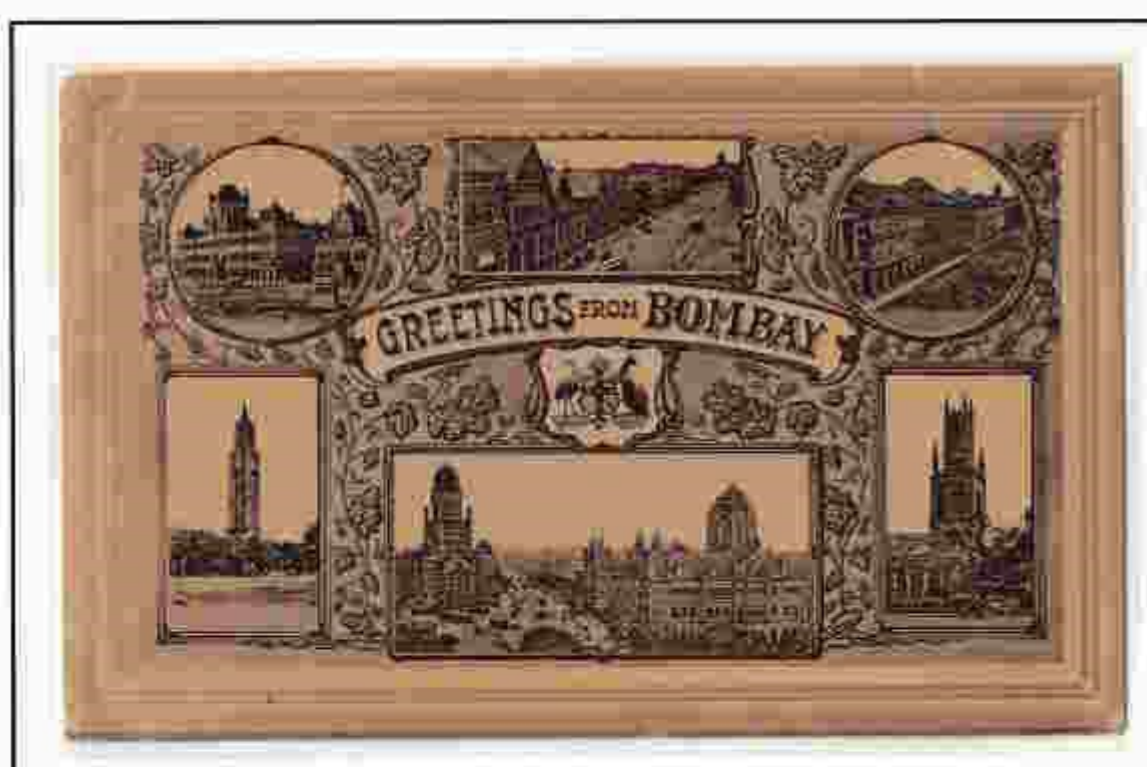


POETIC BEAUTY OF BOMBAY'S POSTCARDS

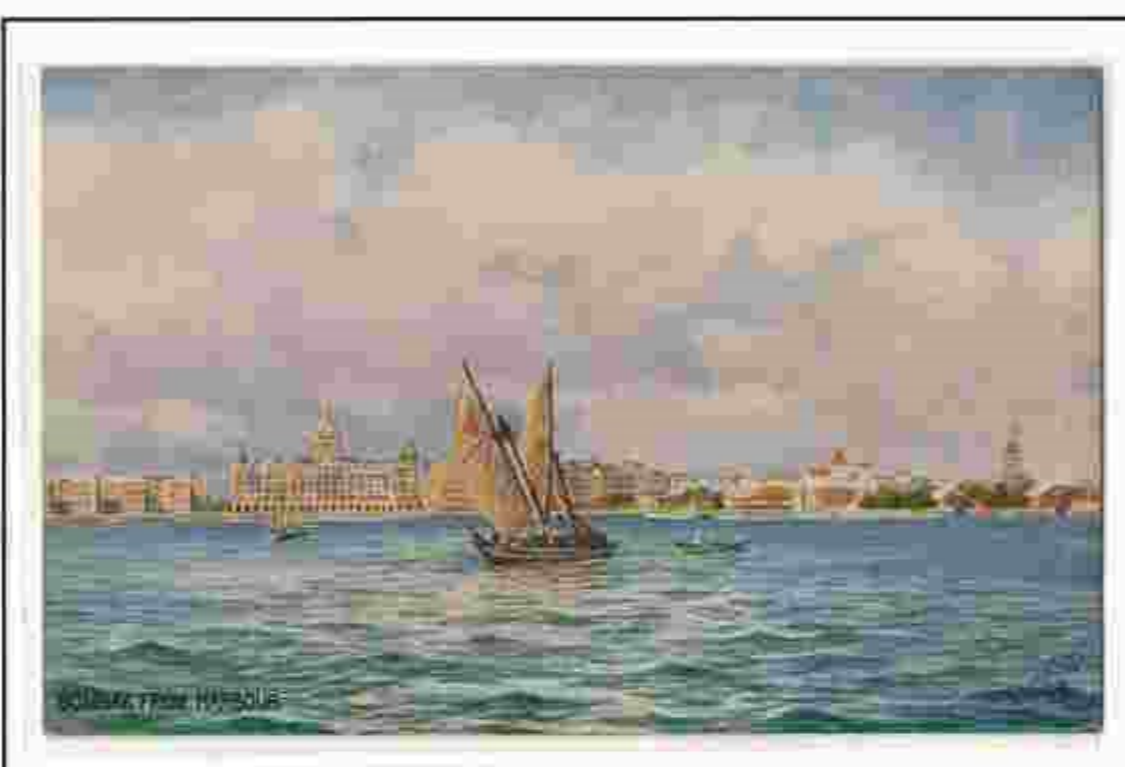
Aim & Scope of the Exhibit: Picture Postcards have a poetic beauty to them and can inspire poetry writing too. This One Frame Exhibit presents a rhyming poetic description of Picture Postcards of Bombay (Now Mumbai) and also mentions the name of the place and publisher's name (wherever available).
Choice of Materials: Materials have been chosen to reflect the best possible examples to illustrate the topic. Only original picture postcards are exhibited and strictly NO reproductions are used. Some are postally used whereas most are unused (non-postally treated) picture postcards that have printed text or printed address lines or a postage area, which shows that the card is meant to be posted without an envelope and is not merely a photograph. The One Frame Exhibit medium was chosen as it involves significant use of poetry hence a larger collection could be monotonous thus One Frame offers the optimum size to narrate the entire theme in poetry. All poetry used is Original. This One Frame is not merely a frame extracted from a larger collection but rather a collection with its own plan standing on the pillars of poetry and postcards.
Presentation and Treatment: The poetic text that relates to the picture and the postcard is in Brown Colour. The text that relates to the name of the place is in Blue. Information about the Publisher is in Black.
Study and Research: The information in this exhibit comes from public websites, personal study and research.
Intellectual Property Disclaimer: The publisher or printer of the picture postcard is acknowledged wherever such data is available. IP rights of all picture postcards are held with the respective publisher or photographer. However all picture postcards used in the exhibit have exceeded the copyright period as per Indian, US and EU laws and their copyrights have expired.

PLAN

- Title and Plan: Pg 1
 1. Tucks: Pg 2 to Pg 3
 2. Clifton & Co: Pg 4
 3. The Phototype Co: Pg 5
 4. Other British Era Publishers: Pg 6
 5. Unknown Publishers: Pg 7
 6. Post Independence Publishers: Pg 8



Multiple views of Bombay
 Published by The Phototype Co
 Greetings from Bombay, a city so grand
 where The Phototype Company's views take a stand.
 Bombay's everlasting appeal
 Shows its modernity and cultural zeal.



Bombay from Apollo Harbour
 Published by Raphael Tuck & Sons
 Bombay, a city rich with history's tales
 Where the sea dances and beauty prevails.
 Majestic architecture stands tall and proud
 Tuck's symphony of colors, blending in the crowd.

1. TUCKS



Apollo Bunder
 Apollo Bunder, where dreams meet the sea
 With Victorian beauty and history to decree.
 A bustling harbor, a sight to behold
 Where hotels and buildings proudly unfold.



