

# Postcard Traders Association



*an Introduction  
and  
Application for Membership*

## History

The Postcard Traders Association was formed in 1975 by a group of pioneering dealers who felt that the rapidly expanding hobby required a more professional approach with regard to its organization, regulation and direction. It was decided fairly soon after the inception to organize an annual exhibition and show to help promote the hobby, the Association and its aims.

The British International Postcard Exhibition or BIPEX as it came to be known, was first staged in 1976 and was a regular event in the Postcard calendar till 1993. 1994 saw the hugely successful Picture Postcard Centenary event staged at the larger Royal Horticultural Halls venue. BIPEX returned in 1995 at the same venue but was renamed the Picture Postcard Show.

The last Picture Postcard Show was held in London 2011 in the same year the association purchased the South of England Postcard Show from Michael Goldsmith and has been running Spring & Autumn events at the Woking, Surrey venue ever since.

## The Badge of Fair Trading

The Association aims to encourage and promote fair trading within the Postcard hobby and, as such, has agreed a code of ethics to which all members are required to adhere. This includes stipulations such as presentation of stock and mandatory pricing of all cards offered for sale, accepting cheques, 'making fair offers' for material offered to buy, giving refunds in reasonable circumstances, not knowingly buying stolen goods and a requirement to prosecute anyone caught stealing from their stock. Members are expected to maintain the highest standards of fair trading at all times and to do all that they can to promote, encourage and advance the hobby of collecting Picture Postcards.

The Committee of the Association will investigate any written complaints made against a member acting as arbitrator if necessary, and any adjudication made is final and binding.

The Committee has the power to terminate the membership of anyone who fails to maintain required standards. It is, in effect, a guarantee or badge of fair trading, known by collectors and other dealers, and to the benefit of the members and the general public with whom they deal.

## Membership

Membership of the Association is open to anyone over the age of eighteen for whom picture postcards, postcard accessories or other activities related to postcards constitute an important part of their business. Where applicants also deal in items other than postcards or related accessories these are expected to constitute a major percentage of stock. With regard to a firm or company, membership is granted to one person within that body, who then acts as the nominated representative.

If that person was changed the Association would need to be informed immediately.

All applications for membership have to be made in writing to the Committee of the Association via the Honorary Secretary. An application form is available. Prospective members are asked to furnish a few personal details, such as their trading history, details of any other employment and their bankers. They also need to be known within the Postcard trade as it is a requirement that their application is signed by two PTA members. There is an annual subscription of forty pounds which becomes due once a membership application has been passed.

The Committee has the right to refuse membership to a prospective applicant without having to give its reasons, although this right would only be exercised with very good cause. If passed by the Committee, the applicant is informed that the application has been accepted.

The Committee meets approximately every eight weeks to process membership applications, organize The Picture Postcard Show and generally deal with the Association affairs. It consists of a Chairman, Secretary, a Treasurer, an Exhibition Secretary, and a Public Relations Officer as the elected officers, plus up to six other elected committee members. Any member who feels that they have ideas to offer, or who would like to help with the Association's aims and affairs, has the right to stand for election to the Committee as long as they can furnish the names of two other members who are prepared to second them.

All work done by members of the Committee is on a voluntary unpaid basis, although out-of-pocket expenses are met. The Association publishes annual audited accounts and the Committee is bound not to incur any liabilities which exceed the assets of the association.



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## Benefits

Members join a trade organization to benefit from the collective strength that comes from common business interests fostered by the adoption of recognised standards of behaviour.

The PTA promotes the hobby and, through its rules, establishes standards of good business practice in which the public can have confidence. The Woking (South of England Postcard Fair) at which members get preferential rates for stands, sets the standard by which all other postcard shows are measured.

Publicity for the bi-annual show goes beyond the normal level and is seen as the justification for a wide-ranging promotion of the membership and the hobby. The status of the membership is further promoted by the issue of a flyer describing the hobby, by providing membership badges, and through an active website on the internet. Any member can advertise his/her business via an entry on the website and if the member runs a fair that can also be shown.

