

Postal Stationery Notes

Volume 18 No. 1

JULY 2002



The advertising on the above Admiral reply card 1¢ orange & ½¢ blue (P30b) sounds very good for the next few months of lazy, hazy Summer days. \$835 for a cottage at the beach including two lots. (to buy, not just to rent)

A Summer Cottage
 at the BEACH

COMPLETE FOR **\$835** ON EASY TERMS

INCLUDING TWO LOTS AT
PLAGE LAVAL

The New Summer Resort created by LA PATRIE

**This offer includes membership in the PLAGE LAVAL CLUBHOUSE
 and All Beach Privileges**

*For further particulars of this remarkable offer and FREE BUS TICKET
 to visit PLAGE LAVAL send in attached card*

reverse of the message half

Postage Included Postcards

Twenty-one new postcard images are now available for the 2002 tourist season. These eye-catching postcards include Canadian postage to any destination in the world.

If you wish to carry the 30-pocket or the seven-pocket Postage Included Postcard rack, contact your LAM or RBM. Your LAM/RBM will contact the appropriate Merchandising officer who will determine if space is available in your outlet. The Merchandising officer will inform you if your outlet is suitable to carry the rack and will place the order on your behalf. Please note that limited quantities of the racks are available.

If your outlet currently has a Postage Included Postcard rack or if you will receive one, you must order the following quantities:

- 30-pocket rack: minimum of 300 cards (10 cards in each pocket = 300 cards)
- seven-pocket rack: minimum of 70 cards (10 cards in each pocket = 70 cards)

RETAIL PRICE	\$ 1.49
ISSUE DATE:	May 2002
DEALER MARGIN:	7.5%
EMPLOYEE DISCOUNT:	Yes
TARGET AUDIENCE:	Tourists
Minimum order quantity:	10



Ice Mountain, Canada (260116)



Tuktoyaktuk Child, Canada (260111)



Baffin Island, Canada (260114)



Atlantic Canada Lobster (260113)



Cape Breton Shoreline (260122)



Nova Scotia Harbour (260118)



Halifax Harbour front (260125)



Victoria Aerial (260133)



Garibaldi Mountain BC (260109)



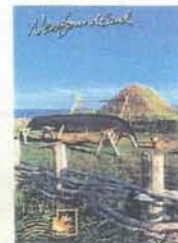
Ste-Anne de Beupré Basilica (260112)



Nova Scotia Sailboat (260120)



Nova Scotia Lighthouse (260115)



Newfoundland Canoe (260110)

Editor's Notes

There seems to be no rest for the editor in Summertime. A lot of new postal stationery items appeared recently. No new envelopes, but different dates were detected with the help of several members.

Canada Post realized producing new prepaid postcards is a good way to make extra money. The last time Canada Post issued prepaid cards was in July 2000, if you exclude the Postcard Factory cards.

Since Pierre Gauthier discovered the hidden numbers on most envelopes issued since 1994, John Grace was busy preparing a list of hidden numbers we have found so far. You will find that excellent list on following pages with the numbers we have seen so far.

John Grace also volunteered to operate a Hidden Number Envelope Exchange. Please get in touch with John if you have any numbers not listed. You will see more details at the end of the listing.

The very fascinating series of commercially illustrated cards and research of the companies by Chris Ellis is continued in this issue.

Chris is asking if anyone can assist him with information or copies of cards to help in developing future series.

Information or copies of illustrated cards from following companies are wanted:

Breithaupt Leather Company,
James Smart Manufacturing Co., Brockville
Thomas Robertson Co., Montreal
Bain Wagon Co. of Woodstock
Gordon Mackay Co. of Toronto
Farmers Advocate of London
Peter Hay Knife Co. of Galt
T.E. Bissell of Elora

Please get in touch with Chris;
Chris Ellis 515-1510 Richmond St. N., London, On,
Canada N6G 4V2, E-mail cjellis@uwo.ca

Also in this issue is the index volume 17 prepared by John Grace.

Some time ago it was suggested to me to send the last six newsletters to Ottawa for the Sixth National Philatelic Literature Exhibition May 4-5, 2002.

I received a Silver Bronze Award.

Thank's to everyone who contributed to the newsletter, particularly John Grace, who gives me so much support.

