



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

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## Celebrating Canada's 150th Birthday

As we know, 2017 marks the 150th anniversary of Canada's Confederation in 1867 and we thought our readers would enjoy the opportunity to celebrate this happy event through postcards. Philip Francis returns as Guest Editor of this special issue of *Postview* to honour Canada's sesquicentennial. The Vancouver Postcard Club invites members and friends to join us for an evening presentation on February 15th at the Hastings Community Centre featuring the postcards illustrated in this issue - and many others from Philip's Canadian patriotic collection.

Canada's first picture postcards were published towards the end of the 19th century, some years after Confederation. John Keenlyside's winning entry in last year's competition, to find the earliest known postcard from British Columbia, is dated June 12, 1899. From their earliest days, postcards provided the perfect medium to celebrate all that is good about our nation - as Canada emerged from the formative years of the Victorian era, grew rapidly in the Edwardian years of the early 20th century, found its character through the Depression and two World Wars and survived several potential breakups to celebrate its 100th Birthday at Expo 67.

Postcards have chronicled our nation's history at every step of the journey. Years before the arrival of TV, and even before photographs could be published in newspapers, postcards captured the early development of our towns and cities in ways that today provide a valuable photographic record. Postcards were used to inform, to amuse or console, to "let you know I arrived safely" or to "wish you were here" - or to promote Canada, by provincial and federal governments that recognised their value in boosting national pride and promoting immigration. Above all, postcards were used as an inexpensive form of communication at a time when there were several postal deliveries a day and you could send a pc in the morning and receive a reply the same afternoon - an early precursor to email and Twitter!

Importantly, postcards were also collected - in their millions and millions, all across the world. We are fortunate that so many of them survive today. They now offer us - hobbyists and historians - a unique insight into the social, economic and political development of Our Home and Native Land. Happy 150th, eh?



### In this Issue

- Page 1** - Canada's 150th Birthday!
- Page 2** - Farewell, Don Steele, 1928-2016. Club News. Next Club meeting - February 15th, 7.30 p.m..
- Page 3** - "The Maple Leaf Forever!"
- Pages 4 & 5** - Celebrating Canada through Patriotic Postcards
- Page 6** - "The Last Time We Won Hockey" - by Fred Hume
- Page 7** - 2017 Anniversaries in Postcards - Canada's Centennial, Battle of Vimy Ridge, and S.S. Beaver
- Page 8** - Reuben Sallows Handbook; Expo 67 - 50 years ago!

# The Vancouver Postcard Club

The Vancouver Postcard Club was formed on November 11th, 1980 and it has met continuously since that time. As such it is the second oldest postcard collecting club in Canada (the Toronto Postcard Club turns 40 this year). There are currently around 100 members, mainly located in British Columbia, but also residing in the rest of Canada, the United States and Japan.

Monthly Club meetings are held on the 2nd Sunday each month, except in July and August, at the Hastings Community Centre. Meetings commence at 11.30 a.m. for an hour of conversation and postcard trading. At 12.30 p.m. a Club member or invited speaker will make a presentation for around 30 - 45 minutes on an aspect of postcard collecting or related subject. The meetings close by 2 p.m. The possibility of holding occasional weekday evening meetings is being looked into.

The Club is run by a small Executive Committee elected at the AGM each December with a President (currently M. Diane Rogers), Secretary/Treasurer (Margaret Waddington), Vice President & Show Organizer (Ron Souch), Past President (Tim Woodland) and co-editor of the Newsletter (Jason Vanderhill). The Annual Club membership fee is \$15 and the Club welcomes new members whether from B.C. or beyond. Members receive a printed copy of *Postview*, the Club Newsletter, four times a year, and a Club roster, containing members' collecting interests. Non-members are welcome to attend the monthly meetings, which also provide a useful introduction to postcard collecting.

The Vancouver Postcard Club organizes an annual postcard and paper collectibles show, with the next show planned for Sunday **28th May 2017**. Around 15 postcard dealers attend the show and a wide range of postcards is always available. The larger Toronto Postcard Club Show will be held on Sunday **February 26th 2017**, details at [www.torontopostcardclub.com](http://www.torontopostcardclub.com).

