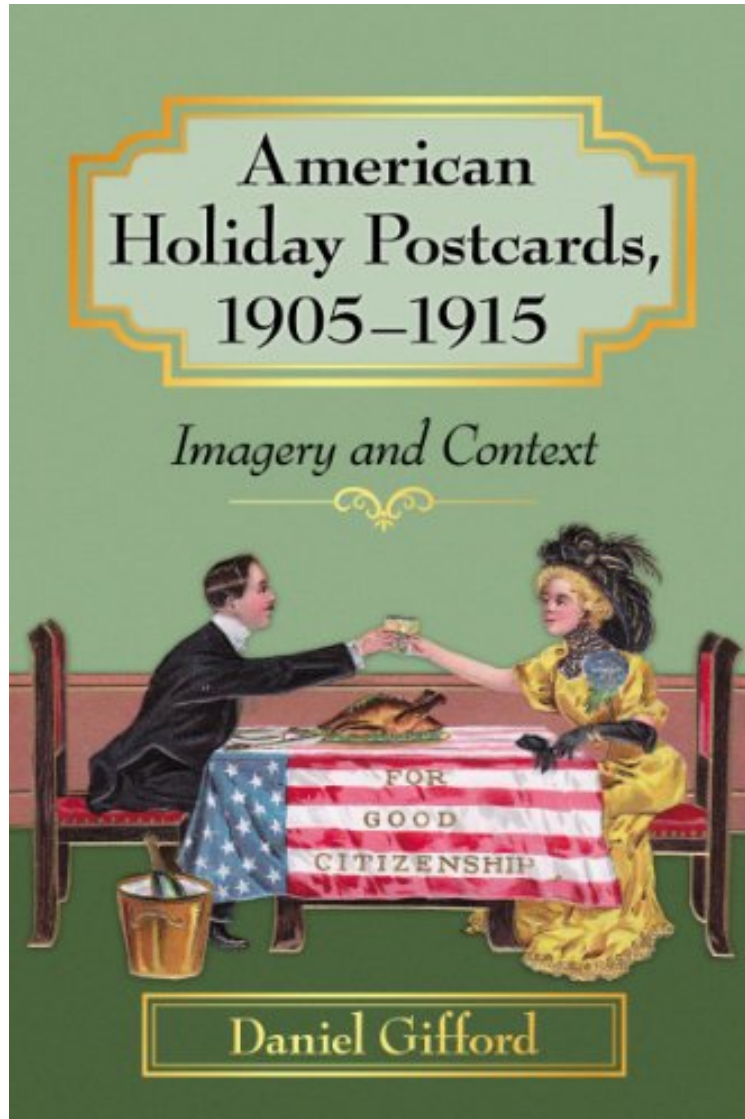


## American Holiday Postcards, 1905-1915: Imagery and Context

*Daniel Gifford*

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**Daniel Gifford : American Holiday Postcards, 1905-1915: Imagery and Context** before purchasing it in order to gage whether or not it would be worth my time, and all praised American Holiday Postcards, 1905-1915: Imagery and Context:

0 of 0 people found the following review helpful. This is a really good book, full of new research lines into postcardsBy OA KhanThis is a really good book, full of new research lines into postcards, solid analysis on the role of women in collecting and producing them, and much else that connects them to larger social issues and developments

just after the turn of the century. I highly recommend this for people into postcards or early popular culture.

In the early 20th century, postcards were one of the most important and popular expressions of holiday sentiment in American culture. Millions of such postcards circulated among networks of community and kin as part of a larger American postcard craze. However, their uses and meanings were far from universal. This book argues that holiday postcards circulated primarily among rural and small town, Northern, white women with Anglo-Saxon and Germanic heritages. Through analysis of a broad range of sources, Daniel Gifford recreates the history of postcards to account for these specific audiences, and reconsiders the postcard phenomenon as an image-based conversation among exclusive groups of Americans. A variety of narratives are thus revealed: the debates generated by the Country Life Movement; the empowering manifestations of the New Woman; the civic privileges of whiteness; and the role of emerging technologies. From Santa Claus to Easter bunnies, flag-waving turkeys to gun-toting cupids, holiday postcards at first seem to be amusing expressions of a halcyon past. Yet with knowledge of audience and historical conflicts, this book demonstrates how the postcard images reveal deep divides at the height of the Progressive Era.

"This is a wonderful addition to the popular culture scholarship, but it will also have much interest to the serious researcher interested in any of the themes and trends that the book discusses, including women's issues, cultural trends, and art history." --Journal of American Culture "Postcards mattered to people in the early twentieth century, and they continue to matter to the many collecting them today. The continuing popular fascination should suggest to historians of material culture that something is going on that merits their attention. Perhaps it is time to move postcards from the margins of cultural studies at least a little closer to the center. Gifford's book takes a significant step in that direction." -- West 86th: A Journal of Decorative Arts, Design History, and Material Culture "As a model for postcard research, Gifford has set a very high benchmark, and it is to be hoped that his book will stimulate more research of this nature." --Early Popular Visual Culture

About the Author Daniel Gifford, Ph.D. is an accomplished historian, professor, author, and advocate for public history. He currently teaches courses on American Cultures at George Mason University.