



THE WEBFOOTER

The official publication of The Webfooters Post Card Club in Portland, Oregon

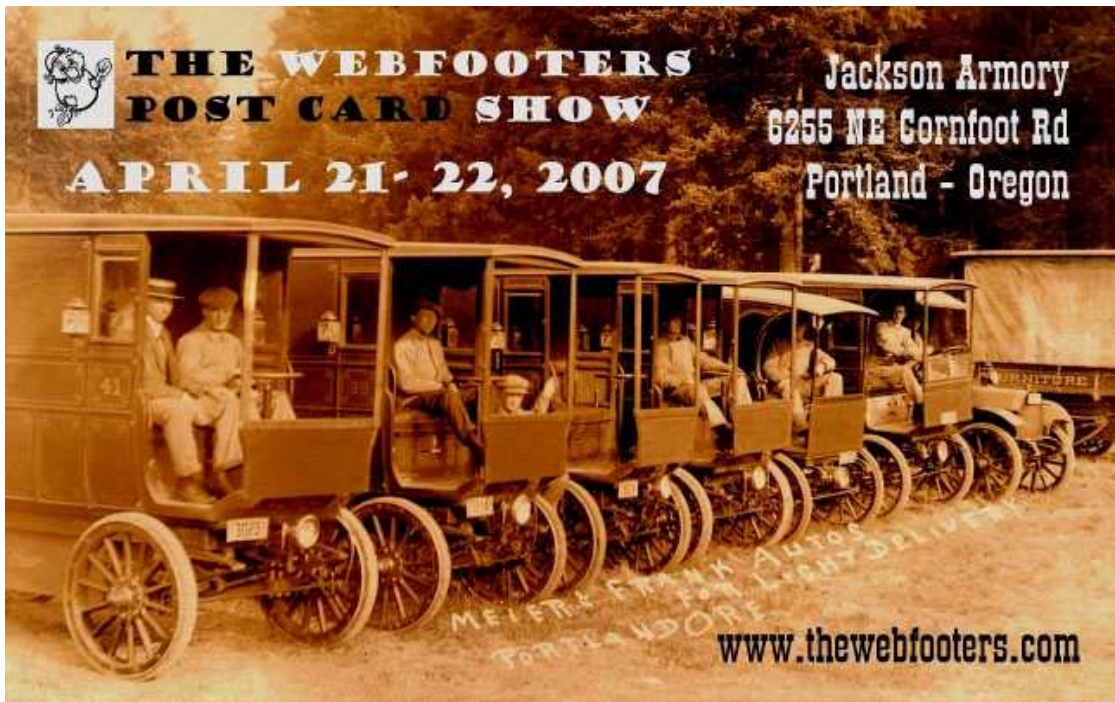
Volume 41 - Issue Number 4 - April 2007

"Every subject known to man can be found on a post card"

www.thewebfooters.com



It's Show Time



Auction, Show & Sale April 20, 21, 22, 2007

Auction: Rodeway Inn – 9727 NE Sandy Blvd by I-205
Friday 7:00 pm, Dinner 5:30 pm

Sale: Jackson Armory - 6255 NE Cornfoot Rd (by Portland Airbase)

Sat: 10:00 am to 5:00 pm – Sun: 10:00 am to 4:00 pm

View the Auction Lots at www.thewebfooters.com

See Page 5 for the History of Post Cards in America



President's Corner

The Webfooters first ever Post Card, Photo and Collectible Paper Auction is coming together quite nicely, thanks to the volunteer efforts of some of our members. We have assembled a very diverse and impressive collection of over 160 lots for the auction. We have provided pictures and descriptions for 160 of the lots on our website and we welcome your absentee bids via phone or email. To make it easier for you to make your purchases, we are accepting Visa, MasterCard and American Express cards.

We will hold our 27th Annual Show and Sale, at the Jackson Armory (6255 NE Cornfoot Rd) April 21-22, 2007. To kickoff the Show we will hold a Banquet and Auction on Friday April 20, 2007 at the Rodeway/Quality Inn at 9727 NE Sandy where Sandy Boulevard meets I-205. Preview begins at 3pm, the Banquet Dinner begins at 5:30pm and the Auction begins at 7pm.

You won't want to miss this memorable event in the history of The Webfooters. I can't remember when The Webfooters held a banquet. We must have your reservations very soon for the Banquet Dinner for the modest price of \$14 (including gratuity). The deadline is fast approaching. Contact Dave Elston at elkon2k@pcez.com to reserve your spot.