**The 'Postcard Pages' website can be found at the url  
<http://www.postcard.co.uk>**

From time to time members run into difficulties. The PTA committee will mediate on any dispute arising between members and will give advice and moral support to any member experiencing business problems. Those suffering theft can broadcast details of their loss through the "Red Alert" system. Approvals dealers can benefit from a separate no-cost section where they can share useful information and problems.

Regular newsletters keep members in touch with what is going on and can act as a means of communicating with fellow members should they wish to.

Anyone uncertain as to the genuineness of cards in their possession can seek the help of the committee in securing an expert opinion. Some fairs run by PTA members offer discounts to fellow members.

Members can get details of any of the above from the Honorary Secretary.



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## Looking to the Future

As a prospective new member you may be wondering what the association is planning for the future advancement of the hobby. As well as planning to hold a major provincial show. the committee are always actively pursuing ways in which the hobby can be brought to the notice of the general public.

The PTA has produced a general information leaflet promoting postcard collecting as a hobby. Designed to be distributed at Antique & Collectors Fairs, in libraries and museums. County shows etc. it is hoped it will reach those people who would not normally go to a Postcard Fair and do not get to see Picture Postcard Monthly.

The organization and promotion of the hobby in general and events such as the South of England Fair in particular are greatly facilitated by the strength of the Association. The greatest source of this strength is in our numbers which is why it is important that anyone who deals in postcards, either full or part-time, solely or in conjunction with other items, should be a member. The wearing and displaying of membership badges (available on request) helps to maintain, and even raise the profile of the PTA in the eyes of non-members and of course helps to raise a dealers standing when in contact with the general public.

The more we can make the Postcard Traders Association a significant organization to deal with, the more we will be able to regulate and promote the hobby of Postcard Collecting.

**The Postcard Traders Association needs its members  
and the future of postcard collecting as a hobby is in their hands!**

## Officers of the Association

Chairman	David Davis
Honorary Secretary	Steve Kentfield <i>54 St. Anthony's Crescent, Ipswich. IP4 4SY</i> <i>Tel. 01473 279965</i>
Treasurer	
Exhibition Secretary	Clive Baker <i>Telephone 07802 402873</i>
Committee Members	



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# Postcard Traders Association

## *Code of Ethics*

### Promoting Postcards Through Fair Trading

The association expects high standards of trading from its members principally to conform with one of its main stated aims. ie. to protect the public from dubious or unfair trading practices.

### Code of Ethics

The **current code of ethics** is stated below. The majority of members of the PTA are dealers in old or antique postcards and many of these rules will apply specifically to them.

**Internet Trading.** We also acknowledge the recent trends towards trading on the internet. In the absence of specific ethics aimed at internet trading we would expect members to abide by the basic principles outlined below.

Please note 'retail sale' (Rule 1.) refers to stock on display at a fair, event or shop and would not include cards sold by auction. You would not be expected to give fellow PTA members trade discount on items sold by auction eg. ebay (Rule 6.)

TO BE INCLUDED IN THE RULES OF THE ASSOCIATION AS PART OF RULE C5

As a member of the P.T.A. I will:

1. Price or price-code all cards offered for retail sale.
2. Present my stock for sale as attractively as possible.
3. Ensure that modern repros and reprints are clearly marked as such or the purchaser is informed of the status of the card at the time of purchase.
4. Make appropriate refunds on returned goods.
5. (a) Accept cheques with a guarantee card when they are offered in payment (U.K. members only).  
(b) Give receipts or VAT invoices if requested to do so.
6. Not deliberately make any derisory offers for material.
7. When paying by cheque, ensure that I have sufficient funds in the account to cover it.
8. Give a reasonable and/or appropriate Trade Discount to my fellow PTA members.
9. Reply to enquiries that enclose S.A.E.
10. Not purchase material I believe to be stolen.
11. Prosecute those caught stealing from me, or assist the Police to do so.
12. Not knowingly bring the Trade into disrepute by my actions.

