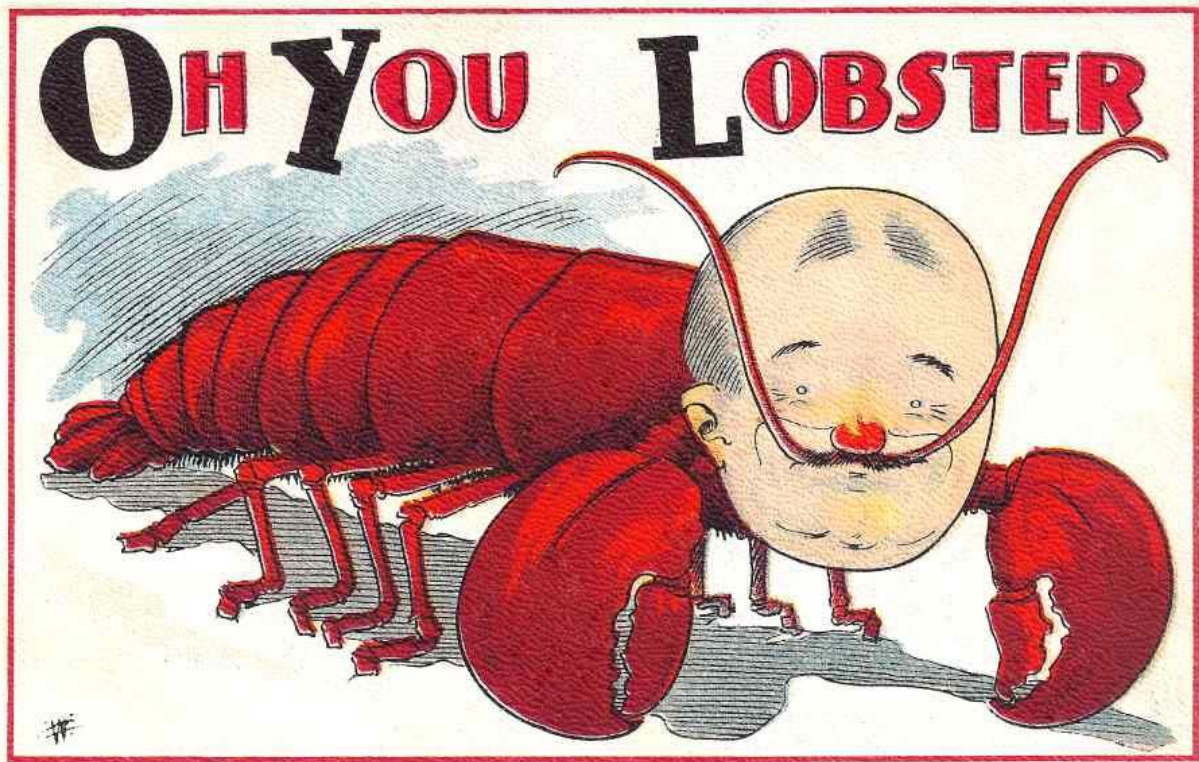




WEBFOOTER EXTRA

March 2014

FRUIT HEADS & NOVELTY CARDS



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



 www.thewebfooters.com



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- ◆ Postmark America Series by Bill White – see page 2.
- ◆ Fruit Heads and Novelty Art Postcards – see page 5.



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34th Annual
April 26-27, 2014

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THE POSTMARK AMERICA SERIES **BY BILL WHITE**

In June 2011, the U.S. Postal Service introduced a new series of postmarks dubbed "Postmark America." The postmarks help post offices call significant landmarks near their locations to the public's attention. Unlike promoting a one-day celebration of an event or anniversary with a pictorial postmark, the newly introduced Postmark America cancellation offers an indefinite opportunity to collectors and ordinary users of the U.S. Postal Service to obtain these postmarks from all participating locations.

East of Portland, Oregon, on the south side of Mount Hood sits Timberline Lodge, which attracts well over a million visitors and skiers a year. But there are also six communities surrounding Mount Hood that are less known to visitors: Government Camp, Rhododendron, Welches, Brightwood, Sandy and Mount Hood-Parkdale. This new series of postmarks helps direct attention to those towns by tying in an image of Mt. Hood with their postmark.

