

Australian Postcard Society Inc.

Meetings: 7.45p.m. — 4th Thursday of the month
(11 meetings only per year)

Where SAPHIL House, 22 Gray Court, Adelaide

Who Anybody interested in postcards

Costs Gold coin donation to cover supper costs.

Syllabus for 2011

Date	Theme for all members on the following topics	Invited Display (Up to 5 frames)
27th January	Australia	Joyce Aspinall (Heartbeat Country)
24th February	New Zealand	David John (Zeppelin)
24th March	Pacific Islands	Peter Rooke (Hampton Court)
28th April	Asia	Betty Cornish Memorial Trophy (6 pages, theme of Nursery/Childhood)
14-15th May	INAUGURAL POSTCARD EXHIBITION & AUCTION, DRILL HALL, TORRENS PARADE GROUND, ADELAIDE	
26th May	North America	Linda Welden (Isle of Wight)
23rd June	South America	S.S. Yongala
28th July	Africa	ANNUAL GENERAL MEETING and Empire Trophy 8 page competition
25th August	Antarctica	Janet Ingleton (German Shipping)
22nd September	United Kingdom	Committee Members Display
27th October	Europe	Pauline & David Edwards Surprise Night
24th November	Canada	Fun Competition and Christmas Breakup
December	No meeting	

Australian Postcard Society Inc.



BULLETIN

May 2011

Quarterly Issue No.09

WEBSITE ADDRESS: australian-postcard-society.com

A Milne-Shaw seismograph for recording earthquakes was set up on the Selfridge store's third floor in London in 1932, attached to one of the building's main stanchions, and unaffected by traffic or shoppers. It recorded the Belgian earthquake of 11th June 1938 which was also felt in London. At the outbreak of war the seismograph was moved from its original site to another part of the store. In 1947 the seismograph was given to the British Museum.

Today many seismographs are situated around the world recording the placement and strength of the quakes as they occur. It was a great shock to find on the internet how many have been recorded in Japan with 6 quakes of magnitude 5.1 or less occurring on 25th April, and this number per day appearing to be common.

Another surprising fact which came to light was the fact that Australia is moving north north-east at a rate of 10 centimeters per year.

Let's hope there are no more major quakes for many years.

The Editors



THE SEISMOGRAPH AT SELFRIDGES

This instrument is capable of recording an earthquake happening in every part of the world. When an earthquake occurs, waves of different types are set up which penetrate the whole mass of the earth. They travel completely through the earth in 20 mins. 18 sec. This horizontal pendulum can feel those very minute tremors, which after travelling a few thousand miles become far too feeble to be felt by the human senses. The movements of the pendulum are magnified and written down. The inscription is called a Seismogram. The various types of waves travel at different speeds. The difference in the time of recording the various waves gives the information required for estimating the distance of the shock. The first wave to arrive comes in a direct line from the place of occurrence. A Seismograph is very susceptible to the SLOW waves of an earthquake, but it is comparatively irresponsible to the RAPID tremors caused by the street traffic. This is installed in Selfridge's Information Bureau—Third Floor.

Publisher unknown, presumably Selfridges.

Elected Committee:

President	John Bell
Vice-President	John Bodnar
Treasurer	David Figg
Secretary	Linda Welden
Librarian	Rob Halliday
Publicity	
Auction Superintendent	George Turner
Magazine Editors	David & Pauline Edwards
SAPC Delegate, Raffle & Postal Auction Organiser	Claire Thomas
PATRON	Phil Sunman
Website Managers	Jeff & Yvette Trinidad
Auditor	Andy Kovaleff

Any questions or matters of interest

contact The Secretary,
Linda Welden,
PO Box 281,
Edwardstown,
South Australia, 5039.
email: linda1956@three.com.au
Phone: 0421 367 665

Membership Fees—1st July-30th June

SINGLE	\$18.00
JUNIOR up to 16	\$ 6.00
FAMILY	\$25.00

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NEW MEMBERS

Allison Semmler, Mt.Barker
Brian Watkins, Hilton
Lindsay Parker, Naracoorte

COMING EVENTS:**Membership Renewal Fees Due
before 1st July****New Password for Members area of
website effective 1st August.**

History SA's book "About Time" and their website lists events to be held during the month of May with a focus on the history of the state. Included is our Inaugural Postcard Exhibition to be held on 14-15th May at the Drill Hall, Torrens Parade Ground, Victoria Drive, Adelaide. Open 10am-5pm Saturday and 10am-4pm Sunday.

