



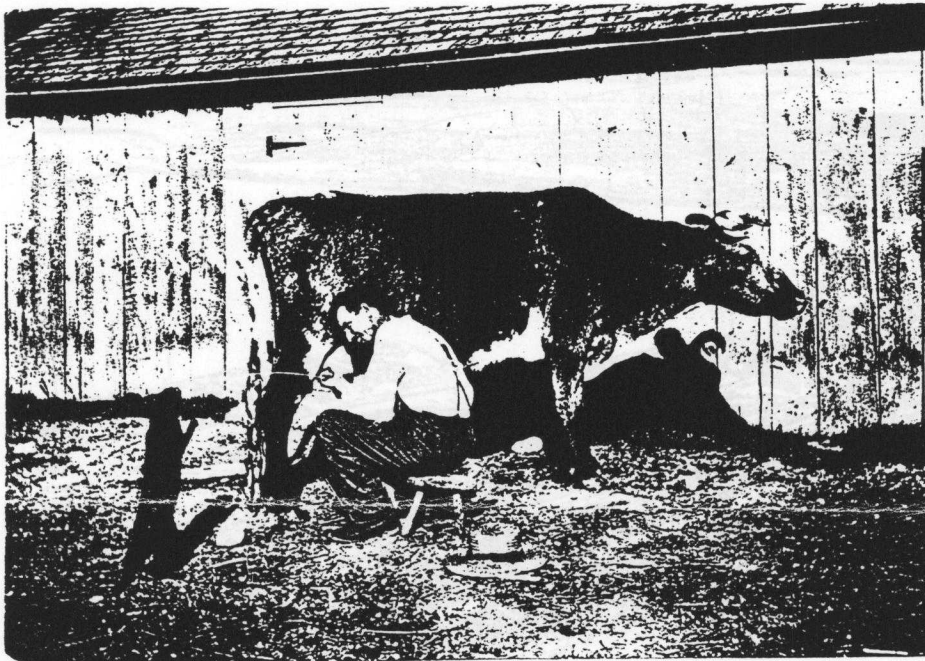
"POST CARD MATTERS"

VOLUME 3, NO.1
JULY 2002

PAGE 105

"MILK RULES!"--BY GARY PECK

Today few have had the opportunity of spending an appreciable time on a farm. Though my experiences were limited, it was informative living adjacent to my grandparent's farm near Ivy Lea, Ontario. There never seemed to be a shortage of "barn" cats. The W.G. MacFarlane card, #L.111, was posted from Alliston, Ontario in 1907. The Valentine & Sons card (#102,354) was not mailed. Though the same "event", variations are evident. The MacFarlane card does have the word "copyright" added.



From the
Factory
to the
Consumer
This is
a shield
The good
is
Certain
Taking
all in
Ethical was
Convincing
my loads
I have
125"
isn't
that a
(Copy
right)

[Cont'd.]

CHAIRMAN/TREAS.: J.C. CAMPBELL, #303-1260 RAYMER AVENUE, KELOWNA, BC V1W 3S8

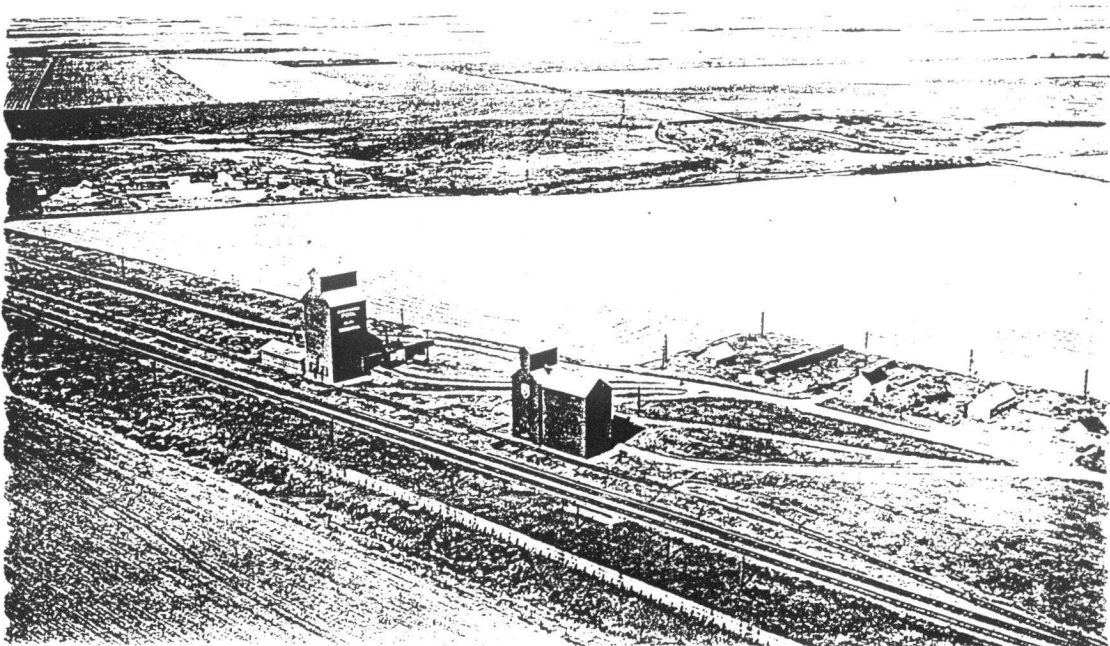
EDITOR: D. MARIO, P.O. BOX 342, SASKATOON, SK S7K 3L3

