

Postview

The Newsletter of the Vancouver Postcard Club

www.vancouverpostcardclub.ca

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March 2026

M. Diane Rogers, 1948-2026



Members of the Vancouver Postcard Club were saddened to hear of the passing of M. Diane Rogers on February 9, 2026 after a short illness. Diane was Vancouver Postcard Club President from 2015 to 2020 and a former editor of this newsletter.

Diane was passionate about history and particularly genealogy as described in the tribute on the BC Historical Federation's [website](#). She was President of the BC Genealogical Society (2009-2011) and editor of the *BC Genealogist* for many years. Diane was widely respected as a guest speaker and a resource for conferences and seminars across Canada and taught courses on genealogy and family history at the Community College for the Retired (CCCR) in Burnaby.

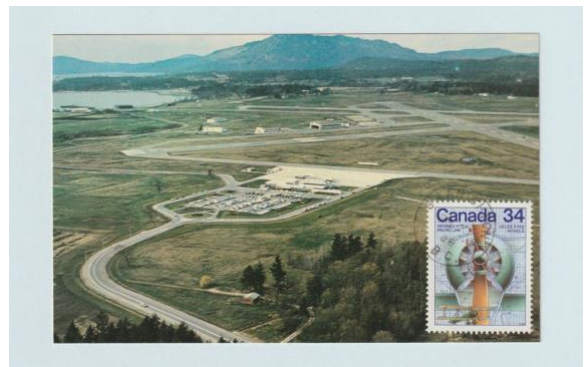
Diane loved collecting postcards and her interests covered a wide range of subjects, including war memorials, Stanley Park, British royalty and social history – in fact anything that could help illustrate or inform her talks on BC history and genealogy. She was admired for her gentle and effective leadership of the Club during a difficult period of transition and declining membership. We are grateful for Diane's hard work to keep the Club running and extend our condolences to Diane's family and many friends.

We have been informed that Diane's memorial will be held on March 28 from 12-3 pm at the Scandinavian Centre at 6540 Thomas Street in Burnaby, B.C.. So that the family can plan for seating and food, please let Jim Gibson know by 20 March if you are planning to attend at jim.gibson@mail.utoronto.ca.

Postcard Show Season

With Spring fast approaching, Canadian postcard collectors are gearing up for a busy season of postcard shows. A few weeks ago, on Sunday 22 February, the Toronto Postcard Club held its annual postcard sale at the Japanese Canadian Cultural Centre, off Eglinton Ave. Numbers were down a bit from previous years (it was the morning of the men's Olympic hockey final) but, as usual, there was an impressive group of postcard dealers and a good selection of BC postcards for those who braved the snowy conditions!

Closer to home, we're looking forward to the annual **Vancouver Postcard Club show and sale, 9:30 a.m. – 3:30 p.m. on Saturday 9 May** at the Nikkei Centre in Burnaby, full details on page 2. As large collections come onto the market there'll be a lot of new material to browse through this year. Take a look at the "[2026 Show Dealers](#)" tab on the Club website for a sample of material that is being offered for sale.



Many of today's postcard collectors started off by collecting stamps. We know of several who are now dusting off and adding to their old stamp collections, seeing more value in stamps compared with today's postcard prices and high shipping costs on eBay – a good reason to buy from your local postcard dealers!

So it's nice to come across a postcard, like the one above, with an aerial view of Victoria airport from the early 1970's, where both the postcard and the stamp combine to tell a story. The back of the postcard tells us it's dedicated to Capt. Brian A. Peck, to mark the anniversary of the first official airmail flight in Canada on June 24, 1918. The stamp (#1102) issued on June 27, 1986, one of four in the Science & Technology 1 Series, was issued to honour Canadian innovations in transportation, in this case the Variable Pitch Propeller.

Vancouver Postcard Club News

Club President's Message

Rein Stamm writes: Here is a recap of our monthly presentations from our last 3 meetings and a quick look at some upcoming events:

January 4: **Tim Woodland** shared his postcard collection of historic and current **BC lighthouses** with us. Interesting to learn that BC has, with 25, more **manned** lighthouses than any other Canadian province or territory.

