

Postal Stationery Notes

Volume XIV Number 2

July 1997

The Bulova Project

¶ We continue with this interesting series from John Grace and John Aitken. See page 17 for the second instalment.

Acknowledgements

¶ We are grateful to the following members of the Study Group who have sent us items for PSN: Pierre Gauthier, André Giguere, Horace Harrison, Duff Malkin and Dick Staecker.

Volume XIII Index

is not included with this issue. Steven Whitcombe is still working on the all-time index, but cannot, at this point, project a completion date. He has recently relocated to Fergus Falls, Minnesota (known primarily for mosquitoes). His new address appears below.

Newsletter News

¶ As mentioned in the last issue, John Grace and John Aitken are helping out with the newsletter while Steven Whitcombe gets resettled. Please send information for the newsletter to P.O. Box 62503, 555 Rossland Rd. E., Oshawa, ON, L1K 2J7.



If "X" appears here, we have no record of you paying your dues for Volume 14. Please remit CAN \$8 or US \$6.50 payable to John Grace, 734 Aspen Rd., Pickering, ON, L1V 4H2.

¶ This will be the last issue sent to unpaid members.

New Postal Stationery

¶ January 10, 1997 saw the release of two more 45¢ envelopes in the bird series, in conjunction with four bird stamps. The #6 size features the Western Grebe and the #10 the Western Bluebird. The new issue announcement also stated that a #8 window envelope with the Scarlet Tanager would be released in June. Just prior to PACIFEX 97, a story in *Canadian Stamp News* advised that the window envelope would be released at the show on June 3. However, according to Andrew Chung, the window envelope idea was scrapped after the retail segment argued that there was little demand for this format. But, during a phone call to the NPC on July 22, Grace and Aitken were told of two new envelopes, employing the Highways theme from the June stamp issue, scheduled for release in September. It will be interesting to see if this issue makes it.

¶ The July-August issue of *Canada's Stamp Details* announced the release of a new product: twenty-five postage paid post cards. The order form gives July 7 as the issue date. According to Andrew Chung, the postal employee newsletter describes the cards

continues on next page

Postal Stationery Notes is the newsletter of the BNAPS Postal Stationery Study Group, published 6 times per year. Editor: Steven Whitcombe, 707 S. Sheridan St., Fergus Falls, MN 56537-3019, USA. (e-mail to spw@ptel.com). Associate editors pro-tem: John Grace and John Aitken (addresses above).

as a test which will run until the end of February, 1998. There are four groups of postcards: Images of Montreal (5 cards); Images of Toronto (5 cards); Images of Ottawa (5 cards) and the Canadiana Collection (10 cards). These cards bear a non-denominated flag definitive, with red security printing lines and a single tag bar. They are valid for posting in Canada to anywhere in the world. Beside the stamp image are the words "postage paid/port payé".

¶ Single cards are being sold for \$1.29 each. Andrew Chung says he has seen a display in Toronto with the five Toronto cards and the ten Canadiana cards. The National Philatelic Centre is offering sets of five at \$5.00, or sets of ten at \$10.00. Random singles from the Canadiana set are offered at \$1.29 each.

¶ The cards are designed and printed by THE POSTCARD FACTORY, 2801 JOHN ST., MARKHAM, ON, L3R 2Y8 (905-477-9901). No word on quantities printed.

¶¶ N.B. If you would like to receive one of these cards, mail in something for PSN. All newsletter contributions are acknowledged in writing. □

New XPRESSPOST Items

¶ In April, 1997, Canada Post added flat rate pre-paid boxes and bubble packs to its Xpresspost service. These complement the three sizes of envelopes already available. (See chart below.)

¶ The new items come priced for Regional or National delivery. Rates increases are expected this fall. The current rates are:

Envelopes, three sizes, Standard, Letter and Pack:
Regional: 3.15/3.65/5.45; National: 4.90/5.60/7.45

Bubble Packs, two sizes, Standard and Letter:
Regional: 5.25/6.75; National: 7.25/8.75

Boxes, three sizes, Standard, Docubox and Large Box:
Regional: 8.25/10.00/10.00; National: 12.75/20.00/20.00

