



POSTVIEW

The Newsletter of the
Vancouver Postcard Club

www.vancouverpostcardclub.ca

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Club AGM 18th Dec - see you there!

The 2011 Annual General Meeting of the Vancouver Postcard Club on December 18th has more significance than normal in the life of our Club. In addition to the usual features - approval of reports, annual auction and club photo - this year's AGM will also mark the retirement of Don Steele as Club President. The AGM will elect a new Executive Committee and a new President.

It is perhaps too early to tell whether these changes will ensure the survival of a Club whose members increasingly buy and sell on the internet (rather than at club meetings or postcard shows) and whose membership, dare we admit it, is getting older and less inclined to come out to meetings, particularly evening events. However, the signs are encouraging - attendance at monthly meetings has never been better (10 - 15 at most meetings), largely due to the outstanding quality of guest speakers. Meetings are fun and informative and the "business" is now largely handled by the Club Executive (another change on Don's watch). Club membership has stabilized and modestly increased, despite the loss in recent years of a number of "pillars" of Vancouver's postcard collecting scene. And, as reported elsewhere in this issue, there appears to be a growing interest in early Vancouver history as represented in postcards.

Don's retirement is well deserved. He was Club President from 2001 to 2006 and again from 2008 to the present day. Back in 2008 the future survival of the Vancouver Postcard Club was far from clear. Like many community organizations, the VPCC was finding it hard to attract members willing to spend time in voluntary leadership roles, attendance at club meetings was falling and the membership roster was declining.

Supported by Vice-President Ron Souch and Club Secretary Margaret Waddington, Don introduced a number of changes. The time and format of the monthly club meetings were changed to Sunday afternoon. An expanded program of guest speakers was arranged. The club newsletter was relaunched in 2009 under a new editor, with a view to widening the circle of interest in postcard collecting. A club website was set up and recently redesigned with professional help.

At the AGM on Dec 18th we will have an opportunity to thank Don for his many years of leadership and to elect a new Executive to lead the Club for the coming year. We hope you will consider having yourself nominated for one of the Executive roles and come and vote!

In this Issue

Page 1 - See you at the AGM - Sun. Dec. 18th
Pages 2 & 3 - Vancouver Postcard Club News
Page 4 - BC Postcards in the News; Photo-journalism or "Fine Art?"
Page 5 - Biographies of B.C. Photographers - James Shingo Murakami

Page 6 - Cheramy's Chatter
Page 7 - American Views - "Mall Things Considered"
Page 8 - Annual Postcard Show; Schofield/B.C. Photo Card Co.: Don't Worry - Smile



"I saw someone waiting at Stanley Park last night. Was it you?"

Published in the B.B. London Series, No. 2431 in 1908.

New VPCC Website

Have you visited our new website yet - same address as before but now updated with a new interactive design and user-friendly navigation? We are grateful to Justin Tanner for his assistance with the redesign, featuring "Cop-perprint" postcards by the European Import Co., Vancouver, from around 1908. We want to make our website the "go to" place for information on postcard collecting in Vancouver.

We're looking for a Club member who would be willing to act as the Site Administrator, posting announcements and uploading newsletters etc. Please email philipfrancis@shaw.ca if interested.

Vancouver Postcard Club News



Maurice Guibord

Sept. 18, 2011: Maurice Guibord showed his collection of Eiffel Tower postcards and covers. Designed by engineer and bridge builder Gustave Eiffel, the tower was built in 1889 as an entrance arch for the Exposition Universelle, a world's fair celebrating the 100th anniversary of the French revolution. Scheduled to be torn down in 1909 it was retained as a communications centre. During WWI it was used to dispatch Parisian taxis to the front and to jam German radio transmissions during the first Battle of the Marne.

One of the highlights of Maurice's collection was a postcard showing Hitler in front of the Eiffel Tower. During the German occupation of Paris in the 1940s, the French cut the lift cables so that Hitler would be forced to climb the more than 600 steps to reach the top. When the Allies neared Paris in Aug. 1944, Hitler ordered Dietrich Von Colitz, the military governor of Paris to demolish the tower but Von Colitz refused.

