

A Souvenir Cover from  
Little America.  
(See Program Below.)

# 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

2020 Dues are Due  
(See Page-4)

Doors open at 6:15 pm, Wednesday, 11 March 2020  
Bourse opens at 6:30 pm, Meeting at 7:00 pm; Dick Shaefer, Host

## The Veranda Chronicles

On February 12<sup>th</sup>, I was privileged to be able to share my postal history detective story entitled "*From the U.S. to Farther India & Back Again; A Five Month Journey of a Baptist Missionary Cover in 1856-1857*" with almost 50 members and guests. I hope the resources I shared will assist you in identifying the cancels, rates and routes of your postal history gems. The presentation and photos from the evening's festivities are on our website.<sup>1,2</sup>



I also saw many of you on February 23<sup>rd</sup> at the "Some Sunday Stamp Show" hosted by Kevin Kellman at the Farm & Home Center. I was excited to find the cover in **Figure 1** (above) with a

Scott #26A from Plate 11 tied by an 1858-dated Lancaster PA CDS with a rare corner card depicting Goethean Hall on the Franklin & Marshall College campus. In 1835, the school's Debating Society was renamed Diagonthian Literary Society at the suggestion of seminary student Samuel Reed Fisher. That June, Diagonthian was divided into two friendly rivals to encourage debate. Diagonthian retained its original name, while the new society was named Goethean, in honor of German philosopher and poet Johann Wolfgang von Goethe.



The two organizations sponsored orations and debated politics, philosophy and literature. **Figure 2** is a photo circa 1856 of Goethean Hall, Old Main, and Diagonthian Hall, the first three buildings erected on the Franklin & Marshall College campus. **Fellow Members:** be on the lookout as there are gems out there yet to be discovered.

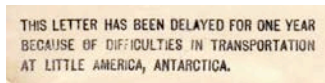
On March 11<sup>th</sup> the Society welcomes **Alan Warren**. After our club-hosted dinner with Alan, we will hear his presentation entitled "*The U.S. 1933 Byrd Antarctic Issue: Production, First Day, and Other Uses.*" (See below.)

Finally, on March 21<sup>st</sup> at the Chester County Historical Society the **Philatelic Gathering** will kick off their 2020 series with two lectures. **John Howker** will present on "*The Circular Die Period of U.S. Stamped Air Mail Envelopes, 1929-46*" and I will be speaking on "*The Providence, R.I. Pre-Mailing Control Mark on the U.S. 3 Cent 1851-57 Stamp.*" Hope to see you there. **CDI**

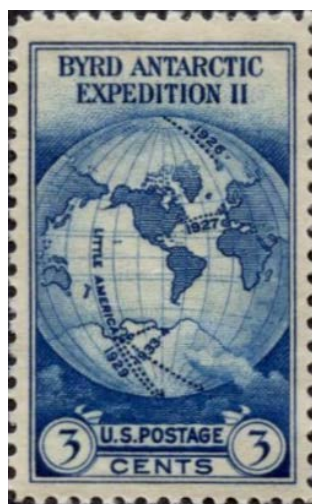
## The U.S. 1933 Byrd Antarctic Stamp: Alan Warren

This program is an overview of the 3-cent United States Little America stamp issued October 9, 1933. The stamp marked the Second Antarctic Expedition of Richard E. Byrd and was intended to help defray expedition costs by offering the public the opportunity to prepare souvenir covers cancelled at the Little America post office in Antarctica by charging a service fee of fifty cents plus the face value of the stamp. (See attached cropped images.)

Tonight's program covers essays, a die proof, production, first day, and other uses of the stamp.



Mr. Warren is an accomplished editor and author with pubs in over 70 journals, a champion exhibitor and judge, and winner of numerous awards. The tops of these include the APS Lufth Award, The Collectors Club (NYC) Lichtenstein Award, and most recently, he was a signatory of the Distinguished Roll of Philatelists of the Royal Philatelic Society London.



