

INDY POSTCARD COLLECTOR

JUNE
2024

Indianapolis Postcard Club, established January 6, 1975



To Darling Harold from Papa & Mama, March 21, 2010

Happy Summer Days to You!

Please join us at our next meeting!

The June 13, 2024, meeting will be held at the MCL in Speedway (6002 Crawfordsville Road, Indianapolis, IN 46224). We will gather for dinner at 5:30 p.m. and the meeting will start at 6:00 p.m. The competition is desserts.

If you have any questions or concerns, please contact Kent Clady
(317) 966-5302; kclady@ol-g.org

Featuring Postcard Collector Kent Clady

Email address: kclady@ol-g.org

Please meet Kent Clady, current President of the Indianapolis Postcard Club (IPC). Kent has been a member of the IPC for approximately 15 years. He collected travel postcards from vacations as a child. Then he began collecting vintage postcards as part of working on genealogy for his family 20 years ago.

In terms of special topics, themes or places, Kent reports that he collects postcards of his hometown (Lakeville, Indiana) and the hometowns of his grandparents. He has a great interest in the history of Indianapolis, so postcards are an easy fit. He also loves the beauty of holiday cards.

Kent finds many postcards for his collection on eBay, along with estate sales and postcard shows. He enjoys a card that has been posted because it gives a small picture of that time - along with some of the crazy messages - or even the simple words - of the person who sent the card.

Kent included his favorite postcard as part of this interview. It is a real photo postcard (RPPC) of Christmas morning in the Woodruff Place neighborhood in Indianapolis. The snow-covered houses and streets remind us of a simpler time at a beautiful time of the year. He also has several postcards from his grandparents' hometowns that may be rare because they may have been limited to a very small printing.

Like many members of IPC, Kent collects other items that inform or complement his postcard collection, including antique glass made in Greentown, Indiana, from 1894-1903. His grandmother Clady was born in Greentown in 1913. Although she didn't live there during the time when the glass was being produced, Kent reports that it has been fun to piece together the history of the town of Greentown through postcards.

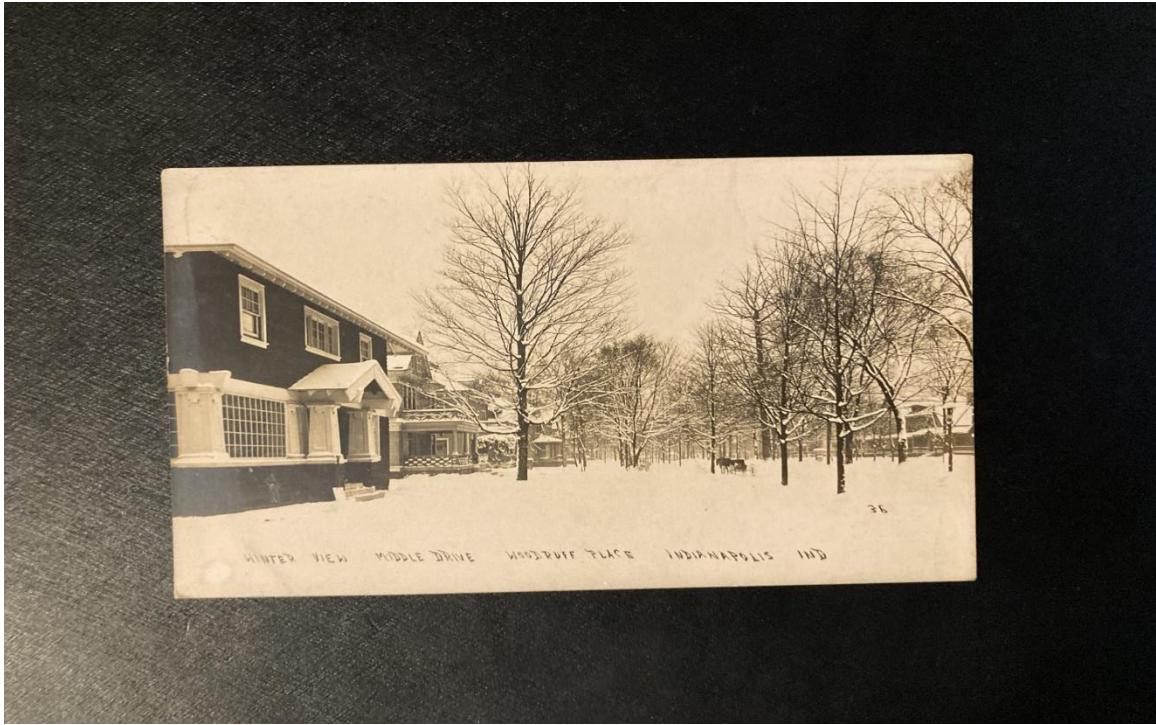
When asked about how belonging to the Indianapolis Postcard Club (IPC) enhances his enjoyment of collecting postcards, he responds that he loves being part of a group of like-minded collectors that share the thrill of finding their next great postcard to add to their collection!

