



Deerpark Diary

Town of Deerpark 1863 Schoolhouse

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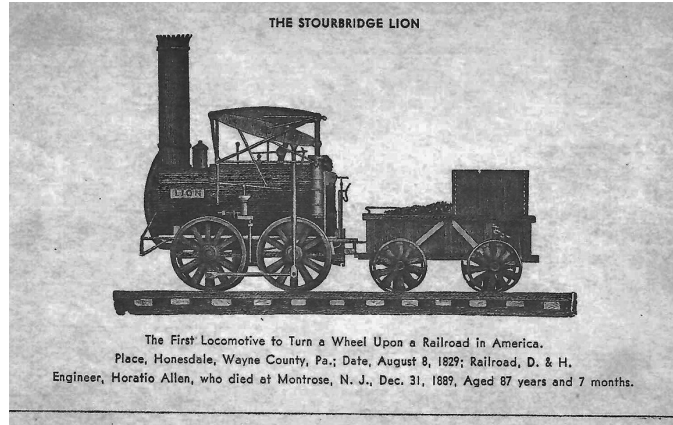
No. 1

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Introduction to Postcards

We hope you will enjoy this trip through postcard history. Today, most cards are colorful photographs of special places we are visiting. However depending on the location, different kinds of cards for specific occasions are available. "View" cards reference buildings, streets, towns or significant places. "Historical" cards commemorate special events. "Art" cards depict special interests and are usually artist created. "Greeting" cards are sent for holidays and special occasions. Some cards are created by individuals for a limited audience. The variety of postcards is boundless.

The local history postcards depicted in this issue of *Deerpark Diary* are in the Town of Deerpark Museum collection.



Historic Postcard

History of Postcard

Postcards are historically important documents. They are primary sources for research by historians and genealogists. They give insight into the physical and social world of a particular time.

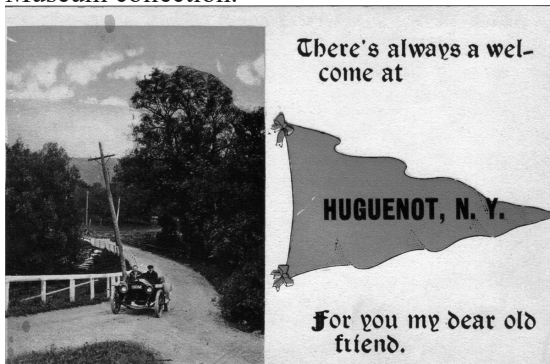
The first postcard was created by a French engraver in 1777. It was a sheet of cards to be sent among the upper class. This method of communication didn't last long because the correspondents knew that their servants would read the messages and that was an invasion of their privacy.

It was almost one hundred years later that the concept of individual postcards as we know it today was invented by Dr. Heinrich von

Stephan in Prussia in 1865. However it was rejected again, until four years later, in 1869, when soldiers in the Franco-Prussian War could send messages home easily and cheaply.

In 1889, the use of postcards became common place in Europe, because of the Exposition Universelle using cards about the unveiling of the Eiffel Tower. Here in America, in 1893, postcards about the Chicago World's Fair made the use of postcards popular. Since that time many people and organizations have created extensive postcard collections.

The New York State Library Postcard collection comprises over ten thousand postcards of New York. The dates for this collection range from the late 19th century to the present. These cards represent well-known landmarks, buildings, monuments and tourist destinations as well as a representation of the social life in New York State during the past century. This collection is arranged alphabetically by county and then by locality. There are also some special categories from particular regions or events. Some of the cards have messages, stamps and cancellation dates making them excellent for research.

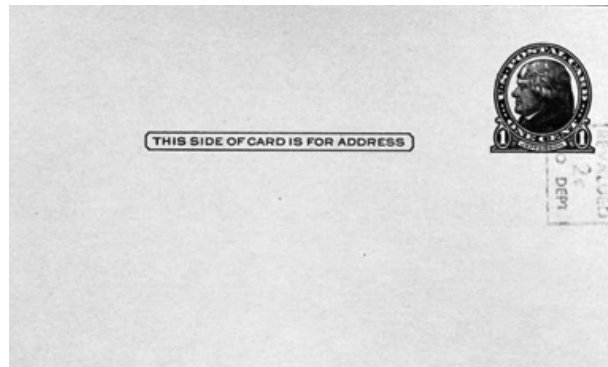


Vacation Postcard

Postcard Eras

Prior to 1898

Prior to 1898 only the U.S. Post Office could manufacture postcards—blank on one side for the message and printed postage on the other side with space for a mailing address. It was known as the Penny Postcard.



