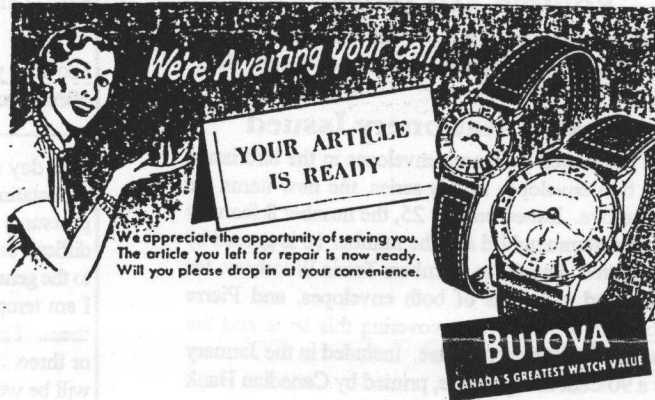


Postal Stationery Notes

The Bulova Project

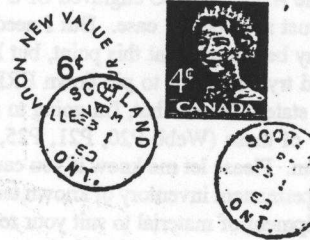
John Grace and John Aitken have worked long and hard on this and, with the cooperation of many study group members who have made material and information available to them, they have put together a comprehensive list of these colorful cards used over a period of years by, primarily, jewelers. See page 3 for the first installment.



A Major Envelope Discovery

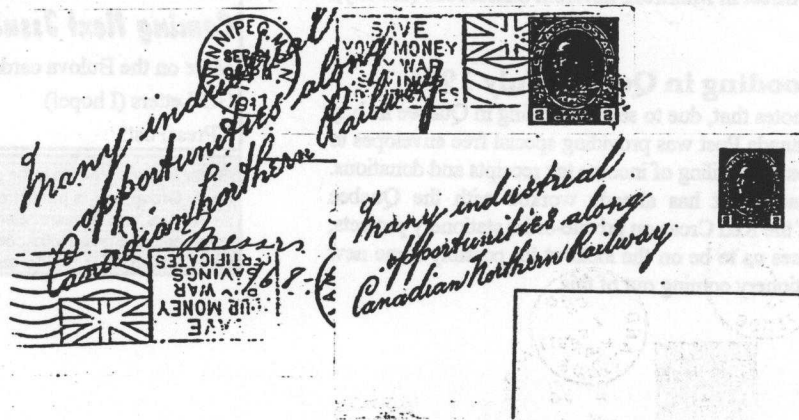
See page 9 for the story that goes with the major discovery illustrated below.

DR LLOYD SHELLINGTON
 1224 SOUTH HOWARD AVE
 TAMPA 6
 FLORIDA



Oops! Those Pesky Canadian Northern Railway Manuscript Cards!

If you look closely at the illustrations at right, you'll see the problem in a nutshell. We thought we were starting to understand this relatively short series of advertising cards... then this happens. Please turn to page 7 for more information.



Allan Steinhart

Philately, in general, and Canadian philately in particular lost a great presence with the unexpected death of Allan L. Steinhart following BNAPEX in August, 1996. Many study group members knew Mr. Steinhart better than I did (I had met him only once - at Ameripex - and spoken a few times on the phone), but it certainly was not necessary to know the man personally to appreciate how much he gave us.

Volume XIII Index

is not included with this issue. I am also still working on the all-time index. I can not, at this point, project a completion date.

New Postal Stationery Issued

Canada Post has issued two more envelopes in the bird issue. Like the last two envelopes in this series, the new items are produced by Innova. Issued on July 25, the number 8 features the ruby-throated hummingbird and the number 10 is graced by an American kestrel. Thanks to members Terrie Woodrow, for first-day cancelled examples of both envelopes, and Pierre Gauthier, for post office releases covering this issue and the previous (January 9) stationery release. Included in the January release was a 90-cent aerogramme, printed by Canadian Bank Note, and featuring harlequin ducks in flight.

