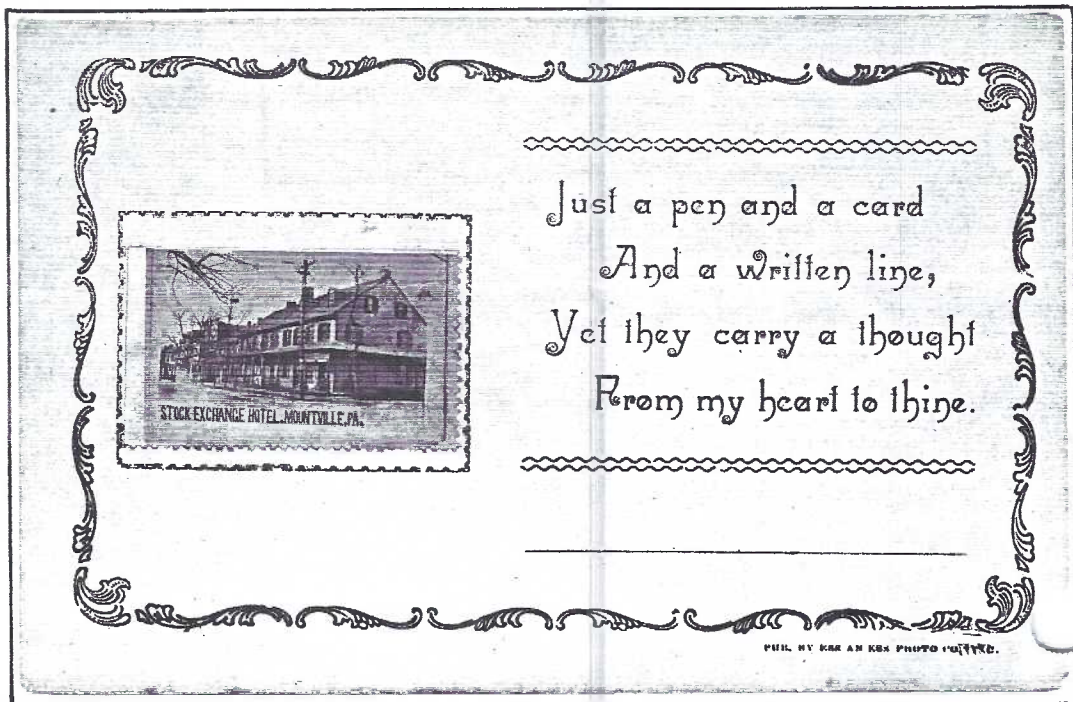
Local PCs May Contain Smallest Views

A curiosity in some local collections is a postcard published by Ess an Ess (sic) Photo Co Inc with a tiny photo view. It's approximately 1 1/4"x 3/4" and surrounded by perforations and looking exactly like a postage stamp (the size of many commemoratives).

Even to an old pro like **Charlie Griffiths**, it was a curiosity. For many years he had only one. It was captioned **STOCK EXCHANGE HOTEL, MOUNTVILLE, PA.** and included the copy-

"Just a pen and a card
And a written line,
Yet they carry a thought
From my heart to thine."

QUESTION: Do you have similar cards in YOUR collection? Are they dated? cancelled? by a different publisher? Let's hear from you so we can share the information.



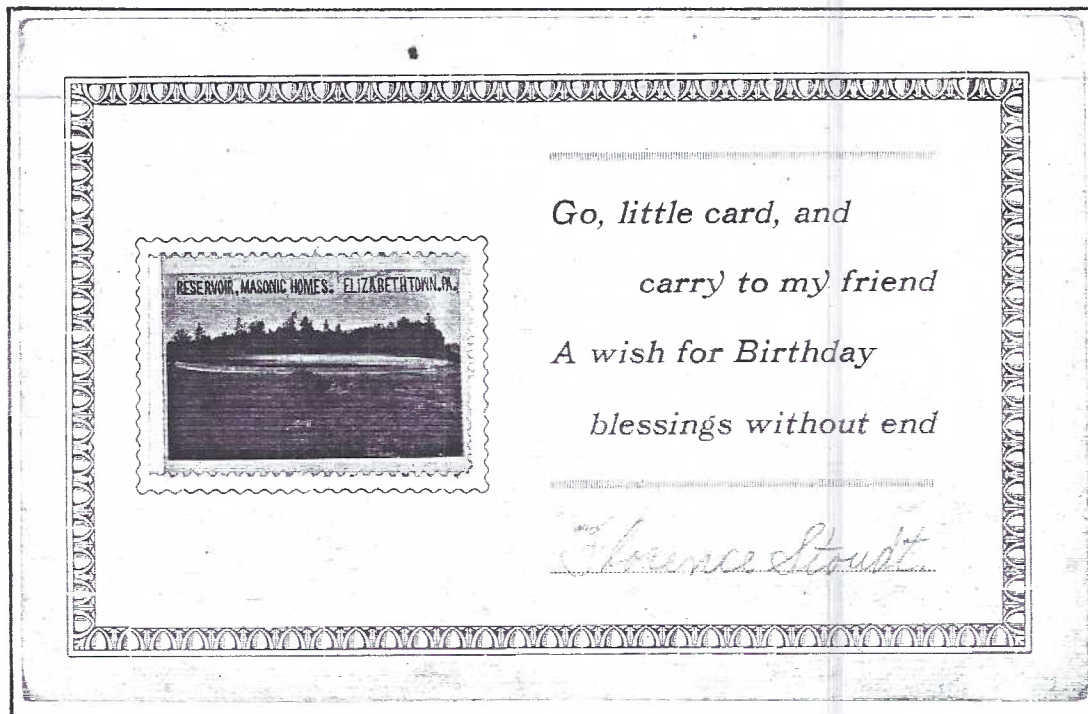
A few years ago I found one of the **RESERVOIR, MASONIC HOMES, ELIZABETHTOWN, PA.** including-

