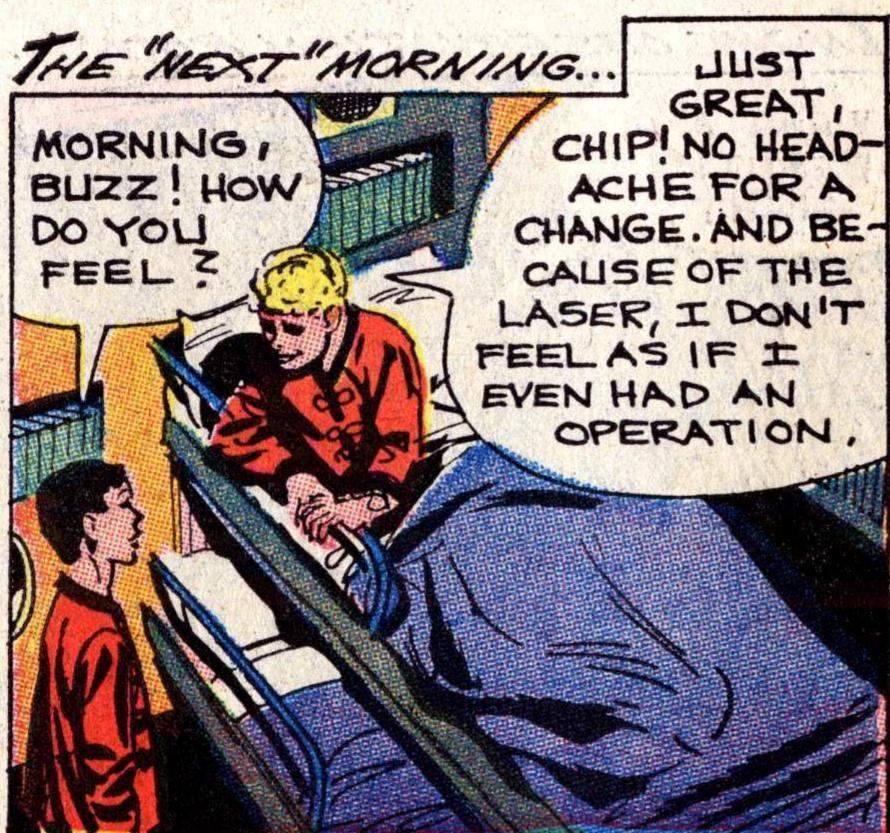
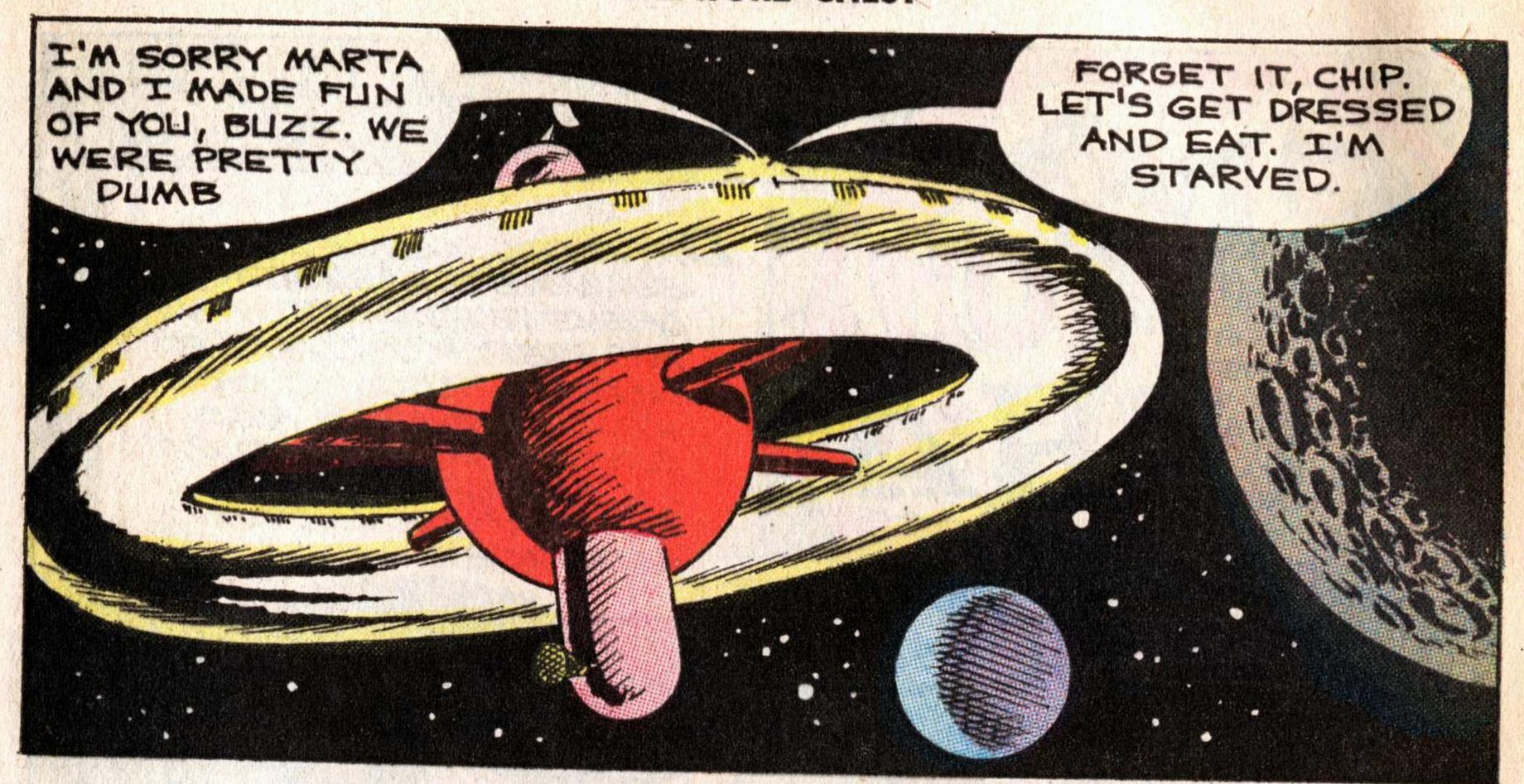


TREASURE CHEST of FUN and FACT (Summer Edition). Published every two weeks from June to September by GEO. A. PFLAUM, PUBLISHER, INC., 38 WEST FIFTH STREET, DAYTON, OHIO 45402. Second class postage paid at Dayton, Ohio and additional mailing offices. Subscriptions: U.S.A., \$1.00; foreign, \$1.25. James J. Langdon, editor; Victor Keuping, art director. © 1967 by Geo. A. Pflaum, Inc. Printed in U.S.A.



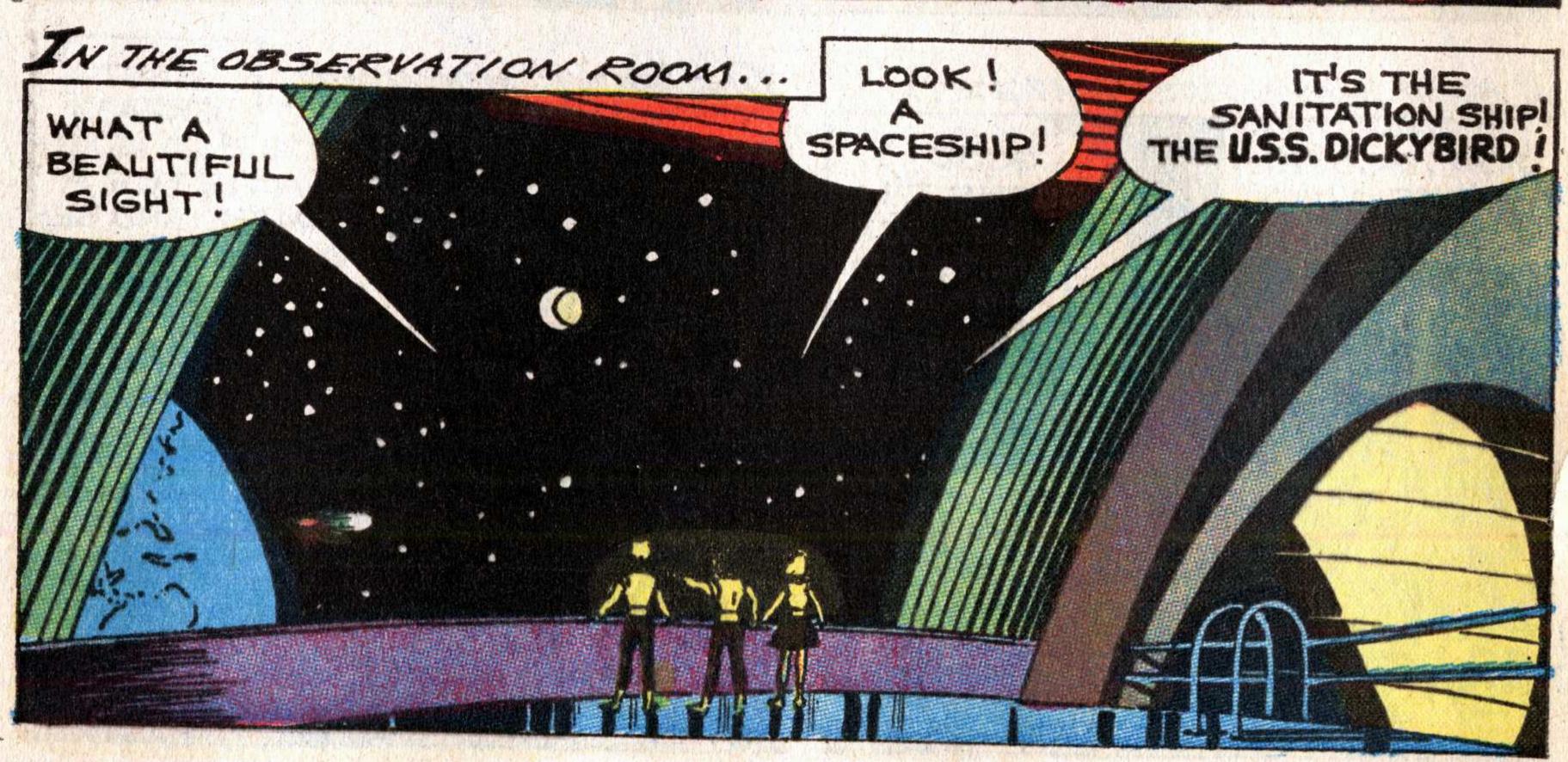


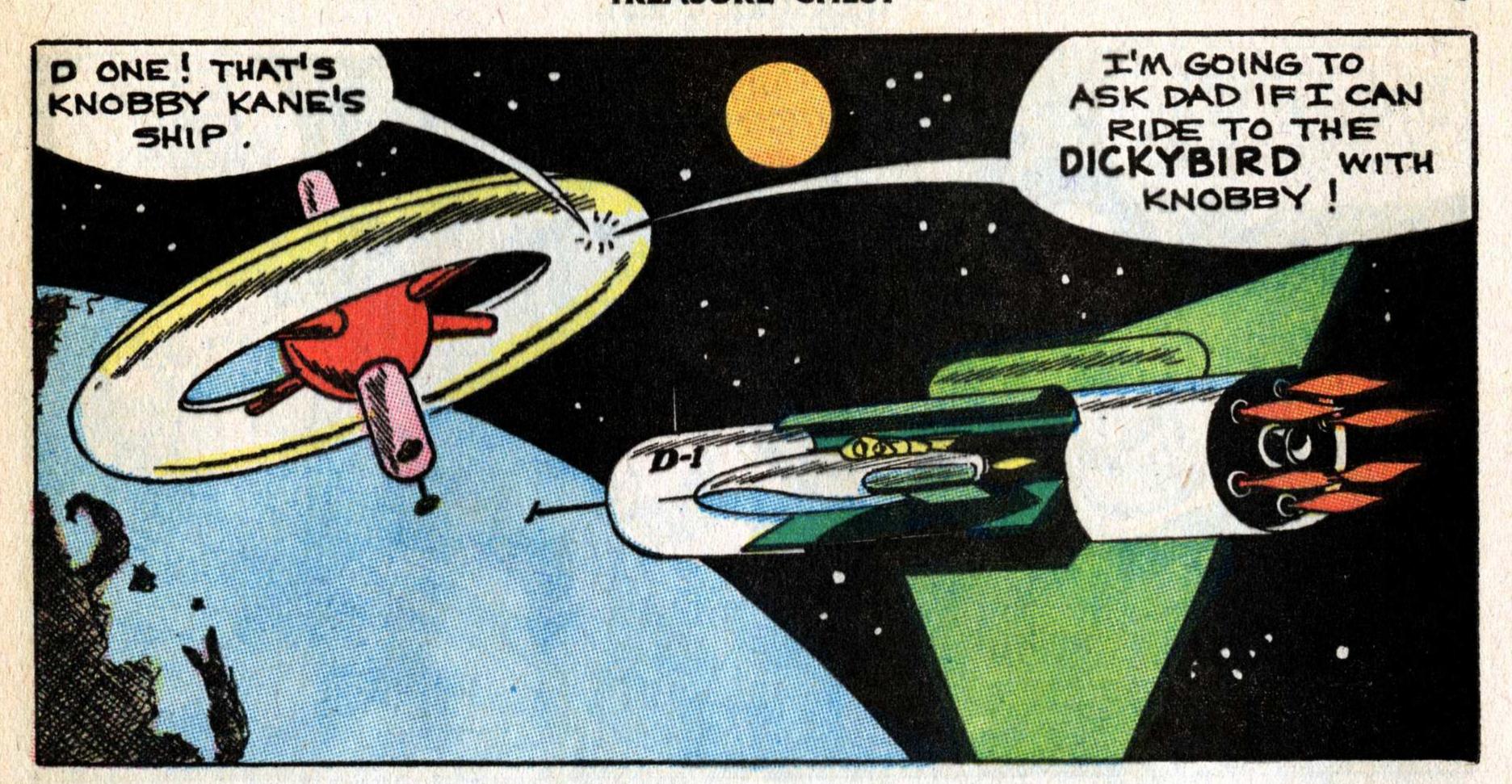




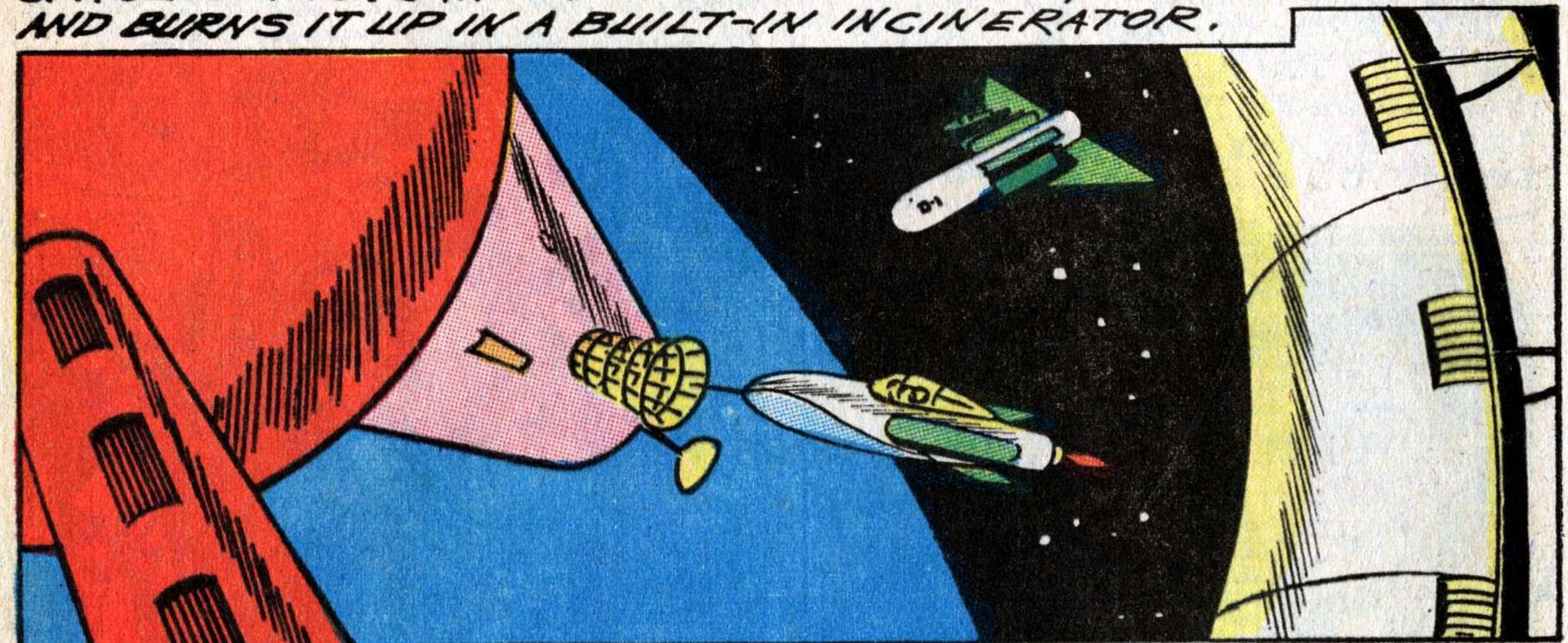








ONCE A WEEK THE DICKYBURD MAKES ITS ROUNDS OF THE SPACE STATIONS IN ORBIT AROUND EARTH, PICKS UP WASTE NO BURNS IT UP IN A BUILT-IN INCINERATOR.