Other notable events concerning the tower: during the Paris Millennium celebrations New Years Eve 1999 searchlights and flashing lights were installed and fireworks set off – now a nightly event, in the winter of 2004 a skating rink was installed on the first floor, and in 2007 an American woman, Erika Eiffel, “married” the Tower.



Mike Hocevar

October 16, 2011: Mike Hocevar brought along a wide selection of early B. C. paper. Among the many objects shown was a ticket for a Lone Ranger show at the Nova Theatre, Empress of Japan passenger and ships officers lists, an 1895 B. C. Chinese miner's certificate, a map of the North Pacific Ocean, a “Red Cross Brewing Co, Vancouver” envelope, an ad for “Cucumber toilet cream,” a 1915 Canadian Bank of Commerce cheque, a prescription for liquor, a label for HBC's Imperial Select Stock Export Beer, a letter from the Victoria-Phoenix Co., Victoria, an 1886 Quartz Company mining stock certificate, a 1906 Beaver Canning Co., Lulu Island receipt, a 1903 bill from the “St. Mungo Canning Co. Ltd, fish merchants and canners,” and a booklet “Wines and liquors for the home,” plus postcards of Campbell's Prescription Store, the Empress of Japan, a Hotel Vancouver hold-to-light and various logging views.



Tim Woodland

November 20, 2011: Ten members and five guests were on hand when Tim Woodland gave an excellent Power Point presentation on the cards of Vancouver Island. Tim not only showed views of such communities as Alert Bay, Chemainus, Genoa, Gibson Mills, Mesachie Lake, Nanaimo, Nanoose Bay, Port Alice, Port Hardy, Sooke, Tahsis, Victoria and Zeballos, but gave background information on the photographers and publishers represented. Included in the collection were cards sent by Port Alberni photographer Leonard Frank.

There were 7 cards by unknown publishers and/or photographers: A.H. Lewis, general merchant, Chemainus, Ideal, 1909 (printed by Glukstadt & Munden), J.O.H. McCoy (Port Hardy/Suquash area), W.C. Lemke (Port Alice), Pickup Photo (Port Hardy, Suquash, Alert Bay area), C & E Sanderson, Sooke (& B.C.P.S. 7) on 2 different postcards, and two views of Nanaimo mailed 1906 with “Souvenir Postal Card, Nanaimo, B.C.” on the back.



Falling Timber, B.C.

Photo by Leonard Frank, Alberni, B.C. (1913)

Ron Souch Postcard Listings

Ron Souch has certainly been busy! In recent months he has compiled three new checklists:

- 1) Historical Picture Postcards along the Cariboo Wagon Road Ashcroft to Barkerville, B. C; Cards published from 1900 to about 1960 (\$30);
- 2) Historical Postcards photographed and published by Philip Timms (\$35)
- 3) Historical Postcards published by T.N. Hibben & Co.: Views of British Columbia and Beyond from 1902 to 1914 (\$35).

Copies can be obtained from the All Nations Stamps and Coins, 5630 Dunbar St., Vancouver, BC V6N 1W7, Tel: 604-684-4613, email: collect@direct.ca and F.v.H. Stamps, #102-340 W Cordova St., Vancouver, BC V6B 1E8, Tel: 604-684-2929, email: fvhstamps@aol.com

As collectors of BC postcards already know, Ron's checklists are an invaluable resource. If you're collecting by publisher or photographer they not only let you know what you're missing but also help you organize your collection since Ron identifies the postcards by type and series.

The new checklist of the photographs of Philip Timms is the first time that Timms' real photo postcards have been organized in a comprehensive listing. Ron was able to draw on the collections of a number of major Timms collectors and cross referenced many of the images with those on public websites, including the digitized collections of the Vancouver Public Library and Vancouver City Archives.

Recent Donation of Club Cards

Rachel Duffalo, 45 Pine Street, Homer City, PA 15748 USA, recently donated thirteen Prince Rupert (W.W.W & McRae cards) and 28 Vancouver (Coast Publishing, Vancouver, Importex, Vancouver, Novelty Manufacturing & Art Co. Ltd., Montreal and "Manufactured by TB, Cambridge, Mass.") cards to the club.

