

Australian Postcard Society Inc.

Meetings: 7.45p.m. — 4th Thursday of the month
except December (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.

Auction held each meeting—Forms available from Secretary

Syllabus for 2016

Date	Invited Displays- (Up to 5 frames)
28th January	Happy New Year
25th February	Ray Garlick—Trams
24th March	Trading Night
28th April	Betty Cornish Trophy 6 Page Competition -Theme - Children
30th April - 1st May	POSTCARD EXHIBITION, Drill Hall, Adelaide
26th May	George Turner Mystery
23rd June	Lorenzo Giardiello - 3 frame display
28th July	A.G.M. Empire Trophy 8 Page Competition - Theme - British Colonies
25th August	Joyce Aspinall—Medical
22nd September	Figg Surprise
27th October	Bronte Watts—Tourist Bureau
24th November	Christmas Supper - Bring a plate of food to share and A Christmas postcard to Display

Australian Postcard Society Inc.



BULLETIN

May 2016 Quarterly Issue No.29

WEBSITE ADDRESS: australian-postcard-society.com



Lest
We
Forget



ELECTED COMMITTEE:

President	Robert Halliday
Vice-President	John Bodnar
Treasurer	David Figg
Secretary	Linda Welden
Librarian	Robert Halliday
Publicity	Meagan Thomas
Auction Superintendent	George Turner
Magazine Editor	Claire Thomas
SAPC Delegates	Claire Thomas
	Meagan Thomas
Raffle Organiser	Glen Northcott
PATRON	Phil Sunman
Website Managers	Jeff Trinidad
Auditor	Andy Kovaleff

Any questions or matters of interest contact

The Secretary,
Linda Welden,
PO Box 281,
Edwardstown,
South Australia, 5039.

email: lindawelden35@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	AUS\$35.00
Paypal available	

BULLETIN BACK ISSUES

If you have missed out on back issues of the Bulletin they are available at \$5 plus postage.

BECOME INVOLVED

Bring any interesting items for "Show and Tell".

Members can bring their items for sale to meetings.

Bring auction lots to meetings.

ARTICLES FOR THE BULLETIN

Bring in a postcard... or as many as you want. Whereby I will scan them at the meeting and you can take them home with you.

If you are from interstate/overseas scan it and email. Or send the postcard registered mail it will be scanned and returned asap registered post.

With **each** postcard a write-up will be needed - about half page or more. Either hand written or typed.

Add your name if you wish or not if you are worried about the safety of your collection.

Keep them coming they will be added as space permits.



Beechey's Postcard History - a web site

A reference to the history of Tasmanian Postcards

Frequently updated with new postcard images and new publishers

<http://beecheypostcardhistory.org.au>



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

MEMBERS ADVERTISEMENTS:
WANTED TO BUY:

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

New Zealand Postcards Contact Linda Welden 0421 367 665
lindaw3456@gmail.com

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

Murray Bridge Postcards and items wanted Please contact Robert Halliday 0419 800 497

Members if you want to advertise your buys and sells etc let me know.

Business Advertising

Per Bulletin prices

\$30 per full page

\$15 half page

\$7.50 1/4 page

Our Bulletins go world wide

From The Editor—

Hi Folks,

Always a huge thank you for anyone who contributes items to The Bulletin. For every page published, you get \$1 from your next years subscription fees.

For Members who do use Facebook we do have a club page.

Members of the public are invited to donate any unwanted postcards to our club.

Claire Thomas

"If you don't ask, you don't find out"

If you ever need/want to contact me
Mobile phone 0426 253 276—I am always happy to ring you back

Letters to the Editor

GOOD NEWS

Postcards Online on eBay <http://stores.ebay.com.au/Postcards Online>
Also now on Delcampe http://www.delcampe.com.au/seller_sales.php?language=E&nickname=postcards-online
Sell Club postcards and for various clients. Anybody interested in Postcards Online selling your postcards, contact Claire for relevant fees and charges.

COMING EVENTS 2016:

If anybody knows of events that may interest members please advise the committee so that it can be included in the Bulletin.

October 7-9 Stampex 2016 at Torrens Parade Ground Drill Hall

Canberra Exhibition 2016 Report

By David Figg

Our APS Meeting in Canberra, was held on Sunday 20/4
from 2.30pm to 3.30pm.