HELP! Used Canadian UPU Cards

Well, I don't know how this could possibly have happened, but word has gotten out that your editor may be working on a book covering the ABNC/CBNC engraved UPU cards. As it turns out, that just may be the case. But I need your help! The plating may be complete at this point, but I'd like to go a bit further and try very hard to pin down ERPs for the various plates and states. To do that, I'm going to need to see every used copy of these (Webb P20, P21, P25, P35, P36) that I possibly can. Please let me know if you can, or wish to, be a part of this permanent inventory of known used cards. We can arrange shipment of material to suit your requirements. You will also get all of your cards identified.

(May, 1997 addendum)

I am still interested in pursuing this. My time is very limited; if you wish to participate, please contact me first to ensure that I can return your material in a timely manner. Thanks.

Steven Whitcombe

Correction

Pierre Gauthier corrects me on the new private precancel he reported earlier (PSN Vol XIII page 28) . . . it is from Daly on Sherbrooke Street in Montreal; not from Sherbrooke (the city). Thanks!

Flooding in Quebec, July 1996

Pierre also notes that, due to severe flooding in Quebec in July of 1996, Canada Post was providing special free envelopes to the Red Cross for mailing of income tax receipts and donations. Since Canada Post has already worked with the Quebec Division of the Red Cross on private-order stationery projects, Pierre advises us to be on the lookout for possibly some new form of stationery coming out of this.

Here's that "new look"!

(Yawn) . . . Oh, hello, everybody. I hope we're all having a lovely summer.

The new look? Yes. It's not much, I'll admit . . . certainly not what you'd allowed yourselves to anticipate . . . but, hey, life is full of disappointments. Generally, I'm just trying to get some pictures on the front page (Robert used to manage that quite regularly). That, of course, required moving my (mostly) pointless babble OFF the front page (imagine how hard *that* was). Otherwise, not much will be different.

I do hope you read the Shorts/Briefs section each issue; there is often important stuff there. That's all; I just wanted to say that.

— May, 1997 —

The day after I wrote what appears above began a series of devastating personal losses (I won't go into detail) and work pressures I could never have anticipated. It's been a very difficult seven months, and it's not over yet. Therefore, thanks to the generous offer of help from John Aitken and John Grace, I am temporarily turning over production of the newsletter to them. They will complete this issue and produce the next two or three. Correspondence, dues, etc., can still be sent to me; I will be working closely with them.

Just one more thing before I turn over the podium . . . one of the big job-related hassles was an intense immersion into the Internet and World Wide Web. The result is that I've been forced to become pretty knowledgeable in this area; I even now have a (commercial) Web site — www.pennsylvtucky.com — and that's where I will devote some resources to a semi-private Web page for the study group - several members have asked about this in the past, but I've never really had time to seriously consider it. Now, I just don't have any choice. So, probably by the time you read this, there will be at least the rudiments of a Web presence for the group - more as it develops.

Okay, gentlemen, take it away . . .

In this Issue:

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Canadian Northern Rwy Manuscript Ad Cards (Walton)	7
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New SPECIMEN reports (Gauthier)	9
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Coming Next Issue:

More on the Bulova cards.

GO Letters (I hope!)

XPressPost!

Postal Stationery Notes is the newsletter of the BNAPS Postal Stationery Study Group and is published 6 times per year. Information for future newsletters, and correspondence about the group, should be addressed to the editor, Steven Whitcombe, 334 Old York Rd., New Cumberland, PA 17070-3135, USA. (e-mail to spw@pacnline.com)

BULOVA CARDS

The following is a preliminary attempt to list Canadian post cards used by the Bulova Company to help jewellers advertise or to promote their wares to jewellers.

John Aitken and I have so far encountered eighty-four different varieties used on eight postcards, namely Webb P38, P43, P61e, P62, P66, P70, P75, and P 83. Thanks are due to several members of the study group who have sent photocopies and to those dealers who have let us take notes from their stock. Full acknowledgement will be made at the end of the study.

The list is presented alphabetically by the name of the jeweller using the card. Cards addressed to jewellers by Bulova promoting merchandise are listed as Bulova Accessories Division. Sample cards to show dealers types of cards available for them to send to their customers are listed as Generic Cards. Various cross-indexes will be published after the alphabetical by jeweller list.