**A breach of this Code of Ethics may result in loss of membership of the association**



# Postcard Traders Association

## RULES

### A. AIMS and OBJECTIVES

The Association shall be known as "The Postcard Traders" Association.

The objectives of the Association shall be:

- (a) to maintain standards of fair trading by all members of the Association
- (b) to encourage, promote, and advance the hobby of Picture Postcard collecting.
- (c) to promote an annual exhibitions and fairs to be known as Festival of Cards, South of England Postcard Fairs or other names as shall from time to time be agreed upon.
- (d) to promote and engage in such activities for the advancement of the foregoing Aims and Objectives as the Association by its Committee shall from time to time agree upon.

### B. INTERPRETATION

1. The following words and phrases shall have the meanings hereinafter ascribed to them respectively, namely:  
"The Association" shall mean the Postcard Traders Association "The Committee" shall mean the Committee for the time being of the Association.

### C. MEMBERSHIP

1. All persons over the age of 18 trading by way of retail, wholesale or auction in picture postcards and/or accessories and/or any postcard related material or who organise events at which there is trade in picture postcards, shall be entitled to apply for membership of the Association. In respect of a firm or other incorporated body membership shall be granted to the firm or incorporated body through its nominated representative.
2. Applications for membership shall be made in writing to the Committee of the Association. The granting of membership shall be the responsibility of the Committee who shall have the power to decline any application in its discretion without giving a reason and whose decision shall be final.
3. The Committee shall have power in its discretion to terminate the membership of any member without publishing a reason in which event such member shall be entitled to a pro rata refund of his current subscription.
4. Any member may resign from the Association by giving one months notice in writing to the Secretary and shall upon expiry of such notice cease to be entitled to the benefits of membership but shall remain liable for any unpaid subscription or other dues owing to the Association.
5. A member of the Association is required to maintain fair standards of trading at all times. Complaints of unfair trading made against any member will be fully investigated by the Committee who shall arbitrate between the complainant and the member concerned and adjudicate upon the complaint. The adjudication of the Committee shall be final and binding on such member.  
A Code of Ethics binding on all members is appended to these Rules.
6. The right to trade at any Postcard Show shall be limited to members of the Association. Non-members may be permitted to trade on specially arranged occasions. Trading shall be predominantly postcards and postcard accessories.

### D. OFFICERS AND MANagements

1. The Officers of the Association who shall be members of the Association shall comprise the following:  
Chairman:                      Hon. Secretary:      Hon. Treasurer:      Hon. Exhibition Secretary      Hon. Publicity/Public Relations Officer.
2. The management of the Association shall be vested in a Committee comprising the Officers and six other members and its decisions shall be binding on all members. In the event of any Officer or member of the Committee resigning during the year the Committee shall have power to co-opt another member to fill the vacancy for the remainder of the year. A quorum shall comprise chairman, treasurer and one other member of the Committee.
3. Election of the Officers and of the other members of the Committee shall be by vote of the other members of the Association present and attending the Annual General Meeting or by postal vote.
4. The term of office of the Officers and Committee who on expiry thereof shall be eligible for re-election shall be  
  
Chairman - Three Years:  
Secretary - Two Years:  
Treasurer - for the first year only, one year and thereafter two years:  
Exhibition Secretary - Two Years:  
Publicity/Public Relations Officer - One Year:  
Other Committee Members - One Year Each.
5. Nominations for the election of Officers and Committee members shall be submitted to the Secretary, together with the nominee's written consent, not later than two months prior to the Annual General Meeting, such nominations to be proposed and seconded by members of the Association.
6. An Officer or member of the Committee shall vacate his office
  - (a) if a receiving order be made against him or if he becomes bankrupt or suspends payment of his debts or compounds with his creditors
  - (b) if he becomes of unsound mind
  - (c) if by notice in writing to the Association he resigns his office
  - (d) if he ceases to be a member of the Association or if being the representative of a member he ceases to represent such member.

