

# Postcards & Postal Cards

By

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For

The Lake County Philatelic Society

June, 2012

Postcards=Philatelic Artistry  
prepare yourself for.....

# A charming Journey...

MY ALBUM...

"View with me and I'll shew you where  
Nature's display is beyond compare.

Beauty you'll see in radiant gleam  
As pages unfold - a wondrous scene.

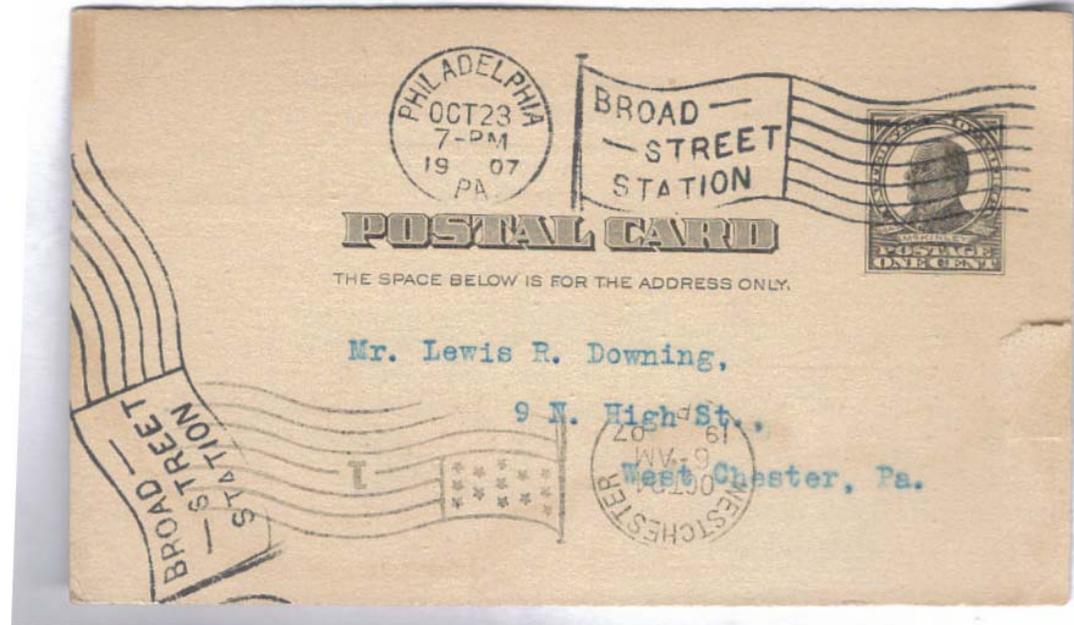
A parade of the famous,  
                                Once hailed with delight.  
Highways and Byways,  
                                That changed in a night.

View with me and see them again -  
We'll take a trip - down Memory Lane."

E.A.W.

\*\*\*      \*\*\*      \*\*\*

Postcard or Postal Card: A rectangular piece of thick paper, cardboard, or other material intended for mailing without an envelope.



