

THE PHOTOGRAVURE PROCESS

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1 After the final design has been approved, the artist prepares separation drawings for each colour used in the design (fig. 1). In the case of designs with more than five colours, the separations must produce the additional colours from combinations. The drawings are in black and white, with the black areas representing full colour in the design — white areas no colour and various shades of grey for tones of colour. Sometimes colour separations of stamp designs are done photographically: eg the Australian Paintings and the Cocos Ships stamps for which camera separations are obtained for the three primary colours — yellow, red and blue, plus a black for printing the lettering and fine detail.



FIG. 2

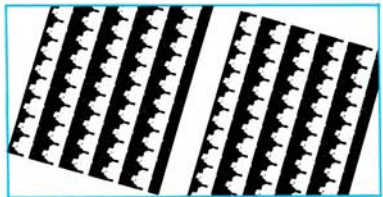


FIG. 3

2 Each separation drawing is reproduced on an individual printing cylinder, so that the printed stamp is created after each colour is progressively applied. After being photographically reduced to stamp size (fig. 2), each separation drawing is reproduced on a "step and repeat" machine, to obtain a multi-positive, in the same format as the stamps will appear in a printed sheet (fig. 3).

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January Meeting David Figg

Strike A Light

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David Figg was having a bit of a tidy up and found this article featuring our patron Phil. (he hasn't changed a bit) Our many thanks to Phil for his support to not only the Postcard Society but the Printed Collectibles club and the many other clubs that he has been involved with, over the years.

He's just as enthusiastic now as he was way back then. Always has stories to tell. Keep up the good work Phil.



"The research into the true facts about Levy Fils et Cie has established that the initials LL that appear on the front of these postcards in reality stood for (Moyses) Leon and his son-in-law (Isaac) Levy - always known as Georges. Moyses Leon and Isaac Levy began as assistants within the Parisian photographic studio Ferrier-Souillier. They established their own photographic studio in 1862 and sold prints on albumen paper, mainly stereoscopic prints, signed 'LL'. Thus the letters LL were the initial letters of their surnames, Leon and Levy. The Leon and Levy firm took part in the 1867 Universal Exhibition where they won the Emperor's Gold Medal.

"In 1872 Leon left and the Leon et Levy studio became J Levy et Cie, Georges Levy being the only company director from this date, and the company retained the use of the original LL imprint. In 1895, when Levy's two sons Abraham Lucien Levy and Gaspard Ernest Levy, took over the firm, the company was renamed as Levy Fils et Cie. The company's output grew and the photographs continued to have the LL signature. This photographic firm had an intense period of activity, producing individually sold prints, albums relating to tours, as well as postcards.

"It has been suggested that Georges Levy's son Lucien was the firm's photographer, but this theory was based on an incorrect assumption that the initials LL represent his initials. This is no more valid than the belief that the initials stood for Louis Levy.

"The company filed the brand LL in 1901, which served to avoid confusion with the signature L & L from the studio Lehnert and Landrock when that was created in Tunisia in 1904.

"Georges Levy died in 1913 and in about 1917 Levy Fils et Cie was bought by the printer Emile Crete who also acquired the formerly successful but by then struggling firm of Neurdein Freres, and by 1920 Crete's new company was known as Levy and Neurdein Reunis. In 1932 it passed into the hands of the Strasbourg-based photographic agency Compagnie Alsacienne des Arts Photomecaniques, which in 1967 was acquired by the still extant Roger-Viollet Photographic Agency."

Background information on Louis Levy And how LL on postcards came into use

LL postcards were produced for a wide variety of locations, from the USA to England and across France, as well as over 200 of Jersey scenes. For many years they were assumed to be the work of Louis Levy, but research has shown that nobody of that name was ever associated with the company. The 'Louis Levy error' was debunked as long ago as 1991, but still today thousands of LL postcards can be found online, either for sale or illustrating websites, which are attributed to Louis Levy. A Google search for LL or Louis Levy will yield thousands of results associating the two, particularly on online auction site Ebay.

