

# Newsletter

The Quarterly Newsletter of the South Jersey Postcard Club  
Serving Postcard Collectors Since 1971

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## The Sunflower : the happiest flower in the world

by Lynn McKelvey

There is something really awesome about a garden of sunflowers !



Have you ever stopped your car to admire a field of sunflowers, the HELIANTHUS ANNUUS in full bloom? Great artists like Monet and Van Gogh have preserved that breath-taking feeling in their art, and owning copies of their popular classic paintings shows empathy for Oscar Wilde's famous quote, "...everyone should have beautiful things and love art for art's sake." Even the poet William Blake honored the simple sunflower.

Our old-world immigrants brought their "seeds of hope" to America to recreate the hospitality of the breadbasket region in eastern Europe. Native Americans grew great fields of sunflowers and recognized their potential to make food, dyes, and fiber. The seeds were used as currency for trading with early settlers.

A regal sunflower towering twelve feet tall can begin life as a gray-striped seed in some dirt in a Dixie cup on the windowsill in a child's classroom.

If planted by late spring you will have flowers aplenty by August through to the first frost.

There are over 100 varieties of sunflowers and many are not yellow. Colors range from lemon yellow or white to burgundy or dark rust. There are short (3-5 feet) ones with multiple flowers on several stems, medium ones (5-8 feet), and the tallest ones (9-12 feet) with a single head. They are fun to watch as they grow and develop into majestic towers of flowers!



As a sunflower grows one can study its structure inch by inch.

The leaves grow in pairs in opposite directions. The first pair at 12 and six o'clock, developing large (6 to 8 inches across) heart-shaped, sand-papery leaves, the next pair at three and nine o'clock and so on. The stalk has the diameter of a broomstick and feels rough and heavily textured; only when the stalk reaches 7 to 8 feet tall does the "bud" form.

A twelve-foot Russian or Mammoth sunflower develops a dinner-plate sized head (12 to 16 inches across) that actually follows the sun. Indeed, the flower itself is the most intriguing of all the parts. Hundreds of small greenish-yellow petals unfold to reveal a complex center of hundreds of developing seeds in the space of one's palm. They first form perfect arcs of pollen pores, which attract only the very largest bumblebees. Soon, the seeds mature and lose their fuzzy pollen coverings. After a few months, the head may droop due to its weight and size. These flowers require lots of sun and staking poles are sometimes necessary.

Today sunflowers are grown for more than their beauty.

The Oil sunflower, the 5th largest seed-oil crop in the world, is grown abundantly in the Plains states. The commercial uses for the oil are mainly cooking and youth-reclaiming cosmetics, but in my opinion, it is not especially fragrant. Sunflower oil is also combined with other extracts and oils for perfumes and lotions.

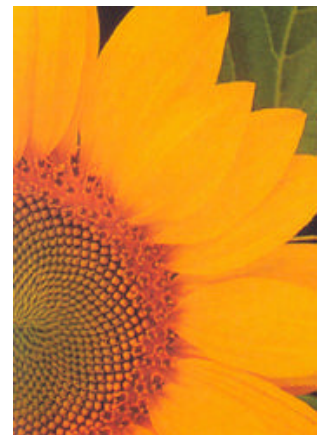
Sunflower seeds can enhance home-baked bread, coleslaw, pancakes, soup, and any stir-fry. The seed has a high vitamin-B level and are beneficial in lowering cholesterol; eating seeds raw or roasted will boost energy and reduce depression! Oil from the crushed seeds is healthy and mild. Adding spices and lime juice to this oil makes a creamy dressing for seafood or a fancy-greens salad. (Please note: I have a nice collection of recipes that I will share.)

Sprouts are even healthier, more flavorful, crispy, and make salads and sandwiches delicious. Sprouts have plant enzymes, which enable our own systems to metabolize fats more efficiently. The petals, however, contain a deadly poison!

