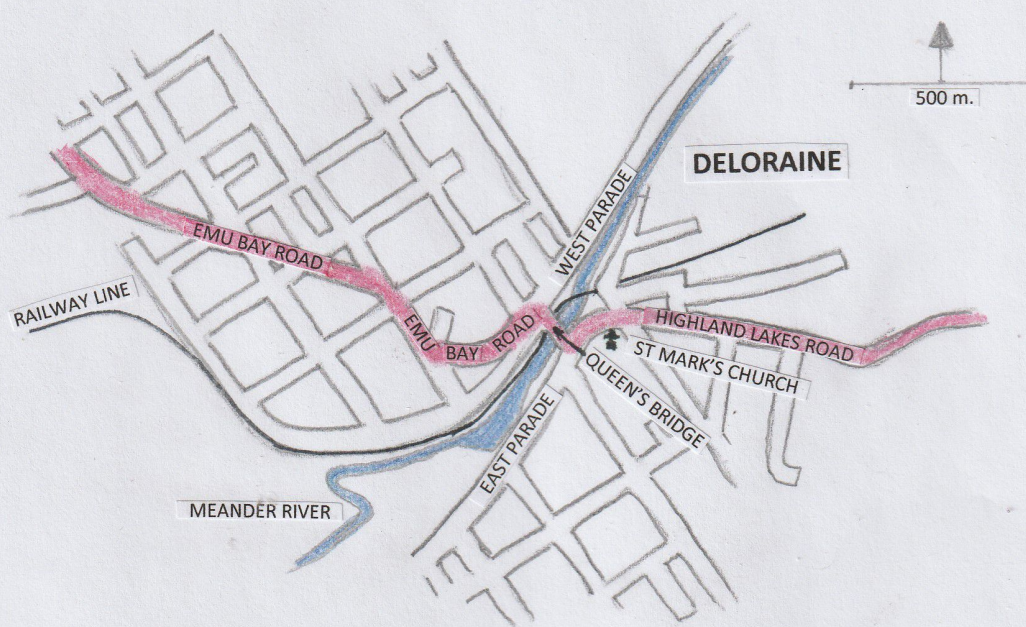


Meandering through DELORAIN via Postcard

Deloraine is a picturesque, historic town straddling the Meander River in central northern Tasmania. In this study we meander through town travelling from east to west on the old route of the Bass Highway, which is the north western link of Tasmanian Highway One, illustrated by views on early postcards.



Early last century Deloraine was a tourist town which drew people to see three major attractions; St Mark's Church, the Meander River and the road and railway bridges, each of which crosses the river. It is these three attractions which were mostly depicted on picture postcards, and consequently feature significantly in this display.

Our 'Meandering' through Deloraine brings us from the east, into town along the level Highland Lakes Road and around a left-hand bend to the road bridge. After crossing the bridge we turn left and up the shallow gradient of Emu Bay Road, which then curves right to another level section of road, before bending left and up a gradual slope to the west and out of the central business district.

References:

Tourism Tasmania; The Deloraine office has been most helpful with historical aspects.

Note:

Much of the local knowledge was gleaned by the exhibitor while living and working in Deloraine some years ago.

It's seven o'clock and time to start our meander through Deloraine, travelling from east to west (that's right to left on the map) along the roads marked in pink.

The postcard, right, is a typical product of the early twentieth century when generic cards were sold into particular towns or tourist attractions and the local name added for promotion.

The card has been used in Tasmania in the early 1900s, but postmark is poorly struck and tells little else.

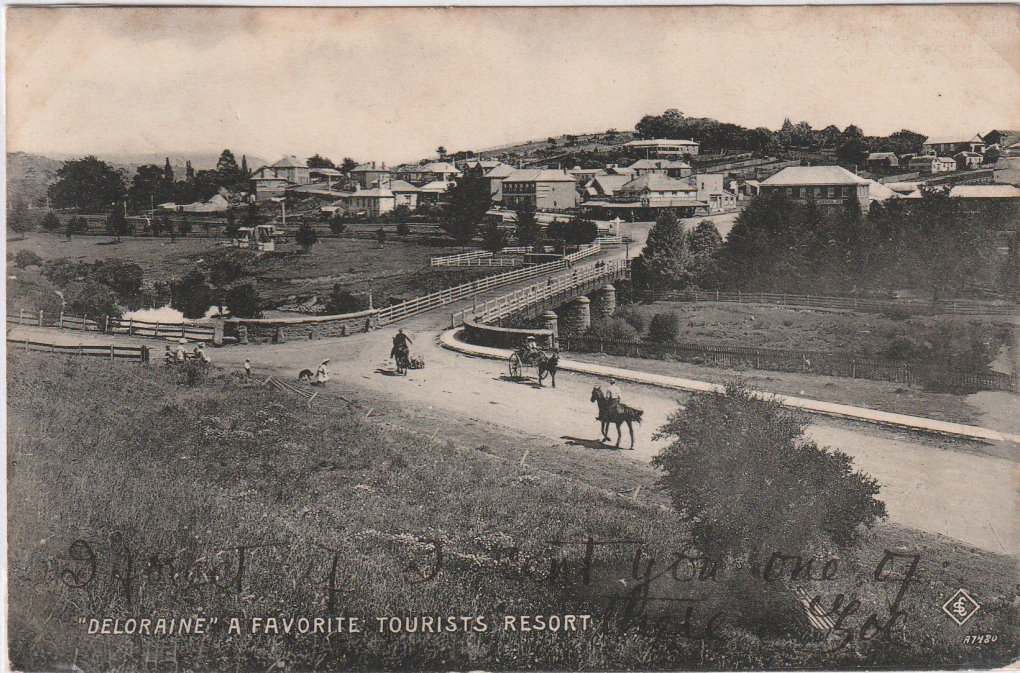
Postcard is by Birn Bros. of London and New York, series number E395, printed in Germany. Birn Brothers were predominantly book publishers, notably for Enid Blyton.