I want to thank several folks who donated items for the auction. Special thanks to Stuart & Linda Kammerman and Jocelyn Howells. All donated items will help The Webfooters accomplish our goals of promoting Deltiology.

Club Officers

President/Editor.....	Mark Moore
Vice President.....	Dale Nix
Secretary.....	Dave Elston
Treasurer.....	Arne Soland
Membership Chairman.....	David Sell
Member-at-Large.....	Jane Burton
Member-at-Large.....	Phyllis Palmer
Historian.....	Joe Macdonald
Librarian.....	Steve Kuryk

Articles and information for the Webfooter are always welcome. Please contact your editor.
Post cards and information in this issue from www.pdxhistory.com unless otherwise noted.

www.thewebfooters.com

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First Annual
**WEBFOOTERS
POST CARD CLUB**

Postcard, Photograph & Ephemera

*** AUCTION ***

Friday, April 20, 2007 * 7:00 pm
Preview begins at 3:00 pm
Rodeway Inn – Portland Airport
9727 NE Sandy Boulevard in Portland, Oregon

AUCTION LOTS INCLUDE:

- Post Cards: real photo, holiday, artist signed, lithos, linens & chromes.
- Vintage Photographs: daguerreotypes, ambrotypes, tintypes, stereo views, CDVs, cabinet cards, snapshots & mounted photos of all sizes.
- Paper Ephemera: advertising, trade cards, travel brochures, maps, menus & other early paper items!

No-host banquet dinner at the Rodeway Inn beginning at 5:30 pm

View the Auction Lots at www.thewebfooters.com

27th Annual Show and Sale

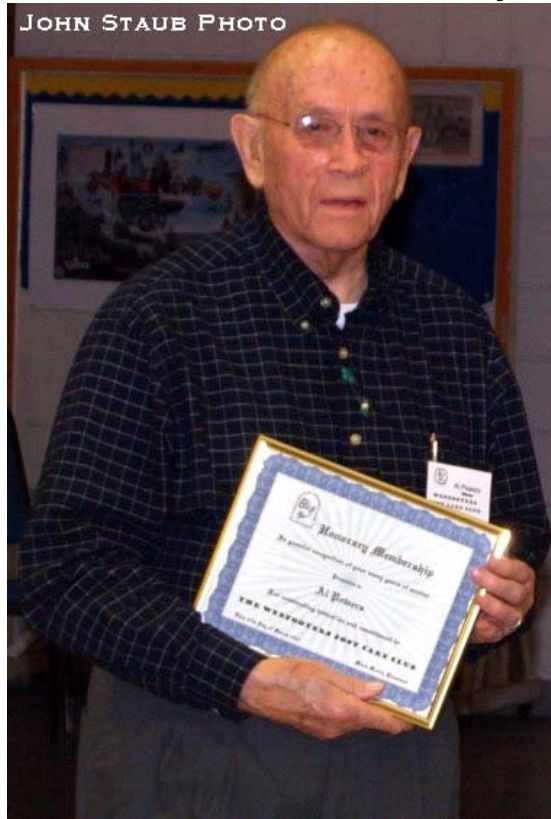
Saturday, April 21 from 10:00 am to 5:00 pm

Sunday, April 22 from 10:00 am to 4:00 pm

Oregon National Guard Armory
6255 NE Cornfoot Road, Portland, Oregon

For dealer and general show information, contact Mark Moore: mark@pdxhistory.com – www.thewebfooters.com

Al Powers Awarded Honorary Membership



In Our Mailbox

Letter received from Al Powers:

March 23, 2007

To the members of The Webfooters Post Card Club:

I wish to thank you for the honor you bestowed on me at the March 17th Meeting, with the Honorary Membership Certificate. It was indeed a surprise, but a very appreciative one. I have enjoyed working for The Club as Treasurer for several years and will continue working for The Club in any capacity I can.

Webfootedly yours,

A handwritten signature in cursive that reads "Al Powers".

Letter received from Stuart & Linda Kammerman:

March 13, 2007

We are members of The Webfooters and believe this group is the best of the different collectors' organizations we have been affiliated with over the years. The board members are doing a great job. Many thanks for the time and effort you give to The Webfooters.

Best regards, Stuart & Linda Kammerman

POST CARD HISTORY

Deltiology, which is the official name for post card collecting, is thought to be one of the three largest collecting hobbies in the world along with coin and stamp collecting. Post cards are popular because of the wide range of subjects that are portrayed upon them. Just about every subject known to man can be found on a post card.