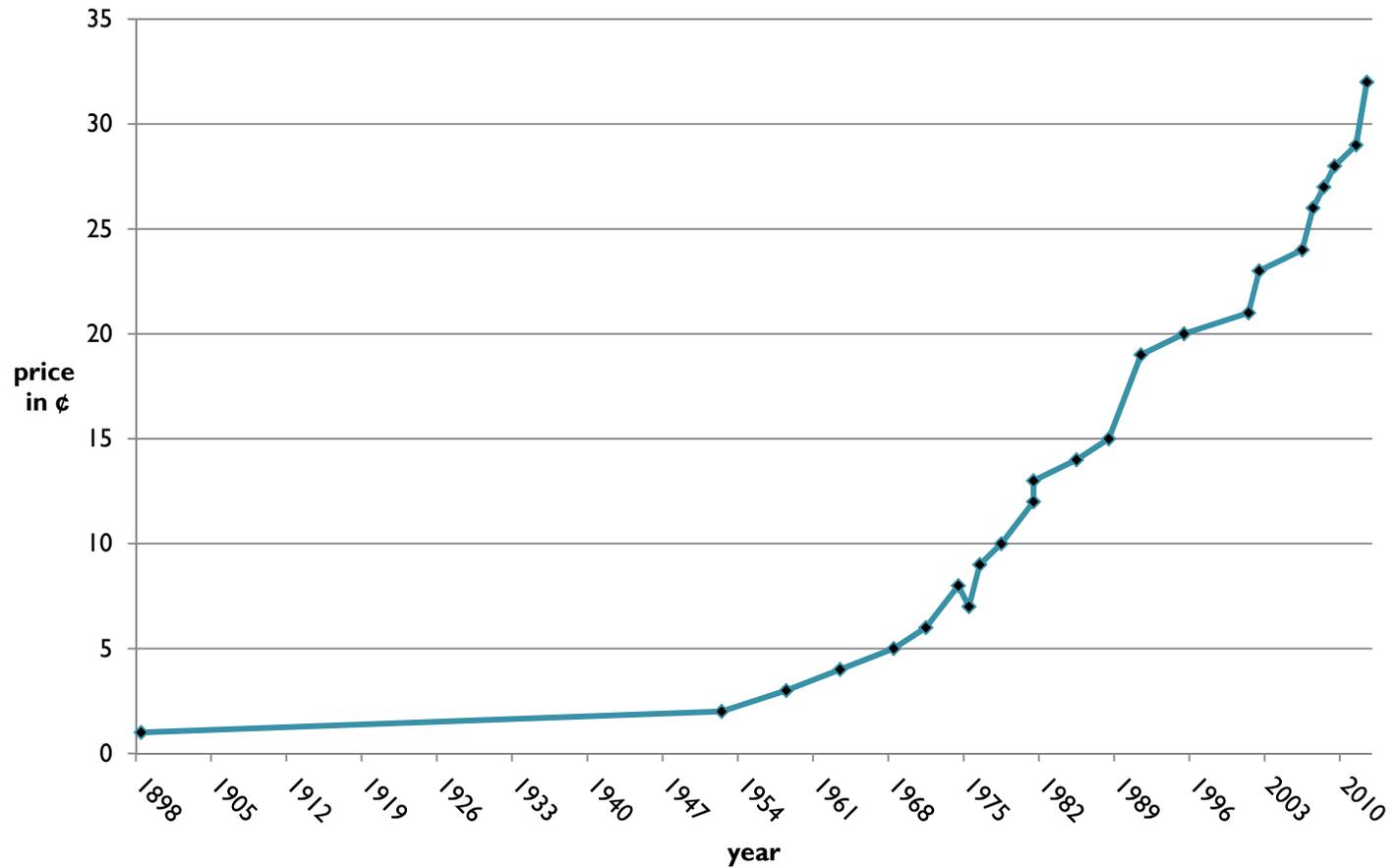
Two types

Postal Cards-Have the postage preprinted.  
Issued by the Postal Service.

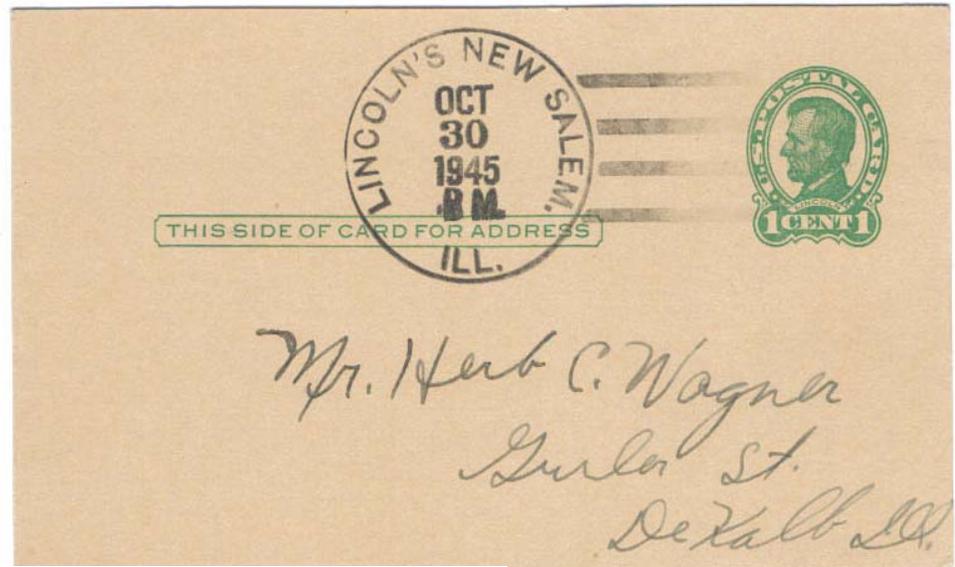
Postcards-Require a stamp. Issued by anyone!

