



WEBFOOTER EXTRA

DECEMBER 2014

MERRY CHRISTMAS GREETINGS



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



www.thewebfooters.com



◆ The Importance of Postcard Backs – see page 3.

WEBFOOTERS POST CARD CLUB
2015 ANTIQUE PAPER
AUCTIONS & SHOW & SALE

9th ANNUAL

ORAL AUCTION & BANQUET
FRIDAY, APRIL 17

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 12
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, Snapshots & Mounted Photos of All Sizes
- ♦ Antique Paper Ephemera: Advertising, Trade Cards, Travel Brochures, Maps, Menus & other early paper items

♦ AND MUCH, MUCH MORE ♦

CONTACT CAROLE 503-901-0505, cbessw@aol.com OR MARK mark@pdxhistory.com

35th ANNUAL

ANTIQUÉ PAPER
SHOW & SALE

AND SILENT AUCTION

SAT. & SUN. APRIL 18 & 19

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

THE IMPORTANCE OF THE POSTCARD BACK

OREGON SOUVENIR BOOKS

POST CARD HALL

PATTON BROS. PROPRIETORS
320 STATE ST., SALEM, OREGON

ALL KINDS POST CARD ALBUMS

GET OUR SPECIAL LEATHER POSTALS

FOUNTAIN PENS FOR CARD WRITING

SOUVENIR **POST CARD** NOVELTIES

LARGEST ASSORTMENT OF POST CARDS IN OREGON

The Only Store Receiving New Novelties as Published — Headquarters for Tourists and Post Card Collectors—Foreign Views—We Furnish Anything Published—Mail Orders Solicited.

