

Cello-Paqs 1961 to 1967

The Cello-Paqs program was announced to the public in 1961 and sold as a convenient multipaq option that would fit in a purse. The local rate plus the First Class rate were sold in the Cello-Paqs. The last day of sale was after the Christmas Paqs of October 1967 were exhausted. All the Paqs were printed by Canadian Bank Note Company except for the 1967 Christmas Paq which was printed by British North American Bank Note Company. The Paqs contained either pane(s) of 20 or 25, line perforated 11.8 by 11.8 with Dextrine gum. The panes were heat sealed with crimping in the cellophane packaging on one or more sides of the package. The paper of the panes exist in various fluorescence levels but are not shown in the exhibit.

The earliest trials the post office did to provide a larger format of convenient stamps was back in 1928 when the "Farmers" booklet was sold on rural routes which contained 18 x 1c stamps (3 panes), 12 x 2c stamps (2 panes) and a pane of 5c stamps. The next large format booklet did not appear for another 29 years in 1947 when the post office made a gift booklet costing \$1 containing panes of 6 of the 3c rose and 4c carmine and 2 panes of 4 of the 7c airmail. Once again it took another 14 years to make a large format product to sell stamps which was the Cello-Paqs program in 1961. This exhibit shows the initial starts with the 2 pre-cursor booklets, then shows the Cello-Paqs in order of issue. Panes in the Paqs, varieties of the packaging, and usage of the stamps are shown in this exhibit.



At the upper right booklet is the 1928 "Farmers" booklet. The 1947 Gift booklet is at the centre right. A promotional envelop used to hold the gift booklet issued in 1949 is at the bottom which shows that program lasted at least 3 years. The first Cello-Paq of the 2c Wilding issue containing 2 panes of 25 with a single description rectangle 62x37mm is at the upper left. It was issued December 1961 in a quantity of 954,000 Cello-Paqs.

SYNOPSIS : Cello-Paqs 1961-1967

History:

This exhibit was first shown in April 2017 and has been revised based on judges' recommendations at Lakeshore, and the Orapex shows. Since Lakeshore and Orapex the title page has had major changes, and new error items (miscut 2c Wilding, and missing print on the Christmas issue and various postal usage covers) have been added.

Purpose:

This exhibit shows the various varieties and postal usages of the Cello-Paqs that were issued by Canada Post between 1961 and 1967 for use by the public in a format that was larger than the typical 25c booklets issued at the time. Larger formats of booklets had been made in 1928 with the "Farmers" booklet (#13) and again provided in 1947 in the gift booklet (#39). The 1947 issue continued through at least 1949 as can be seen on the promotional envelop on the Title page which is dated 1949. The exhibit continues to show the panes issued from 1961 to late 1967 when the program was stopped, to be followed by larger format 4c and 5c booklets. While these panes can be collected with multiple paper fluorescence's these are not shown in this exhibit as they are not visible. Used complete panes exist but tend to be philatelic in nature and are not shown.

Challenge Factor:

Most panes in this series are not difficult to obtain. There is no known proof material, but the advertising poster is a rare item, and the miscut and crimped panes are also difficult to obtain. Used on cover pieces are difficult to find as much of this material was soaked off the envelopes.

The more significant items are bordered in green.

There are insufficient philatelic items to expand this to a multiframe exhibit.

Organization:

The material is organized chronological with the preliminary larger format booklets on the title page, followed by the various panes in order of issue with panes and used examples provided.

Bibliography/References:

Several articles have been written and a small handbook information can be found at:

- BNA Topics – Canada's Cello-Paqs, Edward J Whiting, May 1973
- BNA Topics – Canada's Cello-Paqs update, George Hansen, Jan 1980
- Canadian Stamp Handbooks – Canada Post Cello-Paqs and Souvenir Articles, Michael Milos, 1985