# They Used to be Cheap

## US Postcard Mailing Rates



# Postal Cards





# Early Postcard History

- Precursors were 'Correspondence Cards' or stationary
- Really started in 1840 in England, Theodore Hook posted a card to himself using a penny black.
- First picture postcards created in 1870 in France at an army camp training soldiers for Franco-Prussian war.
- In 1873 John Creswell, a Chicago postmaster, introduced the first US pre-stamped cards to celebrate Interstate Industrial Exhibition.
- 1880's saw major commercial production begin in Germany, being used initially by brewers, then by towns to advertise.
- 1893-thousands of souvenir cards at the Columbian Exhibition, kicked off the US postcard boom.
- 1898 Post Office allows private citizens to write messages on the address side cards, allowing the 'divided back' which allows the complete picture postcards we know today.
- 1907-1915, the Golden Age of postcards, many fancy ones from Germany. In 1908 677 million postcards were mailed.



# Later Postcard History

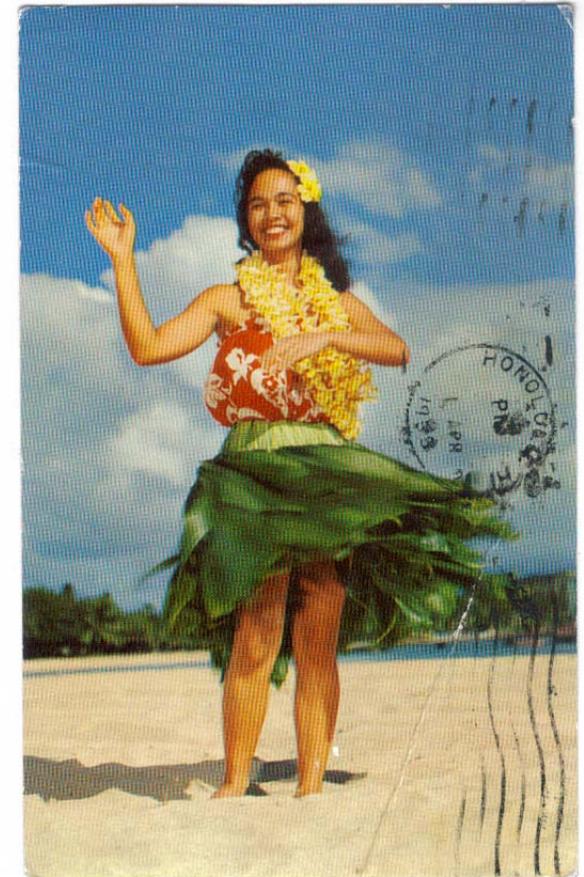
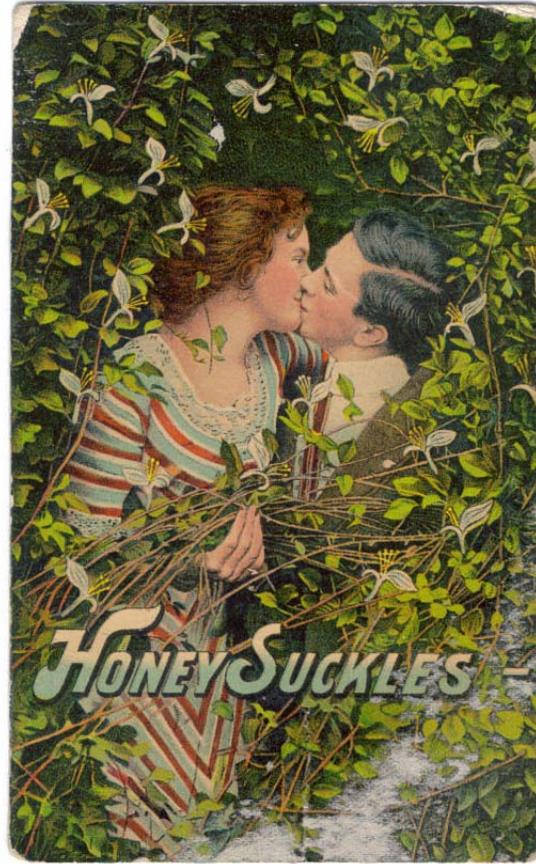
- 1915, World War I cuts off supply of fancy German cards.
- 1916-1930 white border era of less distinctive cards, production methods.
- 1931-1950's cards printed on textured linen-like surface.
- 1950's – today chrome era with glossy colored pictures.
- 1970's/80's growth of email. Even penny cards are not as cheap a message medium as 'free'. Decline in all written correspondence.