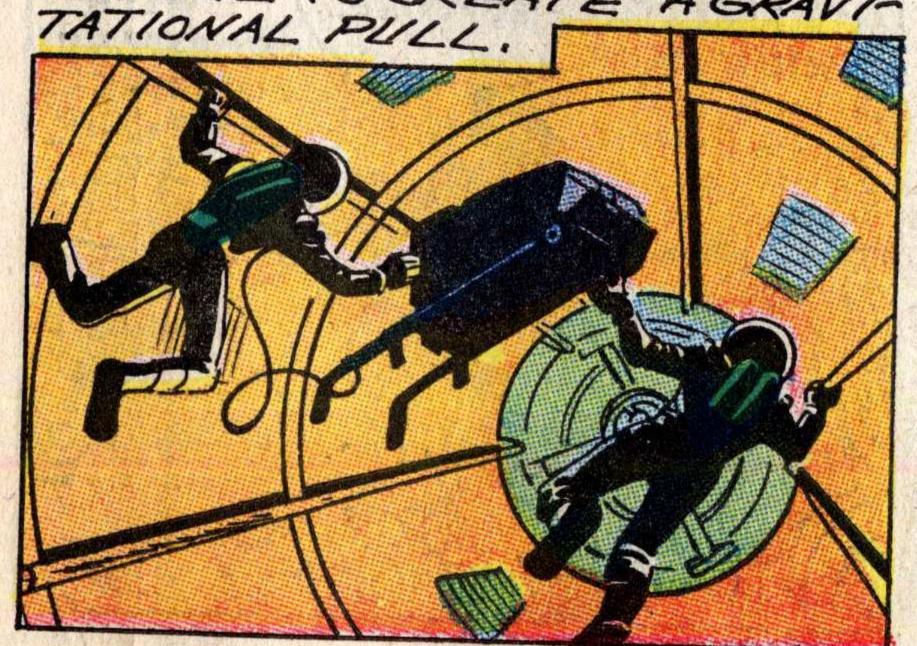


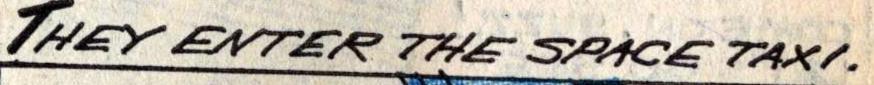


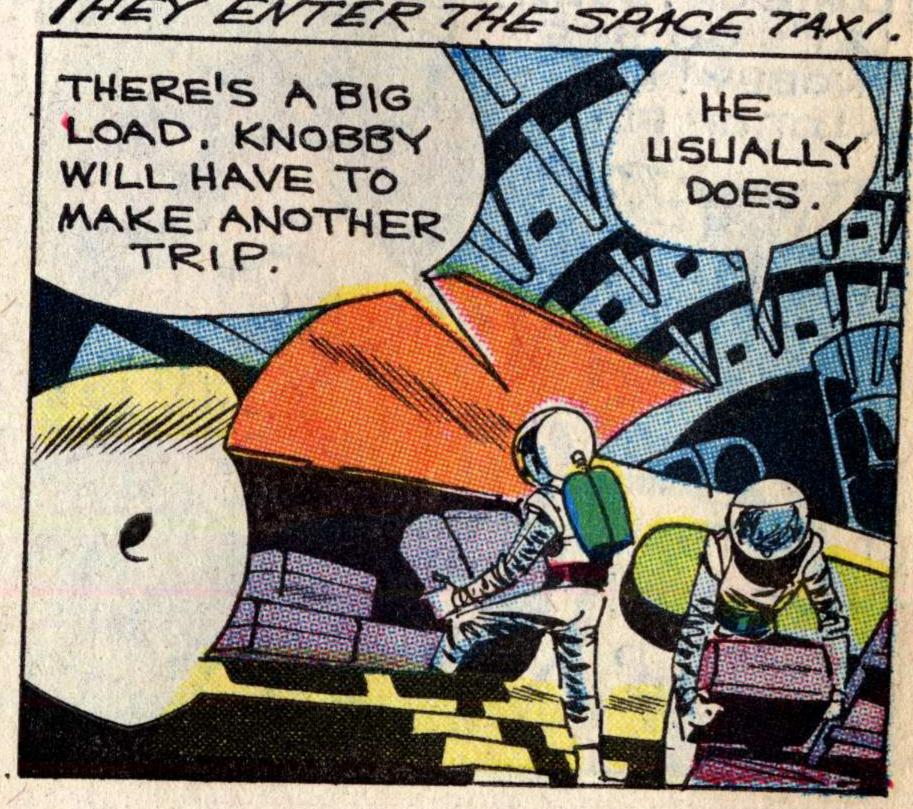
CREWMEN BEGIN HALILING WASTE MATTER IN DISPUSABLE PLASTIC BOXES FROM THE

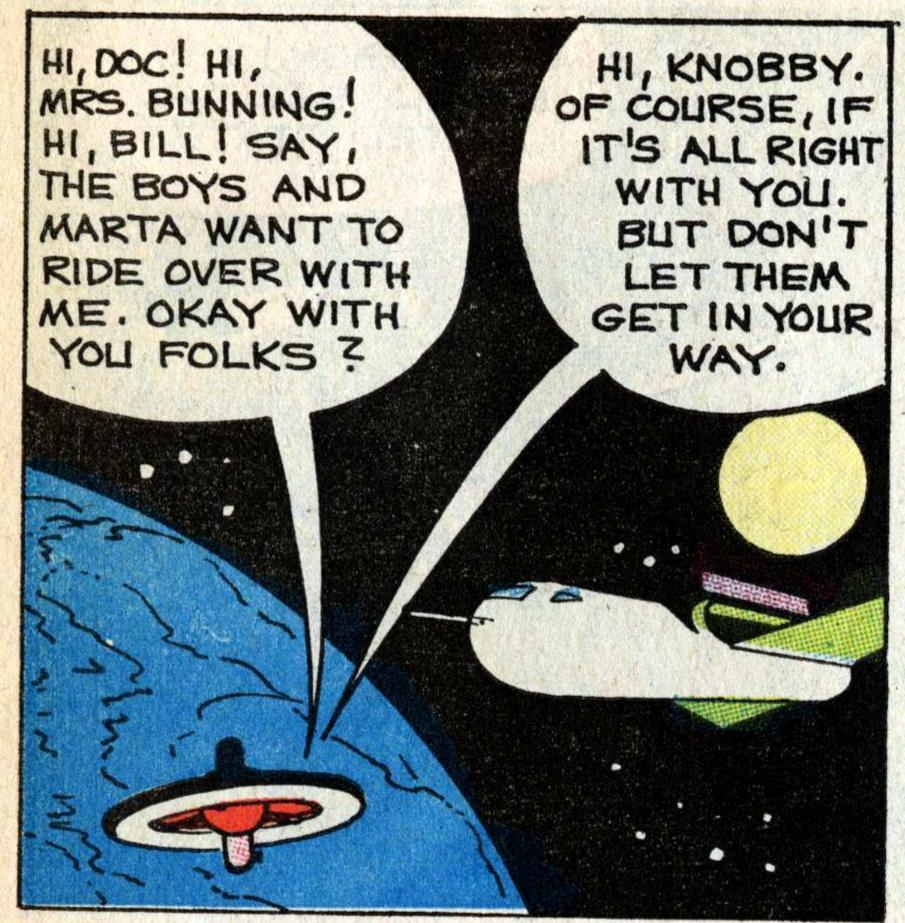


... IN THE TUNNEL THEY ARE WEIGHTLESS, THIS PART OF THE SPACE STATION DOES NOT REVOLVE TO CREATE A GRAVI-

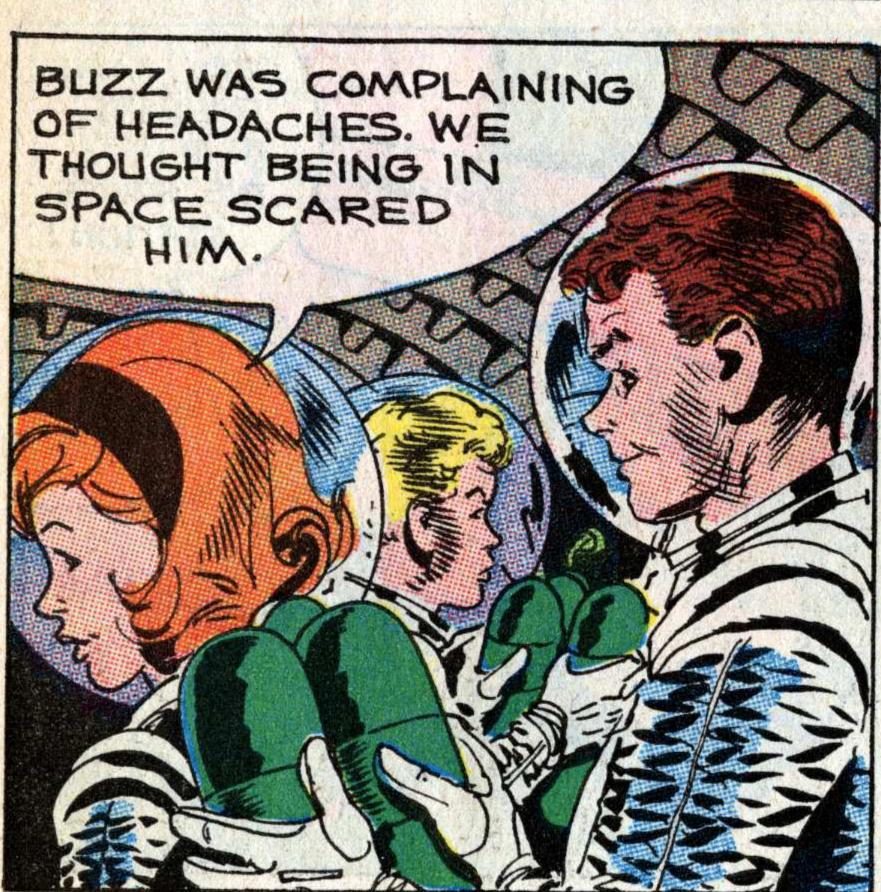


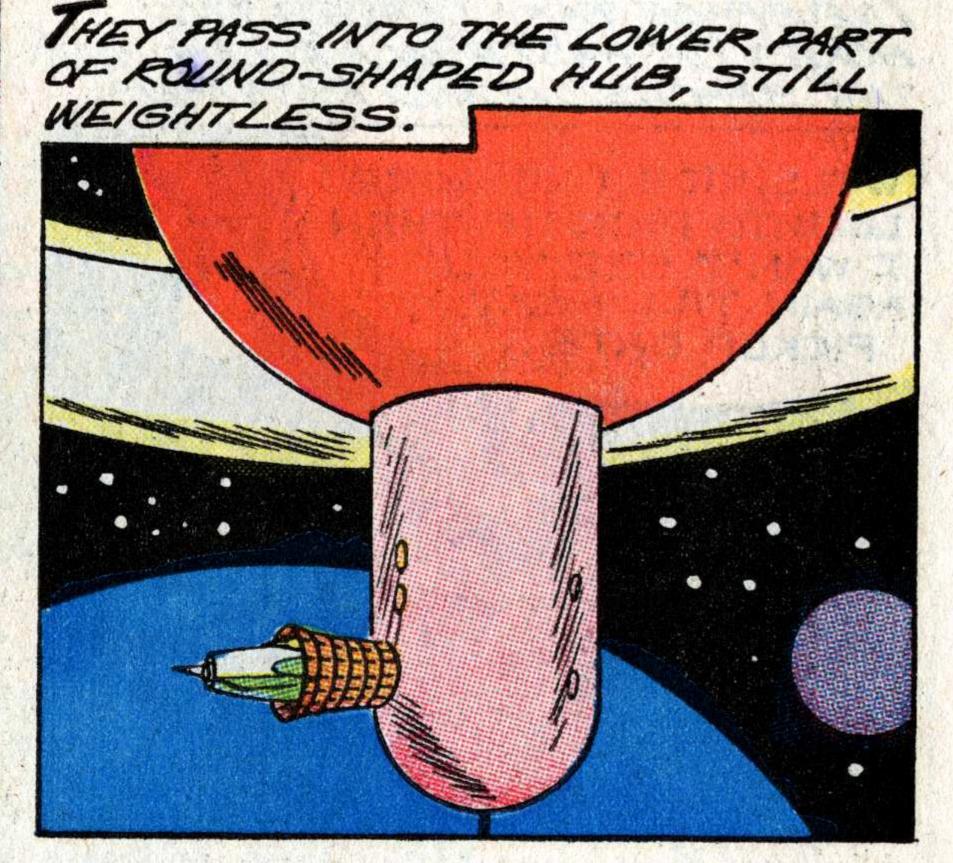


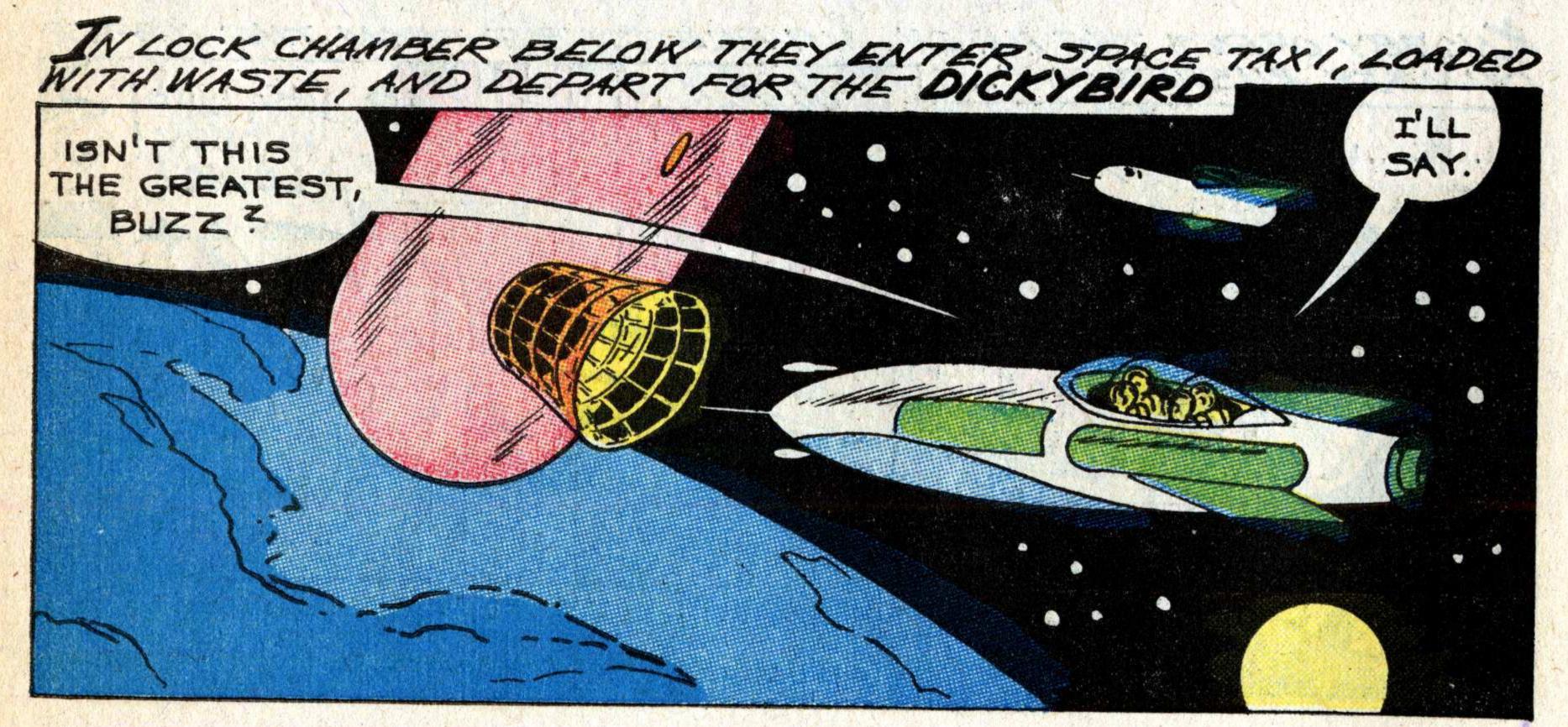


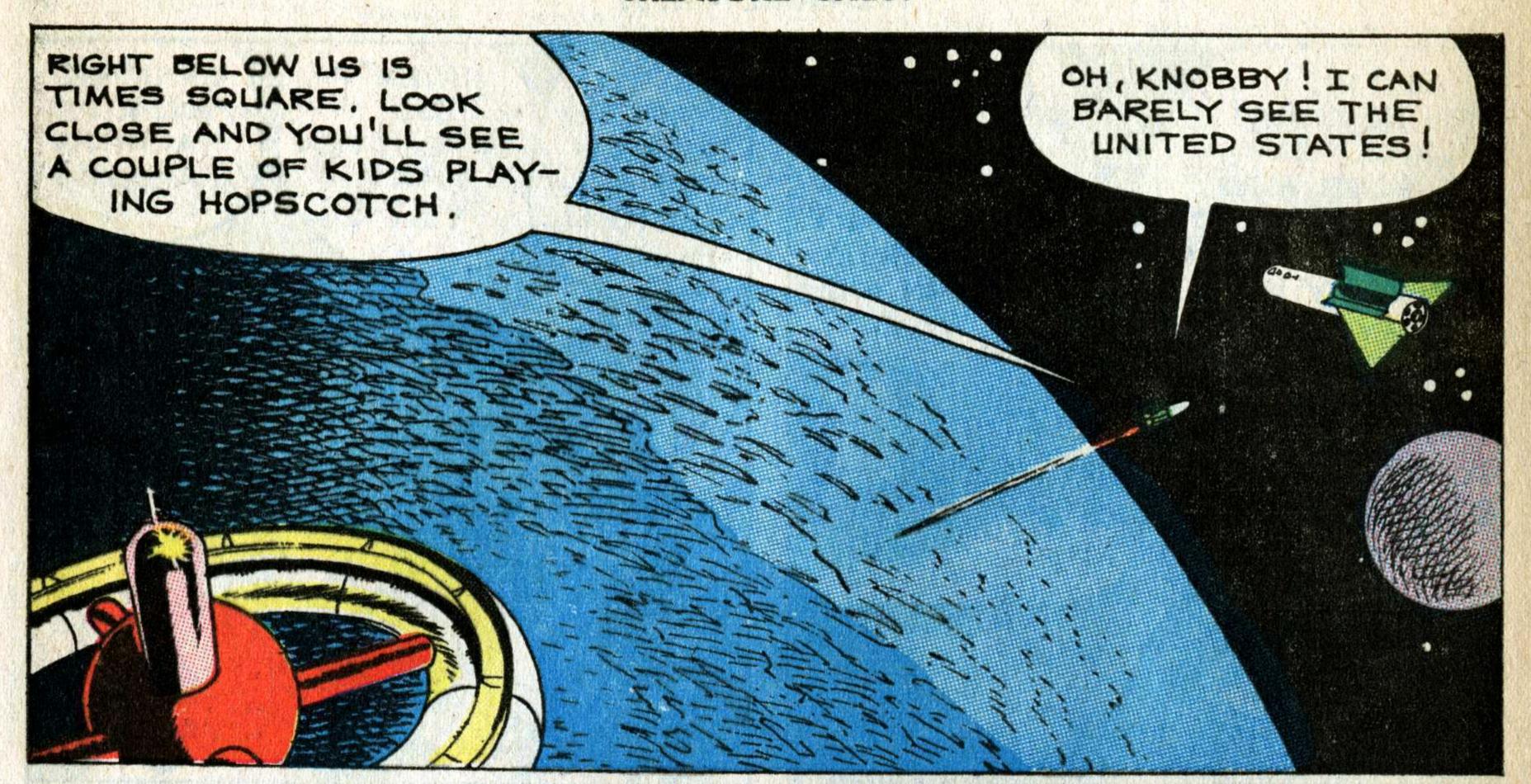




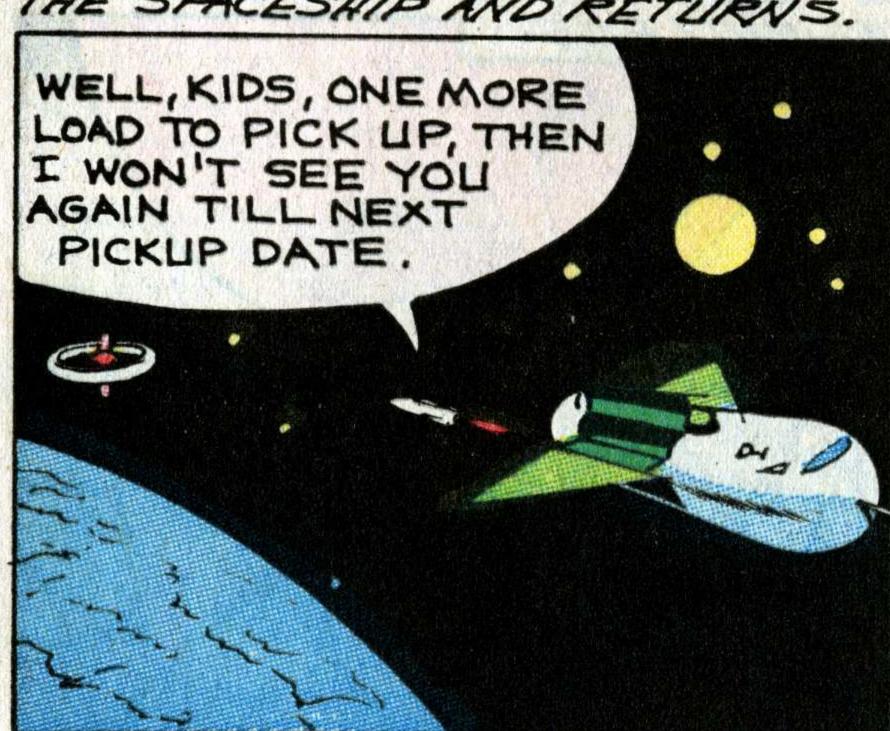


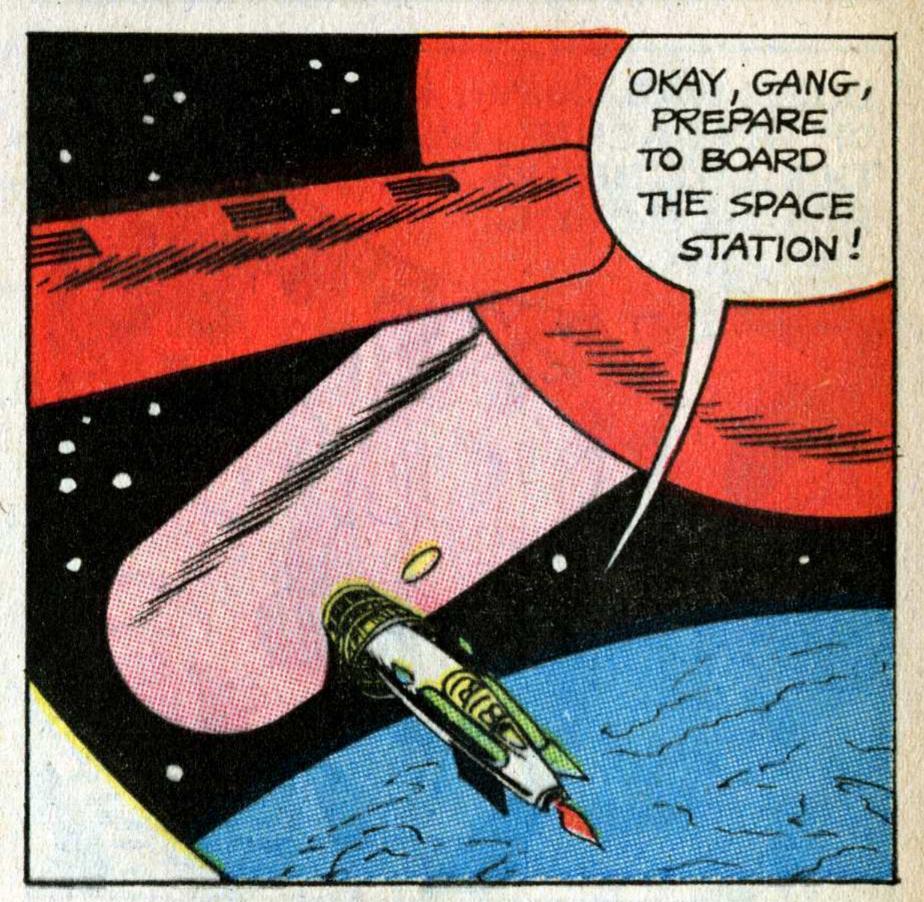






THE SPACE TAX! LEAVES THE BOXES OF WASTE IN A HOLD OF THE SPACESHIP AND RETURNS.

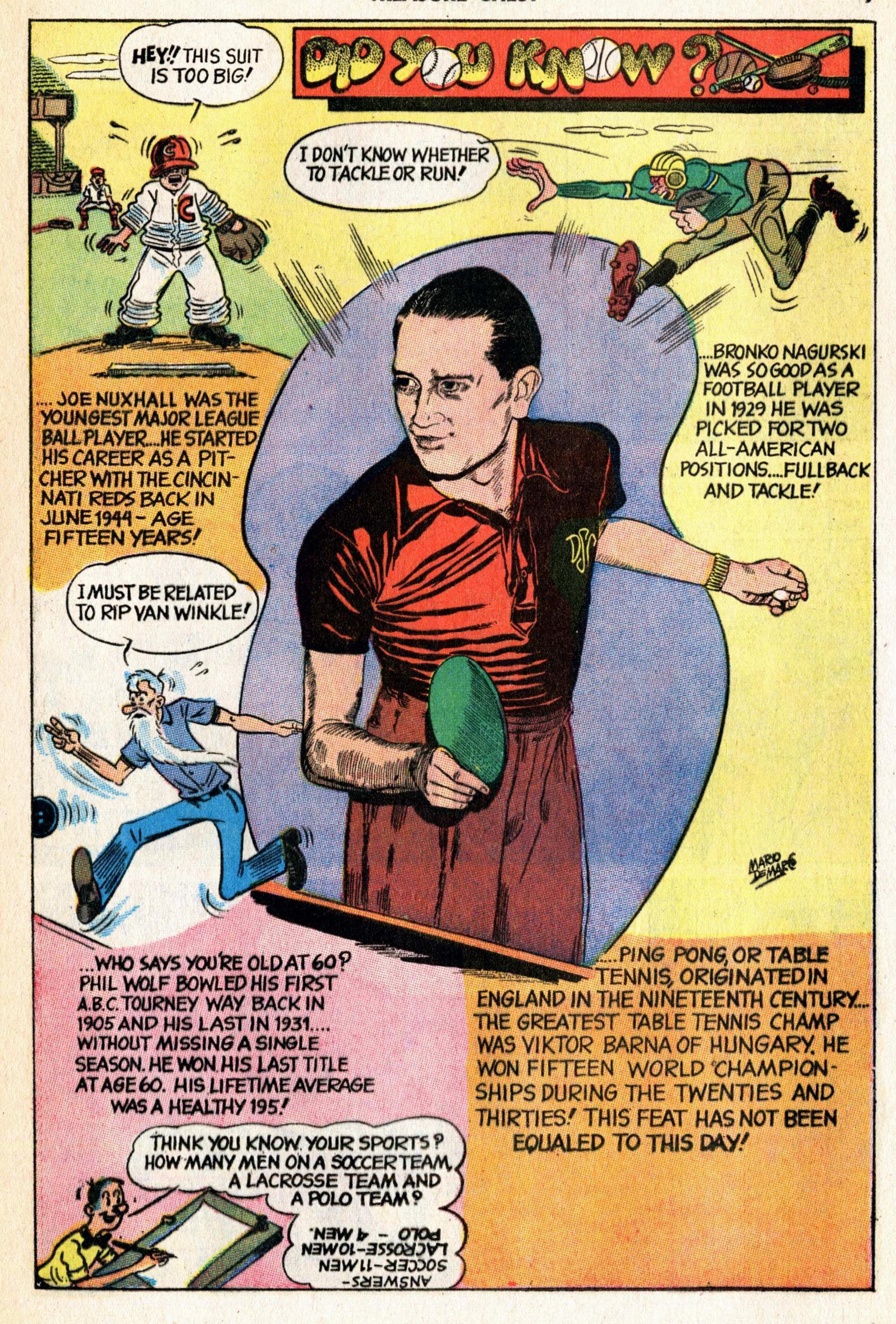




H. E. LLLP!

H. G. BE CONTINUED

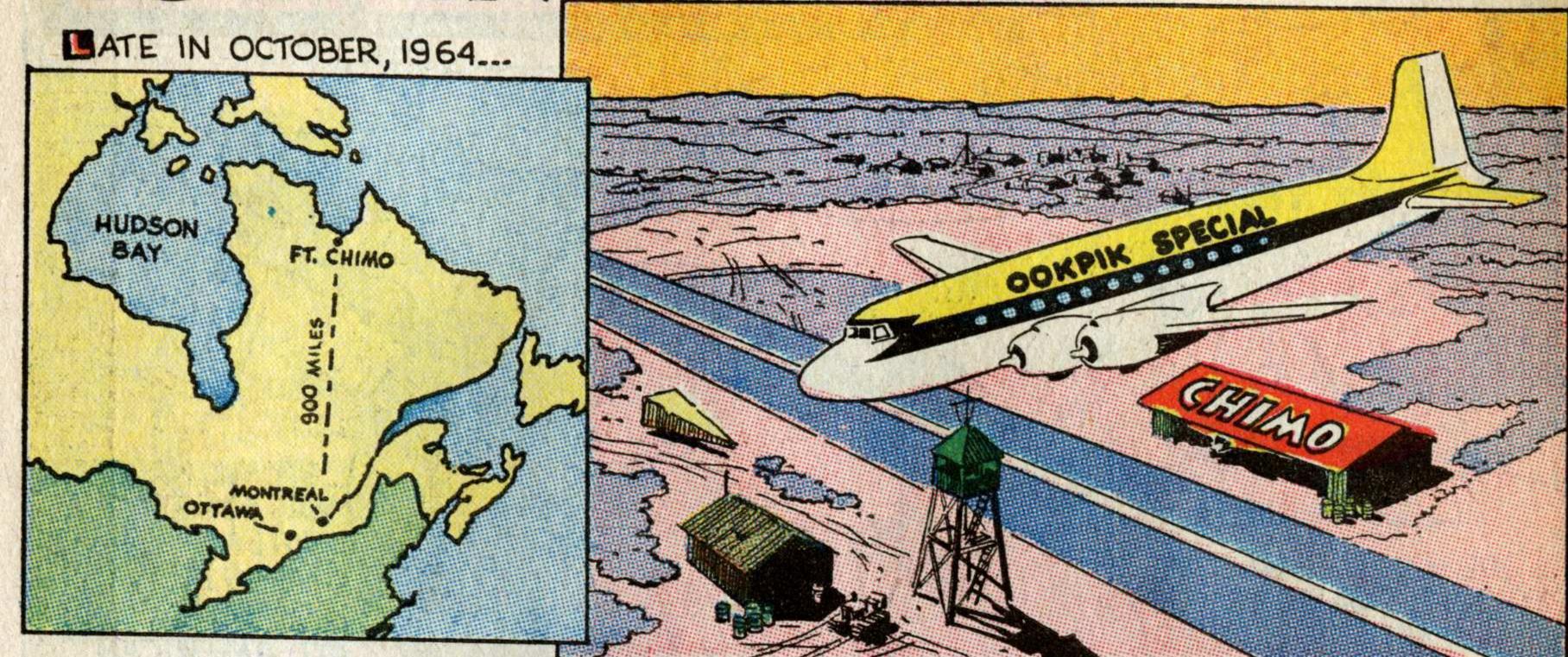
TO BE CONTINUED



WPIK!

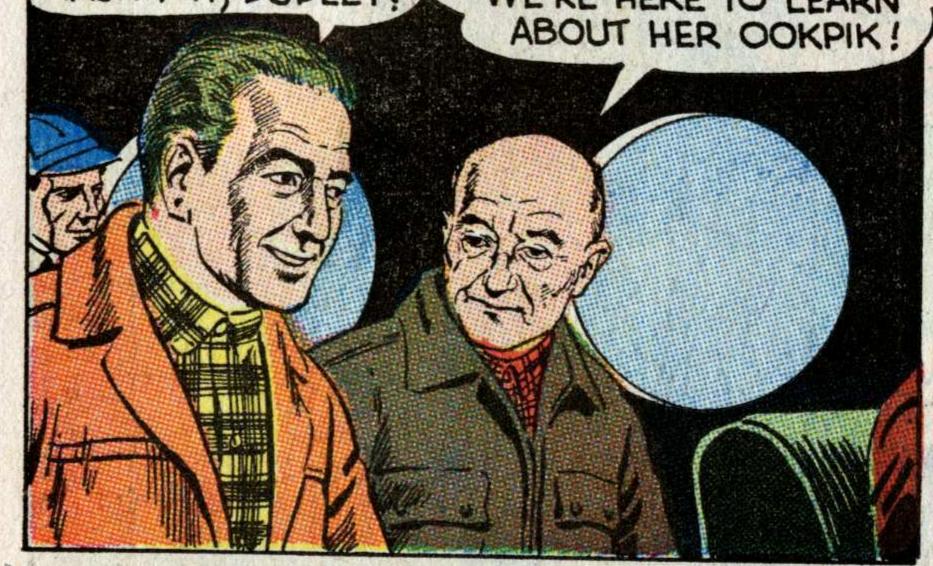
JEANNIE SNOWBALL'S WIDE-EYED WONDER

BY WILLIS BLENKINSOP

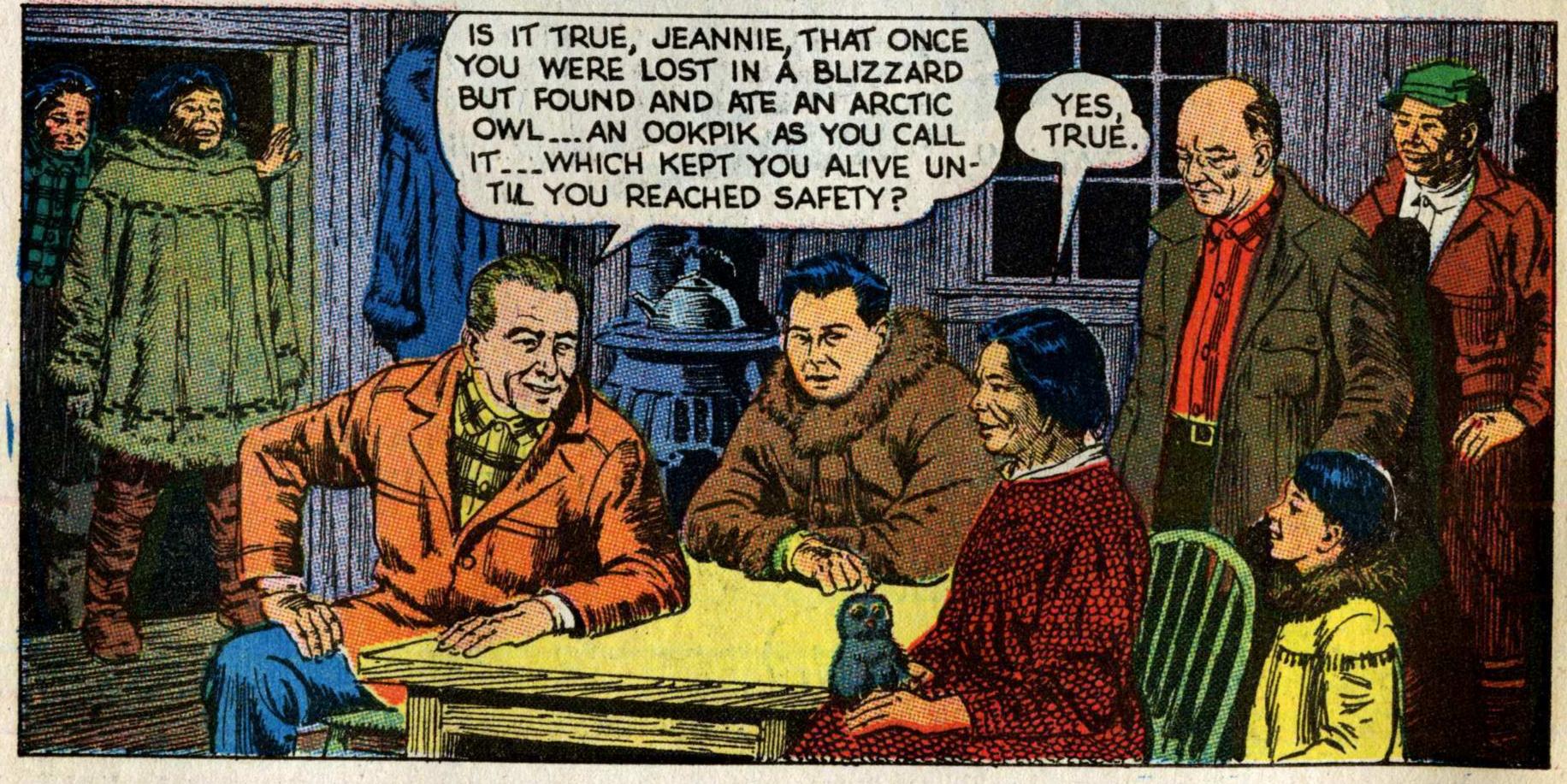


WRITER DUDLEY COPLAND AND REPORTER AL PALMER CHAT ABOUT EARLIER DAYS IN THIS ARCTIC WILDERNESS.

