

Printed Messages on Tasmanian Postal Cards

Malcolm Groom

The utility of printed messages on postal stationery was well established by the time Tasmanian issued their first postal card in 1882. It is no surprise, therefore, that the earliest examples of commerce using the postal card to advertise their merchandise or meeting is found on the lithographed One Penny cards issued in March 1882.

The practice was adopted by commerce, especially the numerous speculative mining companies that proliferated in the 1880's and 1890's and which required regular communication with shareholders concerning calls on shares and notices of meetings. Many associations, clubs, religious organizations and sporting clubs used this method of notifying meeting dates and some of the most attractive messages involve businesses advertising their products. This method of advertising was ideal for the numerous travelling salesmen who visited Tasmanian rural areas, especially visiting from the mainland.

Shipping companies notified customers of sailing dates and the expanding apple industry gave rise to many cards confirming apple consignments and prices.

I have been collecting these messages for a number of years and thought it time that a listing be compiled of those I have seen. This will be far from complete especially as I have found that almost every card I see has a different message with little, if any, duplication. No records are likely to exist of usages as presumably, each user could arrange printing of the message through a private printing firm without authorisation from the Post Office.

These messages provide a fascinating insight into business and social activities of the time and probably the only recorded evidence of some of the Colony's mining companies and other associations.

The listing records date of use and type of card with the four distinct types noted:

- 1882 One Penny lithographed card prepared by The Mercury Newspaper. (Ingles type C1) referred to in the listing as ***QV Litho.***
- 1883 -1903 One Penny card printed by De La Rue and later locally in Hobart. (Ingles type C2, C3, C4, C6) The majority of the postal cards recorded are from local printings, especially the scarcer 1883-1885 period in very distinctive shades. Obviously those overprinted for the 1894-95 International Exhibition are not additionally printed with any additional messages. Referred to in the listing as ***QV DLR*** or ***QV Local.***
- 1904 King Edward VII postal card (Ingles type C11) size 121mm by 74mm referred to on the listing as ***KEVII A***
- 1905 KEVII postal card with two-line inscription size 139mm by 88mm. referred to in the listing as ***KEVII B***
- 1906 KEVII postal card with one line inscription. Size 139mm by 88mm. referred to in the listing as ***KEVII C***

Examples are also included in the listing of messages on the 1½ d Reply card and on the One Penny Commonwealth postal card issued to commemorate the Coronation of King George V. An example of a message on the 2d Tasmanian lettercard is also recorded.

I have attempted to give a one-line description of the message or the Firm or Organisation who produced it rather than the full message. Each one-line description should distinguish it from all the others. I have also attempted to classify the message as to its purpose. No distinction has been made between mint and used cards although I do have this information. All cards are recorded except where I have several mint examples of the same card (Western Silver Mining Company) and so where the Description appears to be the same user there are distinctions between the remaining information in the body of the message.

