

# Exhibiting Picture Postcards Some Practical Hints

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# The Guidelines

- These are intended to provide practical advice
- Supplement the Special Regulations
  - allow a Synopsis
  - tell us that the picture is what matters not the postal use or philatelic peculiarities (if present) of the Picture Postcard

# The Postcard Rate

- The concept behind the idea of a postcard was to have a card which would be delivered by the Post Office at the **postcard rate**, which was usually half the letter rate;
- If a card did not comply with the applicable regulations it would not qualify for the lower postal rate.
- In the UK it was only from 1<sup>st</sup> September 1894 that **private picture** postcards were permitted which could be used with a ½d adhesive stamp for inland use only; there were strict rules regarding size and shape, with **an address side** similar to the official cards and **the reverse side** available for a picture or a receipt stamp. If the rules were not followed the cards were liable for letter postage

# Mention the Postcard Rate

It can only help to show awareness that all the PPC in the display have been carried at the postcard rate

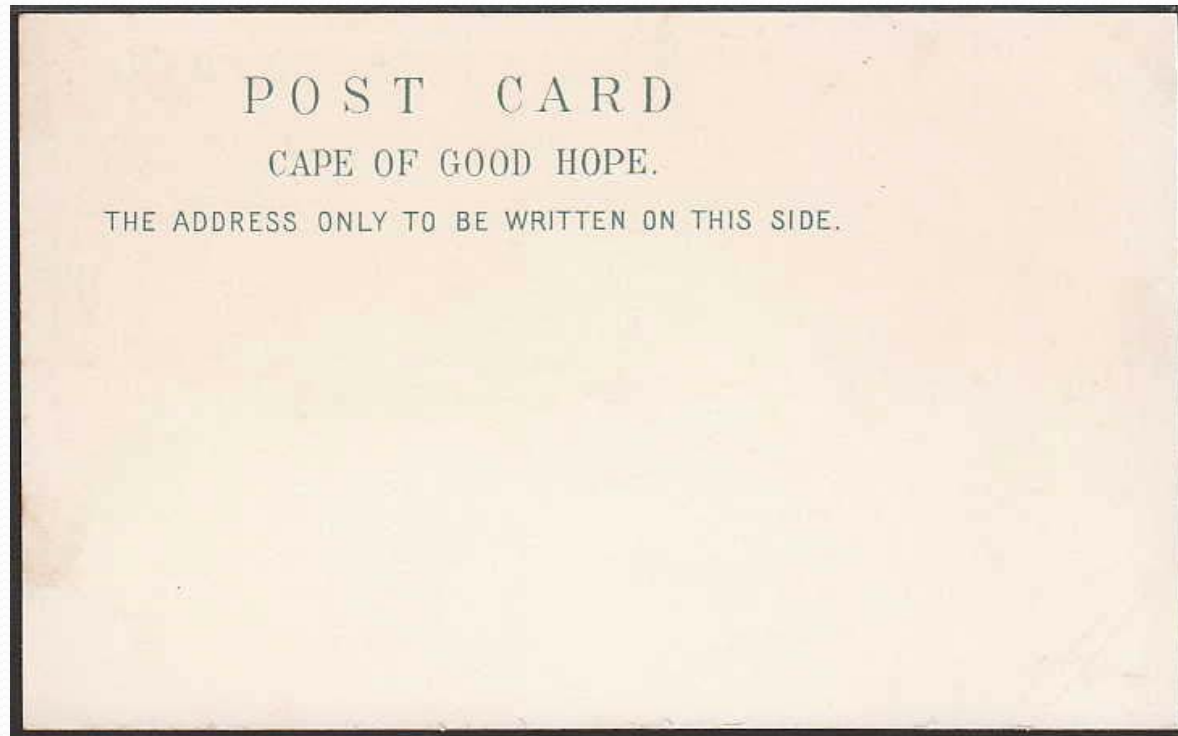
- For example a note on the first page

*All the cards shown were carried at the postcard rate except where otherwise noted*

# How old are the Postcards

- This can be a factor in a several aspects of the exhibit
  - date of cancel can provide a guide
  - layout of the postcard also
- There are some general rules to dating when a postcard was printed.
- Postcards are generally sent within a few years of their printing so the postmark helps date a postcard.
- If the card is original and not a reprint, a postcard's original printing date can be deduced from such things as the fashions worn by people in the card, the era in which the cars on the street were made, and other time-sensitive clues

