

A POSTCARD FROM

Bayside Antique & Collectables Centre

Most of us at one time or another have sent a postcard to family and friends. Now it is perhaps a dying art in this electronic age of emails, blogs, Facebook, Twitter and the like, where everything happens instantly.

There was a time when the postcard was a regular means of communication, especially on holidays and travelling as a way to keep in touch. It could be done simply and quickly, a scenic picture on the front to illustrate where the traveller was, a quick message on the back and no need for an envelope. The longest part was probably choosing the most appealing postcard and the time taken in the post. Perhaps the postcard is not as important now but it still has a place today, as is evidenced by the postcard stands in newsagencies, tourist outlets and the like. Some choose to post home cards with stories of their travels, some simply purchase them as another form of memory of their holidays.

EFFECTIVE FORMS OF COMMUNICATION

Postcards have served many other purposes through the years. They were used as greetings cards to family and friends for Christmas and birthday wishes, simply to keep in touch or to relay important family news. They proved popular during World War I for soldiers to send back from the Western Front to loved ones. These were beautifully produced with embroidery on silk screen mounted onto the card, referred to as 'silks' and were keepsakes for families, in many cases from troops who did not return home. They also had a place in campaigns for enlistment purposes and propaganda.

Following on from that, postcards were used for various forms of advertising. They were often included with a product to encourage further purchases and complete a set. Theatres would leave them on patrons' seats to promote future performances.

The introduction of picture postcards was well received and keenly embraced as a means of communication. It was cheaper to post than a normal letter, no envelope was required and there was only room for a short message. People of modest means continued to use this method of communication long after telephones ceased to be a novelty.

However, it did cause some legal issues as many were sent across country borders and a picture considered appropriate in one country may not have been proper or legal in either the destination country or those it passed through.

ORIGINS

The official name for postcard collecting is deltiology, and it seems that some form of cards with messages had been sporadically created and posted by individuals since the creation of postal services. It is believed that the earliest known picture postcard was a hand-painted design on card, posted in London to the writer, playwright and novelist Theodore Hook in 1840. It is thought he probably created and posted the card to himself as a practical joke on the postal service, since the image is a caricature of workers in the post office and he was noted at the time for his 'wit and drollery'. The card – with a Penny Black stamp, both of which were authenticated by the British Philatelic Association – sold in 2002 at a London auction for a record sum of £31,750.

The first known printed picture postcard, with an image on one side, was thought to have been created in France in 1870 by Léon Besnardeau however there was no space for stamps and no evidence that they were ever posted without envelopes.

It appears that picture postcards emerged in different countries at varying stages of the 1800s, although research also indicates that, rather than being invented, they may have evolved from other sorts of cards. For example, in 18th century Europe, playing cards and tarot cards were used as visiting cards; the front having a picture and space for a name with the back occasionally used for messages.

The earliest ones were known as 'undivided back' postcards, that is, addressee's details and a postage stamp were on one side with the message written on the picture side. The postcard as we know it today derives from the 'divided back', introduced by Great Britain in 1902, which has the picture on one side and a divided space on the other side for both the addressee's details and the message. The change from undivided to divided back took several years as postal authorities around the world gradually moved to this style.

EARLY 1900S – THE GOLDEN AGE

There are several eras in the evolution of the postcard but the Golden Age is generally believed to have commenced in 1902 with the introduction of the divided back. As well as the improved printing methods, cards produced during this time proved to be one of the most popular and lasted until 1914, the start of World War I. The current era, known as 'Chrome' began in 1939, peaked around 1950, and features postcards generally based on coloured photographs with a glossy finish.

STYLES AND DESIGNS

There are numerous styles and designs of postcards such as appliqué, linen, mechanical, miniature, novelty, comic, saucy, printed photos, real photos, scenic. Greeting postcards sending well wishes for special events often displayed pictures of people, animals and floral displays in beautiful bright colours.

