



# POSTVIEW

The Newsletter of the  
Vancouver Postcard Club

[www.vancouverpostcardclub.ca](http://www.vancouverpostcardclub.ca)

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## Canada

## Postcards and the First World War



This striking image, on an artist-signed "Carte Postale" by M. David, reminds us of the role played by Canadian women in WWI, with over 3,000 nurses serving overseas and as "soldiers on the home front". Over 8 million horses perished in WWI, many shipped to Europe from Canada. (Philip Francis Collection).

We have read much in recent weeks about how a distinctive Canadian national identity was forged on the battlefields of Europe in WWI. As we know, the courage, heroism and self-sacrifice of hundreds of thousands of Canadian men and women - whether in the trenches in Flanders fields or at Passchendaele or Vimy Ridge, or on the home front - earned the respect and gratitude of our allies and defined Canadian values for future generations. One hundred years later, we are proud to dedicate this issue of our newsletter to the more than 66,000 Canadians who lost their lives in WWI and the 170,000 who were wounded. Canada's coming of age came at an immense personal cost.

What is less well known today is that picture postcards played a significant role in WWI - in several different ways. Firstly, as shown in the above postcard published by Stedman Bros Ltd., postcards reflected the wave of patriotism that swept through the country in 1914. The poignant scene of wives and parents saying goodbye to husbands or sons on the first leg of the journey to the Front, in a Canadian Pacific train, also reminds us that a century ago there were few photographs in newspapers and postcards also

served a journalistic purpose.

Then there were the postcards sent back from the Front, often heavily censored, with their simple messages of "I am alive and well" and "I love you all" and "See you soon". Postcards brought news, and hope, and comfort. As Brian Lund says in the August issue of Picture Postcard

Monthly, "As a mass market means of communication and pictorial information, postcards had a huge subliminal influence on public attitudes in 1914." Later in this issue you'll see examples of postcards used for pro-

paganda - whether to boost national morale, to attract more recruits or to strengthen public support for the war effort.

Postcards also had a more personal side and today they tell the story of the impact of the War on the lives of families, sometimes our own. To that extent, picture postcards, from their earlier, more frivolous origins, also "came of age" in WWI; and today postcards provide an important source of information for historians and researchers - in fact for all of us who wish to learn from the lessons of the past.



"In defence of Britain, Canadian soldiers leaving for the Front." S.B. 2539 - Published by Stedman Bros Ltd., Brantford, Canada. 1914. (Philip Francis Collection)

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# Club News

**May 18, 2014.** The theme of **Philip Francis's** presentation was "How Do You Collect Postcards?" He began by discussing the differences between a "collection" and a "hoard" (he defined a collection as a group of objects or an amount of material accumulated generally in one location, especially for some purpose or as a result of some process) and went on to outline a number of ways they could be stored and kept safe and accessible for research and/or pleasure. Then with examples from his own collection, Philip illustrated some of the purposes of collecting postcards -

- . to illustrate the history of a location – "topographical", as with Philip Timms real photo postcards

- . to illustrate a subject or event – thematic collecting (e.g. Canadian Red Cross postcards)

- . a collection of cards from one publisher (e.g. Rosetti Studios), or photographer (e.g. Fred Button) or postcard artist (e.g. Kathleen Shackleton,) or of a particular type, often unusual or rare (e.g. 'hold to light' cards.)

- . to contribute to knowledge of social history (e.g. Prohibition or portraits of people in a certain time period)

- . for fun or entertainment (e.g. saucy or comic postcards)

- . for genealogical research

- . for philatelic knowledge and research (e.g. a rare BC postmark)

- . for preservation (e.g. to show details of buildings which may aid in restorations).

He invited members to reflect on what was the "purpose" of their own collections and to come and present on it at a future meeting.

**June 15, 2014.** At the final meeting before the summer recess, **Art Davies** and **Tim Woodland** brought along new-found treasures from the May 2014 show and invited members to bring and share their own recently acquired postcards from any source.

