



This display aims to present an overview of Tasmanian unframed postcards that show a stamp impression of Queen Victoria's head. Unframed QV postcards were produced from 1882 to 1904.

The unframed postcards were produced from many different printings, of which details from 1895 onwards are scarce. There are major variations of colour, lettering and print quality. The exhibit is based on two primary sources:

- The chapter on postal stationery by the late O. G. Ingles, included in "Stamps and Postal Stationery of Tasmania" compiled by W. G. Tinsley
- The author's own research into more than 200 unframed QV postcards ("The Courier", Tasmanian Philatelic Society, June 2017.)

From the late 1880s, up to 500 items of postal stationery could be impressed by the Post Office with indica (stamp images) at no cost. The impressed postcards and other items were known as "printed to private order" (PTPO). PTPO postcards are *excluded* from this display. Otherwise, all the major types and variations are presented.

The exhibit is arranged as follows:

2	De La Rue print	10	Tapered letters
3	Early use	11	Narrow letters
4	Lake print	12	Prints on brown card
5	Rosine print	13	International exhibition
6	Remaining types on white card	14	Lithographed issue; Perf "T"
7 – 8	Colour variations	15	Printed messages on cards
9	Lettering	16	Postcard "Bands"



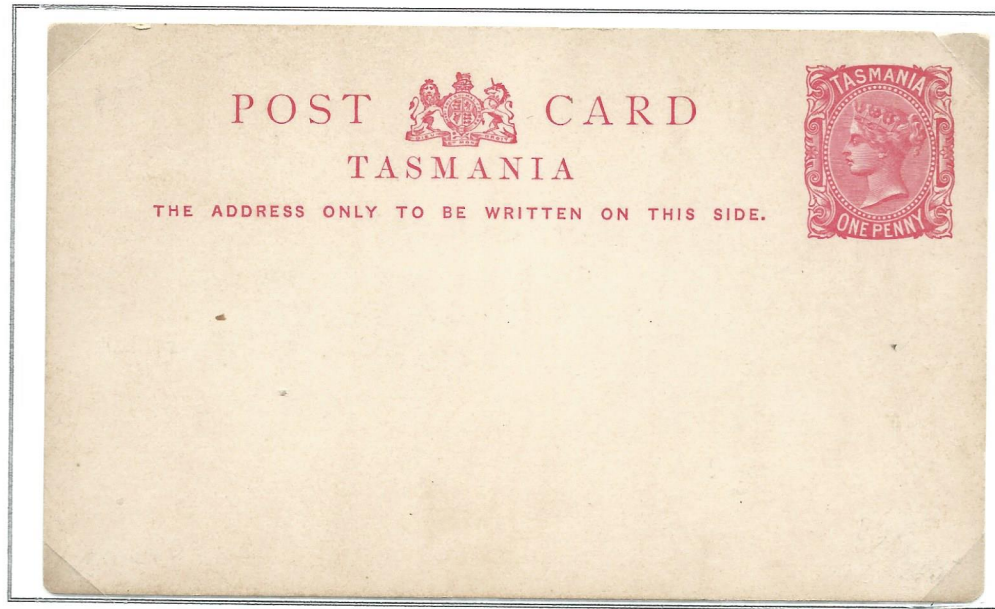


TASMANIA  
UNFRAMED QUEEN VICTORIA POSTCARDS

Unframed postcards were introduced in 1882. The first two printings were made by De La Rue and Co. Print quality was excellent.

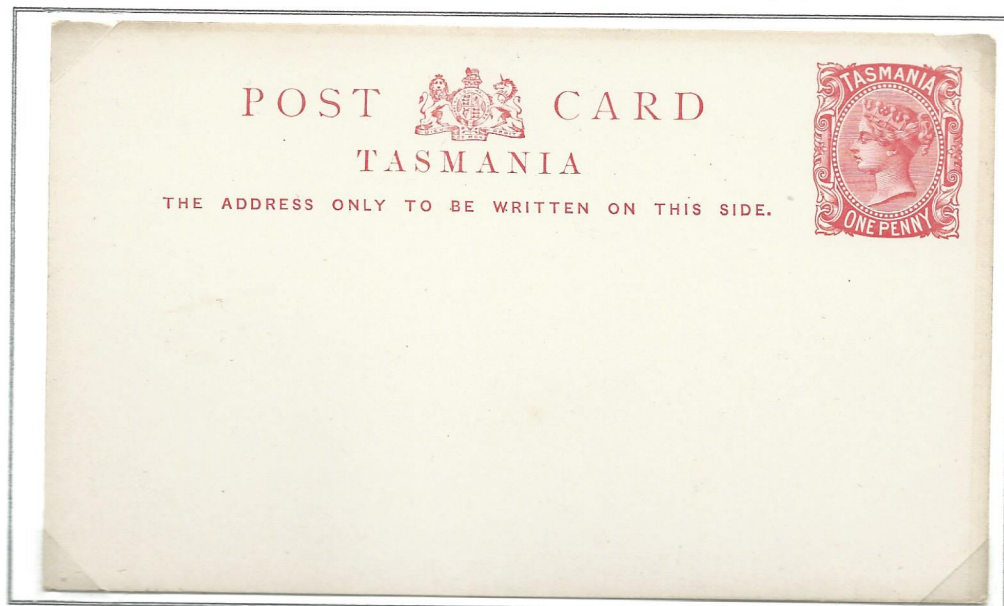
First printing from so-called plate B, issued July 1882; number struck 100,000