The name and address of the jeweller is listed first, followed by the Webb number, the date of use, and a description of the printing on the front and back of the card. Members of the study group who have additional information to contribute about addresses of jewellers or dates of use are asked to send it, with photocopies of front and back of the card, to John Grace, 734 Aspen Road, Pickering, ON, L1V 4H2, Canada. News of cards not appearing here (A to F) would also be appreciated.

All cards listed have been seen by the authors, John Aitken and John Grace.

FOR GRADUATION

BULOVA
Canada's Greatest
Watch Value!

Akemi Jewellery
1931 Avenue Road
TORONTO

ODDNESS OF TIME
17 Jewels
\$39.75

LEXINGTON
17 Jewels
\$49.50



Everyone in Canada -

IS TALKING ABOUT

The new Bulova Crusader Expansion Bracelet styles Featured by Radio... Colour Magazine Advertisements and beautiful counter and window sales helps.

24 - HOUR FREE SERVICE ON REPAIRS!

Your article is ready

The article you left for repair is now ready. Please come in as soon as possible.



GORDON CHRISTMAN
Jeweller

661 Dundas St. E. London, Ont.

Authorized BULOVA Distributor



SEND MORE -
BULOVA Crusaders!

From coast to coast, retailers are requesting rush delivery on repeat orders for Bulova Crusader Expansion Bracelets... resulting in increased volume and increased profits.



BULOVA Cards by Jeweller Name

AKEMI JEWELLERY, 1931 Avenue Road, Toronto, ON

P66 Used: (no date)

FRONT: TO HOUSEHOLDER + 7 lines of text, L, in black
BACK: (horiz) FOR GRADUATION/Bulova/Canada's Greatest/Watch Value!" in mortarboard, + jeweller's name (3 lines)
L: School, 2 grads, 2 rings; R: 2 watches:
GODDESS OF TIME/17 Jewels/\$39.75 and LEXINGTON/17 Jewels/\$49.50

O.BALLAN, LTD., 480 Granville St., Vancouver, B.C.

P62 Used: (no date)

FRONT: Blank
BACK: (vert) GRADUATION TIME IS/Bulova/WATCH TIME
UR: 2 grads
3 watches vertically in wreath: RONA, BANKER, GODDESS OF TIME
Below: Jeweller's name (2 lines) + 2 lines of text

ANGUS JEWELLERS, 2922 Bloor St. W., Toronto, ON

P66 Used: (no date)

FRONT: Angus (in italics)/Jewellers + address
BACK: (vert) For the one you love most...
BULOVA
"Gift of a Lifetime" + 7 lines of text including jeweller's name but excluding text with watches
L: Man and woman. R: 2 watches, LADY BULOVA AND ?

BELSIZE JEWELLERS, 1977 Yonge St. Toronto, ON

1. P66 Used: (no date)

FRONT: Blank
BACK: (horiz) "A Little watch care.../prevents Big watch repair!" + 6 lines of text + jeweller's name (5 lines)
Jeweller with watch and loupe, R

NOTE: See WATCHCRAFT CREDIT JEWELLERS for same design

2. P66 Used: (no date)

FRONT: Blank
BACK: (vert) A small deposit/holds any gift/until/Christmas, UL, on sheet of paper nailed up by Santa with hammer, CR
Below: Bulova/Your best Gift Buy! + 4 lines of text
+ jeweller's name (2 lines)

NOTE: See also CARLETON BROS. for same design

BIRKS STITT CREDIT JEWELLERS LTD., Arthur & Court Sts., Port Arthur, ON

1. P83 Used: September 1957

FRONT: Blank
BACK: (vert) The Article/You Left For/Repair is/Now Ready
+ 2 lines of text in poster + jeweller's name (5 lines) + 3 lines of text
2 watches below

2. P83 Used: August 1959

FRONT: Blank
BACK: (horiz) Your article which you left/for repair is now ready/
+ 2 lines of text + jeweller's name (5 lines)
UL: Time logo. LR: 2 watches, man's above lady's

NOTE: See SHUTE & CO. LIMITED 1 and GENERIC for same design

L. A. BRETON & FILS, St. Hyacinthe, PQ

P61e Used: (no date)

FRONT: Blank
BACK: (vert) UL: Santa
Le Cadeau/Inoubliable.../une BULOVA! + 8 lines of text (excluding watches)
+ jeweller's name (5 lines)
Three watches vertically: LADY MAXIM, LADY BULOVA and SENATOR
LR: 2 rings in black box, \$40.00 below

NOTE: See JACKSON BROS LTD., Edmonton, for same card in English

G. W. BROWN, Kingsville, ON

P66 Used: May 1939 ?

