



WEBFOOTER EXTRA

March 2013



HAPPY ST. PATRICK'S DAY



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



www.thewebfooters.com



In this issue

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Located at:

FARMHOUSE ANTIQUES



8028 SE 13th Avenue in Historic Sellwood 503-232-6757

Tuesday thru Sunday: 11 to 5

(paid advertisement)

**THANKS TO OUR ADVERTISERS FOR THEIR
SUPPORT WHICH HELPS OFFSET OUR EXPENSES**

33RD ANNUAL
ANTIQUe PAPER SHOW
APRIL 20-21, 2013 KLIEVER ARMORY - 10000 NE 33RD DRIVE - PORTLAND, OR
WEBFOOTERS POST CARD CLUB FREE ADMISSION - FREE PARKING WWW.THEWEBFOOTERS.COM

WEBFOOTERS POST CARD CLUB
2013 ANTIQUE PAPER
AUCTIONS - SHOW & SALE

7th ANNUAL

AUCTION & BANQUET

ORAL AUCTION & BANQUET FRIDAY, APRIL 19

AUCTION PREVIEW AT 4:00 PM, BANQUET DINNER AT 5:30 PM
ORAL AUCTION BEGINS AT 7:00 PM

THE GROTTO CONFERENCE CENTER, 8840 NE SKIDMORE ST

DINNER \$17.00 PER PERSON ♦ RESERVATIONS BY APRIL 14
BOOK NOW!! 503-901-0505 -or- cbessw@aol.com

WE NEED YOUR DONATIONS OR CONSIGNMENTS OF:

- ♦ **POSTCARDS:** REAL PHOTO, HOLIDAY, ARTIST-SIGNED, LITHOS, LINENS & CHROMES
- ♦ **VINTAGE PHOTOGRAPHS:** TINTYPES, STEREO VIEWS, CDVs, CABINET CARDS, SHAPSHOTS & MOUNTED PHOTOS OF ALL SIZES
- ♦ **ANTIQUE PAPER EPHEMERA:** ADVERTISING, TRADE CARDS, TRAVEL BROCHURES, MAPS, MENUS & OTHER EARLY PAPER ITEMS

AND MUCH, MORE!!

♦ DEADLINE FOR CONSIGNMENTS & DONATIONS: MARCH 16

CONTACT 503-901-0505 -or- cbessw@aol.com -or- mark@pdxhistory.com



33rd ANNUAL

ANTIQUÉ PAPER
SHOW & SALE

KLIEVER ARMORY, 10000 NE 33rd DRIVE, PORTLAND OR 97211
On TriMet Line 73

POSTCARDS ♦ PHOTOGRAPHS ♦ ANTIQUE PAPER EPHEMERA ♦ NOSTALGIA

SAT. APRIL 20, 10 AM-5 PM ♦ SUN. APRIL 21, 10 AM-4 PM

FREE ADMISSION ♦ FREE PARKING ♦ SNACK BAR

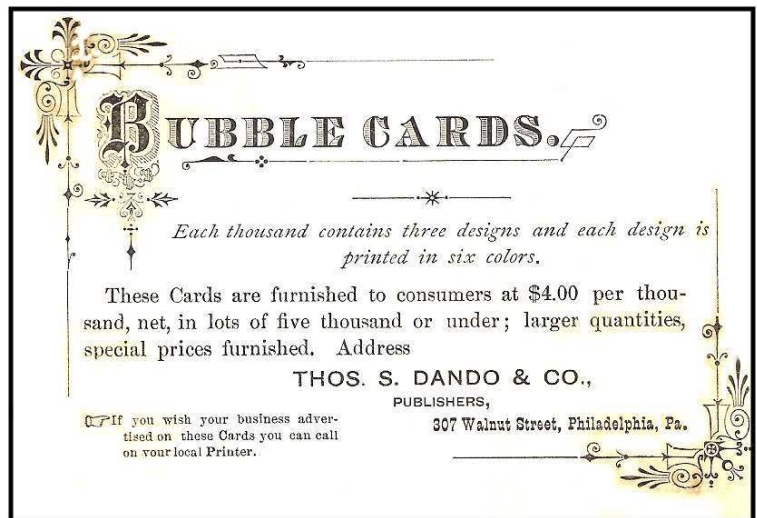
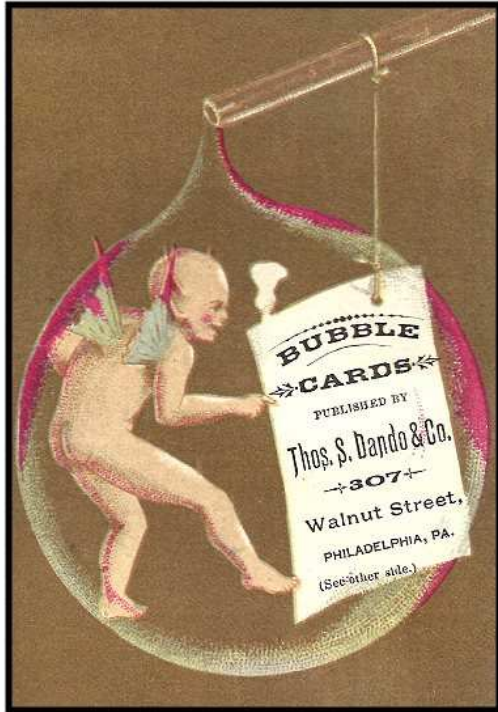
SILENT AUCTION APRIL 20- APRIL 21*