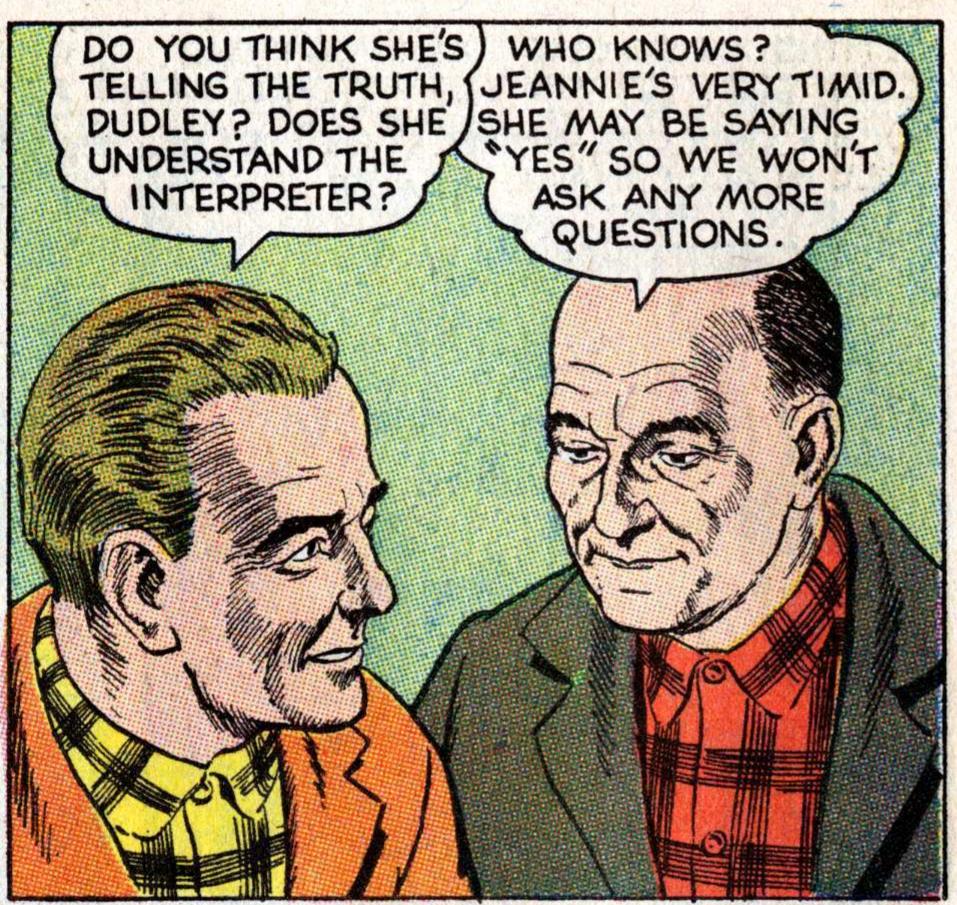
BEEN A LONG TIME CERTAINLY HAS, AL.
SINCE YOUR DAYS HERE AND I'LL BET MY OLD
AS A HUDSON'S BAY FRIEND, JEANNIE SNOWBALL,
COMPANY TRADER WILL BE SURPRISED TO KNOW
HASN'T IT, DUDLEY? WE'RE HERE TO LEARN



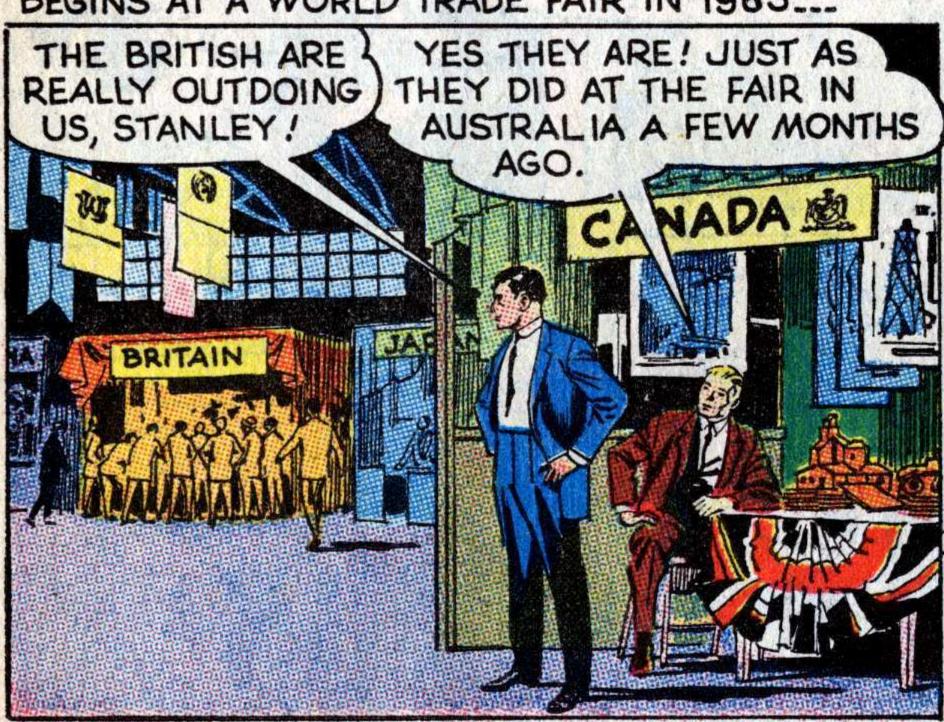








JEANNIE SNOWBALL'S STORY STILL IS UNCERTAIN.
BUT THE STORY OF THE OOKPIK DOLL SHE CREATED
IS ONE OF GREAT INTEREST AND IMAGINATION. IT
BEGINS AT A WORLD TRADE FAIR IN 1963...





AND AGAIN IN NOVEMBER, 1963, AT THE PHILADELPHIA TRADE FAIR WHEN CANADIANS SEARCH DESPERATELY FOR A SYMBOL, A STUNT, A GIMMICK... ANYTHING TO ATTRACT PEOPLE TO THE CANADIAN EXHIBITS.





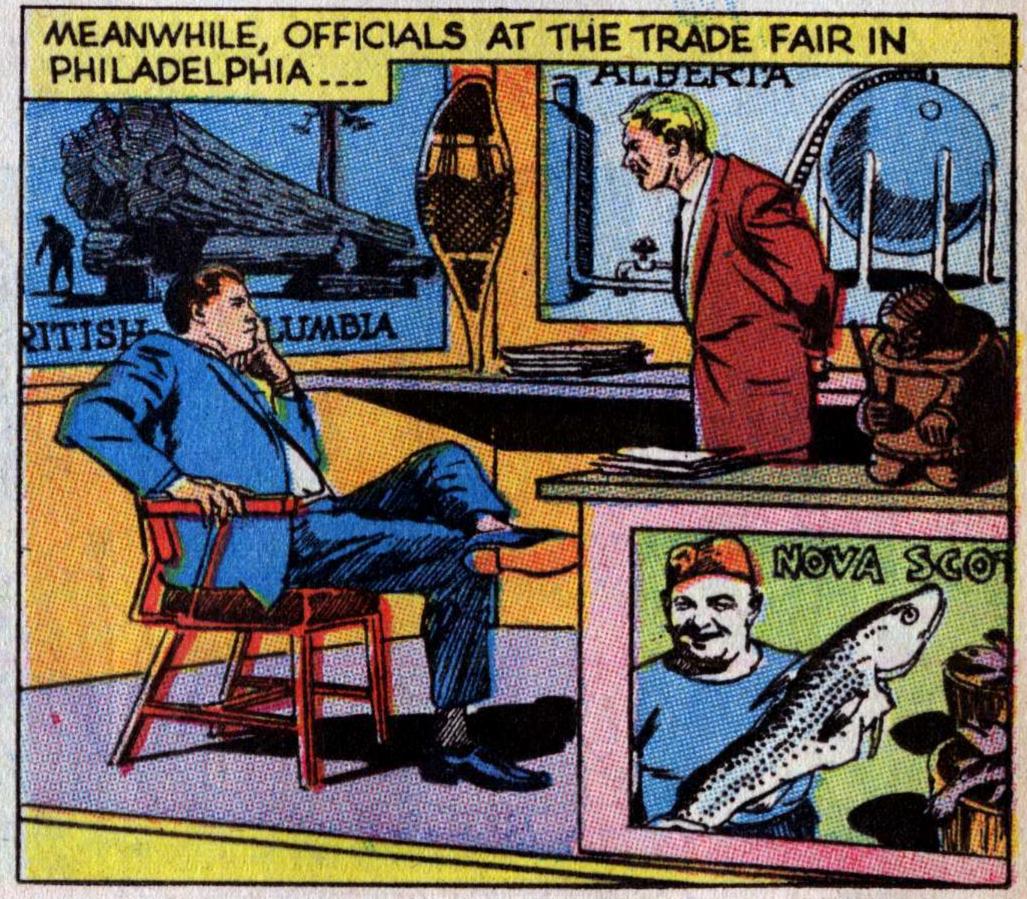
GETTING AN OOKPIK DOLL WASN'T EASY.

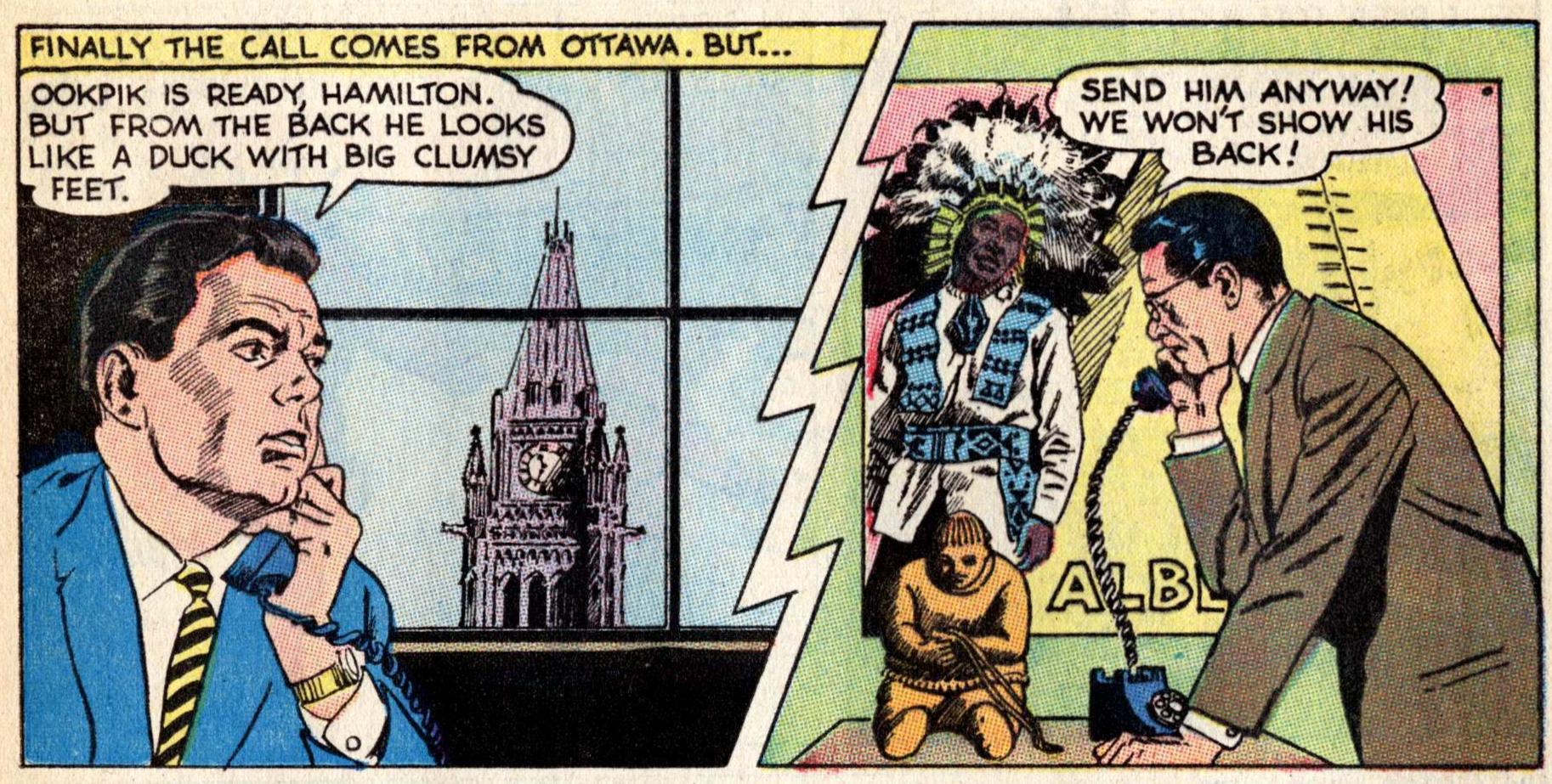








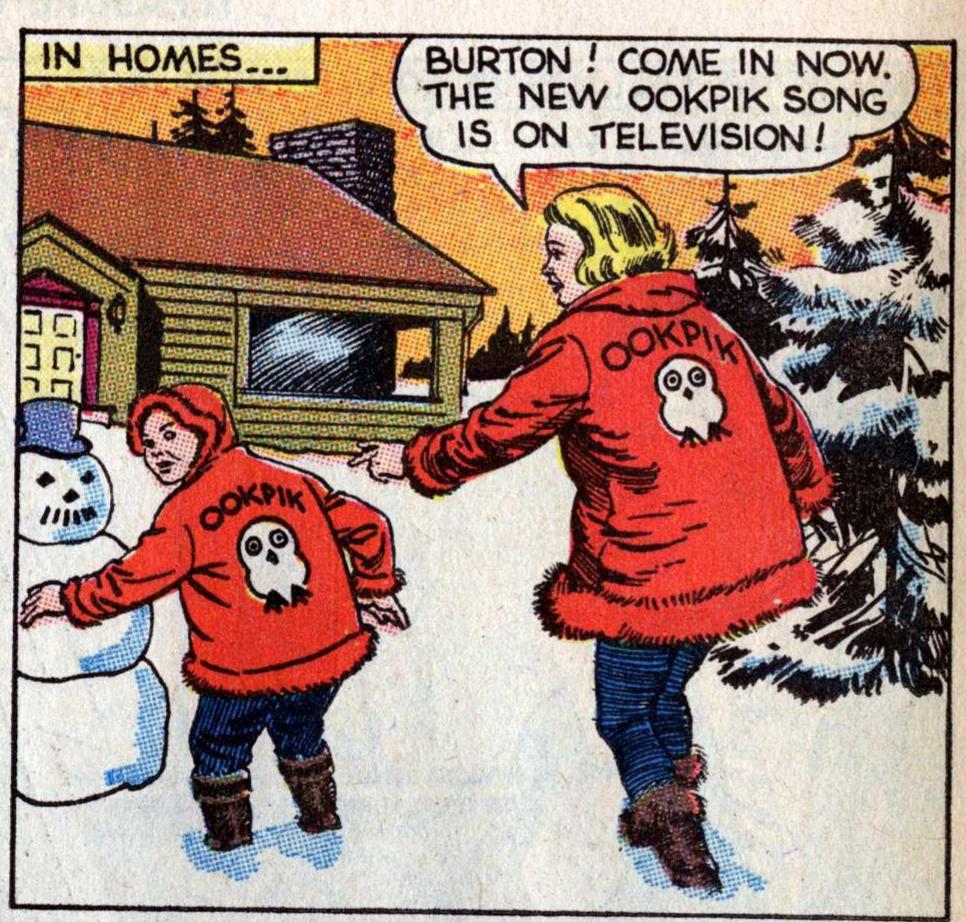




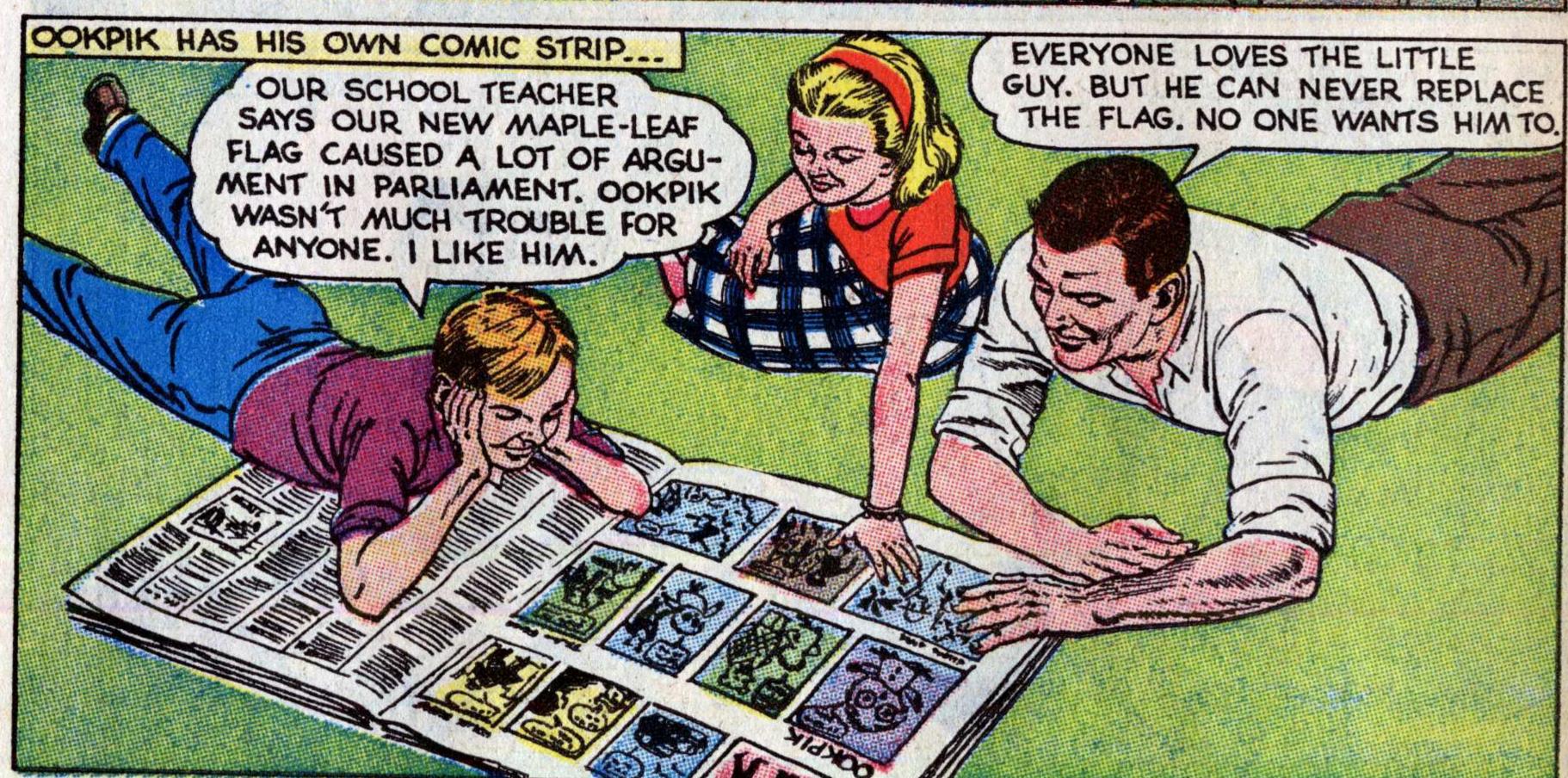








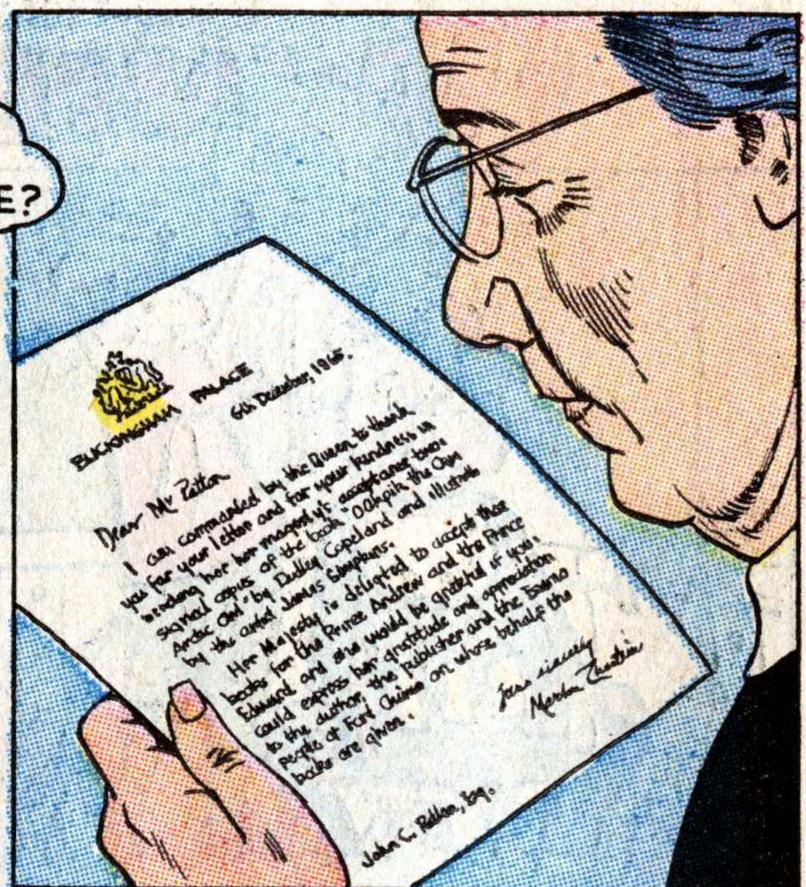


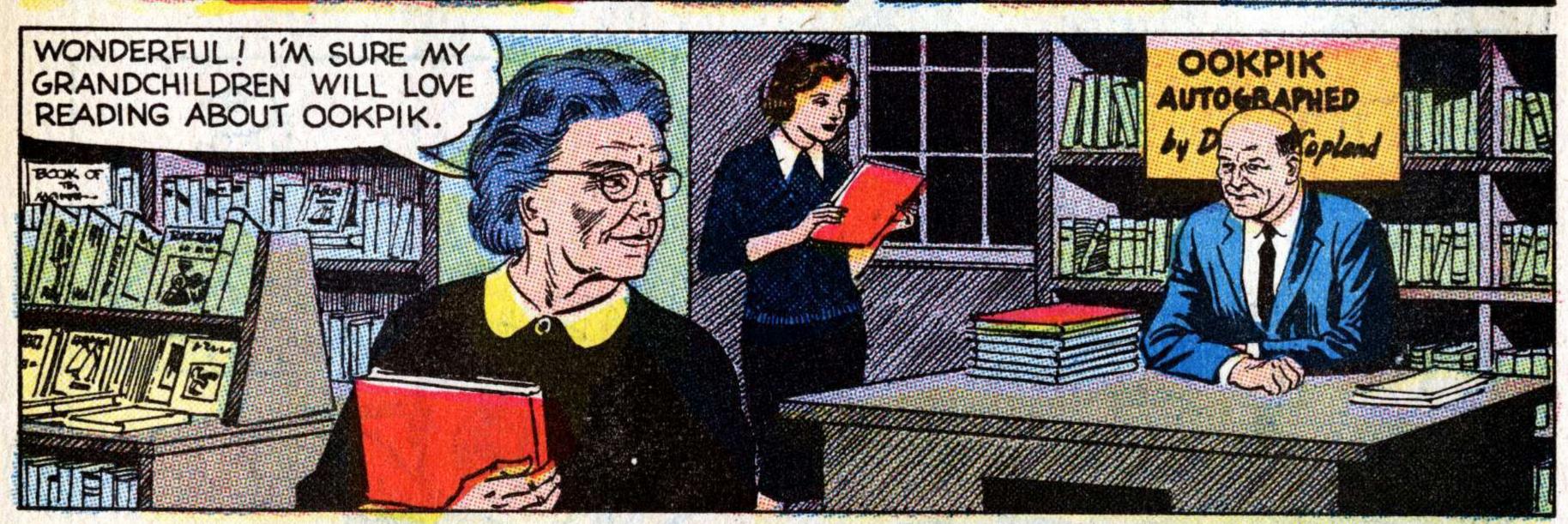


DUDLEY COPLAND'S CHILDREN'S BOOK ABOUT OOKPIK IS A BEST SELLER.

