

# *PICTURE POSTCARDS*

**Special Regulations for the Evaluation of Picture Postcards  
at FEPA Exhibitions, Athens 15 November 2015**

**Spring STAMPEX  
20 February 2016  
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## The Process

- Many European countries have included postcards at their local and national exhibitions for many years with more accepting this class recently. The FEPA Board felt that it would be both encouraging and helpful to promote a Picture Postcard Class at European level to enable collectors to exhibit across national boundaries using the same competition criteria.
- Regulations from France, Germany, Scandinavia, and Great Britain were studied. A draft proposal was sent to all FEPA affiliated associations in July 2015 asking for comments.
- Although the response was not as extensive as hoped for, the federations who replied, provided very thoughtful and well-argued amendments and changes. These were mainly from countries where postcard exhibits are already flourishing, and most of the suggestions were incorporated into the Regulations.
- The aim was to keep the Regulations to four pages, to keep them as simple as possible, to encourage Picture Postcard exhibitors, and not to be restrictive.
- So, now the Picture Postcard class is accepted as a competitive class for National, Regional, and FEPA exhibitions, approved by the relevant federations.

## The Topic of a Picture Postcard



- A Picture Postcard exhibit is treated according to a geographical (topographical) topic, a thematic topic, or according to a special aspect (an artist, the printing, the material), completely according to the exhibitor's own choice.
- **Propaganda:**
- 1920 Plebiscite in Slesvig election poster -

Mother Denmark in front of German eagle

*Now Denmark calls her children home  
Farewell forever you German eagle.*

## Definition of a Picture Postcard

- A picture postcard must have an illustration



- Gruss Aus card



## Definition of a Picture Postcard

- Used Picture Postcards (circulated through the postal service or in any other manner treated postally) must show that they have been through a postal service.



- Reverse of previous Gruss Aus card.

## Definition of a Picture Postcard

- Unused (non-postally treated) picture postcards must have printed text or printed address lines, for example a postage area, which shows that the card is meant to be posted without an envelope.



## Definition of a Picture Postcard

- This is not a Picture Postcard
- It has an illustration, but it was not meant to be sent through the post.





## Definition of a Picture Postcard

- Only original contemporary Picture Postcards are allowed, i.e. reprints produced at a later time should only be shown exceptionally.



London Borough of Southwark  
Library & Museum Services  
Elephant & Castle, looking north, 1907



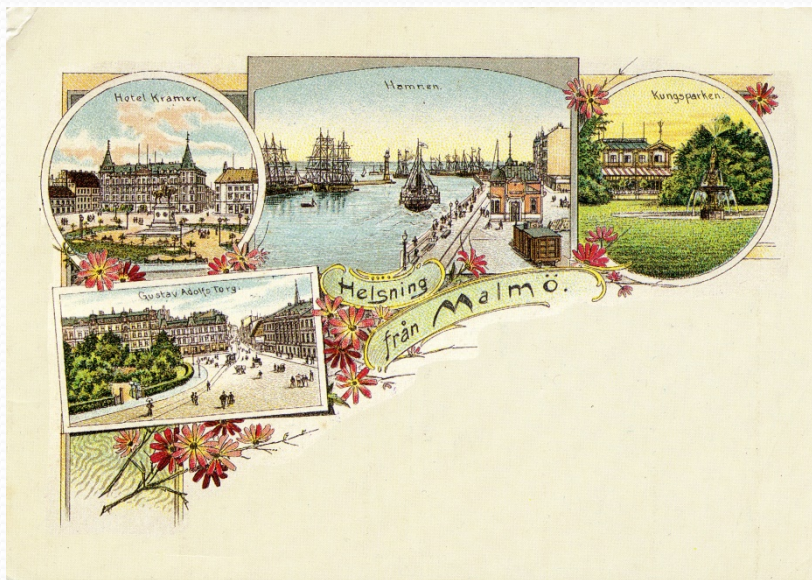
OLD LONDON - London Bridge & L.C.C. Paddle Steamer c1905  
Pamlin Prints' C1543  
Croydon CRO 1HW

Pamlin Prints  
Croydon Cro 1HW



# Definition of a Picture Postcard

- A beautiful old Picture Postcard: Hälsning från Malmö?