February 8: **Ron Leith** shared his views on the state and the future of **philatelic** and **deltiological** collectibles.

March 1: A true spring day; VPC met at **Roedde House Museum**. Roedde House Staff and Volunteers were at their usual best and had the dining room prepared for us with extra seating and a projector screen. We started at 1:00PM and met some of the first-time VPC visitors. Owing to the museum's lovely interior, all participants were comfortable and remained on their best behaviour.

For myself, the visit gave me pause to reflect on who **Gustav Roedde** might have known. In 1900 Vancouver was still a small town with a population of 25,000. Photography and postcards of the day, were closely tied to the various printers, stationers, and book binders of the day. **Gustav Roedde** was certainly part of the business and creative community that existed alongside early Vancouver photographers such as the **Edwards Bros., Timms, Truman, Thomson** and **Chow**, prior to WW1.

The Roedde House setting was perfect for the meeting's three well received presentations: Early Postcard History (Rein S.); RRPCs of Stanley Park & the West End (Tim W.); A visit to Deep Cove (Art D.); Regrettably there wasn't enough time for the QSL card presentation (Neil W.).

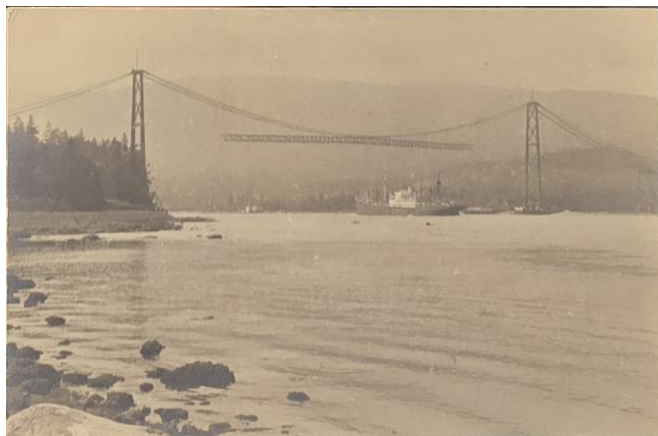


Photo Caption: What we have here is an interesting view of the Lions Gate Bridge under construction from Tim W.'s collection; he shared it with us during his talk. When this image appeared, several were quick to point out the shortage of postcards showing the Lions Gate under construction. The image does not disappoint. Tim reports that this is not a postcard capture but rather a photograph trimmed to postcard size.

Upcoming Club Meetings & Events

April 5: We are back at the Roundhouse. **Peter German's presentation** will feature **RCMP Postcards**.

May 3: **No Roundhouse meeting.**

May 9: We will be at the **Nikkei Centre** for the Club's annual show and sale. The **Nikkei Centre is at 6688 Southoaks Crescent, Burnaby**. For a map, visit: centre.nikkeiplace.org/ This year there will be **19 tables of material** and **nine vendors**. A special welcome to our out-of-town vendors: **Eric Waskie** (Bowen Island), **Tom Watkins** (Victoria) and **Lance Arnett** (100 Mile House).

June 7: Back at the Roundhouse; the Club will host a "show & tell" focused on newly acquired treasures from the May 9th show. Note: **Derren Carman's** presentation on the **de Havilland Comet Airliner** has been rescheduled to August 2.

Other Shows

Cloverdale Antique Show

Saturday, March 14; 9:00AM - 3:00PM
Agriplex Cloverdale Fairgrounds
17763 - 62 Ave. Surrey, B.C.

Sea & Valley Philatelic Exhibition 2026

Saturday, March 28; 9:00AM - 3:00PM
West Langley Hall, 9402 - 208th Street, Langley, BC
This show is co-hosted by the Peace Arch Stamp and the Fraser Valley Stamp Clubs

Fraser Valley Antiques & Collectibles Show

Friday April 24: Early bird \$20.00, evening 5:00PM - 9:00PM.

Saturday April 25: \$5.00, 9:00AM - 4:00PM (regular show hours).

