



# "POST CARD MATTERS"

VOLUME 1, NO. 2

MARCH 2000

## STEDMAN BROS., LTD. FANCY GREETINGS--BY J.C. CAMPBELL

These two fancy greetings from Stedman/Stadman Bros., Ltd. of Brantford, Ontario have metal/metallic-appearing ornaments attached. The anchor and holly leaves and bells are in gilt. Can members illustrate other additional attachments from this firm? The reverse of the cards are shown on the following page; note the different spelling of the



[Cont'd.]

company's name. [Some postal regulations prohibited these additional "add-ons" and the items were often charged postage due as a penalty.

Some fancies came with envelopes for mailing but these saw direct postal service. Ed.]

(A)

Post Card



This Space May be Used for Correspondence ADDRESS TO BE WRITTEN ON THIS SIDE

*I meant to  
sent you  
before, but  
been both  
that same  
trouble to*

(B)

Post Card



This Space May be Used for Correspondence

ADDRESS TO BE WRITTEN ON THIS SIDE

Published by Stadman Bros., Limited  
1 Raulston, Canada

*Dear Parents  
wishing you  
one and all  
a merry xmas  
and happy  
new year  
yours J. & A. McS.*

*Mrs & Mr. H. J. Gill  
Seaforth,  
James. Canada  
B7 19. Ont.*

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DEAR MEMBERS:

Here's another issue for your perusal! Some interest has been shown by members (and several non-members) so we must be doing something right! It is always difficult starting something new, but it is nice to see our membership growing slowly but surely.

A warm welcome is extended to D. KELLY and P. McCARTHY.

Do members have any ideas on initial research projects which we as a group can conduct? Would a listing of photo card photographers by province be beneficial? How about information on Canadian disasters? Do members have a particular theme/topic which they collect which they might like more information from others?

A few have commented on the rather dark images in the first issue but unfortunately this is a perennial problem with photocopying. I'll keep working on the problem but please bear with me and the technological advancements we face.

Colin and I hope that your spring is going well and that your search for new treasures is a successful one! Until May/June, good collecting!

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CANADIAN GREAT WAR MEMORIALS--BY D. MARIO

Many of us collect post cards by theme and one area which I find most interesting is that of Canadian memorials to the fallen from the First World War. Almost every village, town, and city was affected by the war; with young men (and women) usually volunteering in huge numbers. Many didn't return to their homes and their local officials, veteran's groups, or "ordinary" citizens banded together to build monuments in their honour. It was often through donations or subscriptions (even with school children's penny drives) which provided funding for these fitting remembrances. Many don't exist today due to vandalism or neglect, but these post cards remain as a historical record for the future.

FIG.1 is familiar to most people as it is usually the centre of national remembrance in Ottawa (although for the last few ceremonies on November 11, the area has been under reconstruction). Entitled "Canadian National Memorial, Chateau Laurier in Background, Ottawa, Canada/4A" in English and French, it's a linen colour card published by National News Co., Ltd., Ottawa (unused, ca. 1940's).

