



Calumet County Historical Society Museum

**Open Sundays June-September 1:00 to 4:00
or by appointment**

Antique Photo Postcards

By Debbie Barany

We have all probably seen Antique Photo Postcards or otherwise known as Real Photo Postcards (RPPC) in our grandmother's attic, at antique shops or museums. The first documented photo postcard was mailed in 1899. The style wasn't popular until Kodak began selling Velox photo paper with a pre-printed post card back in 1902. Then in 1903 Kodak introduced the No. 3A Folding Pocket Camera. The camera was designed for postcard size film. In 1907 Kodak offered a service called "real photo post cards" which allowed the general public to take photographs and turn them into postcards.

The vast majority of real-photo postcards were created in black and white, although some images were hand colored after printing. As camera technology improved and manufacturers moved toward a standard 35mm negative size, printing methods were adapted so postcards could continue to be developed from photographs. Since it was expensive to have additional descriptive information printed on the reverse side of each postcard, many RPPCs made by smaller studios have no text to identify their images. Alternatives to printed text included using a company's hand-stamp or embossed mark, or exposing text directly onto the photograph's negative.

The following real photo postcards from Chilton, can you identify where they were taken. Do you have any real photo post cards that you would like to share with us? We would be delighted to see them.

The New
Folding Pocket
KODAK
No. 3 A.

Broader in scope than anything heretofore attained in pocket photography.

Rising Front, Automatic Shutter with pneumatic release, R. R. Lens, speed of *f.* 8, brilliant finder, spirit level, tripod sockets for both vertical and horizontal exposures.

It will go in a Top-Coat Pocket.

Pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches.
Price, - - - - \$20.00.

All Dealers.



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