



*The* GOLDEN HORSESHOE POST CARD CLUB  
BURLINGTON, ONTARIO, CANADA

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**Here are the date, time and location of our next meeting. The room should be open at 7 p.m.**

**Wednesday, April 23, 2014, at 7:30 p.m.**

**The Canadian Red Cross**

**262 Guelph Line**

**Burlington, Ontario**

**Upcoming Meetings:** Meeting dates until the summer break are May 28, and June 25. Meeting dates in the autumn are September 24, October 22, and November 26.

**Agenda for the Meeting of April 23, 2014  
(although not necessarily in this order)**

**(1) General discussion:** Bring any information that you'd like to share with the group.

**(2) Progress on The Book:** Jon will discuss his progress on the book and those of us who have taken topics to cover for the book will likely be discussing our progress, and possibly obtaining the group's advice about how to proceed.

**(3) Show and Tell:** Held over from the last meeting due to lack of time ... Bring post cards which could be considered to be representative of the following theme "Collecting" or "Collections". Such a card could show someone collecting things, or a collection of objects which are similar in nature, or a rainwater collection barrel, or some other inventive interpretation of either word that hasn't occurred to me (yet!). We won't be scanning and screening these. We'll just be passing them around the table.

**(4) A Club Post Card for Post Card Week:** At the last meeting, we discussed several designs that Carl Schlosser's daughter had developed for a club post card for National or International Postcard Week. We selected which of the four that we preferred, and discussed some ideas to further the design. We'll be discussing this again, possibly with a revised design or two.

**Easter Greetings!**

Lorne Smith has forwarded this link to the Daily Mail web site, the subject of which has a seasonal theme. Those who have internet access might want to visit "Easter as we used to do it! Vintage cards reveal how the festival was celebrated in the early years of the 20th century". Follow this link:

<http://www.dailymail.co.uk/femail/article-2606221/Easter-used-Nostalgic-vintage-cards-reveal-festival-celebrated-early-years-20th-century.html>

### **Membership Renewals:**

I'll be e-mailing renewal reminders to those who have not yet renewed their memberships for this year (September 2013-August 2014). If you haven't yet renewed but intend to, please follow the instructions that you'll receive. Thank you.

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### **Another Member Contribution to the Newsletter:**

Here is another article from Lorne Smith, who I'm hoping is after my job as newsletter editor. Lorne has included images of the front and back of the card in question. Thanks Lorne!

#### **Vintage AMEX** by Lorne Smith

This vintage postcard of an American Express office in London England [Figures 1 & 2] is a recent eBay impulse bargain buy which caught my attention for three reasons. It pictures a vanished cityscape featuring a familiar business icon in an arguably unfamiliar setting. It is postally used with a legible May 23 1913 postmark and finally, it has an intriguing reference to the White Star steamship Cymric which also is no more [1897-1916]. It seems that this postcard was available in the American Express Company '(Visitors' Writing Room –Not Official)' – does that refer to the room or the postcard itself? The photo front piece includes the street setting with the rear section of a presumably motorized vehicle, framed on either side by a trio of smartly uniformed men representing some unclear profession. An enormous American flag flutters in the breeze in the heart of Edwardian London, not something one would expect to see today. American Express at that time identified themselves as GENERAL FORWARDERS and BANKERS in the prominent block letters above the very large doorway.

The writer Vera asks Eunice and perhaps Marion to meet her in Boston on June 11 or approximately three weeks hence which was presumably ample time for the postcard to reach its Massachusetts destination. She begins the message with the pronoun "I" but by the end has suggested that she is not travelling alone i.e. "we are coming". Vera does also not notice the repetition of the word "meet" which escaped my notice upon first reading.

This Liverpool-Boston voyage hopefully went without incident but three years later, on May 8, 1916, SS Cymric, now a WWI troopship, was torpedoed and sank 28 hours later with the loss of 5 lives [105 rescued]. Her final resting place some 140 miles NW of Fastnet, Ireland remains a nautical mystery. Another piece of naval trivia is the identity of the German U-boat which launched the three fatal torpedoes –the U-20 or the otherwise infamous nemesis of the ill-fated RMS Lusitania a year earlier.

