



THE WEBFOOTER

**SINCE 1966 - THE OFFICIAL PUBLICATION OF THE
WEBFOOTERS POST CARD CLUB IN PORTLAND, OREGON**

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

www.thewebfooters.com

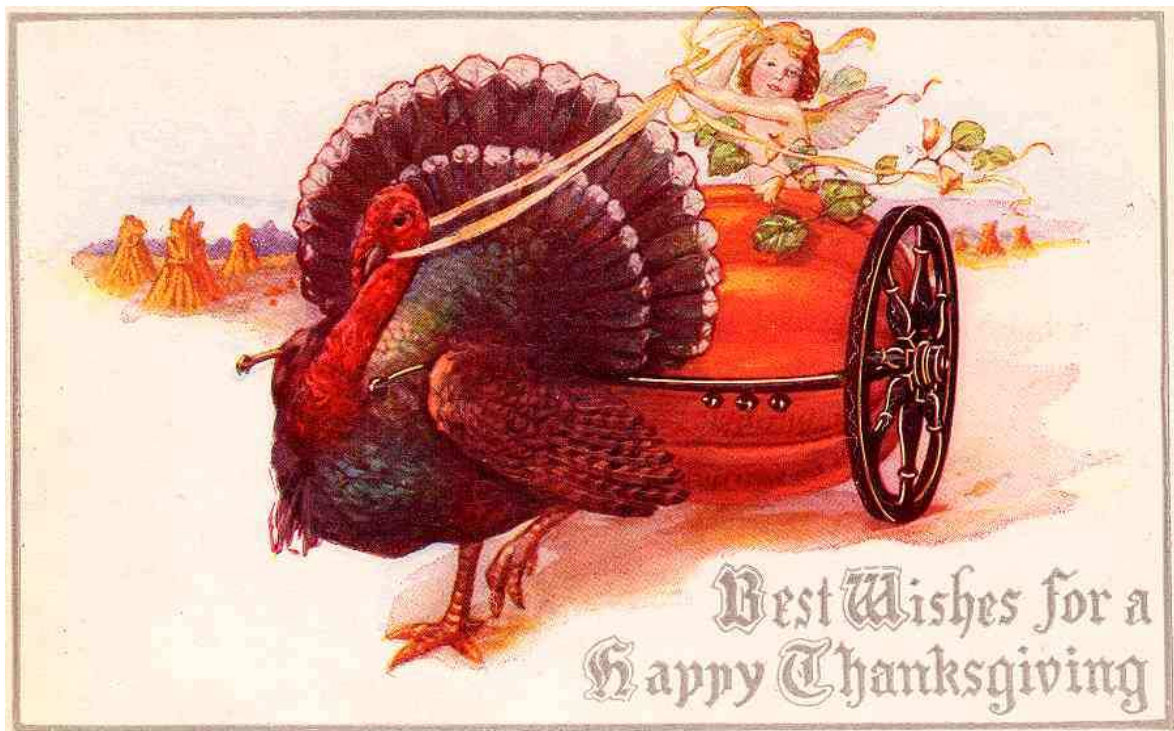
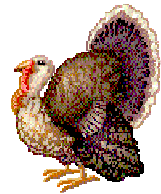
Volume 43

Issue Number 11

November 2009



Happy Thanksgiving



- ◆ Restoration Tips & Techniques for Photos and Postcards – 1 PM
- ◆ Bring your damaged photos and postcards – Election of Officers.
- ◆ See the story of R.F. Outcault and his creation Buster Brown on Page 4.
- ◆ Maggie's Minutes and New Members on Page 9.

Annual Meeting – November 21, 2009

At Russellville Grange – 12105 NE Prescott Street

10 am to 3:30 pm
Election of 2010 Officers



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503-820-1137
bell6847@comcast.net

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(paid advertisements)



WANTED:



Bring your Cards and Photos!!

**Restoration Tricks and Techniques
For Photos and Post Cards**

RPPCs ✕ Lithos ✕ Old Photos

Annual Meeting – Nov. 21, 2009

Presentation Time: 1:00 PM

Mt. St. Helens, Elevation 9750 Ft.

