

Gordon Walker produced cards from the Henley beach area, including Uni boat sheds, The city square mile, Botanic Gardens, he was a photographer and producer of many topics, including sugar cane and its production.



Giants Causeway—Antrim
Scenes including loading of trains, mills and fields.

Dr Sheldon—
advertising different medicines and pills, scenes from



Edward Rieckenbach cycled around Victoria, he entered a long cycling competition travelling from the Adelaide GPO to Darwin GPO via the Ghan track, the trek took him 8 days.



Balaklava—North Adelaide, shots of various scenes traversing the country side.

The variety of projects that David is working on is amazing, it was a privilege for the members to be able to see what is out their, gain some inspiration as well.

Again many thanks to David for all his hard work over the years in collecting.

Hopefully wont belong before we see them completed.

Australian Post Card Society Open Day

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Sadly, the Postcard Open Day was poorly attended, whether due to covid, or the sunny weather, we had about 15 people through the door, refreshments were available for the die hard philatelists. Thanks to the members who did turn up.

At this stage the Postcard Society will organize just the one Open day next year.



Item from Des Beechey



This view of North Sydney with Lavender Bay in the foreground shows what a pleasant spot it must have been before the Harbour Bridge was built and later the Cahill Expressway added.

Design: The elaborate scrolls of the Victorian era were about to disappear when this card was used in 1903, in favour of simpler, cleaner designs. The card was published by the NSW Bookstall Company, so presumably they engaged the designer, but we have no record of who it was.

Manufacture: The card is printed on what appears to be a coated white card. I wonder if it was manufacturer in Australia, or still imported from UK?. The printing is by three colour halftone. The Bookstall Company said all their cards were printed in Australia, so it is an early local usage of the process. We don't know who the printer was.

Usage: The user has conveniently written the usage date of 22 May, 1903 on the front. This is confirmed by the postmark on the back. The card took a little over a month to reach France, as shown by the receipt stamp on the back. I wonder if it went by sailing ship or by steamer? Steamers were being introduced, and provided a more reliable transit time. The sender could have sent a message by cable if he wanted the people in France to know quickly that he had arrived, but apparently a one month delay was adequate.

Ownership and exchange: Ownership passed from the card retailer, to the card sender, and then to the receiver in France. We know nothing about these transitory owners. Apparently the receiver retained ownership for a long time, to enable the card to appear on the market more than 100 years after it was sent. Was it kept and valued, or stored away and survived by accident?

Cultural significance: The Sydney Harbour Bridge is a great cultural icon, making its future site of considerable significance. To know what was there before the bridge and freeway transformed the area is part of our history.

Item from Des Beechey

For today's card we move forward to the middle of the 20th century, with a view of Castlereagh Street, Sydney, probably taken around 1940. (Experts in cars may be able to give a more exact date, as perhaps could experts in the history of Sydney buildings). The card was published by Carlton Studios or their successor Mowbray Series. Some information on the history of these publishers was given by Robert Mills on our website (<https://postcardsw.com/author/robert-mills>) in an article "Carlton Studios Darlinghurst". Robert says that Carlton studios produced about 6000 views of Sydney in the interwar years.

The cards were at first labelled Carlton Studios, but later appears labelled Mowbray Series. The cards are recognized by being quality b&w prints, with an underlined handwritten caption. The few dated cards that I have are from 1940 up to 1960, but Robert indicates they were in production well before that.



This card neatly ties together two of our areas of postcard interest. Closer examination shows that the building in the centre of the view is identified by the signs as NSW Bookstall Company (see enlargement). This company published hundreds of paperback novels during the interwar years, including Steele Rudd with the *Dad and Dave* books. But they also published the Art Series postcards, the most common of which are topographic views, but there are other more interesting series including actresses, children, and works by Australian artists. The novels are well catalogued, but there is no list of the postcards, although we are working on it.