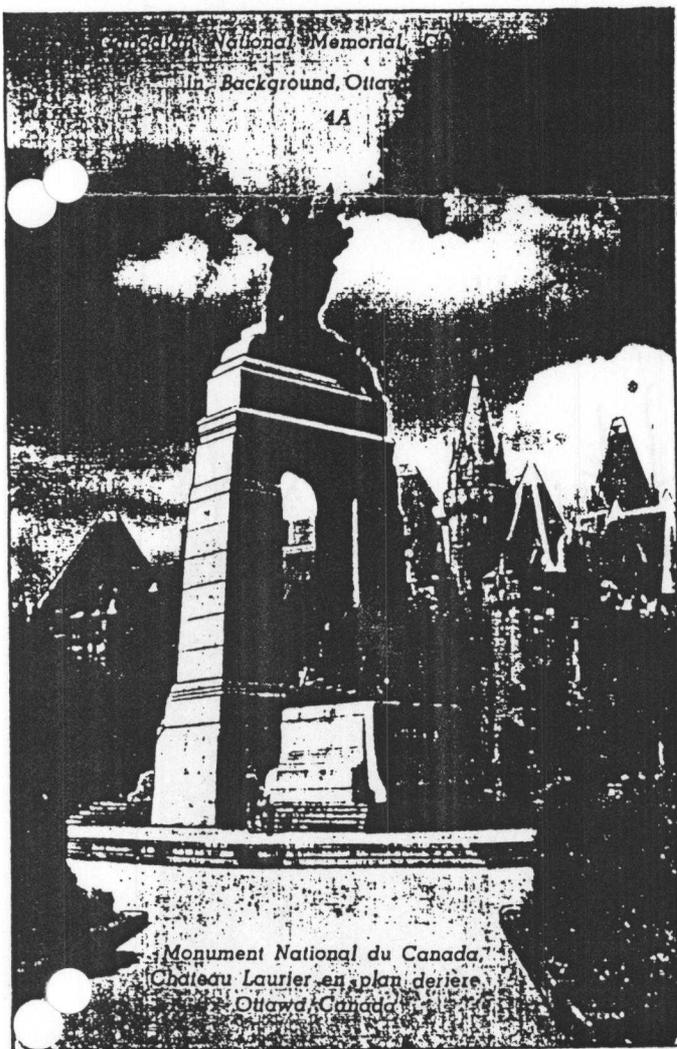


FIG. 1

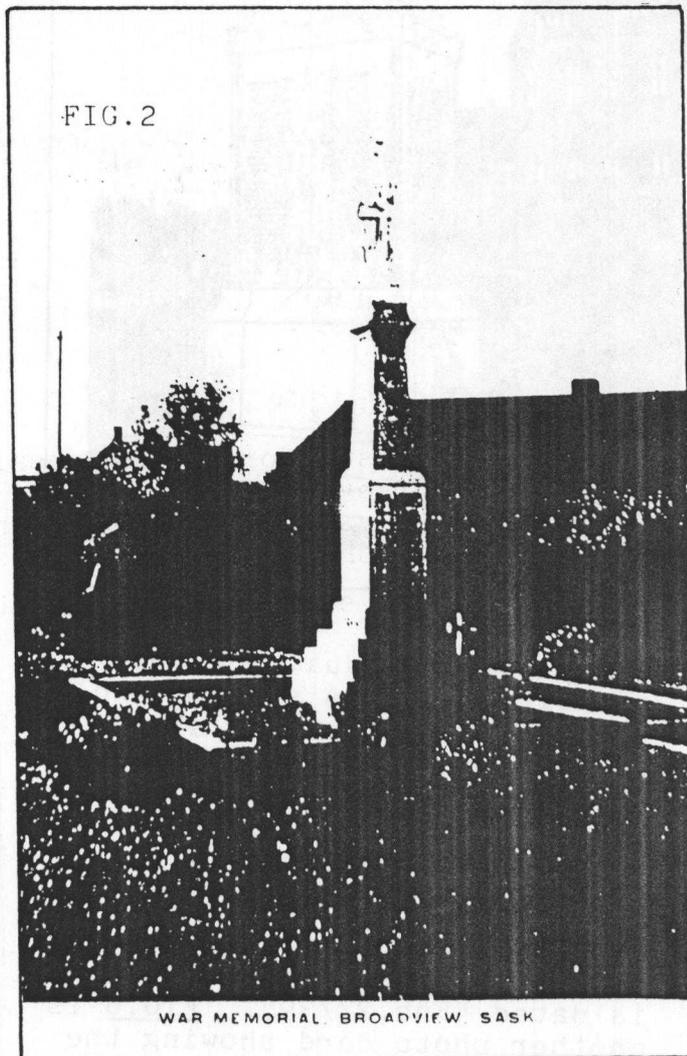
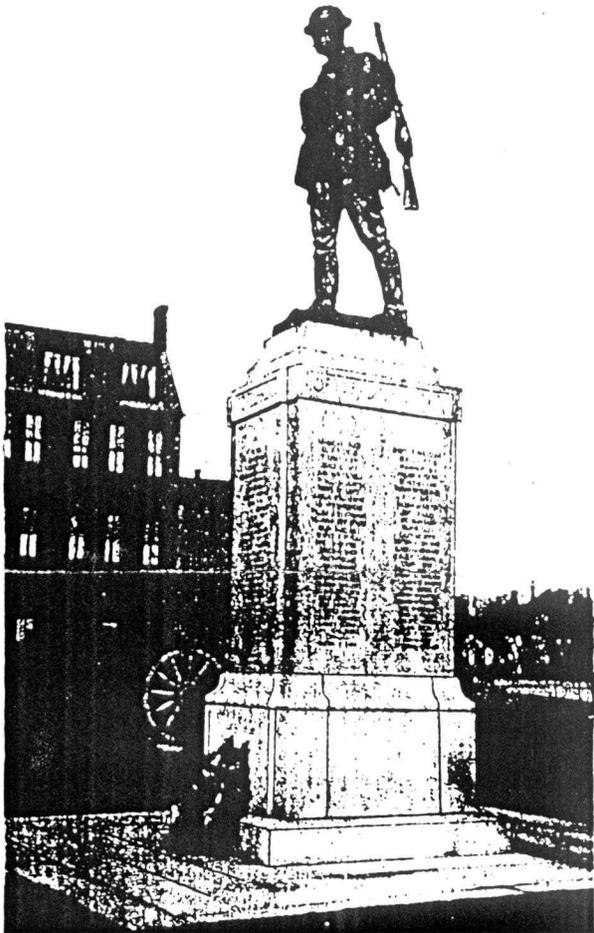


FIG.2 is a photo card (AZO SQUARE, ca. '27-40's) from Broadview, Sask. listing all of the fallen from the Somme. Ypres is noted on the side and presumably other battles are noted as well.

FIG.3 is an unused (but m/s dated "Aug.7/1936") colour card from Nova Scotia (white border). It depicts a fairly typical monument illustrating a soldier atop a granite base.

