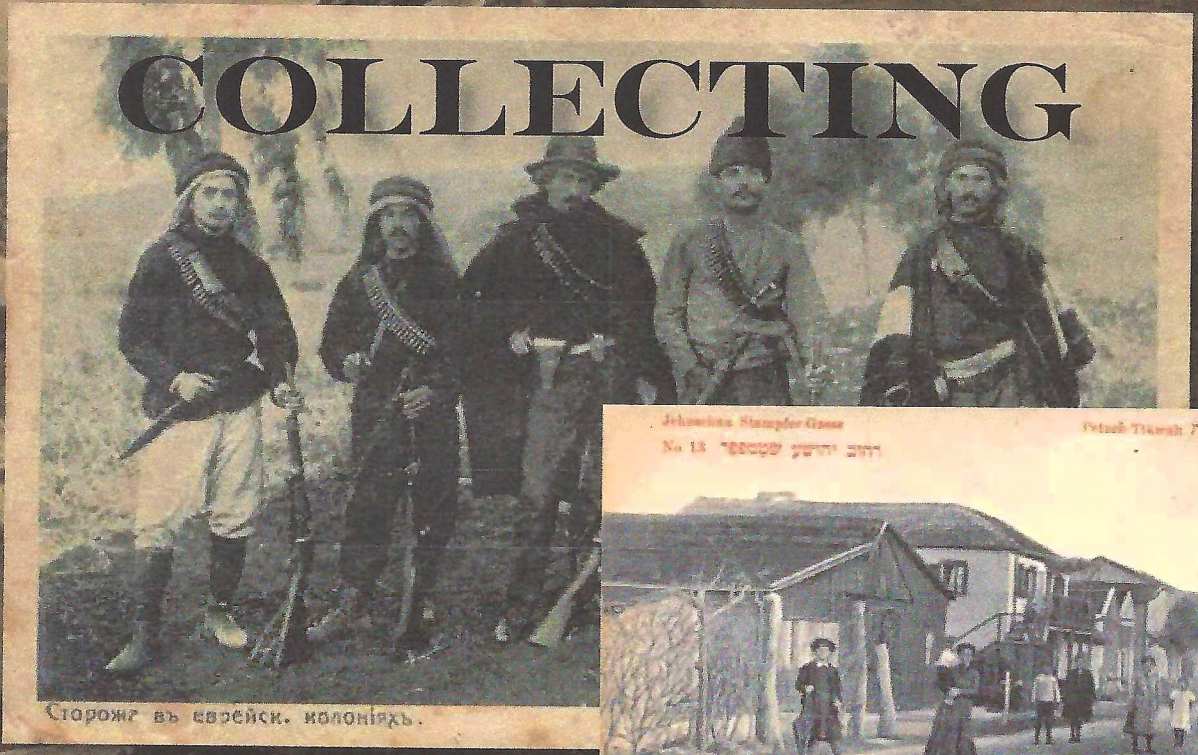
The Israel Philatelist

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HOLY LAND PICTURE POSTCARD COLLECTING





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THE IMPORTANCE OF PICTURE POSTCARD COLLECTING FOR STAMP COLLECTORS

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MOST PEOPLE WHO ARE STAMP COLLECTORS COLLECT MINT OR USED STAMPS. Some collect postal history which focuses on a study of rates, routes, markings and usages. In recent years, many have embraced thematic and topical collecting. There are also those who collect postcards – not for the postal rate or stamp usage but for the picture or message found on the postcard.

I. Why Do I Collect Picture Postcards and How Does It Relate to Stamp Collecting?

One of the many areas I collect is the postal history of the Jewish agricultural settlements in the Holy Land during the late 19th/early 20th century. My collection includes not only covers but correspondence, picture postcards, historical documents and other ephemera related to each of the settlements. The picture postcards I have were published in Germany and in the Holy Land over 100 years ago. They help the postal history come alive. They take me back visually to places where the settlers endured extreme hardship to establish and maintain lives in the Holy Land during the Ottoman era.