NEXT POSTAL AUCTION

Our next Postal Auction is due out with the August 2011 Bulletin. If you have any lots that you would like to have included please forward to the Secretary no later than the July Meeting, earlier if possible. The cover sheet for auction lots can be collected from me at meetings. Please use one per postcard, fill out, and forward to the Secretary.

Thanks,
Claire Thomas,
Postal Auction Organiser

LETTER TO THE EDITORS:

The following letter was received last year and our apologies go to Don Pedler for not including this information in a previous bulletin. It was forwarded on to the owner of the cards but we omitted to pass on the information to club members and we apologise for this.

I happened to see a copy of your Bulletin (Feb 2010. No 4) and was pleased to read the article on cards from the Bisley rifle competitions. There is one error on page 4 where reference is made to "two British Officers". The officer to the left (looking at the card) is wearing the Uniform and Insignia of the Australian Intelligence Corps. Identified pictures of men in this unit are extremely hard to find. The Officer below the centre of the score board may be Australian also but there is no means of telling by his uniform.

*Yours faithfully,
Don.W. Pedler, Hon Life Member, Military Historical Society of Australia.*

MEMBERS ADVERTISEMENTS:**WANTED TO BUY:**

DC3 aircraft postcards, Swiss postcards prior to 1960, hospitals and cards dated 1943. Anybody with any of these cards to spare please contact Ray Thompson with details on Phone: (08) 8258.9022.

Australian Private postcards 1898-1905 by Robert Jolley, Melbourne; G.L. Mueller, Adelaide; Ernest Gall; Donald Taylor & James Taylor; Hussey & Gillingham. Also Early German cards of South Australia 1898-1903. Bronte Watts, Unit 3, 3 Cosgrove Street, Magill, SA, 5072. Phone (08) 8431.0549. email: wtsbrnt@yahoo.com.au

Australian Comic Postcards. Collector and researcher looking for singles, groups, duplicates, hoards, large/small collections. Anything considered. Contact Gary Davies, PO Box 107, Magnetic Island, Queensland, 4819. email: ccbnq@optusnet.com.au

Metamorphic postcards in good condition. Contact David Edwards, Phone: (08) 8250 0484 or email: mmstamps@chariot.net.au

Postcards of Botanic Hotel and Newmarket Hotel, Adelaide. Must be in good condition. Contact Pauline Edwards, Phone: (08) 8250 0484

Any postcards relating to Australian National Rifle Association shooting contests for selection and competitions held at Bisley Camp in England. Contact Lorenzo, Ph: (08) 83361340, or email: lorenzog@esc.net.au

Silk cards in good condition bearing military badges; flags of America, New Zealand, Wales, India, and Italy. Contact Lorenzo, email: lorenzog@esc.net.au or Phone: Ph: (08) 83361340.

Picture Postcards of the Post Offices in Vienna; Cracow; Budapest; Lemberg and Kiev. Please contact John Bodnar advising of your asking price. email: mibetco@senet.com.au or PO Box 395, Edwardstown, SA, 5039, Australia. Thank You.

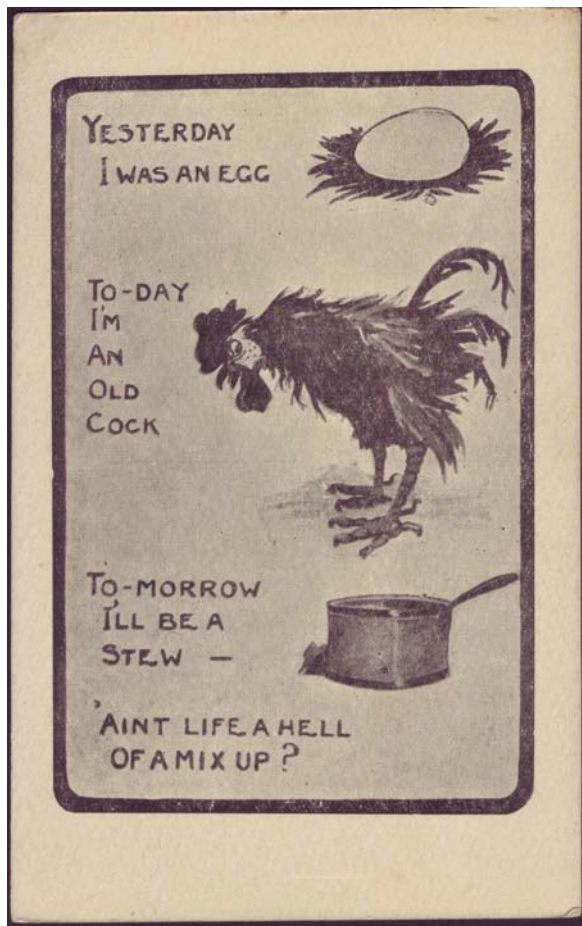
Postcards of Kalamunda (West Australia), Goa (India), Lord Howe Island & Magnetic Bay (Queensland) and Norfolk Islands Email: pk@bankofideas.com.au or Call Peter Kenyon on: 62931848

