

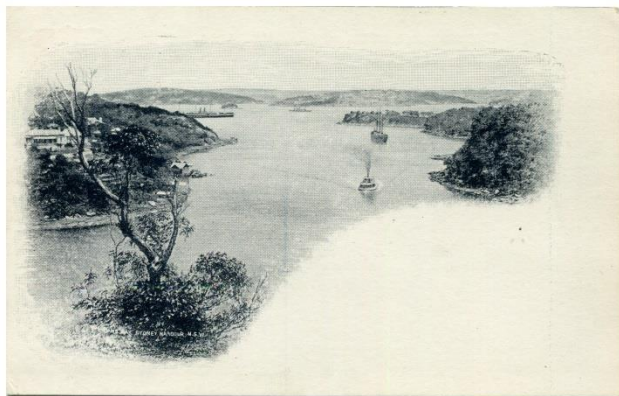
# Handbook Postcards 07 – VIEW POSTCARDS

By Michael Blinman

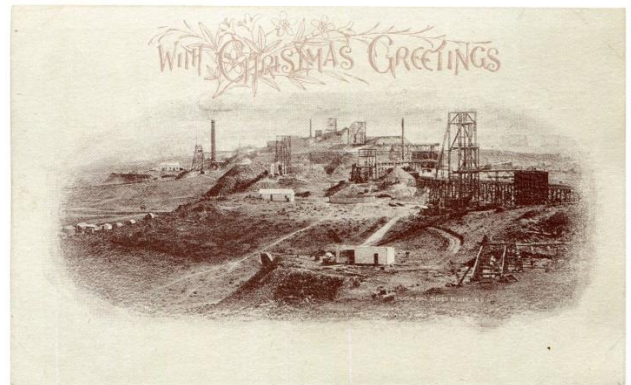
## Introduction

From 1898 onwards, New South Wales produced a variety of view cards, printed on the reverse of existing 1d and 1½d card designs. The 21 known views are shown in **Fig. 1**. Catalogue numbers used are from the Postal Card listing on the PSSA website (PC).

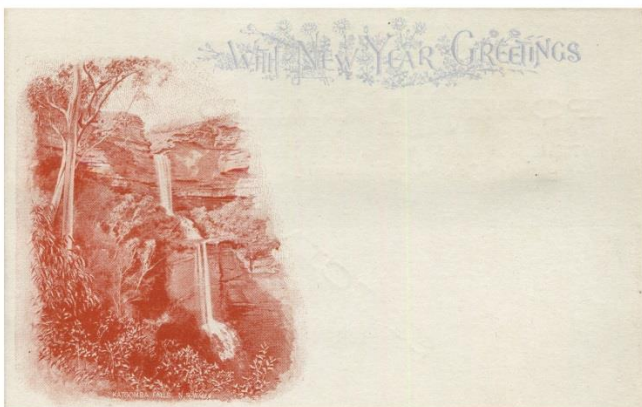
Fig. 1 The 21 Issued Scenic Views



View 1. Mossman's Bay, Sydney Harbour (in dark grey)



View 2. Broken Hill Silver Mines, NSW (in brown-lilac)



View 3. Katoomba Falls, NSWales (in red-brown)



View 4. Fairy Dell, Mt. Victoria, Blue M<sup>tns</sup> (in olive)

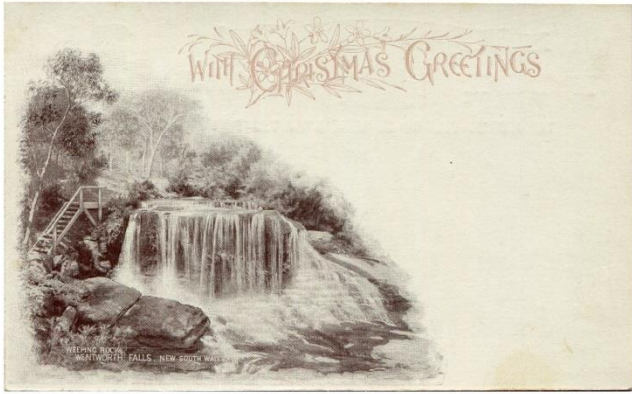


View 4a. Fairy Dell, Blue M<sup>tns</sup> N.S.W. (in dark grey)