Art Davies showed cards of the pier at Dundarave, the tennis courts on Bowen Island and a real photo of the Salvation Army Rescue Home ca 1908-11. Tim Woodland's finds included a Nanaimo card made from aluminium, a Hindmarch & Rowstone view of English Bay and a WW1 card, a souvenir of the 238th Canadian Forestry Battalion, CEF. **Don Steele** brought a Frederick Button card, **Jason Vanderhill** cards of Prague, and **Gordon Poppy** cards and catalogues of the David Spencer store where he once worked. **Diane Rogers** showed a view of the Detroit-Windsor tunnel while **Margaret Waddington**, whose daughter lives in Salmo, B.C. (near Nelson) found a card entitled "Mother Lode Rawhide on Sheep Creek, Salmo, B.C." by a previously unknown Salmo publisher, A. Longhurst.

# Annual Postcard Show & Sale

The 27th Annual Vancouver Postcard Club Show was held on Sunday May 25th from 10 am to 4 pm at the Hastings Community Centre. 10 dealers and 22 tables offered postcards, philatelic material, historical photographs and other paper collectibles.

**Don Steele** was presented with a certificate honouring his service as club president (1989-1991, 2001-2006, 2008-2011) and editor of the Newsletter (1992-1996).

Winners of the "People's Choice" awards for best postcard displays were:

1st: **Lance Arnett** – "B.C. Indians"

2nd **Ron Souch** – "B.C. Interior Lodgings"

3rd (Tied) – Ron Souch – "Around B.C. – Fred Spalding" and Lance Arnett – "WWI Silk Postcards"

"Thank you" to **Jill Charkow** for donating the \$50 Abe Charkow Memorial Prize for the most popular People's Choice display.

Special thanks are also due to the VPCC members who helped make the show a success – **Ron Souch** (show chairman and publicity), **Lance Arnett** (master of ceremonies), **Maurice Guibord** (doorman), **Diane Rogers & Margaret Waddington** (accepting entrance donations and tallying the People's Choice ballots), and Tim Woodland's daughter **Amanda**, relieved by Olga, Tim's wife (manning the concession stand).



Ron Souch (left) and Lance Arnett (right) were the prize-winners for their postcard displays at the VPC Annual Show on May 25th, 2014.



Club President Tim Woodland presents a certificate to Don Steele for his many years of service to the Vancouver Postcard Club - as a founder member, past President over many years, and Editor of the postcard club newsletter. Also present, VPC executive members, Margaret Waddington, Diane Rogers and Ron Souch.

## Upcoming Meeting - 21st Sept

**September 21, 2014: John Davies** - The Hotels of the Canadian National Railway: What Was and What Could Have Been. The Canadian National Railways chain of hotels began with the merger of the Grand Trunk/Grand Trunk Pacific with the Canadian Northern and Intercolonial Railway. The presentation will look at the grandiose hotel plans in Western Canada that were impacted by the sinking of the Titanic and the impact of the Depression on further expansion.



## “August 7, 1954 – THE DAY” - by Fred Hume

One challenging quest I've undertaken with respect to collecting postcards is that of acquiring those featuring Canadian stadiums, specifically those which have been home to Canadian Football League teams. The card that launched this collection is an aerial view of our own Empire Stadium, home to the BC Lions, but as it turns out a whole lot more. This is one of three views I have of Empire, this likely photographed by Bill Dennett of the Vancouver Sun.

The first sod for this 35,000 seat Stadium was turned on June 24, 1953 and for many years during its 29 year life was Canada's largest stadium, setting attendance records along the way. It was not just the home of the Lions but also the Whitecaps and from 1956 through 1983 the high school track and field championships. In addition, it hosted Grey Cup games, Royalty, the Beatles, Elvis and the Pope. But perhaps the greatest athletic spectacle ever seen at Empire Stadium and the major impetus behind its construction was the 1954 British Empire and Commonwealth Games.

The beauty of this particular postcard is that this photo was actually taken during the Games, which were held the first week of August, 1954. We can see the high jump area located at the near end of the infield, the lines marked on the field for the throwing events and a well defined track around the infield perimeter. What is more interesting is that, based upon crowd nature and formation, this photo would have been taken August 7th, the final and climatic day of the Games. Jason Beck, author of "A Week You'll Remember a Lifetime," the complete story of these 1954 Games, tells us that none of the other days including opening ceremonies saw the stadium this full. Moreover, visible is the pole vault area which was installed for only one day – August 7th.

August 7th of course was the big day . . . the "Miracle Mile" and the 26 mile Marathon that ended so dramatically. The Mile was its own special drama in that for the first time two sub-four minute milers, Roger Bannister and John Landy, would race against each other. As Jason Beck explains, "This is it. THE DAY Vancouver and the whole world has been waiting for."

