



Commercial Products on Stamps
(Pg.-3)

Philatelic Society of Lancaster County



The James Buchanan Chapter (#173)
of the American Philatelic Society
American Topical Assn., Chapter 118
Member, NY Federation of Stamp Clubs

**2019 Dues are Due
Renewal on Pg.-4**

Annual Dinner-Wednesday, 19 December 2018, Garden Cafe
5:30 pm-Hors d'oeuvres; 6:00 pm-Dinner Buffet

Door Prizes, Reading of Letters, Fellowship

The Veranda Chronicles

Seasons Greetings! Here's wishing you a healthy, comfortable, and prosperous holiday season. May you spend this occasion with the coziness of quilts, the warmth of a crackling fire, and your loved ones. Joyful holiday wishes and good tidings to all.

Last month on November 14, the Society held its **Annual Open House, Exhibition, and Bourse**. With pleasure, we gladly welcomed nearly 50 members and 10 guests – such a great turnout. After a short business meeting, which included a Treasurer's report, a Website update, the Door Prize giveaway, and the ever-popular 50-50 raffle. Then our two guest speakers made their way to the podium. David Hunt spoke on "Czeslaw Slania – Master Engraver". His presentation was filled with an amazing assortment of high-resolution

images of Slania's postage stamps. We were all impressed with Czeslaw's artistry and unrivaled engraving expertise. I then gave a brief lecture on "The Development of Perforations on United States Postage Stamps, 1855-1857", including unpublished research and my recent discovery of a long lost #11P3 "brush stroke" plate proof pair. Both presentations can be found on our website.¹

During a brief intermission, guests mingled with our members and dealers who were on hand to give value estimates for several accumulations and collections brought for assessment. We answered any questions they had and even signed up a few new members, bringing our paid-up membership to over 110.

Finally, we all rose from our seats, handed the microphone to our twelve exhibitors, and attentively

listened to their detailed and passionate narratives on their treasured objects. Twenty-four exhibits in all; including stamps, postcards, precancels, locals, topicals, and postal history. I have posted a photo journal of the evening's events on our website.²

On December 16, Kevin Kellman will be hosting the **Some Sunday Stamp Show** at the Farm & Home Center in Lancaster. I know I will be in attendance to support our dealers and colleagues and pick up some last-minute Holiday gifts for my family, friends, and fellow collectors.

On December 19 the Society will hold its **December Dinner** in the **Garden Cafe** at Woodcrest Villa. It is one of my favorite events of the year, and I am hoping to see many of you in attendance for what will surely be a festive and memorable event. **CDi**

¹<http://www.lcps-stamps.org/presentations/> ²<http://lcp-stamps.org/presentations/annual-meetings/>

2018 December Giving by PSLC: This year we are asking for packets of topical stamps related to science and nature for our partnership with **The North Museum**. Beyond topicals for TNM, we are collecting packets for **APS**. Here, prepare and label packets of 25 U.S. and/or foreign stamps (mostly commemoratives). There will be a drop-off box for packets at the Dinner when you register.



December Dinner at the Garden Cafe



Buffet Menu:

Appetizers, **F**ruit Punch, **S**eafood
Newburgh, **C**hicken Florentine,
Baked Ham with Cranberry Sauce,
Coleslaw, **M**ixed Greens, **F**ruit
Slaw, **L**emon Rice, **S**calloped Potatoes,
Green Beans Almandine,
Maple Glazed Carrots, **T**iramisu,
Apple Crumb Pie, **C**offee, **T**ea,
Iced Tea, and **W**ater

Directions to the Garden Café:

Our dinner was held here until last year, and now we are returning. Enter Woodcrest. Turn left at the T-intersection. Continue about 45 yards and make your first right. This will take you to the café. Park here. To enter, take the sidewalk on the left, which will bring you inside.