There were 12 persons in attendance –

Lindsay Chitty (NZ)
Gary Watson (Mossgreen Auctions VIC)
David John (Mt. Gambier)
Vivienne & Tony Scott (NSW)
John Moore (NSW)
Alma Downes (SA)
Gaye & Graham Chequer (TAS)
Elspeth Bodley (ACT)
David & Dianne Figg (SA)

After welcoming everyone and introducing myself, I got everyone to introduce themselves, say what they collected and whether they were an exhibitor or an aspiring exhibitor.

I spoke briefly about our Club, when it was founded, number of members, our up-coming Postcard Exhibition, the silk postcard series and showed our last four Bulletins and 2016 Syllabus.

I mentioned the new exhibiting criteria/points passed by the APF last December and that I had done a two page article on them for the next APF News.

Also mentioned the One Jury System now in operation in Australia, that the new rules will take effect from Adelaide Stampex 2016 and that PPC Class can now be a judge's first qualifying discipline.

I also promoted the up-coming exhibitions that will cater for PPC – Adelaide Stampex 2016 (by invitation)
Mandurah 2016 (2 to 8 frame)

Hobart 2016 (1 frame)

Finlandia 2017 (1 frame, 5 frame & 8 frame)

Melbourne 2017 will not have PPCs as a Class as it is now a FIAP Exhibition.

I spoke about the three PPC exhibits in Canberra (State Class) and their medal levels.

As further promotion of PPC, I mentioned that at the invitation of the President, I will be displaying my Large Gold "Strike a Light" PPC exhibit at the Royal Philatelic Society of Victoria on Thu 19/5.

I also observed that at least half of the 30 dealers in Canberra had PPC stock.

Out of the meeting we now have two new members
Mossgreen Auctions– Gary Watson, 926-930 High Street, Armadale VIC 3143
Lindsay Chitty—Otorohanga New Zealand.

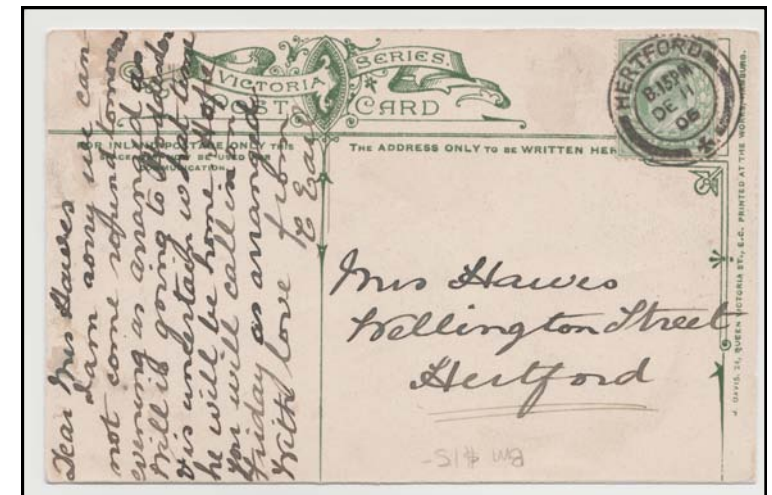
Turning the card around one is instantly struck with the picture being upside down and the paper not being of similar type as that on the back.

In retrospect, it is evident that it is a modern photocopied image which has been inadvertently stuck on the postcard upside down—by the unscrupulous person.

The Airship shown is one of the "Coastal" Series which were provided for Naval surveillance in 1917, to help detect submarine activity. These airships had a crew of five persons. They had a range of 506 miles (*14.32kms) and could stay airborne for 11 hours at full speed which was 42 knots.

The "Coastals" were 195 feet (59.43m) in length and 37 feet (11.25m) in diameter. The height from the bottom on the skids on the car to the top of envelope was 52 feet (15.84m).

The picture shows a "Coastal" with the Hangar in the background. The No.1 Airship Shed, Royal Naval Air Station was built at Mullion in Cornwall in 1917. It was the first shed built at Mullion to accommodate four "Coastals".



Obviously the producer of this doctored postcard was not aware of the time frame regarding these Airships (postmarked 12 years too early) and cocked up with his contrived work, but he can still have the satisfaction of knowing he put one over.