250-861-4434



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PRAIRIE GIANTS: GRAIN ELEVATORS IN WESTERN CANADA--BY J.C. CAMPBELL



View in Saskatchewan

Photo by J.C. Campbell

Quite recently I bought a postcard which was unused; hence the time period was unknown. The caption read "A Typical Western Scene" which belonged to the well-known Rumsey & Co. series which illustrated "generic" prairie views. After much letter writing, telephone calls etc., the answer arrived from the University of Regina locating the scene at Viscount, Saskatchewan.

I don't intend to get into this area specifically, but it would be of interest to know if other cards showing Western Canada grain elevators are out there and can they, or have they, been identified as to location?

[Cont'd.]

Members are probably aware of the great interest in the subject of elevators today. The majority have been moved or destroyed as the handling of grain has changed considerably over the years. One such group interested in the preservation of these "giants" is the Alberta Grain Elevator Society whose aim, firstly, is to determine the number of elevators now existing in that province and documenting same.

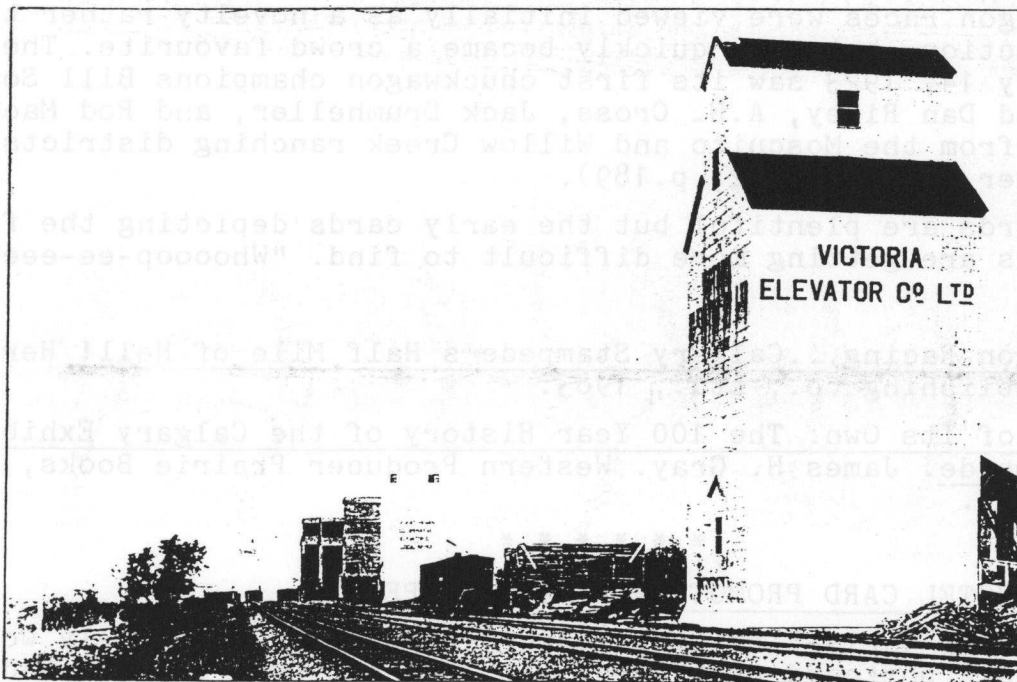
The continental chrome card on the previous page is a modern example of a generic card made by Dexter Color Canada, Cornwall, Ontario. It was published by Color Productions Ltd., Box 1243, Regina, Sask. The title of the card is reproduced below. Where are they specifically?



9940-C

"Bread-basket of the world," where golden vistas of rippling grain are interrupted by beautiful vacation areas such as the Qu'Appelle Valley, shown in the background, or the wilderness of the northern lakes and woods.

If members have similar cards and think that the above is of some interest, they can contact me. [Colin's idea is certainly valid and one can see the parallels with railway stations which, sadly, have also disappeared across Canada over the years. I have a few cards depicting elevators and will illustrate a card from Gull Lake, Sask. as one which has been "identified". Prairie Giants by Hans Dommasch (Western Producer Prairie Books, Saskatoon, 1986) is a good source to start with. Ed.]



"THE GREATEST OUTDOOR SHOW ON EARTH"--BY DEAN MARIO

July in Canada is synonymous with Calgary, Alberta's famous Calgary Stampede: a ten-day extravaganza known worldwide featuring the Canadian West's lore, heritage, legends, and one of the largest rodeo events in North America.

Guy Weadick, an American cowboy/agent/rodeo participant/promoter/showman, is credited with "creating" the Stampede. His organizational skills, brash promotional abilities, and an extroverted personality certainly assisted him in his goal to create one of the most well-known events in the world. Some have equalled his exploits to that of the legendary William F. "Buffalo Bill" Cody; and Weadick's trick roping performances with the Miller Brothers' 101 Ranch Wild West Show gave him enough experience to equal his contemporary!