Writes Rachel: "In cleaning out one of our family homes, we found these Vancouver postcards. In trying to decide what to do with them, we found the Vancouver Postcard Club online. I hope they will be of some interest to you or some of your members. By the family letters in the same box, we are think these are of the early 1900s."

These cards, individually priced, are a welcome addition to our Club Box cards and are available for purchase by members at our monthly meetings.

Have you got any cards that are surplus to your collection and you don't know what to do with? Why not consider donating them to the Vancouver Postcard Club for sale to members? Proceeds go towards club expenses such as updating the website and printing this newsletter. And you never know - your donated postcards might just be what another collector is looking for to fill a gap in their collection!

The Annual Club Auction

The annual auction by the Vancouver Postcard Club, held during the Annual General Meeting (December 18th) is not an opportunity to dump unwanted junk on other members. Far from it! For several members, in fact, this is one of the highlights of the year, providing an opportunity to purchase postcard-related items - books, magazines, postcard sleeves, paper ephemera etc at reasonable prices. Both seller (who receives the full proceeds) and buyer therefore benefit.

In previous years, some fine publications have been auctioned and more than one member has used the opportunity to add some very nice old books to their library shelves.

Back by popular demand is club member Tim Mustart who expertly conducted last year's auction, which saw lively bidding.

If you have unwanted postcard publications, ephemera or other historical materials please bring them along to the AGM so that they can be auctioned to other members.

VPCC Executive Committee

As noted on page 1, the AGM is the time when members elect a new Executive Committee to run the "business" of the Club. Two of the existing Executive members have agreed to be nominated for re-election - Ron Souch (Vice President) and Margaret Waddington (Secretary/Treasurer).

Some of the roles that Executive Committee members will be asked to fill are:

President - following Don Steele's retirement

Postcard Show Organizer - with assistance from Ron Souch

Membership Secretary - as noted in the last issue of Postview it is hoped that one person will take on the responsibility for maintaining an up-to-date membership roster and overseeing the renewal of annual membership dues (currently being performed by Don Steele and Margaret Waddington)

Website Administrator

Other duties as may be required - for example arranging the program of guest speakers at monthly meetings.

The Executive Committee meets about 4 times a year and the responsibilities are not onerous. The following have so far consented to have their names put forward for election:

Philip Francis
Tim Mustart
Diane Rogers
Ron Souch
Margaret Waddington
Tim Woodland

If any member wishes to be nominated or has any questions about the role of the Executive Committee please call Don Steele at 604-922-9688.

BC Postcards in the News



We are delighted to see that postcards from BC have featured prominently in a number of publications and public settings in recent months. The above image is from an article in *aq*, the magazine of Simon Fraser University, November 2011, by Eric Swanick, "Postcards, An Earlier Twitter". Simon Fraser University Library has just been donated a collection of 8,000 postcards, mostly of British Columbia. There are town and city views, scenes of agriculture, fishing, forestry and transportation, parks and nature cards and cards of First Nations and the Seaforth Highlanders. Included in the collection are 88 cards of Squamish, 281 cards of Stanley Park, 63 cards of Grouse Mountain, 184 cards of the Vancouver waterfront, and 170 cards of Chilliwack. Special Collections will digitize approximately 2,000 of these cards which should be accessible in early 2012. The new collection will join the Special Collections Doukhobor postcards which are already available online.



60. Touring Car near Brockton Point, Vancouver, B.C. - Philip Timms (1907)

On November 5th, John Mackie's article in the *Vancouver Sun*, "A young city in sharp focus: the art of postcard photographer Philip Timms captures Vancouver's Edwardian era," featured Philip Francis and two of his Vancouver postcards. This column preceded Philip's slide show "Vancouver 1904-1914" November 9th at the Museum of Vancouver, featuring images from his collection of early Vancouver photos and postcards. The event, sponsored by Macquarie Private Wealth, was a fund-raiser for the Vancouver Hospice Society. Over 170 attended the slideshow - largely thanks to John's generous article in the *Sun*.