"stop" to stamp 5.5 mm



Second printing from so-called plates C and D, issued Feb 1885; number struck 1,096,000

"stop" to stamp 6.0 mm





### Early postal use

Rates and regulations for Post Cards were provided for the first time by the Post Office Act of 1881. Officially produced post cards could be produced within the Colony at 1d (with the stamp printed on the card), or to other colonies for an additional 1d. stamp placed on the card. Privately printed cards were treated as letters, attracting a 2d. rate. The 1d. rate was extended to include other Australian colonies, and to New Zealand, in 1888.

Early use from Green Ponds  
to Hobart  
De La Rue Plate B  
Postmarked BN 39 and  
GREEN PONDS MAR 30 1883



Use to New Zealand,  
De La Rue Plate C/D  
Postmarked with killer cancellation,  
LAUNCESTON Code K AP 27 92  
and arrival mark of  
N.Z. R.T.P.O. 2 MY 92  
(Railway Travelling P.O.)







## TASMANIA UNFRAMED QUEEN VICTORIA POSTCARDS

The De La Rue plates were forwarded to Hobart. Plate B arrived in August 1882 and plates C/D around the end of 1893. Plate B was then used to produce a number of local printings.

### The "Lake" Print

The first local printing was issued on 18 July 1884.

Colour	Shades of rose-lake
UV	Lake to purple
Printing	Good quality
No issued	43,360

Brown-lake card, printed about 7mm below centre.

Postmarked BN 92 (Tunbridge) and TUNBRIDGE FE 7 85

Backstamped HOBART code A FE 9 85



Used cards from this printing are rare.





### Second Local Print

The second local printing was issued in 1888.

Colour	Shades of brown-vermilion to rosine
UV	Brownish
Printing	Good quality
No issued	30,000







### Local Prints – White Card – Remaining Types

A number of local printings were made from 1895 onwards. They can be classified by

- Colour
- UV reading
- Lettering
- Print quality, and
- Dates of usage

The colours vary considerably; the *principal* colours are illustrated below:



Deep pink

Pink

Pale pink

The letters of **POST CARD** may be *normal*, *tapered* or *narrow*. The difference between *normal* and *tapered* letters is illustrated below:



The differences between *normal* and *narrow* letters is illustrated below:







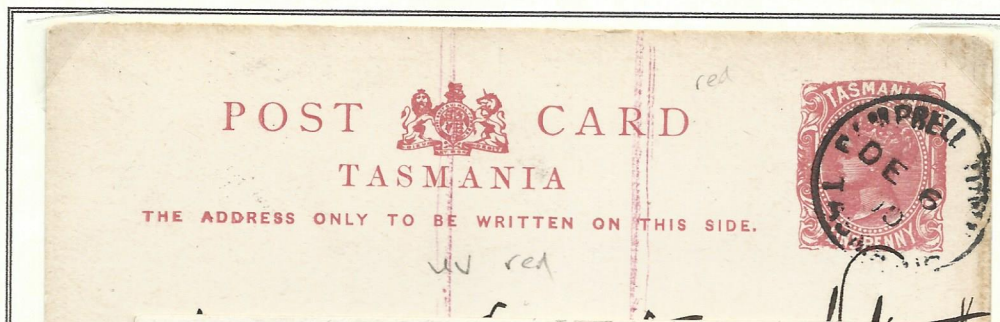
### Colour Variations

This and the next page present a range of colour variations. Ingles suggested that there were two separate printings on white card, using normal letters, after 1892: one "issued between 1893 and 1903", and another with "earliest date seen 2 March 1899."

