

Collecting

Whilst it is estimated that over a Billion linen cards were printed over 25 years between 1931 and the 50's the smaller batch supplies of more obscure or low-profile subjects are of collector's interest. The large letter postcards of which there are approx. 2000 different towns, cities or States also hold appeal.

So, from Tourist sites, hotels, motels. diners, transportation, lakes, wildlife, humour and everything in between, with such a wide range of subjects there is something for everyone.



Closure

The Curt Teich Company was sold to a greeting card publisher in 1974.



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TAR postcards.

From inception to 1954 when the coloured cards were introduced.

NAA (Adelaide) B300/6343 Pt 1. (2009).

The Manager Commonwealth Railways (CR) spoke to Mr. Rose on the 27th Sep 1922 asking about the possibility of postcards to be sold on the Trans Australia Railway. On the 29th Mr. Rose replied by letter quoting £6/8/- per 1000 for 24 views. Mr. Rose visited the CR Manager on the 9th Oct 1922 and selected 24 CR photos to produce 250 sets (6,000 cards). The proofs were delivered on 27th Nov 1922. Augusta and Nullabor were incorrectly spelt. The Augusta cards were corrected but a decision was to be made later about Nullabor.

On the 11th Mar 1924 Valentines supplied a sample (Carlyon's Hotel, Spencer Street Melb Series M2838) and on the 16th March 1925 Oban Publishing Co Ltd. borrowed negatives for 2 days to provide samples. Nothing came of either offer.

Glass negatives borrowed :-

Dining Car TAR, Dining Saloon, Special Car No. 1

Observation Platform, Special Car No. 1

Long Straight, TAR

Second Class Sleeping Compartment TAR

First Class Sleeping Compartment TAR

On the one plate –

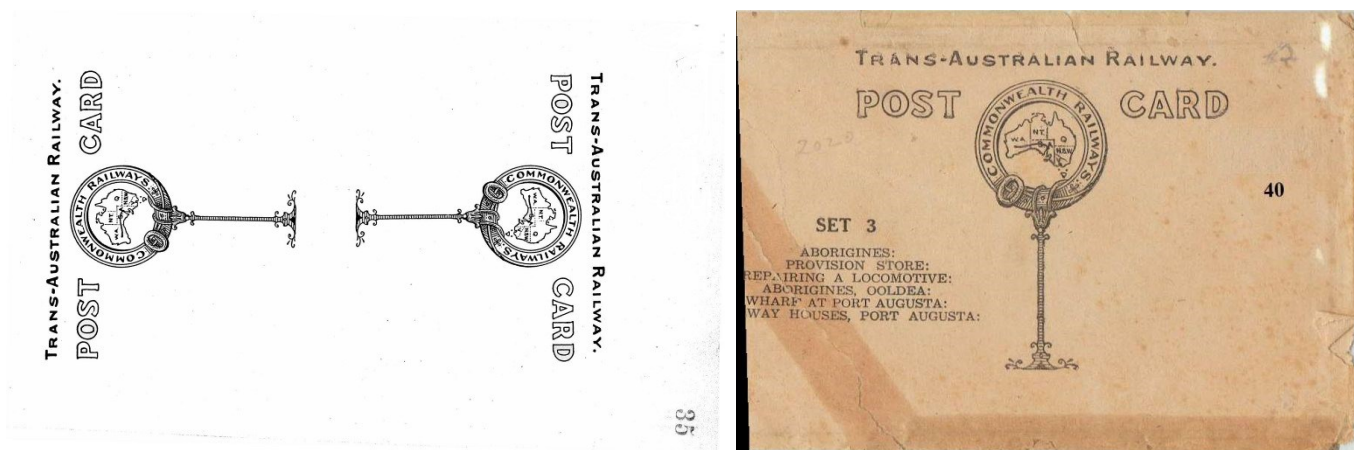
Artificial Reservoir (Western Division), No 843

Weir at Karonie, No 747)

Tracklayer, No 64

Artificial Reservoir (Western Division), No 842.