A membership Application Form can be downloaded from [www.vancouverpostcardclub.ca](http://www.vancouverpostcardclub.ca) which also contains back issues of *Postview* and other Club announcements.

# Don Steele, 1928 - 2016

On September 24th, 2016, the Vancouver postcard community lost a good friend and a loyal supporter. Donald (Don) Steele was one of the founder members of the Vancouver Postcard Club in November 1980 and played a key role in its development and leadership during most of the 36 years he was associated with the Club. He was Club President for several years in the 1990's and acted as Newsletter editor in the early years. He believed that the newsletter was "the glue that has held the club together" and in recent years contributed many informative articles - on the artist-signed postcards of John Innes, on ships on postcards, or on one of his favourite B.C. artists, Edward Goodall, or Prince Rupert photographer, Fred Button. Don had extensive collections of all of the aforementioned and enjoyed showing them to others.

Throughout his life, Don was a great collector of all types of B.C. memorabilia and a visit to his favourite room in the family home, his basement den, was an eye-opening experience for any aspiring collector. In the early days Don was known as one of the "three musketeers", with fellow collectors Abe Charkow and Chris McGregor, who travelled widely in Canada and the United States to attend postcard shows. We have heard that dealers' eyes would light up when these three well-dressed - and well-motivated - gentlemen from Vancouver entered the room. Don helped Abe and then Chris build up a fine collection of Philip Timms real photos and assisted with the early research for "*Philip Timms' Vancouver, 1900 - 1910*" by Fred Thirkell and Bob Scullion. In later years, as he began to divest some of his collections, Don would take a couple of tables at the Vancouver Postcard Show and always enjoyed a good chat with other collectors. We suspect that Don bought more than he sold at these shows.

Postcard collecting suited Don's temperament and drew on his extensive experience as a manager in a long career with Royal Bank of Canada. Patient, dedicated, well-organized and never willing to overpay (or underprice), Don contributed so much to the postcard scene in Vancouver and more widely. We thank him for the many roles he played in our Club and, particularly, a willingness to share his extensive knowledge of B.C. photographers, postcard artists and publishers with other collectors. He was a mentor to those who came to the hobby more recently. We shall miss a great collector and friend.

We extend our condolences to Don's wife Dolores and to their three children David, Denise and Douglas and their families. Members of the Vancouver Postcard Club attended Don's memorial service on Thursday, October 27, 2016 at St. Martin's Anglican Church in North Vancouver.



In May 2014, the Vancouver Postcard Executive presented a certificate to Don Steele in recognition of his many years of service to the Vancouver Postcard Club - as a founder member, Past President and Editor of the postcard club newsletter.

## Upcoming Meeting - Feb 15th

**Wednesday 15th February: Philip Francis** - Celebrating Canada Through Patriotic Postcards. Philip will share some of the gems from his collection of Canadian patriotic postcards. Many were acquired from the late Wayne Curtis of Oakville, ON, and have not previously been shown in B.C. Come and enjoy a trip down memory lane and feel proud to be Canadian! For collectors and others unable to attend the Club's monthly meetings on the second Sunday of the month, here's an opportunity to join other postcard enthusiasts at a weekday meeting. 7.30 - 9.00 p.m. in Room 9, Hastings Community Centre, 3096 E. Hastings St. Doors open at 7 p.m. Tea and coffee will be served.

# The Maple Leaf Forever!

No other symbol is more identified with Canada than the maple leaf - the beautiful, symmetrical leaf of the sugar maple tree, that turns bright red with the sunlight and cool nights of the fall. Until 1964, when the House of Commons approved the red and white maple leaf flag as Canada's National Flag, there was no official flag - rather surprising perhaps for a nation that was nearly 100 years old! There had been several previous attempts to agree a national flag design but (like Canada itself) agreement on matters of national identity proved elusive until, with Canada's centennial year approaching, Prime Minister Lester Pearson took the bull by the horns. After national soul-searching and much heat, light and passionate rhetoric from all sides, the present design - one of three finalists - was adopted as the National Flag. As Pearson said at the time, the maple leaf had become "Canada's own and only Canada's".



