

CARD TALK

THE OFFICIAL NEWSLETTER OF THE TORONTO POSTCARD CLUB



Volume 23, Number 2

Summer 2002



*HAPPY 25TH
ANNIVERSARY TPC !!*

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..... Wayne Curtis
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..... Wayne Curtis
TPC Webmaster.....Patty Brown

Membership Information

Dues for calendar 2002 are:
Canada \$15.00 U.S.A. \$20.00 Other \$25.00
Listed dues are for single subscriptions. Family memberships add \$1.00 for each additional family member resident at the same address.

All membership inquiries should be addressed to:
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M1M 1V7
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Contributions to CARD TALK

Letters to the Editor and feature articles are always welcome!

Letters may be condensed. Please supply your day and evening telephone numbers, and/or your e-mail address.

Address contributions to:
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56 Wroxeter Avenue
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M4J 1E6
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Whenever possible, I prefer the text to be sent via e-mail and cards to be either scanned and e-mailed or laser photocopies made and sent via snail-mail.

Club Meetings

The Toronto Postcard Club meets at 7:30 p.m. on the 2nd Thursday of each month except July and August; and the December meeting date is usually reserved for our annual TPC Christmas dinner!

The place of meetings for Oct. & Nov. 2002:

Civic Garden Centre, Edwards Gardens,
777 Lawrence Ave. E. (at Leslie), Toronto

NOTE: Other meetings are being held at different locations. See page 22 or our Web site for details.

CARD TALK is issued to members three times yearly: Spring, Summer and Winter and is the official newsletter of the Toronto Postcard Club.

ADDRESS : Fairview Mall Postal Outlet,
P.O. Box 55238,
1800 Sheppard Ave. East,
North York, Ontario
M2J 5B9

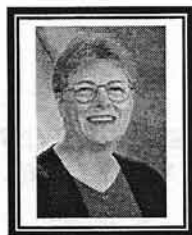
Winter edition contribution deadline:
November 1st, 2002

TPC ON-LINE !

www.TorontoPostcardClub.com

ON THE COVER

It's time to celebrate! Pop the corks - on big champagne bottles, medium sized bottles, and even smaller bottles (is that salamanazars, methuselas, and jereboams?) - because it's TPC's 25th Anniversary. And what were you doing 25 years ago? What were your favourite cards? What was your favourite restaurant? And if you were a collector then, just think...you may have been sitting in your favourite restaurant on a certain evening, thinking about your favourite cards, while a small, dedicated group of collectors were at the first TPC meeting laying the foundation for the 25 years we have just completed. Amazing. Isn't it? CHEERS! AND HERE'S TO THE NEXT 25!



President's Message

By Shirley Avery (TPC # 1190)

Dear TPC members,

In my first president's message, I spoke about 3 goals for the Toronto Postcard Club. Since then, a 4th goal, albeit a long-term one, has been identified as a priority for the club.

For about 20 years, TPC archivists have been cataloguing Canadian postcards produced by such publishers as Warwick Bros. & Rutter, Valentine, Raphael Tuck and Detroit Publishing Co. The listings, all manually compiled, are in the thousands with many cards remaining elusive and uncatalogued. The goal is to convert the hardcopy catalogues to electronic versions making them accessible to TPC members through the Web Page and e-mail systems. Hard copies will be more easily available for members' use, as well. Since many volumes of material are compiled, this will truly be a long-term project.

You may recall from the last issue of Card Talk that **Bill Buchanan** (TPC #007) was presented with a landmark book of the history of Warwick Bros. & Rutter Publishers, in recognition of his extensive and phenomenal work on that publisher's listings for Canadian cards. At the April TPC meeting (see page 16), Bill shared the Warwick & Rutter catalogue collection along with listings from Valentine, Detroit Publishing, and Tuck.

The extent of his work and commitment to this project was highly impressive and quite overwhelming. Bill Buchanan, archivist since 1983, inherited the early versions of the catalogue from **Ken McDonald** from Nova Scotia and **Wilf Anthony** (TPC #10). They started the listings for Canadian cards by Valentine and Warwick Bros. & Rutter, respectively. Current and future deltiologists are indebted to these three dedicated men.

Recently, I spoke to Bill about this seemingly endless project. When I asked "How does he keep going in this pursuit?", he modestly acknowledged that he just kept working on the listings continuously; that this was his hobby and his enjoyment; and, that this kept his mind active. His "ambition is that there will be a complete publication of all the Warwick listings".

Over the years, one major challenge has been limited involvement from members in forwarding information from their own cards published by Warwick & Rutter or Valentine. Bill still hopes for responses from members who have information on previously elusive and uncatalogued cards.

According to **Patty Brown**, TPC Webmaster, the internet is the medium that postcard clubs and collectors are choosing to catalogue and display their collections and databases. She's informed us that the Queensland Australia Postcard Club has already launched a site indexing all Tuck postcards worldwide, and came to the executive in the Spring with the idea of making all TPC lists of Canadian postcard publishers (along with images of the cards) available on-line. This, according to Patty will not only allow Club members to freely view the lists that our TPC archivists have been compiling for years but will encourage members (and non-members!) to fill in our missing numbers.

Producing the electronic version of the catalogues will indeed be a lofty goal for the club, but a necessary pursuit which plants TPC firmly in the 21st century. The process will be very labour intensive, but we have to recognize that this is really a 'publishing' process, which always requires a major front-end commitment. However, once done, electronic publishing has much more flexibility to grow and expand than the print version.

Further, for those who prefer their 'own' personal copy, we can produce CDs at minimal cost.

Patty and I, in concert with your entire Executive, will establish a realistic plan for inputting the information collected so far - perhaps by starting with the less prolific publishers until we have evolved an efficient and effective system. Then we can move forward to inputting the other publishers. We are open to any comments or ideas, so please contact Patty, myself, or any other member of the executive.

This project is a major step in preserving databases which catalogue and represent an important element of our province's and our country's cultural heritage. We could move so much more quickly if we had government grants or assistance to expedite the inputting process. If you are aware of any possible avenues which we could explore, please contact me as soon as possible. In the meantime, we hope to be able to call upon as many members as possible to assist us in the challenge of inputting this data, once we have a framework established.

As you receive this newsletter, summer will be almost over. I hope that you have had a safe and happy one. I hope, too, that you were successful in your pursuit of postcards to add to your collection.

As fall approaches, we will be looking forward to the 25-year anniversary dinner and celebration at Whistlers in Toronto. If you don't already have your tickets, please forward your request (and your money), using the enclosed form, as soon as possible. I hope to see many of you there, to get to meet you in person and to talk about TPC past, present AND future.

All the best, Shirley

FROM THE MEMBERSHIP DESK

Diana Davies #855

***IF YOU DID NOT RECEIVE YOUR 2002 ROSTER, PLUS SPRING COPIES
OF CARD TALK AND CARD MART PLEASE LET US KNOW IMMEDIATELY.***

A very Warm Welcome to new members.

Robert Page #1250

25 Lexington Avenue
Brattleboro, VT, 05301-6628. USA
Tel: 802-254-5972

collecting interests: Signed Philip Boileau;
Vermont; Early Canadian Naval cards.

Donald Brown #1251

Institute of American Deltiology
300 West Main Avenue
Myerstown, PA, 17067. USA.
Tel: 717-866-7747

Email <nealhowr@lmf.net>

collecting interests: Arts/Crafts Publishers;
Identified Architects; Communitarian Societies;
Social/Political/Health Causes & Crusades; Deltiology
Promotion of Cultural Events/Places eg:
Art Museums/Historical Societies/Libraries.

Dawn Ouellette #1252

24 Monsadel,
Kirkland, Quebec, H9J 3K4
Tel: 514-630-6421

Email <dawn@videotron.ca>

collecting interests: Montreal and suburbs (pre-1970);
London, England; County Antrim, N. Ireland;
British Royalty (all pre-1960s)

Ron Fletcher #1253

121 Victor Avenue
Toronto, ON. M4K 1A7
Tel: 416-461-9695

Email <ronwfletcher@yahoo.com>

collecting interests: Toronto – East End (Riverdale)
and West End (Humber)

WELCOME BACK:

Don Babb #429; James Baker #89; Olga Bakich #994; Alfred Belliveau #1134; Daniel Brock #1031, Stephen Brooks #836, Mark Finkelstein #1224; Phil Groves #193; Calvin Hubbard #45; Eric Lowe #282; John Marsh #213; Arthur McClelland #1201; Lutzen Riedstra #986

Please see last year's Roster for collecting interests or call Diana Davies at 416-267-8617.

Bruce Geddes #1254

38 Blueking Crescent
Scarborough, ON, M1C 4M7
Tel: 416-286-5667

Email <bruce.geddes@tel.tdsb.on.ca>

collecting interests: New York City.

Denis O'Neil #1255

42A Amelia Street
Toronto, ON, M4X 1E1
Tel: 416-413-7787

Fax: 416-413-1031

Email <magee@rogers.com>

collecting interests: Muskoka; Niagara Falls;
Valentine & Sons; Stedman Bros..

Richard Parama #1256

6 Yamate - Cho, Naka-Ku Yokohama
231-0862 JAPAN

Collecting interests: Alberta Scenes & Publishers

Email change:

Larry Kredl # 737

New Email address: <info@kredl.ca>

IN MEMORIUM

Nick Phillips ----April 15, 2002

We extend deepest sympathy to wife Lucy and daughter Cassandra. Nick was an early member of our Club - # 247, and known as Mr. Mimico, as this was his collecting interest. Nick and his wife Lucy were active antique dealers, and were seen at many shows.

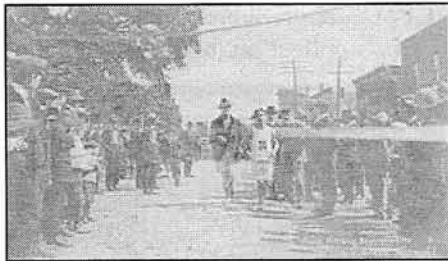
He will be sadly missed.

The Changing Times

By Rick Carson (TPC # 026)

Everyone who collects postcards has seen a sharp increase in prices over the years. For those few that have kept a record of prices in their own area of interest, it can reveal an amazing progression.

Like many others, I started as a collector of Canadian stamps and never thought of myself as a future deltiologist. That all changed in 1978 while I was reading our local paper (The Recorder and Times) in Brockville. An auction in Oakville advertised that a family, originally from our area, was having an estate sale.

