



THE GOLDEN HORSESHOE POST CARD CLUB South Central Ontario, Canada

Editor: Peggy MacLeod, 213 Grant Avenue, Hamilton ON L8N 2X9 E-mail: ms12fd34@aol.com.

Please note the special location of our next meeting!!!

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

Wednesday, October 22, 2014, at 7:30 p.m.
The Canadian Football Hall of Fame and Museum
58 Jackson Street West
Hamilton, Ontario L8P 1L4

I think that you can all guess that Jon Soyka arranged for us to use the room. Here is more information from Jon. "The Hall of Fame auditorium is located on the first floor of the building BUT I just wanted to let you know that there is an elevator just to the north side of the front steps for those that would like the use of such." City Hall parking lot is open to anyone, 24 hours a day. Payment is required until 10 p.m. and city security keeps an eye on the lot. There will be lots of spots right beside the Hall of Fame at that time of night.

Upcoming Meetings: The last club meeting for this calendar year takes place on November 26.

Agenda for the Meeting of October 22, 2014 **(although not necessarily in this order)**

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

(2) Discussion About The Show: We'll probably be discussing the success of the show, so if you have feedback to pass along, from other folks or from yourself, go ahead, but only if it's positive! Constructive criticism would also be welcome, but slightly less welcome than the positive comments.

(3) Discussion About The Book: We'll be discussing the success of the book as well, so if you have feedback about it from yourself or others, please pass it along at the meeting.

(4) Special Presentation: John Sayers will be giving us a presentation entitled "Real Photo Postcards - Ocean Liners". The PowerPoint presentation shows exteriors, interiors, accidents, wartime, passenger, and other Real Photo images. The following information comes from John himself, and although most of us are familiar with John through various clubs and shows, and especially owing to his writing about post cards, I hope that he won't mind this being shared here, for the members of the club who haven't had the privilege of meeting him and are unfamiliar with his articles about post cards in the newsletters and magazines.

"I am a Chartered Accountant. I have been a member of the Toronto Postcard Club since the early 1980s and Editor of the Toronto Postcard Club magazine Card Talk for ten years. I write about postcards for

Picture Postcard Monthly in the U.K., and Barr's Postcard and Ephemera News in the U.S., as well as other antique and collector publications in the U.S. and the U.K. I have been collecting ocean liner cards for some 40 years, and particularly like Real Photo cards of interiors and activities on board. I have quite a few of them and this presentation shows highlights of some of my favourites. I also collect ocean liner ephemera and have been on the Boards of each of the British Ephemera Society and The Ephemera Society of America for several years. My collection is contained in about 250 3-ring binders, plus a lot of larger format ephemera in rigid sleeves in plastic bins. As you can tell, I am 'hooked'."

We look forward to another excellent presentation from John Sayers.

Membership Renewals:

As you'll recall, memberships are up for renewal on September 1 of each year, and are valid until August 31 of the following year. If you haven't renewed your membership for 2014, please do so at the meeting, or via post to Peggy MacLeod, 213 Grant Avenue, Hamilton ON L8N 2X9. Cheques should be made out to the Golden Horseshoe Post Card Club. Please don't mail cash! I'll try to send out renewals soon, but if you don't hear from me, please don't be shy! If you're unsure of your status, feel free to send along an e-mail to check – ms12fd34@aol.com. Memberships are \$20 per year. More information is available on the web site at www.ghpcc.ca. Click on the Membership tab at the top of the screen.

Minutes of the Meeting of 2014 09 24

Number in Attendance: 13

Chaired by: Jon Soyka

Members in Attendance: Don Babb, Sandra Beveridge, Marg Brown, Wayne Curtis, Joyce Farnell, Wilf Lowry, Peggy MacLeod, Carl Schlosser, Ron Sinclair, Lorne Smith, Jon Soyka, Ross Taylor, John Thompson

Jon reminded members that we were advised that we are not supposed to park on the road opposite the building. It was noted that signs to that effect have not yet been installed, and that there was a vehicle parked on that side of the street.