View 4b. Fairy Dell, Leura, N.S.W. (in red-brown)

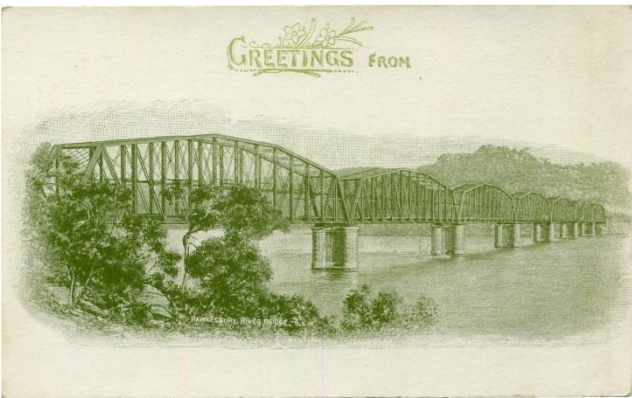




View 5. Weeping Rock, Wentworth Falls (in brown-lilac)



View 6. Hawkesbury River, N.S.W. (in steel-blue)



View 7. Hawkesbury River Bridge, N.S.W. (in olive)



View 8. General Post Office, Sydney N.S.W (in brown-lilac)



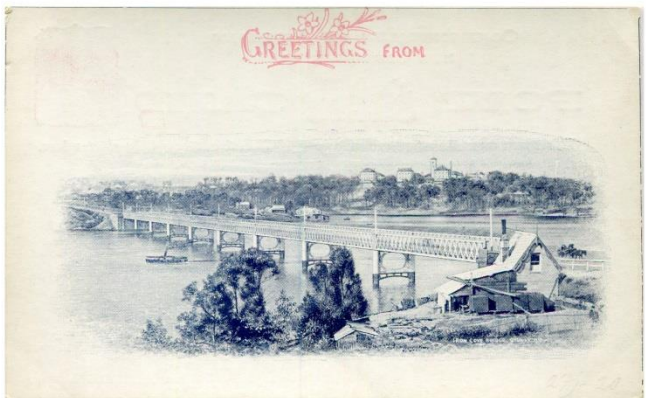
View 8a. General Post Office, Sydney (untitled) (in dark grey)



View 9. Town Hall, Sydney, N.S.W.



View 10. Technological Museum & College

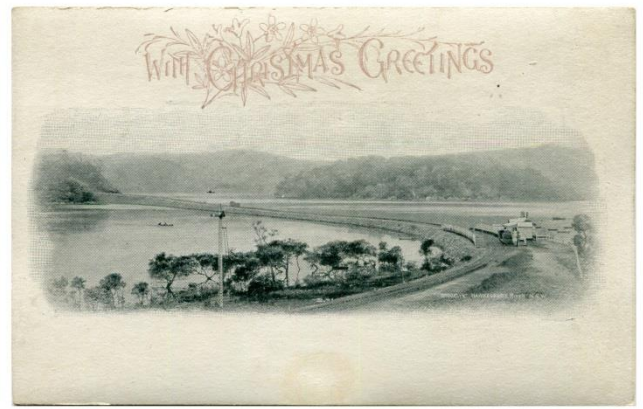


View 11. Iron Cove Bridge, Sydney, N.S.W.