A search of the internet reveals that American Express still has a London business presence at 30-31 Haymarket but in a more modern building – and definitely no Stars and Stripes visible. But one is tempted to wonder if there are any promotional postcards on offer in a writing room.

Figure 1.



Figure 2.

POST CARD.	
FOR CORRESPONDENCE. AMERICAN EXPRESS CO. (Visitors' Writing Room—NOT OFFICIAL) LONDON, S.W. .... 191	ADDRESS a26862  Miss Eunice Hamlin 195 Cohasset St Sakinton Mass U. S. A.

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## Upcoming Shows

Visit the club web site for a full list of shows. Shows for the next month or so are listed here. Please make sure that a show is going ahead before travelling any great distance. There were several cancellations last year, close to the show dates. “!” indicates a post card or philatelic show.

**! SPRINGPEX, Hamilton Stamp Club’s Stamp Show:** Friday-Saturday, April 25-26, 2014. Friday 5 p.m. - 10 p.m., auction at 7:30 p.m., & Saturday 10 a.m. - 4 p.m., at the new Bishop Ryan Secondary School, 1824 Rymal Road East, Hamilton ON. Information: [www.hamiltonstampclub.com](http://www.hamiltonstampclub.com). **Note new location!**

**! APEX 2014, Ajax Philatelic Society:** Sunday, April 27, 2014, 10 a.m. - 4 p.m. Pickering Recreation Centre, 1867 Valley Farm Road, Pickering ON. Free admission & parking; lunch available. Stamp & coin dealers, club & youth tables. Information: [donbeaumont@yahoo.com](mailto:donbeaumont@yahoo.com).

**21st Annual Toronto Bottle Show and Sale:** Sunday, April 27, 2014, 9:30 a.m.-2 p.m., Oriole Community Centre-Arena, 2975 Don Mills Road, Toronto (south of Finch). Admission: \$5. Free parking. Information: George Miller, (905) 427-7297. [http://www.canadianbottlecollectors.com/toronto\\_bottle\\_show.htm](http://www.canadianbottlecollectors.com/toronto_bottle_show.htm).

**Woodstock Toy & Collectibles Expo:** Sunday, April 27, 2014, 10 a.m. - 3 p.m. Woodstock Fairgrounds, 875 Nellis Street, Woodstock. Admission \$4, children under 12 free with adult. 180+ tables. Information:(519) 426-8875, [toyshow@kwic.com](mailto:toyshow@kwic.com), [www.collectorshows.ca](http://www.collectorshows.ca).

**! 33rd Annual Mayday Stamp Show, Stratford Stamp Club:** Sunday, May 4, 2014, 9:00 a.m. - 3:30 p.m. Kiwanis Community Centre, 111 Lakeside Drive, Stratford ON Exhibits, Mayday covers, bourse, door prizes. Free admission.

**Aberfoyle Saturday Special Antique Show:** Saturday, May 10, 2014, 8 a.m. - 4 p.m. Aberfoyle Antique Market, 57 Brock Road S., Guelph ON. From Hamilton, take Highway 6 north to 1 mile north past the 401. If taking the 401, use exit 299. Admission \$5. Information: 1-877-763-1077, [www.aberfoyleantiquemarket.com](http://www.aberfoyleantiquemarket.com).

**Christie Antique Show:** Saturday, May 24, 2014, 8 a.m.- 5 p.m., Christie Conservation Area, Hwy 5, 9 km. West of Hwy. 6. Admission \$10. Free parking. Information: 905-525-2181, ext. 147, [www.christieantiqueshow.ca](http://www.christieantiqueshow.ca).

