

The background of the slide is a collage of various vintage postcards. Some show cityscapes with cars, others show buildings, and some show landscapes. The postcards are layered and slightly tilted, creating a nostalgic feel. A large white rectangle is centered over the collage, containing the title text. A solid blue rectangle is in the top right corner. A black rectangle is in the bottom left corner, containing the presenter's name. A white rectangle is in the bottom right corner, containing the photo credit.

Dating Postcards Mini-Workshop

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Digital Projects & Preservation Librarian

Photo by [Becky Phan](#) on [Unsplash](#)

What's Covered

- Background of postcard eras
- Characteristics of postcards in each era
- Real Photo postcards
 - Stamp boxes
- Copyright

Photo by [Becky Phan](#) on [Unsplash](#)

Postcard Eras

- 1) Pioneer Era (1893–1898) or (1873–1898)
- 2) Private Mailing Card Era (1898–1901)
- 3) Undivided Back Era (1901–1907)
- 4) Divided Back Era (1907–1914)
- 5) White Border Era (1915–1930)
- 6) Linen Era (1930–1945)
- 7) Photochrome Era (1939–present)

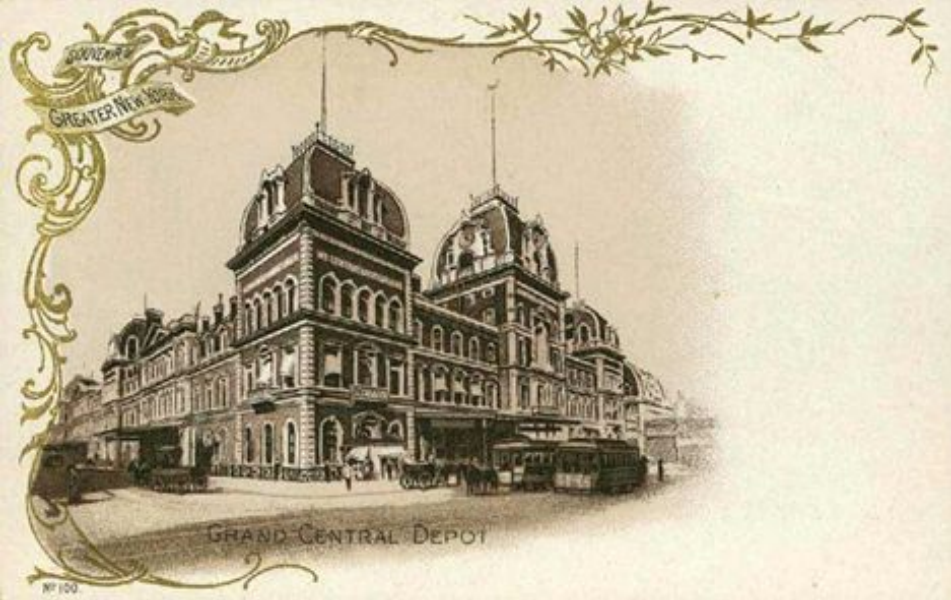
Real Photo (1900–1995)

Photo by [Becky Phan](#) on [Unsplash](#)

Pioneer Era (1893-1898) or (1873-1898)

- First post cards to have images
- Some say era began in 1873
 - U.S. government issued postal cards in 1873
- Others say 1898
 - World Columbian Exposition sells privately printed souvenir cards
- Government printed
 - “Postal Card”
 - Included printed 1 cent stamp
- Privately printed
 - “Souvenir Card” or “Mail Card”
 - Required 2 cent stamp to be affixed
- Address only on the back
 - U.S. Post Office printed “This side is for the address only”
 - Messages on the front
- Scarce nowadays
- **Can be identified by:**
 - Undivided backs - address on back, messages on front
 - Illustrations
 - Have “Souvenir Card” or “Mail Card” or “Postal Card”
 - No “Authorized by Act of Congress” printed on
 - Multiple images on the front with “Greetings from” or “Souvenir of”





SOUVENIR CARD

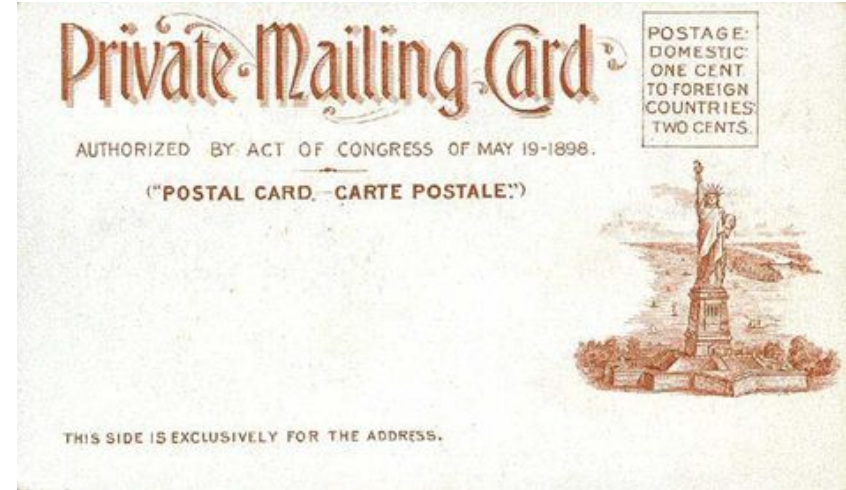
THIS SIDE FOR THE ADDRESS ONLY.



Me

Private Mailing Card Era (1898-1901)

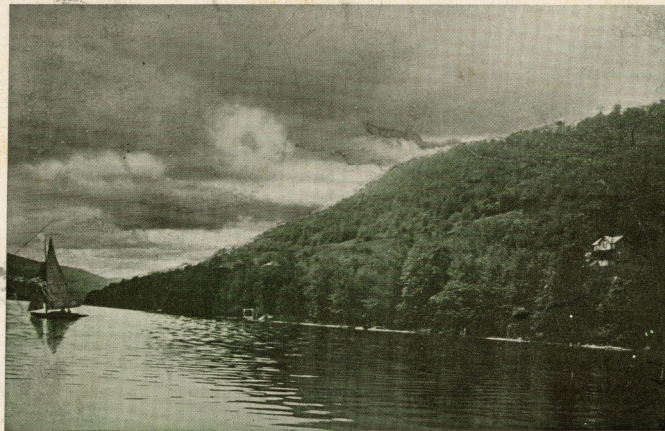
- Congress authorizes private printing to print and sell
 - “Private Mailing Card”
 - “Authorized by Act of Congress of May 19, 1898”
 - 1 cent stamp needed
 - Smaller than standard size: $3\frac{1}{4} \times 5\frac{1}{2}$ inches
 - Printed on light colored paper of buff, cream, or gray
- Known as “Private Mailing Cards” or “Private Cards”
- Address only on the back
 - “This side is exclusively for the Address”
- Messages on the front
 - Border on the side or bottom
 - Written on image
- **Can be identified by:**
 - Undivided backs - address on back, messages on front
 - Illustrations
 - Have “Private Mailing Card” or “Postal Card”
 - Have “Authorized by Act of Congress on May 19, 1898”