WANTED TO TRADE - National Postcard Week postcards. Postcards to be sent stamped and cancelled and enclosed in an envelope for protection. Send to Demaris Swint, PO Box 746, Alamo, Texas, 78516-0746.

HUMOUR -

**IT DOESN'T
CHANGE MUCH
OVER THE
YEARS**

Unknown producer.



**BETTY CORNISH
MEMORIAL TROPHY**

Our congratulations to Janet Ingleton who submitted the successful entry for this trophy titled "Do you Believe in Fairies".

Our photo shows Janet holding the trophy with John Bodnar who presented it to her.

There were two other entries and they were all very enjoyable. Well done.



POSTCARD WEEK COMPETITION —

Two entries were received and both have been printed. They were submitted by Pauline and David Edwards and were made available to members for their use at the April meeting at \$2.00 each. The unsold cards have the current postage stamp affixed and were cancelled at the GPO Adelaide on 4th May. They will then be offered for sale at \$3.00 each (plus postage if they are required to be mailed in an envelope).

Hopefully by next year a special cancel can be organized with Australia Post for use in conjunction with Postcard Week.

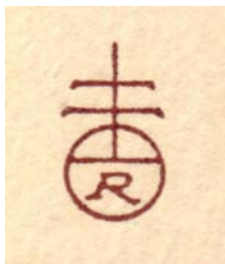
BUYING - SELLING

**Old Books, Postcards, Trade Cards,
Cigarette Cards, Ephemera,
Autographs, Sheet Music, Anything Printed.**

ABRA CARD ABRA ROYCROFT

680 High Street, East Kew, 3102, Victoria

Phone/Fax (03) 9859 4215



National Postcard Week - May 1st-7th, 2011

*In Adelaide we are soon to see
Our first postcard week in history
Thru Postcard Week we hope to see
A card or two, maybe even three*

*Please keep our postie busy each day
With lots of postcards being sent our way
Then we can join in with the fun
of swapping cards with everyone*

*So this postcard we send to you
With hopes of getting one from you
But if we only get but one
We'll still have had loads of fun*



*Don't mouse around
Send a postcard
to all your friends
for National Postcard Week
May 1st-7th, 2011*

THE INTERNATIONAL PRINTING, STATIONERY AND ALLIED TRADES EXHIBITION, LONDON 1904

by David Figg

As early as 1900, Picture Postcard Collectors had a magazine to which they could subscribe, called "The Picture Postcard and Collectors' Chronicle". It was the official organ of the Picture Postcard Exchange Club, 42-43 Imperial Buildings, Ludgate Circus, London E.C. and subscribers paid 4/- (four shillings) per annum for twelve issues sent post free to any address in the Postal Union.

I have recently acquired a bound volume of the 12 issues for 1904 and it makes for very interesting reading. Illustrated profusely throughout, there are many articles and advertisements in each issue of 32 pages. For this article, I have extracted details of the 1904 International Printing, Stationery and Trades Exhibition held at the Agricultural Hall, Islington, London from Saturday April 30 to Saturday May 14. Admission Tickets to Excursion Parties and Shop Clubs cost 3/- (three shillings) per dozen and were obtainable from the Exhibition Offices.