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March 2020

Visitors are Always  
Welcome

PSLC meets the 2<sup>nd</sup> Wednesday of the month (except August) at the Crossings Meeting Room, Landis Homes, 1001 East Oregon Road, Lititz, PA 17543 at 7:00 pm. Dues are \$10.00 a year. For club information call Paul Petersen at 717-299-5640

Website: [LCPS-Stamp.org](http://LCPS-Stamp.org)

PSLC Officers and Board

**President, Web Developer & Designer:**  
Dr. C. J. DiComo, 914-450-3791  
[charlesdicomo@gmail.com](mailto:charlesdicomo@gmail.com)

**1<sup>st</sup> Vice President:**  
John Hostetter, 717-394-9626  
[jhostetterjr@gmail.com](mailto:jhostetterjr@gmail.com)

**2<sup>nd</sup> Vice President:**  
Bill Greiner III, 717-471-2354  
[sunfighter@verizon.net](mailto:sunfighter@verizon.net)

**Secretary Candidate:**  
David Wiechert, 717-342-3120  
[stampsbydave@gmail.com](mailto:stampsbydave@gmail.com)

**Treasurer:**  
Lou DiFelice, 717-572-3419  
[loudfelice@gmail.com](mailto:loudfelice@gmail.com)

**Past President:**  
Douglas Milliken, 717-330-4062  
[dmilliken@me.com](mailto:dmilliken@me.com)

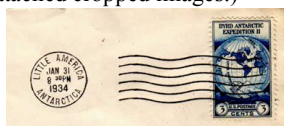
**Publicity:**  
Len Kasper, 717-723-1864  
[hotrodparts33@aol.com](mailto:hotrodparts33@aol.com)

**Membership:**  
Barb Buchanan, 717-871-0244  
[tallwood@comcast.net](mailto:tallwood@comcast.net)

**Newsletter Editor:**  
Programs, Acting Secretary, and APS/ATA Rep:  
Paul Petersen, 717-299-5640  
[pcpetersen@comcast.net](mailto:pcpetersen@comcast.net)  
Veranda, References

<sup>1</sup> <http://lcps-stamps.org/wp-content/uploads/2019/01/Newsletter-2019-01DiComo.pdf>

<sup>2</sup> <http://lcps-stamps.org/presentations/photo-journal/>



## APS Writers Unit-30 Literature Award to Dr. DiComo

It is a great pleasure to announce that PSLC President Dr. Charles J. DiComo was the recipient of the Grand Award and Large Gold Award in Literature at the 66th Sarasota National Stamp Expo and Writers Unit 30, which took place 7-9 February 2020. This marked the Second Exhibition of Philatelic and Postal History articles, with a jury, headed by Crp'Y ctgtp that examined and critiqued over 40 articles.

This recognition was for his article entitled *New Plate Flaw Discovery: "Dash and Ink Trail" on the 3¢ 1851 Stamp*. This original research appeared in *The Chronicle of U.S. Postal Issues*, 259, August 2018 published by the U.S. Philatelic Classics Society. It is rewarding to see that the literature judges at Sarasota recognized that new discoveries involving our stamps (as opposed to our postal history) are nowadays very scarce and thus worth rewarding. (See award below.)



In addition, Charles also received a Large Vermeil for *An 1845 "Ship Letter" from Port-au-Prince, Hispaniola to New York City on the Brig Hayti*, which was published in the *Excelsior!* 29-NS, March 2019. This article first appeared as a Special Feature in the *PSLC Newsletter*, Vol. 82, No. 1, January 2019 and was awarded the APS 2019 Article of Distinction.

Congratulations are due to all those that submitted their original research to the APS Writer Unit 30 – there was keen competition this year. The Sarasota 2020 Literature Palmares recipients can be viewed on our website<sup>1</sup>.

