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“A postscript to our postcards”

We have a very high regard for the Globe & Mail, our national newspaper. But we were surprised to see a comment from journalist Eric Andrew-Geethe in an article on April 28th, 2025. Under the heading above, an excellent article summarized, in stories and images, the mood of the Canadian public in the days before the recent Federal Election. Andrew-Geethe writes -

“Postcards are for clichés: the CN Tower, Lake Louise, a Maritime lighthouse. They’re pretty, and don’t tell you much.”

We do own one or two Taylorchrome postcards of Lake Louise and agree they’re very pretty. But postcards “don’t tell you much”? You must be kidding! As you’ll see and read in this issue of *Postview*, old postcards can tell you more about Canada, and the life and times of Canadians during the 20th century, than almost any other collectible. The image on the front of a postcard – an animated street scene for example – might tell you about the development of our towns and cities, how we travelled, where we worked and played, and how we looked. In the days before quality images in newspapers, and long before social media, postcards often provide a lasting visual record of a location or event that would otherwise have been lost in time.

What’s written on the back of a postcard tells you about our priorities, how we communicated with each other before email and texting, and what we thought about current events. A postmark on a postcard from a B.C. mining town long since disappeared tells its own story.

Because postcards can tell us so much, they are now viewed as an important source of social history. Better still, they are fun to collect and (mostly!) affordable.



“Beecher Ave. looking North East, Crescent Beach, B.C.”
(J.C. Walker, 1953)

In this Issue

This Spring issue of *Postview* contains some wonderful story-telling about postcards held in personal collections – see Fred Hume’s article on **page 6** and Neil Whaley’s on **page 7**. On **page 3**, you’ll find the first in a new series of articles about great local postcard collectors. We start by profiling Ron Souch, who has collected B.C. postcards for over 50 years.

On **pages 4 & 5** we make the case for collecting “chrome” postcards and wonder whether they herald a new “Golden Age” of postcards (article by Philip Francis). Andrew Martin updates us on his interest in stereoscopic postcards, **page 8**. Rein Stamm’s President’s Message and Club news are on **page 2**. Some tips for new collectors who are starting to buy postcards on eBay can be found on **page 8**.

A reminder that the next meeting of the Vancouver Club is on Sunday 1st June at the Roundhouse Community Centre in Yaletown (corner of Pacific Ave. & Davie St.) One city block from the Yaletown Skytrain station. **We meet in Room C, on the main floor – guests and new members are warmly welcomed.**

Vancouver Postcard Club News

Club President's Message



Rein writes: We have been meeting at the Roundhouse Community Centre for a full year and so now seems to be the right time to touch on a couple of Vancouver Postcard Club highlights from the past 12 months.

One highlight is that the VPC managed to get out into the community to talk about postcards. Last August, club members gave a presentation at the Coquitlam Heritage Centre (Mackin House), and more recently we've had two visits to the West End to take part in Roedde House Museum community events. In the coming year the VPC will look to pursue more such opportunities as a way to raise local awareness about our favourite hobby.

A second highlight from the past year is the influx of new members. **A note for each and every New Member: We are very glad that you are here. You are extremely important to the VPC.** New Members - with their fresh eyes - bring new ideas, new questions, and new interests. Case in point... VPC's recent exposure to postcards decorated with actual human hair! Interacting with New Members reminds the seasoned collectors as to what drew us to this great hobby in the first place.

We are pleased to welcome Philip Francis as our Guest Editor for the Spring issue of *Postview*. Philip was the Club newsletter editor between 2009 and 2015 and recently retired as Minister of St. David's United Church, West Vancouver. Special thanks to Kirnjeet Singh-Budhdeo who has edited the newsletter during the past year.

I look forward to seeing all of you at our May 10th Show and at the next Club Meeting on Sunday 1st June.
Rein Stamm, VPC President

Vancouver Postcard Show

The 2025 VPC Show will be held on Saturday 10th May at the Nikkei Centre, 6688 South Crescent, Burnaby, and runs from 9:30AM to 3:30PM. There will be at least 8 postcard dealers with tens of thousands of postcards and other paper ephemera for sale. The Show takes place in the Intergenerational Room of the Nikkei Centre. This year's Show is organized in conjunction with the North Shore Numismatic Society. The same day the Society will be holding a Coins, Stamps, and Collectables Show in the Nikkei Centre's Main Auditorium. \$3.00 admission charge covers entry for both venues.