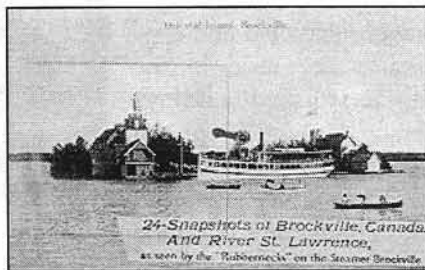


Included in the sale were 50 local cards. I phoned the auctioneer and expressed my interest but explained that I couldn't attend the auction. He took my name and phone number but I figured no response would be the result. About one month later a package containing 50 postcards arrived at the cost of \$50.

My next step was to contact a dealer in postcards (Graham Noble) who advertised in a stamp magazine. A letter to Graham led to the arrival of another 60 cards priced from \$0.25 to \$6.00.

At this point I was hooked and started checking with family and friends, stamp dealers, book stores and antique shops. The best antique book store for postcards was Benson's in Ottawa. Cards were priced from \$0.10 to \$8.00 and the shopping was great. This place also led to an accidental meeting with Hank Neubonne. It proved rewarding as I've managed to acquire a number of cards priced from \$0.50 to \$10.00 over the past 23 years.

For antique shops, it was Allie's Antiques in Kingston that had the best selection of postcards. It was here that we paid \$20.00 for a multi-view card of Oriental Island and thought we'd never pay that much for another card. We always combined those trips with a visit to Graham Noble. This put us in the range of 350 cards.



By this time the Toronto Postcard Club advertised it was expanding its membership outside the greater Toronto area. After applying for membership, my wife and I became members 26 and 26A and prepared to attend the first annual show. The first show was a learning experience to say the least. We looked for cards

from opening to closing and spending all our money was no problem.

The best example of changing prices was that I bought a photo postcard of the Athens (Leeds Co.) train station. At the first show, it was \$15.00 and in 1999, the identical card sold for \$125.00. By 2001, an example cost \$225.00 at a western auction. Realistically, price increases are necessary to sustain the hobby. Costs for advertising, food and lodging, travel, increased competition, shrinking available material and the internet all add to the hike. If prices were decreasing that would be a more serious problem.

Local historical societies, museums and archives are also a major reason for increases. Many of these organizations will keep duplicates while not trading or selling their extra items. I'm told that they are obligated to keep what is donated but hopefully, this will improve in the future.

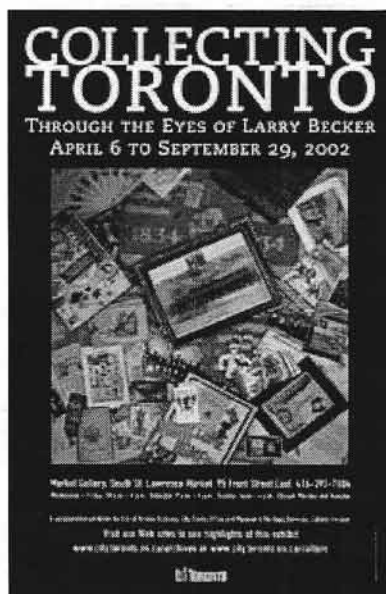
The club has come a long way since 1977 and a great deal of credit should be given to the founders as well as the present group who run the show. After 20 years, we keep thinking that there'll be nothing of interest. Each year we're wrong and that is the reason we return. I'm sure the 2003 show will be another success and we're looking forward to seeing everyone.

Rick and Deb. Carson

TPC FIELD TRIP!!! Have you thought about attending the Larry Becker exhibit at the Market Gallery (see the next page) but haven't quite gotten around to it? Or have you already been, but would like to see it again before it wraps up on September 29th? That's why we're planning an informal visit 'field trip' on **Sunday, September 22nd**. We'll meet at noon just outside (inside if it's raining!) the entrance to the St. Lawrence Market's upstairs exhibit area, on Front Street just west of Jarvis. Join Patty Brown, Shirley Avery, John Sayers, and other members of the Club. And afterwards, maybe there'll be time for a Starbucks coffee and dessert in the next block west, while we compare notes. Hope to see you there! For more information call Patty Brown at 416-463-2299 or John Sayers at 416-598-4256.

Larry Becker at the City of Toronto Archives

By Sally Gibson, Archivist, Toronto Archives



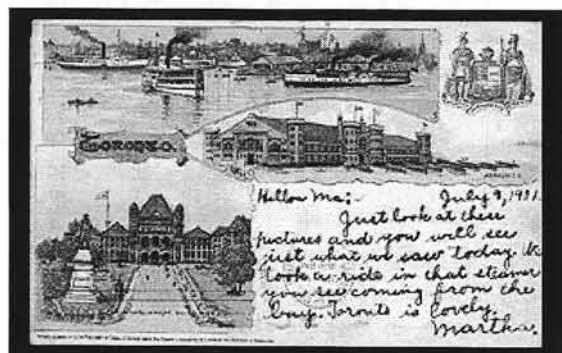
Many readers of *Card Talk* will remember Larry Becker (TPC #318), who died in February, 1998. Described in 1984 by this newsletter as a “pioneer dealer and collector of postcards” who had already amassed a stock of over 100,000 postcards for sale at his North Toronto Collectibles store, Larry Becker eventually accumulated a vast and diverse group of materials documenting Toronto’s history, including 6,500 postcards depicting his native city.

In 1999, his family decided to donate his 20-plus, inter-related collections to the City of Toronto so that the citizens of Toronto would be able to benefit from his life’s work. Since that time, both the City of Toronto Archives, recipient of paper-based items such as prints, photographs, maps, newspapers, pamphlets, and postcards, and the City of Toronto Museums & Preservation Services, recipient of about 4,000 medals, badges, bottles and artifacts, have been conserving, organising, describing, and making available the still-growing Becker collections.

Part of our efforts to make Larry’s work better known is a show entitled *Collecting Toronto : Through the Eyes of Larry Becker*, which will be on view at The Market Gallery in St. Lawrence Market (95 Front Street East) through September 29, 2002.

Here, postcard enthusiasts can learn more about Larry’s collection, both by viewing a small number of actual cards and by enjoying a digital slide show.

Of course, there is nothing like peering closely at “real” cards in-the-paper. At the exhibition, visitors can study about 60, mostly Edwardian, postcards that have been selected to reveal Larry’s major interests. These include not only the people, places and events actually depicted, but also how they were depicted and how the images were presented. Some postcards are used in the exhibition simply to illustrate what such long-demolished buildings as the Normal School on the site of Ryerson University or the Queen’s Hotel on the site of the Royal York Hotel looked like in their prime. Other groupings, however, illustrate Larry’s passion for collecting and comparing multiple uses of the same photographs, such as night and day at the CNE, or high summer and reddening fall at the entrance to the University of Toronto from Queen’s Park. In some cases, by the way, the City of Toronto Archives also owns the original photographs reproduced in the postcards, such as images of City Hall and of the University of Toronto taken by Alexander W. Galbraith. Serious researchers can compare the actual photographs with their postcard derivatives by visiting the Archives.



Larry was primarily interested in the images on the cards. By rehousing his collection in such a way as to not only maintain his original order (thus making comparisons clear), but also reveal the verso of his cards, the City Archives has opened up new avenues of research based on the messages, addresses, stamps, and cancellations that were previously hidden. *Collecting Toronto*, for example, displays a selection of postcard messages that reveal varying attitudes toward the city (from flattering to scornful), historical information about buildings (for example that tourists used to climb up the tower of the old City Hall to view the City from on high ... in 1908), and relationships among correspondents.

Again, by visiting the City Archives, researchers might want to investigate how widely tourist cards were disseminated (by looking at the addresses), or what themes were discussed by correspondents, or how long images stayed in use (by looking at postmarks).

Meanwhile, the digital "slide show" at *Collecting Toronto* displays about 300 cards that reveal the breadth, as well as the depth, of Becker's postcard collection. Here are images of Edwardian Toronto's most fashionable residential (Jarvis) and commercial (King) streets, as well as some of her lesser-known byways (Melbourne and Conduit). Here are views of triumph (the Prince of Wales' 1919 visit) and tragedy (the 1909 fire at Queen's Park); of joyful leisure (boating along the Humber) and back-breaking labour (building skyscrapers); of the social elite (royalty) and the ordinary citizen. The list goes on to include almost every aspect of Toronto life deemed worthy of reproducing for profit (in mass-market tourist views) or personal memory (in limited edition photographic postcards).

After *Collecting Toronto* closes in the fall, postcard researchers can continue their exploration of the Becker postcard collection by visiting the **City of Toronto Archives** at 255 Spadina Road (near the Dupont subway station, just south of Casa Loma). Here, Larry Becker's postcard collection has been fully rehoused in protective sheets and described (as Series 330) in the Archives' database. Researchers can easily call up the nearly-600 file-level descriptions, and ask to see whatever files or boxes they wish. About 70% of the collection has been digitized, and a small number of digitized cards continue to form part of the City Archives' virtual *Collecting Toronto* web exhibition at:

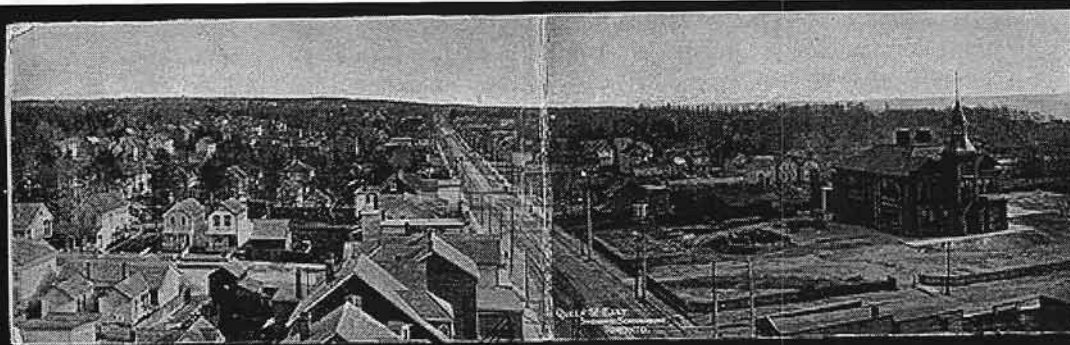
http://www.city.toronto.on.ca/archives/becker_collections/index.htm

Researchers can also place Larry's postcards in the context of his broader collections by looking at such other series as advertising (Series 470), photographs (Series 327), sports (Series 306), militaria (Series 340), and documentary art (Series 496).