Date: Wednesday, 19 December

Where: The Garden Cafe

Time: 5:30-Starters, and 6:00 – Buffet Dinner

Cost: \$30/person

Pay: At the door (Dues will also be accepted for 2019. \$10.)

Door Prizes: See Page-3

Readings: See Page-3

Inclement Weather Policy: Pg.3

Volume 81, No. 12

December 2018

Visitors are Always
Welcome

PSLC meets the 2nd Wednesday of the month (except August) at the Bluebird Commons in Woodcrest Villa, 2001 Harrisburg Ave, Lancaster, PA 17601 at 7:00 pm. Dues are \$10.00 a year. For club information call Paul Petersen at 717-299-5640

Website: LCPS-Stamps.org



PSLC Officers and Board

President, Web Developer & Designer:

Charles DiComo, 914-450-3791
charlesdicomo@gmail.com

1st Vice President:

John Hostetter, 717-394-9626
jhostetterjr@gmail.com

2nd Vice President:

Bill Greiner, III, 717-471-2354
sunfighter@verizon.net

Secretary:

Diane Meek, 717-575-5533
dimeek111@gmail.com

Treasurer:

Lou DiFelice, 717-572-3419
loudifelice@gmail.com

Past President:

Douglas Milliken, 717-330-4062
dmilliken@me.com

Publicity:

Len Kasper, 717-723-1864
hotrodparts33@aol.com

Membership:

Barb Buchanan, 717-871-0244
tallwood@comcast.net

Newsletter Editor:

Programs, and APS Rep:
Paul Petersen, 717-299-5640
pcpetersen@comcast.net

Open House and One-Page Exhibit Night

For a while we thought we were going to run out of chairs with nearly 60 members and guests! A few came for quick appraisals and left, but the size and enthusiasm remained. Open House chairman, Len Kasper and President Charles DiComo were very pleased. Marketing for the event was solid. Hopefully this will draw more visitors and potential members.



There were two short presentations. The first was by **Dave Hunt** on *Czeslaw Slania, Master Engraver*. With numerous slides, Dave narrated his stamp-engraving career. Born in 1921, Slania engraved over 1000 stamps in 29 countries from 1931 right up to the year he died, 2005. Dave is preparing a full-length PowerPoint for a future date.

In the second short presentation, **Dr. Charles DiComo** described *The Development of Perforations on U.S. Postage Stamps, 1855-1857*. The take-away here is that after ordering a rouletting machine from the United Kingdom that did not perform as expected, the USPOD retooled it into a most practical perforating machine. He is also finalizing an extended version of this presentation.

Following the presentations members and guests followed exhibitors around the room where their exhibits were mounted on the walls. There were 12 exhibitors and 24 exhibits. The number of pages is noted in parentheses ().

Jay Eberly (6) had an exhibit of Dwight D. Eisenhower which included stamps, cacheted covers, and autographs of several notables

of the Eisenhower administration.

Diane Meek (1) designed a forever stamp with a poignant grandfather-grandson scene, and she showed an enlarged representation. **Joy Bouchard's** (2) exhibit included stamps telling the story of a delightful summer vacation including the beach, seashells, lighthouses, fishing, and children, among other imagery of summertime.

Mike Bach: (9) The 50th Penny Black Jubilee-2 July 1890 Issues. These included note cards, cancellations, covers, Roland Hill, postage dues, and more.

Paul Petersen (4) differentiated the Nationalist from Republican local stamps of the Spanish Civil War (1936-1939) based on the symbolism on each. These were used for propaganda, taxation, and fundraising (selling to collectors). Related, he showed a Guernica cover by Picasso. He also exhibited a page of •Stamp on Stamps topical issues as an example of what is needed for the website page for topical stamps. He encouraged members to prepare pages of their favorites and send to **Dr. DiComo** for posting.