Dick Staecker

What's New

in Postal Stationery

ENVELOPES

Bill Geijsbeek reported the following varieties found so far on the two new pre-stamped envelopes (size #8, the American Goldfinch and size #10, the Scarlet Tanager):

Both #8 and #10 envelopes have now been found with all three dates and without date.

codes (no date, 2002-02-25, 2002-04-04, and APRIL 2002). I have so far verified the following sources:

No date, #8 - packs only

No date, #10 - packs only

2002-02-25, #8 - packs only

2002-02-25, #10 - packs only

2002-04-04, #8 - box only

2002-04-04, #10 - packs and boxes - this mailing

APRIL 2002, #8 - both packs and boxes

APRIL 2002, #10 - box only

In my opinion, envelopes with all date codes can probably be found in both packs and boxes. One note: the cardboard backing for packs of #10 envelopes with 2002-04-04 dates have very rounded top corners when compared to same for no date and 2002-02-25 date envelopes.

CARDS

According to Canada Post, the four pre-paid Tulip cards were issued on May 22, But I do not know, who was able to get these cards at that date. (I did not)

The four non-denominated cards are showing the tulips "City of Vancouver", "Monte Carlo", "Ottawa" and "The Bishop" on the stamp impression and on the picture side, similar to the stamps issued March 5.

A set of 10 pre-paid postcards similar to the Tourist Attractions stamps was issued on June 1, 2002. That is the date printed beside the address lines on the cards and according to the Canada Post product catalogue sent to retail outlets, again, I was not aware of any post office or stores having these cards at that date.

Tourist Attractions shown on the picture side and in small size as non-denominated stamp impression are:

Yukon Quest, NT

Northern Lights, NT

Icefields Parkway, AB
 Stanley Park, BC
 Head-Smashed-In Buffalo Jump, AB
 Agawa Canyon, ON
 The historic Old Port of Montreal
 Saguenay Fjord, QC
 Kings Landing, NB
 Peggy's Cove, NS

Again like the Tulip cards, the Tourist Attraction cards

have "postage paid port payé" on a maple leaf beside the stamp impression and "For mailing in Canada and delivery worldwide" bilingual underneath.

Also offered to Retail Postal Outlets are 21 new Postcard Factory cards:

On page 2 (in colour) and on this page (black and white) are the two pages of prepaid postcards offered in the latest Canada Post product catalogue sent to Post Offices and Retail Outlets across the country.

✉ ☎ ✉ ☎ ✉

DUES: Postal Stationery Study Group dues are Can. \$8.00 or equivalent per volume of six issues. Dues are now payable if you mailing label reads V18#1. Please renew soon and make your remittance payable to 'JOHN GRACE' not to BNAPS or the Postal Stationery Study Group.

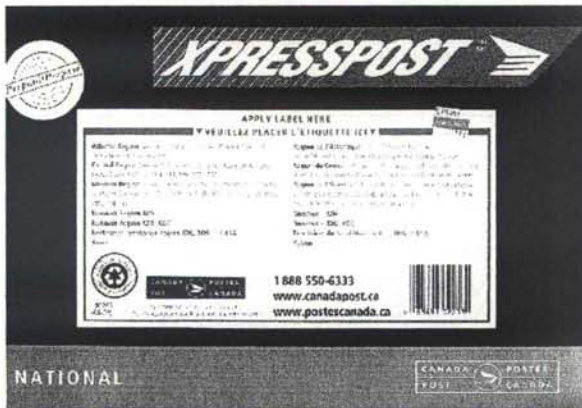
Dues or any change of mailing address should be sent to the Sec./ Treasurer John Grace, 734 Aspen Rd. Pickering, On. L1V 4H2 E-mail jandmgrace@sympatico.ca

All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to dstaecker@rogers.com

✦ ✦

Earle Covert reported that Canada Post issued a new Prepaid National Xpresspost box with multi-coloured pictures. Size of the folded box is 235 x 203 x 130 mm. The "clock face" 02 has the 5 missing. The form number is 102283 / (06-02)

The second page in the CP product catalogue showing the picture side of new prepaid cards



Postage Included Postcards (cont'd)

Tourist Attractions Postcards

These postage included postcards feature images from the 10 Tourist Attractions Stamps.

