I love vintage ephemera of any kind, especially Christmas greeting cards. I recently got a few native cards I'd like to share. The graphics are colorful, bright and cheerful, and with sentimental messages. Who wouldn’t smile upon receiving a these cards during the 1960’s with scenic view of a barrio, fishing in the sea, or a sweet Filipina harvesting in the rice field? Cards are, and have always been, a way to express feelings. You cherish and hold on to them forever, which is why you find almost everywhere.

Greeting cards have been around for over 200 years. You can find them at auctions, flea markets, antique and thrift stores, maybe even your own bodega or storage rooms.

Collecting is fun and usually inexpensive. Decide on a theme of the Christmas cards that you would collect. I personally like cards from the 1930’s -1950's with Filipiniana motifs. It doesn't matter to me what era it was made. I'm drawn to the graphics of that time period.

Condition is important for resale value, but not necessarily for a personal collection. Things to look for are creases, tears, stains and writing. You can expect normal browning of the paper due to age. Most greeting cards have been signed. If you love it, buy it!
THINKING ESPECIALLY OF YOU at Christmas

AFTER HARVEST
SEASON'S Greetings

WITH ALL GOOD WISHES
FOR THE COMING YEAR
Heartfelt wishes for all the joy of a Merry Christmas and a Very Happy New Year!
A greeting with best wishes for CHRISTMAS and the NEW YEAR
Sincere greetings for Christmas
and best wishes for your happiness in the New Year.
May your Christmas glow with happiness,
Be rich with rare good cheer,
And bask in a pleasant path
All through a bright New Year.
CHRISTMAS GREETINGS on Vintage Philippine Postcards

Sir Henry Cole of England is credited with instigating the first mass-produced Christmas greetings cards in the 1840s. He commissioned a friend of his, John Calcott Horsley, an artist, to produce a thousand handmade cards for Cole to distribute to his friends. John Horsley, created a three paneled card; one panel depicting a happy family celebrating at a Christmas feast with the panels on either side illustrated with poor and hungry people. The sentiment was simple, “A Merry Christmas and a Happy New Year to You”.

While Christmas cards have been used to share holiday greetings since the 1840s most collectors agree that the golden years of postcards were between 1900 and 1920. These are the most colorful, most interesting and most valuable of the holiday postcards.
Collecting vintage Christmas postcards is a fun hobby that can be enjoyed by anyone. I basically collect vintage Filipiniana Christmas Postcards. I just really enjoy looking at them and reading the little notes that were written on them so long ago. I also like the views of forgotten rural scenes being used as greeting cards. These Filipiana postcards are prized among collectors because of their beauty and unique artwork.

My best suggestion to you if you are just getting started collecting Christmas postcards is to choose the ones that you will really enjoy having over the ones that might be more valuable today. Collectible item values are funny. All collectibles are always only worth what someone is willing to pay for them. I've purchased just about all of my vintage postcards by way of eBay.

Here are some of the Yuletide postcards I have collected over the years
LUNETA published by Photo Supply Co. (circa 1905)

TYPICAL BAHAY KUBO (circa 1910)
Nipa Houses along the Pasig River (circa 1905)

A Typical Sailing Boat (circa 1910)
A Sentry Box on the Old Spanish Wall Surrounding Manila (circa 1905)

Farmers Planting Rice on the Country Side (circa 1915)
FELICIDADES Deciembre 25, 1911

FELICIDADES Enero 1, 1912. Postcard given by a certain VICENTE SILOS of Sampaloc
1912-1913 Greeting of the Seasons showing beautiful Mestiza on front of Card
1912-1913 A Merry Christmas and A Happy New Year showing beautiful Mestiza on front of Card
"Maligayan Bangon - Taon" Greeting PC featuring a beautiful Mestiza on front of Card
FELICIDADES 1913-1914 Showing a Typical Filipina
Mayandang Pasko at Muligayang Bagong Taon

1911

Pinoy Kollektor Collection 2011
ANNETTE's Guest House and Cocktail Lounge, Baguio Philippines (1930's)

Christmas Cheer w/ short Yultide poem (1930's)

Look more here: www.Christmas.FilipinoTraditions.ph