Exhibit 1: "Watchmen from the Jewish Colonies" *circa 1910, Lebanon Society Publisher – Moscow*



Exhibit 2: Wilhelm Gross Publisher, Jaffa and Jerusalem, circa 1900, Kutzner & Berger Berlin – printer



Exhibit 3: Yehoshua Stampfer Street – Petach Tikvah, Shishah HaLevi – Publisher – Petach Tikvah circa 1914

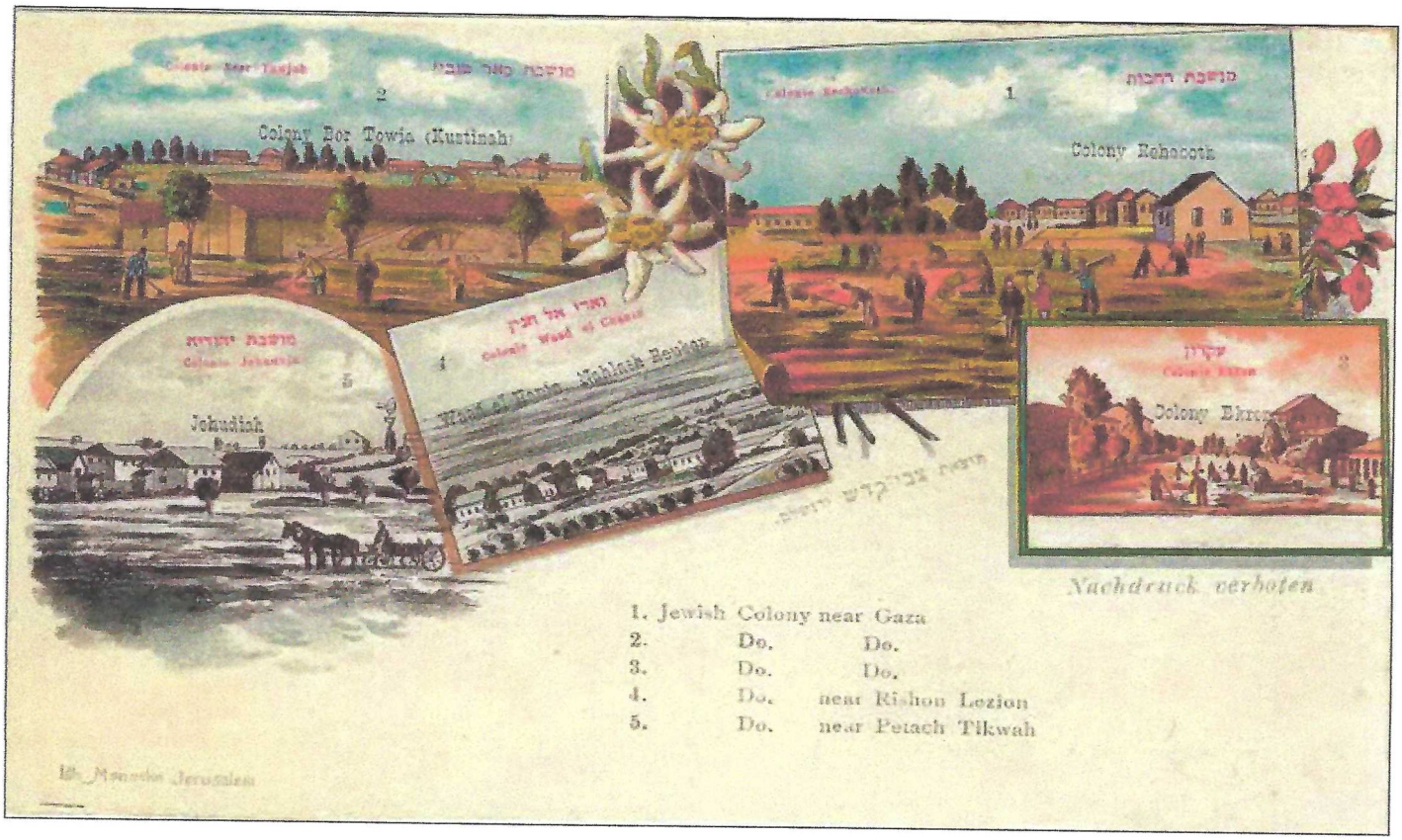


Exhibit 4: Composite of Various Colonies – Monsohn Publisher, Jerusalem, Circa 1900

