

## APPENDIX 11 - Some Picture Postcard Publishers

Many publishers of picture postcards were well established long before they commenced publishing picture post cards in the late 1890s and first decade of the twentieth century. Initially lithographic prints were widely published from about 1840 and during the 1860s photographic prints were being manufactured in large numbers by such companies as Frith at Reigate and Valentine at Dundee. When, in 1894, the GPO allowed publishers to publish pictorial postcards it was natural that these companies developed this new business venture. However, by that time a well established industry had been established in Europe, especially in Germany, Austria and Switzerland.

### BLUM & DEGEN LTD., London

Founded by Carlo Degen c.1894 and it is claimed that this company was the first to publish picture postcards in Britain. Early cards are easily recognisable by the legend POSTCARD - GREAT BRITAIN & IRELAND on the postal side. Later, 1905, they registered the Kromo trademark. By 1908 the company was sold by the Receiver and continued to market its wares under the name Degen Ltd and later was bought by Charles Skilton, a company that still trades today. Skilton have published postcards of Gough's Cave.

### E.T.W. DENNIS & SONS LTD., Scarborough

Edward Thomas West Dennis first published picture postcards about 1901 at Westmount, Scarborough. Though the early cards bore the initials ETWD later issues, about 1904, bore a trademark 'Dainty' appearing in two differing forms; both forms may be found associated with cave cards. The Dennis Company is still publishing and currently produce cards of Speedwell Cavern and Blue John Caverns among several others.

### F. FRITH & Co., Reigate

Francis Frith was born in Chesterfield in 1822. He first became well known for the publication of collections of photographs in the 1860s of his travels in the Middle East and Egypt between 1856 and 1860. Frith developed his company into the world's largest photographic distributor and was assisted by his two sons Eustace and Cyril. He died in 1898. The company commenced picture postcard production in the Court Card size and adopted the standard size about 1902. Frith's early cards were printed in Germany but in 1909 the Cotswold Publishing Company at Wotton-under-Edge was founded and it was there that a great mass of the Frith Series cards were printed. Famed for their photographs of virtually every town and village throughout the United Kingdom the style of presentation became outmoded by the 1930s and their failure to update their style and printing techniques eventually brought the company into difficulties. The main factory at Reigate was sold in 1935 and in 1939 the remaining operations at Reigate were sold to A.F. Sergeant, founder of Lilywhite Ltd., Halifax who ran it with his two sons and Francis F. Frith. The company went into liquidation in 1971. The Cotswold Publishing Company continued to operate well into the 1970s. The prints and negatives are now in the possession of the Francis Frith Archives at Berkhamstead; though much of this material has been sold-off.

The list of cave sites represented in the Frith Series is large but the major output were those produced of Cox's Cave, Cheddar. Over 70 photographs were taken of the cave interior and more than 65 were published as picture post cards. The first picture postcards were based on the early photographs taken during the 1880s and 1890s. Cards were also produced for the Peak and Speedwell Caverns.

GARDINER, G.G. and GARDINER, J.D. are two publishers who, at times, owned/leased, both Chiselhurst Caves at Chiselhurst, and St. Clement's Caves at Hastings as well as other mines in the south-east. Dr. Richard Shaw is convinced that these two people are one and the same person who lived in Caterham, Surrey.

### JARROLD & SONS LTD, Norwich

The origins of this company date from the Napoleonic Wars in Suffolk and in 1823 they moved to Norwich. It is reported that they commenced printing picture postcards about 1895 and are still publishing today. Many of the early cards bear the imprint in the stamp square. Today Jarrold prints many of the cards for Kent's Cavern at Torquay.

### JUDGES' LTD., Hastings

After gaining initial photographic experience at the Leeds Camera Club, Frederick Judge bought the business of A. Brooker a photographic chemist and dealer in photographic materials about 1902. He exploited the Lantern Slide market and landscape photography and in 1903 changed the name to Judges' Photo Stores. His early postcards appeared soon after this and in 1910 he formed a limited company. During the subsequent years he amassed a great number of photographs and the postcard business expanded considerably, so much so, that by the 1930s he was one of the major postcard manufacturers in the country. His production of cave picture postcards is wide ranging though those from the north of England are fairly scarce. The company still produces cards for various showcaves including Wookey Hole Cave.

### LILYWHITE LTD., Halifax

Arthur Frederick Sergeant commenced business by forming the Halifax Photographic Company manufacturing photographic paper but by 1909 had registered the tradename of Lilywhite for the Lilywhite brand of photographic paper. The name of the company then changed to Lilywhite Ltd. Sergeant's first attempts to manufacture picture postcards was made about 1910, among the first issues are cards of the funeral of King Edward VII. Sergeant himself travelled the country taking the photographs himself for subsequent manufacture as picture postcards. It is reported that Sergeant was an early pioneer caver and this many explain why so many unusual cave sites have been published by this company. In 1931 a fire destroyed much of his material at the Dunkirk Mill, Halifax. Subsequently Sergeant worked for Tuck and in 1939 bought a partnership into the Frith business at Reigate and remained with them until his death in 1959. After the 1931 fire it appears that the company continue to trade under Lilywhite and continued to do so until the mid-1970s, possibly later becoming part of the Colin Richardson Group and later the Larkfield Printing Co., which still trades today. Among their products are cards of Wookey Hole.