SOLDIER'S MONUMENT. YARMOUTH. NOVA SCOTIA

FIG.3

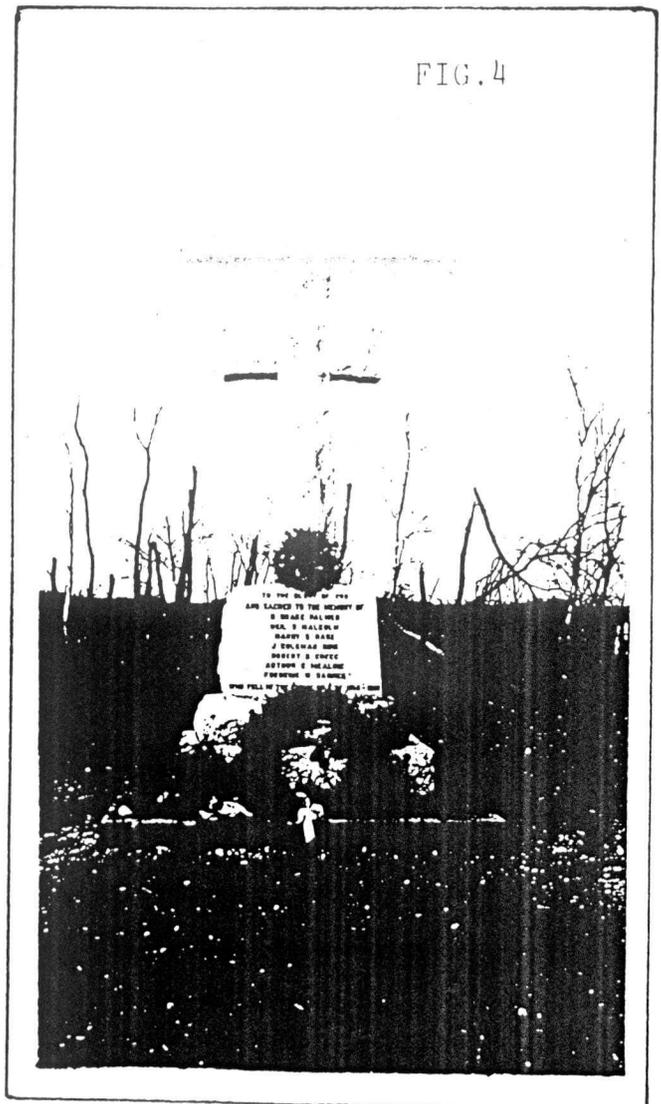


help and individuals can be identified, units served, and place of burial. Given all of these factors, it is likely that this memorial is somewhere in Manitoba but the exact location is still undetermined.

FIG.5 is a photo card of the Memorial Arch at the University of Sask. in Saskatoon. The card is dated "Feb.27/39". FIG.6 is another photo card showing the "Memorial Park, Birtle, Man." The m/s message on the reverse

FIG.4 is an unused photo card (AZO SQUARE--sepia tinting) depicting a rather haunting, and fitting, scene of a rural (?) memorial. Its simplicity adds to its attractiveness. Although the card is unidentified, the names of the fallen are clear enough that research can be undertaken. An excellent book entitled The C.E.F. Roll of Honour, Ed. E.H. Wigney (Ottawa: E.G. Ursual, 1996) is a great

FIG.4



is dated "Sept.26/49". FIG.7 is an attractive colour card from Valentine's. Published by Valentine Edy Co., Ltd., Winnipeg, Manitoba, it was printed in Great Britain (#VE.1016). The m/s message and date is "Mar.7/36".

FIG.5

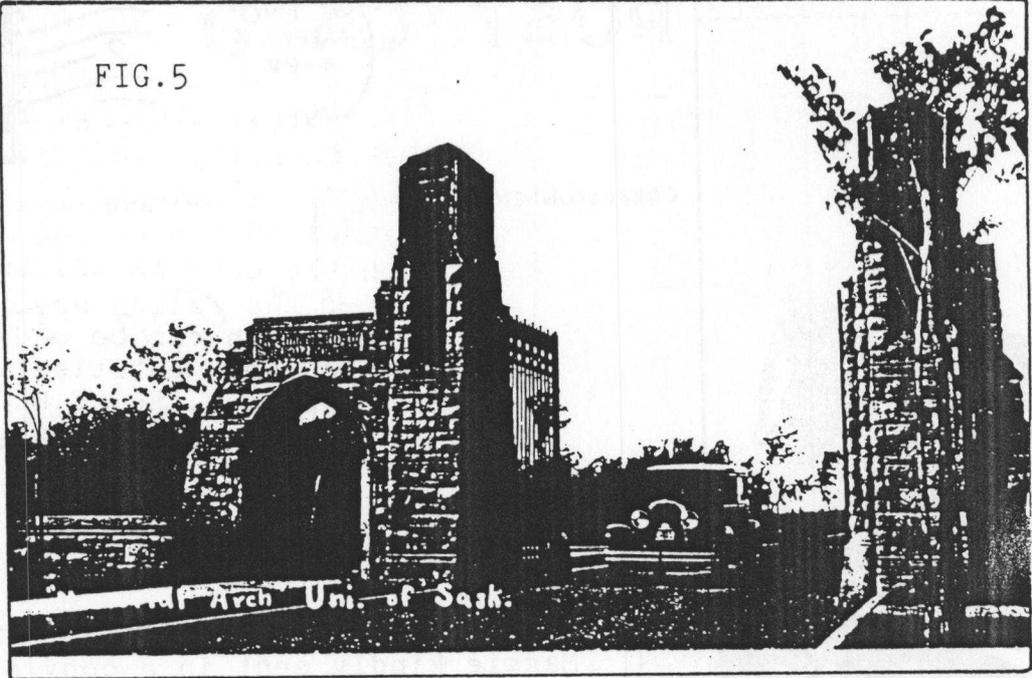
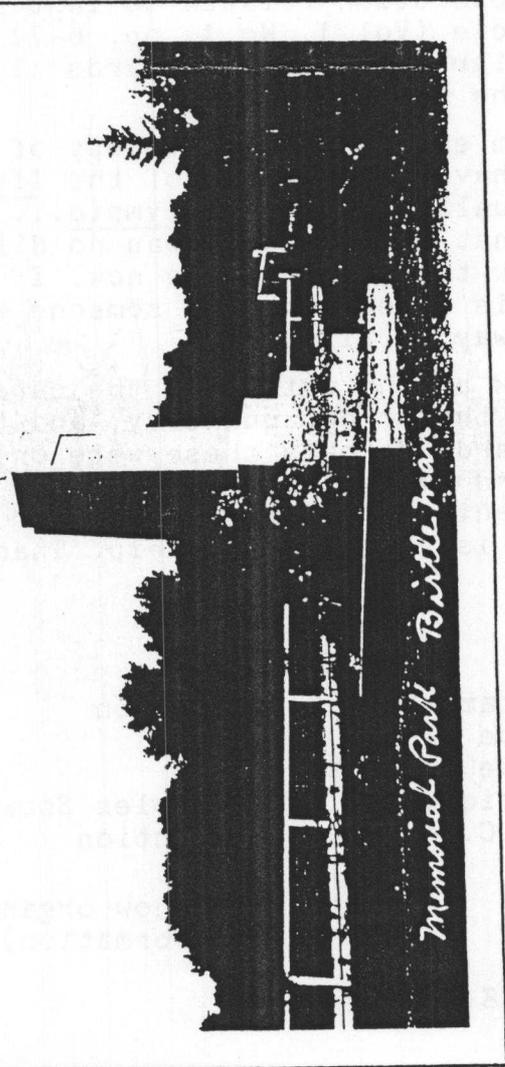


