

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 2012

Date	Invited Display - (Up to 5 frames)
26th January	Bronte Watts—Early South Australia
23rd February	Ron Harris—Sydney Harbour Bridge
22nd March	Peter Rooke—Hampton Court and Environs
26th April	Betty Cornish Memorial Trophy (6 pages, theme of Nursery/Childhood)
5th-6th May	POSTCARD EXHIBITION, NATIONAL POSTCARD WEEK & AUCTION, DRILL HALL, TORRENS PARADE GROUND, ADELAIDE
24th May	Martin Walker—Modern Postcards
28th June	Phil Melling Christmas Cards
26th July	ANNUAL GENERAL MEETING and Empire Trophy 8 page competition
23rd August	Jeff & Yvette Trinidad
27th September	Michel Roland
25th October	Janet Ingleton—Maritime
22nd November	Allen Downes—War Memorials and our Christmas Breakup
December	No meeting

Australian Postcard Society Inc.



BULLETIN

May-June 2012 Quarterly Issue No.13

WEBSITE ADDRESS: australian-postcard-society.com



This card produced by Beals Litho & Ptg. Co. Inc, Iowa, really appealed to us after our recent trip to Perth when we collected maps and brochures about sightseeing in all the major towns on the way home. It really echoed David's sentiments when I expressed a desire to visit all the Spotlight/fabric stores in Australia as we travelled.

From the Editors

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

Any questions or matters of interest contact The Secretary,
Linda Welden,
PO Box 281,
Edwardstown,
South Australia, 5039.
email: lindaw3456@gmail.com
Phone: 0421 367 665

Membership Fees—1st July-30th June	
SINGLE	\$20.00
JUNIOR up to 16	\$ 6.00
FAMILY	\$30.00
OVERSEAS	US\$30.00 or equiv. £

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WELCOME to new member
Dorothy Warwick, from Guildford, NSW

NOTE: New email address for
Club Secretary
lindaw3456@gmail.com

Back issues of Bulletin available at \$5 plus postage.

Club owned postcards available for sale at meetings.

Members can bring their items for sale to meetings.

Postal Auction items are displayed at meetings.

ARTICLES FOR THE BULLETIN

All members are invited to contribute an article for inclusion in future bulletins.

Please remember that sharing your pleasure and knowledge about your collection is what makes reading the Bulletin and attending meetings more enjoyable for all.

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

Postcard of 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@tpg.com.au

Silk cards in good condition bearing military badges; flags of America, New Zealand, Wales, India, and Italy. Contact Lorenzo, email: lorenzog@tpg.com.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

Postcards of Port Adelaide, Semaphore, Exeter, Largs, Outer Harbor area, especially early undivided backs, real photographic and advertising cards. Contact Ron on (08) 8396 3546 or leave message.

Postcards and maxicards relating to royal tour of the Commonwealth, begun as Princess Elizabeth in 1952 and continued as Queen Elizabeth in 1953/4. Contact Martin Walker on saphilatelists@gmail.com

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.

OLD POSTCARD MESSAGES

A message received by our Secretary reads:-

"I am a collector of old postcards but a collector that loves those old cards with a good, interesting message on the back. I have started a website to share these old postcard messages with everybody and I am hoping that other collectors and sellers will send me scans of old postcards with good messages to put on the site.

I think the site may benefit postcard sellers by:

1. Appealing to wider audience than just postcard collectors (and possibly inspiring more people to become collectors).
2. Providing them with free advertising.

Most importantly though, my aim is to provide an avenue for both sellers and collectors to share their treasures with the world. So often the message on the back of the old postcard is forgotten even though it gives us insights into the minds of our forebears and the society they lived in.

I will provide a link below each postcard on my site to the owner/seller. Please have a look at the site www.oldpostcardmessages.com

I would be grateful if you could inform your members of the site.

Here's hoping they will find the time to send some scans,

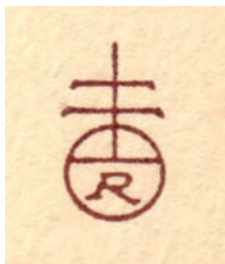
All the best, Maria
(karia2u@yahoo.com.au)

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OUR OLDEST MEMBER TURNS 98

The May meeting night fell on Arthur Bergen's 98th birthday and everybody helped him eat the massive cake and celebrate with him.