<sup>1</sup><http://lcpss-stamps.org/history-mission/awards-honors/>

## February Minutes & Treasury

Paul Petersen, Secretary *Pro Tem* and  
Lou DiFelice, Treasurer

**Opening: Dr. DiComo** called the meeting to order at 7:00 and welcomed members and visitors.

**Membership: Barbara Buchanan** introduced our two newest members, **Joseph Wible** of Lititz. Joe collects a variety of U.S. specialties and some First Day Covers. **Keith Miller** is from Lancaster and collects worldwide through the 1970s and the U.S. and its possessions. Also in attendance were visitors **Jack Thorn** and **Chuck Bilensky** of Lancaster. Paid-up membership is 122. Attendance tonight was 47.

**Treasurer's Report:** Club treasurer, **Lou DiFelice** reviewed the January numbers with a balance of \$4159.32. (See report lower right.)

**Door Prizes:** There were a host of door prizes with a special donation of many philatelic binders from **Fred Sargent**. **Lee Buchanan**, **Dr. DiComo**, and **Paul Petersen** oversaw this process.

**50-50 Drawing:** The Drawing was managed this month by **Michael Bach**. **Dennis Shumaker** and PSLC split \$100.00. Congrats.

**Grand Award to Dr. DiComo:** Paul announced this award to Charlie just a few weeks ago. See related article on the left for details of this accomplishment.

**LANCOPEX:** Paul passed around a variety of show related sign-up sheets including the remaining volunteer slots for the 24-25 April stamp show. He also circulated sign-ups for the Stamp and Cover Displays at the show with just 24

frames available. Finally he circulated a list and envelope for members to sign-up as Patrons of Lancopex of \$5.00 or more.

**Encouragement:** Paul passed around a get-well card for member and stamp & cover dealer, **Robert Witkosky**.

**Memorial for Dennis Bouchard: Joy Bouchard** will visit PA this spring and will hold a memorial event and meal for Dennis on 4 April in Mount Joy. All interested members should sign-up with Paul. He will also follow-up with an email to reach all members. The sign-up deadline is 18 February.

**Dinner with the Speaker:** Paul passed around a sign-up for dinner with the 11 March Speaker, **Alan Warren** at 4:15 at Fiorentinos. He will follow-up by email

**February Program:** Tonight's program by Dr. DiComo was entitled "*From the U.S. to Farther India & Back Again. A Five-Month Journey of a Baptist Missionary Cover in 1856-1857. The Challenge: Determining the Rates and Routes.*" This presentation traced the worldwide journey of a 19<sup>th</sup> Century cover along with the poignant story of the addressee and his family.

### Treasury: 1-31 January 2020

<b>Opening:</b>	\$4105.45
<b>Income:</b>	\$615.00
<b>Expenses:</b>	\$561.13
<b>Sum:</b>	\$4159.32
<b>2-CDs @</b>	\$5,818.10

## Some Club Related Notes for Our Souls

**Stamp Magazines Needed:** With Lancopex coming up in less than two (2) months, please compile any stamp magazines that you would like to donate to our "Free Literature" table at the show. This is a popular stop for show goers and a good way for us to de-clutter by recycling our holdings.



**'20 APS Summer Session:** 22-26 June. Bellefonte, PA. Many fine courses are offered to facilitate your collection, research, and exhibiting prowess.

**Axe Throwing Champion:** On a recent business trip, our very own Dr. DiComo won such a contest. He notes that this gives him a bargaining edge at his board meetings in Nashville. Congratulations Charlie. (*Ed's Note: For those wishing to warm up and contest our Prez, there is such a place in Lancaster, Stumpy's Hatchet House at 405 Granite Run Drive, right near Play It Again Sports.*)