The first release for the mountain's seven post offices was on Sept. 28, 2012 during the 75th Anniversary of Timberline Lodge. Six more area post offices have since introduced the Postmark America postmark to nearby businesses and patrons. The last Postmark America postmark in this series was introduced at the end of March 2013 when three different postmarks were offered with the same 97041 ZIP code: Mount Hood, Ore., Parkdale, Ore. or Mount Hood-Parkdale, Ore. I believe this to be a "one-of-a-kind" grouping for postmark collections.

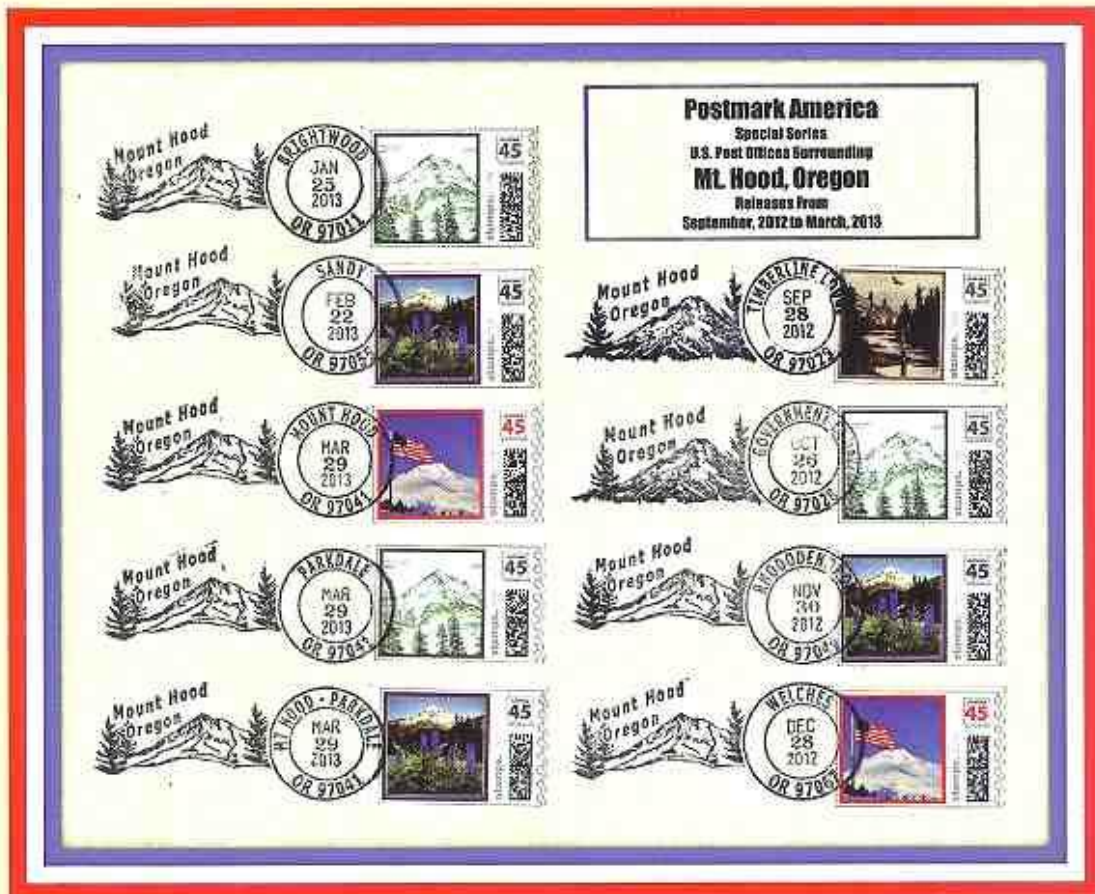
Editor's Note: Thanks to longtime Webfooter Bill White for sharing excerpts from his article which first appeared in the Jan. 2014 issue of First Days – the Journal of the American First Day Cover Society.

FIRST DAYS



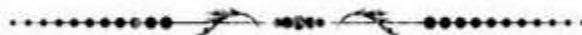
JOURNAL OF THE AMERICAN FIRST DAY COVER SOCIETY
 Vol. 59, No. 1 Whole Number 412 January 2014

Postmark America



Postmark America Series by Bill White

**WEBFOOTERS POST CARD CLUB
2014 ANTIQUE PAPER
AUCTIONS & SHOW & SALE**



**8th ANNUAL
ORAL AUCTION & BANQUET
FRIDAY, APRIL 25**

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

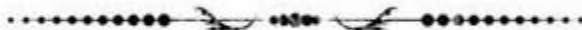
THE GROTTO CONFERENCE CENTER, 8840 NE SKIDMORE ST
DINNER \$17.00 PER PERSON ♦ RESERVATIONS BY APRIL 21
BOOK NOW!! 503-901-0505 OR cbessw@aol.com