Congratulations Arthur.

Only 2 to go and you get a message from the Queen.



COMING EVENTS:

NEXT POSTAL AUCTION

Our next Postal Auction is due out with the August 2012 Bulletin. If you have any lots that you would like to have included please forward to me no later than the June 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 me. Thanks, Claire Thomas, Postal Auction Organiser

EMPIRE TROPHY COMPETITION. July Meeting—8 page competition—this year British Empire theme or country.

SAPC PHILATELIC CONGRESS - 6th-7th OCTOBER 2012, DRILL HALL, VICTORIA DRIVE, ADELAIDE. This includes competition entries of postcards.

HOBART STAMP SHOW - Hobart Town Hall, 16-18th November, 2012
Includes competition entries of postcards. Entries close 15th August.

Hobart Stamp Show 2012
National One-Frame Exhibition
Stamps, Postcards, Postal History
Friday 16th to Sunday 18th November 2012



Contact the Tasmanian Philatelic Society GPO Box 594, Hobart Tas 7001
Exhibition Secretary Peter Allan
EMAIL: exhibition@tps.org.au WEBSITE: www.hobartstampshow2012.com

BRISBANE 2013 - 21 & 22 September, 2013 at the Table Tennis Hall in Windsor.
As is the case with Hobart this year it is hoped that Brisbane will accept PPC entries at their National Exhibition. It will be confirmed by the next Bulletin

AROUND AUSTRALIA - HOBART, TASMANIA by Pauline Edwards

Based on information from Wikipedia

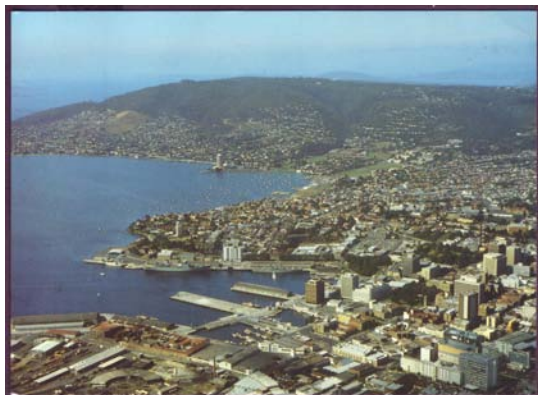
Hobart, formerly “Hobart Town” or “Hobarton”, dates back to its foundation as a British colony in 1803.

Prior to British settlement, the area had been occupied for possibly as long as 35,000 years by the semi-nomadic Mouheneener tribe, a sub-group of the Nuennone, or South-East tribe. By 1847 there were only 44 native Tasmanians left and the last full-blooded Aborigine, Trugannini, died in 1876. Today their race primarily survives in mixed blood descendants of the women enslaved by Bass Strait whalers and sealers, and they refer to themselves as “Palawa”.

Hobart began as a penal colony and defensive outpost at Risdon Cove on the eastern shores of the Derwent River. In 1804 it was moved to the present site of Hobart at Sullivans Cove, making it the second oldest city in Australia. The city sits on low-lying hills at the eastern foot of Mount Wellington. Since the Derwent River was one of Australia’s finest deep-water ports and was the centre of the Southern Ocean whaling and sealing trade, it rapidly grew into a major port, with allied industries such as shipbuilding. Hobart Town became a city on 21 August 1842, and was renamed Hobart in 1875.

Richmond Gaol was opened in 1825 and Richmond Bridge was built across the Coal River in 1823 and is the oldest surviving bridge in Australia. Campbell Street Gaol having underground passages and solitary confinement cells was opened in Hobart in 1831. It has a magnificent Penitentiary Chapel and an open execution yard. Cascades Female Factory in the foothills of Mount Wellington operated as the colony’s only women’s prison from 1828 until 1877. Other penal settlements were established in Tasmania at Maria Island and Port Arthur. Only 6% of convicts in Hobart were kept confined in gaols. The majority were used on government building projects or worked as indentured servants for free settlers. Convict transportation to Tasmania was abolished in 1853.

Convict labour was used on many constructions around Hobart including the docks built by 1808, the Commissariat’s Store by 1810, and the Bond Store completed over a decade



Hobart. Published by Colour Tech Productions, Canberra. Photo by Robert Schorn.