Date of Card	Postal Card type	Description	Purpose of Message
08/01/1889	QV local	A Mather & Co	Advertising goods
xx/xx/1906	KEVII B	A.E. Rudder Shipping & Forwarding Agents	Shipping Advice
11/05/1892	QV local	A.G. Webster & Son	Shipping Advice
17/08/1903	2d lettercard	A.G. Webster & Son	Acknowledgement
30/03/1897	QV local	A.W. Birchall & Sons	Correspondence
21/08/1911	KEVII C	Amateur Horticultural Society	Notice of Meeting
24/06/1911	1d KGV Coronation	Amateur Horticultural Society	Notice of Meeting
24/07/1911	KEVII C	Amateur Horticultural Society	Notice of Meeting
04/10/1890	QV DLR	Bankruptcy Court Launceston - J.J.Rumpff, Trustee	Notice of Dividend
17/10/1889	QV local	Bankruptcy Court Launceston - J.J.Rumpff, Trustee	Notice of Dividend
28/08/1890	QV local	Bankruptcy Court Launceston - J.J.Rumpff, Trustee	Notice of Dividend
30/12/1890	QV local	Bankruptcy Court Launceston - J.J.Rumpff, Trustee	Notice of Dividend
23/04/1891	QV local	Burgess Bros.	Advertising goods
09/05/1911	KEVII C	C Piesse & Co.	Market Report
27/04/1911	KEVII C	C Piesse & Co.	Market Report
xx/xx/1882	QV Litho	Chamber of Commerce Hobart	Notice of Meeting
06/03/1890	QV DLR	Chamber of Commerce Launceston	Notice of Meeting
15/08/1894	QV local	Cocker & Ockerby	Shipping Advice
XX/XX/1896	QV local	Cocker & Ockerby	Despatch Notice
27/08/1884	QV local	Commercial Bank	Shareholder Notice
10/06/1911	1d KGV Coronation	Coronation Celebrations	Notice of Meeting
09/04/1892	QV local	Davey Street Congregational Sunday School	Notice of Meeting
24/07/1900	QV local	Dempsters	Notice of Attendance
25/08/1897	QV local	Dempsters	Notice of Attendance
03/11/1899	QV local	Dentistry Notice Mr. Alfred J Hall	Notice of Attendance
02/11/1910	KEVII C	Diocese of Tasmania Women's Council	Notice of Meeting
22/02/1897	QV local	Evans Esplanade Sperm and Wax Candles	Advertising goods
15/12/1892	QV local	Examiner and Tasmanian	Correspondence
12/12/1904	KEVII A	For Spring Bay & Swansea 'Breone'	Shipping Advice
30/04/1906	KEVII B	For Spring Bay & Swansea 'SS Moonah'	Shipping Advice
14/04.1891	QV DLR	G.W. Tazewell & Co., Tea Blenders	Advertising goods
07/03/1900	QV local	Glenorchy Election John Hamilton	Electoral
15/09/1909	KEVII C	Griffiths Bros.	Notice of Order
xx/xx/1906	KEVII A	Griffiths Bros.	Shipping Advice
11/02/1910	KEVII C	H Jones & Co	Shipping Advice
16/03/1908	KEVII C	H Jones & Co	Shipping Advice
19/02/1907	QV Reply Card	H Jones & Co	Authority to Act
20/03/1911	KEVII A	H Jones & Co	Shipping Advice
25/02/1901	QV local	H Jones & Co	Shipping Advice
14/12/1921	1d KGV lettercard	Hamilton Municipality Notification of Birth	Registration
17/10/1884	QV local	Hobart Amateurs, Gardeners, & Cottagers Horticultural Society	Notice of Meeting
29/01/1907	KEVII	Hobart Camera Club	Notice of Meeting
07/09/1893	QV local	Hobart Horticultural Society	Notice of Meeting
01/09/1896	QV local	Huddart Parker & Co's S.S. Tambo	Shipping Advice
08/09/1892	QV DLR	Huddart Parker & Co's S.S. Tasmania	Shipping Advice
xx/xx/1882	QV Litho	J Bidencope	Advertising goods

xx/xx/1882	QV Litho	J Bidencope	Advertising goods
16/05/1908	KEVII C	J Bidencope & Son - Where the Good Hats Are	Notice of Order
13/07/1901	QV local	J Bidencope & Son, Hobart	Notice of Order
27/10/1902	QV local	J Bidencope, Hobart	Notice of Order
xx/xx/1884	QV local	J Bidencope Brisbane Street, Launceston	Notice of Order
xx/xx/1886	QV local	J Bidencope Brisbane Street, Launceston	Notice of Order
13/02/1890	QV local	J Walch & Sons Memo from	Correspondence
xx/09/1887	QV local	J Walch & Sons Picturesque Australasia	Notice of Order
10/05/1889	QV local	J Williams, Master Steam Ketch 'Victoria'	Shipping Advice
06/12/1893	QV local	Japanese Goods W.T. Bell & Co.	Advertising goods
06/12/1891	QV Litho	JB Mather & Co.	Shipping Advice
xx/xx/1906	KEVII C	John Hamilton & Co.	Acknowledgement
19/01/1886	QV DLR	Ladies College	Notice of Meeting
06/07/1891	QV local	Launceston Horticultural Society	Notice of Meeting
28/11/1898	QV local	Launceston Horticultural Society	Show Prize Notice
15/12/1912	KEVII C	Lecture Mr. Gowrie Ruthven 'Fruit Markets of the World'	Notice of Event
29/04/1911	KEVII C	Legislative Council Election for Hobart - W.B. Propsting	Electoral
26/10/1906	KEVII C	Leven Road Trust	Rates Notice
22/09/1893	QV local	Lodge of Perfect Unanimity	Notice of Election
12/05/1895	QV local	Longford Racing Club	Notice of Event
17/12/1894	QV local	Marine Board Election J.W. Evans	Electoral
07/04/1884	QV local	Ministers Monthly Prayer Meeting	Notice of Meeting
27/10/1911	KEVII C	Mr. A Steward Lucadou Wells Dental Surgeons	Notice of Attendance
10/12/1884	QV local	Mrs. M Allen	Advertising goods
05/10/1891	QV local	Natural Science Association of N. Tasmania	Notice of Event
13/07/1890	QV DLR	New Norfolk Horticultural and Agricultural Society	Notice of Meeting
11/11/1882	QV Litho	Orpheus Club	Notice of Meeting
24/11/1882	QV Litho	Orpheus Club	Notice of Meeting
05/09/1898	QV local	Polleys Dorset Hotel	Correspondence
06/02/1885	QV local	Private Assembly, Masonic Hall	Notice of Event
11/05/1904	QV local	Partnership Notice - Bogle & Robertson	Public Notice (RLA)
03/03/1891	QV local	Ragged School Association	Notice of Meeting
04/02/1891	QV DLR	Ragged School Association	Notice of Meeting
xx/04/1909	KEVII C	Sorell Race Club	Notice of Event
09/03/1908	KEVII C	Southern Tasmanian Camera Club	Notice of Meeting
10/04/1911	KEVII C	Southern Tasmanian Camera Club	Notice of Meeting
17/02/1908	KEVII C	Southern Tasmanian Camera Club	Notice of Meeting
12/09/1891	QV local	Spring Show 1891 W.M.Williams	Advertising goods
17/05/1894	QV local	St John Ambulance Association	Notice of Meeting
19/04/1894	QV local	St John Ambulance Association	Notice of Meeting
29/05/1895	QV local	St John Ambulance Association	Notice of Meeting
19/12/1902	QV local	Tamar Brewery	Return of Goods Advice
03/06/1896	QV local	Tamar Regatta Association	Notice of Meeting
02/05/1903	QV local	Tasmanian Agricultural and Pastoral Society	Notice of Meeting
xx/xx/1911	KEVII C	Tasmanian Balfour Prospecting Association	Shareholder Notice
xx/xx/1895	QV local	Tasmanian Brewery Co. Ltd	Correspondence
xx/xx/1895	QV local	Tasmanian Brewery Co. Ltd	Notice of Order
27/10/1896	QV local	Tasmanian Cyclists Touring Club	Notice of Event
15/04/1887	QV local	Tasmanian Executors, Trustees & Agency Company	Notice of Meeting
xx/xx/1906	KEVII C	Tasmanian Wool Growers' Agency Co. Ltd	Stock Notice
02/08/1906	KEVII B	The Bank of Australasia	Acknowledgement
21/05/1897	QV local	The Bank of Australasia	Acknowledgement