Interestingly, this same venue, now called the Business Design Centre, was used for the London 2010 International Philatelic Exhibition from 8-15 May 2010. Lying derelict in the 1970's the hall has been rejuvenated at a cost of £12m and re-opened in 1986. The original leadlight feature has been restored befitting a building with imposingly large enclosed space, the clear span of which was greater than both its contemporaries of the time, the Crystal Palace and Alexandra Palace. But I digress, back to the 1904 Exhibition. It was to be the showcase of its day for anything and everything to do with the printing, stationery and allied trades, which of course prominently featured picture postcards. The advertisement below in the April 1904 issue of The Picture Postcard and Collectors' Chronicle listed no fewer than 31 businesses represented in the Picture Postcard Section of the Exhibition.

After the event the following two page article appeared in the June 1904 issue of the magazine.

1904. **International** 1904. **Printing, Stationery and Allied Trades Exhibition,** AGRICULTURAL HALL, LONDON, **From Saturday, April 30, to Saturday, May 14, inclusive.**

A representative **Picture Post-card Section** is being organised. The latest Fine Art developments will constitute one of the most effective features of the Exhibition. Among the distinctively Art Firms who have already taken space are:—

American Colortype Co.	Carl Hentschel, Ltd.	Coe Collotype Printing Co.
Art Reproduction Co., Ltd.	F. Hartmann.	Davidson Brothers.
Actiengesellschaft fur Kunstdruck	Taber Bas-Relief Photo Co.	W. & A. K. Johnston.
Arthur Cox Illustrating Co., Ltd.	Sheldon & Melloy.	London Stereoscope Co.
Collectors' Publishing Co.	Vaus & Crampton, Ltd.	Henri Moss & Co.
B. Dellagana & Co., Ltd.	Voisey, Charles.	Philco-Publishing Co., Ltd.
Delittle, Fenwick & Co.	Wrench, Ltd.	Rotary Photo Co.
Ettlinger, M. & Co.	Midland Publishing Co.	J. W. Ruddock.
Everett & Sons.	Osnabrucker Stationery Co.	Valentine & Sons, Ltd.
Giesen Bros. & Co.	Rapid Photo Printing Co.	H. C. Wharton & Co.
	Raphael Tuck & Sons, Ltd.	

Many other prominent Firms are negotiating for space.

Nearly all the central Exhibition space is already booked, but a few special positions have been reserved for the **Picture Post-card Section**. Early application is necessary for these. Write at once to Exhibition Offices: 139-140, Fleet Street, E.C.

PHILICIA ANTIQUES & COLLECTABLES PTY. LTD.

(Proprietors Phil & Chris Sunman)

**317 GOODWOOD ROAD,
KINGS PARK SA 5034**



**SPECIAL DISCOUNTS GIVEN TO
MEMBERS OF THE
AUSTRALIAN POSTCARD SOCIETY**



Buying and Selling **QUALITY** Old Wares
Specialising in Ephemera

300,000 Postcards & 50,000 Cigarette Cards in Stock

Antique photographs, bill heads, tickets, sporting memorabilia,
trade cards, military ephemera, magazines, rare books,
catalogues, prints.

Also an extensive stock of china, glass, Australian pottery, lamps,
jewellery, dolls and toys, furniture, statuary, Australiana, tins,
packaging, etc.

Business Hours -

Monday—Saturday 10.00am—5.30pm

Sunday 12noon—5.30pm

Contact Details -

Telephone/Fax (08) 8357.8177 or (08) 8357.8077
After Hours (08) 8269.1835 Mobile 0409.695.234

E-mail: philicia@tpg.com.au

without acknowledgment of its influence.

Bert Gilbert and Lottie Sargent performed in The King of Cadonia as presented by J.C. Williamson whilst touring New Zealand and Australia in 1910, opening in Wellington, New Zealand on 23rd January; Hobart in Tasmania on 17th March; then on to the mainland with Brisbane in August, Perth in September, and Adelaide in October.

These seven cards show them performing La Danse des Apaches (also known as Ruffian's Dance) and no mention is made of the producer of the cards.