"Go, little card
and carry to my friend
A wish for Birthday
blessings without end".

While the Mountville PC had the publisher name along the front lower right margin, the E-town card had a it on the reverse left edge and reads The Ess an Ess Photo Co., 11 E. 17th St., New York, N.Y. It's cancelled from Elizabethtown, PA., March 6, 1922 and mailed to Middletown, PA.

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



What prompted this article was a recent acquisition by Jere Greider of several miniature sheets each with eight Mountville photo views, perforated between each stamp but with a straight edge on the perimeter of the sheet (see illustration).

Captions of the eight views include
 "MOUNTVILLE, PA." Placement on the sheet is:
 STOCK EXCHANGE HOTEL OVERHEAD BRIDGE
 MAIN ST., LOOKING W. EAST ON MARKET ST. (should say MAIN)
 FROELICH AVE. NATIONAL BANK (vertical)
 ST. PAULS U.B. CHURCH REFORMED CHURCH



With these sheets of photo stamps were ten different Ess an Ess postcards. Jere says the photo views are randomly placed on the cards.

Besides the two sentiments listed above, we have seen the following.
 (Horizontal format unless noted.)

"Another birthday soon as this?
 Well, then, accept a birthday kiss
 With wishes for a happy year
 From one who holds you very dear."

"As ships pass greetings
 Out at sea,
 Here's just a line
 To you from me."

"As the flower is the brighter
 And the fairer for the dew
 So my life has been the sweeter
 Just because of knowing you." (vert.)

"Don't wait until your ship
 Comes in before you write.
 Just send a penny postal card
 To me tonight."

"If your ink-well is dry and you haven't a pen,
 And your stock of notepaper is ended,
 Just send me a card as a sign of regard,
 Or it may be I'll soon get offended."

"I'm dreadfully lonesome
 When you are away
 So lonesome there seems
 A whole week in a day
 So please to return
 Without further delay." (vert.)
 "In token of the friendship
 Which exists between us two
 This friendly message post card
 Is sent from me to you." (vert.)
 "May all the things you wish for most
 Be yours in fullest measure
 And Birthday joys surround your path
 And fill your day with pleasure."
 "May your future be as cloudless
 As a sunny summer sky
 All blessings crowd around you
 And troubles ne'er come nigh."
 "To send you good wishes
 Gives me much pleasure
 And may they be realized
 In fullest measure." (vert.)
 "This sketch is a suggestion
 Of the fine things I can see
 As I sit here and write to you
 I wish you were here with me."

Gerald Hostetter has one captioned BOROUGH SCHOOLS, MT. JOY, PA. It's a unique view to him. It has a M.J. postmark, cancelled Oct. 21, 1915 to Bertha Kautzman, 448 N. Queen St. She was a saleswoman at Hager's Department Store.

Frames around the sentiments vary but suggest a strong 1920's art deco influence. (Illus)
 They are random as well, and often duplicated.



LANCASTER COUNTY POSTCARD CLUB AUCTION #23

Follows the business meeting. All items are postcards unless noted.

EXAMINE LOTS CAREFULLY. DESCRIPTIONS ARE EACH MEMBER'S.

Auction Chairman reserves the right to combine lots in the future.

u=used,un=unused,RP=real photo,l=linen,c=chrome,cc=continental chrome

NOTE: Sellers are asked to wait until end of auction for payment...give committee a chance to participate in bidding,too. WE'RE ALL VOLUNTEERS!

The first ten lots are from Clarence Ambuster our 89-year old member from Allentown.

