

THE CARD – Vol. 26, No. 3, Issue 293, March 2015

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting – Mar. 16, 2015. Farm & Home Center. Buy, Sell & Trade from 4:30. Meeting - 7 PM

Yearly membership is \$15 (\$5 for each additional member at the same address.)

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584

Club website: WWW.playle.com/clubs/lanaster or Google search: Lancaster County Postcard Club

FEBRUARY MEETING – CANCELED!!!



OK, Show of hands.... Who's tired of winter??

A MESSAGE FROM OUR PRESIDENT

Greeting and Happy March.

As a returning president (served in 2002), I'd like our active members to start calling someone who hasn't been to meetings lately. I can remember when we used to draw 60-70 people to our monthly get-togethers. We must focus on drawing back to meetings those members, including dealers, who share our love for deltiology.

Who will you call? Who haven't you seen for a while? Need a phone number? See Dick Pendergrast, our membership chairman, or call me at 717-627-7732.

Our web page has been updated for 2015 and includes the usual chart with monthly titles of presentations, competition themes, and dates. A major thanks for our web page goes to Ron Playle at playle.com. Have you visited his website lately just to look?

Finally, I'm making some arrangements with WGAL-TV for listing our Postcard Club on their website if we have a cancellation. That arrangement is not totally completed.

Tom Beck, '16

INCLEMENT WEATHER

In the event the weather prediction is questionable or if the weather is downright awful outside, contact one of these members to find out if we will have a meeting: President Tom Beck – (717) 627-7732, Walt & Barb Mowrer – (717) 684-5331, Susan Glass – (717) 872-0810.

MARCH PROGRAM

It's time for the annual **Members Market**. This is a great opportunity to sell items at no cost to you. Items for sale can be postcards, books, local historical items, and paper ephemera. Now is a good time to go through your collections and get rid of duplicates!

Future Programs

April – Dick Pendergrast

May – Construction of the McCall's Ferry (Holtwood) Hydroelectric Dam in the Early 1900s, Mark Arbogast

June: Large Derrieres, Tom Beck

July: Picnic

MARCH POSTCARD COMPETITION

The competition subject for **MARCH** will be a single card on the subject – **AMUSEMENT PARKS**.

Future Subjects

April: Decorated Eggs - board

May: Dams – single card

June: Games – single card

July: Favorite Vacation Spot



FUTURE SHOWS

March 14 – Harrisburg Postcard Show, Linglestown Fire Co., 5901 Linglestown Road, Harrisburg, PA, Sat 9-4, Admission - \$2.00

March 27 & 28 – Morlatton Post Card Club INC., 40th Spring Postcard Show, Farm & Home Center, Lancaster, PA, Fri. 10-6, Sat. 10-4, Admission - \$2.50

April 11 – James Lindemuth, Sr., Postcards, Books & Paper Show, Ocean Grove, NJ, Sat. 9-4

MEMBERSHIP REMINDER

Membership dues are to be paid by the end of March. You can pay at the March meeting or send your dues to:

Richard Pendergrast
950 Willow Lakes Drive, I-506
Willow Street, PA 17584

Thank you.

