

South Jersey Postcard Club Meeting Reminder

Sunday, June 12, 2011 at 1 PM

in the Prince of Peace Church Hall one-quarter mile east of Marlton Circle on Rt. #70

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Here is a very special issue of The McClintock Letter

Forty years ago this month John McClintock and some friends met to consider forming a postcard club in southern New Jersey. They decided that the time was right and that there was plenty of interest among postcard collectors living in the Delaware Valley.

Today – exactly 40 years later – their club has evolved into our club.

Please make a special effort to attend this meeting
so you can enjoy SJPC's birthday cake.



At the May 15th MEETING...

- Past-president Bob Duerholz presided with 16 members present. The Roll Call was waived.
- Emily DiVento read minutes from April; Sal Fiorello gave the treasurer's report that included a final accounting for PoCax '11.
- Old Business:
 - It was reported that no one claimed the "up-side-down" newsletter prize.
 - Some discussion included the continuation of PoCax in 2012. A vote determined that we should continue with the first Saturday in May. A committee delegate will visit our host hotel to determine availability.
 - Another discussion centered on having another large auction this year. This will be considered further at the next meeting. Your ideas about an auction are welcome.
 - New Business: none.
 - Tom Kearney and Ray Hahn shared Card of the Month honors. The topic was "working on the house." Tom's card (right) is a Dwig comic. Ray's card (left) is a Levi (LL.) from Warwick, England
 - Bud Plumer won 50/50.
 - Meet adjourned followed by a spirited auction.



The June card contest topic is, "A card your father would like."

In June, let's celebrate our fathers.

Fathers in America will be feted on Sunday, June 19th on a day that really was invented by necktie manufacturers and greeting card companies, but with that fact set-aside, Father's Day has come to be a sincere time to remember our fathers.

Currently Father's Day is celebrated in nearly 25 countries world wide, and there are many ways to honor a father for the role he plays in his family, neighborhood, and nation. We think the best way to honor your father is sharing him with friends. Tell why your father would like the card you selected to enter in the content.

A look back at 1971

By Lynn McKelvey

When South Jersey Postcard Club was founded by John McClintock and his friends, the world had a different look about it, so for our 40th anniversary, let's look back. From my own perspective, I was 14, a freshman in high school and taking ballet classes three times a week. Many of the current events in those days did not affect my little world, but here are some interesting facts.

Richard M. Nixon was president in 1971, when gasoline was forty cents a gallon, first-class stamps were eight cents, and it cost six cents to mail postcards. A movie ticket was \$1.50 compared to one today that exceeds \$9.00; wow, how times have changed! The most popular movies were the *French Connection* and *Love Story*. *All in the Family* and *Mannix* were the most popular television shows.

It was an amazing year for NASA and the space program. Apollo 14 brought moon-rocks home after the astronauts hit golf balls on the moon. Apollo 15 launched the lunar rover. The slide rule was replaced by Texas Instruments when their first pocket calculator reached the market. Micro-processing was born when Intel created the 4004 microchip that made possible a machine called the personal compact computer. Ray Tomlinson, a computer engineer working at Bolt, Beranek, and Newman sent the first email in 1971 and chat-rooms soon followed. Awesome! Those services began then and today we can't live without them.

International politics continued to headline every news broadcast. We were engaged in the Vietnam War. Peace marches in Washington, D.C., and other major cities were commonplace, which was understandable for the Harris Poll claimed that 60% of the American people were against the war. Remember Daniel Ellsberg and the Pentagon Papers? Those papers proved that the government was lying to the people about the war. It was a time of anything goes.

As for music and clothing, it was the hippie era of self expression and individualism; yet still classy and tasteful. Cigarette advertising was banned from television and the Twenty-sixth Amendment to the Constitution reduced the voting age to 18. Walt Disney World opened for business. The inflation rate was out of control – remember how President Nixon froze everyone's salary? And then there was the earthquake; the one that shook the entire San Fernando Valley of California so hard that it broke decade old records. Days later building and construction standards were revised all across the country.

Forty years ago, change was everywhere. National Public Radio broadcast their first program. The NASDAQ index debuted on Wall Street. Amtrak was created to provide intercity rail service, China was admitted to the United Nations and their trade embargo was lifted. Greenpeace emerged from the peace movement and anti-nuclear protests that occurred so often that the media stopped covering such events.