			RETAIL PRICE \$1.49 ISSUANCE DATE: June 1, 2002 DEALER MARGIN: 7.5% EMPLOYEE DISCOUNT: No TARGET AUDIENCE: Tourists, collectors Minimum order quantity: 10

The numbers are hidden under the side flaps and unless noted otherwise appear at left and right viewed from the back thus: $\overline{12}$ $\overline{12}$
 On some envelopes they appear at the bottom, on some in the middle.

Consolidated list. Collections Grace, Staecker

1	2	3	4	5	6	7	8	9	10	11	12
EN134 43¢ #8 Charlottetown. 30/12/92. No numbers											
EN 135 43¢ #10 Victoria 30/12/92. No numbers											
EN136 43¢ #8 St John's. 02/07/93. No numbers											
EN137 43¢ #10 Toronto 02/07/93. No numbers											
EN 138 43¢ #8 Regina. 07/01/94. No numbers											
EN 139 43¢ #10 Halifax 07/01/94. Exists without number as well											
1u	2u	3u		5u	6u	7u	8u				
EN140 43¢ #8 Whitehorse 05/07/94											
		3u	4*	5u		7u				11u	
EN 141 43¢ #10 Fredericton 05/07/94.											
1*u	2*u	3*u	4*u	5u	6*u	7*u	8u				
EN142 43¢ #8 Yellowknife 15/05/95											
1*						7u					12u
EN 143 43¢ #10 Winnipeg 15/05/95.											
1u				5u	6*u		8u				
EN 144 45¢ #8 Edmonton 31/07/95											
1*		3*u		5u	6u	7u	8*u			11u	12*
EN145 45¢ #10 Quebec 31/07/95.											
1u	2*u	3u	4*u	5u	6u	7*u	8u				
EN 146 45¢ #8 Pileated Woodpecker 09/01/96											
1u	2*u	3*u	4*u	5*u	6*u		8u		10u	11*u	12*
EN147 45¢ #10 Atlantic Puffin 09/01/96											
1*u	2u	3*u	4u	5*u	6*u	7*u	8*u				
EN148 45¢ #8 Ruby-throated Hummingbird 25/07/96											
						7*	8*u		10*u	11*u	
EN 149 45¢ #10 American Kestrel 25/07/96. Exists without number as well											
	2u	3u	4*u	5u	6*u	7u	8u				
EN150 45¢ #8 Western Grebe 10/01/97											
	2*	3*u	4*u			7u	8*u		10u	11*u	12*u
EN151 45¢ #10 Mountain Bluebird 10/01/97											
1*u	2*u	3*u	4*u	5*u	6*u	7u	8*u				
EN 152 43¢ #8 Gray-crowned Rosy Finch 13/03/98											
1*	2*u	3*u	4*u	5*u						11*u	12*