Category	Container	Size	Max Weight Kg.	Recommended Use
Envelopes	Standard	152mm x 260mm (6" x 10 1/4")	None	• Documents
	Letter	246mm x 318mm (9 1/2" x 12 1/2")	None	• Documents
	Pack	305mm x 394mm (12" x 15 1/2")	None	• Documents
Bubble Packs	Standard	152mm x 254mm (6" x 10")	None	• Electronic components, CDs, diskettes
	Letter	254mm x 406mm (10" x 16")	None	• Electronic components, cartridges, videos
Boxes	Standard	222mm (8 7/8") x 165mm (6 1/2") x 76mm (3")	1.36 kgs (3lbs)	• Videos, clocks, parts, computer accessories, mail order items
	Docubox	458mm (18") x 318mm (12 1/2") x 76mm (3")	4.5 kgs (9.9lbs)	• Computer reports, books, mail order items
	Large Box	310mm (12 1/4") x 286mm (11 1/4") x 152mm (6")	4.5 kgs (9.9lbs)	• Appliances, small parts, mail order items, binders

¶ When mailed over the counter, Xpresspost items have up to \$100 of free insurance. More, up to \$1000, can be purchased, as can C.O.D.

¶ The service is advertised as "Faster than Mail, Cheaper than Courier". A delivery guarantee by way of refund or replacement service is offered if delivery time does not measure up to Xpresspost standards. Bar coding enables automatic confirmation of delivery, if one phones a toll-free line. Canada Post is providing new services to meet new requirements. Similar bubble or padded envelopes, and boxes, have been introduced by other postal authorities, France, for example. □

XPRESSPOST Pre-paid Label Essays

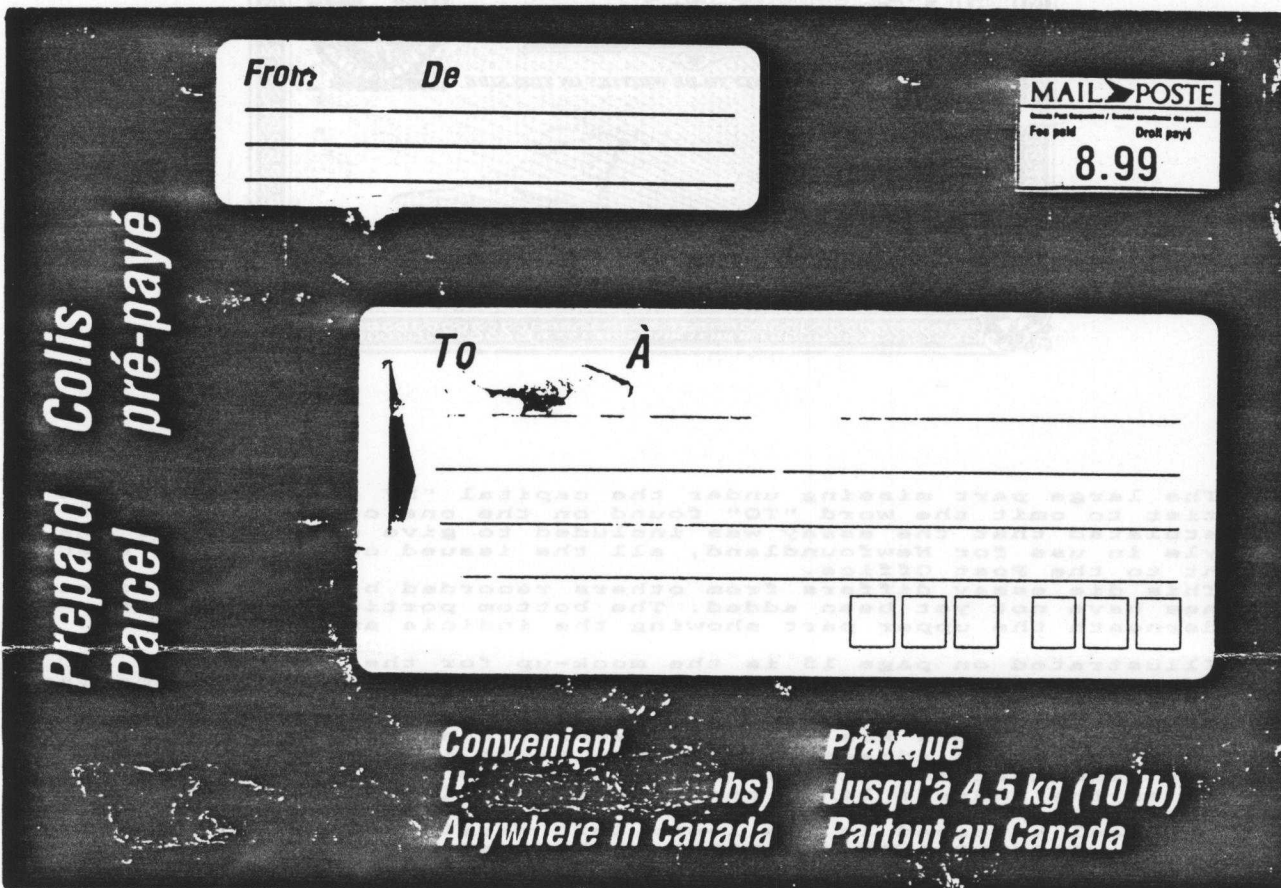
¶ Just prior to the introduction of the new Xpresspost items described on page 12, a pilot project using pre-paid labels was scrapped.