### PHOTOCHROM COMPANY LTD., THE, London and Tunbridge Wells

Originally known as Photochrom Zurich Company Limited indicates its Swiss origins. The company was registered in Britain in December 1896 and published many art and topographic picture postcards well into the 1960s. The earliest cave cards first appeared about 1904 and are easily recognised by the Bear trademark. Edward Lewellin White, the Managing Director, patented the Multiple postcard in 1905 - a device consisting of a view card set inside a coloured envelope attached to which is a set of flip-over miniature photographs which turn over as the inner card is pulled downwards at the bottom. As the inner card is pulled down a second view is

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revealed printed on the inside of the envelope. Over 500 examples were published but only one has been found depicting a cave - Gough's Cave, Cheddar, Somerset. Another famous series of coloured cards, Celesque Series, was first published in the first decade of the century and examples may be found of Cox's Cave, Cheddar, Somerset and other sites. Some printings were embossed creating the impression of being an oil painting.

During the inter-war years and the 1940s, the company published many topographical cards printed in sepia by the lithogravure process and during the late 1930s several sets of real photos were published in, firstly, sepia and later black and white.

### J. SALMON LTD., Sevenoaks

Founded in 1815 and undergoing new management in 1880 the company began to expand rapidly producing local guidebooks and newspaper publishing. Picture postcard publishing commenced soon after the turn of the century. Salmon's fame in this field rests in the art cards based upon paintings by well known artists of the day, one of the more famous was Alfred Robert Quinton.

### E.A. SWEETMAN, Tunbridge Wells

E.A. Sweetman, another well known postcard publisher, was originally works manager for Photochrom and later became production manager for Salmon shortly after the 1st World War before setting up his own company. The family business still thrives today producing many cards of cave sites.

### W.H. SMITH & SON, London

This now large chain of stationers and booksellers produced a number of finely produced picture postcards from about 1906. The cards include several series including Kingsway, Derwent and Aldwych. Their production of cards appear to have ceased by the middle of the 1930s.

### STENGEL & CO., London

The company set-up a distribution centre in London in 1901 but was based in Berlin and Dresden producing over 30 million cards annually. The British manager, O. Flammger set up the business at Bishopsgate Street, shortly after moving to Redcross Street, London. Several cave sites were illustrated in their large range of cards.

### RAPHAEL TUCK & SONS LTD., London

One of the most famous printers in the British Isles the Tuch company was founded by Raphael Tuch, born in 1821, in East Prussia. After settling in London in 1866 he anglicized his name to Tuck. In the late 19th century the company produced great numbers of coloured pictures and emblems. Picture postcards were produced in the late 1890s and following protracted correspondence with the GPO he was given permission to introduce the standard size postcard in November 1899. The company, in addition their topographical cards, produced a large series of paintings in the Oilette Series; this series included a number of cave scenes, including Solomon's Temple in Gough's Cave and The Vestibule in Peak Cavern.

### VALENTINE & SONS LTD., London and Dundee

Founded in 1825 the company continued as a major publishing house until the 1960s. Initially based in Dundee it expanded its production in London. John Valentine skills lay in producing blocks for linen printing and in the 1860s his son,

James, became noted for his landscape photography. Court cards were produced as early as 1895 and adopted the standard size card in 1899. A prolific producer of both art and topographical picture postcards which include a large selection of cave photographs. During the 1920s Valentine introduced a production date in the stamp square and continued this until the letter system was introduced in 1942.

Valentine's Year Letters (located in stamp square) :

J 1942  
I 1942  
H 1943  
G 1944  
F 1945  
E 1946  
D 1947  
C 1948  
B 1949

Logo in CAPS

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Logo in Script

A 1950  
K 1951  
L 1952  
M 1953  
N 1954  
O 1955  
P 1956  
Q 1957  
R 1958  
S 1959  
T 1960  
U 1961  
V 1962  
W 1963  
X 1964  
Y 1965  
Z 1966

### GEORGE WASHINGTON WILSON & CO., LTD., Aberdeen

A pioneer photographer Wilson (1823-1893) established a company that produced photographic images during the last half of the 19th century. The company's trademark is readily identifiable - GWW inside a diamond frame - is to be found on their many picture postcards which were first issued in 1899.

Web page : [www.visual-evidence.ac.uk/aberdeen/controller](http://www.visual-evidence.ac.uk/aberdeen/controller)