7. The Committee may delegate any of its powers to Sub-Committees consisting of such members of the Association as it shall decide. A member of the Committee shall ex-officio be a member of every Sub-Committee.
8. The Committee shall be responsible to the Association for the funds and property of the Association.
9. The Association shall form an Expert Committee comprising such members and other persons whom it shall elect and the authentication of picture postcards will be undertaken by such Expert Committee who shall be entitled to obtain the opinion of any other recognised expert throughout the world of the genuineness or otherwise of any item. All expenses incurred by the Expert Committee in considering any item submitted shall be borne by the person submitting it.
10. The Committee shall have power to act in any matter not provided for in these Rules, consistent with the aims and objectives of the Association.

#### **E. FINANCE**

1. The financial year shall be from the first day of January to the last day of December next.
2. Each member on election and for each financial year thereafter shall pay a subscription of Forty Pounds or such other sum as the Association shall from time to time decide upon.
3. Subscriptions shall become due on the first day of January in each year and payable within two months therefrom to the Treasurer who shall be accountable to the Association for all money received by him.
4. The annual subscriptions of members and all other funds of the Association shall be available for the ordinary purposes of the Association including the expenses of management and the other undertakings of the Association.
5. The Association by its Treasurer shall keep full and true accounts of all money received and expended by the Association. Once in each financial year the accounts of the Association shall be examined and their correctness ascertained by an Auditor who shall be appointed at the Annual General Meeting. Every account of the Association when adopted by a General Meeting shall be conclusive.
6. The funds of the Association except a working float shall be placed in a bank account or accounts which shall be operated under the signature of any two of three officers to be selected by the Committee one of whom shall unless the Committee shall otherwise decide be the Hon. Treasurer.
7. The Committee shall not incur any liability or liabilities which shall in aggregate exceed the accumulated funds of the Association unless so authorised by a resolution carried by a simple majority of members present and voting at an extraordinary general meeting. Notice of such meeting and of the terms of the proposed resolution shall be given to each member not less than twenty-eight days (or in the case of any emergency seven days) before the date of the meeting.
8. Subject to the provisions of Rule E8 hereof any balance of expenditure over income so found on the audit of an annual account or any liability which the Association is unable to meet from its funds shall be made good by way of a levy upon all members equally.

#### **F. MEETINGS**

1. An Annual General Meeting shall be held once in every year at such date, place and time as shall be determined by the Committee. All other General Meetings shall be called "Extraordinary General Meetings" and shall be held at such dates places and times as the Committee shall determine.
2. Not less than three months notice of the Annual General Meeting shall be given to members of the Association and who shall be given not less than one months notice of all extraordinary general meetings.
3. An extraordinary general meeting shall be called on the written application to the Committee of at least 12 members of the Association stating the reason therefore within twenty eight days of the receipt of such request.
4. Brief Minutes shall be recorded at all General Meetings which shall be signed by the Chairman at the next General Meeting.
5. Ten per cent of the membership personally present shall be a quorum for a General Meeting. No business shall be transacted at any General Meeting unless the necessary quorum be present.
6. Only those members who have paid all subscriptions which have become due shall have power to vote at any General Meeting.

#### **G. DISSOLUTION**

1. In the event of a resolution to dissolve the Association being proposed special notice thereof shall be given to each member not less than twenty-eight days before the date of the meeting and voting by post addressed to the Secretary shall be permitted. A majority of two thirds of the total number of votes cast shall be required to pass such a resolution. In the event of such resolution being passed the property and funds of the Association after the discharge of all debts and liabilities of the Association shall not be distributed among the members but shall be passed over to such similar Association having a similar prohibition against distribution to members as shall be agreed by the same majority.

#### **H. ALTERATION OF RULES**

1. No alteration of these Rules or of any amendments thereto shall be made except by resolution of two thirds of members present and voting at an Annual General Meeting or at an extraordinary general meeting specifically called for that purpose in which case the proposed alteration shall be set out in the notice convening such meeting.