Undivided Back Era (1901-1907)

- Congress passed legislation on new U.S. postal regulations
 - “Post Card” printed on privately printed
 - Logo allowed
 - Size $3\frac{1}{2} \times 5\frac{1}{2}$ inches
- Government issued still “Postal Cards”
- Address only on the back
 - “This side for address only”
- Messages on the front
 - White space at the bottom or side of picture
- Pictures not illustrations
 - Hand Colored
- Majority printed in Germany
 - Has “Printed in Germany” on address side
- Real Photo postcards began
- **Can be identified by:**
 - Undivided backs – address on back, messages on front
 - Have “Post Card” or “Postal Card”
 - Now pictures
 - Printed in Germany

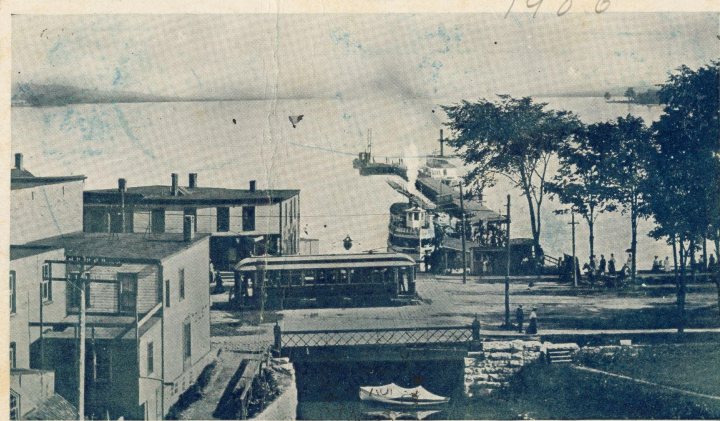




GLEN HAVEN SHORE, SKANEATELES LAKE.
LIVINGSTON, WILLIAMS & HUNT SERIES.

*Frank has sent you
to see come if you can*

*Can't you send
the like as is taking
today looking with
yourself and I hope
you will*



GENERAL VIEW FOOT OF SKANEATELES LAKE
LIVINGSTON, WILLIAMS & HUNT SERIES.

*As I look at this view it brings to
my mind our camping trip which is to occur in the*

1906
*year for this but expect to reach
before that date on the Skaneateles*

POST CARD

Place
Stamp Here
Domestic
One cent
Foreign
Two cents

*Colleges at-
Glen Haven Skaneateles Lake
Hotel just beyond*

Pub F29
Published by Glen Haven Hotel Co., Glen Haven, N. Y.

This side for the Address.

Divided Back Era (1907-1914)

- Congress and U.S. Postal Service permitted divided backs
 - Line separating messages and addresses
 - Messages on left side
 - Address on right side
- Pictures fully covered the front
 - Some had a small border
- Undivided card had hand drawn line to divide it
- Majority printed in Germany
 - Printing from Germany to England and the U.S.
- Real Photo post cards are
- **Can be identified by:**
 - Divided backs
 - Good quality images
 - Printed in Germany
 - Printed in England
 - Printed in U.S.



*Skaneateles Lake, N.Y.
Glen Haven in the distance.*

909,230.



53617 From West Genesee St., Skaneateles, N. Y.

a nice place was there 1 week ago Sunday. Went up Ed
 this is like short time ago. How many baby died Thursday night

Handcolored.



POST CARD

Dear Nettie,
 If you get this
 in time please come
 up Sunday night
 July 28 if not then Aug
 4 certain. Have lots
 of news to tell you. Come
 early. I have 2 new postals
 since you went. We have a
 new one all the time. And
 going to edge water tomorrow

Miss Jeannette Gardner,
 Marcellus,
 N. Y.
 C. H. Ingar
 R. 7 D. #4.

05.41.2



The Outlet, Skaneateles Lake.



Steamboat Landing, Skaneateles, N. Y.

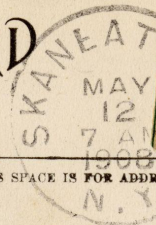


Ped A 36
 H. C. Livingston, Williams & Hunt, Skaneateles, N. Y. and Germany.

PRINTED IN GERMANY

THIS SPACE MAY BE USED FOR CORRESPONDENCE

POST CARD



THIS SPACE IS FOR ADDRESS ONLY.

Miss Martha King,
 Syracuse,
 New York.

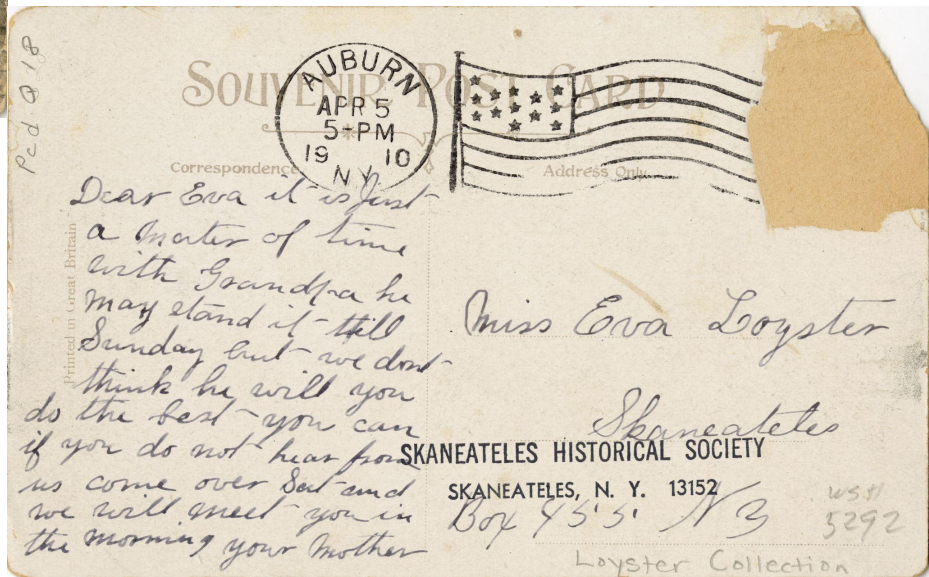
90' Amos Pierce Auto Co.