The first picture postcards had a back that could be used only for the address



Hence the term “undivided back” to describe this postcard

# The introduction of the divided back

- On 16<sup>th</sup> June 1897 the UK removed the prohibition of writing or printing on the address side, but it seems that this was ignored until 1902.
- Thus the undivided back era in the UK lasted from 1894 to 1902
- Before 1902 all postcards had one side for the address and there was no ruled off area for a message next to the address.
- In 1902 Hartmann introduced the dividing line, which allowed messages to be written on one half of the divided back, with the address on the other, so the whole of the other side could be used for the picture

# The sizes of postcards varied

- The maximum size was to be “*as nearly as may be* . . . that of the Inland Official Postcard for the time being in use”; this was the size which had been used since 1870, namely 122 mm x 75 mm ( $4\frac{3}{4}$  x 3); the minimum size was to be 82 mm x 57 mm ( $3\frac{1}{4}$  x  $2\frac{1}{4}$ ); however these measurements did not allow the popular “correspondence” or “court” size (115 mm x 89 mm ( $4\frac{1}{2}$  x  $3\frac{1}{2}$ )) to qualify for the  $\frac{1}{2}$ d postcard postal rate, because its size could not be interpreted “*as nearly as may be*” to the official size 122 mm x 75 mm.
- As a result of public outcry, the PMG produced a simple solution; since the upper limit of size was to be *as nearly as may be* that of the official card for the time being in use, all they had to do was issue a court size official card, which was done on 21<sup>st</sup> January 1895.
- It was then possible to use as a postcard “Court Shape Stout Post Cards”, as this size had now been adopted as an official size.



# Mention the Size

If relevant mention the size of the PPC

- For example a note on the first page

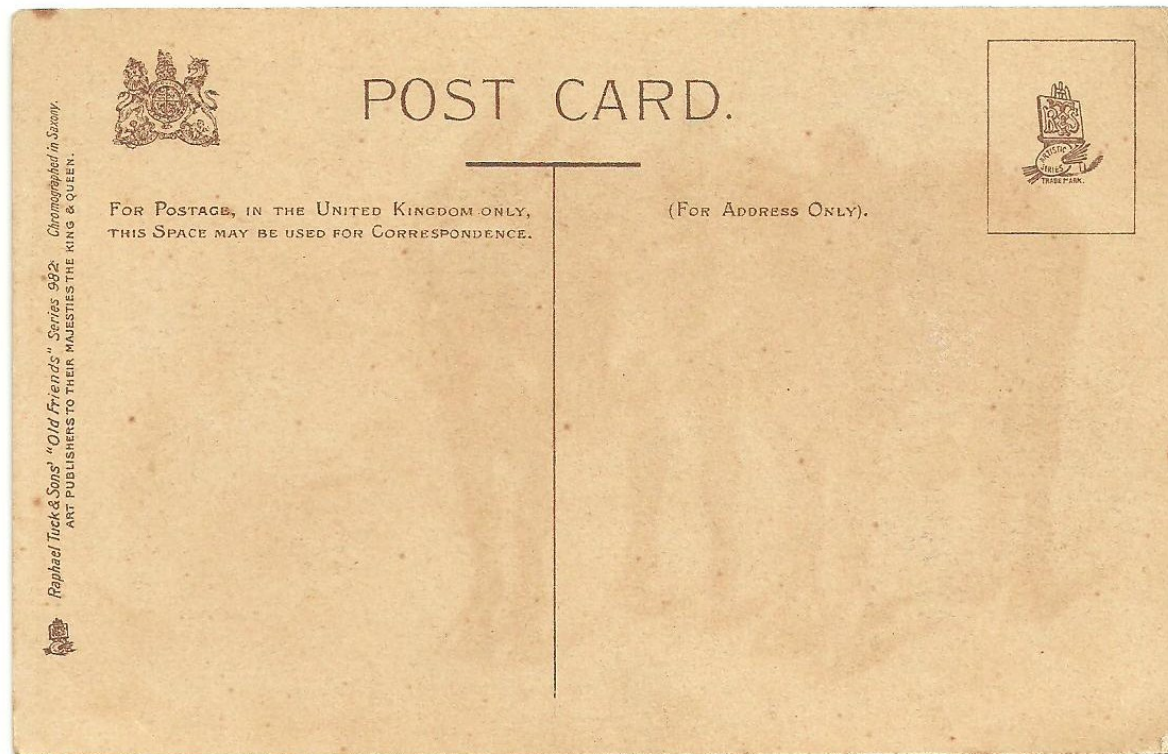
*All the cards shown conformed in size to the regulations for the postcard rate except where otherwise noted*