- 1 2 Leather comics
- 2 12 Lancaster and Ephrata
- 3 10 Amish,chromes and linens
- 4 11 Old Allentown
- 5 7 White-border views + 2 multiviews
- 6 4 Inns,roadside cottages
- 7 10 Mixed views incl. poultry farm truck
- 8 19 Small towns,mostly chromes
- 9 5 Greetings incl. Disney World
- 10 8 Greetings incl. Buffalo Bill
- 11 30 Colleges/universities u/un,c/cc
- 12 35 Birds/animals u/un,mostly c
- 13 49 Large letters u/un
- 14 20 Bridges(some covered) un,c/cc
- 15 50 PA. u/un. c/cc,linen
- 16 30 Inns/restaurants u/un c/cc
- 17 35 Boats/ships,various eras,4 non-PC
- 18 30 RP 1930's-50's u/un
- 19 25 Phila.,1917-1960's
- 20 30 Advs.=shows,products,services,few non-PC
- 21 25 Hotels/motels
- 22 30 Hotels/motels,some dups.
- 23 25 Advertising
- 24 12 Works of art
- 25 10 RP Foreign churches/cathedrals
- 26 18 Christmas
- 27 10 Post Offices
- 28 Album w/20 comics
- 29 3 Marietta
- 30 Columbia-St.Johns Evn.Luth.church
- 31 Lancaster-St.Pauls Reformed church
- 32 15 Churches
- 33 Horseshoe Curve
- 34 Miller High Life=girl in the moon
- 35 5 Comics
- 36 23 Niagara Falls
- 37 15 Foreign
- 38 4 Monet's Garden by Helen Musser Roy(Mountville)
- 39 Hold-to-light(day/night)sepia,possibly Alps,un
- 40 24 Diff. VT. covered bridges,u/un,c
- 41 150+ Flowers,etc.,u/un,c
- 42 100+ Railroad related u/un,c
- 43 100+ Greetings,holidays (old album) u/un
- 44 4 Auto humor incl. Lebanon,Lewisburg,u
- 45 4 Union Pacific(2 dining,2 pullman) un c
- 46 Elizabethtown PRR station,un
- 47 Harrisburg Maclay St. PRR station,u

- 48 Reading P&R main depot,un
- 49 RP Columbia opera house (corner damage)
- 50 RP Lancaster Armstrong closure plant(N.H.Ave.)
- 51 RP Lancaster "The Lone Rangers" band
- 52 Lititz square,July 4,1907(souvenir reverse)
- 53 Wilbur-Suchard 1¢ chocolate bar insert(Swiss)
- 54 Miller's restaurant & frozen custard,aerial view
- 55 2 RP Pequea=twin bridges and Tucquan spring
- 56 4 Lancaster embossed flowers
- 57 3 Lancaster incl. 2 felt pennants
- 58 2 Ponderosa Mus.(N.Providence)+ 3cwr.wagon photos
- 59 10 Cars,c
- 60 16 New Jersey,assorted
- 61 14 Canada
- 62 11 PA.,assorted
- 63 10 Lanc.Co.=Wengers Rest..Lititz,Gap,etc.
- 64 10 Lanc.City=jail,YMCA,courthouse,Armstrong,etc.
- 65 3 Burger King/Coca Cola Santa Claus w/coupon
- 66 11 Thanksgiving
- 67 11 Ephrata=Main St..Foodergong,h.school,Cloister
- 68 Postcard design gift wrapping paper
- 69 1893 Funeral card,Geo.Mitchell mfr.
- 70 9 Pennzoil adv. cars + 2 real photo cars
- 71 22 Lancaster
- 72 12 Cars,mostly ads
- 73 15 Philadelphia
- 74 13 Altoona
- 75 18 Gettysburg
- 76 12 Misc. folders
- 77 Set 4 Landis Valley,drawn by P.Weltmer
- 78 4 Comic blacks
- 79 4 Multiple babies incl.1910 cabbage patch kids
- 80 4 Diff. Martha's Vineyard,etc.
- 81 4 Comic "too many kids"
- 82 13 Diff. Passion Play,c
- 83 Set 22 1970 Japan Exposition w/case
- 84 Set 12 sunbonnet months,marked repros.
- 85 Set 10 Bicentennial of USA + miniature tabs
- 86 Lg. file drawer with 150+ large postcards
- 87 12 Tuck New Years.u/un
- 88 20 Tuck Easter,u/un
- 89 20 Christmas,few Tucks,u
- 90 "The American Soldier",1916 pm
- 91 1 Tuck "Natives of Holland"
- 92 Napoleon III u/b w/1902 cancel
- 93 Lancaster- Horseshoe Pike toll house
- 94 1 Swiss Costumes (66 on 1 card!)
- 95 "The Milkmaid" u/b
- 96 Bushkill,PA. from Peters House

HARRY LINES FEATURED IN QUARTERLY

Member #47 Harry Lines was featured in "Family Album" a regular column of the Millersville Review. The Review is the quarterly magazine for the alumni and friends of Millersville University. Harry helped promote our hobby with an interview and photo of him holding one of his postcard albums.

CALL FOR OLD POSTAGE STAMPS

LCPC will pay you for your stamps

Several mailings this year featured old postage stamps on your monthly CARD envelope. They came from a hoard of old stamps belonging to Gerald Hostetter who has discovered, as have many "old-time" stamp col-

lectors,that many stamps have little or no premium above face value. In fact,at auctions and from stamp dealers most old stamps are discounted - actually bought for less than face value in quantity.

You have several choices instead of selling below face, 1)start using them for personal postage by buying the necessary amounts to total 32¢ per letter or 20¢ per postcard OR 2)ask for our blank envelopes (200 at a time) and apply your stamps and be paid by LCPC at face value (200 x 32¢ = \$64). The club uses at least this much each month, plus extra for office use and you may apply as many as you wish,so long as LCPC can pay you as each month's mailing is done.

