



**ELECTED COMMITTEE:**

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Treasurer	David Figg
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Librarian	Ron Ritter
Publicity	Vacant
Auction Superintendent	George Turner
Magazine Editor	Linda Welden
SAPC Delegate	Vacant
Circuit Books	Tony Presgrave
Raffle Organiser	Alma Downes
<b>PATRON</b>	Phil Sunman
Webmaster	Johanna Stafford
Auditor	Andy Kovaleff

**Any questions or matters of  
Interest contact**

The Secretary,  
Linda Welden,  
PO Box 281,  
Edwardstown,  
South Australia, 5039.

email:  
lindaw3456@gmail.com  
Phone: 0421 367 665

**Membership Fees—1st July-30th June**

SINGLE	\$20.00
JUNIOR up to 16	\$ 6.00
FAMILY	\$30.00
OVERSEAS AUS	\$35.00

[Web site addresses of interest to our members](#)

New Postcard collectors website: [www.postcardhistory.net](http://www.postcardhistory.net)

Picture Postcard Monthly: [www.picturepostcardmagazine.co.uk](http://www.picturepostcardmagazine.co.uk)

The Western Australian Card Collector's Society website: [w-a-c-c-s.weebly.com](http://w-a-c-c-s.weebly.com)

The New Zealand Postcard Bulletin: [www.postcard.org.nz](http://www.postcard.org.nz)

BULLETIN BACK ISSUES

If you have missed out on back issues of the Bulletin they are available at \$5 plus postage or we can email you a pdf

BECOME INVOLVED

Bring any interesting items for "Show and Tell".

Members can bring their items for sale to meetings.

Bring auction lots to meetings.

ARTICLES FOR THE BULLETIN

Bring in a postcard... or as many as you want.

If you are from interstate/overseas scan it and email. Or send the postcard registered mail it will be scanned and returned asap registered post.

With **each** postcard a write-up will be needed - about half page or more.

Either hand written or typed.

Add your name if you wish or not if you are worried about the safety of your collection.

Keep them coming they will be added as space permits.

**PHILICIA ANTIQUES  
& COLLECTABLES PTY. LTD.**

**(Proprietors Phil & Chris Sunman)**

**317 GOODWOOD ROAD,  
KINGS PARK SA 5034**

**SPECIAL DISCOUNTS GIVEN TO  
MEMBERS OF THE  
AUSTRALIAN POSTCARD SOCIETY**

Buying and Selling **QUALITY** Old Wares  
Specialising in Ephemera

300,000 Postcards & 50,000 Cigarette Cards in  
Stock

Antique photographs, bill heads, tickets, sporting  
memorabilia, trade cards, military ephemera,  
magazines, rare books, catalogues, prints.

Also an extensive stock of china, glass, Australian  
pottery, lamps, jewellery, dolls and toys, furniture,  
statuary, Australiana, tins,  
packaging, etc.

**Business Hours -**

**Monday—Saturday 10.00am—5.30pm**

**Sunday 12noon—5.30pm**

**Contact Details -**

Telephone/Fax (08) 8357.8177 or (08) 8357.8077

After Hours (08) 8269.1835 Mobile 0409.695.234


E-mail: [philicia@tpg.com.au](mailto:philicia@tpg.com.au)

**MEMBERS ADVERTISEMENTS:**  
**WANTED TO BUY:**

**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

**Postcards of Kalamunda** (West Australia), Goa (India), Lord Howe Island & Magnetic Bay (Queensland) and Norfolk Islands and Route 66  
Email: pk@bankofideas.com.au or Call Peter Kenyon on: 62931848

***Members if you want to advertise your buys and sells etc let your Secretary know***



**Beechey's Postcard History - a web site**  
A reference to the history of Tasmanian Postcards  
Frequently updated with new postcard images and new publishers  
<http://beecheypostcardhistory.org.au>

## ***Business Advertising***

Per Bulletin prices  
\$30 per full page  
\$15 half page  
\$7.50 1/4 page

From The Editor  
Hi Folks,

A huge thank you for anyone who contributes items to The Bulletin. For every page published, you get \$1 from your next year's subscription fees.

For Members who use Facebook we have a club page.