SILENT AUCTION CLOSING SUNDAY AT 2:00 PM

***HELD AT KLIEVER ARMORY IN CONJUNCTION WITH THE SHOW**

WHAT IS EPHEMERA?

Usually something that is printed today and tossed tomorrow. The Google dictionary defines ephemera (e-fem-er-a) as things that exist or are used or enjoyed for only a short time. Items of collectible memorabilia, typically written or printed ones, that were originally expected to have only short-term usefulness.



Trade cards became popular with the enterprising merchants who distributed them from the 1870s into the 1900s. The two views above show the front and back of an early advertising card for “Bubble Cards.” Bubble Cards depicted small characters or children in a bubble and they were fairly inexpensive to acquire. The cards were used to highlight and advertise various goods and services. This card advertises three different designs in an order of 1000 Bubble Cards for \$4.

According to Wikipedia: **ephemera** (singular: **ephemeron**) is any transitory written or printed matter not meant to be retained or preserved. The word derives from the Greek, meaning things lasting no more than a day. Some collectible types of ephemera include advertising trade cards, bags, blotters, bookmarks, boxes, calendars, catalogs, flyers, greeting cards, letters, pamphlets, postcards, posters, stock certificates, tickets and zines. I don't have any zines, but I know some of you have them.

In today's world, we are so blessed to live in a time when we can still find Victorian ephemera from the 19th Century at a reasonable price. The generations after ours will not be so fortunate. Most of us consider ourselves to be postcard collectors and postcards were printed in such large quantities that the number of postcards available is far greater than the other types of ephemera from the same period. Children were the most popular subject on trade cards.



Two beautiful examples of very effective trade cards.

Why would one collect ephemera? One only has to see a few of the pieces that were printed in bright colors and die-cut into cute shapes. The role of ephemera was to catch someone's attention and to provide an inexpensive way to advertise goods and services. Ephemera is still being produced on paper products, but for how long? Wikipedia also lists video and audio ephemera.

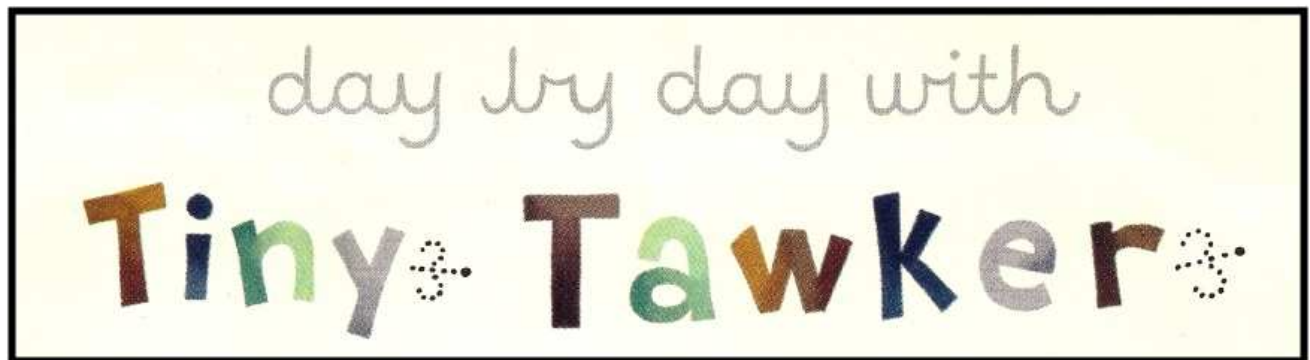


Pickle cards from Heinz are very collectible.