MB

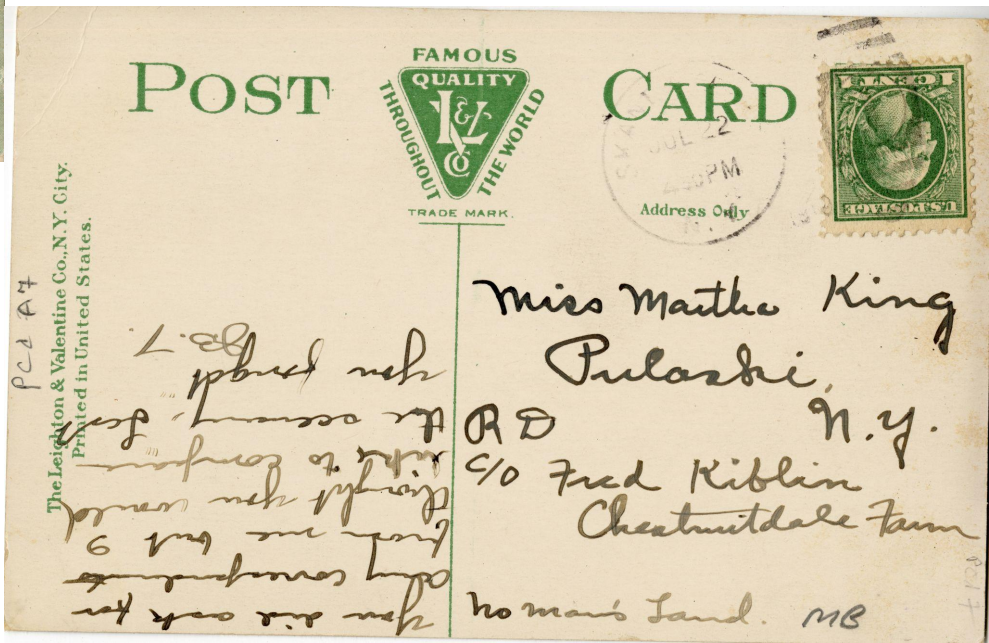
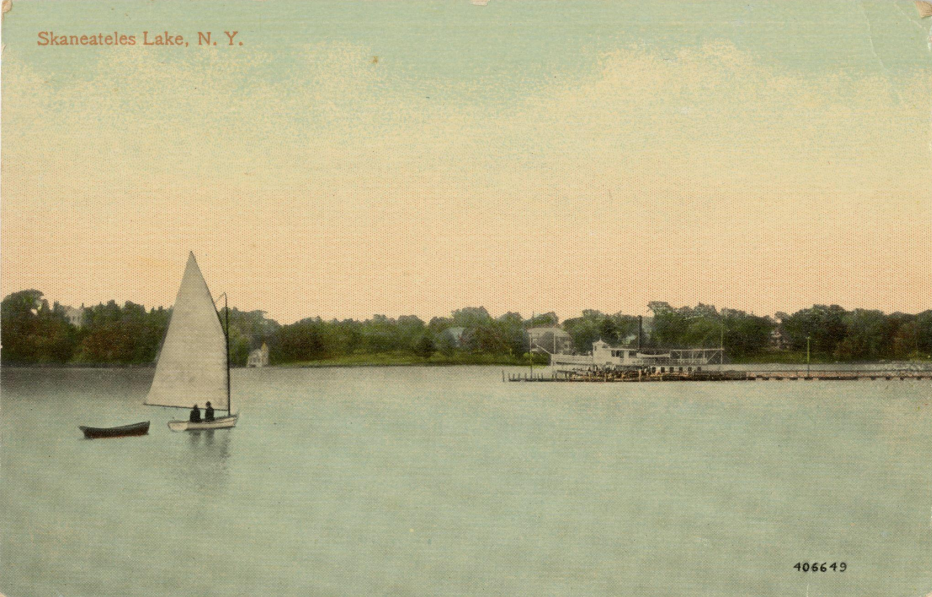
Martha - Carrie told me
 you wanted to see me
 last night I was sorry
 we didn't see you but we
 were put to sleep by you
 making me tired.
 I hope you will
 be here for Skaneateles
 as I have been away
 so much you and I
 go just the same, it
 you don't, may be we
 can go some where in
 the M. A. I have that
 anyway with some
 we ought to go some
 up to the and I could
 take you and how to done



Genesee Street, looking East, Skaneateles, N.Y.



Skaneateles Lake, N. Y.