Contact Harold Fry at 733-8918 or Jim Ward at 721-9273.

NEW MEMBERS

October 1996, pg. 5

- #426 WINFRIED SCHULZ 1854 N.Jerusalem Rd..N. Bellmore,NJ,11710.Ph.516-486-0172. Germany.
 #427 MARIA SCHULZ Same as Winfried. Costumes.
 #428 MARY KIRK 248 Pilottown Rd.,Peach Bottom, PA.,17563.Ph.548-2255. Quaker meeting houses, local "southern end" of County PCs;dogs,cats.
 #429 CHERYL EDWARDS 4121 Denfeld Ave.. Kensington,MD.,20895.Ph.301-942-4092. Dogs(esp.dalmatians);dressed animals(esp. dogs,rabbits)angels
 #430 RICHARD L.ELIARDS Same as Cheryl. Collects firefighting;railroads(esp.Erie); PA.views(esp. Tioga County)
 #431 GINNY DORSHEIMER 3613 Hillcrest Rd.,Harrisburg,PA.17109.Ph.717-652-2431.Likes T.Roosevelt Roosevelt bears;pigs,artist signed,ladies,etc.
 #432 ALBERT HORNBERGER 218 River Vista Dr., Goshen,IN,46526.Ph.219-533-1340.General Collector He is Pres.of the Maple City Post Card Club.

We welcome these new members, some of whom joined at our Expo. LCPC's actual membership is now 276.

SEPTEMBER PICNIC

Hurricane Hortense was history and those of us who attended the Annual Picnic enjoyed a balmy Saturday afternoon in the comfort of Barbara and Bud Heim's wonderful home in Klinesville (a growing suburb of Columbia). Other "Columbians" in attendance were The Mowrers,Elizabeth Graver and Earl Carver.

Other members and their hometowns were:Polly Curtis and The Davises,Millersville; Peg Hanna Lititz;Mary Darrenkamp and Bill Weikert Lancaster;The Moyers Blainsport;The Prowells Hershey;

The Steinbergs Quarryville;Jim Rudisill Mount Wolf;The Yohes Dallastown,The Frys Hopeland;Jim Ward Middle Creek;The Frankhousers,The Zimmermans and Michael Middletown from New Holland.



EXHIBIT WINNERS



Single cards were shown of FAVORITE VACATION SPOTS. Th participants and locations follow.

KIT PROWELL* FIRST Lindau,Germany
 BRIAN FRANKHOUSER SECOND Kartoffelgen(Germany)
 BUD PROWELL* THIRD Hershey Park,PA

HONORABLE MENTIONS

NORMAN ZIMMERMAN	Tolland,CT
ETHEL ZIMMERMAN	Brookdale,PA
JIM WARD	Middle Creek
JIM RUDISILL	Switzerland
RUTH MOYER	Yellowstone Park
HAROLD MOYER	Yellowstone Park
MICHAEL MIDDLETOWN*	London,England
ELIZABETH GRAVER	South Carolina
DOT FRY	Altoona,PA
RUTH FRANKHOUSER	Big Bear Lake,CO
DON DAVIS	Battersea,ONT
MARY DARRENKAMP	Myrtle Beach,SC
EARL CARVER	Jerusalem

*It's always great to see new members join in.

Oh,yes...the food was GREAT as usual.And seeing other's albums is always a fun pastime.

October's card competition theme is FRUIT or ORCHARDS; November's is FANTASY.



PAPER COLLECTIBLES & ADVERTISING AUCTION
 Tues.,October 8,1996. 6 pm
 Preview from 4 pm

CONESTOGA AUCTION COMPANY
 Greystone Rd.,off Rte.72 at Root's Market

Over 200 lots incl. Postcards,photos,prints, calendars,maps,labels,ads,billheads,checks,blotters,postal covers,trade cards,valentines,etc.

Topics include: Transportation,holidays,entertainment,tobacco,dairy,brewery,Indians,candy, Civil War,Disney,Coke,local artists,photographers,hunting,fishing,etc.

Many lots of local interest from Lancaster,Manheim,Lititz,Ephrata,Elizabethtown,Mount Joy,Marietta,Mount Gretna and Hershey.

Write for catalogued listing to: CAC,P.O.Box 1, Manheim,PA.,17545-0001.Ph.898-7284.Fax 8986628.

SYMPATHY

Charter Member #24 Paul Weidman lost his wife after a long illness. LCPC extends its deepest sympathy to Paul and his family. They had been married 35 years in June.

FUTURE SHOWS



Oct. 12 Johnstown,PA. Johnstown Postcard Club's Sixth Annual Show.Scalp Level Fire Hall.10/5 \$1
 Oct.12-13 Parsippany,NJ Garden State Post Card Club's 37th Annual Show.PAL Center.Hrs.unlisted
 Oct.25-26 Timonium,MD. Monumental Postcard Club 15th Annual Show. Days Inn.,10 to 7.10 to 4. \$1
 Nov. 2 Belmar,NJ 16th Shore PC Show.John Taylor Pavilion. Hours not listed. Free adm.
 Nov.3 Fort Washington,PA. Paper Odyssey. Expo Center. 10 to 5. Adm. not listed.