On September 2, 1912, the Stampede opened with a terrific parade. A card illustrating its beginning ox-team entry is shown in colour on the last page (unused, VELOX). Estimates of 75,000 to 80,000 viewers lined the streets to watch the event. The Calgary Herald reported that the:

. . .procession containing upwards of 3,000 people and over two miles in length...proceeded between the packed lines of spectators to the heart of the city....The parade, moving at a fairly rapid gait, took approximately one hour to pass Centre Street. (1, p.69)

The first Stampede was a smashing success, with Clem Gardner winning the All-Around Cowboy.

Another card depicted in colour shows an unused AGFA/ANSCO (1930's-1940's) view of a mishap during the Stampede's "half mile of hell"! The chuckwagon races were viewed initially as a novelty rather than a major attraction, but they quickly became a crowd favourite. The Stampede on July 14, 1923 saw its first chuckwagon champions Bill Somers (driver) and Dan Riley, A.E. Cross, Jack Drumheller, and Rod MacLeary (sponsors) from the Mosquito and Willow Creek ranching districts south of High River, Alberta. (2, p.189).

Stampede cards are plentiful but the early cards depicting the formative years are getting more difficult to find. "Whooooop-ee-eee"!!!!

REFERENCES:

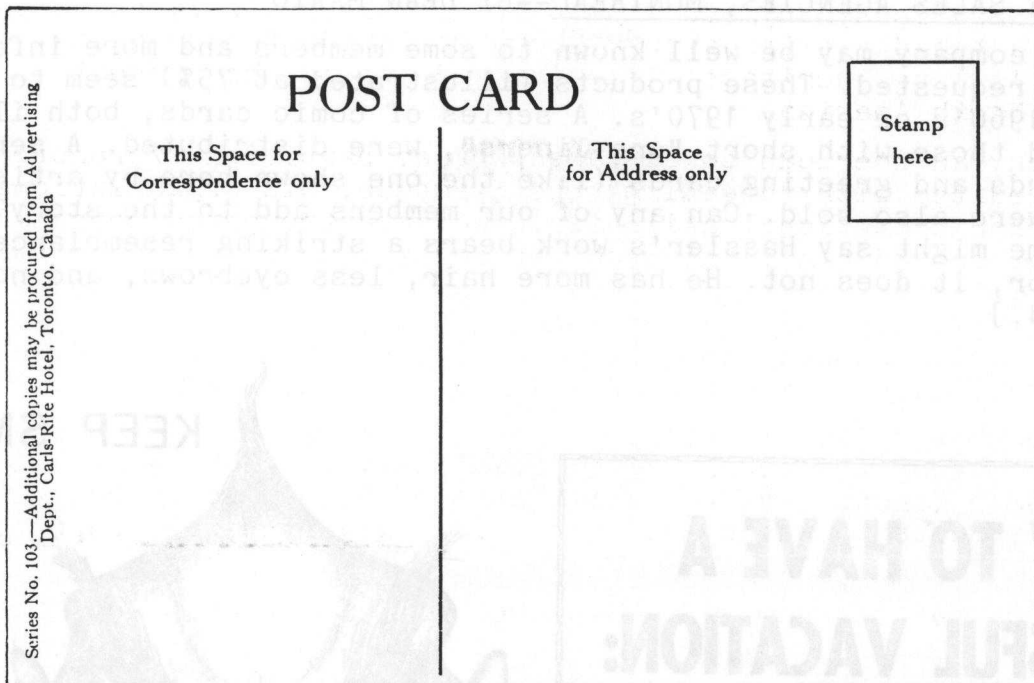
1. Chuckwagon Racing...Calgary Stampede's Half Mile of Hell! Heritage House Publishing Co., Ltd., 1983.
2. A Brand of Its Own: The 100 Year History of the Calgary Exhibition and Stampede. James H. Gray. Western Producer Prairie Books, Saskatoon, 1985.

* * * * *

CARLS-RITE HOTEL CARD PROMOTIONS--BY GARY PECK

W.O. Buchanan's Carls-Rite Hotel cards (November 2001) likely would have been on a postcard rack along with these cards [illustrated on the last in colour.Ed.]. Both of these cards were excellent promotions with additional cards available from the hotel's advertising department as noted on the reverse of the cards (illustration follows). The "Winter Sports" card was from Series No. 103, while the "Summer Sports/Motor Boat Races at Exhibition Park, Toronto, Can." was from Series No. 102. Neither card was posted.

[Cont'd.]



* * * * *

THE B.C. GOAT BREEDERS ASSOCIATION, VICTORIA--BY DEAN MARIO

These two intriguing cards (illustrated later in colour) are quite interesting. They were used as promotional items, presumably, and advocated goat milk consumption and goat breeding. The backs are similar with "PRIVATE POST CARD" off-centre, a stamp box with "STAMP" inside, and a double-lined divided back. I can find no current B.C. Goat Breeders Association existing today. Do members have other cards with other "does" illustrated? Can anyone inform the group about this organization? I would hazard a guess as to the era being from the 1930's or 1940's but if used examples exist, please send in details.