**Thousands and Thousands
of Postcards For Sale**

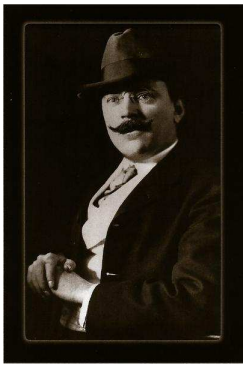
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Many Categories – Excellent Condition – Black & Whites – Linens – Chromes
Approx. 5,000 from Detroit Publishing

We will be at the Webfooter Meetings Nov. 21 and Dec. 19, 2009
To sell Singles, Groups, Albums (paid advertisement)



R.F. Outcault

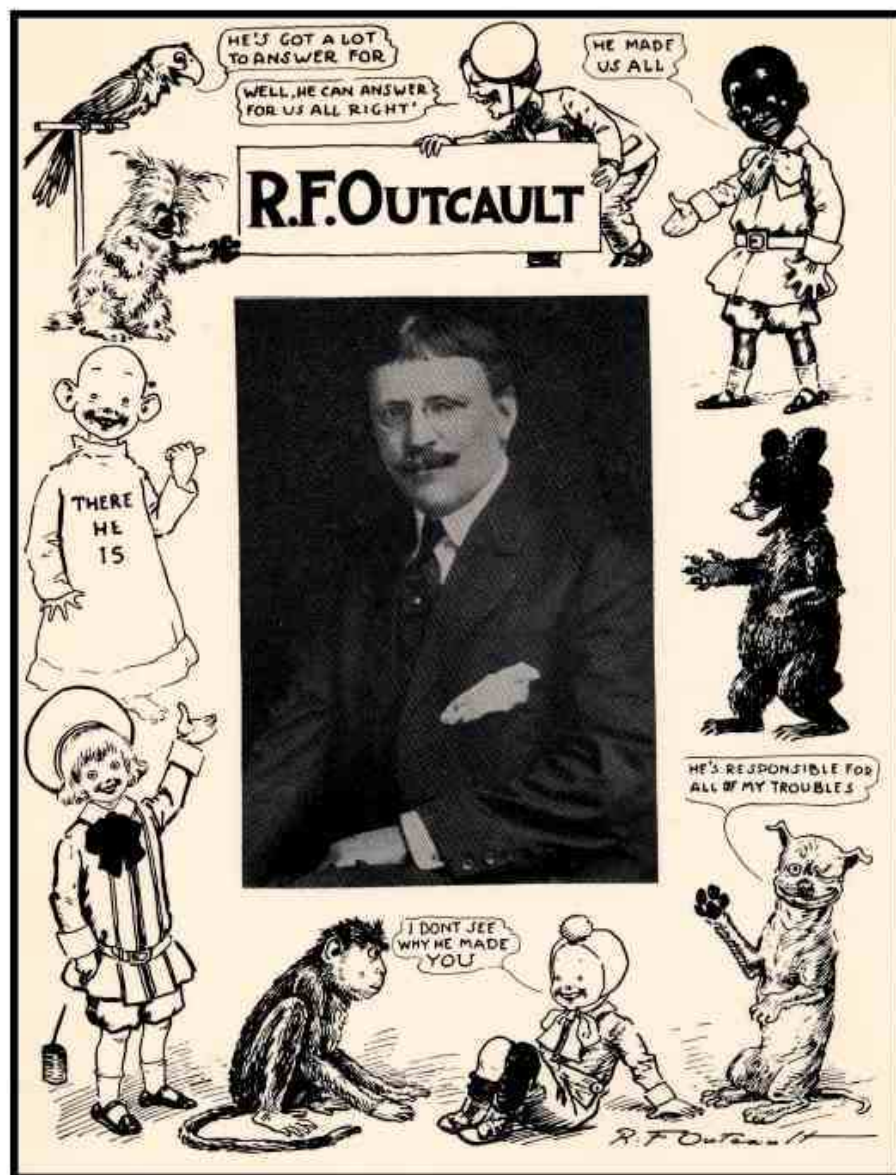
Creator of Buster Brown

We're all familiar with Buster Brown, but many of us may not be aware that Richard Felton Outcault was the creator of Buster Brown. R.F. Outcault, who was born January 14, 1863 in Lancaster, Ohio, was one of America's most prolific post card artists. He began creating postcards in 1905.



This Buster Brown advertising card immortalized the phrase "All Cars Transfer to Bloomingdale's Department Store" and it depicts a streetcar full of Santas on their way to Bloomingdale's at 59th & Lexington Streets in New York City. This rare card has been seen on eBay selling for over \$150.

Even as a child, it was apparent that "Dickie" had artistic talent, and he developed that talent with professional training. Outcault studied art in Cincinnati and later Paris. Outcault began his career as Thomas Edison's technical illustrator and he became a humoristic sketcher for the magazines *Judge* and *Life*, but soon joined Joseph Pulitzer's *New York World*. Pulitzer placed Outcault's comics in a color supplement, using a single-panel color cartoon on the front page called *Hogan's Alley*, depicting an event in a fictional slum. A character in the panel, The Yellow Kid, gave rise to the phrase "yellow journalism." *Hogan's Alley* debuted May 5, 1895. In October 1896, Outcault defected to William Randolph Hearst's *New York Journal*. The result of a lawsuit awarded the title "Hogan's Alley" to Pulitzer's *New York World* and "The Yellow Kid" to the *Journal*.



