

**IS THIS THE WORLD'S SMALLEST PULLOUT POSTCARD BOOK?**

This has a metal casing and catch overlaid with leather on the front and a tiny leather strap with a buckle.

Pictures measure 2.75cm x 1.75cm

A real little treasure.



**MEMBERS ADVERTISEMENTS:**

**WANTED TO BUY:**

DC3 aircraft postcards, Swiss postcards prior to 1960, hospitals and cards dated 1943. Anybody with any of these cards to spare please contact Ray Thompson with details on Phone: (08) 8258.9022.

Postcards of C.A. Pitt & Co., C.A. Pitt Ltd., Souvenirs Australia Pty. Ltd., 1951-1995. Phone Bronte Watts (08) 8431.0549.

Australian Comic Postcards. Collector and researcher looking for singles, groups, duplicates, hoards, large/small collections. Anything considered. Contact Gary Davies, PO Box 107, Magnetic Island, Queensland, 4819. email: ccbnq@optusnet.com.au

Metamorphic postcards in good condition. Contact David Edwards, Phone: (08) 8250 0484

Postcards of Botanic Hotel and Newmarket Hotel, Adelaide. Must be in good condition. Contact Pauline Edwards, Phone: (08) 8250 0484

Any postcards relating to Australian National Rifle Association shooting contests for selection and competitions held at Bisley Camp in England. Contact Lorenzo, Ph:(08) 83361340. email: lorenzog@esc.net.au

Silk cards in good condition bearing military badges; flags of America, New Zealand, Wales, India, and Italy. Contact Lorenzo, Ph:(08) 83361340. email: lorenzog@esc.net.au

Picture Postcards of the Post Offices in Vienna; Cracow; Budapest; Lemberg and Kiev. Please contact John Bodnar advising of your asking price. email: mibetco@senet.com.au or PO Box 395, Edwards-town, SA, 5039, Australia. Thank You.

**BUYING - SELLING**

**Old Books, Postcards, Trade Cards,  
Cigarette Cards, Ephemera,  
Autographs, Sheet Music, Anything Printed.**

**ABRA CARD ABRA ROYCROFT**

**680 High Street, East Kew, 3102, Victoria**

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*Australian Postcard Society Inc.*

**BULLETIN**



August 2010

Quarterly Issue No.06

**WEBSITE ADDRESS: [australian-postcard-society.com](http://australian-postcard-society.com)**

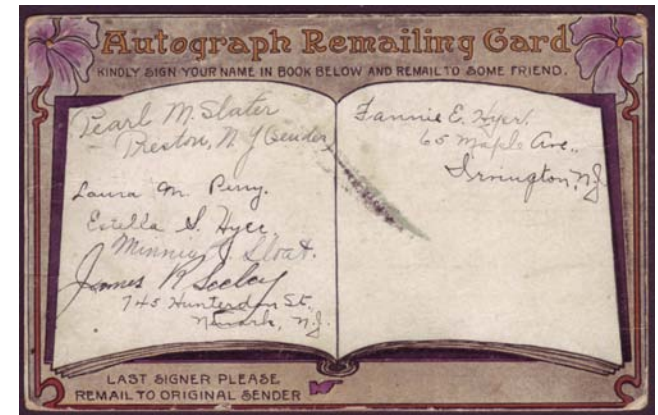
This Autograph Remailing Card is an unusual concept for a postcard which surely would have caused some confusion for the postmen of the day.

It contains six autographs, has been posted six times, and is dated 1909.

The card was patented in 1908 by G. & B. (possibly Gartner & Bender of Chicago, although the Metropolitan Postcard Club of New York City shows this firm as operating from 1911-1918).

It makes you wonder how our modern new postal machinery and posties would cope with this type of card today.