Doors open at 8:00AM for dealers and volunteers. 9:30AM for the general public and VPC members. Please, **No Early Birds!**

The Postcard Club is still needing some volunteers for the event. Please drop Rein a note if you can spare some time between 8:00AM to 4:00PM. We need volunteers throughout the day for various tasks: a) help some of the dealers move their stock in and out of the event; b) cover for vendors in need of a stroll; c) security.

Club Elections

Elections for the Vancouver Postcard Club Executive will be held at the Club meeting on Sunday 1st June. Current members of the Executive are:

President: Rein Stamm
Vice President: James Gibson
Secretary: Vacant
Treasurer/Membership: Arthur Davies
Newsletter Editors: Kirnjeet Singh-Budhdeo & Philip Francis
Archivist: Ron Souch
Website Manager: Samir Budhdeo

The current members of the Executive are willing to let their names stand for a further one year term. If you are interested in running for a position, please email Art Davies at arthurdavies70@gmail.com.

We take this opportunity to thank the Executive for their leadership during the past year.

Vancouver Club Website

If you've checked out the club website recently, you'll have noticed that all our newsletters from 2010 can now be found there - www.vancouverpostcardclub.ca. Many thanks to Samir Budhdeo for all the good work in re-designing and updating the website.

Ron Souch, Honorary Life Member

An interview with Philip Francis

Ron Souch (rhymes with “touch”) has been collecting postcards for over 50 years and he was one of the first members of the Vancouver Postcard Club when it was formed in 1980. For many years Ron organized the Club’s annual postcard show in Vancouver and he is currently the Club Archivist. In 2023, Ron was awarded Honorary Life Membership for his valuable contribution to the Club and to the B.C. postcard collecting community. Ron kindly agreed to be profiled for the first in a new series on B.C.’s “Great Postcard Collectors”.

Ron was born in 1934 in Sudbury where his dad was a geologist in a mining company. He has an early memory of being given a stamp book by his mom and then learning to identify and organize the stamps received from an uncle serving in Africa during WWII. Ron graduated from Queen’s University with an Engineering Degree in 1957 and went on to obtain the P. Eng., before joining Transport Canada (then the Dept. of Transport). It would be his employer until Ron’s retirement in 1996.

Ron was first assigned to the Regional Office in Vancouver and he spent most of his career as a resident engineer or project manager for a wide range of infrastructure projects across B.C. and overseas – including several of B.C.’s regional airports. He has worked in Kamloops, Cranbrook, Prince George, Prince Rupert and many other B.C. communities. While on loan to CIDA for an airport development project in the West Indies, Ron met his future wife, Mary Hundley, who was then on vacation from San Jose, and they were married in Kamloops in 1973. Sadly, Mary passed away in 2023.

In the mid-70’s, while browsing in a stamp dealer’s store in California, Ron noticed a box of old postcards. His collecting instincts re-awakened, Ron now turned his attention to postcards from B.C. With the Vancouver postcard market then dominated by a few deep-pocketed collectors, Ron focused on B.C. towns beyond the Lower Mainland, especially those where he had previously worked or visited with Mary. He quickly noticed that the distinctive B&W postcards of B.C. photographer J.C. Walker were often popping up in his searches and Walker postcards soon became his main focus. Ron’s organizing skills were an asset in his new hobby and he started preparing a detailed checklist of

Walker postcards for his own use – in order to avoid buying duplicates, to identify the different series of postcards that Walker published and to try and understand Walker’s complicated numbering system.

Another great postcard collector, the late Dr. Richard Moulton, saw Ron’s initial checklist and lent him his own extensive collection of Walker postcards, encouraging Ron to make the listing as complete as possible as a guide for other collectors. First published in 2001, the checklist has been through two further revisions and remains the only comprehensive listing of J.C. Walker’s postcards (almost 2,000 of them). The publication marked the first of over 30 such guides and checklists that Ron has published for the B.C. collecting community and beyond.

Ron’s collecting interests have remained focused on B.C. throughout his many years of collecting and his listings take a consistent form, always including a short description in addition to a postcard caption, printer’s number or other identifying features, including the type of back or, for topographical listings, the publisher or photographer where known. Based on extensive research Ron has gone on to produce directories of B.C. photographers, artists and publishers of B.C. postcards. The listings are an indispensable source of information for today’s collectors, and for future generations. Details of all the publications can be found on the Club website.