Mark Jardel (1) obtained an 1866 cover with a Japanese consular hand stamp to the Hon. Jas. Pollock at the U.S. Mint. As a congressman, Pollock shared a room in a DC boarding house with Abraham Lincoln, and he later became PA Governor among other engagements. This letter was from a missionary in Japan.



Scott Ney (2) shared some of his his autographed postcards with

baseball cards attached from the four players who were involved in *The Shot Heard Around the World* where the Giants won the playoff game over the Dodgers to enter the 1951 World Series.

Tom Nichols (5) collects the 1936-1937 Army Navy stamp issue. His favorites are the second-day first-day covers, which were only available for the West Point and Annapolis issues in this 10 stamp set.

RD Noble (8) presented a variety of precancel issues on •magazine wrappers, •those used by Sears Roebuck & Co. in Chicago, •a dated precancel from OR to Canada, and •a stamp that looked like a precancel but was actually cancelled in Portugal. He also had Picasso's Guernica on a stamp from Czechoslovakia, and a •Remember Little Rock cover, among other items of interest.



Dave Hunt (5) had an interesting •map of 1760s Chile with Juan Fernandez Island. Here, marooned sailor Alex Selkirk lived for four years. Selkirk allegedly became the model for Defoe's *Robinson Crusoe* of 1719. Subsequently this Island was renamed Robinson Crusoe Island. Dave then shared the •tie of the battle of Bunker Hill and Pitcairn Island in stamps. Finally he showed an image of the •engraved stamp of the Battle of Grunewald (1410) by Czeslaw Slania and shared its history.

Bill Greiner, III displayed his ongoing collection of U.S. naval covers noting that he has all the U.S. Navy Aircraft Carriers. He is working on completing destroyers, river gunboats, and battleships.



Hal Klein (5) discussed a variety of usages of the dollar denominations of the 1938 Prexis on both nat'l and int'l commercial covers which are very hard to find.

Club Notes

Programs, Hosts, Shows, and Events

2018 Programs

19 December: December Dinner
Deb Ehleiter & Co.

2019 Programs

9 January: Club Auction. Tony Coccio, Host

13 February: An Overview of Bosnian Philately: 1879-1918, Robert Witkosky. Host: TBA

13 March: The NY Postmaster Provisional Stamp of 1845. Mark Schwartz

10 April: The Joys of Philately. Bill Schultz

8 May: The History of Printing on Stamps. Joseph Sullivan

12 June: Club Auction

10 July: Making Philatelic Donations. Richard Nakles

14 August: Club Picnic: Freedom Memorial Park, Millersville, PA

11 September: Club Auction

9 October: The Development of Perforations on U.S. Postage Stamps, 1855-1857 Dr. Charles DiComo

13 November: Open House and One-Page Exhibits, Len Kasper and Paul Petersen

11 December: December Dinner, Deb Ehleiter & Co.

2020 Programs

8 January: Club Auction

13 May: Canada's Role in Union & Confederate Postal Cross-Border Mail during the U.S. Civil War, Ron Majors

2018-2019 Shows/Events

Some Sunday Stamp Shows: 16 December '18, Farm & Home Center, 1383 Arcadia Road, Lancaster, PA. Free Lunch.

York Stamp Show: 25-26 January, '19. York Fair Grounds. Ride Sharing? Call P. Petersen.

Delpex: S, 13 April, Nur Shine Center, New Castle, DE

Lancopex: F/S 26-27 April, Farm and Home Center

APS Summer Session: 23-28 June 2019, APC, Bellefonte, PA



Presenters & Exhibitors:

(L→R) Dr. Charles DiComo, Tom Nichols, Diane Meek, Hal Klein, Joy Bouchard, Scott Ney, RD Noble, Jay Eberly, Dave Hunt, Mark Jardel, Mike Bach, and Bill Greiner, III. Missing: Paul Petersen who was taking the photo.



