

POSTCARDS

Or Shall we venture into the unknown?

- This is NOT a talk about Postcard history
- Or about the social role of Postcards
- This talk is not about the stamps or postmarks on Postcards
- Or about the messages contained on a Postcard

All of these are fascinating aspects of Postcard collecting

PURPOSE

I would like to inspire you, to give you confidence, to try a Postcard exhibit.

Some Basic Truths

- We all collect Postcards
- Amongst philatelists Postcards are a common denominator
- All philatelists 'understand' Postcards

- I fully appreciate many of you like to collect and not exhibit
- This is perfectly ok
- But many of you do exhibit, yet few exhibit postcards
- So let me try and convince existing exhibitors to try Postcard exhibiting and those who have yet to exhibit to consider exhibiting Postcards!

Why exhibit Postcards?

- Lots of parallels with Thematic collecting and exhibiting
- For instance, the need to tell a story
- But only one source of material to tell that story; Postcards
- Used Postcards often tell a story that can add interest

Why is this a good time to Exhibit Postcards?

- They are recognised as an exhibition class in their own right
- Many National and International exhibitions are starting to recognise Postcards as a class
- The first European Exhibit (Finlandia 2017) was only two years ago

Why is this a good time to Exhibit Postcards?

- More and more National and International Shows are accepting Postcard exhibits
- Postcards are grossly unrepresented at National Shows
- Still lots of Postcard fairs across the UK (biggest perhaps Festival of Cards, near Bath in March each year)

What is a Postcard in this context?

- It must have an illustration
- It must be designed to go through the postal system
- It may be used (AND have evidence of going through a postal system) It may be unused (And have evidence that it is designed to go through the postal system e.g. Address lines, stamp box)

What is a Postcard in this context?

- Original Postcards, no modern copies.
- Black and White, Coloured, any printing type
- On any material

What can I collect and exhibit?

- ANYTHING you want to!
(so long as it is legal!)

Any topic based on geography, theme, artist, printer or period.

Purchasing Postcards

- eBay, Delcampe and The Saleroom
- Car boot sales
- Auction houses
- Postcard shows and fairs

Purchasing Postcard Pitfalls

- Many things are labelled Postcards. Many are incorrectly labelled.
- Cards are not Postcards!
- Always ask to see the reverse of the Postcard. Does it satisfy the Postcard requirements?

Purchasing Postcard Pitfalls

- Used gives a good indication of period of use but quality may suffer.
- Modern reprints of old Postcards abound.
- Many eBay/Delcampe sales are from dealers. Try and find and use their own web sites as a better deal is often forthcoming.

How Many Postcards Make an Exhibit?

- Pragmatically around 40 Postcards a frame

Practical Points for Postcard Exhibitors

- On A4 paper you can only get two Postcards
- On 1 1/3rd size you can get three or possibly four postcards
- On A3 paper you can get five Postcards
- There are only so many ways to mount five Postcards onto an A3 page

Practical Points for Postcard Exhibitors

- Easy to mount postcards
- Easier to achieve a visually pleasing exhibit than Thematic
- Give some thought to the colour of the paper. White can look harsh with older Postcards

Practical Points for Postcard Exhibitors

- Use mounts or a box outline around the Postcard
- Give some thought to the colour of the mounts or outline colour (remember that 8% of males are colour-blind. Rising to 45% when over 70 years old).

Practical Points for Postcard Exhibitors

- Recently saw an exhibit that used brown mounts and red mounts to indicate rarity. Not a good idea if you want the judges to recognise them!
- Rarity has a definition:
'Rarity is directly related to the difficulty in finding such postcards, the difficulty of acquisition'

Practical Points for Postcard Exhibitors

- Most 'Real photography' Postcards are virtually unique but are not necessarily expensive
- Postcards that show people, activities, transport are more important than general views
- Try to get activity in your Postcards. Remember the technology 100 years ago found taking such images difficult

Practical Points for Postcard Exhibitors

- Each Postcard must have some text explaining its part in the story
- Technical information on a Postcard is highly desirable. Printer, photographer /artist, used/unused, period in use and printing method are the typical information that might be found.

Supporting Articles

The Guidelines for Judging Picture Postcard exhibits clearly states that:

‘Illustrations or objects may be used in limited numbers’

References

- Picture Postcard Monthly,
www.picturepostcardmagazine.co.uk
- Collecting & Exhibiting Postcards by Seija-Riitta Laakso
- A History of Postcards by Martin Willoughby
- ABPS web site
<http://www.abps.org.uk/Home/index.xalter>

References

- General information on printing techniques www.metropostcard.com
- How to Identify Prints by Bamber Gascoigne. 2nd Ed. Thames & Hudson.2004.
- www.f-i-p.ch
- www.feapanews.com