Queens Park Arena, 51 3rd Ave., New Westminster, BC

Antique and Collectibles Show

Sunday, May 24; 10:00AM - 3:00PM
703 Terminal Ave, Vancouver, BC

Note: Vancouver Flea Market, east end of building.

The Summer of '54

by Fred Hume



"Bathing Beach, Bowen Island, B.C." #369, Folkard Company of Canada Ltd., Montreal.

Here we have a postcard showing a typical busy beach scene, 1950s style. However, for a certain generation fortunate enough to spend their summers in and around Bowen Island's Snug Cove, this Bowen card will no doubt resonate. Fond memories but with a twist of nostalgia.

The scene on this card shows a typical summer day at one of Bowen's "chief attractions" located a short walk from Snug Cove where our family enjoyed the sun and water during the summers 1953 through 1956. Upon discovering this card, its visual ignited childhood memories of 1950s Bowen. These were the days when the ubiquitous Union Steamship Company provided for Vancouverites and many visitors the means to travel to the Island and for those summer Bowen dwellers, quaint and rustic cottages to which our family seamlessly adapted.

Snug Cove was the perfect location for youngsters to explore the trails, fish for shiners off the wharf, buy comics at the General Store, play baseball and learn to swim at this very beach...taught by the "much older teenagers". During these summers a community was developed around Snug Cove spurred on by the organization of two youth baseball teams by the area's two policemen, Fabian and Steve. A fun yet competitive atmosphere before noisy fans was experienced at the ball field with the General Store and picnic areas serving as backdrop.

These years could be considered among the "Golden Eras" of Bowen Island/Snug Cove when the playing fields and beach served as frequent home to company picnics all nicely mixed with families in their cottages/cabins scattered throughout the trees and trails. All this was even an attraction for "celebrities" visiting from Vancouver and beyond. I do recall one morning seeing a large contingent of athletes who were at the time competing at the 1954 British Empire Games taking time off to enjoy the change of pace, strolling Snug Cove and its surrounding nature, all to the delight of locals especially the kids.

There are surprisingly few Snug Cove postcards to be found showcasing this particular era, early '50s, which ironically happens to be a time when it was a uniquely popular destination for Vancouverites and tourists...so to find a card that captures that very time and place is a rather exciting discovery. But since times have changed Bowen, those particular memories are those of only that '50s generation.

Folkard Letter Cards

Editor's Note: I hope Fred won't mind us adding a comment on the Bowen Island Folkard letter card he has illustrated above. Postcard collectors have only recently begun to appreciate "Folkards" as a useful addition to their collections. Folkards remind us of the airmail letter cards, also known as "aerogrammes", that we used to receive from friends or family overseas – a 6 x 8 ¼ inch letter sheet that, when folded and the gummed edges sealed, could be mailed in the style of a 6 x 4 inch postcard, with the message remaining private. On receiving a Folkard, you tear off the perforated edges to reveal the message inside. Each Folkard letter card has a description of the front image, including useful historical information, on the back.

Over 1,000 different Canadian Folkards have been identified with over 70 views such as the one above from B.C.. Some 200 Canadian Folkards will be offered for sale at the Vancouver Postcard Show on 9 May.

Selling Canada: Government Emigration Postcards

by Philip Francis

Immigration is much in the news, unfortunately not for the right reasons. In Canada, increased levels of immigration in recent years are unfairly blamed for the high cost of housing. South of the border, immigration is blamed for almost everything and “illegal immigrants” demonized for high rates of crime, unemployment and a range of social issues. For students of history, the anti-immigrant language and base political motives are sharply reminiscent of Europe in the 1930’s.