* * * * *

CANOE RIVER, BC TRAIN WRECK--INFORMATION PLEASE!

A westbound Canadian troop transport collided with a Canadian Transcontinental in the vicinity of Canoe River in November 1950. The troop train was carrying Canadians on their way to Fort Lewis, Washington, USA during the early days of the Korean War. References indicate that a witness took photographs of the train crash and examples exist in the Canadian Public Archives. Have any members seen a picture postcard of this event? Several members have commented that no cards have been seen to date but surely someone must have sent in a negative illustrating the event. Details to the Editor please.

* * * * *

BNAPEX 2002

Although we have not scheduled a study group meeting at BNAPEX '02 in Spokane, Washington, that certainly doesn't imply members can't enjoy the festivities anyway! Don't forget to contact John D. Arn at (509) 467-5521 or johndarn@aol.com for more details. September 26-29 is coming up fast and will be here before you know it! Check out the website for more information too at www.bnaps.org!

* * * * *

WORLD WIDE SALES AGENCIES, MONTREAL--BY DEAN MARIO

The above company may be well known to some members and more information is requested. These products (illustrated at 75%) seem to be from the 1960's or early 1970's. A series of comic cards, both illustrated and those with short "one-liners", were distributed. A series of postcards and greeting cards (like the one shown here by artist R. Hassler) were also sold. Can any of our members add to the story? [Although some might say Hassler's work bears a striking resemblance to your Editor, it does not. He has more hair, less eyebrows, and no goatee! Ed.]

**HOW TO HAVE A
SUCCESSFUL VACATION:
TAKE ALONG LESS CLOTHES
AND MORE MONEY**

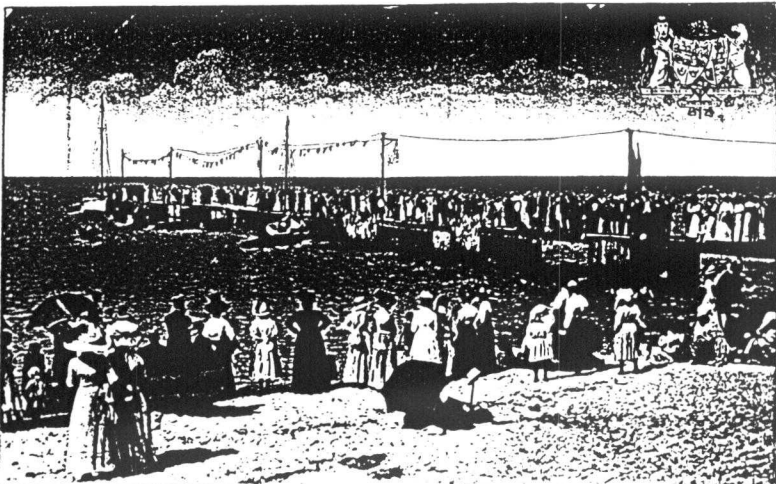
Distributed in Canada by: World Wide Sales Agencies Ltd., P.O. Box 98, Snowdon, Montreal 248, Canada

KEEP SMILING.



Exclusive Canadian Distributors:
World Wide Sales Agencies Ltd. P. O. Box 98, Snowdon, Montreal, Que.

