

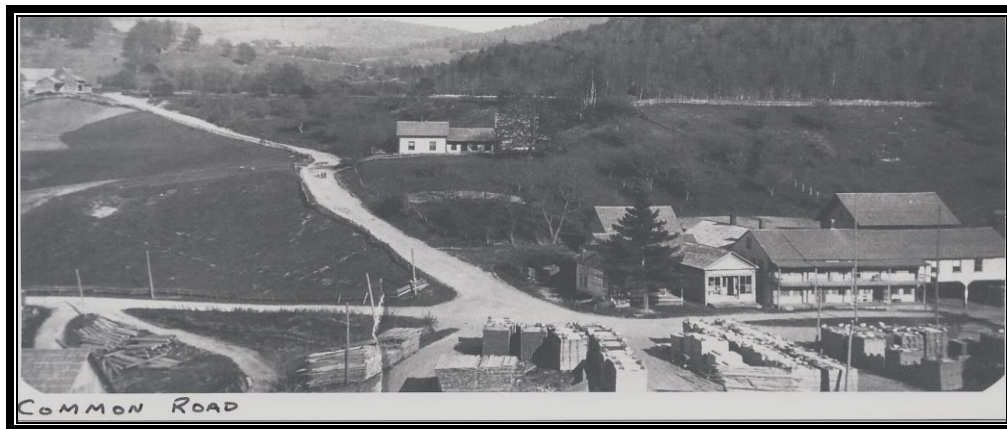
MORETOWN HISTORICAL SOCIETY NEWSLETTER

June 2015

Volume 1, Issue 6

THIS ISSUE- MORETOWN POST CARDS

A SLICE OF OLD MORETOWN



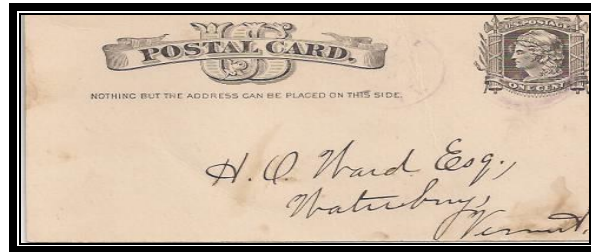
Postcards were very popular in the mid 1800's to mid 1900's and they tell a fascinating history of the era. Many of these buildings seen at the corner of Moretown Mountain Road are now "history" and the once bustling mill yard currently has a different look.

Before about 1860 postal regulations allowed only sealed envelopes. The first copyright for a "mailing card" in the US was in 1861. These were primarily advertising cards. The first official US Government postal card was authorized in 1873. The back side of the card showed a printed stamp and was only used for the address. The front was blank for a message or advertising. Prior to the penny postcard prices for shipping letters was based on the distance the mailman had to travel.

Over the years there were Historical Cards, showing happenings, disasters and historical events. Art Cards are probably the most important category of antique postcards; these are photographic cards of children, flowers or beautiful women. These were made popular by the photomontage technique which allowed photos to be altered. Greeting cards depicted special holidays. Linen cards became popular from 1930 to 1945. View cards have been the mainstay of the collecting field. We have several of those in our collection, some of which are being shared with you here.

Many people collected the cards; "Deltiology" is the formal name for USA postcard collecting.

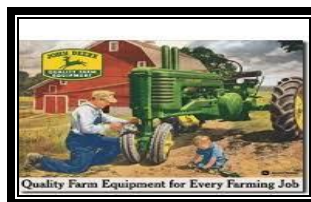
This is one of the penny postcards.



Landscape scenes were very popular, often depicting a peaceful, tranquil scene, below is a scene from the Mad River. This postcard dated April 4th 1938 reads -“Dear Mable, still here, home Sunday. James” Postcards were for quick communication, but some were written in “code” or shorthand, so wandering eyes would not read them on their way to the recipient. A number of articles appeared in popular magazines after 1905 criticizing the postcards for encouraging poor grammar, sloppy spelling, poor writing and intellectual laziness. Because of the extensive railroad network most Vermonters could expect to receive a card the day after it was mailed, some mailed in the morning would arrive by afternoon.



