



Sleighbing on Grouse Mountain, B.C., in June : Alt. , 4300 feet

Love Photo.

# POSTVIEW

The Newsletter of the  
Vancouver Postcard Club

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

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## What's New?

All postcard related submissions welcome, including articles, events, websites, queries.

Are you receiving our Club e-mail? No? Please let us know you'd like to be added. Email: [info@vancouverpostcardclub.ca](mailto:info@vancouverpostcardclub.ca)

We are on Twitter and Instagram as [@vanpostcard](https://twitter.com/vanpostcard) Please follow us (and we will follow you).

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## In Memoriam—Margaret Waddington

It would be very hard to overestimate Margaret Waddington's contributions to the Vancouver Postcard Club. A long time member, she served for many years as Secretary-Treasurer looking after our Membership and Finances. And she cheerfully volunteered at every event, at shown in this candid photo taken at the 2016 Club Show.

Above that, she diligently researched and published articles on BC photographers, most never written about before, including those in her book, *Biographies of B. C. Postcard Photographers* (2006), and she assisted many authors with their BC research. All along she kept up her own postcard interests: the area of Yoho National Park and Salmo, BC.

She always had a smile and a joke to share.

She will long be missed. Our condolences go to all her family.

## **SOME OF JOE'S FRIENDS by Fred Hume**

Sixteenth and Main was the location of the "History Store," the scene where I somewhat surprisingly found a postcard on which the "legendary" Joe Fortes is pictured. Over the years I have looked through many cards of English Bay and the West End but cannot recall seeing one on which "Our Joe" is pictured and identified. Not long ago it was nice to see him honoured on a Canadian postage stamp but has this popular figure been featured on many postcards?

This particular circa 1910 postcard view along with the stamps and Joe's walking stick encased under glass can be found on the wall at the Joe Fortes Library on Denman Street. There is the Joe Fortes Memorial Drinking Fountain on Beach Avenue built in 1926 commemorating his 37 years of service in Vancouver. And the gold watch and chain presented to him at his 1910 formal recognition by Vancouver's mayor and council resides with the folks at the downtown Joe Fortes Restaurant.

The story of Joe, his kind heart, politeness and the effect he had on people since arriving in Vancouver from Trinidad via England in 1865, is a story fairly well known. He is credited with "discovering" English Bay beach back in May 1887 and with it his life's true calling. For the next 35 years he was the guardian and authority figure at English Bay embracing his "obligation" of maintaining watch and of teaching children to swim thereby instilling within them enthusiasm and confidence. There were newspaper accounts and stories of how he would leap into action at all times to rescue and save lives in the waters of English Bay all the while based at his small cottage on Beach Avenue at the base of Bidwell Street.

It is interesting to uncover some of those stories and lives touched by Joe Fortes. We discover that Joe taught swimming to 12-year-old Sylvia Goldstein, daughter of developer Abraham Goldstein and the namesake of his brand-new apartment//hotel at English Bay, The Sylvia Hotel. The folks at Roedde House Museum tell us that Joe taught the children of the Roedde family, prominent West Enders who lived in this house, a treasure at Barclay and Broughton Streets.



One may be aware of another "amazing" West End family, the McGills who lived on Harwood. The young McGill sisters Elsie and Helen were also taught swimming by Joe. He might have had some influence as both became successful, Elsie a ground-breaking aeronautical engineer and accepted into graduate