My Favorite Activity in the Fine Art of Stamp Collecting Lucy Eyster

While it is a thrill to finally locate some elusive piece for a collection or read an informative article about one of my special, obscure interests, the most prized activity for me, in the huge world of philately, is attending the annual ATA stamp show (NTSS) held in various cities around the U.S.



With that thought in mind, I was in Columbus, OH on August 7 for the joint show of ATA and APS (first joint show of the two largest philatelic organizations.) This was the perfect time to reconnect with friends made over the years. Thursday was the opening day of the four-day show, and the moment I stepped onto the floor, the electricity, the energy, and the excitement were overwhelming. We were greeted by young people in medieval costumes and a huge castle housing the USPS. "Dragons" was the theme for the show, and the first day of issue ceremony was all about dragons. Over the course of four days I examined exhibits (didn't see all of them), spent my allotted dollar amount at the two dealers who specialize in topical stamps, and attended both the ATA business meeting and a lecture on the Hobbit. The only PSLC club member I fleetingly saw at the show was Dick Colberg.



The day after the show closed, a group of us (who didn't want to go home yet) spent the day sightseeing Columbus. The Botanical Gardens, German Village, and the James Thurber home made the day complete. August 14 was the day to travel back to Lancaster, happy and exhausted. The first joint show was such a success that next year (1-4 August) APS and ATA will do it again in Omaha, NE with a railroad theme. Will I be there? Stay tuned for next year.

November Minutes and Treasury

Diane Meek & Lou DiFelice

Opening: President **Charles DiComo** called the meeting to order at 7:05, and he welcomed members and visitors to our '18 Open House and Exhibit Night. He added that the website is now reconfigured on a new server system and recognized Paul's daughter-in-law, Heather for supporting PSLC over the last year and a half through her App and Website Design Business.

Membership: **Barb Buchanan** and **Lucy Eyster** introduced tonight's visitors.



These included **Ann Mekeel**, **Charles Deutsch**, **Bonnie Dickenson**, **Zac Geig**, **Aaron & Harry Goehring**, and **John Reese & family**. New members included **Dan & John Martin**, and **Jeff LeVan** rejoined us this evening. Paid membership stands at 110. Tonight's meeting attendance was 58 including four (4) young collectors.

Treasurer's Report: **Lou DiFelice** updated membership on financial income, expenses, and balances for the month

including the \$1K deposit for the December Dinner. With the increase in interest rates, he will also be looking for a new CD with a greater rate of return.

Approval of the October Minutes and Treasurer's Report: These were approved unanimously by voice vote.

Door Prizes: **Stephanie Harper**, **Fred Sargent**, and **Bonnie Dickenson** won door prizes of a philatelic nature.

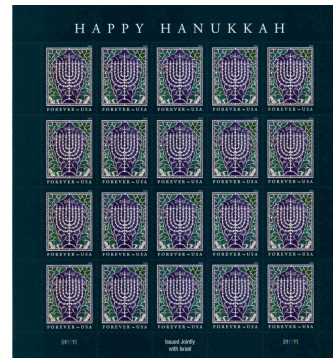
BlueBird Update: **Lucy Eyster** announced that in the not-to-distant future, BlueBird will undergo some renovations, but WCV management has assured her that they will continue to provide an equivalent meeting space for PSLC each month.

Sign-Ups: **Paul Petersen** passed around sign-up sheets for 1.) The December Dinner and for 2.) Hosts and greeters for the 2019 Philatelic year.

December Dinner: **Lou** discussed the finances for the 19 December event. **Paul** added that there is a change in the cancellation date as originally published. It is now **Wednesday, 5 December**. He also reviewed the entertainment for the event, and the need for donations for APS and our partnership with the North

Museum in 2019. (See Page-1)

50-50 Drawing: **John Hostetter** split \$104.00 with the club.



A note of Thanks: **Peter Baney** of RSCC gave a shout-out to the PSLC members who attended the Reading show, those who worked the club sales table and helped with breakdown following the show, and especially **Len Kasper** who filled in at the Food & Drinks Court when it unexpectedly became short-handed.