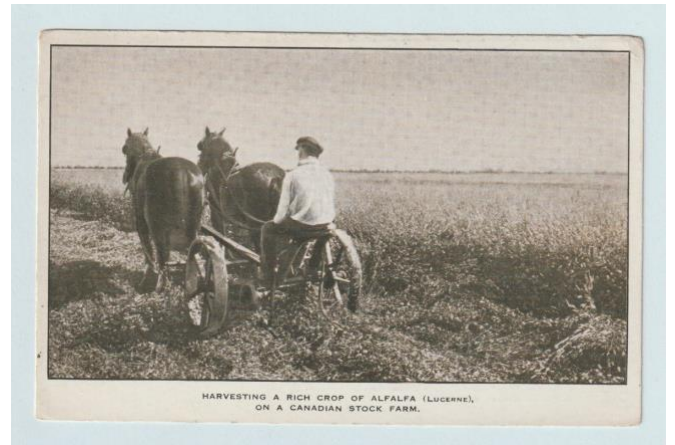
It might be surprising to know that postcards, and specifically those issued from the early 1900’s to around 1930 by all levels of government, have played a role in promoting emigration to Canada. Government “emigration” postcards tell us much about who was encouraged to emigrate to Canada, with what skills, and where immigration was most needed.



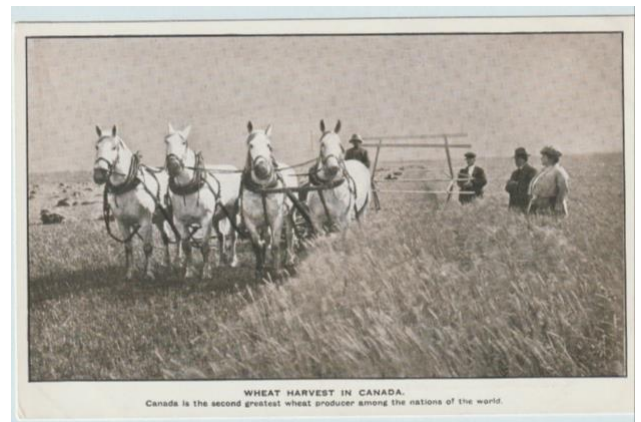
*“Dominion Parliament Buildings, Ottawa, Canada”.
Published by Canadian Department of Emigration.*

The federal government issued at least two sets of postcards between 1903 and 1912. The first, above, was one of two real photo postcard designs used largely in Britain, and mailed from the offices of the Canadian Department of Emigration offices in London, Exeter, Birmingham and Belfast. It invites the recipient to “Send post card for further information & free illustrated literature.”

A more imaginative campaign was launched at about the same time, also by the Canadian Department of Emigration. Twelve printed postcards were published, with fine views of farming scenes in the prairies and western Canada. Some showed school and university scenes and another showed workers operating butter-making machinery. Two examples are shown below:



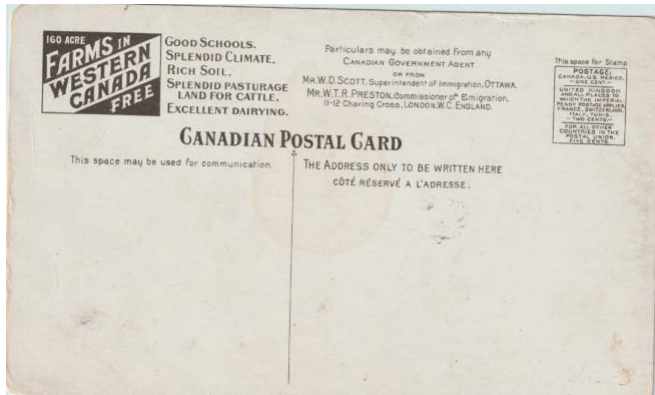
“Harvesting a Rich Crop of Alfalfa (Lucerne) on a Canadian Stock Farm”. Canadian Department of Emigration.



“Wheat Harvest in Canada. Canada is the second greatest wheat producer among the nations of the world.” Dept. of Emigration.

The messaging is clear – farming experience and skills are most needed; you do not need a lot of capital to get started since the ground is fertile and the harvests abundant; and you are coming to a stable and growing country, a parliamentary democracy like Britain, where you will quickly become settled.

This inspiring message was reinforced by other postcard advertising, both from government agencies and large companies like Canadian Pacific, aimed at selling Canada to an eager British public, either to promote emigration or as a tourist destination,. Shown below is the back of another federal government postcard promoting emigration to the Prairie provinces, where “free farms” and many other benefits are offered as an inducement.