The back of the cards were not a priority and very little is in the file on the subject. Originally the belt and buckle was specified and two blocks were made. The original blocks were delivered to Mr. Rose by the Departmental Secretary on the 28th Oct 1922. On the 16th Aug 1923, Rose asked for two more to be made to increase efficiency. These were supplied on the 23rd Aug 1923. The accompanying illustration is probably the new pair.



These cards were delivered to the dining car service in bulk and the staff put 6 cards into an envelope (also printed by Rose) in a pre-determined order. When the third lot was ordered the staff asked that the envelopes be numbered with the set number. The only way to tell what set was in what envelope was to take them out resulting in damage and loss of revenue. They were sold for 1/3d per set.

I will mostly refer to packets or sets (i.e. 6 cards) as that is what most of the records refer to and it was what they were sold in. Sometimes there are discrepancies in the records and I have left them in. You will realize that some of the numbers quoted don't agree with what happened but there is nothing in the records to say otherwise.

4th Dec 1922 Order 2280 for 250 packets of sets 1, 2, 3 & 4 @ £6/12/6 per 1000.

The first delivery of sets 1, 2 & 3 were received on the 29th Dec 1922. This consisted of 715 packets = 4,290 cards. 6 packets of each set were retained by head office.

Set 1 - 5, 8, 12, 15, 18, 20

Members article

Set 2 - 6, 9, 16, 17, 19, 24.

Set 3 - 4, 7, 10, 11, 21, 22.

The records don't indicate which No 7.

Set 4, 244 sets to the train and 6 sets to head office.

Set 4 - 1, 2, 3, 13, 14, 23.

No 2 is Port Augusta Rly. Water Supply – Flinders Ranges.

The records don't indicate which No 3.

Set 5 - 25 to 30. Fauna 244 sets = 1464 cards.

11th Jan 1923 Dining car service (DCS) requested 1,000 additional packets.

15th Jan 1923 244 packets sent.

19th Jan 1923 6,000 cards ordered (1,000 packets).

7th Feb 1923 Order 2362 for 1500 cards of Fauna (Set 5).

27th Mar 1923 Requested 200 packets of each set.

28th Mar 1923 Order 2396.

30th May 1923 Order 2434 250 packets each of sets 1 to 4, *packets to be numbered*.

13th Aug 1923 Order 2490 500 packets each of sets 1 to 5.

At this time the extra two blocks were supplied for the backs.

4th Sep 1923 Order 2508 500 packets each of sets 1 to 4 ordered to last to end of year.

18th Sep 1923 Out of stock.

22nd Sep 1923 Order forwarded to Pt Augusta.

2nd Jan 1925 Some of the envelopes containing cards are showing signs of wear and request a small supply of envelopes be supplied *without* series number printed on them as replacements.

8th Jan 1925 Received 758 & 500 sets of series 3 & 4.

Further orders were received on 29th Sept (Order 3598) and 8th Dec 1925.

23rd Aug 1926 Order 4092 sets 1 to 4 received.

2nd Jun 1927 Order 4930 received.

21st Nov 1927 The staff suggested new views.

1st Dec 1927 New views being arranged.

19th Dec 1927 –

Set 2 card 16 Eliminate.

Set 4 card 3 New view of lounge car (smoking saloon) with piano in background.

Set 3 card 7 New view of dining car.

Set 3 card 21 Eliminate.

Set 4 card 2 New view of Depot Creek (Album No 520).

Set 4 card 3 New view of lounge car.

Set 4 card 14 Substitute view of Nullarbor with train in background.

For views 16 & 21 consider substitution of views of camel train crossing Plain with water – boring plant (Album no. 604) and panoramic view of Port Augusta.

(Set 4 card 3 listed twice).

24th Mar 1928 Order 5687 not received.

23rd May 1928 Order 5851 new sets 1 to 4. New view of Lounge Car not given to Rose soon enough. New view will be substituted before shipping to Pt Augusta by Melbourne staff.

16th Oct 1928 Rose contacted the CR Manager suggesting packets of small photos and a booklet in the *Southern Cross* series be produced. These would contain some of the postcard views. This was agreed to on the 26th.

5th Oct 1929 Requested absolute minimum of 300 packets.

16th Oct 1929 Order 7112 despatched.

5th Dec 1929 Requested 250 packets of sets 1,3,4 and 300 of set 2.

