
POSTCARDS SECTION

COLLECTION DEVELOPMENT POLICY

INTRODUCTION

The Postcards Section of the Department of Archives and Special Collections acquires, preserves, processes, and makes original postcards available for research and classroom use.

The Department currently holds over one million postcards, with the Werner von Boltenstern Postcard Collection as the cornerstone, comprised of thematic cards and view cards from all over the world. This foundation collection accounts for both the great breadth and depth of the Postcards Section, making it one of the preeminent collecting areas of the Department.

The Postcards Section actively supports teaching, learning, and research in many academic areas at Loyola Marymount University. Numerous students from a variety of courses have researched original postcards for their class assignments and projects. The postcard collections are also attractive for creative uses, as they have been incorporated in student exhibitions, community outreach, library programs, social media, and publications. The Postcards Section collaborates closely with the LMU Digital Library Program, contributing to the selection and creation of postcard digital collections.

RELATIONSHIP OF THE POSTCARDS COLLECTION DEVELOPMENT POLICY WITH OTHER ARCHIVES AND SPECIAL COLLECTIONS COLLECTING AREAS

The scope of this policy covers only the Postcards Section of the Department of Archives and Special Collections. The Rare Books Section holds supportive materials relating to the history, collecting, and various aspects of postcards.

For our general collection development policy, to which the Postcards Section adheres, see [here](#).

SUMMARY DESCRIPTION OF COLLECTING AREAS

The Department seeks to fill existing gaps in the current postcard collections, especially postcards relating but not limited to Los Angeles and Southern California, the history of postcards, and areas of educational and scholarly interests. The earliest postal cards of the 19th century, as well as postcards from recent decades of the 20th and 21st centuries are of special interest to the Department.

Primary collecting areas:

- **Los Angeles and Southern California:** The postcard holdings represent many regions of Southern California. A selection of these postcards have been digitized and made available online in *The Changing Face of Southern California: A History in Postcards* (<http://digitalcollections.lmu.edu/cdm/landingpage/collection/chgface>). This digital collection showcases a wide range of postcards documenting our regional history and landscapes. As more SoCal postcards will be added to this digital collection, the Postcard Section continues to expand this area that is particularly important to our regional communities.
- **Thematic cards:** This area of postcards documents social history and significant events in the world. Postcards with diverse ethnographic and cultural representations are of interest, so are those that document economic and technological changes, as well as social, political, environmental, and health issues of the 20th century. Some examples are advertising cards, ethnographic cards, and propaganda cards.

CRITERIA FOR ACQUISITION OF COLLECTIONS

The specific criteria below govern the acquisition of postcard collections. The Department of Archives and Special Collections reserves the right to accept or to reject materials based on the criteria outlined below. If the Department chooses to reject a donation, we may be able to offer suggestions for repositories suitable for the materials, if the donor wishes.

- Material Type.** Postcards of standard size (no more than 4-1/4 x 6 inches) are preferred. Supportive materials such as postcard publications would be considered.
- Physical Condition.** Only postcards in good condition that are free from environmental damages would be considered.
- Collection size.** Donations with fewer than 5000 postcards are preferred. The Department would accept large postcard donations on a case-by-case basis.

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