"Canada's New Flag - approved by the House of Commons, December 15th, 1964". Alex Wilson Publications Ltd., Dryden, ON. 1965.

Although only officially adopted in the National Flag in 1964, the maple leaf emblem had appeared on different Canadian flags, pins and brooches, coins, stamps, badges and clothing for many years previously. But it was the advent of postcards at the end of the 19th and early 20th century, more than any other medium, that helped popularize the maple leaf, at home and abroad, as Canada's national symbol. Whether to encourage immigration or to promote feelings of national pride, successive governments made use of the maple leaf. Private publishers used the maple leaf to create a brand that was distinctively Canadian and helped to sell their postcards. Although beavers and canoes, sheaves of wheat, tall trees and snowy landscapes were familiar images of Canada, postcards made the maple leaf Canada's primary national emblem.



"Lacrosse" - Printed by Toronto Lithography for J.T. Henderson of Montreal, 1901 - 1904. One of a series of at least seven postcards depicting Canada's national sports.

Before 1965, the flag that came closest to the claim of being Canada's national flag was the Canadian Red Ensign. First approved by Britain in 1892 for use on board Canadian vessels, the British merchant navy's Red Ensign, with the Canadian shield "in the fly", was eventually approved for use on Canadian government buildings abroad in 1924 and on federal buildings inside Canada in 1945.



Canada. No. 2552. Published by Raphael Tuck & Sons. 1908

The Canadian Red Ensign was widely used on postcards for over 60 years - generally accompanied by a maple leaf or leaves, and an occasional beaver, to emphasize that Canada had its own proud identity. It was typically a maple leaf that served as the design for cap badges on our brave young soldiers as they served in WWI and the Canadian Red (and Blue) Ensign reminds us now that Canada, with Australia, New Zealand, South Africa and India, and other colonies, were fighting alongside their allies in the British Empire.



The Maple Leaf our emblem dear,  
The Maple Leaf for ever;  
God save our King, and Heaven bless  
The Maple Leaf for ever.

Artist-signed by C.T. Howard. Published by E. Mack, London, No. 980.

In 1867, Alexander Muir composed the Confederation song "The Maple Leaf Forever" which became Canada's de facto national anthem until it was replaced by "O Canada" in the centennial year. Millions of maple leaf postcards, sent to friends and family around the world, ensured that Canada's proud voice would be heard loudly and clearly, far and wide.

# Canadian Patriotic Postcards - by Philip Francis

There are many definitions of “patriotism”. Mark Twain said that “Patriotism is supporting your country all the time, and your government when it deserves it” (we hope our American friends won’t need reminding in the next four years!) In similar vein, author Edward Abbey tells us that “A patriot must always be ready to defend his country against his government” - while Samuel Johnson warns us that “Patriotism is the last refuge of a scoundrel.” Ouch! It is therefore with some hesitation that I declare my love of Canadian patriotic postcards (known collectively as “patriotics”) and I must now confess that I have assembled a collection of over 1,500 of these little beauties.



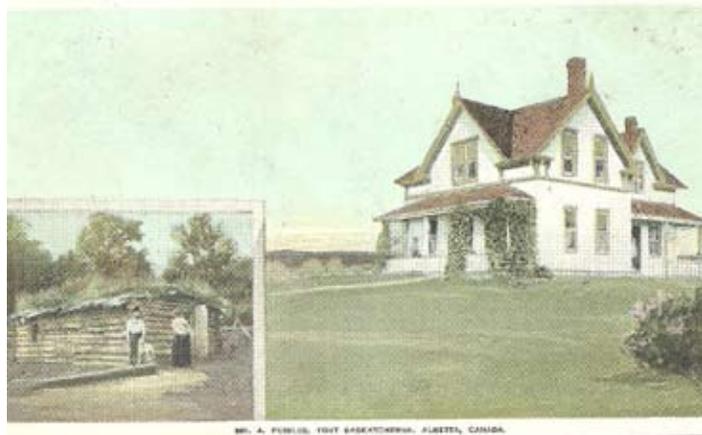
“Britannia and Canada”. Unknown publisher. 1902 - 1907