Lance Armstrong and Mariah Carey were born. Charles Manson was given the death penalty for the murder of a movie star named Sharon Tate. There were riots at the Attica State Prison in New York. The best sellers list included, *QB VII*, *The Exorcist*, *The Day of the Jackal* and *Wheels*. It was also when Alvin Toffler's book *Future Shock* came out. (That is a book that might be worth a re-visit to see where we are today).

Hey, what about sports? Construction began on the superdome in Louisiana. Mohammad Ali fought Joe Frazier - Frazier won. The Colts defeated Cowboys in Super Bowl V. The Pittsburgh Pirates won the World Series, and UCLA took the NCAA basketball championship. Phyllis George was Miss America.

Forty years equals 21,022,560 minutes and the world's population was growing at the rate of 116 births per minute – by 1971 the global population reached 3.7 billion.

A lot has happened in 40 years. Things get invented, there are new discoveries, babies are born, people die, the world changes. The best things in life aren't things at all. The best of life is the people you meet. Friends! Family! It is my pleasure to call all of you my friends. Remember that old Coca Cola song, *What the World Needs Now, Is Love, Sweet Love?* A jingle, mostly, but true. I find it humorous that many of today's commercials are based on songs from the 1970s.

So be sure to attend our June 12th meeting – a real milestone. I am especially honored to be a part of it. Perhaps a board will appear at PoCax 2012 – one entitled *Remember When – 1971*.

Lynn

The McClintock Letter

The official quarterly newsletter of the South Jersey Postcard Club - Serving Postcard Collectors Since 1971
John H. McClintock (1925-2009), Founder

June 2011

Vol. 11. Special Anniversary Issue

South Jersey Postcard Club Turns 40

By Ray Hahn

Forty years ago this month five friends sat at a table in Mt. Ephraim, New Jersey, and discussed the possibility of founding a postcard club. Their plan was to structure a club that would have monthly meetings at which postcard collectors could meet with the idea of trading, buying, or selling postcards.

A 46-year-old Philadelphia insurance agent was the spearhead for the group. He became Member #1. John McClintock had been collecting postcards since he was a boy, and at that point in his life, he owned hundreds of thousands. John had heard that in other places in America postcard clubs had formed and had been very successful. He wanted to share his collection and his knowledge with other collectors from southern New Jersey.

Two homemakers from Delaware attended the meeting. Margaret Taylor and Gloria Downes. Margaret took on the job of treasurer at that first meeting and kept the club's books and money until her death in the 1990s. Margaret was member #2; Gloria was #3.

Charles "Chuck" Evans was there too. He became member #4. Chuck Evans was the "Will Rogers" of postcards. Everyone liked him for his kind and gentle good-humor. He was a self-styled authority on dozens of topics: Clapsaddles, maps, NJ linens, and many others. Chuck only had one problem – he hated food. He was pencil thin and it was his opinion that eating was a waste of time. Those who knew him were amazed by the fact that he ate meat loaf and mashed potatoes almost every day of his life.

Member #5 was Edwin K. Daley, Jr. Edwin was elected the second president of SJPC in 1972.

At that June meeting the dues was set at \$3.00.

Highlights of the next three years are recounted below for your amusement!

By March 1972 nearly 50 people were attending the meetings. After new officers were elected in November 1972 the first item of business was how to price the cards in the club's Pix-Box. It was decided that 2¢ would be a fair price and the treasurer was asked to prepare a monthly report on the profits from the pix-box.

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In 1973 at about the time of the second anniversary, it was decided that in the best interest of the membership a separate publication needed to be offered to the members, thus the *South Jersey Post Card Club Post Card Courier* was initiated. It was the forerunner of our current newsletter *The McClintock Letter*, designed to provide the members with information about places, people, and historical events and how each is depicted on postcards.

One issue of a *Courier* that appeared that year contained a Randolph Caldecott biography and checklist by George and Dorothy Miller, an article on the history of Monmouth County (NJ) and postcards from there, an accounting of how to collect transparent postcards by

Marjorie Buck, and there was mention of a Bamforth Checklist (Bamforth was a British postcard publisher known to have published more than 12,000 postcards). And from the long list of coincidences, someone had written to the editor with a question about the Strawbridge & Clothier's Fete International cards, asking if someone knew the number of cards in the set. (See example from Emily DiVento's award winning exhibit on Page 4.)