FRONT: Blank
BACK: (vert) UL: Male and female graduate
For Graduation/-the Gift of a Lifetime! encircled by ribbon + BULOVA in black bar the width of the card
+ 5 lines of text (excluding watches)
+ jeweller's name (3 lines)
Below bar: 3 watches, horizontally: RONA, BANKER, DOLLY MADISON with prices

BULOVA Cards by Jeweller Name

BULOVA ACCESSORIES DIVISION, 372 Bay St. Toronto, ON

All backs horizontal format

All fronts are blank

1. P66 Used: (no date)
BACK: Everyone in Canada -/ IS TALKING ABOUT + 6 lines of text
L: Man hitting table and waving
2. P66 Used: (no date)
BACK: BULOVA/MUSIC/by Crusader + 6 lines of text
L: Man ringing up sales and winking
3. P66 Used: (no date)
BACK: SEND MORE -/BULOVA Crusaders! + 4 lines of text
L: Jeweller in front of store. LR: Bank truck
4. P66 Used: (no date)
BACK: DON'T(sic)FORGET-/Our Special QUANTITY DISCOUNTS/
+ 5 lines of text
L: Man with string on two fingers
5. P66 Used: (no date)
BACK: Another-/BULOVA/Crusader AD + 6 lines of text
L: Man seated in armchair reading newspaper
6. P66 Used: (no date)
BACK: If/SIZE/IS YOUR PROBLEM/ + 9 lines of text
L: Large lady shaking finger at sweating jeweller

CARLETON BROS., 10560 Whyte Ave., Edmonton, AB

P66 Used: November 1949

FRONT: Blank

BACK: (vert) A small deposit/holds any gift/until/Christmas, UL, on sheet of paper being nailed
up by Santa with hammer, CR
Below: Bulova/Your best Gift Buy! + 4 lines of text + jeweller's name (4 lines)

NOTE: See BELSIZE JEWELLERS 2 for same design

CHARLOTTE CREDIT JEWELLERS, 200 Charlotte St., Peterboro, ON

P66 Used: (no date)

FRONT: Blank

BACK: (vert) "A little watch care/prevents/Big watch repair!"
+ 8 lines of text + jeweller's name (3 lines) + 1 line of text
UL: Smiling jeweller with watch and loupe

NOTE: See DAOUST ET FILS LTÉE for same design (in French),
DURKIN'S CREDIT JEWELLER and J. and J. SUTHERLAND

GORDON CHRISTMAN LONDON EAST JEWELLERS, 664 Dundas St. E., London, ON

1. P66 Used: (1950?)

FRONT: Blank

BACK: (horiz) The Most Glamorous Watches in the world.../
Bulova Award/WATCHES/21 Jewels.../Priced from/\$49.50 to \$115.00 + jeweller's name in spotlight (4 lines)
R: 2 watches on pillars, Oscar statuette
LR: 6 lines of text in white box to left of statuette

NOTE: See HUBERT GAUCHER for same design used 1950

2. P66 Used: (no date)

FRONT: Blank

BACK: (horiz) Your article is ready/ + 3 lines of text + jeweller's name (3 lines) + 1 line of text
LL: Time logo. R: lady's and man's watch

CONDUIT'S JEWELLERY STORE, 1 Water St. N., Galt, ON

P66 Used: October 1945

FRONT: Blank

BACK: (horiz) BULOVA/The Gift of a Lifetime!
L: 2 watches GODDESS/OF TIME/17 Jewels/\$37.50 and MINUTE/MAN/17 Jewels/\$37.50
LR: 2 rings
Bottom: Jeweller's name (3 lines) Below: JOIN OUR CHRISTMAS LAYAWAY CLUB