Jon Soyka began by explaining that another group has booked the Red Cross room for meetings on our regular meeting night. We will need to find another location for October's and November's meetings, dates for which speakers have been booked and for which we will need audio-video capabilities, as well as a room big enough to accommodate the group. We discussed various options and left the issue unresolved. Ron Sinclair has an idea and will coordinate with Jon Soyka who will look into another possibility.

Jon discussed our annual show and sale, which is on Sunday. We have 15 dealers, the second lowest number of dealers ever. We hope to have a good number of people attending. If anyone can help with setting up and running things, Saturday from 4 p.m. to 6 p.m. or Sunday from 7 a.m. to 6 p.m., contact Jon to help on the floor, or Peggy to help with the food service. If anyone would like to prepare food in advance, please also talk to Peggy.

Carl Schlosser was one of those who attended the 19th Annual Eastern Ontario Postcard Show in Merrickville on Saturday, September 13. This was Carl's third time attending the show and he left home at 5 a.m. He thought it was the best Eastern Ontario show to date, with the largest number of customers and dealers yet. Wayne Curtis accompanied Mike Smith to the show. The show has a number of local

dealers, as well as dealers who are normally at our show. It was suggested that we attempt to contact the dealers who do not sell at our show to see if any are interested. Attic Books out of London was represented by proprietor Marvin Post. He had printed items besides post cards.

The club's first book came up for discussion, and Jon was pleased to be able to hand out copies of the finished product to the group. He was even more pleased when many of us handed back \$35 per book. There were too many post cards to be contained in just one book, so this is Volume 1 of "This is a Beautiful City". Volume 1 contains 9 chapters of a total of 30 which will eventually end up in print, and boasts 298 images of Hamilton and the area. The printer warned that because the books had just been printed, the glue on the spines was still drying, and that we shouldn't open them fully for at least a day to prevent the pages from separating. Jon said that we've already had a number of sales, and he is in discussions with a number of people to display and sell the book, including historical museums, Whitehern Historical House and Museum, several historical societies, etc. If anyone has any ideas for promoting or selling the book, please suggest them, and those belonging to historical societies and the like should consider taking a few copies to their upcoming meetings. Other members of these groups might be interested in purchasing copies. We discussed selling in malls and at fall fairs. The Cancer Centre will allow us to either rent space or offer a percentage of sales. The hospital wants a commission of 25% of the retail price (Juravinsky). Anyone who thinks that they might be able to sell a book or two at work or to friends is encouraged to take a few with them. Each box of books holds 25 pristine, shrink-wrapped copies. 1,000 copies have been printed.

Mixed Media (at Cannon & James Street North) and the Hamilton Store (formerly HIStory & HERitage on James St. N.) will be carrying the book. Selling the book in the lobby of Theatre Aquarius was discussed as an option, as was the idea of presenting the book at heritage society meetings, possibly getting a review into the Spectator, or being covered in other clubs' newsletters. The book's publisher/printer is Archangel Productions, which has been in business for 30 years, and produces such items as medical books and yearbooks. It was wondered if the Connaught Hotel development might be a possibility, since many of their cards are included in the book, or perhaps the Halton County Radial Railway, a functioning railway museum, which opened in 1972, and is on Guelph Line, southeast of Rockwood.

Locations of the subjects of various cards were discussed. Ron Sinclair advised that the Triton Hotel was located between the current locations of Copps Coliseum and the main branch of the Hamilton Public Library, where a physical fitness centre exists.

9 of the people attending the meeting renewed their memberships.

Wayne Curtis passed around his Liberation of Holland cards, dating from near the end of World War II.

The meeting adjourned quite early at 9:05 p.m.

Upcoming Shows

Visit the club web site at <http://www.ghpcc.ca/Shows-Exhibits.htm> for a list of post card and antique shows near you. Before travelling any great distance, please make sure that any show you're attending is going ahead. Last-minute cancellations are always possible.

Editor's Note: This month's newsletter is shorter than usual owing to lack of time and the need to get the information about the change of location to you all well in advance of the meeting.