Of all his collections, Larry's postcard collection was perhaps closest to his heart. Indeed, he was rearranging his cards right up until he died. The City of Toronto Archives is proud to be able to make his collection available to the broader public that he always hoped to reach.



"Traders Bank" Leather postcard c.1907



Queen Street East c.1905



Larry Becker, Cub Scout & future collector second row, fourth from the left, ca. 1946.



Larry Becker in his shop "Larry Becker's Collectibles Warehouse" on Limestone Crescent, Toronto, 1988.

ARE YOU A MASON???

By Patty Brown (TPC # 1142) and Norman Gordon (TPC # 875)

At the January, 2001 TPC meeting, on Artist-Signed Postcards, Norman G. Gordon (TPC #875) brought a large binder full of the postcards he collects on the topic "Are you a Mason?" (aka - RUAM). These fun comic cards poke fun at the age-old society of Freemasonry.

Norman, like so many collectors, has had various interests through the years, collecting many things such as casino chips, bluegrass instruments, records, hockey cards, anything on Tim Horton(!) and postcards. His postcard collecting interests are in two major areas, Northern Ontario and Fraternal.

"In 1984 I was accepted into Masonry" says Norman, "and with this, another avenue of collecting came about. I started with any Masonic artifacts I could find which included Masonic Lodge tokens, Chapter pennies, Masonic stamps and 1st day covers, books on Masonry, iron trivets, Masonic door knockers etc. It was while I was attending antique shows, hunting for these treasures, that I also discovered postcards. Looking in dealers' boxes under 'Masons' I was amazed to find so many cards of Masonic Temples, as well as other Fraternal related postcards – and my new collection began to take shape. Coin and Token shows were still a regular event in my life, which is where I met John Cheramy, (c1986) a coin dealer & collector from out west (later to become TPC # 997). John would stay with me when he came east for token shows and on one visit he happened to notice a publication called 'Postcard Collector' which I had in my home. That issue mentioned a Toronto postcard show the next day. So off we went together!"

Within 10 years Norman had grown quite an impressive postcard collection, which included a large number of American Masonic Temples. Interestingly American Temples seem to appear far more often on postcards than Canadian Temples – another area of interest. In 1997 Norman came in contact with another Masonic Temple postcard collector in England who expressed interest in buying his collection. After a bit of negotiation the two came to a trade agreement – Norman shipped all his American Temple postcards to England and in exchange he received dozens of "Are You a Mason?" cards to add to his already growing collection of these postcards.

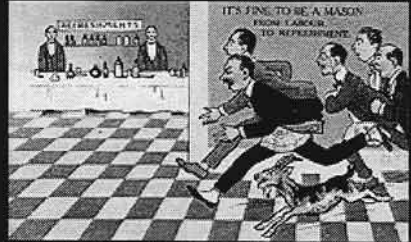
The "Are you a Mason?" cards are humorous postcards that usually poke fun at Masons who are going through the degrees. To appreciate "Are you a Mason?" postcards a little understanding of Freemasonry is required. As one of the interpreters for the Masonic Lodge at the Black Creek Pioneer Village, Norman is frequently asked many questions, the most common being "What is Masonry?"

According to Susan Brown Nicholson in a c1995 article from 'Postcard Collector' magazine - "The Masons are one of the largest and oldest fraternal organizations in the world. They contribute millions of dollars annually for hospitals, homes for widows and orphans, relief for people in disaster areas and student scholarships." "They do not promote any one religion, and any man that professes belief in one God may join. Yet, some religions forbid members to become Masons because of the secrecy codes".

"Masons refer to God as the 'Great Architect of the Universe.' Most of their symbols and rituals are based on architectural tools. There are two branches of advanced Masonry, the 'Scottish Rite' and the 'York Rite'. These names come from the earliest Masonic traditions associated with Scotland and with the city of York, England." "Many of the ideas and rituals of this fraternal organization come from the period of Cathedral building from the 900s to the 1600s. During that time stone workers or masons formed guilds throughout Europe. Freemasons were stone workers who traveled from city to city building Cathedrals."



Grand Lodge In Session



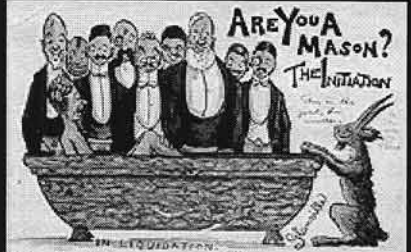
From Labour to Refreshment



The First Degree



Mason's Wife Giving Away Secrets



The Initiation



Remarks From The Chair

Norman adds to this by stating "Masonry is not a 'secret society', otherwise the name of the temple, or the square & compass logo, would not be erected on the entrance of the lodge. It does, however have certain codes and rituals known only to Masons - age-old traditions from the days of Cathedral building. Masonry consists of three degrees: 1st (EA) Entered Apprentice, 2nd (FC) Fellowcraft, 3rd (MM) Master Main. It is within each of these degrees that certain handshakes are applied. These symbolic handshakes were used by traveling stonemasons seeking work in Europe, on Cathedrals etc., who may have had language difficulties in foreign countries. A mason could prove himself just by his handshake and, if hired, would be paid accordingly."

Susan Brown Nicholson goes on to tell us that "When the cathedral work declined in the 1600s, the organizations became social clubs or lodges. The Freemasons began accepting members that had never done stonework. In 1717, four fraternal lodges united under the Grand Lodge of England. This became the founding block of the Masons today. British colonists brought the organization to America. It became one of the largest fraternal organizations in the world by the early 1900s."

With the growth of Masonry in the early 1900s came mockery of the society by outsiders and along with this came such things as "Are You a Mason?" postcards. Produced in the early part of the century by various publishers, these comic cards are colourful and fun. Norman is sure that the artists were non-Masons, who may actually have been a bit anti-mason. From his experience, none of the rituals portrayed on the cards have ever been carried out as shown!

The following two pages contain Norman's "Are You A Mason" postcard checklist. A complete list of RUAM cards has never been published. Norman's list is an expansion on a 'partial, but excellent list' prepared by a collector from the U.K., but even along with Norman's additions it's likely that there may still be other RUAM cards out there. Despite a list of 164 different cards, there were really only a few different topics. All the other cards are variations on a these themes.

Some of the headings on the RUAM cards are:

The Initiation: poking fun at perceived Masonic initiation rituals - cards showing such things as Masons in a bathtub or being sprayed with a hose.

The Grip: There are various handshakes for the different degrees, but artists show such things as shaking hands with a goat, or goat biting a Mason's leg!

The Raising: being raised to the next degree of Masonry, artists show this ritual as raising a wine glass to drink!

Masons wives give away secrets: Many cards joke about Mason's wives hiding & listening to their husband's meetings so they can tell what they've heard.

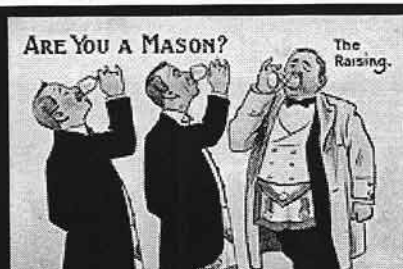
And then there's the Goat - Appearing in so many of the cards, the goat appears to have been a favorite joke with the artists. In mythology it was believed that the devil took the form of a goat to carry out his evil. Norman assures us there has never been a goat at any meetings he's attended!

Other headings include Giving the Charge, The Test, Masons at Home/Work, The Marking, How Old is Mother, The Apprentice, The Passing, The First Degree, Riding the Goat, all which portray Masons in a teasing (yet humorous) light.

Because of the humorous aspects, RUAM postcards are in demand and command a good price. Cards that were purchased in the 1980s in mint condition for \$2 to \$3 can now sell for as high as \$20 to \$40 per card.

Norman's goal is to create a complete listing of all RUAM cards as well as other sets of postcards that make fun of Masons. This includes the Grand-Pop (aka the "piggies") series by artist Lawson Wood and other individual cards produced by various publishers. A list of Canadian Masonic Temple postcards is also in the works.

Norman was born in Cochrane, Ontario (the birth place of NHL player Tim Horton!) and thanks the TPC, their annual shows and meetings with helping him build up his collection of Masonic cards and Northern Ontario cards.