Philip's collection of over 15,000 postcards is also featured in the Winter 2011 issue of *Montecristo*, the lifestyle quarterly magazine for discerning Vancouverites distributed to over 30,000 households in the metro Vancouver area. Philip was interviewed by assistant editor Katie Nanton, who also selected two images from his collection to accompany the article. The online version at www.montecristomagazine.com is also linked to the Vancouver Postcard Club's website.

It's great to see our local press highlighting postcard collecting. As Eric Swanick notes in his article in *aq*, postcards are increasingly being used to explore our past. The images on the front of a postcard contain a valuable photographic record of the life and times of Edwardian Vancouver (the "golden age of postcards") and also provide a resource for social historians and others interested in the development of this city and Province throughout the 20th century.

Photojournalism - or "Fine Art"?



Some of Philip Timms' early images of Vancouver - such as the one above of a snowy scene outside the first Hotel Vancouver at Georgia and Granville - evoke a similar sense of awe as we might feel in front of a fine painting in an art gallery. Can these early images by Timms and other early photographers perhaps be viewed as "fine art"?

Who better to consult than Christopher Varley, a curator at the Vancouver Art Gallery 1974-77, and the head curator of the Edmonton Art Gallery (now Art Gallery of Alberta) 1979-83. Chris, now a private art dealer living in Toronto, commented as follows -

"John Szarkowski, who was curator of photography at the Museum of Modern Art, observed that photographs are 'taken' and paintings are 'made'. A photograph records everything before the lens. The fire hydrants, telephone lines, and cow pats that painters ignore are not only glaringly obvious in photographs, they often command more of our attention than the intended subject.

Photographs are therefore like blotters. They soak up everything- all the visual 'information' before the lens. Everything is recorded, stubbornly disobeying the compositional and expressive hierarchies of paintings, even our eyes. This is a distinct characteristic of the medium, and photographers who have grasped, explored, and played with it, have contributed more to the artistic development of photography than those who have dutifully mimicked the conventions of painting.

It follows that the work of photojournalists, documentary, and postcard photographers is almost always of more interest than that of pictorialists and salon photographers. The former play to the strength of the medium; the latter deny it.

Philip Timms was exceptionally good at this, for he was completely engaged by his subjects, and responsive to life's whimsies and comedic moments. He also printed beautiful, warm toned cards. The best of them are of high artistic merit, and will find a secure place in future histories of photography in Canada."

BIOGRAPHIES OF B. C. PHOTOGRAPHERS

JAMES SHINGO MURAKAMI, 1899-1981

Compiled by M. Waddington



Japanese photographer Shingo Murakami was born July 12, 1899 in Japan to Otogoro and Usa (or Fusae - sources vary) Murakami.

Already working as a photographer in Japan, he immigrated to Canada on March 28, 1919, arriving in Victoria on the S.S. "Panama Maru," stated destination 245 Powell Street, Vancouver, home of photographer F. Shuzo Fujiwara.

Fujiwara had studied photography with Uyeno Kikoma, a master of portrait photography, before coming to Canada in May 1902. He worked first as a fisherman in Steveston, then as a photo technician with the Crown and Smith Photo Studios of San Francisco and Los Angeles, respectively. Returning to Vancouver he worked briefly for the Arikado Photo Studio before opening his own studio in 1909 at 245 Powell Street.

By 1923 Murakami established the Empress Studio at 213 East Hastings, Vancouver. The studio moved to 112 East Hastings in 1930. From 1938 to 1939 it was listed as located at 112 East Hastings and 214 Powell Street, then at 438 Main Street and 214 Powell Street in 1940 and 1941.

On April 10, 1929 he married 22 year old dressmaker Ruth Satsuko Kawamura in the Church of the Holy Cross, Vancouver. Satsuko, daughter of Otokichi & Sato Yoshitomi, had arrived on the S. S. "African Maru", September 24, 1925 in Victoria (enroute to Shawnigan Lake, Vancouver Island) with her adoptive parents, Rikichi and Yu Kawamura. The couple had four children: Ernest Keigo, Paul Shogo, Martha Masako and Lily M.

In 1942, when the family was interned in East Lillooet, the Empress Studio, 438 Main St., was run by an employee, Mrs. Adeline

Bond, and even though it closed soon after, the camera equipment and collections of photographs and negatives of the studio were stored for Mr. Murakami to repossess at the end of the war.