# Deltiology

- **Deltiology** (from Greek *deltos*, "writing tablet, letter"; and *logia*) is the study and collection of postcards
  - Professor Randall Rhoades of Ashland, Ohio, coined the word in 1945 that became the accepted description of the study of picture postcards
  - Compared to Philately, the identification of the time, place and method of production of a postcard can often be an impossible task because postcards, unlike stamps, are produced in a decentralised, unregulated manner
- (ex Wikipedia, a useful source of information)

# Who produced the postcard

- The picture postcard may well provide the answer
  - look for the printer's name



# Look at the Postcard

- You might be able to tell from the picture how the postcard was produced



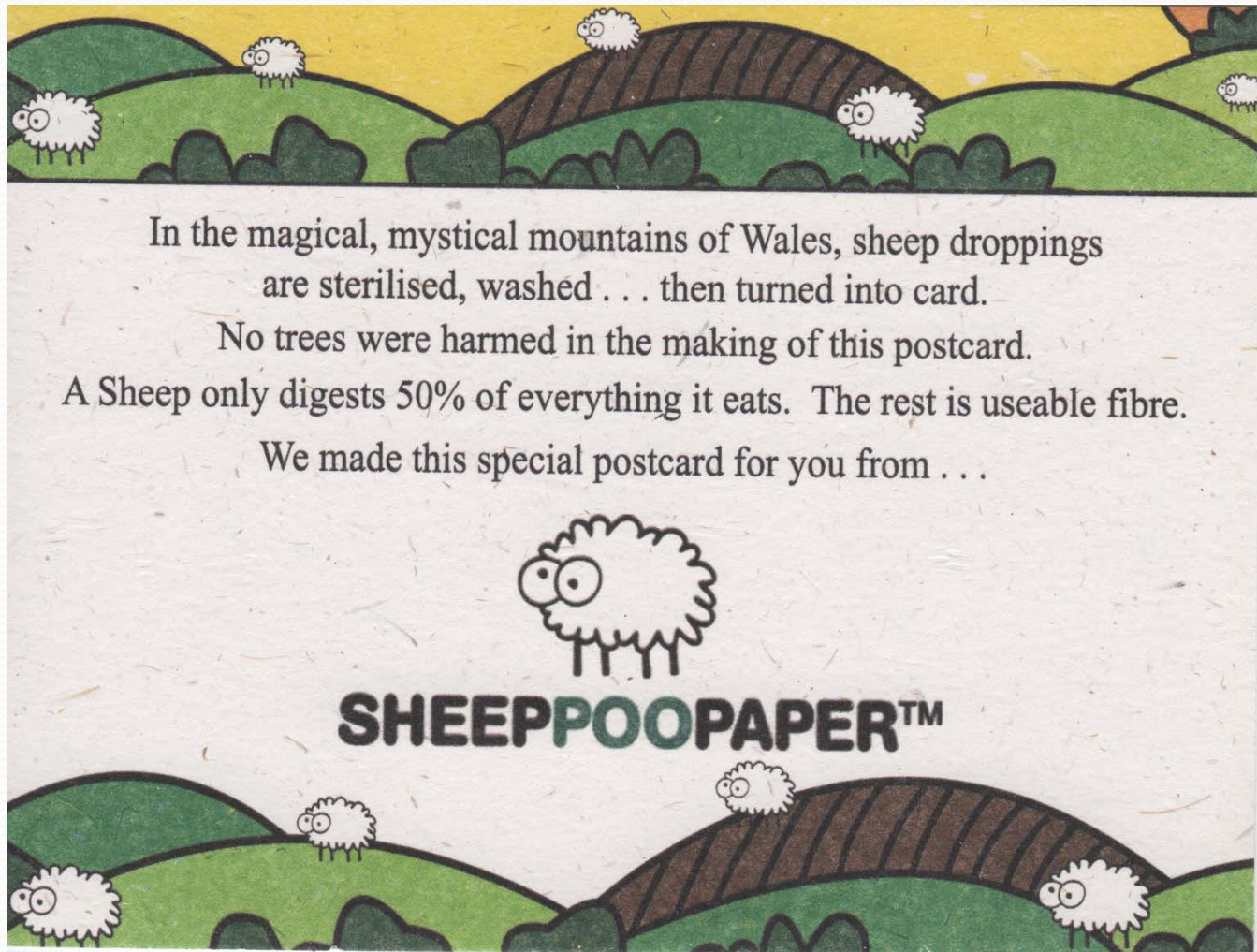


# Look at the back

- The back may also provide information
- Name of printer, publisher
- Style of the heading



# Sometimes a Postcard is not what it seems





# Always Look at the Back



# A research project



Investigation established that this postcard was made up from a picture printed in Germany on a small sheet, cut to size (see guide line top left) and glued to a plain undivided back postcard. The Cape Town publishers name and address appears sideways at bottom left, below which is the logo of the Munich supplier (shown at right).