REWARD

Only Ruth Frankhouser brought along FOLDERS of LOCAL POSTCARDS (from Lancaster City or Co.) to the Sept.meeting/picnic. None of her 3 were different from those Gerald and I have seen so the reward offer has been extended to Oct. and Nov. meetings.

We're looking for info. for a future article. Can't make the meeting? send a clear copy to me of the folder cover (front and back) and the number of scenes shown inside. JFW.



It's difficult to avoid **heraldry** on **postcards**. But most of us try our best to do just that. As with snakes and spiders, often we dislike them because we don't understand them. And we avoid learning about them so our entire lives have this huge void of ignorance. To most people, **heraldry** lies in such a void.

Jim Rudisill is a student of history and art. I'm sure it's this combination that has given him a keen interest in **heraldry** and this article is meant to teach enough so that we no longer avoid the subject but might just give these fascinating designs another look.

From this point, the article is J.R.'s

The proper description of a coat of arms is conveniently divided into five parts:

THE SHIELD

THE CREST

THE SUPPORTERS

THE HELMET AND ITS MANTLING/LAMBREQUIN

THE MOTTO

(See Faulkner & Co. PC showing Oxford city coat of arms.)

The **blazon** of a coat of arms is a description so precise that the reader could depict the arms correctly without any other assistance. A typical blazon includes tinctures (color), the charges (pictorial devices) and the crest (ornament surmounting the helmet or crown). This last device was crucial. Knights were easily recognized and therefore not killed by their own men.

Many books lacked color and so a strict formula was designated for printing the seven basic colors:

GOLD (or) - dots

SILVER (argent) - plain

BLUE (azure) - horizontal lines

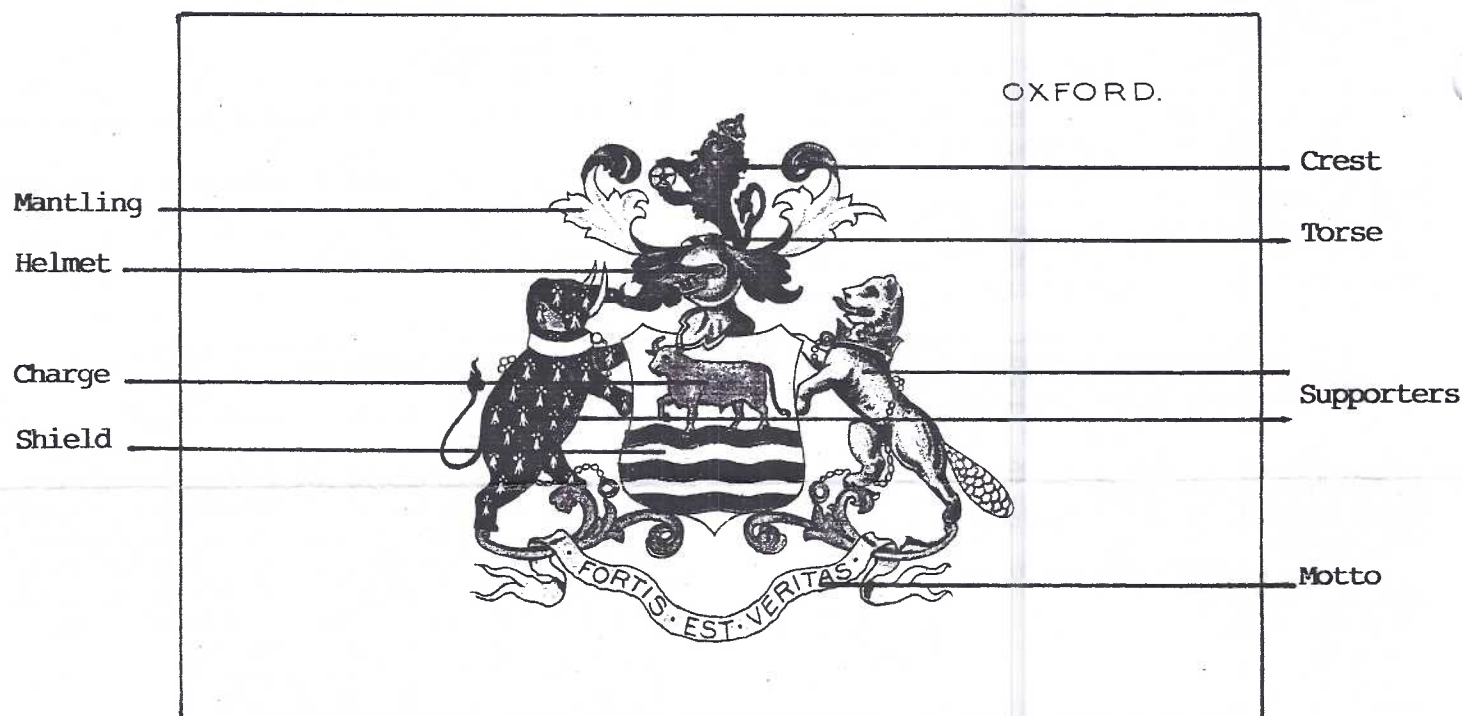
RED (gules) - perpendicular lines

BLACK (sable) - crossed lines

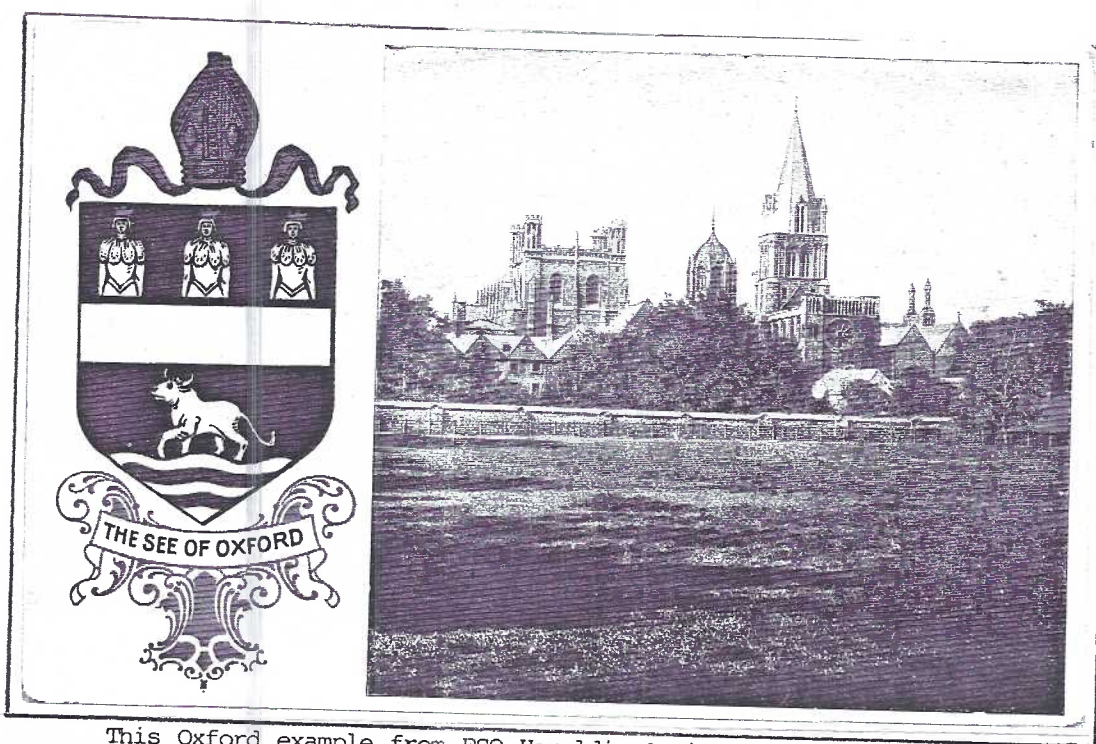
GREEN (vert) - diagonal up-left-lr.rt.

PURPLE (purpure) - diag.up.rt.-lr.lft.

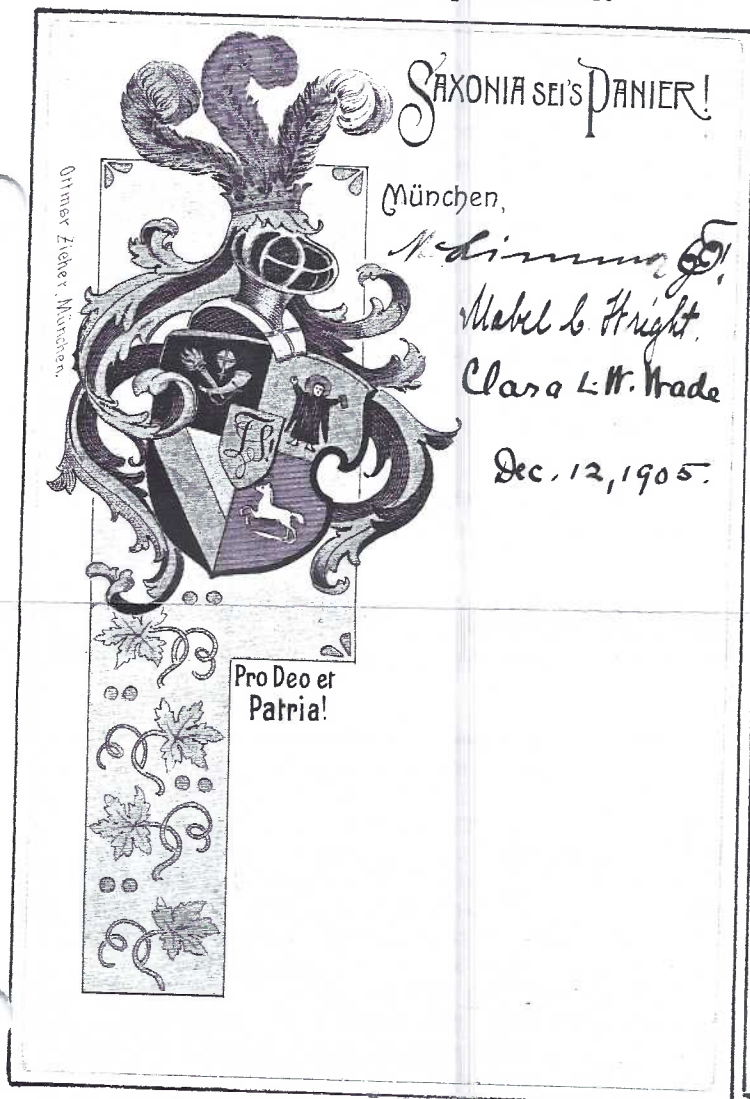
PROPER refers to a device's natural color. More details involve POINTS (areas) of the shield and its FURS.