Canada’s leading authority on patriotics is Mike Smith of Goderich, Ontario - details of his two-volume patriotic postcard handbook are on our Back Page. Mike has a very wide definition of Canadian patriotics including, for example, any postcard including one or more features such as a well-known Canadian symbol - maple leaf, beaver, flag etc; or one containing a patriotic advertisement or slogan or with a war or military service theme; or one that celebrates a famous Canadian event, place, building or person (as well as several other features). My own collecting criteria are a bit different and have more to do with “purpose” - thus “any postcard that expresses devotion to Canada, promotes our national identity or celebrates our historic role as a loyal ally.” That’s also a pretty broad definition! But it means that my own patriotic collection tells a story with a common theme - of devotion and love for our great nation.



“Doubling the Watch - While Great Britain Rules the Waves, Canada Supplies the Empire.” Malone Moulding & Framing Co., Canada. 1914

The earliest Canadian patriotic postcards almost all celebrate the connections between Canada and Britain - not surprisingly, because by 1901, according to Canadian census data, 57% of all Canadians identified their ethnic origins as “British Isles”. Ten years later, spanning most of the “golden age of postcards”, the number of Canadians who identified themselves as British origin had grown by 30%, and by 1911 totalled 55% of a Canadian population swelled by immigration. In the days before TV commercials, it seems quite possible that picture postcards played a role in this population growth. Governments, both federal and provincial, eager to promote immigration from Britain and Europe, made full use of this inexpensive medium.



“Mr. A. Peebles, Fort Saskatchewan, Alberta, Canada”. 1905, showing “before and after” views of the Peebles residence. Published by the Superintendent of Immigration, Ottawa, the back of this Canadian Postal Card advertises “160 Acres, Free Farms in Western Canada - Good Schools, Splendid Climate, Rich Soil, Splendid Pasturage Land for Cattle and Excellent Dairying.”

More often than not, postcard publishers used national symbols or emblems to emphasize a patriotic message. We noted on the previous page how a maple leaf instantly defined its subject as “Canadian”. The Canadian beaver often featured - as did the British bulldog, at lower left. The patriotic message? Canada and Britain stand shoulder to shoulder in the face of adversity. Other stereotypes tended to paint Canada as the “Lady of the Snows”, with frequent use of wintery scenes or sporting themes. Even today, a red-coated Mountie is one of the most recognizable symbols of Canada and has also been widely portrayed on postcards.



“Our watchword evermore shall be “The Maple Leaf for ever””. Millar & Lang, London. “National” Series.

# Patriotic Postcards (contd.)



“Hands Across the Sea”. Millar & Lang, London. “National” Series.

Putting together a collection of patriotic postcards, spanning a number of years, you notice some interesting changes. The very earliest patriotic postcards, for example those produced by J.C. Wilson at the turn of the century, exhibited a maternalistic relationship between mother Britain and young, brave Canada -



“Well Done (A Page in History)”. J.C. Wilson. Montreal, 1903.

Over time the relationship changed to one of mutual admiration, a more equal relationship, gratitude and perhaps even a recognition of mutual dependence.

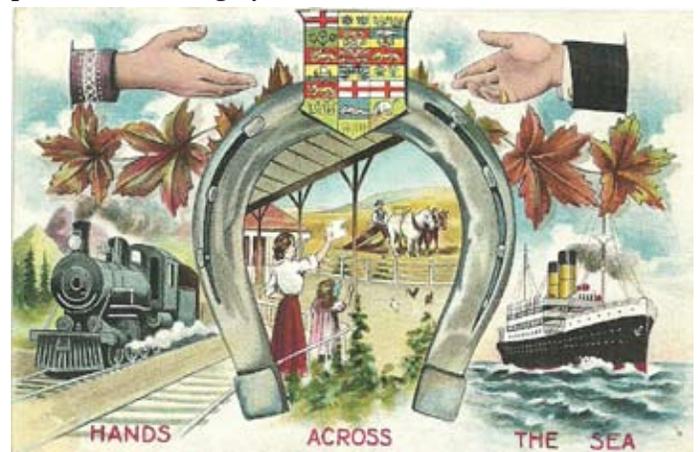


“Bravo, Colonies! Put it there!”. Bamforth & Co., Holmfirth, England. War Cartoons Series. No. 5029