# Cards Knowledge

- Exhibitor expected to show knowledge of the cards
- Types of card knowledge
  - Printer/publisher/photographer/producer
  - Issue date, number in set, distribution method
  - Production Method (printing methods/techniques)
    - ❖ can be determined from the cards
- Note original research

# Production Methods/Techniques

- Real Photographic Post Card (RPPC)
- Silk (Woven & Embroidered)
- Recess (Intaglio/Gravure) Printing
- Lithography
  - Photolithography
  - Chromolithography
  - Collotype
- Letterpress Printing - Half-tone Block
- Four-colour process (Recess, Lithography & Letterpress)

**Most of the illustrations which follow were kindly provided by David Figg, Australian Philatelic Federation, who showed them last year at Capex in Cape Town, South Africa.**

# Production Methods/Techniques

- **Real Photographic Post Card (RPPC)**
  - ❖ These are photographs which are easy to identify
  - ❖ May be black and white or coloured
- **Silk (Woven & Embroidered)**
  - ❖ Also easy to identify

# Real Photographic Postcard



# Colour tinted real photographic





# Silk Postcard - Woven





# Silk Postcard - Embroidered

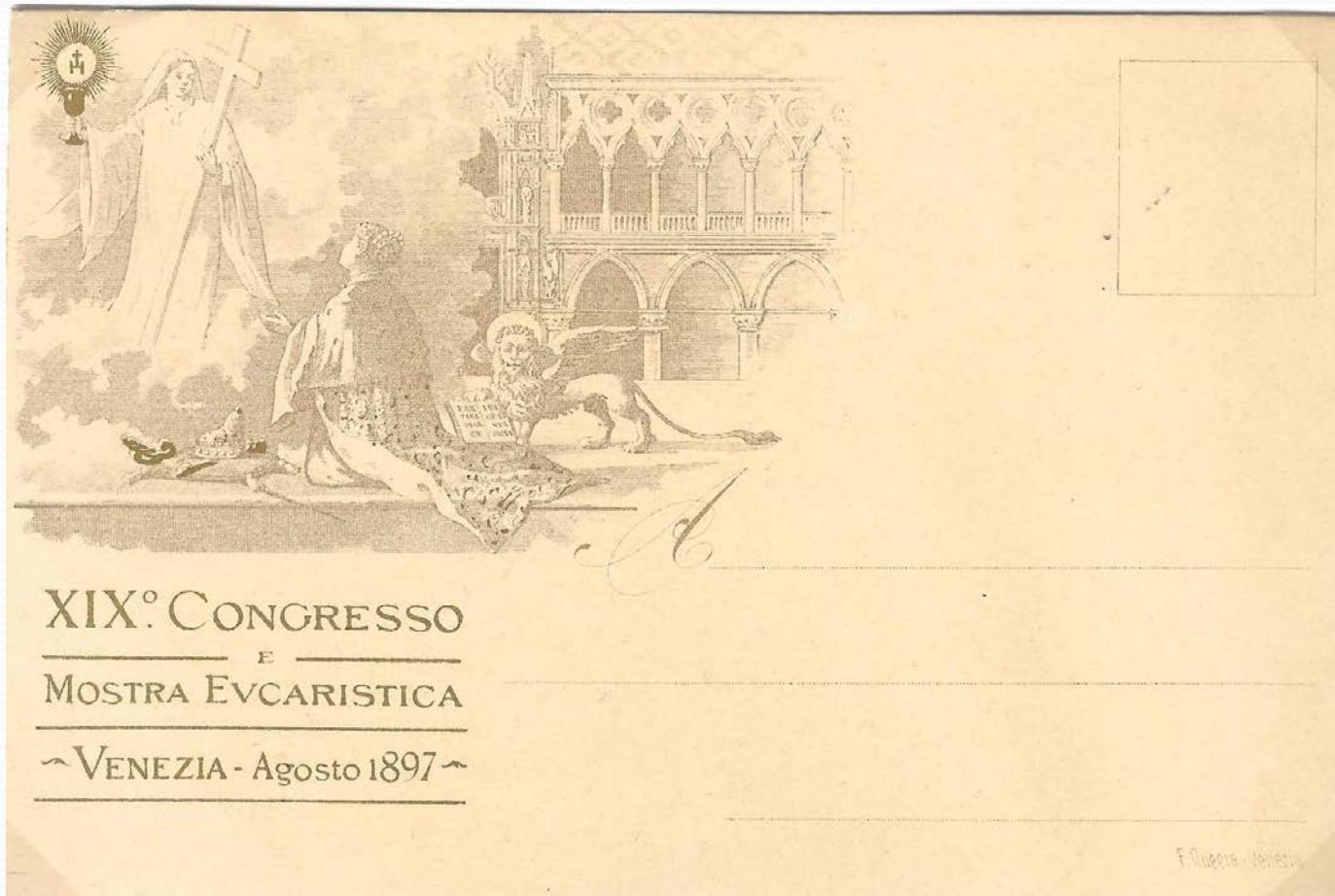


# Production Methods/Techniques

- **Recess** (Intaglio/Gravure) Printing
  - ❖ can see fine lines of the printing
- **Lithography**
  - Photolithography – looking for dots eg 120 dpi, 650 dpi
  - Chromolithography – colour litho
  - Collotype – cant see dots because 4000 dpi
- Letterpress Printing - Half-tone Block
- Four-colour process (Recess, Lithography & Letterpress)