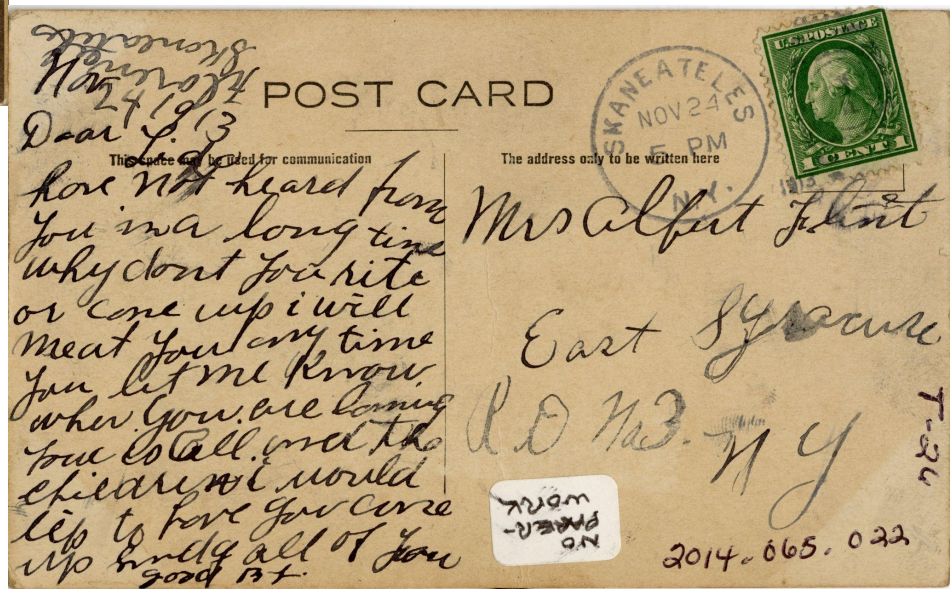


Photos: Skaneateles Historical Society

If you don't soon
come to

SKANEATELES

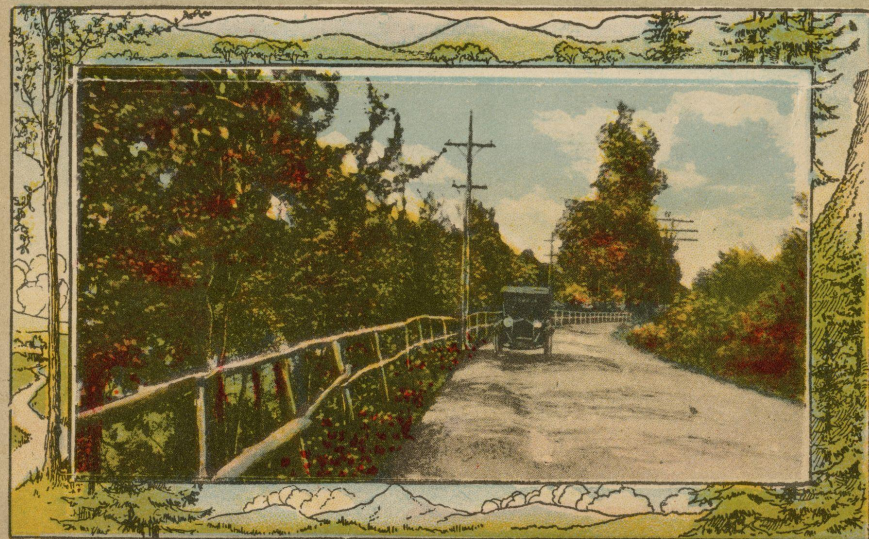
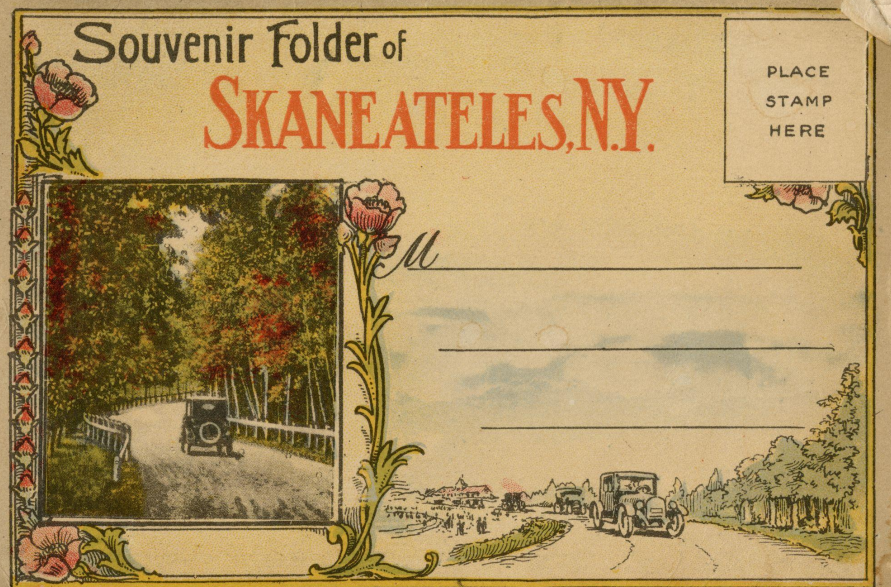
I'll come after you
with an axe



White Border Era (1915-1930)

- Known as “Early Modern”
- Printing moves from England to U.S.
 - High import duties
 - WWI
- U.S. printed post cards
 - Images are poorer quality
 - Dull colors
 - High labor costs
 - Inexperience in fine printing
 - Reprinted images from prior eras
 - White borders around the edge to save on ink
- Publishers out of business
- Loss of popularity
- Post Card Folders
- **Can be identified by:**
 - Divided backs
 - Poor quality images
 - Smooth texture
 - White border





2013.029



BAND STAND AND BOAT LANDING. SKANEATELES N. Y.

Pub. by Wallace-Hahn Drug Co., Skaneateles, N. Y.

PAID A159

THIS SPACE FOR WRITING

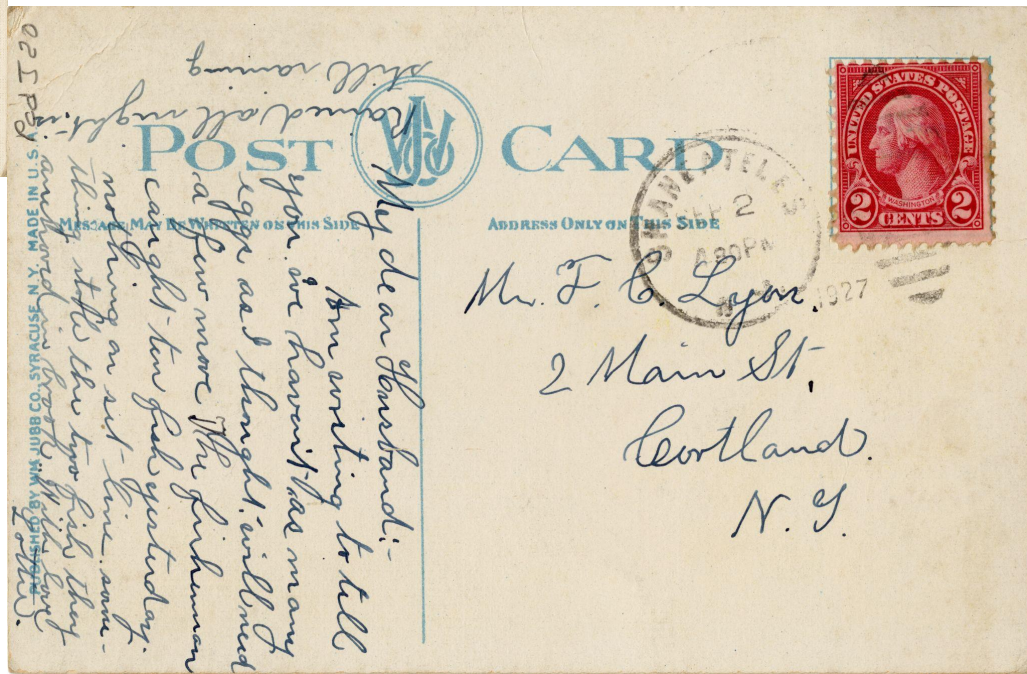
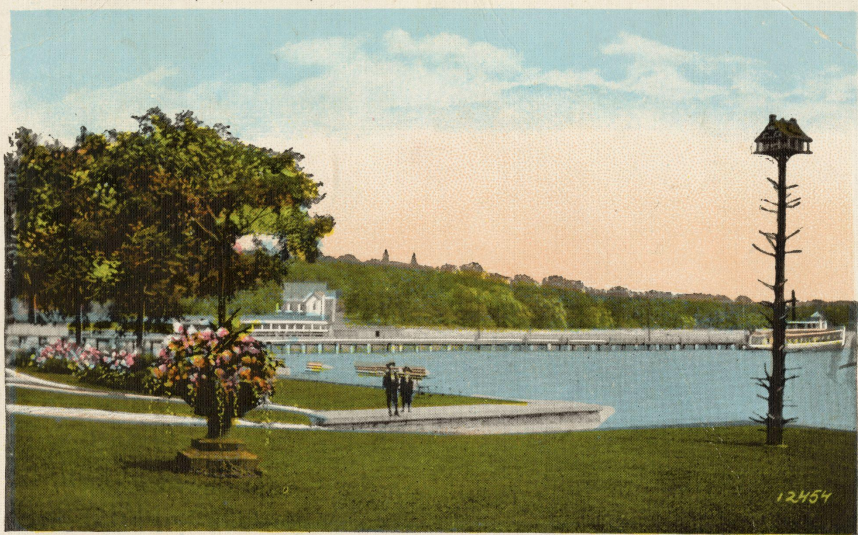
POST CARD