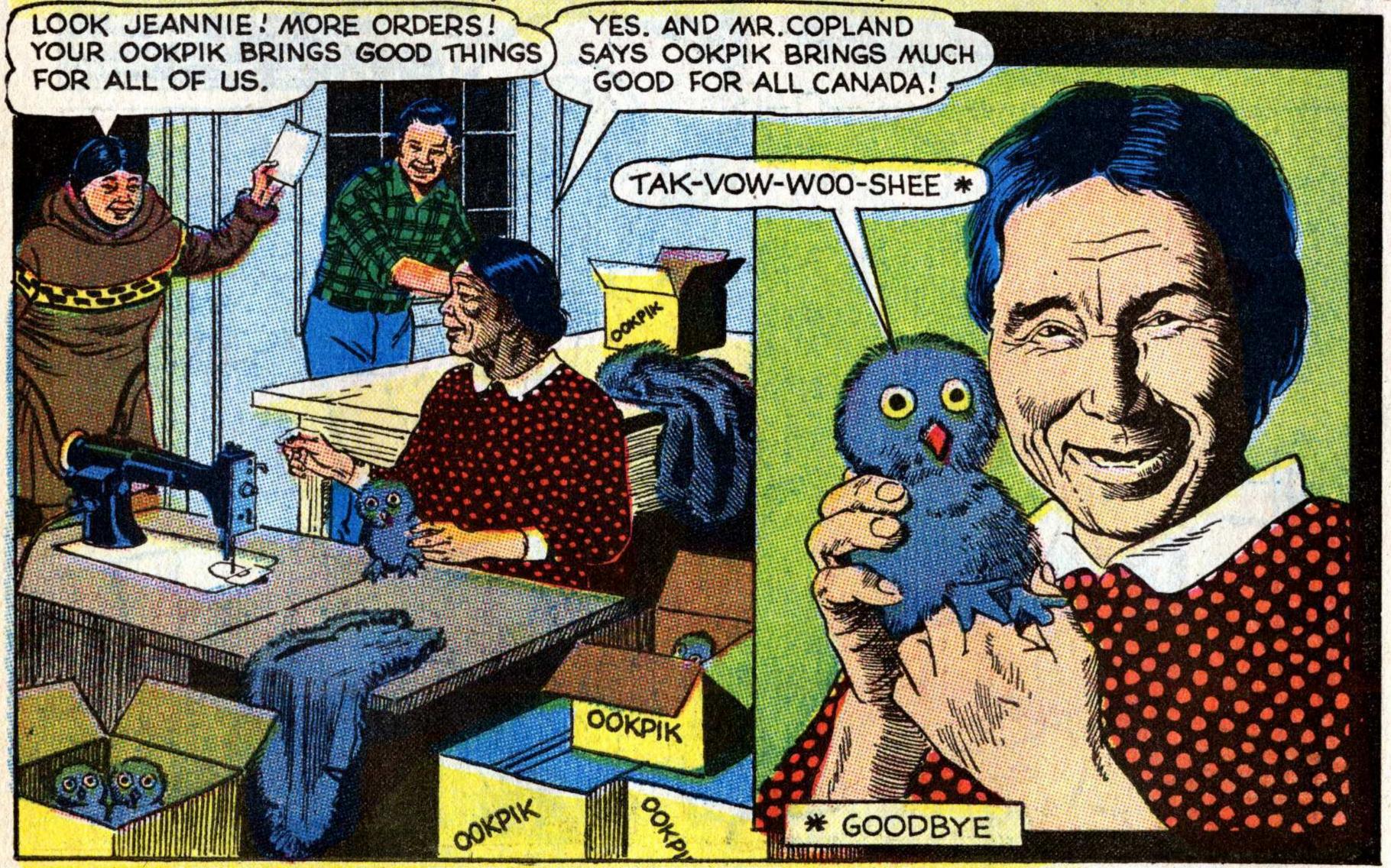
HEAR YOUR BOOK THANK YOU. WOULD YOU ABOUT OOKPIK HAS LIKE TO READ THE LETTER BEEN RECOGNIZED BY FROM BUCKINGHAM PALACE? QUEEN ELIZABETH, MR. COPLAND. CONGRATULATIONS!

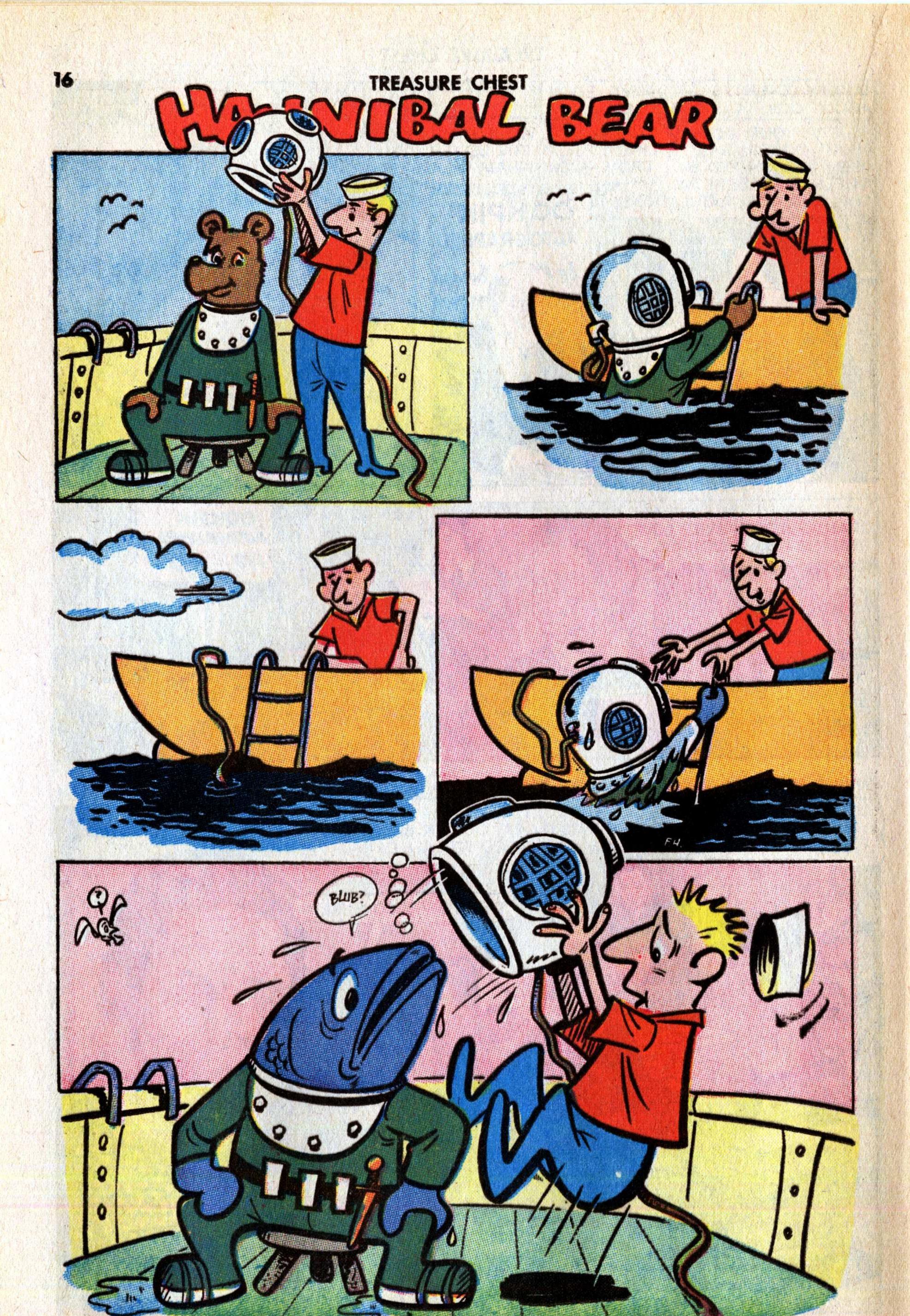


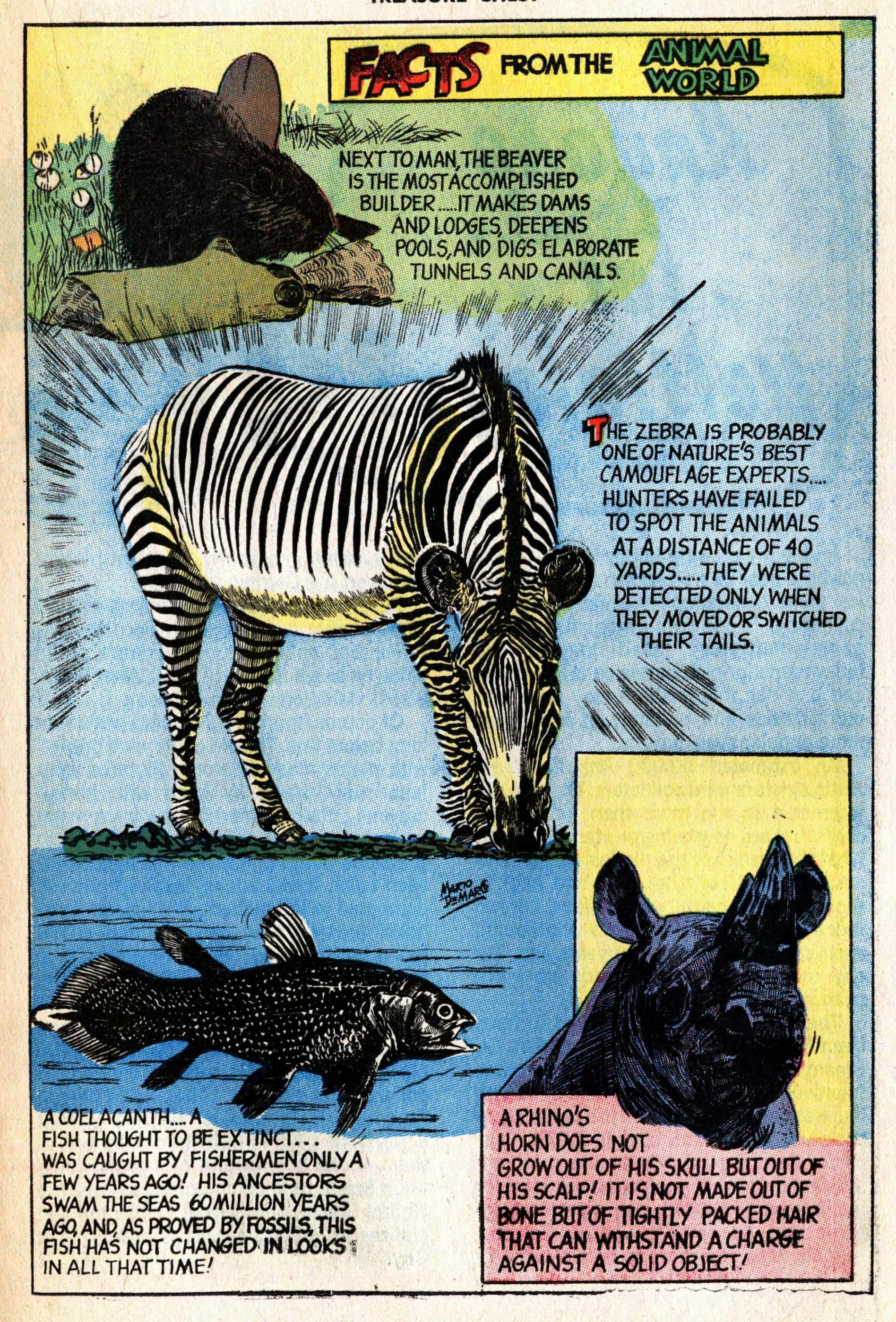


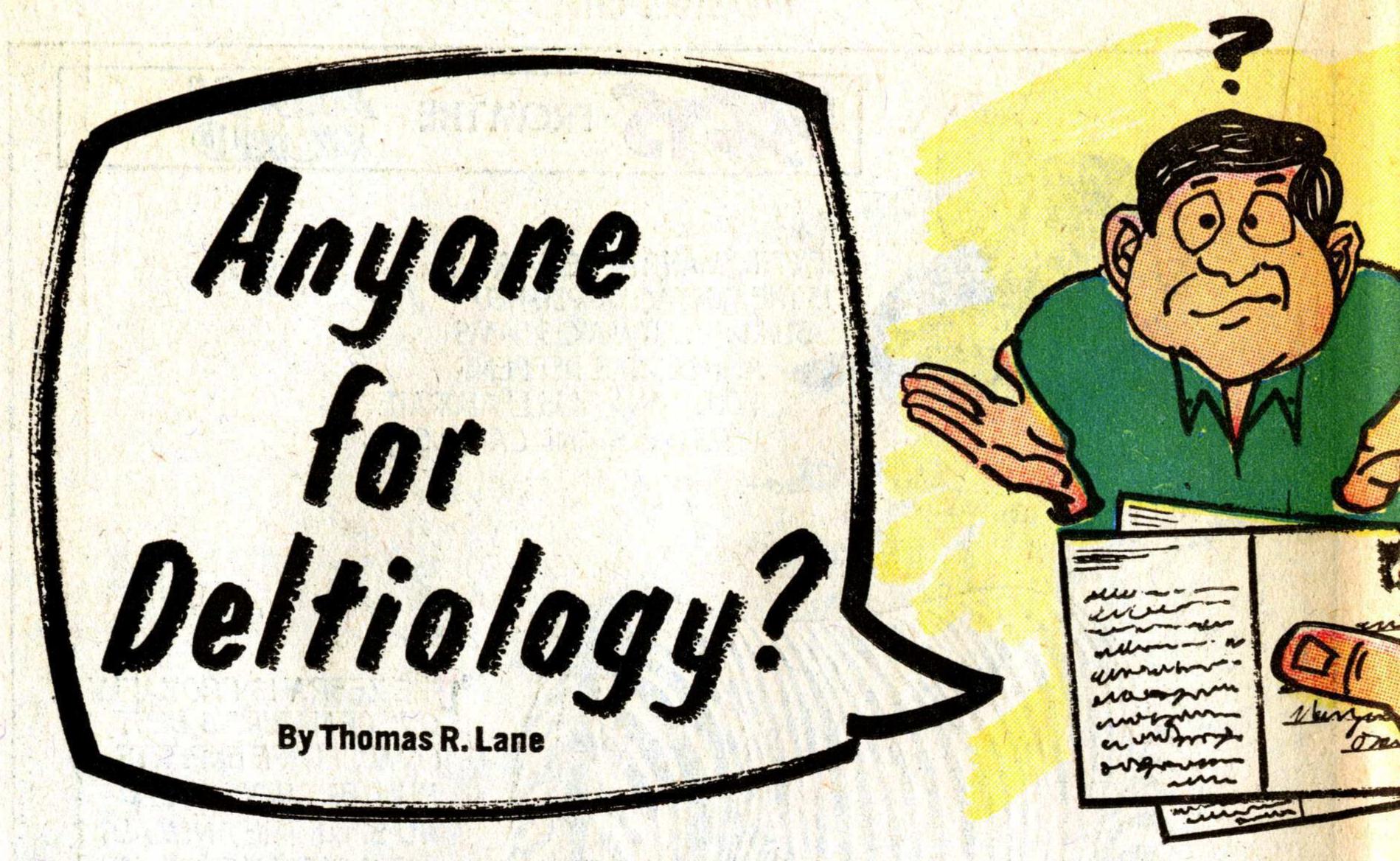


WHILE AT FAR-AWAY FORT CHIMO, AN ESKIMO GRANDMOTHER, JEANNIE SNOWBALL ...









A steadily growing hobby that is as yet nowhere near as well known as numismatics (coin collecting) or philately (stamp collecting) is one with an equally strange name—deltiology. "Deltiology" is the fancy name for picture postcard collecting, and one day this pastime may rank with numismatics and philately. It is growing more popular every day.

An estimated 50,000 Americans are deltiologists or card collectors. They are not interested in the more than four billion cards that are now being printed each year. What they seek are the old-fashioned post-cards of 30, 40 or more years ago, back to the turn of the century and earlier. Shrewd indeed were the deltiologists who bought such cards for pennies ten years ago. Today, many of those same cards are worth as much as \$150 apiece!

The plain postcard is believed to have been invented in 1869 by an Austrian, Dr. Emanuel Herman. A year later the Germans improved Dr. Herman's invention by adding illustrations and so created the first picture postcard, which was sold in 1870. Ever since, Germans have been the most enthusiastic users of postcards, not only for mailing purposes but also classroom instruction! As early as 1908, German schools used postcards to help teach nat-

ural history, geography, political history and even the German language.

People began saving postcards around 1898 simply because they liked the pictures. But collecting cards didn't really catch on as a hobby until 1940. After World War II, deltiology began to boom.

Of course, there were colored postcards long before this. The old cards were printed with plates made of stone. Pictures were laboriously drawn by hand with grease crayons onto the stone or they were made on transfer paper and then transferred to the stone plate. One stone was needed for each color. It was a long, involved process compared to the modern, high-speed, four-color presses that can produce 6,000 beautiful cards per hour. However, it is those early "pioneer postals" that bring the best price in today's market.

Collectors usually specialize in one type of card, such as those showing specific places, bridges, trains, autos, animals. One collector, for example, is interested only in America's Main Streets. He has 10,000 cards from 1900 to 1905 and every one of them shows a town and city square or a Main Street from communities all over the United States. Another card collector specializes in nothing but views of New York City.



In every field of collecting, certain items are prized above all others. Among deltiologists the most sought-after cards are those from world's fairs. It is in this class that the most enthusiastic buying and selling takes place. A man named Ben Shiffrin collects many types of postcards but he specializes in world's fair postcards.

About six years ago Mr. Shiffrin wrote to a stamp dealer in Ohio asking for world's fair postcards. The dealer had 31, for which he wanted seven dollars. "I thought the price was rather high," said Mr. Shiffrin, "but I bought them anyway. Turned out to be the best deal I ever made." In going over them, he discovered five rare cards from the World's Columbian Exposition (Chicago) of 1893, in brand-new condition. "Those particular cards," said Mr. Shiffrin, "cost me \$1.25. Today, they're worth \$100 each."

Postcards don't always have to be "antique" to be valuable. Already, cards from the New York World's Fair that closed in the fall of 1965 are worth 15 to 50 cents apiece. It is quite likely that in time these cards will be as sought after as those of past fairs. A set of 10 cards from the Columbian Exposition now costs \$15. A Boston 1883 card and one from the Fifth Cincinnati Industrial Exhibition of 1874 will

bring \$50 each. Cards from the Lewis and Clark Exposition at Portland, Oregon, sell for \$1 to \$3. Some cards from the Jamestown Tercentenary Exposition of 1907 can be had as cheaply as 50 cents while others from the same fair bring \$10 apiece.

Just as it is with stamps and coins, the value of a postcard is determined by how few of them are around, then condition and the demand for them. The condition of a card means that the card is still flat, with no holes or creases in it. It doesn't matter that it was once sent through the mail and has a personal message written on it. Sometimes this even adds to its value!

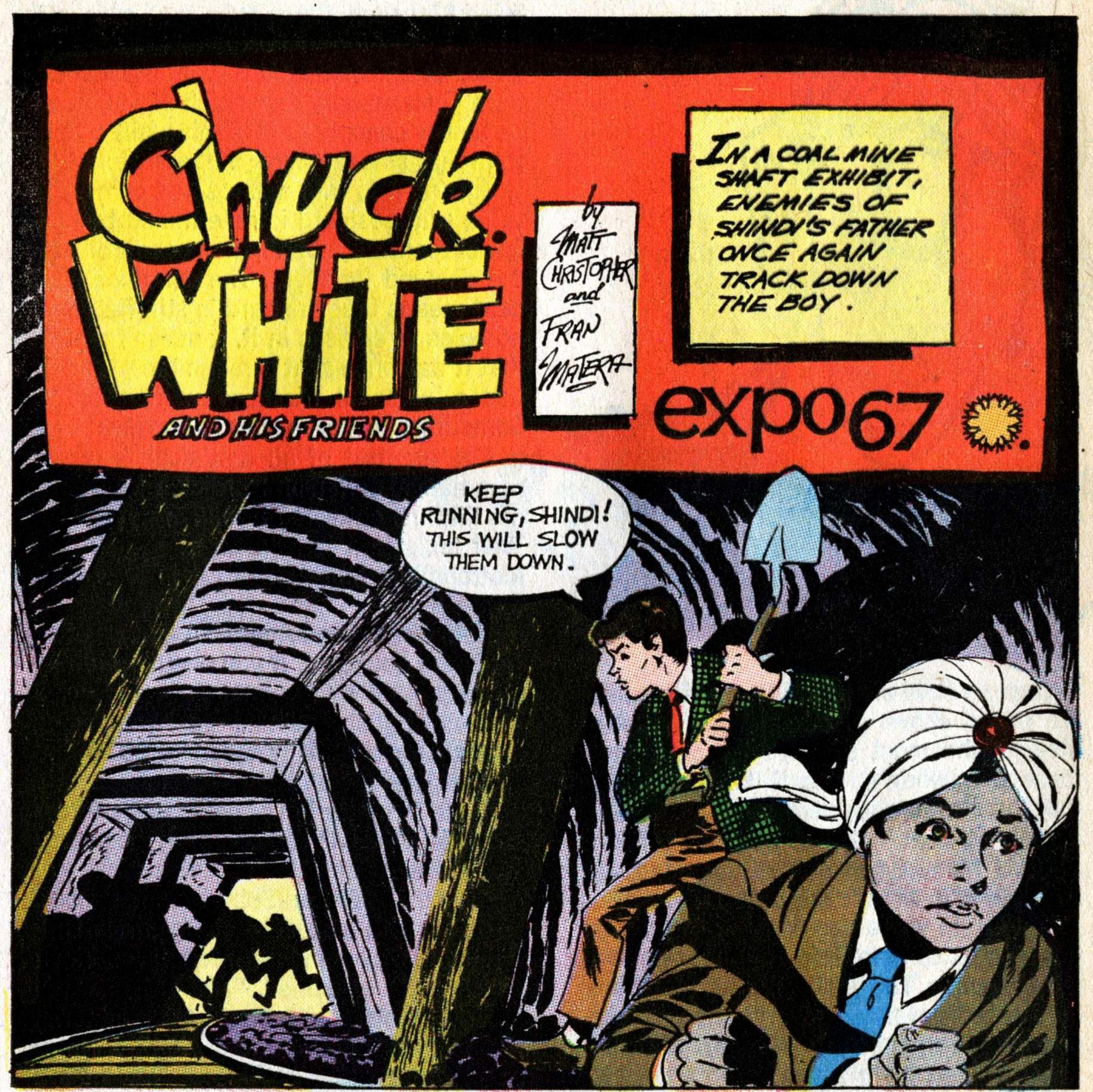
The greatest of all deltiologists was a man named Jefferson Burdick, who during his lifetime collected a million postcards! That collection is now on display in the Metropolitan Museum of Art in New York City.

Both foreign and American picture postcards are collected. If you should find any cards printed by Raphael Tuck & Son, a famous English postcard publisher, hang onto them; especially those of 1910 and earlier. They're valuable!

Aside from the fun of collecting and the possible profit to be realized, postcards can be educational. That was what got another man, Herbert Schwartz, Jr., started. Schwartz was a student at Columbia University. "I was doing research in American history," he explained, "and I discovered that in postcards I could find pictorial scenes of this country that didn't seem to be available anywhere else." Now he's a deltiologist for fun and profit.

How about you? Search that cellar, attic or garage. Maybe you'll turn up some forgotten items to delight a deltiologist's eye. And if you ever have an opportunity to buy really old postcards for pennies, do it. Deltiology is growing, and as the ranks of card collectors swell, the supply of these old cards will diminish. And that in turn means that the value of your cards—if you have any—can go in only one direction—straight up!

If you go on a trip this summer, send some postcards to your friends at home. Someday, when you're President of the United States, these cards could be worth a fortune.