The shells (pith) - being ten times lighter than cork - are even used in buoyancy products, such as lifejackets, belts and pillows.

The heads of full sunflowers can be dried easily by hanging them upside down; they are often used in flower arrangements, wreaths and other crafts.

(Continued on Page 2. See, Sunflowers)



## President's Message . . .

I've put myself in PoCax mode this week. It's time to think about advertising, contracts, letters and such. I hope you can attend the show this year – scheduled for Saturday, September 23<sup>rd</sup>.

Our wonderful location, the Double Tree Guest Suites has been such a great venue, and I've already booked our next show for October 20, 2007.

As I dug through my files (thank goodness everything is on a floppy) I came across some photos from last year's show and exhibit - I'd like to share them with you.



The registration table as the show prepares to open, and SJPC's newest Board member, Lynn (aka Sunflower) McKelvey.



Left: Don Pocher chatting with club member Tom Kearney.

Below: Ribbon Winners – Bob Duerholz with his Best of Show Award *Real Photo Fantasy Aviation*, and Emily DiVento with her Honorable Mention board of *Beaded Beauties*.



Looking at these photos, I remember all the fun and hard work that make our show a success. I wish I had taken more photos – which I plan to do this year!

Now is a good time to start planning your exhibit for this show! Who knows? Maybe you'll win a ribbon! See you at PoCax '06!

Judi

## SUNFLOWERS (cont.)

Of course, many seeds are destined for bags of birdseed.



Back yard bird feeding – an American part-time hobby – delights many birds, not to mention squirrels! The most common visitors to my feeders are cardinals, chickadees, finches, titmice, nuthatches, woodpeckers, cowbirds, grosbeaks, dark-eyed juncos, sparrows, and mourning doves. Better than the birdfeeder, though, are the heads of the sunflowers themselves! After they flower,

the heads dry and turn to seed taking on a whole new life: to feed the birds that perch on the heads and pluck out the seeds one after another. Many seeds that fall out of the flower heads directly onto the ground sprout up effortlessly the next spring if undetected by ground feeders.

Many Victorian trade cards portray sunflowers in the themes of Oscar Wilde's philosophy established in the aesthetic movement of the 1880s. Some fruit crate labels advertise with sunflower images and many countries around the globe have sunflowers on postage stamps.



Sunflower images on postcards are found in many topics. The botanical samples are typically found under flowers (lest we forget that it is the state flower of Kansas), but some of my best ones are from these categories: Valentine's, fantasy, children, romance, birds, art deco, rally day, advertising, pretty women, real photo, new year's and birthday, Blacks, and even leather! They seem to express happiness, cheerful days ahead, love and beauty. Even today, modern postcards use full-grown sunflowers to capture the attention of consumers to advertise savings account rates, computers, country-side real estate, fragrances, jewelry, even cars.

But to me, sunflowers are "simply" romantic.



My heart always quickens when I think of how God gave me a new start in life with a special friend: Kevin...who is love's gift from Sunflower Road.



[Editor's note: If you have interest in the sunflower recipes mentioned in this article, write or email me. I will forward your request to the author.]

### The Oldest House in Oxford

29 Broad Street, Oxford, Oxfordshire, England, built in 1520 and known as the Round House was once the chapel of Our Lady at Smith Gate. By 1583 '29' had fallen into a decrepit state and was given on lease by the city to one Henry Toldervey as a dwelling house, together with the land behind to be "used for a dunghill." The new tenant promised that within two years he would make the decayed house a tenement "with three flowers (*surely the intended word was floors*) of good and substantial tymbre and cover the same with good slate or tyle with chymneys fitt for a dwelling house." He was not allowed to build on the ground behind, but was permitted to use it for malthouses. Toldervey left the property in 1611.