MYRIAD OF AFFORDABLE COLLECTING OPTIONS

As with most collections, postcard collections can take many forms and people may choose to collect by the type of card or by a particular theme, such as those already mentioned. Some choose to collect based on the artist or company that produced the postcard, while others are more generic and collect across a range of themes. An added appeal of collecting postcards is reading the messages as well as appreciating the stylish writing from the past.

This is only a snapshot of postcards and their role in our past and present but, if this has sparked your interest, there are numerous websites and reference books for researching detailed information. In addition, apart from some rarer ones, postcards are relatively inexpensive to acquire, the choices in themes so varied, and often so beautifully illustrated, it would certainly be a very rewarding collection to have.

BAYSIDE – ONE VISIT AND YOU'LL BE HOOKED!

Combining many years of experience, our staff aims to assist wherever possible as well as provide a relaxing and friendly atmosphere for our customers. With over 30 shop spaces, our dealers bring together a wonderful array of antiques, collectables and old wares and, with stock constantly changing, there is always a great selection and something new to collect. The centre's spacious layout ensures access for wheelchairs, motorised scooters, walkers and prams. Relax and enjoy a complimentary cuppa. Well-behaved pets are also welcome to visit with their owners.



GETTING THERE

Located in scenic Redlands, Bayside is just a 30-minute drive from Brisbane City, a short flat walk from Cleveland Railway Station, and the bus stops right at the door. There is ample parking, both onsite and on the street. We are open every day, 10 am to 5 pm.

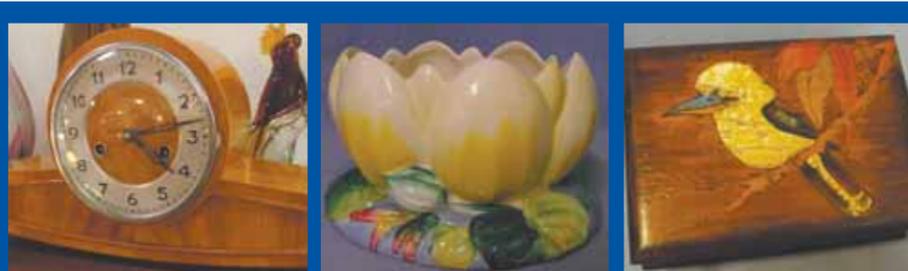
NEWS AT BAYSIDE

Bayside is a stockist for the very popular Howard Products for wood care and furniture maintenance, such as Restor-A-Finish, Feed'N'Wax, Orange Oil, Wax sticks, and #0000 steel wool.

Check out our website for a glimpse of what the centre has to offer. Remember to Like Us on Facebook to keep up to date with fresh stock and news.

Rob & Di Metcalfe
Bayside Antique & Collectables Centre
 07 3821 0936 / 0419 671 279
baysideantique@optusnet.com.au
www.baysideantiqueandcollectablescentre.com

Further reading
www.princeton.edu/~achaney/tmve/wiki100k/docs/Postcard.html
http://news.bbc.co.uk/2/hi/uk_news/1862284.stm



Over 30 shop spaces catering for a wide range of antiques, collectables and old wares, including furniture, ceramics, glass, silver, decorative arts, jewellery, books, coins, medals, ephemera, art, toys, photographic, militaria, tools and much more. Includes a mezzanine floor dedicated to vintage, retro, pre-loved and labels fashions and accessories.



BAYSIDE ANTIQUE & COLLECTABLES CENTRE

162 Bloomfield Street, Cleveland Queensland 4163 (UBD map 185 p.18)

Open 7 days 10 am - 5 pm

- Ph: 07 3821 0936 • Mobile: 0419 671 279 • Like us on Facebook
- Email: baysideantique@optusnet.com.au
- www.baysideantiqueandcollectablescentre.com
- On-site and street parking • Approx. 30 mins from Brisbane CBD
- Complimentary tea and coffee • Easy access for wheelchairs, mobility scooters, prams
- Dealer enquiries welcome re spaces and cabinets