

Postal Stationery Notes

Volume 20 No. 1

November 2004

#9 ILLUSTRATED CARDS

"The Bain Wagon Company, Woodstock, Ont."



Figure 1

Milwaukee, Wisconsin and later in Batavia, Illinois. During these days he was to make the acquaintance of, and become a life-long friend of, Charles Comiskey, who would go on to become owner of the Chicago White Sox (and, in 1919, the infamous Chicago Black Sox who threw the World Series in exchange for bribes from gamblers). It was in Illinois that he met and married Esther Kale of Rock Island. In 1880 the brothers returned to Woodstock and in 1882 they founded their own company in that town which eventually employed 45 people. However, in 1890 they sold that firm and moved to set up a new wagon and carriage company in Brantford, Ontario which was named the "Bain Brothers Manufacturing Company." They even repurchased their old Woodstock company and moved it too to Brantford, merging it with the new firm.

Continued on page 4

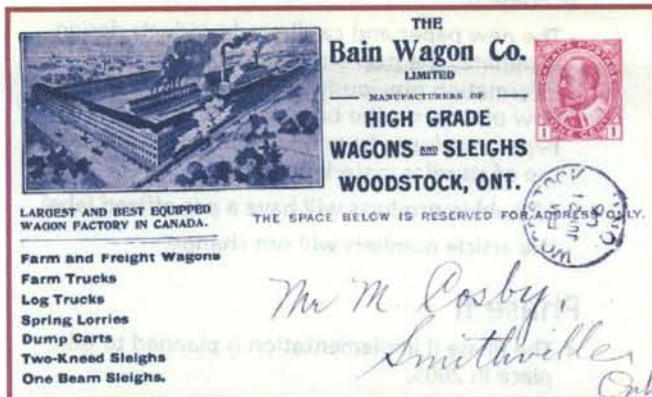


Figure 2

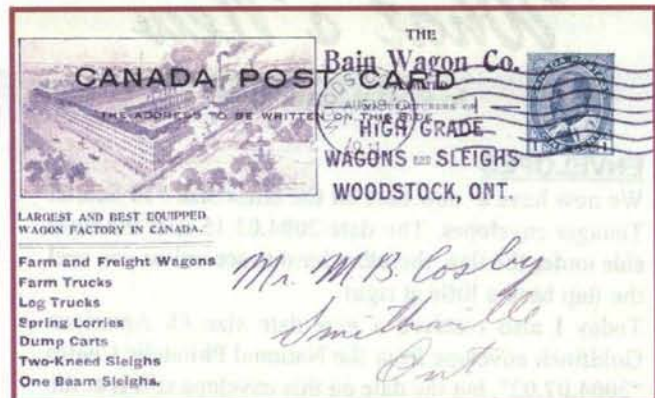


Figure 3

by Chris Ellis

Of Scottish descent, and sons of a cabinetmaker, brothers George Archibald Bain and John Alexander Bain were born in Woodstock, Upper Canada in 1846 and 1852 respectively. They began their careers working for the local Hay and Co., a furniture manufacturer. George went to Rock Island, Illinois where he gained additional training through an apprenticeship with a carriage maker there. John learned wagon and carriage building working first for the T. & J. Hinks and Co. in Brantford, Ontario and because of higher wages also moved to the midwestern United States to work. A skilled ball player, John played professionally while living in the US, first in

