

Australian Postcard Society Inc.

Meetings: 7.45p.m. — 4th Thursday of the month
(11 meetings only per year)
Where SAPHIL House, 22 Gray Court, Adelaide
Who Anybody interested in postcards
Costs Gold coin donation to cover supper costs.
Auction held each meeting—Forms available from Secretary

Syllabus for 2012—2013

Date	Invited Display - (Up to 5 frames)
23rd August	Michel Roland
27th September	Jeff & Yvette Trinidad
25th October	Janet Ingleton—Maritime
22nd November	Allen Downes—War Memorials and our Christmas Breakup
December	No meeting *****
24th January	Committee members - 1 frame
28th February	Michel Roland - Surprise night
28th March	Errol Hehir - Japanese Parks & Gardens
25th April	Betty Cornish Trophy Competition—Children theme Glen Thomas - Miniature Trains
23rd May	Joe Duif -
27th June	Ray Thompson - Switzerland
25th July	Empire Trophy Competition—Theme
22nd August	Janet Ingleton - Nautical

Australian Postcard Society Inc.



BULLETIN

August 2012 Quarterly Issue No.14

WEBSITE ADDRESS: australian-postcard-society.com

Panorama over Melbourne Cricket Ground, Olympic Pool, Velodrome and Soccer Ground, used for the 1956 Olympics. The card states, "The Melbourne Cricket Ground is one of the largest covered stadiums in the world and one of the largest arenas".
Card by Nucolorvue Productions.



The five Olympic rings represent the five parts of the world involved in the Olympics and were designed in 1912, adopted in June 1914 and debuted at the 1920 Antwerp Olympics.

A well known motto of the Olympics introduced by Pierre De Coubertin is
"The most important thing is not to win but to take part".
De Coubertin got this motto from a sermon by the Bishop of Pennsylvania during the 1908 London Games.

Worldwide interest in the London Olympics has been intense with a massive amount of coverage by the media and plenty of opportunity to view the events. Our Australian competitors have returned home wearing smiles to welcoming committees of dignitaries, family, friends and supporters. After months, and sometimes years of dedicated effort they will be enjoying a well earned rest. Our congratulations go to them all.

From the Editors

Elected Committee:	
President	John Bell
Vice-President	John Bodnar
Treasurer	David Figg
Secretary	Linda Welden
Librarian	Robert Halliday
Publicity	Allen Downes
Auction Superintendent	George Turner
Magazine Editors	David & Pauline Edwards
SAPC Delegate, Raffle & Postal Auction Organiser	Claire Thomas
PATRON	
Website Managers	Phil Sunman
Auditor	Jeff & Yvette Trinidad Andy Kovaleff

Any questions or matters of interest contact The Secretary,
Linda Welden,
PO Box 281,
Edwardstown,
South Australia, 5039.
email: lindaw3456@gmail.com
Phone: 0421 367 665

Membership Fees—1st July-30th June	
SINGLE	\$20.00
JUNIOR up to 16	\$ 6.00
FAMILY	\$30.00
OVERSEAS	US\$30.00 or equiv. £

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WELCOME to new members

Jeff & Jenny Long, Christchurch, N.Z.
Elspeth Bodley, Watson, A.C.T.
Jill Govan, Hove, S.A.
Margaret Chamberlain, Glengowrie, S.A.

A.G.M.

All committee members holding positions which came up for renewal were re-elected.

Back issues of Bulletin available at \$5 plus postage.

Club owned postcards available for sale at meetings.

Members can bring their items for sale to meetings.

Postal Auction items are displayed at meetings.

ARTICLES FOR THE BULLETIN

All members are invited to contribute an article for inclusion in future bulletins.

Please remember that sharing your pleasure and knowledge about your collection is what makes reading the Bulletin and attending meetings more enjoyable for all.

MEMBERS ADVERTISEMENTS:

WANTED TO BUY:

DC3 aircraft postcards, Swiss postcards prior to 1960, hospitals and cards dated 1943. Anybody with any of these cards to spare please contact Ray Thompson with details on Phone: (08) 8258.9022.