Future: Probably limited to collectors, since digital photographs will also eliminate many pictorial souvenir applications for others (and time has been an issue).

2012 article



## Postcard Lingo

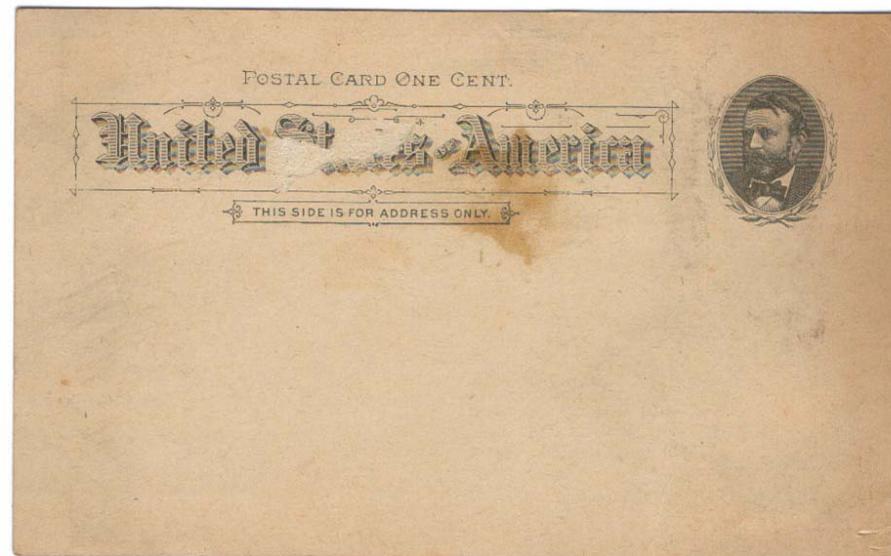


- Front-picture side
- Back-message and address (if 'doubled back')
- Recipient or Sender language, e.g. 'djangofontina' is a card sent to a stranger w/poetry

# How Can I Collect Postcards?

- Subject 'Type Collections'
  - picture subjects, e.g. squirrels, roses, etc.
  - military themes, locations, dates, like stamps
- As artistic objects
  - work of a painter, or a school (art deco, etc.)
  - artist signed (much unique art done for cards)
- Unique production types
  - structures, e.g. kaleidoscopes, die cut, appliqués, installment card series, etc.
  - materials, like leather, linen, etc.
- Rarities, mostly cards printed before 1898
- Sold individually, in sheets, packets

# The Beginning-Columbian Souvenir Card





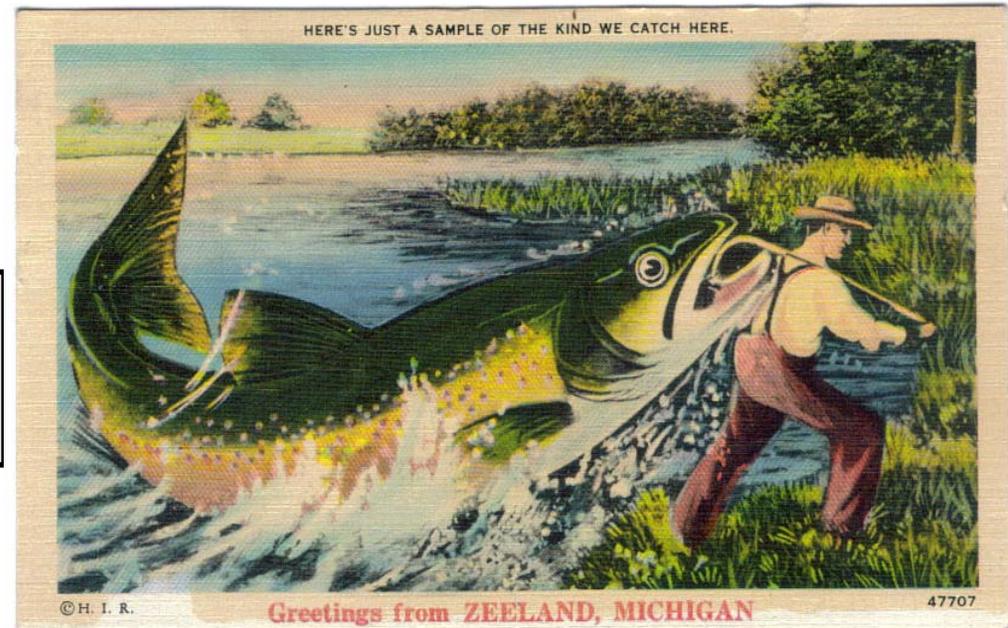
1. 'Greeting Card' substitutes
2. Postcard made out of leather