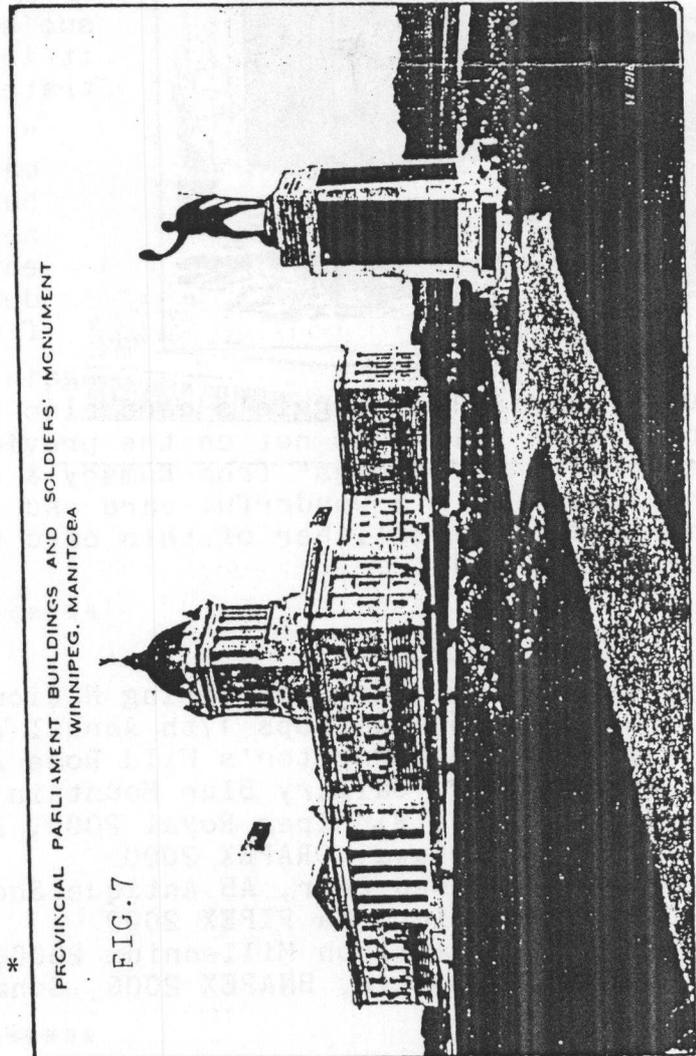
FIG.6



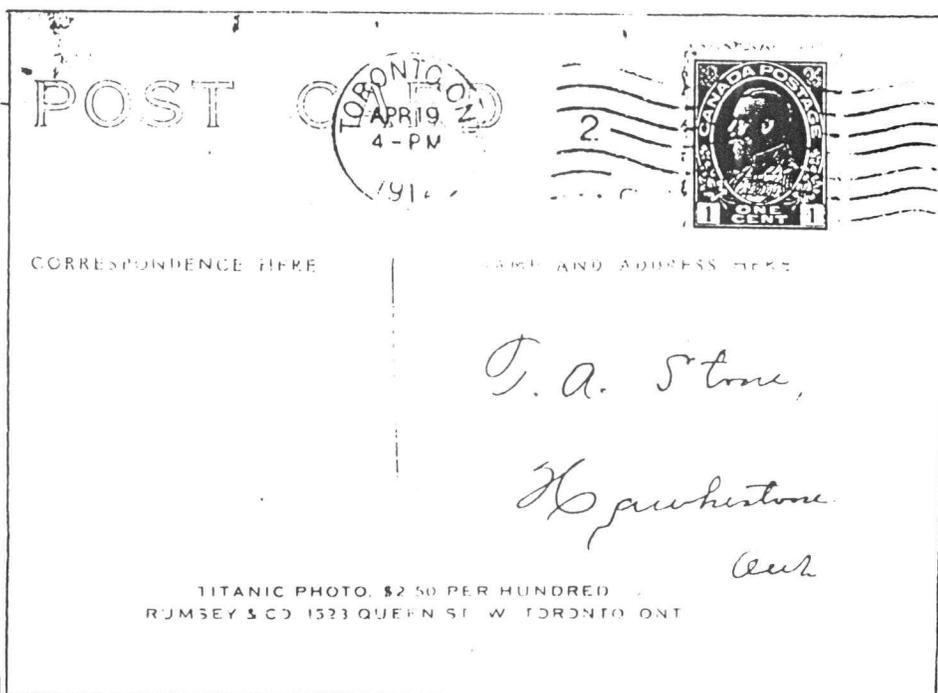
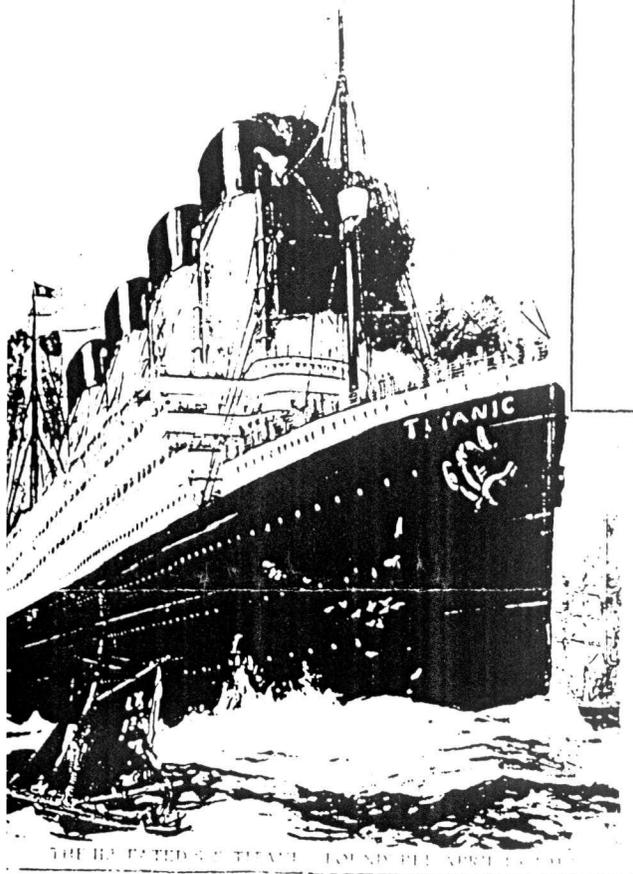
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PROVINCIAL PARLIAMENT BUILDINGS AND SOLDIERS' MONUMENT  
WINNIPEG, MANITOBA

FIG.7



R.M.S. TITANIC FOLLOW-UP--BY M. TOMS



Maggie kindly sent in a copy of this card from her collection related to last issue's article (Vol.1, No.1, pp. 6-7) and it is similar to one of the cards illustrated. She writes:

"...I am enclosing a photocopy of a card I have, supposedly of the Titanic, but actually it is the Olympic....It seems that human nature was