Richmond Bridge, completed 1823, oldest surviving bridge in Australia. Card produced by Nu-Color-Vue.

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E-mail: philicia@tpg.com.au

Ontario Hydro Floral Clock - by Clyde Ziegeler

This clock is one of the attractions at Niagara Falls, Canada. The number of plants that make up the face of the clock vary with each planting. It is situated between Queenstown and Niagara and the number of plants used from time to time vary between 16,000 and 25,000, covering the face of approximately 1,130 square feet.

It is the World's largest electric floral clock, complete with bell chimes, and is situated next to the Adam Beck Power Station. The hour hand is 14 ½ feet, the minute hand 17 ¼ feet with a combined weight of 1000 lbs. The second hand is 21 feet, weighing 250 lbs. The chimes are housed in the tower, and the quarter hours are intoned, and the hours are struck.

The face is replanted twice annually.

I am not aware of how many different cards exist. I have 17 different patterns and there are similar views by different photographers/printers of each type, and I know there are others.

Here is a sample of the different types :



Publisher The Niagara Parks Commission.



Publisher F.H. Leslie Ltd., Niagara Falls, Canada.



ID.64158-20M, Printed in Ontario.



Publisher John Hinde Ltd, Cabinteely, Co.Dublin, Ireland



Publisher Color Tone, Niagara Falls, Canada, used 1982.



Plastichrome ® by Colourpicture, Toronto, Canada.

AROUND AUSTRALIA - (Continued)

later in 1824, all of which still survive. Other major constructions completed in the 1800's were the Customs House later used as Tasmania's parliament house, many churches, a cathedral, the Salamanca Place warehouses and the Theatre Royal. Government House was opened in 1858, the Treasury Offices completed in 1864 and a Registry and Deeds Office were completed in 1884.

The 48 metre high circular shot tower was constructed by Joseph Moir in 1870. Lead shot was made by dropping molten lead through a sieve at the top of the tower and by the time it hit the water at the bottom it was cold and spherical in shape. It was Australia's tallest building for four years and Tasmania's tallest structure for over 100 years.



The Shot Tower at Taroona.
Produced by NuColorVue.

A jam factory was established in 1891 by Henry Jones and was soon exporting jam throughout the British Empire. His company grew into a substantial business under the name of Henry Jones IXL, and a second factory was established in Victoria.

Tasmanians have continued to enjoy the Botanical Gardens from its opening in 1828 to the present day. In 1829, Governor George Arthur ordered the construction of a heated wall to protect frost tender plants and extend growing periods of fruit trees. In the milder climate of Van Diemen's Land, fruit trees flourished without artificial heat, and the convict built wall was only heated for a few years. Perhaps to rival Arthur's wall, Governor Sir John Eardley-Wilmot ordered the construction, also by convicts, of a wall 280 metres long on the eastern boundary of the gardens. The convict built brick wall that is the longest in Australia can be seen in the background of the photo.



Elizabeth Street, Hobart.
Published by J Walch & Sons, Hobart.

Progress continued in the 1900's with a new Customs House being opened in 1902 adjoining the original 1815 Bond Store. The Hobart General Post Office with classical clock-tower opened in 1905 with a telephone exchange added in 1907. The Hobart GPO is probably most famous internationally for being the place with Roald Amundsen telegraphed around the world on 7th March 1912 that he had successfully reached the South Pole the previous December.



Photo from Wikipedia.

In 1914 the state government established the Hydro-Electric Department (later Hydro-Electric Commission) to provide cheap electricity in the hope of attracting industry to the island.

The Cadbury Chocolate Factory project was opened in 1920 and mirrored the company's Quaker principles of taking responsibility for bettering the lives of the workers, pioneered in their Bournville operation in the United Kingdom. Architects James Earle and Bernard

AROUND AUSTRALIA - (Continued)

Walker sought to provide an all-round community, and created the Cadbury Estate alongside the factory, where the workers were provided with comfortable housing, shops, entertainment and sporting facilities, designed to engender a sense of community and personal well-being amongst Cadbury's workers.

The Hobart Metropolitan Tramways reached a peak in popularity in the 1930s and 40s but by 1960 private cars and petrol-powered buses led to economic trouble for both passenger rail and the Hobart Tramways. Hobart's trams were abandoned that year in favour of the Metropolitan Transport Trust's fleet of petrol driven buses. Most of the fleet of trams were sold off for scrap metal, although some were placed into storage.