The Channel Island Specialist Society, which includes among its membership some of the most enthusiastic collectors of Jersey postcards, has produced a fact sheet explaining what lies behind the description 'LL'.

"The essential facts about the company responsible for the vast number of LL postcards may be familiar to some people, but they are worth stating, not least because of what might be termed the 'Louis Levy error' remains ingrained among many collectors.

"In the book *Picture Postcards and their Publishers* (Anthony Byatt, 1978) it is stated that the thousands of French postcards and hundreds of English cards bearing the initials LL were produced by Louis Levy and Sons, who established an office at Gamages Buildings, 118-122 Holborn, London in about 1905 with Max Alexander as Levy's agent. "However, according to the research that has been undertaken by Geoff Ashton and other members of the LL Collectors' Circle, no person named Louis Levy was ever associated with the Levy firm. This error, which seems almost intractable, may have arisen through confusion with an American called Louis Levy, who was involved in early photography and, with his brother Max, developed various important photographic processes.

Happy Birthday Alma

Congratulations Alma, on achieving another milestone in becoming an octogenarian.
Keep on collecting and exhibiting to stay young at heart.



Alma first attended a stamp club meeting at Para Hills with her late husband Allan and girls Alison & Anne in the 1970's and not long after also became involved in the Postal Stationery & Postal History Society, where she held the position of Treasurer for many years. This club at the time, also catered for picture postcard collectors and it was in this direction that Alma got involved, not only in collecting but also exhibiting.

No fewer than six other picture postcard exhibits have been developed by Alma and exhibited over the years

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- "A Cornish Tour" – Gold, Canberra 2008
- "A Short Holiday in Clovelly" – Vermeil, Hong Kong 2017
- "Edinburgh Castle" – Vermeil, Canberra 2002
- "Let's Elope to Gretna Green" – Gold, Sharjah 2017
- "Piering out to Sea" – Vermeil, Perth 2016
- "The Queen's Dolls Houses" – Large Vermeil, Canberra 2012

When the Australian Postcard Society was formed in 2009, Alma became a foundation member. In 2016, Alma received the Briskham Award from the SA Philatelic Council for Services to Philately at the State Level.

Alma's first Picture Postcard exhibit was at Adelaide Stampex 1997. It was a one-frame entry entitled "Windsor Castle" and received a silver medal. Over the years it has been expanded to five frames, exhibited nine times with the highest award being Gold at Adelaide Stampex 2017.

Members items from Gaye and Graeme Chequer

This article is a small selection from our postcard collection on the topics of **Orchids** and **Beatrix Potter**. We hope it inspires others to send in an article about their rare or unusual post card gems as we are sure that we will all find something to learn from each other.



*Chromolithograph Publisher Herbert Fitch & Co. Advertising postcard.
Printer 'Top of the Tree'. (reverse side)*

Rare to find a **postcard 'sampler'** advertising the printing and purchase of a new range of products, in this case their new 'Orchid' design.

Prices and quantity given together with an invitation to include your firms advertisement on the reverse, included in the purchase price.

500 cards cost 25/-

5000 cards cost. 25/-per 1000.

Embossed for an extra 10/- per 1000

Herbert Fitch & Co., publishers of this chromolithograph postcard may have been hoping to 'fly on the coat tail' of the orchid mania craze that did not abate until the outbreak of World War 1.