## Club Notes

### Programs, Hosts & Shows

#### 2020 Programs

**11 March:** The U.S. 1933 Byrd Antarctic Stamp: Production, First Day & Other Uses. Alan Warren. Dick Shaefer, Host  
**9 April:** Exploring Postal History. Bill Schultz. Tony Coccio, Host  
**13 May:** Canada's Role in Union & Confederate Postal Cross-Border Mail during the U.S. Civil War. Ron Majors. George Younes, Host  
**10 June:** Club Auction. (*Host slot needs to be filled.*)  
**8 July:** The Development of Perforations on U.S. Postage Stamps During the Toppan, Carpenter Era, 1855 – 1857. Dr. Charles J. DiComo. Dennis Shumaker, Host  
**9 September:** Fall Auction. Thomas Nichols, Host  
**14 October:** 1) GB Stamped to Order Stationary and 2) Royal Household Official Mail. Dave Hunt. Lou DiFelice, Host  
**11 November:** Annual Open House and One-Page Exhibits, Len Kasper & Paul Petersen.  
**December:** December Dinner. Deb Ehleiter & Co.

#### 2021 Programs

**13 January:** Club Auction  
**10 February:** 1890: The Jubilee Celebrations of the Penny Post. Mike Bach  
**10 March:** U.S. Int'l Stamp Expos, Part-II. Paul Petersen

#### Of Local Interest 2020

**Red Rose Coin Club:** Thurs, 19 March, 7:00 p.m. *Leopold the Hogmouth*, Brian Callahan. Farm & Home Center.

**Philatelic Gathering:** Sat, 21 March, 10:00, CCHS. 1.) Stamped Air Mail Covers, J. Howker; 2.) Providence Pre-mailing control marks, Dr. DiComo.

**DELPEX:** Sat, 18 April, Nur Shine Center, 198 South Dupont Highway, New Castle, Delaware.

**Some Sunday Stamp Shows:** 21 June, 30 August, 11 October, and 19-20 December. 10 a.m. to 4 p.m., Farm & Home Center, 1383 Arcadia Road, Lanc. **Lunch is usually free.**



# Lancopex Theme, a New Secretary, and the Sunday Stamp Shows

## The Penny Black Theme at Lancopex 2020

Yes, our show is coming soon, and three members are already preparing exhibits related to this year's theme. It is the 180<sup>th</sup> celebration of the Penny Black and other advancements associated with the 1840 onset of the Uniform Penny Post.



The world's first postage stamp, the Penny Black (1d) was issued in the United Kingdom in 1840, and most of the credit is given to Sir Roland Hill (1795-1879). The Penny Black was not just a prepaid postage stamp; it was the symbol of a comprehensive postal reform that changed not just the UK, but also the world. It was the Internet of its day, improving the ease, distance, speed, and cost of communicating as had never been seen to date.



Driving the stamp was uniform penny postage. Instead of calculating mail charges for distance, a flat rate of 1d was charged for mail within the country and 2d for mail to the outside world. Concurrent to the Penny Black stamp was the first postal sta-

tionary, the Mulready cover, containing an imprint that the postage was pre-paid. While this did not prove popular, the concept was introduced, and more attractive and substantial postal stationary items appeared shortly thereafter. (eBay



image below)

The Penny Black sparked stamps as the agent for the prepayment of postage in other counties too, with the U.S. jumping on the bandwagon in 1847. Ninety countries were on board within 20 years.

While postal reform changed everything related to the mails, there were associated benefits, from an increase in literacy to a boon to sales of stationary, ink and writing instruments, lap desks, and a host of other related items. Further, it was now much easier and cost effective for people to communicate with family members abroad, those who they were very likely to never see again.

An educator and social reformer who wrote the successful justification for Uniform Penny Post Act, Roland Hill later worked as secretary of the British Post Office. He was highly decorated then as now, as he has been commemorated on the stamps of almost 150 countries.

In 1890 Great Britain held an immense philatelic celebration of the Penny Black, Uniform Penny Post and Rowland Hill. Since then there have been worldwide commemorations of such every ten years or more.

The Lancopex exhibits will display the Penny Black and Mulready covers, variations, and on-cover uses. Another focus, however, will be the subsequent worldwide commemorations as seen through a variety of postage stamps and labels, souvenir sheets and covers, stamp show ephemera, and much, much more.