THIS SIDE IS FOR THE ADDRESS

UNITED STATES
AND CANADA
ONE CENT
PLACE
STAMP HERE
FOREIGN
TWO CENTS

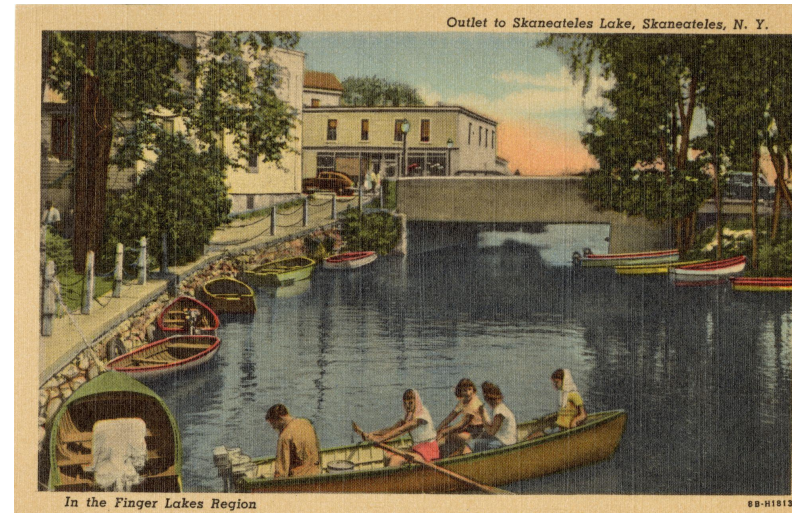
*Hello -
 I've got the ticket
 for to-morrow (Wed)
 We are going to dine
 the food I don't know
 where it is going to be
 must phone back if the
 E. I. Museum can call
 and find by Saline if you
 get off on Saline I'll
 will see you then and
 be down by 7:50 if we
 come by telling I will
 meet you there just
 the same in State
 St.*

The Park, Skaneateles, N. Y.



Linen Era (1930-1945)

- New printing process
 - Created by Curt Teich & Co.
 - Like linen
 - Coarse texture
 - Bright, vivid colors
 - White or tan borders
 - Image extends to edge
- Large-letter
 - “Greetings From”
- Can be identified by:
 - Linen textured feel
 - Divided backs
 - Very bright colors
 - Border or no border
 - Large-letter



9-2318

THIS SPACE FOR WRITING MESSAGES

POST

THIS SPACE FOR WRITING MESSAGES

Dear Ellen: Be all my love
a happy birthday from
meget me left - hope you
will all be safe and happy
she has had no time to see
it. My way we are not making
you and you will get a well
of me time. Love from
Monday mail. Hope everything will be fine
as in the case of the day. Love from
to turn in. Love from me to you. A.
Sue, Mother
A 20 A 20 A 20



Mrs. Howard E. May,
155 East Quincy St.,
Cherry Chase,
Maryland

ST. JAMES EPISCOPAL CHURCH AND SHORELINE OF SKANEATELES LAKE. SKANEATELES, N. Y.



9-2319

BATHING AT THE PARK, SKANEATELES LAKE, NEW YORK



46436



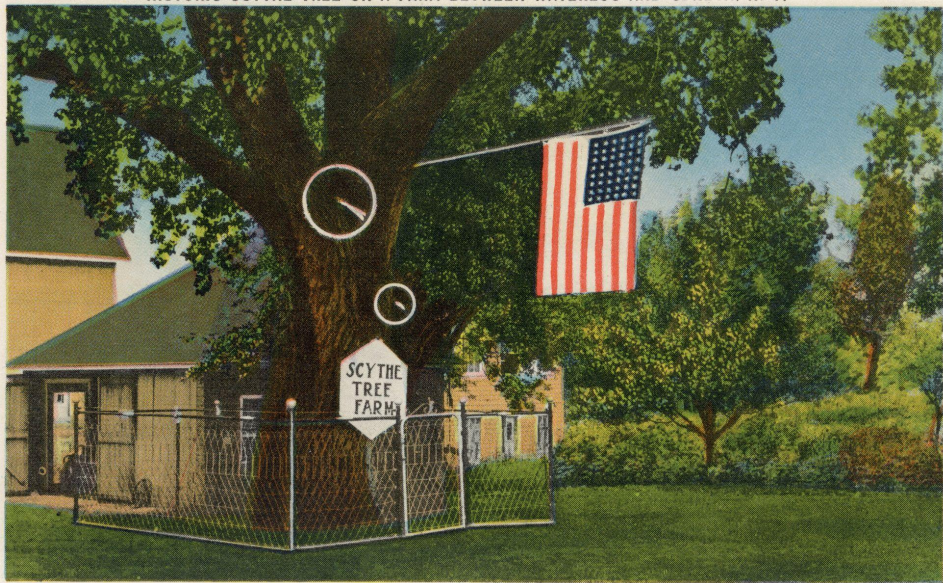
SAILBOATS LINING UP, SAILBOAT REGATTA, VIEW FROM THE COUNTRY CLUB, SKANEATELES LAKE, N. Y.



