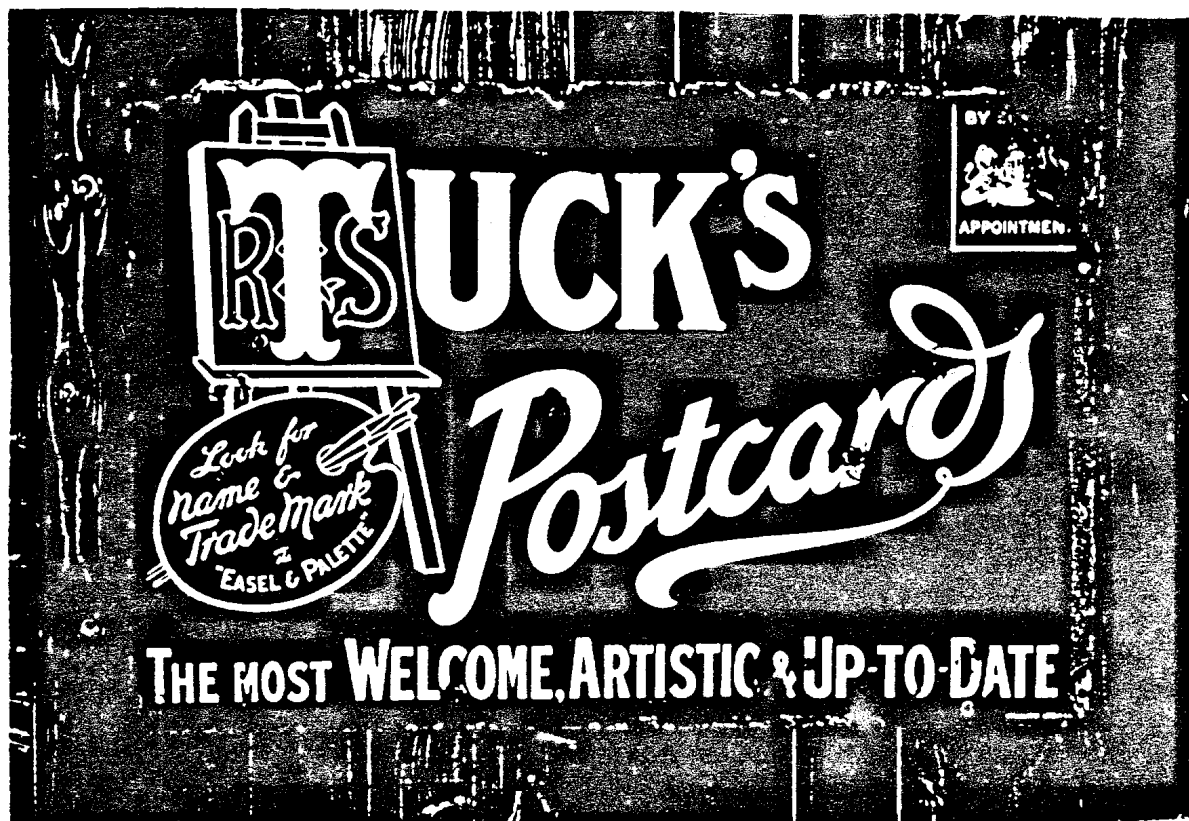


HISTORY OF PERFIN USERS

RAPHAEL TUCK & SONS By Dave Hill.



J.P. Carlton hit upon the idea of postcards in America in 1861. In 1869 the Austrian Post Office introduced official postal cards and in the following year Britain and Switzerland followed suit. In the same year a Frenchman produced the first picture postcard but it took a further twenty years for the picture postcard to catch on.

The British Post Office allowed privately printed picture postcards to be issued in 1894 but refused to allow any increase in size of the card from the "court" size (4½"x3½") and any message had to appear on the picture side. This allowed little room for any artistic merit.

However, the Post Office reckoned without the determination of Adolph Tuck. His firm printed their first postcard in 1894, a view of Mount Snowden, which they arranged to be sold by guides on the mountain. Selling in this way to tourists supplemented the income of the guides and was popular before amateur photography became possible. Tuck was widely travelled and had seen the potential for the postcard on, the continent.

For the next four years he fought the Post Office to increase the size of the card to that used on the continent and eventually won the battle to extend the length an extra inch to 5½.

The craze for collecting picture postcards started and many of the cards you sort through in postcard dealers' stalls were produced in the Edwardian years. The income of the Post Office went up and so did the profit for Tuck and his competitors. You can occasionally find a Tuck card with a stamp bearing their perfin.

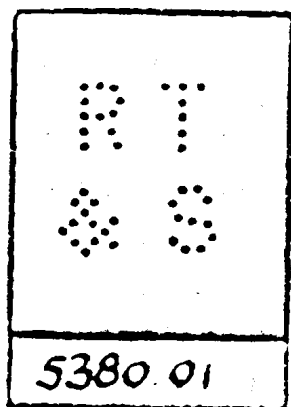
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Added comments from the Editor - Rosemary Smith

The card illustrated on the next page is one of the advertising cards mentioned by Dave, with perfin RT/8S (R5380.01). It is from my own collection - as is the photograph at the beginning of the article, of the old iron advertising plate which can be seen at the Beamish Open Air Museum.

In Bulletin 246 Pg.2 is a short article about a 6d "stamp/label" perforated RT/sS which relates to an 1890 Competitive Prize Exhibition for Amateurs and Art Students. The competition must have been sponsored by Raphael Tuck. The "stamp/label" has their trade mark as the centre piece and it is exactly the same as the Palette and Easel shown on the iron advertising plate in the photograph. Bulletin 251 Pg.8 reported that a similar "stamp/label" had been reported in the Perfins Club Bulletin of Nov-Dec 1977. This was for a 1d value. Perhaps Raphael Tuck, in 1890, was already getting a portfolio of pictures ready for the day when picture postcards would be allowed.

Although Dave sent me this write up some months ago, it is only by chance that I include it in this edition, just after the issue of the G.B. 'Pictorial Postcard' set of postage stamps.



RAPHAEL TUCK ADVERTISING CARD WITH PERFIN

"AROUND THE COAST." [PLATE-MARKED] No. 9701.
 Raphael Tuck & Sons' "OILETTE"
 ART PUBLISHERS TO THEIR MAJESTIES THE KING & QUEEN.



By Appointment.

TUCK'S POST CARD
LONDON

CARTE POSTALE.

POSTKARTE.



THE NOVELTY for JAN 3 08c

(FOR ADDRESS ONLY.)

PLATE-MARKED
"OILETTE" POST CARDS

On Special Stout Card, as this Sample.

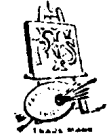
NOW READY, 8 different Packets.

Each containing 6 pictures, all different.

48/- gross packets, 13/12.

- | | |
|-------------------------|------------------------|
| 9700 Lovely Lakeland | 9704 Flowers |
| 9701 Around the Coast | 9705 The Holy Child |
| 9702 Rough Seas | 9706 Through the Woods |
| 9703 O'er Hill and Dale | 9707 In Pussiland |

A large number of other Artistic and Charming Sets in preparation.



RAPHAEL TUCK & SONS, Ltd.,
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