One very unusual thing that was done in those early issues was to identify each member mentioned by his/her member number. When I joined the club, I was Member #318. If the *Courier* was still being published then, and I had made a contribution to it, the by-line would have read, "Submitted by Ray Hahn, #318." A curious practice to say the least. We should all thank Sal Fiorello, for it was he, who very wisely abandoned the idea of member numbers.

In 1973, Dan Taylor (the club's chaplain and trustee) had an idea that died-on-the-vine all too soon, but for the one year that it happened it was a grand idea. Dan secured a sponsor for the 1973 PoCax exhibit. Dan would never tell where he got the money, but an unnamed business/individual donated \$125 to pay for awards (ribbons were used in those days) and prizes.

In November 1973 the club held its first auction. The 127 lots that were available started with just one card, #6 from Tuck's "Little Nemo" series, and went on to Valentine greetings, transparency cards, and much more including this item: Lot #85 – 8 Stengels from the #29000 series (fine copies of famous paintings), inc. 1 nude – information added not to encourage sales but to forewarn anyone who would be offended.) \$4.00. [Editor's note: the same lot of cards today would likely be priced at about \$65.00.]

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In 1974 many members were involved in the monthly operations of the club. In addition to the officers, there were two members responsible for refreshments, an entertainment officer who found and secured half-hour programs for every other meeting, a pix-box chairman who received and sorted cards donated by other members, and a mailer who was responsible for sending out the monthly newsletters. Ruth Kappler #6 was a frequent card donor.

PoCax IV (1974) enjoyed a profit of \$350.

It was in August 1974 that the club sponsored its first field trip – an overnight trip to the National Postcard Museum in Connecticut. Maps showing checkpoint stops were provided to the drivers. Colored ribbons were attached to the cars to aid in keeping the caravan together while it traveled on the NJ Turnpike. A museum visit was planned for the Saturday afternoon and a second activity was planned for Sunday morning. There is no mention in the club's archives as to who participated.

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These accounts have been drawn from the club's archives and from old copies of the *Courier* recently discovered and donated to the club by Jim Estelle.

Notes from the our members and friends

- Anniversary greetings and best wishes to our friends in the South Jersey Postcard Club. We are delighted to celebrate your 40th . . . And many more.

Taconic Postcard Club and its members,
your New York neighbors East-of-the-Hudson

- Some years ago when I first joined SJPC, I was all pumped up to display my first attempt at a PoCax competition. I worked hard on that board; I named, "UP, UP AND AWAY IN MY BEAUTIFUL BALLOON." Of course, as you may guess, the cards were all hot air balloons.

Never having been to a PoCax before I went all out with some "bells and whistles" on my board. I painted the background with sky blue paint, even introduced some white clouds for effect. And would you believe, I purchased a helium balloon that morning and contrived a basket below it, tied it securely to the board and very proudly entered the show with my high flying board. I immediately got some very strand looks. They must be just jealous I thought ... WRONG!!

The competition Godfather approached me and quoted something about Board Rules. "What Rules?" I thought.

Well, the other members let me down easy that dreadful morning. They let my board be displayed (without the balloon), but not eligible as a contender. I was red faced that year, but have had a come-back in the many years since.

Some members still remember... and laugh, I'll admit the laugh was and still is on me.

Bob Duerholz

- Pat and I always looked forward to our monthly club meetings where we would meet new people and old friends. We learned a lot about deltiology (a word we had never heard before) and were able to add to our collections through the auctions or from visiting dealers. It was always a fun day.

Don Pocher

- Hearty Congratz to the South Jersey Postcard Club! Forty years of postcard fun is well worth celebrating. May your 50th anniversary be even more so.

Lew Baer, editor
San Francisco Bay Area Post Card Club

- Congratulations to the Club!!! SJ is a cordial and congenial club, meetings are enjoyable, and I always look forward to seeing the exhibit boards at the club show. And, the newsletter is outstanding! I do wonder what was going on 40 years ago, a few life times ago!

Louise Wile

- Here is a good story about John McClintock. In the many years that I knew John, I also bid on many cards through his "Virginia Mail Auction." In corresponding over the years, John sent many little stories and notes. One which I thought was especially "John" came after I inquired about his health in 2006.

Hi Emily,

I am doing well health-wise. Still bowling twice a week in leagues. My average is now 161. Not too bad for being 81. I enjoy bowling and the people.