The Raising



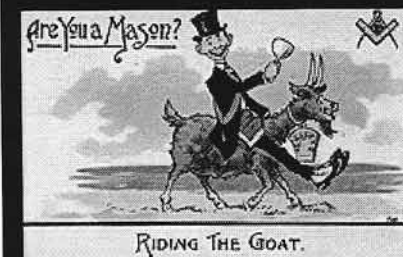
The Apprentice



Preparing For The First Degree



The Passing



Riding The Goat

"ARE YOU A MASON" POSTCARD CHECK LIST

National Series (G.B.)			1544 series		
546 or S546 series			1544	All Square at Douglas	x
546-1	Riding the Goat	x	1600 series		
546-2	GL in Session	x	1614	The Initiation	x
546-3	Masons Wives Give Away Secrets	x	1615	The Sign From Labor to Refreshment	
546-4	Receiving the Password	x	1616	The Grip	x
546-5	Masons at Work / Harmony	x	1617	The Raising	x
546-6	The Initiation	x	1618	The Password	
679 series (Also Published by Douglas PC Co., PA, USA)			1619	The Passing	x
679-1	Signs and Grips	x	1620	The Passing	x
679-2	The First Degree	x	1621	The Raising	x
679-3	Same Lodge	x	1622	The Initiation	x
679-4	Banquet	x	1623	From Labor to Refreshment	
679-5	The Mark Degree	x	1624	The Test	x
679-6	How Old is Mother (Shake)	x	1625	The Apprentice	
679-7	Remarks from the Chair		1626	The Test	
917 series			1627	The Grip	
917-1	The Apprentice	x	1628	The Masons at Work	
917-2	From Labour to Refreshment	x	1629	The Marking	x
917-3	The Test	x	1630	The Initiation	x
917-4	The Raising	x	1631	The Passing	x
917-5	The Initiation	x	1632	Riding the Goat	
917-6	The Passing	x	1633		
937 series (one only?)			1634	Preparing for the First Degree	
937	????? Short Arm	x	1635	Masonic Harmony "Hail to the Chief"	
953 series (one only?)			1636	Branding the Mason	
953	Labour to Refreshment (same as 917-2)		1637	The Grip	
1062 series (Maroon Borders)			1638		
1062-1	The First Degree	x	1639	Masons at Work - Labor to Refreshment	
1062-2	The Mark Degree		1640	The Awful secret	
1062-3	Signs and Grips	x	1641		
1062-4	How Old is Your Mother ?	x	1642	The Banquet	
1062-5	Shake !!		1643	Receiving the Password	
1062-6	(no title) The Toast	x	1644	The Mark Degree	
1062-7	Same Lodge	x	1645	How Old is Your Mother?	
1186 series			1646	Same Lodge	
1186-1	The Passing	x	1647	The Installation	
1186-2	The Same Lodge	x	1648	Signs and Grips	
1186-3	The Test	x	1649	The First Degree	x
1186-4	The Initiation	x	1650	The Last Degree	
1186-5	Shake !!	x	1651	The Password	x
1186-6	The Raising	x	1652	A Safe Husband.....	x
1279			1653	Secret of Initiation Discovered at Last	x
1279	Lady Riding a Goat	x	1654	A Lodge at Work	
1444 series			1655	The W.M.	x
1444-1	The Grip	x	1924 series		
1444-2	The Girls All Love a Mason	x	1924-1	A Safe Husband for a Mason keeps a Secret	x
1444-3	Branding a Mason	x	1924-2	Wor. Master of the WM	
1444-4	Preparing for the First Degree	x	1924-3	"HAD"	x
1444-5	Masonic Harmony "Hail to the Chief"	x	1924-4	A Lodge at Work	x
1444-6	Riding the Goat	x	1924-5	The Last Degree	x

1924 series cont'd			2900 series cont'd		
1924-6	The Secrets of Initiation Discovered at Last		2992	Riding the Goat	x
1924-7	The W.M.	x	2993	The Initiation	x
1980 series			3300 series		
1980-1	The Grip	x	3324	The Sign	x
1980-2	The Test		3325	The Charge	
1980-3	The Passing	x	3326	From Labor to Refreshment	
1980-4	The Initiation	x	3327	Receiving the Mark	x
1980-5	The Marking - 4th Degree	x	3328	The Test	x
1980-6	The Masons at Work		3329		
2420 series			3330		
2420A			3331		
2420B	Riding the Masons Goat	x	3332	The Initiation	x
2420C			3333	Harmony	x
2420D	Getting the Mark Degree	x	3334	The Wor. Master	x
2420E	Too Heavy for Goat	x	3335	The Grip	x
2420F	Tasting Masons Wine	x	3339	The Password	x
2446 series			3340	Riding the Goat	x
2446A	The Charge	x	3341	The Raising	x
2446B	The Last Degree	x	Anglo-American Postcard Co. Series		
2446C	The Masons at Work		New York and Dublin, c1907 Irvine M. Kline		
2446D	The Marking	x	M-1	GL in Session	x
2446E	The Test	x	M-2	Masons at Work / Harmony	x
2446F	The Passing	x	M-3	Receiving the Password	x
2600 series			M-4	Riding the Goat	x
2646	Listening In	x	M-5	Initiation	x
2661	Where Have You Been		M-6	Masons Wives Give Away Secrets	x
2676	Harmony		Art Publishing Co. Series - Glasgow		
2677	From Labor to Refreshment	x		A Full Meeting	x
2678	The Installation	x		The Grip	x
2679	The Banquet	x		Brothers	x
2680	Receiving the Mark	x		"Beware of the Goat"	
2681	Where Have You Been		Savoy Series		
2682	The Grip	x	1025	The Password	x
2683	The Test	x	1026	The Initiation	x
2684	Riding the Goat		1029	The Password	x
2685	The Initiation	x	Valentine Series		
2686	Passing	x		The Initiation	
2687	Giving the Charge			The Passing 2nd Degree	x
2900 series				The Test	
2982	The Test	x		The Grip	x
2983	Giving the Charge	x		The Marking	x
2984	Th Sign "Now We Know"	x	W & AK Johnston Series		
2985	The Grip	x	25/2 Edinburgh and London		
2986	Password "Don't Tell Wife"	x		A Nicht with Burns	x
2987	Harmony	x	Frankel & Co., London - Star Series 133		
2988	From Labor to Refreshment	x		Grand Master at Home	
2989	The Raising	x		He Wouldn't Tell Her About It	x
2990	The Passing	x	Mostwood Series		
2991	Receiving the Mark	x		Peeking Through Keyhole	x

This list of "known" RUAM cards has been compiled by Norman Gordon. Cards with an "x" in the last column represent those in Norman's personal collection. If anyone knows of others not listed please contact him. The ones without an "x" represent Norman's "Want List" !

A Vimy Ridge Collection

By Terry Robbins (TPC # 18)

April 9th, 2002 marked the 85th anniversary of an event in the Great War which had a significance for Canadians way beyond its military importance - the storming of Vimy Ridge on Easter Monday, 1917.

Although Canada, with its enormous geographical and political differences, had been a nation in name since July 1st, 1867, there is a very strong case for claiming that it only became a nation in spirit fifty years later when the Canadian Corps first went into action as a self-contained military unit. With Canadians from all walks of life and from all parts of the country fighting side by side it won a famous victory, taking Vimy Ridge and achieving in a single morning what no-one else had been able to do in 2½ years of war.



Three cards by the Heliotype Co. Ltd., Ottawa:

- (1) H.M. The King at Vimy
- (2) Return of the Victors
- (3) The Pageant of Defeat



Putting together a Vimy-related collection is in many ways an ideal postcard project. There is no single set of cards dealing specifically with the battle itself to make things too easy, but cards showing the battlefield and eventually the war memorials were published almost up until the start of the Second World War, so it's not too difficult a task either. Single cards from standard military series can sometimes be identified as showing the Vimy area, and with a bit of imagination and research there are several related areas to explore, such as map cards, military leaders, and souvenir booklets and cards, both old and modern.

None of the cards should prove to be all that scarce or expensive, and with a bit of effort you should be able to build a decent collection showing the 19-year development of Vimy Ridge from battlefield to Canadian National Monument while still being able to add new cards as you find them.

Vimy Ridge dominates the flat land between Lens and Arras in northern France. By 1917 it had been made almost impregnable by the Germans, and earlier French and British attacks had failed dismally with terrible losses - the French, for instance, had suffered 150,000 casualties in 1915 alone. The meticulously-planned and rehearsed Canadian assault, however - part of an overall British attack along a 12-mile front - resulted in what was possibly the most perfectly organised and successful battle of the whole war.

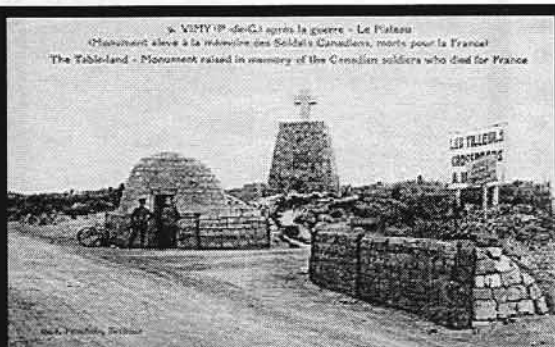
Zero hour was 5.30 a.m.; the front-line trenches were taken by 6.30 a.m., the crest reached a few hours later, and the entire ridge was under control by 11th April, with over 4,000 Germans taken prisoner.

One of my favourite cards once belonged to one of those prisoners; it is a plain German Feldpostkarte (Field Postcard) with a pencil note on the reverse which reads "From German Prisoner of 261-3RD Bavarian R.I.R. - 79th Division, taken on Vimy Ridge 9-4-17". No picture and no postmark, but a fascinating piece of history.

Germans captured on Vimy Ridge feature on one of several Vimy cards in the Canadian Official War Records series published by The Heliotype Co. Ltd. of Ottawa, probably just after the war. These

cards came, unnumbered, in packets of 6, with 50% of the net proceeds going to the Canadian War Memorial Fund. All the official photographs used appear to be from the 1917 campaigns - specifically Vimy and Passchendaele - but two other cards which are definitely Vimy-related show King George V souvenir-hunting on the battlefield and lorry-loads of Canadian Infantry returning from the front; the latter photograph was used as the basis for a Canadian Victory Bonds poster.

Army leaders to look out for include General Horne, commander of the First Army which included the Canadian Corps, Corps Commander Sir Julian Byng, who went on to become Governor-General of Canada and also Commissioner of the Metropolitan Police back in London, England, and Sir Arthur Currie, who commanded the 1st Canadian Division in the battle and succeeded Byng as Corps Commander a few weeks later.



Vimy after the war - memorial to Canadian dead. Card published by Fauchois of Bethune



German dugouts at Vimy Ridge on a 1920s French postcard.

attraction. There is a fairly common anonymous photographic series of the reconstructed trenches, although the concrete sandbags and duckboards tend to give the views an air of unreality; these cards can be found with or without captions.

G. Stubbs seems to have cornered the market on Vimy Ridge souvenir booklets, although "*Editions Fauchois, Bethune*" appears on at least one booklet cover and has been obliterated on the card backs in another; the ubiquitous LL also appears on one Stubbs booklet. The Vimy booklets come in a large assortment of designs, although the contents are usually re-arrangements and different versions of the same old trench and tunnel pictures, perhaps not surprisingly in view of the fact that the next major development on the Ridge came almost 8 years after the opening of the Grange Tunnel complex.

Construction had taken 11 years, but on July 26th, 1936 the Canadian National War Memorial on Vimy Ridge was unveiled by King Edward VIII in the presence of the French President and 7,000 Canadians of the Canadian Legion; the latter and their relatives were there on a special Vimy Pilgrimage organised by the Legion.

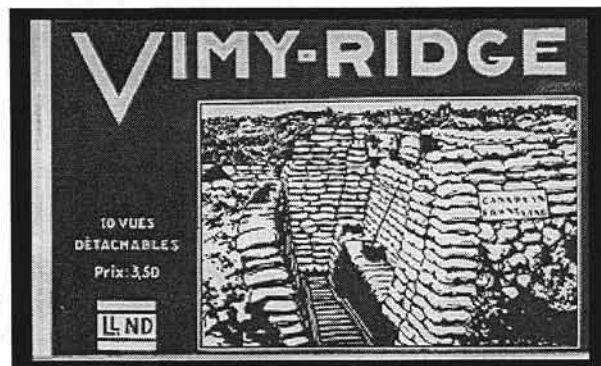
After the Armistice small temporary monuments were erected on many of the battlefields on the Western Front. The one on Vimy Ridge dedicated to the Canadians appears on a card published by Fauchois of Bethune, and the same picture also turns up in one of the souvenir postcard booklets published around 1930.