Here we are looking west towards Deloraine with 'A Distant View of Deloraine, Tas'. Highland Lakes Road is leading us to the eastern edge of town.

Photo card is by Selwyn Cox (S over C in diamond, lower left corner of photo), No. 173 with photo index number A35979, in their Wynphotoprint series, with assignment on rear to Geo. Harley, Stationer, Deloraine.

Having travelled along Highland Lakes Road, we arrive at 'the bridge'. A timber bridge was first erected at this location in 1831 by convicts, but it was washed away in a flood in 1844. Another timber bridge replaced it a year later and it lasted for thirty years before being washed away also. Yet another timber bridge was opened on 24th May 1877 and named Queen's Bridge after Her Majesty Queen Victoria, whose birthday occurred on that day. That bridge lasted some years but the timber decking began to deteriorate, so a new steel and concrete structure was built on the original stone piers, and that has endured, although it was later widened to better accommodate pedestrians and a higher volume of road traffic.



This photo card "Deloraine" A Favorite (sic) Tourists Resort' is a very early Selwyn Cox postcard accredited to Wynphotoprint on the divided rear. It has no series number, but the photo index number A7480 has only four figures, whereas most Wynphotoprint indices have five figures; i.e. over 10000. The manuscript on the front of the card reads 'I forget if I sent you one of these. Zoe'. Card was posted from Deloraine on 17th November, 1905.



An identical card, presumably pirated, with crudely added blue sky. There is no accreditation, although it does have a divided rear, and it was posted from Hobart on 19th September, 1908.



Such was the popularity of communication by postcard in the early 1900s that many printers and publishers became swept up in the wave of appeal, which also involved greetings postcards.

Here we see a Christmas card which has a local element, a reduced image similar to those on the previous page. This card was posted on Christmas Eve 1907 in Hobart and addressed to a street only, no town name, so would almost certainly have been delivered to that address, which is in Hobart, on the next day, Christmas Day.

Although no accreditation is given, the card was printed in England, which means that it very probably was published by Birn Bros.

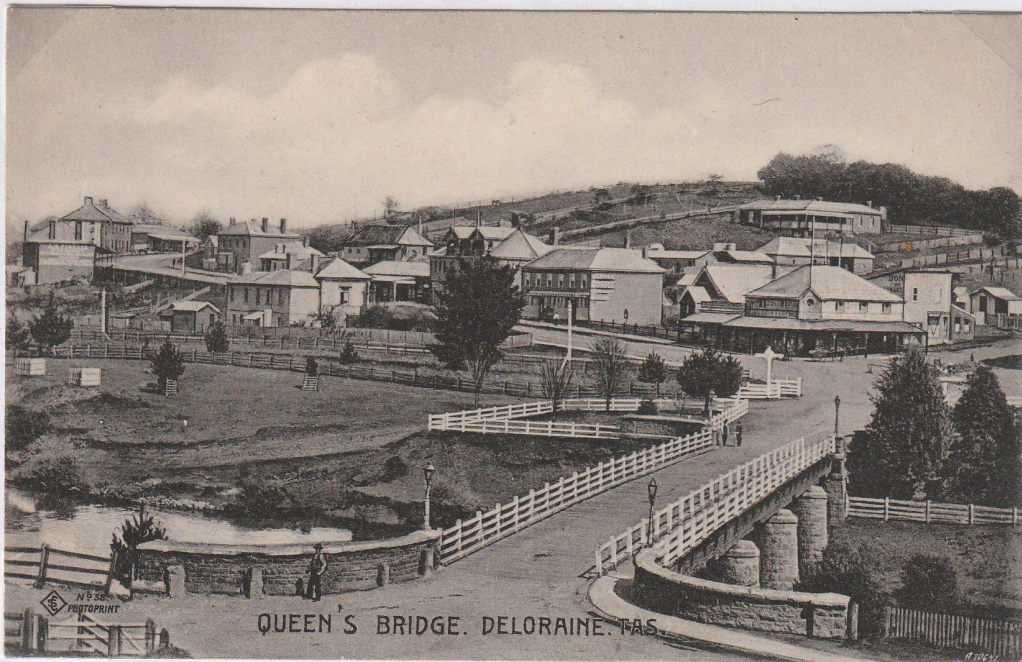
Christmas Greetings.