It was a very hot day this August 7th, the Stadium packed beyond capacity, it being the focus of global media attention. Beck reports, "It was a supercharged atmosphere. It was really wild, electric and barely contained." This moment, this scene, on this postcard was Vancouver being put on the international map – becoming known to the world, not just the sports world. To quote Jim Kearney, "Never before had the city been accorded such world-wide exposure."

The much anticipated Mile more than lived up to its hype. According to Kearney the overflow crowd (saw) "England's Bannister catch Australia's Landy 90 yards from the tape and win a man-to-man confrontation that still ranks as one of the most dramatic ever conjured up in



the world of sport.”

But what was just as dramatic happened less than 30 minutes after the Mile, “. . . searing itself into the memories of those in attendance . . .” in the words of Beck. The marathoners, all but forgotten, were competing on the baking streets of Vancouver – ten of the original sixteen having dropped out – then Jim Peters appeared at Empire Stadium's gates.

Peters, over three miles ahead of everyone else, was clearly in distress. As the celebrated English marathoner entered on to the track the Stadium was in shock. “It was a horror sight” recalled one spectator. Stumbling steps, then Peters falls. Collapsing, then picking himself up an estimated twelve times, Jim Peters was even crawling while everyone watched in a state of shock. People couldn't take their eyes off this man who seemed to be in a trance. Jason Beck describes this experience beautifully and quotes Peters as later saying “. . . There was no question of surrender.” Some in the stands were weeping, some even vomiting. Prince Philip turned away exclaiming “How awful!” Despite pleas to assist or stop the race, the Vancouver Sun reported, “. . . the English refused to allow it.” Finally reaching the Finish Line Peters collapsed into the arms of an English team official. With the embattled runner lying on a stretcher in grave condition, the Stadium PA announcer announced Peters was disqualified for receiving assistance . . . the actual Finish Line was 200 yards away on the other side of the track.

These exhausting events happening simultaneously the very afternoon of this photograph would effectively showcase Vancouver to the world while at the same time launch the memorable career of one of Vancouver's iconic venues.

**By Fred Hume.** Fred is a member of the Vancouver Postcard Club and contributes a regular feature to Post-view. Born and raised in Vancouver, Fred has lived here for most of his life and since 1989 has worked at UBC as a historian.

# Biographies of B.C. Photographers

## HAROLD SMITH, fl. 1913-1917

Compiled by M. Waddington

Vancouver and Vernon photographer Harold Smith first appears in the 1914 and 1915 Vancouver city directories as a photographer living at 255 Georgia. The following year he moved to 976 Burrard. He may also have been the "Harold Smith driver," who in 1913 lived at 255 Georgia, home of Walter E. Lindsay, foreman of the Vancouver Cartage Co. He was registered as a Vancouver voter in the 1916 provincial election.

The pictorial history of the British Columbia Regiment (Duke of Connaught's Own) describes him as "a very active photographer during the Great War [who] styled himself as "The Official Regimental Photographer" on the signs he displayed with his mobile team, who were mounted on motorcycles."

In 1915 and 1916 he took group portraits of various Canadian Expeditionary Force battalions, some of which can be seen in the City of Vancouver Archives. Those taken in Vancouver include:

- 29th Battalion (Vancouver) "Tobin's Tigers" and the 62nd Battalion (1915)
- 2nd Battalion (1915 & 1916)
- No. 7 Platoon, 158th D.O.R. Battalion (1916)

Portraits shot in Vernon in 1915 include the 2nd Battalion, the 47th Battalion (British Columbia), the 54th Battalion (Kootenay) and the 62nd Battalion.

The Vancouver Public Library's Historical Photographs database contains 57 digitized Harold Smith photos including views of Stanley Park, snow in Vancouver and group portraits of A Company, 231st Seaforth Highlanders Battalion and "Staff Officers" 158th "Duke of Connaught's Own" Overseas Battalion.

Sometime in late 1915 he moved to Vernon. Advertising himself as "Harold Smith, Military Photographer, Vancouver and Vernon," he established his home/studio "Smith's Famous Photos" on 7th Street (old numbering system now Highway 97), a block above the present hospital.