Mr. BERT GILBERT
 and...
 Miss LOTTIE SARGENT



Mr. BERT GILBERT
 and...
 Miss LOTTIE SARGENT

Olly Poole

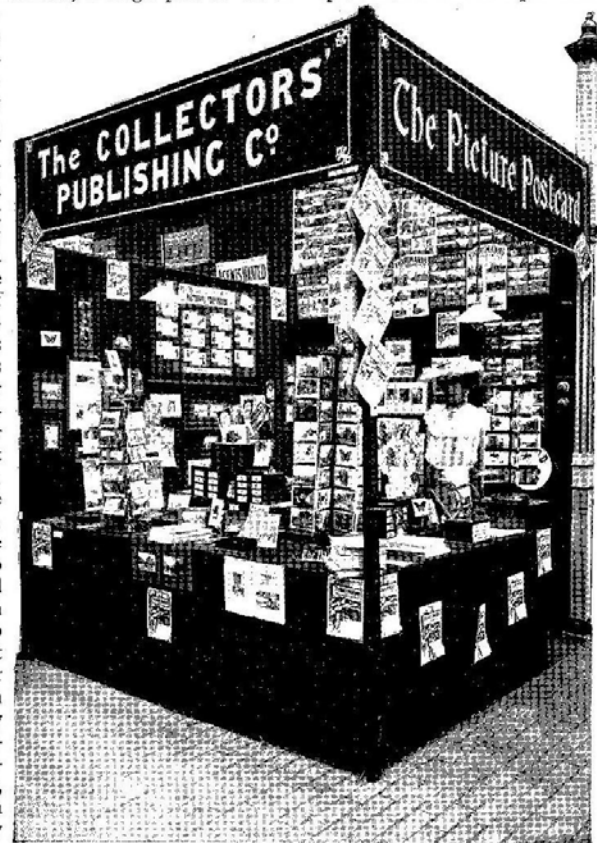
A lovely thank you note was received from Lyn & Jillian in response to our expression of sympathy, saying "Olly truly loved being a member of the Australian Postcard Society and was an avid collector as you know. His time spent at meetings and reading the Bulletins gave him great joy. Thank you for welcoming him so openly."

Post-cards at the Printing Exhibition.

By E. W. RICHARDSON.

THE International Printing and Allied Trades Exhibition, held during the first fortnight of May, at the Agricultural Hall, Islington, was an unqualified success, a large part of which was undoubtedly due to the post-card section, for, however interesting to those "in the know" machinery may be, the products of the printing press naturally appealed to a far larger circle of admirers. Of course the printing machines and the various appliances for producing pictorial matter had a very great interest for me, but, for the present at least, I must confine my attention to the post-card section, which indeed, was so large that it would take far more space than I have at my disposal to describe. I propose, therefore, to give in a general survey of the section, a few passing

trade, displayed advertisement post-cards calling attention to their various wares, while several exhibitors had photographs of their stalls reproduced on and as post-cards to give to their visitors. For instance, the Arthur Cox Engraving Company, of Birmingham, had a most successful post-card reproduction of their stand, while the Oliver Type-writer Company displayed a set of six charming and clever picture post-cards, illustrative of the art of writing, and incidentally advertising their machines. Many of the post-card firms also had their stands photographed and pictured on post-cards.



THE "PICTURE POSTCARD" STAND AT THE PRINTING EXHIBITION.

There were just twenty-four post-card exhibitors, their names being as follows: Messrs. J. Beagles and Company, The Cynicus Publishing Company, The Collectors' Publishing Company, The Coe Collotype Co., Davidson Bros., Delittle, Fenwick and Co.; E. T. W. Dennis, M. Ettlinger and Co., Giesen Bros. and Co., F. Hartmann, Hildesheimer and Co., The London Stereoscopic Co., The Osna-bruecker Papier Waaren Fabrik, The Philco Publishing Co., The Rotary Photographic Co., The Rapid Photo Printing Co., Ruddock, Rose and Coop, Raphael Tuck and Sons, The Taber Bas-Relief, Valentine and Sons, C. Voisey, Wharton and Co., and Wrench Ltd. The

