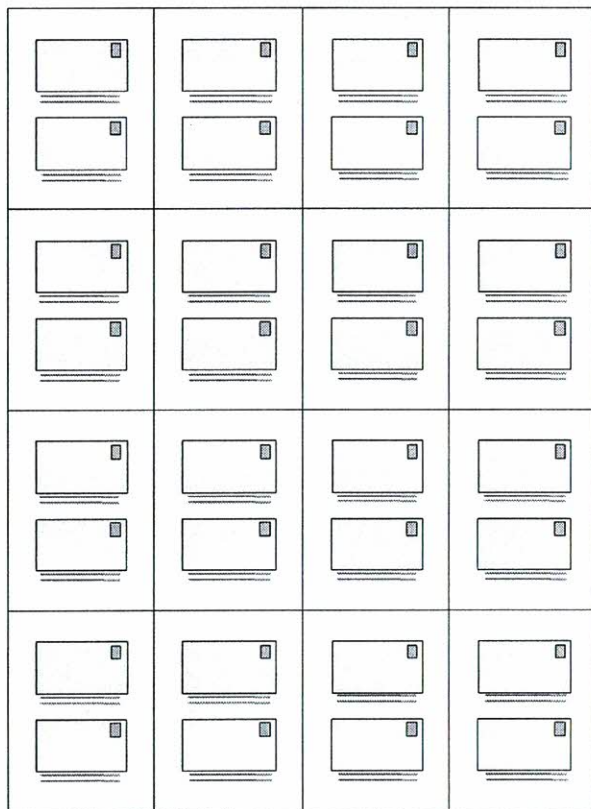


MOUNTING POSTAL CARDS

By: Lars Engelbrecht

In this article we take a look at mounting of postal cards in postal stationery exhibits, and I would like to share some of mine experiences with mounting postal cards.

The mounting of postal cards can cause challenges which you do not have in traditional philately mostly because the item sizes invites you to mount them two on each page – one on top of the other – making a very uniform (boring) presentation, whereas you in traditional philately have the smaller size of stamps to differentiate the mounting. In postal history you have similar challenges, but because of different sizes of the letters in a postal history exhibits the frame as a whole automatically has a more dynamic impression than a frame with 32 similar postal cards.

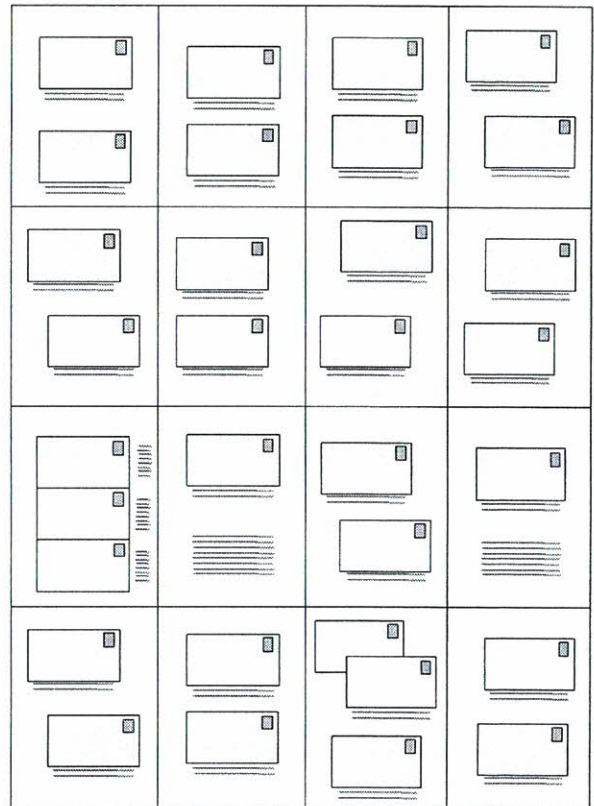


*Ill. 1: Often used mounting of postal cards:
Two cards on each page*

Illustration 1 shows this widely used way of mounting postal cards. I know there are different views on this kind of mounting, but to

me it is boring – especially if it is a frame of the same type of postal card in the same color.

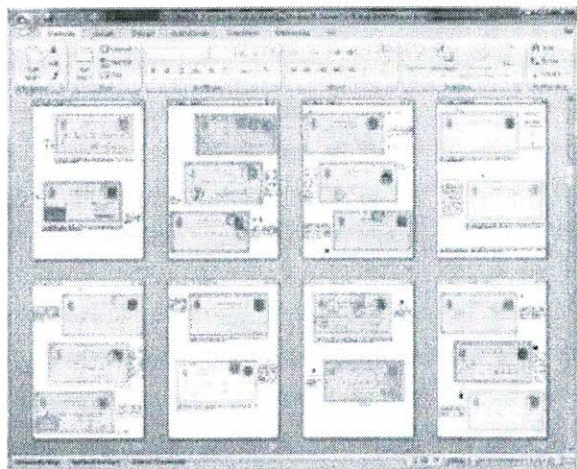
But there are of course many different ways of mounting. Illustration 2 shows the exact position of postal cards I saw in a frame in an exhibit at an international exhibit last year. This is what I would call random mounting; it gives an impression of sloppiness and I think it will be hard to get a full 5 points for this.