1 2 3 4 5 6 7 8 9 10 11 12

1	2	3	4	5	6	7	8	9	10	11	12
EN 153 45¢ #10 Eastern Screech-owl 13/03/98											
1*u	2*u	3*u	4u	5*u	6*u	7*u	8*				
EN154 46¢ #8 Hairy Woodpecker #3 cross-flap, #4 yellow "46" 28/12/98											
	2*u		4u	5*u	6u		8*	9*	10u		12*
EN154a 46¢ #8 Hairy Woodpecker #3 side seams #4 yellow "46" 01/05/99											
	2*	3*u	4*		6*u			9*u	10*	11*	
EN 154b 46¢ #8 Hairy Woodpecker side seams, #4 white "46" 1999											
	2*u	3u			6u	7*		9u		11u	
EN155 46¢ #10 Great Crested Flycatcher, #3 cross flap, #4 blue "46" 28/12/98											
	2u	3*u	4*u	5*u	6*u	7u	8*u				
EN155a 46¢ #10 Great Crested Flycatcher #3 side seams, #4 blue "46" 01/05/99											
1*u						7*u	8u				
EN155b 46¢ #10 Great Crested Flycatcher side seams, #4 white "46" 1999											
1u	2u	3u	4*u	5*u	6u	7u	8u				
EN156 46¢ #8 Canada Warbler barcode 63491 01624 01/03/00											
1*u	2*	3u			6u	7u	8*	9*		11u	
EN157 46¢ #10 Blue Jay barcode 63491 01625 01/03/00											
1*	2u	3u	4u	5*u	6u	7u	8*u				12u
EN 47¢ #8 Lapland Longspur #3 barcode ending "1818" 28/12/2000											
1*u		3*u	4u	5u	6u	7u		9u	10*u	11u	12*u
EN 47¢ #8 Lapland Longspur #3 barcode ending "1830" 28/12/20001											
			4u	5u	6*u		8*	9*		11*	
EN 47¢ #10 Golden Eagle #3 barcode ending "1820" 28/12/2000											
1*u	2*u	3*u	4*u	5*u	6*u	7u	8*u				
EN 47¢ #10 Golden Eagle #3 barcode ending "1831" 28/12/2000											
	2*	3*			6*		8u				
EN 48¢ #8 American Goldfinch 15/02/2002. No inside numbers yet found. Outside numbers shown. Exists without outside number											
2002-02-25	2002-04-04	April 2002									
EN 48¢ #10 Scarlet Tanager 15/02/2002. No inside numbers yet found. Outside numbers shown. Exists without outside number											
2002-02-25	2002-04-04	April 2002									
EN170 45¢ #8 window BC Highway 99 01/09/97. Number left only viewed from back											
	2u					7*	8u		10u		12*u
EN171 45¢ #10 window BC Highway 99 01/09/97. Number left only viewed from back											
1u		3*u				7*u	8u				
EN 172 45¢ #8 window Ontario Wine route 01/09/97. Number left only viewed from back											
	2u	3u			6*u	7*			10u	11*	
EN 173 45¢ #10 window Ontario Wine route 01/09/97. Number left only viewed from back											
	2*u	3u			6*		8u				

1 2 3 4 5 6 7 8 9 10 11 12

1	2	3	4	5	6	7	8	9	10	11	12
EN 605 46¢ #10 Year of the Dragon Type 1. 10/01/2000. No vertical and horizontal line around number											
			4*								
EN 605 46¢ #10 Year of the Dragon Type 2. summer 2000. No vertical and horizontal line around number											
							8*u				
EN 47¢ #10 Year of the Snake 05/01 2001. No number											

EN NVI Rose envelopes (4) 03/12/2001. No number											
1	2	3	4	5	6	7	8	9	10	11	12

Dates are DD/ MM/ YYYY

Note from Earle Covert: Hidden numbers also appear on AGF envelopes, and, of course, on Special Event Envelopes.

HIDDEN NUMBER EXCHANGE

John Grace has volunteered to operate a Hidden Number Envelope Exchange (HNEE). Here is how we hope that it will work, but fine-tuning may be needed. Members' input appreciated.

1. Request by e-mail or by post an enrolment package containing a personal fact sheet and a blank Hidden Number master list.
2. Mark on the master list the hidden numbers you need, and return.
3. Send to John Grace as many as you wish of your duplicate hidden number envelopes.
4. You will receive from the exchange hidden # envelopes you need up to the number of envelopes you sent.
5. John Grace will keep records that will ensure that every participating member receives as many envelopes as are donated.
6. No money will change hands.
7. We will try to provide mint/used/both as requested.

John Grace
734 Aspen Rd. Pickering, On. L1V 4H2 E-mail jadmgrace@sympatico.ca

PSSG MEMBERSHIP UPDATE

Paid members at May 1, 2002	82
Ex-officio & others	11
Circulation of PSN	93

DONATIONS RECEIVED

Bloor, Longley, Machum, Sagar

ADD TO MEMBERSHIP LIST

Dan McInnis, Box 2063 Stn. A, Sudbury, ON P3A 1L8

RENEWED (8)

