

Postal Stationery Notes

Volume 19 No. 6

September 2004

#8 ILLUSTRATED CARDS:

"The Farmer's Advocate and Home Magazine (Journal), London, Ontario (Winnipeg, Manitoba)"

by Chris Ellis

What was to become "The Farmer's Advocate and Home Magazine," a major agricultural journal which at its height had over 50,000 subscribers, was founded by



William Weld

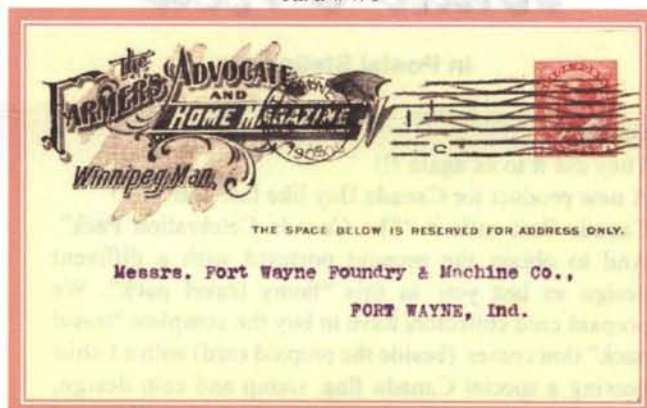
William Weld (see photo). Weld was born on December 10, 1824 in Berwick, Wiltshire, England, the son of the Rev. Joseph Weld, an Anglican clergyman. When Weld was 19 he came to Canada West and settled for a brief time in the town of Woodstock. He then bought a farm just southwest of London on the Thames River where he met Agnes Johnstone of nearby Delaware whom he married in 1845. They would eventually have 11 children, 9 boys and two girls.

Continued on page 55

card # L1



card # W1



card # W2



card # W3

Editor's Notes

Recently I was able to convince Chris Ellis to research another company which used illustrated prepaid post cards commercially to continue his series.

I am sure most members will like his latest project of "The Farmers Advocate and Home Magazine produced in London and also at a later time in Winnipeg".

Please let us know if the series is well received and if anyone has any additional cards to report, to give Chris some incentive to continue the series.

New discoveries of Postcard Factory cards are reported without any letup and we collectors of these prepaid cards appreciate very much the work Robert Lemire is doing to assemble these cards and all the other members who report newly discovered PCF and send them to Robert to be distributed to us. Thank you.

Dick Staecker

What's New

in Postal Stationery

CARDS

They did it to us again !!!

A new product for Canada Day like last year. Canada Post calls it "The Canada Celebration Pack". And to obtain the prepaid postcard with a different design as last year in this "fanny travel pack". We prepaid card collectors have to buy the complete "travel pack" that comes (beside the prepaid card) with a t-shirt bearing a special Canada flag, stamp and coin design, with a 25¢ coin usually given only to New Canadians and with a water bottle for a price of \$19.95 (+ tax)

The last of the four cards in this years series of tourist attractions prepaid post cards was issued with the same stamp design but without value on the address side and also in large size on the picture side as on the Canadian National Exhibition stamp issued July 19, 2004 in booklets of six stamps.

Postcard Factory cards

Two more Postcard Factory cards without borders (the picture up to the edge) were discovered by Pierre Gauthier. They are the Quebec cards Q028 and Q089.

These cards, as the other two cards (C42 and CR149) reported in the last PSN, are similar to the original "white border" cards with individualized bar code. However, the pictures and layouts have now been rearranged so that there is no white border.

Also some copies of the borderless version of G38 and C95 have been reported.

All borderless cards have the same bar codes as those on the corresponding sticker cards and the "second series" reprint cards.

Other new PCF cards found by various members:

Percé Rock CST7018, bar code 60154 on sticker

Calgary CY096, bar code 00022

Hartland Bridge NB 077, bar code 60178

Sleigh Ride Q074V, bar code 60177

Capilano Suspension Bridge VAN 060V, code 60179

Canada Place VAN 182, bar code 00016

Vancouver skyline VAN 180, bar code 00014

RCMP RCMP-C 074V, bar code 60180

RCMP RCMP-C 104, bar code 60181

and the card CY35 which already existed with the old bar code and also was known with the revised bar code on a sticker was now found with a revised **printed** bar code by Earle Covert.



The above photo copy of two CR 149 Calgary PCF cards were sent in by Peter Zariwny. The card on the right he found appears to have the yellow colour missing on an otherwise identical card to the card at left.

Other cards with colour variations also have been found on VAN510, C0009V, CR317, C006, G044, G038V and C060V.

Earle Covert and Bill Walton are trying to find an explanation to this variations in colour.