¶ Apparently there were four different denominations intended, of which, so far, two have turned up: 7.99 and 8.99.

¶ The intent was to attach the labels to the mailing boxes that had already been on sale at postal outlets. These boxes were similar in shape, but slightly larger than the new Xpresspost boxes.

¶ The labels came in two parts, the main body and a small rectangle with the denomination on it. The latter was placed under a cut out at the top right of the main body.

¶ In order to use up the 25,000 boxes which were franked with these pre-paid label essays, they are being used to send out post office supplies. The labels are taped over and a new address covers the tape, but the size of the box and the red Canada Post logo may enable a collector to find one. The label is reproduced below.



A variety to look for

¶ Duff Malkin reports a variety on the Harlequin Duck aerogramme. It is on the back top flap, two crossed lines resembling a stylized Greek letter epsilon (ϵ). Grace and Aitken have examined what copies we have, with no luck. Good hunting. If any member finds this variety, we would appreciate a good photocopy. □

From the Archives of the BABN Co.

¶ The small die essay, illustrated below, is on India Paper. It is torn in half horizontally. Found in the British American Bank Note Company's archives, it was pinned together with two items labelled "Newfoundland/Postal Card/Apl. 1879" and "Universal Postal Union/Newfoundland. Terre-Neuve/Post Card" + square at top right with "2 cents/Queen's/Head/2 cents" + three solid address lines. It was part of the mock-up for the two cents U.P.U. card of 1879.



¶ The large part missing under the capital "N" is to remind the artist to omit the word "TO" found on the one cent card. It is postulated that the essay was included to give some idea of the style in use for Newfoundland, all the issued cards having been sent to the Post Office.

¶ This die essay differs from others recorded because the address lines have not yet been added. The bottom portion was pinned underneath the upper part showing the indicia and legends.

¶ Illustrated on page 15 is the mock-up for the two cents U.P.U. card issued in the summer of 1879, the earliest reported postmark is JY 26, 79, as of July, 1997.

¶ Note the pencilled script at the top: "8 on plate", in orange.

¶ The four borders are stock lathework, the indicia a black proof of the six cents adhesive, neatly altered in pencil to a two cents denomination. All of the legends are done in pencil, as well as the address lines and some minor finishing touches to the lathework.

