

Club Meeting Displays by Ron Ritter



President's Report

Another new initiative, thanks to member Neville Solly was the organising of a postcard only postal bid auction with 650 lots being provided by five vendors. All postcards were scanned (back & front) and placed up on our website under a new auctions tab. The Catalogue went up at the end of July after the then current SAPC/CPS Auction was finalised. Emails were sent to all members we had an email address for, all postcard societies interstate and all people registered to receive emails for the SAPC/CPS Auctions. Viewings were held at our Club night (26/8) and on Sunday 12/9 at SAPHIL House from 10am to 4pm. Bidding closed at 12 noon on Wednesday 15/9. Congratulations Neville on an excellent job. Thanks also to our Webmaster, Johanna Stafford for her prompt professional attention to changes, particularly the work involved with the auction.

Finally and by no means least I need to record some member awards. One of our members Tony Presgrave is to be presented with the APF's prestigious Member of the Australian Philatelic Order award, hopefully in Melbourne at the end of January 2022, COVID conditions permitting. Congratulations Tony and well deserved. At the same function, Alma Downes is to be presented with a SPAN Award for Services to Philately At the National level. Congratulations Alma and once again, well deserved. You can read their citations in the July 2021 issue of APF News.

In conclusion, I would like to thank the Committee for their ongoing support. Keep safe and well and of course, if you are unwell, please respect the health and well-being of other members by staying at home.

A handwritten signature in blue ink, appearing to read 'David Figg'.

David Figg
President, Australian Postcard Society

Treasurers Report

THE AUSTRALIAN POSTCARD SOCIETY INCORPORATED

Statement of Receipts and Payments for period 01/07/2020 to 30/06/2021

	Actual	\$
Opening Balance 01/07/2020		9102.94
Receipts		
Membership Subscriptions	722.00	
Product Sales	347.15	
Donations	600.00	
Auction Commission	372.50	
Advertisements	0.00	
Fund Raising - Raffles, etc.	1836.50	
Postcard Exhibition	4808.12	
Refunds	89.00	
Miscellaneous	100.00	
Interest on cheque account	0.33	
Total Receipts		8875.60
Payments		
SAPHIL House Rent	532.70	
Affiliation Fees	92.90	
Insurance Contribution	134.39	
Product Costs	0.00	
Audit Fees	0.00	
Printing and Stationery	89.94	
Advertising, Promotions & Donations	4035.43	
Library & Magazine Subscriptions	111.48	
Laser Printer	65.27	
Trophies and Prizes	80.00	
PO Box Rental and Postage	156.60	
Bank & Government Fees	0.00	
Postal Auctions - Vendors	0.00	
Miscellaneous	1581.11	
Total Payments		6859.82
Excess of Receipts over Payments		2015.78
Closing Balance 30/06/2021		11118.72
plus Unpresented Cheques		0.00
Balance as per Bank Statement		11118.72

Notes -

- (1) SAPHIL House rent for meetings paid up to 30/06/2021
- (2) 2021 Affiliation Fees - Paid
- (3) P&PLI share for 2020/21 - Paid
- (4) Club Library insured for \$5,000 under SAPC Policy

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An absolutely brilliant display of Photographic Postcards of Port Adelaide and the surrounds.

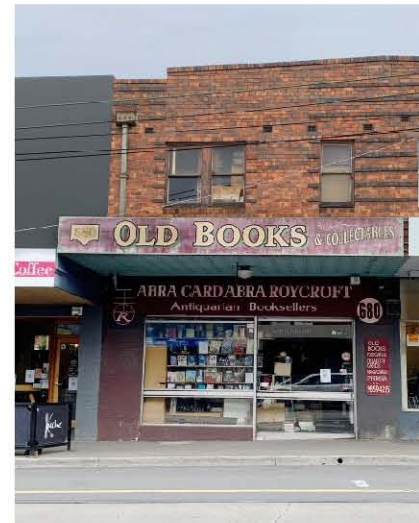
Ron has been collecting postcards for about 35 years but has been interested in them for most of his life. Over 2,500, with more than 800 being photographic cards. The topics are many and varied, The A to Z of the area, including Sailing ships, Railways, Mails, Sporting events, clubs, ferries, fires, political events, the royal visit in 1937.

The cards cover the years from early 1900's to the mid 1950's.



BITS AND PIECES FROM A COLLECTING LIFE

Many of our members will remember Lloyd Holyoak from Abra Card Abra Roycroft Books in Melbourne coming over to our Fairs held in the Drill Hall and the Hectorville Community Centre bringing his vast amount of stock of picture postcards, cigarette & trade cards and other ephemera from his shop in High Street, East Kew. The following article was spotted in the Ephemera Society of Victoria Newsletter and we acknowledge with thanks, the permission granted by Mandy and author Wendi to reproduce here for the benefit of our members.



Member interview with Lloyd Holyoak, of Abra Card Abra Roycroft, Antiquarian Booksellers, 680 High St, East Kew. Meet famous people? Undertake inspiring holidays? Own wonderful ephemera then sell it? Long-time ephemera collector, bookseller and ESA member Lloyd Holyoak has done all that, and was happy to

From the beginning

Lloyd, now 88, has been proprietor of Abra Card Abra Roycroft in High Street, Kew, for over thirty years. In his early days even as a teenager

Lloyd had a passion for books along with sports, and began collecting postcards, sports cards and other trading cards as were then available and fashionable. Although he still has a large, ongoing collection of postcards, unfortunately most of those early trading cards are long lost.