Richard Outcault and the characters he created.

Outcault also wrote freelance jokes and cartoons for some of the weekly humor magazines like *Truth*. His humor and art were well received, and his work appeared more and more frequently, typically focusing on Blacks living in the imaginary town of Possumville or Irish tenement street children living in New York City. Let there be no mistake about it, these cartoons were created for adults, not children. Adults bought the magazines, not children, and the humor was aimed at adults, not children.

In 1902, Outcault introduced Buster Brown, a mischievous boy dressed in Little Lord Fauntleroy style, and his dog Tige. The strip and characters became very popular.

John A. Bush, who at that time was a rising young sales executive with Brown Shoe Company, saw the value of the Buster Brown name as a juvenile shoe trademark. He persuaded the company to purchase the rights to the name from Outcault, and the brand was introduced to the public in 1904 during the St. Louis World's Fair. John Bush went on to become president of the firm in 1915 and Chairman of the Board in 1948.

Buster and his bulldog Tige were very popular characters that spawned a line of products and toys and Buster Brown Shoes became one of America's most popular brands. The Shoe Company hired midgets to travel across the country where they performed in department stores, theaters, and shoe stores from 1904 until 1930.

January 1907

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

RESOLVED
 THAT THERE'S NO BETTER
 TIME THAN JANUARY 1907,
 TO RESOLVE TO WEAR
 THINGS THAT MAKE YOU
 LOOK GOOD. TO LOOK GOOD
 YOU MUST GET GOOD WEAR-
 ABLES AT A GOOD PLACE.
BUSTER BROWN.

**TIGE: "I KNOW A GOOD PLACE, I DO; IT IS
 EASTERN OUTFITTING CO.,
 PORTLAND, ORE."**

BUSTER BROWN
 AND TIGE ON
 SKATES.
 R.F. Outcault
 (COPYRIGHT 1906 BY THE BUSTER BROWN CO. CHICAGO)

Buster and Tige were featured on cards that advertised Eastern Outfitting Company and many clothing stores in nearly every town or city in the country.

R.F. Outcault started the Outcault Advertising Company in Chicago. Calendar postcards came along about the same time and they were very popular until about 1912. These cards are very collectible and sell well on eBay.

**You certainly
 do look WARM
 Mr. Swell Dresser**

January 1908

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MR. SWELL DRESSER:-
TO GET GOOD CLOTHES MUST
YOU NOT COME TO A STORE
THAT KEEPS GOOD CLOTHES.
GOOD CLOTHES WILL GIVE YOU
A GOOD FRONT. A GOOD FRONT
IS A GOOD BACKING. WE KEEP
GOOD CLOTHES AND WILL NOT
ROB YOU WHEN YOU BUY FROM
US.
BEN SELLING,
PORTLAND, ORE.

105
 Copyright 1907
 R.F. Outcault/N.Y.

Portland clothier Ben Selling recognized the value of using advertising cards designed by R.F. Outcault.



Rockford Watch Company hired Outcault to design advertising cards for jewelers and today, these are very collectible. These cards have been seen on eBay selling for \$100.

Outcault's son, R.F. Outcault, Jr. joined the Outcault Advertising Company in Chicago after he returned from a tour of duty in World War I. In 1925, R.F. Outcault, Sr. retired and turned the business over to his son.