History itself can be tracked on post cards, from famous people to historical buildings, from historical events to art, holidays, advertising and more. In fact, post cards provide a more official record of history than a photograph because the date can be authenticated by the postmark or by similar characteristics from post cards made at the same time.

Picture post cards date from the 1860's to mid 1870's in other parts of the world, but post cards as we know them, came into being in 1901 in the United States. Prior to that time, there were trade cards and postal cards, which usually carried advertising or printed messages. Colorful trade cards became popular with the enterprising merchants who distributed them from the 1870's to the 1890's. With the advent of the camera, which was developed in the mid-1800's, and later the post card, history would be forever immortalized in print.

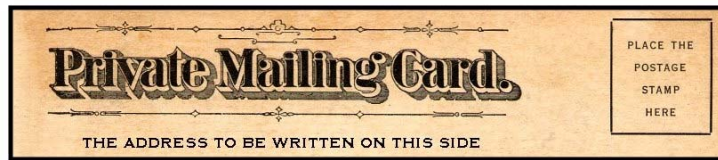
The new art of photography spawned the inexpensive post cards and stereoscopic view cards which enabled many people at home a glimpse of the places where friends and family members lived, worked and visited across the world.

A good photograph can evoke emotions that paintings and even words cannot express. A photograph can bring the architecture or the culture of a far away place to life. For many, photography has been the only means through which they experience the places, people and culture of other parts of the world. This was certainly true about 100 years ago. Travel to distant locations was expensive, long and hazardous.

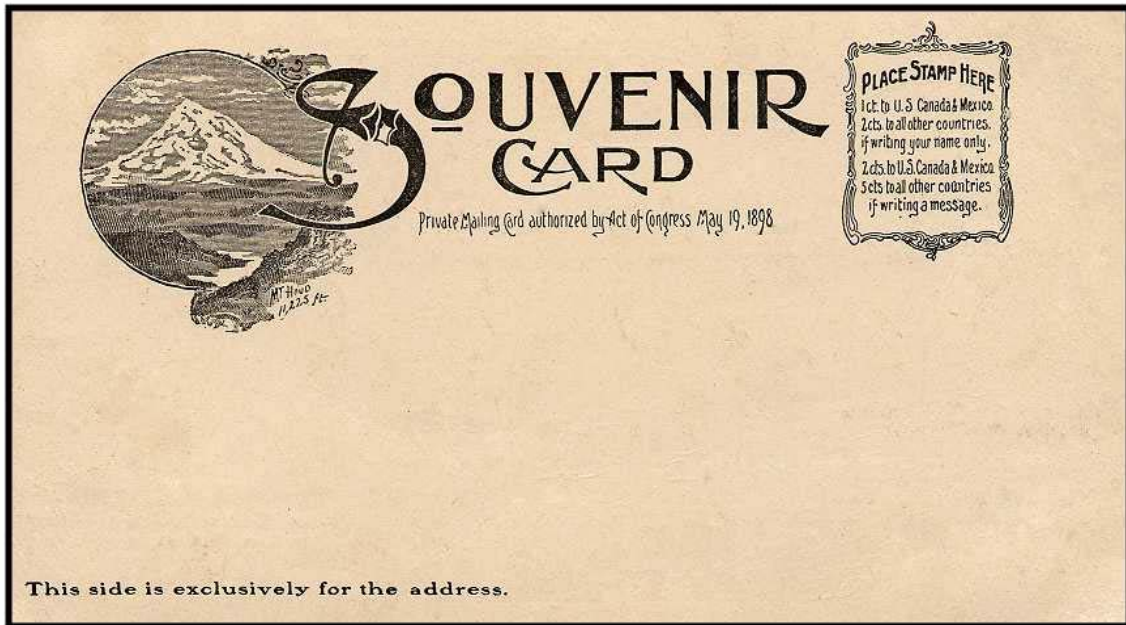


Most of the earliest American picture post cards that exist today are those that were sold at the World's Columbian Exposition in Chicago, beginning on May 1, 1893. Illustrations of scenes at The Exposition were printed on government-printed postal cards and on privately printed souvenir cards.





Private Mailing Cards predated traditional post cards, as they were first used in 1898. The back was for the address only. In 1901, the "Undivided Back" post card replaced the Private Mailing Card. Like the Private Mailing Card, the Post Office stipulated that an "Undivided Back" could only contain the address, no other writing. Writing was only allowed on the front or picture side of the card.