This calendar blotter from 1930 used cute twins to promote Tip Top Bread.

If all babies that ate Tip Top Bread looked as healthy and happy as these babies do, the bread must have flown off the shelves. That would certainly convince most of us to buy Tip Top.



In the 1950s, American illustrator, author and art instructor Andrew Loomis created a gnome-like character who tells children to brush their teeth, save their pennies and be good. He named this character "Tiny Tawker" which was the subject on calendars produced by Brown & Bigelow and aimed at children.



The calendars I have seen were produced for dairies to let their customers know what day to expect milk deliveries. In 1956, Alpenrose Dairy in Portland chose to use the Day-by-Day with Tiny Tawker calendar.



We'll make a Jack-O'-Lantern with a grin that's wide and gay, and have a happy Halloween scaring the spooks away.

Author Andrew Loomis wrote "In friendly Tiny Tawker, I've endeavored to create a line of gentle suggestions and examples which, if followed, should pleasantly assist in teaching good personal and social habits."



Let's gather 'round the table and bow our heads in prayer to give our thanks together for all the good things there.

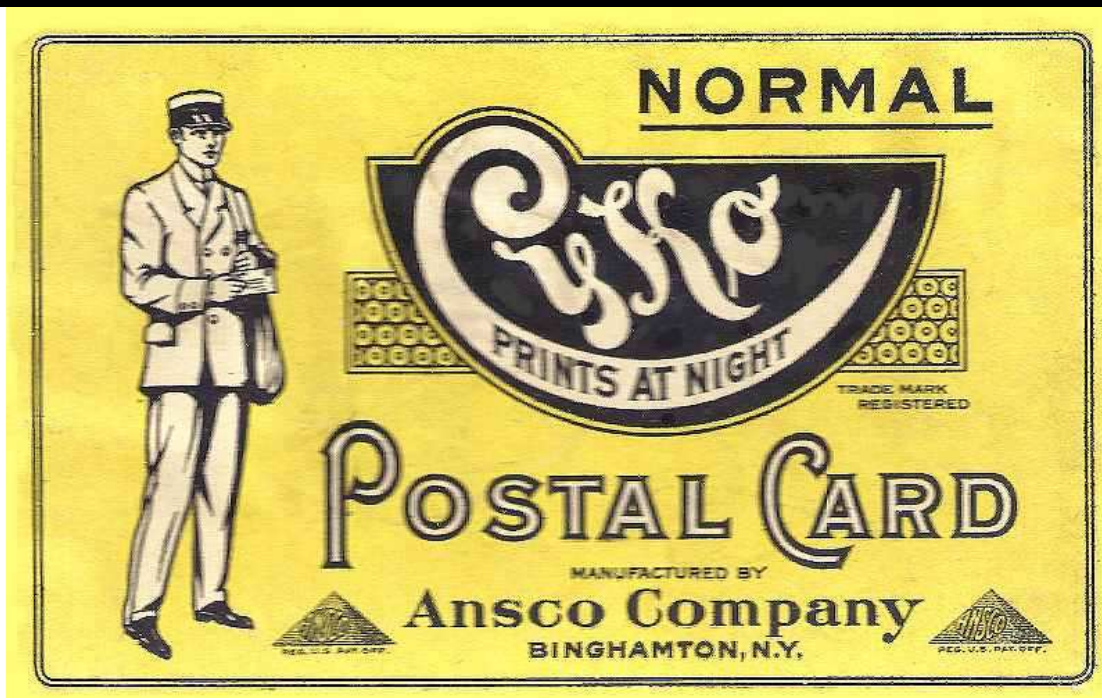


If you are nice to others, they'll be nice to you.

"Tiny gives no hint of a child wanting to do wrong, but confidently assumes that each one wants to do what's right and good. He suggests things that youngsters quickly learn will bring them praise and pride."



We know Old Santa won't forget us for we've been good girls and boys.



Here is the label on a box lid for Cyko postcard paper, a recent find at Expo.

Many of you have seen the concert posters from the 60s and 70s that sell for \$500 up to \$10,000 or more at auctions. In many cases, these are one-of-a-kind because only a few of them were made and even fewer were saved. As you can see, collecting ephemera can be very fun and fulfilling.



In the early 1980s, the Webfooters met at Hollywood East, a 14-story apartment building at 4400 NE Broadway.

Meetings were held in the cafeteria on the ground floor.