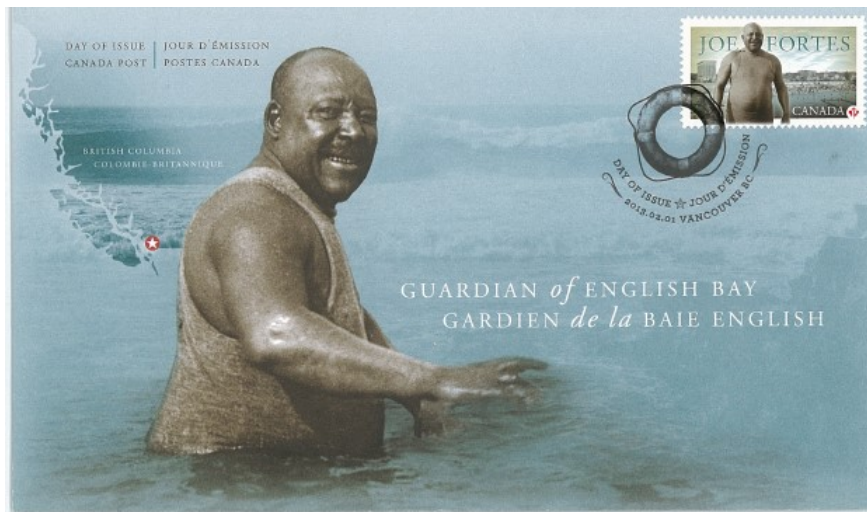
studies at MIT. She is credited with being the world's first female aircraft designer and played a critical role in producing planes for the Second World War effort. There is also Vancouver's well-known impresario Hugh Pickett and Vancouver Sun reporter Pat Slattery who at age 6 was in the water with Joe, *"always feeling safe."*

Ivan Sayers and Jolene Cumming relate the story of how on two occasions two elderly women donated to Ivan at the Museum of Vancouver ivory tissue silk handkerchiefs that they at age 6 were awarded by Joe Fortes upon passing their swimming tests. In both cases these two sophisticated women, so attached to those fond memories, actually cried as they told their stories of Joe and their prized pieces of history. *"They just loved him,"* says Ivan . . . *"after all those years it was amazing he had that effect on them."*

Over the years the Howards were Joe's *"family," "his people"* in his words, especially Cassie who Joe had known since she was a little girl. Cassie with her daughters Goldvine and toddler Barbara in tow, would descend upon English Bay to visit Joe at his cottage. Barbara Howard, perhaps the last living link to Joe, recently passed away in her late 90s but was a star in her own right, a pioneering track athlete, BC Sports Hall of Fame inductee and the friendliest, most positive and youthful presence you could imagine. She and her sister noticed back then how Joe felt estranged from his family, how he was not favoured at home and left at 16 to seek his fortune at sea. He may have felt vindicated however with the public adulation he received in later life.

In early 1922 Joe's health seriously deteriorated and entering VGH he was besieged with calls, flowers and offerings from the three generations he taught to swim. Even the nurse who received him at Heather Pavilion was one of these children he had taught. Just a few days later Joe would pass away with his good friend – a member of his family – Cassie, singing to him at his bedside.

To quote from Lisa Anne Smith and Barbara Rogers' book, *Our Friend Joe*, Joe was honoured by Vancouverites in 1910 with the words, *"Childhood has been safe in your hands . . . your politeness and good nature have endeared you to all."*



Both images for this article, the postcard and the stamp issue, courtesy of Fred Hume.



## A TABULA SCALATA POSTCARD by M. Diane Rogers

This postcard, which was shown at one of our Club's Roundtable Discussions this year, was a 'puzzle' to me. I bought it to add to my collection of vintage postcards showing women and girls, but when it's held still and angled differently the little girl changes to a boy! The hair and facial images are different, and not as I thought at first, a girl dressed in both a dress, then in overalls.

Thanks to the Internet, I found more about this effect quite quickly. Apparently paintings like this were popular from the late sixteenth century and called in Latin, "*Tabula scalata*"<sup>1</sup> (ladder pictures).

But in 1906, Hiram C. J. Deeks (Hiram Codd Joseph Deeks<sup>2</sup>) received a US patent for "*Material for printing multiple photographs*",<sup>3</sup> a process to press photographic paper on cardboard into tiny ridges, then expose these to two different images at two different angles.



H.C.J. Deeks & Co. soon marketed postcards created with this process, first under the name "*Puzzle Post Card*" as this one is, later under "*Photochange Post Card*". Some Photochange cards were made with a different process (and a new patent) showing identical photos but quite differently coloured.

Since this puzzle post card has been scanned you can see here elements of both images. Imagine them separately. And you also see some vertical ribbing. The image has been pasted to the card and is quite thick, and if you run your fingers lightly over it, you can feel the ribbing.