21st May 1930 Order 7452 Requested 400 packets of sets 1 & 3 and 200 of set 4..

24th June 1930 Invoice for set 1 – 432, set 3 – 431 & set 4 – 215.

Because of the depression on the 9th Mar 1932 it was suggested that new views be made and the sets reduced to three. Construction pictures do not appeal to the travelling public as they did comparatively shortly after the opening of the line.

Remove 1, 2, 4, 5, 6, 10, 11, 12, 13, 14, 15, 16, 18, & 24.

New views

1. Wild Harry (film negative)

2. Sambo (plate negative)

3. Charlie (photo)
4. King Moonlight (plate negative)
5. Old Charlie (photo)
6. Winnie the bell of the camp (plate negative)
- 7&8. The Inma dancers (2 groups) (photo)

They are the property of Mr. Bolam, Stationmaster, Kingoonya.

19th May 1932 Plate Sambo found broken on receipt and enclose alternative view of three vessels at Pt Augusta wharf. (MV King JOHN, MV Moonta, MV Fresno City.) Used in *Southern Cross* booklet.

£6/5/0 per thousand for orders over 5,000 with special Commonwealth Railways wording on front.

8th Nov 1932. 852 sets (2735 cards) on hand. Delete 1, 2, 4, 5, 6, 10-16, 18 & 24.

21st Nov 1932 Order 8978, 250 sets of new views ordered except 3 and new 18 100ea.

New views to be numbered	Title	No Required
1	Wild Harry	250
2	Sambo	250
(negative broken wharf issued instead)		
4	Charlie	250
5	King Moonlight	250
6	Old Charlie	250
10	Winnie the bell of the camp	250
11	The Inma dancers No 1	250
12	The Inma dancers No 2	250
Existing views		
3	Lounge Car	100
8	Observation for public hire	250
20 amend to 14	Aboriginals	250
23 amend to 18	Type of Aboriginals metsurvey..	300

When reprints required 19, 21, 22 to be renumbered 13, 15, 16.

7, 9 & 17 to remain as at present. No 3 motor vessel can be used in lieu of 2, 11 or 12 if negatives not suitable (used for No 2). Fresh envelopes required – 300 for each set.

12th Dec 1932 new sets and envelopes despatched.

Complaint to Rose W3 lounge car sepia too dark.

Order 26th Jan 1935

Set 1

Present No	Revised No	Title	No Required
1	-	Wild Harry	300
2	-	Motor Vessels at Pt Augusta wharf	300
3	-	Lounge Car	300
10	-	Winnie the bell of the camp	300
14	-	Aboriginals	300
22	16	Aboriginals	300

Set 2

4	-	Charlie	300
8	-	Observation for public hire	300
11	-	The Inma dancers No 1	300
17	-	Artificial Reservoir – 104 miles	208
21	15	Aboriginals	295
18	-	Type of Aboriginals metsurvey..	300

Set 3

5	-	King Moonlight	300
6	-	Old Charlie	300
7	-	Dining Car	288
9	-	Eastbound Passenger train	212
12	-	The Inma dancers No 2	300
19	13	Aboriginals	201

The odd numbers ordered were to use up existing stock. They requested Rose to make up the packets for set 1.

21st Feb 1935 Invoice from Rose for 5,495 cards.

13th Mar 1935 Ordered 323 sets.

25th Mar 1935 Query about what cards received order 1359.

Set 1 cards not specified – 323 x 6 = 1938 cards.

Set 2 No. 4, 8, 11, 17, 15, 18 – supplied 324, 324, 323, 216, 324, 323 packets.

Set 3 No. 5, 6, 7, 9, 12, 13 – supplied 323, 323, 324, 216, 324, 216 packets.

7th Nov 1936 new cards proposed.

18th Nov 1936 Year ending 7th idem 442 packets sold suggest reduce to 1/- per packet lieu 1/3d because of economic situation.

1st Dec 1936 suggest change to 2 series.

Set 1

- 1 Lounge Car
- 2 Dining Car
- 3 Barking Lizard
- 4 Cave Owl
- 5 Cave – Nullabor Plain
- 6 Cairn on border of SA & WA

Set 2

- 1 Wild Harry
- 4 Charlie
- 8 King Moonlight
- 10 Winnie the bell of the camp
- 11 The Inma dancers No 1
- 13 Type of Aboriginals met ...survey...