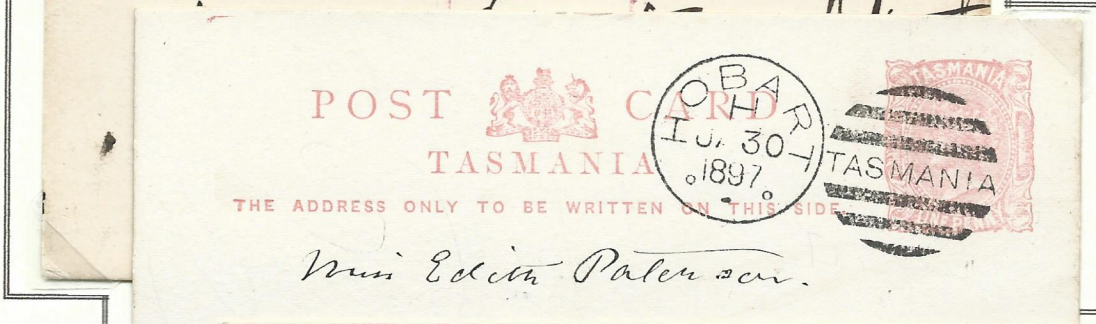
More than 1,900,000 cards were issued from between 1892 and 1903, in an extreme range of colours. One can conclude that there were more than two printings, but the actual number of printings is unknown. The following date ranges have been observed for the *principal* colours.

A	1893 - 1901	Mid to strong reddish pink	Good quality print
B	1896 - 1900	Pale pink	Faint but fair quality
C	1899 - 1900	Bright pink	Strong impression, poor detail
D	1900 - 1903	Mid-pink, fluoro UV	Poor to fair quality print
E	1900 - 1901	Salmon pink	Good quality print
F	1902 - 1903	Pale pink	Poor quality print

(A) Reddish pink  
CAMPBELL  
TOWN  
DE 6 00



(B) Pale pink  
HOBART Code H  
JA 30 1897  
Circle stops  
Circular killer  
TASMANIA cancellation



(C) Bright Pink  
EAST DEVONPORT MY 15 99  
BN 16  
LAUNCESTON arrival mark







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Colours (cont'd)

(D) Mid-Pink  
Issued 1900 - 1902  
DELORAINÉ JY 07 02  
Arrival mark  
LAUNCESTON code K  
JL 7 1902 on reverse



(E) Salmon-Pink  
PERTH  
JU 5 (95)  
Arrival marks of  
LAUNCESTON and  
MELBOURNE on reverse



(F) Pale Pink  
BRACKNELL AP (1) 02  
Arrival mark  
Launceston code D  
AU 1 1902 on reverse







### Lettering

This page illustrates the three types of letters: normal, tapered and narrow.

<b>Colour</b>	Bright pink to pink
<b>Printing</b>	Fair to good quality
<b>Dates</b>	From 1895 to 1901

PC5.1.1

*Normal letters*

FINGAL JY 6 99

Arrival mark

LAUNCESTON code H,

JY 6 99 on reverse



PC 5.1.2

*Tapered letters*

BAGDAD JY 16 95

Barred numeral (200)

HOBART Code T

JY 16 95



PC 5.1.3

*Narrow letters*

CAMPBELL TOWN JA 22 00

Arrival mark LAUNCESTON code A,

JA 23 00 on reverse







### Tapered Letters

Based on limited evidence of an additional plate, Ingles suggested that the “tapered letters” cards were made from separate printings to those for normal letters.

However, every example of “tapered letters” corresponds to one of the types identified for normal letters. There are no other obvious differences in the cards. Tapered letters are found on cards from 1895 to 1903.

Ingles reported that plate B from De La Rue comprised 24 units – that is, the plate would produce 24 impressions. It is therefore possible that a small number of impressions were modified resulting in tapered letters.

Cards showing tapered letters are scarce. About 6% of locally printed cards (excluding those printed on tan-coloured card) have tapered letters.

Late use:

Mid-pink,  
UV Fluoro-pink

ULVERSTONE JA 12 03  
Arrival Mark  
LAUNCESTON code H  
JA 13 1903 on reverse







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**Narrow Letters**

Ingles did not report the existence of narrow letters, which were first identified by the author. I have found examples with dates ranging from 1898 to 1902, for a variety of printings.

