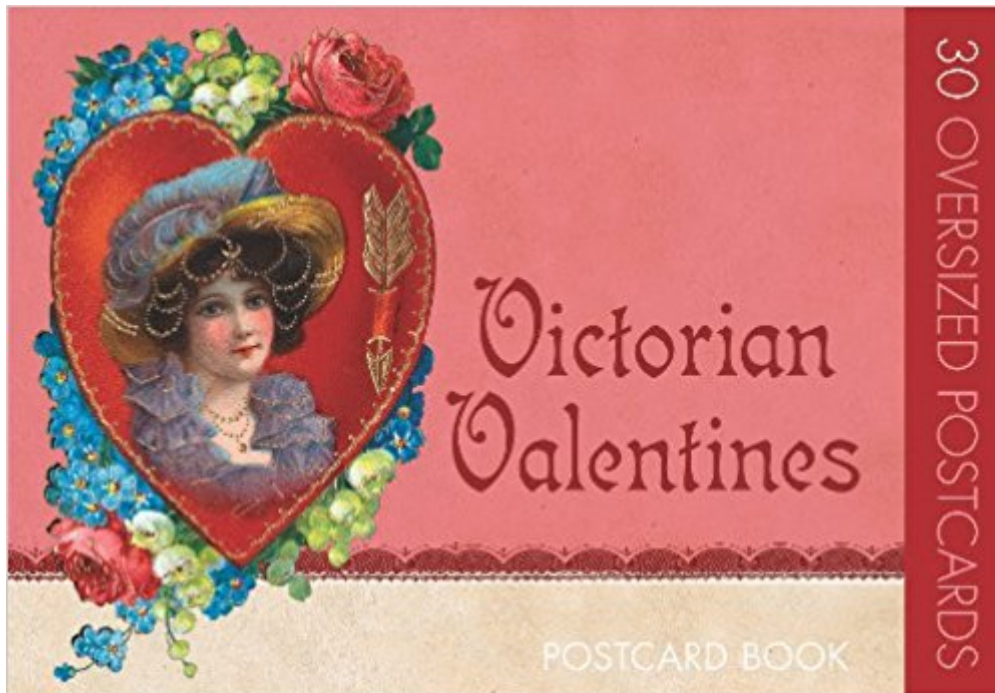




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# Victorian Valentines: Postcard Book



## Synopsis

The most romantic and florid expressions of love were the fashion in the Victorian Age, which was to be expected of a time that masked and ornamented the erotic impulse. The end of that era was coincident with the golden age of the postcard (1890 to World War 1) and so we have tens of thousands of Valentine's Day postcards, many displaying high levels of imaginations and design. Each age leaves an impact of its character in its greeting cards and other paper ephemera. We see in the beautiful postcards of the late Victorians that era's predilections in both love and design. The imagery in Victorian Valentines Postcard Book is largely formal because, to the Victorians, love was a serious business. We see beautiful women, well-groomed children, and the classical February 14 icons of cherubs, ornate hearts and many beautiful flowers. This is a thoroughly decorated universe, featuring baroque typography, bows and ribbons everywhere, and the occasional touch of lace. So felicitously do Valentine's Day and Victoriana mesh that much of what we think of as traditional Valentine's Day imagery is Victorian in origin. We have selected 30 favorites from our collection for this gathering. That complex of attitude and tendencies that we call the Victorian Age did not, of course, vanish on the Queen's death in 1900. It persisted and evolved until the First World War. For this book we have confined ourselves to postcards published before 1910.

## Book Information

Cards: 30 pages

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## Customer Reviews

Laughing Elephant, along with the Blue Lantern Studio and Green Tiger Press, houses one of the

world's finest book and ephemera collections focusing on children's and juvenile art.

I bought these cards for an office Valentine's exchange. Our little party was similar to the ones we had in school where you drop off Valentines in a cute box. I also sent them to my son's day care Valentine's party for the teachers. These were a big hit as they are pretty and unique. They were easy to tear out of the book and were thick enough to write on with a sharpie. Each of the cards has a different picture. I think they would hold up fine in the mail too, if that is your purpose.

I'm very pleased with these cards. The designs are lovely. The cards are easy to tear from the book, which is a problem I often find with other postcard books. The only negative thing I've found is that the cardstock is not as thick as I'd like. It's on par with many other postcard books, but I always prefer very sturdy postcards. These cards are a unique way to say "I love you" or tell someone you're thinking of them around Valentine's Day. Great for anyone who loves Victorian emphera.

I ordered these to use as an additional table decoration at my daughter's wedding reception. She got married on Valentine's Day. I actually removed each card from the book and used a paper cutter to square off and smooth the torn out card. They were such beautiful cards, unique designs and high quality. I made a stand from card stock and rubber cemented it on the back to display each card.

Very beautiful and well made. Easy to tear, none of mine ripped. I was a little disappointed to find out they are bigger than what is considered for USPS postcard rates. These are about 1/2" too big all around. I sent a ton out with postcard stamps on them and they were stamped postage due.

Super cute little valentine post cards, I sent them to my family and passed them around the office at work. Not too flimsy to go in the mail box. :)

If you like old-fashioned Victorian artwork, these are lovely examples of it. But quite a few are romantic in nature so I didn't want to send those to friends and relatives.

I really loved this item. The postcards were larger than I thought they would be and even better looking than I imagined. Some are pretty and some are amusing. They all evoke a by-gone era.

Nice designs, heavy stock, well printed. There is some overlap/duplicates of designs in similar collection: Valentine Postcards

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