

The Golden Age of Postcards was the period from 1898 through 1915. Congress authorized the use of postcards sent through the mail with a one cent stamp in July 1898. This experiment to increase revenue was extremely successful. Postcards became the most popular collectible in the world and the production of postcards increased dramatically.



HW_0008a - A Merry Halloween

Many holiday postcards from the Golden Age were designed by known artists. These postcards are some of the most collectible on the market today. The postcard images from the early 20th century illustrate customs and traditions of the holidays as no other media did. Many of these customs have changed over the years and are no longer practiced.

Halloween postcards from the early 20th century are very collectible. They are some of the finest artwork published on postcards. Ellen Clapsaddle (1895-1934) was born in Herkimer County, New York, and became a distinguished postcard artist from the Golden Age. She is best known for her beautiful images of children. These two Halloween postcard designs are signed Clapsaddles.

We have a total of 9 vintage Halloween quilt blocks sets, including 2 by Ellen Clapsaddle. We also have a set by Francis Brundage, another very collectible American female postcard artist, and 2 sets by Samuel L. Schmucker, recognized as the most collectible American postcard artist from the Golden Age. We invite you to view all the vintage Halloween images on our web site.



HW_0001b - Halloween

What is Paper Ephemera?

The word ephemera derives from the Greek language, meaning things that are not meant to last more than one day. In ancient times the word extended to the mayfly and other short-lived insects and flowers, which lasted for a short time. In library and information science, the term describes the class of published single sheet documents, which are meant to throw away after one-day use.

Many of the images in our inventory that we print on cloth are ephemera, including postcards, trade cards, brochures, posters, calendar tops, decals, advertising prints, menus, and other sundry items.

Ephemera is collected for different reasons. One reason is rarity. Because it was not made to last for a long time it is often rare or hard to find. Another reason is the graphic images used on ephemera. Many of these are unique and not found on other types of printed materials. A third reason is that ephemera offers an interesting perspective into the social history of the period it was produced. Early trade cards and postcards were precursors to modern advertising.

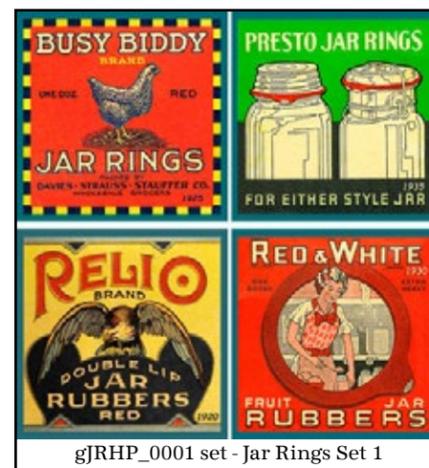
Quilt Block Patterns

We currently package four basic patterns with different sizes of quilt block sets.

The pattern for a quilted wall hanging is included in the 4-4"x6" quilt block sets. Second is a pattern for a tote bag with a set of 2-5"x8" quilt blocks. A pattern for quilted hot pads is in a set of 4-4"x4" quilt blocks. Included with a single 6"x9" quilt block is a pattern for a pillow.

We will be adding more patterns to use with our quilt blocks in the future. All of our patterns are on our web site and can be downloaded as PDF files.

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An interesting subcategory of images in this group are antique jar ring boxes. They date from the 1920-30s. The graphics are wonderful and are perfect for our 4"x4" format for making hot pads (packaged with a pattern).



gJRH_0001 set - Jar Rings Set 1

Vintage canning labels are another selection of rare and interesting images. The graphics and artwork on these early canning labels are beautiful. All of our sets of 4"x6" quilt blocks come with a pattern to make a small wall hanging.

The images reproduced on quilt blocks in the Antique Home and Garden Collection are charming and attractive. These wall hangings and hot pads make lovely decor for any kitchen.



CN_0001a - Hatch Brand Sugar Corn

Many of the Vintage Sewing and Quilting Collection images in our inventory are from 19th century trades cards. Trade cards in the 1870s were the first colored advertising prints. Many were chromolithographic prints from hand-carved stones. The height of the chromo era was the 1890s. Sewing and thread trade cards were some of the most popular and widely produced trade cards of all. A wide range of images and subject matter was used to promote this industry. We now have 32 sets of 4, a total of 128 images in this collection.