22/08/1887	QV local	The Concert of German Melodies	Notice of Event
02/05/1905	KEVII A	The Daily Telegraph	Correspondence
03/03/1904	QV local	The Daily Telegraph	Correspondence
18/05/1889	QV local	The Day Dawn Tin Mining Company Registered	Notice of Meeting
10/02/1900	QV local	The Jukes Consols Copper Co.	Notice of Call
04/04/1889	QV DLR	The Mercury Tasmanian Mail Offices	Correspondence
22/05/1893	QV local	The Mercury Tasmanian Mail Offices	Correspondence
26/09/1889	QV local	The Phoenix Gold Mining Company	Notice of Meeting
25/07/1894	QV local	The Silver King Prospecting Association	Shareholder Notice
11/06/1892	QV DLR	The Tasmanian Fruitgrowers Cooperative Shipping & Agency Company	Shipping Advice
04/07/1904	KEVII A	The Volunteer Consolidated Extended Gold Mining Company	Shareholder Notice
05/07/1904	KEVII A	The Volunteer Consolidated Extended Gold Mining Company	Shareholder Notice
14/02/1910	KEVII C	Time Table S.S. Hopetoun & S.S. Huon	Shipping Advice
17/01/1912	KEVII C	TJ Cane & Co.	Correspondence
06/02/1885	QV local	Ulverstone Farmers Club	Notice of Meeting
13/08/1895	QV local	Union Line of Steamers	Sailing Notice
11/09/1894	QV local	Union Line of Steamers 'SS Oonah'	Shipping Advice
10/05/1892	QV DLR	W.D. Peacock	Shipping Advice
30/04/1906	KEVII B	W.D. Peacock	Shipping Advice
24/04/1901	QV local	W.T. Bell & Co Limited	Sale Notice
05/10/1897	QV local	Walter S Bell & Co	Shipping Advice
27/09/1894	QV DLR	Walter S Bell & Co	Shipping Advice
21/07/1886	QV local	Walter S Bell & Co Customs & Forwarding Agents	Shipping Advice
12/09/1896	QV local	Walter S Bell & Co Wharf	Shipping Advice
07/10/1902	QV local	Walter S Bell & Co Wharf Frontage	Shipping Advice
13/08/1904	KEVII A	Walter S Bell & Co Wharf Frontage	Shipping Advice
22/11/1898	QV local	Walter S Bell & Co Wharf Frontage	Shipping Advice
xx/xx/1898	QV local	Watchorn Bros	Change of Address
16/09/1903	QV local	Western Silver Mining Company	Notice of Call
23/10/1903	QV local	Western Silver Mining Company	Shareholder Notice
xx/10/1903	QV local	Western Silver Mining Company	Notice of Call
23/09/1890	QV local	Ye Olde Englyshe Fayre J.E. Cocker	Notice of Meeting

Some 130 cards are listed and I look forward to a considerable extension of the listing with additional message and users.

References

Tasmania: Stamps and Postal History, *W.E Tinsley, RPSL, 1986*; Chapter XV by O.G Ingles.