

# THE CARD – Vol. 31, No. 8, Issue 353, August 2020

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

*Enjoying postcards through education and entertainment.*

**Next Meeting:** August 17, 2020, **CANCELLED**

**Like us on Facebook – [www.facebook.com/LCPClub](http://www.facebook.com/LCPClub).**

<http://www.lcpc-stamps.org/newsletter-archive/the-card/>

## JULY MEETING - CANCELLED

### PRESIDENT'S MESSAGE

I hope everyone is doing well and staying safe. We were hopeful we could meet soon but there has been no change in the restriction of no more than 25 for indoor meetings so that wiped out our plans for August. Hopefully September!

I'm sorry our Postcard Expo had to be cancelled. Again, just did not work out. Much thanks to Sharon Gromis for her work on the Expo. As you all know the Expo is our main source of funds and is the reason we have a good balance in our account.

Please consider submitting an article for the newsletter if you have done anything with your postcards during covid. I'm sure we all would like to read about it.

Mark

### 2020 POSTCARD COMPETITION SUBJECTS

**September** – Large Letter Cards

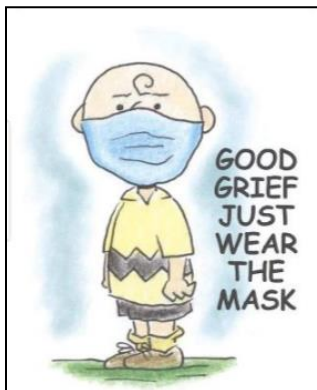
**October** – Horse Drawn Vehicles

**November** – Political Cards

### FUTURE SHOWS

**October 3-4:** Allentown Paper Show ??

**November 20-21:** York International Postcard Expo, PA Fairgrounds, York, PA, Fri. 9AM–6PM, Sat. 9AM–5PM, Admission \$5.00



## AUGUST PROGRAM

**CANCELLED**

The program on Railroads will be presented by LCPC member Bud Heim. Through postcards and other ephemera he will share with us stories of the Reading & Pennsy Railroads, the Little, Old & Slow and discuss some train wrecks.

## FUTURE PROGRAMS

September – Leighton Stover

October – Aaron Heckler

November – Maria Schurz, Octoberfest

December – Christmas Party



August is  
National  
Catfish  
Month

## IN THE NEWS



Neal Joseph Boyle, "Joe", loving husband, father, and friend, passed away on July 26, 2020, at the age of 95. Born October 23, 1924 in Dorchester MA, he was the son of Neal Patrick and Beatrice Theresa Boyle.

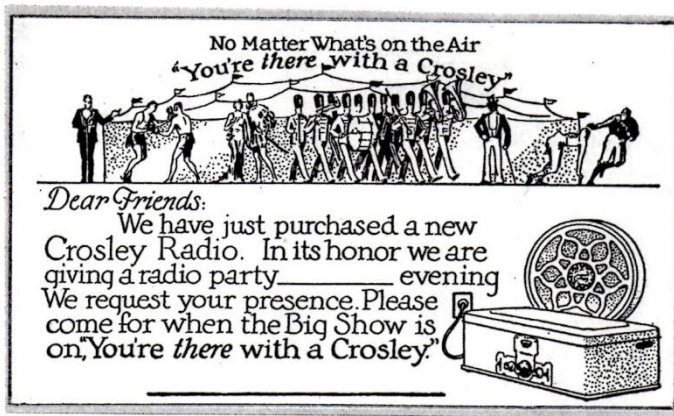
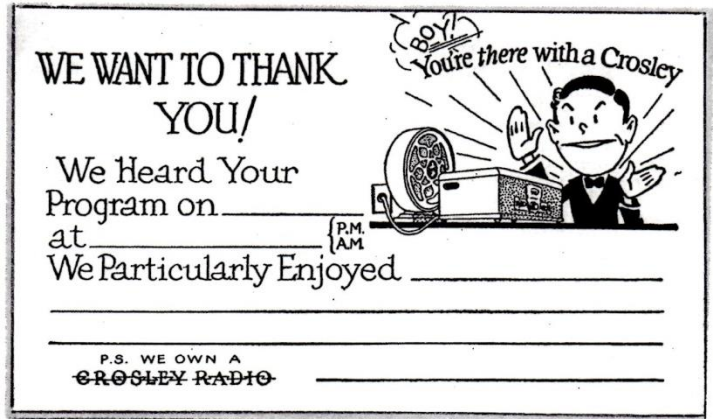
Joe attended Boston College HS, Class of 1942, and graduated college from Georgetown University SFS in 1951. He served three years in WWII in the U.S. Coast Guard as an aerologist dispensing valuable weather data. Joe retired from the American Red Cross as Vice President and CFO. He also had served as Sr. Vice President at GEICO. He was former Chairman of the Finance Commission of the International Federation of Red Cross, and Red Crescent Societies - Geneva, Switzerland. **Joe was an avid collector of paper ephemera and specialized in his passion for vintage postcards. He was well known and respected within the community and was very well known by many within the antique collecting society.**

Funeral Services were held on Friday July 31, 2020 at the Parsell Funeral Homes & Crematorium, Atkins-Lodge Chapel, 16961 Kings Highway, Lewes, DE. Please visit Mr. Boyle's Life Memorial Web Page and sign the online guest book at [www.parsellfuneralhomes.com](http://www.parsellfuneralhomes.com).