Cadbury's, Claremont, Tasmania.

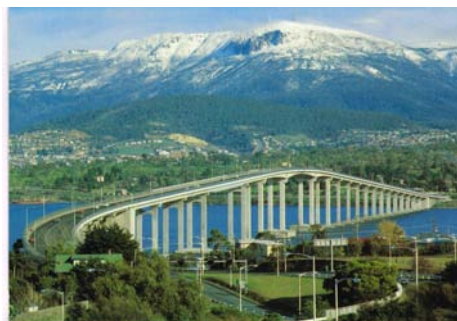


Electrical Power Station.
Card produced by Richard Gee, Launceston.

The local economy of Hobart has continued to survive on primary industries such as agriculture and fishing, and smaller scale industries such as canneries, fruit processing works, furniture manufacture, silk and textile printing, soft drink and confectionery production. Cottage industries such as pottery, woodwork, crafts and textiles also persist.

In 1943 a pontoon bridge, the Hobart Bridge was opened, spanning the Derwent River for the first time. To deal with the perceived problem of upriver shipping access, a lifting span was added near the western landing that allowed quite large vessels to pass through. By the late 1950s, it was realized a larger capacity bridge was needed. Construction on the much larger concrete arch Tasman Bridge began in May 1960, and was completed on 18th August 1964 at a total cost of £7 million. The bridge was originally four lanes, and expanded access to the eastern shore dramatically.

On 5th January 1975 a bulk ore carrier crashed into the Tasman Bridge, knocking down pylons 18 and 19 before being sunk by the weight of a 127 metre section of the bridge which collapsed onto the deck. Seven of the Illawarra crew and five motorists were killed as a result of the collision. The Tasman Bridge was eventually repaired, which took over two years and cost an additionally \$44 million. Many additional safety features were added and the opportunity was taken to expand the capacity to five lanes. The fifth lane is a central reversible lane that follows am and pm peak hour crossing times. The disaster prompted the building of the \$49 million Bowen Bridge which was completed in 1984.



Tasman Bridge and Mt Wellington viewed from Tosny Hill.
Card produced by Australia Post.

POSTCARD EXHIBITION, ADELAIDE, 2012

Our second Annual Postcard Exhibition was held on 5th-6th May and was a great success.

There were 25 different exhibits to be seen, some gold medal level. These included 1 frame exhibits of:-

Gawler and the Great War; Byrd Antarctic Exhibition; Tree at Glenelg; The Battle of Jutland; The Battle at Skagerrack; Horatio Nelson; SS "Bremen" Mail, Menus and more; Ocean Liners; NDL Menu Postcards; Mawson Hut; Halls Gap, A Place to Stay; North Terrace; Court Cards; Cairns-Kuranda Railway; Early Comic Cards; Pot Pourrie of Advertising Cards. 2 frame exhibits consisted of: Norddeutscher-Lloyd Bremen, and Hamburg America Line.

3 frame exhibits were:- Murray Bridge, Bridges, Mawson Memorabilia. 5 frame exhibits were:- Goldfields; Zeppelin; Early South Australian Postcards; and Sydney Harbour Bridge.

9 dealers stands were well attended and these included Lloyd Holyoak from AbraCardAbra in Melbourne, as well as Maree Nieuwinhuizen from Victoria, with their extensive stock of postcards. Other stands carried philatelic items as well as postcards.

The hall has been booked again for next year to coincide with postcard week.



PERTH 2012

We had the privilege of attending this marvelous exhibition which was held at the Claremont Showgrounds—a huge space which was filled with top quality exhibits.

The first ever Postcard Challenge was held with entries coming from NSW/VIC, ACT, WA, SA and NZ. SA was a clear winner with 345. The results of the Challenge were as follows:

South Australia	345	Congratulations to David John on obtaining a Large Gold.
New Zealand	310	Also Jenny & Michel Roland who both achieved Gold
ACT	310	and Pauline Edwards who won a Vermeil.
NSW	303	
West Australia	285	

Congratulations are also due to Lorenzo who won a Large Gold, a Gold and a Large Vermeil for his independent entries, with a special prize for the Best Postcard Exhibit outside the Challenge..

SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker (Continued)

Total Printing:		96,000
Less Specimens:	1,948	
Destroyed:	<u>1,516</u>	<u>3,464</u>
Total Issue:		<u>92,536</u>

This figure could be represented by 3,420 (3.7% of the issue) used by government departments and 89,116 used by the public.

However, since the issue figure until 1894 is 89,418 and about 800 cards would be sold in the period between the beginning of 1895 and March 1895, when the new card was released, then the number of cards used by the public needs to be increased. The figure for public usage would now be 90,218 and the figure for official usage would be 2,318. This figure is certainly reflected by the rarity of the official reply card.

The official reply card is only found with the type II "OS" overprint.

CANBERRA 2012

Congratulations to Alma Downes who won a Large Vermeil medal for her entry "The Queen's Houses".



Congratulations also to John Bodnar pictured being presented with the Betty Cornish Memorial Trophy at our April meeting.

AROUND AUSTRALIA - (Continued)

Tourism to the island increased and the state government invested £2 million in the early 1950s for the construction of the Princess of Tasmania. She was the first of a line of drive on ferries to cross the Bass Strait between Melbourne and Devonport. Despite the popularity of the ferry service, it was already clear that aviation was the future of travel. In 1956

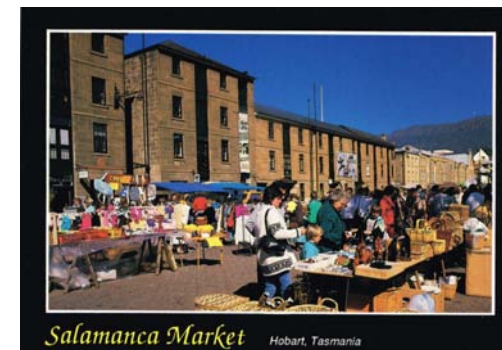


Wrest Point Hotel Casino, Hobart
Produced by Nu-Color-Vue Productions Pty. Ltd.

Lanherne Airport (now known as Hobart International Airport) was opened and immediately created an increase in the number of tourists visiting the city.

The 17 story octagonal tower of the Wrest Point Hotel Casino opened in 1973. The Hobart Sheraton Hotel (now the Grand Chancellor) was completed in 1987, and a permanent home for the Tasmanian Symphony Orchestra was created when the 1,100 seat Federation Concert Hall was opened on 4th September 2002. The hall's design sparked controversy due to its polished brass exterior cladding.

Salamanca Place, once the haunt of sailors, whalers and workmen, consists of rows of sandstone buildings, formerly warehouses for the port of Hobart Town, that have since been converted into restaurants, galleries, craft shops and offices. Since 1972 the city council has run a massive weekly market on Saturdays from 8.30-3pm, where you can shop for locally grown organic fruit and vegetables, freshly cut flowers, fine Tasmanian arts and crafts, and you can actually meet the people who create, make or grow what they sell.



Salamanca Market
Produced by Tasmanian Postcards & Souvenirs, Launceston.

From the foundation of the settlement, Hobart has remained the administrative centre of Tasmania, and from the time that Tasmania was granted responsible self-government in 1856 it has been the capital city of Tasmania.

Hobart's Claim to Fame:

- * Internationally famous as the finish of the Sydney to Hobart Yacht Race which starts in Sydney on boxing Day.
- * Home of the Australian Wooden Boat Festival which is a bi-annual event held in
- * Hobart celebrating wooden boats. It is held concurrently with the Royal Hobart Regatta, which began in 1830 and is therefore Tasmania's oldest surviving sporting event.
- * Finish point of the Targa Tasmania rally car event held annually in April since 1991.
- * Home to Australia's oldest theatre, the Theatre Royal.
- * Has an annual Tulip Festival at the Royal Tasmanian botanical Gardens in Spring.
- * Remembered for the Tasman Bridge disaster that occurred in 1975.

SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker - (Continued)
As published in the Australian Posthorn, September 1979.

Some statistical information about the postcard is tabulated here from the 1884 and the 1896 Postmaster General's Reports.