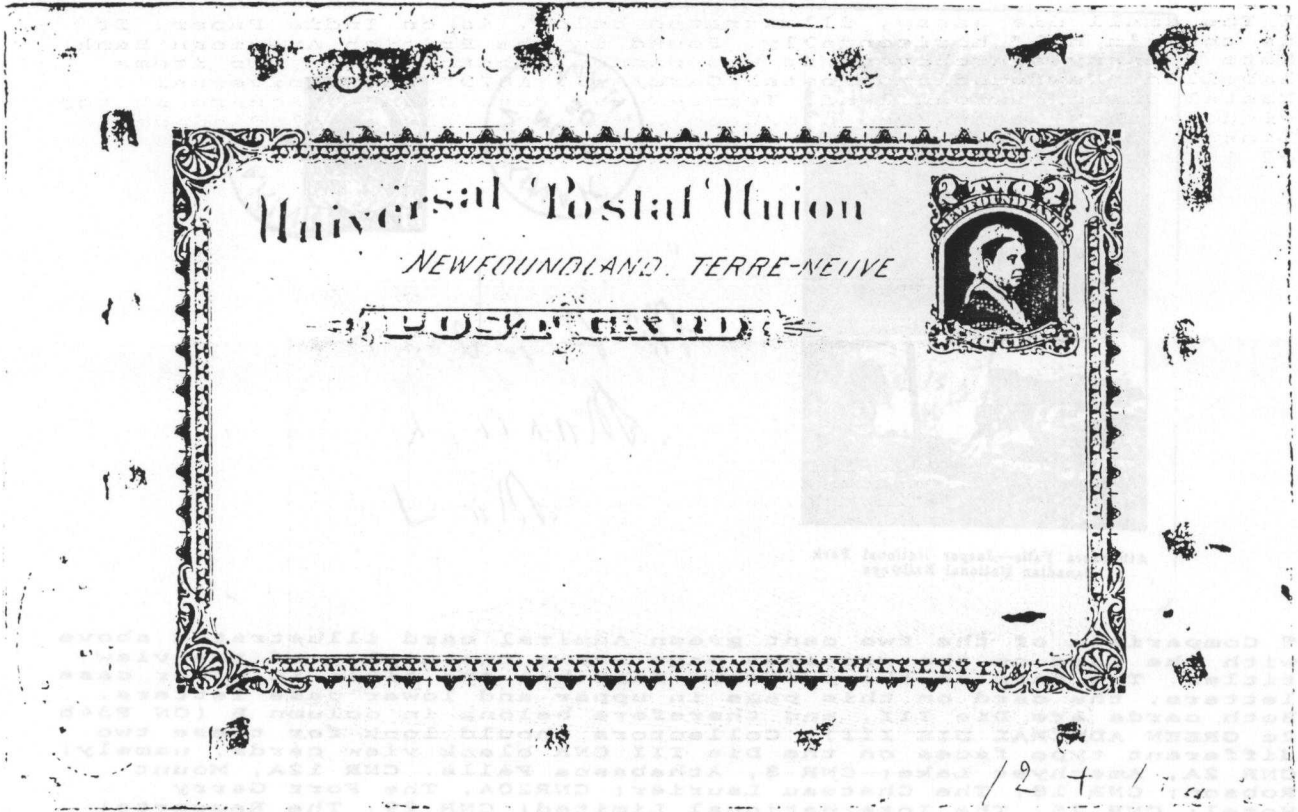
¶ The seal embossed in the lower left margin reads "AMERICAN BANK NOTE CO. / 142 / BROADWAY / NEW YORK". (The seal may not show well in the photocopy.)

¶ The above adapted from pages sent by Horace Harrison. 0

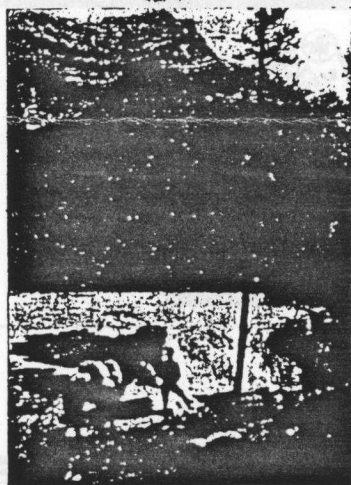
A request

John Grace has been studying regular post cards used by The T. Eaton Company. So far, the earliest card that he has found is Webb P9 1¢ blue First Rosette Issue. It bears a manuscript message from Eaton's, with a purple rubber stamp at the bottom identifying the company, with a place for a signature. If any member has an earlier card or cards (P1 to P8) with additional printing by Eaton's or with just a rubber stamp, John would appreciate very much a photocopy of both sides, sent to him at his address, which appears elsewhere in this newsletter. 0

Photocopy of two cents Newfoundland mock-up described on page 14:



Photocopy of railway view card CNR 3 illustrating article on page 16:



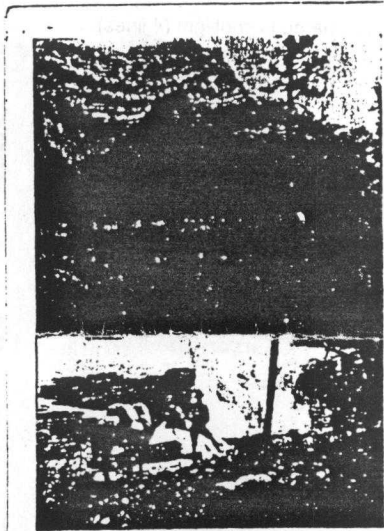
ATHABASCA FALLS—JASPER NATIONAL PARK
CANADIAN NATIONAL RAILWAYS



W J SAVOY

VICTORIA B.C.