COME IN AND SEE DISPLAY—NEW CARDS EVERY DAY

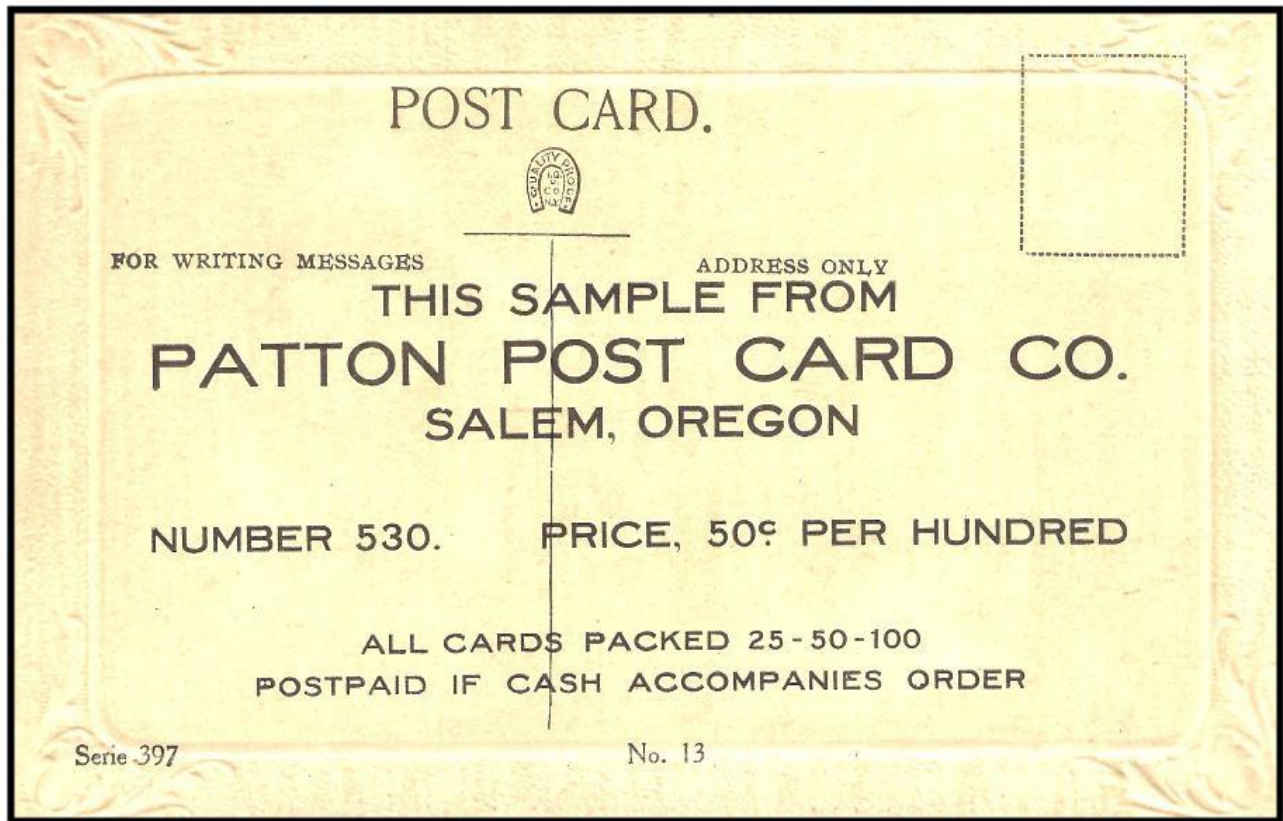
JOIN OUR POSTAL CLUB AND GET CARDS FROM ALL PARTS OF THE WORLD

Led by Edwin Patton, the Patton Brothers of Salem operated Post Card Hall, the largest postcard store in Oregon.

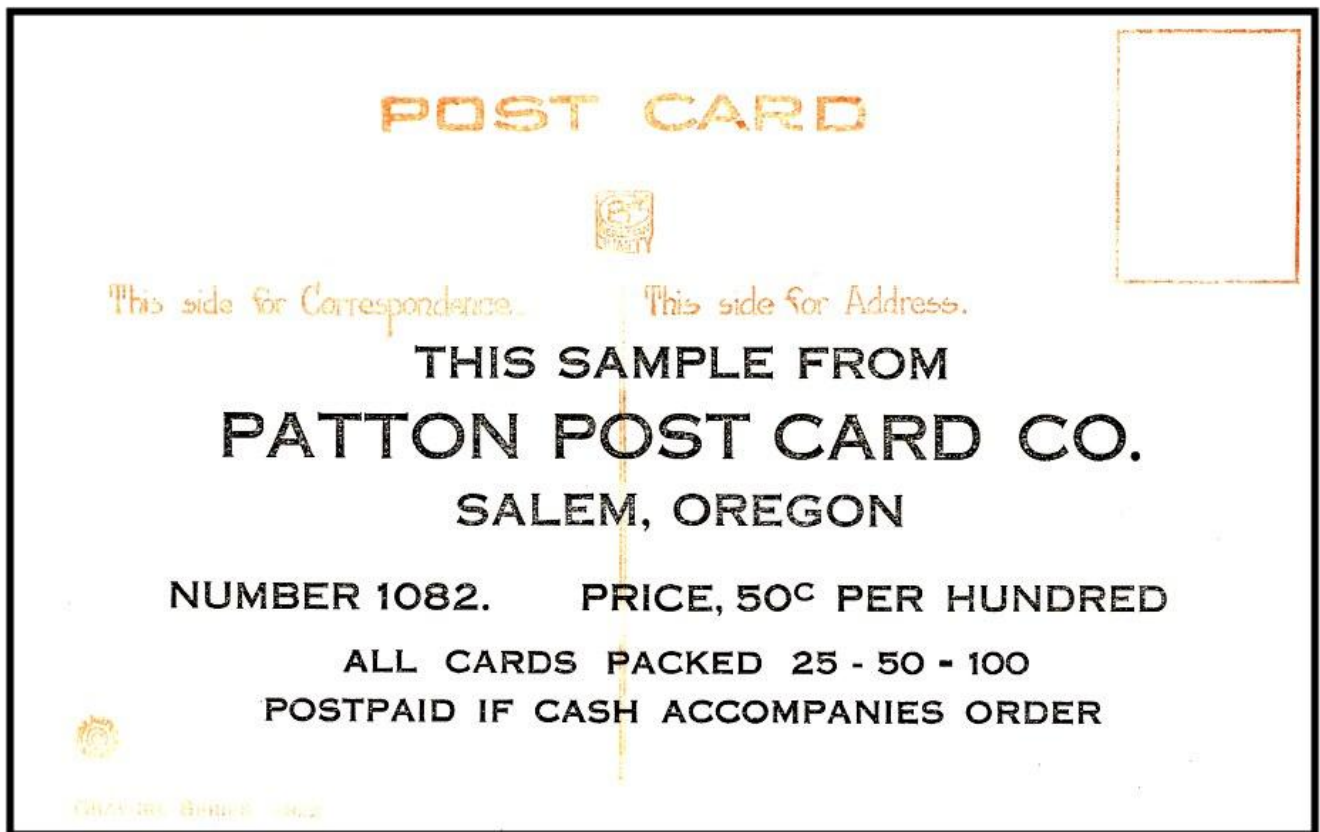
Some collectors overlook the back of postcards and may not realize the importance they play in postcard collecting. Besides providing lots of historic information, a highly sought-after back of a postcard can increase the value of a not-so-desirable everyday card by 10 or 20 times.