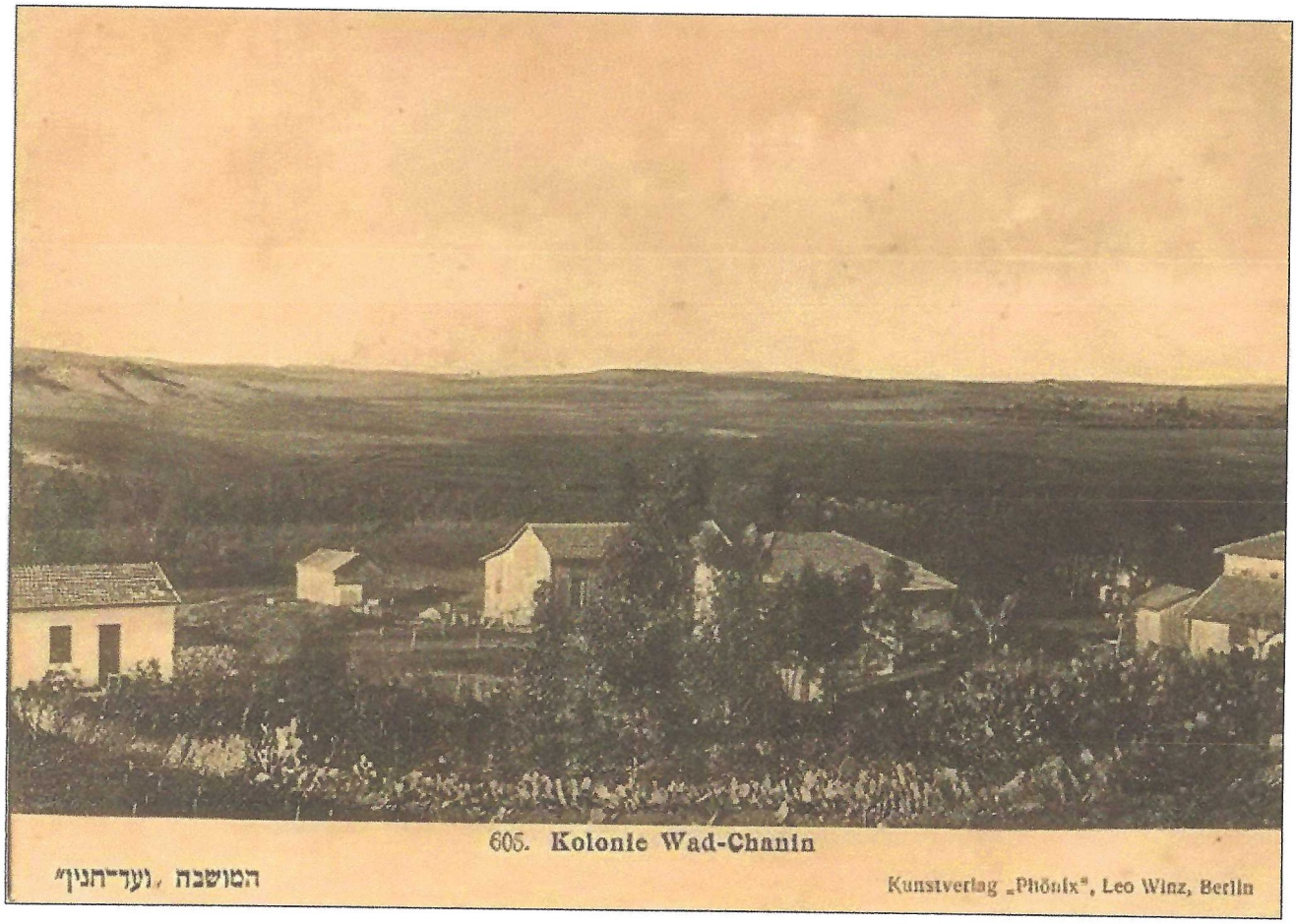


Exhibit 5: Colony Wadi-el-Chanin (Nes Ziona) – Leo Winz, Phonix Art Institute, Berlin, circa 1912



Exhibit 6: Yesod Ha Ma'ala – Taubenhaus Publisher, Safed, 1912



Exhibit 7: Colony Composite – Dr. Heinrich Loewe Publisher, Jaffa, circa 1901



Exhibit 8: Be'er Tuvia – Y. Ben Dov Publisher, Jerusalem, circa 1912

In this issue of the *Israel Philatelist,* I also wrote about my 2025 webinar on the "Legacy of the Carmel Wineries". I used many postcards to show the Winemaking process and the two settlements in which the wineries were located.