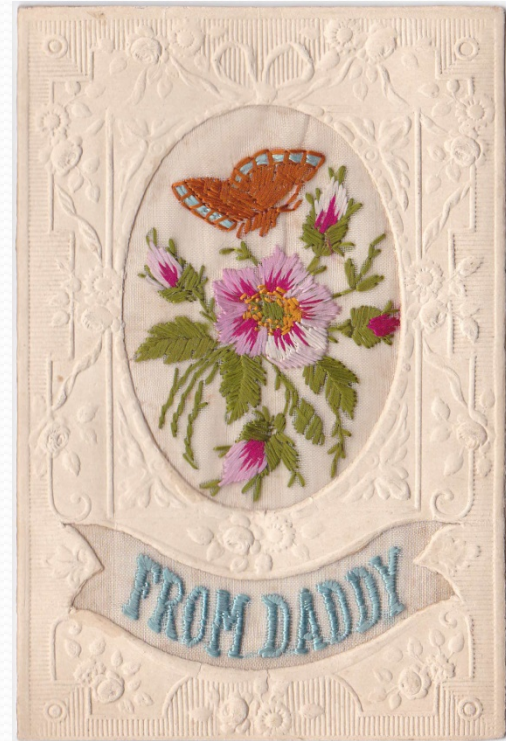


## Definition of a Picture Postcard

- A Picture Postcard may be produced by different kinds of material (hand drawn or printed, embroidered, etc.).



- World War I embroidered silk cards  
(Courtesy Graham Winters)





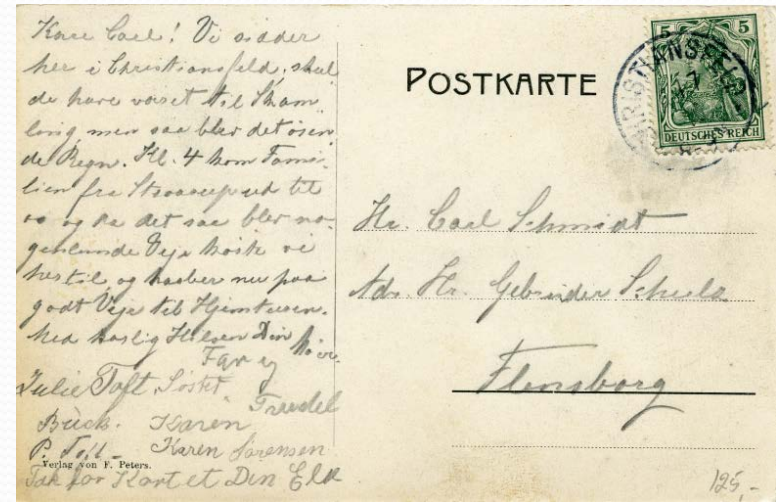
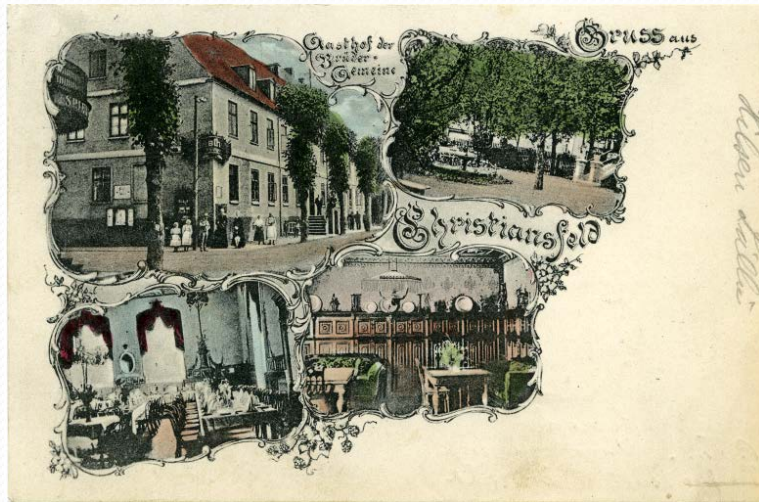
# Definition of a Picture Postcard

- The exhibit must be able to be displayed in exhibition frames of the standard international format of 16 A4 pages per frame or equivalent, e.g. A3.