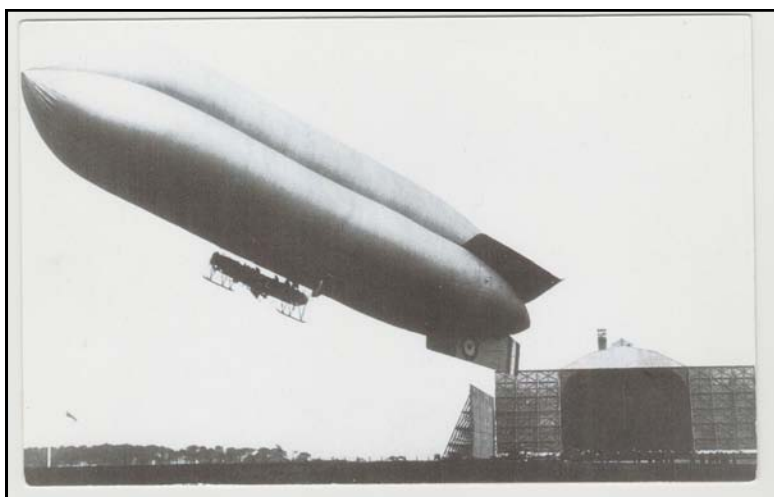
Buyer Beware
by John Bodnar

I purchased the illustrated postcard at an Antique Marker in South Australia. It was in a large box of mixed postcards places there on consignment.

I am not casting any imputation as to the honesty or integrity of the person managing the market; I accept full responsibility for my poor decision making in purchasing the item.

I am putting pen to paper to warn postcard collectors to be wary as there are unscrupulous persons out there with the intent of parting you from your money by whatever means it takes.

If something looks too good to be true it probably is too good to be true.



In my defence I was pressed for time, so I should have not let myself be swayed by emotion, aviation being of special interest notwithstanding.

Looking at the postcard back we can see it is a Victoria Series Postcard that has been postmarked at Hertford December 11, 1905. It looks as one would expect a card of that vintage would look.

Canberra Stamp Show 18 - 20 April 2016

No	Name	Award	Points	Prize	Description	Class
10	Derek A Pocock	Large Vermeil	79		The Postcards of The Society for the Propagation of the Gospel	State - Postcards
11	Lorenzo Giardiello	Gold	84		The Evolution and Variation of Silk Postcards	State - Postcards
12	Jeff Long	Vermeil	74		The Franz Josef Glacier and Township, New Zealand	State - Postcards
19	Lindsay Chitty	Large Gold	93	Best Postal History Exhibit - Classes 3.1a and b	Prisoner of War Correspondence - Japanese Occupation of the Far East, WWII 1942-1945	National - Postal History
38	Anthony Scott	Large Silver	71		Air Letters to Aerogrammes	National - Postal Stationery
40	Derek A Pocock	Vermeil	75		The Postal Stationery of Bangladesh	National - Postal Stationery
43	Gary Watson	Vermeil	76		The Aerogrammes of Eastern Arabia	National - Postal Stationery
47	Michel Roland	Vermeil	78	Best Exhibit in Topical Class	According to the Needs - Official Mail of the Belgian Railways	National - Topical
48	Gaye and Graeme Chequer	Large Vermeil	83		Snippets of an Orchidaceous Nature	National - Open
53	Lindsay Chitty	Gold	88	Best Exhibit in Open Class	Maoritanga of New Zealand - The Culture of a Proud Race	National - Open
75	Mossgreen Auctions	Gold	88	Best Exhibit in State Classes	The Arthur Gray King George V Collection	State - Literature
76	Mossgreen Auctions	Large Vermeil	75		The Picture Postcard as Art- Images from the Golden Era	State - Literature

Robert Jolley and his Postcards By Des Beechey

Robert Jolley and his Company

Robert Jolley was born in Hobart on 18 January, 1855, eldest child of William and Maria Jolley. His father was a cooper, owning a house and workshop at the New Wharf (Salamanca Place). Robert Jolley left Hobart for Melbourne in 1876, aged 21, and lived the rest of his life in Melbourne [1].

In 1883 Robert Jolley was a partner in the firm Scouller and Jolley, who advertised as Accountants and Trade Assigners [2]. Their business, in addition to accountancy and bookkeeping, dealt with management of insolvent estates, arrangement of partnerships, and the sale and purchase of businesses. Jolley was aged 28 at this time and had probably studied in accountancy since arriving in Melbourne at age 21. His business partner John Scouller had been in business by himself for a long period, and no doubt sought a younger partner.