BULOVA Cards by Jeweller Name

CRESCENT JEWELRY Co. Ltd., New Glasgow, NS

P43 Used: 1932

FRONT: Blank
BACK: (horiz) "MISS AMERICA"/ A new Lady's Baguette by BULOVA
+ 7 lines of text excluding prices + Jeweller's name (4 lines) in block LR
UL: Demure damsel wearing pearls
Watch across centre of card + price \$29.75

NOTE: See WOODROOFE & SON DIAMOND MERCHANTS 2 for same design

DAOUST ET FILS LTEÉ, 3699 Ste-Catherine Est, Montréal, PQ

P66 Used: 1950

FRONT: Blank
BACK: (vert) "Prenez un peu soin de votre montre et vous/préviendrez une grande/réparation!"
+ 8 lines of text + jeweller's name (6 lines)
LR: Gold foil sticker + 1 line of text

NOTE: See CHARLOTTE CREDIT JEWELLERS, DURKIN'S CREDIT JEWELLER and J. and J. SUTHERLAND for the same design in English

DARTMOUTH JEWELLERS, Bell Bus Bldg, Commercial St., ?Dartmouth, NS?

P66 Used: (no date)

FRONT: Blank
BACK: (horiz) YOUR ARTICLE IS READY (in bar) + 3 lines of text
+ jeweller's name (4 lines) + 1 line of text
LL: Time logo. R: Man's and woman's watch
LR: BULOVA (in bar)

NOTE: See WARNE'S JEWELLERY STORE, J. E. SCHMID and JOHN WEBB for same design

DURKIN'S CREDIT JEWELLERS, 1370 Cedar Ave., Trail, BC

1. P66 uprated ½¢ by typewritten permit Used: (no date)

FRONT: Blank
BACK: (vert) As little as \$1.00/holds any/Gift until/Christmas! + 7 lines of text on a scroll
Below: Jeweller's name (3 lines)
L: Santa carrying stack of wrapped gifts

NOTE: See SOLE BROS 8 for same design

2. P66 Used: (no date)

FRONT: Blank
BACK: (vert) "A little watch care/prevents/Big watch repair!"
+ 8 lines of text + jeweller's name (3 lines) + 1 line of text
UL: Smiling jeweller with watch and loupe

NOTE: See CHARLOTTE CREDIT JEWELLERS and J and J SUTHERLAND for same design and DAOUST ET FILS LTEÉ for same in French

EILERS LTD. JEWELLERS, ??

P61e Used: (no date)

FRONT: YOU CAN BUY... + 4 lines of text including jeweller's logo
BACK: (horiz) It's Bulova Watch Time! + 8 lines of text + jeweller's logo
UL: Santa in sleigh with two reindeer
R: Three watches in wreath, vertically

NOTE: See FLOYD'S for the same design

E. S. FELDSTED JEWELLERS, 447 Portage Ave., Winnipeg, MB

P61e Used: (no date)

FRONT: 24 lines of text beginning at left: TOUT LE MONDE:- /You are invited...
BACK: (vert) It's BULOVA/Watch Time! + 9 lines of text, exclusive of watches, + jeweller's name (4 lines)
UR: Santa with gifts in sack
LL: House with smoking chimney
Vertically: 3 watches in cases: MISS AMERICA, CANADIAN GIRL, COMMODORE
LR: ring \$100.00

NOTE: See LEROY CREDIT JEWELLERS for similar design, differing in style of watches

FLOYD'S CREDIT JEWELLERS & OPTOMETRIST, 277-279 St. Paul St., St. Catharines, Ont.

P61e Used: (no date)

FRONT: Blank
BACK: (horiz) It's Bulova Watch Time! + 8 lines of text
excluding wreath + jeweller's name (5 lines)
UL: Santa in sleigh with two reindeer
R: Three watches in wreath, vertically: Medallion, Goddess of Time, Canadian Clipper, all at \$29.75

NOTE: See EILERS for the same design

Canadian Northern Manuscript Ad Cards

In 1916 and 1917, the Canadian Northern Railway placed manuscript ads on the front of post cards that carried various printed forms for company business. Nine of these cards are listed in the current edition of *Webb's*, and three new ones were reported by Horace Harrison in *PSN*.