Members of the public are invited to donate any unwanted postcards to our club.  
I hope everyone had a restful Christmas and New Year and are all rearing to get into postcards again  
Cheers Linda

COMING EVENTS 2020:

Club competitions-25th June-16 page club competition (SAPC Judges)  
-23rd July- Empire trophy-8 pages on Australia or New Zealand  
Betty Cornish Trophy-6 pages on children's theme

If anybody knows of events that may interest members please advise the committee so that it can be included in the Bulletin.

2nd May— Saturday—Open Day at Saphil House 10am—4pm

30th and 31st May

Combined Fair. Australian Postcard Society and Aust. Match Cover Collectors Society at the Drill Hall, Torrens Parade Ground

6th and 7th June

Antiques, Hobbies and Collectible Fair. Portside Recreation Centre, St Vincent St, Port Adelaide

12th September

Printed Collectibles Club Fair, Senior Citizens Hall, Hectorville

10th and 11th October

Congress hosted by Eastern Districts Philatelic Society at the Drill Hall, Torrens Parade Ground

2020 Auctions to be held at Saphil House

29th March, 24th May, 26th July, 27th September, 29th November

# PICTURE POSTCARD PRODUCTION

by the Late Michel Roland MAP (Founding Member)

## EPIC FLIGHT CENTENARY 1919-2019 (David Figg)

Our Club had two members (Martin Walker & David Figg) on the Epic Flight Centenary Committee which planned numerous events during the centenary year of Sir Ross & Keith Smith's epic flight from England to Australia (12/11/1919-10/12/1919) along with their mechanics Jim Bennett & Wally Shiers.

Full details can be found at <https://epicflightcentenary.com.au/>

In the course of the year, we both acquired picture postcards depicting this flight to add to our collections. In my case, I had the good fortune to complete my set of six postcards produced for the film and lecture tour which occurred in 1920.

Most collectors would recognise the common card from this set (p.5 top), but the other five, apart from perhaps the Vickers Vimy aircraft over the Swiss Alps are somewhat more obscure. They feature landmarks flown over by the crew en route to Australia namely the Pyramids in Egypt, Jerusalem, Damascus, and the Taj Mahal.

It was through the efforts of Wayne England at the University of SA that I learnt of their existence and that they also came in an envelope. A set (with envelope) exists in the Barr Smith Library holdings and is currently on show in the State Library Treasures Wall until early April as part of their Epic Flight Centenary exhibit.

Once armed with the scans, a quick eBay search using several search criteria (they were all separately published by the Photochrom Co Ltd of London & Tunbridge Wells, I located all five I needed in the stock of a UK dealer with buy it now for £10.25 each including postage. Quite a find proving once again that knowledge is power!

The State Library of SA has also digitised their holdings of Ross & Keith Smith memorabilia and the actual photographs from which these postcards were taken can be found at <https://digital.collections.slsa.sa.gov.au/pages/ross-keith-smith>



Many picture postcard collectors have enjoyed long years in the hobby, sharing the passion they have for their collection(s) with others and yet have not questioned how their little treasures were produced.

Some of you who have exhibited have been puzzled by the judges' comments with regard to the criterion "Knowledge of the cards". It simply means that the understanding of card production techniques has been largely ignored because of a lack of published information.

Many books profusely illustrated with beautiful reproductions of works of art will guide you through the genesis of picture postcards from their humble beginning following the introduction of postal cards as a writing vehicle.

Other topics such as artists, publishers, printers and trademarks are often covered, along with categories of collecting interests (topographical, topical, advertising, humour ...) and sometimes help with dating your picture postcards. In my extensive cartophilic library only a few authors have touched on the challenging subject of printing processes.

Understanding your cards is not the same as knowing your cards. You may know which cards will be attractive to the viewers, which ones are rare (not necessarily expensive), which ones are not to be included because of their poor condition and which ones are relevant to your subject. This will help you earn marks in treatment and coverage, rarity and condition, and perhaps presentation – but not necessarily knowledge of the cards as far as "how they were printed" is concerned. However, let it be said that several factors (other than the physical printing of the cards) are at play under the heading "card knowledge".