The city then, in turn, leased the building to a widow named Anne French who stayed eleven years, then Thomas French, her son, a Master of Arts professor, who lived there until 1665. During subsequent leases the residents over the next 100 years were joiners, tailors, freemasons and bookbinders. In 1765 a grocer named Robert Longford and his wife Elizabeth took possession of '29' and later their son John, a surgeon, stayed until he died in 1821. The University took possession of the lease in 1822 and sub-let the house to a cordwainer (one who works with cordovan leather, also a shoemaker) and later a billiard-table keeper named Thomas Betteris.

Betteris stayed until 1872 when the property was condemned for habitation but was permitted to function as a shopkeeping space. In the following years the building was used as a student clubhouse, a stationer, a florist, a grocer and fruiterer, an athletic outfitter, and in 1903 the Holywell Press, Publishers & Printers, moved in and stayed until 1923 when the building became part of Hertford College.

Some readers may think that a building with such a history would be grand and spacious. Not so! In 1772 a survey of every house in the city was taken in consequence of the Mileways Act of 1771. No. 29 was then occupied Mrs. Tonge, the shoemaker's widow, and its frontage measured 7 yards, 0 feet, and 3 inches.

This postcard dates from around 1905 when '29' was reputed to be the oldest house in Oxford. It was then occupied by the Holywell Press.

[Editor's Note: This postcard was supplied by Emily DiVento. She asked that I research it.]



### Finders - Keepers

by Judi Kearney

One of my favorite pastimes is rooting through antique shops, second-hand stores, or sometimes even pawn shops. I'm looking for that "special find," hidden away by the cobwebs of time. Yes, most of the time I'm looking for postcards, but I've learned to broaden the search when I see a darkened corner or an untouched pile.

I found a wonderful book last month. It's titled, *Sculpture of a City; Philadelphia's Treasures in Bronze and Stone*. It was published in 1974 by the Fairmount Park Art Association and is filled with stories and photos of the monuments and statues that fill not only Fairmount Park, but also the entire city of Philadelphia.

Sculptors such as Frederic Remington and Alexander Milne Calder have graced our region with their work. But there are hundreds of artists represented in the Philadelphia area. As I flipped through the pages, I found Tedyuscung. (You may remember that he was the subject of a recent quiz.) As I looked through the photographs, I realized this book may lead me to yet another topic for collection!

I recommend this book highly. It is no longer in print, but you can find it in used book stores. It's available in hardcover and soft cover. If you're interested in Philadelphia history and art, you'll enjoy perusing the pages of this treasure. It's a keeper!

Happy collecting – postcards, et al.



### Ellaline Terriss

by Ray Hahn

Postcards by Raphael Tuck are known universally, yet few know that many Tuck cards were studio productions. Here is a perfect example: Large Letter "T" - TUCKS *Real Photograph* Post Card (F172), *Flowers and Beauty Series: TULIP*. The beauty in this case was Ellaline Terriss.



Ellaline Terriss was born Ellaline Lewin on April 13, 1872, in the Falkland Islands where, William, her father was a sheep-farmer. At age sixteen, Ellaline had a professional stage debut at the Haymarket Theatre in London. She married Seymour Hicks in 1893. As a couple, they appeared in plays in New York and London, and they were often honored together.

After the birth of her daughter, Ellaline reduced the grueling schedule she had kept for so long, but continued to act in special productions, including a tour of South Africa in 1911. Officially, she retired in 1917, but returned for one more play with her husband in December 1925, when they appeared at the Lyceum Theatre in a French farce that he had translated and in which their daughter made her stage debut.

Ellaline Terriss died in London on June 16, 1971. She was 99 years old.

### Edgar Degas (1834-1917)

By Emily Di Vento



Edgar Degas, one of the world's greatest artists, was born into a wealthy family in Paris, France, in 1834. Paris was the center of the art world in the 1800s, and if you were interested in becoming an artist, Paris was "the" place to be. While growing up during the mid-19<sup>th</sup> century, Degas was able to view great and wonderful works of art from the past, and too, paintings done by modern artists.