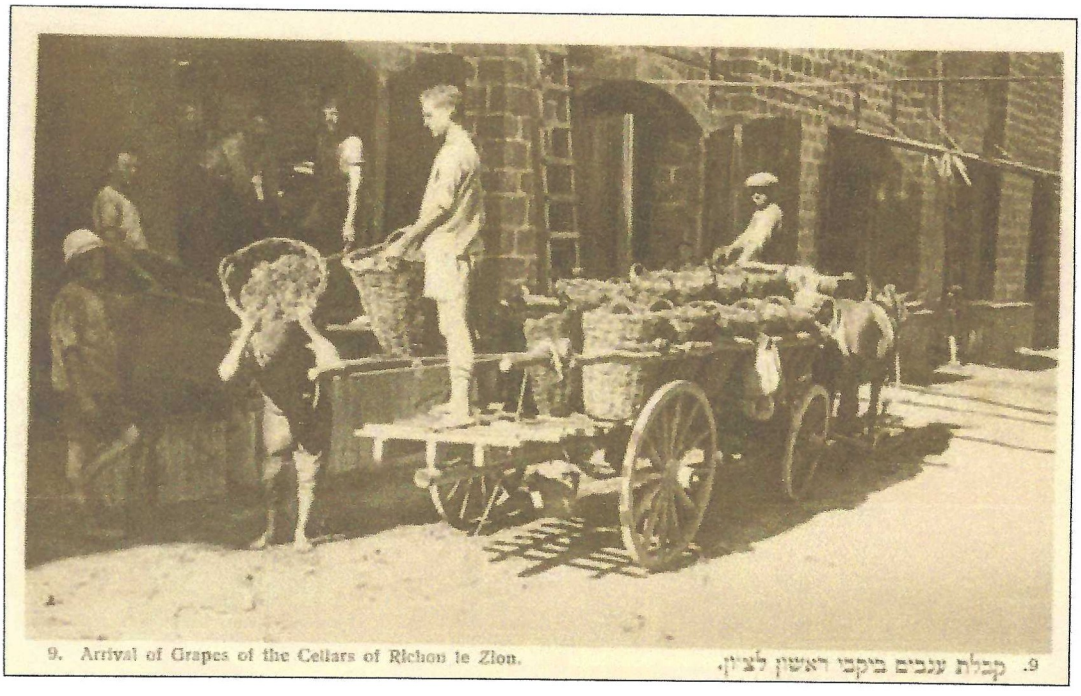


Exhibit 9: Societe Cooperative Vigneronne – Rishon Winery – Arrival of Harvest



Exhibit 10: Rishon Winery – Fermentation Completed



Exhibit 11: Rishon Winery – Loading and Delivery



Exhibit 12: Postcard booklet with photos published by the Société Coopérative Vigneronne (Winegrowers Society) between 1900–1918