Australian Private postcards 1898-1905 by Robert Jolley, Melbourne; G.L. Mueller, Adelaide; Ernest Gall; Donald Taylor & James Taylor; Hussey & Gillingham. Also Early German cards of South Australia 1898-1903. Bronte Watts, Unit 3, 3 Cosgrove Street, Magill, SA, 5072. Phone (08) 8431.0549. email: wttsbrnt@yahoo.com.au

Australian Comic Postcards. Collector and researcher looking for singles, groups, duplicates, hoards, large/small collections. Anything considered. Contact Gary Davies, PO Box 107, Magnetic Island, Queensland, 4819. email: ccbnq@optusnet.com.au

Metamorphic postcards in good condition. Contact David Edwards, Phone: (08) 8250 0484 or email: mmstamps@chariot.net.au

Postcard of Newmarket Hotel, Adelaide. Must be in good condition. Contact Pauline Edwards, Phone: (08) 8250 0484

Any postcards relating to Australian National Rifle Association shooting contests for selection and competitions held at Bisley Camp in England. Contact Lorenzo, Ph: (08) 83361340, or email: lorenzog@tpg.com.au

Silk cards in good condition bearing military badges; flags of America, New Zealand, Wales, India, and Italy. Contact Lorenzo, email: lorenzog@tpg.com.au or Phone: Ph: (08) 83361340.

Picture Postcards of the Post Offices in Vienna; Cracow; Budapest; Lemberg and Kiev. Please contact John Bodnar advising of your asking price. email: mibetco@senet.com.au or PO Box 395, Edwardstown, SA, 5039, Australia. Thank You.

Postcards of Kalamunda (West Australia), Goa (India), Lord Howe Island & Magnetic Bay (Queensland) and Norfolk Islands Email: pk@bankofideas.com.au or Call Peter Kenyon on: 62931848

Postcards of Port Adelaide, Semaphore, Exeter, Largs, Outer Harbor area, especially early undivided backs, real photographic and advertising cards. Contact Ron on (08) 8396 3546 or leave message.

Postcards and maxicards relating to royal tour of the Commonwealth, begun as Princess Elizabeth in 1952 and continued as Queen Elizabeth in 1953/4. Contact Martin Walker on saphilatelists@gmail.com

WANTED TO TRADE - National Postcard Week postcards.

Postcards to be sent stamped and cancelled and enclosed in an envelope for protection. Send to Demaris Swint, PO Box 746, Alamo, Texas, 78516-0746.

NOTICED ON EBAY:

6 Elves and Fairies Series 72 postcards in original A & C Black Ltd. envelope. Rear of envelope has full list of Black's postcard series available:- Listening to the Nightingale; Catching the Moon on a Rope of Dewdrops; Tossing up the Rainbow Bubbles; The Butterfly Ferry; The Revolve; The Crystal Gazer; by Ida Outhwaite. Sold for GBP 189.99 = AUD \$284.92 with only one bid.

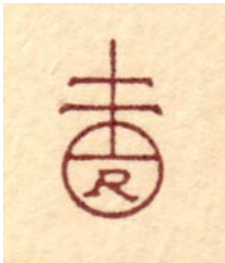


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COMING EVENTS:

NEXT POSTAL AUCTION

Our next Postal Auction will probably be our last due to the poor participation of members in offering lots for sale and bidding on those that are in the catalogue.

SAPC PHILATELIC CONGRESS - 6th-7th OCTOBER 2012, DRILL HALL, VICTORIA DRIVE, ADELAIDE. This includes competition entries of postcards. Local and interstate dealers present.

HOBART STAMP SHOW - Hobart Town Hall, 16-18th November, 2012
Includes competition entries of postcards.

DATES TO LOOK FORWARD TO IN 2013

If anybody is aware of events of note to postcard collectors please advise the committee so that it can be included in the Bulletin.

January

26-28th—Fryerstown Antiques & Collectables, Fryerstown, Victoria.

April

13th—PS&PHS Bourse, Reid Avenue, Hectorville

May

4-5th—Australian Postcard Society—Postcard Exhibition, Drill Hall, Adelaide.
10-15th—Australia 2013 FIP World Stamp Exhibition, Royal Exhibition Building, Melbourne.

June

8-9th—Antiques, Hobbies & Collectables Fair, St. Clair Recreation Centre, Woodville.

August

17-18th—Strathalbyn Antiques, Hobbies & Collectables Fair.

September

13-16th—Upper Hutt (NZ) National Exhibition
14th—Printed Collectables Club Fair, Reid Avenue, Hectorville.
21-22nd—National One Frame Exhibition (with Postcards), Brisbane

October

12-13th—State Congress, Drill Hall, Torrens Parade Ground.