A popular subject promoted by sewing machine and thread companies at the turn of the century was mothers teaching their daughters how to sew. The industry understood that the market for its products relied on girls learning how to sew and quilt. An example is the 1895 trade card by Standard Sewing Machine Company on the front page.

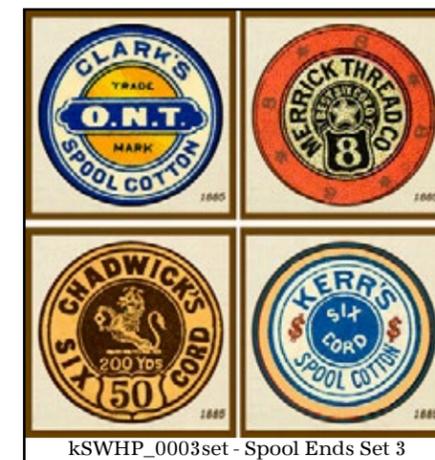
At right is a tote bag made using 2 - 5"x8" quilt blocks from a 1913 book titled "The Mary Frances Sewing Book, Adventures Among The Thimble People." This is a fantasy book about a young girl named Mary Frances who is befriended by a kind fairy. The fairy makes Mary's grandmother's sewing supplies come to life to teach Mary how to sew, so she can help her mother.

There were a number of companies manufacturing thread in the late 19th century, and many of them used trade cards to advertise and brand their products. The information and graphics on these spool ends provides an interesting and

unique insight into the history of the thread industry more than 125 years ago. These images reproduce as 4"x4" square format quilt blocks. We package each of these sets with a pattern to make quilted hot pads.



Tote Bag made from pattern using 2 - 5"x8" Quilt Blocks



kSWHP_0003set - Spool Ends Set 3

Old World Santas, like the ones on this page, do not resemble our modern Santa Claus. Many of the early Santas wore various colored robes and hats. The Santa Claus we know today is a combination of many different legends and myths.



SC_0004a - Old World Santa

Santa postcards from the early 20th century are some of the most collectible in the hobby. Most of these postcards are rare and expensive to acquire. We are international postcard dealers and the Santas in our inventory took many years to find and acquire.

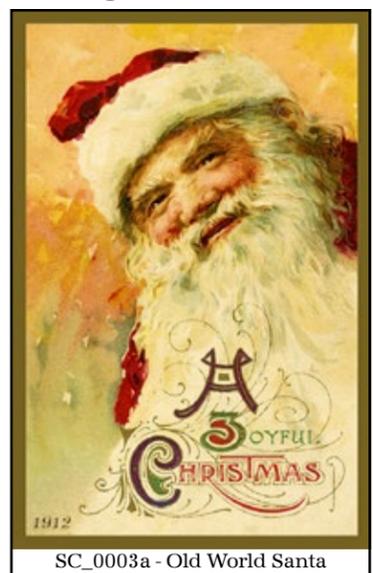
We have one of the widest collections of vintage Santa images ever offered for sale in the quilting hobby. The Santas in our inventory are new to the quilting market. This spring 2011 we have added 10 Santa sets for a total of 24 vintage Santa sets of quilt blocks.

A wide range of different artists created these early postcards and most are anonymous. The "Golden Age of Postcards" was the era circa 1898 through 1915. Postcards were new to the market and quickly became the most popular collectible in the world. One of

the primary reasons for their popularity was that they could be sent through the mail with a message for one cent. These early postcards were often referred to as "Penny Postcards."

The vintage Santa images we reproduce on quilt blocks can be used in a number of different quilting projects. We include a pattern for a wall hanging in our 4"x6" sets. You can order these quilt blocks in several different sizes and use them on Christmas stockings, on pillowcases, on tote bags, and on quilts in general. We have patterns on our web site that can be downloaded as PDF files.

We invite you to go to our web site to see all of our vintage Santa images, including the Old World Santas. We have Santas from the 1920s and 1930s as well. These bring back memories of Christmas past.