Promising 160-acre free farms, with “good schools, splendid climate, rich soil, splendid pasturage for cattle and excellent dairying”, particulars could be obtained from any Canadian Government Agent. Over 30 “Free Farms” postcards have been identified, all showing favourable views of life on the prairies although, as shown below, one or two of the images might have caused some hesitation before booking a passage:



“First House Built in Assinboia, Canada”, Dept. of Emigration

The following postcard, sent by an Alberta government agency after WWI, reminds us that “if it sounds too good to be true....” – mailed just 10 years before the Great Dust Storms of Western Canada in the 1930’s, when many immigrant farmers in the southern Prairies were bankrupted through repeated crop failures.



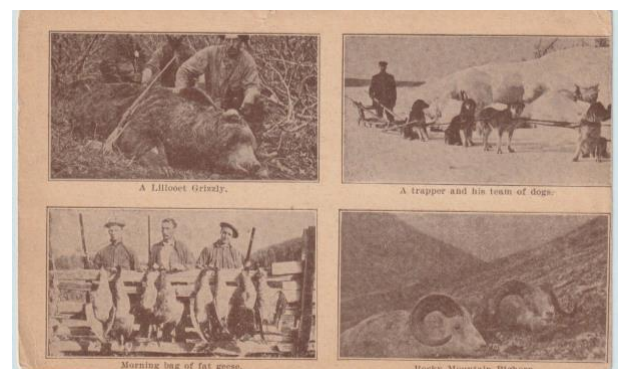
Not to be outdone by the federal Department of Emigration, at least three series of advertising postcards produced for the B.C. provincial government

have been identified. The first, a series of six real photo postcards issued by the Agent General for British Columbia in London, shows an idealized picture of life in early 20th century B.C.. Again, there is an emphasis on agriculture (strawberry fields, a fruit orchard, grazing cattle etc.) and, shown below, “An Englishman’s Home in B.C.” – (from the back) – “a typical picture of the beautiful homes in the Province. Possessed of a little capital and a small income there is no finer place to reside than British Columbia, where you may enjoy beautiful climatic conditions combined with magnificent scenery and every manner of sport.”



“An Englishman’s Home in British Columbia”. Agent General for B.C.

Another early series of at least four postcards, issued by B.C. provincial departments, highlights different aspects of life in B.C. (tourism, hunting, farming etc.) in the form of multiviews, such as the one below, published by the Provincial Game Warden in Victoria.



Various hunting scenes, for example “A Lillooet Grizzly”, upper left

The back of the card contains essential information for the hunter on licenses, guides, outfitting and expenses (“the average estimated cost of a six-week trip in the Cassiar country is \$1,000 - \$1,200 per man.”).

We don’t know, of course, how much influence these government postcards had on the rapid growth of British emigration to Canada in the early 20th century. But with only limited opportunities for public advertising, it seems quite possible that an attractive, personally signed and hand-delivered postcard from an Agent of the B.C. government might have tickled the fancy of at least a few British farmers.

Tragedy & Flooding in Vancouver in 1909

by Neil Whaley

The three real photo postcards at the end of this article show the corner of Broadway and Heather in Vancouver in 1909 (*Neil Whaley Collection*). Three days of heavy rain in British Columbia and Washington state caused "Broadway Falls", washed out Vancouver streetcar lines, and caused slides & washouts on railroad tracks throughout BC. 22 Japanese laborers on a Great Northern Railway work train who were on their way to repair the track at Sapperton were crushed to death in a derailment.

The accident, shown below, happened at night when the train engineer could not see that an embankment had washed out. The speed of the engine carried it over the washout but the boxcar with the Japanese workers plunged into a culvert and two railcars landed on top. 37 Japanese men were sleeping close together at the back of the train for warmth. 15 Japanese workers and a train crew of 5 escaped death; most who survived were injured.



This George Barrowclough real photo postcard uses the derogatory term "Japs". The word was unfortunately in common usage at the time, and newspapers used it freely and frequently in coverage of the tragedy. The postcard title says 23 died: first responders initially thought there were 23 dead but later the toll was revised to 22. (Philip Francis Collection).