AFTER YOU'VE GONE (whether up or down)

by Derek Pocock

We've all spent a lot of time and money on our collections and enjoyed them as they grew whilst accepting the admiration of fellow collectors on what we have built up. Maybe, however, even our partner/spouse/children are unaware of the collections importance, let alone its value.

So, do you want it thrown out as "...s junk" such that, the lot goes to be recycled with the newspapers and bottles? Such a thought would horrify us if we were alive, so why should our achievement be allowed to die with us in this way. Many important collections have been destroyed by not leaving clear instructions as to the way we would like our collections to go, either to other interested collectors with whom we have shared the hobby, or to at least advise our descendants the best way to realize the value of what we've put together.

Give some serious thought to this problem and don't leave it 'til it's too late. Give detailed descriptions of what the collection looks like, be it a shoebox of envelopes, a row of books with blue covers on the bottom shelf of the bookcase, or the large number of albums in the safe at the bank (and which bank). Then leave instructions on what you feel will be the best method of disposal, e.g. get a specified auction house to come and take them for sale; give the Bananaland postcards in the yellow shoebox to Joe Bloggs; tell the ... Club to come and offer the blue albums to members to bid for at the next Club meeting; or perhaps worst of all (personal opinion) donate the whole lot to the Museum — where it may well be already duplicated and will vanish into the vaults unseen forever. Finally say 'call Bill Brown to come round and sort it out as to what goes where and to whom so that the children get the most out of what it's worth".

Whatever you decide, and this is important, you must leave your instructions so that the heirs and executor can comply with your wishes. All the details need not be in a formal will as that otherwise may finish up as a small book for which your solicitor will gleefully charge the earth. Leave the details on your computer or written out in a folder in the bedroom drawer, but above all, give clear details of what there is and where you've got it to whoever will inherit the job.

Generally you are the person who will know what is the best way of disposing of your collection. Donation to friends or relatives where their interest is known, sale through small or local or interstate (i.e. bigger) auction houses, sale through your own or another society who specializes in what you've bot, or donation to a museum—any or all of these may be appropriate.

Above all, I'm sure you wouldn't leave instructions to "burn the lot" or its equivalent, which might happen if you don't **do something NOW**.

There is a comprehensive article by a Bryan Jones. Although he wrote as a member of a specialized stamp club, his methods are valid to all collectors whatever their field.

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DISASTER RELIEF—VIA POSTCARDS

Below are excerpts from a Press Release and an email from Ron Marks regarding the innovative way Lara Marks-Nash is raising money for disaster relief by sending postcards.

From Ron Marks:-

I won't steal Lara's thunder, as her website and its video explains it all better than I could. But basically she is travelling to Darwin (from Canberra) by car, and raising money for the international disaster relief organisation Shelterbox (sponsored by Rotary in Australia).

People contact Lara through her website (<http://letterboxshelterbox.wordpress.com/>), if they want a postcard from somewhere/sometime during her trip. The postcard can relate to either a place or a theme. Upon receipt of the requested postcard, the requester donates a minimum of \$1.60 to Shelterbox (there is a link in her website to Shelterbox Aust to enable this).

The \$1.60 relates to the cost of the postcard and stamp, which Lara is paying for (i.e. 100% of any donation goes to Shelterbox Aust). Whilst antique postcards are unlikely, quirky ones are very possible!! (Lara writes each one individually, in a very informative and personal style).

Could you please let your members, friends, contacts (etc.) know about Lara's "postcard campaign", and also encourage them to include Lara's link on their Facebook page (etc.), so the word is spread widely and quickly.

And from the Press Release of July 30th, 2012

**Contact: Lara Marks-Nash
Phone: 0426840817**

**FOR IMMEDIATE RELEASE
9 A.M. EST, July 30, 2012**

5000kms for \$5000 - An Australian Odyssey for International Aid

July 30, 2012: ACT-based, 23 year old, Lara Marks-Nash has been travelling from Canberra to Darwin in her beat-up '88 Corolla, couch-surfing all the way. People can request a postcard from anywhere along Lara's route and, when it arrives, make a donation to raise funds for ShelterBox Australia. Her goal is \$5000 for 5000km, enough to build 1 Shelterbox for every 1000km travelled. Since Lara will be covering the cost of postcards, stamps, and all travelling expenses, 100% of all donations go straight to ShelterBox. Lara was inspired by the work of ShelterBox, her love of travel and connecting with people, and said "This fundraiser is a fusion of all my passions".