BOOK MARK POSTCARDS

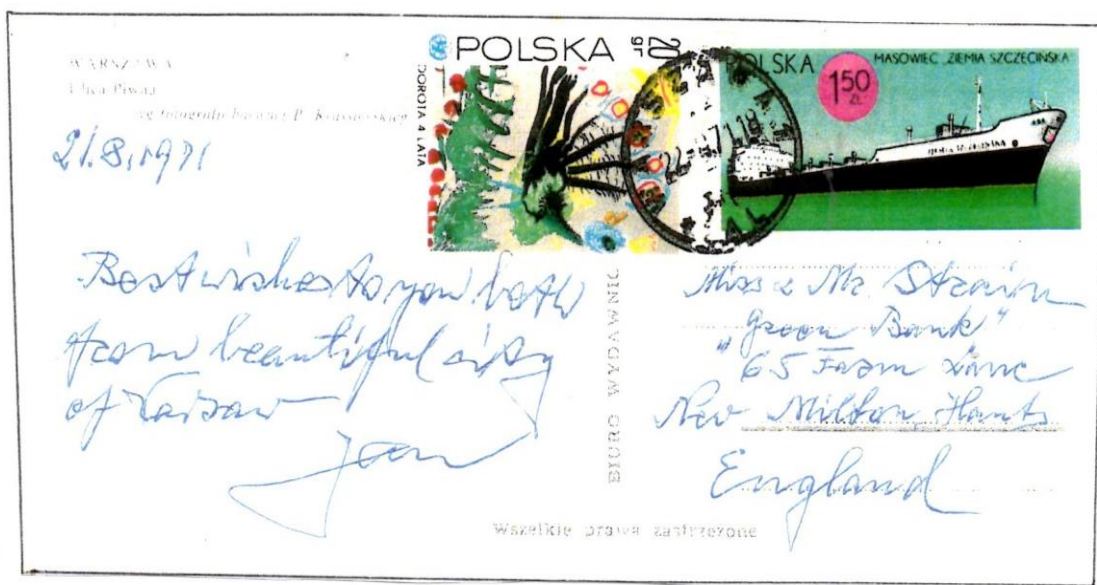
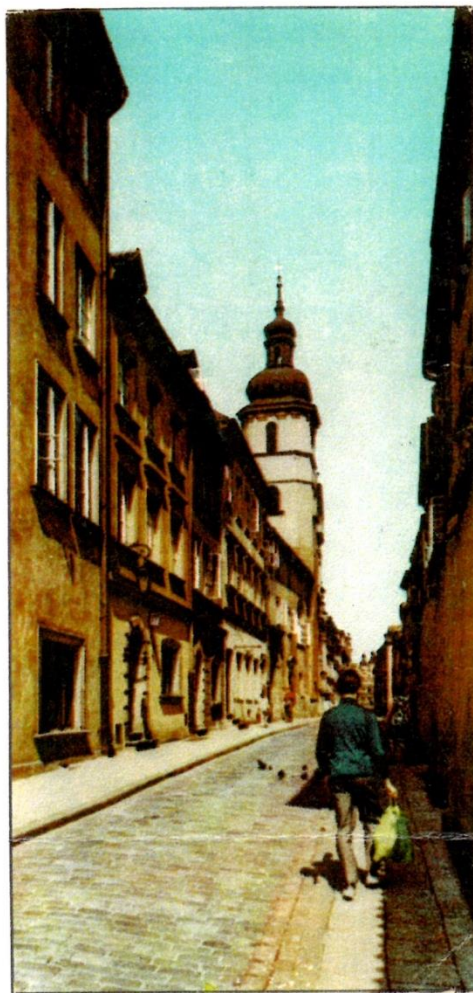
A Novelty with Utility.

By Jim Ward

During the Golden Age of Postcards (c. 1903-1914) a plethora of Novelty postcards emerged including Book Mark cards. They varied in size from 1 ¼" to 2 ½" wide and from 5 ½" to 7" in length. Some were labeled "Book Mark," others "Post Card" and "Printed Matter." Most had a stamp box. The message and Address areas also varied, The main point: here was a Novelty PC that had a genuine utility!

Italy is famous for its 100's of views throughout the country. They were mostly of the narrowest size. Great Britain also issued small Book Mark PCs showing dozen of stage actors and actresses.

Our first example is a Warsaw view mailed from there to England, August 21, 1971. The commemorative stamps leave barely enough space for the address.

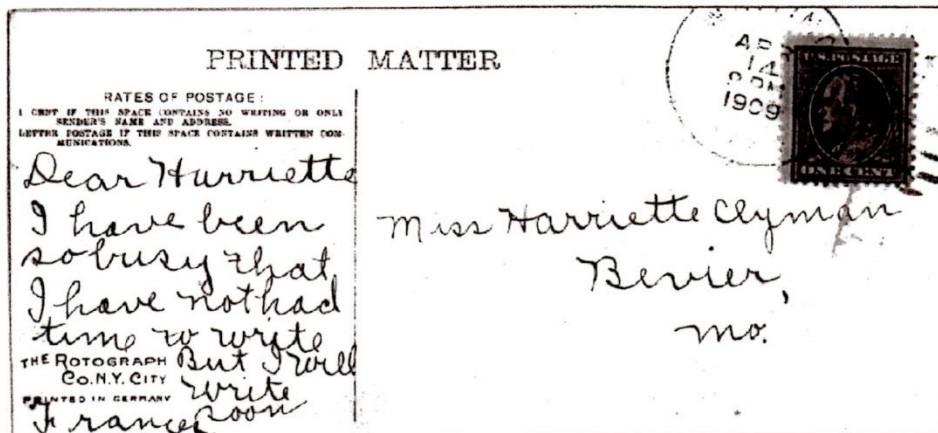
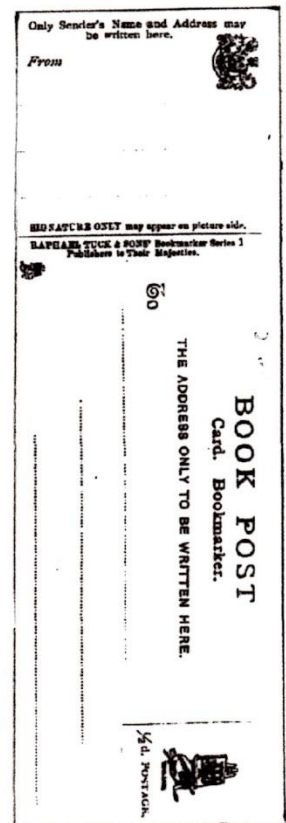




The Rotograph Co., NYC, published this sepia view of a stream bank. The cancellation is 1909. Frances applied only a 1 cent stamp while the directions call for Letter Postage if more than her name and address was in the Message area.