The devotion and bravery of Canadian troops in WWI, highlighted by the intelligence and courage of Canadian forces at Vimy Ridge, one hundred years ago this year, forged a respectful attitude towards Canada that extended far beyond the battlefield. Even before WWI, Canada’s raw materials, its abundant grain harvest and a hardworking and well-educated workforce, earned it a seat among the great nations of the world. Canadians had an increased confidence, almost a swagger, in their national identity and the patriotic postcards of the time reflected this.



We only have space for a small selection of Canadian patriotic postcards but it will already be seen that there is a tremendous range of styles and subjects, all linked by a common theme, celebrating the richness of this vast country and the decency of its people. Also, particularly in the early patriotic, they reflect the British origins of over half the population. There are many fine Canadian and British publishers, each with a distinctive patriotic style, that we have not been able to illustrate in this article - Birn Bros., Warwick Bros. & Rutter, Stedman, Aristophot etc. And do we have a favourite? Yes, the British publisher, Valentine & Sons., produced over 300 Canadian patriotic postcards. As shown below, Valentine postcards celebrate Canadian patriotism in a highly artistic and attractive format.



# “The Last Time We Won Hockey” - by Fred Hume

When I was invited by our guest editor to submit a sport-related piece in the celebration of Canada, my mind drifted back to when I was young, high school in fact, back to spring 1960. Because of my relatively advanced years and I suppose my extreme interest at that time, I am one of those today who can recall vividly the events and significance of the team pictured on this 1961 Vancouver-produced postcard. I almost re-live the experience when recalling those days when a team from a BC amateur league who I would follow in the papers and whose games I would strain to hear on my antenna-aided radio, would step-by-step defeat its competition on its quest for the Allan Cup, emblematic of Canadian amateur hockey supremacy. The 1959/60 Trail Smoke Eaters with ten home-grown players in its lineup would dominate its league defeating Rossland in the league final then vanquish a strong Kelowna team for the BC championship. Trail then hosted Port Arthur in the Western Canadian final defeating the Bearcats in four straight games.

The stage was then set for Trail to face the Eastern Canadian champion Chatham Maroons, some of whose players such as Cesare Maniago had already signed pro contracts, for the coveted Allan Cup who's winner retained the right to represent Canada at the following year's World Championship. These were the days when Canadian amateur club teams were still deemed good enough to beat the world's best - teams whose players all held regular “day jobs.”

Alas, Chatham proved too strong defeating Trail but as it happened the newly crowned Cup champions declined the invitation to represent Canada, and instead the second-best team, Trail Smoke Eaters, were offered, reluctantly, this opportunity. “The East” it seemed, seriously doubted whether Trail would be strong enough to continue Canada's ‘divine right’ to possess world hockey supremacy.

Despite pressure from Canadian Amateur Hockey, Trail coach Bobby Kromm stuck with his home-grown lineup featuring star goalie Seth Martin who along with a few additions embarked, in January 1961, upon their arduous schedule toward the world championships held in Geneva. I remember even the Vancouver Sun getting caught up in the moment with a feature article including head shots of each Smoke Eater player.



**1960/61 Trail Smoke Eaters.** Playing-coach Bobby Kromm is seated front row, far right. Postcard is a Traveltime Product, published by Grant-Mann Lithographers Ltd., 1961. From the collection of Fred Hume.