Visit her fantastic and informative website, <http://letterboxshelterbox.wordpress.com/> to learn more, request a postcard, or track her journey.

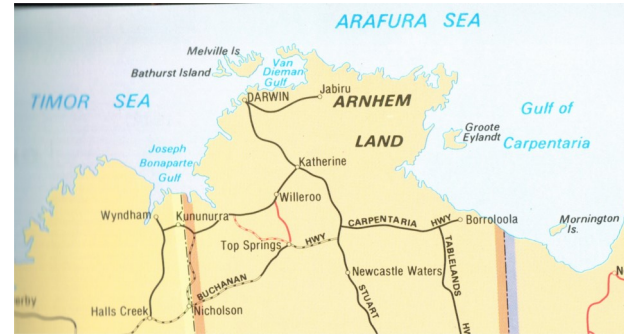
ShelterBox, a Rotary Project Partner, is an International disaster relief charity that provides emergency shelter, warmth and dignity to people affected by disaster around the world. In the past 11 years it has responded to over 180 disasters in 80 different countries including the Boxing Day Tsunami, the 2009 Victorian Bushfires and the devastating earthquake in Haiti.

Lara has been on the road for 2 months and has already passed the half way mark to her goal – having already raised \$1600 and also earned a pledge of \$1100 from the Nelson Bay Rotary Club, who will donate upon receipt of a postcard from Darwin. She has sent out over 50 postcards to not only Australia but also to the UK, Europe, Canada and the USA, with Asia to shortly join the list.

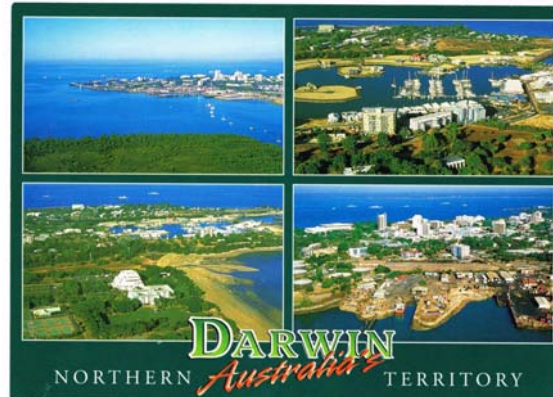
The editors spoke with Lara on Tuesday 21st August when she was at Airlie Beach. She expects to take another six weeks or so to reach Darwin and was thrilled to hear she was being mentioned in our magazine and looking forward to an increase in requests for postcards.

AROUND AUSTRALIA - DARWIN - by Pauline Edwards

Based on information from Wikipedia



The Aboriginal people of the Larrakia language group lived in the greater Darwin region before European settlement. They had trading routes with South East Asia and imported goods from as far as South Australia and Western Australia. Established songlines penetrated throughout the country, allowing stories and histories to be told and retold along the routes.



Aerial views of the city.
Published by Davric Australia Pty. Ltd., Perth, W.A.

The Dutch visited Australia's northern coastline in the 17th century and created the first European maps of the area, hence the Dutch names in the area, such as Arnhem Land and Groote Eylandt, which still bears the original old Dutch spelling for "large island".

Lieutenant John Lort Stokes of HMS Beagle was the first British person to spot Darwin harbor on 9th September 1839, 69 years after the first European settlement of Australia. The ship's captain, Commander John Clements Wickham, named the port after Charles Darwin, the English naturalist

who had sailed with them both on the earlier second expedition of the Beagle. It was not until 1869 that a permanent European settlement was established by the South Australian Government who had control of the Territory at that time.

On 5th February 1869, George Goyder the Surveyor-General of South Australia, established a small settlement of 135 men and women at Port Darwin. Goyder named the settlement Palmerston, after the British Prime Minister Lord Palmerston. The Port of Darwin was first used for modern commerce in 1869 when it was discovered. It was used to supply the new settlement of Palmerston.