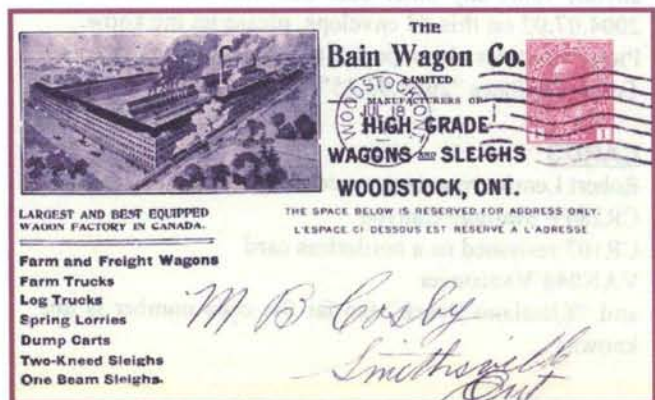


Figure 4

Editor's Notes

With our 20th volume we bring you the ninth research article of illustrated cards by Chris Ellis. But Chris told me that it will be the last article for the time being, because his spare time at the University is very limited to do some more research. So how about some other member filling in? Has anyone some historic information about other companies which produced illustrated postal cards?

Recently a new book was published by the British North America Philatelic Society. This book "Early Canada Post Cards, 1871-1911" by George B. Arfken should be of great interest to postal stationery collectors. A review of this book by John Grace is on the next page.

If the mailing label on your envelope says V20#1 it is time to renew your membership in the Study Group. Dues are \$CAN8.00 or US equivalent for the next volume of six issues. Please make your cheque or money order payable to JOHN GRACE.

Dick Staecker

.....

What's New

in Postal Stationery

ENVELOPES

We now have a new date on the latest size #10 Scarlet Tanager envelopes. The date 2004.03.15 is at the right side under the flap, therefore hard to see unless you peel the flap back a little at right.

Today I also received a new date size #8 American Goldfinch envelope from the National Philatelic Centre "2004.07.02", but the date on this envelope still is at the right side (so it would be visible on a used item). If anyone finds any other date between 2003.02.03 and 2004.07.02 on this #8 envelope, please let me know.

Pierre Gauthier also reported a new date on the size #10 Tulip envelopes "2004.03.15".

CARDS

Robert Lemire reports more cards in the new PCF series: CR284V Maligne Canyon
CR107 re-issued as a borderless card
VAN046 Vancouver
and "Kitsalano Beach" (so far the code number is not known)

XPRESSPOST / PRIORITY COURIER

See below for new issues of redesigned prepaid Xpresspost and Priority Courier envelopes.

Prepaid Distribution Products Simplification Initiative



Canada Post is changing the design and function of the prepaid distribution products. The change will occur in two phases:

Phase I

- Starting September 20, 2004, Canada Post will offer the following enhancements for Xpresspost and Priority Courier Prepaid products. (Value Packs and Birthday products are not included in Phase I):
 - The new paper and cardboard products design eliminates the peel and stick label. All essential information previously found on the label is now printed on the back of the containers. Paper envelopes have been improved with the use of sturdier material.
 - All bubble products will have a pre-affixed label.
 - The article numbers will not change.

Phase II

- The Phase II implementation is planned to take place in 2005.
- Changes will impact all prepaid distribution products including Value Packs and Birthday products.
- Shipping and Delivery Services will be re-branded and a new look will be featured.

Distribution strategy

- The new prepaid products will be at the RSC as of September 20, 2004. New products will be distributed once old stock is depleted.
- ROSS outlets: you may place your order to replenish inventory using the Retail Store.
Non-ROSS outlets: use the enclosed order form.

A POST CARD FEAST

by John Grace

EARLY CANADA POST CARDS, 1871-1911;

George B. Arfken, 2004, spiral bound, 134 + vi + 2 pages, 8½x11. Published by the British North America Philatelic Society.

This is a wonderful blockbuster of a handbook, every page of the text a delight to read. For the sake of clarity let it be said that we are dealing here for the most part with "postal cards", as one calls them in the U.S. The first "postal" card was issued by the Austro-Hungarian Empire on October 1, 1869. Other countries quickly issued their own, and they became immensely popular with the public, mostly because of the significantly lower postage rate. (From here on I will use the term "post card".)

The first Canadian pre-stamped post card was issued June 1, 1870, the earliest reported post mark being June 7, 1870. So look carefully at all Webb #P1 you see; there is room for discovery. In the handbook the Earliest Reported Postmarks list for this period appears in Appendix 1A on page 121.