no different back then, than it is now. If the demand is strong enough, someone will find a way to fill it."

Again, look at the date when the card was used: April 19! Maggie's card also bears the price, quantity, and the publisher which was not on the previous card. Perhaps these were only advertising "samples" from Rumsey & Co. and all of them didn't bear this notation. It's a wonderful card and adds quite a bit to the story. We now know the publisher of this card which is always a big help. Thanks Maggie! [Ed.]

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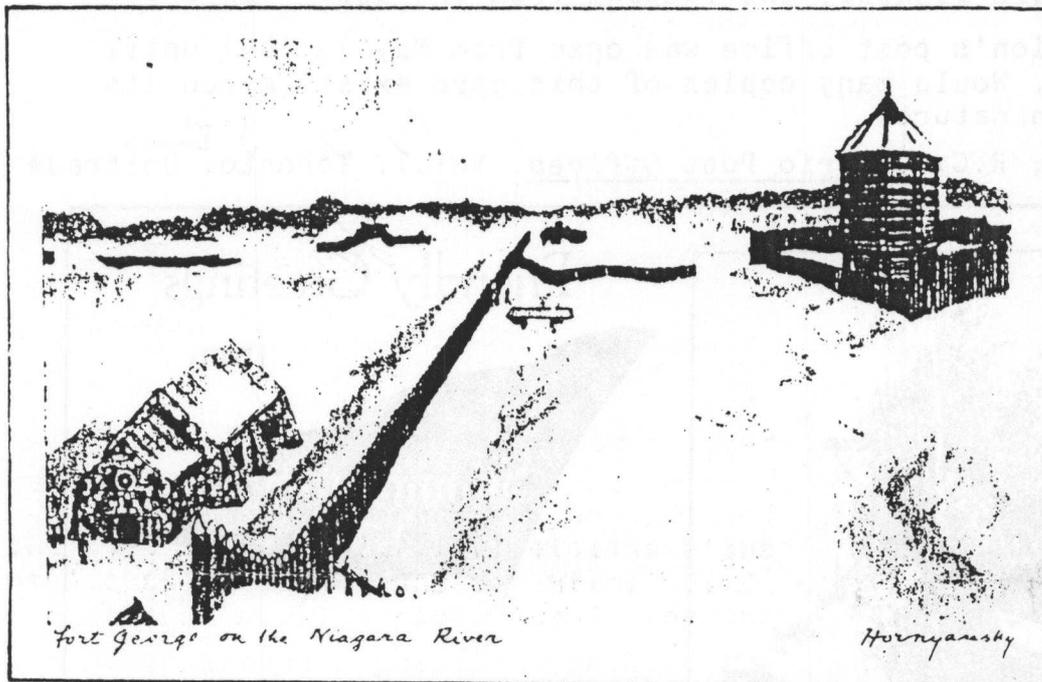
#### SHOW CALENDAR