View from Watsons Hotel
 From Watsons Hotel, a sight to behold
 Trees, buildings, and people unfold.
 A panoramic view, a story untold
 Of a bustling city, vibrant and bold.



View from Clock Tower towards Esplanade
 From the clock tower's height I stand
 and marvel at the vibrant land.
 Buildings and boats in colorful array
 Show a picturesque display.



Rampart Row
 From Rampart Row in Bombay
 Clock tower shines, and trees sway.
 Beautiful open spaces, colours at play
 A Vintage postcard capturing a bygone day.

1. TUCKS continued



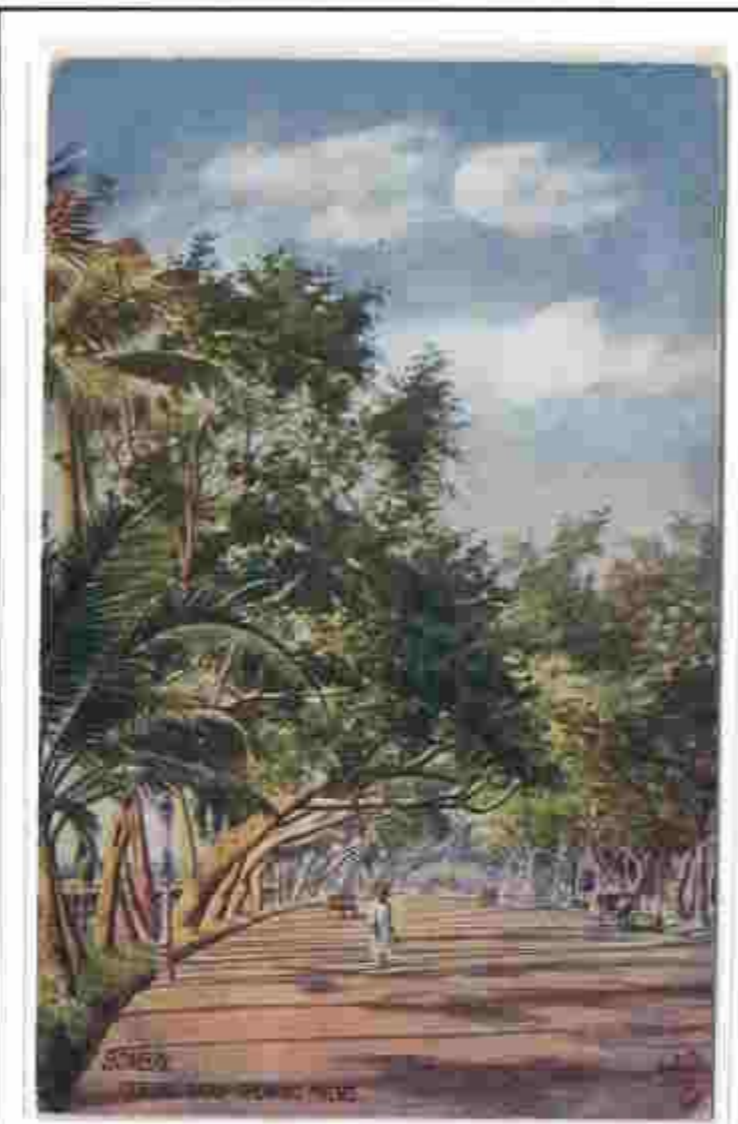
View of Malabar Hill
 In the heart of Bombay, Malabar Hill stands
 With grace & grandeur, these are high-class lands.
 Where Bungalows of old, British charm persist
 A dwelling place where riches reside and persist.



Hornby Road & Flora Fountain
 At Flora Fountain, waters dance and throw
 Their sparkling spray, a graceful show.
 Of Roman goddess, Flora fair
 Her beauty captured in the Bombay air



Queens Road showing Palms →
 On a picture postcard, a scene does unfold
 off Queens Road Bombay, in days of old.
 With palm trees tall, their branches wide
 Providing shade to passersby with pride.

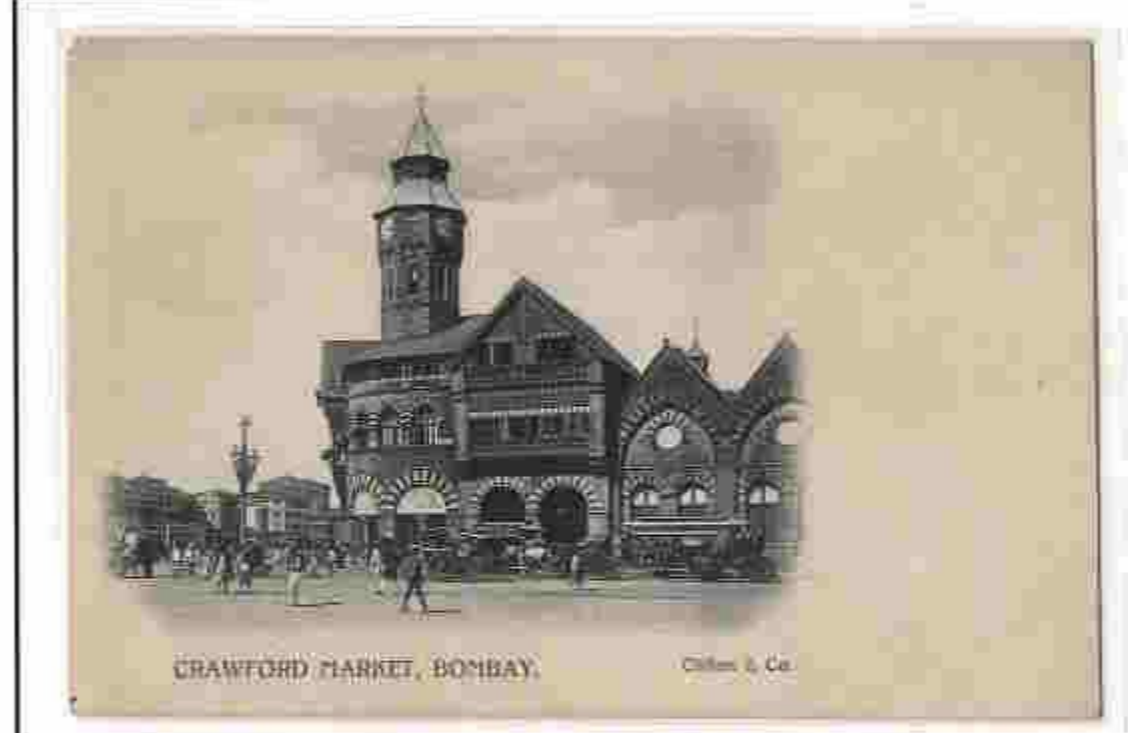


Chhatrapati Shivaji Maharaj Vastu Sangrahalaya →
 Former Prince of Wales Museum is place to explore history's claim
 With artifacts and exhibits that bear the Indus Valley's name.
 Visitors can learn about the past, culture, and more
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2. Clifton & Co.