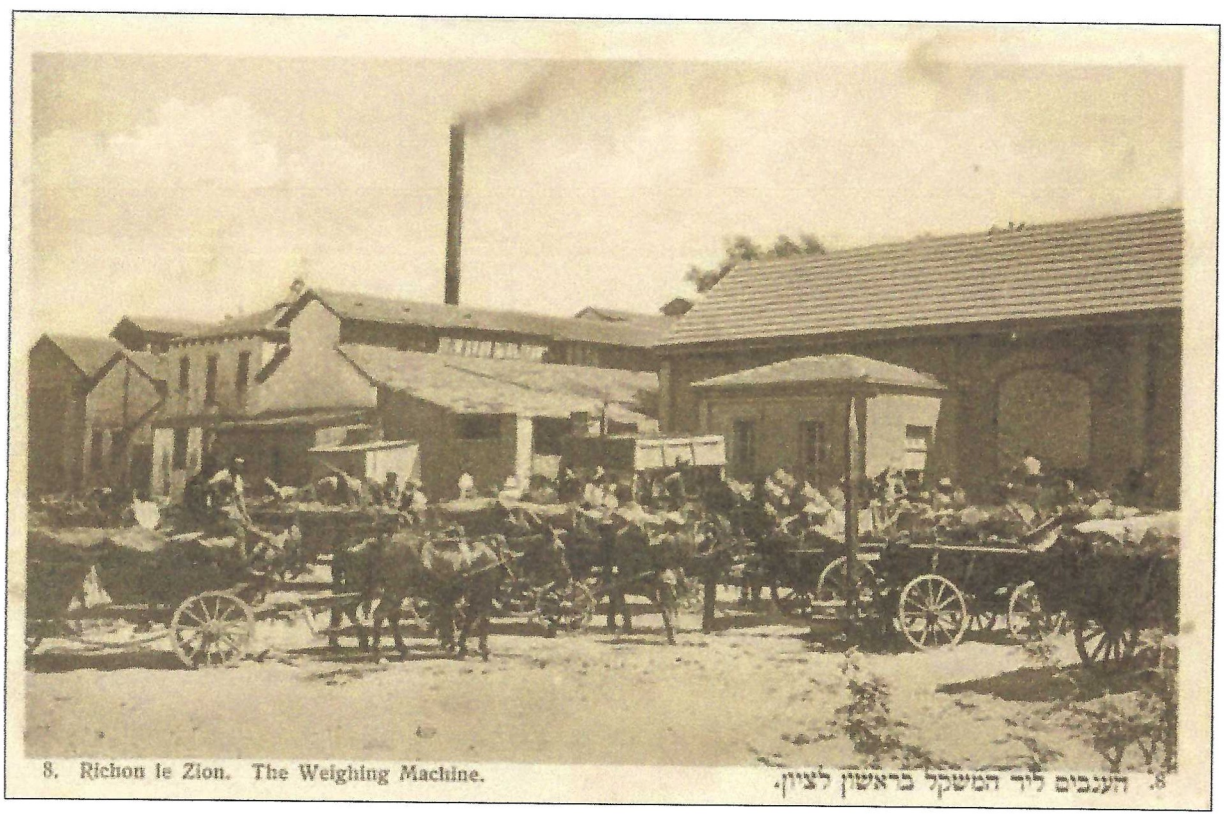
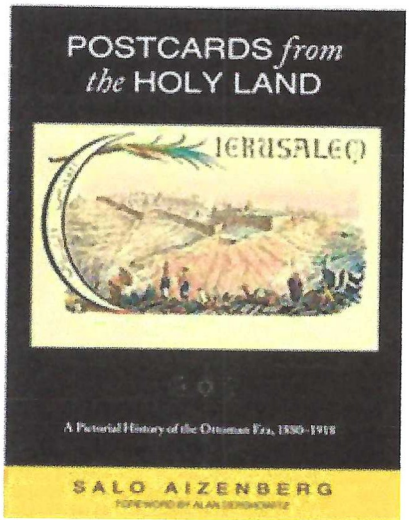


Exhibit 13: The Weighing of the Harvest

I became interested in postcard collecting years ago to enhance my postal history collections and my knowledge of various subjects about Judaica and the Holy Land. I was thrilled to buy and read the extraordinary book published in 2010 by the Society of Israel Philatelists. *Postcards from the Holy Land* by Salo Aizenberg is a unique book which offers a detailed history of the Holy Land (Israel / Palestine) during the late Ottoman era using original picture postcards as a guide. This 385 page, 8½" × 11" all-color book features over 400 stunning images from the 1880-1918 period.



To assist me with my collecting, I have made use of the outstanding resource the Alexander Museum of Postal History and Philately in Israel-alexandercollection.org. For over 50 years before his death, Zvi Alexander worked diligently to build this very significant collection of Holy Land postal history. The collection's importance derives from its enormous scope, the length of the historical period it covers and its unique concentration of rare and significant items. One can search the museum website under the heading "browse the collection" to find the "picture postcards" drop-down menu.



Exhibit 15: Alexander Collection Website – Picture Postcards



Exhibit 16: Alexander Collection Website – Dropdown menu for Picture postcards

I was also blessed to meet Ralph Perry, an outstanding Holy Land collector, who sadly passed away in late 2024. Ralph taught me much about postcard collecting and how it complemented stamp collecting. He readily shared his knowledge about various aspects of deltiology – the study and collection of postcards. He also spoke of the legendary David Pearlman whom I met indirectly through Ralph and who passed away in London in 2022 before I was able to meet him.