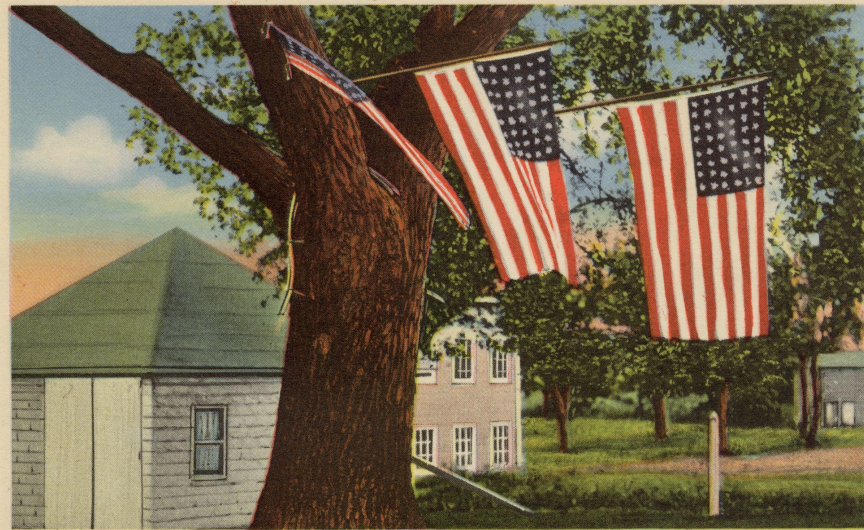
BATHING AT CAYUGA LAKE STATE PARK, SENECA FALLS, N. Y.



HISTORIC SCYTHE TREE ON A FARM BETWEEN WATERLOO AND GENEVA, N. Y.

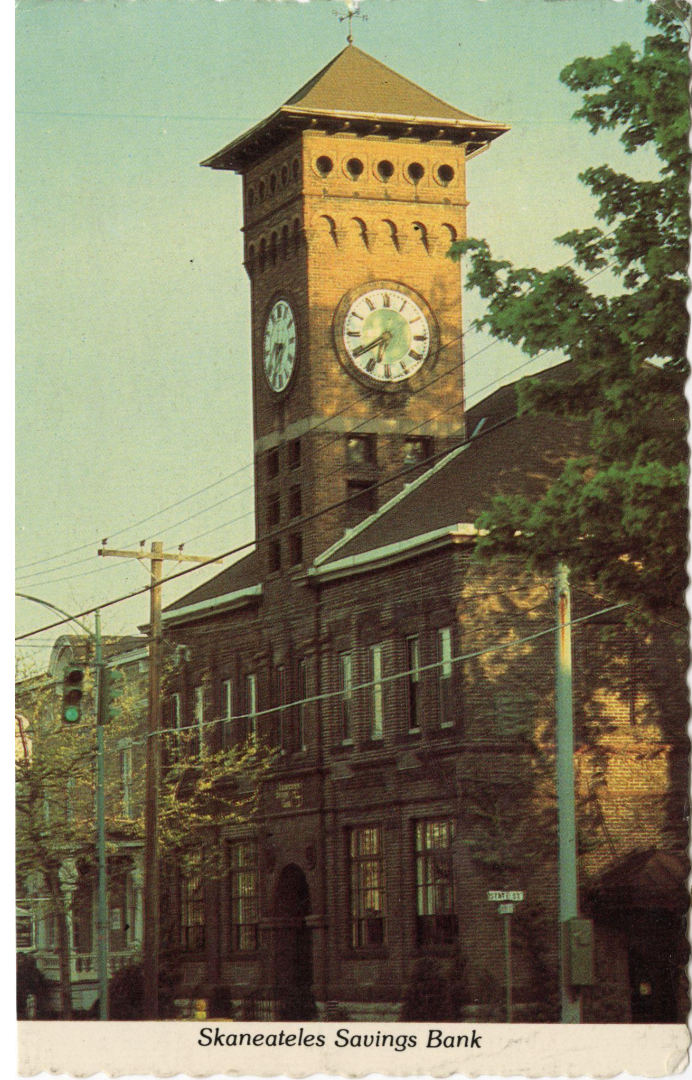


Historic Scythe Tree on a Farm between Waterloo and Geneva, N. Y.



Photochrome Era (1939-present)