WE NEED YOUR DONATIONS OR CONSIGNMENTS BY APRIL 1 OF:

- ♦ Postcards: Real Photo, Holiday, Artist-Signed, Lithos, Linens & Chromes
- ♦ Vintage Photographs: Tintypes, Stereo Views, CDVs, Cabinet Cards, Snapshots & Mounted Photos of All Sizes
- ♦ Antique Paper Ephemera: Advertising, Trade Cards, Travel Brochures, Maps, Menus & other early paper items

♦ AND MUCH, MUCH MORE ♦

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**34th ANNUAL
ANTIQUÉ PAPER
SHOW & SALE
AND SILENT AUCTION
SAT. & SUN. APRIL 26 & 27**

KLIEVER ARMORY, 10000 NE 33rd DRIVE, PORTLAND OR 97211
ON TRIMET LINE 70

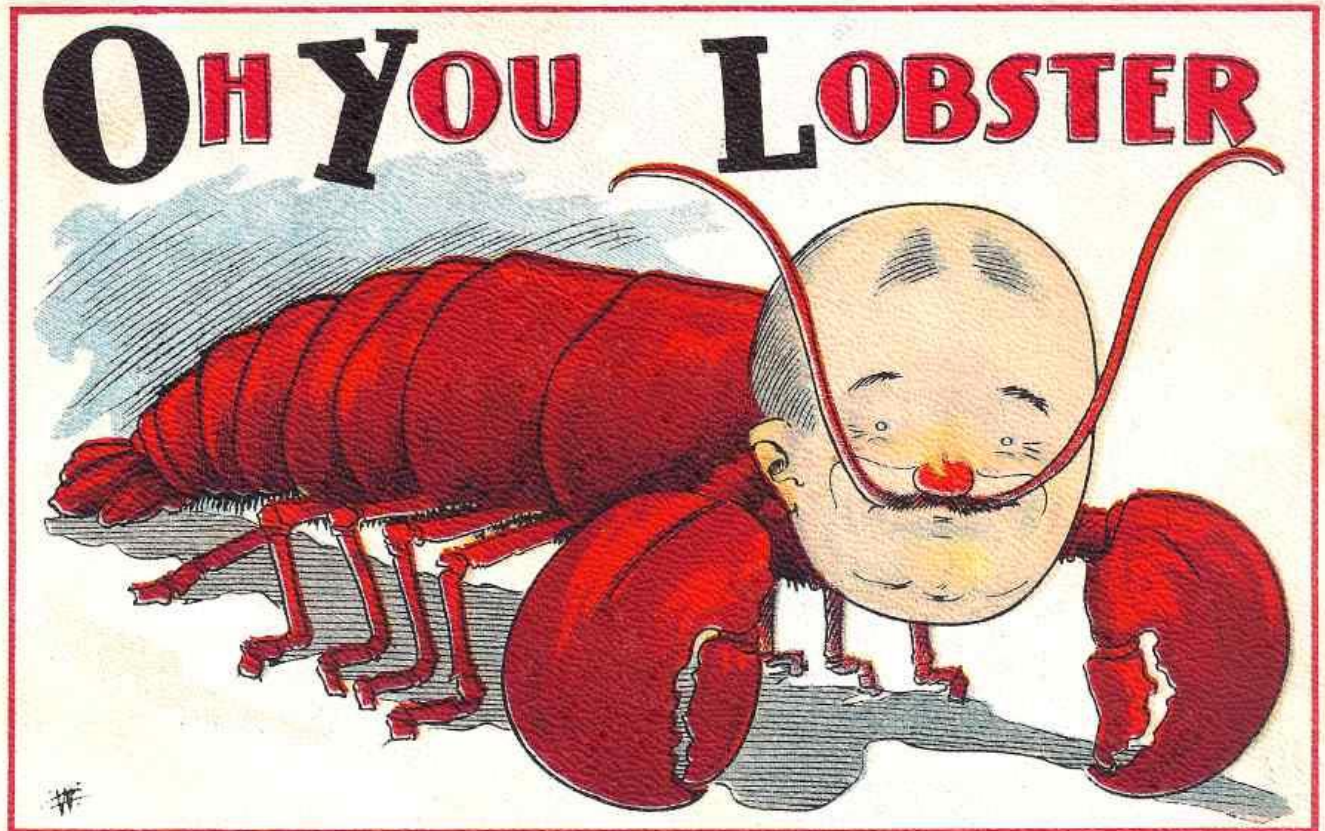
POSTCARDS ★ PHOTOGRAPHS ★ ANTIQUÉ PAPER EPHEMERA ★ NOSTALGIA

SATURDAY 10 AM—5 PM ★ SUNDAY 10 AM—4 PM

SILENT AUCTION FIRST CLOSING SUNDAY 2:00 PM

FREE ADMISSION ★ FREE PARKING ★ SNACK BAR

“FRUIT AND VEGETABLE HEADS” COMIC EXAGGERATION POSTCARDS



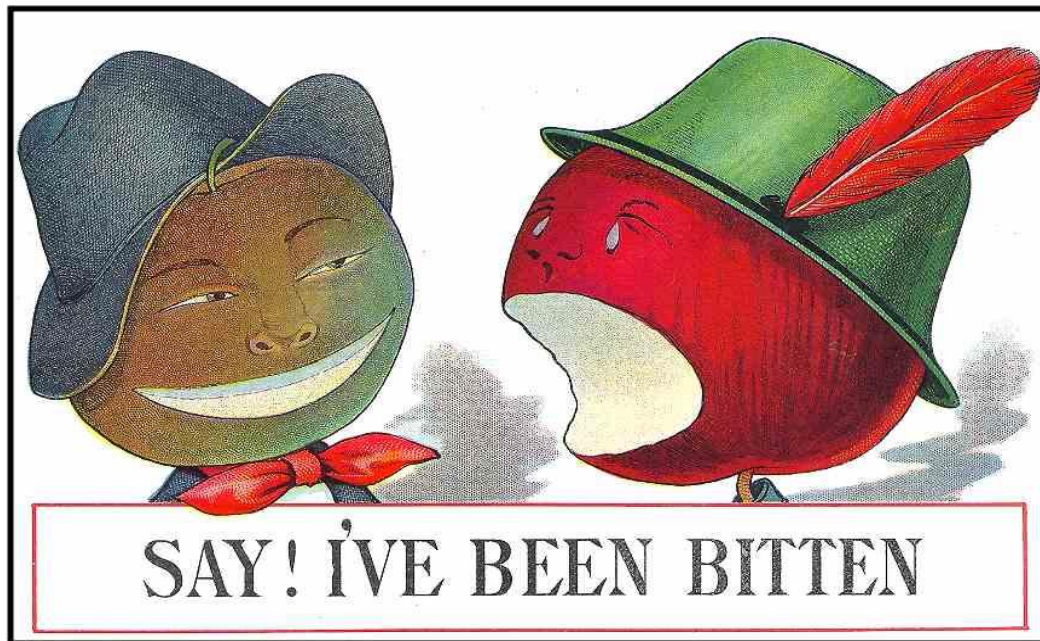
A little more than 100 years ago, a genre of novelty art postcards with human heads on fruits, vegetables and other creatures such as lobsters were created. The above card has what appears to be the artist's initials in the lower left, and the only identification on the back is "Series 98."

"Fruit head" postcards were typically used as Valentine's Day greetings, but because they don't mention love or Valentine's Day, they could be used for most any occasion throughout the year. Most of the novelty illustrations feature an exaggerated-size vegetable or fruit as the head of a boy or girl captioned with a catchy phrase. These designs have retained their popularity and many of these cards have been reproduced over the years on postcards as well as note cards.

One of the first publishers to produce these cards was Raphael Tuck & Sons, a London-based publishing business that was one of the most well-known during the golden age of postcards in the early 1900's. The company headquarters, Raphael House, was destroyed when London was bombed during World War II.



The "Apple of my Eye" card on the left was one of a set of twelve postcards published by Raphael Tuck & Sons from the Garden Patch Series, illustrated by E. Curtis in 1907. The Lemon card on the right was labeled "Comic Series no. 22" and it was copyrighted by E. Nash in 1910. Like many other greeting cards produced in 1909 and 1910, it was embossed. The card below has quarrelling apple heads.