The 2nd quarterly packages of stamps have a free bonus of a prepaid postcard. (mine had a Tourist attraction card)

XPRESSPOST

On the 04 letter size envelopes (Regional and National) I noticed the printing on the flap has changed. Now there is a red band across the flap with the bilingual wording "PULL TAP TO OPEN" in the red band and other

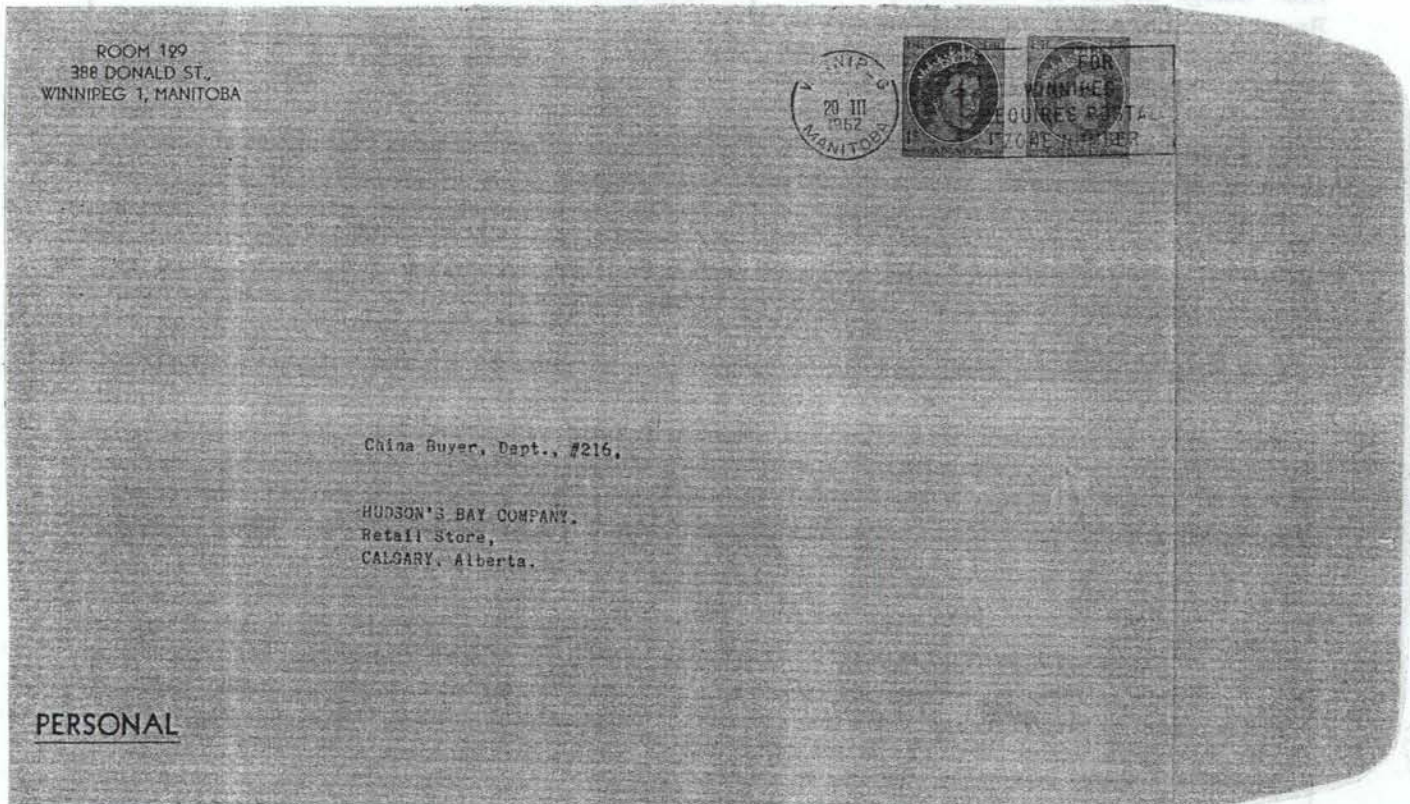
changes in the text on the flap. All other printing on the envelope appears to be the same as before.

The same changes I also noticed on the new Priority Courier envelopes (Regional and National).