largest and most conspicuous stand was that of Messrs. Raphael Tuck and Sons, which occupied a prominent position in the middle of the hall. As most of the cards shown by this firm are known to my readers, I need not attempt to describe the hundreds, nay, thousands of specimens shown by this leading house, who gave to all visitors to their stall a clever advertisement post-card showing how all London streets lead to Raphael House, Moorfields. Messrs. Valentine and Sons had two stands, one large one by the Barford Street entrance, and another smaller one in one of the main gangways. As this firm has upwards of 50,000 different view cards of British scenery, it is of course, impossible to refer in detail to their show, though I should add that they showed several pretty post-card stands and frames selling at from threepence to one shilling. Otherwise their famous beautiful coloured view cards were the most attractive feature of their stalls. Messrs. Wrench had a small but attractive stand, in which they showed some specimens of their large selection of view and design post-cards, numbering nearly 10,000 different cards. Opposite them was the large and fine exhibit of Messrs. Davidson Bros., who showed in addition to their view-cards, portraits, &c., their now well-known humorous cards by Tom Browne, John Hassell, and other popular artists with whose work this firm is now associated. On the other side of the Wrench stand the Collectors' Publishing Company occupied a conspicuous corner position, where needless to say THE PICTURE POSTCARD and the "Postcard Connoisseur" were shown in addition to the 150 different post-cards published by them. They also showed their well-known post-card cabinets, pocket cases, stands, frames, "Picture Postcard" pens, boxes, and other accessories. Truth compels me to add that, owing probably to the wide range of articles shown (for the Company showed specimens of various makers' specialities), this stand was one of the best patronised in the Post-card Section, a throng of visitors being generally to be seen in front of its counters, often two or three deep. Among the oddments shown at this stand were the Stockwell Post-card Advertising Machine; a new revolving stand for stationers, with drawer underneath, patented by Messrs. Knight Bros., a large glazed frame showing the "Bazaar and Mart" advertisement post-cards—many thousands of which were freely distributed in company with a post-card especially printed for the occasion to advertise the claims of THE PICTURE POSTCARD AND COLLECTORS' CHRONICLE. The demand for this was so great that the large edition printed

was soon exhausted, only 100 cards being kept back in case of request by those of my readers who could not attend the Exhibition; copies will be sent post free to the first hundred applicants. As will be seen from the photograph of the stall, we also showed several pretty post-cards framed and glazed in ones, twos, threes, and fours. Visitors could hardly believe that these pretty pictures were often only penny post-cards, mounted and framed.

One of the most handsome stands was that of Mr. Hartmann, who showed in addition to a huge revolving stand, several sheets of post-cards, showing how many are printed on the machine at once, also his new transparency illuminated post-cards. Exactly opposite, occupying a corner position at the end of what may be called the "Post-card High Street," was the tastefully arranged stall of The Osnabruecker Stationery Company, ably presided over by Mr. Steinfield. As a photograph of this stand appears on another page, I need say no more about it now. Further down the "High Street" were the stalls of The Cynicus Publishing Company, Mr. Chas. Voisey, and The Rapid Photo Printing Co. In addition to their well known post-cards The Cynicus Publishing Company (represented by the courteous Managing Director, Mr. John Allan), showed a number of new post-card boxes, both for private collectors and for stationers' windows and counters; also a new hanging slip for displaying post-cards in shop windows, as well as a heavy cardboard mount for one, two, or three post-cards, which was one of the handiest and prettiest accessories in the Hall. One of the novelties shown by Mr. Charles Voisey, was the new "Luminous" post-card covered with tiny globules of coloured glass.

The stand of Messrs. Delittle, Fenwick and Co. was conspicuous for its shape and arrangement, being of a triangular form. Covered with red cloth, the wall was almost hidden by the now numerous post-cards printed and published by this enterprising firm, all of whose cards are "Printed in England." Further down the "High Street," Messrs. Beagles and Co., Mr. E. T. W. Dennis, The Philco Publishing Co., The Rotary Photographic Co., and The London Stereoscopic Co. had their stands, where each firm displayed its specialities. In the Gallery were the excellent exhibits of Messrs. Giesen Bros. and Co., who showed their famous Rotophot bromide post-cards, photographs, &c., and the re-formed Taber Bas-Relief Co., about whose clever work I hope to say something in the next issue. Four different post-cards were published by the authorities, two of which were of the Hall itself.

SETS OF POSTCARDS - (Continued)

Cards supplied by Joe Duif - Information from Wikipedia

For many, the frantic pace and constant travel of the company was too much. Carrie Moore turned to vaudeville in later years, citing the impossible workload of comic opera as the cause. Florence Young, a faithful Williamson employee and diva of the Royal Comic Opera Company said that the large number of productions and associated workload had "a wearing effect on the nerves". George Lauri was one of many who could not stand the strain.

It was the home of Australia's elite performers, the birthplace of stars such as Nellie Stewart, Florence Young, Howard Vernon, George Lauri, Dorothy Brunton, and Gladys Moncrieff. It also nursed an Australian dance tradition providing Minnie Hooper and Minnie Everett with forums to develop their choreography. Above all, it was an Australian company loved and patronised by audiences through two generations. A history of Australian music and theatre would be empty



Continued
next page.