March 24-26, Edmonton Spring National Stamp Show & Exhibition  
 March 25-26, Kamloops 17th Annual Antique Show  
 April 15-16, Edmonton's Wild Rose Antique Collectors Show  
 April 20-22, Calgary Blue Mountain's Antique and Collectibles Show  
 April 28-30, Winnipeg Royal 2000, R.P.S.C.'s Annual Convention  
 May 6-7, Ottawa, ORAPEX 2000  
 May 13-14, Red Deer, AB Antique Show (check with show organizers for more information)  
 June 2-4, Victoria PIPEX 2000  
 June 2-4, Hamilton Millennium 2000  
 August 31-Sept.2, BNAPEX 2000, Schaumburg, IL

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CHRISTMAS GREETINGS-1945 FROM MACLEAN'S--BY D. MARIO

This attractive card in colour was issued as a notification of a gift subscription for Maclean's Magazine. Presumably these cards were used throughout the Second World War as a paper and cost-saving method. I don't know anything about the artist "Hornyansky" (?), nor do I know if this was the only illustration used. Can members contribute other designs? Because of the "recycled" nature of the card, it's in a rag-type paper construction.



# Greetings

INSTRUCTIONS have been given  
to MACLEAN'S MAGAZINE  
to enter a Christmas Gift Sub-  
scription in your name for the  
coming year.

From  
*Ann J. C. Whitman*



*Ann J. C. Ritchie*  
1302. 4th Av. W  
*Selkridge*  
*Alto*

In co-operation with the Government's desire to save paper,  
this card is used rather than the more elaborate announcements  
of previous years.

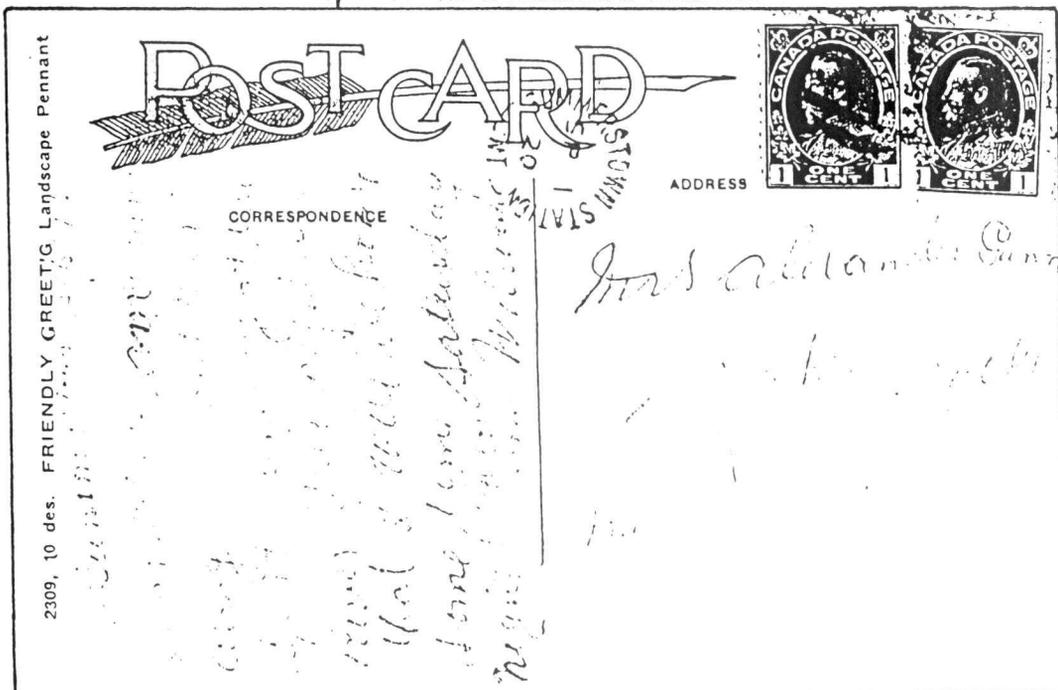
CANADIAN PENNANTS--BY J.C. CAMPBELL

Pennants on post cards, whether by appliqué or pre-printed, can often be found on Canadian greetings. Although most often associated with towns and cities, they may often denote patriotic images, colleges or universities, or simply messages of a more personal nature i.e. birthday greetings, contemporary sayings etc.

The card below is from Summerstown Station from September 1, 1920. It is from the card company's "Friendly Greetings/Landscape Pennant" series. Can members identify the company from the quill pen logo?