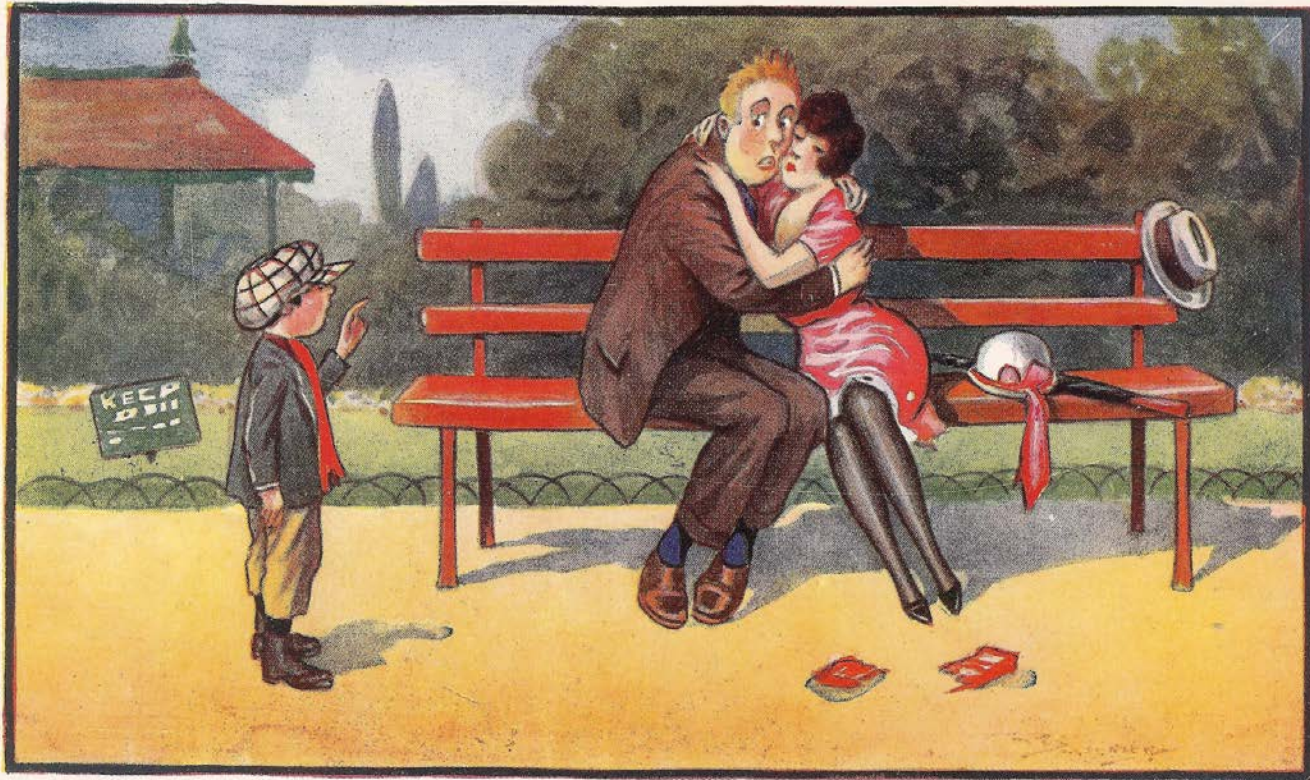


# Recess Printing



# Photolithographic

**“GOT ANY CIGARETTE PICTURES, GUVNOR?”**





# Photolitho

## Identify by dots

Not all prints identical looking dots. Some will look more like lines and dashes, others will have less uniform dots that are caused by the grain in a piece of limestone (chromolithograph).

