

The Card

MONTHLY PUBLICATION OF
LANCASTER COUNTY POSTCARD CLUB
LANCASTER, PENNSYLVANIA

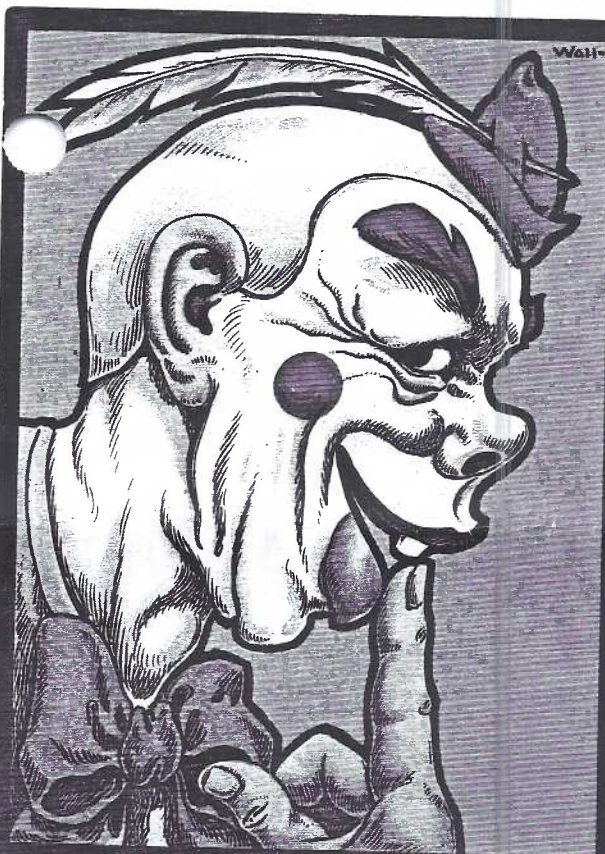
MEETINGS: 3rd MONDAY
FAITH UNITED
CHURCH OF CHRIST
1204 WABANK STREET
LANCASTER, PA

August 1996 - Vol.7, No.8
NEXT MEETING - Mon., 7 pm
August 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.

This FULL-COLOR EXPO FRONT PAGE is available with size 10 SASE and check for \$1.25 to LCPC or pick up unfolded at the Expo or August meeting. Limited edition. Phone 721-9273 if you wish to reserve one. A few 1994 and 1995 still available at \$1.25 ea.

"TOM PHOOLERY, ESQ." by Am. artist Bernhardt Wall, famous for his Bonnet Babies and Overall Boys. PM is 12/12/11. Phillip Sander is the publisher.



TOM PHOOLERY, ESQ.

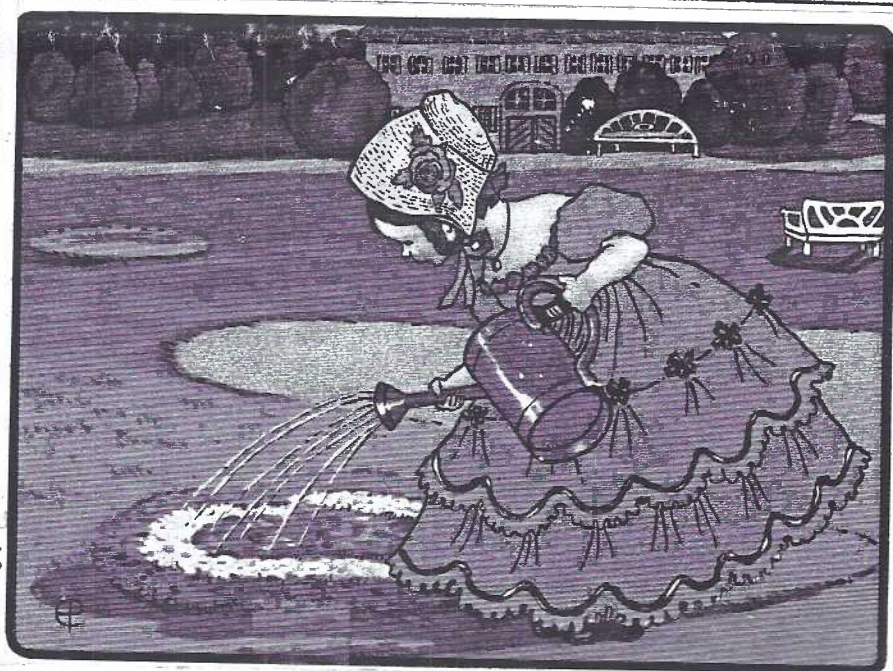
LCPC'S EXPO - AUGUST 17
Farm & Home Center - Rte. 72
9 am to 6 pm - Dealers, Exhibits
More Inside - NO FOOLERY!