*From The Editors*

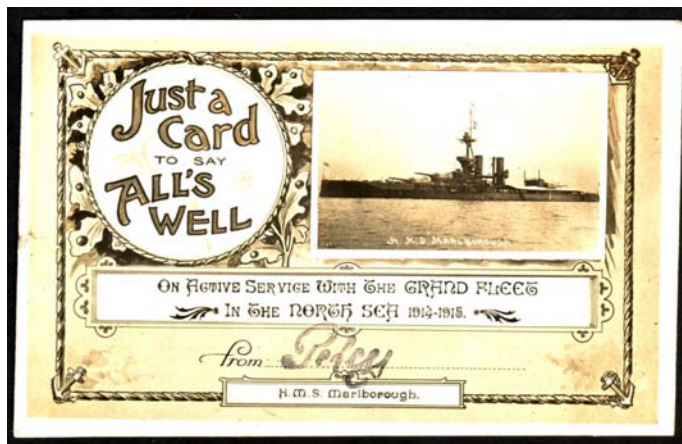


## The Battle of Jutland - by John Bell (Continued)

### The Fleets Collide (Cont'd. from Bulletin 05)

By 6.50pm GMT the German commander Vizeadmiral Scheer had extricated his fleet from the precarious position they were in by doing the simultaneous turn away, but this had put him further away from the safety of Wilhelmshaven, and Vizeadmiral Hipper had left the Lutzow which was so badly damaged it was in danger of sinking while most of the battle-cruisers were in poor shape.

Having received signals that told him the British fleet was sailing South-East, at 6.55 Scheer ordered a turn back to the East, as he hoped to pass across the rear of the British line and do some damage on the way. However he found that he had placed his ships in a worse position than they were in previously, the British were crossing the T again and all that could be seen was the flashes from the guns firing salvos at his ships.



HMS Marlborough was the British battleship hit by a torpedo but suffered damage only and made port safely.



HMS Hampshire went through the battle unscathed but 5 days later while carrying Lord Kitchener to Russia was sunk by a mine with the loss of all but a few sailors.

### COMING EVENTS:

The next philatelic event including postcards is **Swan River Stampshow 2010** to be held 9th-10th October, 2010.

There is also **Mandurah 2010** which is a National One Frame Competition for stamps, coins, banknotes and postcards being held 19-21st November 2010.

**Postcard Design Competition** for National Postcard Week—entries due at February meeting.

Betty Cornish Memorial Competition in April, 6 pages of wholesome childhood themes on Postcards, to be chosen by popular vote. Open to all members.

### PAST EVENTS:

**The Annual General Meeting** was held in July when half the committee stood for re-election and were elected unopposed for a term of two years. A more detailed account can be found on the website.

**Philatelic Congress** was held at Murray Bridge and Congratulations must go to John Bell, John Bodnar, David Figg, and Michel Roland for their Gold awards, Neville Solly and Lorenzo Giardello for their Vermeil awards (Lorenzo won 2); David Edwards (2), Lorenzo Giardello (2), and Robert Gooding (2) for their Silver medals awarded at club level.

**Stampex '10** was held at the Torrens Parade Ground Drill Hall where a host of very interesting postcard exhibits were on display from Australia and overseas. Hearty congratulations to the following members of our club who exhibited at National level: Robert Gooding Silver, Martin Walker Large Vermeil, John Bell Vermeil, Robert Halliday Large Vermeil, John Bodnar Large Silver, Robert Gooding Silver, John Bell Large Vermeil, Martin Walker Vermeil, Derek Pocock Large Vermeil, and Lorenzo Giardiello Large Vermeil. Congratulations also to Gaye and Graeme Chequer from Tasmania for their Large Silver award. They attended the Club meeting held at Stampex and joined the postcard society, as did Ross Ewington, also from Tasmania.

The first 4 issues of the Bulletin were entered in the Literature section of Stampex and we were proud to receive a Silver Medal.

There were a number of dealers with postcards for sale at Stampex and for the first time Philicia Antiques were a welcome addition to the stallholders with a large amount of their postcard stock.

### POPULAR VOTE COMPETITION FOR EMPIRE TROPHY HELD IN JULY

This trophy donated by Arthur Bergen was won by myself, Pauline Edwards, with an entry titled "Little Red Riding Hood, or Little Red Cap". There were an amazing number of interesting and colourful entries and it was a really difficult decision to decide who to vote for. I was very proud and pleased to win this trophy.

