

PICTORIAL POST CARDS (viewcards)

Welcome to another exciting aspect of Newfoundland collectibles — PICTURE POST CARDS. Privately printed postcards depicting Newfoundland scenes are an aspect of Newfoundlandia that has grown considerably in popularity. Part of their appeal is the nostalgia they inspire for life at the turn of the century, the late Victorian era when cards were introduced. Their heyday was during the Edwardian era which saw that the majority of cards were issued and sold.

An exhilarating passage through time is featured on these pictorial postcards from Newfoundland and Labrador. Since 1901, there have been over 4,900 images of very picturesque scenes on postcards that portray diverse life styles, work and commerce, individuals, architecture, icebergs... and most importantly, panoramic views of hundreds of communities. Together they encompass an encyclopedic pictorial survey of the heritage of the Dominion of Newfoundland.

The first picture postcards sold in Newfoundland were from the Water Street store of S.E. Garland. However, Ayre and Sons, Limited was Newfoundland's most prolific vendor. From 1901 — 1949 they produced over 1,000 different images on cards. The Newfoundland merchants had their cards made in England, France, Germany and Belgium with the art work or photographs supplied by the firm placing the order.

The bulk of the photographs that were used came from the cameras of S.H. Parsons and Professor Holloway. Both had flourishing photographic studios in St. John's. Approximately twenty other photographers helped to provide the remaining views. Most of the picture postcards were issued and sold in the years 1904 — 1913, the heyday of the picture postcard. During World War I and the 1930's the number of issued cards declined.

We have intentionally not priced these picture postcards. It is our belief that prices are too variable in that the perceived value for a picture postcard is very dependent on: *presence of a specific stamp paying the postal rate, thematic topic being portrayed, the message, cancellations, mint or used state, and general overall condition.* However, a selling range of \$4.00 — \$10.00 is often seen on mint cards made by Peco (as they are from a more modern era). The other producers generally retail \$12.00 — \$35.00 for mint cards. Used cards often sell at 40% more.

We are grateful for the opportunity to have viewed *three 'hughest' collections* formed by Willis Whalen, W. John Butt, Alison and Richard Moulton. Thank you. And to the many collectors who spot those unlisted cards, many thanks.

To the authors' knowledge this catalogue is the *first* to attempt such a listing of Newfoundland's pictorial postcards or picture viewcards.

The NEWFOUNDLAND SPECIALIZED STAMP CATALOGUE NUMBERS are the Arabic numerals preceding each listing in the Picture Post Card section. These numbers belong to NEWFOUNDLAND SPECIALIZED STAMP CATALOGUE.