Ill. 2: Random mounting

When exhibitors use this random mounting, it is usually because they start writing the text for the items on the page and then place the items where there is space. I suggest the reverse: Place the items firstly and then add the text where there is space.

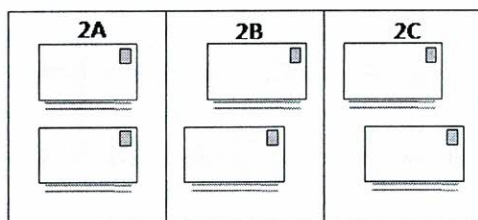
Another reason for this random mounting is that the exhibitor has looked at the mounting of each page but not at the frame as a whole. I suggest that you always look at the frames when mounting. I use PowerPoint for mounting and there is an excellent facility so I can always see half a frame during mounting (Ill.3) before I print the pages.



Ill. 3: Using PowerPoint for mounting: Looking at half a frame before printing the pages

Another advice is to always have a fixed top line - and if possible to have fixed bottom lines as well. Usually you have different bottom lines depending on if there are two, three or four items on the page.

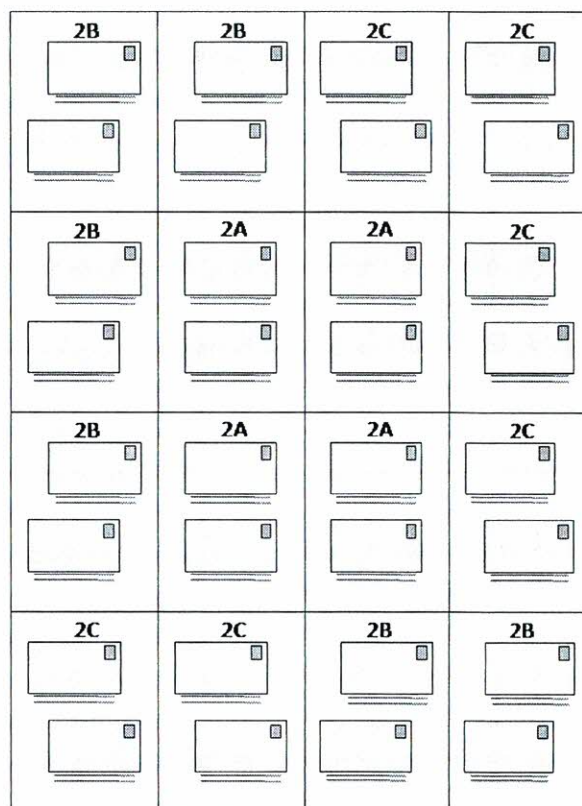
I also use standard pages for mounting. I have basically three different templates: 2A, 2B and 2C (Ill. 4)



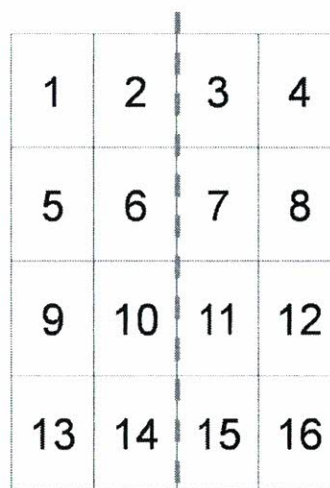
Ill. 4: The three templates for pages with two postal cards

Just by using these three templates (Ill. 5) you can make a much more dynamic frame (Ill. 5 compared to Ill. 1). And here you see the importance of looking at the mounting on a frame level and not only on a page level: 2B or 2C are not symmetric on the page, but you can use them vertically symmetrical in the frame.

I use this kind of symmetry in my entire exhibit, where a 2B must be matched by a 2C on the opposite side of the axis: 1 match 4, 2 and 3, 5 and 8, 6 and 7 etc. (Ill. 6).

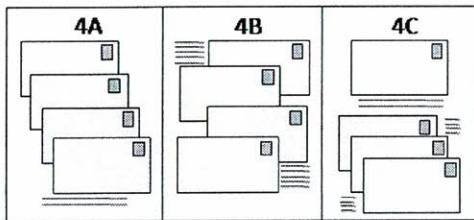
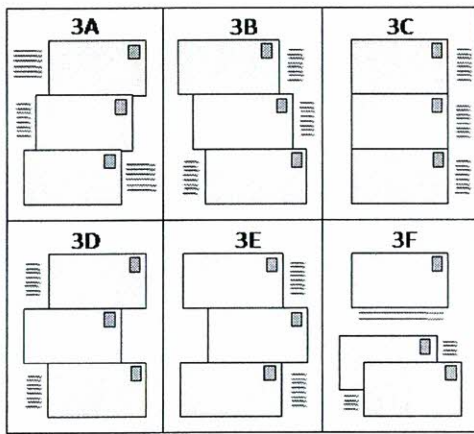


Ill. 5: A frame put together with 2A, 2B and 2C used symmetrically.