Canadian National Railways Black Views



Athabasca Falls—Jasper National Park
Canadian National Railways



*M A Dant
Manitoba
Manitoba*

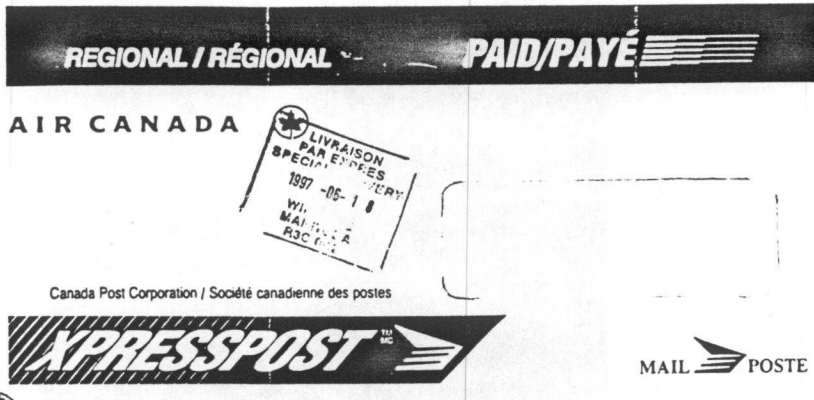
Comparison of the two cent green Admiral card illustrated above with the card on the previous page shows two styles of the view titles. The card on the previous page has the title in upper case letters, the card on this page in upper and lower case letters. Both cards are Die III, and therefore belong in column B (ON P34B 2¢ GREEN ADMIRAL DIE III). Collectors should look for these two different type faces on the Die III CNR black view cards, namely: CNR 2A, Amethyst Lake; CNR 3, Athabasca Falls; CNR 12A, Mount Robson; CNR 18, The Chateau Laurier; CNR20A, The Fort Garry Hotel; CNR 26, The International Limited; CNR 29, The Ramparts; CNR 27, Threshing Scene. □

Air Canada XPRESSPOST

The item illustrated at the right was sent by Duff Malkin. It is an Air Canada Xpresspost envelope used to send out air line tickets. This one was used from Winnipeg, MB, on June 18, 1997. Both sides of the envelope are shown, greatly reduced. Size is approximately # 10. □

Another request

If you are a collector of Bulova cards, and find one not listed in the selection on the following pages, a photocopy of both sides and a description of the colours would be appreciated. Please send to John Grace.



REGIONAL PRODUCT
FOR USE BETWEEN POINTS WITHIN THE SAME REGION

AIR CANADA
RESERVATIONS - T. & M. DEPT.
855 PORTAGE AVENUE
BOX 107 766
WINNIPEG, MANITOBA
R3C 2N2

PRIMÉRIE RÉGIONALE
À UTILISER À L'INTÉRIEUR D'UNE CIRCULAIRE DES RÉGIONS

REGIONAL PRODUCT
FOR USE BETWEEN POINTS WITHIN THE SAME REGION

PRIMÉRIE RÉGIONALE
À UTILISER À L'INTÉRIEUR D'UNE CIRCULAIRE DES RÉGIONS

BULOVA Cards by Jeweller Name

HUBERT GAUCHER, 1689 Mt. Royale/3955 Ontario E., Montreal, PQ

P66 Used: 1950

FRONT: Blank

BACK: (horiz) The Most Glamorous Watches in the World... / Bulova/Academy 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 GORDON CHRISTMAN 1 for same design

GENERIC CARDS: SAMPLES AVAILABLE TO DEALERS

All fronts are blank

1. P75 Used: (no date)

Back: (vert, top left) Page from planner pinned to card. On this page:
YOUR ARTICLE/IS READY/We're pleased to say the article you.../
+ 5 lines of text of which the third and fourth are DEALER'S NAME/AND ADDRESS HERE
Below: Two watches, man's left and woman's right
LR: Placard with BULOVA/Canada's/Greatest/Watch Value

2. P75 Used: (no date)

Back: (vert, top rt) Large man's watch around box filling top half of card
In box: SAVE COSTLY/WATCH REPAIR/WITH REGULAR/WATCH CARE
+ 10 lines of text + DEALER'S NAME/AND ADDRESS HERE
+ AUTHORIZED (illustration) BULOVA DISTRIBUTOR

3. P75 Used: (no date)

Back:(vert, top left)(Script)For Graduation.../an event of a lifetime...Give/
BULOVA/"gift of a lifetime" + two watches horizontally,
PRESIDENT/21 jewels/expansion band/&\$59.50 and DOLLY MADISON/21 jewels/\$49.50
+ 5 lines of text + at bottom DEALER'S NAME/AND ADDRESS HERE

4. P75 Used: (no date)

Back:(horiz, inv) Cowboy roping watches
We're rounding up all old watches/ + 4 lines of text + at bottom DEALER'S NAME/AND ADDRESS HERE
At right: in red vertical band, two watches:
PRESIDENT/21 jewels/expansion band/\$59.50 and
DOLLY MADISON/21 jewels/expansion bracelet/\$59.50
+ beneath watches: A LIBERAL ALLOWANCE/FOR YOUR OLD WATCH/
Regardless of age, make or condition