Summerstown Station's post office was open from May 1, 1891 until December 1, 1926. Would many copies of this card exist, given its rather small town nature?

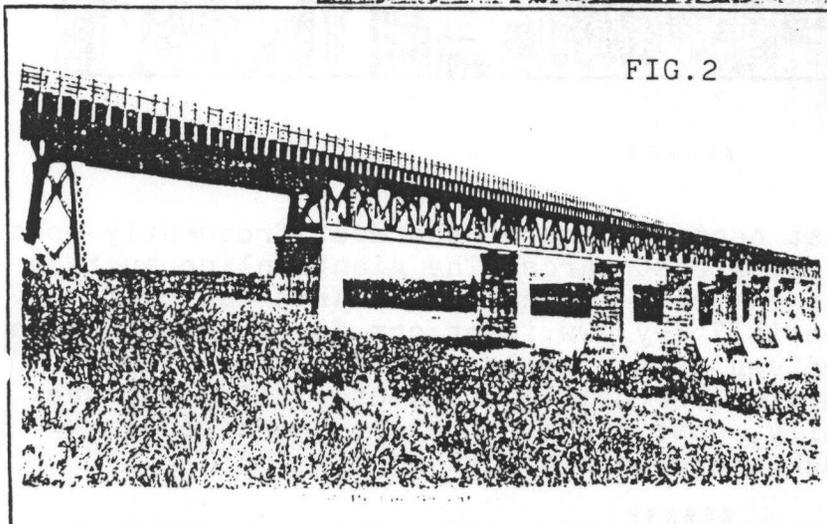
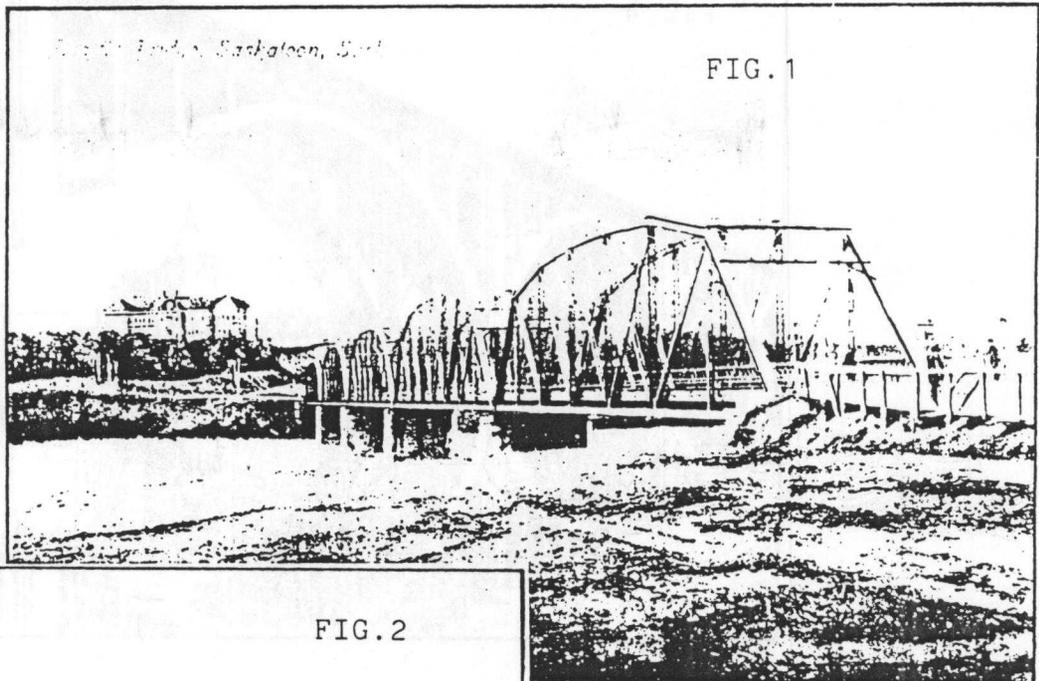
REFERENCE: Smith, R.C. Ontario Post Offices. Vol.I. Toronto: Unitrade Press, 1988.