Program: Following the business meeting and snacks, The Open House and Exhibit Night commenced. (See Page-2)

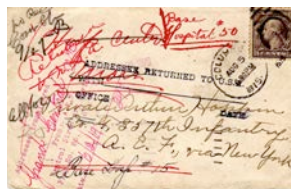
Treasury: 1-31 October 2018

Opening:	\$3,473.54
Income:	\$80.50
Expenses:	\$1,101.21
Closing:	\$2,452.83
3CDs:	@\$7,052.08



Some More Dinner Details

Door Prizes: If you wish to participate in the door prize event this year, please bring an unwrapped gift of a philatelic or non-philatelic nature (it doesn't matter) in the \$5-8 value range. It should not be wrapped, and please affix a gift tag to your item with your name as the donor. All who donate a gift will receive a raffle ticket for the drawing. Gifts will be displayed on a table nearby so that you might preview the items that will be raffled when your ticket number is called.



Reading of Letters: Bring an interesting letter or two that you have come across in your cover collecting over the years. It is recommended that you practice reading it out loud ahead of the Dinner. A club member has offered to read your letter for you if you wish.

Bad Weather: This policy is the same as in years past and applies to our Dinner and subsequent monthly meetings. Should there be a concern regarding the weather, the officers will make a decision whether or not to hold the Dinner or meeting. If there is a cancellation, an email will go out to all. Those not on email should call Paul Petersen at 299.5640 to find out if the event is to be held.

From RF

Marcophilex '18 is the premier postal history expo in France. In its 42nd year, **Dick Colberg** exhibited three frames entitled "Railway mail service between Serquigny and Rouen."



When opened in 1876, this new rail line with 12 stations saved a day's travel time on a major mail route to Paris. Covers and wrappers, etc. from ten of these twelve stations is extant.

Musings: Thank You Colleagues / Commercial Products on Stamps

The December issue is my favorite newsletter to put together. I start at or around my best holiday, Thanksgiving, and complete it as I enjoy the anticipation of ...not quite thoughts of dancing sugarplums, but you see where I am going. The time spent here is a refuge from all the demands of the season, those holiday related, and others; the personal ones like getting the cars inspected, and servicing the generator & snow blower to name a few. Specifically, I enjoy writing about the November Open House, scanning the December stamps, salivating over the December Dinner menu, and thinking about all the great activities of the last stamp club year.

At PSLC I have good friends, great collecting, and a variety of club related activities such as our auctions, treks, picnic, presentations, baseball, stamp shows, and more.

As I muse, I realize the value of so many contributors to make this newsletter a reality.

Much of this publication consists of reports from the officers, and not only are the reports appreciated, but the timeliness is just as critical. Included are **Dr. DiComo** for his presidential column, *The Veranda Chronicles*; **Dianne Meek** for the Minutes, and **Lou DiFelice** for the Treasury Report. Thank you all. Outgoing and incoming Membership Chairpeople **Lucy Eyster** and **Barbara Buchanan** always have up-to-date attendance figures and club rosters, all of this makes our jobs much easier.

Kudos go to proofreaders **Carol Petersen** and Dr. DiComo who save a dyslexic editor from himself.

Thanks to newly promoted Hard Copy Circulation Manager **Diane Meek** for insuring that these publications are covered, addressed, franked, and mailed on a timely basis.

Finally there are many in PSLC who have submitted articles, snaps, bios, ideas, events, suggestions, and a host of other materials that make this a successful publication. These include: **Doug Milliken**, **Dick Colberg**, **Bill Schultz**, **Dr. DiComo**, **Lucy Eyster**, **Kerry Wetterstrom**, **Scott Van Horn**, **Scott English**, **John Hostetter**, **Mike Bach**, **Carol Petersen**, **Aaron Heckler**, **Tom Nichols**, **Dennis Shumaker**, **Hal Klein**, **Vera Felts**, **Mark Jardel**, **Len Kasper**, **Fred Sargent**, and **Deb Ehleiter**.