By 1948 the family had moved to 3004 19th Street, Vernon. At first Murakami found little call for photography and had to find work as a labourer but by 1951 he established the Murakami Studio at 2902 33rd Street. In 1952, when Vernon celebrated its Diamond Jubilee, the Japanese Canadian Cultural Association decided to build a float. Murakami was chosen to design it and the completed float won first prize. The last listing for Murakami in Vernon telephone directories was in September 1952.

Returning to Vancouver, Murakami is listed as photographer and proprietor of the Murakami Studio, 756 East Hastings, from 1953 to 1980. He lived at 756 East Hastings in 1953, at 73 West 20th from 1954 to 1963, then at 4825 Osler Street from 1964 to 1980.

He died March 12, 1981 in Mount St. Joseph's Hospital, Vancouver, survived by his wife Ruth Satsuko, sons Ernest and Paul, daughters Martha and Lily, six grandchildren, and two nephews in Japan. He was buried on March 17th in Mountain View Cemetery, Vancouver.

Murakami's Empress Studio photographs, in the possession of his son, Dr. Ernest Murakami in 2005, constitute the only studio collection of those existing in Vancouver in 1942, known to have survived intact.

UBC's Rare Books and Special Collections has one of Murakami's photos in its Shigejiro Edamura collection while some of his Vernon photos are held by the Japanese

Canadian National Museum, Burnaby.

Many thanks to Linda (Kawamoto) Reid, assistant archivist, Japanese Canadian National Museum, and to Ken Ellison, Vernon, for their research assistance.

References:

- Ancestry.com. Canadian passenger lists 1865-1935. Original data: Passenger lists 1865-1935. Library and Archives Canada, RG 76-C: Department of Employment and Immigration fonds:
roll T-14872 (arrival Shingo Murakami)
roll T-14882 (arrival Satsuko Kawamura)
roll T-14904 (return of Shingo, Satsuko, Martha, Ernest, & Paul Murakami to Vancouver)
- B. C. Archives death registration 1981-09-004464
(in mfm B13610) (death James Shingo Murakami)
- B. C. Archives marriage registration 1929-09-352032
(in mfm B13757) (marriage James Shingo Murakami & Ruth Satsuko Kawamura)
- B. C. directories: Vancouver: 1923-1943; 1953-1980; Vernon: 1948/49; 1951
- Shashin – Japanese Canadian photography to 1942. Burnaby, B. C.: Japanese Canadian National Museum, 2005
- 'Til we see the light of hope / edited by Ed Ouichi. [Vernon, B. C.]: Vernon Japanese Senior Citizens Association, [2004]
- Vancouver Sun, March 14, 1981, p. E5
"Deaths...Murakami, James Shingo"

Cheramy's Chatter - by John & Glenda Cheramy

Sept 10, 11 – North Shore Numismatic Society Coin & Stamp Show at Oakridge. Another busy show – Glenda and I left home early Sept 9th, Friday, for our usual stops in Richmond and at Chantou International for supplies, and then later to Langley for a visit at Foot Stamps. We seemed to be busy both bourse days and saw the following Vancouver Post Card Club members – Neil Whaley, Tim Woodland and Don Steele early Saturday, and later Philip Francis, Milt Blackburn, Tim Mustart, Ron Souch, Marg Waddington, Jeff Dufour, Dave Morris and Brian Grant Duff. Also heard from Christine Ellison who was vacationing in the interior of BC.

Sept 24, Saturday – Nanaimo, BC. Glenda and I headed up-Island Friday the 23rd and stopped at Jeff Ross's Coin Shop where he was being deluged with customers offering gold and silver coins and jewellery. Jeff had two helpers helping to try to keep up but he couldn't negotiate with us on some postcards he had. We did see and buy the cards at the Sunday show including some nice early World Coin Cards. We later visited with Jim and Mary Miller in their high rise condo with a wonderful 180° view of Nanaimo downtown and harbour. Saturday was a surprise as it seemed only a little over half the usual bourse dealers attended this year. The crowd however, was the usual bustling customers we are used to seeing at this show. Sales were decent and we met some new collectors as well. Our daughter, Vicki, helped behind our table for part of the afternoon. I thought I saw Lorne Dennison and Tim Mustart, and Jim Miller showed up as well.