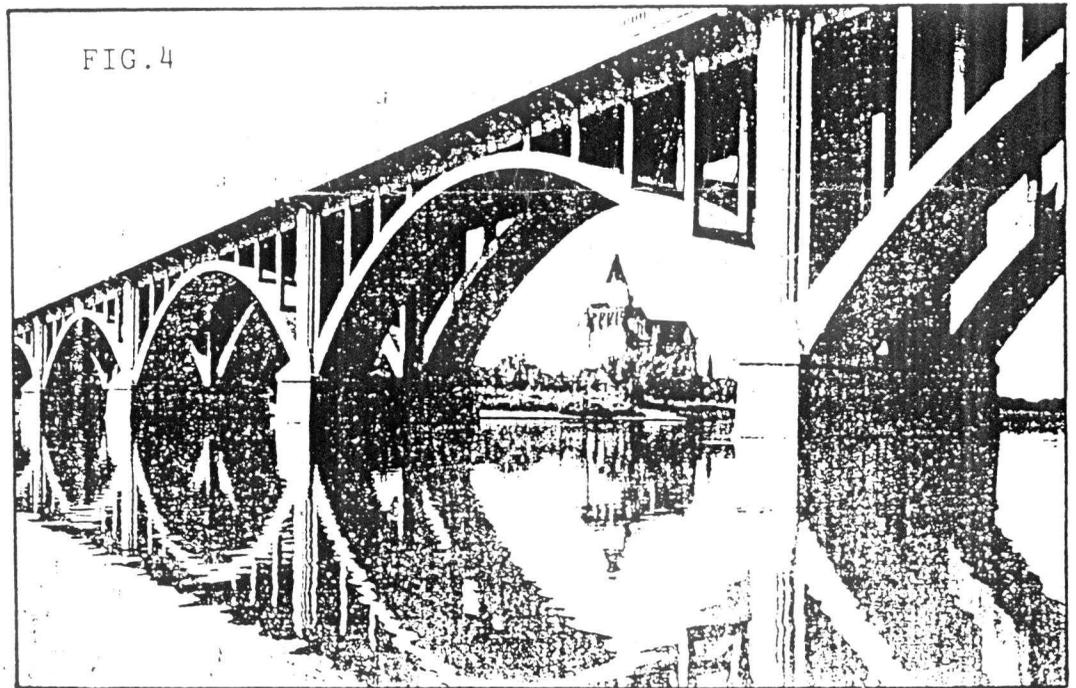
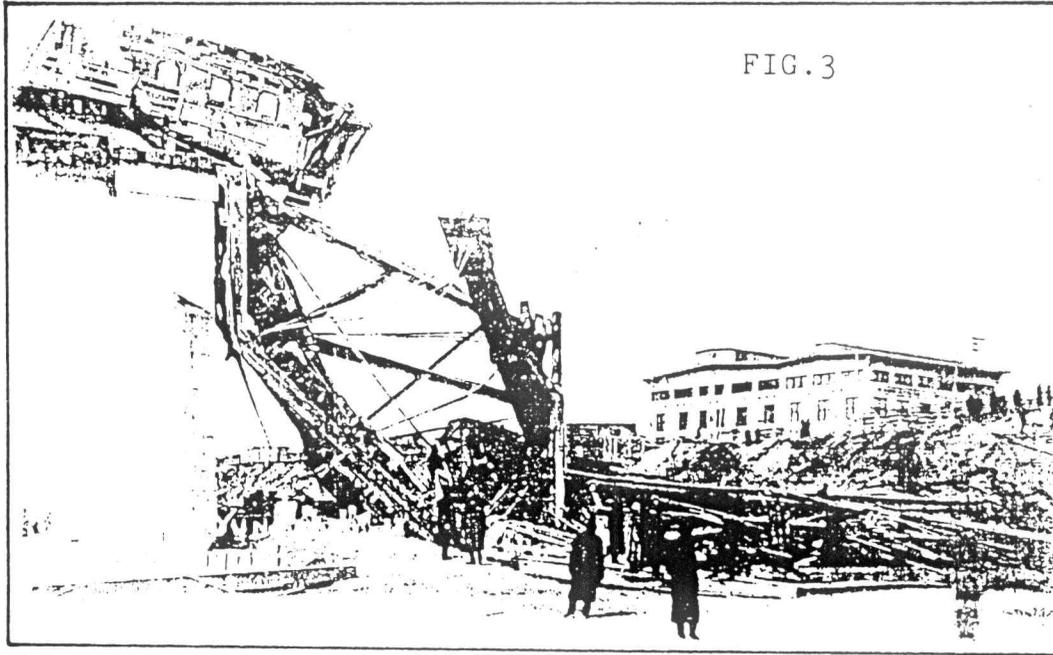


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SASKATOON: CITY OF BRIDGES--BY D. MARIO

Saskatoon, Saskatchewan is well-known as the "Hub City" and the "Bridge City". Currently the city has seven railway and vehicular/pedestrian bridges which span the South Saskatchewan River. Post card enthusiasts could certainly compile a substantial collection of Saskatoon's bridges alone, as there are probably hundreds of different ones in existence! Here is just a sampling of some from my collection. FIG.1 depicts a colour card of the Traffic or Victoria Bridge opened on October 6, 1907. It was published by Stedman Bros., Ltd., Brantford and Winnipeg (#SB 5369) and printed in Germany. FIG.2 features the C.P.R. Bridge published by Rumsey & Co., 1528 Queen St. West, Toronto, Canada (#19873). FIG. 3 shows the well-known railway accident in March, 1912. The last cars of a Canadian Northern train jumped the track as they left the railway yards. They were dragged onto the bridge and knocked out one span. The sleeping car "Kipling" fell onto the ice and injured thirteen people. This photo card was by Dicker & Dunsford on AZO TRI 1 paper. There were literally dozens of different cards issued by various photographers depicting this tragedy. FIG.4 illustrates another famous scene of the Bessborough Hotel framed in an arch of the Broadway Bridge. This colour chrome card, distributed by Prairie Crafts, Saskatoon, was a Traveltime product (#S-102). It was used in 1972.





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DID YOU KNOW?

Today the Internet is fast becoming one of the most frequently-used sources for buying and selling post cards. The giant online auction company, [www.ebay.com](http://www.ebay.com), is one such source where cards can be found. Looking for something special? Try [www.iwant.com](http://www.iwant.com) for that particular card and you may be surprised with a seller's offer. Antique Networking has an online service for helping collectors find antiques, collectibles and, naturally, post cards. Contact the site at [www.antiqnet.com](http://www.antiqnet.com) (.) Good luck and good hunting!

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