On December 24, 1901, the U.S. Government allowed the use of the words "Post Card" to be printed on the undivided back of privately printed cards and allowed publishers to drop the authorization inscription previously required by law. England was the first to allow divided back cards in 1902, France was next in 1904, then Germany followed in 1905.



Undivided back post card

Having been mass-produced in Germany using highly advanced techniques of printing and lithography, post cards became very popular at Coney Island in New York where over 200,000 post cards were postmarked on a single day in 1906.

Post cards became a standard-sized medium for communication, advertising and promotion. They became the calling card for cities, towns, businesses and roadside attractions. Souvenir shops sprang up all over the country to sell post cards that extolled the virtues of their corner of the world.



There are three basic categories of traditional post cards: real photo, lithographed and special cards which could be made of wood, leather, metal, silk or any other material that could be mailed. Many times these other cards were made by hand.

Nearly all of the lithographed post cards were made from a photograph. To produce a lithographed card, the image was enlarged and by using a process known as color separation, the photographic image was converted into many thousands of tiny dots, which were used to shade in the varying colors of ink as they were printed.

Lithographed cards became popular with the patrons of the Amusement Parks and Expositions and they were printed in great quantity in Germany. Lithos are known for their sharp images and bright colors. They are still being printed today with an added chrome coating.

Real photo post cards, which were developed using photographic paper, provided a quality black and white photographic record of history in the making and they can usually be enlarged somewhat without losing image quality.



In 1906, the growing popularity of post cards convinced Eastman Kodak to enter the marketplace by making an affordable camera called the "Folding Pocket Camera". The public was now able to take black and white photographs and have them printed right onto post card paper. Other camera makers saw an opportunity and entered the market as well. The negatives were the same size as the post card and the photographers had a small metal tool that allowed them to write a caption directly onto the negative.



Divided back post card

Divided back post cards were "legalized" in the U.S. on March 1, 1907, when the Post Office allowed a written message and address on the back. This would preserve the beautiful pictures and scenes that appeared on the front of the cards. These changes ushered in the "Golden Age" of post cards as millions were sold, mailed and collected.

The hobby of collecting picture post cards became the greatest collectible hobby that the world had ever known. The official figures from the U.S. Post Office for their fiscal year ending June 30, 1908, show that 677,777,798 post cards were mailed that year. At that time, the total population of the United States was only 88,700,000.

The Hallmark story begins in 1910, when 18-year-old Joyce Clyde Hall stepped off a train in Kansas City, Missouri, with little more than two shoeboxes of post cards under his arms. He had little money – not even enough to take a horse-drawn cab to his lodgings at the YMCA – but he had an entrepreneurial spirit and the determination of a pioneer.

Hall printed some invoices and started sending packets of a hundred post cards to dealers throughout the Midwest. A few of the dealers kept the cards without paying. Some returned the unsolicited merchandise with an angry note. But about a third sent a check. Within a couple of months, the teenage businessman had cleared \$200 and opened a checking account. He was in business and the rest as they say is history.

In 1915, post cards appeared with a white border, which usually contained a caption. By 1916, the threat of war saw a quick decline of imported cards and the popularity of the post card was on the decline. World War I brought the supply of post cards from Germany to an end. A lower quality of cards was coming from England and from publishers in the United States. The telephone quickly replaced the post card as a way to keep in touch and thus ended of the "Golden Age" of post cards.

As the Great Depression began to wane, a new era in post card publishing began when American publishing methods improved and brightly colored linen cards became dominant in the 1930's. Then chromes first appeared in 1939. Beautiful scenic chrome post cards are still being published today.

American Post Card Eras

- **Pioneer (Postal Card) Era (1893-1898)**
- **Private Mailing Card Era (1898-1901)**
- **Undivided Back Era (1901-1907)**
- **Real Photo Postcards (1901 to 1995)**
- **Divided Back Era (1907-1915)**
- **White Border Era (1915-1930)**
- **Linen Era (1930-1945)**
- **Photo-chrome Era (1939-Present)**

Information in this article was taken from a presentation I recently gave for a local Kiwanis Club Meeting.

Board Meeting Minutes

The attendees at the March 12, 2007 Webfooters Board Meeting, held at Elmer's Restaurant, were: Mark Moore (President), Arne Soland (Treasurer), Dale Nix (Vice President) and his son Austin, Phyllis Palmer (Member-at-Large), David Sell (Membership Chair), and Dave Elston (Secretary). After a call to order at 6:38 PM the minutes of the previous meeting were approved as published.