**Woodstock Nostalgia Show and Sale:** Sunday, May 25, 2014, 10 a.m. - 3 p.m. Woodstock Fairgrounds, 875 Nellis Street, Woodstock ON. Admission \$5, children under 12 free with adult. 180+ tables. Information:(519) 426-8875, [toyshow@kwic.com](mailto:toyshow@kwic.com), [www.collectorshows.ca](http://www.collectorshows.ca).

**Ancaster Collectorfest:** Sunday, June 1, 2014, 10 a.m. - 3 p.m. Marritt Hall & Concession Building, Ancaster Fairgrounds, 630 Trinity Road, Ancaster ON. Admission \$5, children under 12 free with adult, free parking. Information: Ian, call Monday-Friday before 8 p.m., (519) 426-8875, [toyshow@kwic.com](mailto:toyshow@kwic.com), [www.collectorfest.blogspot.com](http://www.collectorfest.blogspot.com).

**! Montreal Postcard & Old Paper Show:** Saturday, June 7, 2014, 9:30 a.m. - 4 p.m., College Jean-de-Brebeuf, 3200 Cote Ste-Catherine Av., Montreal, Quebec. Admission \$5. Free parking. Information: Jean-Luc Allard, (514) 277-8673, [jlallard@videotron.ca](mailto:jlallard@videotron.ca), or Simon Beauregard, (514) 289-0514, [beaumon7@hotmail.com](mailto:beaumon7@hotmail.com), (514) 277-8673. Web (en français): <http://cartespostalesauquebec.com/accueil.aspx>.

**! Summer Postage Stamp Bourse, North Toronto Stamp Club:** Saturday, June 7, 10 a.m. - 4 p.m. Yorkminster Park Baptist Church, 1585 Yonge Street, Toronto. 22 dealers, snack bar, silent auction, lucky draws, wheelchair access. Information: [www.northtorontostampclub.ca](http://www.northtorontostampclub.ca).

**Grimsby Antique Show:** Saturday/Sunday, June 14-15, 2014, Saturday 10 a.m. - 5 p.m., Sunday 11 a.m. - 4 p.m. Peach King Arena, Grimsby, ON. Admission \$6. Information: 905-945-1715, e-mail [info@gasniagara.ca](mailto:info@gasniagara.ca). Website: [www.gasniagara.ca](http://www.gasniagara.ca). Visit the web site for \$1 off coupon. (?)

**! Royal 2012 Royale – National Stamp Exhibition:** June 21-23, 2014, Friday - Sunday. University of Manitoba, University Center, Winnipeg, Manitoba. Information: [www.royal2013royale.com](http://www.royal2013royale.com).

**Ancaster Nostalgia Show & Sale:** Sunday, June 23, 10 a.m. - 3 p.m. Marritt Hall, Ancaster Fairgrounds, 630 Trinity Road, Ancaster. Admission \$5, children under 12 free with adult, free parking. Information: Ian, call Monday-Friday before 8 p.m., (519) 426-8875, e-mail [toyshow@kwic.com](mailto:toyshow@kwic.com)

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### Minutes of the Meeting of March 26, 2014

Number in Attendance: 13

Chaired by: Jon Soyka

Members in Attendance:

Sandra Beveridge, Marg Brown, Larry Cherns, Wayne Curtis, Joyce Farnell, Alan Hebb, Wilf Lowry, Peggy MacLeod, Carl Schlosser, Jon Soyka, Lorne Smith, Ross Taylor, John Thompson.

We discussed the possibility of producing a club post card for National Postcard Week (May 4-10, 2014) or International Postcard Week (October 5-11, 2014). With the appropriate targets, this could produce publicity for the club. We could do a card for May, although time is short. Carl Schlosser volunteered his daughter, who has graduated from art school, to produce a design. National Postcard Week is coming up soon, but time-wise, is quite distant from anything else that we do or would like to publicize (such as the September show and sale). International Postcard Week takes place the week following our September show and sale.