The 3,200 kilometer (2,000 miles) Australian Overland Telegraph Line was built in the 1870s between Port Augusta and Darwin, connecting Australia to the rest of the world. During the construction, workers uncovered some gold near Pine Creek, about 200 kilometres (120 miles) south of Darwin, which further boosted the young colony's development. In 1872, Government House (also known as the House of Seven Gables) was built, then in the 1880s it was pulled down and rebuilt.

Continued overleaf

AROUND AUSTRALIA - DARWIN (Continued)

In February 1875, the SS Gothenburg left Darwin for Adelaide with approximately 100 passengers and 34 crew (surviving records vary). Many passengers and crew were Darwin residents. On 24th February, in heavy storms she hit a reef at low tide off the north Queensland coast and sank with the loss of about 102 lives. The tragedy severely affected Darwin's population and economy and it was slow to recover. Another ship, the SS Ellengowan, sunk in Darwin harbor on 27th April 1888.

The Fanny Bay Gaol was built between 1882 and 1883.

In 1884, the pearling industry brought people from Japan, Timor and the Philippines, many of whose descendants are prominent families in Darwin today.

In 1911, the city's name changed from Palmerston to Darwin. That same year administration of the Northern Territory was transferred from South Australia to the Commonwealth.

On 17th December 1918, the Darwin Rebellion occurred. During the rebellion, members of the Australian Workers' Union, led by Harold Nelson, burnt an effigy of the Administrator of the Northern Territory, John Gilruth at Government House, and demanded his resignation.

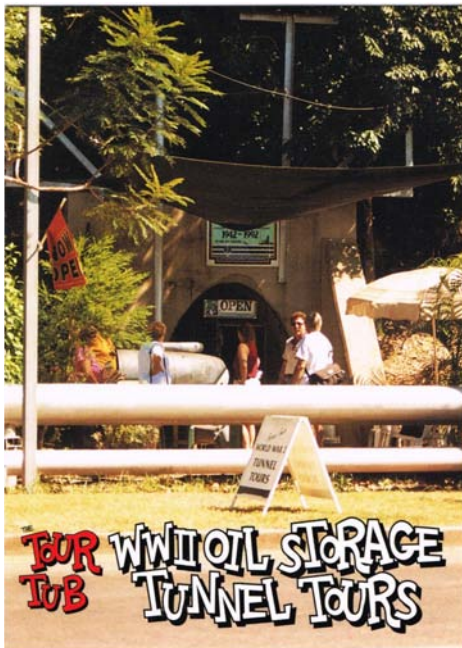
On 19th February 1942, at 9.57am, during World War II, 188 Japanese warplanes attacked Darwin in two waves. The incoming Japanese planes were first spotted by Father John McGrath at the Bathurst Island Mission north of Darwin. McGrath radioed at 9.30am and the sirens wailed at 9.57am. It was the same fleet that had bombed Pearl Harbor, though a considerably larger number of bombs were dropped on Darwin than on Pearl Harbor. The attack killed at least 243 people and caused immense damage to the town. These were by far the most serious attacks on Australia in time of war, in terms of fatalities and damage.

They were the first of many raids on Darwin. This event is often called the "Pearl Harbor of Australia". Although it was a less significant target, a greater number of bombs were dropped on Darwin than were used in the attack on Pearl Harbor. As was the case at Pearl Harbor, the Australian town was unprepared, and although it came under attack from the air another 58 times in 1942 and 1943, the raids on 19th February were massive and devastating by comparison. Another raid was conducted by the Japanese on 2nd May 1943.

WWII oil storage tunnels commenced construction in 1942, however they were not completed before the end of the war.

Darwin was granted city status on Australia Day (26th January) 1959.

The population of Darwin has been very slow to increase as is shown in the table on the next page.



Card produced by Create-A-Card.

RHINE, MAIN AND DANUBE RIVER CRUISE, JUNE 2012 - by Frank Adamik (Continued)



VIENNA, Austria. - This postcard bears an Austrian stamp and is postmarked in Vienna (Wien) on 21st June 2012 (as best I can decipher from the postmark).



BUDAPEST, Hungary. - Posted on the AMABELLA on 21st June 2012 but as it bears an Austrian stamp, it was carried back to Vienna on the return trip, where it was then posted. The postmark is dated 26th June 2012.

I am illustrating the front and back of each postcard, and as you can see always used a postcard that was appropriate to the location.

While in Vienna I came across some free postcards, much the same as the free Avant cards we have here in Australia.