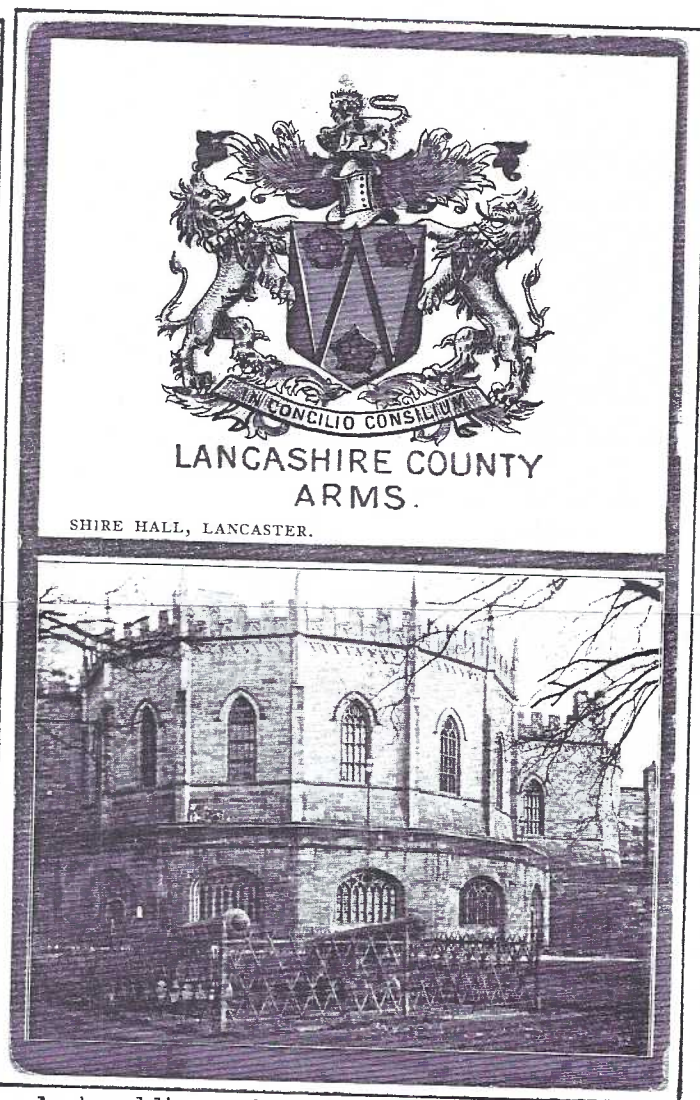
Divided back PC by C.W.Faulkner shows City of Oxford, England coat of arms. The SHIELD is an example of a CANTING arms, that is, the CHARGE (the red ox) "sings"/cants the town's name as it crosses/fords the blue water. The CREST is a crowned lion facing dexter (to the right of the wearer not the observer!) The knight's shredded cape became the MANTLING. On correctly depicted MANTLING it is attached to the helmet by a TORSE. A TORSE shows six twists of the MANTLING's two colors. On high ranking arms of peers and communities SUPPORTERS are often shown on either side of the SHIELD. These may be actual or imaginary animals or humans. The family MOTTOES derive from the battle cries of knighthood and were usually inscribed on a belt or scroll at the base of the shield.



This Oxford example from FSO Heraldic Series of Cathedrals exemplifies an ecclesiastical coat of arms. The bishop's miter is the CREST. Again, the fording ox. The word "SEE" refers to the area of a bishop's diocese.