I live in the center of downtown Manassas, population 38,000. However, last week a raccoon appeared in my back yard. Next door had two foxes on their place. In May an opossum visited my yard. Each time Animal Welfare was called, but by the time they arrived all animals were gone.

I have two thistle feeders and one nine-station bird seed feeder. I also have six squirrels that I feed peanuts to daily. Have all kinds of birds including red and yellow finches, blue jays, cardinals, doves, sparrows and humming birds (I have two feeders for the hummers.) My five bird houses are occupied most of the summer.

I have bored you enough.

Best Wishes, John

(Continued, next column)

- Postcards can be works of art and historical treasures - in my short tenure as a member of the SJPC, I have found that its members, and especially the club's newsletter, value both.

Mickey Smith



Philadelphia Postcard Collector Dies at 101

When 98½-year-old Helen Faust wrote a letter to our club secretary, Emily DiVento, in the spring of 2008, she asked a very straightforward question. "Could South Jersey Postcard Club help sell my postcard collection?"

Since this is something we do on a regular basis, Emily answered the letter and made arrangements for us to visit Helen at her home in the Spring Garden neighborhood of Philadelphia.

On the appointed day Emily, Sal Fiorello and Ray Hahn visited Helen to examine her collection of cards and to make an offer to auction her cards at our regular meetings. What we did not know was that Helen's cards would span at least 70 years of collecting that was accomplished on her visits to more than 90 countries worldwide. She agreed wholeheartedly and in the months that followed we were able to make sales of her cards at prices much higher than Helen ever expected.

Mentions of Helen and her collection appeared in *The McClintock Letter* in August and November 2008, and on the occasion of her 100th birthday.

Much to the sorrow of all who knew her, Helen died early in May. It was only then that those of us who only know her for a short time realized what a magnificent individual she was. As a life-long educator and guidance counselor in the Philadelphia school system she seemed to leave her mark on all who met her.

We at SJPC cherish the honor of meeting Helen Faust and for having the honor of helping her on a rare occasion when she needed someone to do something for her.

South Jersey Postcard Club

Visit us at sjpostcard.com

to find general information and our newsletter archives.

President	Lynn McKelvey
Immediate Past President	Bob Duerholz
Vice President	Jim Estelle
Treasurer	Sal Fiorello
Secretary	Emily DiVento
2011 Trustee	Charles "Bud" Shropshire
2011 Trustee	Jane Coccione
2011 Trustee	Mary Chubik
Newsletter Editor	Ray Hahn

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Remember, this newsletter is available electronically. Send an email to editor@sjpostcard.com with the word SUBSCRIBE in the subject line and your name in the message box.

Join the "GREEN" members of SJPC by saving our club the expense of paper and postage. Thanks.

A report on PoCax '11 – 40 years of postcards

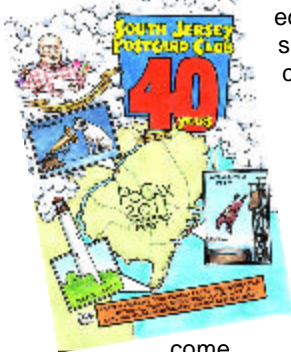
Plans for this particular PoCax started back in October 2010. Some who attend postcard shows have no idea that it takes hundreds of hours to plan, advertise, organize, do the paper work, find the money to pay the bills, and present an event such as PoCax. With this in mind the first thing to do is to thank each and everyone who worked toward a successful completion. First the dealers who came to share their inventory with SJPC members and guests, then the officers, members, and those who came to buy and be part of the fun.

The weather on May 7th was a blessing of the first order. Bright and sunny; a perfect day to be out and about. Everything was ready and now it was time to wait and see. Regrettably there was no line at the door at 8:45 like there has been in past years, but collectors started to arrive and before long deals were in progress.

We all know that postcarding and most of those who participate in the hobby are aging. The state of an economy in which there are very few dollars left for recreational spending is of no help either, but in spite of such obstacles many collectors came to the Double Tree Suites Hotel in Mt. Laurel to seek those precious cards they wanted to add to their collections.

The card most frequently added to collections this year was the Rick Geary designed, show announcement card. Rick who is an internationally known artist and cartoonist was commissioned by club editor Ray Hahn to create a card based on the memory of John McClintock and three world famous New Jersey icons: "Nipper," RCA's most famous listener, the diving horses on Atlantic City's Steel Pier, and the lighthouse in America's First Resort – Cape May, New Jersey.

