

Article from Issue 31 of the Postcard Pillar August 1996

VICTOR JOSEPH TANNER

Illustrated is a postcard purchased recently by Alan Jackson in one of our Society auctions. Alan says "I think it more than likely that the natty gentleman alighting from the hansom cab is Victor Tanner himself. Victor Joseph Tanner was a minor shareholder (100 shares) in Tanner Bros. Ltd. when the firm was incorporated on 10th February, 1908. The major shareholder (with 6,950 £1 shares) was Frank Nicholass Tanner (possibly Victor's father?). Frank had been wholesaling picture postcards since well before this date. Edwin Arthur Tanner had 700 shares, and he and Frank were listed as the directors.

Another minor shareholder (with 100 shares) was Frank Duncan, who later set up in business on his own account as a postcard publisher in Auckland. Victor Tanner and Frank Duncan were listed as "commercial travellers". So it seems that Victor's role was to travel round the country selling the postcards to retailers, which ties in well with the evidence from this advice card. If the photograph is in fact of Victor, it is the first photograph I have seen of any NZ postcard publisher of the period, and so a significant find.

Tanner Bros. later became Tanner Couch Ltd, which I remember being a major New Zealand greeting card publisher in my youth. The company was wound up in 1982".

