

39th Annual
Old Dominion Postcard
Club Show
Fri. Nov. 11, 2016, 10am-4pm
Sat. Nov. 12, 2016, 10am-5pm
ALL WVA Chapter Carpool
Old John Tyler Community College
1200 Jefferson Davis Highway
Charlottesville, VA 22901

**ODPCC 39th Annual Show
& Sale
November 11 - 12, 2016**



SEPTEMBER, 2016

Est. 1978

www.old Dominionpcc.com

NEWSLETTER OF THE OLD DOMINION POSTCARD CLUB

The Virginia Deltologist

NEXT MEETING

Tuesday, September 13, 2016
7:00 - 9:30 P.M.
Jewish Community Center
5403 Monument Avenue

Guest Dealers
Ernie & Mark White

25¢, 50¢, and \$1.00 boxes and much more!

Come out and enjoy the evening & bring your friends!

PRESIDENT'S CORNER

Two months and counting till the "BIG SHOW!" The 39th Annual Old Dominion Postcard Show is fast approaching, and I hope everyone is thinking about Show boards for the upcoming event! There will be copies of the Rules and Regulations at our next meeting (they are already posted on our web site www.olddominionpcc.com.) The best way to show your collection and interests is to make a board (or two or three) for the Show!

Dealer commitments are still coming in, with most returning from last year, but at least three new ones too! Always good to see new faces at the Show, on both sides of the table! The hope is that there will be more traffic this year too, as a result of the Chester Library exhibit, as well as an expanded mailing list. Please talk it up – postcards

are the greatest way to "touch history" (see more below).

Great news – Ernie White and his son Mark will be our guest dealers at this month's meeting, so come prepared! Most of you are familiar with Ernie's 25¢, 50¢, and \$1.00 boxes, and I'm sure he and Mark will have plenty to peruse at the meeting. Glad that Ernie is feeling up to putting up with all of his friends again!

Here's a great postcard I'll write about that I obtained recently in a \$1 box, which is full of the "touching history" I referred to earlier. It is an advertising postcard for "Bevo The Beverage – The All-Year-Round Soft Drink."

It shows a wood-paneled auto with men in uniform driving/riding in it. Attached to the side of the vehicle is a round "Bevo Life Saver", and in the background is a windmill captioned "Bevo Mill", along with a tiny wagon drawn by six horses. On the back of the card is "Anheuser-Busch, St. Louis, U.S.A."

Now here's the history: Beer giant Anheuser-Busch started producing the non-alcoholic malt beverage "Bevo" in 1916,

when alcohol was banned in the U.S Armed Forces, three years before National Prohibition in 1919. (Note the Army and Navy men riding in the vehicle on the card). It quickly became by far the most popular "near-beer" of the time. The name was derived from the word "beverage" and the Czech word for beer "pivo", and is pronounced "bee-vo."



Continued on page 2

Anheuser-Busch built a series of boat-bodied cars in their St. Louis shops called "Bevo-Boats" which were used for promotion (again, look at the card – get on the "Bevo Boat – complete with cannon mounted on the hood!). Symbolic of prohibition was the "Bevo Life Saver" on the car, symbolizing the healthy qualities of the non- alcoholic drink. The "Bevo Mill" was an actual windmill constructed by August Anheuser Busch , Sr. in 1917, becoming a St. Louis landmark, and is still there today. Finally, the tiny horse-drawn wagon in the background on the card is still the famous symbol of Anheuser-Busch today!

Now think about this – all this history from a \$1.00 postcard over 100 years old!

Mike Uzel

Recap of August Meeting

We had thirty nine in attendance at our August meeting. John Whiting brought in a variety of items from Tom Cox's collections including books, magazines, and matchbooks! Mike Uzel recapped the successful display our club held at the Chester Library this summer. The library asked if we could display for two months next time. Additionally over 200 of our show cards were taken by interested visitors to the library.

Also, at the library we had a house of cards display and a contest to guess the total number of cards used to build the house. Tre Rockenbach came the closest to the 598 total cards used with her guess of 576 cards. For winning, Tre received a \$25 gift certificate for use at our next show. We also voted in our newest member, Jennifer Schott whose interest includes collecting cards from Europe, especially Germany and Italy.

Dave Edwards, Recording Secretary

Hi Everyone -

We'll have a short Show Committee meeting before our regular meeting on Tuesday. We'll need to talk a little about the new judging procedures and judges, as well as the usual areas where we need volunteers. All are welcome to attend!

