

I have kept a simple database of Pinkau's world wide PPC printings. Currently there are over 40 odd countries on it, not quite from A to Z but at least from Australia to Yugoslavia! Breaking the Pinkau codes would help specialist collectors of these countries to order and date their collections. One place that used a lot of Pinkau printed PPC's was Bermuda. You only need a code break on **one** country to obtain the whole world Pinkau coding. The very high number of postally dated cards for Bermuda led me to concentrate there. In doing this I have come to know something of this island and its PPC story.

Bob Conrich kindly allowed me to "mine" his very large Bermuda PPC collection for data on Pinkau/Trenkler's coding activities. In the course of this, I noticed some puzzling anomalies in Bermudan PPC use and this has resulted in this short article on Bermudan cards. Although written with Bob's full collaboration, it is, of necessity my view of the Bermuda scene. In trying to understand what was happening I have placed my emphasis on the New York/Bermuda cruise trade. I tried to persuade Bob to write it, but it is so tangled up with the Pinkau/Trenkler coding that perhaps it is better that I attempt it and take the blame if I have got things wrong!!

Bermuda is in the middle of the Atlantic, well within steamer reach of North America (40 hours from New York). It possesses an equable, all the year round climate. Its tourist trade from North America probably started with the visit, in 1883, of Princess Louise, wife of the Governor General of Canada. She was escaping the harsh rigours of the Canadian winter. It was this visit, that started Bermuda on the road to becoming a fashionable place for the rich to go for the **whole** winter. Until WW1 it was definitely a fashionable wintering destination. The actual journey by ship to Bermuda could be extremely rough and that inveterate traveller, Mark Twain, remarked that "*The journey was like going through Hell to get to Paradise*". I gather a "standard" message on the PPC's of the time, consisted of giving a precise description of the degree of sickness endured on the journey!!

Before the advent of air travel, winter was the main tourist season. This is amply born out by postmark dates on the PPC's sent.

It is a truth universally acknowledged that tourists on vacation are in need of scenic postcards to send home. This fact was not lost on that kindly Leipzig gentleman, Emil Pinkau, whose firm printed a lot of cards for Bermuda. Unfortunately none of the Bermuda cards have Pinkau's name on them. Most of Pinkau's Bermuda cards were printed in colour half tone. A lot of them had Capital Letter codes on them and this is how we recognised them. About 90% of the backs are printed in brown. Bob gave me considerable help with the Pinkau Capital Letter schedule of the 1920's. See TPA 15 and a revision in this TPA 16.

BERMUDA'S POSTCARDS

BY GEORGE WEBBER (WITH PARTICULAR THANKS TO BOB CONRICH)

We know that Pinkau/Trenkler started a new coding system in 1926 to replace the old Capital Letter codes. This will be described separately. I asked Bob to help me with this dot and dash code, after he discovered it and identified it as a printer's code; (I think others had seen it, but it was Bob that really drew my errant attention to it). It was certainly Bob that first turned it into a working tool. I expected a reasonable amount of data, to fill out a schedule drawn up from world wide Pinkau printings. To my surprise, Bob produced a mass of information on the dates of postal use of the dot and dash codes of the 1930's. This was to such an extent, that I dropped the rest of the world data, as being almost redundant in the face of this Bermudan cornucopia. Why had Bob's collection turned from providing good data in the 1920's to providing **definitive** data in the 1930's?

Bob's collection is possibly unique, in that he has multiple versions of every Bermuda card as it was printed and reprinted. Since he has "everything", whether it be from the 1920's or the 1930's (or any other decade), the difference in the decades must be real and trustworthy.

The answer to this PPC puzzle came from studying the literature on the ship cruise trade. Before 1929, Bermuda was essentially catering to the rich clientele from North America, a lot of whom stayed the whole winter long. Certainly they would send PPC's, but there would only be a finite number of them passing the winter and they would only want a finite number of cards each. A good trade, but quite limited. All this changed with the great depression of the 1930's. One's initial thought must be that this would have crippled the Bermuda tourist trade. This thought turns out to be completely wrong!

What actually happened was that the depression of the 1930's crippled the regular passenger shipping trade. Just to keep going, the

shipping trade turned to the cruise market at extremely low fares. This turned the Bermudian tourist market upside down. As well as catering to the very rich, they were catering to an almost non stop, short stay, mass market cruising trade. One book that I consulted gave a typical weeks sailings in and out of New York harbour in the 1930's. Of the 7 days

listed, only one day did **not** have a cruise ship to or from Bermuda! The cheap fares were working and packed out the mass market cruise boats.