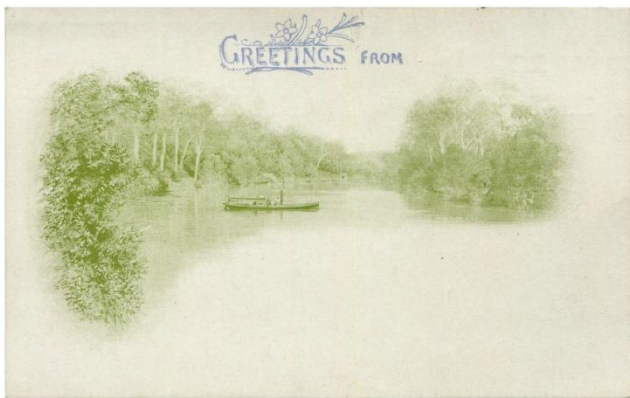




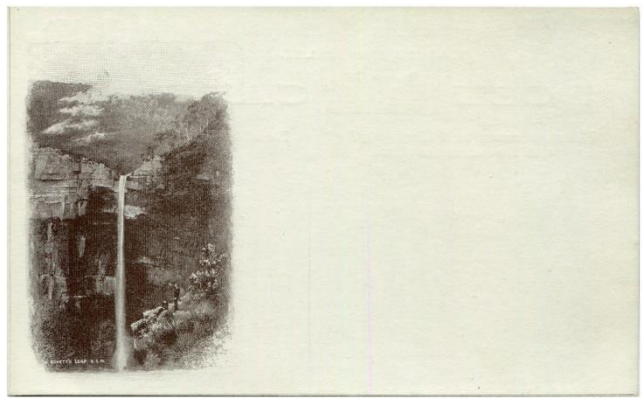
View 12. Fitzroy Falls, N.S.W. (in dark grey)



View 13. Brooklyn, Hawkesbury River N.S.W.(in green-black)



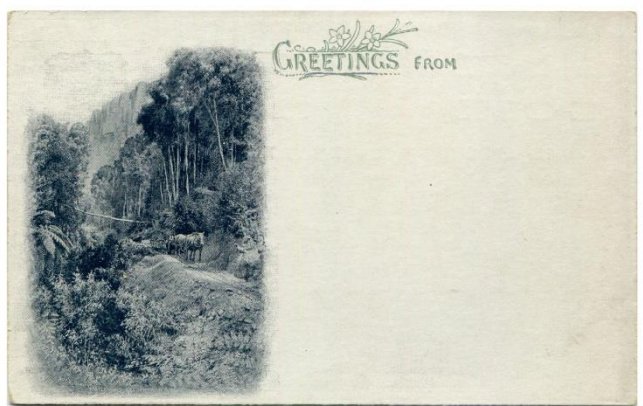
View 14. On The Orara River (in olive)



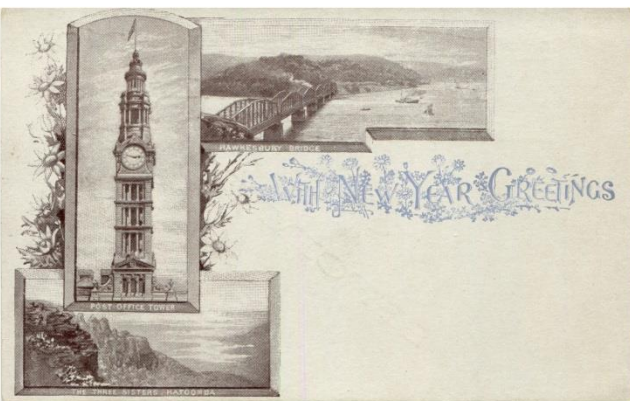
View 15. Govett's Leap N.S.W. (in brown)



View 16. Queen Victoria Market, Sydney N.S.W. (in steel blue)



View 17. Dot's Glen Castle Road, Katoomba NSW (in dark grey)



View 18. PO Tower, Hawks. Bridge, Three Sisters (in brown-lilac)

## **The First Issues**

In March 1898 the Government Printer received a memo from the Deputy Postmaster-General that outlined suggestions for the production of ‘... illustrated Postal and Letter cards, accompanied by specimens of Envelopes etc.’ The reply made it clear that printing illustrated envelopes would be costly and the printing office did not have suitable machinery for their production. However the printer did forward ‘a few proofs’ of illustrated postal and letter cards. The reply concluded:

‘...in the matter of a coloured card for Christmas sale – if an early decision was made in its favour, this might be given effect to a limited extent .... The cost of such cards would, of course be out of proportion with that of the specimens, and they could not be sold at normal rates except at a considerable loss’.

The Printer also submitted cost estimates for the production of illustrated cards in various designs, on different types of card and printed by different techniques. The cost of illustrated post cards was about four times that for normal postal cards and the cost using chromo-lithology was about twenty times greater.