Members items postcard producers logo's

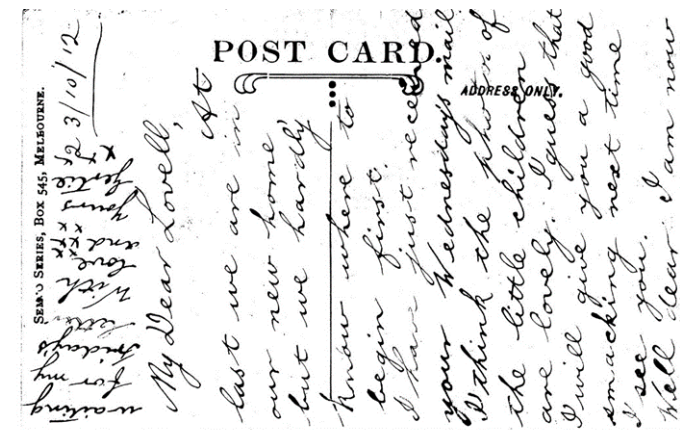
From Tony Presgrave

SEMCO

The 'S', 'E' and 'M' from which 'SEMCO' is derived are believed to be the initials of one Stanley Everard (Greenhill) Mullen, originally an inventor and importer who, from 1906, occupied premises on the Ground Floor of the Edwards Buildings, 176-180 Collins Street, Melbourne.

In 1906 Stanley Everard Greenhill Mullen, music publisher, and his wife, Maude Amy Mullen, were living at 1 Hawksburn Road, Toorak. In February 1908 he departed Melbourne for London aboard the ship Britannia. He died in Burwood, New South Wales on 28 February 1910 and was interred at the Church of England Cemetery, Rookwood on Tuesday 1 March.

In 1910 the company of **Stanley Mullen Prop Ltd** was listed in Melbourne directories as 'music, post-card and fine art importers, inventors and publishers' located at 234 Flinders Lane, Melbourne. The firm was also listed under 'Post card dealers' as: "MULLEN, STANLEY, Prop Ltd Importers of British and Foreign post cards; stocks constantly arriving from A. & G. Taylor, Hildesheimer & Co, R. Tuck & Sons, and others, 234 Flinders-lane, four doors from Swanston St".

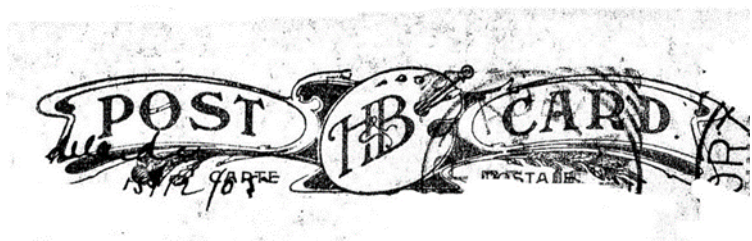


Members items postcard producers logo's

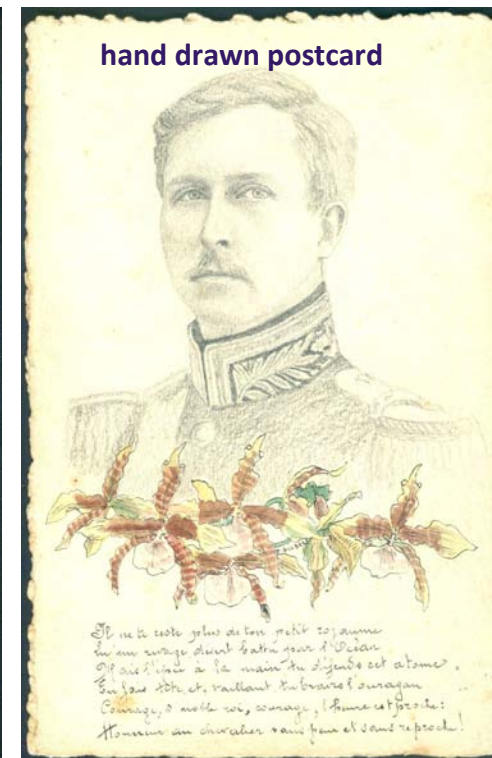
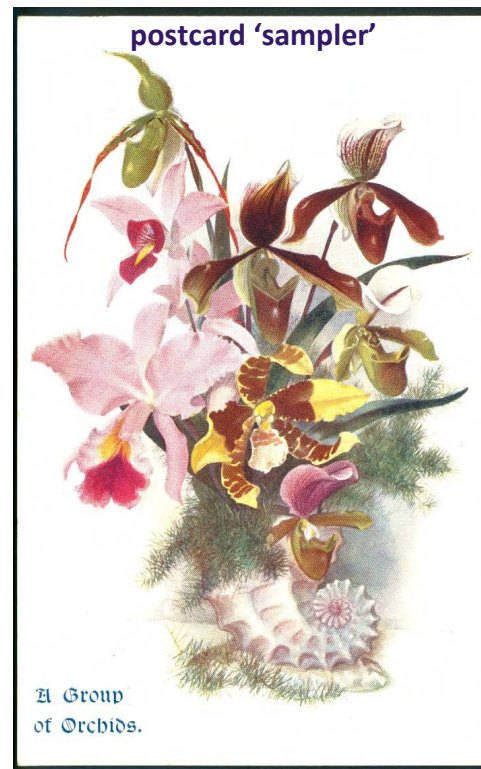
From Tony Presgrave