The first U.S. Post Office in Moretown was established in 1826, and Ira Carpenter was the first postmaster. Prior to this date, starting in 1818, postal service through the Mad River Valley was by stagecoach from Rochester to Montpelier twice a week. By 1905 the RFD system of mail delivery was in place and even the most remote homes would receive a postcard advertising cards, such as the ones below. The postcard became a popular way to expose retail possibilities to the emerging world of consumption.

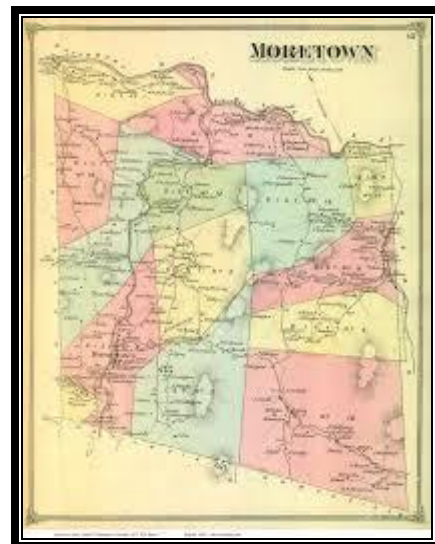
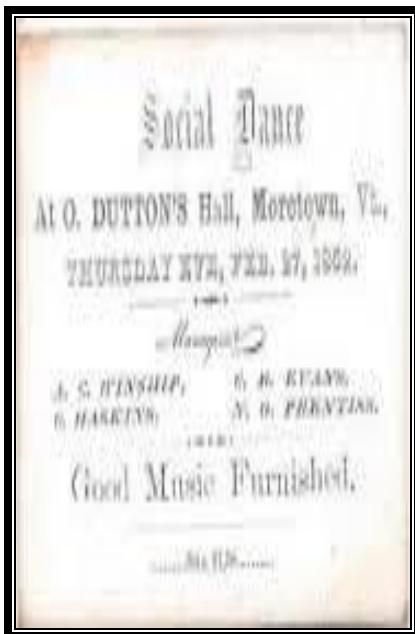


In 1888 Kodak introduced the box camera. All one had to do was point and shoot and then send the whole camera back to the factory when the 100 negatives were exposed. The factory replaced the film and sent the camera and the developed photos back to the owner. "You push the button and we do the rest" was the motto. This process allowed amateur photographers to turn the family snapshots into postcards. However this was expensive, the box camera cost five dollars which was too costly for most.

A colorized version of the Hasletine Homestead.



There were cards for social events such as the one below, announcing a "Social Dance" who's primary purpose was for cheap correspondence. Many low quality postcards were manufactured so they could be sold cheaply to those whose main interest was in sending a message. In a time when there were multiple mail deliveries within a single day the combination of price and speed made the use of postcards an effective method of quick communication.



Location cards were intended for reference and to promote certain towns.



If you have old postcards you would like to donate showing “Old Moretown” we are starting a collection that will be available for public viewing at our location, upstairs over the Moretown Library. If you can identify the subject of your donation, it would be helpful.

We would like to thank the sponsors of this newsletter-

Sarah Holland– River’s Bend Design Organic Lawn & Landscaping
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\$15.00 for four issues.

For Sale

Moretown Coffee Mugs (\$20.00)- Moretown T-Shirts (\$20.00)- Moretown History Booklets (\$5.00)- Taplin School Book (\$18.00)- Moretown Poetry Book (\$12.00)
Draw Logs From Dowsville Book (\$15.00-\$30.00)

Are you doing some local research? Give us a call or drop a line, perhaps we can help!

Moretown Historical Society- PO Box 487- Moretown VT- 05660



Sources- Goss, Potter and Murphy collections & "Postcards of Vermont" by Allen F.Davis