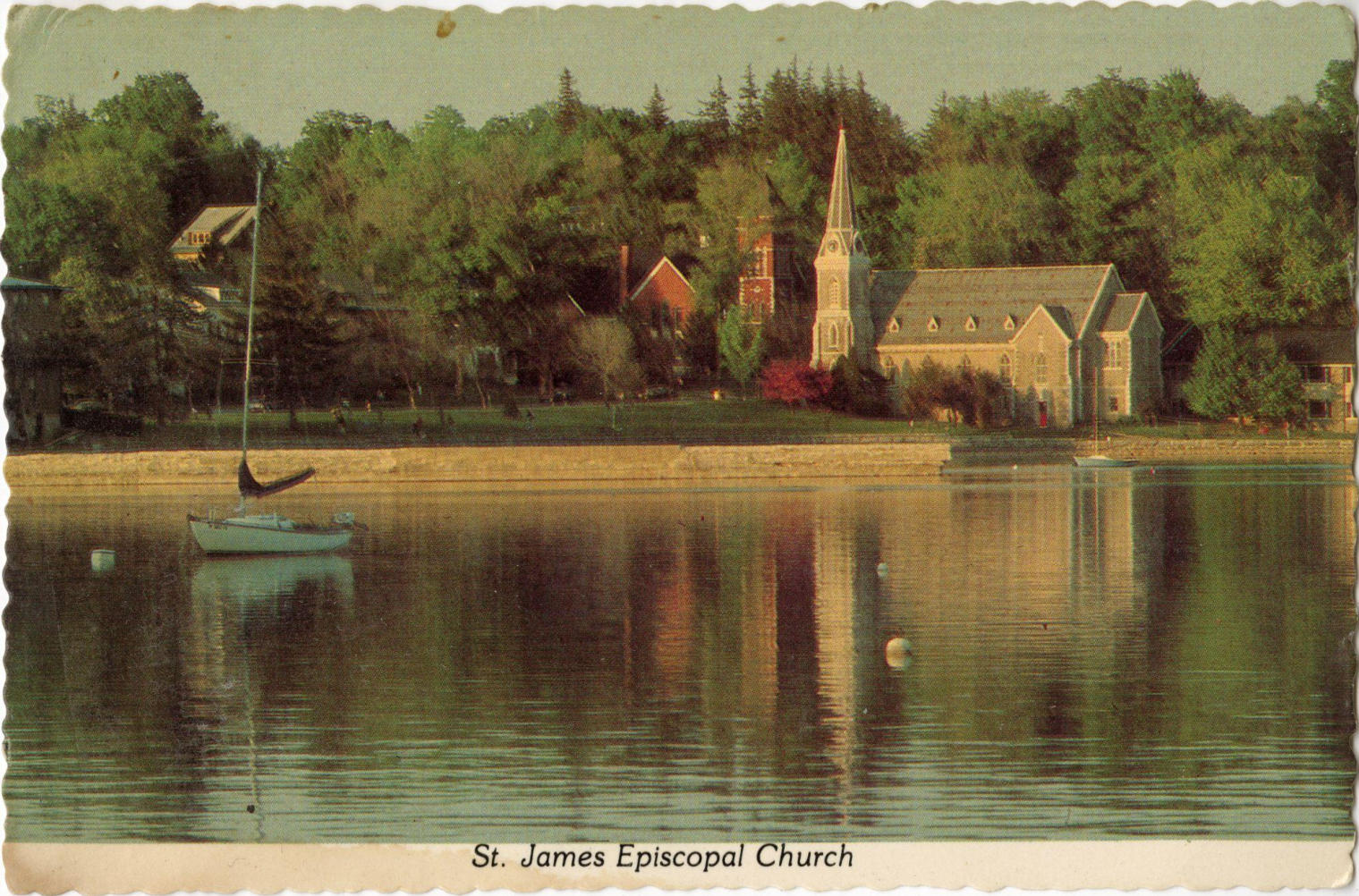
- New photographic process
 - Easy to produce
 - High photographic quality
- Sold by Union Oil Company
- Known as “Photochrom” and “Modern Chromes”
- After WWII production increased
 - Mike Roberts, Dexter Press, Curt Teich, and Plastichrome
- New edge styles and 3D cards created
- Chromes 1940-1970s
 - Gloss finish
 - 3 ½ x 5 ½ inches
 - Rounded corners
- Continentals late 1960s-present
 - 4 x 6 inches
 - Deckled edges
 - Colors look faded
- **Can be identified by:**
 - Glossy/shiny color picture
 - Divided back
 - Edge style(s)
 - Dot pattern



Skaneateles Savings Bank



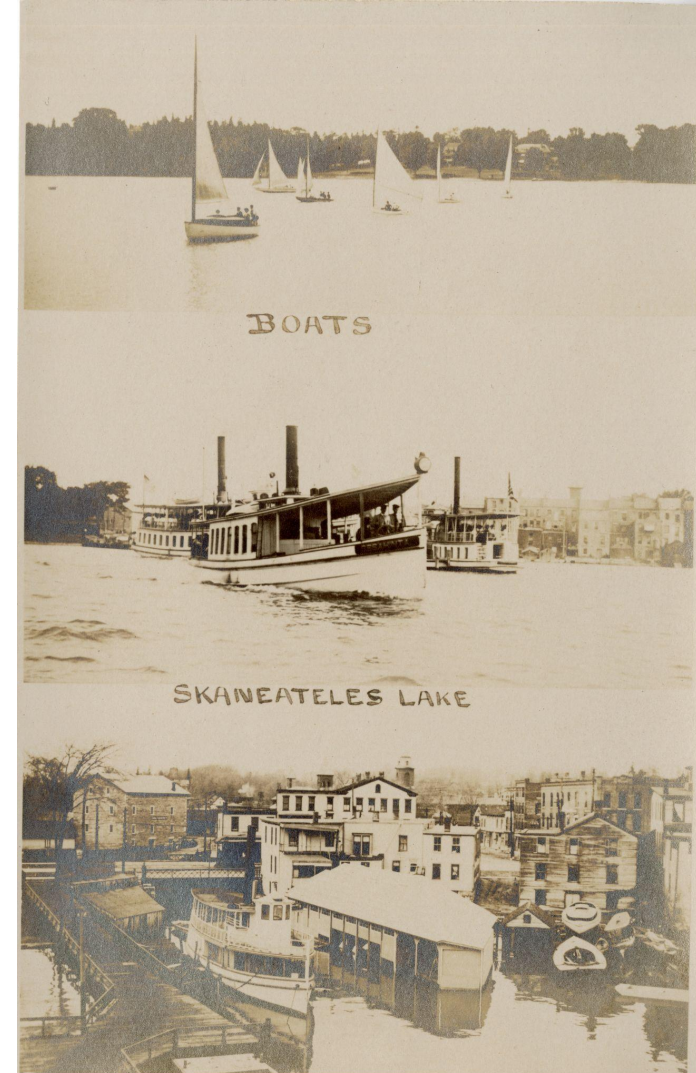
Photos: Skaneateles Historical Society



St. James Episcopal Church

Real Photo Post Cards (1900-1995)

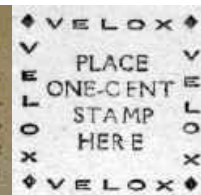
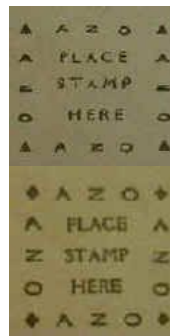
- Kodak sells photo paper with pre-printed postcard back
 - “Post Card”
 - No. 3A Folding Pocket Camera
- Photographs printed on postcard paper
 - Gelatin silver
- Produced during all eras after 1901
- Stamp boxes show marks of the paper manufacturer
 - AZO, EKC, KODAK, KRUXO, VELOX
- Post Card Era (1901-1907)
 - “Post Card”
 - Undivided
 - Blank panel for messages
- Divided Back Era (1907-)
 - Divided
 - Photograph to edges
 - White borders (1915-)
- CMYK color printing process ends real photo postcards
- **Can be identified by:**
 - Quality black and white photograph
 - Great detail
 - Stamp box shows manufacturer
 - No dot pattern
 - Silvering



Real Photo Stamp Boxes

- AZO 1926-1940s Squares in corners
- AZO 1904-1918 4 triangles pointed up
- AZO 1918-1930 2 triangles pointed up, 2 down
- AZO 1907-1909 Diamonds in corners
- CYKO 1904-1920s
- EKC 1939-1950
- VELOX 1907-1914 Diamonds in corners
- VELOX 1901-1914 Squares in corners

- Kodak had Artura, Azo, Aristo, EKC, Solio, Velox
- Ansco had Cyko
- Defender had Argo
- Kilborn had Kruxo





Photos: Skaneateles Historical Society



Photos: Skaneateles Historical Society



Smiths Cove Skaneateles, N.Y.