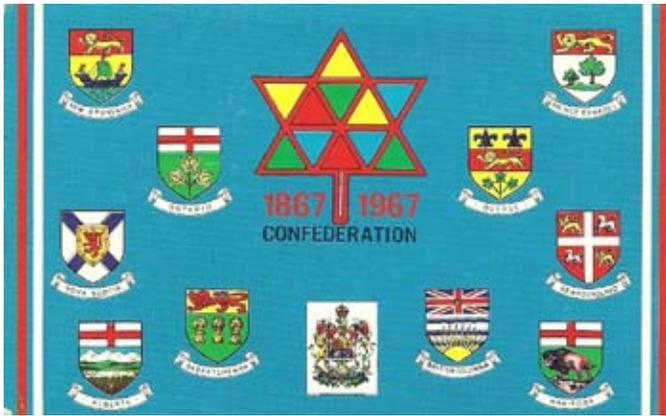
Led by acrobatic goalie Seth Martin – who was in the process of becoming better known in Europe than he was in Canada, a legend in fact – Trail defeated the national teams of four countries including a 6 – 1 win over Sweden and a 7 – 4 victory over the USA. A 1 – 1 tie with the Czechs set the stage for the Smokies dramatic showdown with the Soviet national team, a powerhouse they would have to defeat by at least four goals to win the world title. What were the chances? Slim to none in the eyes of the 17,000 at the game but after two periods the Smokies held a 3 – 0 lead ! Canada and the Soviets traded goals in the third before Norm Lenardon on a breakaway with two minutes left made it 5 – 1 Canada. The four goal cushion was enough to ensure the singing of “O Canada”, the presentation of the Championship du Monde Trophy to captain Cal Hockley and Canadian bragging rights for another year.

It was not until the famous 1972 Summit Series against the Soviets when Canada used its NHL All-Stars that our country would win or gain any prestige in an international hockey series. This 1961 team from a town in the Kootenays but with the hopes of a country on its shoulders was the last pure amateur team to defeat the best of the hockey-playing nations.

Born and raised in Vancouver, Fred Hume has worked at UBC since 1989 as a historian. Fred is a sought-after presenter and writer on sport-related topics, often drawing on his personal collection of postcards and other memorabilia that help “tell a story”. Fred is a member of the Vancouver Postcard Club .

# 2017 Canadian Anniversaries in Postcards

We have produced this issue of *Postview* as our contribution to the celebration of the 150th anniversary of Canada's Confederation. On the back page, we also noted that 2017 is the **50th anniversary of Expo 67**, another great Canadian event that put our nation "on the map" for trade, tourism and culture. 1967 was also **Canada's centenary year** and postcards played a role in highlighting Canada's achievements in its first hundred years and reminding Canadians of the Centenary's significance. The Centennial logo is found on many postcards from that year:



Canada Confederation 1867 - 1967. Published by Plastichrome of Canada. From the back of the card - "The Confederation is represented in the Centennial Symbol by eleven equilateral triangles, ten to represent the 10 provinces and one at the apex represents the great Canadian North."

2017 also marks the centenary of the **Battle of Vimy Ridge**. We can do no better than offer you the words of the Vimy Foundation ([www.vimyfoundation.ca](http://www.vimyfoundation.ca)) -

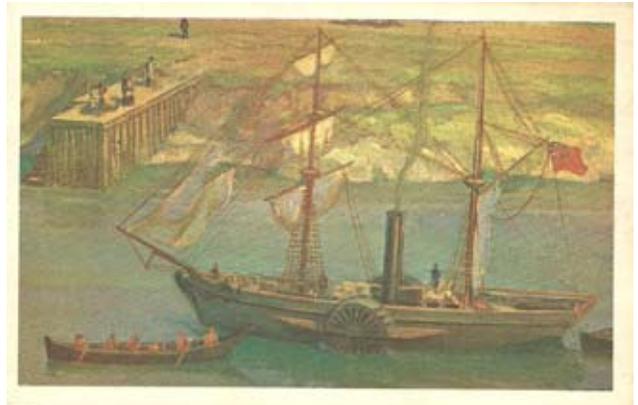
*"The message of Vimy Ridge is one of bravery and sacrifice. The battle, which took place on April 9, 1917, is commonly highlighted as a turning point in Canadian history, where the four Canadian divisions fought together as a unified fighting force for the first time. While 3,598 Canadian soldiers were killed during the battle, the impressive victory over German forces is often cited as the beginning of Canada's evolution from dominion to independent nation. The Vimy Foundation is working to spread the word to Canada's youth — through initiatives like the Vimy Prize and the Vimy Pin — so that all Canadians understand the importance of Vimy to the nation's identity.*