Shown in the photo above, Ron is holding a 1975 calendar produced by B.C. postcard artist Edward Goodall – the year, 50 years ago, that Ron started collecting B.C. postcards in earnest. Goodall has always been one of Ron’s favourite artists – whose pencil sketches, pen and ink, and watercolour views are unlike those of any other B.C. postcard artist. Ron has identified over 700 different images and – yes, you guessed correctly – a comprehensive listing of Goodall postcards is currently Ron’s latest work in progress.

Ron is selling postcards from his collections at the Vancouver Postcard Show on May 10. Why not drop by and congratulate a great B.C. postcard collector, checklist-compiler and postcard biographer on the award of his honorary life membership?



B.C. “Chrome” Postcards – A New “Golden Age”?

by Philip Francis



“Canadian Coats of Arms” Series, Raphael Tuck & Sons, 1911

The “Golden Age” of postcards in Canada covers the period from around 1900 to the start of the First World War in 1914. The surge in postcard popularity was fueled by many factors, including the development of photographic and printing technology, changes in postal regulations, the rapid growth in immigration, transportation and tourism, and the optimism (and patriotism) of the Edwardian period. Many fine postcards were produced in Canada in the interwar years but postcard collecting no longer held the same public fascination as in earlier years. It probably seemed a bit frivolous after the horrors of WWI.

There was a modest revival of interest in the 1970’s, including in Vancouver, partly it seems, for nostalgic reasons, in reaction to the modernity of the 1960’s; but more likely because other collecting interests – stamps, coins, sports memorabilia etc. – had become so much more expensive. These were the days when you could find a Philip Timms’ real photo postcard at the Vancouver Flea Market for \$5 - \$10 (today the same card might cost you ten times as much on eBay, depending on its rarity).

Recognizing good value, savvy collectors began to pay attention, specialist dealers switched from stamps to postcards, and postcard shows were held all across the country, attracting hundreds of eager collectors. Postcard clubs in several Canadian cities were formed at that time (in 1980 in Vancouver) and club meetings were often preceded by a “mini-bourse” with postcard dealers offering their latest fare. The fine pre-WWI real photo postcards of Timms, C.F. Smith, Elliot & Baglow, Rossetti Studios etc. still commanded premium pricing among B.C. collectors. But the aesthetic appeal and social history interest of good quality printed postcards also began to attract the attention of major collectors and a much wider range of B.C. postcard publishers became available and in several cases catalogued. Gowen & Sutton, J.H. Chapman and Coast Publishing were some of the most sought after of the many B.C.

publishers, whose cards are still collected by postcard collectors today – as well as B.C. cards produced by national and international publishers such as Rutter, Pugh, Valentine’s and Raphael Tuck.

Note that In the 1970’s and ‘80’s, the “Golden Age” of postcards was some 70 years beforehand. If we roll the clock forward to 2025, “chrome” colour postcards published in the 20 years after WWII are now over 70 years old and, as such, are beginning to be described as “vintage”. They too have benefitted from major advances in photography and printing technology in the post-WWII era and, like the old real photo postcards, they “show well” in digital form on the online auction sites such as eBay and in other social media.



“Diamond Head Chalet, Garibaldi Park”, Traveltime, 1965

“Chromes” or “photochrome” postcards are named after Eastman-Kodak’s popular Kodachrome film used to produce a colour glossy print, which was then transferred onto postcard stock. The good news for today’s collectors is that chromes are very widely available and have now become increasingly collectible. Like their Golden Age forebears, chrome postcards cover an almost unlimited range of subjects to meet most collectors’ tastes and interests. They have been described as the Rodney Dangerfields of postcard collecting, attracting little or no respect from dealers (or “serious” collectors) and, until fairly recently, you could still find plentiful numbers of unloved B.C. chromes in dealers’ “50 cent” boxes. Many of us might also find them at home in holiday albums or other family correspondence.

But apart from their relative affordability, chromes offer lots of attractions, particularly for those who are new to postcard collecting. B.C. has many excellent chrome postcard publishers who operated during the 25 years between 1950-1975 and, as with postcards from the Golden Age and later years, there are many different ways to organize a chrome collection:

- **Topographical** (“topo”) – by town or area, street scenes, buildings and landscapes.