His book business began in earnest following a trip he took in the early 1980s, which he describes as a "world tour" vacation to the United States with his wife. A chance meeting with a book seller in Phoenix led to a discussion which encouraged him to seriously consider moving firmly into the ephemera and book trade. Once returned to Australia he closed down a former business to establish Abra Card Abra Roycroft.

BITS AND PIECES FROM A COLLECTING LIFE

Passion for history

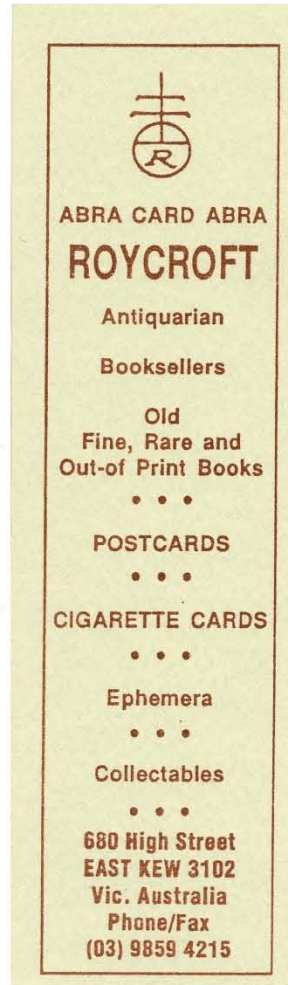
Lloyd's passion for books began early on through a love of history, especially Australian and American history. He explained that he holds a particular fascination for American artist/publisher Elbert Hubbard. Hubbard (no relation to the Scientologist) was a founder of the Arts and Crafts movement in America, setting up the Roycroft Community in East Aurora in New York State, in 1895. A quick review of this community online reveals that Hubbard, and his affiliates ran a fine bindery and printing press, often using handmade papers, as well as producing other goods in modelled leather and hammered copperware. Their well-known and respected artisan community had a lasting influence on local and national culture. Lloyd comments that the work they did with younger folk around the area was pivotal to the wellbeing of many social groups, children of disadvantage in particular.

It's all in the name

The spelling of the Abra Card Abra part of the name gives emphasis to the ephemeral card within that magical incantation. Through another historical connection, the community set up by Hubbard was inspired by the Roycroft Press, which was established by Samuel and Thomas Roycroft, who were active in London, England from 1650 through 1690. Lloyd added Roycroft to Abra Card Abra as a final nod to the significant cultural contribution the brothers made.

Postcards – and more

He retains a passion for postcards. With an affinity for unusual 'place' postcards his private collection includes those from small, little-known Australian towns and railway stations. Some of these make their way into the shop for sale. Others for sale are categorised by country as well as activity and design - map and advertising cards being particularly popular. Older, antique postcards derived from very early photographs are also highly sought. Due to his expertise in the postcard arena, once a month or so the *Cartophilic Magazine* features a regular column themed around Lloyd's unusual card finds, to showcase some of rarer and obscure interest.



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Timber bridges were susceptible to being eaten away by termites



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This exhibit of SA bridges started from a single card.

The 1st and 3rd cards show the bridge over the River Torrens

The next section includes Stone bridges or arch, then laminated timber bridges.

You then move thru to rough log turned bridges, various types of construction including iron and steel construction, concrete and prestressed bridges, through to foot bridges



BITS AND PIECES FROM A COLLECTING LIFE

Lloyd related to me a humorous experience he had with a television crew who were filming at a collectables event. The television presenter, impressed with his card collection, asked about the rarest, or most valuable card that could possibly be found. Somewhat tongue-in-cheek Lloyd commented that if ever a postcard image of the liner Titanic was to be found, showing it docked in New York Harbour, then THAT would surely be rare and valuable. Unfortunately, the intended humour was lost on the presenter (Titanic never docked in that harbour) - yet the comment still found its way to mainstream media!

While his trade is centred around books, the ephemera is about 50% of his trade. Older magazines and comics remain as collectable today as ever. Comics such as Ginger Meggs, and magazines like Rolling Stone can be found there - some issues are quite rare.

The rich and famous

Available ephemera includes anything that has been written or printed upon, from letters, cards, invoices and documents to packaging and tin products, packets, bottles, jars and boxes. Amongst the more valuable documents is a collection of nearly a dozen letters, correspondence written by Dame Nellie Melba to a builder, regarding the construction of a swimming pool at her residence in Coomb Cottage.

Lloyd has also had famous people visit his shop - he mentions meeting and selling books to comedian and TV personality Whoopi Goldberg, who is also an author and collector of children's books, in particular those with indigenous themes. As well, he says, actor and comedian Barry Humphries frequently pops in to visit "if he is in town". Apparently, Humphries is fond of unusual ephemera, particularly local advertising memorabilia.

On a final note, Lloyd was asked to sum up his life of ephemera collecting in a short thought or line, and he had a think for a few minutes. Then he said:

"I'm 88 years old now, and I intend to keep on working here till I finally fall over. You know, if you rest, you rust."

Members items

An interesting postcard from the early 1905's
South Australia has been spelt out in actresses



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An Illustrated history of Bridges in South Australia.

The first bridge was built of timber in 1837 across the River Torrens connecting Adelaide with the residential area of Nth Adelaide. 1839 it was washed away in a flood and replaced with another timber bridge, again washed away in 1844. As the colony developed various types of bridges were built. The oldest stone bridge was built in 1863. Then iron, Steel and then concrete. The modern construction is mainly reinforced or pre-stressed concrete.

Thanks Tony for a very interesting display.



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