* * * * *

WAITING FOR THE RACES, GRIMSBY BEACH--BY DEAN MARIO

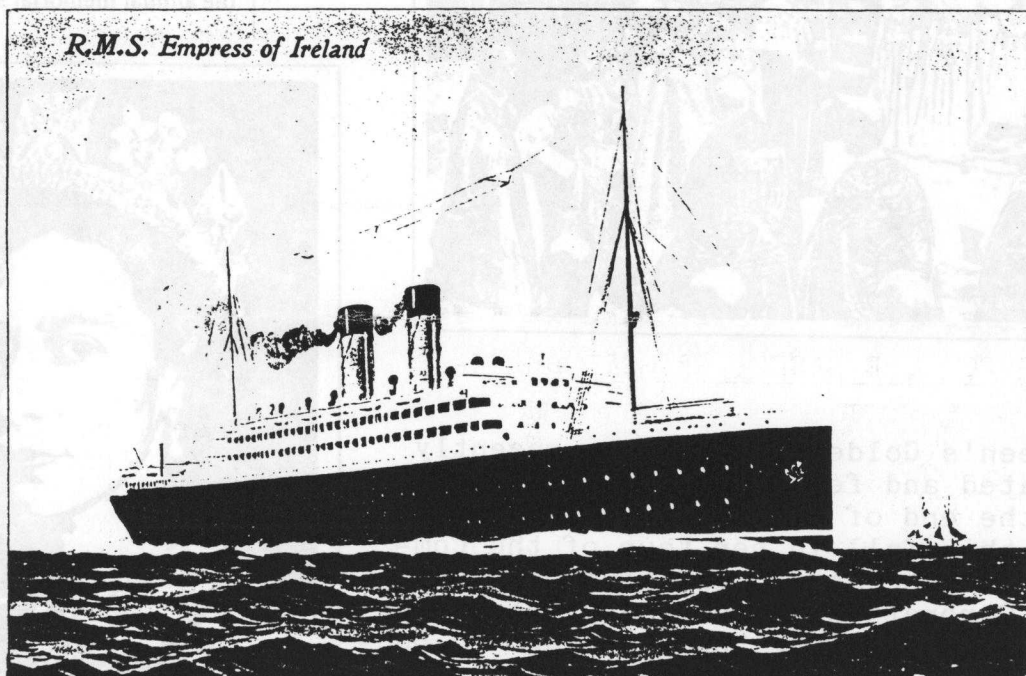
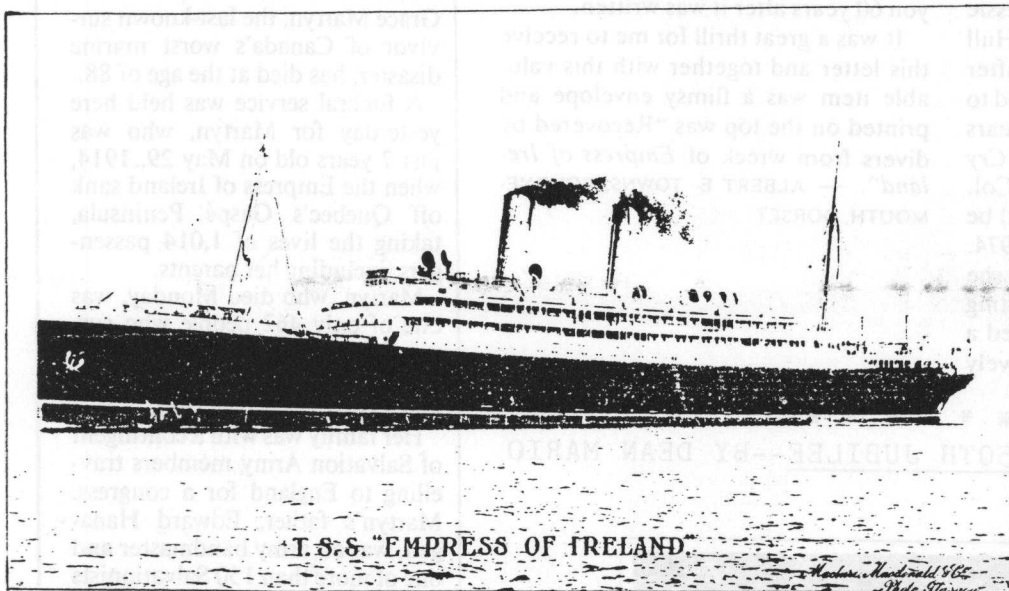
The colour card at left (F.H. Leslie, Publisher, Niagara Falls) is just one of a multiple series of cards produced by this well-known publisher.

It shows a popular event during the summer months. The card is unused.

* * * * *

R.M.S. EMPRESS OF IRELAND--BY J.C. CAMPBELL

Members will already know most of the story related to the above ship and its tragic sinking in the St. Lawrence River on May 29, 1914 (see also the article in BNAPS Topics, May/June 1985). There was a loss of 1,014 lives; many of whom were members of the Salvation Army. Two related articles follow ("Long-Lost Letter" is from This England, Summer 1988; and an obituary from the Canadian Press in 1995).



LONG-LOST LETTER

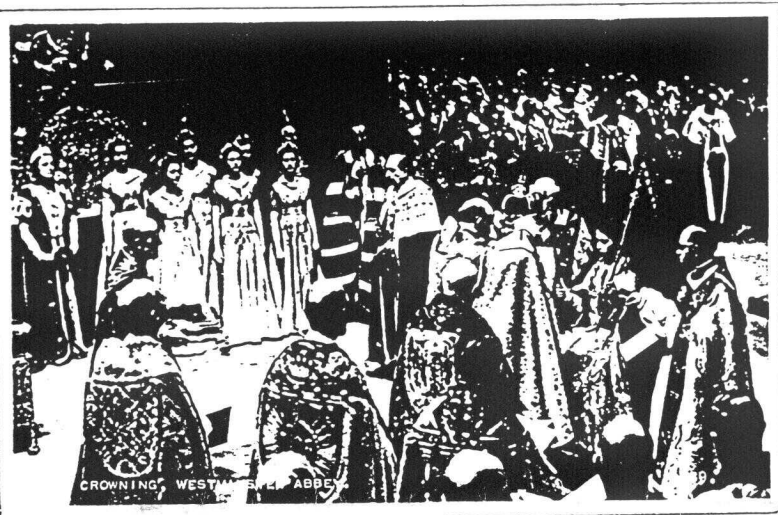
SIR: I read with interest the letters referring to the *Empress of Ireland* and especially Mr. Dolling's mention of the loss of 167 Salvationists (Winter 1987). I wonder if the following incident will be of further interest. During 1913, when I was about 11, a young Salvation Army Officer called Captain Jessie Hurst stayed with my parents in Hull prior to leaving for Korea. Shortly after her arrival out there she was married to an Ensign Palmer. More than 60 years later, the Salvation Army's *War Cry* made reference to a Mrs. Lieut.-Col. Palmer of Seattle, USA who would be reaching her 90th birthday in May 1974. Not having seen Mrs. Palmer since she left Hull in 1913, I wrote congratulating her and some weeks later I received a most interesting letter from this lovely

Army lady, in which she said, referring to the events of 1913: "As soon as I knew the plans for our wedding, I wrote to your mother and it went by sea-mail on the *Empress of Ireland*. About 10 months later it was returned to me in Korea from the Dead Letter Office in Canada. It was put away with some of our papers and now I want to send it to you 60 years after it was written."