5. P75 Used: (no date)

Back:(horiz, inv) Small box left pinned to large box right
In large box: YOUR BEST GIFT BUY IS...
Two watches vertically right: MISS AMERICA, DIRECTOR
Across bottom: THE BEST PLACE TO BUY IS... + jeweller's name in 4 lines

NOTE: See POTTER'S for same design

6. P75 Used: (no date)

BACK: (horiz) We're Awaiting your call.../YOUR ARTICLE IS READY
+ 3 lines of text + DEALER'S NAME/AND ADDRESS HERE
L: Smiling woman indicating sign
R: 2 watches, + BULOVA + 1 line of text in block

NOTE: See IRVING KLINE LTD. for same design

7. P83 Used: (no date)

BACK: (horiz) Your article which you left/for repair is now ready/
+ 2 lines of text + JEWELLER'S NAME/AND ADDRESS/HERE
UL: Time logo. LR: 2 watches, man's above lady's

NOTE: See also BIRKS STITT CREDIT JEWELLERS and SHUTE & CO. LIMITED 1 for same design

GOSTLIN JEWELLERS, Kingston, ON

P66 Used: February 1954

FRONT: Blank

BACK:(horiz, inv) Please come in.../YOUR ARTICLE/IS READY
+ 3 lines of text + jeweller's name (2 lines) + 1 line of text
L: Jeweller pointing to notice
R: Lady's and man's watch, BULOVA beneath

NOTE: See HAND'S (Dartmouth, NS) and ROBERT HOWARD for the same design

HALL & CO., 578 Bloor St W., Toronto, ON

P38 Used: (no date)

FRONT: Blank

BACK: (vert) Bulova/Watches + 3 watches vertically: BERNICE, DOUGLAS,
and MISS LIBERTY + 11 lines of text, including description of watches
+ jeweller's name (4 lines)

BULOVA Cards by Jeweller Name

C. E. HAND & CO. LTD, 43 Portland St., Dartmouth, NS

Jeweller's name: HAND'S

1. P66 Used: (no date)

FRONT: Blank

BACK: (horiz) Please come in.../YOUR ARTICLE/IS READY
+ 3 lines of text + jeweller's name (3 lines) + 1 line of text
L: Jeweller pointing to notice
R: Lady's and man's watch, BULOVA beneath

NOTE: See GOSTLIN JEWELLERS, ROBERT HOWARD and HELEN PLANT for same design

2. P75 Used: (no date)

FRONT: Blank

BACK: (vert) JUST A REMINDER!/YOUR REPAIR IS READY"
Jeweller with loupe, window in background + jeweller's name (4 lines)
+ BULOVA beneath + 1 line of text
LR: Watch + "Please drop in/soon with/claims check."

HARRINGTON'S, 628 Broadway, Saskatoon, SK

1. P66 Used: November 1945

FRONT: Blank?

BACK: (horiz) BULOVA/The Gift of a Lifetime!
L: two watches, GODDESS/OF TIME/17 Jewels/\$37⁵⁰
MINUTE/MAN/17 Jewels/\$37⁵⁰
R: two rings + jeweller's name in bar at bottom

2. P66 Used: December 1945

FRONT: Blank?

BACK: (vert) UL in arrow: For those who/appreciate/the finest-/
BULOVA in wide arc, Santa top right
Centre, in wider arc: 2 watches and 1 ring
SPENCER/17 jewels/\$49⁵⁰ and GODDESS/of/TIME/17 jewels/\$37⁵⁰
+ jeweller's name (3 lines)

3. P66 Used: June 1948

FRONT: Blank?

BACK: (horiz) To His Excellency - Your Dad...
+ 5 lines of text exclusive of description of watches + jeweller's name (4 lines)
UL: Beaming dad with jewel gift in case. LL: Ring
R: Watch HIS EXCELLENCY/21 jewels/\$49.50
LR: FATHER'S/DAY/JUNE 20th in white box

NOTE: See SOLE BROS. 1 for same design

ROBERT HOWARD, Liverpool, NS

P66 Used: (no date)

FRONT: Blank

BACK: (horiz, inv) Please come in.../YOUR ARTICLE/IS READY
+ 3 lines of text + jeweller's name (3 lines) + 1 line of text
L: Jeweller pointing to notice
R: Lady's and man's watch, BULOVA beneath