The back of a postcard can give several clues about the age of a card. If the postmark on a postally used card is readable, that is the first clue to its age. Most of the cards that made it to the post office were mailed within a year or two of being produced. On a card that was not mailed, the first place to look is the stamp box.

Stamp boxes are the small rectangular boxes printed on the upper right hand side, where the stamp is to be affixed. By comparing identical mailed and unmailed cards, researchers have developed a pattern to determine when a particular style of card was produced. Stamp Box Guides are available on the Internet on sites such as: <http://www.playle.com/realphoto/>



Patton Post Card Co. published numerous postcards during the golden age of postcards, from 1908 to 1917. They are remembered for capturing many Northwest views on real photo postcards.



POST CARD

We Have Moved To 102 North Fifth Street

D. M. AVERILL & CO.
PORTLAND, OREGON

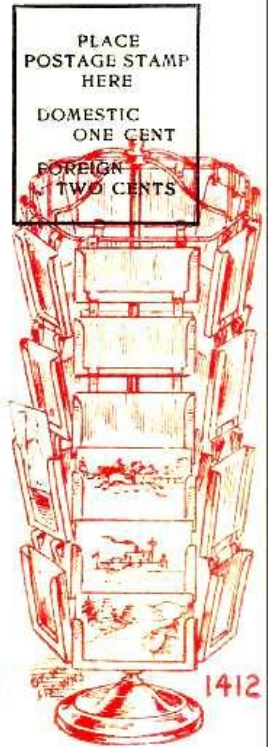
MANUFACTURERS OF

SOUVENIR POSTAL-CARDS AND BOOKS

POSTAL-CARDS, \$4.00 \$6.00 \$8.00 AND \$9.00 PER 1,000 OR \$1.00 PER 100

POSTAL-CARD RACKS TO HOLD 48 VARIETIES, 50 OF EACH KIND, PRICE \$3.50

THIS SIDE IS EXCLUSIVELY FOR THE ADDRESS



The D.M. Averill Co. published postcards in Portland for several years beginning in 1905.

POST CARD

Postage
Domestic
one cent
Foreign
two cents

THIS SPACE FOR CORRESPONDENCE

THIS SPACE FOR THE ADDRESS

Dear Sir:

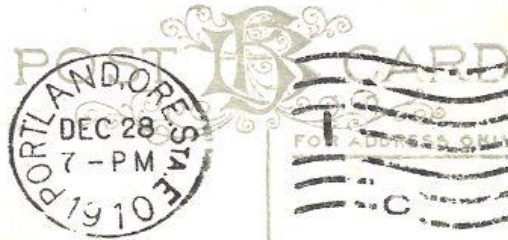
*We thank you for your
order of which will
have our best attention.
Soliciting your further
favours,*

Respectfully,

The D. M. Averill Co

102 N. FIFTH ST.
PORTLAND, OREGON

B.B., London. Series No. NY 345. Made in England.



WE Thank you for many
past favors and wish you a
Happy and Prosperous New Year

PORTLAND POST CARD CO.

*Portland, Oregon
January first, nineteen eleven*

FOR ADDRESS ONLY

J. O. Fenton,

Union Depot,

City.

News Counter.

The Portland Post Card Co. published postcards from about 1907 to 1912.

SPECIAL TO POST CARD COLLECTORS

\$2.00 per box of 1000 cards

In clearing our sample files we pack approxi-
mately 1000 assorted post cards (80 to 150 va-
rieties in a box. Every box different.

— f. o b. Milwaukee, Wis.