President's Report

AUSTRALIAN POSTCARD SOCIETY PRESIDENT'S ANNUAL REPORT 2021/22

Although COVID is still an active pandemic and we are currently in a third wave, we are not in lockdown and so club meetings have been able to proceed during the year under review.

The Club has held three Open Days in the last year, one in August 2021, one in April 2022 and another earlier this month. All three made a surplus although attendance has been reducing to the point where we may only hold one such event in 2023.

Apart from the Open Days there have been the usual club meetings with displays, auctions, items of interest, sale of club postcards, circuit books with postcards, raffles and supper. I would like to again thank all those who have put on displays, prepared auction lots, donated items for the raffle and brought along items of interest as this all adds to the variety and success of our meetings. We are about to start preparing the Club Syllabus for 2023 so please consider putting on a display.

Financial membership has remained static although actual attendance at club meetings seems to have fallen a little, possibly partly due to COVID, other commitments and now the cost of petrol may be a contributing factor.

No postcard only postal bid auction was held this year due to the effort involved, but hopefully it might become a biennial event so watch out for any announcement should one be held in 2023.

During the year, various club members exhibited picture postcards at no fewer than eight exhibitions held within Australia and overseas. These were held in Toowoomba, Canberra, Newcastle, London, Toronto, Bangladesh, United Arab Emirates and New Zealand.

Due to COVID, National Awards announced last year, namely Tony Presgrave to receive Member of the Australian Philatelic Order award and Alma Downes to receive the SPAN award, did not happen in Melbourne as planned. Alma Downes was subsequently presented with her SPAN Award here in Adelaide while Tony is yet to receive his award which will hopefully happen at the APO Awards Dinner in Melbourne on Saturday 8 October.

And now to a couple of special thank you. To Linda Welden for not only her secretarial duties but also in maintaining the regular issue of our club magazine which incidentally gained a silver medal in Canberra and got us back on the Journal Support Grant from the APF. Well done. Thanks also to our Webmaster, Johanna Stafford for her prompt professional attention to changes and in providing regular six-monthly reports on website activity. Thankyou ladies.

In conclusion, I would like to thank my Committee for their ongoing support and in carrying out the various tasks to which they have been appointed. To everyone, 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.

David Figg President, Australian Postcard Society 28/07/2022

Treasurer's Report

THE AUSTRALIAN POSTCARD SOCIETY INCORPORATED

Statement of Receipts and Payments for period 01/07/2021 to 30/06/2022

	Actual	\$
Opening Balance 01/07/2021		11118.72
Receipts		
Membership Subscriptions	730.00	
Product Sales	426.15	
Donations	7.00	
Auction Commission	170.45	
Advertisements	0.00	
Fund Raising - Raffles, etc.	807.00	
Postcard Exhibition	0.00	
Refunds	0.00	
Miscellaneous	600.00	
Interest on cheque account	0.00	
Total Receipts		2740.60
Payments		
SAPHIL House Rent	731.50	
Affiliation Fees	94.90	
Insurance Contribution	134.00	
Purchases - Postcard Collections	811.00	
Audit Fees	33.00	
Printing and Stationery	83.96	
Advertising, Promotions & Donations	90.00	
Library & Magazine Subscriptions	156.95	
Laser Printer	396.60	
Trophies and Prizes	0.00	
PO Box Rental and Postage	144.35	
Bank & Government Fees	0.00	
Postal Auctions - Vendors	0.00	
Miscellaneous	385.00	
Total Payments		3061.26
Excess of Payments over Receipts		-320.66
Closing Balance 30/06/2022		10798.06
plus Unpresented Cheques		
	494 SAPHIL - Auction	361.00
		361.00
Balance as per Bank Statement		11159.06

Notes -

- (1) SAPHIL House rent for meetings paid up to 30/06/2022
- (2) 2022 Affiliation Fees - Paid
- (3) P&PLI share for 2021/22 - Paid
- (4) Club Library insured for \$5,000 under SAPHIL Policy