Vancouver's three daily newspapers generally viewed the Japanese as outsiders and Buddhist funerals were "weird" and "decidedly strange." Only two papers provided the names of the dead and noted the nine who left behind wives and children. The work gang was led by K Katsuta, who lost his life. A single article in the News-Advertiser showed respect: it said Katsuta "came to this country some ten years ago and was one of the best-liked Japanese foremen here. He had reached his position of confidence with the company after having demonstrated his ability and his industriousness on many an occasion. His death is mourned throughout the whole colony of his fellow-countrymen." The 22 men are buried in Vancouver's Mountain View Cemetery.

The chaos in Vancouver pales in comparison, but it is noteworthy. The bridge to North Vancouver was out, the waterworks intake was damaged and North Van drinking water was questionable. The provincial government sent an emergency relief boat to Squamish. All telephone & telegraph lines were knocked out except for one, and Vancouver's only connection to the outside world was the

telegraph line of the Vancouver World newspaper. And did the paper boast about it. "The CPR came to the management of the World seeking assistance. This was readily granted, and hundreds of messages were sent from the office of this paper all night long, many of them exceedingly important. Thousands of words were sent out from this office, and the only (newswire) service the morning newspaper got was over the leased wire of a rival company."

Three days later, CPR rail lines east of Vancouver were restored and a backlog of five trains from the east arrived between 2 am and 6:30 am. Almost every available inch of the railway platform at the Vancouver depot was occupied by a sea of heaped-up passenger luggage. "People walked through walls of baggage and it seemed as though it must take many hours to unravel the seeming muddle. Yet by 9 am all was clear." Despite the volume of mail which arrived, the postmaster expected to have all letters out for delivery by 4 pm that afternoon.



Gilbert Morris Taylor: from B&W to Taylorchrome

By Philip Francis

Gilbert Morris Taylor was one of the few photographers in Canada who successfully transitioned from traditional “black and white” photography to the new possibilities offered by photochrome (“chrome”) postcards. Published under the “Taylorchrome” name, Taylor’s glossy, full-coloured postcards of Alberta, B.C. and Santa Barbara, CA, set a new standard for coloured postcard photography in the post-WWII period that has rarely been surpassed to this day.



“Atlin Mt. as seen from Atlin Inn.” G. Morris Taylor, circa 1928.

Taylor was born in St. Paul, Minnesota, in 1894. Mentored by an aunt who was a gifted amateur photographer, and after taking lessons in photography, Taylor moved to Atlin in the far northwestern corner of B.C. in 1924. Situated on the eastern shore of Atlin Lake, surrounded by mountains, Atlin was a photographer’s paradise – Taylor described it as “Canada’s little Switzerland.” He quickly established himself as the local photographer, recording the people and events of this small community. His photographs and postcards of the spectacular mountain scenery were soon in demand across Canada and the quality of his photography was recognized in many successful submissions to international exhibitions. An example of his Atlin postcard photography is shown above.



“Mt. Cavell (Elev. 11,033 ft.), Jasper Park.” Canadian Rockies #14.

Taylor left Atlin around 1930 and moved to Jasper, Alberta, where he and his wife Helen opened a photo studio. By 1936, following the sale of the Taylor studio in Atlin, they were able to build a new studio and gift store, with a residence above. Helen ran the store while Morris Taylor continued to grow his photography and postcard business.

The move to Jasper marked a new and highly successful stage in Taylor’s photographic career. He started with B&W photos of the Rocky Mountain scenery and wildlife. But in the early 1940’s he began to publish colour postcards from Ektachrome slides and Kodachrome negatives. An early example is shown at the lower left. The colour card business grew rapidly and Taylor was working hard to keep up with the demand for his postcards while also managing his portraiture and wedding photo work. Morris and Helen sold their profitable business in 1948 and eventually moved to Santa Barbara, where Taylor published a series of over 50 coloured postcards. He died in 1967.



“Vancouver Skyline”. Taylorchrome, British Columbia Series, #101.