Photolitho



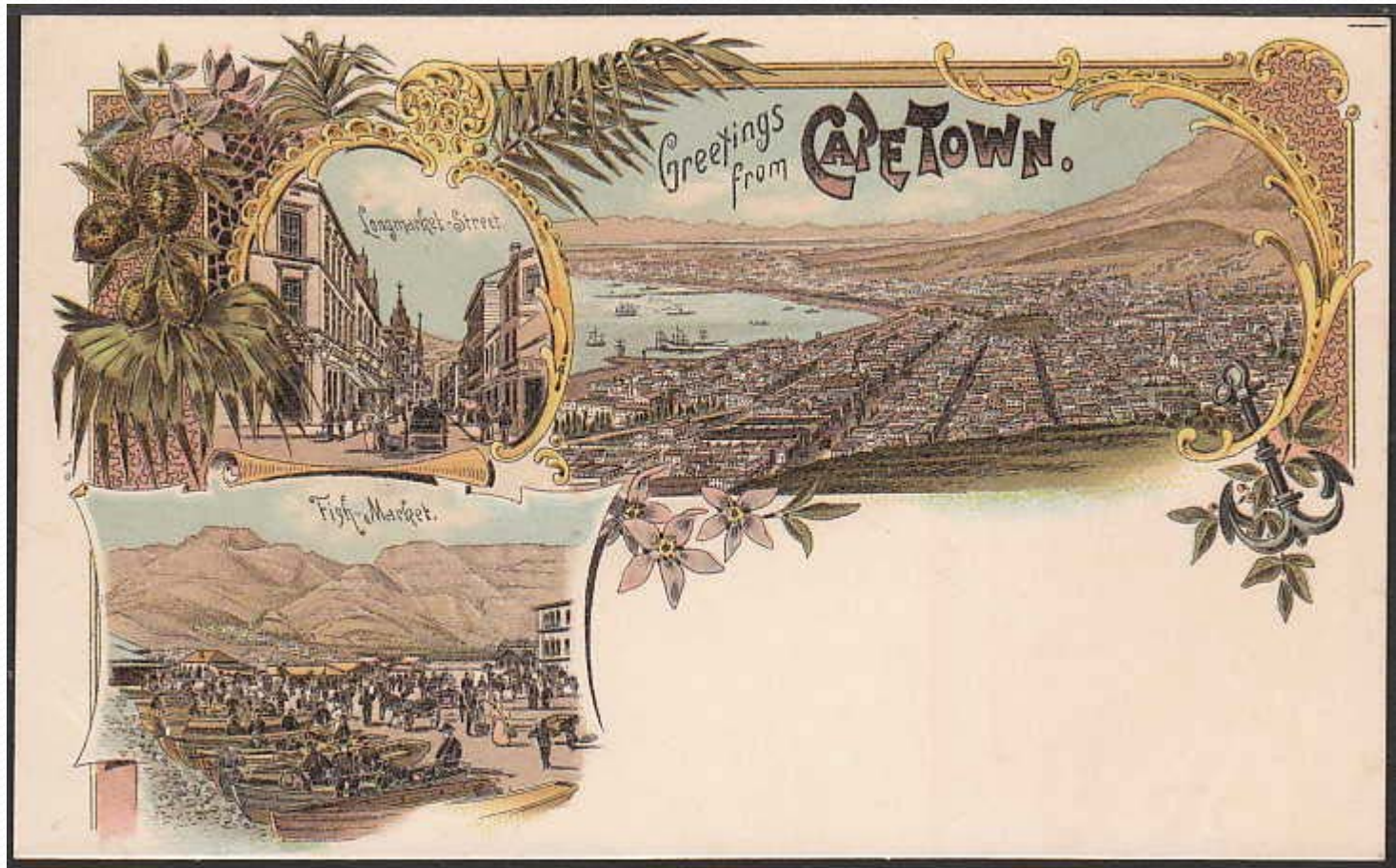
Example of each 5 times magnified