## Meet Secretary Candidate, David Weichert

The position of Secretary has been vacant since the retirement of **Diane Meek** who held the position for several years. **Dave Weichert** has

accepted the nomination for the vacancy, and there will be a membership vote at this month's meeting.

Dave began collecting in 7<sup>th</sup> grade and, except for a few sidebars, he has been collecting rather steadily, noting a significant growth spurt over the last ten years.

After attending a few PSLC stamp shows and many Sunday Shows, Dave notes that he could not resist the deal at Lancopex last April where he paid membership for 2019 and received 2020 for free!

Originally from York, Dave lived and worked in MD where he was a member of the Hagerstown Stamp Club. Work took him to Lancaster, and earlier this month, he began in a new position as the accounting manager for a regional business enterprise.

After winning a stamp collecting starter kit for a fundraiser, Dave began his lifelong pursuit. First came his U.S. country collection, and this segued into Canada.

He received a gift of a topical collection of art on stamps, and realized that collecting was more than country albums. His prime topical collections are ice hockey and transportation, and in the latter, he has sub-specialties with space, bikes, railroads, and several others.

He finds that each area of these topicals is a grand research project. Since his wife likes butterflies and two of his granddaughters enjoy dragons and cats, he has collections of these as well. The ladies aren't yet collectors, but they peruse his holdings regularly. Dave opines that philately isn't what it used to be in its Golden Age, but he adds that with digital opportunities such as online research and eBay-type sales, many collectors should remain connected to their hobby.

Among Dave's other interests are picture postcards, which started with his great grandmother's collection of postcard correspondence from 1895 to the 1920s. Further, he enjoys home remodeling, and is an ardent runner, largely 5K races, but he recently ran his first half marathon.

The Weicherts live in Mount Joy and have a blended family of three adult children and six grandchildren with one more on the way. Welcome to PSLC, Dave.

## First 2020 Sunday Show

Lancaster philatelists boast of their good fortune having a strong club, a large regional stamp show, and several Sunday Shows a year. Further, we are geographically near Baltimore, York, and State College for their shows along with the proximity to APS and APRL.



Above is **Doug Milliken** checking out Jim Reeves holdings.

Below are some PSLC regulars from left to right: **Mark Jardel**, **Al Schaub**, stamp dealer, **Bill Snyder**, **Dr. DiComo**, and **Lou DiFelice** rounding out the pack.



**Doug Keefer** (below) is examining some of the many lots of the silent auction, a special event of the Sunday Show each February.



In his retirement, show promoter **Kevin Kellman** has transitioned his hobby into a side business. Besides the 4-5 shows a year here in Lancaster in addition to Lancopex, he hosts shows in the nearby states. And with most Sunday Shows in Lancaster, lunch is free. Where can you get a better deal than this?

## Musings: An editor's elegy over some direct (junk) mail

While the lead image this month is not very snazzy (below), philatelically speaking, it is actually the toils of my one-year research over a purposeful sample of direct mail from mid-February 2019 through mid-February 2020! Like spam contacts on our landline and computers, the amount of junk mail solicitations seems to increase exponentially.



What you see is one-year of direct mail stacked horizontally in a plastic vertical file holder. You are probably saying to yourself that this not a very large amount of junk mail. And you're right, but let me explain.

This sample has been sanitized. We receive a much greater volume of junk mail than pictured above. From all we received, I've gathered and stacked only those non-profit appeals for support from charities and societies. All other hearing aid advertisements and political solicitations are not included, as they've been sent to Direct Mail Purgatory.

And to further refine this sample, what you see are merely the return envelopes containing the flimsy receipt that would ordinarily accompany one's check. These are stacked neatly together. Further reducing this stack are the 25 or so appeals that we removed and mailed in with our donations. The constellation of all the direct mail we received at our home would be many times greater, perhaps a mile high.