Thank you, Kent, for being the interviewee for this month's issue of *Indy Postcard Collector*!

Kent finds postcards of Woodruff Place to be especially appealing:







Kent's favorite postcard:



Cross Border Advertising Card

by Dewey J. Conces, Jr.

In 1869 the Austrian Postal service issued the first postcard intended for individuals to send notes to one another cheaply. It immediately caught on with 1.5 million being sold during the first month. The following year Great Britain and France began issuing postcards. The United States did not make postcards available until 1873. By then postcards had become a widely used form of communication between people.

It did not take long for businesses to view postcards as an inexpensive way of advertising their products and services. The first advertising postcards were produced in Great Britain in 1872. The first advertising postcards used in the United States were issued to promote the World Columbian Exposition in 1893. In 1898 businesses were allowed to produce their own postcards. The introduction of divided back cards in 1907 created space on the back of the card to allow a message to be printed.

The card discussed in this article is an advertising card produced by Knoll AG. Knoll AG is a drug development company founded in 1886 by Albert Knoll and Hans Knoll. It is in Wiesbaden Germany. In 1920s it developed several synthetic narcotic analgesics, Dilaudid (hydromorhine) and Dicodid (hydrocodone).

The card produced by this German company has advertisement targeted at Polish physicians. The back of the card has a machine cancellation dated March 6, 1939 and was mailed from Ludwigshaffen on Rhine. The postage rate was 5 pfennig. It is addressed to a Dr. Jozef Mazurek in Darkow-Zdroj, Poland. All the advertising text on both sides of the card are in Polish.

The front of the card advertises digitalis a cardiac drug produced by Knoll. The active compounds in digitalis are cardiac glycosides that are found in certain foxglove plants (Digitalis). The use of this drug in the treatment of heart disease was first described by William Withering in 1785. At that time the glycosides were extracted from *D. purpurea*. Currently the active compounds are obtained from *D. lanata*. Because digitalis increases cardiac contractility, improving the hearts' ability to pump blood, it is used to treat congestive heart failure. It is also an antiarrhythmic agent and is used to control heart rate, in particular atrial fibrillation.

The front of the card graphically depicts the relationship between foxglove and cardiac disease by having images of a foxglove plant next to a human heart. The accompanying text reads "Since 1908, Digipuratum has been produced in a way that ensures the stability of all digitalis glycosides, is characterized by good tolerance and reliable action."

The back of the card promotes Dicodid (hydrocodone) as a cough suppressant. The text "Dicodid calms the strongest cough" is located within the triangular border of the company logo.

Dosing information is provided for both medications.



Figure 1. The front of the card depicting foxglove and the human heart. Text advertises for digitalis a medication derived from foxglove and used to treat congestive heart failure.

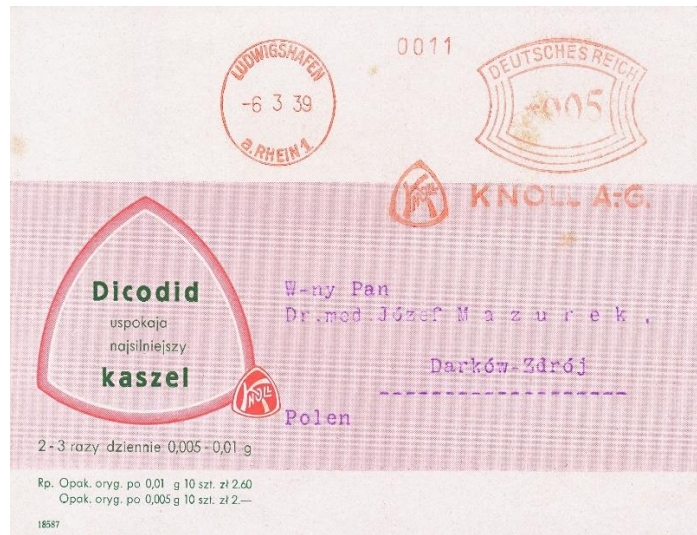


Figure 2. Back of card advertising Discodid, a synthetic narcotic, for use in suppressing cough.