This led to a discussion of other publicity options for the club and especially the show. The Toronto Postcard Club's newsletter was mentioned. They list our show already. Further discussions of the show and sale ensued. Several dealers will not attend due to family and other show commitments. One is cutting back on the number of tables. A number of dealers who were at the Kitchener-Waterloo show will be selling at ours. Some dealers don't think that they have sufficient new stock to sign on for the show. We discussed having sellers of other goods at the show. The Kitchener-Waterloo show had dealers of first day covers, stamps, and collecting supplies. The K-W show was also able to twin with another show, which was held just across the road. This may not have garnered more customers on its own, but a few people took advantage of the secondary show to at least have a look at what was offered across the road. The Buffalo show added "and Ephemera" to its title this year. The Canadian Stamp Dealers' Association show has a few post card dealers listed. John Thompson mentioned Wegg's in Toronto, a postcard dealer located across from Honest Ed's in Toronto. This dealer could perhaps be asked to sell covers and post cards at our show. It was noted that one dealer at the Kitchener-Waterloo show had 3 or 4 tables at the Nostalgia Show. Three or four dealers sell at the Merrickville show, but not at ours, and they could perhaps be approached, but the cost of travel might be prohibitive for them.

This discussion prompted Joyce Farnell to raise the idea of travelling in a group to Merrickville. We could perhaps leave Hamilton at about 7:30 and get to the show at about 11:30. Carl says that it only takes about an hour and a half to visit all of the dealers at the Merrickville show. We'll discuss this later and perhaps organize a group expedition if there's enough interest.

So far, Jon has scanned 4,945 cards for the book, although there are some duplicates. Not all will be used for the book, of course. The cards are sorted into a number of topics, including the messages on the backs of the cards, some of which illustrate the calligraphy which was popular in early days of postcards, and some messages having been written backwards. One would need to hold the card to a mirror to read the message, or become skilled at reading such messages.

Jon has divided the cards into 15 themes – main categories which cover most of the cards. We discussed whether the book should be designed for general interest, or from the collector's viewpoint. Categories cover, Hamilton greetings (Welcome signs, etc.), Views from Above (Bird's Eye Views i.e. from the escarpment), Gore Park (Jon has scanned 9 versions of one shot of the park), King Street, James Street, Streets and Houses (Herkimer, Victoria, etc.), Hotels and Motels, City Hall and Post Office, Transportation and Inclines (trains, stations, buses, the HSR riots), Education and Schools (there have never been professional cards of Stinson School or Central School on Wentworth Street), Parks and Gardens, Royal Botanical Gardens, Hospitals and Institutions, Building and Industry, Beach Strip and Canal, and a Miscellaneous category for anything of note that doesn't fit into the other groupings. The best guess at the cover price would be \$45 with a printing cost of \$20.

Sandra Beveridge said that the recent book produced by the Mountain Historical Society sold 2,500 copies on its first printing and they are on their 4<sup>th</sup> and final printing. Jon produced a set of printed cards, each showing one of the book topics available, to attach names to the topics. John Thompson signed on to write about Transportation, Larry Cherns will write about Education, Sandra Beveridge will write about Gore Park. Several other members picked up cards and will write about the topics presented.

Jon was asked by Peggy MacLeod how the club would be able to finance the book. Jon says that we need to do the work to take the book as far as we can before we can get an idea of how much it will cost to produce, and we won't know that until we have something to present to the printer, who Jon expects to meet in June. He also is acquainted with someone who may invest in the book, and takes on this sort of thing regularly. Lorne Smith expressed concerns about the amount of work being done and the financial burden to be borne by the club. Jon says that he is having fun scanning and organizing the cards. If it turns out that the book will be too costly to produce, and won't be viable, we can elect not to go ahead. Lorne was still concerned about the financial ramifications, since financial information about the club's status is unknown, and is concerned about our liability. He thinks that we can come up with cheaper alternatives to gain publicity for the club. Alan Hebb was also concerned about the amount of time being expended.

The meeting adjourned at about 10:20 p.m.

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