

Members interesting items

Information provided by Neville Solly, if you need to follow up on postcards produced by Valentine the following links will be most helpful. Once again thanks Neville for your research into postcards and the people or companies that have made them.

The Valentine View Registers

From the [James Valentine Photographic Collection](#) Collection Collection
Part of [James Valentine Photographic Collection](#) Parent record level Collection

If you want to know when the photo on a Valentine card was taken you can check the Valentine registers online @ <https://collections.st-andrews.ac.uk/photographs/series/the-valentine-view-registers/497238>

Reproduction set of 12 Christmas Cards

From Phil Sunman

Phil has outlined his involvement with the manufacture of the set of reproduction xmas cards. They have been appearing on collectables markets around Australia. In the late 1980's I had a lot of contact with a John Gallerhawke of Axiom Books here in Adelaide who was amazed with our ephemera collection at the shop especially the postcards.

Two heads got together & came up with the idea of reproducing some of our old Xmas Postcards for the Aussie Xmas market. This was quite a successful commercial venture. Besides the postcards we reproduced facsimile Calendars, coffee table books, books for decoupage (we have a huge die cut scrap collection) an old hand writing book used by printers, books with old Victorian "moral sayings" etc etc.

They were quite successful with Axiom having these items printed & distributed around Australia. .



Bas Relief Photo Cards were invented by Freeman Taber of San Francisco around 1905. Because the postcards are thick and heavy the Post Office often charged letter rate and consequently the recipient had to pay the 'Postage Due'. For this reason they didn't take off in popularity. Embossed cards are far more common without the extra thick backing. The postcard is a real photograph collotype published by Alliance series.

What is interesting to note is that the postcard was posted Victoria, Australia to South Melbourne on the 26th September 1906. This was at the time J.C. Williamson Ltd brought the stage musical, 'The Orchid' from London to Melbourne and then on to Sydney and New Zealand.

Both Miss Gabrielle Ray and Miss Ethel Sydney were principal actresses in the London Gaiety Theatre stage production which commenced in 1903.

Stage production stars appear to dominate **bookmark postcards** of this period. Of necessity the messages had to be succinct. The card is a real photograph lithograph published by Raphael Tuck & Sons 'Bookmarker Series 2'. (next page)



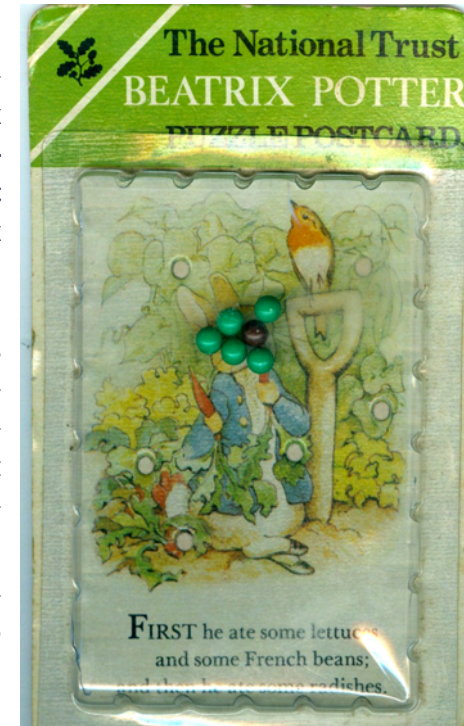
The **'Book' postcard** measures 310 x 175 cms and depicts the town of Ambleside beside Lake Windermere. Across Lake Windermere from Ambleside lies Near Sawrey where Beatrix Potter spent much of her time creating illustrations for her famous children's stories. Located in Ambleside is the Armit Library, established in 1912. Both William and Beatrix Heelis (nee Potter) were both members of this private library and Beatrix donated her extensive collection of mycological watercolours and fungus books to this establishment. Today the library is renowned for its collection of Beatrix Potter, William Wordsworth and John Ruskin's original works. This collotype 'Book' postcard was published by Alfred Pettitt Art Gallery Keswick about 1905 (postmark date undecipherable). (previous page)

FAB" Satin Patchwork postcards appeared to be predominately of flowers, tartans and coat of arms. This is the only 'orchid' flower we have come across in several decades of searching. FAB postcards first appeared about 1900 with their copyright closely guarded by the publisher W.N. Bradford of Great Britain, although he did not hold the copyright.



Other than orchids, another area of interest to us is anything pertaining to Beatrix Potter. To find on eBay this **Puzzle postcard** was quite a surprise. Six small plastic balls must be rolled into each of the six holes to complete the game. The postcard appears to have sold from the National Trust Shop, Hill Top, Near Sawrey. It was also a surprise to read on the card's reverse 'Post Office Approved' as the celluloid over the game with its balls and object holes made it thicker than what postal authorities normally approve.

We know it would not fit through the cardboard gauge that Australian post office staff will at times produce to determine if a letter should attract an extra charge.



Most people believe they have orchids when in reality they are iris **silk postcards**. This is further exacerbated because these postcards are so often listed on eBay as orchids. Irises were far more familiar to most people and affordable, when these postcards were created. Orchids were the 'plaything' of the rich and privileged with the 'common folk' seldom ever seeing these flowers that were locked away in private glasshouses.

To the orchid grower the flower structure, modified sepal to a large labelum, quickly indicates whether the flower is an orchid or an iris

This postcard is not only a silk, relatively common, but has a pocket into which was inserted a small lace handkerchief. In addition is a card 'Anniversaire'. To find all components intact makes the item even scarcer.