The California Grocery was located on the corner of Seymour & Nelson Sts, approx. 1922 (from the collection of John & Glenda Cheramy)

Nov. 18, 19 & 20 – one-day show at Oakridge on Sunday the 20th. We left Victoria Friday morning on the first ferry with again, stops in Richmond and Chantou on the way up the Fraser Valley to look at some postcards. Again, we stopped at Foot's Stamps and Pastime Sports for supplies. Saturday we spent partly in White Rock in the morning and later, in early afternoon, drove to New Westminster for late lunch at the Quay. Not a lot to find in the few antique shops left along Front Street. Sunday morning we saw Art Davies, Neil Whaley and Tim Woodland early, and then later Milt Blackburn, Ron Souch. Per Jensen also had a bourse table. Stan Stewardson showed up early afternoon looking for hospital cards for his sister (a nurse). We managed to do a trade of a few cards and both of us were happy. Nice to hear that Stan's voice is back in working order!



"Old Bill" of Troop Transport Fame, Vancouver Golden Jubilee, 1936 (from the collection of John & Glenda Cheramy)

Nov. 27 – Victoria Comfort Hotel. We saw Lee Dowsley, Don Stewart, Ron Greene, Gray Scrimgeour, and Richard Moulton. Per Jensen and Jim Miller both had bourse tables. A good turnout for the morning but, Grey Cup Sunday meant the crowd (and many of the vendors) thinned quickly by mid-afternoon!

After resting for the month of December we'll be looking forward to mainland shows: Jan. 22nd at Oakridge and later March 31 & April 1st the VNS show at Oakridge. April is our busiest month as we plan on attending the Edmonton Wild Rose Antique Show on Easter Weekend, April 6 & 7th, and later in the month the New Westminster Queen's Park Arena Fraser Valley Antique Collectors show.

We hope everyone has a great Holiday Season – Merry Christmas to all who celebrate, and our best wishes for the New Year, may it be filled with super cards!

Upcoming Meetings & Events

VANCOUVER POSTCARD CLUB MEETINGS (12 NOON)

Dec. 18: AGM, Auction, Club Photo and Christmas Party

Jan. 15: Ron Souch – Cariboo Highway cards

Feb. 19: Tom Beasley – Photographers of Thunder Bay, 1900-1930

UPCOMING EVENTS

Jan. 15; 21st Century Flea Market, Croatian Cultural Centre, 3250 Commercial Drive, Vancouver

Jan. 22; Oakridge Stamp and Coin Show, Oakridge Mall

Jan.29; Victoria Stamp, Coin & Collectible Fair, Comfort Hotel, Victoria

Feb. 12; Retro Design & Antiques Fair, Croatian Cultural Centre

Feb. 18-19; Greater Seattle Postcard, Stamp and Paper Collectibles Show, Kent Commons, 525-4th Avenue North, Kent, Washington

Feb. 24-25; Greater Portland Postcard & Paper Collectibles Show, Oregon Army National Guard Building, 10000 NE 33rd Drive, Portland, Oregon

Feb. 26; Toronto Postcard Club show, Old Mill Inn, 21 Old Mill Road, Toronto, Ontario

Mar. 3-4; VICTOPICAL Stamp & Postcard Show, Comfort Hotel, Victoria

Mar. 3-4; Portland Expo Center Collectible Show, Port Expo, N. Portland, Oregon

Mar. 18; 21st Century Flea Market, Croatian Centre

American Views - "Mall Things Considered"

By Buzz Kinninmont

There are probably more memories for me in this postcard than in any other:



It shows four c.1960 views of Park Royal Shopping Center in West Vancouver, shortly after the completion of the all-new South Mall.

The two bottom images show the original open-air "north side" (north of Marine Drive, West Van's main thoroughfare), which commenced operations in 1950 and is thus recognized as being Canada's first shopping center.