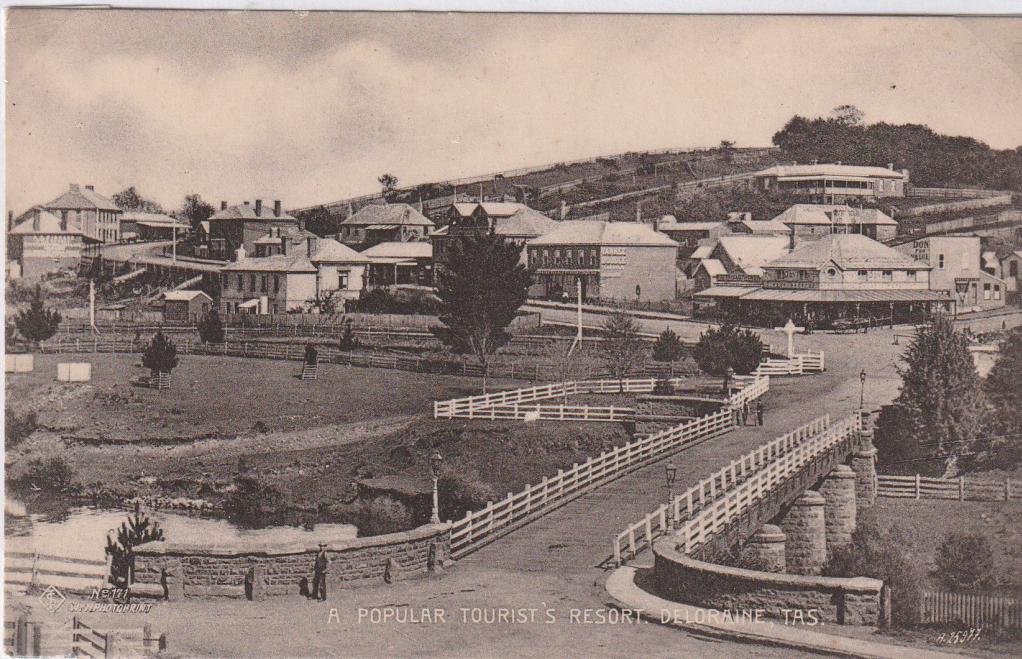
A departure from the old postcard theme of this study shows in how great esteem old postcards would have been held. This 'Deloraine circa 1890' image must actually have been from some twenty years later, judging from the growth of trees and development of buildings etc.

Card is published by Tasmanian Postcards & Souvenirs of Launceston and carries the legend on the rear, "Deloraine from St Mark's Church, Tasmania". Photo by Spurling and Sons, Launceston, coloured by hand, and printed as a postcard in Germany. This print was made from an original postcard.'

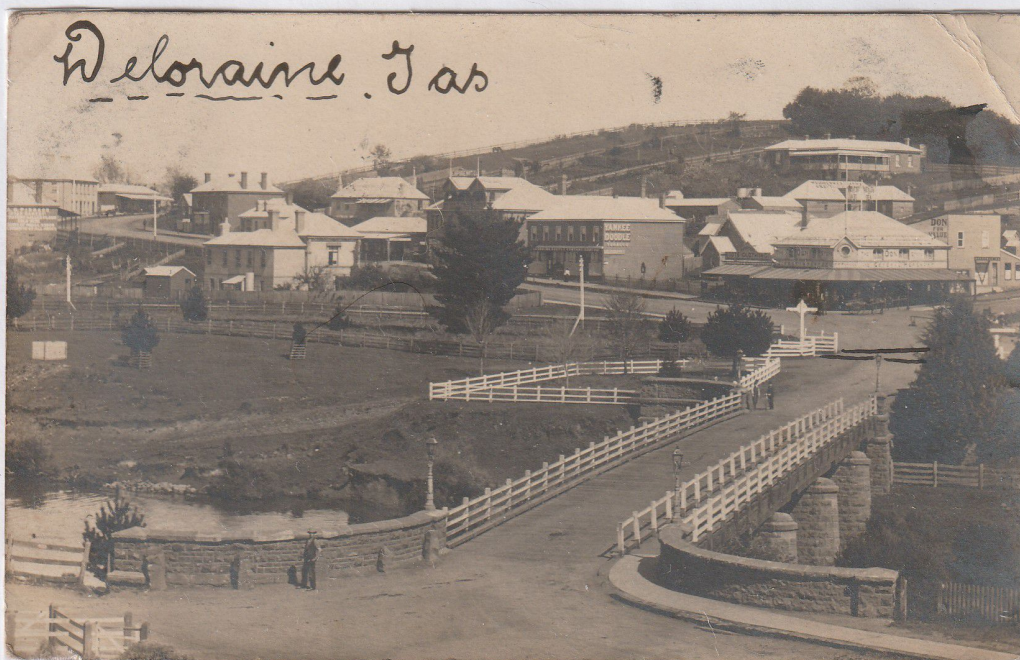
Here we have two postcards portraying the same image. The lower, newer one carries a hint of sepia and is slightly magnified, thus losing some detail around the edges. Interestingly, the upper card is of 'Queen's Bridge, Deloraine, Tas.', yet the lower one has moved on to promote the tourism idea, 'A Popular Tourist's Resort, Deloraine, Tas.'.



A Selwyn Cox product, No. 58 in his series, naming 'Photoprint' on the front and 'Wynphotprint' on the rear, Wyn being the second syllable of Selwyn's Christian name. This unused card carries the early photo index number A10642.



This later, updated card, also unused, is No. 171 and does have 'Wynphotprint' on the front. Photo index number is A25977.



A very early Deloraine postcard, with the caption 'Deloraine, Tas' added by the sender, showing that quintessential early photographic shot of Queen's Bridge backed by the central business district.