Only the basic printing techniques will be covered in this short article. The printing processes are classified according to the position of the image relative to the surface of the printing block or plate:

*To be continued in the next issue*

*Recess (intaglio/gravure) where the image to be printed is sunk below the printing surface.*

*Lithography where the image is at the same level as the printing block.*



# THE HUMBLE POSTCARD

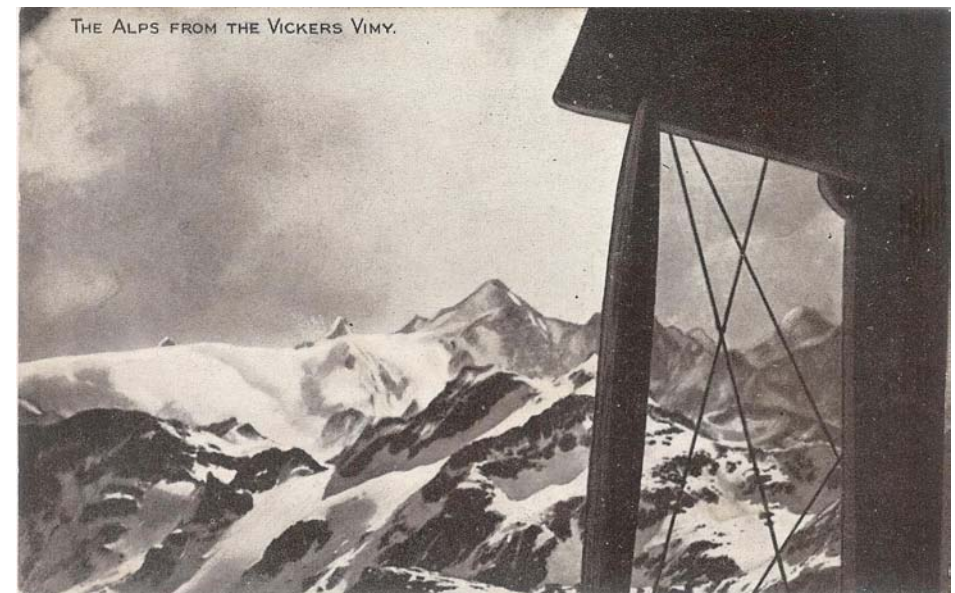
By Phil Sunman, APS Patron  
An item from our 3rd issue in 2009

People often ask me at our antique shop what I would consider to be the most desirable collectable on the market. My retort is "the humble postcard". There are many factors supporting my opinion.

1. COMPACTNESS .. a lifetime of collecting these pieces of card can comfortably sit in a suitcase or two. They can travel with us comfortably to any part of our global village. A small fortune can veritably accompany us to any destination or hide under our beds at home.
2. HISTORICAL .. basically the history of our planet can be seen, discussed and researched from these fabulous small items from 1869-2009. What subject matter or themes NOT featured on postcards is not worth worrying about.
3. RESEARCHERS PARADISE .. from areas such as postal history/stationery, through to the myriads of interesting printers and publishers, quirky and unusual addresses with their bizarre written messages to cards sent by the famous or infamous to world events and great historical occasions, or just to the person who collects flowers on postcards, the HUMBLE postcard is like a compact and accessible form of Google or Yahoo waiting to be opened, swapped, displayed and/or researched.
4. RARITY .. many postcards are extremely elusive and hard to find. All postcard collectors have their lists or know of these cards. For example the "one-off" real photographic postcards such as the young 10th Battalion Aussie soldier shooting his first Turk at Gallipoli just after the first landing in 1915 OR the Louis Wain postcard signed by Wain OR the British Birn Brothers suffragette postcard signed by Emily Pankhurst OR an extremely rare South Australian squared circle postmark on a postcard.
5. EXHIBITIONS .. a fabulous learning tool in which postcards can be used for written up displays targeting public consumption. I refer here to the numerous displays and exhibitions around Australia sponsored by philatelic groups and general collector's clubs. I would love to see many more postcard exhibitions just for the public like the successful one sponsored by the State Library of S.A. for our 150 celebrations 1836-1986.
6. INVESTMENT POTENTIAL .. whether we like it or not our collection can be worth high dollar values on the various collectables markets. The buying and selling of postcards is now a world commodity and very large sums of money can be seen changing hands, e.g. the Bloomsbury Postcard Fair in the U.K. For example, our postcard eBay site (Gilberts Goodies) at our antique shop has witnessed this growth.
7. SOCIAL NETWORKING .. Just this amazing process whereby a group of like minded collectors get together to discuss, swap or exchange, buy or sell their postcards. The atmosphere is generally electric and the enthusiasm and their quest for knowledge is almost insatiable.