## NATIONAL POSTCARD WEEK

From an article by Demaris Swint on judnick.com (Continued)

*When you are ready to print. Think about where you are going to print them. Is there a small print shop near you? Drop in and explain your project and ask if they can help. Using your own computer and printer with any good card making program can be fun. I use Microsoft's picture it program. But there are many good programs available. Most will print four postcards to a piece of card stock. If you use an ink jet printer, be sure they are dry before stacking them and don't let them get wet. The ink will run. Laser printers do a good job of printing but are quite expensive to purchase.*

*Here are some guidelines originally from The Tucson Post Card Exchange Club...*

1. National Postcard Week and the date must be on the postcard, preferably on the front.
2. Your name or the name of the club and mailing address should be included, preferably on the front, but can be on the back.
3. The minimum size is 3-1/2x5-1/2 inches. Those are post office requirements.
4. Maximum is 4-1/4x6 inches. (I have seen larger)
5. The minimum thickness is 90 lb. card stock. Most home printers will print on 110 LB cardstock, sold in many discount stores.
6. All postcards printed should be of the same designs. You can design more than one. If you do you should send all designs in a trade.
7. A minimum of 100 copies is recommended to give other traders a chance to receive a copy.
8. To give your card extra worth, numbering them is an excellent idea. /100 on the back is okay.
9. Be sure to Autograph your postcard. A first name is okay.
- 10 All NPCW postcards should be mailed during NPCW, especially those sent individually with a stamp. Get a hand cancel at the post office desk.

### **HOW DO I TRADE WITH OTHERS?**

*You can send me your name and address and I will add you to a list of those who would like to trade with as many as possible. email: ezrestexas@aol.com put NPCW in the subject line. Or send your postcard or set of postcards to: Demaris Swint, PO Box 746, Alamo TX 78516-0746.*

*Send your postcard to Barr's Post Card News, National Postcard Week, PO Box 720, Vinton, IA 52349-0729.*

*Send your postcard or set of postcards to Lin Collette, PO Box 2666, Providence RI 02906. She is printing the directory of NPCW postcards for 2009. email her at: [rhodyart@aol.com](mailto:rhodyart@aol.com) for more information.*

*If you have time check out the website where there are over 4000 NPCW postcards shown. It is still a work in progress.*

*Please feel free to email me if you have any questions.*

[Demaris](#)"

This ends with a sample letter to the Mayor which can be used once more is known about becoming recognized as a National event.

A card produced for National Post Card Week was featured on the back page of Bulletin 4.

**So get those creative juices flowing and send your entries to the Secretary before the February meeting.**

**It would be great if our interstate members could prepare entries and promote their local club's interest in participating each year.**

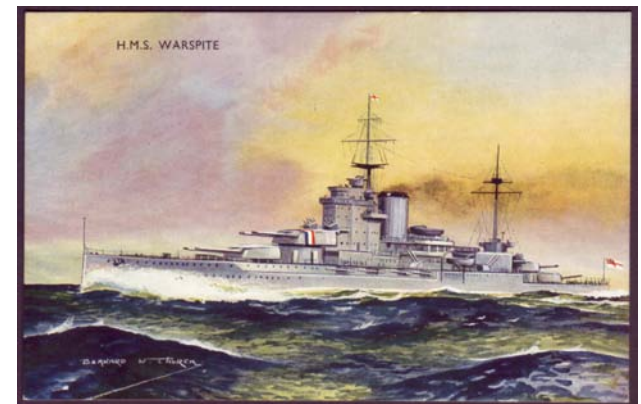
## The Battle of Jutland - by John Bell (Continued)

Scheer had no option but to order another turn away, but first at 7.13 he ordered the remaining battle-cruisers led by the Derfflinger to charge the British line and for the Destroyer-torpedo boats to make a mass attack with smoke as well. After seven minutes of hell the battle-cruisers turned away and the British battleships began dodging torpedoes by turning away also, this allowed Scheer and his fleet to escape once again.

The Marlborough was the only British battleship to be hit by a torpedo, but although damaged was able to keep its place in line. Right up until 8.45 there was contact with the various scouting groups of the two fleets, the German battle-cruisers came under fire from their British counter-parts and virtually ceased to be a fighting force, and the Derfflinger and Seydlitz only remained afloat because of their magnificent construction. With the hours of darkness could Scheer get the German fleet through the British line and to safety behind the mine fields off the Horns Reef and then to base at Wilhelmshaven?



HMS Australia did not take part in the battle as it was being repaired after a collision with HMS New Zealand.



This card of HMS Warspite could not be used for my display of the Battle of Jutland as it shows the ship after reconstruction before WW2, the main difference being one funnel instead of two.