Send your remittance to:

E. C. KROPP CO.
1830 N. 16th St.
Milwaukee 5, Wis.

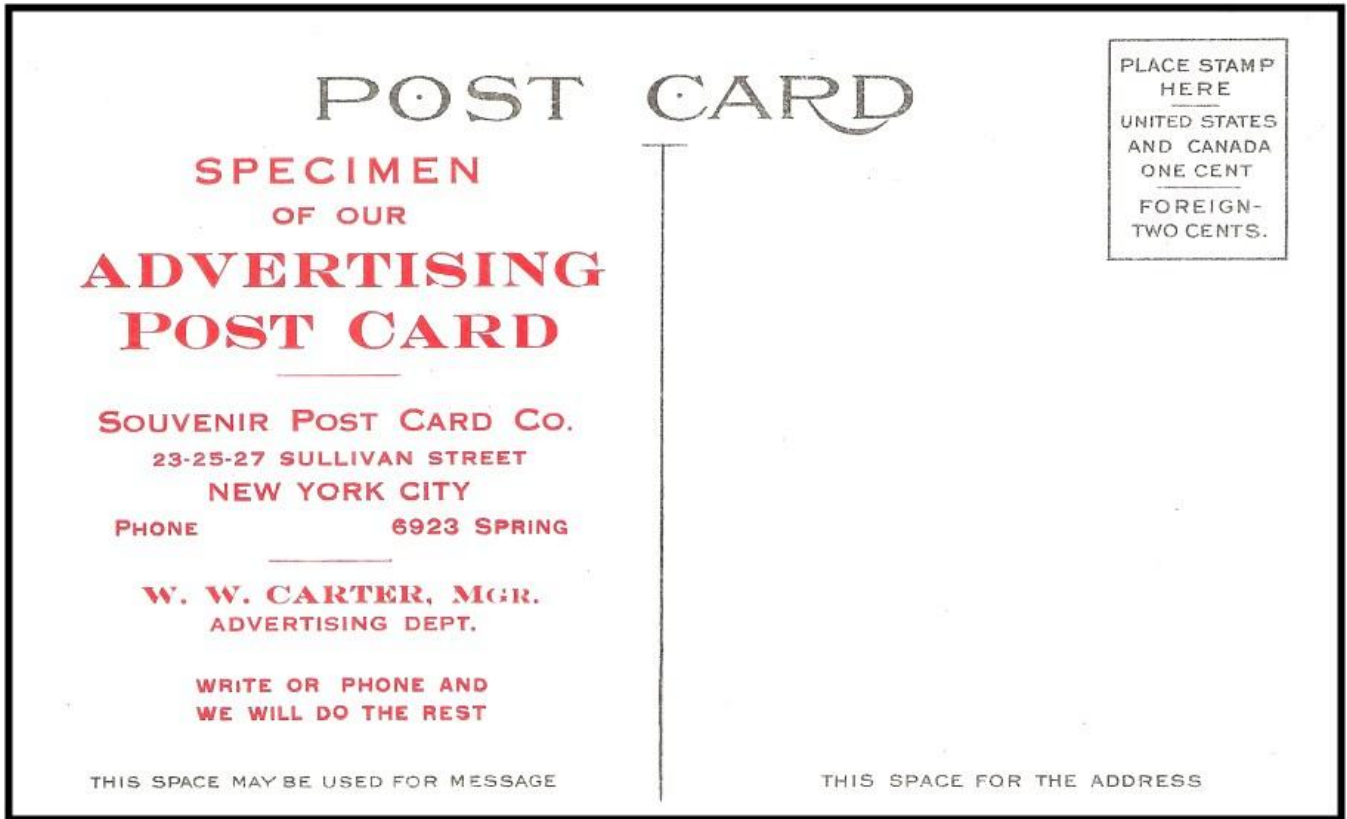
NATURAL COLOR POST CARD MADE IN U. S. A. BY E. C. KROPP CO., MILWAUKEE, WIS. (JBY)