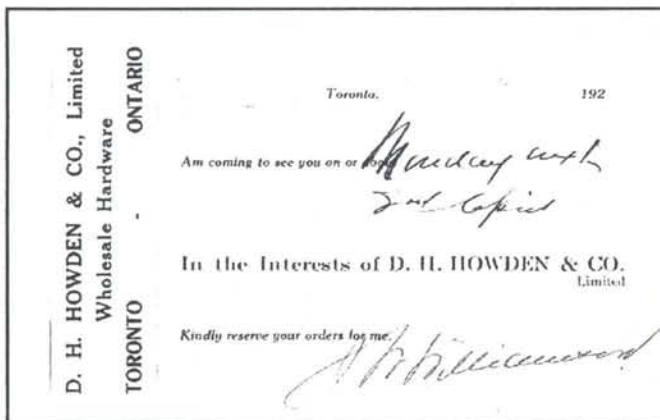
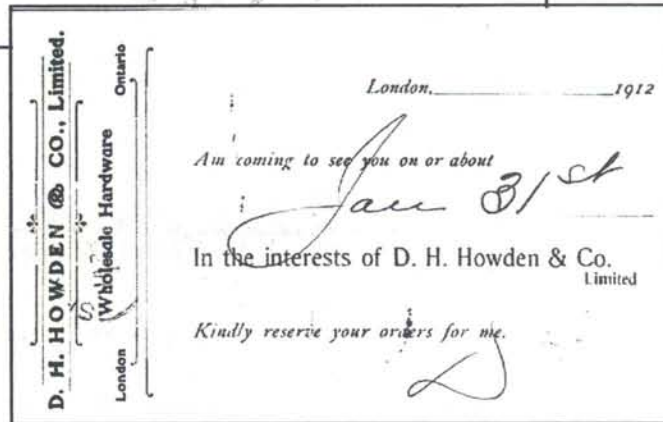
Bloor to V19#1	Middleton to V19#1
Hoyles to V19#1	Sagar to V19#1
Longley to V19#1	Soper to V19#1
Machum to V20#1	Traquair to V19#1

#3. ILLUSTRATED CARDS

D.H. Howden & Co.

by Chris Ellis

David Hartford Howden was born on a farm near Wisbeach, Ontario in 1859, one of seven children and the youngest of five sons. In 1878 he opened a general store in Watford, Ontario, managing the hardware side of that business while his brother managed the grocery side. Even though he was wealthy enough by 1889 to live off his investment income, he moved east to London, seemingly encouraged by a friend who worked for the Bowman Hardware Co. who was impressed with his knowledge and expertise. He became head buyer for that firm and eventually general manager. The Bowman Co. experienced financial difficulties in the 1890s, apparently through no fault of Howden himself but through the overspending of the owners, so he and three other employees left that firm in 1900 to form their own

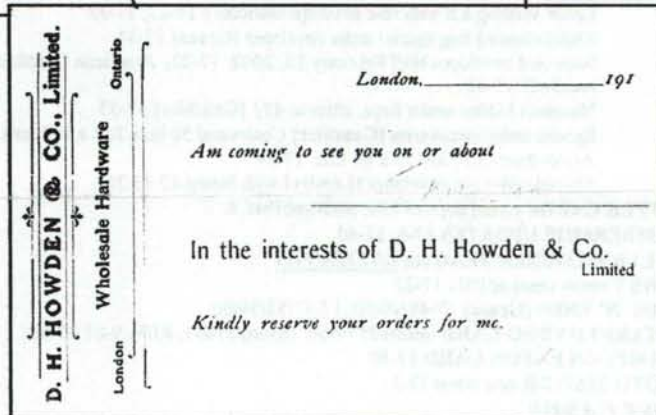
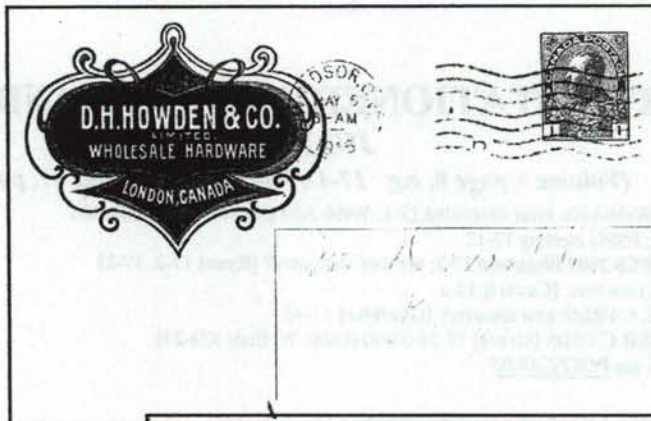