## ERNEST CHARLES VICTOR ZIEGLER 1862-1937

Historical Notes—by Bronte Young Watts

Ernest Charles Victor Ziegler was born on October 6th 1862, the son of Oskar Ziegler and Mathilda Ziegler (nee Henning). Ernest Ziegler's father, Oskar Ziegler, arrived in South Australia on August 13th, 1850, on the ship Leonetine from Bremen, Germany. He had served an apprenticeship in one of the Royal Gardens of Saxony, in Dresden, Germany. On arrival in Australia Oskar found gardening to be hard work and he went to the gold diggings instead and was successful. With the money he made on the diggings he opened a provisioning store in Rundle Street, which he carried on successfully for 12 years.

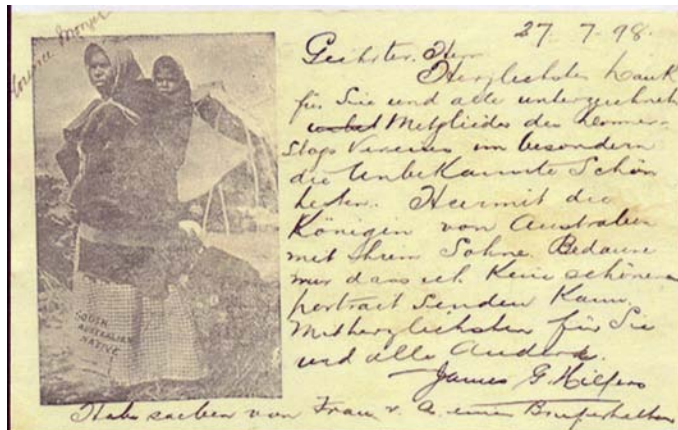


Card dated February 10, 1902, with Ziegler's picture and signature on the front.

On 21st September 1856, Oskar married Mathilda Henning, third daughter of F. Henning. Oskar was founder of the Adelaide German Club which began in 1854, and the Adelaide Liedertafel in 1858. He was a skilled Horticulturist and had acted as judge in various shows. He died on 26th August 1916, preceded by his wife Mathilda in 1893. Their children included: Ernest Charles Victor, Otto Bruno, Helena, Adelaide, Rose and Pauline. These children produced 22 grandchildren for Oskar and Mathilda.

This is the earliest postally used Ziegler card that I am aware of.

Reverse Type 1, 1898. (a)



## NATIONAL POSTCARD WEEK

The first full week in May beginning with a Sunday is celebrated as National Postcard Week in both the United Kingdom and the United States of America. At our last committee meeting it was proposed that members of our club design a postcard to be submitted at the February meeting so that we can follow the practice in Australia and promote our hobby in the same way. It would be nice if we could get as many entries for this as we have for the competitions for the two trophies awarded this year. The rules to follow for the competition are as per 1 to 10 on page 18.

The following is from an article by Demaris Swint on judnick.com printed with her kind permission. She is looking forward to hearing about the results of our efforts to promote this as an annual event in Australia.

"National Postcard week had it's beginnings in 1911 when a few postcards were printed for Postcard Day, May 1. Using slogans like: 'come to Tamps from the Tampa Bay Land Company and the First of May is Postcard Day by the Courier-Informant, a booster for Barlow, Florida. In July 9-15, 1950 a hand cancel on a Curt Teich Art Colortone on a linen postcard shows someone was trying to begin a NPCW. Ann Rusnak and Louise Northum sent World Postcard Day postcards in the Early 80's.

Our current National Postcard Week began in 1984 with the idea that the International Federation of Postcard Dealers and different clubs would make a postcard to celebrate the postcard and promote their hobby.

To celebrate the week, postcard collectors either design and make their own postcards or purchase them to mail to friends and family. Always being sure the words National Postcard Week and the date are on the Postcard.

NPCW began as a way for sellers and collectors to promote the hobby of postcard collecting. Publicizing your hobby is what NPCW is all about. Whether you want to trade or sell. Letting people know what you collect or sell, sending a NPCW postcard is just one of the ways.

Put up a display in your local library, contact the Mayor's office for a proclamation stating the first week of May is National Postcard Week. Contact the local Newspaper and/or TV station for a story about these events. Rather than say I collect postcards you can say I collect postcards and have designed a postcard for the celebration of NPCW and have a display at \_\_\_\_\_ or on this day the Mayor will be proclaiming this week as NPCW. A copy of a suggested letter to the Mayor follows this article.

You can use a printing company, a computer, or hand make your postcards. Some of the online printing companies can be found by searching for postcards.

### **MAKING YOUR POSTCARD**

Everyone can be creative. Pick up a pencil and get started.

Start with a theme. NATIONAL POSTCARD WEEK MAY 1-7, 2011.