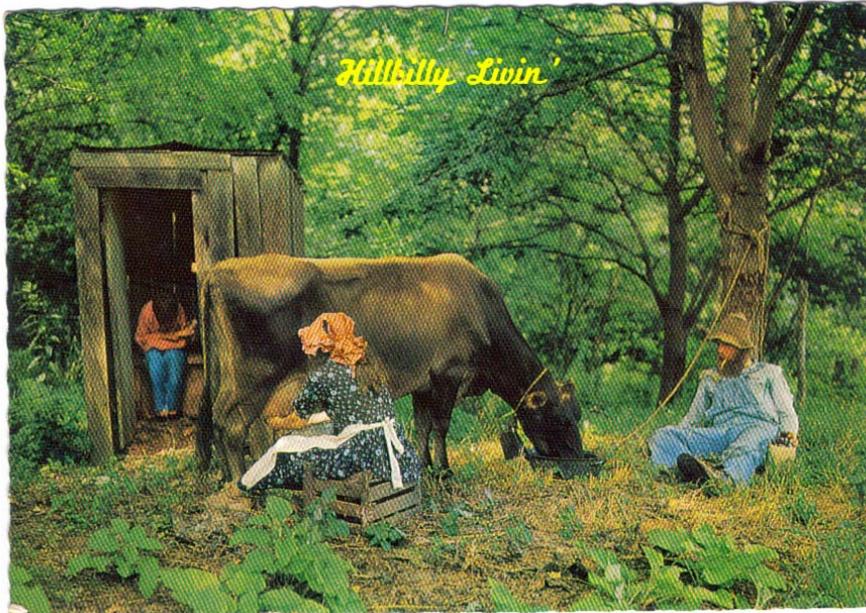
Appliqués  
&  
Die Cuts





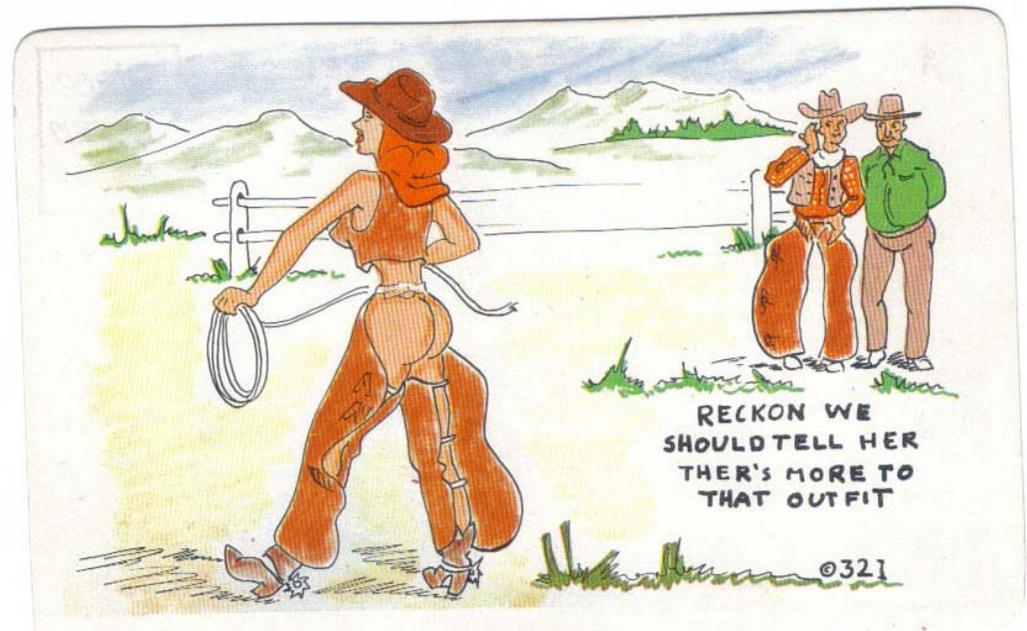
1. *Famous (or Infamous?) people*
2. *Humorous postcards*





## Sometimes It's not so Funny

*Some countries refuse to handle pictures or material which is not proper in their culture, e.g. paintings or statues with nudity involved, French cards. In 1900 the Ottoman empire banned images of the prophet Mohammed.*



-Lake County  
Discovery  
Museum  
(Barrington)  
Archives have  
over 3 million  
postcards  
-Leonard  
Lauder 2012  
\$260,000  
donation,  
35,000 cards  
w/many  
Oilettes

## *The Postcard Archives at a Lake County museum get an important donation*



PAUL VALADE/pvalade@dailyherald.com  
Heather Johnson, archives coordinator at the Lake County Forest Preserve District, holds two of the more treasured Raphael Tuck & Sons postcards that are part of a donation valued at \$260,000. The gift has added an exciting new element to the Curt Teich Postcard Archives at the museum near Wauconda.

