

EMBLETON – A PICTORIAL HISTORY

1890 – 1950



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The idea for this book originated from the interest shown in the old pictures included in the Embleton Parish Heritage Trails booklet first published a few years ago.

Embleton has been a holiday destination since before 1900 and literally hundreds of different postcards were printed before WW II showing the village, the surrounding countryside and Dunstanburgh Castle. It is quite common to find exactly the same picture on different manufacturers' cards, sometimes produced at the same period and sometimes produced as much as twenty years apart.

The British took to the postcard like a duck to water and even though scenic cards were not permitted until 1894, were sending more than 76 million cards a year in the early 1870s. By 1906 this figure had increased to a staggering 850 million cards a year. The very efficient postal service encouraged the use of this method of communication and with two, or even three, deliveries a day it is not unknown to find postcards saying 'coming to tea this afternoon' sent from one side of the town to another. As telephones became more common in private houses the use of postcards for urgent communication decreased and they were sent more to show the recipient that they had not been forgotten and that the sender had gone somewhere exciting. It is thus not difficult to understand why so many postcards still exist today and they represent the widest source of pictures of the area in earlier times.

Private photographs from before WW I are less common in that cameras were owned only by the better off and photographs were often destroyed by following generations who did not recognise the events depicted, or the people shown in the photographs.

In this book we have tried to include a mixture of postcards and photographs from about 1890 to 1950 and to cover subjects that will interest both visitors and local residents.