Scouller & Jolley occasionally advertised business and stock for sale. In August 1883 they called tenders for the stock of a business described as "one of the finest and most carefully selected stocks in the trade", consisting of fine art stock, Fine Art Society publications, printed books, fancy goods and stationery, worth £7616.[3] It appears that Jolley bought the business and set up on his own. By September of that year the new firm Robert Jolley and Co. appeared, advertising for a junior to

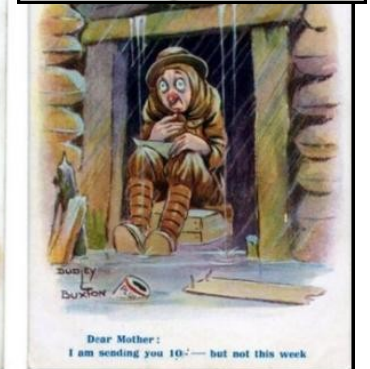
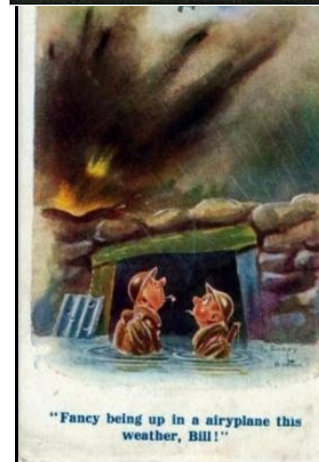
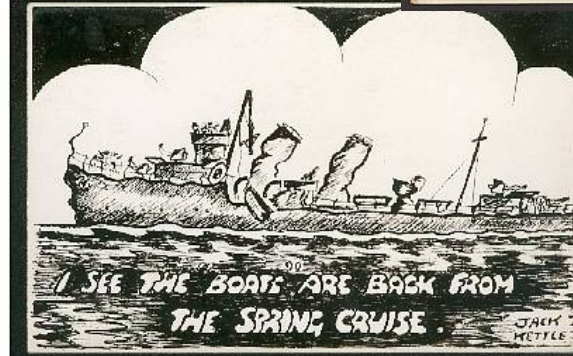
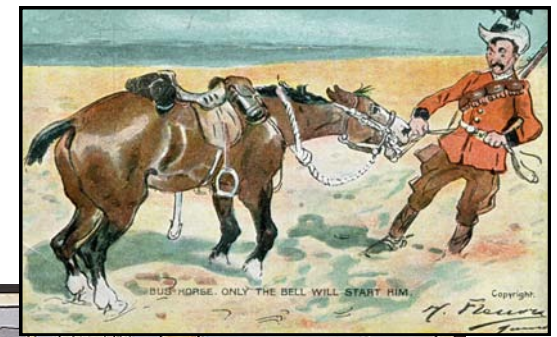
44 ADVERTISEMENTS.

ROBERT JOLLEY & CO.
IMPORTERS,
↔ *Fancy Goods Warehousemen* ↔
AND
PAPER MERCHANTS,
**225, CLARENCE STREET,
SYDNEY,**
MELBOURNE: 18^A, LITTLE COLLINS ST. EAST.

Sole Agents for Australia and New Zealand for
L. PRANG & CO., BOSTON, U.S.A.

CARDS.—Christmas and New Year, Birthday, Valentine, Wedding, Easter, Condolence, In Memoriam, &c., &c.
PRANG'S ART PUBLICATIONS.—Full samples and stocks of the celebrated productions of this house always on hand, including all kinds of Christmas, Birthday, Valentine, Wedding, Condolence, and In Memoriam Cards, Scripture Text Cards, Art Prints, Chromos, &c.
FINE ARTS.—Engravings, proofs and prints, Oil and Water Colors, Chromos, Oils, &c., &c. Shipments by every Mail.
FANCY GOODS.—Photograph Albums, Scrap Albums, Purse, Jewel Cases, Ladies' Companions and Bags, Photo Celebrities, Photo Frames, Brackets, Novelties, &c., &c.
PAPER.—Printing, Writing, Pucking and Blotting, Colored Surface and Enamel Papers, Albumenised Papers, Writing Papers in wrappers, &c., &c.
BOOKS.—Serial and Annual Volumes to order.

N.B.—Sample Parcels made up and forwarded to any address on receipt of P.O. Order or reference.



life and of the importance to preserve our history as these letters, mail and postcards record as today, emails, twitter, mobile phones do away with the necessity of writing, hence no written record preserved for posterity from our recent and current conflicts.