To the best of my knowledge, no overall discussion of these cards has ever been published. This is no doubt due to their scarcity, and the difficulty in amassing even a rudimentary collection. There is a great deal to be learned about this group of cards, but cooperation is essential. Study Group members who own one or more of them can help fill out a better picture. As a start, I have drawn together the basic form and usage information for the 12 cards that are the current basis for the listing.

	Form		Usage	
P33n				
Best Wheat lands/	905	(undated)	6 Apr. 1916	Askern Man
Fishing/Hunting/Shooting/	2491	(undated)	3 Nov. 1916	Winnipeg
Many industrial	1106	(undated)	14 June 1916	Winnipeg
P33d				
Best Wheat lands/	1098	5M-8-'16	11 Nov. 1916	Winnipeg
Canadian Northern through/	2491	(undated)	4 Jan 1917	Winnipeg
Many industrial/	905	(undated)	(unused)	
Spend your holiday/	?	1000-10-'16	27 Nov. 1916	Winnipeg
P33a				
Canadian Northern/direct to/	1098	5M-6-'17	2 Aug. 1917	Winnipeg
Canadian Northern now/	905	20M-7-'17	20 Aug. 1917	Winnipeg
Canadian Northern through/	905	20M-5-'17	30 June 1917	Winnipegosis
Many Industrial/	1098	5M-6-'17	21 Sept. 1917	Winnipeg
Use/Canadian Northern Railway/	905	20M-11-'16	25 Sept. 1917	Winnipeg

There are five different forms represented here: 905, 1098, 1106, 2491, and one which is obviously different but on a card where the form number has been punched out.

Form 905 is a conventional freight advice notice which alerted consignees of a parcel upon arrival. It is immediately obvious that form 905 dominates here, accounting for 5 of the 12 cards. The 1917 printing quantities reflect its likely frequency, with 20,000 printed in May, July and November.

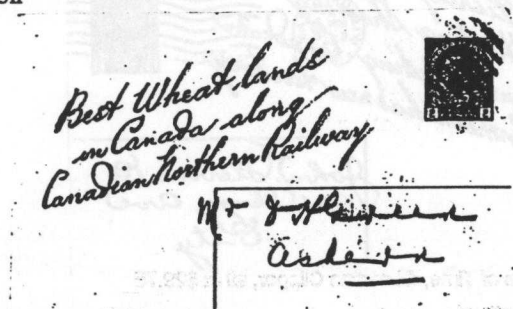
These printing quantities and frequencies, in fact, raise some questions as to why these cards are so scarce, at least with form 905. Perhaps their lack of visual appeal, compared to railway view cards, contributed to casual disposal.

Any member additions to forms and usages - and of course to basic titles on cards - will be very helpful. But there is more.

A look at the previous table shows that certain ads repeat across cards. "Best Wheat lands/" appears on P33n and P33d; "Canadian Northern through/" appears on P33d and P33a; and "Many Industrial/" appears on all three cards.

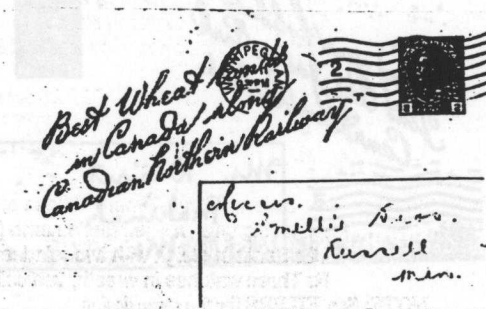
Not long ago, at Steven Whitcombe's, I happened to be examining two of these repeating ads side-by-side, and realized that they were written separately - they are not copies from some original. This naturally led to a comparison of the other repeating ads. Here are the results, with selected differences noted (but many others are also obvious - just pick the ones you like best).