21974

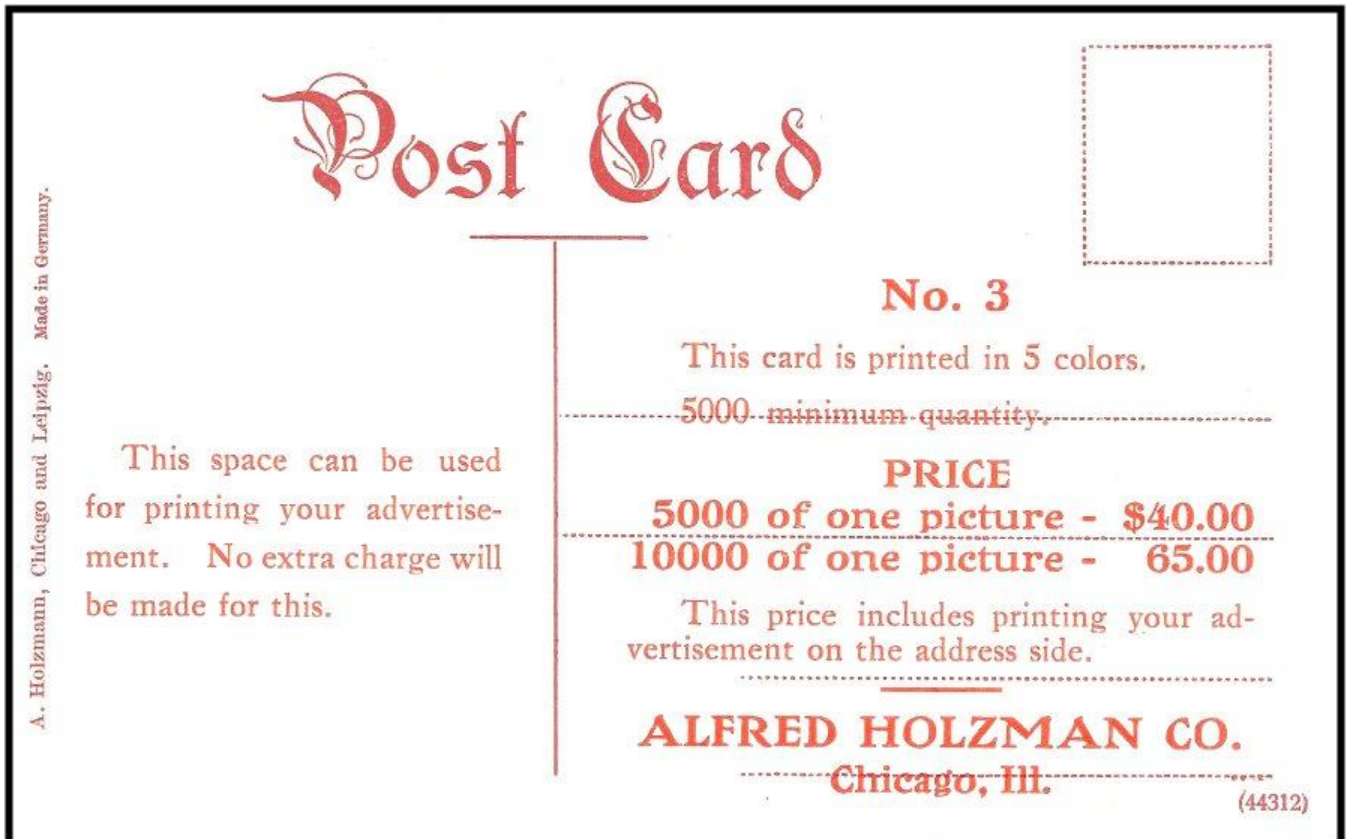
Post CARD



E.C. Kropp Co. of Milwaukee, Wisconsin published postcards from 1898 to 1956 when the company was sold to L.I. Cook Co. Today, they are part of GAF Corp.



The Souvenir Post Card Co. of New York published postcards from 1905 to 1914.



The Alfred Holzman Co. of Chicago published postcards from 1906 to 1910.

POST CARD

PLACE
POSTAGE
STAMP
HERE.

COMPARE THE ORDINARY
POST CARD WITH  **SHEAHAN**

GARDS AND YOU WILL NEVER USE ANY OTHER.

City Views Ten For Five Cents,
□ □ □ ALSO ONE CENT EACH. □ □ □

THE LARGEST POST CARD PARLOR IN THE WORLD.

THIS SPACE IS RESERVED FOR THE
ARROW POST CARD CO. 1110 OLIVE ST.

WEBFOOTERS POST CARD CLUB

35th Annual

ANTIQUe PAPER SHOW & SALE

FREE ADMISSION **PORTLAND, OREGON**
FREE PARKING



KLIEVER ARMORY www.thewebfooters.com
10000 NE 33RD DRIVE

April 18-19, 2015