Card not in good condition and shows interference, including hand drawn railway lines, but is rare and the earliest and best quality image seen of this view. There is no accreditation, back is divided and printed in green, and postally used from Deloraine on 24th July 1905.



This very unusual scene of Queen's Bridge looks over the river, which is flowing towards the photographer, and shows the buildings facing the river on East Parade.

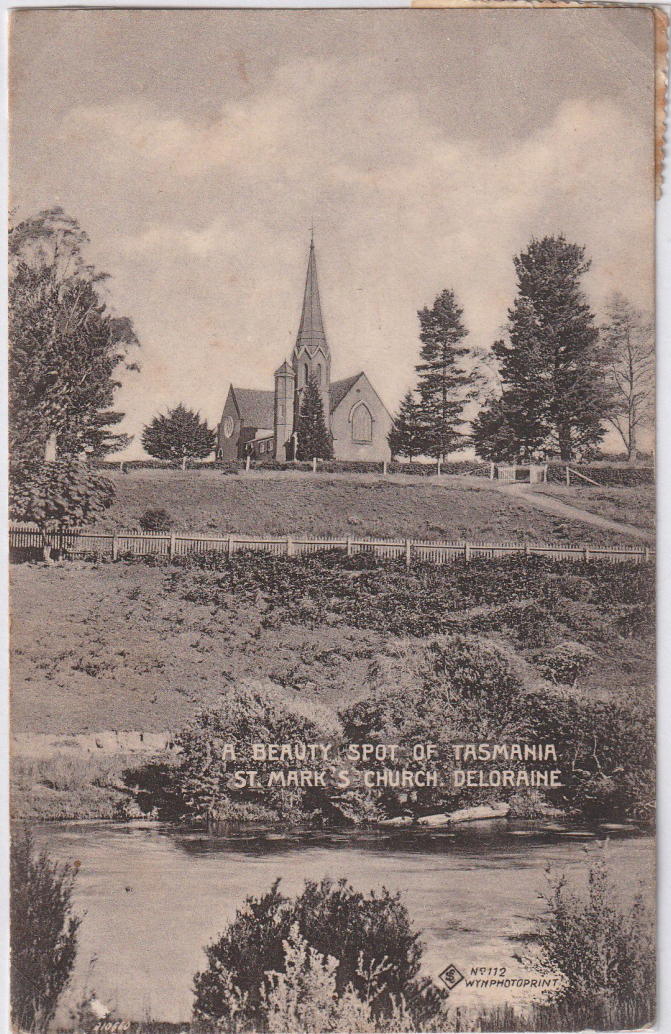
Real photo has divided back printed off-centre in grey, with no accreditation and is unused. The impression being that this is one of a very limited production, or even an enthusiast's own attempt to compete with commercially produced postcards.

Deloranie on River Meander, Tasmania.



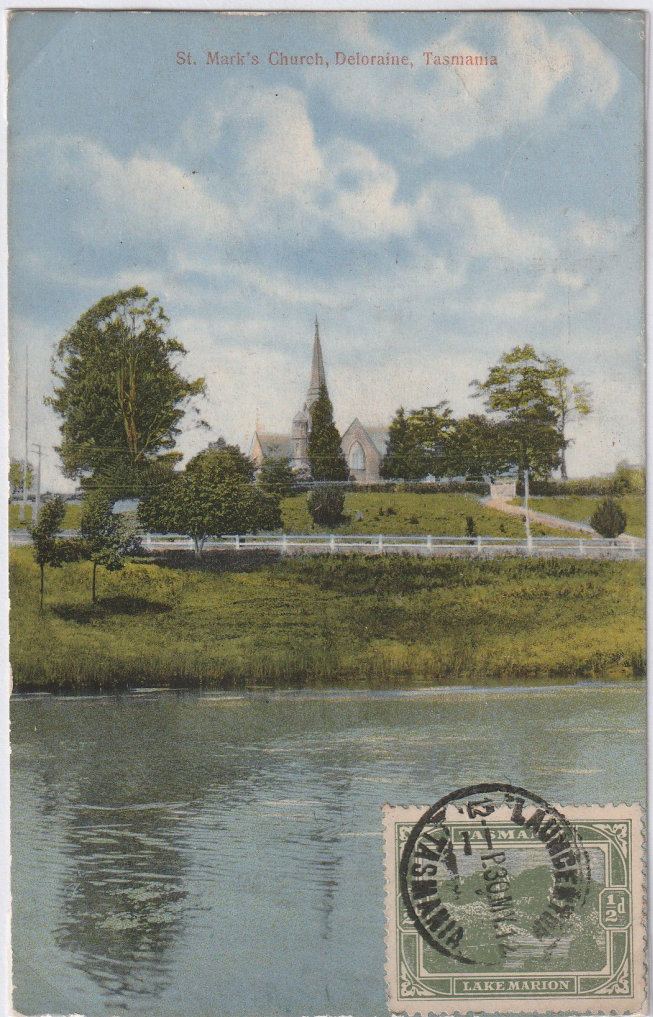
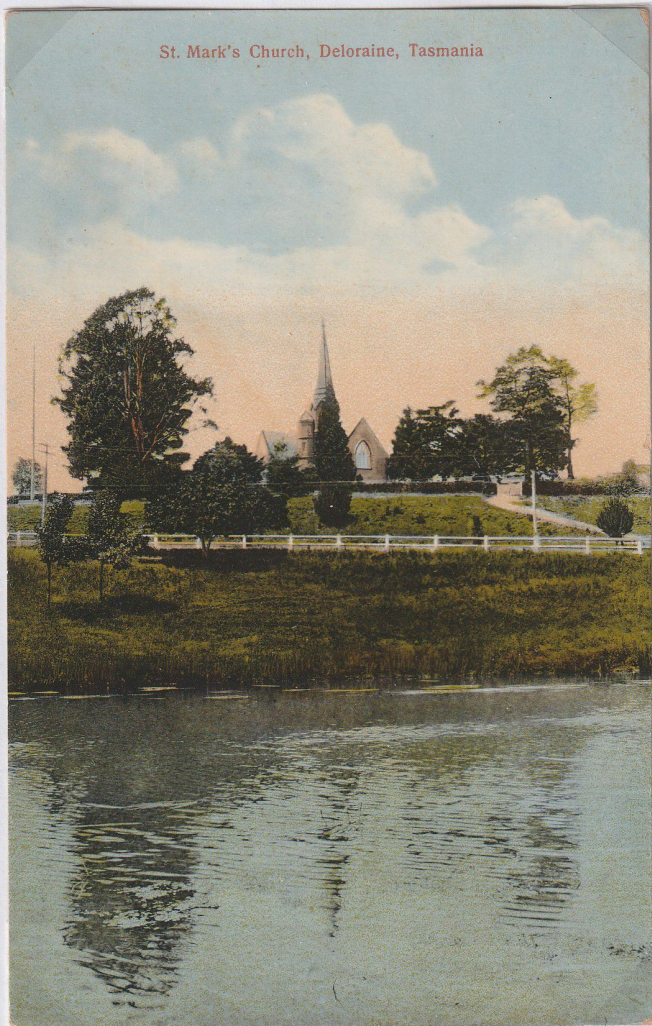
In contrast, the opposite view to the last postcard. This photo taken from East Parade looking down the river with Queen's Bridge central and West Parade plus buildings on hillside in the background.