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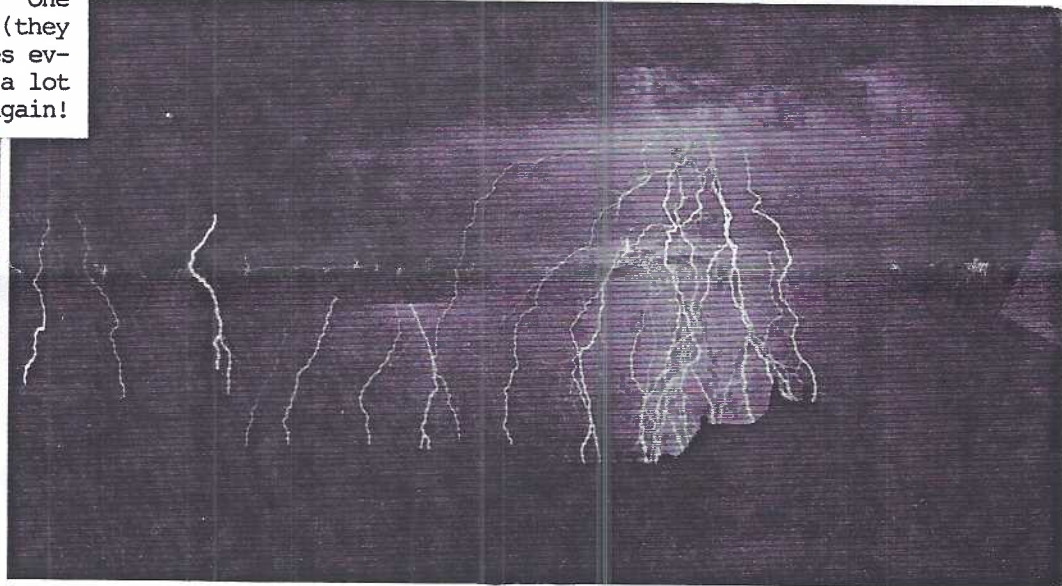
↑ "HAPPY MIDSUMMER", Pastels by Swedish artist Adina Sand. Dated 6/17/27. Axel Eliassons, publ., Stockholm.

Wall-to-wall colors and slight embossing make this a delightful postcard; the publisher is unknown, the artist's enigmatic monogram appears lower left. The margin message reads "This girl reminds me of mama's garden which I helped to keep in and out of order. I am well and happy and often naughty. How are you?"



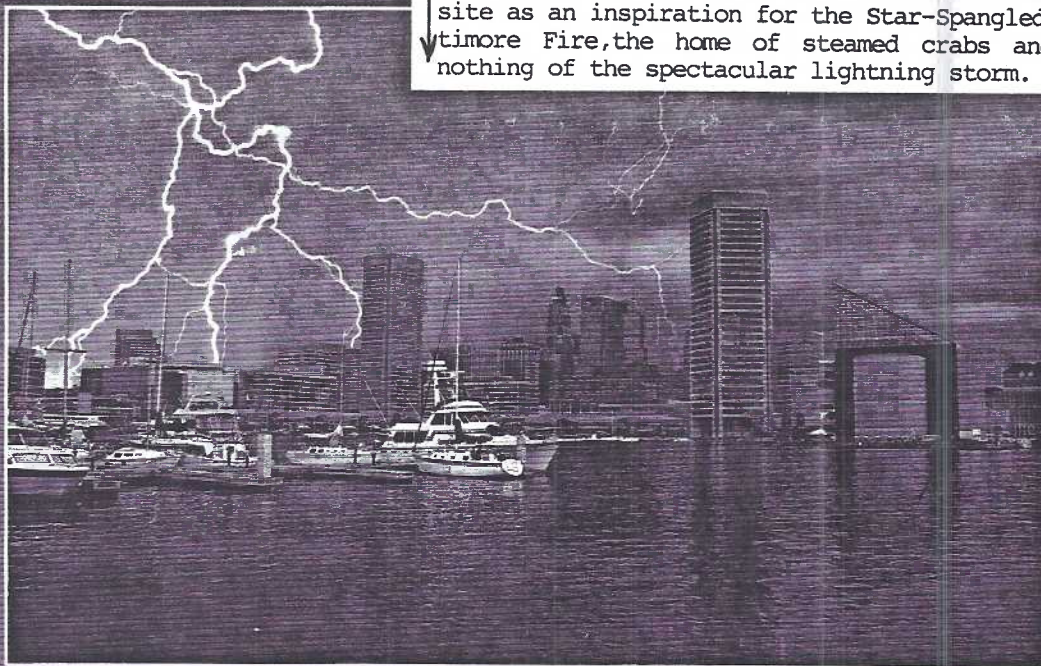
a Monster Storm

Wouldn't you think that with 2,000 thunderstorms occurring at one time on the earth's surface (they generate 100 lightning strikes every second) that you'd find a lot of them on postcards? Think again!



Electric Storm Aug. 28th, 1900. Wheaton, Minn.

This full-color PC was published by E.E.Sorenson and bears a Wheaton postmark of June 9, 1908. The Traverse County town is only a few miles from the borders of both North and South Dakota. There is no message. Evidently the sender felt it spoke for itself. This view of Baltimore Harbor is on a continental card by Traub & Son, Inc. of Lombard St., Balt., MD. The reverse caption mentions the site as an inspiration for the Star-Spangled Banner, the Great Baltimore Fire, the home of steamed crabs and the Preakness, but nothing of the spectacular lightning storm.