Best Wheat Lands P33n



1. s of *Best* touches crossbar above
2. C of *Canadian* with simple loop

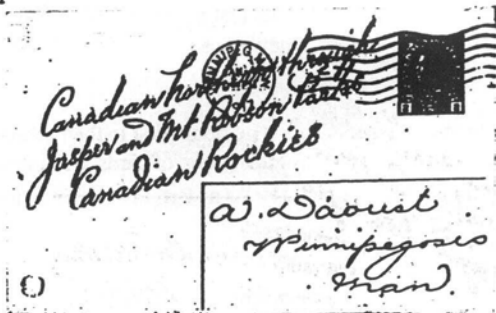
P33d



1. s separate
2. C with more curved loop

Canadian Northern Railway Manuscript Ads, continued

Canadian Northern through
P33d



1. upper loop of *d* of *and* large; under *ian* of *Canadian*
2. serif on *M* of *Mt.* straight, with hook
3. *s* of *Rockies* under *ar* of *Parks*

Many Industrial
P33n and P33d



1. second *t* of *opportunities* with no left crossbar
2. *d* of *Canadian* with straight vertical

Some interesting observations can be made here. For example:

1. With one exception, every repeating ad is different
2. The exception - "Many industrial" - stays consistent from the P33n to the P33d examples (though it then changes on P33a). On the other hand, "Best Wheat lands/" changes from P33n to P33d on these examples.

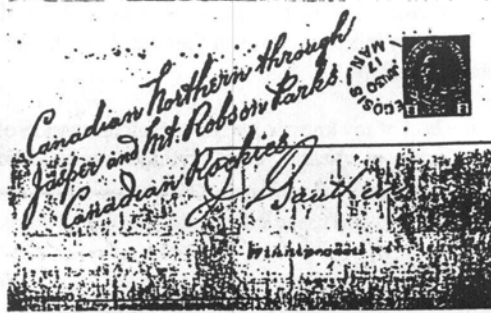
At this point there are only questions. How many subjects were in the printing base? Did ads repeat in the printing base or was each subject different? How many printing bases were there, and were they strictly sequential or were some contemporaneous?

Examination of more copies, comparing handwriting details in ads coupled with form usage, may allow us to begin formulating some tentative answers. Examples that match the illustrated examples, right down to the form number, are just as important as those that differ. Front and back photocopies with reports would be particularly helpful.

Finally, for comparison purposes, here are the other five ads:

Bill Walton

P33a

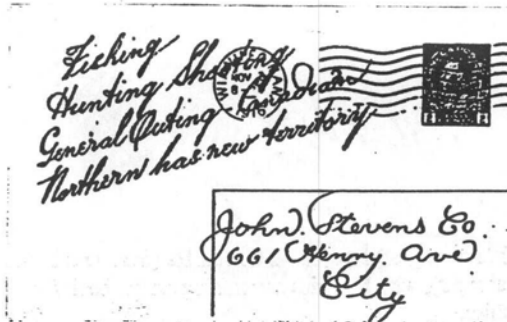
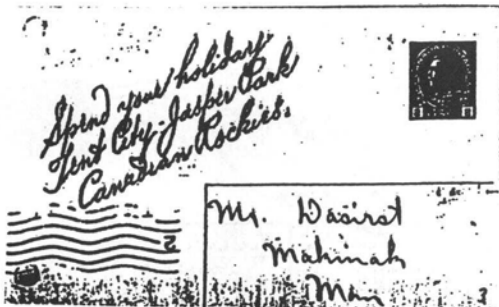


1. upper loop smaller, under *an* of *Canadian*
2. serif looped
3. *s* under *Pa*