- **Subject** (“topical”) – transportation, wildlife, motels/hotels etc.
- **A favourite publisher** and/or photographer
- **Advertising** postcards
- **Sporting** or recreational scenes
- **Social history** – highlighting clothing, schools or popular pastimes etc.
- **People** – entertainers, politicians, royalty

Unlike coins or banknotes etc. chrome postcard collecting is still a relatively inexpensive hobby, one that brings back fond memories of locations visited or vehicles driven or motels stayed in. “You remember when we...?”. It also has value in deepening your understanding of Canadian life in the 1950’s and 1960’s while learning how to organize a collection without costly mistakes. Some of our postcard elders claim that postcard collecting also has a health benefit, reducing stress and keeping the brain active. It certainly beats watching the Canucks on TV!

Below are a few examples of chrome postcards from the better-known publishers of B.C. chromes from 1950-1975. All are standard-sized but the images were sometimes re-published when “continental”-sized postcards (4” x 6”) became popular in the 1980’s.



“Vancouver Skyline”, No. 101, B.C. Series. Taylorchrome, 1954

G. Morris Taylor, and his company Taylorchrome, are prominent among B.C. chrome publishers. Taylor started to produce B&W real photo postcards in Atlin but switched to chromes 10-15 years after moving to Jasper, AB in the 1930’s. We have identified around 700 Taylorchrome postcards. Many are lovely views of the Canadian Rockies with some fine series from B.C.



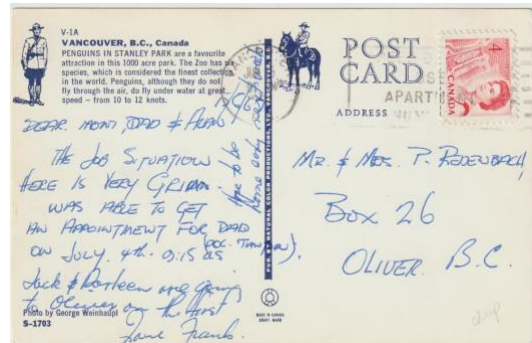
“Mountie and Indian Chief”, V-29. Photo by W.J. Gibbons, 1959

William (“Bill”) J. L. Gibbons was a prolific photographer from the mid-1940’s to 1955, who settled in B.C. in the 1950’s. Many of his B.C. postcard series have a similar decorative logo to that used in his famous postcard of “A Mountie and Indian Chief.”



Ocean Cement Limited (C- 2155, Advertising), Traveltime, 1962

Grant-Mann Lithographers of Vancouver published over 7,000 numbered Canadian postcards, many under the tradename of Traveltime. Around a third are advertising cards (C- prefix) while others are fine scenic views from all across B.C. and Canada (S- prefix). Many different photographers were used.



The typical back of a Natural Color Productions postcard, 1965

Natural Colour Productions, based in Vancouver and later in Burnaby, produced many high-quality B.C. chrome cards between 1958 and 1970, with strong series from Vancouver (V-), Victoria (VIC-) and New Westminster (NW-). 700 have been identified, mostly with the distinctive “Mountie” backs, as shown above.



“Heading for a good meal, Moricetown Canyon”, Prismaflex, 1968

Alex Wilson Publications was a large Ontario-based publisher producing chrome postcards under the “Spectrome” tradename from the late 1950s, and then “Prismaflex”. Over 170 B.C. images have been identified, including Indigenous, many from smaller B.C. towns not often seen from other major publishers.

“Her Legacy is a Postcard”- by Fred Hume



She is our grandmother and she died just before my sixth birthday but for me at least, her legacy is a postcard. Fannie Rumble was my dad's mother yet over the years there remains virtually no memorabilia nor little in the way of stories or recollections concerning her. Somehow only this real photo postcard filtered down to our generation and we learned it was Fannie. Unconsciously or consciously there seems to have been created a vacuum regarding her life as neither my dad nor grandfather was inclined to talk much about her . . . Fannie therefore posing as a bit of a mystery. Perhaps it is unique fortune that this postcard remains for our family, her only tangible remembrance.

What little information my younger sisters and I had was concerning her struggles with health issues. So, prompted by this postcard (and my sister) I took on the quest to find more information to complement the woman pictured on this card. I reached out to my cousin, who was quite helpful and found that Fannie was born in England and came to Canada at age seven in 1901, settling in Burnaby where her dad was a City Councillor – Rumble Street in Burnaby is named for him. This card shows Fannie in her nurse's uniform approximately 1913-15 as she trained at Royal Columbian Hospital in New Westminster. Did she ever become a practicing nurse? We don't know. This would be about the time she married the young New Westminster entrepreneur, Fred Hume. Not much is known of Fannie during these particular years except shortly after, she gave birth to two children, my dad and aunt, in 1916 and 1920. It was during the decade of the 1930s however, she served as New Westminster's "First Lady."