*Puzzle Post Card*, the girl's image is titled "Beauty"; the boy's "Strength". The handwritten message says: "Come and see your brother. Rolland."

The instructions around the images read: top, "*If More Than Signature is Written Below, Two Cent Stamp Must Be Used*" and bottom, "*Look At This Card Sideways. First From One Side, And Then From the Other*".

And below the images: *Patented Oct. 23, 1906, R.C.J. Deeks and Co., Paterson, N. J.*

The postcard was mailed to Miss Ada Resser, Geneseo, Ill, [USA]. Postmarked Geneseo, Ill. 6 P.M. Oct 13 (There is a separate? year stamp but hard to read.) One cent Ben Franklin stamp. Undivided back; "*Post Card, This Side for the Address.*"

## References

1. *Tabula Scalata*—Latin, translated as ladder pictures—were usually vertically corrugated so the image changed as you walked past, or sometimes horizontally so another image was visible in a mirror above. There could even be three images. Other names for these images were "Perspective pictures", "anamorphic pictures", or "turning pictures". The Trivision billboards or variable message signs seen today are similar.
2. Hiram Codd Joseph Deeks was born in London, England in 1880, emigrated to the USA in 1893 and was naturalized in 1903. At that time he called himself a "designer". His first patent was a stencil for printing on "fabrics, paper, walls, or similar surfaces." At this time, he was apparently a textile designer. *A History of Screen Printing: How an Art Evolved into an Industry* by Guido Lengwiler (St Media Group Intl Inc., 2013). Hiram Deeks died in New York State, USA in 1952.
3. USA Patent No. 834,048, granted 23 October 1906 (application, 25 November, 1904), "*Material for printing multiple photographs*". USA Patent No. 856,519 granted 11 June, 1907 (application, 24 September, 1906). Hiram C. J. Deeks filed a number of patents, most to do with photography. See a list on Google Patents: <https://patents.google.com/?inventor=Hiram+C.J.+Deeks>

## **A PRETTY CHRISTMAS GREETINGS POSTCARD—AND OTHERS.**

**Wishing you a very happy December, and all the best of the season.**

But for those of us who've pondered on the odd and sometimes downright creepy Christmas postcards we've seen at meetings and shows, and sometimes even bought, there's a book of oversized vintage reproduction postcards to suit.



The publisher hopes their choices have "*novel charm*" but warns they "*bear no discernable suitability as holiday greetings*".

Might make a fun present!

*We Wish You A Crazy Christmas*, published by Laughing Elephant, Seattle, USA, 2014.

Postcard, private collection.

## CELLULOID (OR ZELLULOID) POSTCARDS

In our last issue, I asked if anyone knew more about the ‘transparent’ postcards found in a friend’s album. Vancouver Postcard Club member Barb Boyd very quickly replied, and sent me information about these cards, usually called celluloids, and some links, along with this lovely example from her own collection—*“A wondrous fluffy feathered and hand-painted treasure”*.



Celluloid and Feather postcard courtesy of Barb Boyd.



Various products were made from nitrocellulose and camphor with added dyes, from the 1850s, first as an ivory replacement (as Ivorine or French Ivory). The term cellulose was first trademarked in 1870 and at the turn of the 19th century cellulose cards were decorated with other products from simple decals to glitter, feathers, even moveable parts. Because they were fragile, and even flammable, likely fewer were mailed. Cellulose was widely used in photography and filming to the 1950s.

The National Museum of American History (Smithsonian), in Washington, DC, has in its collections this paper postcard, made in Germany, illustrating a flower cart with paper, felt and moveable cellulose nitrate parts, described by the Museum as *"A postcard made of paper and decorated with movable celluloid parts on the front. The celluloid parts are a wagon filled with flowers, pulled by two birds holding the traces in their beaks. The decorative parts have been hand-painted. The birds fold back behind the wagon in order to mail the card. A message and an address are on the back. The card is also stamped and the stamp has been cancelled. Currently not on view."* [https://americanhistory.si.edu/collections/search/object/nmah\\_1316823](https://americanhistory.si.edu/collections/search/object/nmah_1316823)

The sender has added instructions on the back, *"Pull the little birdie in back of the auto."*



Flower cart postcard mages, courtesy of the National Museum of American History (Smithsonian) . Mailed and sent to the USA. 9 cm x 14 cm; 3 9/16 in x 5 1/2 in. overall: 3 1/2 in x 5 1/2 in x 3/8 in; 8.89 cm x 13.97 cm x .9525 cm. ID NUMBER 2006.0098.0096 ACCESSION NUMBER 2006.0098 CATALOG NUMBER 2006.0098.0096.