Smith took hundreds of pictures – which he issued as real photo postcards – of the activities at the Vernon military training camp in 1915 and 1916. They include the arrival of the 54th and 158th Battalions, photos of training exercises (bayonet practice, storming the hill, advancing to second line of trenches), an outdoor church service and shots of the camp's stables and boxing ring.



"Harold Smith, Official Regimental Photographer" - courtesy of Vancouver Public Library, Special Collections (The image is from a silver gelatin print, VPL 39275, unknown photographer). Smith is probably the young man on the motorcycle at centre. Note the camera attached to the handlebars!

There are also cards both numbered and unnumbered, of battalion mascots: "King", 158th mascot, "Biddy" and "Eyes Left 'Jack'", 172nd mascots, and "Snookie", 225th mascot, and portraits of army officers (Major Arthur Small; Lt. Col. Charles Milne).

Harold also issued a few non-military cards: "Bathing Beach, Kalamalka Lake" and "Nurses Home" Jubilee Hospital, Vernon."

From Feb. 14 to March 15, 1917 he placed an ad in the Vancouver Daily World stating that "Photographs of every British Columbia Battalion which left Vernon – Vancouver [are] obtainable from Harold Smith, official military picture man, 877 Hamilton."

He then disappears.

Please email [philipfrancis@shaw.ca](mailto:philipfrancis@shaw.ca) or [mwad@shaw.ca](mailto:mwad@shaw.ca) if you can shed any more light on Smith's life and career.

*The assistance of Barbara Bell, archivist, Greater Vernon Museum and Archives, Kim McCarthy, Special Collections Vancouver Public Library, Ken Ellison and Ron Souch is gratefully acknowledged. [Ed. We also take this opportunity to thank Margaret Waddington for the extensive research that was required in the preparation of this article, including a complete re-type, for technical reasons.]*

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# Harold Smith Real Photo Postcards

As noted in Margaret Waddington's article, Harold Smith was a prolific photographer, converting many of his photographs into real photo postcards. Here is a selection:



172nd B.C. C.E.F. Rocky Mountain Rangers camp in Vernon  
Ron Souch Collection



Duke's Inspection (Vernon, B.C., 1916) - note Howard Smith's home/studio in the background. Image Courtesy: Vernon Museum and Archives - Photo No. 32.



Bathing Beach, Kalamalka Lake (Vernon, B.C., 1916)  
Ron Souch Collection



"Nurse's Home", Jubilee Hospital (Vernon, B.C., 1916)  
Ron Souch Collection

## 2014 Vancouver Book Fair Oct. 4th & 5th, UBC Robson Square

The Vancouver Book Fair is the only antiquarian, collectible and rare book fair in Western Canada, and will feature many of Canada's top booksellers. A wide selection of antiquarian, collectible and rare books, ephemera, maps, prints, manuscripts, photographs and works on paper will be on offer at the fair - including Canadiana; children's and illustrated; fine press and limited editions; history and military history; literature and fine arts; modern first editions and signed copies; natural history; travel and exploration; science and technology as well as many other subject areas. The items on offer will range from 15th century incunabula to 21st century modern first editions.

Everyone including experienced or novice book collectors, librarians, archivists, scholars and people just interested in books and the book arts are certain to find something of interest at the fair.

Sat. Oct. 4: 1pm - 7pm; Sun. Oct. 5: 11am - 4pm  
UBC Robson Square, 800 Robson Street, Vancouver

## Upcoming Events

**Aug. 30-31:** Kerrisdale Antiques Fair, Kerrisdale Arena, 5670 E. Blvd & 41st Ave., 10-5

**Sept. 6-7:** Oakridge Coin & Stamp Fair, Oakridge Auditorium 41st & Cambie

**Sept. 21:** Vancouver Postcard Club Meeting: John Davies "The hotels of the Canadian National Railway: what was and what could have been"

**Sept. 21:** 21st Century Flea Market, Croatian Cultural Centre, 3250 Commercial Drive at 16th, 10-3

**Sept. 26-27:** VANPEX 2014, West Burnaby United Church, 6050 Sussex Ave., Burnaby, Fri 10-5; Sat. 10-4

**Oct. 4-5:** VICPEX Stamp Show, Comfort Hotel, Victoria, Sat. 10-5:30; Sun. 9:30-4

**Oct. 4-5:** Greater Seattle Postcard, Stamp & Paper Collectible Show, Kent Commons, 525-4th Avenue North, Kent, WA, Sat. 10-6, Sun. 10-4