Skibelund	Skodborg	Skodborg	Skodborghus	Schottburg
 <p>Patriotic Danish postcard, <i>Hilsen fra Skibelund</i> (Greetings from Skibelund). The statue in the illustration is 'Modersmaalet' (The Mother Tongue) by the Danish sculptor Hansen Jacobsen. Unused.</p> <p>Printer: P. Hansen, Vandrup</p>	 <p>19 November 1918 - Danish postcard, <i>The river Kongeøen at Skodborghus</i>, sent from Beldringe on the island of Funen to Ribe with 5 øre inland postage rate. The writer sends birthday greetings and enquires about the effects of recent events in the border area. 11 November 1918 signified the WWI armistice.</p> <p>Printer: Stenders Forlag Enebærteget F.S. 78414</p>	 <p>Danish postcard, <i>Groensen ved Skodborghus</i> (The Border at Skodborghus). Unused.</p> <p>Printer: Forlag W. Brühns, Flensborg No 1277</p>	 <p>18 July 1908 - Danish postcard, <i>Grænsen mellem Danmark og Tydskland</i>, sent from Vejby Dairy to Copenhagen with 5 øre inland postage rate.</p> <p>Printer: Forlag af C. C. Biehl, Graasten. A 07621</p>	
 <p>Note the different versions of the same bridge in the four Skodborg illustrations with variations in the colour of the bridge and the design of the Danish flag.</p>	 <p>German postcard, <i>SCHOTTBURG Grenze zwischen Deutschland und Dänemark</i>. Handwritten note in Danish, 'Skiftende Vinde i Skodborghus' (Changing winds at Skodborghus).</p> <p>Printer: W. Schützack, Gramby. Alleinrecht. 99448</p>			



## The Text



- Knowledge of the topic, for example the local town, its history, its people, etc.
- The artist or photographer
- Typography, printing method, and printer
- Routes and rates

## Definition of a Picture Postcard

- Fieldpostcard sent 8 March 1915
- *'Greetings from the field'*
- What is going on in the picture?



Mail carriage loading Feldpost  
mail from the field post

Horses  
People/Soldiers  
Mailbags  
Cannon  
Drum  
Bags

Text:  
*Kaiserlich Deutsche Feldpost*

## The Points System

• Idea, plan and treatment of the topic	30
• Knowledge and research	35
• Condition and rarity	30
• Presentation	5
• TOTAL	100



## Idea, Plan and Treatment

- The title and plan must be presented on the introductory page and must be written in one of the official FIP languages.
- The plan must show the intention and the structure of the exhibit. The title as well as the main and sub sections of the exhibit must show the structure and logical development through the exhibit and demonstrate personal creativity, knowledge, and research.
- The title must mirror the content of the exhibit in the best possible way. The treatment of the exhibit must be according to the title and plan. Each Picture Postcard must have a connection with the chosen topic.
- The variety (diversity) of the material is of particular importance.

## Idea, plan and treatment of the topic

- There must be a clear connection between title, structure and treatment, including information on how the exhibitor has chosen to develop the topic, i.e. the choice of Picture Postcards to illustrate the topic, and how the exhibitor has used the material. Originality, imagination and creative ideas will be specially awarded.
- Idea and Plan = 10 points
- Treatment = 20 points
- Total = 30 points
- The title page should describe the Aim and the Structure of the exhibit
- There must a Plan of the exhibit
- A Bibliography is helpful
- An Illustration can attract attention

# Knowledge and Research

- Research is a pre-requisite for knowledge of the topic and the Picture Postcards, and this is demonstrated in a brief text in connection with each Picture Postcard.

• Knowledge and Research = 35 points

- The texts must contain essential information about the topic and may contain information about photographer or artist.
- Information about the typography, printing method and printer may be demonstrated in an appropriate manner.
- Picture Postcards must be correctly chosen with regard to the topic, and the descriptive text must be correct.



## Condition and Rarity

• Condition and rarity = 30

- Items selected should show the best possible quality available for the chosen subject.
- *The best possible quality available for the chosen subject should be shown. Missing or bent corners, scratches and scuffs, etc. will influence condition, however, a certain tolerance will be granted for older, posted items.*
- *This will also be the case for older Picture Postcards with handwriting on the picture side, before the divided back was introduced, insofar as this writing is not of a particularly bad quality with ink stains, smudging, etc.*
- Rarity is directly related to the difficulty in finding such postcards, the difficulty of acquisition.
- *Picture Postcards, which have not been produced by a publisher, for example so-called genuine photographic Picture Postcards, have generally been produced in very small numbers and are consequently rarer than those issued by a publisher.*

# Presentation

• Presentation = 5

- The text must be attractive and tastefully arranged.
- The overall impression of the exhibit is important as is variety in the mounting.
- Heavily coloured pages should be avoided. Framing or matting of the Picture Postcards may increase the visual impression.
- Illustrations (maps, drawings, etc.) or objects which have a direct connection to the topic or Picture Postcard may be used, but not so that the Picture Postcards become secondary to the exhibit.



## Picture Postcards

**Spring Stampex 20 February 2016**

*Thank you*