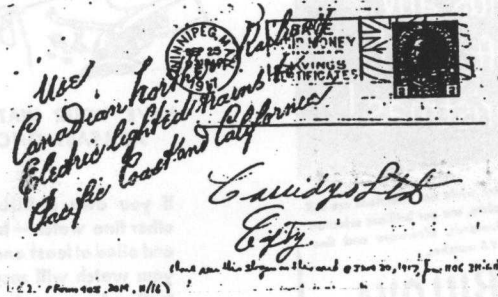
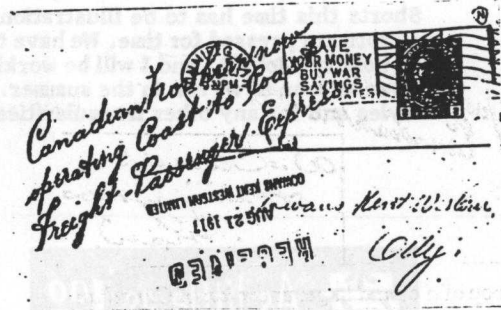
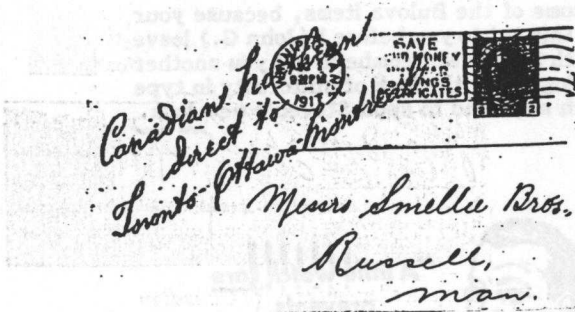
P33a



1. *t* with large loop in left crossbar
2. *d* with looped vertical



Canadian Northern Railway Manuscript Ads, continued



New Major Envelope Discovery

Bill Walton reports a major (revalued) envelope discovery (picture on page 1), as follows:

Another completely new (unreported) revalued envelope of 1969. This is the 4-cent purple 2nd Karsh, #10 (Webb EN75a), revalued to 6 cents by Gasparo. It will have to be squeezed into the listings above EN95b (page 22).

This was tucked into the front of the first of five or so large cartons of worldwide postal stationery . . . as you can see, some previous owner had been unable to find it in a catalogue and marked it "?", but then did nothing with it. It's now nearly 28 years old and has been unknown all this time. It might be a good idea to watch out for the #8 4 cent 2nd Karsh (Webb EN75) also revalued to 6 cents.

Since there never was a 3-cent 2nd Karsh envelope, it's likely that this would then be the end of this story. However, there is really no guarantee that somebody could, someday, turn up a 5-cent on 3-cent on 2-cent green 2nd Karsh. And, as Bill pointed out to me, there is also no way to know that some small post office, somewhere, still had an unopened box of, whatever: 3-cent George VI, that might have gotten sent in for revaluing. So, let's all keep our eyes open!

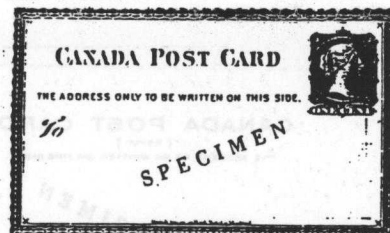
Unlisted SPECIMEN Overprints

Pierre Gauthier reports five new (previously-unlisted) "SPECIMEN" overprints:

- W1f
- W2c
- W7a (in greenish-blue)
- P2 and
- P24

Except for W7a, all the overprints are in black.

The most interesting of the items is that on P2 (front and back illustrated at right), which carries advertising on the back for Henry Hechler.



HENRY HECHLER,
 WHOLESALE DEALER IN FOREIGN Postage Stamps.
 RETAIL TOBACCONIST.
 Corner of Argyle & Buckingham Sts., HALIFAX, NOVA SCOTIA, CANADA.

Shorts

Shorts this time has to be illustrations of some of the Bulova items, because your editors are pressed for time. We have to get this out to you before I (John G.) leave on holiday. John A. and I will be working with Steven Whitcombe to get you another issue as soon as we can in the summer. I apologise for the lack of uniformity in type styles and for any other irregularities which may tend to spoil Steven's new look.

John Grace

As little as **100**
holds any
Gift until
Christmas!

Today, while our selections are still complete, see our brilliant selection of diamonds, silverware and fine BULOVA watches.

BULOVA
Canada's Greatest
Watch Value!

DURKIN'S
1370 Cedar Ave. TRAIL, B.C.



HAVE YOUR WATCH CLEANED
AT LEAST ONCE A YEAR!

★

If you own a BULOVA — or any other fine watch — have it cleaned and oiled at least once a year. Here, your watch will receive expert attention by competent, well-trained craftsmen.

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