<u>Year:</u>	<u>Printing:</u>	<u>Issued:</u>	<u>Official:</u>	<u>Specimen:</u>	<u>Private Order:</u>
1876	115,200	67,176	—	*	*
1877	292,800	253,668	4,611	*	*
1878	362,016	255,804	13,967	*	*
1879	264,000	246,216	7,404	*	*
1880	144,480	301,788	11,628	*	*
1881	374,400	338,986	11,724	*	*
1882	480,000	429,864	14,376	*	*
1883	398,400	399,360	16,620	*	*
1884	475,200	477,936	*	*	*
1885	576,000	511,860	*	*	*
1886	432,000	485,640	*	*	*
1887	494,400	550,392	*	*	*
1888	650,940	617,280	*	*	*
1889	811,200	666,852	*	*	*
1890	720,000	765,360	*	*	*
1891	763,240	827,928	*	*	*
1892	883,200	857,460	*	(Total)	(Total)
1893	967,680	943,788	*	(1,992)	(480)

* Figure not available.

In July 1893 a new type of postcard was issued. Unfortunately the figures for 1893 do not differentiate between the two designs.

Despite this fact, a fairly accurate estimate of the total quantity issued of the first type can be made.

From 1876 to 1892, the total number issued is 8,053,570 - all of the first type. The figure for cards issued in 1893, both old and new types, is 943,788. If we assume that the new cards were released following the exhaustion of the first type and if we apportion the 1893 figure on a direct relationship to the period of sale of each, then we can arrive at the following estimate: The total for the first type of card—526,344 and that for the second type—417,444. The sum total of the cards issued between 1876 and July 1893 thus arrived is therefore 8,579,914, but for simplicity, I feel that an assumed total of 8,580,000 cards is a realistic figure for the total issue.

As can be seen from the table, the total number of cards used for official purposes cannot be given. During the years 1876-1883 the number of cards used by government departments represents approximately 3.7% of the total usage. If this percentage is assumed for the complete duration of the card's life, then the total issue for government departments is approximately 317,460.



Two types of "O.S." overprint are known and are illustrated at left. Type I was used from 1877 and type II from 1883. The only variety I have seen is the one illustrated, with the "O" and the "S" joined at bottom.

SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker (Continued)

It has long been known that several settings of the headings exist. Of the cards studied, I found two types of the "With Reply Card" heading and three types of the "Reply" heading.

Details of the "With Reply Card" heading are:

- 1a) 40mm in length and commencing 23mm from the left border.
- 1b) 41mm in length and commencing 22mm from the left border.

Details of the "Reply" heading are:

- 2a) 14mm in length and commencing 36mm from the left border.
- 2b) 16mm in length and commencing 34mm from the left border.
- 2c) 14mm in length and commencing 35mm from the left border.

Further to this I found the headings to occur in three combinations, viz. 1a + 2a; 1b + 2b; 1b + 2c.

Of the cards studied I found that each plate (C & D) had two different combinations of headings. On plate C the combinations 1a + 2a, or 1b + 2b are to be found.

On plate D the combinations are 1b + 2c, or 1a + 2a.

The date of issue was March 1st, 1883. The printed colour is a pale rose-pink. Like the penny post cards, the reply cards were only available in bundles, but containing only six cards.



Once again, from the 1884 and 1896 Postmaster-General's Reports, the following information is tabulated:

<u>Year:</u>	<u>Printing:</u>	<u>Issued:</u>	<u>Official:</u>	<u>Specimen:</u>	<u>Destroyed:</u>
1883	36,000	12,180	906	*	*
1884	24,000	36,618	*	*	*
1885	36,000	5,148	*	*	*
1886	—	3,432	*	*	*
1887	—	4,092	*	*	*
1888	—	2,898	*	*	*
1889	—	4,440	*	*	*
1890	—	3,552	*	*	*
1891	—	3,384	*	*	*
1892	—	4,740	*	*	*
1893	—	4,938	*	*	*
1894	12,400	3,996	*	(Total)	(Total)
1895	—	3,510	*	(1,948)	(1,516)

* Figure not available.