*To underscore the sacrifices made by Canada, which suffered 60,000 fatalities during the First World War, France granted Canada 107 hectares of land at Vimy to build and maintain a memorial. That iconic site is today considered one of the most stirring of all First World War monuments, and certainly Canada's most important war memorial."*



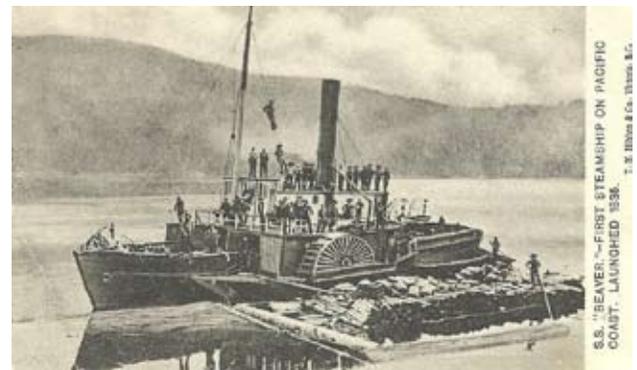
"The Canadian National War Memorial at Vimy Ridge"  
Published by Raphael Tuck & Sons, "Real Photograph", No. 3815A

180 years ago this year an event from the maritime world helped define Canada as a great trading nation. 1837 was the first full year of the *S.S. Beaver's* operation on the Pacific Coast. The *Beaver* was the first steamship in the Pacific Northwest and her 53 years of service have become an integral part of the history of British Columbia's formative years. Commissioned by the Hudson's Bay Company and built at the Blackwall shipyards on the Thames in London, the *Beaver* was launched on May 2, 1835 - 187 tons, 101 feet long and 20 feet wide. Following sea trials, she was re-rigged as a sailing ship, with her two paddlewheels removed and stowed on deck. After sailing across the Atlantic and around Cape Horn, she arrived at Fort Vancouver 225 days later - the first smokestack to be seen in the northeast Pacific.



*S.S. Beaver* in the Columbia River in May 1836. Published by Hudson's Bay Co.

For 24 years, the *Beaver* served as a Hudson's Bay Company trading and supply vessel before being re-fitted and loaned to the British Admiralty as a survey ship. In 1870 she returned to service with the Hudson's Bay Company and was sold to private interests in 1874. For 14 years she served as a tug, freighter and passenger boat. She was wrecked on the rocks of Prospect Point in July 1888 where she became a target for souvenir hunters until she was dislodged and sank in 1892, 125 years ago this June.



*S.S. Beaver* - First Steamship on Pacific Coast. Launched 1835. T.N. Hibben.



Wreck of *S.S. Beaver* at Prospect Point, about 1890. Undated Real Photo.

# The Back Page

## Another Great Postcard Handbook

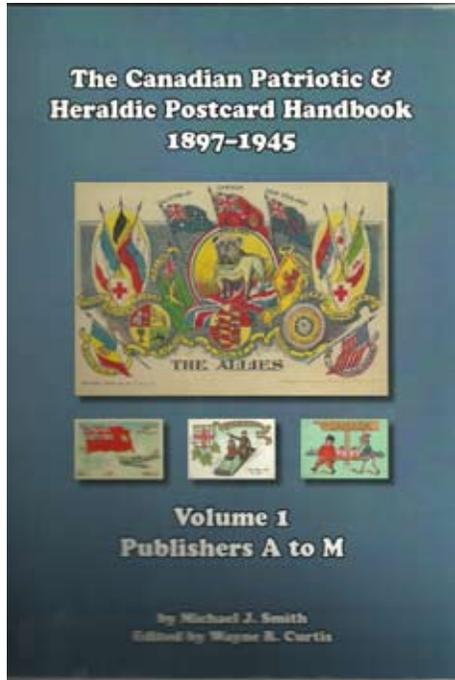
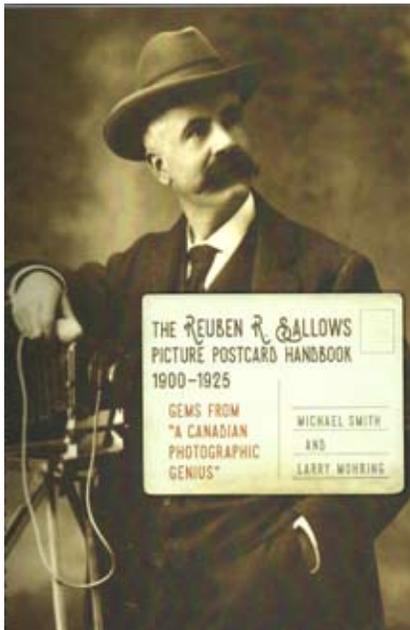
Regular readers of *Postview* will recognize the name of Mike Smith, a resident of Goderich in Ontario and a member of the Toronto Postcard Club. Mike is best known as the editor of a dozen or so postcard handbooks, including *The*