Unused card published by Geo Cameron, Storekeeper, Deloranie (sic) and printed in Prussia.

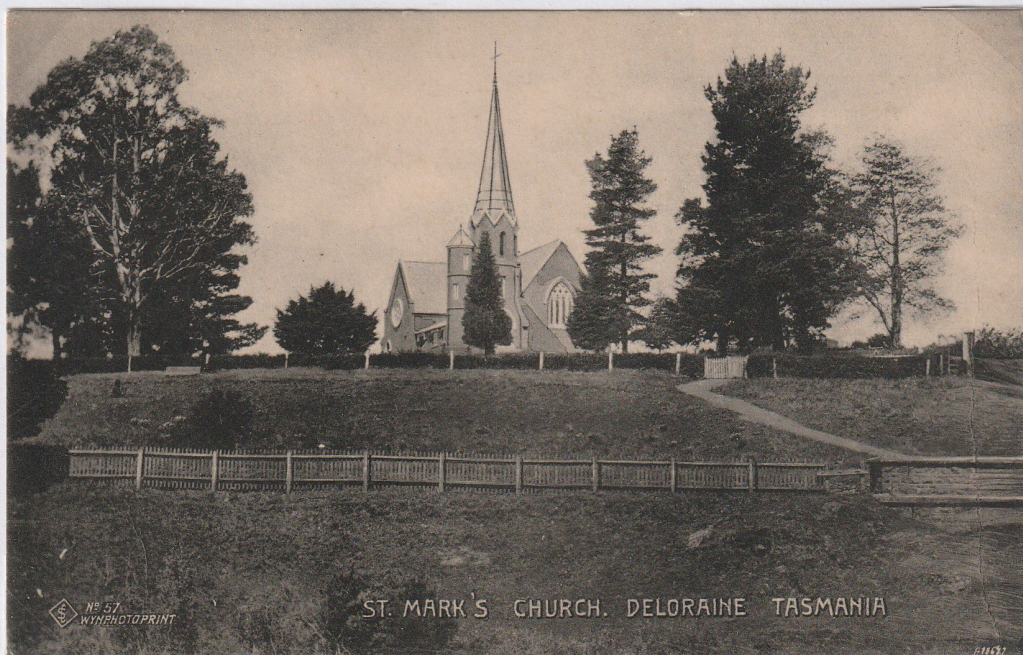


One only needs to repeat the caption, 'A Beauty Spot of Tasmania, St. Mark's Church, Deloraine.'! Postcard at left is Selwyn Cox Photoprint No. 77, stating 'The "Wynphotoprint" Hand-coloured series' on the rear. It was used at Barrington with unclear date. That on the right is exactly the same image but black and white, by Selwyn Cox No. 112, this time credited to Wynphotoprint on the front and used at Deloraine, date is also unclear. Both cards carry the photo index number A10660.

Two more identical views of St. Mark's Church, although different in their own ways. Printer's licence is effected through different treatment of the sky and clouds, and one has a 'warmer' feel.



Both cards are unused, although that on the right has a franked stamp to the front, and have divided green printed backs. Both were published by S. Spurling & Son, Launceston and numbered 545. That on the left was printed in Germany and the other in Prussia.



'St. Mark's Church, Deloraine, Tasmania' in landscape format, for a change. Selwyn Cox published Wynphotoprint No. 57, photo index number A18647, printed in Saxony.