✍ ☎ ✉ ☎ ✍

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 V19#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

❖ ❖



Above is a photo copy of a Private Order envelope sent in by Don Fraser. It is Webb's EN540-40c, kraft envelope 245 x 165mm (less tab) - centre seam - black print - ROOM 129 /388 DONALD ST., /WINNIPEG 1, MANITOBA //PERSONAL - with 1¢, 2¢ Wildings - gummed tab. The Henderson's directory in 1962 lists the company at the address as H. Douglas Latter (Manufacturers and agents). The date on my envelope reads WINNIPEG/ 20 III /1962 /MANITOBA. I would be interested to know if other Study Group members could add further information re; the company and ERD and LRD's

"The Farmer's Advocate and Home Magazine (Journal), London, Ontario (Winnipeg, Manitoba)"

Continued from page 52

What was to become "The Farmer's Advocate and Home Magazine," a major agricultural journal which at its height had over 50,000 subscribers, was founded by William Weld (see photo). Weld was born on December 10, 1824 in Berwick, Wiltshire, England, the son of the Rev. Joseph Weld, an Anglican clergyman. When Weld was 19 he came to Canada West and settled for a brief time in the town of Woodstock. He then bought a farm just southwest of London on the Thames River where he met Agnes Johnstone of nearby Delaware whom he married in 1845. They would eventually have 11 children, 9 boys and two girls.

The story is told that he attended an agricultural fair in Muncey, Canada West in the 1860s where he was denied an award for his imported English breed of horse – the award went instead to what he saw as an inferior local animal. He thought that this judgement showed that the locals were uneducated on the finer points of livestock breeding. He wrote an article on agricultural improvement which he submitted for publication to the "Canadian Farmer," a publication run by Toronto Globe publisher the Hon. George Brown. He was dismayed when Brown offered to publish the article but only as advertising for which he wanted Weld to pay a fee of \$36.00! Insulted and convinced that a lot of farms failed out of ignorance about what varieties

of grain were best, what breeds of livestock were most productive, etc., Weld decided in 1864 to start his own paper in order to partially correct this shortcoming and assist the local farmer. When it first rolled off the presses in 1866 it was called "The Farmer's Monthly Advocate" and had noticeably cheaper advertising rates than the "Canadian Farmer." As he practised what he preached, in addition to the publication Weld set up an experimental farm to test the various ideas and breeds/strains he advocated, the first such farm in Canada. All of these and his other enterprises became part of what came to be called "The William Weld Co."

He initially set up offices on Richmond Street in London and in the 1870s the paper went through several names, first being "The Farmer's Advocate and Canadian Agricultural Emporium" before becoming "The Farmer's Advocate and Home Magazine." On the one hand, these name changes reflected the increasing scope of the papers coverage. The Magazine would eventually include items as diverse as poetry, a children's corner, devotional articles and many other subjects. It did not simply focus on new livestock breeds, new strains of potatoes or grain, improved agricultural equipment and so on. Hence, it was not just a "Farmer's Advocate" but a "Home Magazine"

– something for the whole rural family. On the other hand, he had also started the "Canadian Agricultural Emporium" which sold the newest varieties of seeds and grains, and often offered samples of such items to entice people to subscribe to the paper. Hence the "Emporium" of the early 1870s name.

Managing all these enterprises eventually became too much for William Weld so he transferred the management of his own farm to his two oldest sons, Stephen and Joseph and eventually sold the seed/grain business to his son Henry and a business partner, John S. Pearce. Henry died relatively soon thereafter but the firm

Dear Sir:—
London, Ont.,
We thank you for your subscription to "The Farmer's Advocate and Home Magazine," which we have just received. The date to which your subscription is paid is shown on the other side of this card, as well as on the date label on each copy of the paper. If this is not correct, write us at once.
Between "The Farmer's Advocate" and its subscribers there has always existed a strong feeling of confidence and friendship; which has been built up by over sixty-one years of constant and successful effort on our part for the betterment of agriculture and rural life.
Weldwood Farm. The Farmer's Advocate and Home Magazine is the only paper in Canada conducting a practical farm for the benefit of its subscribers where personal experiments are carried on by its editors in the cultivation and growing of all cereal crops and the breeding of live stock, and its readers are furnished with first-hand and reliable information on the most modern methods of farm practice.
Our Questions and Answers Department is invaluable and we invite you to write us on any problem, regarding your stock, crops, legal, veterinary, health and household matters; you will be given assistance and advice by experts on all subjects. This Department alone is worth many times the subscription price of the paper.
We hope that whenever possible you will send us the names of new subscribers, for which you will be rewarded, and that you and your family will continue to read and profit by our publication for many years.
Yours very truly,
THE WILLIAM WELD CO., LTD.
In writing advertisers, please state that you saw their advertisement in The Farmer's Advocate and Home Magazine.