**Oct. 19:** Vancouver Postcard Club Meeting, 11:30-2

**Oct. 19:** Retro Design & Antiques Fair, Croatian Cultural Centre, 3250 Commercial Drive at 16th, 10-3

**Oct. 24-25:** Most Amazing Collectible Show, Pearkes Field House, Victoria

**Nov. 16:** Vancouver Postcard Club Meeting, 11:30-2



# Private Clarence Loftus James Fusee

## 1892-1967 - by Margaret Waddington

My father, an amateur photographer, was born July 19, 1892 in Janetville, Ontario. He never talked about his World War I experiences, however his army service papers at Library and Archives Canada reveal that he was a civil servant when he joined no. 5 Company C.A.S.C. (Canadian Army Service Corps) June 6, 1915 in Ottawa. Subsequently he enlisted in No. 2 Overseas A.S.C. (Army Service Corps) Training Depot, C.E.F., September 14, 1915 in Valcartier, Quebec. Arriving in England on the SS Matagam on October 15, 1915, he disembarked at Rouen, France January 18, 1916. He served in France in the Corps Troops, Supply Column until January 1917 when, on an 11-day leave in England, he was admitted to hospital for a hernia operation. Remaining in England for the rest of the war he was demobilized at Montreal May 14, 1919.



Dad, in uniform, AZO, printed in Canada

In April 1918 the German army, foiled in its attempts to shatter British military power and provoke a French collapse on the Somme, looked to Flanders for the decisive breakthrough that would end the war. Hazebrouck, Department Nord, Nord-Pas-de-Calais Region, France, 56 k. southeast. of Calais, was an important railway junction, a base for British forces and a key town for supply, equipment and troop movement. In the Battle of Hazebrouck, April 12-15, the 3rd phase of the Battle of the Lys (4th Battle of Ypres, 3rd Battle of Flanders), the Germans sought to capture Hazebrouck as part of a plan to cut off the British army from the Channel ports. German troops got within 5 miles of the town but were stopped thanks to reinforcements from the Australian 1st division.

Along with his British War and Victory Medals he brought back three French postcards:



10 Saint-Omer. Le Quai du Haut-Pont. - LL.  
J.J. Saint-Omer, Levy Fils & Cie, Paris



Hazebrouck. - Vue Générale. I.P.M., Paris

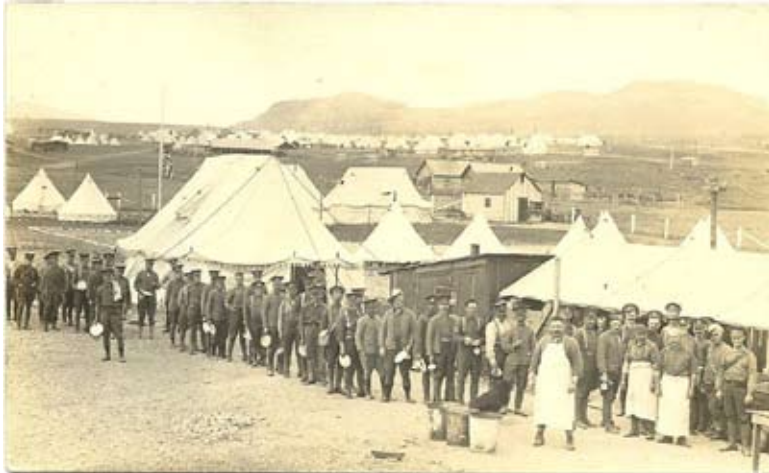
On October 1914 the British Royal Flying Corps (RFC) established a headquarters at the Saint-Omer aerodrome next to the local race course. For the next four years Saint-Omer was a focal point for all RFC operations in the field. Although most squadrons only used Saint-Omer as a transit camp before moving on to other locations, the base grew in importance as it increased its logistical support to the RFC and many Royal Air Force squadrons were formed there.