It was a great thrill for me to receive this letter and together with this valuable item was a flimsy envelope and printed on the top was "Recovered by divers from wreck of *Empress of Ireland*". — ALBERT E. TOWNS, BOURNE-MOUTH, DORSET

* * * * *

QUEEN ELIZABETH'S 50TH JUBILEE--BY DEAN MARIO



The Queen's Golden Jubilee was recently celebrated and festivities will continue until the end of the year. She will visit Canada this fall in her tour of the Commonwealth. The above card is from a Valentine's Coronation Souvenir and denotes on the reverse that the "prints flown to Dundee by aeroplane on Coronation Day, June 2nd, 1953. Post Cards on sale in London by 11 o'clock on June 3rd."

The black and white card at right is also from the Valentine's Series E.R.12. Both unused and shown at 75%.

* * * * *

OBITUARIES

Martyn survived Empress sinking

CANADIAN PRESS

ST. CATHARINES, Ont. Grace Martyn, the last-known survivor of Canada's worst marine disaster, has died at the age of 88.

A funeral service was held here yesterday for Martyn, who was just 7 years old on May 29, 1914, when the *Empress of Ireland* sank off Quebec's Gaspé Peninsula, taking the lives of 1,014 passengers, including her parents.

Martyn, who died Monday, was one of only 462 people who survived the collision between the fog-bound Canadian Pacific liner and a Norwegian coal ship.

Her family was with a contingent of Salvation Army members travelling to England for a congress. Martyn's father, Edward Hanagan, was an army bandmaster and one of more than 150 Salvationists lost in the sinking.

In the 80 years since the disaster, Martyn, who was raised by an uncle in Toronto, missed only four of the annual memorial services.

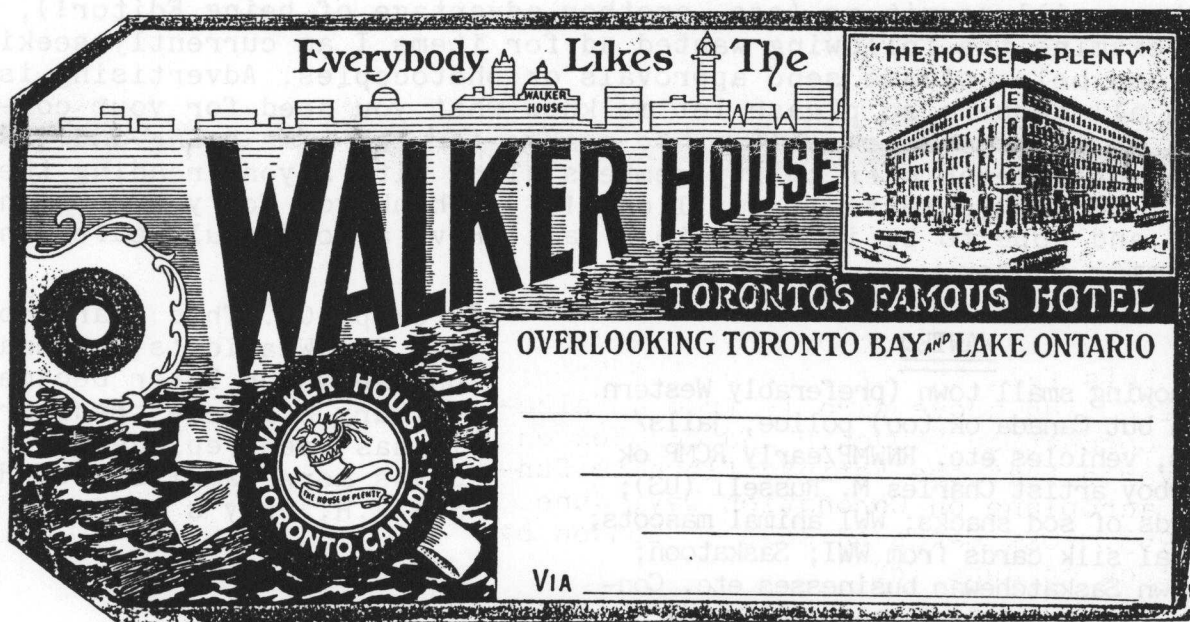
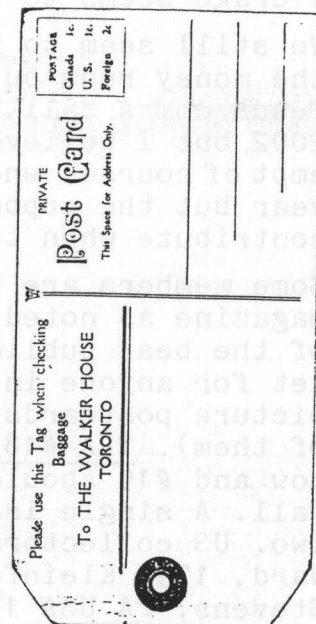
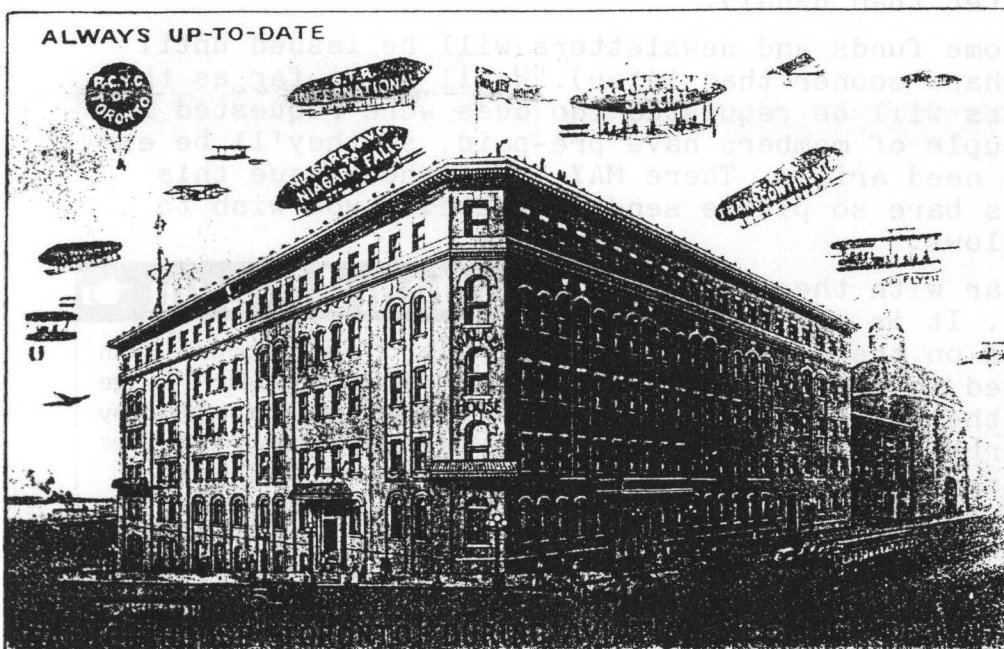