Frank Adamik

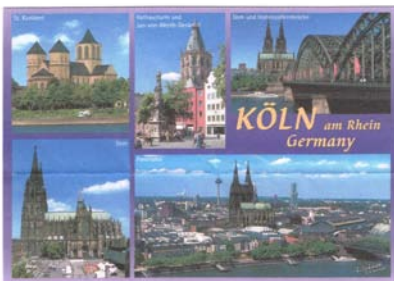


AMSTERDAM

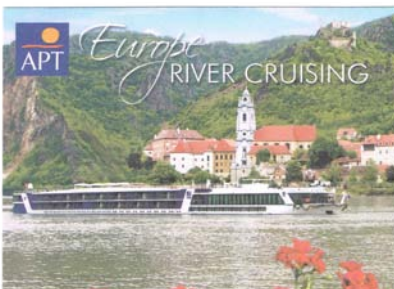


AM-

STERDAM, The Netherlands. - This card was posted on the 8th of June 2012 and delivered to my PO Box address without being cancelled.



CO-LOGNE, Germany. - Posted on the ship (Yes! The AMABELLA is classed as a ship, not a boat) on 10th June 2012. It has a German stamp and a German postmark, but I am unable to make out the date.



DURNSTEIN, Austria. - This postcard was posted on the ship on 18th June 2012. The stamp, however is German, not Austrian, and the German postmark is dated 28th June 2012. This indicates that the card was held on board and not posted until the AMABELLA's return journey past Durnstein on the way back up the Danube from Budapest to Amsterdam.

I used this card because it shows the AMABELLA on the Danube passing the church in Durbstein, and it is the image used in the APT Australian Television advertisements publicizing this cruise.



Aerial view of Darwin Harbour produced by NuColorVue.

Historical Populations of Darwin		
Year	Pop.	±%
1911	1,082	—
1921	1,399	+29.3%
1933	1,566	+11.9%
1947	2,538	+62.1%
1954	8,071	+218.0%
1961	15,477	+91.8%
1966	21,671	+40.0%
1971	37,100	+71.2%
1976	44,200	+19.1%
1981	61,412	+38.9%
1986	75,360	+22.7%
1991	86,415	+14.7%
1996	95,829	+10.9%
2001	106,842	+11.5%
2006	105,991	-0.8%
2009	124,800	+17.7%

On 25th December 1974, Darwin was struck by Cyclone Tracy, which killed 71 people and destroyed over 70% of the town's buildings, including many old stone buildings such as the Palmerston Town Hall, the Old Police Station, the Court House and Cell Block, all on The Esplanade which runs along Lameroo Beach, which could not withstand the lateral forces generated by the strong winds. It was Australia's worst natural disaster. The anemometer at Darwin Airport recorded winds of 217 kilometres per hour (135 mph) at 3.00am before it stopped working; winds of up to 250 kph (160 mph) were estimated to have hit the city. The total damage cost \$1 billion. Sixteen

people were lost at sea, their bodies never recovered. The historic schooner Booya sunk due to the cyclone.



The Old Vic Hotel, Darwin, N.T.

Card Published by Big Country Picture Co. Pty. Ltd. and printed in Singapore.

Built in 1890 the hotel is of solid stone. It was badly damaged by Cyclone Tracy, but was reopened in 1978. It now boasts a tavern, conference facilities and shopping complex.

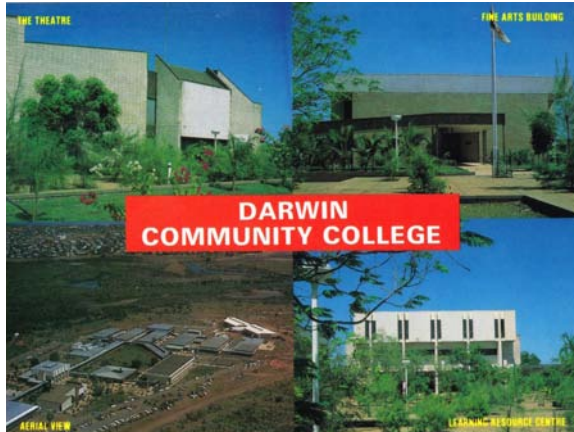
Continued overleaf

AROUND AUSTRALIA - DARWIN (Continued)

After the disaster, an airlift evacuated 30,000 people, which was the biggest airlift in Australia's history. The population was evacuated by air and ground transportation; due to communications difficulties with Darwin airport landing was limited to one plane every ninety minutes. At major airports teams of Salvation Army and Red Cross workers met refugees, with the Red Cross taking responsibility for keeping track of the names and temporary addresses of the refugees. Evacuations were prioritised according to need; women, children, the elderly and sick were evacuated first. There were reports of men dressing up as women to escape with the early evacuations.