NOTE: See GOSTLIN JEWELLERS (Kingston, ON), HAND'S (Dartmouth, NS) and HELEN PLANT for the same design

JACKSON BROS. LTD., 9962 Jasper Ave., Edmonton, AB

P61e Used: (no date)

FRONT: Blank

BACK: (vert) UL: Santa
The Gift of/a Lifetime... a BULOVA! + 7 lines of text
(excluding watches) + jeweller's name (4 lines)
Three watches vertically: LADY MAXIM, LADY BULOVA and SENATOR
LR: 2 rings in black box, \$47.50 below

NOTE: See L. A. BRETON & FILS for same card in French

JACKSON, The Leading Jeweller, Gananoque, ON

P61e Used: October 5, 1937

FRONT: Blank

BACK: (vert) Curved to fit the wrist/the BULOVA/"Minute Man"
/17/JEWELS/\$33.75 + 6 lines of text pricing watches
3 prices given: \$33.75, \$33.75, and \$39.75
2 watches, one above the other MINUTE MAN
Bottom: Jeweller's name (3 lines)

BULOVA Cards by Jeweller Name

THE JEWEL BOX, Cornwallis Hotel, Cornwall, ON

P66 Used: (no date)

FRONT: Blank
BACK: (vert) Save costly watch repair/with/regular watch care!
+ 7 lines of text + jeweller's name (3 lines) + 1 line of text
C: Two hands with open watch below. LR: Time logo

JOHNSTON & BYRON, JEWELLERS, 139 King St. E., Hamilton, ON

P43 Used: May 1934

FRONT: Blank
BACK: (vert) For GRADUATION!...give a BULOVA! No gift will be received with/
greater pleasure...or live so/ long in useful service
UL: Female graduate with flowers and diploma
C: Three watches: MISS AMERICA, ALDEN, MISS LIBERTY
LL: Jeweller's name (4 lines) in white block
LR: Male graduate with diploma, in coloured block

IRVING KLINE LTD., 10117 Jasper Ave., Edmonton, AB

P70 Used: (no date)

FRONT: Blank
BACK: (horiz) We're Awaiting your call.../YOUR ARTICLE IS READY
+ 3 lines of text + jeweller's name (4 lines)
L: Smiling woman indicating sign
R: 2 watches, + BULOVA + 1 line of text in block

NOTE: See GENERIC for same design

LEROY CREDIT JEWELLERS, 164 Hastings St West, Vancouver, BC

P61e Used: (no date)

FRONT: Blank
BACK: (vert) It's BULOVA/Watch Time! + 9 lines of text, excluding watches + jeweller's name (4 lines)
UR: Santa with gifts in sack + LL: House with smoking chimney
Vertically: 3 watches in cases: MISS AMERICA, PILOT, LAURA SECORD
LR: ring (no price indicated)

NOTE: See E. S. FELDSTED for similar design, differing in styles of watches, and with price for ring

W. H. McCREERY, Windsor, ON

P66 Used: May 1943

FRONT: Blank
BACK: (horiz) Gifts/THAT WILL BE/TREASURED.../BULOVA/WATCHES
in shield L., + 3 lines of text + jeweller's name (3 lines)
Two watches C: PATRICIA and AIR WARDEN
R: graduate, soldier, bride and two rings

HARRY MINDEN, 35 James St. N., 264 Ottawa St. N., ??

P66 Used: (no date)

FRONT: Blank
BACK: (horiz) Santa left, "Gosh I'd like one/for myself"
Right, in large arrow: BULOVA/The Gift of a/Lifetime
Centre, in angled box, two watches,
GODDESS/of TIME/17 jewels/\$37.50, and
PRESIDENT/21 jewels/\$45.00 + 2 rings lower right
+ lower left: Jeweller's name (4 lines)

MORIN BROS., Gravelbourg, SK

P66 Used: (no date)

FRONT: Fourteen lines of printing in green beginning
You can buy with confidence at your reliable/Jewellers MORIN BROS./
TO THE HOUSEHOLDER" vertically reading up at R
BACK: (horiz) The Gift of a Lifetime.../BULOVA
L: 2 burning candles, watch in case, holly
UR: 2 watches: VIOLET and FRANKLIN
LR: Jeweller's name in horizontal scroll (6 lines)

OSTRANDERS JEWELLERS, 2485 Yonge Street, Toronto, ON

P66 Used: August 1945

FRONT: Blank
BACK: (horiz) Your article is ready... + 5 lines of text
UL: Cartoon man with paper in hand
CR: Cartoon man with watch case in hand
R: 2 watches, lady's above man's
Bottom: Jeweller's name (3 lines)
Extreme LR: BULOVA