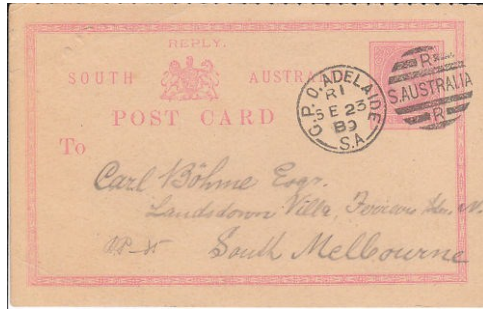
- As with the penny postcards, we cannot differentiate between the reply card in question and a new type issued in 1895, although an accurate assessment of the issue can still be made. I would suggest that the printing in 1894 consisted wholly of the new issue, since further printings of the initial issue were certainly not required. The total printing for the years 1883-1885 is 96,000. The total usage until the end of 1894 is less than 90,000. This would leave a stock of over 6,000, less those used for Specimens and Officials. If we take this to be the case, then the issue quantity could be calculated as follows:

SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker (Continued)

horizontally perforated 5.8 and subsequently guillotined and folded into two cards joined at the top. The top card bore the heading "With Reply Card" and the attached card the heading "Reply".



"Reply" half of "With Reply" card used in 1888.



"Reply" half of "With Reply" card used in 1888.

Examples of different "Specimen" overprints:



SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker - (Continued)

Since the card was in use for such a long period of time and printing was continuous throughout the seventeen years of its life, a multitude of shades, sizes and stocks are found.

The first cards were printed in a reddish lilac shade on a thin buff card. In following years the colour tended to progress to a deep purple and the card tended to become stouter and whiter. The size of the cards I have studied varies between 117mm and 124mm in length and 73mm and 77mm in height.

As mentioned previously, the cards were printed in sheets of four. The printing forme was made up of four plates selected from the eight supplied. It was also mentioned that the plant arrived damaged. It is probably this initial damage and subsequent ill treatment that allow the postcards to be plated. Not surprisingly, most of the plating varieties occur in the border of the card. This is probably due to the fact that the borders, being of an intricate design, were more fragile than the bolder lettering and stamp impression. Also the border, being on the edge of the plate, would be the first place to suffer any knocks.

The following list of varieties does not claim to be complete, but enough of them are listed to clearly distinguish the eight plates.

Plate A. Joined pattern in left border 6mm from top. Weak upright of "L" of "AUSTRALIA". Last "A" of "AUSTRALIA" broken. The last two varieties are not as evident on Later printings due to overinking on these printings.

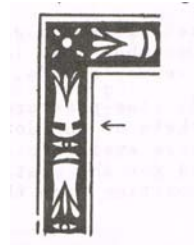
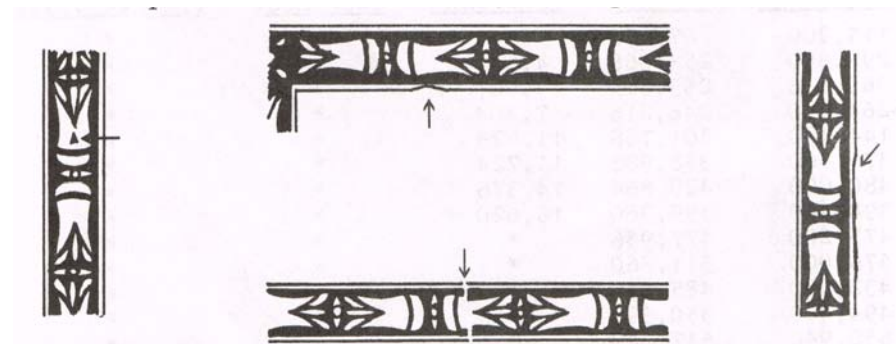


Plate B. Dot in pattern of left border 27mm from top. Right border frame dented 40-47mm from top. (Post 1887 printings.) Top border frame dented 8mm from left. (Post 1888 printings.) Crack in top border 81mm from left. (1893 printings.)



Continued overleaf

SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker - (Continued)

Plate C. Pattern extends to edge of top border.
2mm cut in top border. (Post 1892 printings.)
Right border frame dented at top and 32mm from top (latter not illustrated).
(Post 1892 printing.)



Plate D. Notch in top border 56mm from left.
Disfigured pattern in top border 11mm from left.
Top border frame thinned 35mm from left.
Top border frame dented 19mm from left. (Post 1892 printings.)



Plate E. Joined pattern in top border 58mm from left.
Dent in top border frame 85mm from left. (Post 1886 printings.)
Break in right border 28mm from top. (Post 1889 printings.)