The relationship with Ralph ultimately lead me to Professor Dani Schrire in Israel. Professor Schrire is the director of the Folklore Research Center at the Hebrew University in Israel and is in charge of the David Pearlman collection of approximately 200,000 postcards (as well as other postcard collections including the Josef and Margit Hoffmann Judaica collection and the Ralph Perry Palestine collection of 7,000 and 3,000 cards respectively). The Folklore Research Center is attempting to assemble as much knowledge on postcards and postcard collecting of and by Jews, of Palestine and of Israel. I have deeply appreciated my dealings with the professor and his team and hope that he will contribute one or more articles in future to the *Israel Philatelist* about his studies and the work of the Folklore Research Center.

II. Use of Picture Postcards in Seminars, Webinars and Exhibiting

As I began to give presentations and write articles on philatelic subjects, I began to use postcards and other ephemera to enhance the relevance of the subject matter for viewers. I showed postcard pictures and photos of individuals, places and events. Once the pandemic occurred in 2020, I used the webinar format in virtual meetings to discuss topics which included material that was once considered non-philatelic.

As I judged philatelic exhibitions in Canada and the United States, I saw more and more postcard exhibits and display/open class exhibits which used postcards to tell their stories. I relied on the criteria published by the American Philatelic Society in the 7th edition of *The Manual for Philatelic Judging and Exhibiting* https://stamps.org/Portals/0/Judging-Manual_1.pdf.

The Fédération Internationale de Philatélie (FIP) has also issued special regulations and guidelines for judging picture postcard exhibits https://www.f-i-p.ch/wp-content/uploads/FIP-PP-Special-Regulations-2018.pdf. https://www.f-i-p.ch/wp-content/uploads/FIP-PP-Guidelines-2018.pdf

These criteria require exhibitors to demonstrate knowledge about the production of the postcard, including the publisher, photographer, printer, production process, type of postcard and the number of postcards printed in one or more series.

III. The SIP and the Promotion of Holy Land Deltiology

I am encouraging the SIP to publish and provide more access to information about Holy Land deltiology. On March 23, 2025, Yoram Lubianker presented an outstanding webinar on "The Eliyahu Brothers Postcards".