Harding and Billings were amongst the most prolific postcard publishers in Australia with offices in Sydney and Auckland. The company produced several varieties or types of views of Horsham using images also seen in other series of other publishers.

Series Date Range: Identifying Features: "H & B" contained within an artists' palette in the centre of the reverse of the cards".



POST CARD



In our opinion any **hand drawn postcard** is both unique and rare. This post card was by an accomplished artist, signed by P. Gilbert. The pencil sketch is of a French Army Marshal. What attracted us to the card was the well executed water coloured drawing of the classic South American orchid, *Odontoglossum grande*.

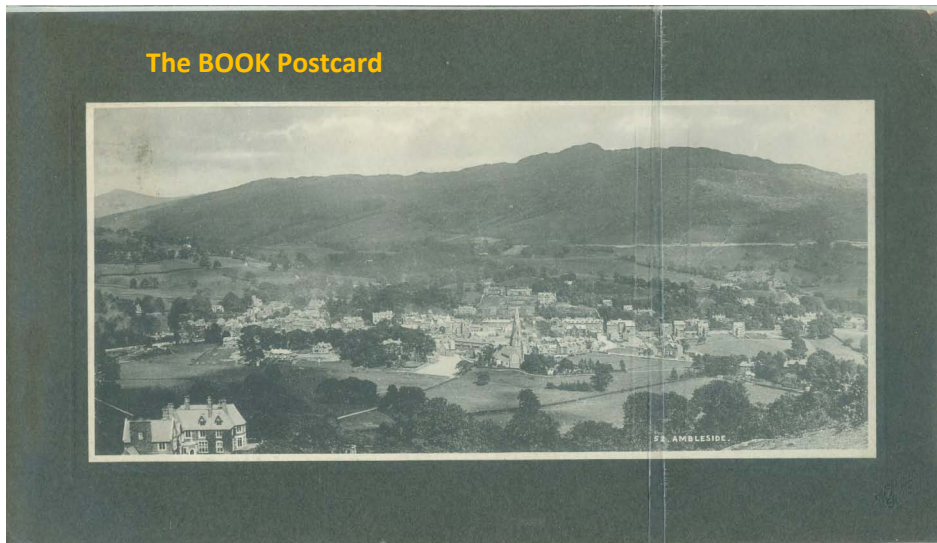
The postcard also contained a verse in French, roughly translated
*The only thing that is left of your little kingdom is a deserted shore
But sword in your hand you defend this atom you resist , and brave
you face the hurricane
The time is near. Honour to the fearless and blameless knight.*



What makes this postcard rare is the **detachable entry ticket**. Very few of these remain intact because they were usually redeemed, resulting in the ticket being detached from the postcard.

The Florida 'Orchid Jungle' homestead and gardens with their immense collection of orchids commenced operations 132 years ago. Not only producing orchid plants to sell but visiting tourists form a substantial part of the business' income.

The motto of this nursery is "*Every lady gets an orchid*".



For several years I became a nostalgic repository for John who seized upon that 19th Century cute & nostalgic lithographed printed image which was very saleable then with markets swallowing up my works.

The marketing ploy was very simple seize upon the evident nostalgia market by creating items that the general public desired & could find a practical purpose for.

On sale for \$10.00 a set of 12.

(Contact Phil)