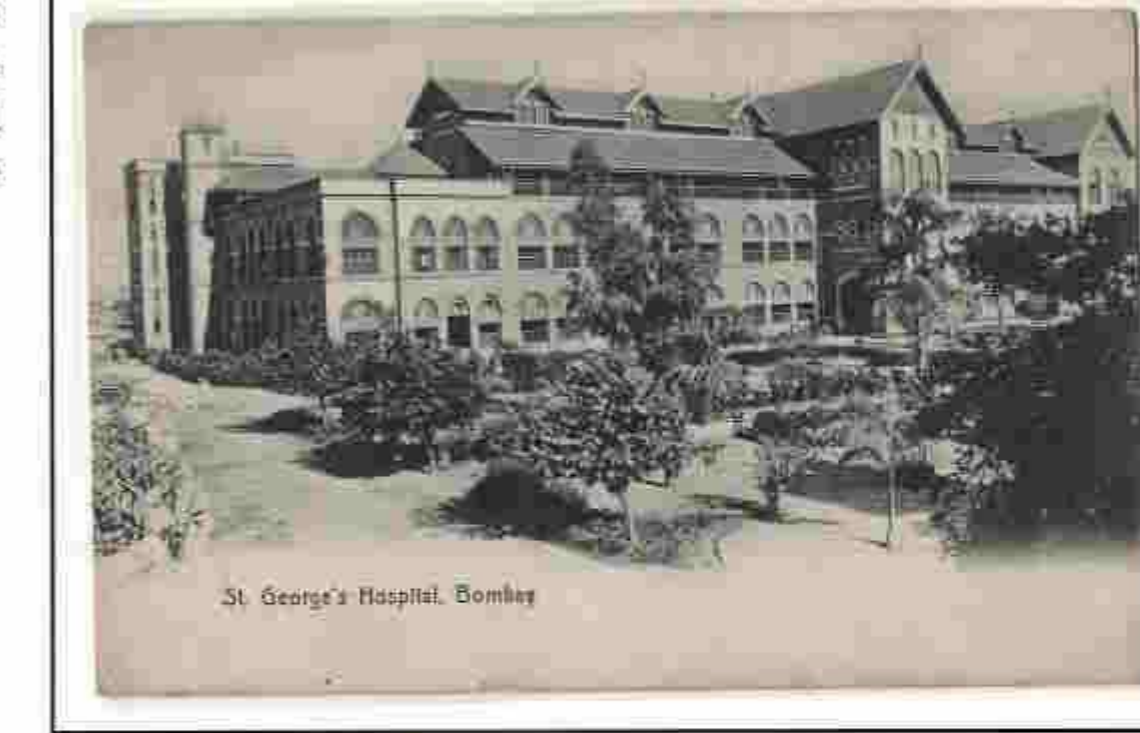
Esplanade Hotel Annexe
 In Bombay's bustling streets, stood a grand abode
 of elegance and grace, a historic ode.
 Now known as the Dhanraj Mahal it stands
 Where memories linger from bygone lands



Crawford Market
 In the heart of Bombay, a market stands
 Telling a story of bygone eras grand.
 With a blend of Victorian and indigenous grace
 Architect Emerson created this commercial space.

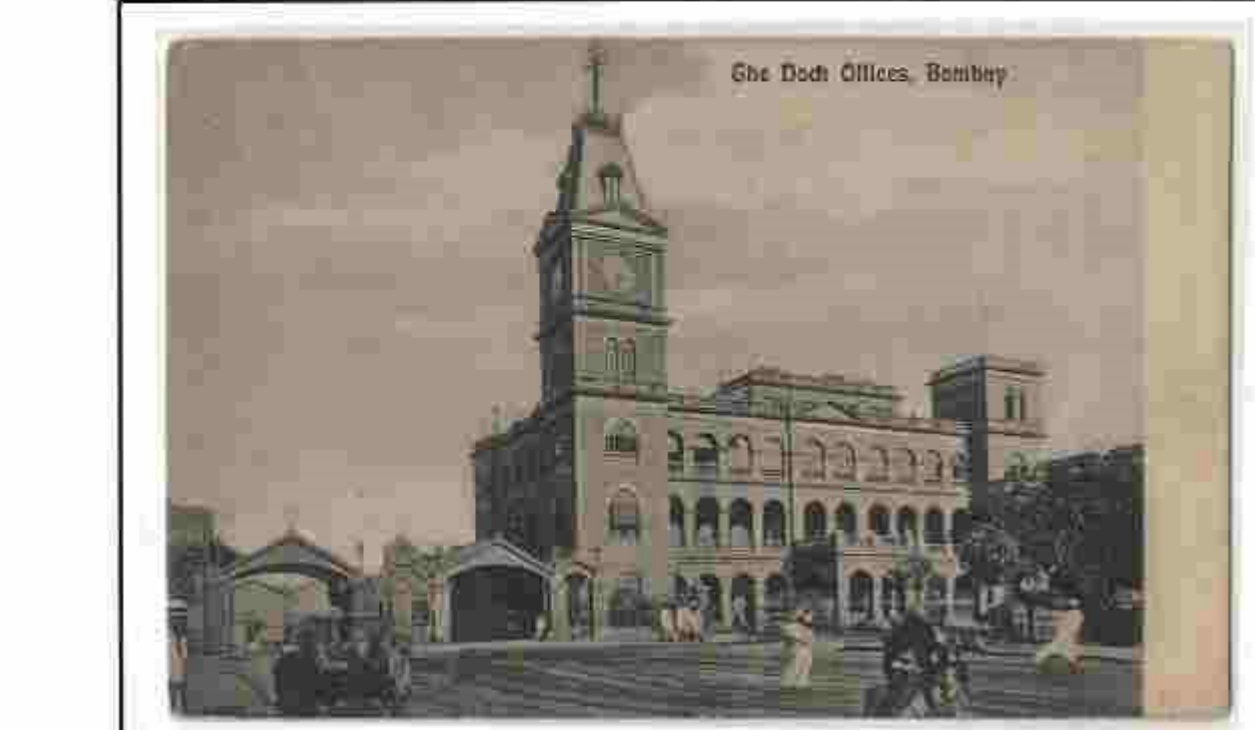


Bombay Harbour
 In Bombay Harbour, a pier stood strong
 overlooking the sea, where rich and wealthy throng.
 Arriving in horse carriages, a sight so grand
 Boats gently bobbing, as they reached the land.

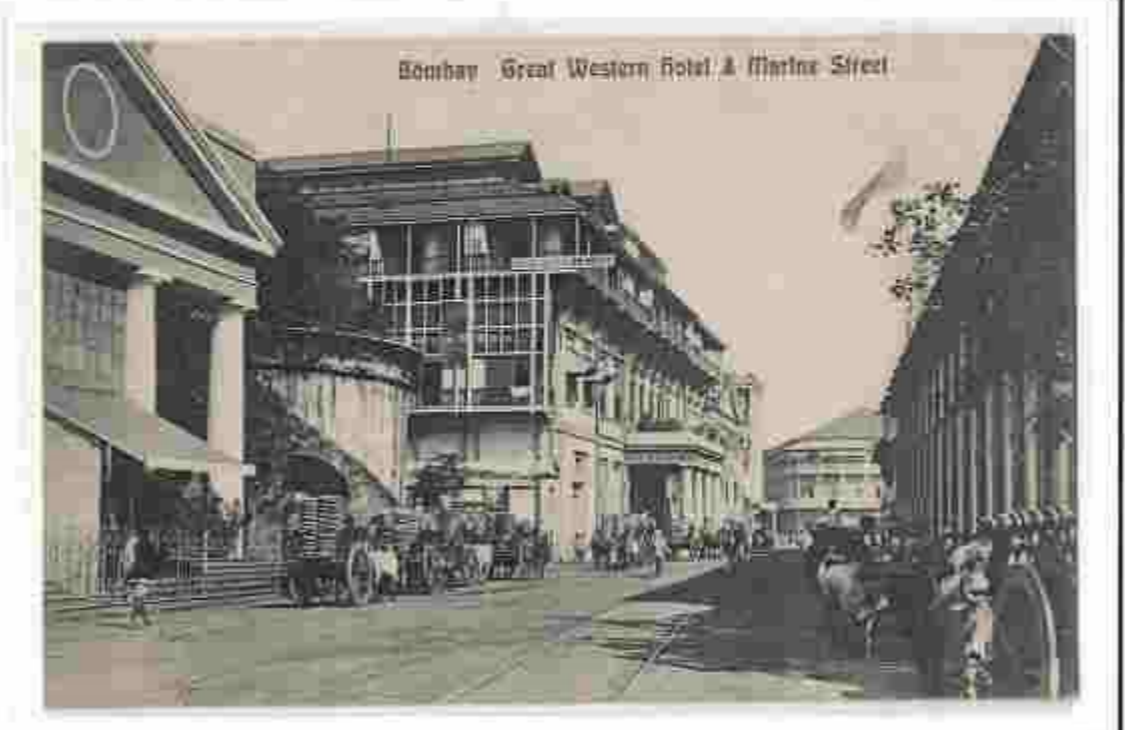


St. George's Hospital
 In Fort, St. George's Hospital stands with pride
 Catering to patients with JJ Hospital's care inside.
 Initially Catering to Europeans, a historic tale
 Where health and care still prevail.