These archival records, quoted by Bell (2010a, p.17) heralded the production of 1d and 1½d illustrated post cards made available to the public in November 1898.

## **The Origin of the Scenic View Designs**

The Government Printing Office began to form a photographic collection of NSW scenes in the 1860’s. Many views may be attributed to photographer John Sharkey , manager of the photographic collection from 1890, and others from the collapsed “Star” newspaper (Peck, 2001). Many appeared in contemporary publications, others being used by various government departments for “instructional” purposes. Private citizens also used some of the images (notably some post card producers). The negatives from this period are maintained in the NSW State Archives.

Examination of these photographs shows that certainly most, and probably all, of the scenes used for View postcards for sale to the public, and the Government Railways Pictorial cards were derived from this source. Two examples of archival photos and their adaptation for view cards are shown in Figures 2 and 3.



**Figure 2.** View 1 Mosman’s Bay –original photo and issued card





Figure 3. Views 4 and 4a Fairy Dell –original photo and issued cards

Private firms also made use of these images and some private postcards of that era showing exactly the same or similar scenes. The Mosman's Bay view seemed particularly popular, appearing also on unstamped Government Railway cards, privately produced post cards, and (in two sizes) on Commonwealth Lettercards (Watson 1984).

### Essays & Proofs

Essays were prepared for a variety of views on thick paper, size 140 x 90mm. The face of the card used the same heading as card PC19, with the indicum replaced by either a stamp box or left blank (see Fig. 4). The colour of the views was either red-brown, brown-lilac or grey.

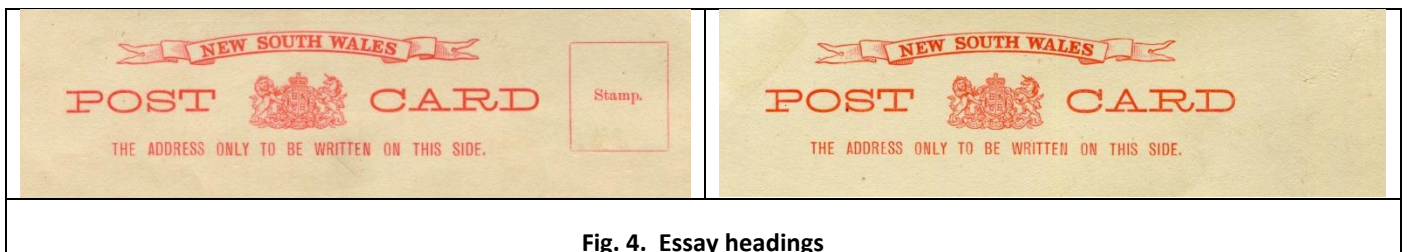


Fig. 4. Essay headings

Whilst several of these eventually appeared on issued cards, at least four featured unissued views (see Fig. 5).

Several views were also used for essays for View Lettercards (discussed in the Lettercard section of the Handbook). Ultimately, the illustrated lettercards were not produced because of costs.

Fifteen scenes were selected which were used to illustrate 1d and 1½d cards. Many of these views were adapted from photographs in the collection of the Government Printer.

The View cards issued in late November 1898 were among the first of their kind to be produced by postal administrations. The large number sold in the first few years reflects the growing popularity of 'picture' post cards. However the increased availability and quality of privately produce cards was to cause a slow decline in these official pre-stamped issues.