By the mid-1920s the combined results of rebuilding and land reclamation in France and Belgium made it almost impossible to find trenches in their original wartime condition, but in 1927 a group of Canadian engineers working on the Canadian memorial at Vimy decided to try to find the entrance to the Grange Labyrinth, the largest of the 11 huge subways built in early 1917 to enable troops and supplies to be brought right up to the front line under cover. What they found was so striking that the Canadian Battlefields Memorial Commission decided to rebuild the trenches, preserve the dug-outs, and make the Grange Tunnel a permanent exhibit.

A year later the memorial park was open to the public, and postcard publishers were not slow to take advantage of the new



General Horne, commander of the First Army which captured Vimy Ridge. 'Generals of the British Army' series, no indication of publisher.





The Canadian National WWII memorial on Vimy Ridge - on a Tuck 'Real Photograph' card # 3815

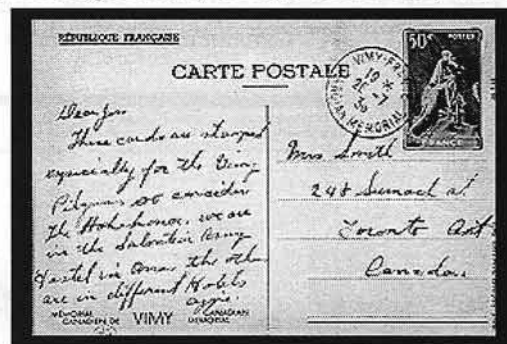
the effect the military action had on national unity and identity. Byng himself said in a speech in 1922 that on Vimy Ridge "...there was forged a nation tempered by the fires of sacrifice and hammered on the anvil of high achievement", words well worth remembering, perhaps, whenever talk of the country's breaking apart resurfaces.



Poem celebrates the 'Hot Stuff' the Canadians who conquered Vimy Ridge.

Designed by Toronto sculptor Walter Allward, the monument is the largest war memorial in France or Belgium and can be found on a variety of cards, the most interesting ones being from a French series printed by E. Desfosses of Paris especially for the opening ceremony. Dated 26-7-36 and pre-printed with French commemorative postage stamp designs, the cards are well worth looking for, as they were mostly bought and used by members of the Pilgrimage; there was a special Vimy cancellation, and any messages nearly always tie in nicely with the event.

Most books and articles on the subject mention



Vimy Ridge still has a very special meaning for Canadians 85 years after the event. In 1997 the Canadian National Vimy Memorial was designated as a Canadian National Historic Site, only the second such site located outside of Canada - the other, also on the Western Front, is the Beaumont Hamel Newfoundland Memorial on the Somme. A plaque commemorating both the historic and architectural significance of the monument was unveiled in a ceremony on November 9th, 1997.

In May of 2000, when Canada finally brought home the body of an Unknown Soldier for burial at the War Memorial in Ottawa, the body was that of a Canadian soldier killed in the Vimy Ridge attack, and it was in the shadow of the Vimy Memorial that the ceremonies began. One can only hope that the Canadian government will find a way to restore the Vimy Memorial to its original condition, the ravages of time and weather together with some injudicious repairs having damaged the monument to the extent where some of the 11,285 engraved names of Canadians missing in France are now unreadable.

25th Anniversary Reflections

Interview with Bob Atkinson (# 012)

By Shirley Avery (TPC #1190)



As many of us realize, postcard collectors are often historians. So, I have been drawn to the history of TPC as the executive has been preparing for the 25 year celebration. One name that kept reoccurring, as I would inquire about the club's history, was Bob Atkinson. I had

never met Bob during my short association with the club, so I took the opportunity to speak with him on the phone.

We had a delightful conversation about his early interest in deltiology, the growth of TPC, and especially of

Card Talk as the club's official publication. With permission from Bob, I wish to share our conversation in this issue's 25th. Anniversary Reflections.

Shirley: I understand that you have had a longstanding commitment and

leadership within TPC. What roles have you played over the years?

Bob: The way that I always tell the story goes back to my earliest years. Born in 1946 in South Porcupine, Ontario, I grew up in the Timmins area and Sudbury. In the early 50s, I remember postcards coming in the mail and my Dad brought home postcards of his travels for the kids. On trips to Toronto and other Ontario destinations, I bought my own cards with my allowance and stashed them in my drawer.

Over the next 10 years, I faithfully bought and saved cards of everywhere I visited. Soon, my drawer became full and my hoard of cards became a collection. My sister added to my ever-growing collection of contemporary cards with beautiful cards from Expo '67, Montreal.

During the early years of my career travelling was required, so I had many opportunities to pick up post cards from all over Canada. Then, one day in 1978, in the Toronto Star, I came across a Mike Filey article – on post card collecting!!!! There, I learned that there were others who collected cards and I learned of the Toronto Postcard Club.

So, I went off to a meeting at the Agincourt Collegiate, armed with my shoebox of post cards. I quickly learned that these collectors were interested in saving "old" cards, not contemporary ones!!!!

In frustration, I went home and searched for some of the older types in the family albums. I found a beautiful photo card of a train arriving at the station in South Porcupine. In fact, the photo showed my great aunt getting off the train. I found some other "old" cards, as well. So, I returned to the next TPC meeting and proudly showed my collection. I slowly acquired the knowledge of early postcards from fellow TPC members like Calvin Katz.

As I visited other clubs in New York State, I soon learned that they had shows and newsletters for their members.

I came back to TPC and identified the need for growth of the club beyond the small core group and the need for similar activities. Out of "Well, you write a newsletter" was created the first issue of Card Talk published in 1980. So, from my member role, I became involved as Newsletter Editor, President, Vice-President, Secretary and Publication Committee Chairman.

Shirley: What was your most significant accomplishment?

Bob: I am proudest of the newsletter. In fact, I would still like to contribute to it.

Shirley: What was your dream or vision for Card Talk and for TPC?

Bob: My dream was to get members in every province of the country. I wanted TPC membership across Canada and the newsletter to be read from coast to coast. At that time, there was nothing happening officially in deltiology in other provinces. I wanted to spread our message of the hobby, the club and the history of Canada.

Shirley: What success did you have in TPC?

Bob: The increase in membership brought great satisfaction. Following the early Card Talk issues, membership rose from 20 to 200 in one year alone. The shows were great successes. Many people would make a weekend out of the shows, enjoying the hospitality and friendship of others.

Another hobby I have always enjoyed is photography. As I saved post cards from Northern Ontario, I tried to match the photo on the card with a current photograph. I have knocked on many people's doors and hung out of many of their windows in pursuit of identical shots.

Shirley: What do you feel is TPC's significant contribution to the world of deltiology?

Bob: Many members have contributed books and articles. For example, Charles Humber comes to mind. As a UEL, he has written many books on the history of Ontario.

Shirley: What memories of the club are significant for you?

Bob: I have always admired Bill Buchanan, visited him when he lived in Cape Cod, walked on the beach and enjoyed his hospitality. I have acquired many friendships over the years. I have enjoyed connections with such people as Rick and Debbie Carson in Brockville.

I'm a social animal, as you can tell. A fellow TPCer even helped me with emergency shelter at his home in Ottawa when all the hotels were full during a business trip. I have met many great people and great characters throughout my involvement in post card collecting.

Shirley: As a visionary, where do you see TPC should or can be in another 25 years?

Bob: I believe that there needs to be an external message from the club, whatever the medium. The club needs to involve people outside the city, country, the world, or even, the planet. A new generation needs to be interested in the hobby and especially interested in Canadian history.

Shirley: Bob, thank you for our conversation and for sharing your memories. I am sure that they will stimulate thoughts in the minds of others. I look forward to meeting you in person and hearing more of your reflections – perhaps at the anniversary dinner on September 12.

P.S. Bob plans to attend the anniversary dinner with camera in hand to record the event for us.

Canadian Publishers Profiled

By Shirley Avery (TPC #1190)

On April 11th, 2002, TPC members enjoyed highly informative presentations from Bill Buchanan (TPC # 007), Alan Hebb (TPC # 341), and Rick Sommerville (TPC # 1231) on various aspects of publishers of Canadian postcards. Everyone left a whole lot wiser about the works of these publishers: Warwick Bro's & Rutter, Valentine & Sons, Raphael Tuck & Sons, Detroit Publishing. We also gained insight into the more private worlds of W.E. Hebb, Halifax publisher and William Warwick, himself.

Bill Buchanan, TPC archivist since 1983, (a bit of TPC trivia) truly impressed everyone with his volumes of listings of Canadian postcards. Bill graciously acknowledged the early TPC contributions by **Ken McDonald** who began cataloguing the Valentine cards in Canada and **Wilf Anthony** (TPC #10) who started the Warwick listings. Bill's hope for the evening was to raise the awareness and interest of TPC members in this body of work and continue to expand the listings.

Bill reviewed the characteristics of the cards that were common to the publishers and identified the main subject areas portrayed on the cards. **Valentine & Sons** was the most prolific publisher with over 17,000 numbers. Details of the cards are available for 12,450 cards; yet, it is uncertain as to whether cards even exist for some of the remaining 5,000 or so numbers. Valentine & Sons largely produced view cards of towns, cities, and Canadian scenes; however, many other gorgeous cards focus on Canadian Indians, comic sports, and pennant cards of different towns. A number of cards in sets exist – Best Wishes (from many of the larger towns), Canada Golden West, Canadian Homestead, Cartier Centenary (1814-1914), Blue and Red Ensign flags for every province, Canada Our Home, and a special patriotic designed especially for Winnipeg.



Like Valentine and Sons, the **Detroit Publishing Co.** was prolific in its publishing of thousands of cards largely with an American focus. However, at this point, Bill has listed 360 different Canadian cards published by Detroit Publishing. The list includes such towns and cities as Niagara Falls, Hamilton, Portage La Prairie, Winnipeg, Thousand Islands, Kingston, Rideau Lakes, Ottawa, Toronto, Sault Ste. Marie, Muskoka Lakes, Victoria, Vancouver, Quebec City, and the Rocky Mountains. Rather unique series of cards were produced of Hiram Walker Distiller in Walkerville, Ontario (left) and E.W. Gillette Co. Detroit Publishing was known for its production of cards with varying formats – different sizes, different backs, and different

sizes of pictures based on the time of publication. They produced an interesting advertising card for the King Edward Hotel, Toronto, with the interior view of the King Edward and an inset of King George!!!