Penny Postcard

Private Mailing Cards (1898-1901)

In 1898, Congress authorized the use of manufactured cards—called Private Mailing Cards. One side was reserved for the address; the other side could contain printed or written matter.

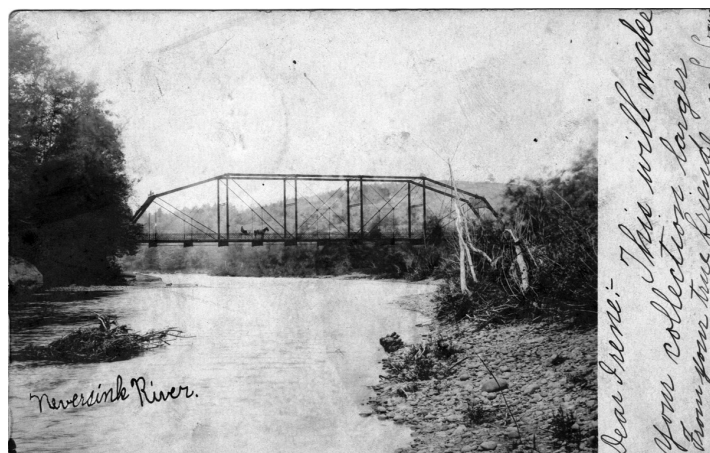


*Greeting
Private Mailing
Card*

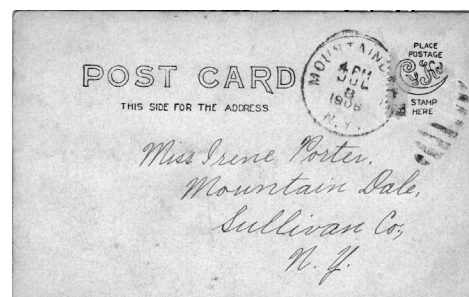
Undivided Back (1901-1907)

In 1901 manufacturers of private mailing cards were allowed to use the term “Postcard”. Some white space was added to pictures for a written message.

*Neversink River Bridge
Cuddebackville*

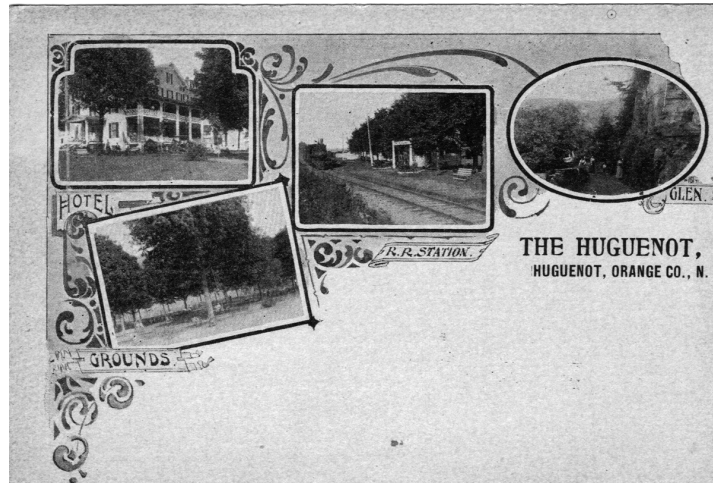


Address on Back of Card



Divided Back (1907-1915)

In 1907, postal regulations permitted postcards with divided backs. The left side was used for a message and the recipients address was written on the right side. Most postcards were printed in Germany, which was ahead of the United States in the lithographic processes. World War I shut down this trade so that postcards had to be produced domestically.