The portrait format postcards featuring St. Mark's Church do give the place of worship a regal prominence, yet this unused portrayal in landscape, framed by trees, does have a more relaxed and balanced photographic appeal as a picture. Note particularly the reflections of the stone bridge piers in the gently flowing river.

It is, indeed, "By the River", Deloraine, Tasmania.'.

Postcard was published by S. Spurling & Son, Launceston and printed in Prussia. The divided back is green.



A very soft feel to this depiction, which has been taken from a hill above the town centre, looking south to 'East Parade, Deloraine, Tas. Showing Road to Great Lake.'. On the left edge of the image we see Queen's Bridge with St. Mark's Church on the hill above. The roofs and trees in the foreground all seem a bit inconsequential but add to the atmosphere. Card is unused.

A Selwyn Cox Photoprint card, No. 58, with photo index number A10643. On the rear it states 'The Wynphotoprint Series'.

Down-river in Deloraine, below Queen's Bridge and the railway bridge, the latter of which is featured on both these postcards, is Deloraine's Meander River weir. The weir was constructed to hold back water to drive the wheel of the Electric Power Station, the building of which can be seen on the left edge of the lower card, although the wheel is long gone. The upper card dates back to the early 1900s, whereas the lower is from the middle of last century. Note the extensive addition of power and telegraph poles illustrated on the lower card. Both postcards are unused.



A Selwyn Cox Photoprint postcard, No. 56 with photo index number A10640, and annotated on the rear as 'The "Wynphotoprint" Series.'



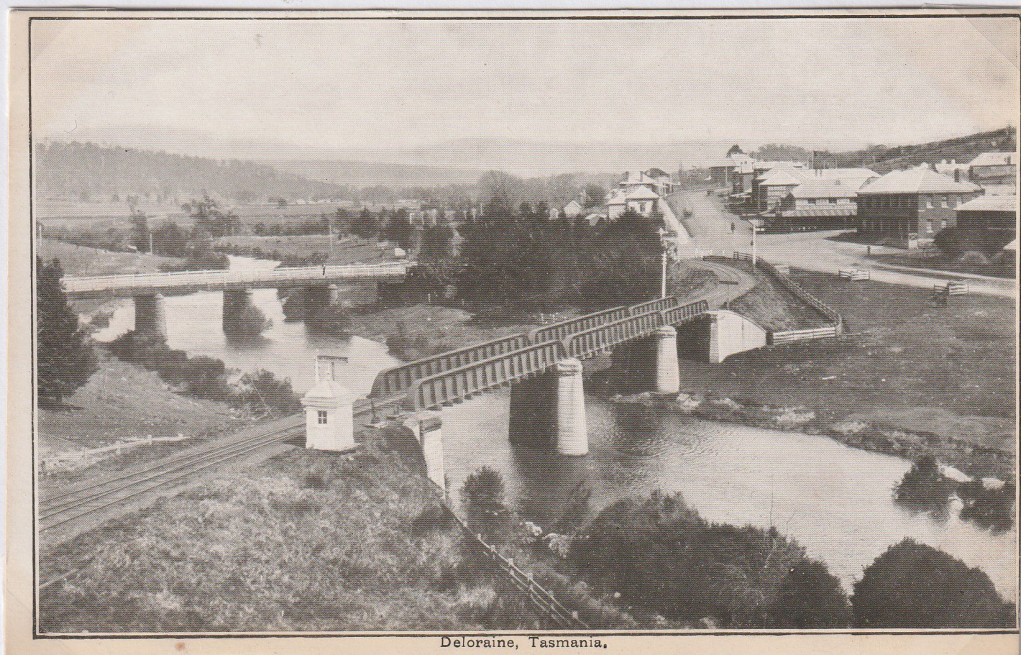
This real photo card is by 'Valentine Publishing Co., Melbourne & Sydney.' on the rear, and 'Valentine Series No. 3595' and captioned 'Meander River, Deloraine.' on the face.

Here we have two postcards exhibiting photographs which have been printed from the same negative for two different publishers. The upper card is slightly more enlarged than the other. Scene shows, both railway bridge and Queen's Bridge, Meander River and Emu Bay Road, via which we will soon depart the town. The large squarish building, extreme right, is Deloraine Hotel, which has undergone numerous updates and extensions since opening in 1848.

Both postcards are unused.



*'Deloraine, Tasmania' with 'V.S.M. Series' on the rear,
a photographic print by Victoria Stamp Market.*



*'Deloraine, Tasmania.' Published by 'Spurling & Son, Launceston.' as part of their
'North West Coast Series.'*