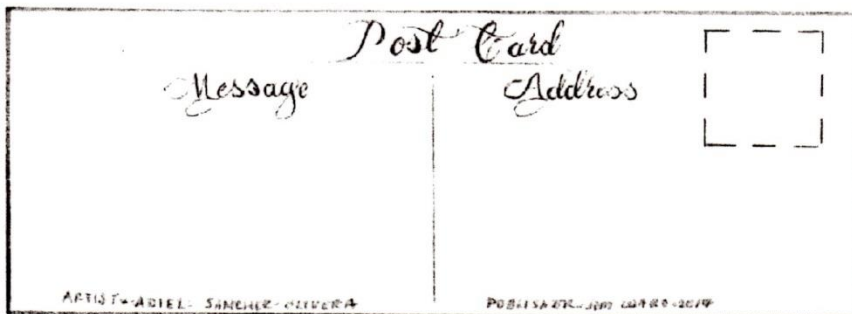
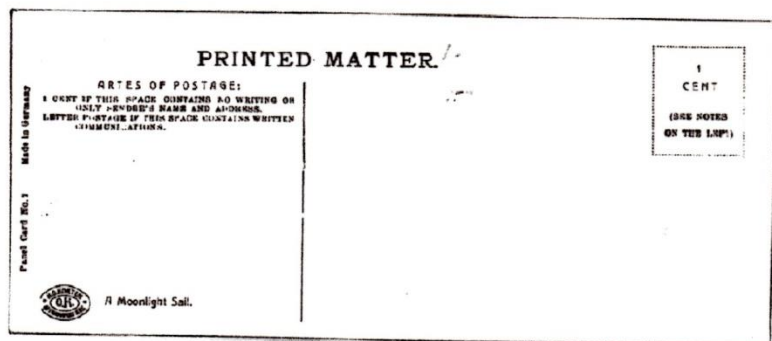
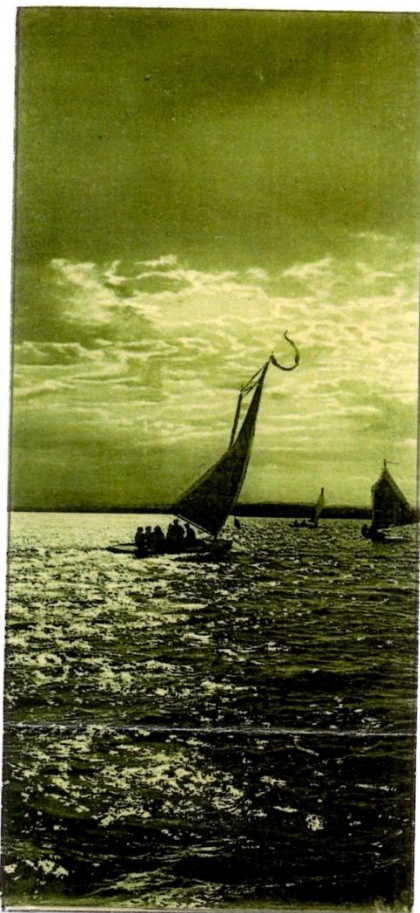


Above: From Raphael Tuck & Sons BOOKMARKER Series 1, Evie Green. Only sender's name and address allowed on left.



"A Moonlight Sail," in sepia, is a German-printed Book Mark but in English. Directions read, "1 cent if this space contains no writing or only sender's name and address. Letter postage if this space contains written communications." (Just how small can YOU write?)

The final Book Mark postcard, recently published by The Card's former editor, is one of 24 he had hand-drawn and colored by Adiel Sanchez-Olivera, a friend from Mexico.



GOUACHE on POSTCARDS

By Jim Ward

Most of us with no art background, would not recognize postcards painted in GOUACHE. Admittedly, I knew nothing of the technique until I read of it in pages sent to me by our LCPC member, Alan LeMay.