BALTIMORE

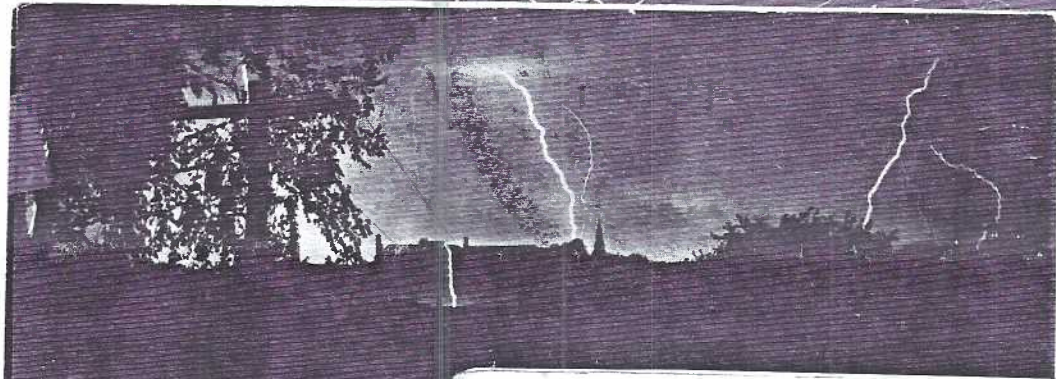
The average thunderstorm is 6 to 10 miles wide and travels 25 miles per hour. But even when 10 miles away, a lightning flash can hit someone.

LIGHTNING FACTS

An average blast of lightning releases somewhere near 200 million watts of power.

If a living thing is hit, the lightning targets the brain, heading for the lower brain stem that controls the heart and lungs. With a 100 million volt charge the heart and lungs fail instantly. The heart can often jump-start itself but the lungs cannot so the victim must be treated immediately with cardio-pulmonary resuscitation.

August 1996, pg. 3



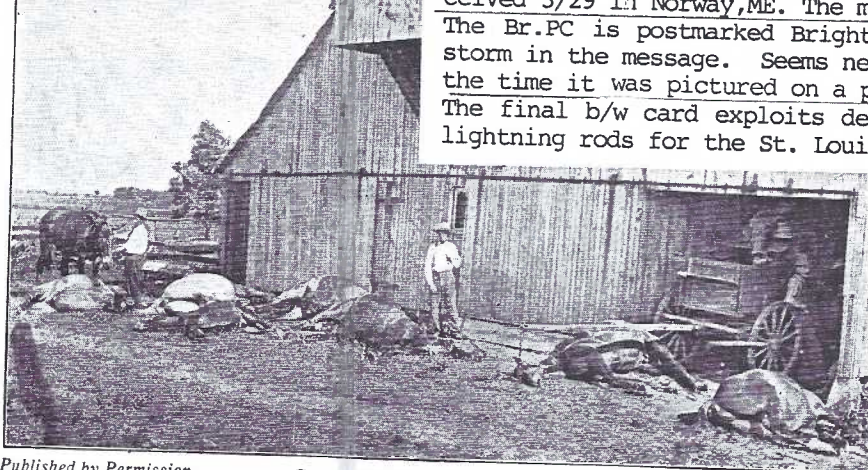
July 17, 1995, at 10:30 P. M.
Sweeping the North-westerly Sky
Photographed from Ward 7,
Haverhill, Mass.



THUNDER-STORM AT MERE, MAY 13th, 1906.

Photograph taken 9.40 p.m.
Photo, Copyright, F. HOLMES, Mere, Wilts.

KILLED BY LIGHTNING JULY 9th 1913
PROPERTY OF ISAIAH L. FIELDER
ELNORA IND. R.F.D. #3
THIS BARN WAS NOT PROTECTED BY LIGHTNING RODS.



Published by Permission.