SC_0003a - Old World Santa



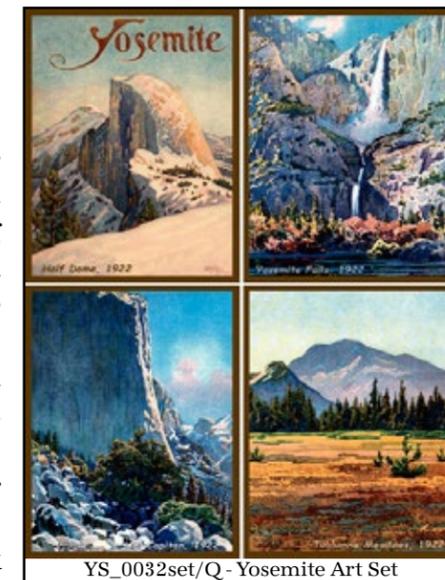
SC_0008d - Old World Santa



SC_0009a - Old World Santa

National Park Quilt Blocks

Our largest customers are American national parks and monuments. We are selling our vintage quilt block sets in 40 locations operated by the National Park Service (NPS). In 2010 more than 285 million people visited national parks and monuments in the USA, an increase of 10 million over 2008 levels. If you have a shop located near a national park or monument we recommend



YS_0032set/Q - Yosemite Art Set

you offer our national park quilt block sets for sale. Tourists are very good customers. We invite you to visit our web site to view the 200+ national park quilt block sets in our inventory. This is the largest selection of it's kind in the quilt market.

Web site: www.OldeAmericaAntiques.com

Antique Home and Garden Quilt Blocks

We have developed an Antique Home and Garden Collection of quilt block sets. The images in this group are reproductions of brochure covers, advertising prints, canning labels, jar ring boxes, postcards and 19th century trade cards. The primary source material is ephemera, printed matter that was not made to last for a long time.



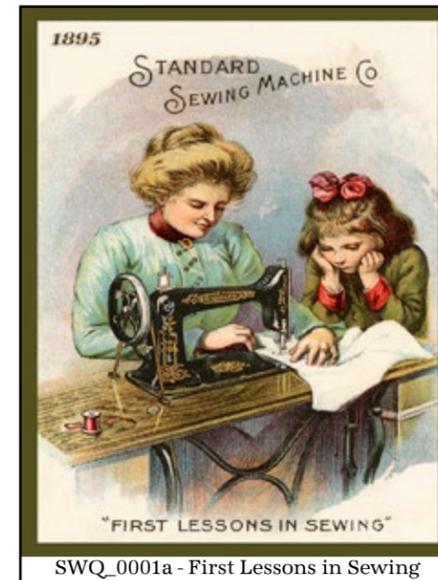
aCOK_0001a - Woman Mixing in Bowl

Vintage Home and Garden images are not common. This collection was acquired over several years and is new to the quilting market.

The subject matter in this collection relating to homes includes vintage cooking, kitchens, stoves, cupboards and canning.

Garden related images include early seed packets, seed catalogs and brochures, vegetables, and flowers.

(continued on page 3)



SWQ_0001a - First Lessons in Sewing

Introduction

Welcome to our second newsletter. We will discuss a few of the various collections of vintage images in our inventory. We want you to be aware of the wide range of images we have available to print on cloth and the various quilt blocks we can produce.

Susan and I started a fine art printing company in 1998 and began printing on cloth in 2006. Our inventory now includes more than 500 sets and 40 different topics. This is the largest and most diverse selection of vintage images on quilt blocks available on the quilt market today.

We hope you enjoy this newsletter. We plan to publish more newsletters in the future as time allows.

- **Olde America Antiques**
- **American Quilt Blocks**
- **Susan and Jack Davis**
- **Bozeman, MT 59715**
- **Email:**
wonderland@montana.com
- **Web Site:** www.OldeAmericaAntiques.com
- **Tel: 406-587-0937**

All of our quilt block sets include patterns and make great small projects for classes!

Do you need something new for your shop hop?

Do you have any special events coming up?

Contact us about ordering wholesale for your shop.