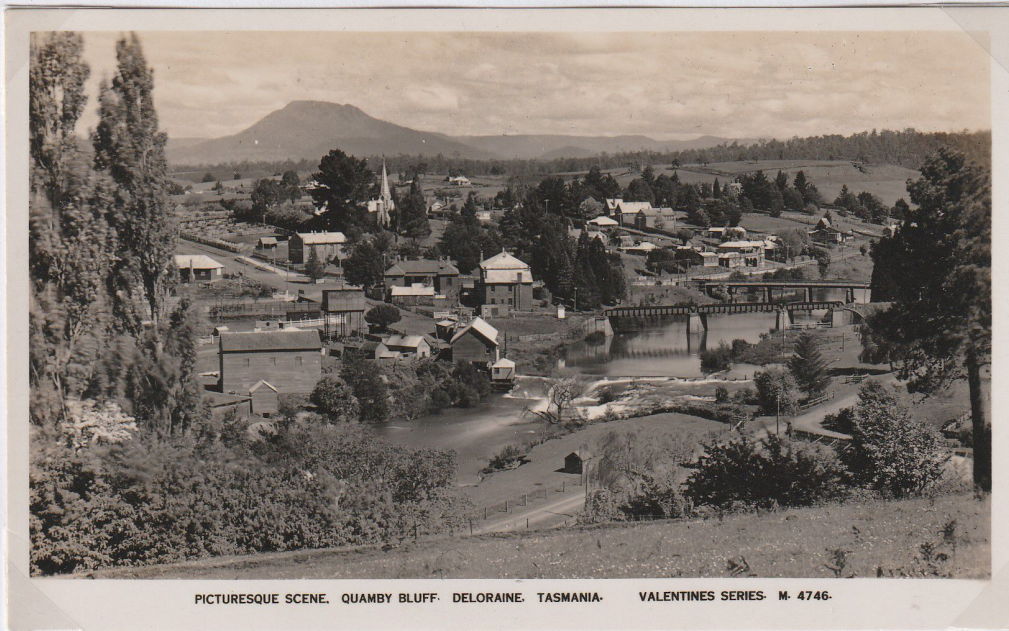
This is the Deloraine Hotel from fractionally different angles, yet each with one or two buses stopped at the hotel. The front bus in the upper photograph is destined for Launceston and in the lower one it is heading for Hobart, probably indicating that Deloraine Hotel was the main stop in Deloraine for long distance coaches. Neither postcard is used so there are no dates evident, but judging from the vehicles, 1950s or 1960s appear likely. The rectangular signs, to the left of the upper card and that behind the bus on the lower card, indicate Pedestrian Crossings.



Real photo card by Valentines and 'Deloraine Hotel, Deloraine, Tasmania.' Is marked 'V6'.



This lower postcard 'Deloraine Hotel, Deloraine, Tas. A.B. Series. No 552' is by Ash, Bester's of Hobart and is printed on Kodak paper.



Now we have crossed to the north side of the river, travelled north-east along West Parade which is in the foreground, and up onto higher ground to gaze out across Deloraine to Quamby Bluff, which is the hill in the left background. Postcard has not been used.
This postcard by Valentines in No. M. 4746 in their 'Real Photo Series', and as it says it is, 'Picturesque Scene. Quamby Bluff, Deloraine, Tasmania.'



This is a slightly closer view of a similar scene to that above. In this photograph it is easy to see water gushing out from the water wheel which was inside the Electric Power Station, located beside the weir. Curiously, no vehicles appear in either of these two postcards.
Card is unused.

Ash, Bester's of Hobart were responsible for this postcard, No. 554 in their 'Real Photo Series' on Kodak Paper.



MURRAY VIEWS NO. 22. EMU BAY ROAD, DELORAIN, TAS.

Real photo postcard produced in Australia by the Gympie, Queensland business, Murray Views, and their No. 22 is 'Emu Bay Road, Deloraine, Tas.'



Returning down to road and river level, we turn left having crossed Queen's Bridge and look up Emu Bay Road, the name of which takes us back to when the main road travelled westwards between the industrial centres of Launceston and Emu Bay.

Emu Bay was the major port on the north west coast for the export of the Substantial mineral resources mined on Tasmania's remote west coast.

Today we know Emu Bay as Burnie. On the Unused postcard above, the Don Store, which was a hardware department store, is on the corner to the right.

This card was posted in Deloraine on 9th January 1912. Looking up the road, The tallest building has two flag poles, and that structure is seen on the card to the left, the Empire Hotel, which catered to travelling business people.

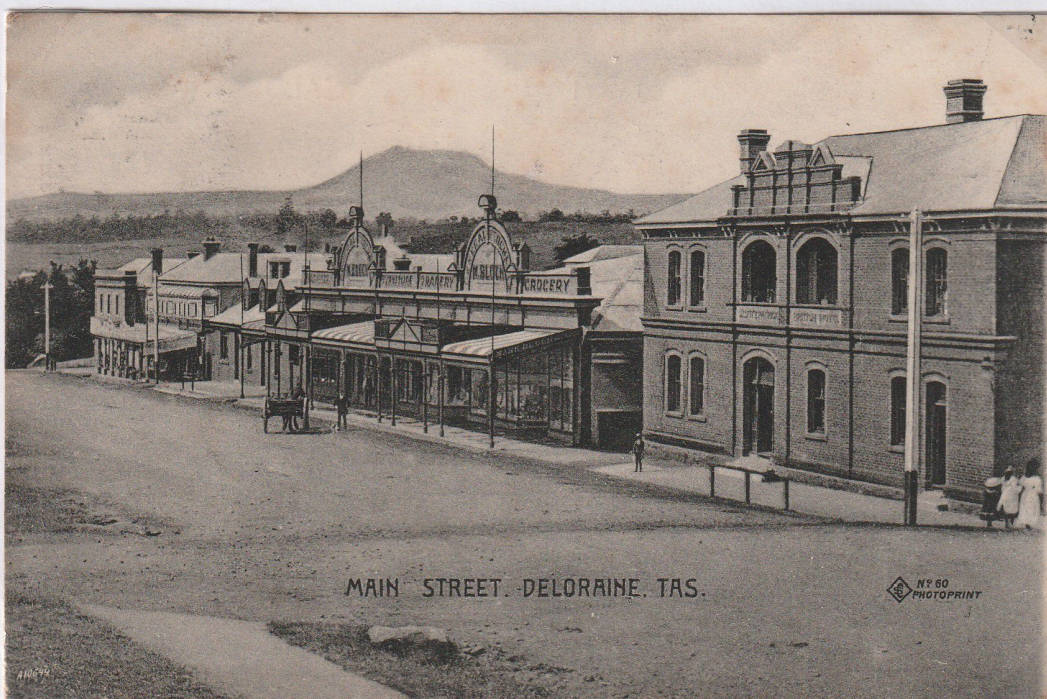
This postcard was 'Printed in Melbourne. F.W.N. & Co.' Francis Wilson Niven had a printing business in Ballarat, later opening a second business in Melbourne. He specialised in advertising postcards etc., predominantly for hotels and associated businesses. The hotel sign suspended between the flagpoles has been added, rather crudely, by the printer. In the postcard at the top of the page, the hotel sign is where this card has T.F.Jardine, who was the hotel proprietor.