Add something personal: what you find appealing, your geographical setting, an event, a topic or topics you collect, sell, love to send or buy. Got a scathingly brilliant idea???? Try it out!!!

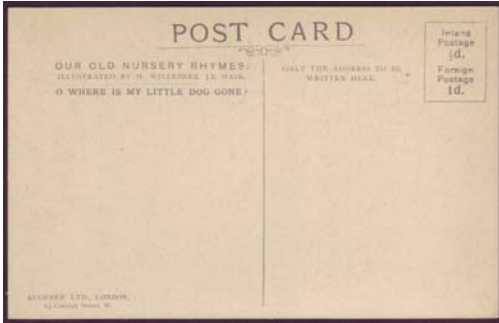
What is your objective? In this case to promote postcard collecting, your preferences or willingness to trade, as well as adding to your collection.

Concentrate on putting your ideas into words and pictures in a postcard format. Keep it simple. Put your sketch on paper. Put it aside. Later come back to it, cut it into parts. Move the parts around, change the size, words, pictures, drawings. Make some parts smaller, some larger. I sometimes find that my title is never large enough and my photos are too large. Use stickers, rubber stamps, what ever you have on hand if you just can't draw..... Show your idea to someone. Watch their reaction. If they are like my husband he likes everything I do. But his facial expressions shows whether he really likes it or not. Try out different ideas and concepts, one will be sure to be the one for you.

Do you take good photos? Think about using a photo. You will need to add National Postcard Week and the date to the photo. If you use a computer program, you can make your photo smaller and put the text around the photo. Check your local public library. Many have computers you can use to design

**Postcards of Henriette Willebeek Le Mair (1889-1966)**

by Pauline Edwards



The backs as produced by Augener Ltd.



How the cards and series are identified on the back.

I have only one card with Augener Ltd. and John Martin's House, Inc. on the back and have not found any reference to this firm anywhere relating to Henriette's work.

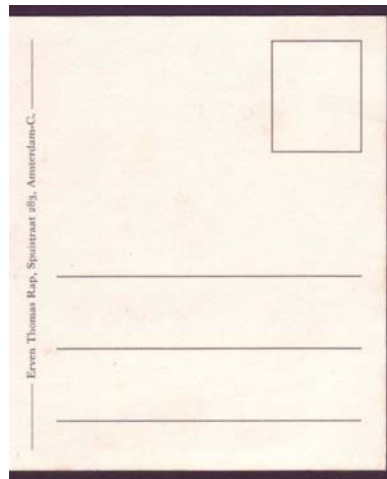
In 1917 an association was formed with David McKay, Philadelphia, and both Augener Ltd. London and David McKay Philadelphia appear on the back of the card. Cards with Henriette's drawings are available that do not identify her or the artwork. These bear the name of Erven Thomas Rap, Amsterdam.



As produced by Augener Ltd. and David McKay.



Showing Augener Ltd. and John Martin's House, Inc.



Back by Erven Thomas Rap.

Most of Henriette's work was done prior to her marriage in 1920, after which she became more involved with the Sufi movement and eastern religions and cultures. Any books produced after that time do not appear to have been published as postcards.

A truly great artist who created memorable pictures appealing to children and adults alike.

**ERNEST CHARLES VICTOR ZIEGLER 1862-1937** (Cont'd.)

Historical Notes—by Bronte Young Watts

Records indicate that Ernest was employed as a photographer's printer by Mrs Davis of the Adelaide Photographic Company, King William Street from 1877. On Wednesday 12th February 1879 the premises was destroyed by fire. At the inquest it was said that Ernest "was not mischievous and that he sometimes smokes on the premises".



Parliament House card with dated 1898 which was taxed. Reverse Type 1, 1898. (a)

Ernest began his own Photographic Business in 1889 and had a studio at 174 Rundle Street until 1893. In 1894 he moved to 40 Elizabeth Street, Norwood, and then to 42 Elizabeth Street, Norwood from 1914.

An item in the Observer from 17th May 1892 refers to some large photographic views that Ziegler had taken at the Hon. J.H. Angas' residence, Collingrove, near Angaston. He took the photos for the book "Fifty Years History of Kensington and Norwood", printed in 1903.