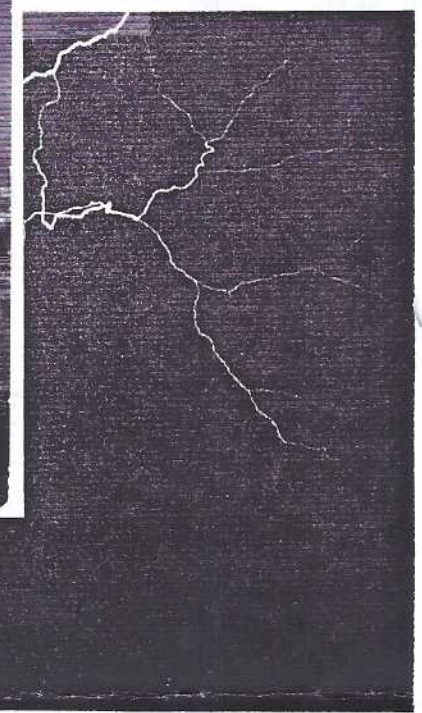
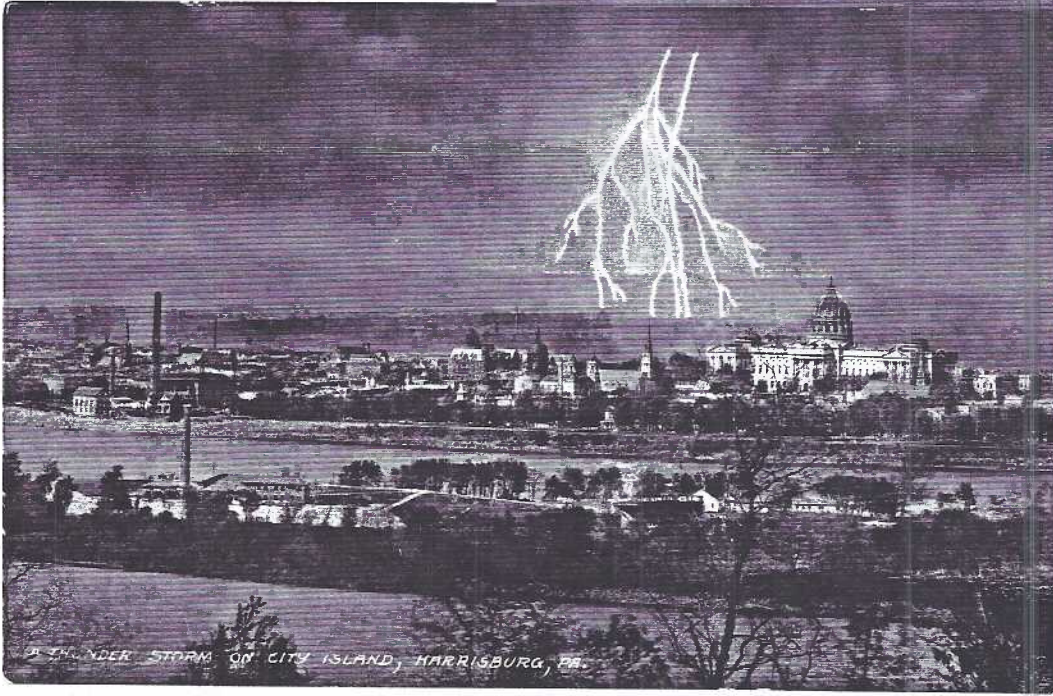
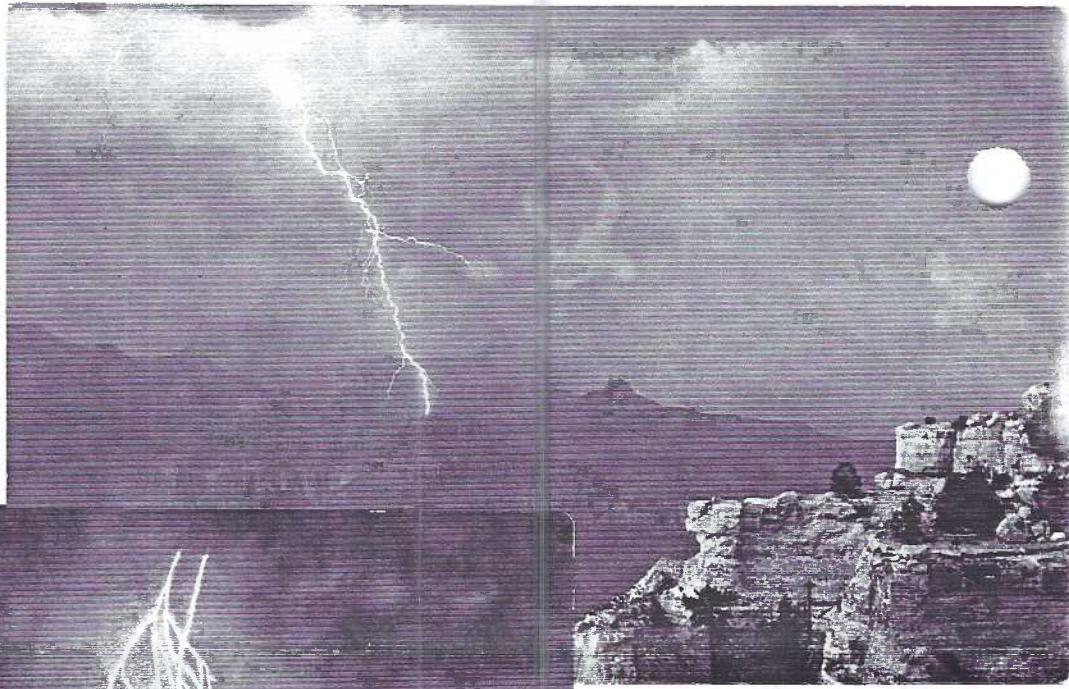
ST. LOUIS LIGHTNING ROD CO., ST. LOUIS, MO.

The first PC was mailed from Haverhill, MA., Mar., 28, 1906 and received 3/29 in Norway, ME. The message "How does this strike you?" The Br. PC is postmarked Brighton, Sept. 1, 1906. No mention of the storm in the message. Seems news of the storms was 'old news' by the time it was pictured on a postcard. The final b/w card exploits dead horses - but no doubt sold many lightning rods for the St. Louis Lightning Rod Company. Unused.



Modern chrome(rt.) shows storm at Grand Canyon. #C23075 color photo by John Turner. Phoenix AZ.publisher is Petley Studios

Am.News Co., NYC published the tongue-in-cheek "Thunder Storm on City Island,Harrisburg,PA." It's a reminder that so-called "nighttime views" on early PCs showing so much detail are generally fabrications.



FLASH - BOOM!

The air around a lightning channel is heated so rapidly it expands faster than the speed of sound, causing a sonic boom: THUNDER. Because the sound of thunder travels at the speed of sound and the sight of the lightning flash at the speed of light, it's easy to calculate your distance in miles from a lightning flash. Count the number of seconds between the lightning bolt and thunderclap and divide by 5.