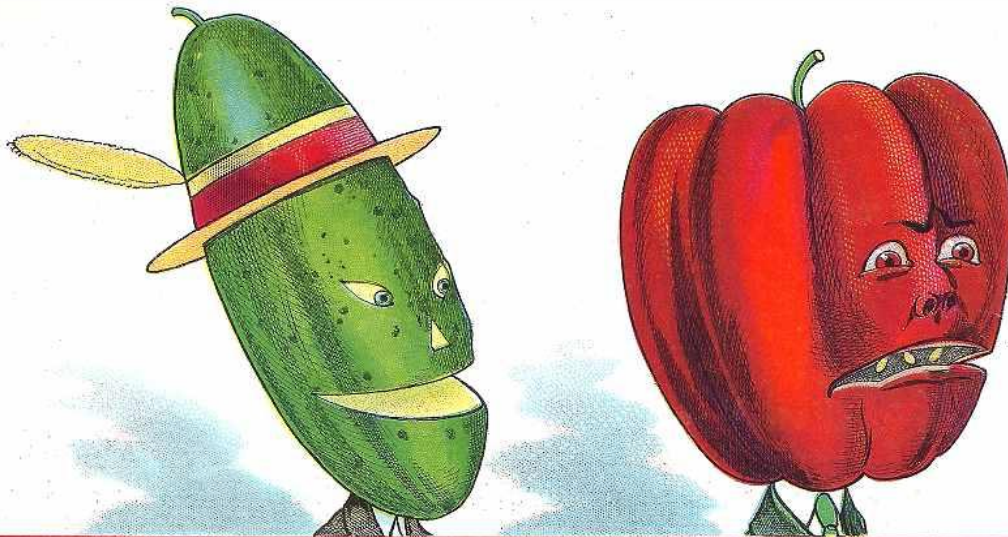


IT DOES **BEET** ALL HOW
MUCH I THINK OF YOU

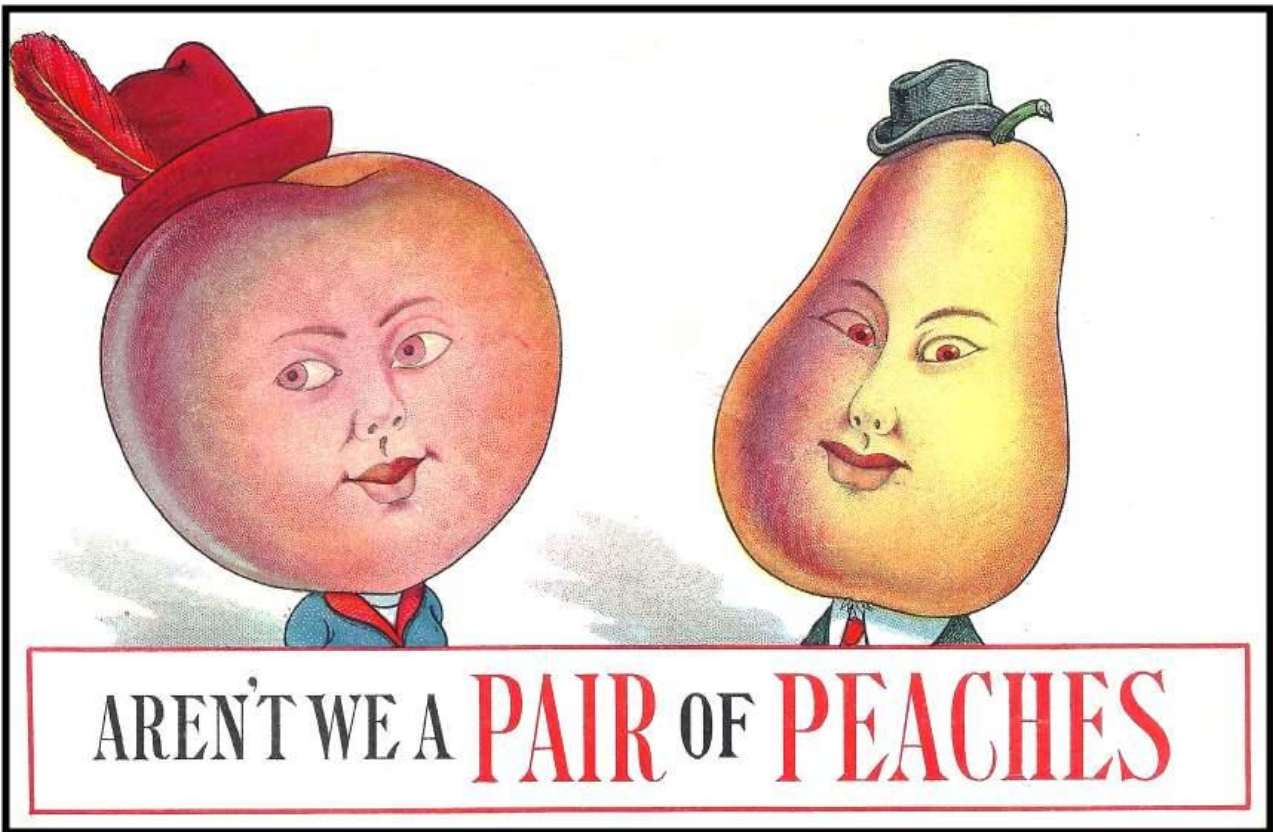


SET THE HOUR AND I'LL
TURNUP

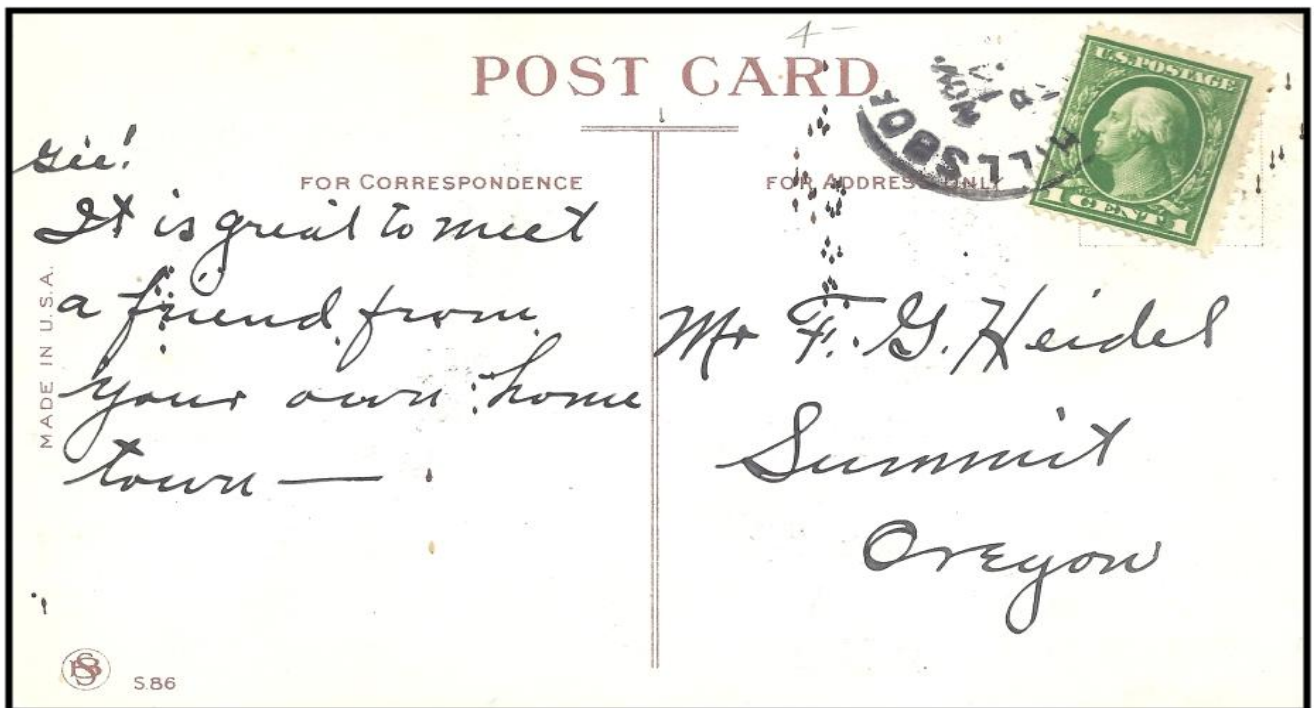
A modern reproduction set of seven of these cards was recently sold on eBay for \$6.95.



KEEP COOL, DON'T GET HOT
UNDER THE COLLAR



Four of these cards have been mailed: two are postmarked 1912 and one in 1913.



This one was mailed from Hillsboro, Oregon on Nov. 14, but the year is not legible. Webfooter Walt Fortner recognized the logo as belonging to Samson Brothers (1909-1919) of New York, NY. Samson Brothers was known for producing brightly colored tricolor cards printed in the United States on lower grade stock and their subjects encompassed blacks, romance, greetings, holiday cards and humor.

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2014 ANTIQUE PAPER AUCTIONS ♦ SHOW ♦ SALE

★★★

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