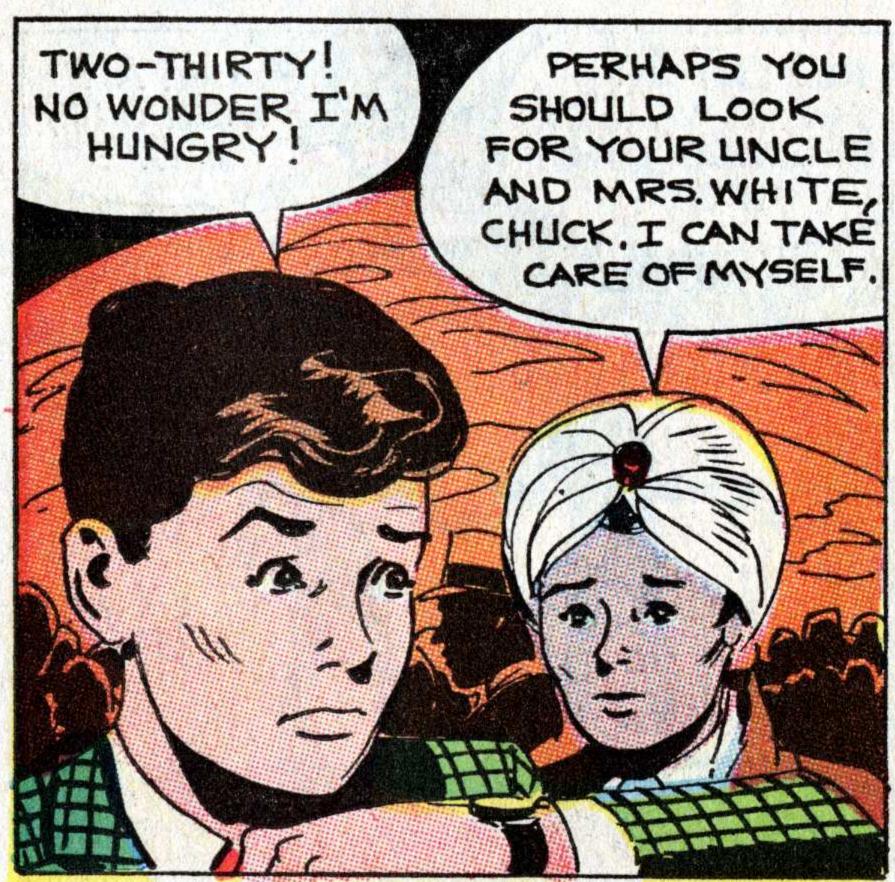




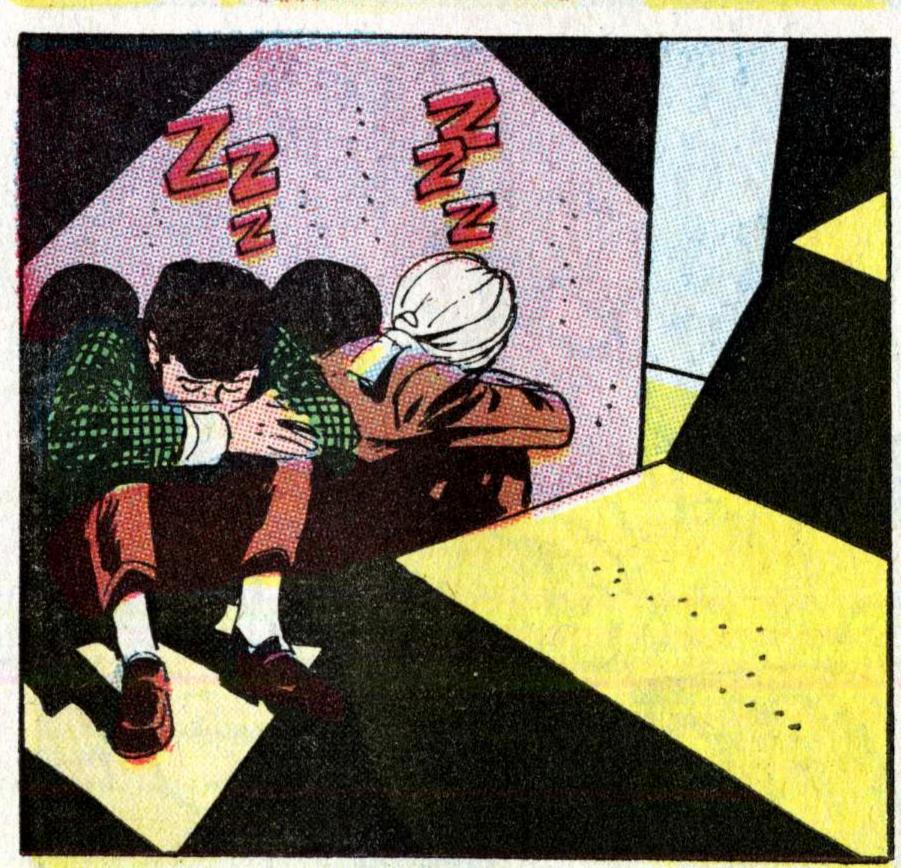








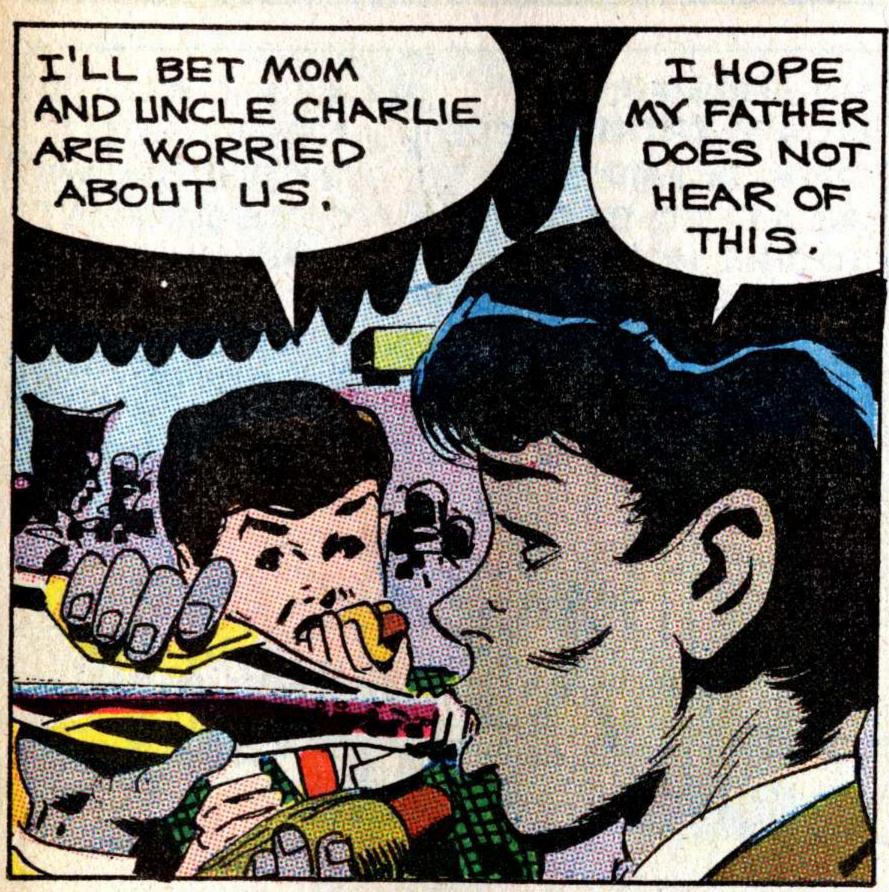










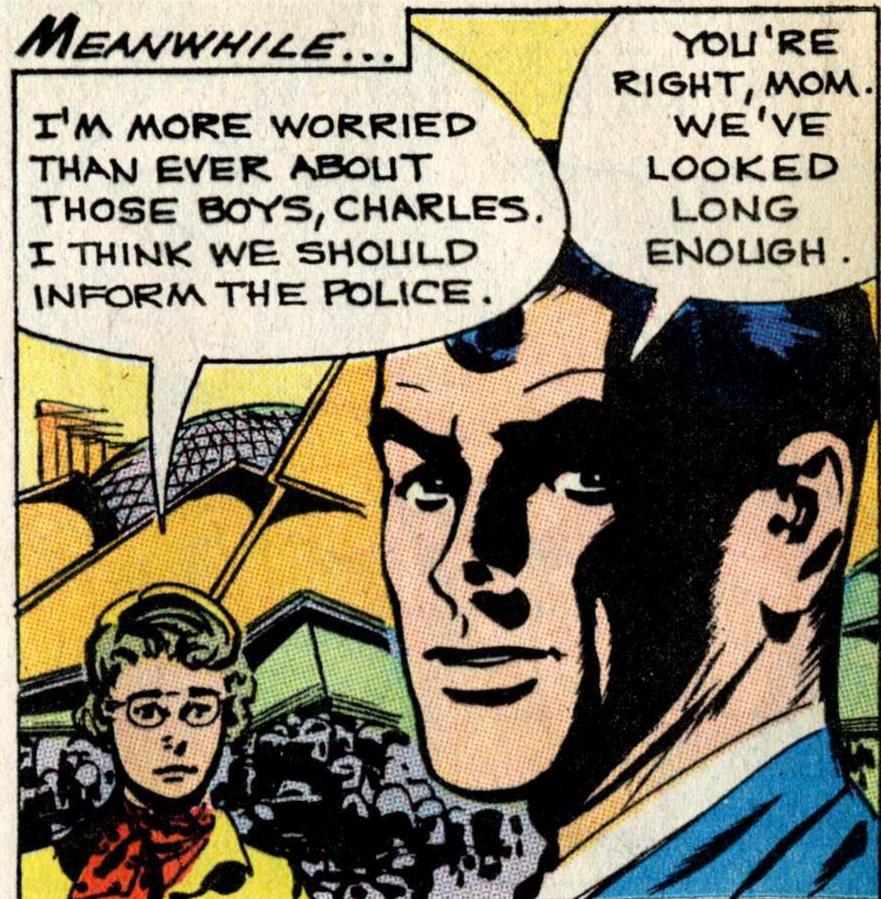


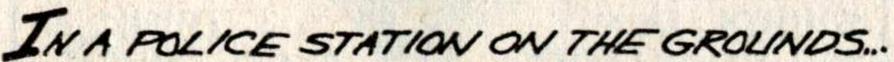


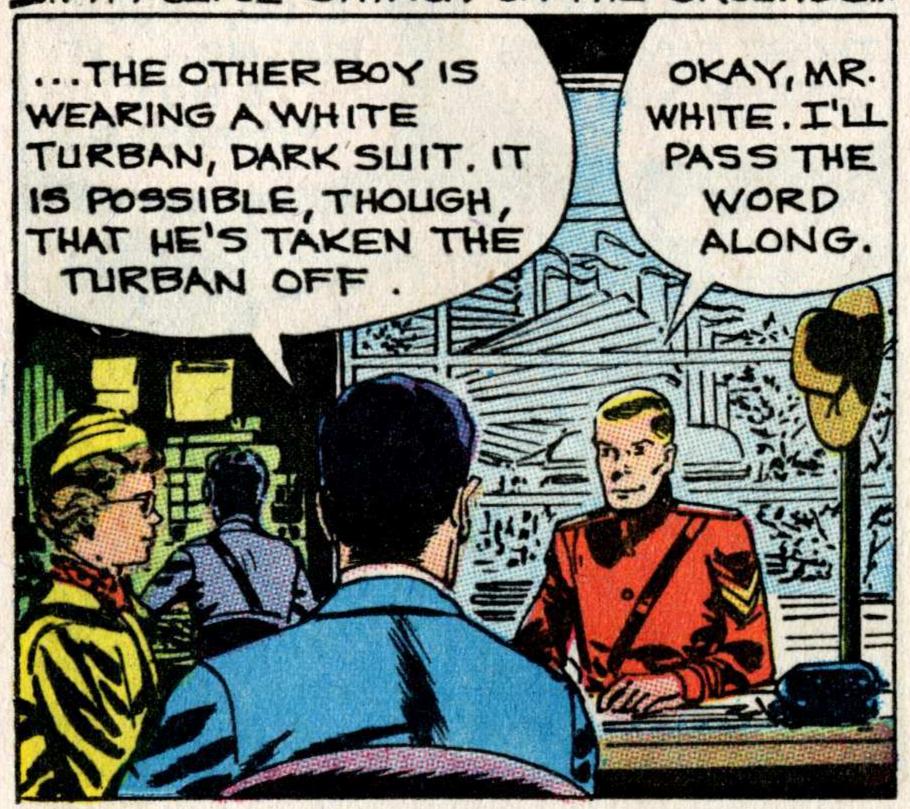


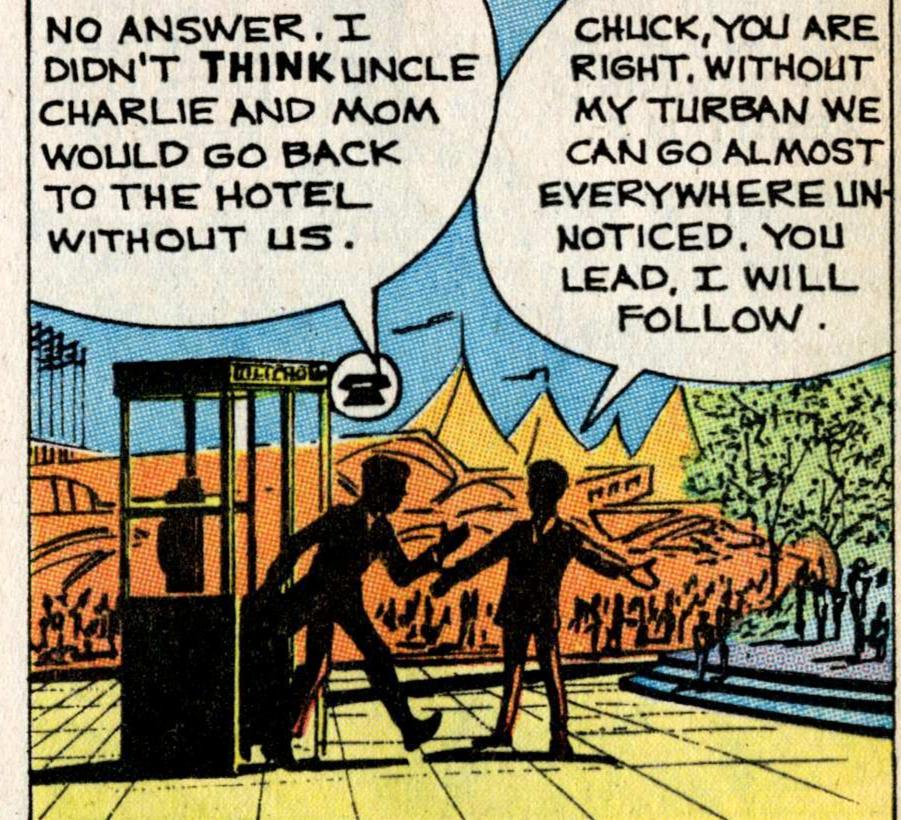




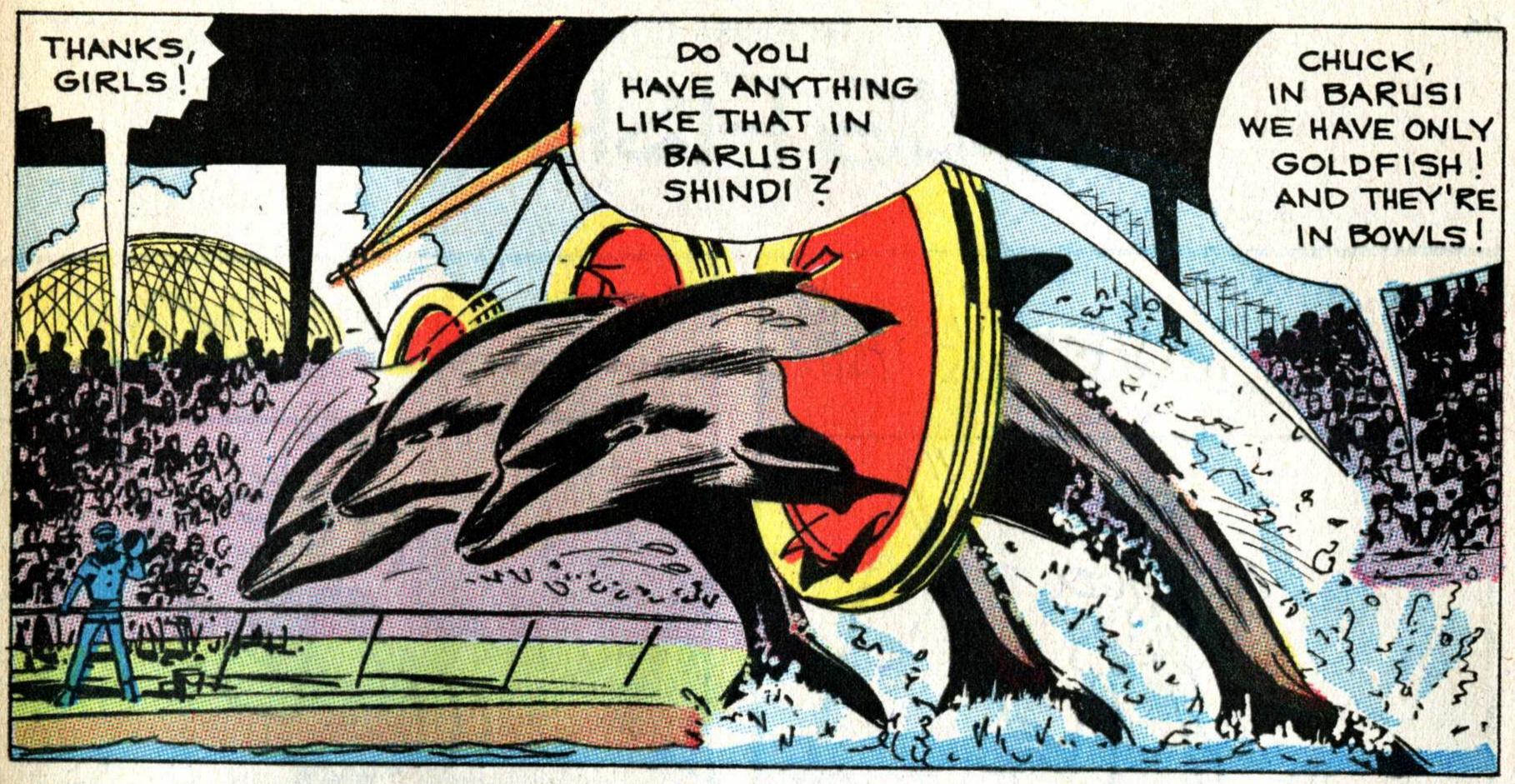


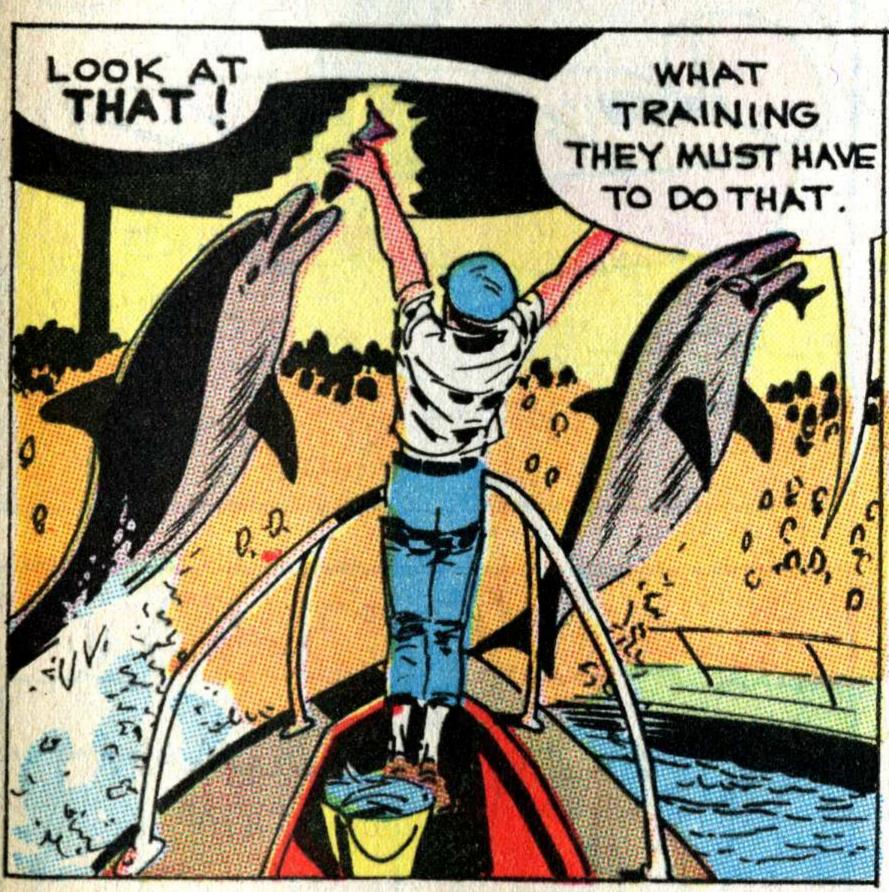






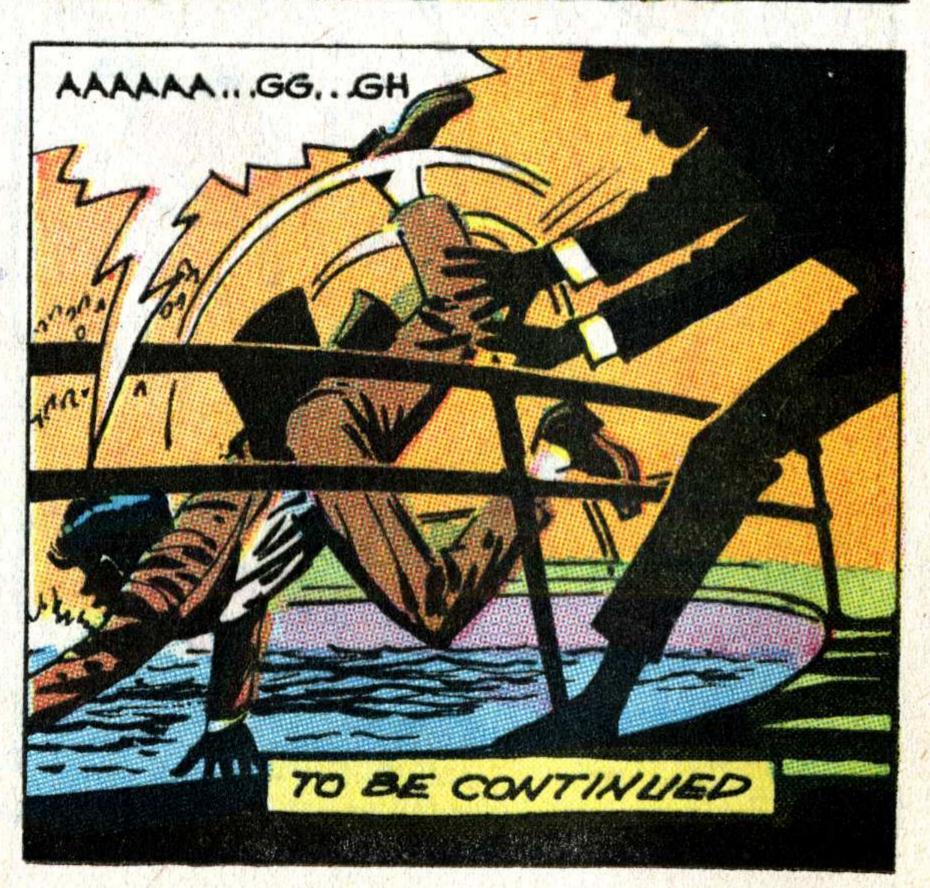




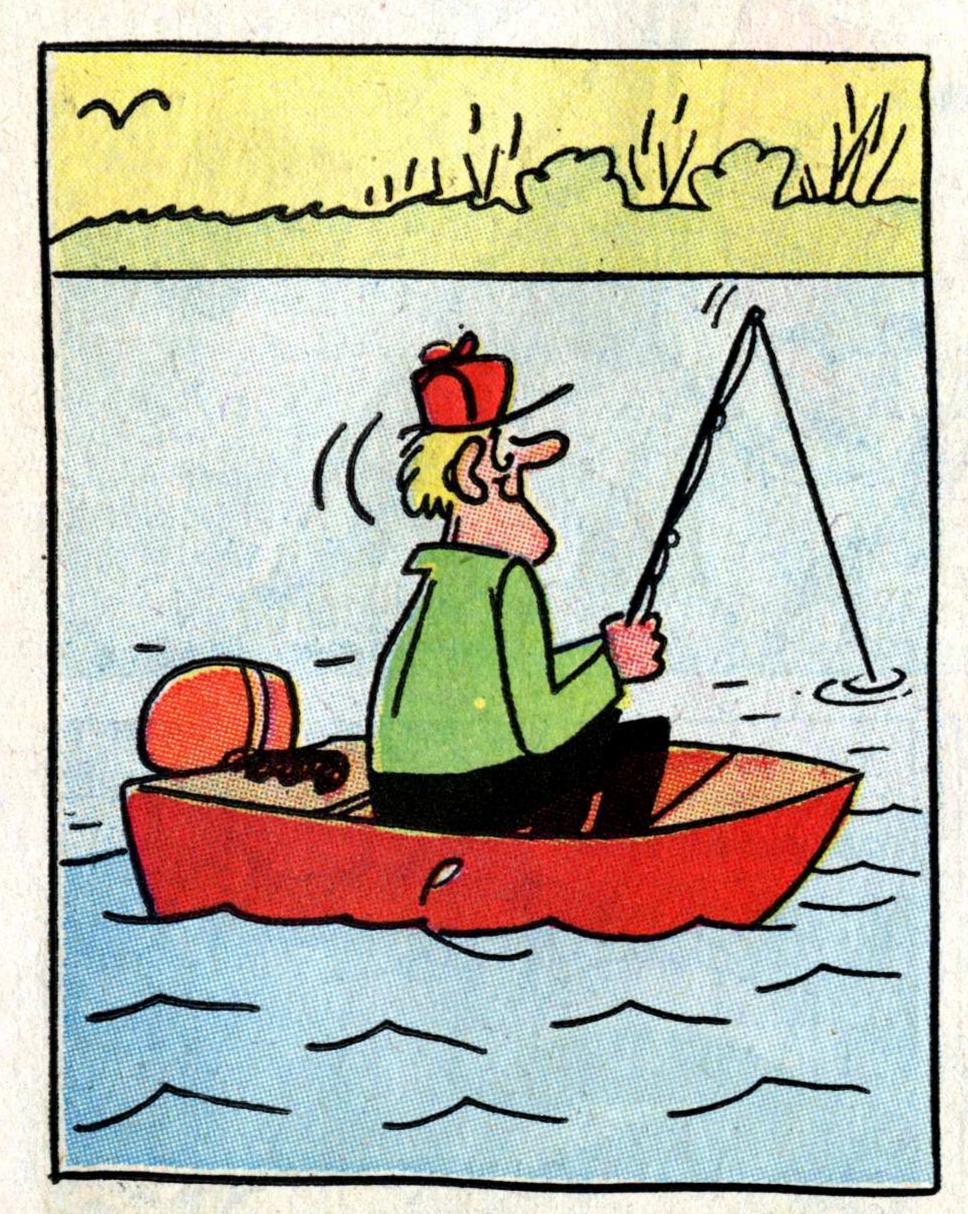




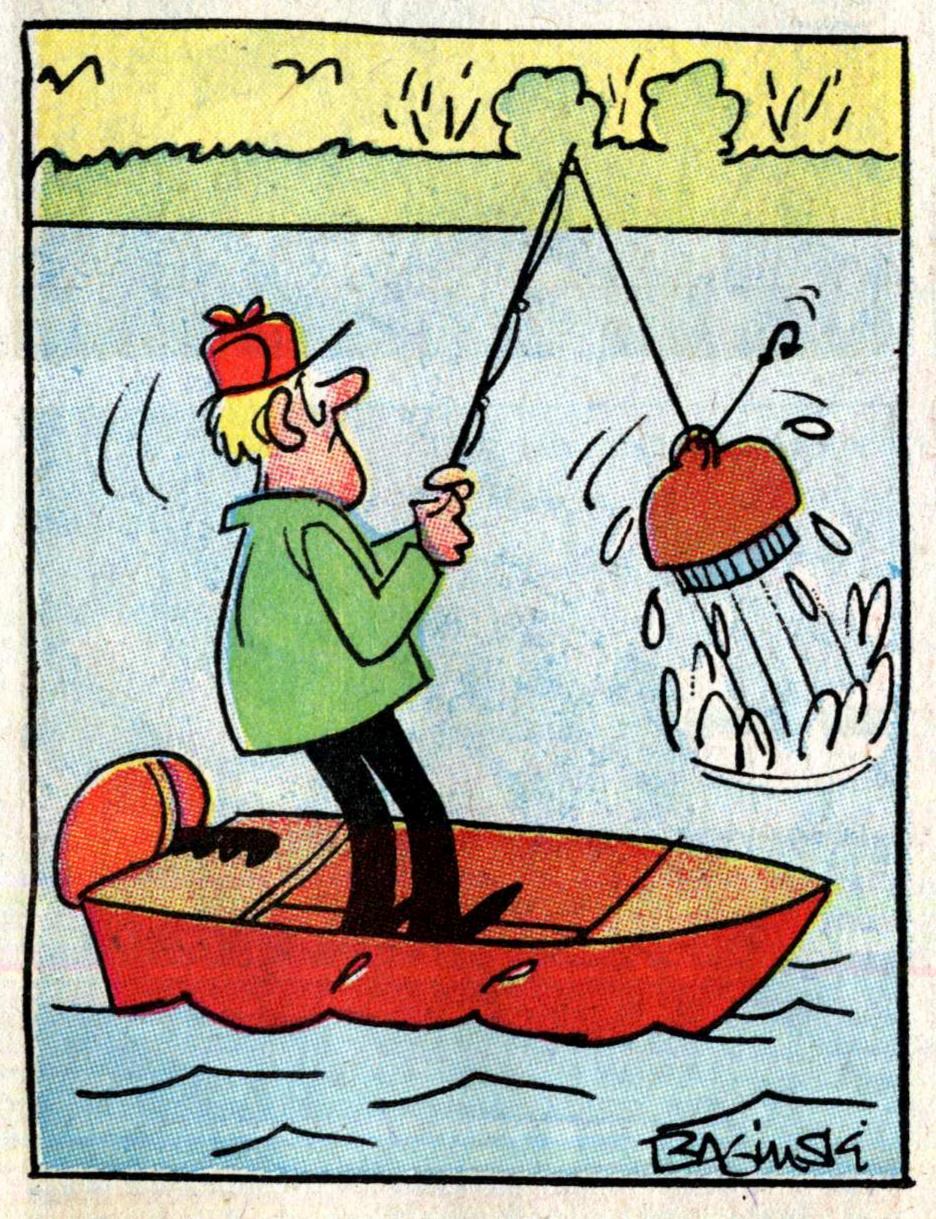




"PLUG FISHING"





