

A NEW BRONXVILLE HISTORY BOOK THE PERFECT CHRISTMAS GIFT

A new book on the history of Bronxville is set for publication this fall—just in time for Christmas.

Based entirely on vintage postcards from the Bronxville Local History Room archives, this new full-color, hardcover book is a fascinating visual record of Bronxville's past. *Bronxville Views: The Past in Picture Postcards* features more than 180 postcards illustrating a concise, yet surprisingly comprehensive, history of the village.

Published by the Bronxville Local History Room, *Bronxville Views* displays postcard images dating from 1905 through 1981, many in vivid color. The book opens with a series of postcards published in 1906 that were inspired by a burst of local construction, including the Hotel Gramatan, a new school, a new housing development and the first village hall. These cards were printed at the height of worldwide, early 20th century postcard collecting mania, during which *billions* of cards were produced in this country alone. The book concludes with a series of colored postcards depicting the mid-1960s village scene.

Subjects covered in the forthcoming book include the Bronx River, Bronxville railroad stations, Pondfield Road, apartment houses and local businesses. Cards dating from 1905 to 1950 illustrate a chapter on the Hotel Gramatan. Still other chapters feature Lawrence Hospital, the village's five churches, various village schools, and the original and current village halls. Images of streetscapes and private homes round out the 112-page volume. The whole family will enjoy this lavishly-illustrated book filled with engaging glimpses of the way Bronxville once was.

Bronxville Views was researched and written by Village Historian Eloise L. Morgan. Liz Folberth, Betsy Harding, Marilyn Wood Hill and Mary Means Huber volunteered their advice and copy editing skills in the production of the book, which was designed by charlesdaveybooks.

Picture postcards were the email of the early 20th century, wildly popular at a time when multiple daily mail deliveries permitted same day correspondence and postcard collecting was a national pastime. Although most pre-World War I cards were published in Germany, real photograph postcards were also popular. Photographers printed these cards from negatives directly onto pre-printed postcard stock, often as contact prints. The History Room has several dozen real photograph cards, many of which are reproduced in the new book.

All over America, communities large and small were memorialized in candid photographs that appeared on postals in the early 1900s. Freelance photographers and publishers' representatives went from town to town capturing local images. Merchants sold the resulting postcards as souvenirs. Many of Bronxville's earliest postcards were published by three village shops: Chambers Pharmacy, Frederick S. Steinman's Pharmacy, and stationer Thomas J. Lydon. At least 30 other publishers produced Bronxville cards over the years.

Postcards are grouped into two categories based on their pictures: "views," usually of street scenes, buildings or events, such as those in *Bronxville Views*, and "topicals," which feature specific subjects such as animals or holidays. View postcards are a rich source of local history, enjoyed for their candid real-life images. Bronxville's Local History Room is fortunate to have an extensive collection of "these honest, direct little pictures" that famous photographer and lifelong postcard collector Walker Evans called "some of the truest visual records ever made of any period." Many early Bronxville cards include electric wires, telegraph poles, water towers or smokestacks, but, as illustrated in *Bronxville Views*, other postcards printed from the same negatives, are hand retouched to remove these unwanted features.

The book will be available this fall at Womrath Bookshop and Village Hall for \$40. Pre-publication copies may be purchased now for \$30. To order prepublication copies, please complete and mail the form below:

Please reserve _____ copies of *Bronxville Views: The Past in Picture Postcards* at \$30 each. My check in the amount of \$_____ payable to the Bronxville Local History Room, is enclosed.

Name _____ Email _____

Address _____ Phone _____

Mail this form with your check to: Village Historian, Village of Bronxville, 200 Pondfield Road, Bronxville, NY 10708.

You will be notified when your book(s) are available for pickup from Womraths.