As with tapered letters, it is possible that some images on the plates were modified. Less than 3% of QV postcards show narrow letters. These cards are rare.

Early date:

DELORAIN, AU 12 1898

Arrival mark

LAUNCESTON Code H

AU 12 98 on reverse



Late date:

BEACONSFIELD SP 30 02

Arrival mark

LAUNCESTON

Squashed code H

SE 30 1902







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Printings on Brown Card

Postcards were printed on crown card in 1903. There are two types: pale pink impressions and reddish-pink impressions. These account for about one eighth of all locally printed postcards.

Pale pink  
Poor quality print

FINGAL SP 8 03  
Arrival mark  
LAUNCESTON  
Narrow code H  
SP 8 1903



Reddish-Pink  
Better quality print

WYNYARD AP 6 03  
Arrival mark  
LAUNCESTON code O  
AP 6 1903 on reverse





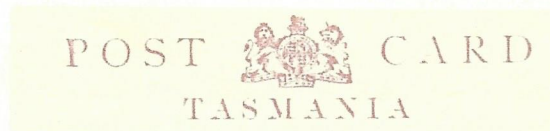
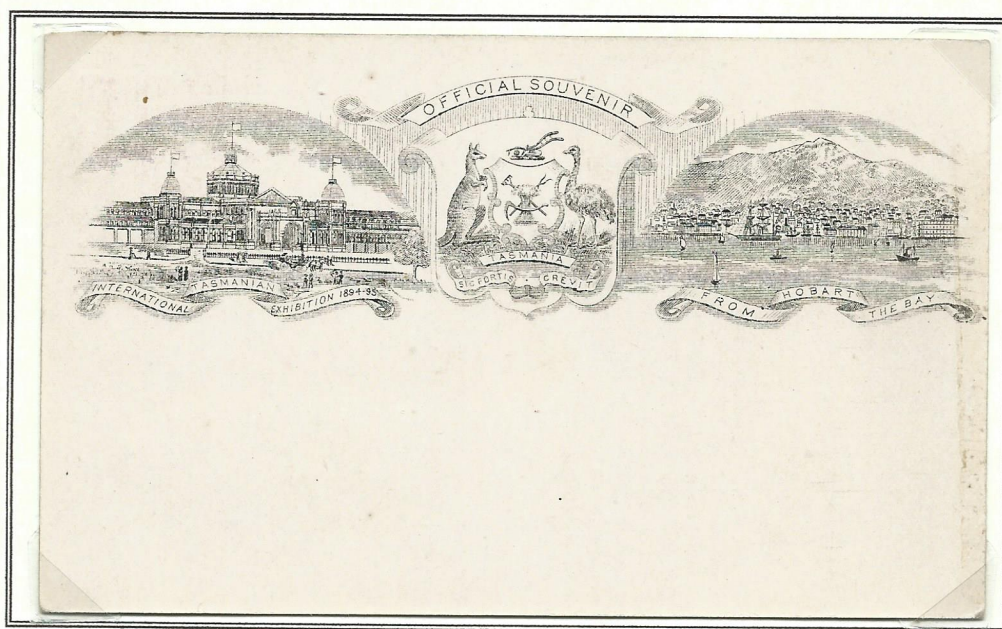


### Tasmanian International Exhibition, 1894

Late in 1893, a postcard was issued as a souvenir of the Tasmanian International exhibition to be held in 1894. (A similar reply card was also issued).

Ingles states that *existing cards* were overprinted with the design shown below: the magnificent exhibition building, the Tasmanian coat of arms and a view of Hobart. The building featured 1000 yards of exhibition space, but was constructed without proper foundations. It was demolished after the exhibition finished and no trace of it remains.

The card has some curious features. The colour (red) is consistent with cards of the period. But the lettering is extremely narrow and the "P" of "POST" displays what appears to be a retouch. I have only seen one other card with that type of "P". The thin vertical lines of "TASMANIA" are only just visible. Other exhibition postcards don't show these features, supporting Ingles' statement.