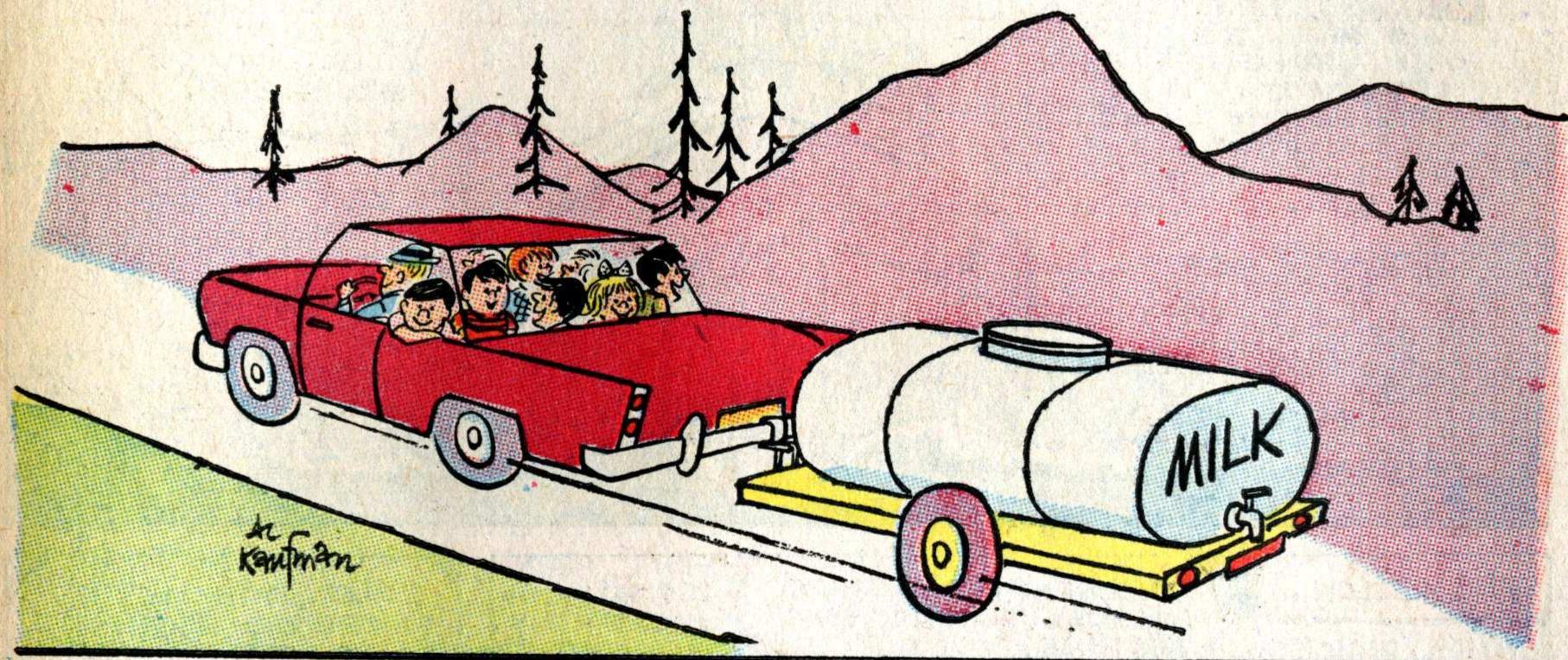


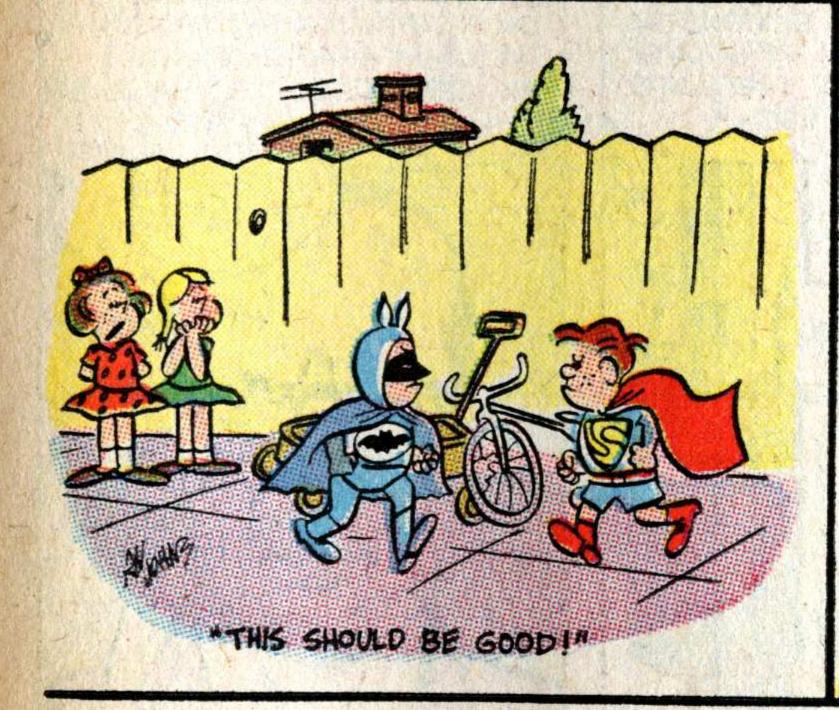


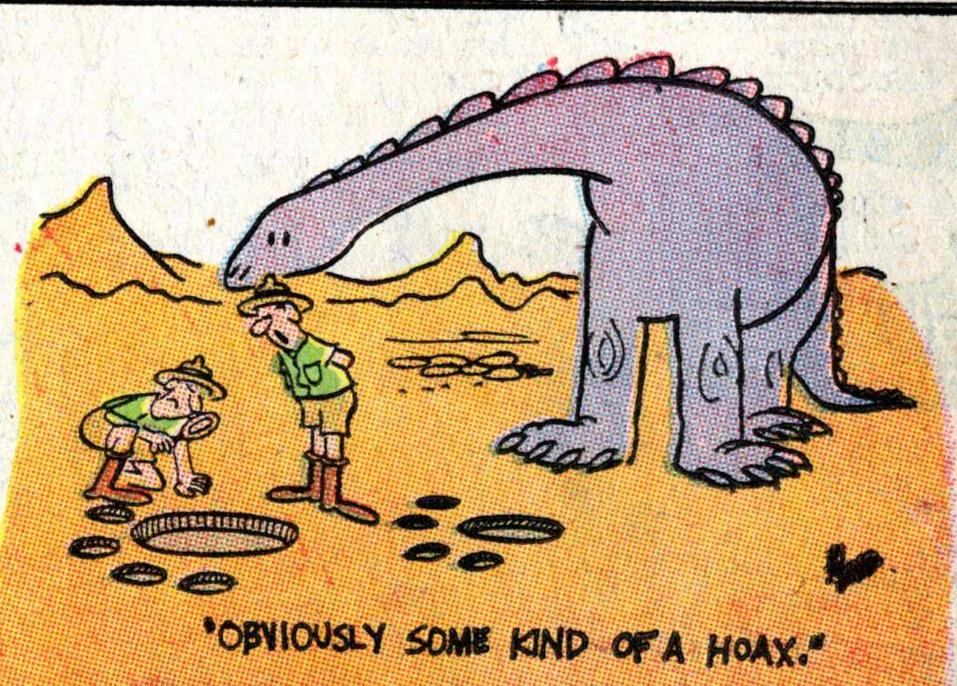
TREASURE CHEST

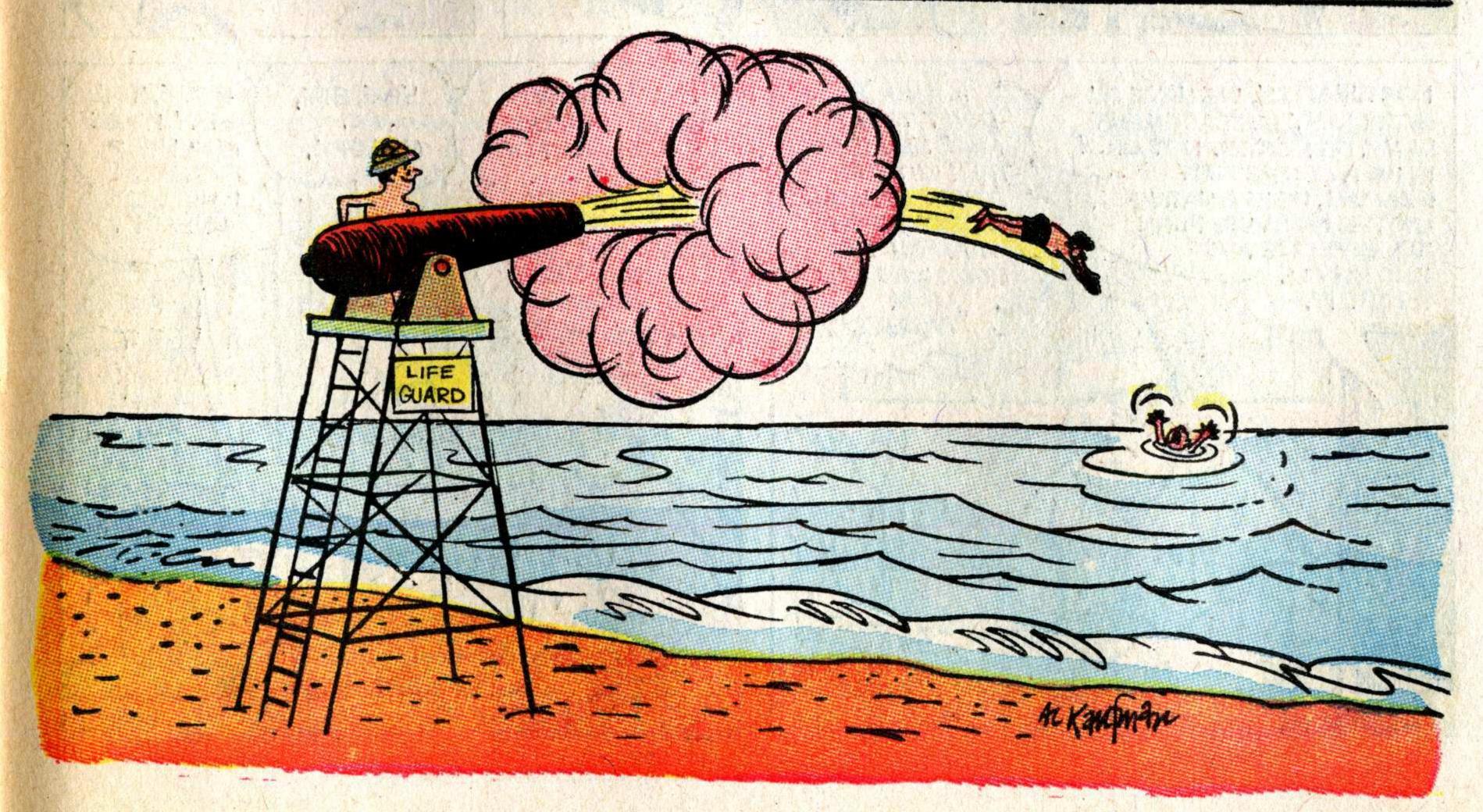
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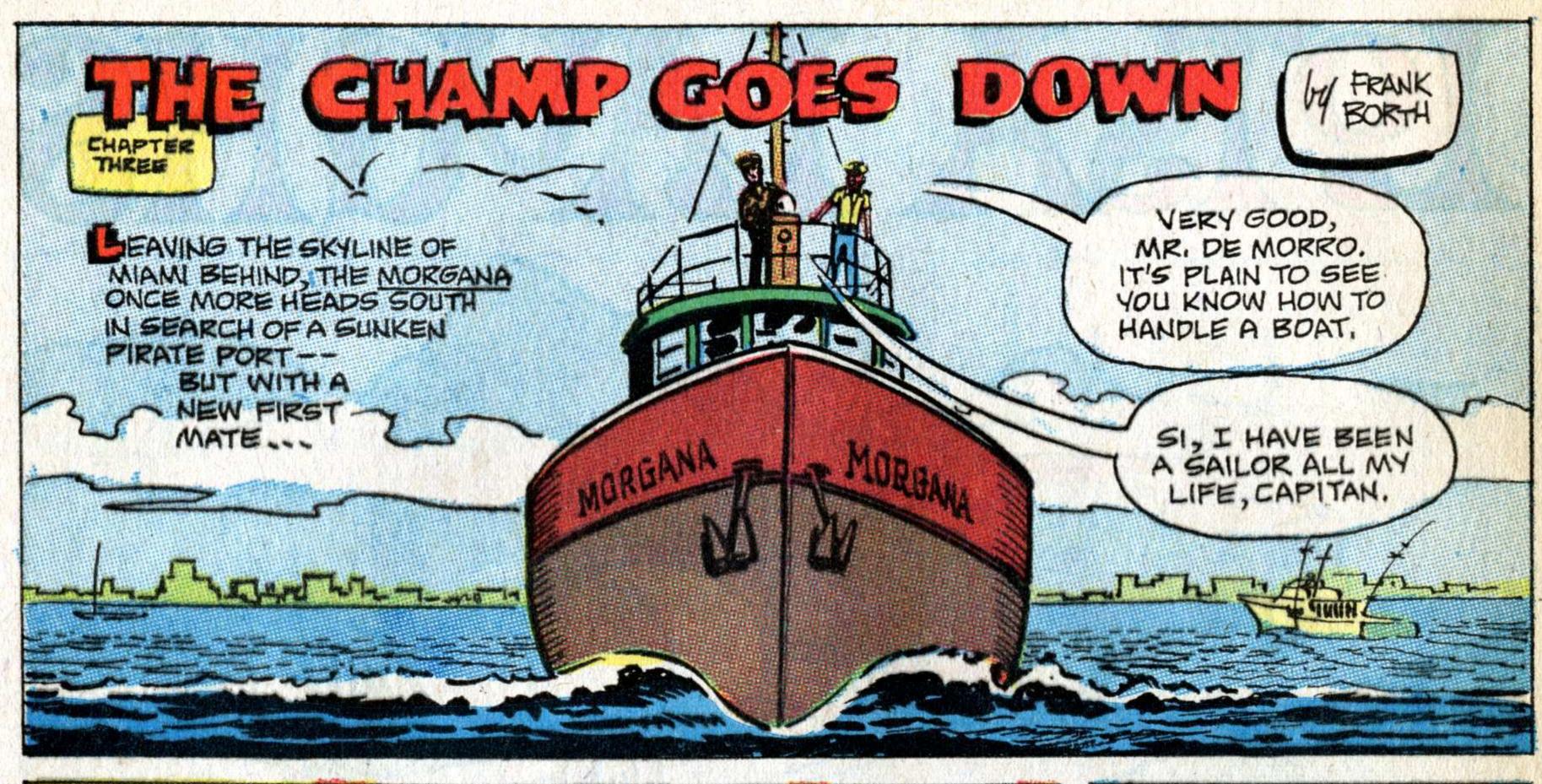
1918ALAUGHS