Back of a London card

Winnipeg, June 29th, 1905
Dear Sir:
Re OUR EXHIBITION NUMBER.
This is the ninth innings and there are two men down on your side,—so if you don't hurry your copy along at once you'll be called out of our Exhibition Number, guaranteed circulation, 25,000.
The Farmer's Advocate is the oldest, largest, most widely circulated, and only weekly farm paper in Western Canada.
Yours truly,
THE WILLIAM WELD CO., LIMITED,
Walter C. James
BUSINESS MANAGER

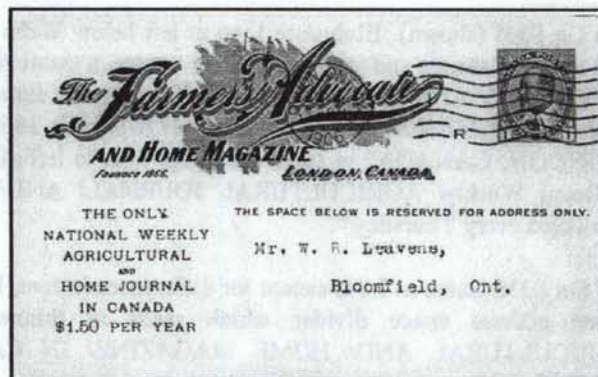
Back of a Winnipeg card

continued as a well-established London seed house under Pearce's name for many years. The experimental farm was closed in 1874 when the Agricultural College at Guelph (now University of Guelph) was begun by the government of Ontario. Weld had been a major voice for the establishment of that college and it is often seen as one of his major lasting legacies.

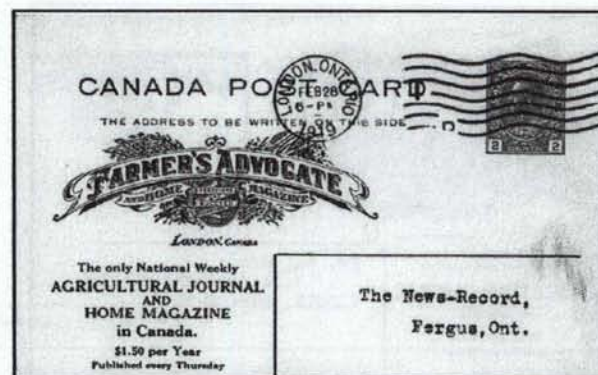
The Farmer's Advocate had initially been produced by the printing branch associated with the local newspaper, the London Free Press. However, in 1890 with a business partner they purchased the job printing and lithography departments of the Free Press and formed the London Print and Lithographing Co. which allowed the Advocate to be printed in house. London Print and Litho. is a familiar name to postal history collectors of London and elsewhere as they were a major printer of turn of the century advertising covers such as several of those advertising the Western Fair. In 1890 Weld had also begun to publish a "Manitoba and Western Edition" of the Advocate out of Winnipeg which one of his sons, Thomas, edited. Unfortunately, William Weld was killed in a home accident on January 3, 1891, less than a month after his 66th birthday. His funeral was said to have been "among the largest ever seen in London" and clearly he had a major and seminal influence on the nature and direction of agricultural practice not only in Ontario but throughout Canada. In recognition of his contributions, in 1963 he was inducted into the Canadian Agricultural Hall of Fame.

On William's death, his fourth son Thomas became the General Manager, a position he would hold for over 40 more years, eventually bringing his sons into the business as well. Thomas had been born in 1854 and in 1869 joined the London Free Press as a printer. In 1875 he became foreman in that print shop. After stints with papers in the USA he did some homesteading in Saskatchewan and then returned to London to become Circulation and Advertising Manager for the Advocate. As General Manager he moved the offices next door to London Print and Lithographing on Carling St. in London in 1899. They would maintain offices on Carling St. for the rest of the firm's history. Under William's direction a "model farm" was established near London called "Weldwood." Also, William established a different company, the "Farmer's Advocate of Winnipeg" to publish the Western edition which had its name changed in the early 1900s to "The Farmer's Advocate and Home Journal". The "Journal" would continue to be produced until 1934. Meanwhile, the London edition continued to prosper as the "The Farmer's Advocate and Home Magazine" until 1951. Its name was changed to the "Farmer's Advocate and Canadian Countryman" between 1951 and 1958. Finally, amalgamating with another publication it became the "Free Press Weekly Farmer's Advocate", a name it would hold until the Journal folded on July 28, 1965.