Also of the RSL endeavour to record the history of those that served and the life after.

President of the Mount Gambier Philatelic Society John Konyenberg made a presentation of a framed commemorative envelope with the new Arts Festival pictorial postmark as a memento of the occasion.

POSTSCRIPT- After the Brigadier had had lunch and a further view and had spoke to a number of the people present, was impressed that he asked if the club could put on the same display at upcoming RSL events at Robe and Goolwa. A bit of a pat on the back for the Club and the members who had spent some time preparing their material for the display.

From David John



Pictorial Postmark

Penola Roll of Honour



AUSTRALIAN WAR MEMORIAL H17751

work in the fancy goods business. At the same time Jolley advertised for a business partner to operate in Sydney, who could provide capital of £4000. Eventually, in 1886, the partnership between Scouller and Jolley was dissolved with a newspaper notice: "Mr. Scouller continues the accountancy business on his own account, and Mr. Jolley continues the importers business on his own account" [4].

By 1885, Robert Jolley & Co were advertising widely [5], with advertisements in Post Office Directories in Sydney but not in Melbourne. The advertisement shown here is from *Sands Sydney Directory* of 1885

Jolley was not a printer or photographer, but an importer, merchant and publisher. One of his main lines was the attractive and charming chromolithographed greetings cards of the American publisher L. Prang & Co., which he continued to advertise over the next decades. He was also strong in "Fancy Goods", which he itemized in his advertisement:

Photograph albums, scrap albums, purses, jewel cases, ladies' companions and bags, photo celebrities, photo frames brackets, novelties, etc, etc.

In addition to importing, Robert Jolley was a significant publisher of books, photographic cabinet cards, and postcards. His books concentrated on scenic souvenir editions, such as "A photographic souvenir of Tasmania



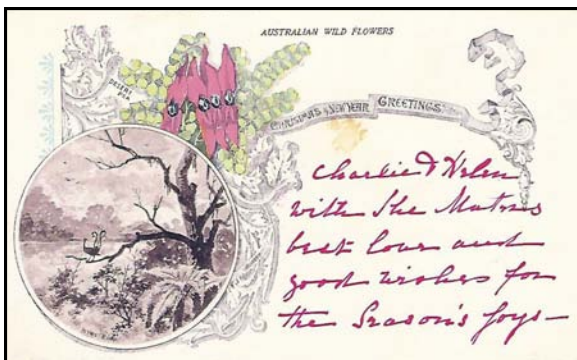
containing 35 selected views of the beauty spots of the island", with b&w views in full page or half page. There were similar books for Adelaide, Melbourne and Bendigo and quite a few with state-wide or Australia-wide coverage. (The State Library of Victoria has placed some of these on line). Among other books, he published *Mollie's Bunyip* by the children's author Annie R. Rentoul

in 1904 and a beautiful coloured production of *Wild Flowers of Australia*, by Camilla Hammond in the same year.

He was an effective businessman, advertising widely and distributing samples of his goods to newspapers and presumably other outlets. His packages to newspapers were effective in producing free publicity for his goods, often with detailed laudatory descriptions of his goods in the ladies' column [6].

The advertisement from Sand's Sydney Directory in 1885 gave his address as 225 Clarence Street, Sydney. There is no information about who managed the Sydney branch, and for how long it persisted; it was still operating in 1909, with the address of Camden Buildings at 416-420 George Street. In Melbourne he was operating from 43 Elizabeth St in 1883, 18A Little Collins St. in 1884, then 285

Little Collins St, and settled down at 287a Little Collins St. in 1889 where he remained until closure of his business in 1919. He operated in Melbourne and Sydney, and did not expand



into other Australian states, although advertisements for his goods appeared in newspapers in Adelaide. Personally, Jolley lived in Melbourne, but in newspaper mentions of him and his wife they were sometimes cited as "of Melbourne and Sydney", so he may have retained a residence in Sydney. Shipping passenger records

show frequent trips by an R. Jolley between Melbourne, Sydney and Tasmania, but our Robert Jolley may not have been responsible for all of them.

Robert Jolley & Co remained in business until 1919, when his premises at 287a Little Collins St. were taken over by P.T. Law & Co, importers of fancy goods. It seems likely that he sold his business complete with stock, repeating the process he had followed when he set up in 1883. He died at Mornington, Victoria on 27 November, 1929, survived by his wife Caroline Agnes nee Baker and a son Alan F. Jolley.