Get inside a building or a car if possible.If under a tree, stand at least 4 feet from the trunk or you could be hit by a side-flash.Keep both feet together. If no protection can be found, crouch down on the lowest part of the ground and roll up in a ball with your feet on the ground. Never lie on the ground.

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

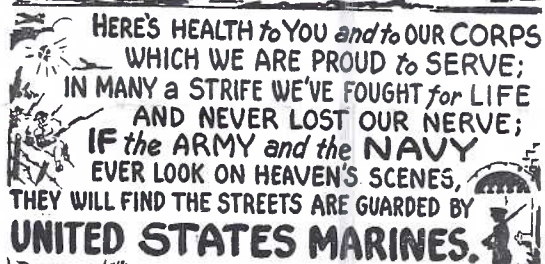
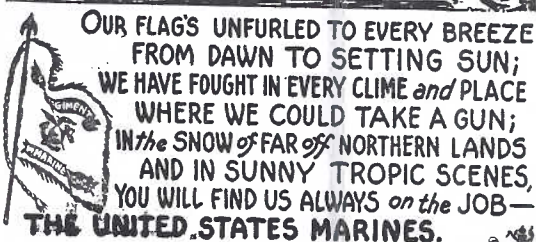
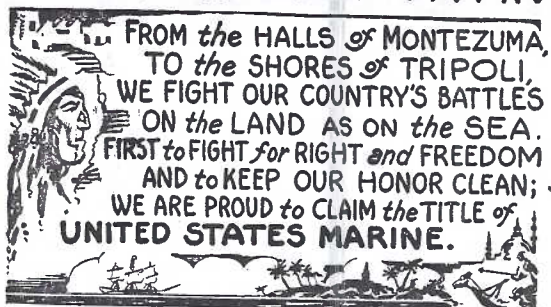
John Klein lost his 'lightning customer' and I dived in for another subject to collect. That was three years ago.I have only 15 postcards (one of them a comic linen).Here's a challenge- knowing where to look in the dealer's stock! I've found them under MISC. and BIZARRE. JFW

PROGRAM

Our program presenter in August is Jim Rudisill who is **THE CARD** staff artist. Jim taught art in the York city schools. He is knowledgeable in so many subjects. (I seldom use my Britannica when he's around.) I'm sure you'll find his illustrated program a delight. His collection is very eclectic and having begun only a few years ago it now bursts the seams on a dozen albums. Its from these he chose a wide variety of postcards.

Family illness took its toll on officers in August. Vice President Ruth Frankhouser took over for Pres. Lewis Bechtold and Jeannine Spece managed the Secretary and Treasurer's jobs for Dorothy Fry and Barbara Mowrer. (Hope everybody's better by August and it was good to see Peg Hanna back and hear that Elizabeth Graver is better).

THE MARINES' HYMN



R.G. Lieberher,
was U.S. Marine

BOB LIEBERHER was Charter Member #39. He was a quiet, serious collector and attended many early LCPC meetings but due to failing health we saw him seldom in recent years. He frequently offered compliments and information to **THE CARD** staff. We'll miss that. He was a fine man. Our sympathy goes to his family. The MARINES' HYMN postcard publ.is unknown. The hymn is printed in blue. The art work, in red, is signed "Woyshner". The PC is identified 282PB, along with MC (Marine Corps?) PB 97191. 2-5-42 200M could be an issue date in 1942 and 200,000 cards printed. Mailed free(serviceman's exemption) from Orlando, FL, 2/20/43, "Uncle John, We have a Marine in the family". Hugh.

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.

TEICH, CURT CHICAGO, IL

POST
CARD

POST
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POST
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POST
CARD

Curt Teich printed for many local
publishers whose monograms/initials
also appear: IS -Ike Steinfeldt (by
far the most prolific) W-Woolworth;
LM -Leo Meyer of Easton, PA.

\$

POST  CARD

POST  CARD

POST CARD



POST CARD

Curt Teich's numbering system,
once learned, aids in identifying
their postcards. Several are shown.



POST CARD

2-72323

POSTCARD

POST CARD  POST CARD

Post Card

LIEBERHER POSTCARD AUCTION - Sept. 28

The family has notified **THE CARD**
that Bob's extensive postcard collection
highlighted by many Mount Joy cards and
a wide range of views and topicals will
commence at 8 am, Sat., Sept. 28 in the Mt.
Joy Fire Hall, Abe Shaffner, auctioneer.

Household items and auto will be sold
in the same place on Sept. 13 and 14.

OUT OUR WAY - WESTERN STYLE POSTCARDS

For those of us who remember the comic panels by J.R.Williams, it's great to know as many as 48 were printed on postcards. On the flip side of the coin, they are only the western locales and so we're deprived of "Why Mothers Get Gray", "Bull of the Woods" and "Heroes Are Made, Not Born" (with the Worry Wart). And if you're under 40, you don't know what you've missed!



Postcard published by Standley-May, Inc., Box 825, Albuquerque, New Mexico. All cards have a tan, simulated wood background. PCs shown in this article are from Series 1. Each has an NEW newspaper syndication copyright from 1942 to 1953.