The Farmer's Advocate had a long history of using postal stationery cards for advertising purposes and I have examples with back advertisements dating back as far as 1872. Front advertising cards I am aware of for the London based company are nine in number, are all printed in black ink, and were used between 1904 and 1931. I have prefaced those cards with an "L" below before the listing number. The Winnipeg company also produced front ads on postal stationery cards and I list the three examples known to me, used between 1905 and 1910, separately below, prefacing each with a "W" in the listing number. Although occasionally one finds them used to solicit advertisements for the magazine, most cards were used to acknowledge receipt of monies for subscriptions and given the large subscriber base, most are relatively common, particularly those from the 1918 to 1930 period. Examples of both types of backs are also included here. As always, I would like to hear of



Card # L2



Card # L4

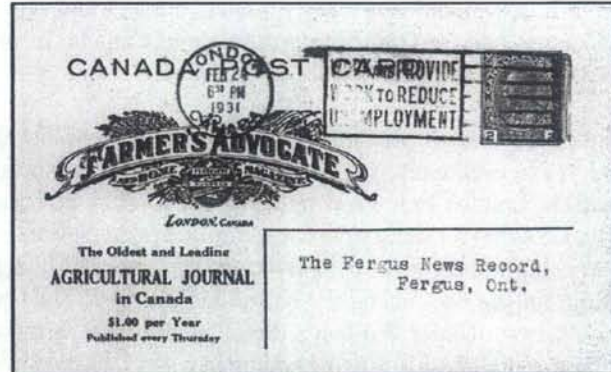
any additional card types not listed here as I am sure this is only a partial listing of what exists. Nonetheless, as with all series discussed in these articles, they provide a foundation on which to develop comprehensive lists of the exiting varieties.

Farmer's Advocate and Home Magazine, London

L1) On P23 (shown). Fancy text heading in large letters to left of stamp, partially on light black, irregular edged, shaded background [similar to that illustrated for #2) below]. Heading reads: "The Farmer's Advocate/ AND HOME MAGAZINE/ FOUNDED, 1866 LONDON, CANADA" (slashes show line breaks unless specified otherwise). The black background shading does not have clear engraved horizontal lines. Text to left of address space in thick, bolded, unserifed lettering reads: "THE ONLY/ NATIONAL WEEKLY/ AGRICULTURAL/ AND/ HOME JOURNAL/ IN CANADA/ \$1.50 PER YEAR".

L2) On P23 (shown). Similar fancy text heading to #1) in large letters to left of stamp, partially on light black, irregular edged, background. Unlike L#1) clear horizontal lines are visible in the background shading and there is no comma between "FOUNDED" and "1866". Text to left of address space is same as #1) but is in smaller, serifed, unbolded, lettering.

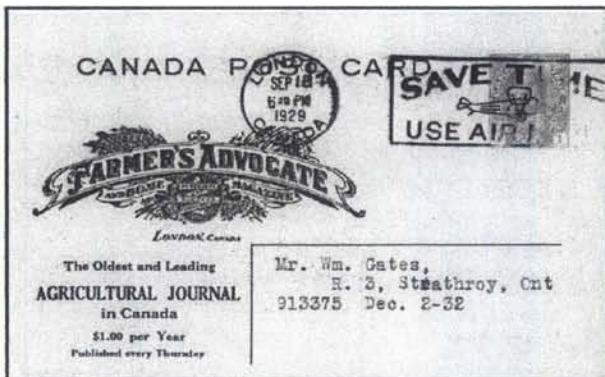
L3) On P28a. Same as L#2) above except text to left of address space reads: "THE ONLY/ NATIONAL WEEKLY/ AGRICULTURAL/ AND/ HOME MAGAZINE/ IN CANADA/ \$1.50 PER YEAR/ PUBLISHED EVERY/ THURSDAY".



Card # L8

L4) On P33f (shown). Elaborate logo at left below Webb Type 6 Heading incorporating wheat and barley sheafs and text on banners and within, at lower centre, a small circular background. Text on banners reads "FARMER'S ADVOCATE/ AND HOME/ MAGAZINE" (slashes show separate banners). Text on small circular background reads: "PRESERVE/AND/ SUCCEED/ FOUNDED 1866". Text immediately below but part of logo reads: "LONDON, CANADA" in small lettering. Text to left of privately added address space divider reads: "The only National Weekly/ AGRICULTURAL JOURNAL/ AND/ HOME MAGAZINE/ in Canada./ \$1.50 per Year/ Published every Thursday".

L5) On P33f. Same as L#4) except for differences in font, line content and capitalization in text to left of privately added address space divider which reads in thinner lettering: "THE ONLY NATIONAL WEEKLY/ AGRICULTURAL AND/ HOME MAGAZINE/ IN CANADA/ \$1.50 PER YEAR/ PUBLISHED EVERY THURSDAY".



Card # L9

L6) On P34f. Same as L#4) above except text to left of privately added address space divider reads: "The Oldest and Leading/ AGRICULTURAL JOURNAL/ in Canada/ \$1.00 per Year/ Published every Thursday".

L7) On P29g. Same as L#6) but on different Webb listed card.

L8) On P34e (shown). Same as L#6) but on different Webb listed card with Type 5 heading.

L9) On P29f (shown). Same as L#6) but on different Webb listed card with Type 5 heading.