By 31st December only 10,900 people (mostly men who were required to help clean up the city) remained in Darwin. The city enacted a permit system. Permits were only issued to those who were involved in either the relief or reconstruction efforts, and were used to prevent the early return of those who were evacuated.

The city was subsequently rebuilt with newer materials and techniques during the late 1970s by the Darwin Reconstruction Commission. A satellite city of Palmerston was built 20 km (12 m) south of Darwin in the early 1980s.



Produced by Big Country Picture Company Pty. Ltd., Darwin.

As a result of air raids and cyclones, Darwin has few historic buildings although some of the stronger stone structures survived and have been restored. Since Cyclone Tracy all buildings are constructed to a strict cyclone code. Steel is a popular building material and led to a distinctive modern style associated with Darwin known as Troppo. Southeast Asian influences are also apparent in some of the architecture. A growing population and relatively scarce land has seen a boom in high rise apartment style housing in recent years, especially around the central business district and coastal fringes.

* * * * *

EMPIRE TROPHY COMPETITION.

There were a number of entries submitted and the winner by popular vote was John Bodnar with his entry titled "The Grand-daughter of Queen Victoria".



RHINE, MAIN AND DANUBE RIVER CRUISE, JUNE 2012 - by Frank Adamik

In June 2012 my wife and I took a river cruise from Amsterdam in the Netherlands to Budapest in Hungary travelling through four countries—The Netherlands (known to us as Holland), Germany, Austria and Hungary. The cruise was on board the APT (Australian Pacific Tours) vessel MS AMABELLA. After the cruise we spent some extra time in Budapest, Vienna (Austria) and Dubai.

My main philatelic collecting interest is covers, with postcards as an adjunct, so I prepared two covers (both the same) to carry with me on our trip. I am very happy with them and illustrate the front and back of one of them for the interest of members. For the record, the signatures on the cover are those of myself, my wife, the captain of the AMABELLA, and executive members of his crew.



In addition to the covers I also serviced a set of postcards to commemorate the trip, one from each major point on the journey, and it is these that I will illustrate and discuss. The postcards were handed over to purser staff on the ship who then put stamps on them (except for the Amsterdam postcard on which I put the stamps myself) and then posted them, charging the cost to our on board account. All cards show that they were posted on board the AMABELLA with details of where and when.



Continued overleaf

INSTALLMENT CARDS - by Pauline Edwards (Continued)

Kunst Anstalt Rosenblatt, Frankfurt, Germany. 1878-1909.

These chromolithographic cards have undivided backs and were both posted on 22nd February, 1902.

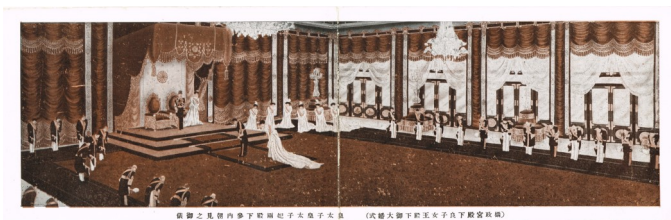
This is the only set I have from this producer and I have not seen any references to other sets being published by them.

Rosenblatt specialised in the production of picture postcards and congratulation cards by chromolitho process. They closed down by early 1909 as a result of the US protective tariff.



These two card sets are different examples of what was available for postcard enthusiasts of the day and are the smallest number available in the installment sets.

The Japanese Royal Wedding cards are photolithographic printing and were produced in Japan. They still remain joined in the centre. The backs show the producer's trade mark which I have not yet been able to identify.



Continued next issue

INSTALLMENT CARDS, what I have learned about them and their producers.

by Pauline Edwards

My collection of postcards began when I found interesting cards whilst looking for additions to my husband's collections. I found so many "different" types of cards that I began to buy them for myself and later found that I was collecting novelty cards. David encouraged my interest by finding the five part crocodile cards for sale which I bought and this became my first set of installment cards.