The book is divided into eleven chapters and nine appendices. The chapters are: 1. Domestic Usage. 2. Newfoundland. 3. United States. 4. United Kingdom. 5. Germany. 6. Universal Postal Union. 7. Unusual Destinations. 8. Registered Domestic Post Cards. 9. Registered Post Card Drop Letters. 10. Registered Post Cards to the United States. 11. Registered Transatlantic Post Cards. Appendices are: 1A. Earliest Reported Postmarks. 1B. Canadian Postal Rates for Post Cards. 2-8. Post Office orders and notices. There is an extensive Bibliography.

Chapters 1 to 6 trace the issues and the gradual expansion of their use from the first regulation mandating use only in Canada up to the full admission of Canadian cards to the international mails under the UPU in 1878. This review is not going to trace all the ups and downs of seven years. The author does that in great detail, but always in a lively and clear style. For under or overpaid cards, postage due, private cards etc. you will have to buy the book! Especially interesting are the politics and machinations that occurred about the admission of Canada to the UPU.

The long section of Chapters 6 and 7 (pages 53-98) is for this reviewer one of the most interesting sections. One can ask "Just how many of these cards do you think could have been addressed to some of these places, and how many can have survived?" The author thinks that the German East Africa card and the one to Macao may be unique. A sampling of other destinations: Canary Islands, Sarawak, Aden, Persia, Zanzibar, Tasmania.

The concluding chapters eight to eleven trace the convoluted regulations governing registered post cards, a sort of on-again off-again thing.

It is very hard to find anything here to criticise, because the only fault I can find is one common to most, or at least many, publications in colour. It is a problem for me when I go to make a copy while I am mounting my collection. Photocopiers and scanners seem to have a hard time with buff, which more often than not comes out as yellow, subdued or brassy, but yellow nonetheless. A valiant effort was made to adjust the colours in the handbook and some yellows are not as startling as others. But this is a mere quibble. The yellows apart, the illustrations are bright and clear.

EARLY CANADA POST CARDS, 1871-1911 is available from BNAPS Book Department in Ottawa, Ian Kimmerly Stamps, 112 Sparks Street, Ottawa, ON K1P 5B6. Phone: 613.235.9119.

E-mail: kimmerly@cyberus.ca. Internet orders may be placed at www.iankimmerly.com/boutique/books.html.

Prices for members of BNAPS are:

\$C49.95, \$US 36.95. Shipping is extra: 10% Canada, 15% US, 20% overseas. GST is added. Consult the Book Department for the percentage for your province.

The BNAPS Book Department has moved from Calgary to Ottawa, and now sells its books to members at a small advance over the cost of production, at a discount of 40% from retail.

George B. Arfken is the author of *Canada's Small Queen Era 1870-1897*, co-author (with Arthur Leggett) of *Canada's Decimal Era 1859-1868*, co-author (with Harry Lussey and Horace Harrison) of *Canada's Registered Mail 1802-1909*, and author or co-author of many articles in several major philatelic journals.

**#9 ILLUSTRATED CARDS:
"The Bain Wagon Company, Woodstock, Ontario"**

Continued from page 1

Their residence in Brantford proved short-lived. Brantford's farm machinery and implement manufacturers, the Massey-Harris Company, purchased shares in the Bain siblings' company. This move was part of the Massey-Harris Company's expansion into the production of other kinds of farm implements and machinery and along with Bain they also bought control of other companies which manufactured equipment such as seed drills and ploughs. The affiliation with Massey-Harris allowed the brothers to return to Woodstock and set up a new enterprise, the "Bain Wagon Co." They purchased the premises of an empty former farm implement manufacture (Batterson-Wisner Co.) on Dundas Street in Woodstock's east end for their factory. Under this arrangement, John was General Manager of the Bain company while George became Plant Superintendent and a director of the firm. Through Massey-Harris they were able to market Bain wagons across Canada and eventually beyond. They focussed on farm wagons but sleighs and lighter spring wagons were also produced. The company was quite successful, as by 1901 they had over 200 employees and produced over 10,000 wagons annually which was almost half the wagons sold in all of Canada at that time. A major reason for the success was the beginning of the Boer War when the company was contracted to produce transport wagons and ambulance wagons for the military—a tradition they would continue through the First World War as well. The firm continued to expand and at their height employed 950 people.