While there is lots to analyze here if one is so inclined, such as number of organizations, numbers of times per year they have appealed, the number affixed with return postage, and other metrics, I'll spare you the details and stick to just the basics, height and weight. These appeals weigh in at 5.9 lbs. and measure 8.75 inches in height.

The history of direct marketing and its lieutenant, direct mail, go hand in hand. An online search in Wikipedia or a site such as

Centralmarketing.co.uk will supply all the specifics you need. But the point is that direct marketing is as old as papyrus, stone tablets & Yankee ingenuity. Some call it the world's second oldest profession.

The printing press in 1440 was the first watershed to give direct marketing a new birth. This progressed to greater advertising by the 18<sup>th</sup> century when such items as seed and book catalogs started to appear amid other publications. In fact, Ben Franklin published a catalog of scientific books in 1744.

The Montgomery Ward and Sears catalogs of the 1870s-80s set the standard for many generations and gave birth to modern 'mail order' as we know it today.

Today almost all direct marketing is in color. It makes a considerable difference in eye appeal. Just recall the first color daily newspaper, *USA Today*, which appeared in the very early 1980s. Cost was always the limiting factor for color, and now this can be done on a home computer. Computer-driven printing has reduced the cost of color publications quite significantly. It has done the same for catalogs and most other publications. Dr. DiComo undertook both the advertising cards and program for Lancopex, and he cost effectively created these in color.

To me there is an open-ended question: Does marketing drive the services offered by the USPOD, or do the USPOD services bring out the best in marketing and design approaches?

The end of the last millennium saw the tripartite of parcel post, large mail order firms, and creative manufacturing. This fostered the need for improved roads and larger and more durable transportation vehicles in which to deliver the goods. The USPOD has had a critical role

in this all. Parcel Post comes to mind.



Through a variety of ways, direct advertising attempts to make replies to their solicitation much easier with means as 1-800 numbers, preprinted and prepaid response cards or envelopes, and return buttons on the computer website. Their goal is to make the receiver bond with the appeal sufficiently to read the material instead of trashing or deleting it.

Quite by fortune, I just received my February issue of *The American Stamp Collector & Dealer* (February, 2020, Whole No.-139), the publication of The American Stamp Dealers Association, edited by Wayne Youngblood, one of my favorite philatelic publications. In her monthly column, ASDA President, Tami Jackson wrote an interesting piece entitled "Direct Mail" (Pg.-6). It was her illustration that caught my eye, and it is reproduced with permission.



Tami's business mailbox is at the Leesport PO. The town has a (2010) population of 1918, and the PO has 730 post office boxes.

What struck Tami was the amount of direct mail that is placed in recycle bins every two weeks. As

seen in the illustration, this includes six 96-gallon recycling bins! This is a lot of direct mail that never makes it out of the post office of this small town.

Direct marketing is an art and science, and an evolving one at that. Research is continual. Where should we direct our resources? Many of the advancements are now computer driven, but other firms continue with direct mail. Tami lists the pros for direct mail in that it connects with the target audience on multiple levels. It can be personalized, attractive, and memorable. Some research indicates that customer recall is higher with direct mail than with digital. Further, folks look forward to what is in their mailbox.

For the cons, Tami continues, much direct mail is discarded early on. The younger generations are more in tune with the digital world via their phone and computer. Direct mail costs 20% more than TV and newspapers. It gets pricey, and poorly compiled address lists result in wasted expense, especially at an estimated cost of \$1.00/item.

So does direct mail work? In 1970 my source of financing for graduate school dried up. The New York State legislature voted for a pay raise and cut many ed'l stipends, especially for the Dept. of Mental Hygiene.

Soon after learning this, I received a "Dear Postal Customer" two-part postcard from the Air Force. "Are you looking for a career in X, Y, or Z? If so, send this in." It got me thinking, and I responded. With further inquiry, I found that the Navy could sign me up sooner. This resulted in a wonderful stipend and education, an active duty and reserve career, and retirement with health care benefits. Ed. ☒

☒ ✂.....

Please clip this dues renewal 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.