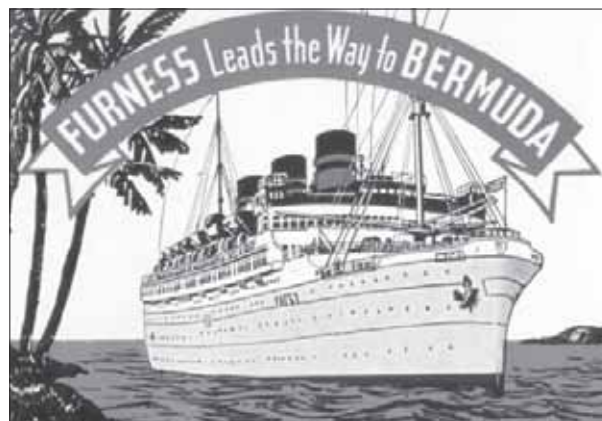
The Furness-Bermuda shipping line were the leaders on the 1930's New York - Bermuda run. One exciting book cover blurb described it as "the most successful shipping run ever ever". Furness specialised in 6 day trips from New York to Bermuda and back with 2 days spent on the island. Normally you would expect a mere 3 days visit to be spent aboard ship, but Furness owned and promoted hotels on the island and used these, even for the "3 day" crowd. This trade was so popular that Furness added two ships in the early 1930's, *Monarch of Bermuda* and *Queen of Bermuda*. (For a vivid description of such a trip by a young apprentice see "From the Bronx to Bermuda" by John McNamara, published by Ocean Liner Museum, New York). There is a lot of nostalgic literature looking back to the 1930's as a golden era for Bermuda. Possibly Bermuda is the only place in the world that looks back with affection on the 1930's?

In the 1930's a six day cruise cost \$60. A 14 Day Tour, staying in an hotel, cost \$114. The Holland American Line, amongst many others, also worked this popular New York/Bermuda cruise route with the *S.S. Statendam* and *Volendam*. An 8 day *Statendam* cruise was offered at \$107. The *Volendam* offered you a whole two and a half days alongside in Bermuda! A long long way from the image of cruising being for the leisured rich only!

Of course this impacted on the PPC trade. the tourist turnover was massively increased, as was the sale of cards. Pinkau must have thought every day in the 1930's was Xmas, on the Bermuda front.

To a PPC researcher this vast 1930's increase in PPC use is a great boon. Other previous schedules I had drawn up were done on a yearly basis. The Bermuda data was so detailed, that I was able to go on to a monthly basis for the 1930's. This greatly increases the Pinkau schedule accuracy. For PPC research one needs luck, like 1930's Bermuda!

Of course there is a whole lot more to the Bermuda story than this. There were a number of other German PPC manufacturers busy there, as well as Pinkau. The island has an interesting history, being on the main shipping lanes between the USA and Great Britain. However interesting these may be I wish to focus on the light that Bermuda's cards shed on Pinkau's coding and we now turn to this.

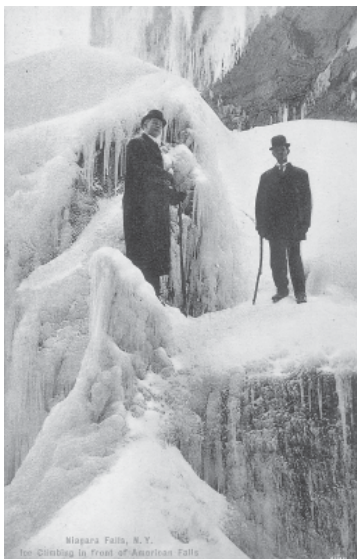


BERMUDA:

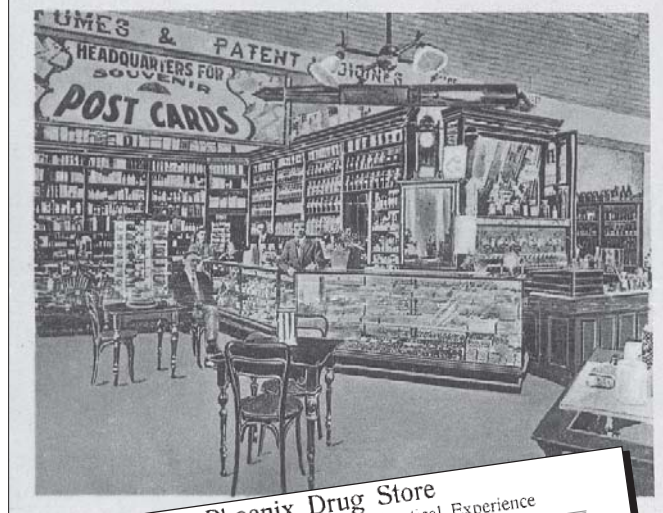
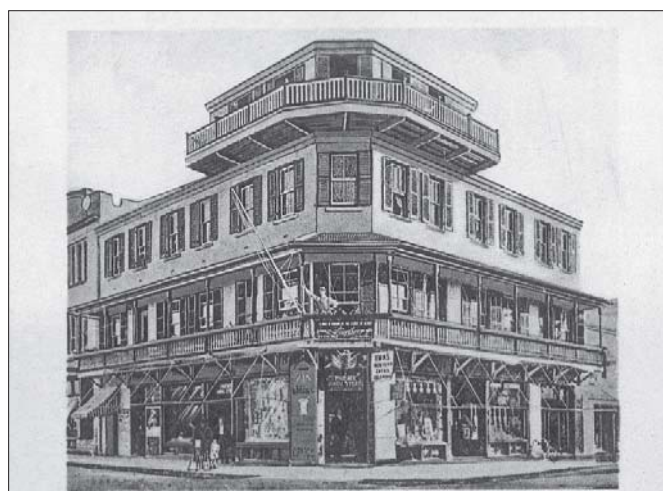
A SELECTION OF PPC'S FROM THE BOB CONRICH COLLECTION

This frozen view of Niagara Falls may be an amusing diversion for the two gentlemen shown here. In practise, the winters were so harsh, in most of North America, that escape to the kinder climes, of places like Bermuda was very desirable in winter. The Bermuda card is a Pinkau production, coded NGNH and thus pre WW1. The local Bermuda publisher was the Phoenix Drug Co. of Hamilton, Bermuda. —>

This Pinkau printed card is coded STLO and thus places it in the early months of 1914. It belongs to the pre WW1, leisurely world of the rich over wintering in Bermuda. The caption seems to imply that the visit of the "Bermudian" steamer was a slightly special event in the week. This pace of life was to liven up in the 1930's, when every day was a steamer day and cheap fare tourism for the masses had arrived. The local publisher was the Bermuda Drug Co. —>



This Furness ship, "Monarch of Bermuda" along with "Queen of Bermuda" was introduced onto the New York - Bermuda run in the early 1930's. The Furness line catered both for the rich and in addition for ordinary folk with 6 Day cruises, for \$60. This was a revolution in the cruise trade, not to be repeated until the 1960's onwards. The sleepy pre war days of "The Bermudian" had gone. The card is a "Real Photo", British production. —>



The store of the Phoenix Drug Co. is shown here, with its postcard sales area. They were the publishers of many cards. The promotional message on the back is fascinating. "Postal cards at 6d per Dozen!" (One old half penny each). The Pound Sterling is quoted at a reassuring \$4.80 USA Dollars. The overwhelming dependence on the American trade is clear. American papers and magazines are readily available. The PPC itself is good quality glazed colotype. Printer unknown, possibly Pinkau. Local publisher, of course, is the ever present Phoenix Drug Co.

Phoenix Drug Store
 Prescription Druggists 30 years Practical Experience

United States and English Money Table	
1 cent . . . 1/2 penny	1 penny . . . 2 cents
2 cents . . . 1 penny	3 pence . . . 6 "
1 nickel 2 1/2 pence	6 " . . . 12 "
1 dime . . . 5 "	1/2 " . . . 24 "
1 quarter . . . 1 1/2 d	1/4 " . . . 48 "
1/2 dollar . . . 2 1/2 d	1/2 " . . . 50 "
1 " . . . 4 1/2 d	10/ " . . . \$ 2.40
5 " . . . 20 1/2 d	20/ " . . . 480

We have everything usually stocked in a first class Drug Store.

SOUVENIRS.
 Maps, Guide Books and Handsome Books of Views
 Post Cards 6d per doz.

Fresh Huyler's, Lowney's, Cadbury's and Fry's Chocolates and Bon Bons.

Fine Havana, Dutch and Jamaica Cigars and Egyptian Cigarettes.
 Calabash Pipes

Latest American Papers and Magazines.
 Postage Stamps

The best Ice Cream and Cream Sodas in the City.

Free Bureau of General Information
 A Fine Line of Cedarwork and Souvenirs

Places of Interest . . . Aquarium, Natural Arches, Moore's House, Devils Hole, Crystal Caves, Admiral Caves, Joyce's Dock, St. Peter's Church, Public Gardens, St. George's, St. David's, Prospect Camp, Gibbs Hill Light, Cathedral Rocks, H. M. Dockyard and Phoenix Drug Store

Difference in Time Between New York and Bermuda 37 m. 20 s.