I learned that these cards were originally sold as postcard puzzles and began being produced in the late 1890s. The post in those days was delivered 3-4 times a day and sending postcards then was similar to the text message popularity of today. Installment cards were produced to take advantage of the habit of sending messages often and to encourage their sale in large numbers.

I later learned that they were called composite sets in one of the few postcard catalogues available (by Stanley Gibbons—which is not produced any more). Their description of these cards in the 1987 catalogue is, "A composite set is a number of postcards (from 2 upwards) which fit together to make a complete picture", and I started looking for them on eBay. Very few results were forthcoming and those were mainly single composite cards with the name of a town and a few different views on them.

The 1997 J.L. Mashburn catalogue simply lists them as Installment Cards and once I started searching for them with this name a few results began to come in and my collection slowly grew.

My search for information on postcards led me to the website of The Metropolitan Postcard Club of New York City and their description for installment cards reads "These novelty postcards were issued in sets and meant to be sent to a single person over a short period of time. When all the cards were accumulated they could be pieced together to form a coherent image or message. It is no longer easy to find complete sets of these cards." My search for them now included "puzzle", "composite", "installment", "installment postcards", and "set", with the last one sometimes returning 400 results in a day. I have also seen them referred to as a "chain series" or "serial cards".

Continued overleaf

This is a five card set, one of **The Wrench Series** produced by Evelyn Wrench, a publisher operating in London between 1900 and 1906. They were printed in Saxony and posted between 2nd and 22nd July 1904 from Leamington Spa, Rugby Street and Lochwinnoch in the UK to Ballarat in Australia with one penny postage stamps. The paper quality is poor and easily becomes torn and creased which I found makes me reluctant to handle the set once they are mounted.



I have no other identifiable installment set in my collection from this producer.



INSTALLMENT CARDS - by Pauline Edwards

As my collection grew a number of variations in the cards became obvious to me:-

The method/type of printing varied greatly from simple drawings reproduced by using letterpress printing, to real photos done in half-tone reproduction, collotype, and photolithography, as well as chromolithography.

The quality of printing of the early cards which were produced in Germany was usually excellent, but after WWI when trade with Germany faltered, printers from other countries became more prolific with cards which showed considerably less expertise.

The quality of the paper ranges from soft rag base through to photographic paper. The surface can be matt, glossy or overlaid with a thin film of lacquer made from gelatin to give it a shiny surface but which cracks and peels away with age. The thickness and weight of the paper also varies considerably.

More often than not the cards are cut evenly but some of the sets have been cut so that the lines are not matching when the sides of the cards are aligned and vice versa.

W.M. Beach Co., Roxbury, Mass, USA.



Possibly the most basic picture and printing of my collection is the Beware of the Cat group of four.



This the only set I have although I have seen a Goose set, a Goat set (used 1912) for sale, and reference to a Cow set produced by this publisher. I have been unable to find any information about this company.

Philipp & Kramer, Austria, 1894-1918.

This is the earliest dated set I have acquired. They are an eight card set which were posted during April and May 1899 from Venice, Amsterdam, and Chicago.

Again the paper is soft and the front surface breaks away with handling. They have undivided backs, hence the messages written on the front of the cards.

I have not seen any reference to other sets produced by this company.



INSTALLMENT CARDS - by Pauline Edwards

Rhine River Cards—15 card set shown at right

There are no marks of identification on either the fronts or the backs of these cards and I have not seen any reference to this set in books or for sale.

The printing I assume was done in Germany, and the paper is of reasonable quality but showing signs of age around the edges.



The largest number of cards in a set that I have managed to obtain are the vertical set of 15 cards which all join showing the Rhine River and attractions to be seen between Mulheim and Mainz, and the Amiens Cathedral set of 20 cards.

Each publisher has designed their own back and these show varying amounts of information, designs and postal rates.

Information about the publisher is lacking in many cases and is sometimes shown on the front. The way they identify themselves varies from initials or trade mark to complete name, address, and type of printing.



B & G, Lyons, France

This 20 card set are collotype printing published by B & G, Lyons, France, from a photograph by Leon Caron, Amiens.

The paper and printing quality is excellent.

I have found no reference to any other sets produced by them, nor any other information on this publisher.



Continued overleaf