3. The Phototype Co.



The Dock Offices
 In Bombay's docks, trade was abound
 From vessels of nations, cargoes unbound.
 Cotton, the treasure, in abundance stored
 Facilitating commerce, profits soared.



Great Western Hotel, Ice House & Marine Street
 The Round Ice House, a place once filled with frost,
 And Great Western Hotel, a landmark now lost.
 Marine Street, a bustling road of life's flow
 All in a postcard, a vibrant tableau.



A Parsi Festival Day
 On a festival day in Bombay's light
 Parsis gather, their spirits bright.
 With the clock tower looming tall
 A moment captured, memories enthrall.



Mahamadi Mahal
 In Bombay's bustling city, a charming chawl stands tall
 With its ancient walls and stories to recall
 The Mahamadi Mahal also known as Jer Mahal
 Its history is indeed mesmerizing to all.

4. Other British Era Publishers



Hindu Temple - Published by Wrench
 In Kalbadevi, stood a temple so grand
 With Hanuman's image, the devotees stand.
 They offer their prayers with faith and devotion
 Seeking blessings and spiritual satisfaction.



Pigeons at Bhuleshwar - Published by Thacker & Co Ltd
 In Bhuleshwar, where pigeons flock
 People gathered to feed them and talk.
 Their wings flutter, their coos fill the air
 As grains are scattered with utmost care.

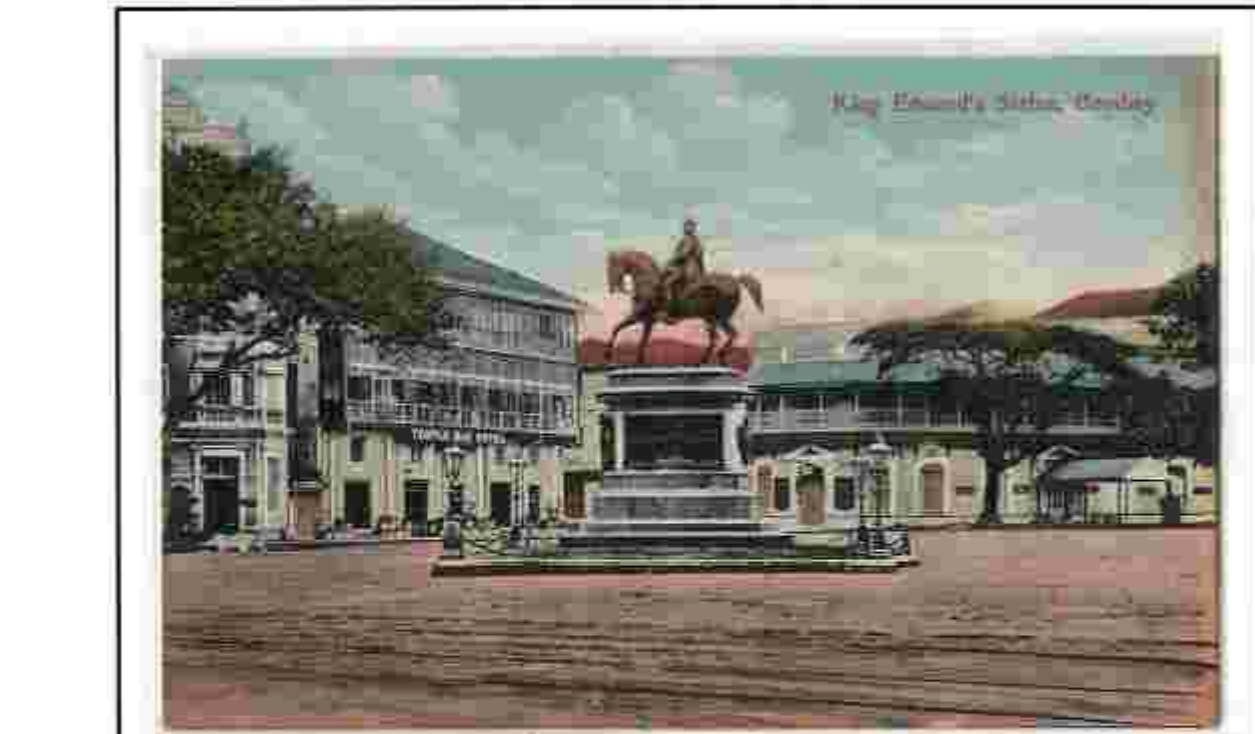


Ticca Garis and Taxis outside Taj Mahal Hotel - Published by B. Rigold & Bergmann
 Ticca Garis stand, a sight to adore
 With horse-drawn grace, outside Taj Hotel's door.
 In Bombay's streets, they are seen no more
 Once a symbol of elegance, now folklore.



Elphinstone Circle - Published by Moorti Dhur & Sons
 In Bombay's heart, stands Elphinstone Circle
 A grand open space with buildings so regal.
 Now named after Horniman, its name did change
 But its charm and beauty has no change.

5. Unknown Publishers



King Edward's Statue
 The picture postcard shows a regal sight
 Of King Edward's statue, shining bright.
 But now the King's statue is nowhere in sight
 In its place, a Kala Ghoda (Black Horse) stands with might.



Japanese Gymkhana
 In Pre War era of trade and connection
 Imperial Japan and British India had affection.
 Japanese Gymkhana on Queen's Road
 Stood as a testament to this historic ode.



Null Bazaar (also known as Null Bazaar)
 Null Bazaar, where fruits abound
 In colors vibrant, flavors profound.
 Merchants' stalls display nature's charms
 With mangoes, oranges, and palms.

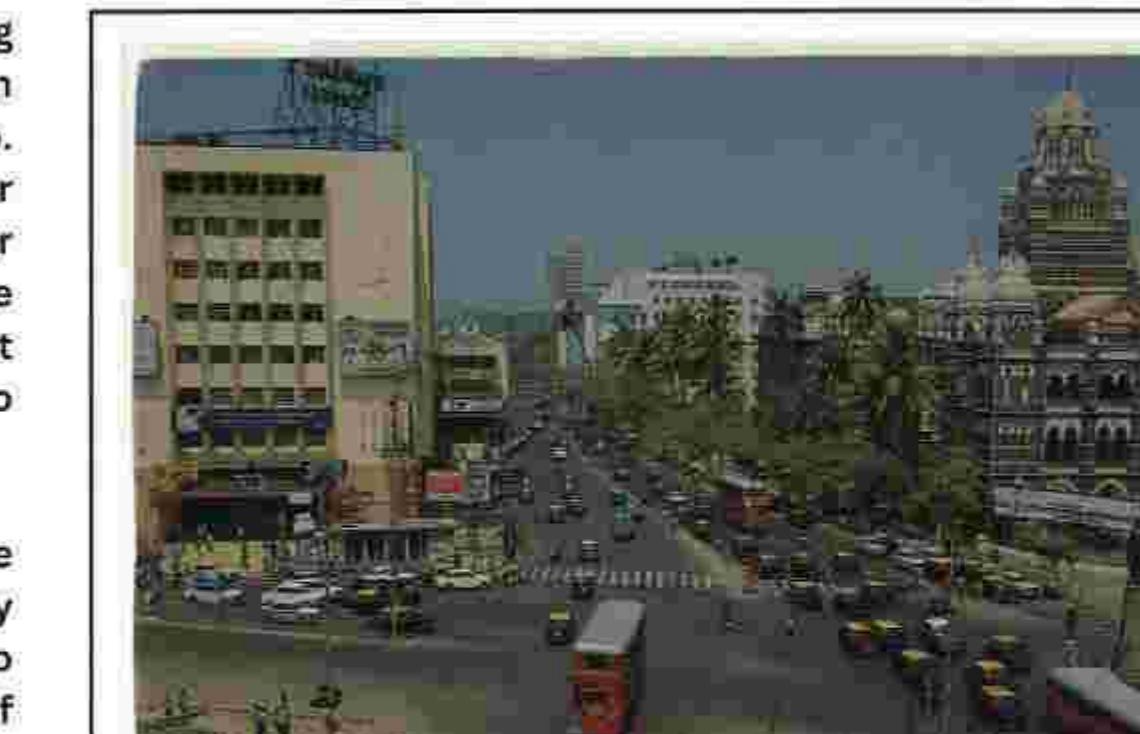


Ladies Section at the Bombay Exhibition
 In Bombay's grand exhibition fair
 Ladies adorned in Indian flair.
 Elegant saris in vibrant array
 Captivating all with their exquisite sway