Penniss

Red 969

POST CARD



CORRESPONDENCE

ADDRESS

Arrived here Sunday
A.M. - Beautiful
country and
weather. Time
for a rest.

M.

Miss Dorothy Johnson
South Street
Avon, Mass





Pd Q37

POST CARD

▲ A Z O ▲
▲ PLACE ▲
= STAMP =

SKANEATELES HISTORICAL SOCIETY

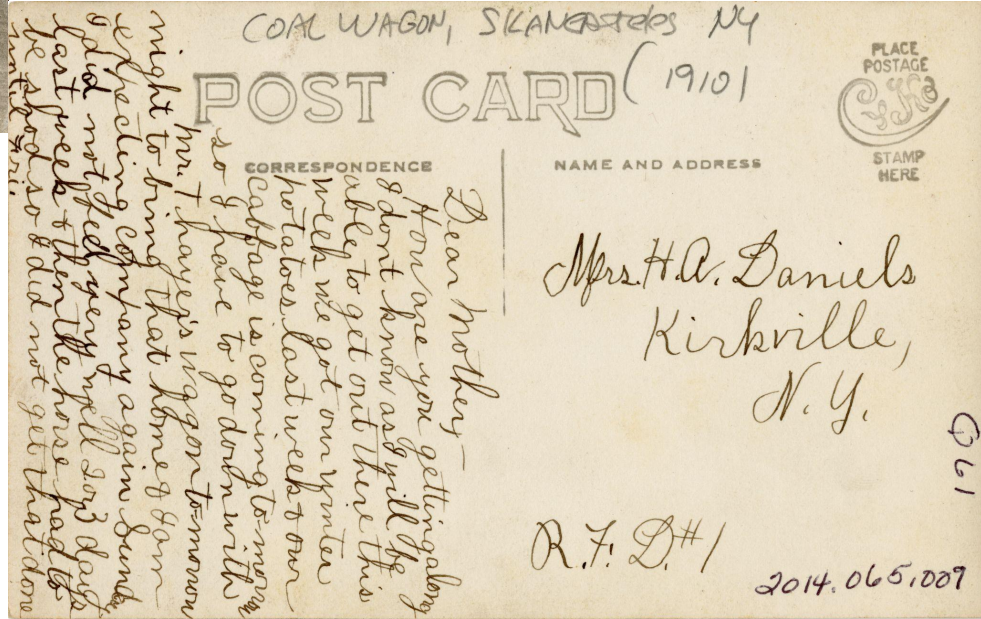
SKANEATELES, N. Y. 13152

NAME AND ADDRESS HERE

CORRESPONDENCE HERE

*You can get an idea
of some of the banks
of snow but this is
after they began to
melt away.*

*Now
Buy the G.P.
state*



If Unsure About The Date

Look at:

- What people are wearing
- Modes of cars, trains, and other transportation
- Buildings (recently built or been demolished)
- Inside the home/building
- Time-related details
 - Stars on the U.S. flag



Postcard Copyright

Published

- **Before 1926** - in public domain
- **Between 1926 and 1977** - without copyright notice = in public domain
- **Between 1926 and 1963** - with copyright notice, but copyright has not been renewed = in public domain
- **Between 1926 and 1963** - published with copyright notice, notice has been renewed = available in public domain 95 years after the publication
- **Between 1964 and 1977** - published with copyright notice, available in public domain 70 years after death of author. If a corporate authorship, it is in public domain 95 years after the publication of date 120 years from when it was created
- **Between 1978 and March 1, 1989** - without initial copyright notice, and without filing copyright notice within 5 years = in public domain
- **Between 1978 and March 1, 1989** - without initial copyright notice, but copyright notice was filed after publication and within 5 years = in public domain 70 years after death of author. If a corporate authorship, it is in public domain 95 years after the publication or 120 years from when it was first created
- **Between 1978 and March 1, 1989** - with copyright notice = in public domain 70 years after the death of author. If corporate authorship, it is in public domain 95 years after the publication or 120 years from when it was first created
- **After March 1, 1989** - without copyright notice = in public domain 70 years after death of author. If corporate authorship, it is in public domain 95 years after the publication or 120 years from when it was first created

Clift Notes Version

- **Before 1926 = public domain**
 - Pioneer
 - Private Mailing Card
 - Undivided Back
 - Divided Back
 - Some White Border
 - Some Real Photos
- **1926 - 1977 no copyright notice = public domain**

Wrap Up

Be sure to look at

- Format and layout
- Features
- Postmark and postage stamp

Keep in Mind

- Postcards produced in an era can also be produced in a more recent era

Use this in case you can overwhelmed, use this to help compile information and make a decision »→

Era: Private Mailing Card/Real Photo/Undivided Back/Divided Back/White Border/Linen/Chrome

City: Skaneateles

State: New York (NY)

County: Onondaga

Artist:

Publisher:

Postmark: yyyy-mm-dd

PM City: Skaneateles

PM State: NY

Stamp: 2c/1c/3c

Size: 3.5" x 5.75" (9 x 15 cm.)

Sources

- [How to Estimate the Age of a Vintage Postcard](#)
- [Identifying the Age of Postcards](#)
- [How Old is That Postcard](#)
- [Postcard History](#)
- [Postcard History](#)
- [Tips for determining when a U.S. postcard was published](#)
- [Post Card History and Dating Methods](#)
- [A Short History of Picture Postcards in the United States](#)
- [How to Identify and Date Real Photo Vintage Postcards](#)
- [Metropostcard.com](#)
 - [Guide to Real Photo Postcards](#)
 - [Pioneer Cards 1873-1897](#)
 - [Birth of the Golden Age 1898-1906](#)
 - [The Peak and Decline of the Golden Age 1907-1913](#)
 - [Post Cards Between the Wars 1914-1945](#)
 - [Modern 'Chrome Postcards 1946-1976](#)
 - [Guide to Copyright Term in US for Postcards](#)
- [Real Photo Postcard Stamp Boxes](#)
- [Real Photo Postcard Stamp Backs](#)
- [Tips on Dating Your Antique Postcards: Eras](#)
- [The Ultimate Guide to Vintage Postcards](#)
- [Vintage Linen Postcards](#)
- [Postcard Identification](#)
- [How to Identify a Real Photo Post Card](#)
-