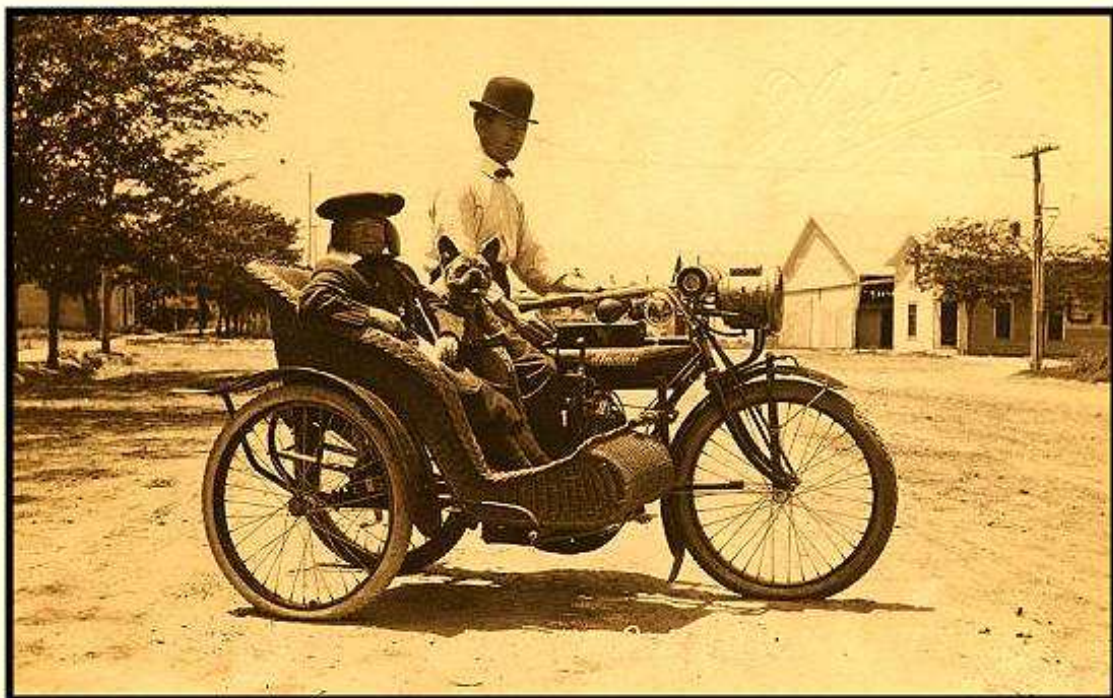


Morgan Atchley Furniture Company in Portland used calendar advertising cards drawn by Outcault.



A classic Buster Brown card with Tige by Outcault.

R.F Outcault died in Flushing, New York on September 25, 1928. He was one of the most significant contributors to the publishing world. He is sometimes given sole credit for inventing the form of the comic strip as we know it today.



Buster and Tige with a Hendee Motorcycle and a sidecar.

Buster Brown was a guest of the Multnomah Hotel in Portland in November 1924. Smilin' Ed McConnell's Buster Brown Gang debuted on radio on Sept. 22, 1944 and ran for nearly 10 years. Ed created the character "Froggy the Gremlin". The show moved to television in 1951 where it ran for three years until Andy Devine became the host in 1954 and the show became "Andy's Gang."



Maggie's Minutes

Upcoming Meeting: You'll want to attend our Annual Meeting on November 21, 2009. We will elect officers for 2010 and our current Board Members are doing such a fine job that they have agreed to continue in their current positions. If you would like to join the Board, we have room for more members. Dealers, the early bird deadline for show tables is coming up Dec. 31.

In addition, we will have a presentation of Tricks and Techniques for repair and restoration of photos and postcards, both photos and lithos, at 1:00 pm. We will demonstrate ways to wash and clean your photos. We will have polishing cloths available at cost for \$4.50 for a two-pack. We will demonstrate proper methods for care and handling of postcards, photos and ephemera. As Postcard Collectors, it is our responsibility to store and preserve them for generations to come.

Library News: Jocelyn Howells and Shirley Pollak donated two checklists of early classic artist Frank L. Cavally whose work was published by many postcard companies and was seen in several other types of ephemera such as posters, calendars and catalogs as well as in books. Most of his cards were humorous and a lot featured animals in human life situations. The checklists came from Pat Kelsey, who lived in Washington. You can search FL Cavally on eBay in collectibles. The only results that came back on the eBay search were listings from foreign countries.

The checklists were finalized in 1984. Several people worked on them and one of the checklists has added notes and late finds. Pat Kelsey's husband worked on the checklists.

Hospitality News: Joan Bock brought terrific sandwich fixings with tomatoes, lettuce, pickles and other fresh veggies, meats, and cheeses. She also brought delicious chewy, chocolaty cookies, Halloween candy and other accompaniments. Mark brought some donuts and shared his Halloween and Greeting cards. Sherri Sigel of Vancouver became a Webfooter at our meeting on Oct. 17.

Respectfully submitted,

Maggie Parypa, Secretary

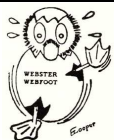
See the full color version of this newsletter at www.thewebfooters.com



Roster Additions

Welcome to our new members!

Bingham Aaron	1773 Collects:	Vancouver, WA Navy; Disney; Worlds Fairs
O'Dell Jessica	1769 Collects:	Portland, OR Linens; Accordions; Valentines; Planes
Siegel Sherri	1772 Collects:	Vancouver, WA Logging; Patriotic; Early Cityscapes; RPPCs; Family & Occupational



Club Officers

President/Editor.....Mark Moore
Vice President.....Tony Roberts
Secretary.....Maggie Parypa
Treasurer.....Arne Soland
Membership Chairman.....Krissy Durden
Directors.....Irene Adams and Phyllis Palmer
Historian.....Joe Macdonald
Librarian.....Steve Kuryk



Calendar

November 18 – Webfooters Board Meeting at Elmer’s Restaurant (no host)
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)

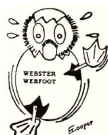
November 21 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

December 19 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

For the latest news, visit our website:



www.thewebfooters.com



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



See Page 4 for the story of
R.F. Outcalt and Buster Brown