THE WALKER HOUSE-REVISITED--BY W.O. BUCHANAN

These two spectacular items remain from Bill's original sending. Members will recall the varied cards from this "House of Plenty" (Sept. 2000; Nov. 2000; and Nov. 2001) shown in previous issues.

The top card was issued for the "aviation meeting" held in Toronto. Note all of the types of airships! Presumably these were the artist's "renditions" but perhaps they were precise illustrations of what had been on hand at the time! Bill wrote that it is in sepia and is unused.

The next item (reduced back) is probably one of the finest illustrated advertising baggage tags in existence. It doubled as a postcard too! Bill notes that the card is navy blue except the border which is red. The Walker House "seal" is illustrated in red and yellow. It was produced by the well-known firm of Dennison's.



DEAR MEMBERS:

Because no new Editor has come forward for our Study Group, here is another issue from your current one and it is hoped that it is of some interest. It does seem to be more rural/agriculturally-based this time which was not planned! Many of the articles are by one individual and it is hoped that other members can send in an item or two (the other contributors are thanked profusely) because he might permanently look like the previous illustration on p.110! A new Editor is still desired for 2003 or the Group may go into hibernation for the future. If you don't wish this to happen, think about it please.

Colin and I hope that everyone's summer is going very well. It has been terribly hot and dry here in Saskatchewan with record temperatures but we trust that it is more seasonal where you are (even though Canada on average seems to be hotter than usual).

We still seem to have some funds and newsletters will be issued until the money runs out (perhaps sooner than later). We'll go as far as the funds do. A call for dues will be requested (no dues were requested for 2002 but I believe a couple of members have pre-paid, so they'll be exempt of course) when the need arises. There MAY be another issue this year but the cupboard is bare so please send in whatever you wish to contribute when time allows.

Some members are familiar with the magazine as noted right. It is one of the best publications on the market for anyone interested in older picture postcards (and the printing of them). TPA #18 is currently out now and #19 should be issued in the fall. A single issue is \$8 or \$15 for two. US collectors can contact Jim Ward, 1795 Kleinfeltersville Rd., Stevens, PA USA 17578-9669 (US\$6/US\$11 for two). He also issues the Post-Card Journal which is well done too.

If members will permit me (see, another advantage of being Editor!), please examine the following wanted ad for items I am currently seeking. If you can help, please send approvals or photocopies. Advertising is open to all members so please let me know what you need for your collection or what you are selling. No charge for the time being and you can currently reach over thirty members along with anyone reading the archival copies (potentially millions!!!!). Thank you for your continued support and hope to be in touch this fall! Have a wonderful, safe, and cool summer season.

WANTED

Cards showing small town (preferably Western Canadian but Canada ok too) police, jails/stations, vehicles etc. RNWMP/early RCMP ok too; Cowboy artist Charles M. Russell (US); photocards of sod shacks; WWI animal mascots; regimental silk cards from WWI; Saskatoon; small town Saskatchewan businesses etc. Contact the Editor with details. Thank you!