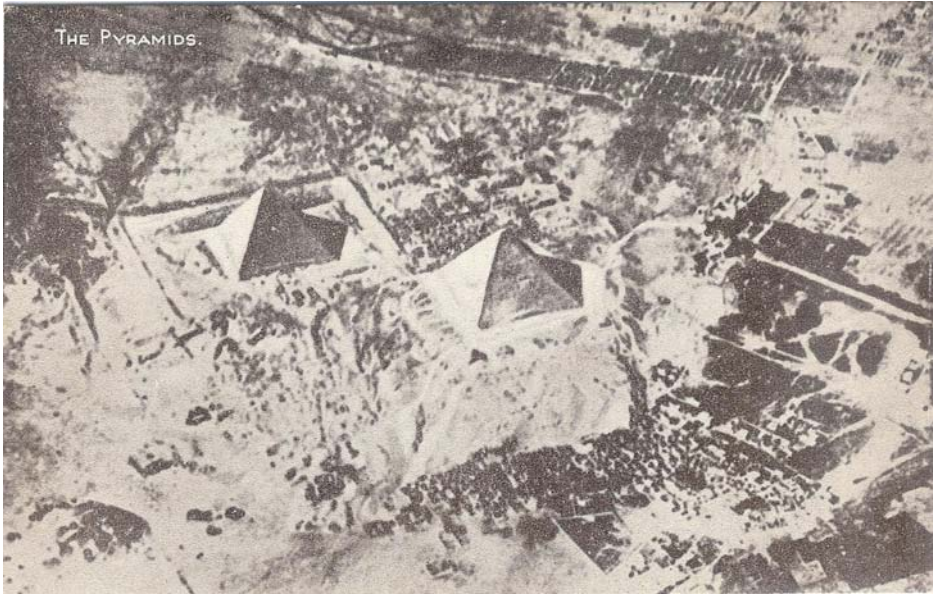


Inset photo top: Mechanics Jim Bennett & Wally Shiers looking out over Sydney Heads



The Swiss Alps from the Vickers Vimy






The Pyramids



Jerusalem, with the Mount of Olives in the background



## Antarctic Festival Stamp, Coin and Collectibles Exhibition 2020 Souvenir Order Form

Item#	Number Ordered	Cost	Total
<b>Supporter's Club Membership</b> includes Sir Douglas Mawson PNC, Crabeater Seal PNC and Emperor Penguins PNC (all three numbered and overprinted in Silver with the exhibition logo plus AAT 2/- Replica Card overprinted and numbered plus \$10 drink voucher for Exhibition Dinner (100) (*Note: Silver overprints only in this pack)		\$100	
<b>Sir Douglas Mawson PNC</b> (50 overprinted in gold & numbered)		\$35	
<b>Crabeater Seal PNC</b> (50 overprinted in gold & numbered)		\$35	
<b>Emperor Penguin PNC</b> (50 overprinted in gold & numbered)		\$35	
<b>Antarctic Exhibition Bimetallic Medallion</b> (same design but different metal as the exhibitor medal) (100 only available)		\$30	
Postage – International Registered		\$20.00	
Postage (Includes compulsory registration) - Australia		\$7.50	
<b>Total</b>			

# The Exhibition Committee reserves the right to limit the number of items sold to any one person.

Name:.....

Address:.....

.....

E-mail address: or telephone number.....

Payment Methods (Unfortunately credit card payments are NOT possible)

1. Payment can be made by cheque or money order - payable to **Darryl Fuller**.
2. Direct Bank deposit **Heritage Isle Bank** Account **Darryl Fuller** BSB **723 000** Account No. **10044127** (include name in deposit description)
3. Payments by PayPal to [djbsfuller@inet.net.au](mailto:djbsfuller@inet.net.au) are available. Please use the send to friends' function.

(Please send a separate email indicating payment method if using 2 or 3 above)

Notes: Please indicate any special requests or whether you will be picking up the order at the exhibition. Also, please note that the first and last numbers of each souvenir are not available – they will be sold at auction.

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All e-mail enquiries to Darryl Fuller [djbsfuller@inet.net.au](mailto:djbsfuller@inet.net.au)

Exhibition Use Only

Date:.....

Order Number:.....