*Advertisement
Postcard*

White Border Era (1915-1930)

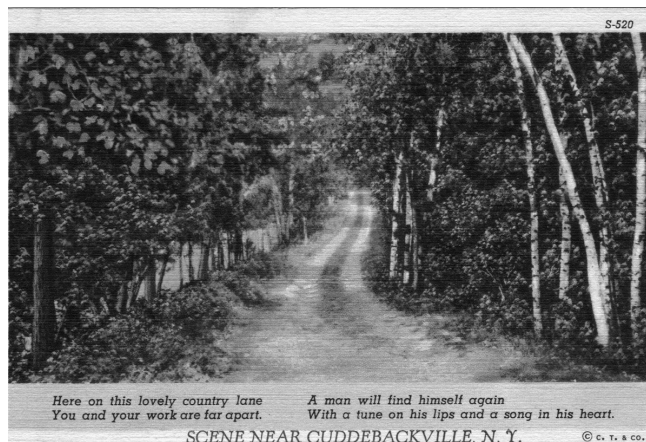
U. S. Publishers tried to fill the void left when European printers were forced out of the American market by high import duties and the ravages of war. It was a time of poor quality cards because of inexperience in the art of fine printing. To save ink, a border was left around the view.



*Westbrookville
Train Station
Postcard*

Linen Era (1930-1945)

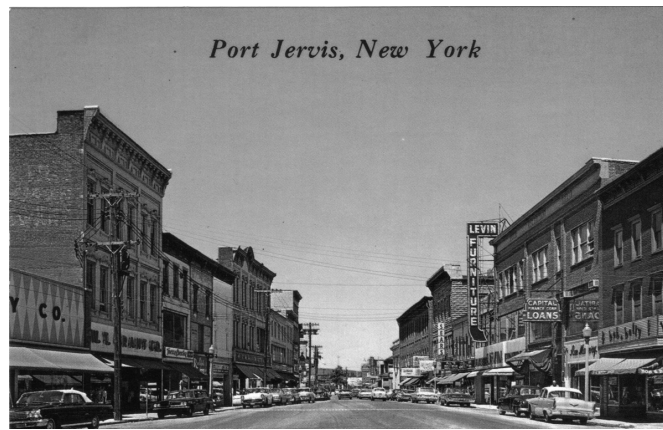
New technical processes allowed printing on high-rag content paper. Gaudy dyes created colorful postcards which were mass produced on fiber board that had a linen-like texture.



*The original has
bright, gaudy
colors.*

**Photochrome
(1945-Present)**

A new type of photographic production process called "Photochrome" allowed post cards to be produced with high photographic quality. More importantly the images were in true living color. Descriptive information about the view is generally found on the back of the card instead of the front.

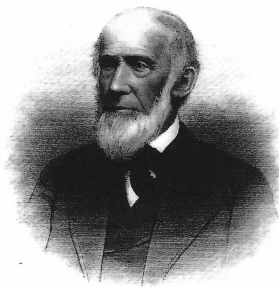


*Port Jervis
Photochrome
Postcard
ca. 1950*

Other Genres



What's New



John W. Lewis

Historic Art Work Postcards

**Frank Salvati Presents
"Oquaga" Indian Life
Sunday, June 26, 2022**

At 3:00pm on Sunday, June 26, 2022, the Town of Deerpark Museum, 25 Grange Road, Huguenot, New York will feature a lecture by Frank Salvati, a popular local historian and speaker about early Native Americans, their history and culture.

Salvati will offer a presentation about Oquaga during the American Revolution. Oquaga was a cosmopolitan melting pot of various Indian tribes, factions, religions and political loyalties. It was located on both sides of the Susquehanna River near present-day Windsor, New York. Joseph Brant used Oquaga as a base for his two raids on the Upper and Lower Neighborhoods in the present-day Town of Deerpark, as well as his other raids on New York and Pennsylvanian frontier communities.



Salvati will also share the history of his fine collection of Indian artifacts which will be on display. The collections include tomahawks, moccasins, war clubs, shields, knives, a bow case and quiver.

This free program is made possible by funding from the Deerpark Heritage Fund. For additional information please call 845-856-2702 or 845-754-8070.



Holiday Postcards