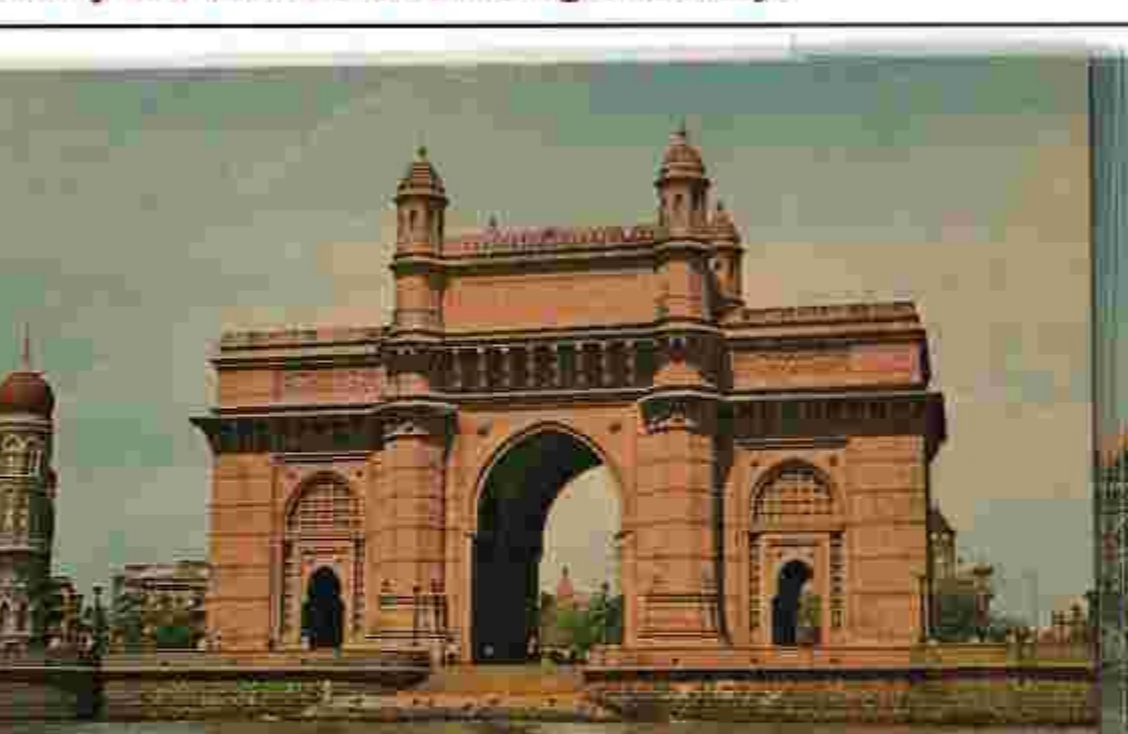
6. Post Independence Publishers



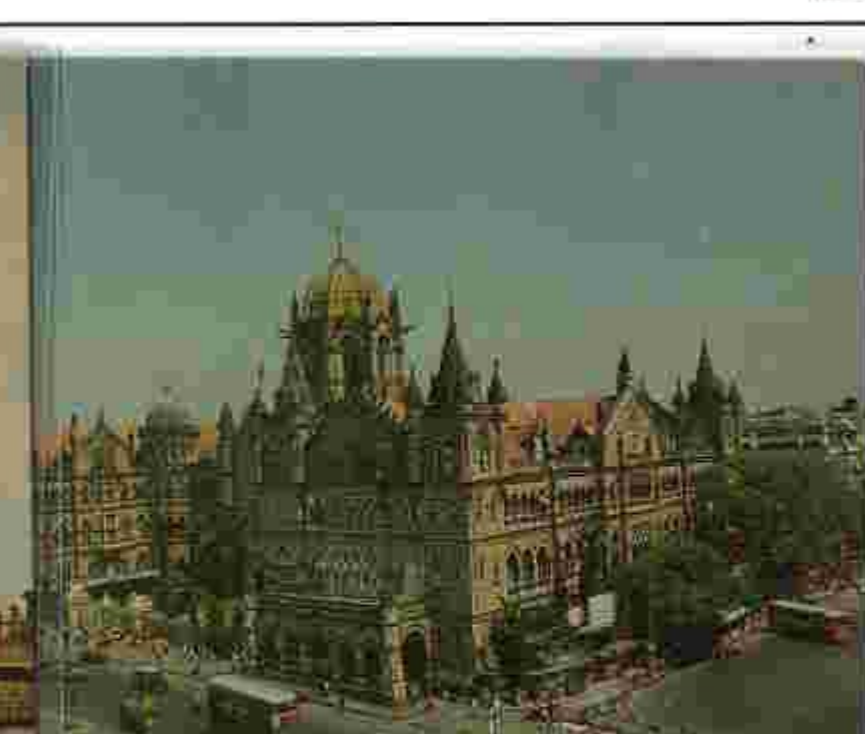
Marine Drive - Published by MTC
 Marine Drive, where buildings meet the bay
 A promenade of beauty, where hearts sway.
 Sea breeze whispers, a melody in play
 As the city and the waters dance night and day.



Churchgate Station - Published by Reliable Productions
 At Churchgate Station, a timeless sight
 Victorian charm and beauty unite.
 As trains pass by and people disembark
 In a bustling city, leaving their mark.



Gateway of India - Published by Elar



Victoria (Now Chhatrapati Shivaji) Terminus - Published by VT

Gateway of India stands a monument resplendent
 Built for the King's visit, a symbol magnificent.
 Victoria Terminus, a railway terminus of old
 An architectural masterpiece, its charm untold.
 Postcards of Bombay capture the city's allure
 Its poetic beauty, forever pure.

POETIC BEAUTY OF BOMBAY'S POSTCARDS

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Multiple views of Bombay

Published by The Phototype Co

Greetings from Bombay, a city so grand
where The Phototype Company's views take a stand.
Bombay's everlasting appeal
Shows its modernity and cultural zeal.

Bombay from Apollo Harbour

Published by Raphael Tuck & Sons

Bombay, a city rich with history's tales
Where the sea dances and beauty prevails.
Majestic architecture stands tall and proud
Tucks's symphony of colors, blending in the crowd.

1. TUCKS



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View from Watsons Hotel

From Watsons Hotel, a sight to behold
Trees, buildings, and people unfold.
A panoramic view, a story untold
Of a bustling city, vibrant and bold.



View from Clock Tower towards Esplanade

From the clock tower's height I stand
and marvel at the vibrant land.
Buildings and boats in colorful array
Show a picturesque display.



Rampart Row

From Rampart Row in Bombay
Clock tower shines, and trees sway.
Beautiful open spaces, colours at play
A Vintage postcard capturing a bygone day.

TUCKS Postcards were published by Raphael Tuck and Sons. They were printed in England. They were printed in a variety of printing techniques including Coloured Halftone and Real Photo Postcards. They were either individually numbered or part of Bombay Series - I or Bombay Series - II etc. They also used the "Oilette" branding on those which depicted paintings. Most of them were a part of larger "Wide-Wide-World" Series of postcards published for various cities around the world. All cards on this and next page are published by them.