1. BUSINESS DETAILS	
Trading Name :	Proprietor (if different) :
Address :	Telephone :
	Fax :
	email :
	website :
Banker's Name :	
Full Branch Address :	

2. NOMINATED REPRESENTATIVE	
Name :	Date of Birth :
Address :	Telephone :
	Fax :
	email :

3. ABOUT YOUR BUSINESS	
<i>How would you describe your postcard business?</i>	
Dealer in old or antique postcards	Dealer in modern postcards
Publisher	Auction house
Accessory supplier	Other <i>please state :</i>
<i>How do you trade?</i>	
Shop	Fairs
	Internet
	Postal
	Wholesale
Other	<i>please state :</i>
Are you VAT registered?	Percentage of business postcard related :
<i>How long have you been trading</i>	a. generally? years
	b. in postcards? years
<i>Is your postcard business full-time or part-time?</i>	
<i>Please give details of other employment or business interests :</i>	
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<i>Details of other fields of trade (cigarette cards, ephemera, etc.)</i>	
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<i>Details of any specialities in your postcard business</i>	
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#### 4. OTHER INFORMATION

*Have you ever been bankrupt or a principal in a business which ceased trading?*

*If yes please give details :*

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.....  
.....

*What could you do to help or promote postcards or the collecting hobby?*

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*Why do you want to become a member of the association?*

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*Membership of other trade, philatelic organisations or postcard clubs*

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#### 5. SPONSORS

Your two sponsors for your application should both be members of the Postcard Traders Association. If you are unable to find suitable sponsors please contact us to discuss your application.

*NOTE TO SPONSORS : Will potential sponsors please note that they should not sign applications that have not been properly filled in or for applicants whom they do not know.*

Sponsors	1	2
Name :		
Trade Name :		
Signature :		

#### 6. SIGNATURE

*I confirm that the particulars given on this form are correct and complete, and that I have read the rules of the Postcard Traders Association and agree to abide by them.*

Signed		Date:	
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## Filling in your Membership Application

The purpose of the application form is to provide us with a little bit of information on who you are, how long you have been trading, your ideas and interests, and to make sure that you are the sort of person or business to whom membership of the Postcard Traders Association, if granted, would be of mutual benefit.

All details contained within your application are treated as confidential. Below are one or two notes with regard to completing your application form. It is important that you read them and fill the form in correctly, as incorrect forms cannot be accepted and will only delay the process of your application, as well as incurring unnecessary postage costs.

A copy of the Rules of the Association is enclosed with this brochure. Please read it before you fill out the application form. Membership is open to those eligible under section C of the rules.

### Nominated Representative (Rule C1)

this must be filled in, even if it is yourself, and you are the Proprietor trading under your own name.

### Business Address

If your business address is a P.O.Box, that is fine, but you must also furnish us with the details of your full address, which will be kept solely for our records.

### Sponsors

You will require two sponsors for your application who should both be members of the Postcard Traders Association. If you are unable to provide these please contact us to discuss your application.

You should ensure that they are persons who know you, and a little about you, as they may be contacted for a reference.

You should only ask them to sign once you have completed the rest of the form.

### Further information

If you wish to add any further detail in aid of your application, or find that any of the boxes are not large enough, use a separate sheet of paper.

It may also be useful to attach copies of sales lists, brochures or other publicity material to support your application

Please use ink and write in Block Capitals.

### Fees

The following fee is payable on election:

an annual membership fee of £40

Please do not include any payments with your application. You will be notified of the result in writing.

Your application may take several weeks to process, depending on the date of the next committee meeting after your application has been received. Please be patient it is essential, for the benefit of both our current members and the general public that memberships are granted only after due care has been taken that candidates are suitable. If you are concerned please contact the membership secretary who will be glad to keep you informed of the current status of your application

### Photographs

Two colour passport photographs of the nominated representative are required with each application.

**Please send your completed application by post to the Membership Secretary:**

***Steve Kentfield, 54 St. Anthony's Crescent. Ipswich. IP4 4SY***