University card dated 1899. Reverse Type 2, 1899. (b)

On the 13th and 20th May 1898, Ziegler copyrighted at the Patents Office seven postcards with views of Adelaide. They were:- Adelaide Post Office; King William Street, Adelaide; Exhibition Building, Adelaide; First Creek, Waterfall (Waterfall Gully); Adelaide Parliament House; Adelaide University; and South

**ERNEST CHARLES VICTOR ZIEGLER 1862-1937** (Cont'd.)

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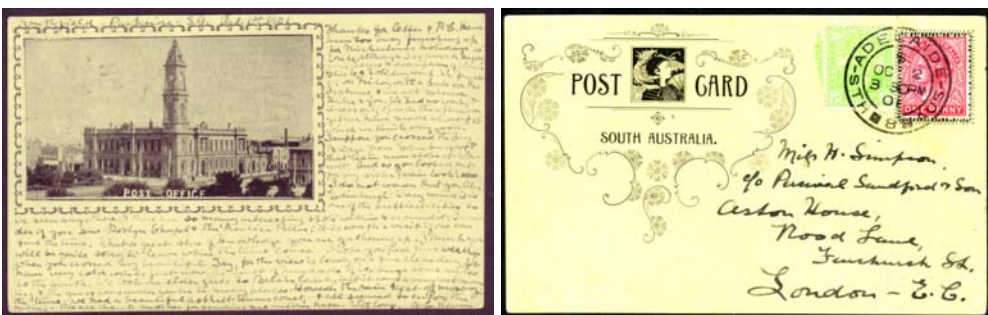
Australian Native. They were all in the half-tone process. The half-tone process is a process in which the half tones of a photograph are reproduced by breaking up the image into dots of varying size, transferring this dot image to a metal plate and etching the dots into relief for typographic printing. The shades of colour or tone between black and white in the photographic image are termed half tones.

From Adelaide Advertiser Monday, 16th May 1898, page 4 -  
*Mr. E. Ziegler has shown us some novel postcards which he has prepared. They contain neatly executed South Australian views. A penny stamp has to be affixed to secure their transmission. Mr. Ziegler has imitated the European Style.*



Government Offices dated 1901. Type 3, 1900. (c)

From the South Australian Register, Tuesday, May 17th, 1898, Page 5 -  
*We have received from Mr. E. Ziegler samples of neat, novel postcards, which he is introducing into the colony. On each is a process reproduction of a photograph, the Government Offices, the Post-office, King William-street, and the First Creek Waterfall being represented. The cards will be carried through the post if a penny stamp is affixed.*



Post Office dated 1901. Reverse Type 4, 1901. (d)

**Postcards of Henriette Willebeek Le Mair (1889-1966)**

by Pauline Edwards

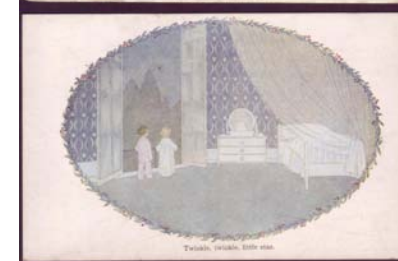
**More Old Nursery Rhymes**

A frog he would a wooing go	O, dear, what can the matter be?
Girls and boys come out to play	The crooked man Curly locks
Bedtime	What are little boys made of?
A happy family	Hush-a-by baby
Three little kittens	Ride a cock horse
There was a little man	



**Old Rhymes with New Pictures**

Jack and Jill	Three blind mice
Little boy blue	Mary, Mary quite contrary
Yankee Doodle	Twinkle, twinkle little star
Humpty Dumpty	Little Jack Horner
Polly put the kettle on	Little Miss Muffet
Lucy Locket	
Little Mother	
Sing a song of sixpence	



**Old Dutch Nursery Rhymes**

The stork has brought a little brother	Our baby prince
Turn round, turn round	Jacky stand still
Follow my leader	The tiny man
Weekday and Sunday	A basket full of nuts
The marionettes	The little sailor
Polly Perkins	



**Small Rhymes for Small People**

See, saw, Margery Daw	Three mice went to a hole to spin
Dance-a-baby, diddy	Sleep baby sleep
Baby mine	Goosey gander
Dance to your Daddy	Where are you going to my pretty maid?
The babes in the wood	Lavender blue
Lazy sheep	
Little Jumping Joan	



**English and Dutch Rhymes**

In the church	The christening
Four and twenty tailors	The wooden shoes
The first walk	A fairy tale
In the park	In Holland stands a house
Poor doggie	
The wise horses	