Woodward's Department Store seen at LR evokes the sight and smell of fresh donuts bubbling away in a deep fat fryer just inside one of the entrances, the embarrassment of being caught co-shoplifting back in Grade 9, and, much later, the horrific way in which the intended pension funds of many long-time Woodward's retail employees - most of them elderly women - were unapologetically usurped by a few young Vancouver stock-market-savvy shysters.

Next to Woodward's was Woolworth's five-and-dime which I had to patronize once or twice per year for a very specific beach ball, only available there and irreplaceable for silly-soccer because it made the most wonderful, unpredictable dips and dives while in flight. Those visits necessitated the impossible feat of taking a giant breath outside the store and then exhaling very, very slowly while making one's way 2/3 of the way to the back of the store, choosing a ball, striding briskly back to the front to pay and then escaping into the breathable exterior air. The Woolworth's lunch counter always reeked as if someone had just returned something they had eaten there earlier in the day for a refund.

The lower left image shows the western end of the north side before it was renovated into a closed-in mall. Victor's Delicatessen, Kelly's Records, Maurice's Restaurant, Dockstader Drugs were among the hometown-y businesses found there. And the then-new Woodward's Food Floor (a name which, on a one-story building, must have seemed odd to someone unfamiliar with its original department-store-basement location in downtown Vancouver) can be seen at the far end, approximately where London Drugs is located today. Amongst the usual groceries, it stocked a range of seldom seen tins and bottles and boxes of foreign fruits, sauces, teas and other potions that made it a fun and tasty place to shop.

The two top images show portions of the just-built mall on the south side, with an Eaton's of Canada department store (Upper Left) at one end and Super-Valu grocery store (upper right, in the distance) at the other.

A few wise businesses migrated from the north side to the south when it first opened, others remained behind to languish. Kelly's Records, for one, withered away on the north side while most kids headed straight to Sight & Sound in the mall for the hot new 45's of the week, or the latest Beatles album on the day it was released. And if you missed it at Sight & Sound, you walked straight down the rain-proof mall to the record department in Eaton's, but seldom did you bother to make the trek over to the old, uncovered north side.

Just to the right of where the photographer stood to take the photo of the mall's interior was the B.C. Government Liquor Store. There was controversy at the time about it being situated in a shopping mall, effectively giving alcohol a higher level of social acceptability than was considered right by many folks at the time.

I remember that store, later-on, introducing me to interesting wines from faraway places like California, South Africa and Chile as well as providing a perpetual supply of Gaymer's sparkling cider from England in its tall brown bottles with twist-out rubber stoppers.

But the moment I most remember was one Friday night late in Grade 12 when a friend and I were lurking in almost the exact spot where that photographer had stood, wondering who over the age of 21 might come along and help out by making a trip into the liquor store for us, when one of the teachers from our high school (who shall remain nameless to this day, other than to say she!) appeared and chatted with us for a couple of minutes and then said "I guess you boys are hoping someone will get you something from the liquor store... what do you need?" !!!

It would be fascinating to be able to see a digitized time-lapse rendering of all of the changes that have occurred at Park Royal in its 60+ years. I'm sure it would provide a thorough historical model of Canadian social and shopping trends over that time span, with the successes and failures, the various tenants' relocations, and the frequent demolitions, renovations and additions (some of which were stunningly unattractive). The Eaton's and Woodward's department store chains - whose stores were the original anchors of the two malls - are long defunct despite their many, many years as respected participants in Canadian retail.

For a few decades, beginning about the time of this card, the south side had a large bowling alley as well as one of Canada's earliest twin theatres, later made into a triplex. But those two buildings are gone now, replaced with the more up-to-date "Village" complex of shops and restaurants.

Park Royal's growth and success has continued, yet I think it would be difficult, today, to produce a saleable postcard like this one with three attractive exterior views of the malls. The stylish Eaton's storefront seen in the postcard vanished long ago during an expansion whose architect I suspect was a drop out from prison-architecture school (and who I hope isn't a member of this postcard club!).

Both the north side and the south side retain significant swaths of 1980's penal-institution façade to this day, but, given Park Royal's location on one of the few sizable tracts of commercial real estate in one of the world's wealthiest municipalities, it's pretty much guaranteed to continue to thrive even if its décor were to be updated to "cemetery" or "abattoir...."