One local article written upon Fannie's passing in 1949, mentions that during Hume's nine-year term as mayor of New Westminster she "... was his helpmate in every sense, even to the entertainment of notables who visited New Westminster, playing the role of "First Lady."

Fred Hume had become a successful businessman and politician all after very humble beginnings. He had to leave school at age thirteen to support his mother and four younger siblings after his father had been hit and killed by a train not far from the old B.C. Penitentiary . . . another bit of a mystery. Fred accomplished a lot in his life and he did it all from "scratch" and a grade eight education. Fannie meanwhile, despite her declining health, hosted, during her husband's years as mayor, visits to her home by dignitaries such as Lord Tweedsmuir and Herbert Hoover. One of her "First Lady" highlights was when their Majesties the King and Queen of England visited New Westminster in 1939. During the downtown reception, "... unable to walk, Mrs. Hume sat in a car on Front Street...their Majesties apprised of the situation, walked across the street and talked with her expressing their sympathy with her. Indeed, the Queen was moved to tears." This quote from an article respectfully titled, "Tale of Courage, Endurance Ends with Mrs. Hume's Death."

Even though I was very young, I do have faint memories of my grandmother, visiting her at her bedside at home in New Westminster. She had been an invalid for some time and as the article reveals, "Throughout those sixteen years every conceivable effort was made to cure her affliction.... it was to no avail." And in addition to these distant memories and being the only one alive who remembers her, we have...this postcard.

Fred Hume serves as historian at UBC particularly in the field of Athletics and has contributed to national publications on the history of sports. This in addition to volunteering at King George High School Archives, the YMCA and the B.C. Sports Hall of Fame. A life-long sport memorabilia collector, Fred has found postcards to be an intriguing collectible for 40 years.

Traveller's Tales – by Neil Whaley

The tragic end of an adventurer

During the early 20th century, a number of adventurers walked across continents. Sometimes a business in their hometown promised a cash reward for completing their trek by a deadline. “Globetrotters” generally sold souvenir postcards by donation to fund their journey. I have six postcards from adventurers who included Vancouver on their route, and this article focuses on a 1905 postcard which shows Robert Lamperiere and Nicolas Gerolim, two walkers from France and Belgium. The lithographed postcard was printed by Timms & Co of Vancouver.

Lamperiere and Gerolim were 19 months into a four-year journey that started in Paris when they arrived in Vancouver in 1905. Newspapers said they were striking in appearance, wearing tri-color blue, red and white sashes. They had already trekked through Europe, Canada and northern US. They lost their passports in czarist Russia and they were jailed for 12 days on suspicion of being spies before being allowed to go. They used their repeating rifles to fend off a pack of 20 wolves in a desolate region of Russia, and they were attacked by bandits in Turkey. In Canada they decided to try a shortcut from Broadview SK to Edmonton AB and walked four days without encountering a soul before eventually getting back to CPR tracks.

They arrived in Vancouver six weeks ahead of schedule for their September 15 ship to Australia so they “acceded to the hospitality of the French colony”. Lamperiere “developed a decided religious mania”, visited multiple churches and disturbed a service at St Paul’s Episcopal by throwing money into the chancel after an hour of prayer. He bought a revolver and threatened to kill himself before Gerolim calmed him. The gun was unloaded.

On Aug 23 1905, Robert Lamperiere left a suicide note and was seen standing on the Westminster Avenue Bridge gazing at the water at 10 pm. His body was found in Burrard Inlet near Deadman’s Island two weeks later.

Nicolas Gerolim stayed in Vancouver, found work as a mechanical engineer and a crane operator, married in 1911 and died in 1945.



19-year-old Nicolas Gerolim and 23-year-old Robert Lamperiere were variously described in newspapers as medical students or journalists.