British (and possibly Canadian) soldiers had the opportunity to have their photo taken and transformed into a postcard. In France wherever British and Empire soldiers were billeted photographic studios quickly sprang up. Sometimes as in the U.K. it was a fully equipped studio shop but more often it was simply a back street with a cloth or drape thrown over a wall. If the obverse of the postcard card says "Carte Postale" it originated in France or Flanders. The postcards at left and above have Carte Postale on the obverse and therefore originate in France or Flanders. On the left is my Dad with his pet terrier "Jack," while the above postcard shows Dad, "Jack", and a friend with his pet goat. It is an example of back street photography with a decorated backdrop thrown over a wall.



# Canada Prepares for War: 1914



Lining up for breakfast at a training camp in Vernon, BC. Photo by G.H.E. Hudson. On the back it says "overseas camp in distance". Ron Souch Collection



The C.P.S.S. Princess Adelaide appears to be converted for use as a troopship - seen here leaving Victoria Harbour in 1914. Published by the Victoria Book & Stationery Co. Philip Francis Collection.



Soldiers leaving Victoria on board the C.P.S.S. Princess Charlotte - one of many photos published by the Victoria Book & Stationery Co. Ron Souch Collection.



This ship full of soldiers is S.S. Sicamous at Penticton dated 1914 on the back. A scarce card for sure and one of Ron's favourites; a nice sharp photograph, but with no photo credit. Ron Souch Collection.



1st Company of 102nd Reg't R.M.R. leaving for Valcartier, Que from Kamloops, August 28, 1914. Photo by A.C. Taylor & Co., Kamloops, B.C. Ron Souch Collection



"Colonial Badges and their Wearers - Canada". Raphael Tuck & Sons. Artist-signed Oilette postcard by Harry Payne. Series 3160. On the reverse "The homage and gratitude of the whole Empire goes out to the Canadians for the heroic part they have played in the Great War." Philip Francis Collection.



# Propaganda Postcards from WWI - by Philip Francis

As we've seen, postcards served as an important form of communication during the First World War - both between soldiers on the front line and their families on the Home Front; but also as a form of mass communication before the electronic age, a means of influencing national values, morale and attitudes towards the enemy. This is particularly true for "propaganda" postcards - a genre that provides insights for us today, 100 years after the start of WWI, into the public mood and history of those years.

A fine example of propaganda postcards is the set of six cards produced by Raphael Tuck & Sons towards the end of the War, probably 1917, Oilette series 8484, by the Spanish artist Francisco y Lengo Sancha (born in 1874 and died in 1936). The set is titled "Aesop's Fables Up To Date" and depicts German leaders in the roles of six of Aesop's fables with a summary of the fable and a brief interpretation on the reverse side.

Space limitations allow us to produce only four of the six postcards in this set. But we are pleased to share these images as a fine example of propaganda postcards from WWI as well as a stunning example of early 20th century art. "Oilettes" in the words of Raphael Tuck were "veritable miniature oil paintings" and the Aesop's Fables series by Sancha is an example of how postcard art can be used to influence public attitudes. All six cards in this series can be viewed at [www.tuckdb.org](http://www.tuckdb.org), the world's leading source of information about Raphael Tuck & Sons, with over 100,000 images of Tuck postcards and ephemera, operated by Dr. Richard Moulton from Victoria.



**The Hen that laid the Golden Eggs.** A greedy farmer, hoping for quicker profit, killed a hen that had laid golden eggs and cut it open, only to find that he had merely lost his source of income....

*German overseas commerce, which had made Germany so wealthy, has been utterly destroyed by the mad greed that impelled her to force war on Europe.*



**The Fox and the Grapes.** A hungry fox, finding that he could not reach some tempting bunches of fine grapes, declared that they were sour and did not want them....

*The Germans, after their armies had vainly attempted to reach Paris, Calais, Petrograd and Verdun, tried to pretend that these were not their objects.*

Next column -

**The Dog and the Shadow.** A dog carrying a piece of meat in his mouth, saw the reflection of it in the water; and snatching at the shadow, lost the meat itself....

*Germany has lost the prosperity she had so laboriously acquired in the vain endeavour to obtain the mastery of the world.*

**The Hare and the Tortoise.** A hare and a tortoise ran a race; the hare at first despised her contemptible little opponent; but it was the plodding tortoise that won the race....

*Germany, after years of deliberate preparation for war, had the advantage over the Allies at first, but now that they are steadily surpassing her in the supply of munitions, it is they who are in sight of victory.*