Although not dated the original detailed text used on the back of the cards is included in the file at this time.

21st Dec 1936 Ordered 400 packets new sets.

17th Feb 1937 Order 2722 new sets arrived (419 set 1 & 424 set 2) and to be sold at 1/- per set. (Price approved 29th Jan 1937. Cost 9.61d per pack).

7th June 1937, 2nd Dec 1937 & 27th May 1938 - 500 packets ordered.

25th June 1938 Order 3459 - 500 each set.

(When received one set had 2 Dining Car cards and no Lounge Car card. The other set contains 2 Dining Car cards but no Cave, Cairn or Lounge Car cards).

22nd Nov 1938 500 packets required.

2nd Jan 1938 Order 4210.

10th Jan 1938 Despatched.

25th Jan 1938 Received + 61 excess sets.

28th July 1939 Ordered 500 packets of each set.

4th Sept 1939 Order 4724 of 1st ultimo please expedite.

11th Sept 1939 When will order 4724 arrive?

22nd Nov 1939 Order 5010 - 500 packets set 1 and 700 of set 2.

19th Jan 1940 Order 5010 received 3192 cards set 1, 4500 cards set 2.

30th Apr 1940 Requested 1000 packets of each set and 100 of each envelopes.

26th Sep 1940 Requested 1000 packets set 1 and 800 of set 2.

20th Nov 1940 Order 5750 please expedite delivery of cards.

25th Nov 1940 Delivery of order 5750 delayed by difficulty of securing envelopes.

Progress delivery next Wednesday if possible.

2nd Dec 1940 96 of each set posted today.

20th Feb 1941 Requested 1000 packets of each set.

12th May 1941 Received Set 1 – 1073 sets, Set 2 – 1052 sets.

19th June 1941 Requested 1000 packets of each set.

15th Sep 1941 Received 88½ dozen cards of set 1 & 88 5/12th dozen cards of set 2.

22nd Oct 1941 Requested 1000 packets of each set.

2nd Jan 1942 Received 1031 packets of set 1 and 997 of set 2. (12,168 cards).

11th Feb 1942 Suggest price increase. Order 6546 delivered Aug 1941 (£5/15/6 + 15% sales tax), order 6921 delivered Dec 1941. £5/15/6 + 20% sales tax.

18th Feb 1942 the price was increased to 1/3 per set as sales tax had increased.

19th Feb 1942 Order 7190 1000 packets of each set.

14th June 1942 Requested 1000 packets of each set.

On the 22nd Jun 1943 CR was advised by Rose that the gloss finish of previous cards was not available but they could supply them with a *matte* finish.

7th July 1943 Order 8068.

1st Nov 1943 Received Order 8068 -13,536 cards.

7th Jul 1944 Requested 1000 packets of each set.

24th July 1944 Order 9604.

15th Aug 1944 Order 9066.

17th Jan 1946 Requested 1000 packets of each set if glossy finish 250 sets if matte.

9th April 1946 Advised 1000 glossy sets available the 2nd or 3rd week in May.

19th Jan 1946 Order 143 for glossy finish.

20th May 1946 Order despatched.

5th Aug 1946 Order 372 - 1000 packets of each set and 25 envelopes.

Order 530 no date.

8th May 1947 Order 770 & 19th Aug 1948 Order 1188, 1000 packets of each set.

7th Jan 1949 2 cases of postcards received.

1st Jun 1949 Order 1399 - 1000 packets of each set.

7th Sep 1949 Order 1697 Received 12,630 cards.

13th Sep 1949 Order 1485 - 1000 packets of each set.

18th Nov 1949 review of views. Commissioner received one set of existing cards from Rose part of order 1862. 18th Jan 1950 Invoice for order 1862 received.

5th Dec 1949 a new set of 24 cards were selected and 1000 of each set ordered using PIX photos which had to be acknowledged on the cards. The text appearing on the back of the cards was supplied with order 2019 by 9th Dec 1949.

3rd Feb 1950 printing delayed due to Kodak unable to supply paper.