BERMUDA:

A SELECTION OF PPC'S FROM THE BOB CONRICH COLLECTION

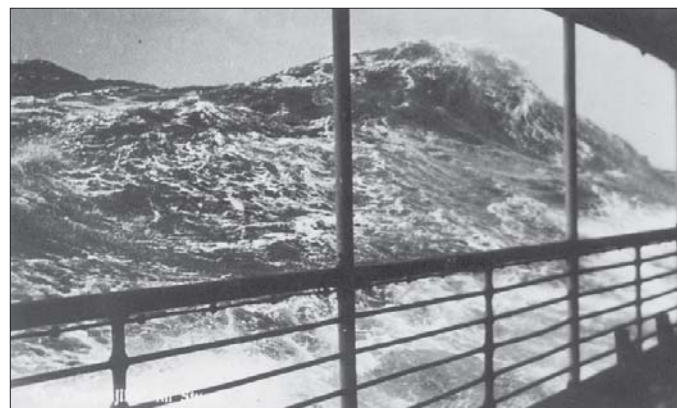
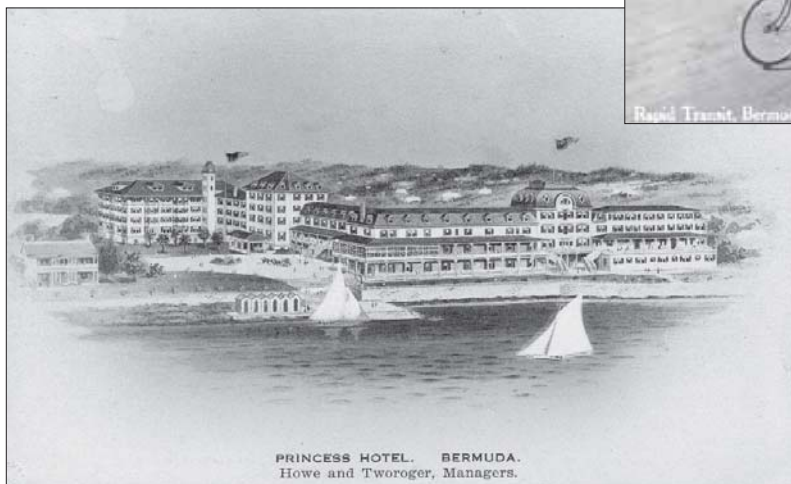
A Pinkau card, but uncoded, probably from the 1920's when prohibition was in force in the USA. For determined drinkers the shipping companies ran one day "booze cruises" just outside of USA territorial waters. Bermuda was a bit far for a straight "booze cruise", but there was no harm in reminding US citizens of another benefit of a Bermuda cruise! Bermudian shops helpfully used to sell multi pocket jackets and flasks, worn under the coat, for the returning traveller! (*Royal Prince-Bar*, publ. by the "Yankee Store & Bermuda Drug Co.") →



Rapid Transit, Bermuda: Motor cars were banned in Bermuda until after WW2. So bicycles were the order of the day, for the locals. The visiting tourists would use horse and carriage or later a light railway. (Published by Walter Rutherford & A. J. Gorham) →



Princess Hotel: Bermuda is of course on a main shipping route between North America and Europe. During WW2 this Princess Hotel (founded in 1884) was home to 1200 British code breaking experts. Their task was scrutiny and opening of all suspicious mail and traffic. They specialised in the difficult task of finding microdot messages. One of their achievements was the saving of 270 Impressionist paintings looted by the Nazis in France. (Printed by "The Albertype Co.," Brooklyn, N.Y., hand-colored) ▼



This is really no weather for tourists on a cruising liner. These two real photo cards were printed from shots taken from board the passenger steamer "Tanganjika". No publ., probably taken by passenger. Captions reads "D.(ampfer) 'Tanganjika' im Sturm". Can date from the mid 1920's to 30's. A small note in pencil reads "Bay of Biscay" =

location of this storm photos. "Tanganjika" was a HAPAG ship in regular service Hamburg - South Africa. 8500 tons, max 300 pass., crew of 148 men. Maiden voyage Oct. 1922. Sold to well known "Woermann Line" in mid 1936. Sold to German Navy in 1939. Hit by bombs at Wilhelmshaven on Nov. 4, 1943, to Dover in August 1947; scrapped.