Exhibit 17: Mishmar Hayarden – Eliahu Brothers

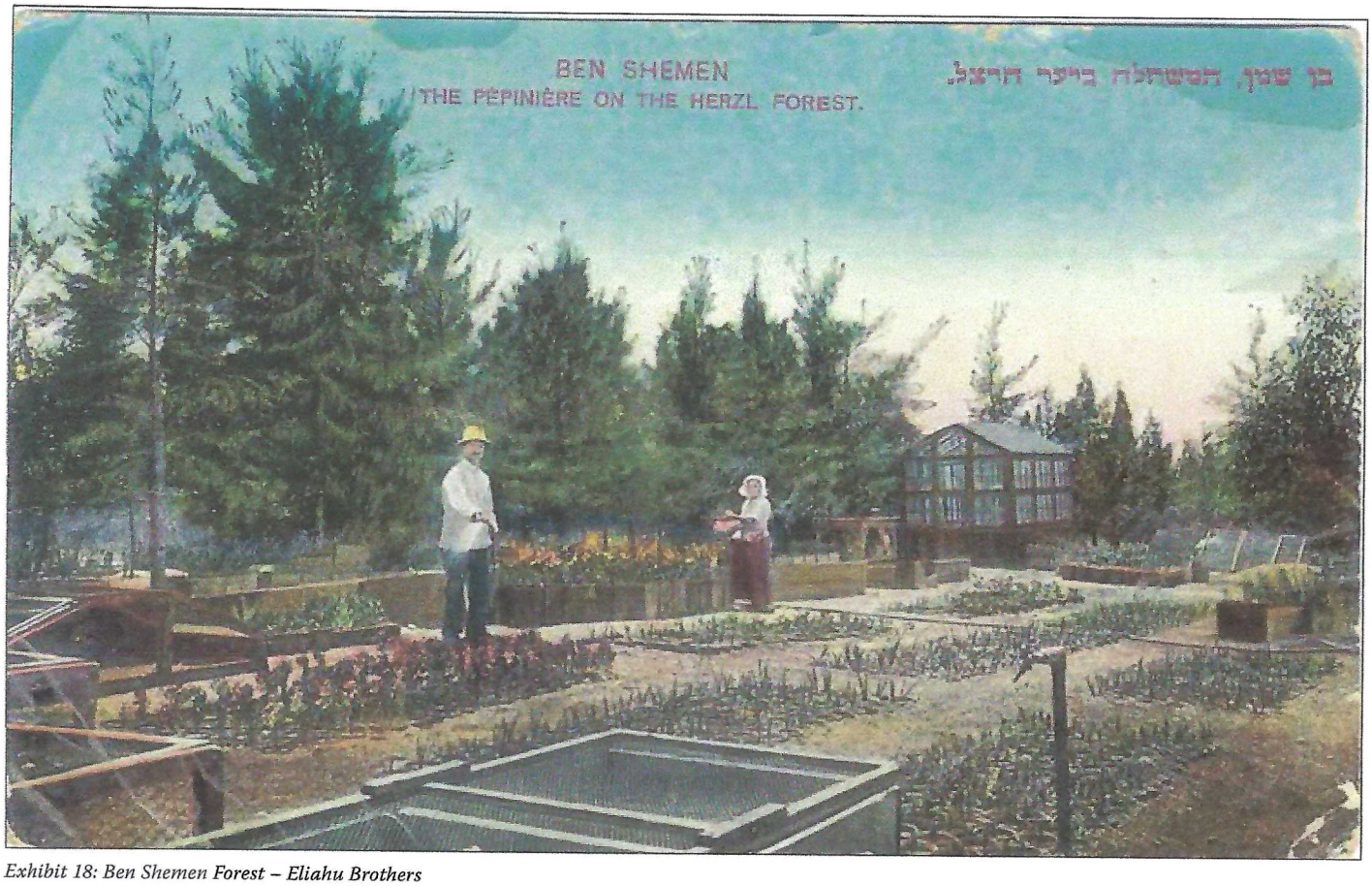


Exhibit 18: Ben Shemen Forest – Eliahu Brothers

It is hoped that others will do such presentations and write articles for the *Israel Philatelist*. For example, there will be an article in a future issue of the *Israel Philatelist* on the Ruchimovich Palestine Moderne postcard series. This was written by Pnina Vit, an Israeli who is the granddaughter of Mr. Ruchimovich.



Exhibit 19: View of the Colony Rosch Pinah taken from Mt Canaan, *B. Rachimovich-Edition de la Palestine Moderne, Publisher, Jaffa 1909*