Roy Nuhn (King of the Check-lists) says Standley-May, Inc. produced two 24-card sets, numbered W501 to W524 for Series 1 and W525 to W548 for Series 2. (ED. NOTE - I unashamedly here solicit any cards you may have in Series 2 as well as W519 in Series 1.)

Williams was born Aug. 18, 1888. A big boy, he played football at 14, worked for the PRR at 15 and "with no ill feelings" ran away from home in his mid teens. Knock-about jobs out West (where his on-hand experience lent authenticity to later drawings), a three-year hitch with the U.S. Cavalry (he played football with George Patton) and a new wife, brought him back east to a "regular job" drawing catalogue covers for a crane company.

In seven years he had polished his art to the point that the NEA (Newspaper Enterprise Association) accepted his basic panel in 1921 Out Our Way With the Willits.

Many cartoonists of the period drew a single daily panel, alternating the theme with subtitles. "Bull of the Woods" centered around a shop mechanic foreman and his employees. "Out Our Way" was home-spun: the kitchen, neighborhood kids, the school room and 1920's street traffic. When he returned with the family to the West (Walnut Creek, Arizona in particular) Williams was in his glory and it was from many panels drawn there that the "W" Series were gleaned.

A magnifying glass will reveal the year, day and month for which each panel was drawn. This practice is continued today since many artists work several weeks in advance of their deadlines.

As Roy Nuhn described them, "the PCs are neither chromes nor linens. They were simulated wood on thick cardboard stock". I might not consider them "thick" stock, but the simulated wood background is a dead give-away for identification.) See example on this page.

DID YOU MARK YOUR CALENDAR? AUGUST 17 LCPC'S BIGGEST DAY OF THE YEAR!



8 DECALS FOR YOUR HOME OR BUSINESS

Send check for \$3.00 for eight decals postpaid. Shown in actual size. Choice, while supply lasts, of yellow on brown background or white on red. Ea. set consists of 4 for inside glass, 4 for outside surface. Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA, 17578 PAID ADV.

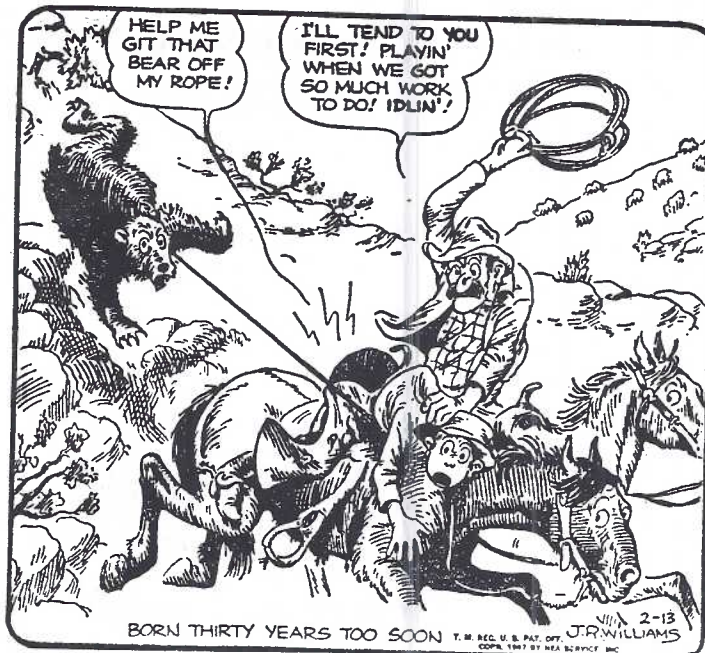
AN APOLOGY

...to members expecting an article on a local theme.

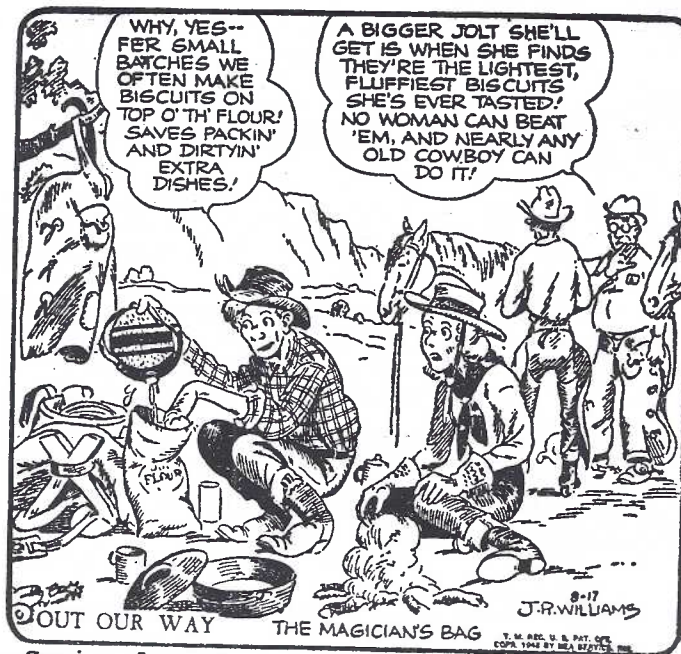
A Rough & Tumble story was nearly complete but the PC checklist lacked so many cards which GH and I believe exist that I've postponed this steam engine story to a later date. JFW