*Canadian Patriotic & Heraldic Postcard Handbook, 1897 - 1945*, in two volumes, first published in 2013. The Patriotic handbook is far and away the most informative guide to the main publishers of Canadian patriotic postcards. Both volumes are well-illustrated and contain comprehensive listings. The handbook introduction also contains a useful summary of the history of postcards in Canada.

Recently, Mike collaborated with fellow Goderich

collector, Larry Mohring, on the publication of *The Reuben R. Sallows Picture Postcard Handbook 1900 - 1925 - Gems from "A Canadian Photographic Genius"* - a comprehensive listing of this great Canadian photographer's work. The handbook is beautifully illustrated with images of a very high quality. Many are familiar to us in British Columbia because it seems that Sallows

photographs were extensively used by Valentine & Sons, Warwick Bros & Rutter and Stedman Bros, who employed Sallows to take pictures of farming and other scenes from Western Canada. The new Sallows and Patriotic handbooks can be ordered from Mike at [msmith55@hurontel.on.ca](mailto:msmith55@hurontel.on.ca) or by calling him at 519-612-1021. We are pleased to recommend the new Sallows handbook, which also contains an excellent summary of important postcard publishers in Canada. If you only want to own one Canadian postcard handbook this might be the one!



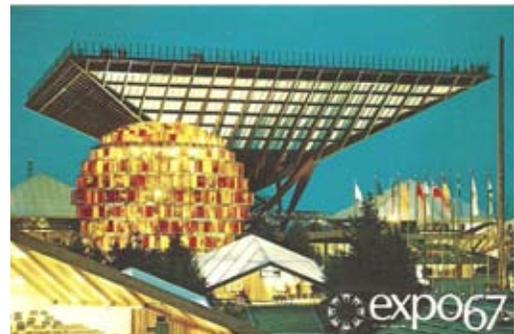
## Expo 67 - Half a Century Ago!

It scarcely seems possible but 2017 also contains the anniversary of Expo 67, another important statement of Canadian leadership in the world. The 1967 International and Universal Exposition was the main national celebration held in Canada's centennial and is still considered the most successful World Fair of the 20th century. Expo 67 with its 90 pavilions and 62 nations represented, attracted over 50 million visitors at a time when Canada's population was only around 20 million.



Inaugural Ceremonies, Opening Day of Expo (Card # EX240)

Expo 67 postcards are fun to collect - bright, colourful, with a distinctive logo and often available from dealers at less than \$1 each. Produced by Plastichrome of Canada for the official Expo 67 postcard publisher, Benjamin News Co. Ltd. of Montreal, nearly all Expo 67 postcards are numbered. We are aware of approximately 200 different Expo 67 postcards, mostly standard-sized, in a number of different series.



Canada's Pavilion (Card # EX202)

## Postview

*Postview* is the newsletter of the Vancouver Postcard Club. Published four times a year it contains articles about the postcard collecting hobby and related matters. The views contained in the newsletter are those of the Editors and Contributors, where shown, and do not necessarily reflect the views of the Vancouver Postcard Club.

Although every effort has been made to check the accuracy of articles, neither the Vancouver Postcard Club nor its officers or members are liable for any errors or omissions.

The Guest Editor of the current issue is Philip Francis, Past President of the Club, and any questions or concerns may be addressed to him at [philipfrancis@shaw.ca](mailto:philipfrancis@shaw.ca).