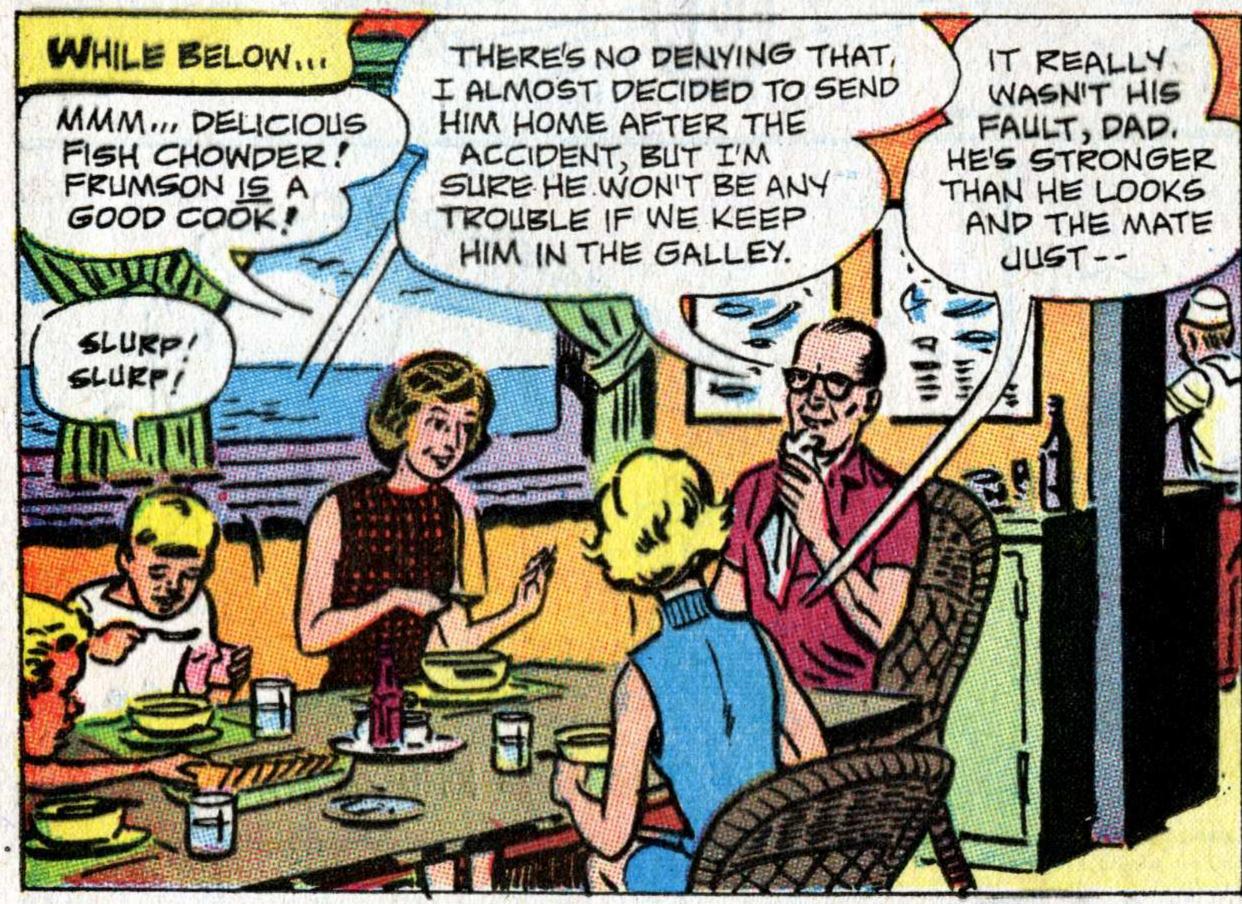


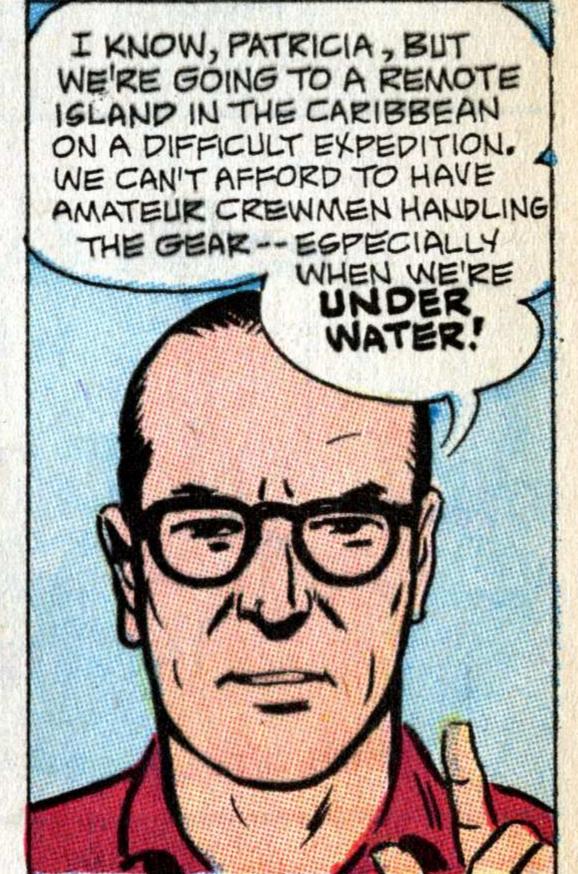


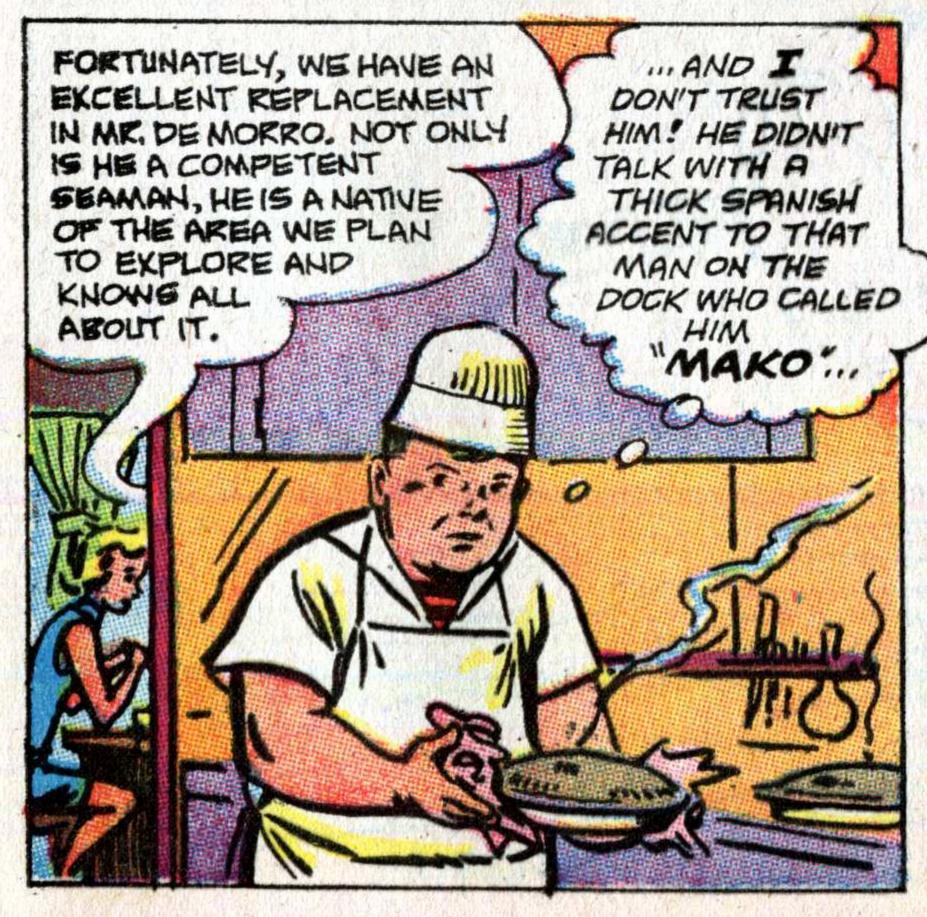


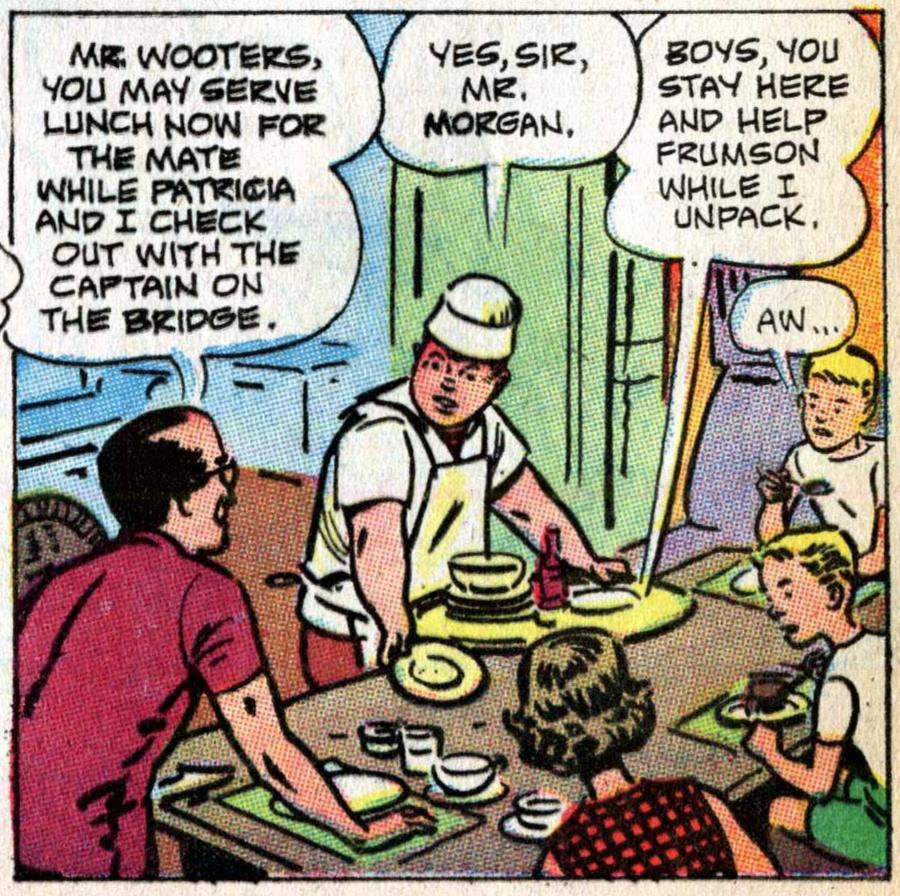












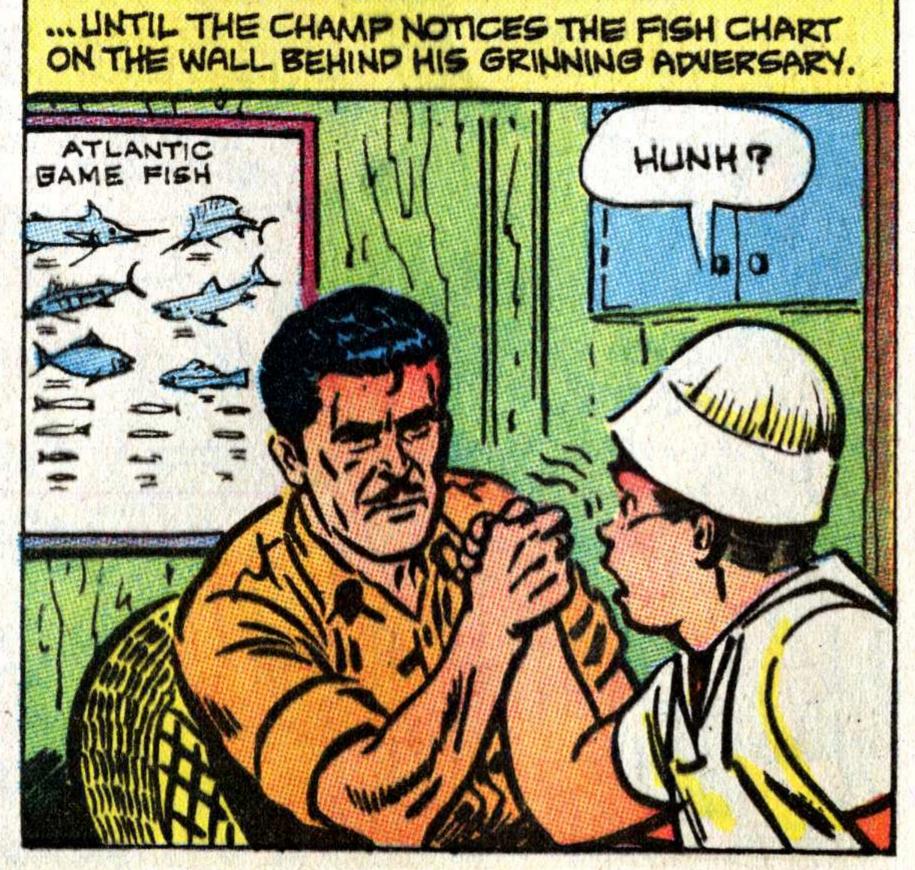


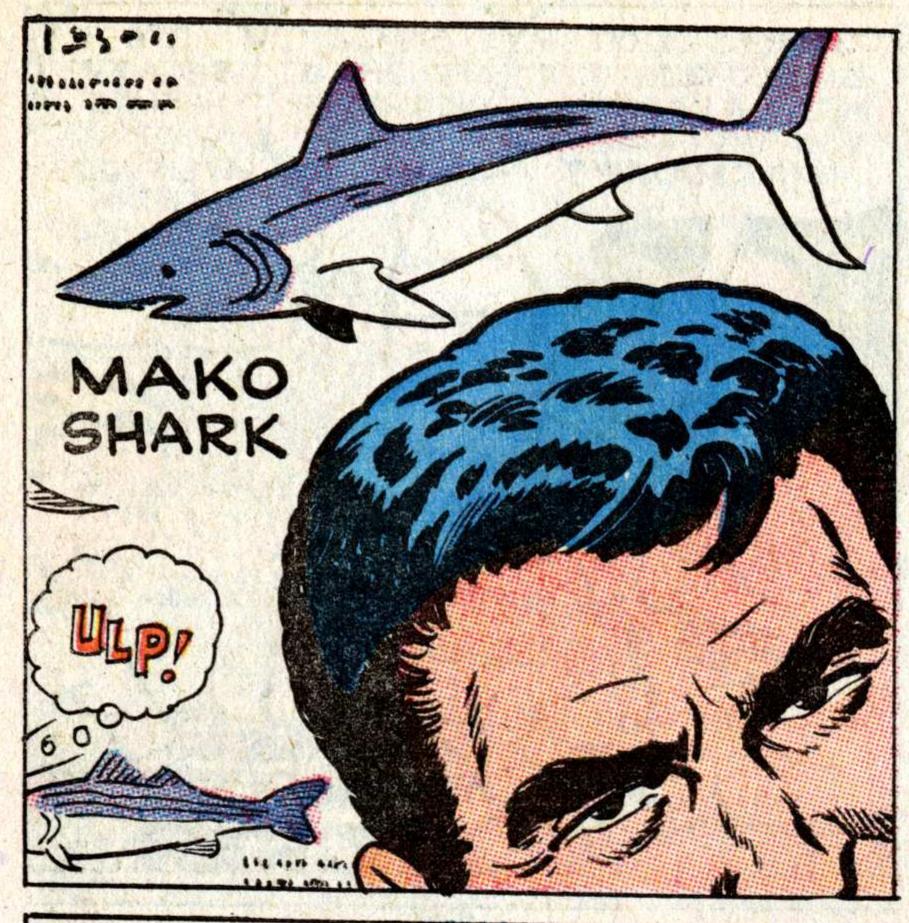








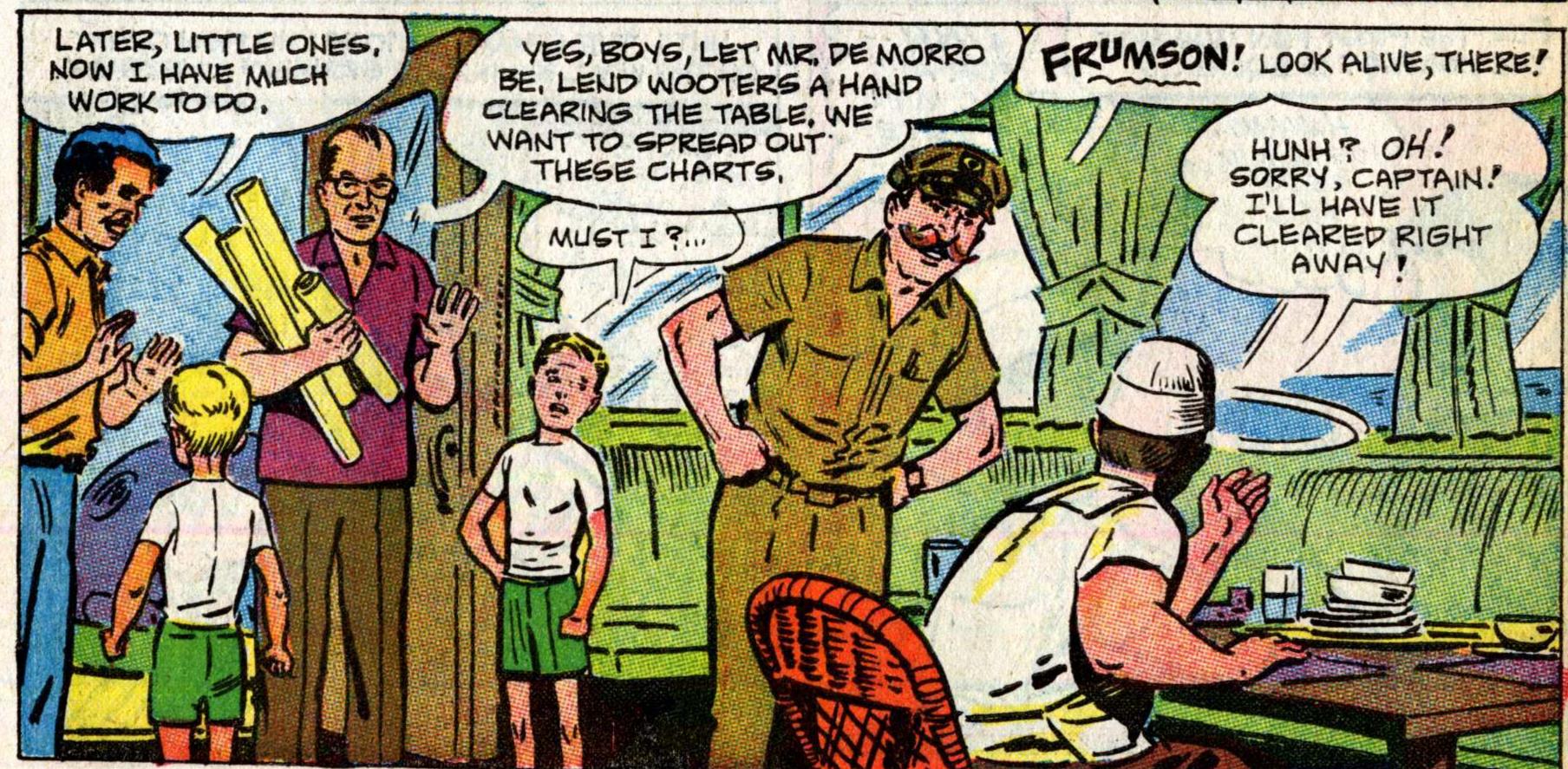












THUS FRUMSON'S DREAM OF AN IDYLLIC SOUTH-SEA CRUISE IS SHATTERED BY REALITY

MR. MORGAN DOESN'T TRUST HIM...

CAPTAIN BASCOME IS DISAPPOINTED IN HIM... PATRICIA TOLERATES HIM... RICH AND ROB TEASE AND TORMENT HIM.

WHISPER-

WHISPER ...

AND MAKO DE MORRO WORRIES HIM...



YOUR JOB IS TO COOK AND CLEAN, MR. WOOTERS, THAT'S ALL!

SORRY,
FRUMSON.
YOU WERE A
GOOD BOATSWAIN
ON THE SCHOONER
RESOLUTE,
BUT...

IF YOU CAN
POSSIBLY MANAGE
IT, THE LAUNDRY
NEEDS TO BE
TODAY...

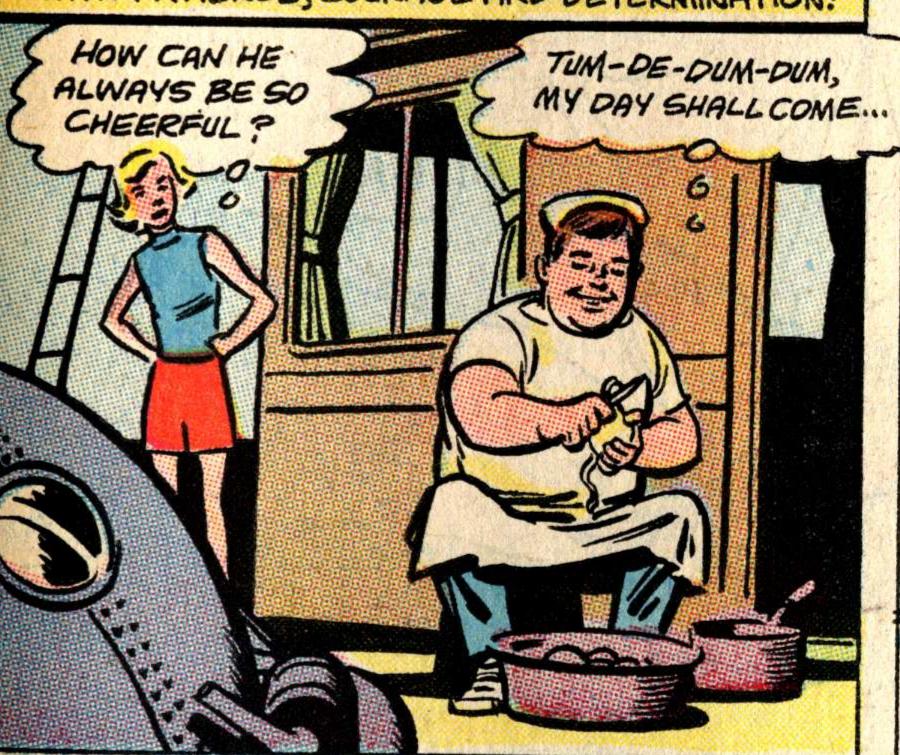
HEE-HEE! WILL HE SURPRISED! ONLY MY FRIENDS OR ENEMIES CALL ME "MAKO". YOU UNDERSTAND, EX-CHAMP?

EXCELLENT

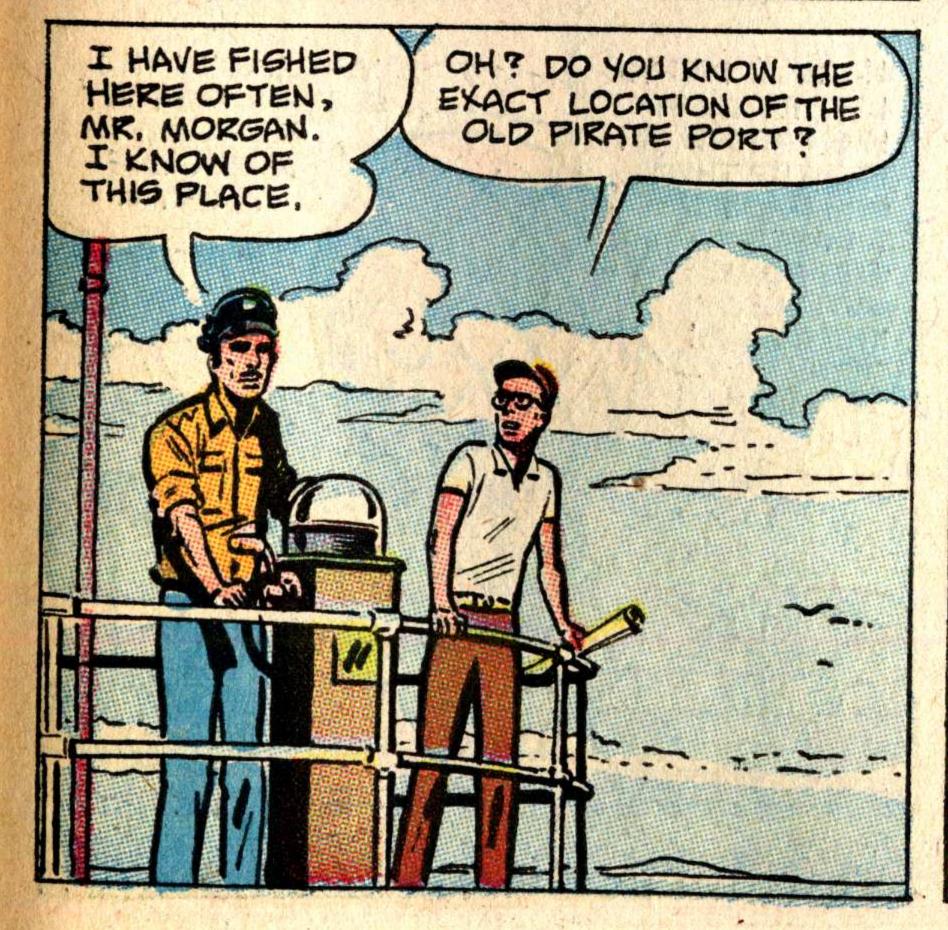
NAVIGATION,

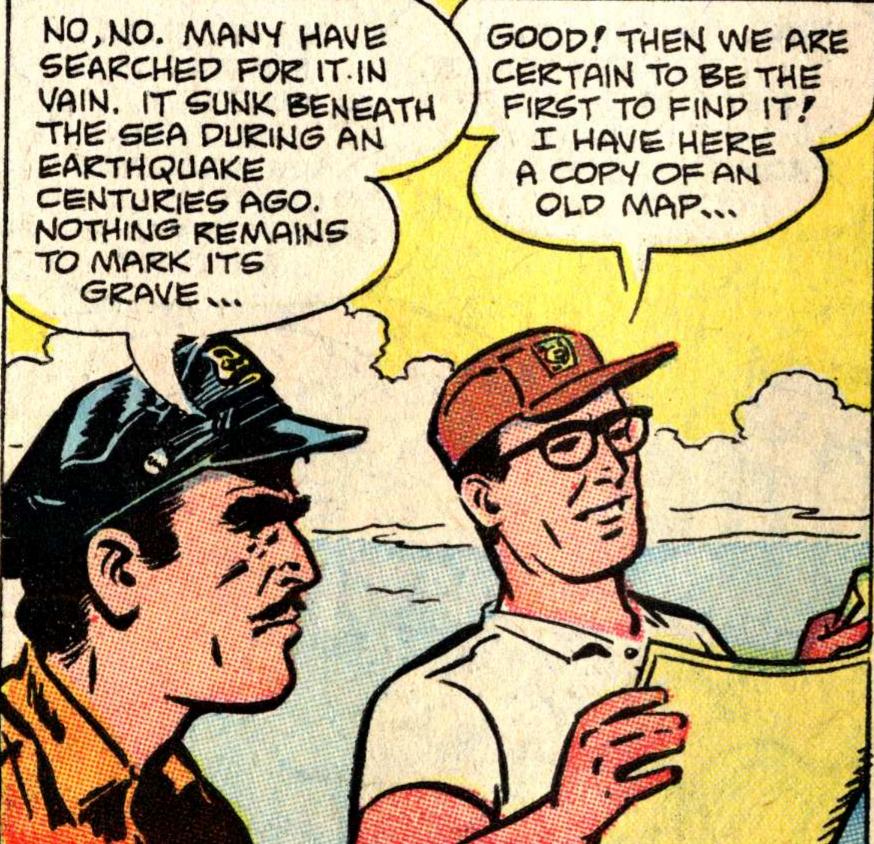
MR. DEMORRO!

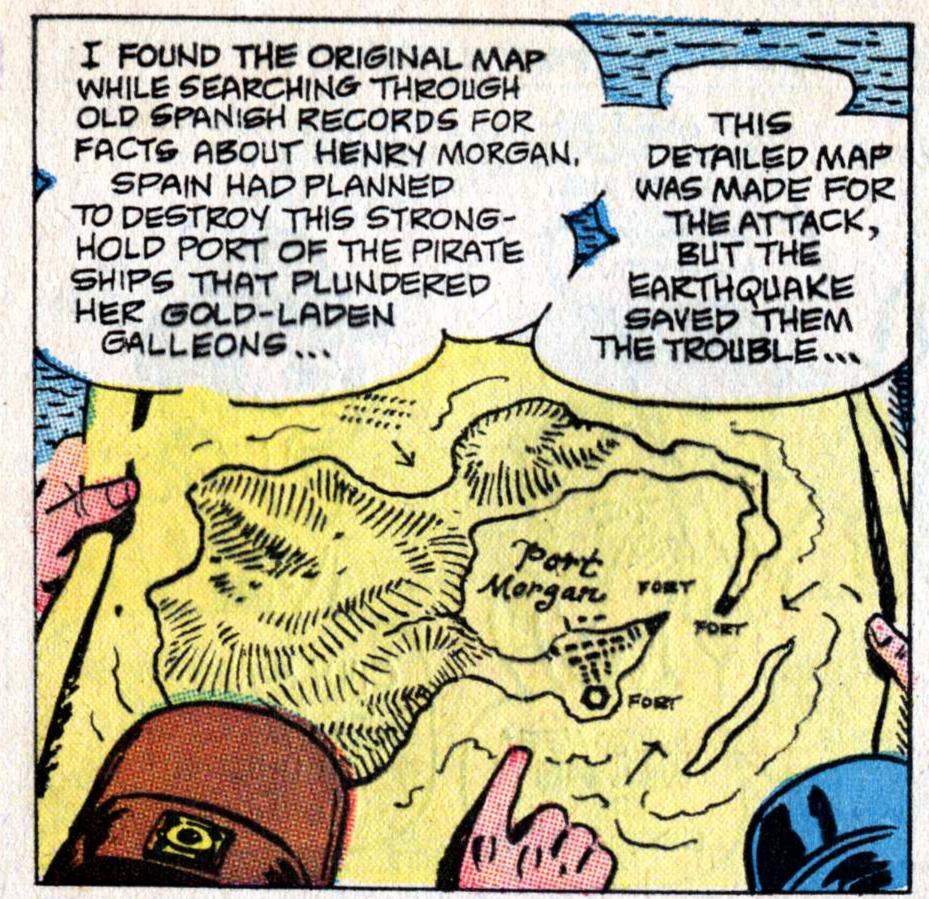
BUT FRUMSON KNOWS THAT A REAL CHAMPION MUST BE ABLE TO FACE TEMPORARY DEFEAT WITH PATIENCE, COURAGE AND DETERMINATION!

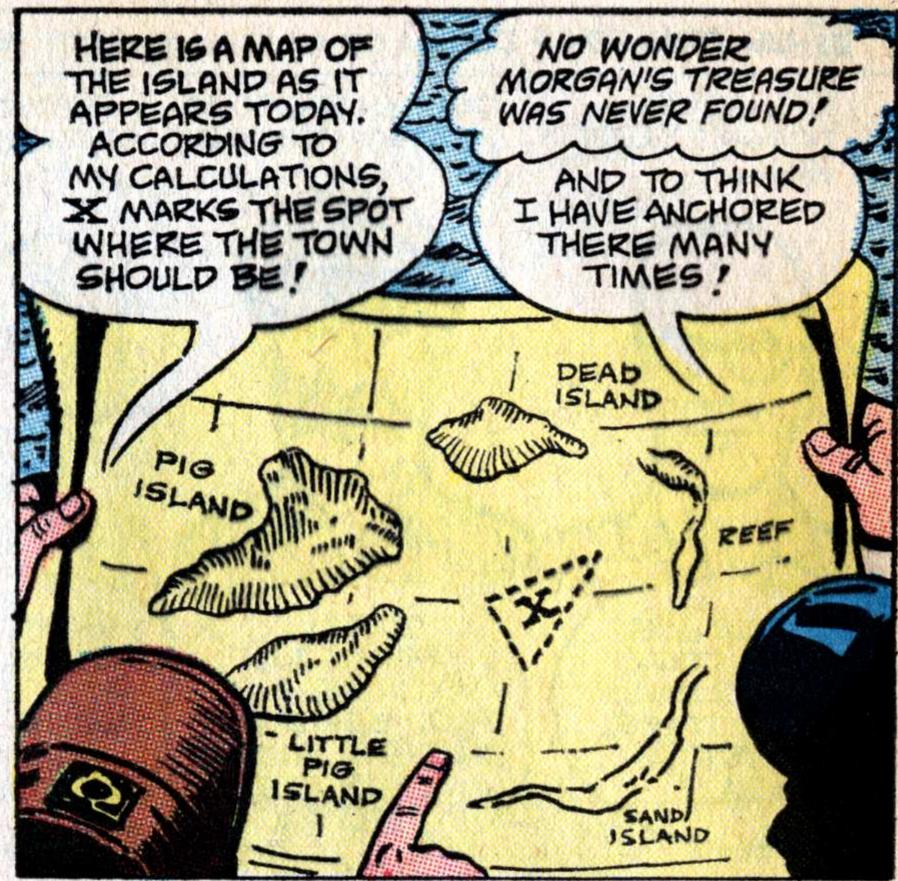


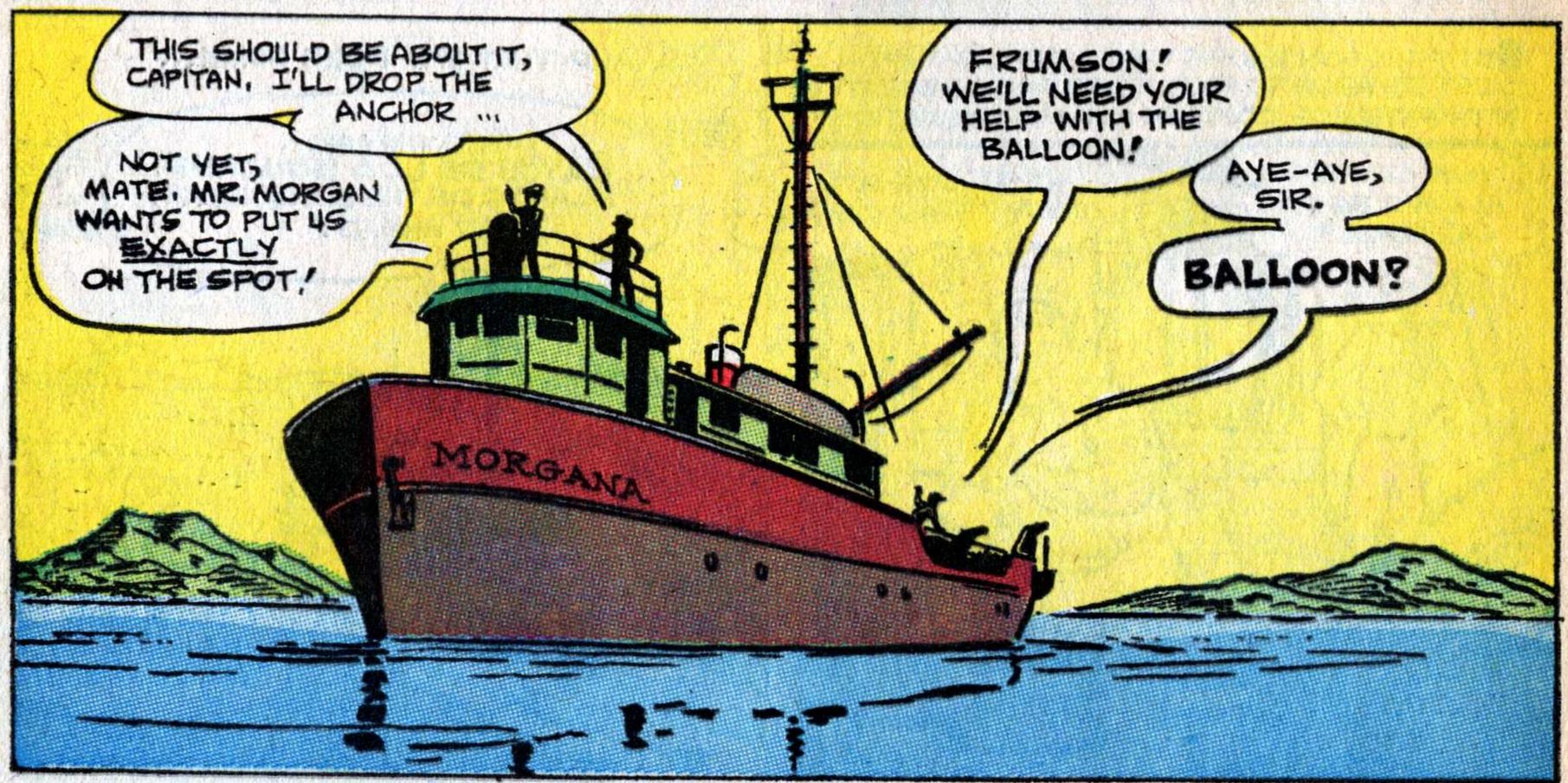
THERE THEY ARE,
CAYOS DE LOS BOUGANS,
ISLANDS OF THE BUCCANEERS,
DEAD AHEAD!