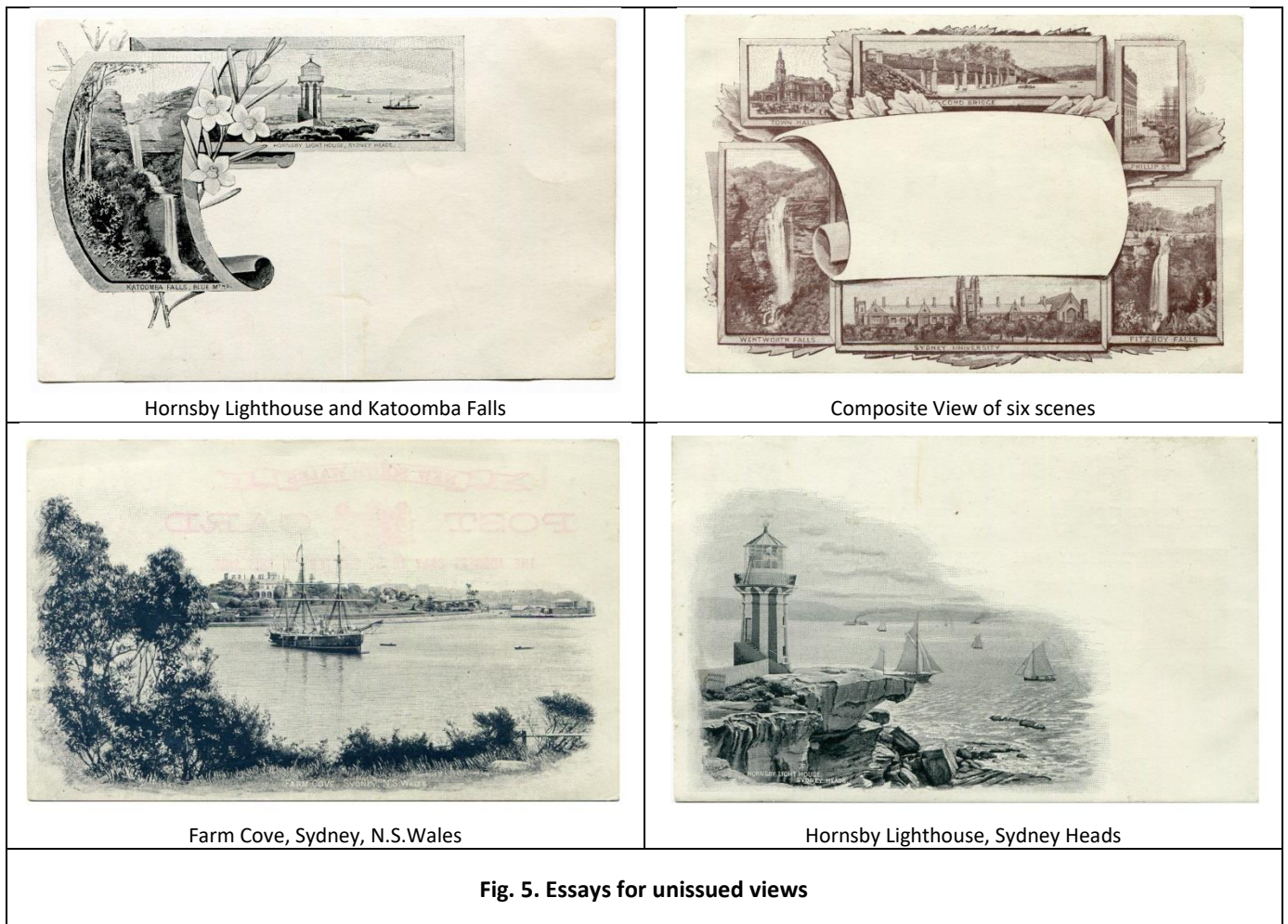


Fig. 5. Essays for unissued views

The Daily Telegraph of 24 November 1898 announced the issue of cards thus:

The object of this issue is to advertise the scenery and public buildings of the colony... not only in the adjoining colonies but also throughout the world. To this end two values of the postcards have been prepared, one at 1d for the inland and intercolonial service and the other at 1½d for the international service.

The views selected for the 1½d cards are 10 in number; they ... comprise Mosman's Bay, Broken Hill, Katoomba Falls, Fairy Dell (Mount Victoria), Weeping Rock (Wentworth Falls), Hawkesbury River, Hawkesbury Bridge, General Post Office, Town Hall and Technical College, Sydney.

These are also represented on the 1d cards, ...and in addition there are five others – the Iron Cove Bridge, Fitzroy Falls, Brooklyn (Hawkesbury), a scene on the Orara River, and a composite scroll depicting the Hawkesbury Bridge, Post Office Tower and the Three Sisters.