Another publisher of view cards was **Raphael Tuck & Sons**, although less prolific with 503 regular issues. These issues included places across the country – Vancouver, Grand Rocks, B.C., Regina, Windsor, Simcoe, North Bay, Norwich, Niagara Falls, Toronto, Newmarket, Pembroke, Springhill, Dartmouth, Lunenburg, Charlottetown and the Grenfell Mission in Newfoundland. Of course, many of you are familiar with Tuck's publications of Oilette's paintings (305 produced) depicting Toronto, Ottawa, Montreal, Quebec City, Hamilton, Vancouver, the Canadian Rockies and McGill University. Taber, Alberta was recognized with its own card. Tuck produced a number of series cards, one in particular for CPR with views of the Canadian Rockies. Other series cards included trains, ocean liners, and regiments. Tuck also captured Canadian scenes in honour of the Coronation in 1911. These cards were granted to students as rewards by the London County Council.



More trivia from Bill. At the time of **Warwick Bro's & Rutter** Publishing, 125 Toronto publishers existed. In fact, 42 different publishers depicted the Toronto CNE. Despite the competition, Warwick produced approximately 7,000 different cards of towns and cities across Canada. The details of approximately 500 remain elusive within Bill's listings. Warwick produced a terrific selection of cards beyond the views – patriotics, cartoons, parades, sports, trains, fisherman's family, train wrecks, Salvation Army, letters of the alphabet, comic sports, teddy bears, actors & actresses, a courtship series, the hour series, caricatures of occupations, the hobo series and the King Edward mourning card.



As you can tell, Bill's listings are extensive. Thank you, Bill, for your commitment, time and effort that you have given in compiling this body of work. For members present, **Patty Brown** (TPC # 1142) identified the TPC's goal of transferring the manual listings to an electronic database on the TPC web site and also brought pages printed from her Montreal website showing how she was listing all Montreal postcard publishers and photographers. The goal of listing the postcard publishers compiled by Bill Buchanan, Wayne Curtis and other TPC members on our TPC website will enable more members to access these phenomenal resources. See this issue's "Message from the President" (page 3) for more details.

Alan Hebb, (TPC # 341) Grandson of **W.E. Hebb**, a Halifax Publisher took members back in time to his grandfather's era – through "W.E.'s" scrapbooks, photos, newspapers and postcards. Born in 1862 in Lunenburg, W.E. was a self-educated man, was employed as a printer in Nova Scotia Printing, and led a fascinating life as a musician, politician, businessman and entrepreneur. Alan recalled how, in 1970, his quest for W.E. information and collectibles began when he purchased his first W.E. Hebb postcard – a snowy scene of

Halifax. Since then, he has uncovered postcards depicting Halifax, Dartmouth, Chester, Lunenburg, Baddeck and Newfoundland. Thanks, Alan, for introducing us to the intriguing world of W.E.

Rick Somerville (TPC # 1231) took members into a fascinating life of another Canadian as he confessed he was really George Warwick Somerville - great, great grandson of William Warwick. Rick shared some family history introducing us to his great, great grandfather's house on St. George Street (portrayed on a Valentine card), his untimely death when thrown from a buggy at the CNE, and his burial in St. James Cemetery, Toronto. Rick's great, great grandmother subsequently assumed the presidency of the Warwick Company. Unfortunately, the last Warwick building at King and Spadina was wiped out by the Toronto fire in 1904. Much to all our surprise, **Patty Brown** (one of the obsessed genealogists in the Club!) showed us more pages from her Montreal website where she had done research on William Warwick and his family. Not only was William Warwick a publisher of Montreal postcards, he had also been born in Montreal c1833. Rick continues to seek out more family history and more Warwick Publishing history. Thanks, Rick, for sharing and good luck in your pursuit.



Home of George R. Warwick, President of Warwick Bros. & Rutter (house on extreme right, with ivy and turret); at Prince Arthur looking south toward Bloor St.). Mr. Warwick lived there from 1909 [but perhaps prior] until 1956 or early 1957. He lived there when his company published postcards.

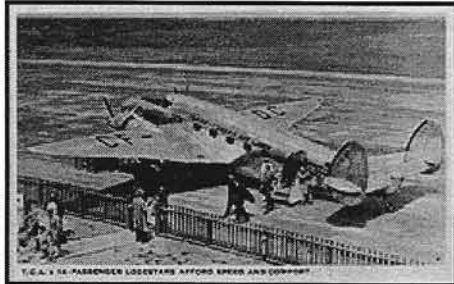
Patty Brown had also planned on giving a short talk that evening on her g-g-grandfather J.C. Wilson (publisher of Wilson patriotics and sports postcards). But with so much great info presented by Bill, Alan and Rick we suddenly realized that the meeting had gone on past the time we were expected to leave the school – and we even had to cut Alan short – sorry Alan! Looks like we need another meeting on publishers. It seems that there are at least three TPC members that are descended from postcard publishers. How many others are out there in the Club? Neither Alan, Rick, nor Patty knew their ancestors published postcards until they started delving into their family histories. So if you're descended from / related to / or just have a great interest in a particular postcard publisher, postcard photographer or postcard artist, contact Patty Brown at (416) 463-2299 or Email at <pattyb@idirect.com> and we'll get a list going!

The evening was indeed filled with wonderful information on publishers of Canadian postcards. We are indebted to Bill, Alan, Rick and Patty for a highly enjoyable journey.

Up, Up, Up and Away

By Shirley Avery (TPC #1190)

April 1, 1939 is a memorable date for **Bruce Charkow** (TPC #1020). Bruce is an avid collector of commercial aviation post cards including such airline names as United, Eastern, TWA, American, TCA and Air Canada. On May 9, 2002, he introduced his presentation,

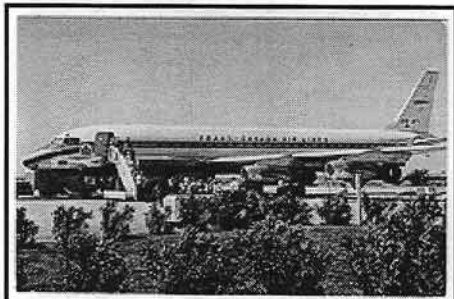


“Trans Canada Airlines” with a sepia card depicting the first flight of TCA from Vancouver to Seattle on April 1, 1939. Bruce was quick to remind us that TCA was formed by an Act of Parliament. Over the evening, he provided us with many historical facts from this important era of Canadian history.



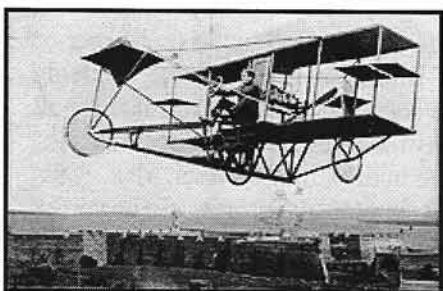
Bruce shared many cards from his collection - TCA's first commercial airliner, the Lockheed Lodestar; TCA planes at many Canada airports such as Montreal and Regina; and a Lancaster bomber that was converted to carry 10 people across the Atlantic from Gander to Shannon. However, the backbone of early TCA was the North Star. Bruce profiled many North Star cards including the North Star flying over the CNE, Toronto; an interior view showing the staff of the day wearing the uniforms of the day; and a very common, yet great card, of an interior view showing luggage in open bins - highly unacceptable by today's standards. In the mid to late 1950s, came TCA's Constellation flying from Montreal to London. A “Greetings from Toronto Canada” card shows the Toronto Island ferry against the Toronto skyline on the top portion of the card with a Constellation at the Malton Airport on the lower. TCA's Vickers Viscount, recognized by its huge windows, became known for its reliability in air travel.

With card after card, Bruce portrayed Canada's commercial aviation history. In 1942, along came CP Airlines. In contrast to TCA, legislated by parliament, CP was formed and financed by Canadian Pacific Railways.



By 1965, TCA changed its name to Air Canada. Its Vickers Vanguard, depicted in a real photo card, had multiple problems and was short-lived in the fleet. One rare card was of the Vickers Vanguard flying between Vancouver and Bermuda; another rare card was of a DC8 at the Barbados Airport; and, another, a Douglas DC8 card, actually published by Douglas. Along came the DC9, a short-haul jet flying from Toronto-Montreal to New York and to western Canada. Along with the appearance of the Jumbo jet in 1971 and the 747s, came the differentiation between economy and luxury lounges for passengers. Another rare card

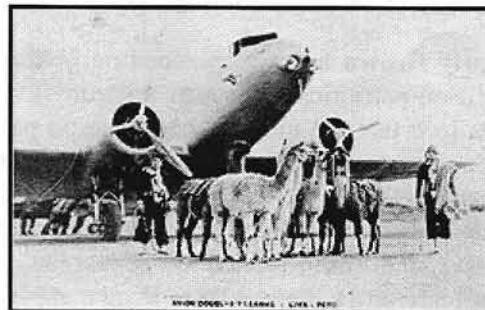
depicted the Lockheed 1011. Into the late '70s and '80s arrived the 767s and later the Airbus, much more fuel efficient, but much the same size as the 767s. Thank you, Bruce, for the opportunity to see cards from such a fabulous collection and for the great aviation history lesson!!!!



Following Bruce's great profile of Canada's flying machines, other TPCers shared their interest and passions for all sorts of other flying machines.

Patty Brown (TPC # 1142) showed us cards depicting early bi-plane crashes - some with the pilot posing

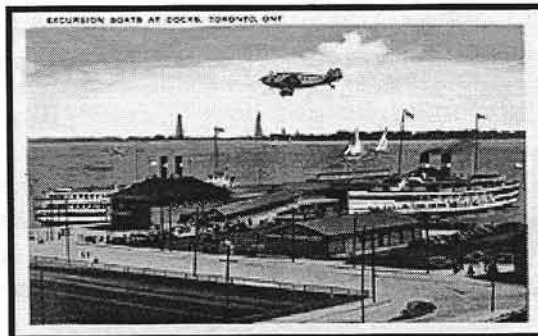
for the photographer beside his wreck (!). She also had cards of the Wright brothers' flying machines and other early flying machines; “Lindy” standing beside his ‘Spirit of St. Louis’ and a 1946 photo-card of the airport in Lima, Peru with llamas on the runway!