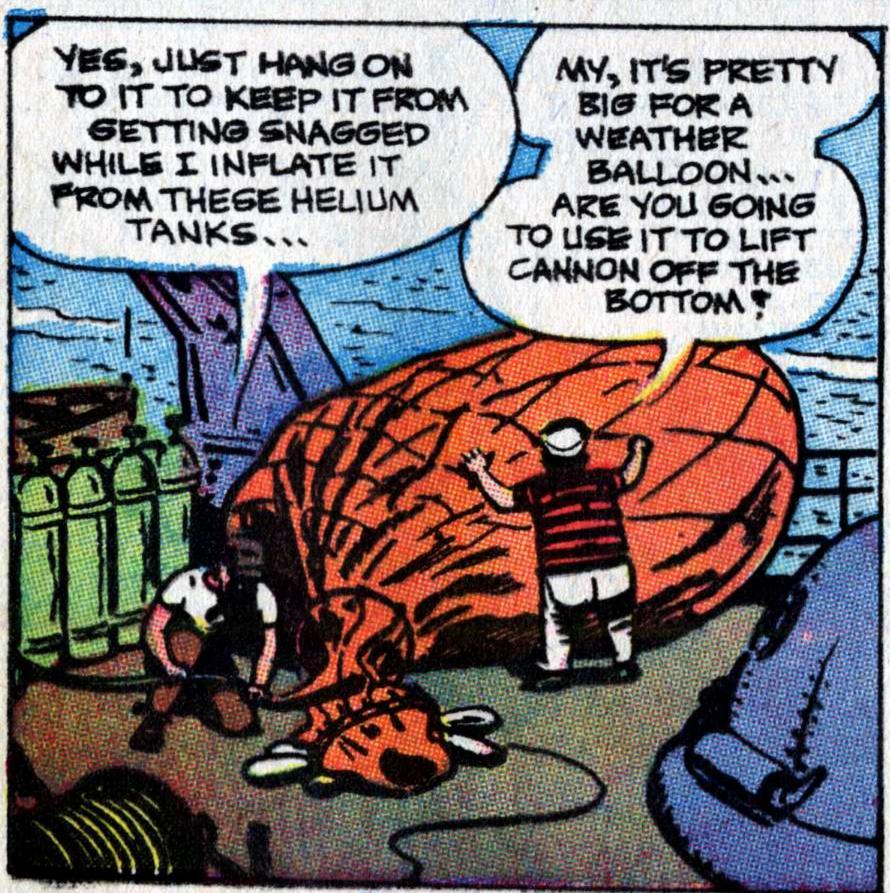


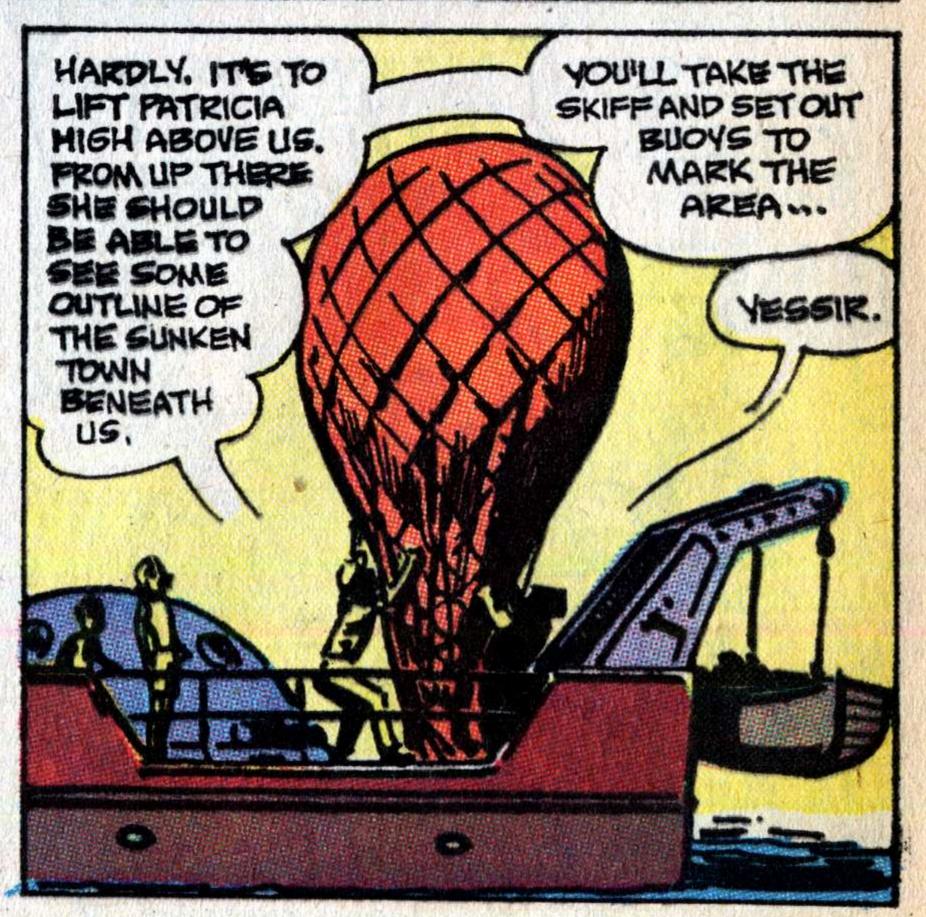


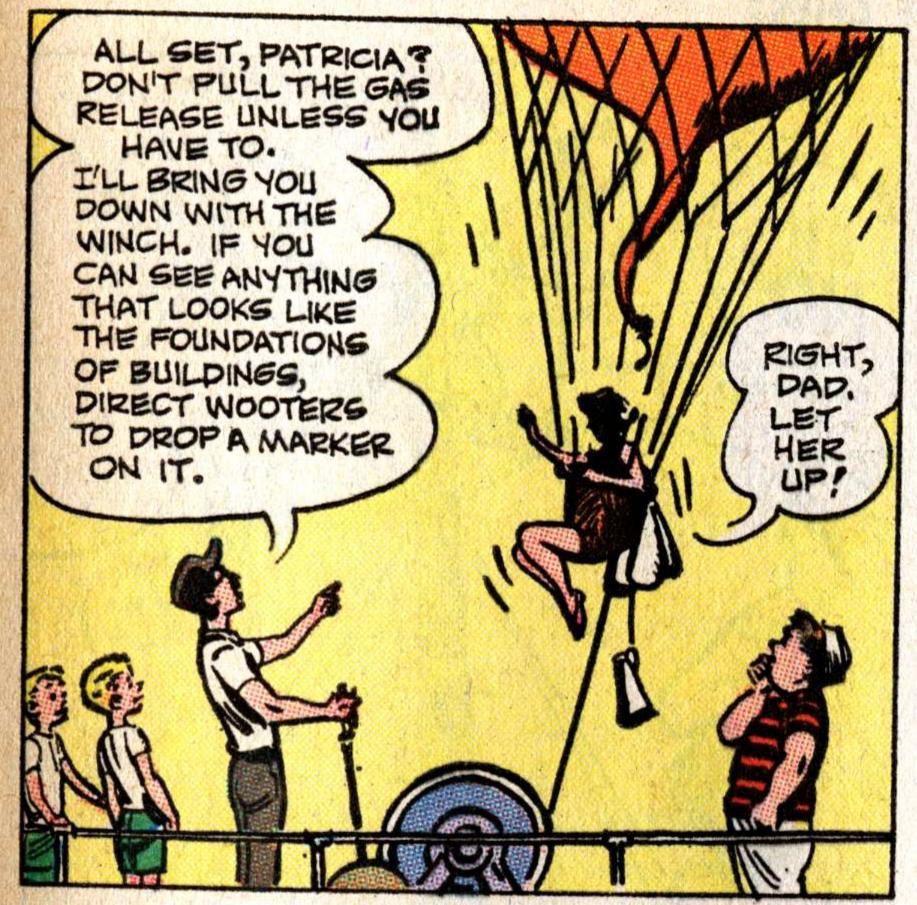








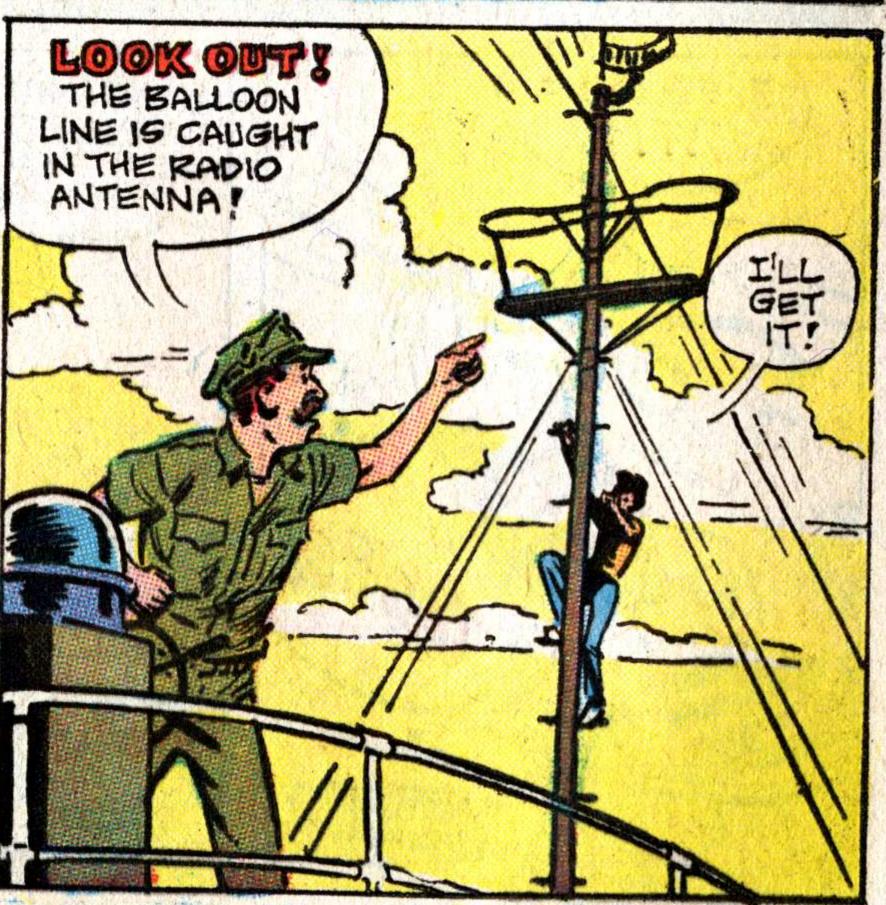


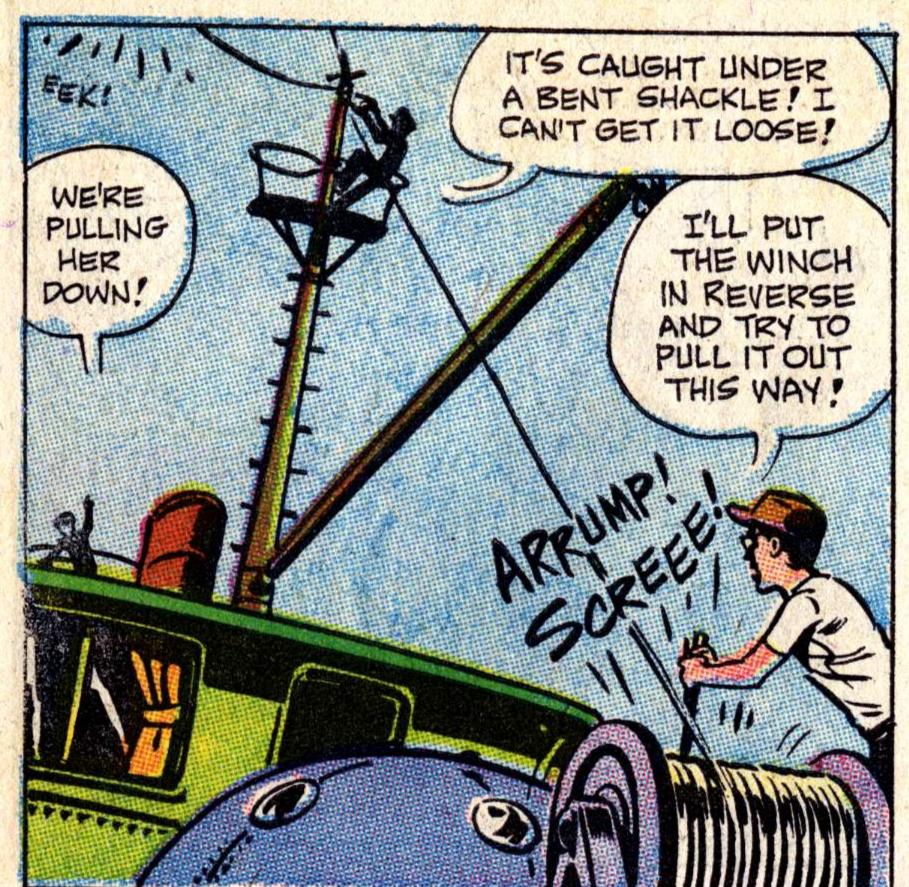


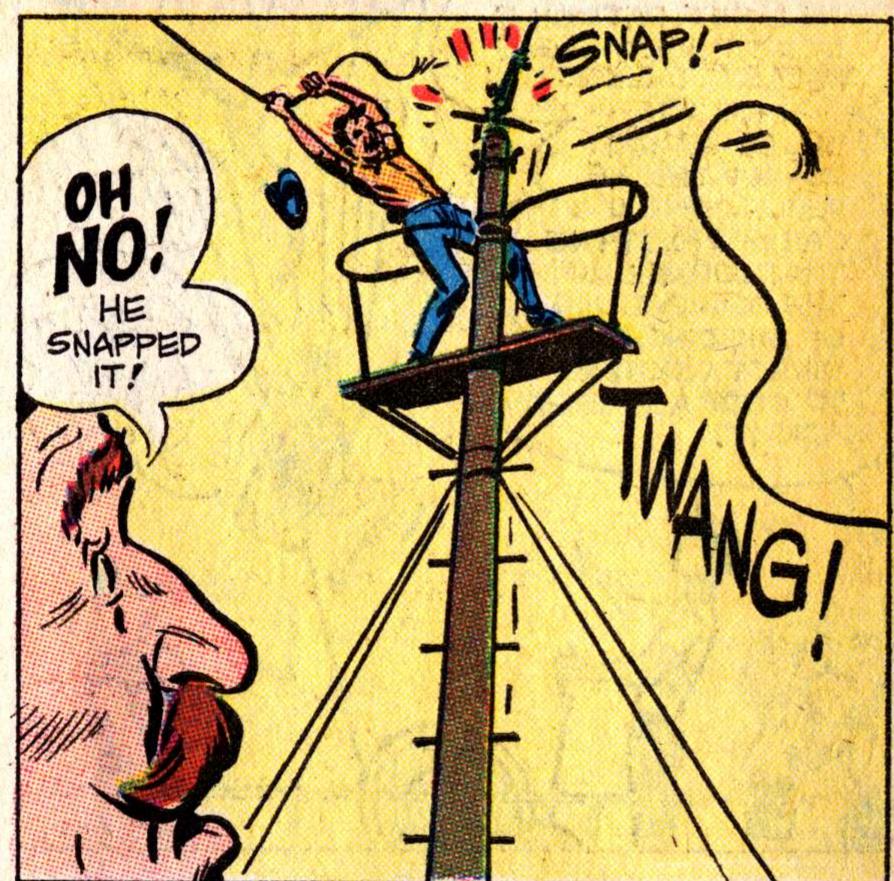


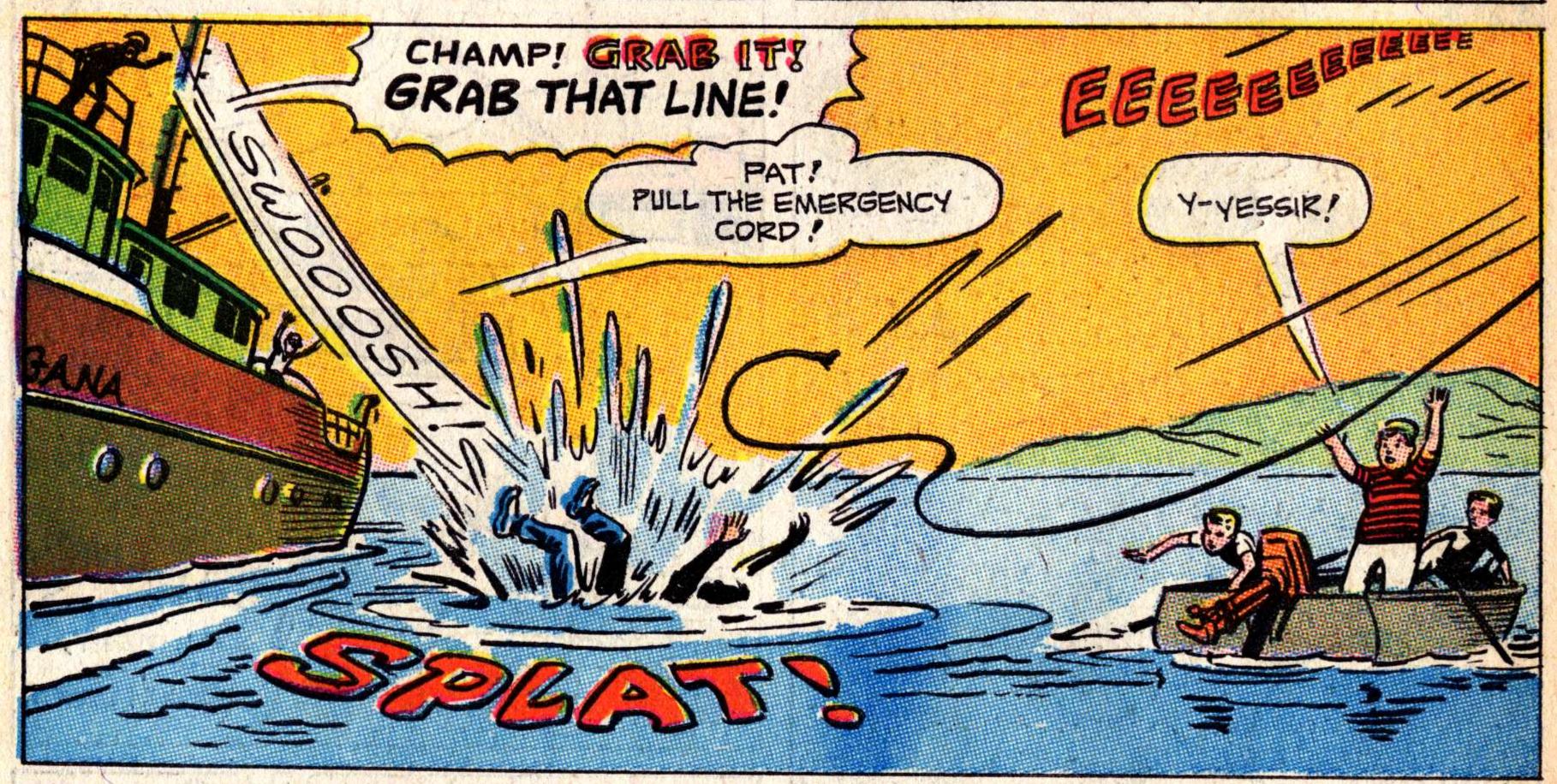




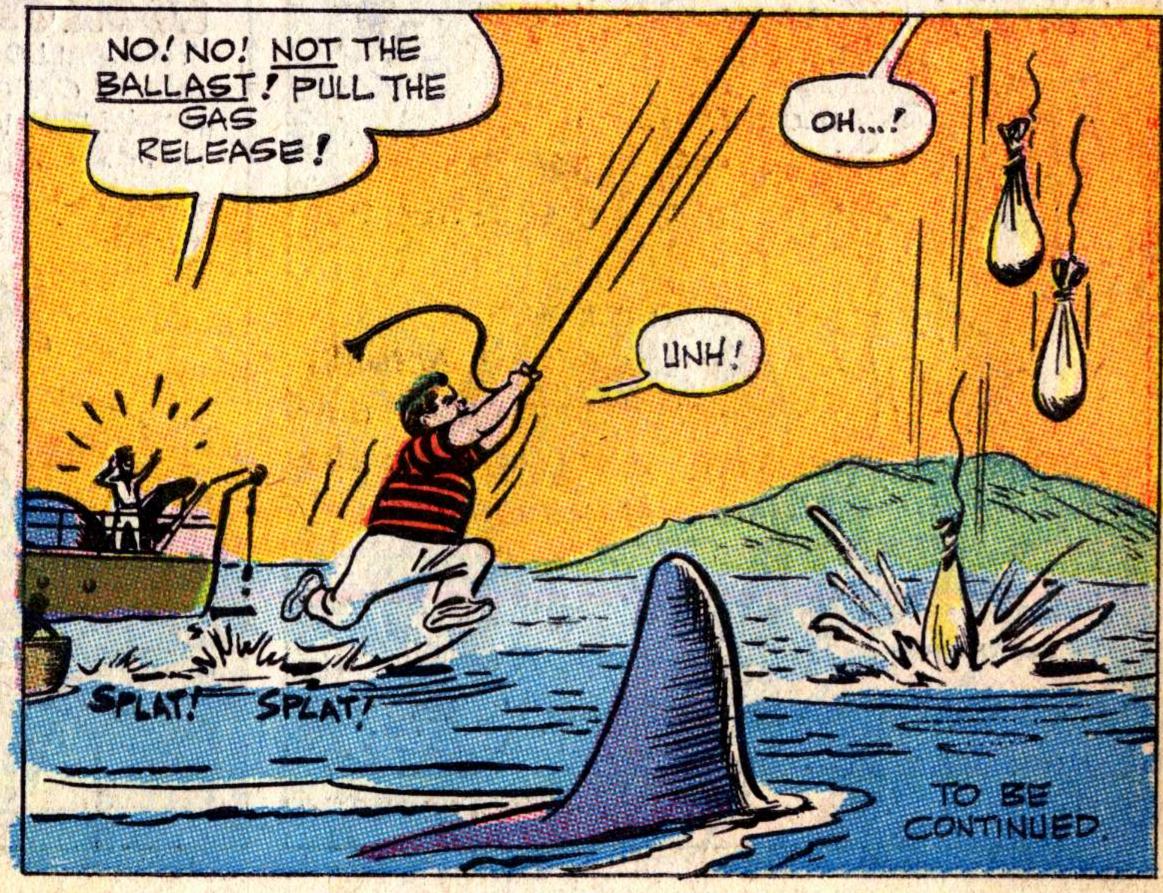














Dear BACKTALK: I especially like mysteries. I like TREASURE CHEST because most stories make you wonder what's going to happen next.

Mary Grosko . . . Kansas City, Kansas

Dear TC: I like jokes, questions, puzzles and riddles. I dislike poems.

Michel Amyotte . . . Alberta, Canada

The next letter has a poem in it, Michel, which we think you'll like. It also has a riddle, which we know you'll like.

Dear Editor: I've got a riddle for BACK-TALK: After the harvest, there were nine ears of corn left for Mr. Rabbit. Each night Mr. Rabbit left the field with three ears. How many nights did it take him to get all the corn out? Answer—nine nights. You see, each night he left with three ears, but two were his own. Now, here is a poem

Thor, the thunder-god went out to ride, Upon his favorite filly.

"I'm THOR," he cried.

The horse replied,

"Of course you're thore; you Forgot your thaddle, thilly."

Phil Taterczynski...Milwaukee, Wisconsin

Dear Editor: I saw your picture in TC and I can say only one thing:

Mary, Mary quite contrary, You look like a dead canary.

I think that my dog looks better than you!

Marie Silverman . . . (No address)

I feel sorry for your dog, Marie. Actually, people have told me that I am rather dark and handsome. What they said was that when it is rather dark, I am handsome.

Dear Editor-in-grief: You might be inclined in the mind to agree with me, sir (and certainly no vaguely-stated, premeditated insult implied), but simply judging from your picture you do possess some rather unique—even edging on the odd—facial traits. They were quite evidently destiny-

determining qualities of a notorious name and glorious fame. But, sir, if I may ask: would you attribute these creature's features to putting forth your best in a TREA-SURE CHEST and being left with the rest, which is the worst; or having had a rather wild childhood?

Tom Kimmel . . . Louisville, Kentucky

Uh . . . ah . . . what did you say, Tom? You sound like the kind of guy who could talk his head off—and never miss it!

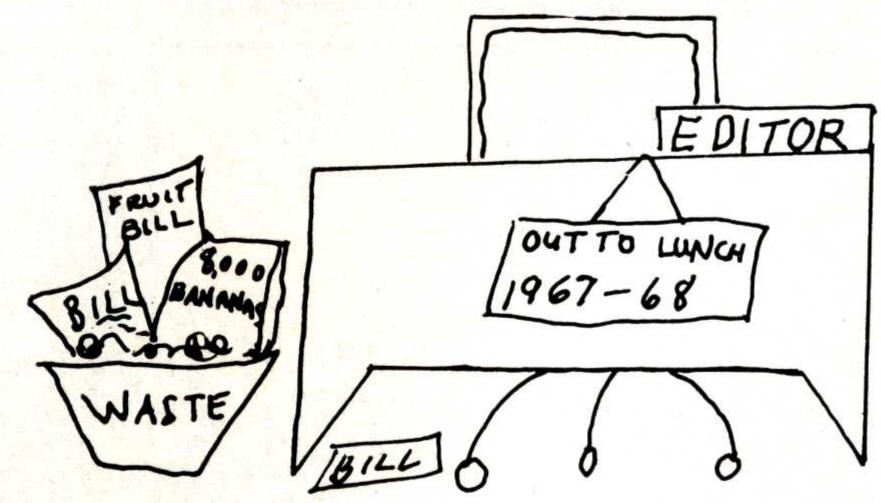
Dear Sirs: Here is a joke to put in your book. Judge: Have you ever been up before me?

Prisoner: I don't know, your honor. What time do you get up? Frank Fiorentino . . . Needham, Massachusetts

Dear Editor: Please send me a life-size photo of you. I enclose one cent for it. (Please return the change.) I do say you look very handsome—considering you are an ape. I'll give you some advice: Don't make a monkey out of yourself. Say "hello" to the other monkeys that write the junk in TREASURE CHEST. Print my beautiful name.

Steve Bollman . . . Belleville, Illinois

Steve was kind enough to draw a picture of my desk. It is remarkable how accurate he is since he has never seen it.



Dear Editor: I have a joke I would like to tell you.

Teacher: In what battle, when hearing of victory, did General Wolfe cry, "I die happy?"

Corny: His last battle?
Peggy Steffler . . . Detroit, Michigan

And that's our last letter for this issue. Write to us—TC BACKTALK, 38 West Fifth Street, Dayton, Ohio 45402.