STATEMENT OF CIRCULATION - August 1, 1996

STATEMENT OF CIRCULATION - August 1, 1996	
Total number of copies (net press run)	250
Average number of copies ea. issue	250
Paid membership	260
Paid mailed subscriptions (addresses)	195
Exchange postcard clubs	13
(4 eastern, 4 mid-western, 5 western)	
Free distribution by mail	3
(Susan Nicholson, Roy Nuhn, Barr's News)	
Free distribution (average)	24
(mail requests and potential members)	
Copies not distributed	15
(office use, file)	
TOTAL	250



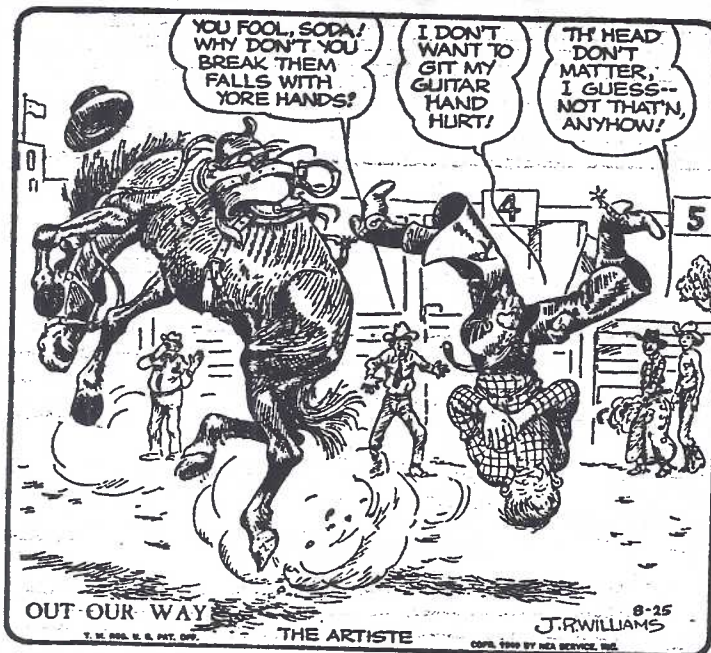
Series 1, W523



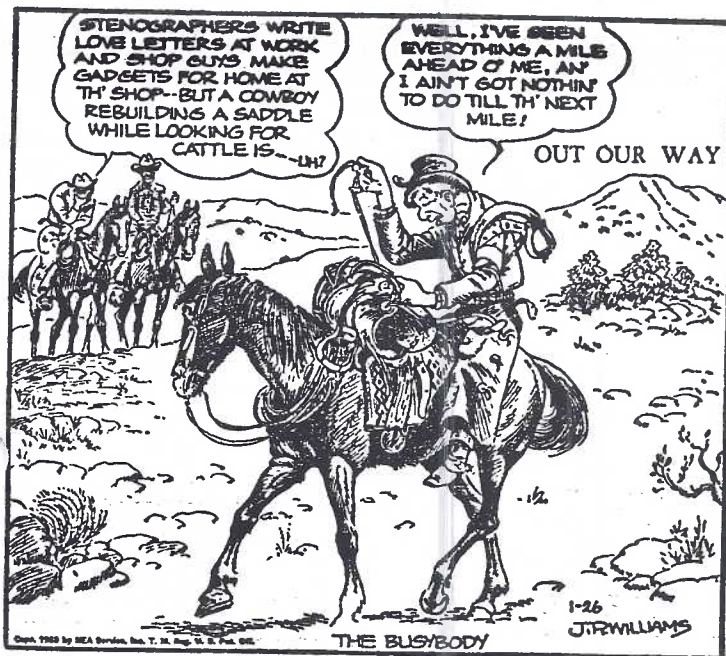
Series 1, W521



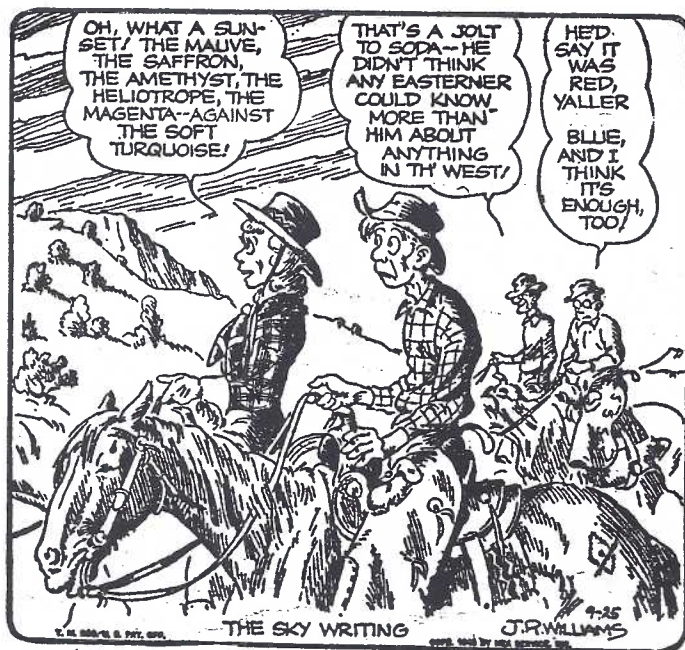
Series 1, W513



Series 1, W515



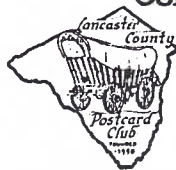
Series 1, W514



Series 1, W501

just outside its border. These six PCs shown sans brands to allow for more grins.