1. TUCKS continued



View of Malabar Hill

**In the heart of Bombay, Malabar Hill stands
With grace & grandeur, these sre high-class lands.
Where Bungalows of old, British charm persist
A dwelling place where riches reside and persist.**

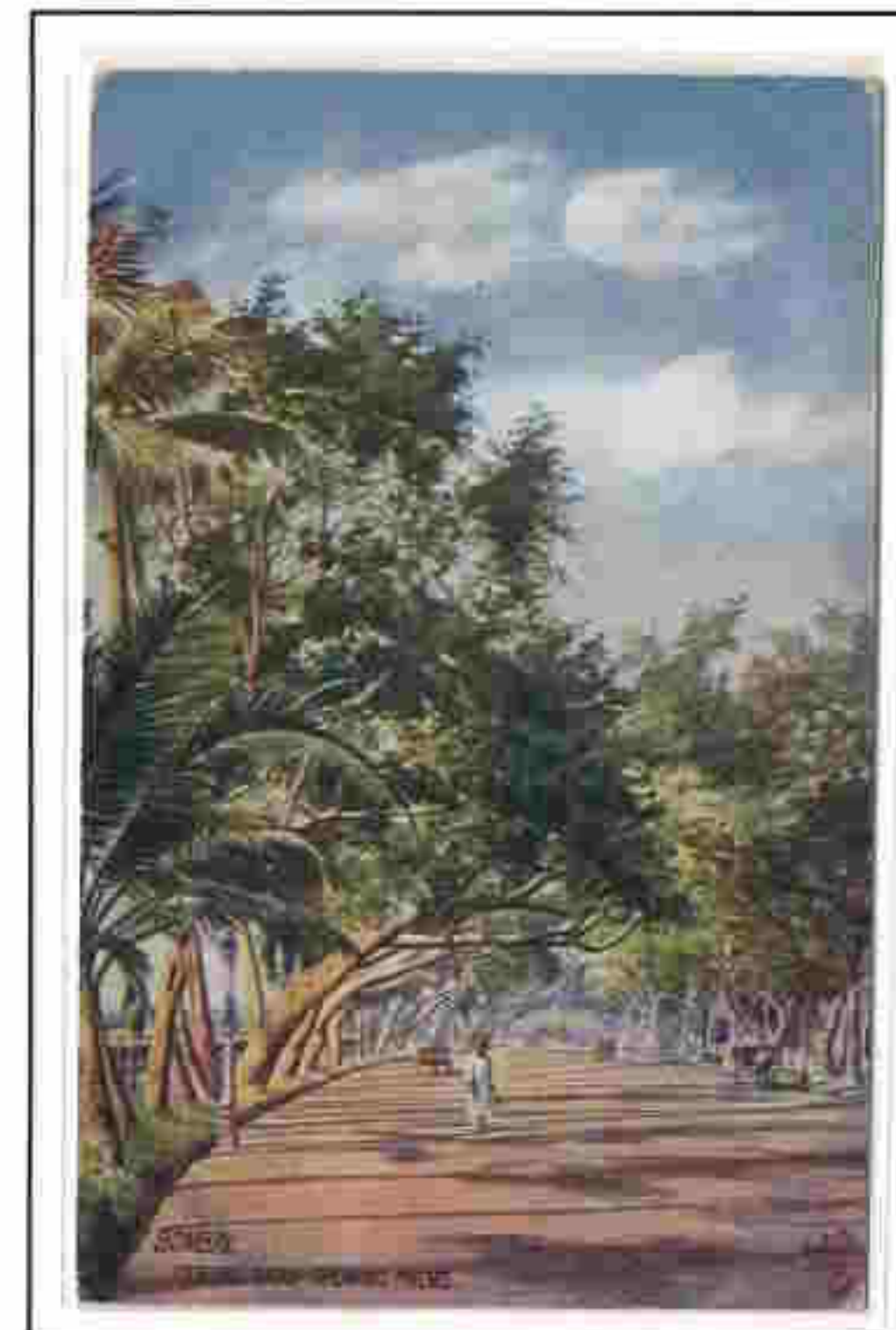


**Hornby Road & Flora Fountain
At Flora Fountain, waters dance and throw
Their sparkling spray, a graceful show.
Of Roman goddess, Flora fair
Her beauty captured in the Bombay air**



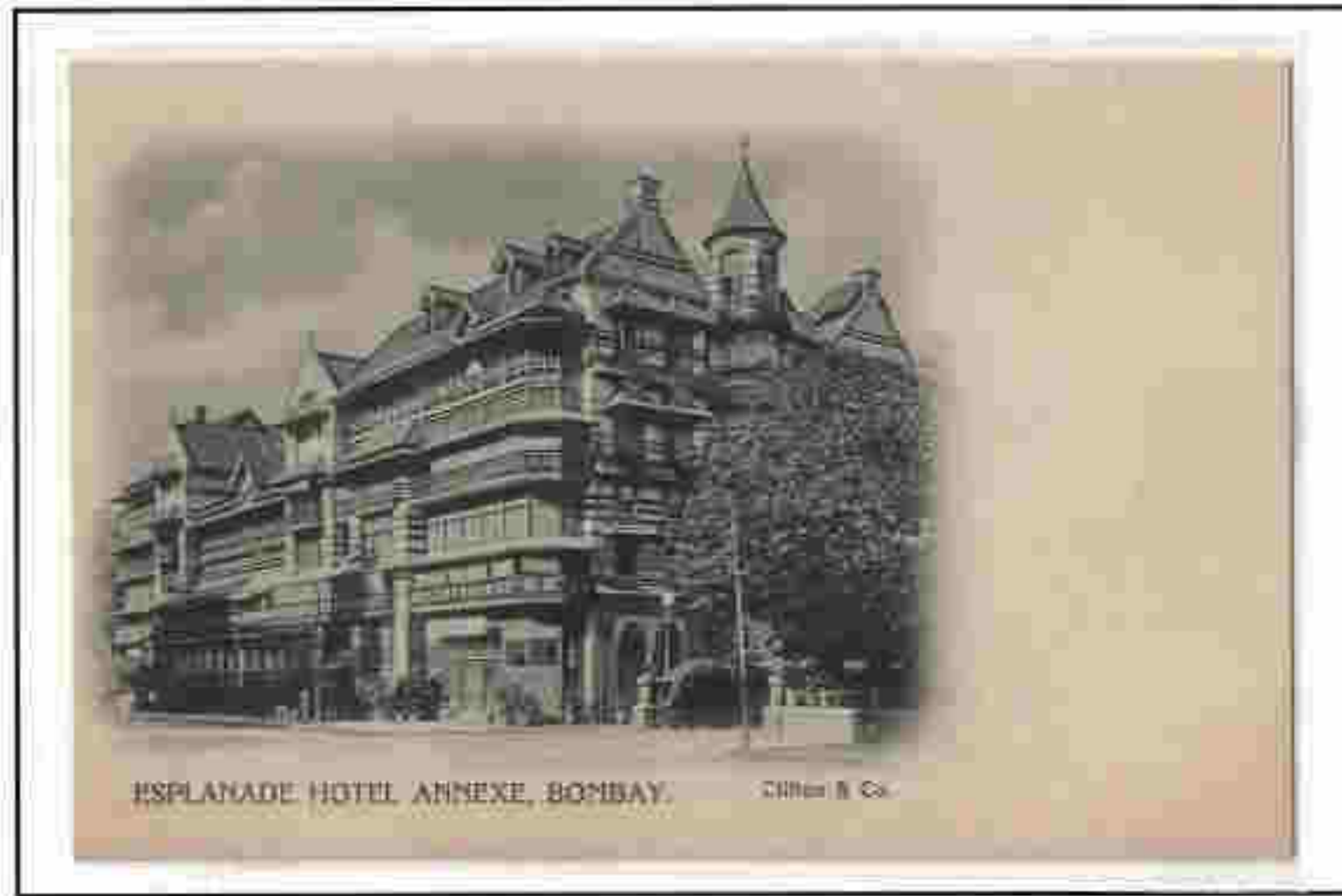
Chhatrapati Shivaji Maharaj Vastu Sangrahalaya †

**Former Prince of Wales Museum is place to explore history's claim
With artifacts and exhibits that bear the Indus Valley's name.
Visitors can learn about the past, culture, and more
Engaging in historical recreations and art galore.**



