

BNAPS

POST CARD MATTERS

Newsletter of the Post Card Study Group Vol. 6 No.2

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Hi Guys

This is your last Newsletter for this year and kind of your 1st for 2006. In order to continue as a Study Group we need some of the following to happen.

1. Please send in your \$10.00 Cdn. dues for 2006, if you already haven't done so. Payable to Colin Campbell, #303 - 1260 Raymer Ave., Kelowna, BC, V1W 3S8.

2. The cupboards are bare!!!!!! We have no more articles to publish. We need your input to continue publishing. We need some ideas for subjects you'd like to see discussed. Fill our mailbox with stuff.

3. The quality of our newsletter has not been as good as we'd like to see. There are many reasons for this. One important one is in our production, we are photocopying mostly photocopies of cards, which is not our 1st choice. If submitting any material, please send originals where possible and high quality photocopies otherwise.

This edition consists of contributions by Dean Mario, Colin Campbell, David Negus and ourselves. Hope you enjoy it.

THE OXYGEN COMPANY OF CANADA - Dean Mario

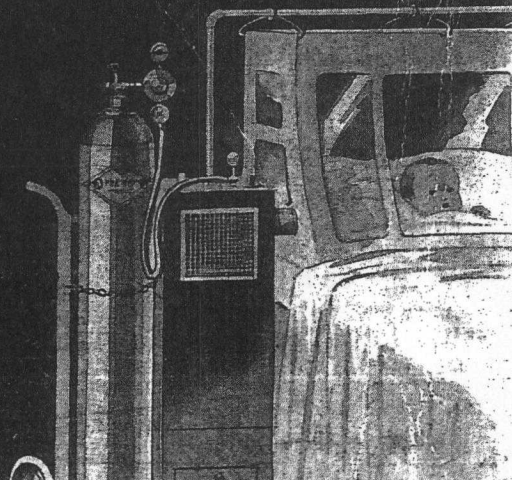
Here's a card which may be an earlier version to that shown on pg. 5 in issue (Vol.5, No.1). There were hundreds of versions of the pharmaceutical company cards produced and, similarly, there must have been many of these "oxygen tent" cards sent to various Canadian doctors. During the mid - 1930's, the listed diseases were very serious (and some remain so today) and the company saw an opportunity to inform the medical profession of its product.

"Your **OXYGEN TENT** has saved my only son and I'll always be very grateful to you"

THE ABOVE IS AN EXACT QUOTATION FROM A LETTER RECEIVED BY THIS COMPANY

The value of Oxygen Therapy is not measured in money, but in gratitude, as expressed by this thankful father.

OUR EQUIPMENT
RENTED or SOLD
(See Reverse Side)



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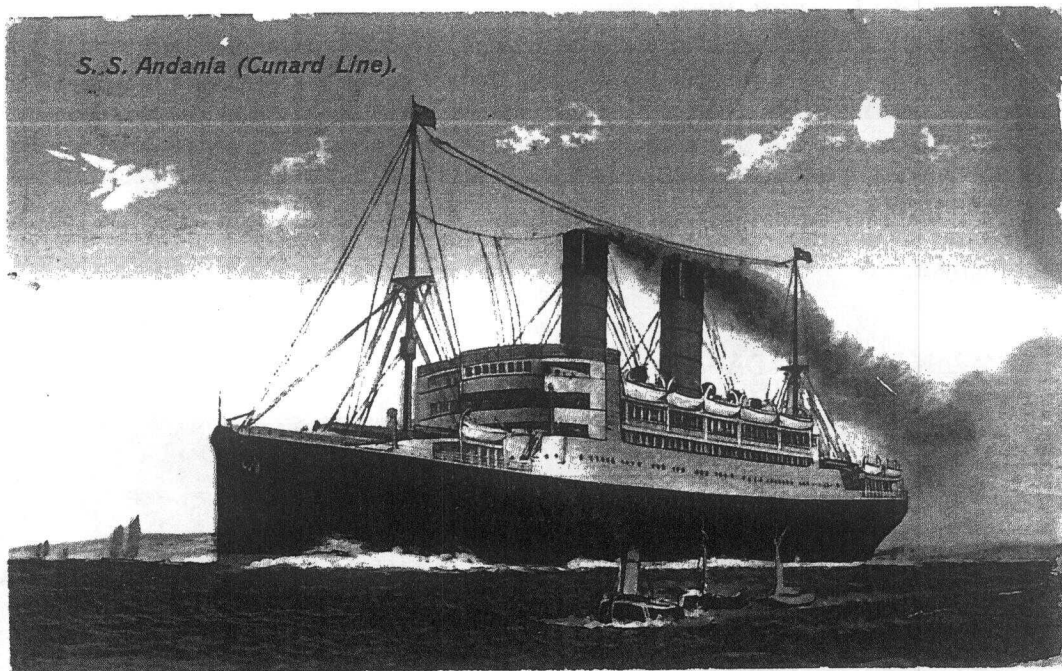
S.S. ANDANIA - Colin Campbell