Robert Jolley Postcards

Robert Jolley's first series of postcard, the Multishape Series, with pictures inserted in six different shapes, were reported in the Melbourne Age on 4 February, 1899 [7]. The Australian Wild Flower Series was advertised in the Melbourne Argus six months later, on 10 November, 1899. The Victorian Series, with views of Victoria and the state name in a prominent banner, was released about the same time, as was the Australian Animal Series. Further series followed in quick succession, examples of some of which are shown below.



troops marching and the ships—with or without (censored) numbering.

Personal messages displayed on postcards written by a known Mount Gambier Solider to his wife were shown. Almost all the message side, as the messages were more interest than the card itself (This also was a factor with the ships cards—which sides was the most important!)

A Very well researched display "Letters to Loved Ones" complimented the previous one, showing photos of the writers, and their family history and connection to those living today. It was very well put together.

WWI Silk Cards added a change and stood out with their vibrant colours and variety of designs, unfortunately all were for British or American consumption with only 2 showing the Australian Rising Sun Badge.

As 1916 is the Centenary of our Troops reaching the Western Front a short display of cards from the various Egyptian Training Camps before moving onto France followed by a large selection or rarely seen views from Gallipoli and through to the Western Front.

Australian Comfort Fund cards featured prominently with scenes of actual photos of our troops at rest and in action.

This led to a fine selection of war damage scenery on postcards showing just what devastation occurred.

Also on display were enlargements of photos taken by an Australian Captain serving in Egypt then to Lemnos, the Gallipoli landing and throughout the terrain, the troops and finally evacuation to Lemnos.

A fantastic display of mail following the known location of each post marker on mail and the use by each unit concerned AND a number of Authentic Battlefield Maps both French/British and German recovered from the trenches, covering the area from the Somme to the Belgian border.

The Display was opened by Brigadier Tim Hanna A.M., the RSL State President who spoke on his stamp collecting early in

**Penola –Coonawarra 25th Anniversary Arts Festival
Saturday & Sunday 21-22 May 2016
An Arts Festival? But there were POSTCARDS**

Penola 50 kms north of Mount Gambier Eastern Route—270 miles (435 kms) from Adelaide.

To celebrate the 25th Anniversary of the Festival a member of the Penola RSL and a member of the Mount Gambier Philatelic Society proposed a Commemorative Postmark from Australia Post, a souvenir envelope and asked a number of Club members if they would put on a display around the 'Centenary of ANZAC Theme'.

APF frames were utilized enabling 24 frames of display to be mounted and postcards predominated. The display in the RSL Hall was entitled "South Africa to Europe 1899-1919"

Predominately, letters and other correspondence started the display a few envelopes with the stamps and postmarks but unfortunately only a few cards until around the corner to 2nd Anglo-Boer War Display was a magnificent frame of caricatures on postcards of the identities involved in the conflict followed by coloured "funnies" - of Dutch or Boer origin poking fun/rude comments about the English, Queen Victoria, Neville Chamberlain and praising Paul Kruger and the Boer Side.

A selection of Russo-Japanese cards followed.

An informative display of Australian and New Zealand Troop ships set out as the FIRST, then the SECOND CONVOYS, gave details of the ships numbered as taken up and from which Companies, as well as their post war career. A selection of other New Zealand troopships followed and some individual cards from the Western Front—an early tank and the wreck of the "EMDEN" ran aground on the Cocos Island.

A comprehensive layout of nearly all Australian Troopships in number order occupied the next few frames and included some of the scarce Commonwealth of Australia Letter Cards depicting



Notes

1. Death Certificate. Victorian Registry of Births, Deaths and Marriages No. 15686. 1929.
2. *The Argus*, Melbourne, Sat 22 Sept 1883, p 15.
3. *The Argus*, Melbourne, Mon 6 Aug 1883, p. 3
4. *The Sydney Morning Herald*, Wed 24 Feb 1886, p. 2
5. *Sands Sydney Directory*, 1885, Advertisements p. 44.
6. *Daily Telegraph*, Launceston Tue 30 March, 186, p. 2.
7. *The Age*, Melbourne, Saturday 4 February 1899, p. 14

From the Archives

Wagga Wagga Express NSW 1879—1917

Thursday 29th September 1904

INDECENT POSTCARD. At the Parramatta Police Court today a man was fined £5 for sending a postal card through the post which had thereon a grossly indecent character.