Degas painted a wide range of scenes that included the people of Paris - washerwomen to café singers. He also did paintings at the racetrack, but his all time favorite subject was the ballet. He painted ballerinas rehearsing, warming up, stretching and practicing their movements. His manner of work gave his paintings a natural look. (You can see three such paintings here.)

Degas became interested in art early in life. He found paintings by the Old Masters fascinating - his favorites were DaVinci, Raphael, and Mantegna.

After finishing high school, Degas spent most of his time studying and copying paintings at the Louvre - a rather common practice in art education. While studying, he discovered the two most popular and different styles of art - neoclassical (a few bright colors and almost invisible brush strokes of calm and orderly scenes) and romantic (exciting colors and furious brush strokes). Being eager to try his ideas in both styles, he attended the best art schools in Paris, and by 1856 at age 22, he undertook his first trip to Italy to study and paint his Italian relatives.



Complaining that the home of his relatives in Italy was too noisy, Degas returned to Paris and established a studio to continue his portrait painting. During this time he met many other artists of his age including Edouard Manet, who soon became a best friend.

At Manet's suggestion, Degas entered paintings in the biggest art shows in Paris - "the Salon," where paintings were displayed for people who came from all parts of the world just to buy the art. Degas was somewhat successful at the salons, but he never liked selling his art in such a public forum. He thought there were too many rules and the judges were snobbish.

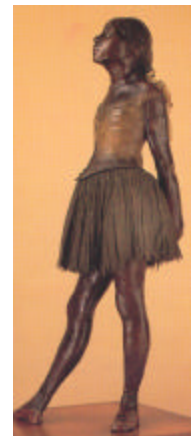
Knowing that Paris would draw the world's art buyers, Degas and his friends decided to establish their own art shows. The new group called themselves "impressionists." They painted with new ideas in mind - things like nature and everyday life. Most impressionists painted outdoors using bright colors in loose and fast brush strokes thinking such a method would show an "on the spot" moment.

Impressionism was new. The world had never seen this kind of art. Monet, Renoir, Pissarro, Cassatt and others were all part of the group. The first impressionist show brought a world of spectators but many misunderstood the art and thought the paintings were out of focus and unfinished. Degas was one of the lucky artists who sold seven of his ten exhibited works. Others did less well.



Generally, Degas was very successful and in later life he developed new interest in photography. His work with cameras helped him understand how certain things moved in real life, and when he began to lose his eye-sight his experience with photography helped him continue his art endeavors in the form of wax figurines of ballet dancers - one of his life long artistic inspirations. (Two illustrations of his wax figures are seen here.)

Interestingly his wax works also led to the making of colorful and wonderful prints that he assembled with his artist friend Mary Cassatt. Degas was a perfectionist and was often dissatisfied with his work. He became well know for his desire to change his paintings - even after some of them were sold.



When Degas died in 1917, the neighbors were surprised to discover his studio contained many beautiful wax figures - some as large as 39 inches tall.

Edgar Degas works may be seen in museums throughout the world. Much of his work (especially his portraits and pictures of dancers) appears on postcards.

**Wuppertal-Schwebebahn Monorail**

by Bob Duerholz



There is no shortage of monorails on postcards, but when such cards find their way into your collection from a trinket box in Great-grandpop's attic; those cards have special meanings that often can't be explained. Here are two such postcards.



**Judaic Postcards**

by Bud Plumer

Recently, Lori Sandoval, a cousin from California in my very diverse family, sent me a gift of a book called, *Yiddishland*, by Gerard Silvain and Henri Minczeles, published by Ginko Press.

In actuality this book not only traces the Yiddish language, which is slowly disappearing, but it does so using Judaic postcards.



The authors state that on October 1, 1869, an un-illustrated postcard, measuring nine by fourteen centimeters (approximately 3½ x 5½ inches) was invented by an Austrian Jew, one Dr. Emanuel Hermann, and it was officially approved by the postal administration of the Austro-Hungarian Empire. Publishers immediately sent photographers to the remote districts to record for posterity the curious local customs and activities. Thousands of postcards were produced using those photos.