Cunard Line's 'ANDANIA' was one of the ships used to transport Canadian troops to England, and the First World War. The date was October 26, 1914. There were 32 passenger ships in the convoy plus seven Naval ships as escorts

This card was written by a soldier about to leave. The p/m is Quebec SP 29 14, the exact day the ship was ready to leave for the gulf to await other ships of the convoy. At 13,405 tons, she was built in 1913. Thus she was a relatively new ship. She carried the 14th Battalion and the 16th of the 3rd Canadian Infantry Brigade. About 1900 all ranks plus crew. The card would have been purchased (or given free of charge) on the ship and taken off for posting.

The message reads, in part (owing to stains)...

"Elsie and Charles... on board the "Transport ANDANIA" this morning, but will probably be in the Gulf for a few days waiting for other transports. Don't know where we are going but surmise, and hope, England. Am fine and dandy, hope you are the same. Dick"



S.S. Andania (Cunard Line).

S.S. LUSITANIA - Colin Campbell

A British steamship, S.S. LUSITANIA of the Cunard Line, was torpedoed by a German submarine on May 7th, 1915 ten miles off Kinsale Head, Ireland.

The ship sank in less than 20 minutes with a loss of 1152 persons. As 114 of the victims were American citizens this act nearly brought the USA into the war. They were not at war with Germany at this time.

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POST CARD



PHOSTINTCARD MADE ONLY BY DETROIT PUBLISHING CO.

S.S. Lusitania 12 Feb 1914
There are 5 Decks viz
A. Boat Deck & Lounge
B. Drawing, Smoking Room
and outside Promenade
C. Cabins and large Hall
and outside Promenade
D. Dining Room & Cabins
E. Cabins.
I am located on D Deck
near the Dining Salon
We have 150 Second class
passengers but we are not full
THIS SPACE MAY BE USED FOR MESSAGE.

Miss Gladys Johnson
Highlands Ranch
Vernon
British Columbia
Canada

THIS SPACE FOR THE ADDRESS.

Notice the date on this postcard, 5 1/2 months before Canada went to war against Germany and 1 year and 11 weeks before the LUSITANIA was sunk.

This card, likely was purchased in New York and carried on board to send. The message reads....

S.S. LUSITANIA 12 Feb 1914

There are 5 Decks viz

- A Boat Deck and Lounge
- B Drawing, Smoking Room and outside Promenade
- C Cabins and large hall and outside Promenade
- D Drawing Room & Cabins
- E Cabins

I am located on D Deck near the Dining Salon. We have 150 Second Class passengers but we are not full.

Posted on board, cancelled with a large PAQUEBOT cancel reading POSTED AT SEA, RECEIVED 17 FE 14 6AM CARDIFF.

DR. S. J. RITHOLZ OPTICAL CO. - Dean Mario

In keeping with the medical theme on page 1, illustrated is an unused postcard (copyrighted 1930) for those seeking some new "specs"! An accompanying "pulp" newsprint letter notes that the company is the "largest mail order spectacle house in Canada". Given the fact that trends in eyewear come and go (like fashions), it won't be too long before you see similar ones on your optometrist's shelves. However, I doubt that you would get them for the \$2.98 price today!

Snaps Post Card Study Group Page 4

New Comfort SPECTACLES
Popular Everywhere

ONLY \$2.98
Special SALE Price



© Dr. S. J. R. 1930

The very Latest and Best Improvement. Leaves No Mark on Bridge of Nose. Guaranteed not to Break or Tarnish.

New Spectacles on 10 Days' Trial

Let me send you these latest Style, New Comfort Spectacles with Clear Vision lenses on 10 Days' Trial. The most beautiful spectacles produced in many years. Worn by multitudes of people. Popular everywhere. Distinguished in appearance. Leave no marks on bridge of nose. Light weight. Will enable you to read the smallest print, thread the finest needle, see FAR or NEAR. Beautiful case included FREE! Satisfaction Guaranteed. If you are not amazed and delighted, if you do not think my spectacles at only \$2.98 better than those sold elsewhere at \$15.00 you can send them back. You don't risk a cent.