## UPCOMING EVENTS

December 8, 2019—VANCOUVER POSTCARD CLUB AGM and Christmas Social—Auction, sales and trading, refreshments. Noon-2 pm; Room 9.

January 12, 2020—VANCOUVER POSTCARD CLUB MEETING. Speaker to be announced.

January 24-25, 2020—Greater California Postcard, Movie & Paper Show, Buena Park, CA. Fri. 10am-6pm, Sat. 10am-3pm. <http://www.thepapergallery.com/greater-california-show/> (Free admission if show out of state license.)

January 25, 2020—St. Catherines Stamp and Postcard Show, St. Catherines, ON. Sat. Hours 10-5. Info: contact David Hillier: 905-641-2318.

January 25, 2020—Vancouver Coins, Stamps & Collectables Show—Sat. 9am-3pm. Nikkei Centre, Burnaby. <http://northshorenunismaticsociety.org>

February 9, 2020—VANCOUVER POSTCARD CLUB MEETING. Genealogy and Postcard Collectors with M. Diane Rogers.

February 23, 2020—39th Annual Toronto Postcard Club Show, Japanese Canadian Cultural Centre, Toronto. Don Mills Road and Wynford Drive, one light north of Eglinton Avenue), Toronto, ON. Sun. 10am-4pm. <https://torontopostcardclub.com/toronto-postcard-show/>

March 8, 2020—VANCOUVER POSTCARD CLUB MEETING. Speaker to be announced.

Vancouver Postcard Club meetings - second Sunday of the month, except July/Aug, 11:30 am—2 pm at the Hastings Community Centre, Arts & Crafts Room, 3096 E. Hastings, Vancouver. Please check our website for updated info.

## CLUB VOLUNTEERS NEEDED!

The Vancouver Postcard Club needs volunteers as:

**Newsletter Contributors** - articles, ideas, images, queries welcomed.

**Treasurer** - to keep the books, report monthly to the Executive and members.

**Social Media Assistants** - to help promote the Club on social media—currently the Club is on Twitter and Instagram, soon on Facebook. Long distance members welcome to assist.

## ON THE WEB

### *Postcard History*

#### *A Magazine for the postcard collector*

The *Postcard History* website is still new, but as of this month, November, the site has already posted 50 articles on a great variety of postcards, along with news, reviews, an events calendar, and links to Postcard Clubs, including our own.

Bill Burton is the publisher.

[www.postcardhistory.net](http://www.postcardhistory.net)

## Old Postcard News

*For Sale—Gordon postcard camera; cost \$25. Offers wanted.*

*Apply Kathleen Daisey, Brooklyn avenue.*

*The Pioneer*, Phoenix, British Columbia, Canada, Saturday, 29 April 1916, page 4.

Likely this was a camera patented by Edmond Francis Stratton (originally Gottschalk) in 1914, but marketed by the Gordon Camera Co. of New York. Stratton also invented at least one motorcycle and later was a film director and producer in the US and Europe.

### *Postview*

*Postview* is the newsletter of the Vancouver Postcard Club. Published four times a year, it is mailed free of charge to members who wish to receive a printed copy. Past copies are posted to the Club Website at [www.vancouverpostcardclub.ca](http://www.vancouverpostcardclub.ca)

Please address comments or questions to the Editor of this issue, M. Diane Rogers at [diane\\_rogers@shaw.ca](mailto:diane_rogers@shaw.ca)

Views expressed by the Editor and contributors do not necessarily reflect the views of the Vancouver Postcard Club.