## *The early 20th century's social media*

BY MICK ZAWISLAK  
mzawislak@dailyherald.com

At the turn of the 20th century, postcards were quickly becoming the rage as an early form of social media — a quick and fun way to share images of various subjects and cultures across long distances.



# One way to Classify Cards

To simplify the identification of Picture Postcards for valuation it has been necessary to classify them under eleven headings. (A to K) as follows:-

Class A. . . . Includes all scenic views, such as Castles, Street scenes, Buildings, Cathedrals, Churches, Interiors, Lake & Mountain views, Sea Fronts, etc.

Class B. . . . Includes all artist drawn scenic views, and Figures, also cards reproduced from designs and paintings, etc.

Class C. . . . Includes all cards of Royalty, celebrities of Stage, Screen and Sport, World affairs, etc.

Class D. . . . Includes all definite types, i.e. Trains, Ships, Aviation, Animals, Birds, Flowers, Heraldry, Military Uniforms, or any one subject.

Class E. . . . Includes all Appliques & Embroideries. Animated cards, Novelties, Cut outs, Transparencies, etc.

Class F. . . . Includes all cards issued to commemorate special events and occasions.

Class G. . . . Includes all cards of Humorous nature, as Sea Side comics, Cartoons, Songs and Parodies, Caricatures, etc.

Class H. . . . Includes cards in connection with the First World War 1914/18. (Commonest types being views only of bombed places etc. issued a little after this period from abroad and generally in booklets).

Class I. . . . Includes all cards used for advertising, Commercial Trade cards. (Post-cards).

Class J. . . . Includes all cards of the 2nd World War, 1935/45, actually relating to events.

Class K. . . . Includes all Patriotic cards, i.e. Boer War cards, Campaigns, First & Second World Wars, etc.

Each of the above Classes have been subdivided into Four Types of Printing:-

- Type 1 . . . . Multicoloured printings.
- Type 2 . . . . Single coloured.
- Type 3 . . . . Embossed and coloured.
- Type 4 . . . . Photographic.

# eBay in May, 2012 (524,000 listings for US Stamps)

Postcards | eBay - Microsoft Internet Explorer (Baxter config 1.8)

http://www.ebay.com/sch/Postcards-/914/i.html

File Edit View Favorites Tools Help

McAfee

Share Browser WebEx

Search Ask Facebook Listen to music Amazon YouTube

Favorites Japan Sharepoint Site Suggested Sites BPLM Dictionary and Thesaurus - ... msn.com Post Market Data Analy

Postcards | eBay x eBay US Used Scott #93 Series of ... eBay Dept. 56 A Christmas Story ...

ebay® SHOP Mother's DAY GIFTS

Hi, jeemy! (Sign out?)

CATEGORIES ELECTRONICS FASHION MOTORS TICKETS DEALS CLASSIFIEDS

Related Searches: postcards, postcard, lot, china, russia, or browse this category

**2,158,718** results found in **Postcards** Save search | Tell us what you think

Categories

- Postcards
- Advertising (19,056)
- Amusement Parks (4,495)
- Animals (29,785)
- Art (24,554)
- Artist Signed (57,950)
- Buildings, Architecture (12,558)
- Comic (20,282)
- Cowboy, Western Motifs (3,419)

All items Auctions only Buy It Now Products & reviews<sup>Beta</sup>

View as:

GRAND PRE MEMORIAL PARK, GRANDE PRE-NOV SCOTIA, CANADA

Expedited shipping available  
Returns: Accepted within 30 days

Enlarge

STATE CAPITOL NASHVILLE TENNESSEE BUILDING

Returns: Accepted within 3 days

Enlarge



## So Postcards offer

- Craftsmanship, beauty in a printed form
- Far Reaching Collecting Resources like PostcardCollector.org, dozens of clubs
  - On the Internet
  - On Facebook
- Cheap
- Enormous Scope, larger than Philately

How about becoming a Deltiologist?