Australian Postcard Society 2016 Exhibition Exhibitors

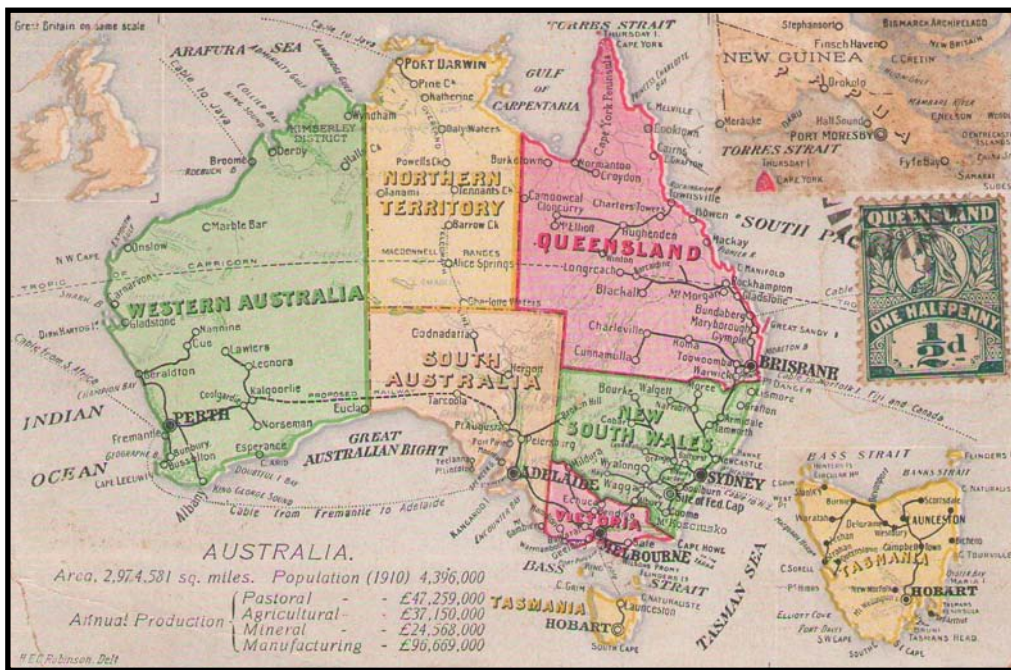
Our Exhibition was held on 30th April—1st May
at the
Drill Hall, Torrens Parade Ground, Victoria Drive, Adelaide.

We had 20 exhibits from our members, anyone was invited to display their collections.

1. Let's Elope to Gretna Green by Alma Downes—1 Frame
2. The Queens Houses by Alma Downes—4 Frames
3. Glamorous Ladies by Lorenzo Gardiello -- 3 Frames
4. Beat The Drum by Claire Thomas—2 Frames
5. London & North Western Railway Company by George Turner—5 Frames
6. Miniature Trains by Glen Northcott—1 Frame
7. American Match Factories On Picture Postcards by David Figg—1 Frame
8. Circular Quay, Hub of Sydney by David Figg—1 Frame
9. The Last Steam Locomotive of The World by Robert Halliday—1 Frame
10. Preserval Steam Trains by Robert Halliday—1 Frame
11. The Independent Order of Rechabites by David Figg—1 Frame
12. A Child's Plea "please have you got a cigarette picture" by David Figg—1 Frame
13. Young People Society of Christian Endeavour by David Figg—1 Frame
14. Match Striking Postcards by David Figg -1 Frame
15. Brookes Limited by—1 Frame
16. The Adelaide Hills Railway Viaduct by David Figg—1 Frame
17. The Russian Expeditionary Force and the Russian Legion in France 1916-1918 by John Bodnar—1 Frame
18. Dear Aunty ... I'm Holidaying in Riverton by Jenny Long—1 Frame
19. How To Make Postcards? By Glen Nothcott—1 Frame
20. Ida Rentoul Outhwaite (1883-1961) by John Bodnar—1 Frame

At the Saturday nights dinner the committee decided to have an impromptu contest by popular vote with all people able to vote.

The Winner's are
First Prize #5—George Turner
Second Prize #2—Alma Downes
Third Prize #4—Claire Thomas



The same Australian map postcard but with different statistics.