## PENNY POST (APPLAUSE) CARDS

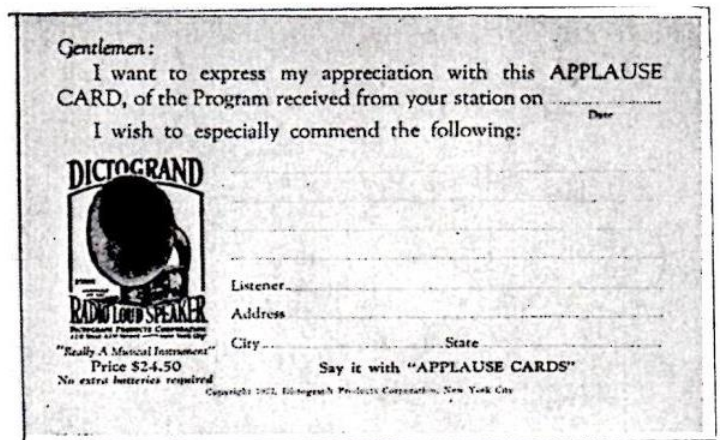
Most of us have seen, from time to time, how postcards played a major role in the world of CBs (Citizen Bands). They put, in touch, amateur radio enthusiasts across the US and around the world. Some single collections are in the thousands.

Similarly, but on a much smaller scale, were Radio Applause postcards. A glance at the examples we show will tell you immediately they represent art from the 1920s. Think of those wild vinegar valentines from the same era.



The early growth of the Radio Age mirrored this portion of vinegar valentines, but only for a short span – to 1926. So stations wanted to know how many listeners they had and what stations they enjoyed. In other words, postcards silently relayed the applause the stations couldn't hear.

Sure, the telephone was an alternate way to contact the station, but it was far more expensive than a penny and not many folks had phones in the 1920s.





**WATERMAN'S  
CONCERT-TALK**

This evening at nine will be broadcast another entertainment in the popular Waterman's series, the subject of the lecture being the Versailles treaty; the time being equally divided between this and the orchestra that has charmed millions.

A special request has been made that "applause cards" be sent in with opinions concerning this series as a whole. Has it so far been interesting? Have you enjoyed these little excursions into the past?

The Versailles treaty is one of history's landmarks. It has been hotly discussed, pro and con, but this evening's talk will avoid political allusions and take no sides.

Broadcasting will be done by:

WEAF, New York	WJAR, Providence
WEEI, Boston	WOO, Philadelphia
WOR, Buffalo	WCAE, Washington
WWJ, Detroit	WCAE, Pittsburgh
	WOCO, Minneapolis

"Applause cards" may be obtained at any store selling Waterman's fountain pens, and it is hoped everyone will send them in.

WAHG and WBOQ  
Owned and Operated by  
A. H. Grebe & Co., Inc.  
Richmond Hill, N. Y.

(Trade Mark)  
Reg. U. S. Pat. Off.

I enjoyed your program on \_\_\_\_\_ (Date) \_\_\_\_\_ (Time)  
especially the following features:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Listener: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

The listener reported her (or his) date and time, the station call letters, the name of the show and a brief comment or two, all of which would fit easily on a postcard. The postcards were all FREE! Crosley Radios, the A.H.Grebe Company's stations, the Dictogrand Radio Speakers supplied postcards, as did the Waterman Fountain Pen Corp. which sponsored a series of Concert -Talks. Happiness Candy Stories sponsored the Happiness Boys, Who Else?

\_\_\_\_\_ 1924

Dear \_\_\_\_\_

We take this opportunity to show our appreciation  
of your program, broadcast by station  
on \_\_\_\_\_  
We especially enjoyed \_\_\_\_\_

Sincerely yours \_\_\_\_\_

If you can locate more information on this subject or can supply a reverse of an Applause Card, we'll show it here.

**HAPPINESS CANDY STORES**  
Radio Applause Card for the "Happiness Boys"

Your Station \_\_\_\_\_ Call Letters \_\_\_\_\_  
was heard here on \_\_\_\_\_ Day \_\_\_\_\_

Months \_\_\_\_\_ Date \_\_\_\_\_ Year \_\_\_\_\_ Time \_\_\_\_\_ A.M. \_\_\_\_\_ P.M. \_\_\_\_\_

Comment \_\_\_\_\_

My suggestions are \_\_\_\_\_

Name \_\_\_\_\_

Street & No. \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

[ Tune in at 8 P.M. every Friday on Station WEAF for your weekly package of Happiness. This entertainment is given to you by the Happiness Candy Stores. ]

Form 1047

Applause Penny Postcards will be hard to find. You'll need to fall into a mother lode of some radio station's 90-year hoard that never made the WWII paper drive. But, you do know they exist, so keep your eyes open.

## WHERE WOULD YOU GO?

Most of us are having a “staycation” this summer. The most adventures or dangerous thing we have done is to go to the grocery store. Maybe some people were planning to stay close to home anyway this summer but for others this home time has been a challenge.

Were you planning a trip? To the beach, to the mountains, to take a cruise or jet off to another land? So much for that! Covid-19 has changed so many plans. But if you could go away – would you chose any of these places?