NSSC#	PRODUCER/PRODUCT#/CAPTION	STYLE
DICKS AND COMPANY (1200 SERIES)		
57016	1216 NEW DEPOT, REID NEWFOUNDLAND RAILWAY, ST. JOHN'S, NFLD	COL
57017	1217 QUIDI VIDI, A TYPICAL FISHING VILLAGE NEAR ST. JOHN'S, NFLD	COL
57018	1218 ESQUIMAUX DOGS FROM THE LABRADOR, NFLD	COL
57019	1219 PRODUCTS OF NEWFOUNDLAND	COL
57020	1220 FISHING SCHOONER BOUND FOR THE LABRADOR	COL
57021	1221 A CRYSTAL CATHEDRAL, ST. JOHN'S, NFLD	COL
57022	1222 HERD OF CARIBOU CROSSING A STREAM, NFLD	COL
57023	1223 A MONARCH OF THE NORTH, NFLD	COL
57024	1224 DRYING CODFISH IN A NORTHERN OUTPORT, NEWFOUNDLAND	COL
57025	1225 WHALER "CABOT" AT BALENA, NFLD	COL
57026	1226 SKINNING THE SEAL, NEWFOUNDLAND	COL
57027	1227 FIRST ARRIVAL FROM ICE FIELDS, WITH A FULL LOAD, ST. JOHN'S NFLD	COL
57028	1228 WEIGHING THE SEAL, NFLD.	COL
57029	1229 LANDING THE SEAL, ST. JOHN'S, NFLD.	COL
57030	1230 HUMPBACK WHALE ON THE SLIP AT BALENA, NFLD.	COL
DICKS AND COMPANY PICTORIAL SERIES (1300 SERIES)		
58001	1301 JUST BELOW FIRST RAPIDS, HUMBER RIVER, NFLD	COL GV
58002	1302 MARBLE MOUNTAINS, NEAR HUMBER RIVER, NFLD	COL GV
58003	1303 RIVER TROUT FISHING IN NEWFOUNDLAND-SULKING	COL G
58004	1304 ST. JOHN'S FROM THE SOUTH SIDE	COL G
58005	1305 ICEBERG STRANDED OUTSIDE ST. JOHN'S HARBOUR FOR THREE WEEKS HEIGHT ABOUT 150 FEET, LENGTH 600 FEET	COL G
58006	1306 LOG HOUSE, GRAND FALLS-RESIDENCE OF LORD NORTHCLIFFE	COL G
58007	1307 THE NARROWS, ENTRANCE TO ST. JOHN'S HARBOR	COL G
58008	1308 BONNE BAY, NFLD	COL G
58009	1309 ST. JOHN'S WEST, SHOWING DRY DOCK	COL G
58010	1310 THE TOWER, GRAND FALLS, NFLD	COL G
58011	1311 CAMPING ON THE HUMBER RIVER, NFLD	COL G
58012	1312 GRAND FALLS, NO. 2	COL G
58013	1313 RENNIES RIVER AND SUBURBS OF ST. JOHN'S	COL G
58014	1314 GRAND FALLS, NFLD	COL G
58015	1315 CABOT TOWER, SIGNAL HILL, ST. JOHN'S	COL GV
58016	1316 HARRY'S BROOK A FAVORITE FISHING SPOT	COL GV
58017	1317 SEAL ISLAND, HUMBER RIVER	COL GV
58018	1318 PLACENTIA FROM MOUNT PLEASANT	COL G
58019	1319 WATERFORD VALLEY-SHOWING WATERFORD HALL	COL G
58020	1320 PETTY HARBOR-NFLD	COL G
58021	1321 ST. JOHN'S, NFLD., AS SEEN FROM THE R.C. CATHEDRAL	COL G
58022	1322 LION HEAD ICEBERG OFF TILT CORE, NFLD	COL G
58023	1323 HOUSE OF PARLIAMENT, ST. JOHN'S	COL G
58024	1324 BISHOPS FALLS, SHOWING THE DAM	COL G
58025	1325 HARBOR GRACE, NEWFOUNDLAND'S SECOND CITY	COL G
58026	1326 ICEBERG 200 FT. HIGH AGROUND OUTSIDE ST. JOHN'S	COL G
58027	1327 THE STEADIES-HUMBER RIVER-NFLD	COL G
58028	1328 CURING CODFISH, NFLD	COL
58029	1329 NEW RAILWAY STATION, ST. JOHN'S, NFLD BUILT ENTIRELY OF NATIVE GRANITE, SOME OF THE BLOCKS WEIGHING SEVERAL TONS	COL G
58030	1330 HEARTS CONTENT, NFLD., SITE OF THE FIRST ATLANTIC CABLE	COL G
58031	1331 GRAND FALLS, EXPLOITS RIVER, NFLD	COL G
58032	1332 ROMAN CATHOLIC CATHEDRAL AT ST. JOHN'S, NFLD	COL G
58033	1333 AN ENORMOUS ICEBERG OUTSIDE THE ENTRANCE TO ST. JOHN'S, NFLD	COL G
58034	1334 PORT AUX BASQUES, NFLD	COL GV
58035	1335 A CHARMING SCENE ON THE HUMBER, NFLD	COL GV
58036	1336 TOPSAIL FALLS, 12 MILES FROM ST. JOHN'S-NFLD	COL GV
58037	1337 BOTWOOD-NFLD	COL G