We have identified and listed over 700 of G. Morris Taylor’s coloured postcards published between 1945 and the early 1960’s. Many are recognizable by the distinctive “green-blue” lustre of Taylor’s spectacular views, often enhanced by a clean white frame. There are three main series of B.C. Taylorchromes consisting of around 225 individual views – mainly of Vancouver, Victoria and Prince Rupert, with smaller numbers from Vancouver Island, Fraser Valley and the Okanagan. Taylor was one of the first photographers offering chrome postcards of Vancouver, many printed locally. All date from the late 1940’s and early 1950’s.

Due to the high quality of Taylor’s photography, Taylorchromes are much in demand by collectors of chrome postcards and prices reflect their relative scarcity. However, you are sure to find a good number of well-priced Taylorchromes at the Postcard Show on May 9 – and no eBay shipping charges to pay!

Nerlich & Co – A New Handbook

Mike Smith writes: German-born watchmaker Henry Nerlich opened his first shop in Toronto in 1858, selling watchmaker's supplies. Over the years he expanded his stock to include a few lines of German fancy china, toys and dolls. These items proved so popular that within a few decades Nerlich & Co. grew to become a Canada-wide wholesaler with offices in Germany and three provinces. Like many businesses during the postcard's golden age in Canada (1900–1914), Nerlich & Co. published some very collectible postcards. And everything has been corralled into this deluxe handbook:

- A detailed Nerlich & Co. business history.
- Listings for more than 1,200 postcards.
- Close to 600 postcard illustrations, in each card's colour of issue.
- Three appendices loaded with additional information, including illustrations of Nerlich & Co. postcard back types, salesman's samples, stereoviews, business stationery, etc.

BOOK DETAILS → 8.5 by 11 inches, laminated soft cover, spiral bound, 144 pages loaded with listings and illustrations, and **every page printed in full colour!**

PRICE AND ORDERING → **C\$65** (postpaid to a Canadian address); Cheque, Money Order or *Interac*® e-Transfer preferred. **Please contact Mike Smith at msmith55@hurontel.on.ca for any information.**

All Nations Stamp and Coin

Congratulations to Firmin Wyndels, owner of Weeda Stamps of Vancouver Island, on the acquisition of All Nations Stamp and Coin, operated by Brian Grant Duff, on Brian's forthcoming retirement. Brian has been a friend to many in the Vancouver Postcard Club for over 40 years and we send him very best wishes for a long and healthy retirement.



Firmin Wyndels, new owner of All Nations Stamp and Coin, 5630 Dunbar St., Vancouver. Courtesy of allnationsstampandcoin.com

From the February 13th, 2026 press release – “In a transition that aims to be as seamless as possible, All Nations Stamp and Coin will continue the tradition of weekly auctions, with Brian Grant Duff staying on with the new company for a transitional period. The store will be maintained on Dunbar Street in Vancouver, as well as the Weeda Stamps / Garden City Philatelic Auctions location on Princess Ave in Victoria. The goal, according to Firmin Wyndels, is to accommodate all levels of collectors, from beginner to advanced, with access to a variety of services when the time comes to buying or selling material.”

We also take this opportunity to welcome new store manager, Mike Sagar. Feel free to drop by to wish Brian well and to meet the new team at 41st & Dunbar.

George A. Barrowclough, 1871-1950, Postcard Photographer



*“Watch Vancouver Grow. One of the Sprouts of 1909.”
by George A. Barrowclough*

The above postcard of the Dominion Building under construction on West Hastings Street is one of an estimated 200-300 real photo postcards from George Barrowclough's pre-WWI years in B.C. At 147 feet, the Dominion Building was for a short while the tallest building in the British Empire. Barrowclough was born in England and joined his father in Winnipeg in 1882, aged 11. From a young age, he ran a successful photography and postcard business in Winnipeg before arriving in Vancouver, via the 1906 San Francisco earthquake. If you'd like to learn more about George Barrowclough, including his photography in B.C., we recommend watching an excellent [YouTube video](#) of a presentation by Andrew Wilkinson, editor of *CardTalk*, the newsletter of the Toronto Postcard Club, to the Wichita Postcard Club in February 2026.

Published four times a year, *Postview* is the newsletter of the Vancouver Postcard Club (VPC). Articles may not reflect the views of the VPC. Questions or comments may be addressed to the newsletter editor, Philip Francis, at philipfrancis@shaw.ca.