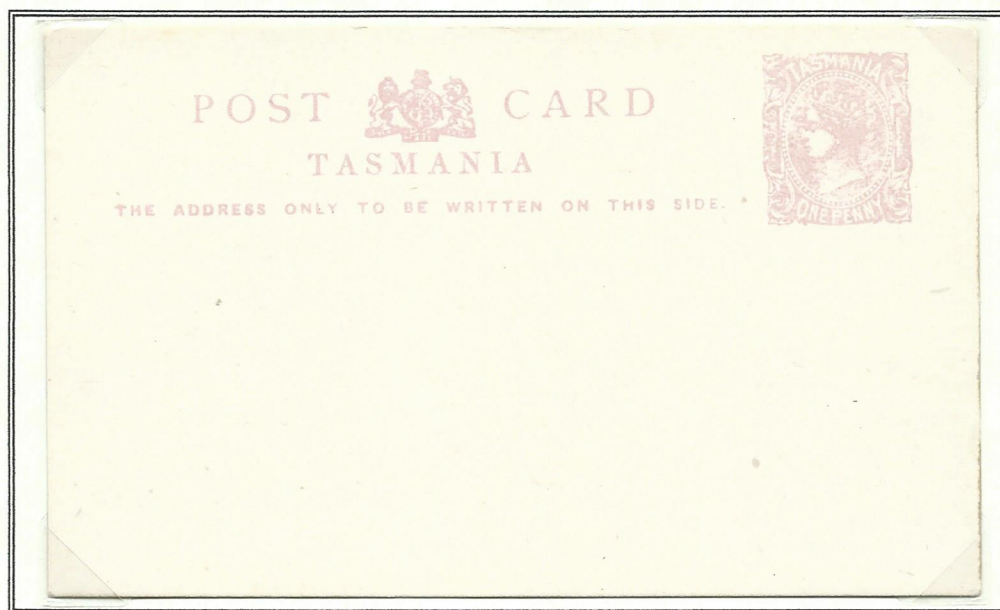
### The Lithographed Issue

From Ingles' chapter on postal stationery:

"Indirectly derived from plate B, these cards were produced at the Government Printing Office, Hobart, by paleolithography ..... to meet an urgent shortage whilst all the plates were in Melbourne for alterations necessitated by the Queen's death.

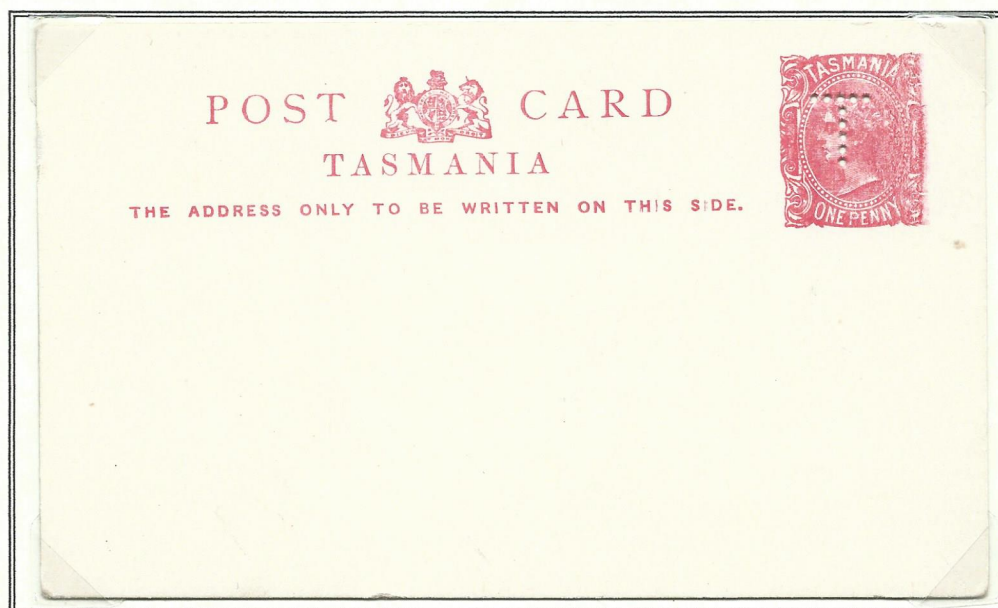
Only 9,996 cards were printed. Earliest date seen is 15 February 1904. Very few cards, used or unused, are known."

The timing of the issue is curious, because the Queen had died in January, 1901.