A SPECIAL LETTER from New Brunswick

¶ The envelope illustrated below is 12 x 9 inches (307 x 230 mm).
 ¶ The background is blue. "New Nouveau Brunswick" is green. The small ships are red.
 ¶ Date of use of this copy is March 8, 1995, from Fredericton, NB, to Ste-Rose, Laval, PQ, received there on March 9.
 ¶ Reported by André Giguere. □

SPECIAL LETTRE
LETTER LETTRE SPÉCIALE

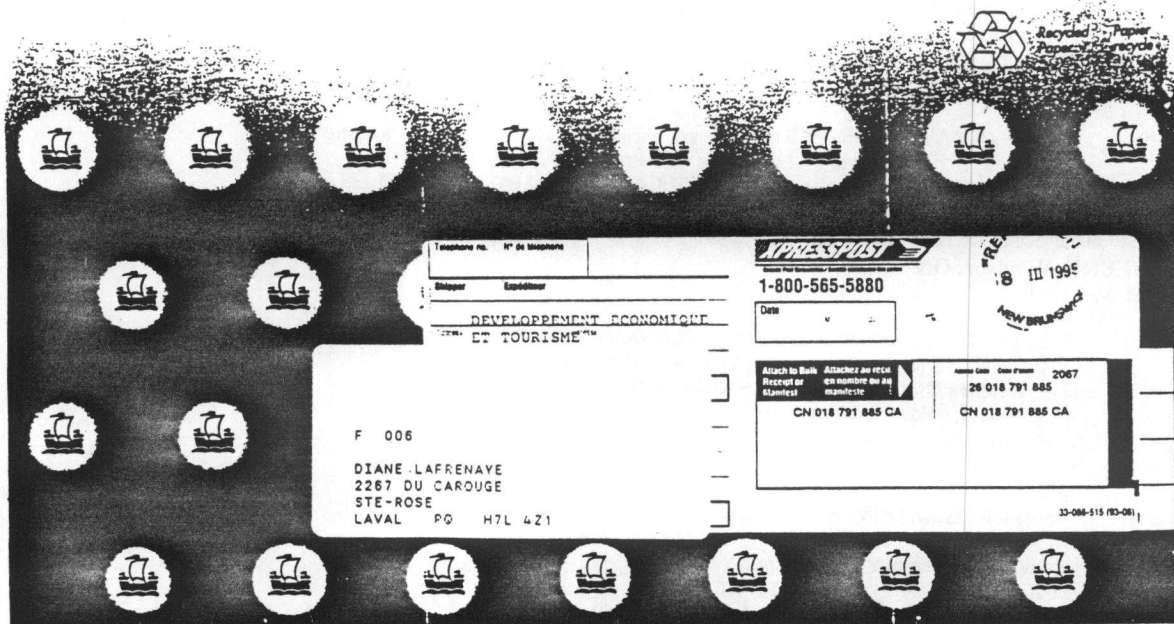
Canada Post Corporation / Société canadienne des postes

GUARANTEED SERVICE **SERVICE GARANTI**

PAID

PAYÉ

New  Nouveau
Brunswick



ACCEPTING OFFICE 566. 1111 E- BUREAU DE LA POSTE BUREAU DE LA POSTE	FROM/DE 	DESTINATION OFFICE BUREAU DE LIVRAISON
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Use this special, convenient, pre-paid envelope for fast and reliable delivery of your important or time-sensitive correspondence and documents within Canada.
HOW TO USE
 Simply fill (Maximum Weight 500 g / Maximum Thickness 20 mm) seal, and complete the TO and FROM areas, including the correct postal codes, and deposit it into any street letter box or postal outlet, prior to deposit at off hours.

*SERVICE GARANTIE

Utilisez cette enveloppe spéciale, pratique, prépayée, pour l'acheminement rapide et sûr à l'intérieur du Canada, de votre correspondance et de vos documents qui sont importants ou dont le délai de livraison est critique.

MODE D'EMPLOI

Remplissez votre envoi dans l'enveloppe (Poids maximum 500 g / Épaisseur maximale 20 mm) joignez la et collez l'adresse du destinataire (A) et de l'expéditeur (D), sans oublier le code postal. Déposez l'enveloppe dans une boîte aux lettres publique ou à un compteur postal, avant l'heure limite de dépôt.

*GARANTIE