These designs are illustrated in **Figure 1**. Sets of 10 1½d cards, or 15 1d cards could be purchased for 1/3. The views were printed on the reverse of cards PC19 and PC23 (shown in **Fig.6** and **Fig. 7**).

The NSW printer commented that the card used was of 'an ordinary Postal Manilla coated with a white face on one side to ensure good printing'. All printings of the 1d and 1½d View cards, were on 'sheets of Quadruple Crown Chromo Board'. Such cards have an address panel that is consistently in shades of buff with the Views printed on the reverse on the white face. Later issues from PC21a onward may be found on a variety of papers, particularly PC31a and PC31b.



There is considerable variation in the colours used for the scenes. These may be roughly divided into five colours (olive, green-black, red-brown, brown-lilac and dark grey).

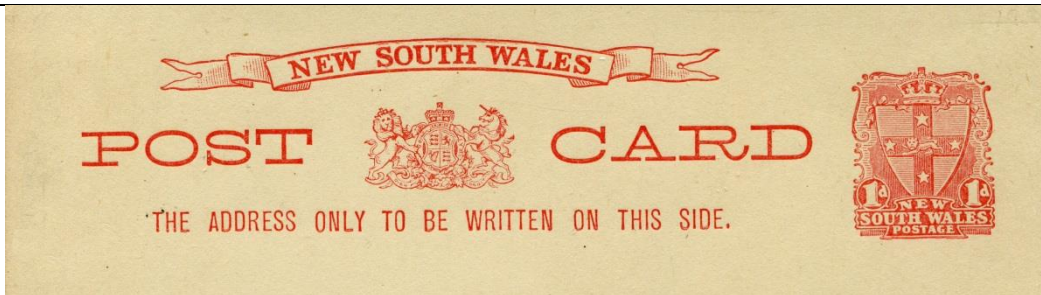


Fig 6. Obverse of 1898 Die 1 1d Jubilee (HG19a, PC19a) (HG19b, PC19b) (HG19c, PC19c)



Fig. 7. Obverse of 1898 1½d (HG23a, PC23a) and (HG23b, PC23b)

All cards were issued with either the heading “With Christmas Greetings” (PC19b and PC23a) or “With New Year Greetings” (PC19c and PC23b), in either of two formats (see Fig. 8).