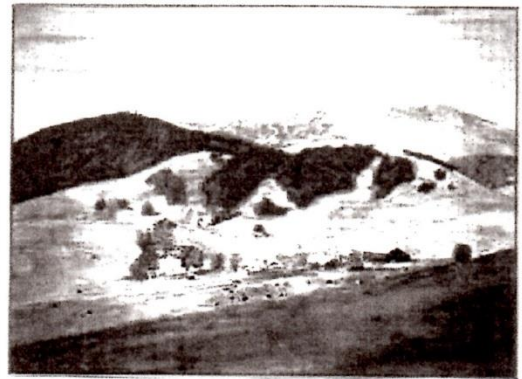
The Wikipedia examples and a overview may help us detect art done in gouache. Read on.

Gouache ('gwa che') paint is similar to watercolor but modified to make it opaque. A binding agent helps to create reflective quality. It is often referred to as "poster paint" because of its drying speed and durability. It can be used on a variety of surfaces to good effect.

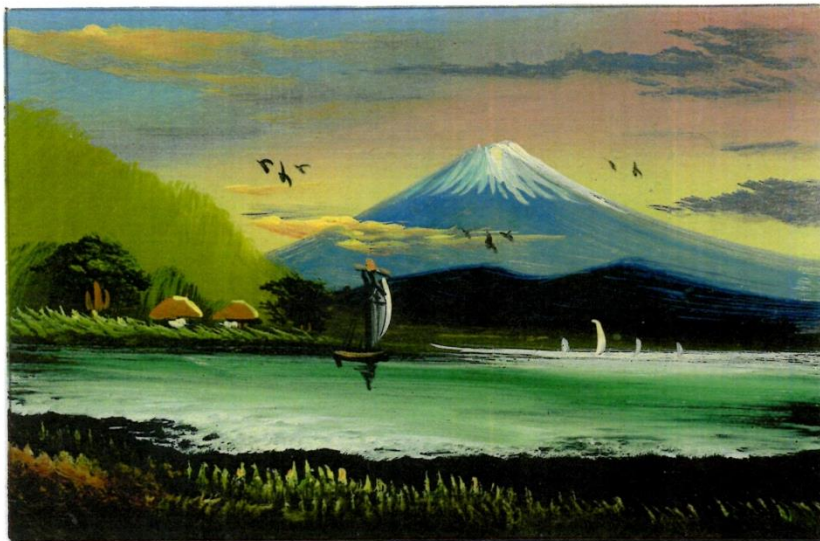
The 16th century practice applied oil paint over a tempera base. Modern gouache is mixed with an acrylic-based binder rather than gum arabic and the result, today, has a matte finish. An advantage is that reworking time of the applied paint is slightly extended.



This scene was printed on paper-thin wood. Its primary colors are orange, blue, white, gray, black.



This gouache, on board, 22x30, is a view of a Marin County Dairy Farm.



This view includes aqua, jade green, light green, orange, yellow, pink, and black. The volcano is blue and white.

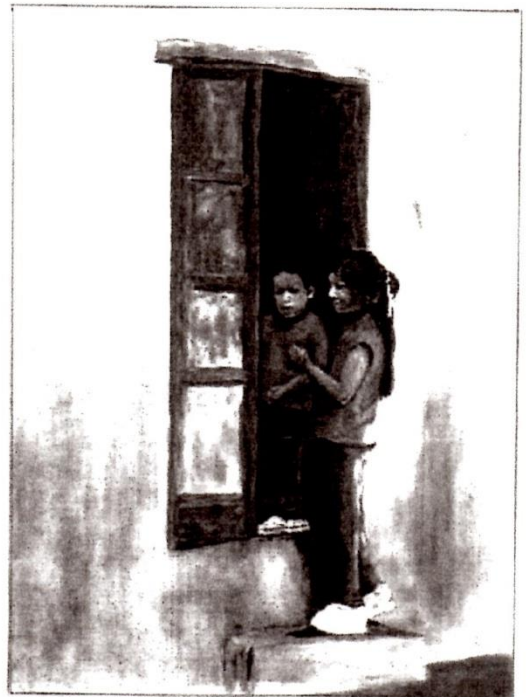


This view uses white, black, gold, green, and bronze-yellow. The postcard, mailed May 6, 1910. from Tokio, is from Sadie Lea Weidner. "Delightful Spring weather. This is a holiday – a festival day when the spirits of the dead soldiers are worshipped." It was sent to Mr. Clark Gross, Richland Center, Penna., USA

Some of today's artists still use a palette knife to help create a more 3-dimensional look just as artists of 400 years ago could produce.



Painted on paper-backed cloth, the colors are green, blue, black, white and gray. The PC was issued by The Imperial Government Railways for distribution at the Panama-Pacific International Exposition.



Doorway Children is on clay board, 30"x20".