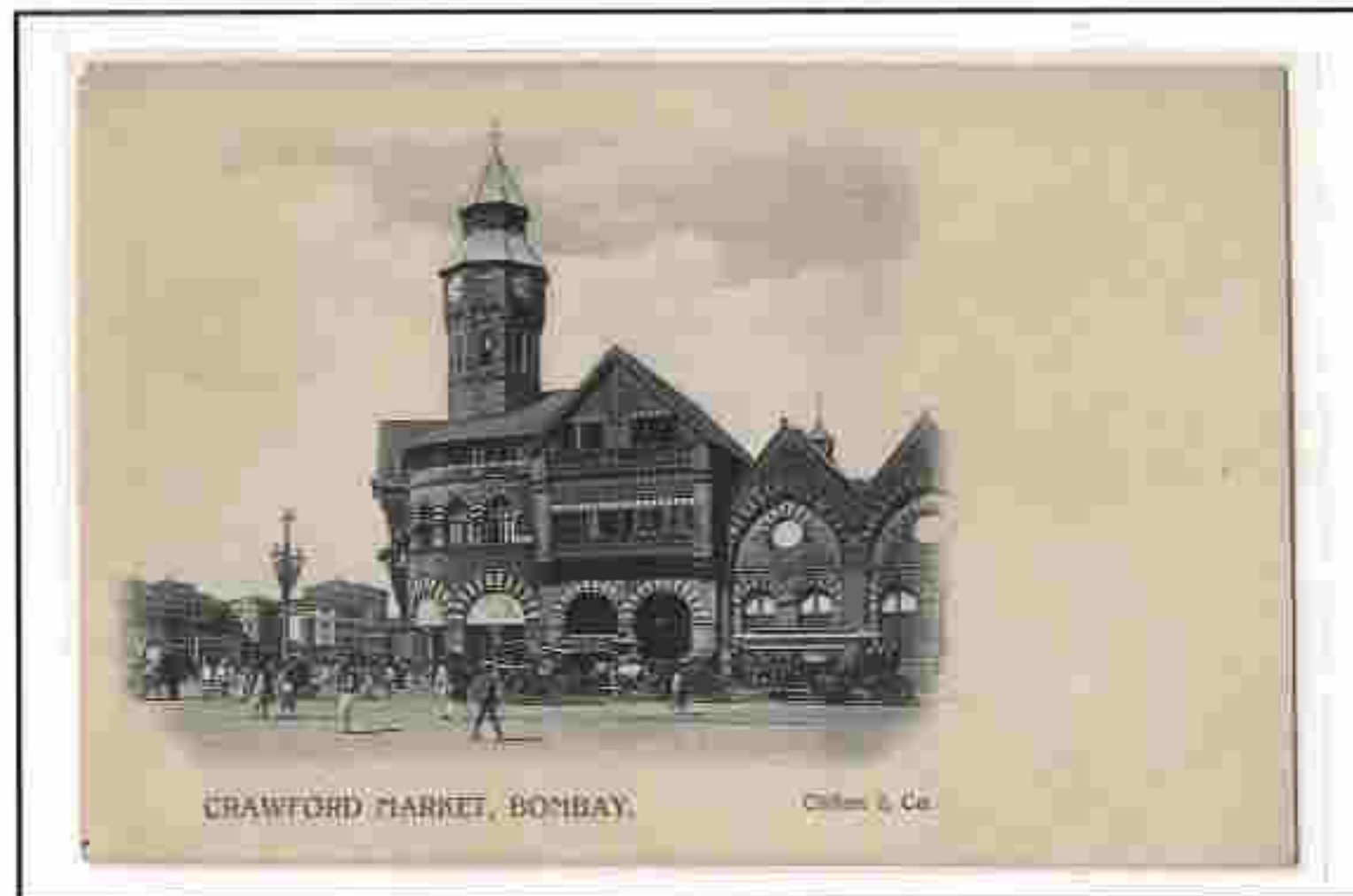
**Queens Road showing Palms →
On a picture postcard, a scene does unfold
off Queens Road Bombay, in days of old.
With palm trees tall, their branches wide
Providing shade to passersby with pride.**

2. Clifton & Co.



Esplanade Hotel Annexe

In Bombay's bustling streets, stood a grand abode of elegance and grace, a historic ode.
Now known as the Dhanraj Mahal it stands
Where memories linger from bygone lands



Crawford Market

In the heart of Bombay, a market stands
Telling a story of bygone eras grand.
With a blend of Victorian and indigenous grace
Architect Emerson created this commercial space.

Clifton & Co was a photo studio and noted publisher of picture postcards. It was established by Harry Clifton Soudy in late 1890s in Meadows Street in Bombay. Most of the postcards published by them used the Collotype printing technique. They were known to have published multiple versions of the same postcards over the years. All cards on this page are published by them.



Bombay Harbour

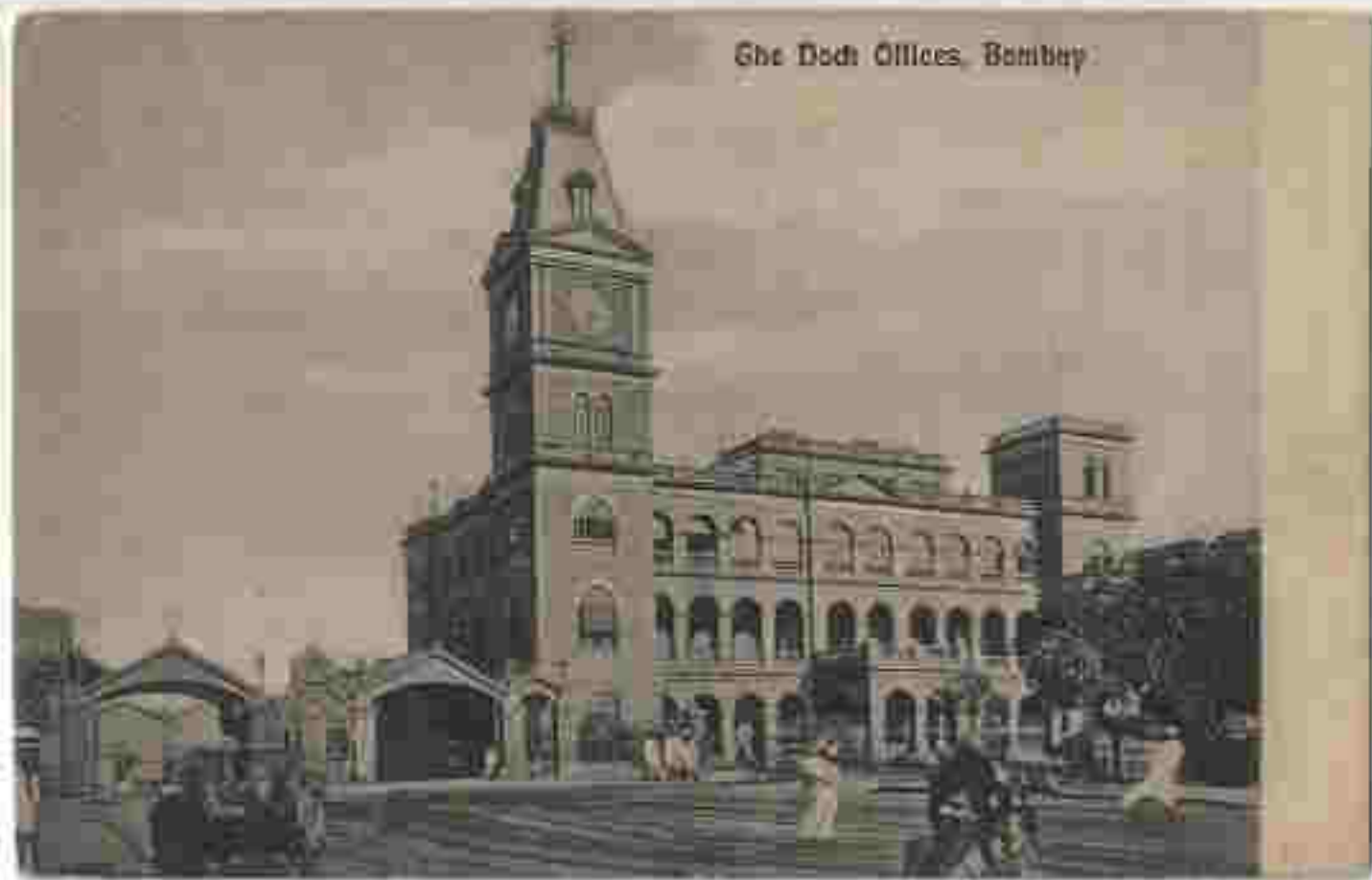
In Bombay Harbour, a pier stood strong overlooking the sea, where rich and wealthy throng.
Arriving in horse carriages, a sight so grand
Boats gently bobbing, as they reached the land.