Thank you, Dewey, for this fascinating article!

IPC's 50TH Anniversary in 2025

Greeting club members! The IPC Anniversary Committee members are busy preparing for a big celebration next year as our club reaches 50 years of continual operation. Sadly, we no longer have any charter members with us after losing Joe Seiter last year. However, we do have many long time members and we would like to hear from you. What is your favorite thing about our club, or what is the most notable find you located for your collection, or what is your most memorable moment as a member of the Indianapolis Postcard Club? We hope to provide updates with each newsletter throughout the year.

Please note: our main celebration will held at our club's spring show next year in 2025 the date will follow shortly.

Indianapolis Postcard Club Is On the Move

At the January 2023 meeting of the Indianapolis Postcard Club, members decided to rotate our meetings between restaurants in the area that could provide the space we needed and a variety of options for dinner. Please note the following information about IPC meetings for 2024 as well as the categories for the competitions and presentations. Please join us!

Time:

Gather for dinner around 5:30 p.m. and the meeting will start at 6:00 p.m. Please bring items to sell or trade.

Meeting Dates, Locations, Competitions, Presentations:

June 13, 2024, MCL in Speedway, competition is desserts.

July 11, 2024, Shapiro's downtown, competition is transportation, presentation by Sara Anne Hook, *Big Boats on the Great Lakes*.

August ??, 2024, Summer pitch-in, date, place and time TBD, competition is residential architecture.

September 12, 2024, Shapiro's downtown, competition is birds, presentation by Deedee Davis, *Magic Circle*.

October 5, 2024: **Postcard and Vintage Paper Show**, Our Lady of Greenwood School Gym (399 South Meridian Street, Greenwood, Indiana 46143), 10:00 a.m. - 4:00 p.m., admission is \$1.00, free for IPC members.

October 10, 2024, MCL in Speedway, competition is music.

November 14, 2024, Shapiro's downtown, presentation by Dewey Conces, competition is novelty postcards.

December 12, 2024, Holiday party, date, place and time TBD, competition is Indiana companies.

Future Presentations: Presentations are intended to introduce IPC members to the unique and exciting categories of postcards that people collect and to additional areas of deltiology scholarship.

Indianapolis Postcard Club Officers for 2024

President: Kent Clady

Vice President – Deedee Davis-Roberts

2nd Vice President – Glory-June Greiff

Secretary – Kyle Kingen

Treasurer – Kent Clady

Newsletter Editor – Sara Anne Hook

Club Historian – Fran Simmerman

Show Chairperson – Kent Clady

Reminders

Competitions:

Competitions at our monthly club meetings are a great way to showcase your collection as well as see the kinds of subjects that other members collect. Voting is anonymous. Prizes are:

1st Place - \$7.00

2nd Place - \$5.00

3rd Place - \$3.00

4th Place - \$1.00

Dues for 2024:

Be sure to renew your membership for 2024 so you don't miss out on all of the activities planned for the year. Dues are \$15.00, which can be mailed to Kent Clady at 3852 Stonemeadow Drive, Greenwood, Indiana 46142. Please let Kent know any addresses or email changes.

Mark Your Calendars:

Don't forget that our Spring Postcard and Vintage Paper Show will be held on Saturday, April 6, 2024. Come support our wonderful dealers, who will again be offering postcards, books, paper items, advertising materials and other artifacts and ephemera. It's a great way to learn about other postcard shows in the Midwest and meet new collectors and dealers.

50th Anniversary:

Fran Simmerman noted that the Indianapolis Postcard Club (IPC) will celebrate its 50th anniversary in January 2025. It is not too early to begin thinking about how to promote this important event, such as press releases, special events, articles about IPC's history for the *Indy Postcard Collector*, etc. Please be thinking about what the options might be.

Contribute to the Indianapolis Postcard Club's newsletter:

If you would like to write an article or be interviewed for a future issue of *Indy Postcard Collector*, please contact Sara Anne Hook, Newsletter Editor, at shook@butler.edu.