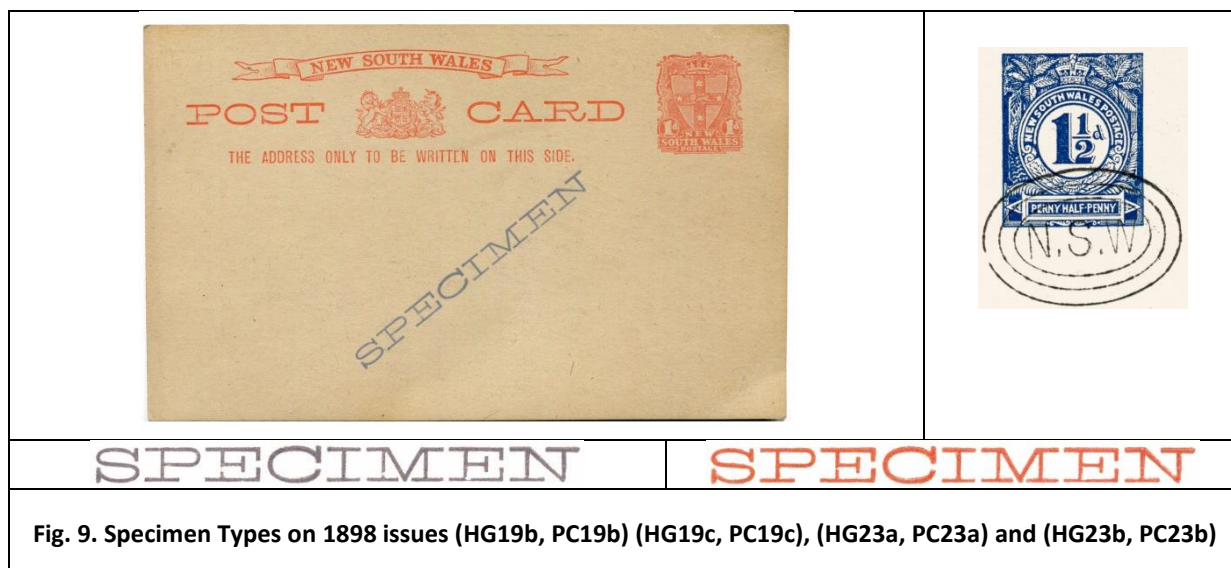
Fig. 8. Heading Types

## Specimens

All of the initial issue (PC19b, PC19c, PC23a and PC23b) are known with specimen overprints (Type B24). The large (64mm) overprints were applied diagonally over the obverse of the cards, in blue for the 1d values and red for the 1½d cards (see Fig.9).

Some (possibly all) were also produced with 3-ring N.S.W. cancels. These cards have not been seen on material sent by the UPU to its member nations. However such cards are known to have been acquired when the reference collections held by the UPU in Berne were sold by auction a few years ago. The tentative conclusion is that they were sent to the UPU for distribution likely about 1899. If that is the case a minimum of 730 would have been produced.

The cards with specimen overprints are considerably scarcer than those with the CTO cancel. No other specimens are known on view cards.



The Christmas and New Year headings were not used again. In addition, five of the scenes used on this card were not used again. They were View 2 Broken Hill, View 10 Technological Museum, View 12 Fitzroy Falls, View 13 Brooklyn and View 18 PO Tower et al. There were no further 1½d issues.

## Later issues – 1d “Greetings” Cards

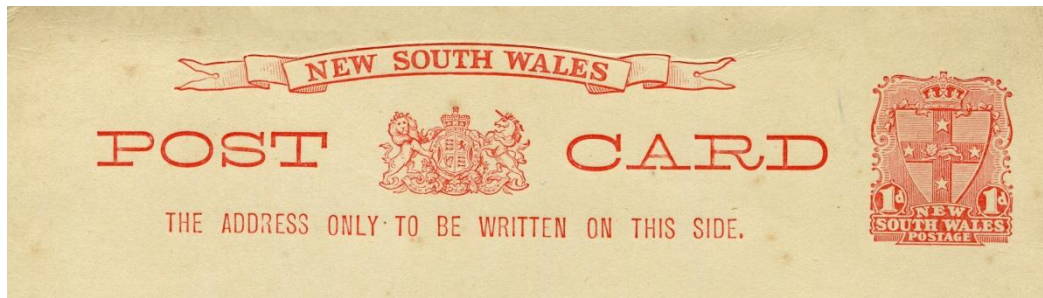
### 1898 (PC19a)

Around 23 December, 1898, 1d cards were issued with the heading “Greetings” (PC19a) and all subsequent 1d issues featured the same “Greetings” heading (except PC30b which had no heading at all) (see Fig. 6). There were evidently several printings of these cards, and these are discussed in some detail in John Bell’s articles (Bell 2010a, 2010b, 2011)

This series of cards is by far the most common of these cards. The colours used were the same as for the preceding issues. A number of new views appeared. View 4a shows the same scene as View 4, but in a different format and different inscription. View 4b which shows a different view of Fairy Dell, and View 17 Dot’s Glen are puzzling. Each is known from only four mint examples, oddly in four

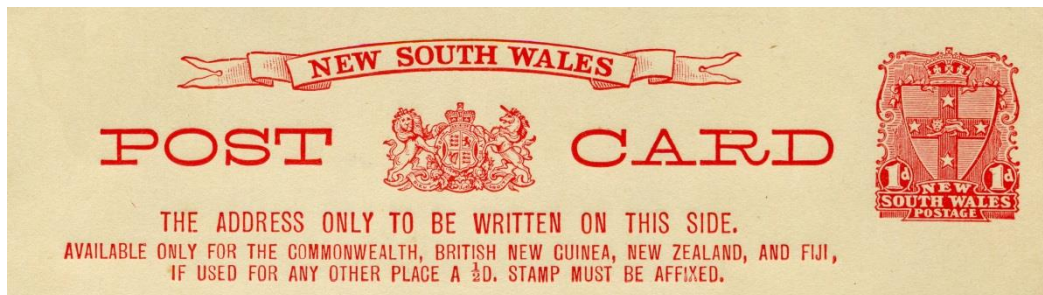


different colours. These are the scarcest of the views and when last offered at auction in 2013, sold for \$1955 and \$1265 respectively. Neither view was used for any other issue.