Although Yiddish mainly disappeared by the end of World War II, it lives on, thanks to the millions of postcards found in attics, family archives, or in publishers over-stock liquidation sales.

Judaic postcards portray and recreate in great detail the humble tradesman, bushy bearded rabbi, marriage broker, itinerant water carrier and all the other workers who wore flat caps. They show Orthodox Jews in traditional long frock-coats, Yeshivat students, porters, and peddlers. Both secular and intellectual Jews are seen in street scenes with the architecture of grand synagogues in large cities as well as those in small villages. Marriages, funerals, holiday events, and military scenes were favorite topics. Not surprisingly much of the publishing was done by military authorities.

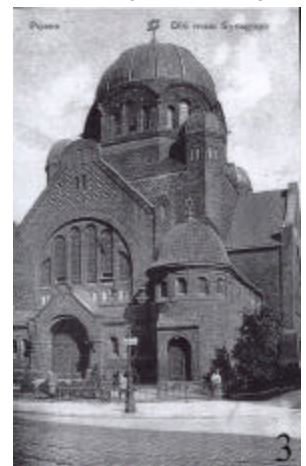
*Yiddishland*, on its almost 600 pages, contains hundreds of postcard images taken from the author's collection of Judaic cards. Since 1964 he has spent timeless hours exploring bookstalls along the Seine, dusty bookstores, Parisian flea markets and suburban junk shops, and postcard salons.

Those interested may obtain a copy of the book from Ginko Publishing, 5768 Paradise Drive, Suite J, Carte Madera, CA 94925.

Email: [ginko@linex.com](mailto:ginko@linex.com).



Images: #1. Water carriers, probably Poland, circa 1930. #2. Zolkiew, Poland: the construction of this synagogue in the town center was first refused by authorities, who when it was approved, went as far as to dictate the style of the building. #3. Posen, Poland (Poznan in German): this imposing synagogue was built in the second half of the 19<sup>th</sup> century but was used during World War II by the German army as a stable. The desecration of the building was even officiated in a ceremony during which the occupying authorities symbolically removed the Star of David from the central dome. At left: the book cover of *Yiddishland*, showing passengers on a railway platform somewhere in Poland.



[Editor's note: this book is also available at [Amazon.com](http://Amazon.com). List price: \$45.00. Some discounts are available. Expect to pay about \$28.00, plus shipping.]

### A Traveler's Journey with Thomas Cook Postcards

by Susan Lane, Guest Contributor

I was a bit confused when I came upon the name Thos Cook in relationship to postcards. Isn't that the name on traveler's checks? Could there be a postcard connection and were the cards an advertising tool for traveler's checks?

One Internet search and several links later I found that Thomas Cook (1808-92) provided a service and founded an industry in 1841 when he organized the first publicly advertised railroad excursion in England by arranging a round trip for 570 passengers to attend a temperance meeting – all for a price of one shilling. The success of that venture led him to provide other excursions both in Britain and abroad, and to

lay the foundations for easy travel. Cook had invented tourism; the checks would come later. However, at the time, his clients were travelers, not tourists, and they were on a journey.

Explorers, pilgrims and wealthy aristocrats had been known to find the time and money and they had the ability to travel abroad to great distances, but with tremendous difficulty. Cook's brand of travel provided an invitation and promoted excursions and new adventures complete with packages of food and accommodation. Also, Cook's tours greatly reduced the sometimes hazardous methods of travel.



Thos Cook & Son, Naples

During Cook's famous 1868 Nile Tour through exotic Egypt there were no hotels to be found. As a remedy, he planned to travel in a caravan of sixty-five horses and eighty-seven mules carrying tents, beds and a field kitchen able to prepare a proper Victorian breakfast. Surely Cook was thinking 5-star status.