ODPCC 2016 Guest Dealer/Club Events

Jan 12 - John Whiting, Guest Dealer

Feb 9- Jeff Eastland, Guest Dealer

Mar 8 - Ray Bonis - Presentation of Stubbins Postcard

Collection at VCU Library

***Apr 19** - John Lawson, Guest Dealer

May 10 - Joe Kirby, Guest Dealer

Jun 14- Club Picnic

Jul - No Meeting

Aug 9 - Estate Sale for Tom and Madelyn Cox

Sep 13 - Ernie White, Guest Dealer

***Oct 18** - Member Swap, Sell, Trade Night

Nov 11-12 - Postcard Show

Dec 13 - Holiday Party

*** Please note that the April and October meeting will be held on the 3rd Tuesday of the month**

2016 CALENDAR OF POSTCARDS EVENTS

Sept 10 – Delmarva Postcard Club Show & Sale, Cheswold , DE

Sept 12 – Hampton Roads PC Club, Monthly Meeting, Hampton, VA

Sept 13 – ODPCC Monthly Meeting

Sept 17-18 – DC Big Flea, Dulles Expo Center , Chantilly , VA

Sept 24-25 – Garden State PC Club Annual Show, Parsippany, NJ

Sept 30-Oct 2 – Richmond Antiques Extravaganza Show & Sale , Richmond Raceway Complex, Richmond, VA

Oct 1 – Cumberland Valley Philatelic Society Fall Stamp Expo, Chambersburg, PA

Oct 9 – Pine Tree State PC Club Fall PC Show & Sale , Portland, ME

Oct 14-16 – Shenandoah Antiques Expo, Fishersville, VA

Oct 22-23 – Fredericksburg Big Flea, Fredericksburg, VA

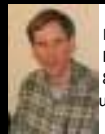
NOV 11-12 – Old Dominion PC Club Show & Sale, John Tyler Community College, Chester, VA

REMINDER!!

The October meeting will be held on Tuesday, October 18th at the JCC.

Member Swap, Sell Trade Night

Old Dominion Postcard Club Executive Board



Mike Uzel
President
804.526.2628
uzellsells@comcast.net



Tim O'Gorman
Vice President
804-796-2827
ogees4@verizon.net



Dave Edwards Recording
Secretary
804-501-0090



Warren Long
Treasurer
804-320-4229




Trudy Clarke
Newsletter Coordinator
804.266.1675
odpcc@yahoo.com

**39th Annual
Old Dominion Postcard
Club Show**

**Fri. Nov. 11, 2016, 10am-6pm
Sat. Nov.12, 2016, 10am-5pm**

**At CCWA-Chester Campus
Of John Tyler Community College
13101 Jefferson Davis Highway
Chester, VA 23831**



The Museum Annex, Magwood Park, Richmond, Virginia

Contact Billie Cull
3900 Heritage Drive
Chesapeake, VA 23030
(804) 751-0000
billie@postcardclub.com

**Old Dominion Postcard Club
Show**
www.olddominionpostcardclub.com

At John Tyler Community College
13101 Jefferson Davis Highway, Chester, VA.
(Approx. 12 mi. South of Richmond - Exit 61B off I-95 to US-1 South, then 0.5 mi. on left.)

Special \$64.99 Room Rate at the nearby
Comfort Inn in Chester - (804) 751-0000.
Mention the Show!

30+ Vendors - Millions of Cards!
Club Exhibit Board Competition!
\$3.00 Donation

Everyone Welcome!

At John Tyler Community College
13101 Jefferson Davis Highway, Chester, VA
(Approx. 12 mi. South of Richmond - Exit 61B off I-95 to US-1 South, then 0.5 mi. on left.)

Special \$64.99 Room Rate at the nearby Comfort Inn in Chester -
804.751.0000. Mention the Show!

30+ Vendors - Millions of Cards!
Club Exhibit Board Competition!
\$3.00 Donation

NATIONAL POSTCARD WEEK 2017

Hi All!

I am looking for suggestions for a theme for next year's National Postcard Week. May 7-13, 2017

**CELEBRATE
THE POSTCARD DURING
NATIONAL POSTCARD WEEK
MAY 1- 7, 2016
BY SENDING A POSTCARD OR TWO.
CHECK OUT OUR WEBSITE
WWW.NATIONALPOSTCARDWEEK.COM
FOR MORE DETAILS.**



All suggestions are welcome. You need not use the theme. I am planning the announcement postcard to be mailed after the holidays. I would like to have a theme to put on the postcard besides the bear and the postcard rack. (ex):
100th anniversary of Girl Scouts selling cookies

100th anniversary of Selfridges of London
100th anniversary of NHL
100th anniversary of San Diego Zoo
are some I found. Other topics might be endangered animals, architecture, recipes, lighthouses, autos and their vehicles, UNESCO World heritage sites, mermaids and other sea legends, etc.

Do you have a favorite topic? Let me know.

Once I have a list I will ask for you to pick one. The one with the most votes will be our theme for next year. The theme will be on all announcements as well as the printed directory. Again, you will be free to choose it, or any other subject for your personal postcards.

Enjoy the day!
Demaris
ezrestexas@aol.com
Website: nationalpostcardweek.com