
 * INDIAN BAZAAR CARDS - A POSTSCRIPT *

by D. H. TRETHERWEY.

"India Post" for January/March 1981 carried a very interesting article on this subject by D.L.Sen. Bazaar Cards - privately printed postcards - burst on to the Indian scene about 1905 and enjoyed a great success until 1912, when the official cards were increased in size and thus matched their message area. Mr. Sen performed a valuable service to ISC members by putting Bazaar Cards on the record and providing a foundation for further research in this area.

Until now, two points have been unclear. Where did the inspiration for these cards come from, and why in that particular size? Mr. Sen and I believe that the Austrian cards illustrated here are the missing link, providing the answers to both questions. The earlier postmark is October 30th 1905, proving that cards of this style were in use in India at about the time the local cards appeared. Their dimensions are 138 x 86 mm. and 140 x 87 mm., within the usual range of dimensions found for Indian cards.