27 Karnak. — One of Cook's Parties returning from Karnak. — LL.

The establishment of tourism, the invention of the camera, and new postal regulations that allowed card stock to be sent through the mail all contributed to the evolution of the picture postcard of the early 20<sup>th</sup> century. All this is part of our history too; it gives us reason to continue in our collecting.

### July Mystery Card . . .



Most times we club members don't recognize how much work Sal Fiorello and Emily DiVento do for our club, and here is a perfect example. After the June meeting, Emily was cleaning-up after us as she and Sal do after all the meetings, when she found this postcard on the floor. It had obviously been dropped and/or misplaced and forgotten. Emily is reasonably sure it was not part of the club pick-box.

For this issue only, the mystery card is not a contest but a search for the owner. To claim this card please notify us that you lost it and it will be returned to you immediately.

If the card is yours, email Ray or send a note to the Letters to the Editor address.



Okay, Judi...you stumped me!



I have often said at the meetings, "Just bring me an interesting postcard and I'll write the story." And that is what happened at the last meeting. Our club president, Judi, handed me the card above and said only that she would like to know more about it. I thought it would be an easy search, but talk about brick walls . . . no, not the ones in the picture, the virtual walls that I could not get through to find a reasonable answer. Can you believe it? I actually went to a library. This is what I learned.

There are 15 towns in the USA named Wheatland – even one here in NJ – it's just a few miles south of Fort Dix. As for the Roller Mill Company, I couldn't find an exact number, but flour milling plants operated by the company were located in over 27 states – Maine to Montana.

Nevertheless, there is always the educated guess, and here's mine – for one simple reason. Factories like these required large work forces of hundreds of millers, mechanics, packers and secretaries. Wheatland, New York, established in 1821, was the only place with a population large enough to field workers for a plant this size.

### Seth Thomas Public Clocks in Our Area

by Ray Hahn

Since 1813 the Seth Thomas Clock Company has enjoyed a well deserved reputation for designing and crafting accurate time pieces. Early on, the company was best known for its box and grandfather clocks that were used in homes, offices and public buildings. On a nearly parallel line, beginning in 1815, the company earned high praise and recognition for creating many of the country's finest tower clocks, including the one in Philadelphia's Independence Hall.

The Seth Thomas public clock installation records, on microfilm in the company vaults, are still copyrighted, but some organizations such as the NAWCC (National Association of Watch and Clock Collectors) have compiled lists that are currently available in clock publications, catalogs, and on the Internet.

There is no research on how many clocks still exist, but an examination of one such list tells me that in New Jersey, Delaware and Pennsylvania there were, in aggregate, no less than 339 Seth Thomas public clocks.

From my personal viewpoint, I have no interest in learning about clocks and watches or even the history of the Seth Thomas Company – others have done that *ad nauseam*. What I would be interested in doing is gathering postcards of the once and current clock installations from Atlantic City to West Orange, Philadelphia to Pittsburgh and all of Delaware. Any one want to help?



Like journeys that begin with a first step, collections must start with one card. My first card is above. I suspect few of you will recognize this building. (I didn't.) It was demolished prior to 1909 and replaced by a grand, Georgian style courthouse that today still carries on the business of Cumberland County. The new courthouse is only eleven miles from my home.

If you choose to pick-up the gauntlet, go to my [Lockkeeper](http://www.lockkeeper.com) website and click on the Thomas Link for SJPCC. When you click, a new page should open that you can save with Microsoft Word. The page will be completely editable. If you want your own copy, go to the file menu and click on the print command.

Lockkeeper is found at <http://www.lockkeeper.com>.

### A Quartet of "Quarter Box" Challenges

At the last Belmar, New Jersey, postcard show I spent most of the day browsing in the 25¢ boxes. I define browsing as, shopping for postcards that I don't collect. You may ask, "Why would you do that?" The answer isn't complicated. I browse to find interesting cards for stories that appear in this newsletter. A quartet of stories was found that day. Total cost: \$1.00.