Williams PCs are all western themes and labeled OUT OUR WAY within the panel or



OUR CLUB'S 4TH POSTCARD EXPO

Sat., August 17

Last minute highlights

Window placards available from Chairman **Walter Mowrer** by calling 684-5331.

Friday night set-up: 8:30 to 9:30, Farm & Home Center.

Exhibit Boards due Sat.morning: 7:00 to 8:00 F&H Ctr.

Judging will be done before doors open at 9 am.

Help always accepted at lobby table and exhibit area in one hour shifts.

Food counter will be responsibility of **Barbara Heim** and **Barbara Mowrer**. (Plenty of good home cooking.)

Free admission to all members who have been or are on on a working committee.

Souvenir program w/floor plan of dealers' tables and door prize ticket given with all admissions.

Door prizes will be given out as certificates which can be spent at any dealer's table.

Help to clear room (1 hour) at 6 pm on Saturday.

EXPO ADV. POSTCARD ENCLOSED WITH THIS ISSUE

COME EARLY, SPEND THE DAY AT OUR BIGGEST ANNUAL EVENT!

EXPO DEALER ADDENDA

In addition to the 23 dealers listed in the July **CARD**, we neglected to list **Harris and Jane Grey** from Brookfield, MA. Welcome aboard!. Total= 24.



EXHIBIT WINNERS



Those members who shy from summer meetings because the room has no AC missed a pleasant August night. The cool breeze was blowing PCs from the tables (no April Fool, **Jim Morrison**). It's the truth! The 47 present saw eight serious presentations of U.S.HISTORY or BATTLE-FIELDS.

JIM WARD	FIRST	America's First 200 Years
LARRY WOOD	SECOND	Stars and Stripes
WALTER MOWRER	THIRD	1906 Soldiers

HONORABLE MENTIONS

EARL CARVER	It Happened Here
MARY DARRENKAMP	Historic Harpers Ferry
RUTH FRANKHOUSER	Historic Williamsburg
HELEN METZLER and LINDA SCHOPF	U.S.History
HAROLD MOYER	1776 - 1967

August topic: FISH and FISHING*

Sept. topic: FAVORITE VACATION SPOT(Fact or fiction)*

* After a discussion, it was voted by the members present to dispense with exhibit boards for the next two months. Instead, members are urged to bring **JUST ONE POSTCARD** which will represent her or his idea for the topic. The card will go on the front table next to a number and competition will proceed as with the boards possibly after showing the cards momentarily on our new opaque projector.

A future discussion will decide how often exhibit boards or single exhibit cards will be used for our monthly topic, the thought being many more members can participate using one card since everyone hasn't collected a dozen or so PCs in many different categories. After all, we've had exhibit boards at nearly every meeting for nearly 7½ years!

Also, if YOU have several subjects you'd like to see used as a monthly topic. give the list to **Dot Fry** our present Monthly Exhibit Chairlady or **Ruth Frankhouser** this year's Program Chairlady. (And don't tell me they're persons. They're ladies! JFW.

John Klein Postcards



BARR'S AUCTION
2152 N. READING ROAD
DENVER, PA 17517
& ANTIQUE WORLD

**Exit 21
Pa. Turnpike**

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

PAID ADV.

AUCTION ACTION



We had another fine auction in August with the 108 lots bringing \$588. 10% (\$58.80) went to LCPC and the net balance, \$529.20, was paid to members. It all worked so well because of these volunteers: **Darvin Rodgers**, **Bob Kramer**, **Walt Mowrer**, **Ruth** and **Harold Moyer**, **Bud Heim**, **Ruth Frankhouser** and especially **Norman Zimmerman** who put the whole package together. **Darvin**, our unpaid professional auctioneer, sailed through the 108 lots in less than 45 minutes, but that's possible with bidders having a complete listing in their hands, plenty of preview time and hardly a "sand bagger" in the bunch! The auction was over and everyone paid by 8:45 pm.

In addition to the auction, these members were also selling: **Howard Steinberg**, **Gordon McKinzie**, **Ruth Moyer** and **Jim Ward** (who had new issue Postcard Collectors). If you wish an auction form for the next sale, contact **Norm** at 354-5112.

Lot # followed by price realized.				91 10
#1 6	20 1	45 25	68,69 1	92 2
2 1	21-24 2	46 7	70 4	93 2
3 5	25 2	47 2	71 3	94 25
4 2	26,27 10	48 8	72 4	95 35
5 11	28 1	49 2	73 2	96 6
6 6	29 1	50 3	74 3	97 12.50
7,8 6	30-32 1	51,52 17.50	75 1	98 10
9,10 6	33-35 1	53 2	76 4	99 4
11 16	36 1	54 2	77,78 2	100 16
12 16	37 7	55 1	79,80 2	101 2
13 20	38 2	56,57 1	81,82 4	102 9
14 22.50	39 4	58 6	83,84 10	103 2
15 5	40 30	59 2	85,86 10	104 2
16 11	41 17.50	60-62 3	87 2	105 1
17 6	42 17.50	63 1	88,2	106 3
18 9	43 14	64,65 1	89 20	107 9
19 12.50	44 5	66,67 1	90 10	108 1