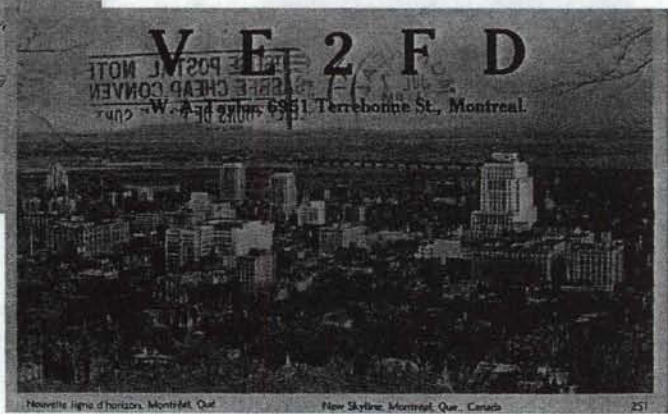
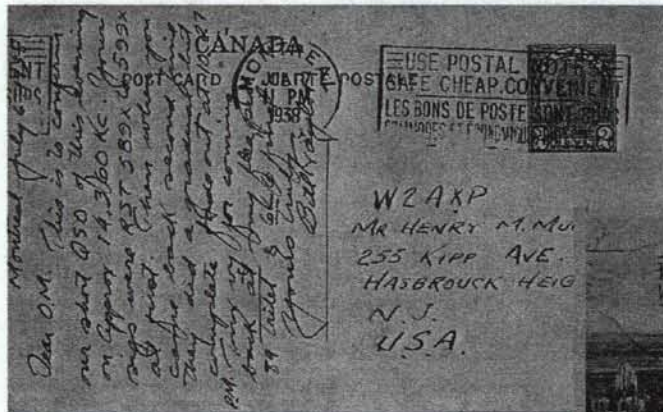
Farmer's Advocate and Home Magazine (later Journal), Winnipeg

1) On P23 (shown). Has very fancy text heading to right of stamped area which reads: "The/FARMER'S ADVOCATE/AND/HOME MAGAZINE/Winnipeg, Man. "Farmer's Advocate" is in thin script black letters arranged in an arc while "Home Magazine" is in thick, slanted, white, block letters arranged in a straight horizontal manner on a scroll which curls back at the right end. "Winnipeg, Man." is in thinner text slanted to the right and partially overlying an irregular edged, shaded background which extends under the centre of and above the whole design.

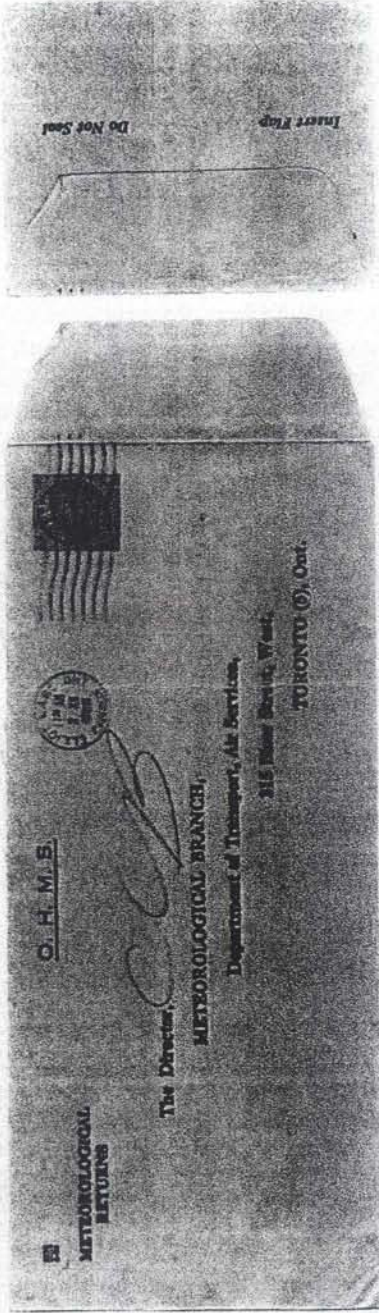
2) On P23 (shown). Shows unframed illustration/drawing of Farmer's Advocate Building from front right corner. It is interesting that this drawing differs in detail from the photograph of the same building shown on another card (W3 below). Immediately below the illustration are three lines of small text, each of which are separated from the overlying line by a blank line or space. The lines read: "The New Fireproof Building of/The Farmer's Advocate and Home Journal/14-16 Princess St., Winnipeg, Man" (no period after "Man"). Below this text is a short plain line/printer's mark which separates it from an additional two lines of text reading: "The only weekly Agricultural Journal/published in Western Canada."