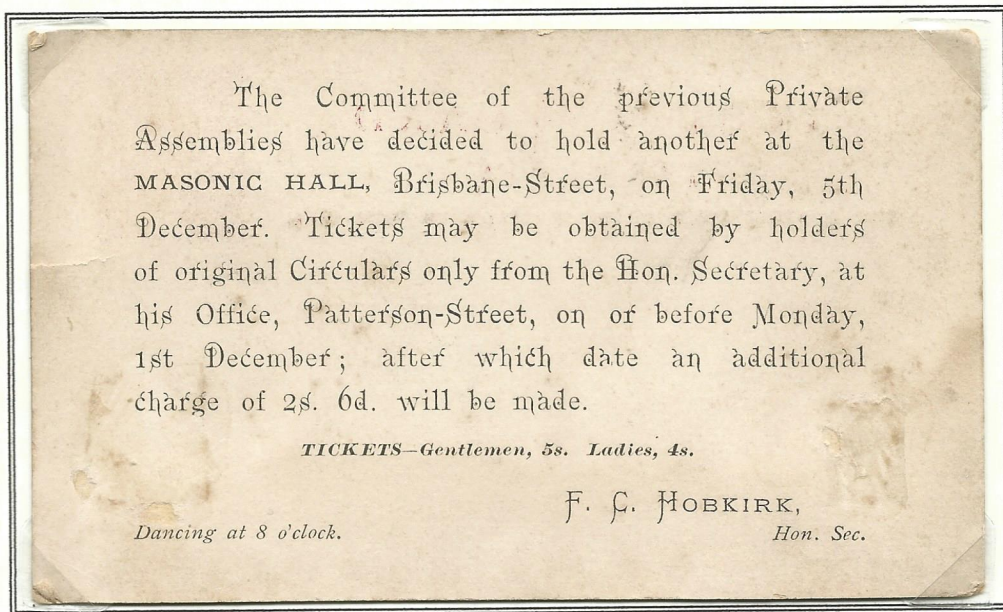
### Official Cards Perforated "T"

The validity of these cards was debated for some years, but several postally used examples have been discovered. These cards are very rare.

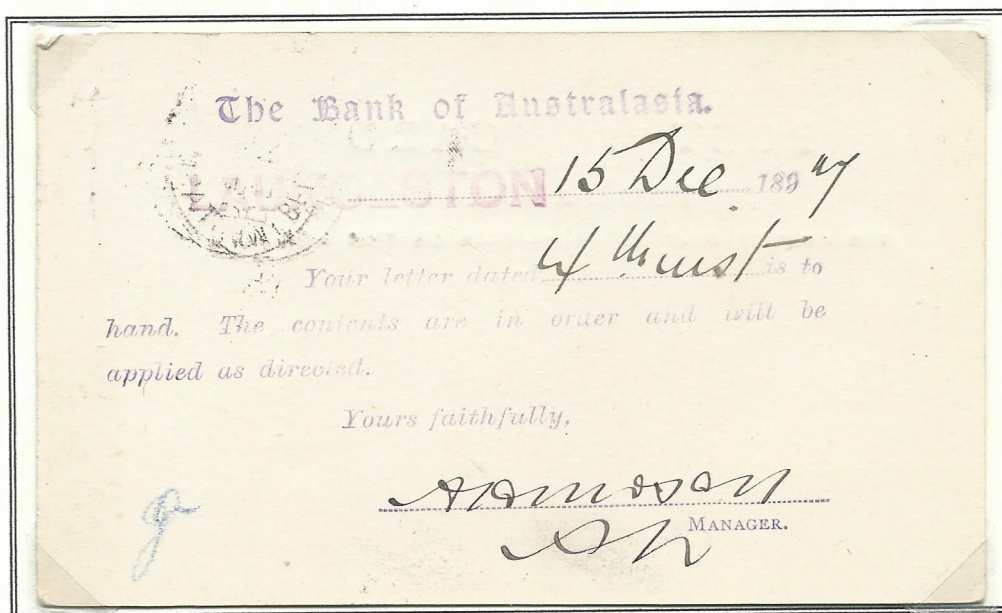




It was common practice to add texts to postcards. Often, the text made provision for handwritten details to be inserted. Two examples are shown below.



Invitation to a dance at the Masonic Hall in Launceston, on 5 December 1884. Printed on deep carmine-lake version of the first local printing – a rare combination.



Acknowledging receipt of correspondence, Launceston branch of the Bank of Australia, 15 Dec, 1897 – hand-stamped





## TASMANIA UNFRAMED QUEEN VICTORIA POSTCARDS

### Postcard Bands

The printers of the original postcards, De La Rue & Co., produced “bands” for enclosing various quantities of postal stationery for sale in bulk purchases. These bands were used in Great Britain and in some British colonies.

The example below originally contained 12 De La Rue-printed postcards. It is displayed with only two cards (for convenience).

Similar bands were used in South Australia and Western Australia (reference: Mark Diserio, RPSV), in the British West Indies and other colonies.