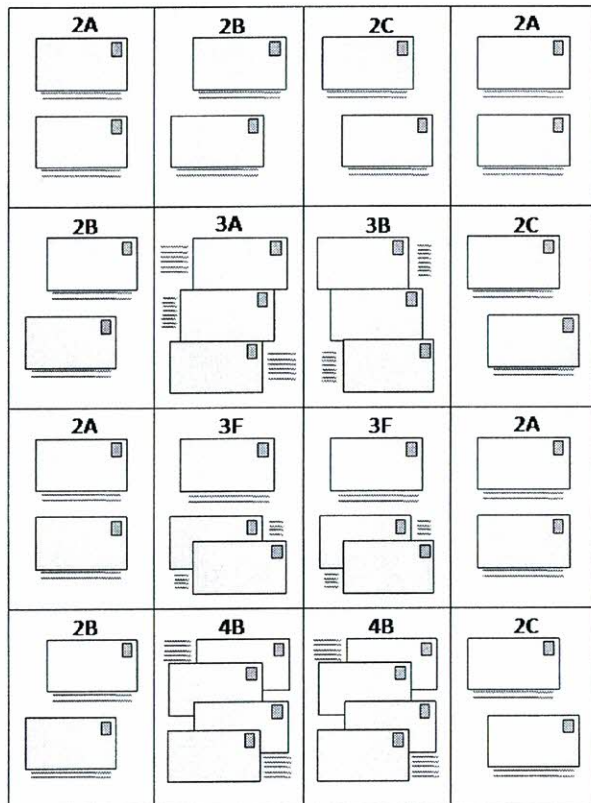
Ill. 6: A frame with the axis for symmetrical mounting

If we look at pages with three or four postal cards, I use six plus three different templates (Ill. 7). Again the principle is that they are to be used symmetrically in the frame.

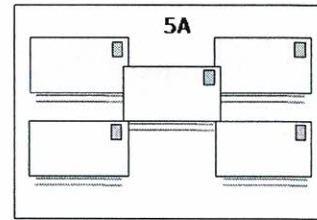


Ill. 7: The templates for pages with three or four postal cards

When we combine the templates for two, three and four cards on each page and use them symmetrically, we can have frames like illustration 8.

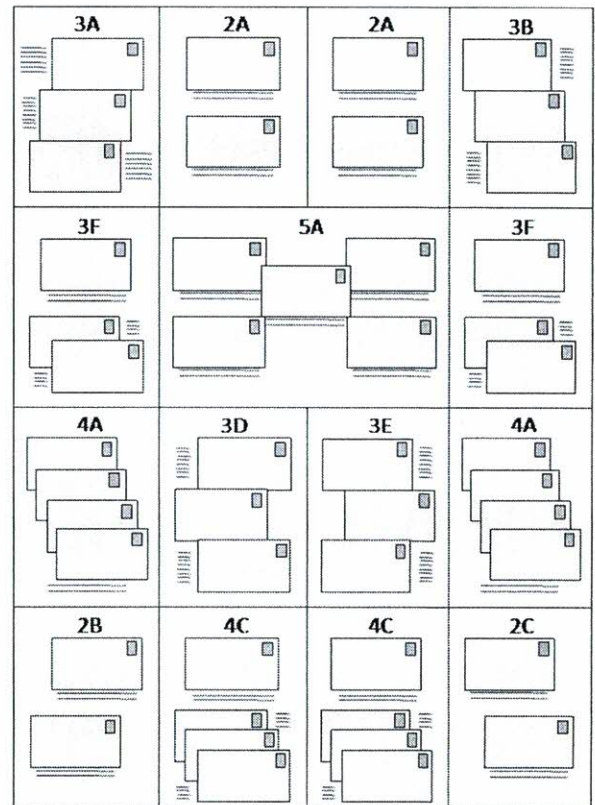


Ill. 8: A symmetrical frame



Ill. 9: The template for pages with five postal cards

I have also seen exhibits where A3 size pages are used – see illustration 9 (however I have never used them myself). These are especially good at highlighting one specific card: Look at Illustration 10: Which judge wouldn't look at the postal card in the middle of the A3 page? But watch out with A3: Not all exhibitions except the A3 format.



Ill. 10: A frame with one A3 page used

In my opinion symmetrical mounting of postal cards can make an excellent presentation.

These are some of my experiences with mounting postal cards. If you have other experiences, you are most welcome to write about it for this newsletter.