wholesale hardware firm (and in fact, they bought up the assets of the bankrupt Bowman firm in 1904). They established themselves in rented premises at the corner of York and Richmond Streets in London and opened on January 1, 1901 with 30,000 in paid up capital as D. H. Howden and Co. with Howden controlling half the shares. They had \$280,000 in sales the first year alone, expanded rapidly, and by 1907 they had built their own building on York St. (shown) opposite the Grand Trunk (now Via Rail) station. Howden paid for this building himself by selling his shares in another company founded in London, Imperial Oil, of which he had been an initial stockholder.

Howden died in 1916 and his son Norman replaced him as President and Chair of the firm. By 1918 they were doing over \$750,000 in annual sales of which \$50,000 was profit. Sales were mainly in southwestern Ontario where they could fill orders within one day. In 1922 they bought Kennedy Hardware of Toronto to establish a foothold in that market. In 1931 they solidified that foothold when they bought H. S. Howland and Co. Ltd. wholesale hardware and its warehouse of Toronto. They continued to operate out of the Toronto offices as both the Howden and Howland

companies. The Toronto operation was closed in the 1960s. Norman Howden died in 1937 and reputedly his lavish lifestyle had placed the company on the brink of bankruptcy. But careful leadership and sound financial management by his widow and

brother-in law brought the company back. After 1945 they expanded by opening new product lines, such as sporting goods and electrical supplies, and by cultivating and selling directly to building contractors. In 1954 they became a public corporation with a net worth of \$1,000,000 and moved to new premises on the southwest part of London in 1960. 1963 saw the beginnings of a major expansion as they purchased from Pro Hardware in the US the rights to franchise Pro Hardware stores in certain Canadian markets. Eventually they franchised these stores across all of Canada. In 1968 they became listed on the Toronto Stock Exchange. By 1986 they were doing \$100,000,000.00 in business annually and in 1987 the business was sold to Sodisco of Quebec and still exists today. With this sale, control of the company passed out of the Howden family for the first time.



Postal stationery cards with front advertising for Howden's which I have documented date between 1913 and 1929 and occur on Edward (Webb P23) and various Admiral cards. The design is always in black ink and consists of an elaborate black shield with the firm name and city (either London or, from 1922 on, Toronto) in white. I know of only four types but I am confident many more probably exist on other types of one cent Admiral cards and with London or Toronto locations listed. The four documented types include:

- 1) (shown) On P23. Text on shield at upper left reads: "D. H. HOWDEN & CO./ LIMITED./ WHOLESALE HARDWARE/ LONDON, CANADA" (slashes show line breaks). Various shades of black occur on shield with lighter shades around the edges.
- 2) (shown) On P28a. but otherwise, same as #1.
- 3) (shown) On P29c. Text on shield at lower left because of card heading and reads: "D. H. HOWDEN & CO./ LIMITED./ WHOLESALE HARDWARE/ TORONTO, CANADA". Shield is a solid black with no shades.
- 4) On P29f but otherwise same as #3.

Acknowledgements: Most of the information included here is based on the book: "The Quick Shippers: A Brief History of D. H. Howden 1900-1986" by David Howden Stewart (former President and Chair of Board) published in 1987 by the company. This work also reveals that until 1930 the company kept all old business mail including envelopes and cards in their files. These were obtained by a Howden salesman, Harry Shaw, who upon his death had a stamp collection worth thousands. It is clear that the frequent business mail addressed to Howden's found in many collections and dealer's stocks came from this source.