The **Land Battleship in Union Square, New York City**, was a mock battleship named *Recruit*. It was built in 1917 to promote enlistments in the Navy and Marines.

Mayor John Purroy Mitchel publicly supported the Allied war effort and in April 1917 he brought to his public's attention the fact that New York City's quota for the Navy was 2,000 men but the city had enlisted only 900.

To promote enlistments the Mayor's Committee on National Defense raised money to build the structure designed by Donn Barber and Jules Guerin. Mitchel presented it to the Navy on Memorial Day 1917. Olive Mitchel, the Mayor's wife, christened the "ship" with a bottle of champagne.

Modeled after the U.S.S. Maine, the 200-by-40-foot *Recruit* was made of gray-painted wood and tin, with a real searchlight, semaphore signals and one-pound guns. The "land-ship" ultimately secured 25,000 enlistments in the Navy. It was removed from Union Square in 1920.

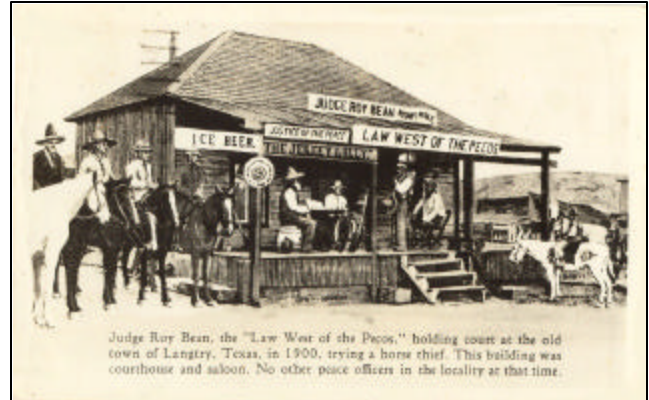
Mitchel was defeated in the elections of 1917. He joined the U.S. Army Air Corps and was killed in a training accident the next year.



The **Laxey Wheel on the Isle of Man** was built in 1854 and named *Lady Isabella* in honor of the Governor's wife. The seventy-two foot water-wheel, thought to be the largest in the world, was used until 1929 to pump water from the workings of the Great Laxey Mining Company, a source of fine quality lead and zinc.

Currently the fully-operational wheel is owned by the historical trust and is visited by thousands of tourists each year.

More information at <http://www.isle-of-man.com>.



Many volumes tell the legend of the outlandish **Judge Roy Bean** and the laws he adjudicated "**West of the Pecos.**" The obvious question for many of us is ... "Where is the Pecos?" The answer is quite simple. The 475 mile long Pecos River flows south from Santa Rosa Lake in New Mexico to Langtry, Texas, where it becomes part of the Rio Grand.

This postcard shows the judge (sitting on the barrel) presiding over the trial of a horse-thief.

Today the village of Langtry has about 30 full-time residents and is nearly forgotten except for a museum and visitor's center that has Roy Bean's name. The Jersey Lilly Saloon looks much as it did over a hundred years ago.



Opening in 1909 at Broadway and 49<sup>th</sup> Street, this was the third location of James **Churchill's Restaurant**. This New York City eating establishment, known for fine food in a gay, yet refined atmosphere, offered a *la carte* dinner service beginning at \$1.25.

Jimmy Churchill was born on 49<sup>th</sup> Street in 1862. At age 21 he became part of the Pell Street (Chinatown) Police Force where he served for twenty years rising from Patrol Officer to Captain. When he retired in 1903 his many friends suggested he consider the restaurant business. He liked the idea and in only a few years became famous as a pre-prohibition cabaret owner.

An ironic twist for Churchill was that after selling liquor at his restaurant for over 15 years, President Harding invited him to be the Prohibition Administrator for the city of New York. He refused the position.

Mr. Churchill died at age 67 at the Traymore Hotel in Atlantic City on January 19, 1930.