Rick's card has already reached coast-to-coast distribution, for it not only announced PoCax '11, but it also mentioned that our show was during National Postcard Week. Requests have arrived from California, Illinois, Rhode Island, Virginia, Kansas, Texas, Alabama, Nevada, North and South Carolina and Florida. We expect that collectors of Geary's cards will continue to request this card for weeks to



come.



Exhibits and Awards

Most of the members and friends of SJPC know that the "X" in PoCax stands for eXhibit, but this year that little fact was most recognized by the ladies. It was only seconds after the conclusion of the announcement concerning the award winners that someone realized that all five awards went to the ladies of SJPC. They were: Best of Show winner, Sheila D'Avino; Honorable Mention winners, Carol Pollock, Jane Cocciolone, and Emily DiVento; plus a \$5 prize went to HARRISE KALL.

Nearly fifty boards were displayed by SJPC members. The topics ranged from aviation to zoo animals. At Pocax whenever you are near the ballot box, you can hear voters saying, "I just don't know who to vote for." It must be that the "Best of Show" concept is a difficult one to understand.

Sorry to say, Jane was unable to attend PoCax this year, but she sent her board "Silk Santas" to the show with her sister and won an honorable mention. The other winners took the time to be photographed with their winning boards.

Congratulations to the ladies of South Jersey Postcard Club.



Sheila D'Avino with her board entitled, "South Jersey Loves Postcards."



Carol Pollock with her board of "Transportation" postcards.



Emily DiVento shows her collection of "Philadelphia Adverts"



Harrise Kall with her board named, "The Hat's Where It's At."

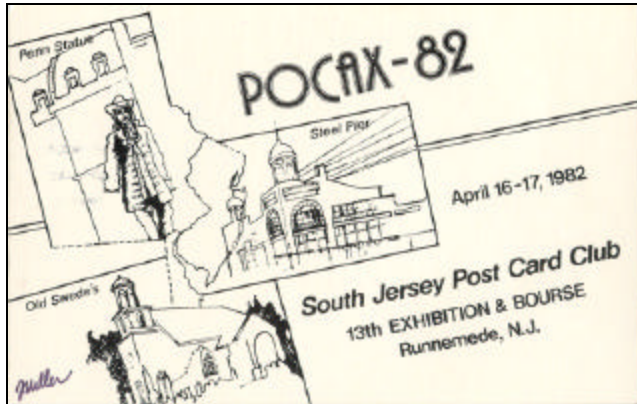
2012 – Year of the Checklist

A special call for SJPC members to get involved with your club's newsletter.

A checklist based on a collector's hard work and experience is the very best tool any collector could hope for, especially for those of us who collect sets of cards. Starting in January your editor would like to begin a new feature. For now the working title is, *SJPC'S Page 3 Checklist*. In each issue there will be a checklist of very collectable cards that will include as much information as can be found. If you care to participate contact Ray Hahn for details.

Would you like to see the kinds of cards that appear on an award winning exhibit board?
Here are examples from PoCax '11!

Best of Show



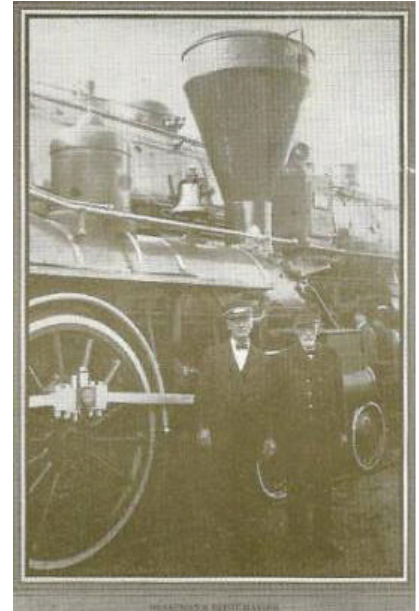
From "South Jersey Loves Postcards" by Sheila D'Avino

\$5 Honorable Mention



From "The Hat's Where It's At" by Harris Kall

Honorable Mention Award.



From "Transportation" by Carol Pollock

Congratulations

to the winners

&

to all who participated.

Honorable Mention Award



From "Silk Santas" by Jane Cocciolone

Honorable Mention Award



From "Philadelphia Adverts" by Emily DiVento