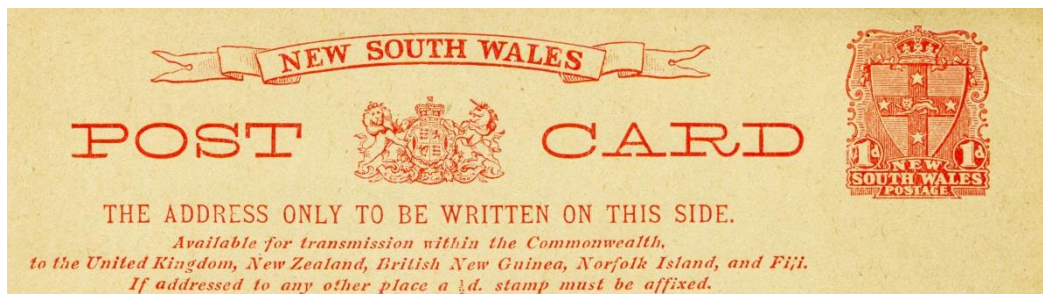


**1902 1d Die 2 Jubilee (HG25?, PC21a)**

A similar card to PC19a, but with a Die 2 1d Shield stamp. 12 views known in a similar colours to PC19a.



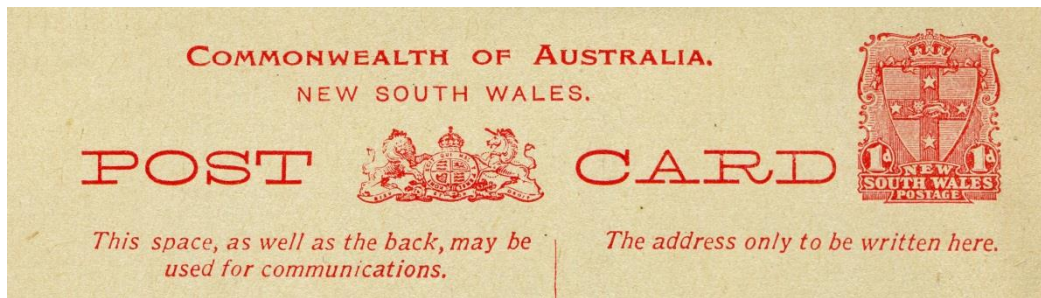
**1904 1d Die 2 Jubilee (HG27a, PC26a)** - 3 lines of text below heading. 12 views known in a range of colours.



**1906 1d Die 2 Jubilee (HG28a, PC27a)** – 4 lines of text below heading. The same 12 views as PC26a, but all in dark grey.



**1907 1d Die 2 Jubilee (HG21a, PC29a)** – Line below heading in seriffed type. 7 views known, all in dark grey. Probably more exist, but this was a very short-lived card, and examples are scarce.



**1907 1d Die 2 Jubilee (HG30a, PC31a and HG30b,PC31b)** – Commonwealth heading. PC31a is a series of 12 cards, including a new View 8a which shows a different view of the GPO to View 8, with no inscription. Each was issued in 3 colours: dark grey, and new colours steel-blue and brown. PC31b featured the same 12 views as PC30a, all in a lighter shade of dark grey than PC30a, with “Greetings” in pink

#### References

Archival resources of the State Library of NSW

Bell, J. 2010a. NSW – The Penny and Penny Halfpenny View Cards (Part 1). *Sydney Views*, Feb. 2010, No.106, pp. 16-23.

Bell, J. 2010b. NSW – The Penny and Penny Halfpenny View Cards (Part 2). *Sydney Views*, May 2010, No. 107, pp. 13-17.

Bell, J. 2011, NSW – The Penny and Penny Halfpenny View Cards (Part 3). *Sydney Views*, November 2011, No. 113, pp18-24.

Watson, G. (1984), ‘Selected Stationery No. 4’ in *Stamp News* June 1984 p.42