St Georges Hospital

In Fort, St Georges Hospital stands with pride
Catering to patients with JJ Hospital's care inside.
Initially Catering to Europeans, a historic tale
Where health and care still prevail.

3. The Phototype Co.



The Dock Offices

In Bombay's docks, trade was abound
From vessels of nations, cargoes unbound.
Cotton, the treasure, in abundance stored
Facilitating commerce, profits soared.

The Phototype Co., Bombay published a wide range of picture postcards on Bombay in Collotype printing as well as Real Photo Postcards. Some of them were printed in Luxemburg and some in England. All cards on this page are published by them.



Great Western Hotel , Ice House & Marine Street
The Round Ice House, a place once filled with frost,
And Great Western Hotel, a landmark now lost.
Marine Street, a bustling road of life's flow
All in a postcard , a vibrant tableau.



A Parsi Festival Day

On a festival day in Bombay's light
Parsis gather, their spirits bright.
With the clock tower looming tall
A moment captured, memories enthrall.



Mahamadi Mahal

In Bombay's bustling city, a charming chawl stands tall
With its ancient walls and stories to recall
The Mahamadi Mahal also known as Jer Mahal
Its history is indeed mesmerizing to all.

4. Other British Era Publishers



Hindo Temple - Published by Wrench
 In Kalbadevi, stood a temple so grand
 With Hanuman's image, the devotees stand.
 They offer their prayers with faith and devotion
 Seeking blessings and spiritual satisfaction.



Pigeons at Bhuleshwar - Published by Thacker & Co Ltd
 In Bhuleshwar, where pigeons flock
 People gathered to feed them and talk.
 Their wings flutter, their coos fill the air
 As grains are scattered with utmost care.



Ticca Garis and Taxis outside Taj Mahal Hotel - Published by B.Rigold & Bergmann
 Ticca Garis stand, a sight to adore
 With horse-drawn grace, outside Taj Hotel's door.
 In Bombay's streets, they are seen no more
 Once a symbol of elegance, now folklore.



Elphinstone Circle - Published by Moorli Dhur & Sons
 In Bombay's heart, stands Elphinstone Circle
 A grand open space with buildings so regal.
 Now named after Horniman, its name did change
 But its charm and beauty has no change.

Initial Publishers of Postcards in the Pre Independence British Era were Ravi Varma Press G.B.V. Ghoni, D Macropolo. Later ones included Wrench, Thacker & Co Ltd, B.Rigold & Bergmann, Moorli Dhur & Sons. Picture postcards by them used Lithograph, Collotype, Coloured Halftone and Real Photo Postcard printing techniques.

5. Unknown Publishers



King Edward's Statue

The picture postcard shows a regal sight
Of King Edward's statue, shining bright.
But now the King's statue is nowhere in sight
In its place, a Kala Ghoda (Black Horse) stands with might.



Nall Bazar (also known as Null Bazaar)

Null Bazaar, where fruits abound
In colors vibrant, flavors profound.
Merchants' stalls display nature's charms
With mangoes, oranges, and palms.

The champions of Bombay's picture postcard publishing in the British era are sadly unknown. Because many chose not to label postcards with names of their publishing houses. Many only had printing locations listed as Saxony, Bavaria, Germany, England, or Luxembourg. Some cards by unknown publishers are shown on this page.



Japanese Gymkhana

In Pre War era of trade and connection
Imperial Japan and British India had affection.
Japanese Gymkhana on Queen's Road
Stood as a testament to this historic ode.



Ladies Section at the Bombay Exhibition

In Bombay's grand exhibition fair
Ladies adorned in Indian flair.
Elegant saris in vibrant array
Captivating all with their exquisite sway

6. Post Independence Publishers



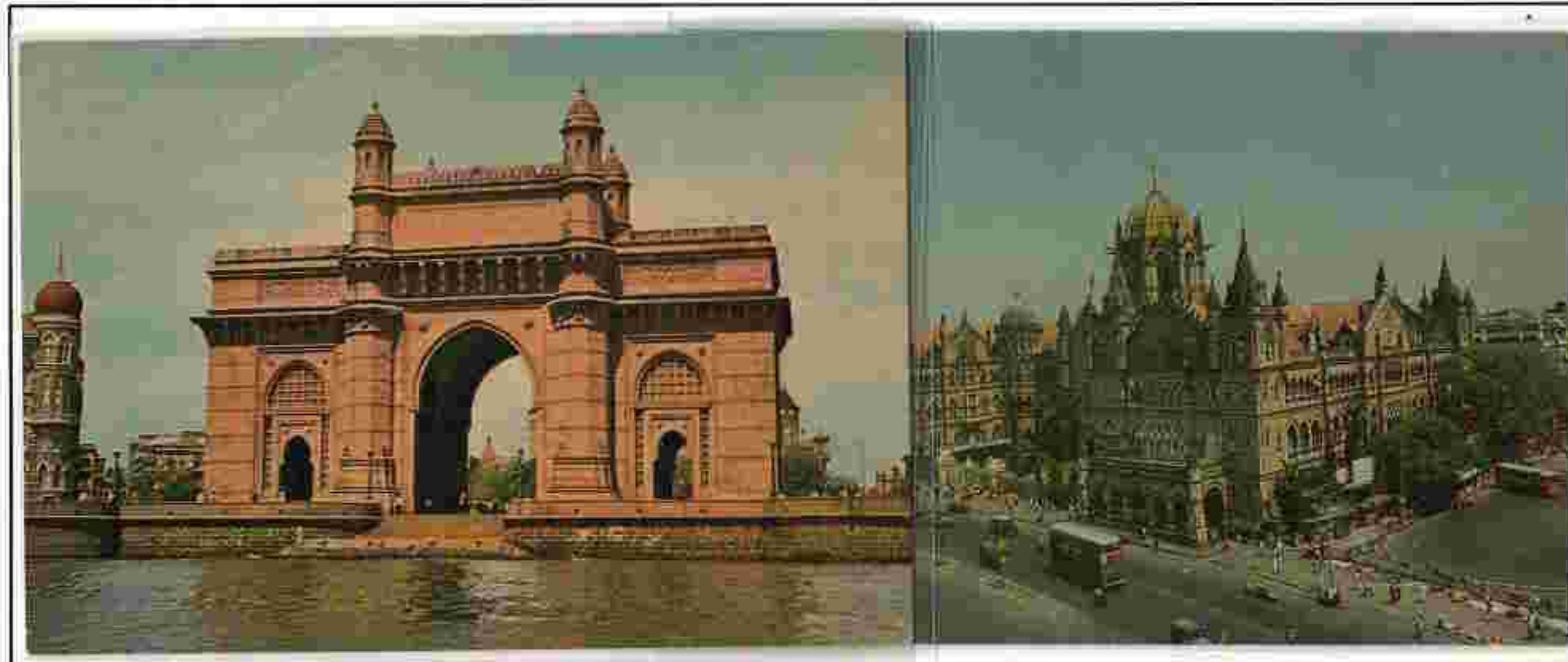
Marine Drive - Published by MTC
Marine Drive, where buildings meet the bay
A promenade of beauty, where hearts sway.
Sea breeze whispers, a melody in play
As the city and the waters dance night and day.

Picture postcard publishing flourished after Indian Independence too. Publishers like MTC, Sunder Art, VT, Reliable, Agfa, Elar kept the flag of picture postcards flying high. Most of them were Real Photo Postcards.

In terms of most unique picture postcards issued by publishers, prior to construction of Gateway of India, the Victoria Terminus gets the crown, but after Gateway of India's construction it takes the crown away.



Churchgate Station - Published by Reliable Productions
At Churchgate Station, a timeless sight
Victorian charm and beauty unite.
As trains pass by and people disembark
In a bustling city, leaving their mark.



Gateway of India stands a monument resplendent
Built for the King's visit, a symbol magnificent.
Victoria Terminus, a railway terminus of old
An architectural masterpiece, its charm untold.
Postcards of Bombay capture the city's allure
Its poetic beauty, forever pure.

Gateway of India - Published by Elar

Victoria (Now Chhatrapati Shivaji) Terminus - Published by VT