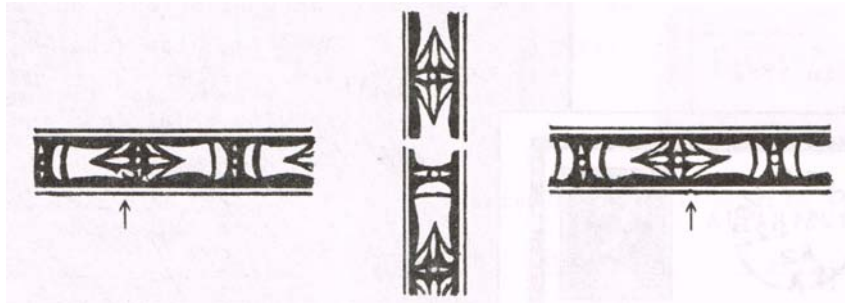
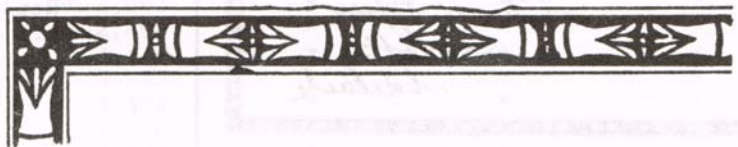


Plate F. Top border frame damaged 14-28mm from left.
Top border frame dented 9mm from left. (Post 1884 printings.)



SOUTH AUSTRALIA'S FIRST POSTCARD - by Martin Walker - (Continued)

Plate G. Joined pattern in top border 55mm from left.
Notch in left frame 56mm from top.
Flat base of "R" of "CARD".

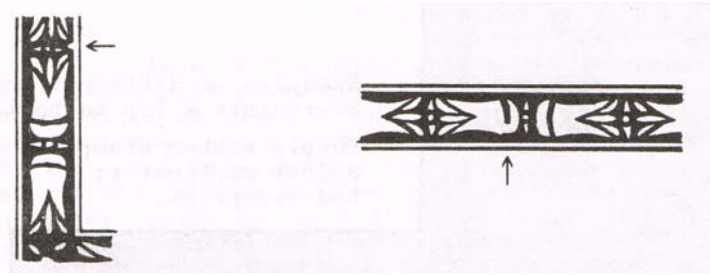
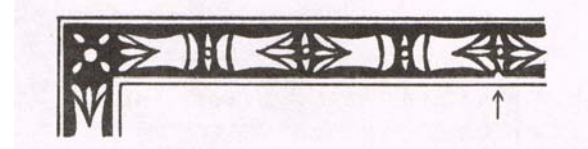
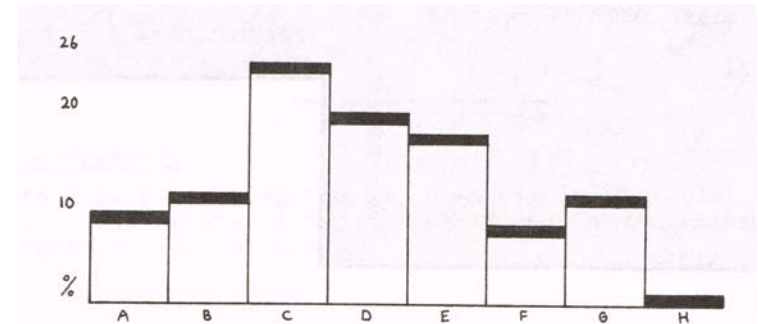


Plate H. Notch in top border 18mm from left.



A note here about the plate usage would be appropriate. The graph illustrates the relative usage of each of the plates. The percentages are calculated from the cards studied. Unfortunately, the greater proportion of the cards studied date between 1881 and 1894, so it would be unwise to dwell upon what plates were used at what period in time.



One of the advantages of having eight single plates was that it was not necessary to have four plates in the forme. This feature of the forme make-up was utilized for the reply cards, when only two plates were used in the lower half of the forme. Surprisingly, the two plates most frequently used for the penny post cards were also used for the reply cards. It is probable that these were the lower two plates in the forme currently in use. The cards were, I believe, printed in four operations. Firstly they were printed on one side of the sheet, then on the other and then the headings were added in a third and a fourth operation; the "With Reply Card" heading on one side and the "Reply" heading on the other. The sheets were then