~

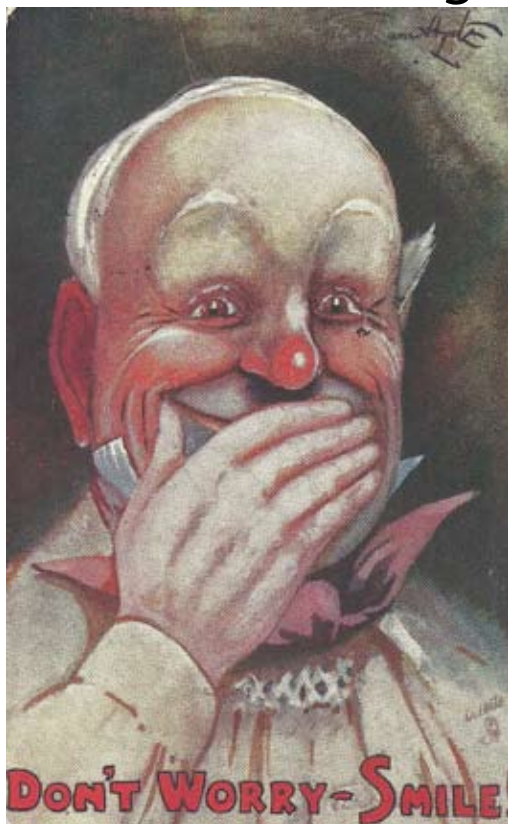
Annual Postcard Show

The Annual VPCC will be held in 2012 on Sunday May 27th, from 10 a.m. to 4 p.m. at the Hastings Community Centre. Don Steele has once again agreed to be the show coordinator and will provide further details early in 2012. Meanwhile, please mark the date.

We are keen to make the 2012 Annual Show a memorable event and if recent coverage in the local media is any indication we can expect record numbers to attend this year. We have already heard from several dealers that they expect to bring new stock and it's been our experience in past years that collectors can find postcards at prices often well below some of the inflated levels being paid on eBay these days. And the good news is that you won't get gypped on the foreign exchange conversion!

At the 2011 Annual postcard show we had a large number of entries in the postcard display section and some outstanding presentations. Why not consider showing a selection of your best cards in a display at the show this year? The Club will provide you with the display materials to present your postcards and you will be eligible to receive one of three prizes based on a ballot of those attending. Watch for further details.

Season's Greetings



We send best wishes to all our readers for the holidays and for a healthy and happy New Year. And in the words of this Graham Hyde postcard from 1906 (Tuck Series 9173) - Don't Worry - Smile! That's a good postcard resolution for 2012!

Schofield/B.C. Photo Card Co.

Can you help solve a mystery concerning Vernon photographer Harold Uttley Schofield, born in 1880 in Yorkshire, England? (For a biography of Schofield please refer to the November 2008 issue of this newsletter, page 1).

Schofield came to B. C. in 1910 with his brother Arnold, an accountant. By July 14, 1911 he and Arnold were living on Coldstream Road, Vernon, where he operated a photo studio. In 1912, Schofield moved to Vancouver where he worked as a photographer for Fred L. Hacking before, in 1914, enlisting with the Canadian Expeditionary Force in Valcartier, Quebec.

Between 1912 and 1914 numbered real photos were published by B.C. Photo Card Co. They all have the same stylized script as Schofield's real photos from Vernon - see below (note the "h" and "n"). Several eminent collectors have claimed, because of the distinctive handwriting, that Schofield operated B.C. Photo Card Co. during the two years he was in Vancouver but so far no other evidence has been found to support this. Please email philipfrancis@shaw.ca if you can shed any light.



Postview

Postview is the quarterly newsletter of the Vancouver Postcard Club. The views expressed herein are the views of the Editor and contributors and may not reflect the views of the Club as a whole.

We welcome letters and articles from members but reserve the right to edit them in the interests of space. Please send any material by email to the Editor, Philip Francis, at philipfrancis@shaw.ca. Postcard images to accompany your material are welcomed (please send as a .jpg attachment).