3) On P23 (shown). Shows framed photographic image of Farmer's Advocate Building from front right corner but oriented more to the side than the previous view. Immediately below the illustration are three lines of small text, which are similar to that given for the previous card but which are not separated from each other by a blank line or space. The lines read: "The New Fireproof Building of/the Farmer's Advocate and Home Journal/14-16 Princess St., Winnipeg, Man."(period after "Man"). Below this text is a short plain line/printer's mark which separates it from an additional two lines of text reading: "Western Canada's Agricultural/ Weekly".

Acknowledgements: Dick Staecker assisted in compiling data on the cards in this series and as always, has my sincere thanks for his encouragement and Stephen Harding assisted with tracking down some references. I used several sources of information for this article but the two most informative, particularly for the magazines early years, were "The House of Weld", an article which appeared in *MacLean's Magazine* for July 15, 1931 (pages 10, 44-45) and the obituary of William Weld which appeared as an editorial in the *Farmer's Advocate and Home Magazine* issue for February 1891 (Volume XXVI, Whole No. 302, pages 1-3).



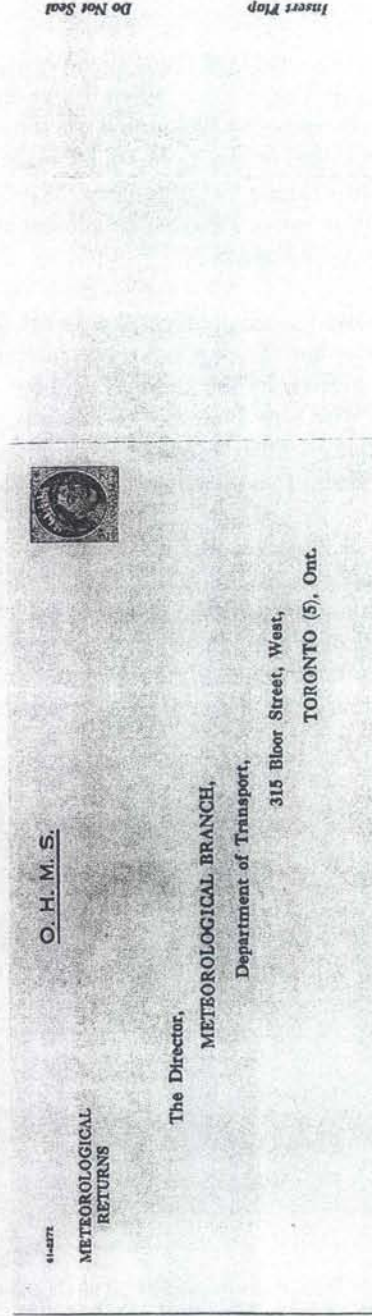
Sent in by Pierre Gauthier:
This 1930 viewcard mailed from Montreal in 1938 was used to acknowledge shortwave reception (card 251). Has anyone else seen similar cards being used in this way?



BW

12. 2272 (over) 6-59 // O.H.M.S. // METEOROLOGICAL / RETURNS // The Director, / METEOROLOGICAL BRANCH / Department of Transport, Air Services, / 315 Bloor Street, West, / Toronto (5), Ont. /// Insert Flap Do Not Seal

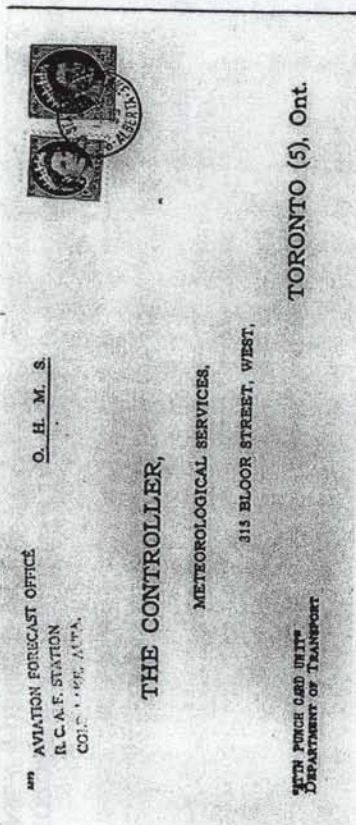
13. 2272 (over) 4-61 // O.H.M.S. // METEOROLOGICAL / RETURNS // The Director, / Meteorological Branch / Department of Transport, Air Services, / 315 Bloor Street, West, / Toronto (5), Ont. /// Insert Flap Do Not Seal



14. 61-2272 // O.H.M.S. // METEOROLOGICAL / RETURNS // The Director, / METEOROLOGICAL BRANCH / Department of Transport, / 315 Bloor Street, West, / Toronto (5), Ont. /// Insert Flap Do Not Seal
- ungummed round pointed flap at right