Moving further up Emu Bay Road, we come to a busier scene with nearly all the shops sign-written for J.P. Sullivan, and at least fifteen of the staff etc. posing in front of shops and horse-drawn drays. The tall brick building to the right is Fitzpatrick's British Hotel. Postcard is unused.



Hand coloured postcard carries no information other than 'Post Card' on the rudimentary divided back.

This view from the other direction, below, of the same row of retail premises, has M. Block as the shop owner and only a few, including children, posing for the cameraman. Quamby Bluff is in the background with Fitzpatrick's British Hotel to the right. Card was posted in Deloraine in March 1906.



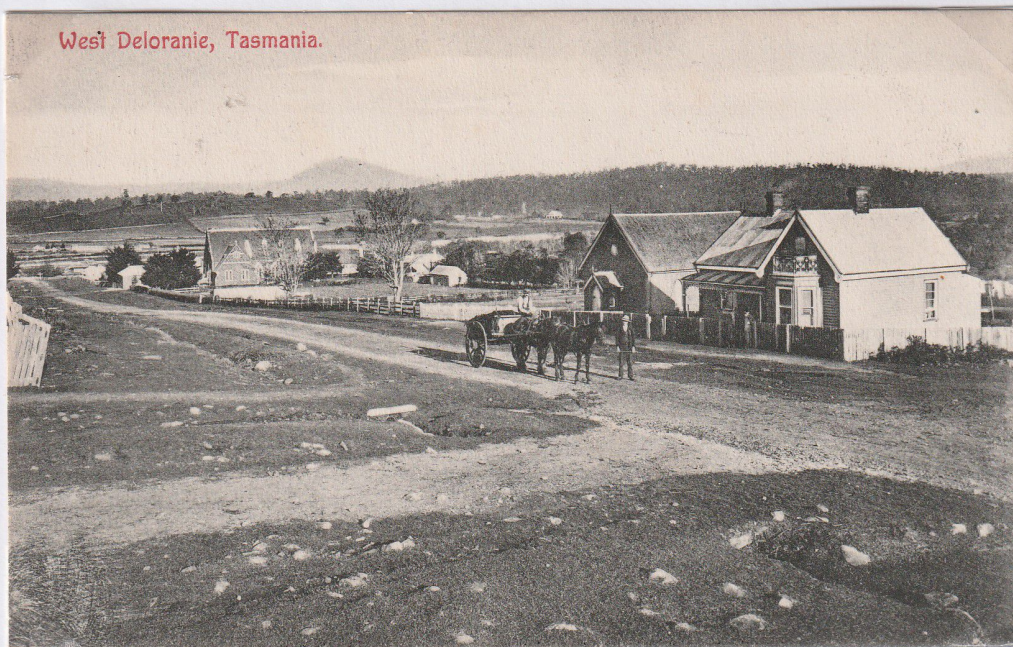
A Selwyn Cox 'Photoprint' card, Main Street, Deloraine, Tas.' as this part of Emu Bay Road was known colloquially. This is No. 60 in the series, photo index number A10644, and marked 'Wynphotoprint' on the reverse.

Another similar view to the previous card, this time showing both sides of the street. This time it is easier to see the named Mark Block on the end of the large shop awning. Also note the boys in the centre, probably playing marbles, as they did in the middle of the road in those days! Card unused.



Card is attributed to 'Spurling & Son, Launceston' and is part of their 'North West Coast Series.'

Here we are at the end of our meander, looking back into Deloraine with Quamby Bluff in the background, and a couple of men with horses and a load stopping to pose, as they also head west out of Deloraine. This postcard has not been used.



This last postcard published by 'Geo Cameron, Storekeeper, Deloraine' (sic), also incorrectly captioned 'West Deloraine, Tasmania' and printed in Prussia. This card is one of two published by Geo Cameron featured in this study and both have Deloraine spelled incorrectly, probably attributable to the printers in Prussia, because one would expect that a local business would know how to spell the town name!

Next time you visit Tasmania, ensure a trip to Deloraine is on your schedule, you won't be sorry!