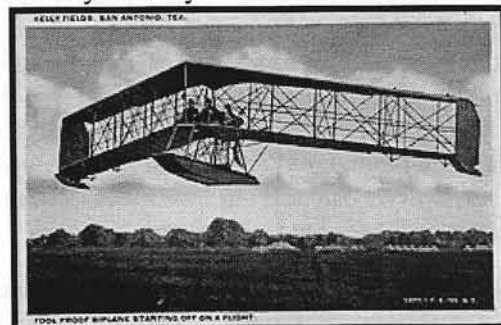
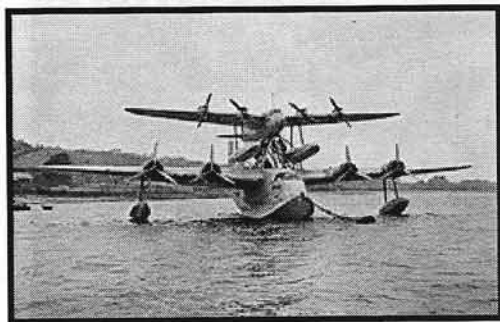


Kyle Jolliffe (#1187), as our resident New York expert, informed us that airplanes started appearing in New York postcards in 1914 – in conjunction with such famous landmarks as the Empire State Building, Times Square, and the Statue of Liberty. A linen card exists showing bombers flying over NYC.

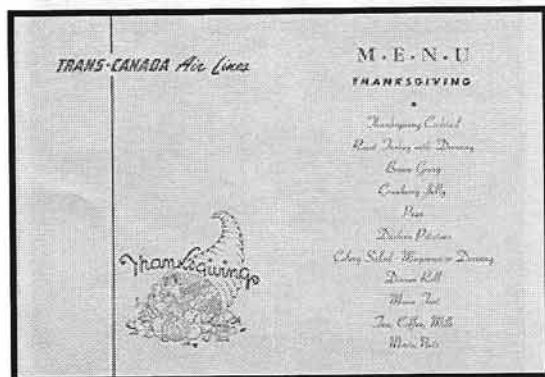
Bill Carveth (#810) showed us the skyline of Toronto from the Island Airport and a 1919 view of the City of Toronto from Centre Island including a plane of the day.



Bernard Creamer (TPC # 708) “jetted” us into other historical eras with flying boats from the early 1900s. They were fascinating aircraft designed to take off and land on water. Water seemed like a good idea since fields gave very rough take offs and landings and no hard runways were yet in existence. However, the design of the flat-bottomed floats held the aircraft tight to the water until Curtis designed the addition of a step on the underside of the float. The design remains in existence today. Then, Bernard took us on to Italy where extraordinary airplanes displayed such features as multiple wings and 12 engines. Not particularly successful in transporting people, but very interesting postcards to collect !!! British planes included the Walrus, a tremendous plane on the water and, therefore, it was responsible for picking up pilots during the war. The Martin Mars were flying boats built in the 1940s and '50s. They were the largest boats of their time. Two are still flying in British Columbia as fire bombers, and, as such, are the largest aircraft in the world today. Another huge flying boat, the Spruce Goose (a misnomer), was designed and built by Howard Hughes. Its capacity was 750 airmen and 2 tanks. It had a wingspan of 300 feet. It took so long for a successful prototype to be built that the war was over. However, Hughes proved it could fly. He flew the craft about a couple of miles 30 feet above the water. Today, this monstrous flying boat remains on exhibition in Washington State.



Bill Yates' postcards captured significant events in world history from the flight of the Hindenburg, to the Avenger – George Bush Senior's plane shot down over the Atlantic and Gary Powers aircraft shot down by the Russians in the 1960s. He showed very colourful postcards that portrayed planes during the Spanish war.



Wayne Curtis brought us full circle back to Canada with gorgeous advertising postcards. He shared some rather unusual items - double cards from Trans Canada Airlines and Canadian Pacific Airlines that included in-flight menus. The cards depicted the destinations that TCA and CPA served around the world – Amsterdam, Tokyo,



Rome, Hong Kong, Hawaii, Lisbon, Madrid, Mexico, South America and the South Pacific. The October 12, 1953 issue included their Thanksgiving menu. Other attractive cards profiled the Canadian way of life – for example, a scene showing the gathering of sap in a Canadian sugar bush, and one of a western cowboy riding a bucking horse.

Thanks, to all who “lifted” our cares away for the evening.

On June 13th, 2002, TPC members enjoyed a great talk and slide presentation by **James Brouwer** (TPC # 1225) on his favorite area of postcard collecting.....**CHROMES!** Something many of us until now had classified as "Moderns" and too new to add to our collections. James opened our eyes to the fun of collecting this era of postcards.

COLLECTING CHROMES

By James Brouwer (TPC #1225)

I bought my first pile of 1950s/1960s 'chrome' postcards at a garage sale 15 years ago and have not stopped since. I've enjoyed collecting them not only because they are plentiful and cheap, but more importantly, because the best of them have such amazing style and design: the retro furniture, the sleek interiors, the odd architecture you don't see anymore, and always in those bold 'plastichrome' colours - it got me hooked at least.

Others have been hooked too. Interest in chromes has increased over the years so that certain 25 cent cards of a few years ago can now fetch from \$3.00 to \$30.00 on eBay, sometimes more. And chromes have gotten more attention in print as well. Recently, the British photographer Martin Parr published 3 volumes of 50s/60s chromes titled "Boring Postcards" through Phaidon Press, a publisher usually known for its art books. Similarly, Taschen has just published Jim Heimann's chrome collection under the title "Bizzaro Postcards". Add to that the websites that have sprung up around odd and boring postcards or the 'reprints' of old chromes by 'Quantity Postcards' in San Francisco and it's easy to see a renewed interest in these chrome postcards.

My own interest in chromes covers any location in North America from the 50s through to the early 70s. It's really the look of the card, not the place, that interests me. Topically, the cards in my collection are of four main types:

A) "**Stylistic Postcards**", cards that emphasize the attitudes and fashions of postwar America. These could be things like: Tiki restaurants, greasy diners, 'psychedelic' interiors, obsolete appliances, science and technology exhibits, outer space themes etc.

B) "**Boring Postcards**", cards that actually hold a certain fascination through the sheer banality of what they depict. In short, they make the unimportant important. These could be things like: underground parking lots, empty waiting rooms or lounges, forlorn objects, motel room interiors, etc.

C) "**Incredibly Strange Postcards**", cards that are just that - pretty damn odd. These could be things like UFOs, bad paintings/artists, 'stuffed animals presented as real wildlife', eccentric people, oblique captions, etc.

D) "**Roadside America**", more than just motels, these are cards of long lost rural America, its isolated pockets and unique creations. These could be things like homespun roadside museums or attractions; dinosaur theme parks; 'frontier town' cowboy shootouts; giant statues of animals or historical figures; fake Indian Villages for tourists; kiddie parks, etc.

These categories are a bit loose of course, and many cards overlap into several of the areas mentioned -- these are usually my favourites. I'm always looking for more favourites. So if you have a bunch of chromes don't throw them out. Take another look at these cards and you might even find a few favourites of your own.



A) Stylistic Chrome



B) Boring Chrome



C) Incredibly Strange Chrome



D) Roadside America Chrome

And there was more that evening! As usual TPC members brought bits from their collections to show-and-tell.

Bill Carveth (TPC #810) read from **Wally Gutzman's** The Canadian Picture Postcard Catalogue (1992). If one considers the age of chromes as 1950s/60s onwards, this time frame begins within what **Wally** (TPC # 40) identified as the 6th postcard period - 1945 to 1969 (ending with the Centenary of the postcard). In contrast, the American Price Guide talks about modern chromes from 1939 to the present noting a spectacular growth in recent years.

Bill showed chromes from his Toronto collection - Princes' Gates (actually labeled as Princess Gates), Queen Elizabeth Building at CNE grounds, a terrific night scene of the Shell Tower and Flyer (once again, CNE), Ashbridges Bay (labeled Kew Beach), and Toronto hotels - Park Plaza, Westbury, Conroy (on Dufferin), Lord Simcoe, Delta Chelsea and Royal York.

Wayne Curtis (TPC #22) highlighted his favourite card - an advertising card from CP - "See this world before the next". This was amongst an extensive collection of CP advertising cards, all with beautifully designed artwork and all repros of advertising posters.

Bob McEvilla (TPC # 001) brought forth a great piece of trivia - What is the largest current producer of postcards (chromes) in the world? Postcard Factory, Toronto.

Wilf Cowin (TPC # 008) brought the evening to a close with great chromes from breweries including a Labatt's Streamliner truck and a 1919 White model 45 truck.

So do all postcard collectors consider Chromes to be "Moderns"? And what is a "Modern" anyway? As **John Sayers** (TPC # 560) says "Many of these cards are over 50 years old and in 50 years they'll be over 100 years old!" **Patty Brown** (TPC # 1142) also put it into perspective when she recalled a conversation she had, a couple of years ago, with **John Soules** (TPC # 1211) who was still in his teens at the time. Patty who had looked upon "moderns" as anything after the 1950s found that John Soules looked upon moderns as anything after 1985! **Bill Carveth** once said he considered Moderns to be anything after the 1930s. Is antique value sometimes subconsciously based on our ages? Do we see extra value in anything older than we are? Does this make many TPC members antiques in the eyes of other members??!!

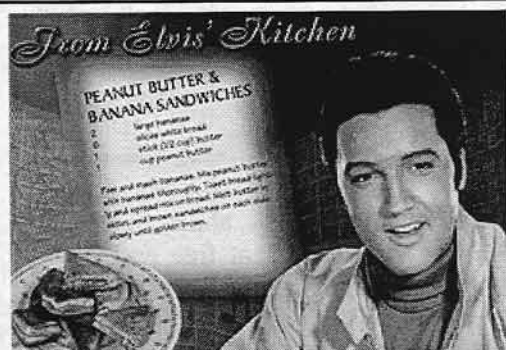
James Brouwer, who was trooping through the wilds of B.C. at various times this summer took his postcards (!) but was without a scanner therefore unable to send images from his collection for his article. So to help out we sent **Bill Wehrens** (TPC # 1223) along with a copy of James' article to the Sunday Postcard Fair to find some Stylistic, Boring, Incredibly Strange and Roadside America chrome postcards. Kind of like a childhood scavenger hunt! Bill had a great time hunting for cards with his 12 year old son and they both realized that these were postcard topics they could collect together. In a few years we might have members who believe "Moderns" are anything from the 21st century!