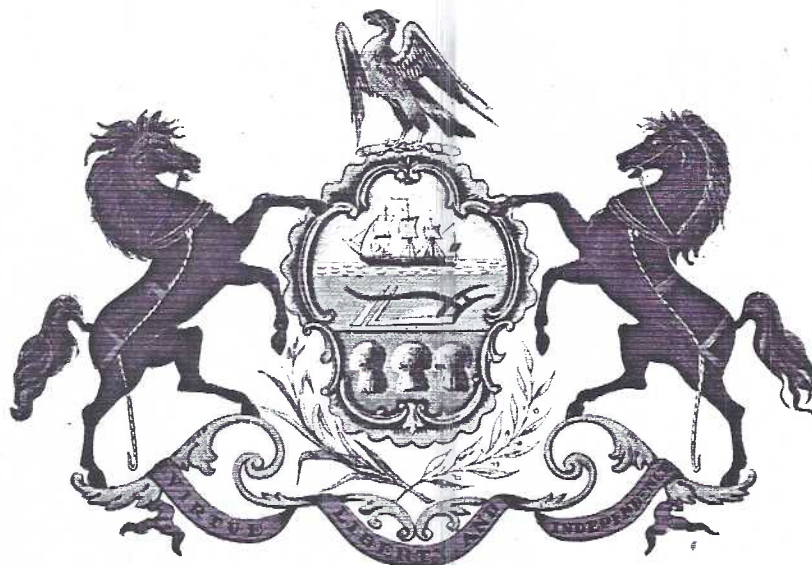
An excellent undivided PC by Ottmer Zieher of Munich shows the Saxony quartered arms with the CANTING CHARGE, a monk (Mönch/monk) in the sinister chief point (top left). Remember - the wearer's left)



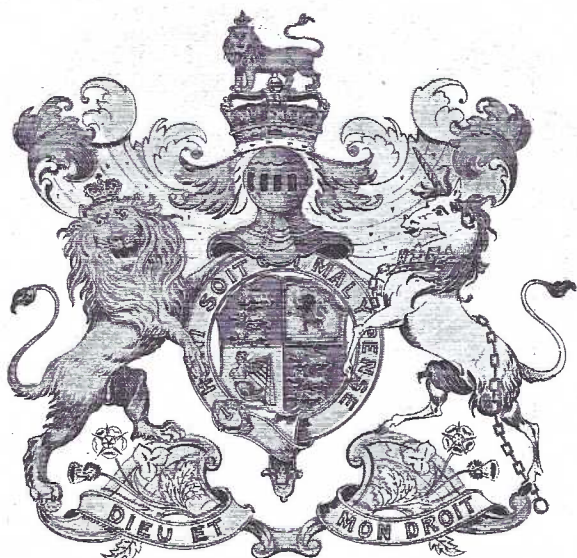
An heraldic card by Ja-Ja publisher, Eng., show the CIVIC coat of arms of Lancashire including three red roses. Besides CIVIC, you can classify coats of arms as PERSONAL, ECCLESIASTICAL and INSTITUTIONAL such as guilds, colleges, military and clubs.



MOTTO-"Lord direct us"



Official Coat Of Arms Of The Commonwealth Of Pennsylvania



THE ROYAL ARMS OF
GREAT BRITAIN AND IRELAND.

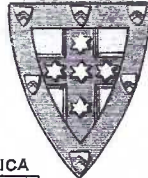
NEW ZEALAND



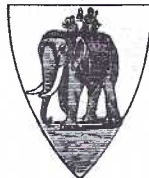
CANADA



AUSTRALIA



INDIA



SOUTH AFRICA



By an unknown publisher this embossed and gilded Royal Arms of Great Britain and Ireland is an example of the royal family's prerogative to having the lion crested crowned helmet facing forward. Helmets of peers could also face forward. Knights, esquires, gentlemen and yeomen's helmets faced dexter(right). A MOTTO appears on the belt around the SHIELD as well as on the scroll. Details on the SHIELD of Canada show the individual provincial shields.

This Plastichrome PC by Gettysburg publisher Dutchcraft Co. shows on the TORSE of the Pennsylvania Coat of Arms the Commonwealth's colors of gold and blue. JR notes that the SUPPORTERS (two handsome steeds) were white until the 1870's. Since then they have always been black. Does someone have an explanation?

Upper left. From the well-known and popular Ja-Ja Heraldic Series issued by Stoddard & Co., Ltd., Halifax, England. The coat of arms occupies the entire card (termed a "full-out"). Printed in resplendent colors (here principally red) with gilt and silver they are almost always within a gilt frame of a uniform design. The series is unnumbered and extensive covering practically every town in England, Scotland, Wales and the boroughs of London, together with universities and many associations.

In America there is no such thing as an official registry of arms. In England all arms must be registered, approved and issued from The College of Arms, Queen Victoria Street, London EC4.

FALL HOUSE CLEANING

Does anyone still clean by the seasons? It's time to organize. **CLEAR PAGES WITH NO PVC FIT ANY 3-RING BINDER...** still only 15¢ when you buy 20 or more. Available in 4 pockets (standard PC size) 2 and 3 pockets (continental sizes up to 5"x7") and 1 pocket that holds an 8½"x11" sheet. You may mix sizes. Sorry, no mail orders.

SLEEVES with no PVC by the 100 and **SPECIAL SALE** on **SMALL USED STEEL FILES FOR POSTCARDS...**

....twins and single drawers only \$2 and \$3. Call for appointment...721-9273.

Lisa Madenspacher LOCAL WATER COLOR POSTCARDS (as shown in Sept. CARD) - \$1.50 for set of 12. Add 50¢ postage for mail orders. Limited supply. Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA. **PAID ADV.**