This year's Santa Claus stamps are really classics, really! They were developed for the Coca Cola Company early in the last century, and they ushered in the modern Santa icon, as we know him. And for 50¢, one can order a one-stamp Santa souvenir sheet with a labeled Coke bottle prominently featured in the selvedge. ↓ (Also see Pg.-1)



Is this a case of commercial cronyism? My guess is that Coca Cola "loaned" its iconized Santa to USPS in a *quid pro quo*, that, in exchange, the labeled bottle would be plainly visible, albeit on just the souvenir sheet. Sounds fair to me. But this is just a guess. We all know that the PO does not have money to throw around to pay hefty royalties.

Then the thought arose: Is this the first commercial product on a U.S. postal item? I have seen a few, but not that many. What a great topical collection this could make! How about those Hershey Kisses?

In a *Linn's* article by Denise McCarthy (9 April 2001) we learn that Coca Cola is not the first commercial product on a stamp product. "*Outright advertising on U.S. stamps still isn't permitted, but the guidelines state the new liberal approach and catch up with the reality of recent stamps: 'Commercial products or enter-*

prises might be used to illustrate more general concepts related to American culture (Pg.-1).'"

The key words here are 'American culture.' The article goes on to remind us of the 1998-2000 Celebrate the Century series of stamps, 15 stamps on a sheet for each of the ten (10) decades. On these stamps were many products: i.e. the Titanic movie, Slinky, and the Barbie doll, to name a few. But is this advertising or merely examples of the history of pop culture, the take-aways from our formative decades? For example, in the 1900s decade (#3182) is a box of Crayola Crayons. Is it advertising or history? One can still purchase a box of crayons that is not too dissimilar to the one depicted on the stamp. This probably fits into the spirit of the previously cited regulation of products used to illustrate American culture. ↓



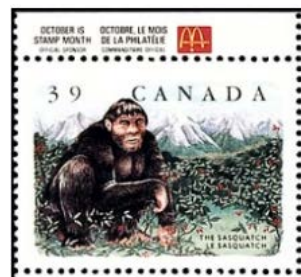
McCarthy goes on to detail some of the history of commercialization of foreign postal sales. There was printed advertising on backs of stamps, and this was largely with booklet stamps. The method proved ineffective, as once the stamp was placed on cover, the ad was rarely seen again.

Advertising was more effective when placed on the stiffer cardboard the booklet covers. It is assumed that this method was more effective given the continuation to the present day.

In some cases, ads were placed as their own labels in the small sheet of booklet stamps. These were often used *se tenant* with the stamp and placed on cover, a collecting area in itself. An example of a promotional label seen with U.S. postage is the Mr. Zip label in the stamp pane booklet. Some foreign entities combined the stamps and ads in their booklets. Dick Colberg collects these items from France.

There was some advertising on metered mail and in slogan cancels. In England there was an interesting slogan cancel by McDonalds featuring the arches and "2 BIG MACS FOR ONLY £2" good only at the McDs in Stafford (UK)."

Regarding Canada's legendary Creatures stamps of 1990, Canada Post worked out a deal with McDonalds to help sponsor the stamps and Stamp Collecting month. ↓



A favorite of mine is from the Ivory Coast (↓) where there is no subtlety whatsoever. Ed. ☒



☒ ✂

Please clip this dues notice, complete it, and turn in to Barbara Buchanan at the next meeting with \$10.00. You may also send it to her at PO Box 116, Conestoga, PA 17516-0116

Name: _____ Phone: _____

Email Address: _____

ATA Member ☐

APS Member ☐

Please check the appropriate ATA/APS box(s) if you are a paid up member.

☒ Make checks payable to Philatelic Society of Lancaster County.