Get Your Own Glasses FREE and Make \$10 or More Besides

Just mail the enclosed card if you want to try my New Comfort Spectacles and learn how you may get them Free and make \$10.00 or more besides.

Dr. S. J. Ritholz Optical Co.

29-33 Melinda St.
 Toronto, Ont., Canada

Big Catalog

of Most Popular Spectacles in Single or Double Vision All Styles

FREE!

MAIL CARD!

**MAIL CARD TODAY!
 For 10-Day Trial**

SEND NO MONEY! Just mail the card. Get the benefit of this great bargain. Remember—not a cent in advance now. Keep your money right at home. Mail the card today!

Dr. S. J. Ritholz Optical Co.
 29-33 Melinda St.
 Toronto, Ont., Canada

I want to try your New Comfort Spectacles for 10 days and learn how I may get them without cost, also send New Catalog.

Name Age.....
 Address
 Town Prov.....

SEND NO MONEY

Printed in U. S. A.

Post Card

PLA
 STA
 HEF

Dr. S. J. Ritholz Optical

29-33 Melinda St.

Toronto,

Dept. C. H. C. 1

WELL, NOBODY'S PERFECT - Dean Mario

Members will know that publishers, especially in non-Canadian countries, sometime make printing errors. These two cards are typical of what might go wrong. Moose Jaw, Sask. residents would be a bit surprised to find the Selkirk Range from B.C. down their main street! This card was published by W.J. Gage & Co., Toronto and made in Germany (#3315/divided back). The other card (#10,870/divided back) by The Robbins Bros. Co., Boston, Mass. and Germany, simply substituted and overprinted "N.B." for "Me.". Both unused but I suspect pre-1910.

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Selkirk Range, B.C., Main Street Moose Jaw-Sask.



Grand Manan
Cascade at North Head, N. B.

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WILLIAM BRYCE, PUBLISHER, TORONTO CANADA - Don Kaye and David Negus

The colour photocopies of the William Bryce early pioneer cards included with this newsletter are provided courtesy of David Negus, Vancouver, B.C.

Members take note of the 1st card which has important information regarding publishing. It reads...

Dear Sir,—

"As you are aware, the Government has lately sanctioned the issuing of Private Post Cards by any firm in Canada. This is sample of new Chromo Post Card I am producing. I can supply this Card to you or any firm with a picture of your own building, factory, or any view of your town that you may wish, provided you furnish me with the photograph.".....

Also note that this card was used with a MONTREAL/CANADA JU 1/95 CDS receiving postmark.

The official Canadian Postal Guide 1895 supplement, dated Dec. 29th 1894, shows rules for private post cards as follow-

"On and after the 1st January next, Private Cards, prepaid by a 1 cent postage stamp affixed thereon may be sent by mail within the Dominion of Canada....."

All three cards have been used; 1895, 1897 and 1899. The 2nd one was used by Wm. Bryce as a credit notification. All images are 2 colour vignettes, the blue sky was added to the card by a separate print run.

Can any of you answer these questions?

- 1 Is this the earliest known used Wm. Bryce card?
- 2 Was Wm. Bryce the 1st Canadian publisher of private cards?
- 3 Has anyone similar cards showing publisher advertising on them?
- 4 Does anyone know how many different cards of this type exist?

We'll publish all the responses.

Don and Louise

William Bryce, Publisher, Toronto
Canada

Toronto, Ont., 189.....



DEAR SIR,—
As you are aware, the Government has lately sanctioned the issuing of Private Post Cards by any firm in Canada. This is sample of new Chromo Post Card I am producing. I can supply this Card to you or any firm with a picture of your own building, factory, or any view of your town that you may wish, provided you furnish me with the photograph. The prices are
\$5.00 for the first 1000, and \$4 for any subsequent 1000.

When two orders are received at one time with two photographs for 1000 each, price is \$4.50 per 1000, a short business card can also be printed on the face of card for 50 cts. per 1000 extra.

I believe you will see that this card is a splendid medium to advertise your business or Town. When sending in photograph with your order give me as clear a photograph as possible. If larger quantities are wanted, write for special prices.

TERMS NET 30 DAYS,
Hoping to be favored with your order at an early date.
**WILLIAM BRYCE, PUBLISHER, TORONTO,
CANADA.**

Booksellers and news agents will find a Ready Sale for Post Cards with views of their Town.

Trade price of any stock view, 60 cts. per 100, or 500 lots, 50 cts. per 100.

January 1, 1895 Authorization of Private Postcards

William Bryce, Publisher, Toronto
Canada