4th Apr 1950 sets 3 & 4 despatched to Port Augusta.

28th Apr 1950 sets 5 & 6 despatched 12,768 cards.

1st May 1950 3 & 4 received 12480 cards.

26th Oct 1950 Order 1949 - 1000 sets 1 to 6.

29th Nov 1950 Cost per set increased to 1/6d because of production cost increases.

29th Nov 1950 Order 2659 1000 sets of sets 1 to 6.

9th March 1951 Delivery delayed due to annual holidays and power restrictions.

12th April 1951 6 boxes despatched.

11th May 1951 Order 2659 - 37,906 cards received.

24th Oct 1951 Order 2346 - 1000 packets of each set.

9th Nov 1951 Order 3352 - 1000 packets of each set.

3rd March 1952 Despatched.

19th March 1952. Received Set 1 – 1072, Set 2 – 1060, Set 3 – 1070, Set 4 – 1070, Set 5 – 1071, Set 6 - 1068 = 6,411 packets (38,466 cards).

20th Feb 1953 Order 6343 25 envelopes for each set requested. Invoice 10th Mar 1953.

26th Feb 1953 Order 4340 - 1000 packets of each set.

16th Mar 1953 Production cost increase – Query increase in retail price.

31st Mar 1953 the price was increased to 2/- per set.

15th Jun 1953 Order 4340 received. Set 1 – 1096, Set 2 – 1063, Set 3 – 1054, Set 4 – 1076, Set 5 – 1081, Set 6 - 1063 = 6,433 packets (38,598 cards)

17th Mar 1953 Rose to test colour reproduction of Observation End an Lounge Car.

27th Mar 1953 A series of the Diesel train is being prepared.

21st April 1953 Samples of hand coloured cards 72/- per gross + 12½ sales tax. (6¼d ea.)

5th June 1953 Proofs approved 5 interior views, 1 of locomotive. Retail 5/- per set.

9th Oct 1953 311 sets of 6 coloured cards despatched.

16th Nov 1953 1st class are buying them but not 2nd class because there are no second class views. Chief Traffic Manager suggested -

- 1 1st Class sleeping car
- 2 2nd Class Sleeping Car
- 3 1st Class Lounge Car (Music Room)
- 4 1st Class Lounge Car (Smoking Section)
- 5 2nd Class lounge car
- 6 Dining Car (set up)
- 7 Power Van (showing head-end unit)
- 8 Diesel Locomotive

Set 1 – 1, 3, 4, 6, 7, 8 & Set 2 – 2, 3, 5, 6, 7, 8.

20th Nov 1953 sold out by 14th Nov 1953

23rd Nov 1953 Order 4848 - 1000 sets ordered.

2nd Feb 1954 Invoice for 11½ dozen sets of hand coloured cards order 4848.

18th Feb 1954 156 sets despatched.

23rd Feb 1954 balance received.

5th March 1954 received 6½ gross.

24th Mar 1954 received 3 gross.

30th April 1954 - 126 sets sold out.

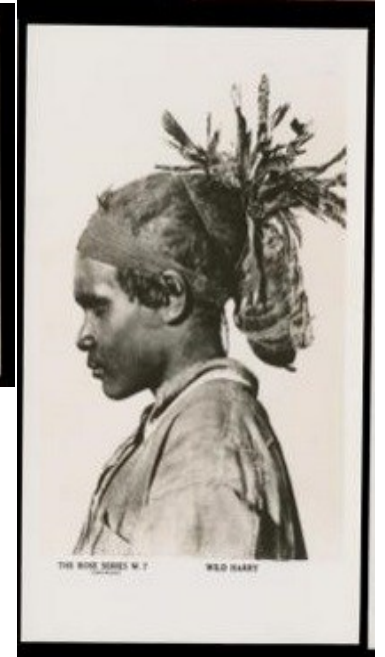
3rd May 1954 6½ gross sent on 30th Apr 1954

10th May 1954 Received.

12th May 1954 since Oct 1953 - 539 sets sold, nil in store.

Black & White since May 1952 7,754 sets sold, 5,090 remain in store.

The file ends at this time and part 2 cannot be located.



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