* * * * *

← The Postcard Album →

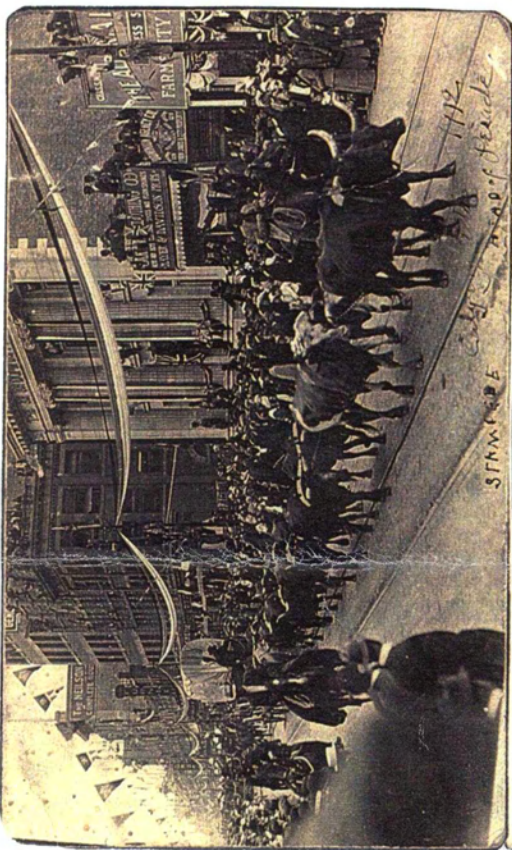
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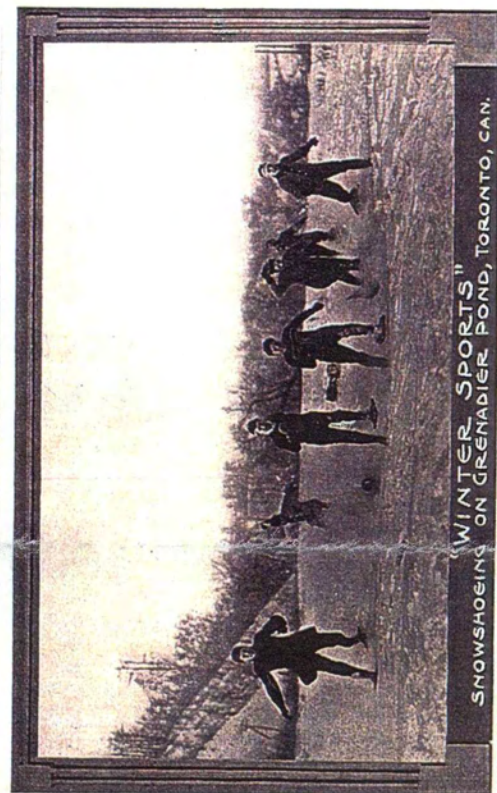
***From p.108. This "war-whoop" was Guy Weadick's personal phrase which later became a Calgary Stampede trademark. It has been replaced by today's more familiar "Ya-Hoo"! See J.H. Gray's p.37.



STRAVINSKY
1912
by road of Stravinsky

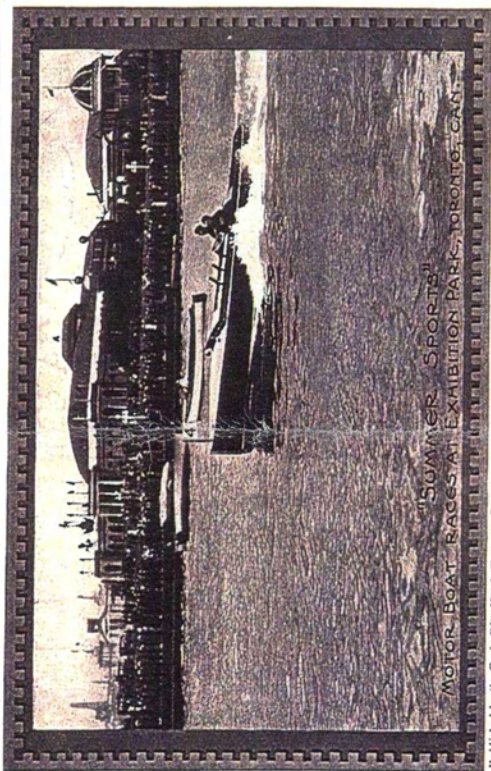


1916 by
C. S. P.



"WINTER SPORTS" ON GRENADIER POND, TORONTO, CAN.

Published by the Carls-Rite Hotel, Toronto, Canada



"SUMMER SPORTS"
MOTOR-BOAT RACES AT EXHIBITION POND, TORONTO, CAN.

Published by the Carls-Rite Hotel, Toronto, Canada

MILK IS THE PERFECT FOOD AND THE BEST MILK IS GOAT'S MILK

For Information Write

Victoria, B. C.

TYPICAL TOGGENBURG DOE

MILK IS THE PERFECT FOOD AND THE BEST MILK IS GOAT'S MILK

For Information Write

Victoria, B. C.

TYPICAL SAANEN DOE