Chromolitho



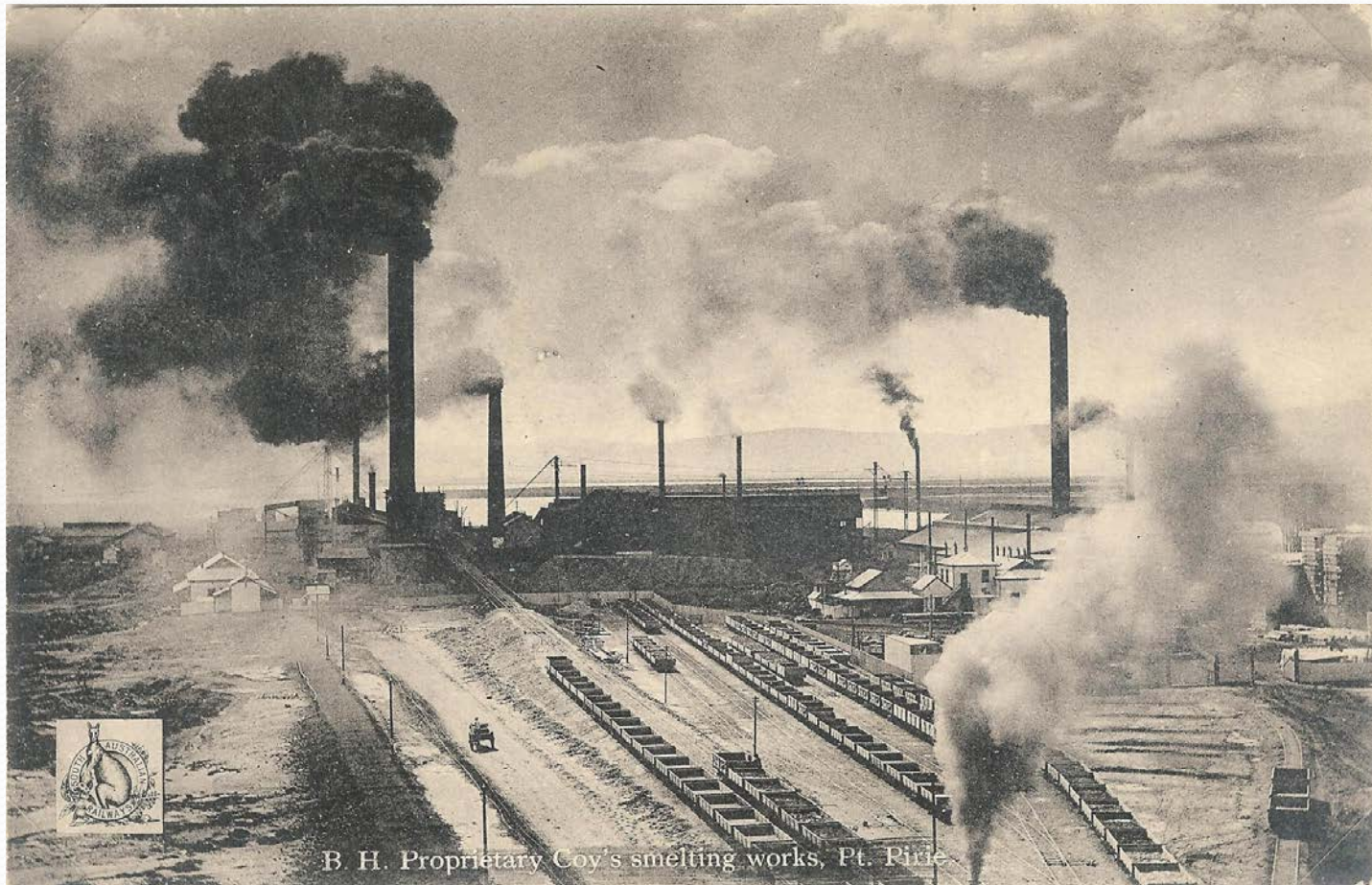
Parts of above examples 10 times magnified