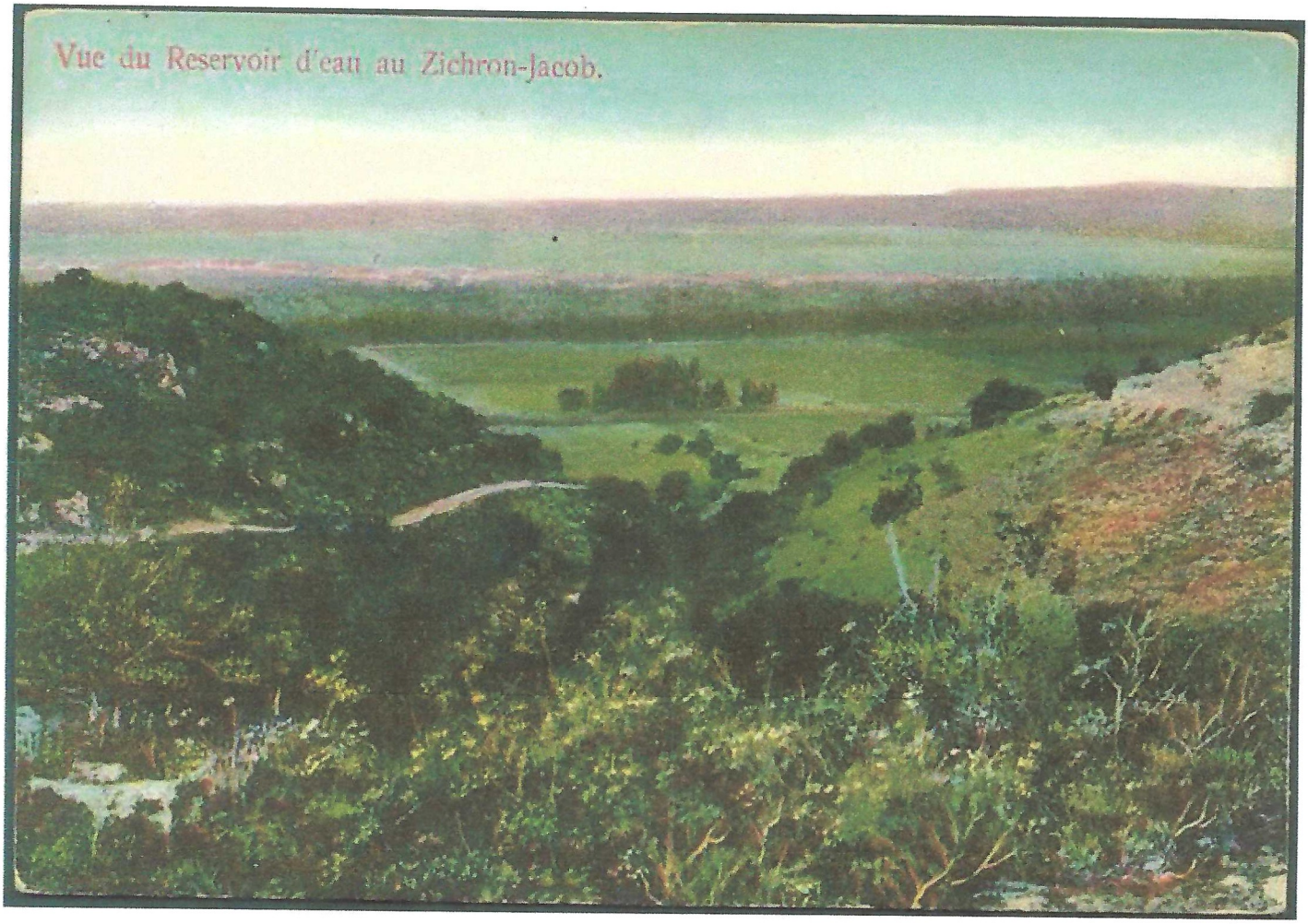


Exhibit 20: View from the Water Reservoir of Zichron Yaakov – B. Rachimovich – Edition de la Palestine Moderne – Publisher Jaffa 1909

IV. Some Other Sources on Deltiology and the Holy Land Other Than Those Listed Above

- On the website of the Israel 75 philatelic academy, israel75.org.il, there is an outstanding postcard exhibit by Hadi Orr, *Hotels in Palestine During the Ottoman Era* https://israel75.org.il/ex-hadi-orr/ and an excellent lecture by Professor Shalom Sabar on *The Story of Early Jewish Postcards*
- Ralph Perry, *Use of Deltiology to Detect Postal History Forgeries,* Holy Land Postal History, Volumes 113-114, pages 432-437
- Dani Schrire, *Postcards of the Holy Land: kaleidoscopic heritage offered by a modern global object*, International Journal of Heritage Studies, Volume 29, issue 5 (2023)

V. Some Other Sources Regarding Exhibiting Picture Postcards

There are books and articles about exhibiting postcards. These include: Barb Harrison and Tim Bartsche, *How To Present a Picture Postcard (PPC) Exhibit* http://www.midwestphilatelicsociety.com/content/exhibits/ResourceCD/AAPE/How to Prepare a Picture Postcard Exhibit.pdf

American Philatelic Society, (Bill Schultz and Phil Stager) https://stamps.org/Portals/0/Collecting and Exhibiting Picture Postcards 1.pdf

Seija-Ritta Laakso, *Collecting and Exhibiting Picture Postcards,* Amazon.com

David Piercey, *Let's Talk Exhibiting.* The Royal Philatelic Society of Canada 2022

There is a three-part course put on by Dawn Hamann of the American Topical Association (americantopical.org) – *Why Postcards Matter, Steps to Telling Your Story and Resources for Collecting and Documenting Your Postcards.* ■