POSTAL STATIONERY NOTES - INDEX VOLUME 17

JULY 2001 to MAY 2002

(Volume + page #, e.g. 17-47/48/49 means volume 17, pages 47, 48, and 49)

AEROGRAMS: WebbA60a error illustrated 17-1; Webb A60 philatelic item illustrated

BNAPEX 2001 17-2; PSSG meeting 17-12

CENSUS ENVELOPES 2001 illustrated 17-2; are they stationery? [Ryan] 17-2, 17-22

CERTIFIED MAIL new item [Covert] 17-2

CHRISTMAS SEAL CARDS: new discovery [Gauthier] 17-43

CIGARETTE ORDER CARDS [Grace] 17-58/59/60 (Odds 'N' Ends #22-23)

CPR VIEWCARDS: see POSTCARDS

ENVELOPES

Letter Writing Kit with rose envelope stationery 17-22; 17-32

Multicoloured flag special order envelopes [Grace] 17-34

New bird envelopes NVI February 15, 2002 17-22; American Goldfinch and Scarlet Tanager 17-32; dated on reverse 17-53; recalled? 17-42;

Numbers hidden under flaps, cities to 47¢ [Gauthier] 17-53

Special order discoveries [Gauthier] Centennial 5¢ blue 228 x 102 mm. with illustration 17-24; [Machum] Wilding 1¢ brown Dept. of

Agriculture Official 153 x 89 mm. 17-24

Special order test envelopes [Lemire] with listing 17-35/36

LETTER CARDS a used copy of L9e, revalued Perf. B

MEMBERSHIP UPDATES 17-6; 17-40

MULTICOLOURED FLAG see ENVELOPES

NEWS Twenty years of PSN 17-22

ODDS 'N' ENDS [Grace] 17-48/49/50; 17-57/58/59/60

ONTARIO HYDRO CARD unlisted? 17-50; (form) 57901, REV. 9-61 17-50

PERMIT ON EATON CARD 17-50

PHOTO MAILER new items 17-3

POST CARDS

KP37b blue card: 17-49; KP102 Eaton catalogue card 17-50

P3 Newfoundland Canadian Express Company 17-48

P17 Crompton Corset Company 17-48

P23 Eaton corset ad 17-47; P23 E. D. Smith viewcard; P24 Edward reply card as souvenir of Ford Club banquet 17-57

P30a Sir Adam Beck reply card illustrated article [Staecker] 17-31

P34d as Hydro bill 17-47; P41d Bain Ice 17-50; P43 Ripley's Believe It or Not 17-48

P67b Eaton card with added permit 17-50

P68 2¢ + 1¢ meter: revalued by company or Post Office? 17-57

Canadian Express Company Newfoundland P3 17-48

Canadian Express Company listing [Grace] 17-7/8/9/10; 17-17/18/19/20; 17-40

Canadian Northern Express Co., illustrating NOX2D (P28h) 17-40

Canadian Pacific view cards: new discovery [Middleton] 17-46

Christmas Seal card: new discovery [Gauthier] 17-43

Illustrated cards # 1: "The John Morrow Screw Ltd., Ingersoll, Ontario" [Ellis] 17-41/42/44/45;

Illustrated cards # 2: "T. McAvity & Sons, Saint John, N.B." [Ellis] 17-51/55/56

Olympic games card 17-3/4

Ontario Hydro unlisted reply card? 17-48

Palmolive Soap discount cards 17-57

Post Card Factory cards: additions and corrections 17-4/5/6; different captions on ATC 201; issued since October 31, 2001 17-54;

new items T146 & T171 17-32; nine new items with listing 17-32; 6 packs of 10 cards 17-33;

contents of packs 17-42; used by African Lion Safari, private order 17-52/53

Regulations and news about post cards from the archives [Harrison]: 17-37/38/39

Tulip cards May 22, 2002 [Chung] (paste-on) 17-51

Warbuton blue post card varieties KP37b 17-49

PREPAID PARCEL LABELS [Covert] 17-11/12/13/14/15/16; 17-26/27/28/29/30

PRIVATE ORDER PCF CARD [Staecker] African Lion Safari 17-52/53

US MCKINLEY CARD: 17-47

WARBUTON CARDS see POSTCARDS

YEAR OF THE SNAKE ENVELOPE 17-42

XPRESSPOST birthday envelope and box 17-12; Christmas boxes 2000 17-3; Christmas items 2001 17-22

design changes on clock: 01 missing 5 17-22

New item: Algonquin College [Ryan] 17-43; new item Carleton University [Ryan] 17-23

new item Sandford Fleming [Ryan] 17-3/6

to the USA 17-12

CORRECTION TO INDEX TO V 13-16

Move the following item from ENVELOPES to POST CARDS: An Unusual Water Resources card with Postage Paid handstamp 13-56