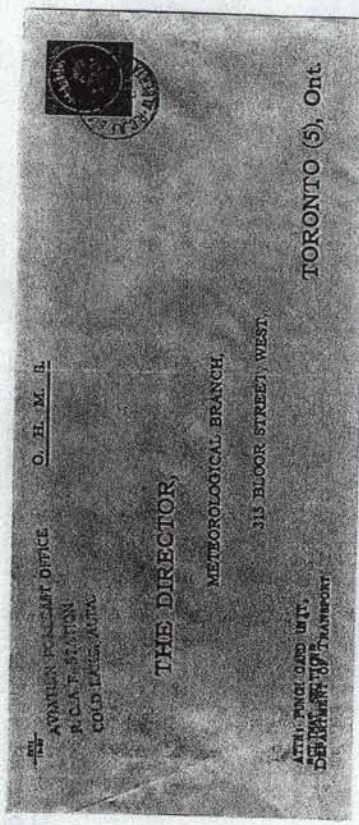
METEOROLOGICAL ENVELOPES

DEN541-50b 4 ¢ purple WILDING, 225 x 98, manila, cross flap



1. 2273 // O.H.M.S. // THE CONTROLLER, / METEOROLOGICAL BRANCH / 315 BLOOR STREET, WEST, / TORONTO (5), ONT. ///
 (used 17 X 59, and PG has March 15, 1960)

DEN543-37 5 ¢ blue WILDING, 225 x 98, kraft, cross flap 35.00 35.00

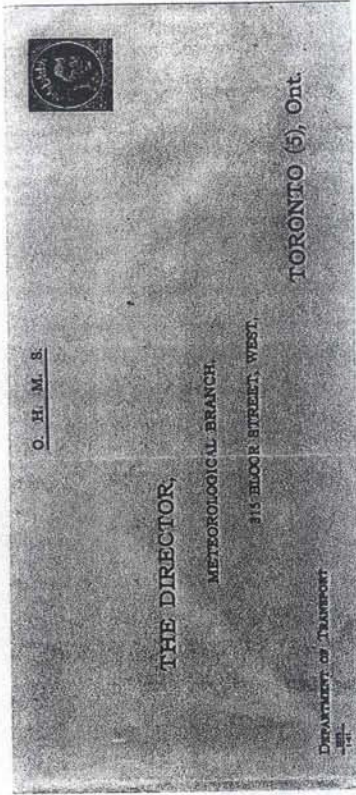


1. 2273 (over) 10-57 // O.H.M.S. // METEOROLOGICAL / RETURNS // THE DIRECTOR, / METEOROLOGICAL BRANCH / DEPARTMENT OF TRANSPORT, / 315 BLOOR STREET, WEST, / TORONTO (5), ONT. // // DEPARTMENT OF TRANSPORT (used ? ? 61, 14 II 1960)

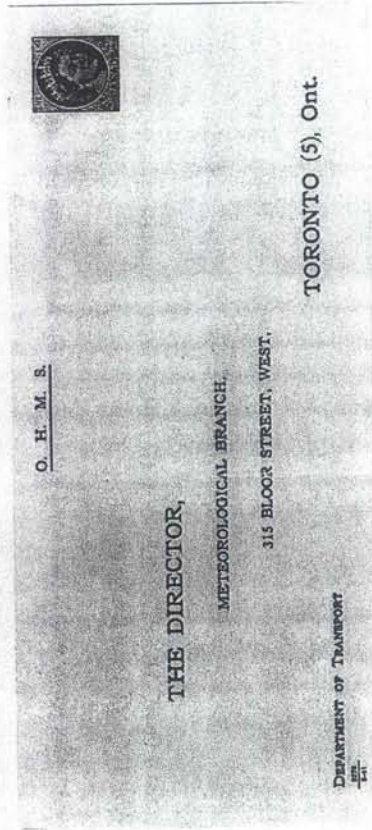
METEOROLOGICAL ENVELOPES

35.00 35.00

DEN543-40c 5 ¢ blue WILDING, 229 x 102, kraft, cross flap



1. O.H.M.S. // METEOROLOGICAL / RETURNS // THE DIRECTOR, / METEOROLOGICAL BRANCH / 315 BLOOR STREET, WEST, / TORONTO (5), ONT. // DEPARTMENT OF TRANSPORT / 2273 (OVER) 1-61



2. O.H.M.S. // METEOROLOGICAL / RETURNS // THE DIRECTOR, / METEOROLOGICAL BRANCH, / 315 BLOOR STREET, WEST, / TORONTO(5), ONT. // DEPARTMENT OF TRANSPORT / 2273 (OVER) 5-61