Financial Report - The new treasurer, Arne Soland, informed the board that financial data of The Club would hereafter be recorded electronically using Quicken software. The checking account balance as of 3/13/07 was \$2,923.35, excluding the amount in the Club CD. Phyllis Palmer, Dave Elston and Dale Nix offered to do a 'casual audit' of the accounts in the near future and to do a more thorough audit in March of 2008. This will be an annual procedure.

Report of Standing Committees

Membership - David Sell reported that there are 226 active members on the roster, with 17 of those in arrears with their dues payments.

Refreshments - Due to the effectively persuasive work of Phyllis Palmer it can be reported that for the first time in memory the refreshment sign-up sheet is full for the year (2007). If you find that you cannot meet your obligation please give at least a two-week notice to the members so that a substitute can be found.

Auction/Show - Mark reported that dealers committed to taking part in the annual Webfooters April 2007 show have paid rent for 34 tables. In addition, 6 or 7 tables have been 'called for,' bringing the show to near dealer capacity. Table rent (including a backup table) is \$65 each.

Facility rent for the Friday night Auction/Banquet is \$250 if, in addition, reservations are made for the purchase of a minimum of 40 dinners. See the newsletter for menu and cost and please notify Dave Elston (elkon2k@pcez.com) if you plan to order a dinner at the banquet. Mark noted that Dusty Schmidt and Glenn Mason would meet soon to access consignments for the auction.

A LARGE box for donations of postcards to the Webfooters Club (for their monthly club card sales) will be prominent at the April Show. Donations from any members or attendees (collectors, dealers.... 'Anyone') will be welcomed and tax deduction forms will be available. Here is an opportunity to clean out those closets and overloaded drawers and to rid yourself of burdensome dealer or other overstock. In addition, donations are accepted year-round. Please contact the Club secretary or any other board member if you have cards to donate.

Business Arising From Previous Meetings

Membership Cards and Roster - David Sell provided various board members with copies of the 2007 Club Roster for review. The Roster should be available to members at the April Postcard Show. He stated that it would be most economical and easiest if the new postcard-size Club membership cards had their front side (picture side) commercially printed and then to use a home computer to fill in member information on the backside.

Library Trust Fund/\$10 Challenge - Mark reported that the binding of a complete set of Webfooters newsletters has been completed at a cost of \$245. The board agreed that these newly bound volumes should only be used by members on site, at the club meetings. Donations to the library fund continue to be sought and are appreciated.

New Business

Honorary Membership - In a gesture that is grossly inadequate to even begin to thank Al Powers for his 9 years of dedicated work as the Club treasurer, the board unanimously voted to grant him an Honorary Membership. Al- maybe you can spend more time with your grandkids!

Advertising - Judith Nelson has found that 2 lines of advertising in the Oregonian for 2 days, around the monthly meeting dates, would cost \$32. The board members thought that more effective use of Club funds could be made to increase membership.

Display At April Show - Judith Nelson has shown a willingness to work on coordinating the displays at the April Show. Phyllis Palmer and Joe Macdonald can assist her with knowledge acquired from organizing previous year's displays. Sign-up sheets are available for those willing to devote a spot of time toward providing security and to provide information to attendees at the display area.

After announcing the next board meeting would be held **May 14**, Mark adjourned the meeting at 8:19 PM.
Respectfully submitted, Dave Elston, Secretary



Roster Additions

We welcome Jason Thorp of Gresham.

Number 1715

Collects: Western (all); Dogs; Cowboy; Indian; Saloons; Vintage (all)



Calendar

April 20 – Webfooters Post Card Club Banquet and Auction

Rodeway/Quality Inn 9727 NE Sandy Blvd near I-205 & Sandy Blvd –
3:00 pm to 9:00 pm

April 21-22 – Webfooters Post Card Club Annual Show & Sale

Jackson Armory 6255 NE Cornfoot Rd next to Portland Airbase –
Sat: 10:00 am to 5:00 pm
Sun: 10:00 am to 4:00 pm

May 6 – Pacific NW Post Card Club Meeting – Lake City Community Center

12531 - 28th Ave NE in Seattle – 11:30 am to 5pm

March 12 – Webfooters Board Meeting at Elmer’s Restaurant (no host)

10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)

May 19 – Webfooters Post Card Club Meeting at Russellville Grange

12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm

For the latest news, visit our website:



www.thewebfooters.com

WEBFOOTERS POST CARD CLUB

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