The Canadian - Scenic Dome route across Canada, by Roger Couillard, 1955. Canadian Pacific Railway



Labatt's Streamliners were a unique site on Ontario's roads from 1932 until 1955.



Anniversaries abound in 2002.....September marks the 25th anniversary of the TPC, February 6th marked the 50th anniversary of the reign of Queen Elizabeth, April 9th marked the 85th anniversary of the battle of Vimy Ridge, August 15th marked the 110th anniversary of the 1st electric street car in Toronto and unless you've been without TV, radio, newspapers or magazines this month you'll all know that August 16th also marked the 25th anniversary of the "alleged" death of Elvis Presley. Thanks to **Ivy Curtis** (TPC #022/2), a collector of recipe postcards for this 1960s postcard of Elvis' recipe for making peanut butter & banana sandwiches!

TPC UP-COMING MEETINGS

September 12th 2002 OUR 25th ANNIVERSARY CELEBRATION !!

Location: Whistlers Banquet Room

Broadview at Pottery Road - A few blocks north of the Broadview Subway Station

Time: 6:00 pm - Reception & cash bar

7:00 pm - Dinner

It's our 25th Anniversary Celebration of the founding of TPC – time to socialize, enjoy a grrreat buffet dinner, recognize the contribution by the Club's founders and pioneers and its past achievements, a chance to chat with many TPC members old and new, and cap the evening with a talk by renowned Toronto historian Mike Filey.

Whistlers is conveniently located for both Subway (Broadview station, transfer to an 87 or 87A bus going northbound on Broadview to Mortimer/Pottery Road) and driving access – with free parking either just off Mortimer Ave. behind the building (i.e. to the east of it) OR off Broadview Avenue north of the building in the back of the Sobey's supermarket lot. Some on-street parking is also available, but check as to the parking hours and meter costs for the meter you happen to park on. (The cross street is named Pottery Road to the west, and Mortimer Avenue running east from Broadview.)

How do I sign up for the dinner? There's a separate sheet included with this copy of Card Talk (so that you won't have to tear anything out of Card Talk!) which has details, timing, and a tear-off sheet to send in with your remittance.

At present we've sold 74 tickets to TPC members and their friends with more requests coming in by mail every week. So mark it on your calendar and order your tickets now. Bring a friend! **Don't miss it!**

Questions? Call Bill Carveth (416-497-5432) or John Sayers (416-598-4256).

Thursday, October 10th, 2002 MEDICINE, MEDICATION AND HOSPITALS

Location: Civic Garden Centre, Edwards Gardens, Toronto,
777 Lawrence Ave. E. (at Leslie)

Time: 7:00 p.m. - Coffee, socializing and dealer browsing
7:30 p.m. – meeting begins

It's Sneezin' Season. Time for postcards of Medicine, Medication and Hospitals, featuring a presentation by our President Shirley Avery on Hospital for Sick Children cards and artifacts.

Many of the small towns that our members collect have (or had!) hospitals, drug stores, or other medical facilities, which appear on cards. There's also army field hospitals, hospital ships, nurses, and advertisements for medical treatments and remedies. Cards which feature special destinations such as the Locke Clinic in Winchester, spas, and similar retreats are also of interest.

Bring cards for 'show and tell', or just come to hear our TPC president, **Shirley Avery**, 'show and tell' regarding her collection of **Hospital for Sick Children** postcards, and cards from other hospitals across Ontario.

Because we have some space, we plan to have a few dealers available for your convenience. In addition, we'll have free coffee for you to enjoy from 7:00.

NOTEWe're still looking for an economical venue for our meetings for 2003. We've had some good suggestions, but all have foundered on one or more of ... price, convenience to public transit, ability to book well in advance, spaciousness, availability on second Thursday evenings, and convenient free parking. **Please keep those suggestions coming** and the Executive will check them out. A hundred dollars per night at Edwards Gardens places a real strain on our budget!

TPC UP-COMING MEETINGS continued.....

Thursday, November 14th 2002 RETAIL STORES ON POSTCARDS

Location: Civic Garden Centre, Edwards Gardens, Toronto,
777 Lawrence Ave. E. (at Leslie)

Time: 7:00 p.m. - Coffee, socializing and dealer browsing
7:30 p.m - meeting begins

It's Retail Stores Night. Eatons. Simpsons. Birks. Hobblerlins. Northways. And a host of smaller shops all across the province and the country whose images are nestled in your collection.

As a special treat, we are trying to arrange for a talk – subject to the schedule of appearances to be imposed on her by her publisher - by **Patricia Phenix**, author of the new book **Eatonians: The Inside Story of the Family Behind the Family**. In the course of writing the book, Patricia spent two years interviewing 200 former Eatonians coast-to-coast in Canada. Our link to Patricia is through Jim Matthews, a TPC member and prominent collector of Eatons postcards and memorabilia. Jim has agreed to bring along some of the cards from his extensive Eatons postcard collection.

So bring those retail store cards. Interiors and exteriors. Butcher shops. General stores. Cigar stores. Lumber yards. Gas stations. Feed stores. Farmers markets. Book stores. And so on, and so on. They all represent memories of a way of business when retailers often knew you as a person rather than just as a customer or a sales statistic. *Let's bring them and see what each other has!*

Because we have some space, we plan to have a few dealers available for your convenience. In addition, we'll have free coffee for you to enjoy from 7:00.

Thursday, December 12th, 2002 OUR ANNUAL CHRISTMAS DINNER

Location: Abacus Restaurant, Don Mills Shopping Centre,
Don Mills Rd. and Lawrence Avenue East, Toronto

Time: 7:00 p.m.

Ho! Ho! Ho! It's time for our annual Christmas Dinner.

A few of our most passionate members (hey, we're talking about postcards!) have been known to bring a few seasonal cards to show, but it's essentially an informal evening in a local restaurant, with no business or formal agenda.

What a perfect time to meet or re-meet some of your TPC 'family'! Good food, good company and even a draw for a basket of Christmas goodies (usually edible stuff !!!) arranged each year by Sue Cook, TPC # 854.

The venue is the same as for last year's successful Christmas Dinner – we'll meet at **Abacus**, a bounteous Chinese buffet located in the Don Mills Shopping Centre, Don Mills Rd. and Lawrence Avenue East. At \$18.00 per person, including all taxes and gratuities, this is the best Christmas present in town!

Call Wilf Cowin at 416-757-3507 or Bob McEvilla at 416-493-0363 to let them know you're coming, so that they can book the tables at an early stage.



CHRISTMAS DINNER 2001.

The annual draw for a Christmas goodie basket won by Gordon Champion last December.

From left to right...

Marlene Champion, Gordon Champion,
Shirley Avery

SHOW CALENDAR

SEPTEMBER

September 7th

Christie Outdoor Antique Show - Dundas, Ont.
Christie Conservation Area, near Dundas, Ontario
on Highway 5 between Highway 6 and Highway 8.
8:00 a.m. to 5:00 p.m. Admission: \$7. Free Parking
Info: Phone 1-888-594-9297
<http://www.antiqueshowscanada.com/christie.htm>

September 8th

Victoria Stamp & Coin Fair
Holiday Inn, Victoria, BC,
Info: W. Walcer 250-656-0176 <Wally_Walcer@telus.net>

September 14th

Eastern Ontario Postcard Show - Merrickville, Ont.
Merrickville Community Centre, Merrickville, Ontario
9 a.m. to 4 p.m. Info: James Skelding (613) 269-2085
<jim.skelding2@sympatico.ca>
Staying overnight? B&B info available on request!

September 15th

Paper Treasures SALE, Bookstore Café, Camden East
Just west of Kingston, off 401, take exit 593 (county road
4) north for 7 km. Info: Les Jones (613) 378 1102
All in-store postcards, photographs, prints, pamphlets,
maps, magazines, and other ephemera, ON SALE

September 20th -22nd

PIPEX 2002
Best Western Richmond Inn, Richmond, BC
Info: Northwest Federation of Stamp clubs
http://members.shaw.ca/pava/pipex_info.htm

September 22nd

Nostalgia-Rama - Woodstock, Ont.
Auditorium, Fairgrounds Woodstock Fairgrounds, Ontario
10 a.m. to 3 p.m.
Info: 905-278-7363 <nostalgiamarama@rogers.com>

September 27th -29th

Blue Mountain Antique & Collectibles Show & Sale
Calgary Round-Up Centre, Calgary, Alberta
Info: John Humphrey 1-800-755-4081

SEPTEMBER (cont'd)

September 29th

Golden Horseshoe Postcard Show - Burlington, Ont.
15th Annual Club Show and sale.
Auditorium - Central Arena, 519 Drury Lane, Burlington,
10 a.m. to 4 p.m.
Info: John Laing (905) 637-1550
<johnlaing@postcardcanada.com>

OCTOBER

October 5th & 6th

VICPEX - Victoria, B.C.
Holiday Inn, Victoria, BC
Info: Don Shorting (250) 721-1940

October

The Old Paper Show Toronto, Ont
St. Lawrence Market North, 92 Front St. E., Toronto
11:00 a.m. - 5:00 p.m. Admission : \$6
Info: (416) 410-1310

NOVEMBER

November 10th

Nostalgia-Rama - Woodstock, Ont.
Auditorium, Fairgrounds Woodstock Fairgrounds, Ont.
10 a.m. to 3 p.m.
Info: 905-278-7363 <nostalgiamarama@rogers.com>

November 24th

Victoria Stamp & Coin Fair
Holiday Inn, Victoria, B.C.
Info: W. Walcer 250-656-0176 <Wally_Walcer@telus.net>

DECEMBER

December 1st

Sunday Postcard Fair - Toronto, Ont.
Civic Garden Centre, Edwards Gardens, Toronto
777 Lawrence Ave. E. (at Leslie)
10 a.m. to 4 p.m. Admission \$2. Free parking
Info: John Laing: <johnlaing@postcardcanada.com>
Phone: (905) 637-1550

Also - see our website at <http://TorontoPostcardClub.com> for updated show info.

AND DON'T FORGET TO CHECK:

Barr's News

Published twice a month, it's full of postcard articles,
show dates and many many postcard auctions.
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