Many long-distance travellers had a gimmick – often captured on postcards. A man who maintained that Vancouver women dubbed him “the world’s greatest lover” rolled a 150-pound oil drum (*real photo, top left*); a Vancouver athlete cycled across Canada to promote B.C. soccer (*real photo, top centre*); “the travelling newsboy” was a 60-year-old WWI vet who made his living hawking newspapers on Toronto street corners before starting on his journey (*litho, top right*); a woman and her two daughters hitchhiked from Halifax (*real photo, bottom left*); and a man from South Africa pushed a wheelbarrow on a round-the-world trip with his wife (*litho, bottom right*). Their journeys date from 1905 to 1940.

Neil Whaley collects Vancouver postcards and other B.C. memorabilia that “tell a story”. Neil is a regular contributor to Postview and lives in Vancouver.

Buying Postcards on eBay

Online auction sites, such as eBay, Delcampe and HipPostcard have greatly increased the access to postcards and, with fewer postcard shows these days, they have become indispensable to postcard collectors and dealers around the world. They offer access to a global market, transparency, ease of payment, and self-regulation through buyer and seller feedback.

For many collectors, and those new to buying online, there are some best practices that can enhance the buying experience and help avoid pitfalls. Here are a few tips from 20 years of buying postcards on eBay!

- **Effective use of “Search” function.** Check the “include description” box and make your search as specific as possible. A search for “British Columbia postcard” produces 34,000 listings. “British Columbia street scene” produces a more manageable 347 listings.
- **Pay attention to shipping costs.** Most postcards ship at a cost of \$2-\$3 from a Canadian seller but several offer free shipping and most sellers offer combined shipping at no additional cost. It’s a different story when buying from U.S. sellers! Avoid those who use “eBay International Shipping” – often at a cost of US\$10-\$20. It makes no sense when buying a \$3 card – ask them to mail via USPS Economy International at a cost of \$3 or less.
- **Buy in Canadian dollars where possible!** PayPal conversion rates cost you 2-3 cents on the exchange. With a weak Loonie, a postcard that sells for US\$5 can cost you C\$7.50 and over C\$12 with shipping. Sadly, we’ve noticed that some Canadian sellers are now pricing Canadian postcards for Canadian collectors in USD. Ask them to re-list in C\$ or pass!
- **Watch out for additional costs.** Most Canadian dealers (on eBay) add GST & PST to the final sale price. Delcampe has started to add the seller’s “platform” fees to the final invoice – making European purchases still more expensive for collectors (plus shipping).
- **Use the “Add to Watch List” function for “Buy it Now” listings.** Unless you just have to buy a specific card, add it to your watch list before buying. Within a few hours you’ll likely receive an offer from the seller to reduce the price by 10-15% but sometimes by 30-50%. You have a few days to accept, counteroffer or decline, while still searching for a lower price.
- **Don’t chase the price!** Decide your maximum and enter it once only (if the item is not already above that price), before the auction deadline (days, hours or seconds!). A novice buyer enters multiple bids at \$1 intervals and often ends up paying more than they planned.

B.C. Stereoscope Postcards by Andrew Martin

[Ed. What follows is a “sidebar” to Andrew’s article that appeared in the February 2025 issue of Postview.]

While my collection of stereoviews includes examples of the work of about ten different photographers based in B.C., the majority were taken by photographers working for companies located outside the province.

For those researching historical B.C. photographs, David Mattison’s Camera Workers, 1858-1950 is an outstanding resource. It provides the location and active dates of early B.C. photographers, including some who took stereoviews. The site can be accessed at <https://cameraworkers.davidmattison.com>.

Not all early B.C. photographers produced stereoviews. Several prominent photographers including Frederick Dally (Victoria), George R. Fardon (Victoria) and Frances G. Claudet (New Westminster) do not appear to have taken them.

Selected B.C. stereoview photographers:

- John L. Browne (New Westminster)
- Edwards Brothers (Vancouver)
- George L. Larrigan (Victoria)
- Richard Maynard (Victoria)
- L.C. Read (Atlin)
- Sidney Alfred Smyth (Atlin)
- S.A. Spencer (Victoria)
- Philip Timms (Vancouver)
- R.H. Truman (Vancouver)

Selected outside companies that sent photographers to B.C. for stereoviews:

- B.C. Canada View Company (Toronto)
- B.W. Kilburn and Co. (Littleton, New Hampshire)
- Keystone View Co. (New York and London),
- Nerlich and Co. (Toronto),
- Underwood and Underwood (Orlinton, New Jersey)
- H.C. White Co. (North Bennington, Vermont)

For further information about stereoview postcards please contact Andrew, a member of the VPC.

Postview

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