# Chromolithographic

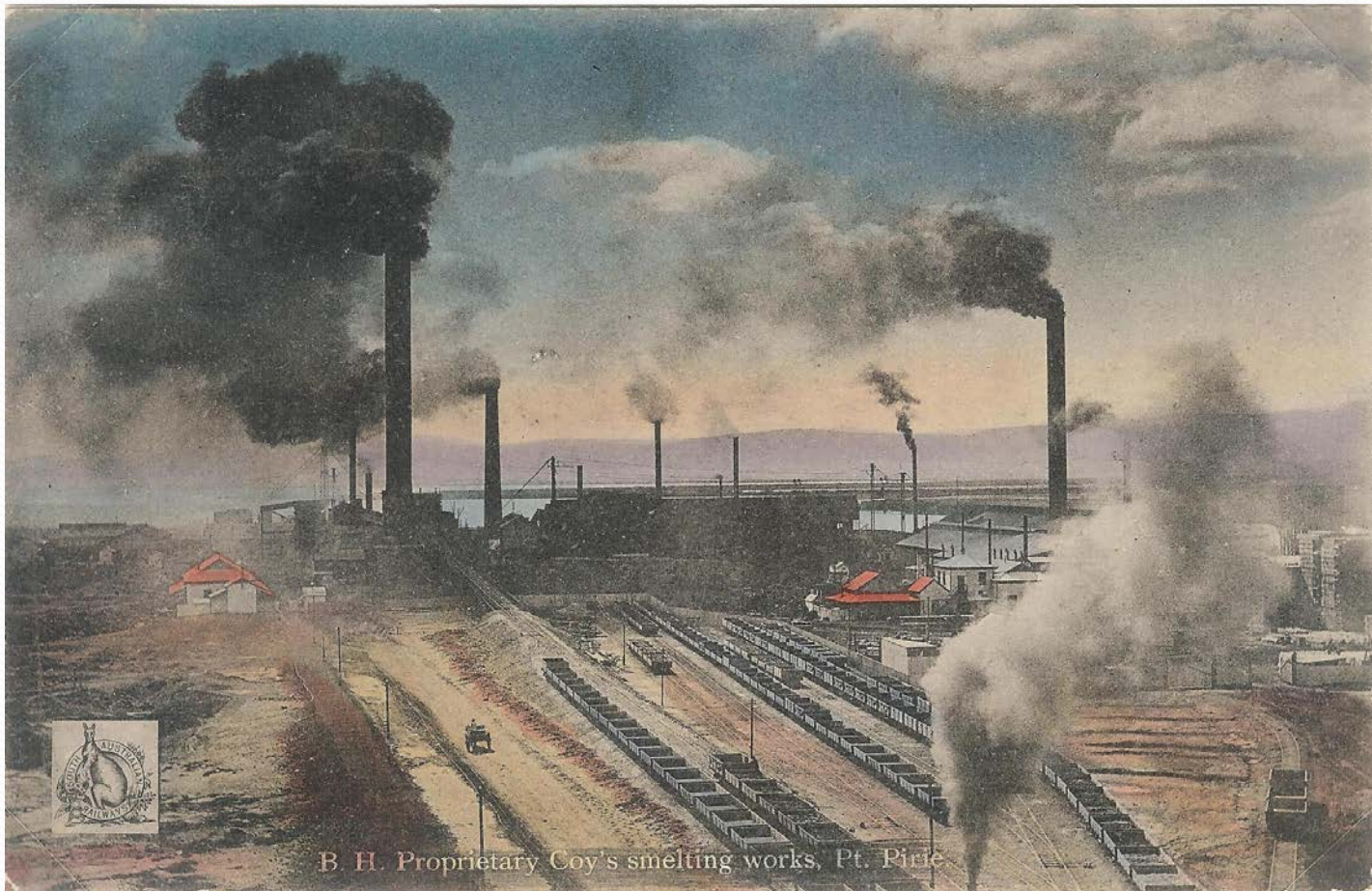




# Collotype



# Colour hand-tinted collotype





# Letterpress – Half-tone Block



# Three-colour process (Photolitho)





# “A Handbook for Postcard Exhibitors”

- This Handbook was written by Jonas Hällström, for exhibiting in Sweden, and has been translated into English. The English version is published by the Philatelic Fund. A copy is provided to all attending this presentation.
- The Swedish version was written in 2007. Margaret Morris obtained a copy and was very impressed. With the permission of the author, she arranged for Grahame Pincock to translate it into English. Its publication in English has coincided with the adoption of the FEPA Regulations and Guidelines and these have been included at the back of the Handbook for ease of reference.
- Although this Handbook deals with exhibiting postcards in Sweden, much of its content is relevant and helpful for a UK exhibitor