George was apparently not that outgoing and there are suggestions his health was not good. He died somewhat prematurely after a prolonged illness on Sept. 1, 1910 at the age of 64. He was said to have been held in the highest esteem by his

employees who closed down the plant on the day of his death and all are said to have attended his funeral. John seems to have been more involved in the broader community. Among other things, he served on various municipal bodies, becoming an elected member of the Woodstock Town Council in 1889-90 and after the sojourn with the company in Brantford, he was elected to the Woodstock light and water commission, eventually serving as Chair of that body. He also was active in the Woodstock Board of Trade/Chamber of Commerce and in 1903 and 1904 served as its President. He even was part of the Chamber's 1900 delegation which petitioned the Town of Woodstock to seek "City" status, a status which was granted in 1901. Other community involvements included serving on the Board of Trustees of the Woodstock General Hospital and being an active member of the Oxford County Historical Society. He served time as President of both those organizations. John continued as the Bain General Manager until retiring in 1926. At that time the firm ceased to exist as a discrete entity as it was completely purchased by, and became a direct part of, the Massey-Harris, eventually Massey-Ferguson, conglomerate. However, Bain descendants continued to work for the Woodstock branch of the Massey-Harris/Ferguson Company. John Bain died on March 1, 1933 at the age of 80, having been in ill health for some years.

The Bain Wagon Co. seems to have used advertising on postal stationery fronts from about 1905 to 1915 and mainly to have used Edwardian cards. I know of only four different cards which all incorporate the same illustration: an aerial view of their extensive factory accompanied by the same text. There seems to be little or no change in the design or typesetting over this period and the main difference is the type of Webb card used and the colour of the ink used to print the advertising. It is probably for this reason that the Edwardian card types are frequently encountered in auction lists and dealer stocks (except those on P22 [#3 on the list below] which seem to represent an ad hoc usage and are exceptionally rare). All card backs I have seen are very similar and consist of shipping notices sent to customers.

PLEASE PRESERVE THIS TILL SETTLEMENT.

Woodstock Ont., **JUN 20 1906**

Mr. *M. Cosby*

DEAR SIR,—We have today shipped to your address.....
 to *Smithville* Station, via *W. J. N. B.* as per instructions from
 Massey-Harris Co., Limited, Toronto, the following in *6* pieces. Wt. *1100* lbs

FREIGHT PREPAID.

NO.	SEER	TIRE	WHEEL	BOX	REMARKS
<i>1</i>	<i>Hay</i>	<i>Stock</i>	<i>Rack</i>	<i>40"</i>	<i>Box</i>

**UNLESS GOODS ARE REMOVED FROM
STATION WITHIN 48 HOURS
RAILROAD WILL CHARGE YOU STORAGE.**

BAIN WAGON CO., Limited.

N.B.—See that you get the EXACT number of pieces, at arrival station, before signing the Railway Company's receipt. All claims for Shortages or Damages must be made immediately on receipt of Goods or they will not be allowed.

The back of a Bain Wagon Co. Card

1) On P23 in black ink (shown). Rectangular view of factory at top left. Text to left of stamp reads (slashes indicate line breaks): THE/ Bain Wagon Co./ Limited/ --- MANUFACTURERS OF ---/ HIGH GRADE/ WAGONS AND SLEIGHS/ WOODSTOCK, ONT. Text below illustration reads: LARGEST AND BEST EQUIPPED/ WAGON FACTORY IN CANADA./ Farm and Freight Wagons/ Farm Trucks/ Log Trucks/ Spring Lorries/ Dump Carts/ Two-Kneed Sleighs/ One Beam Sleighs.

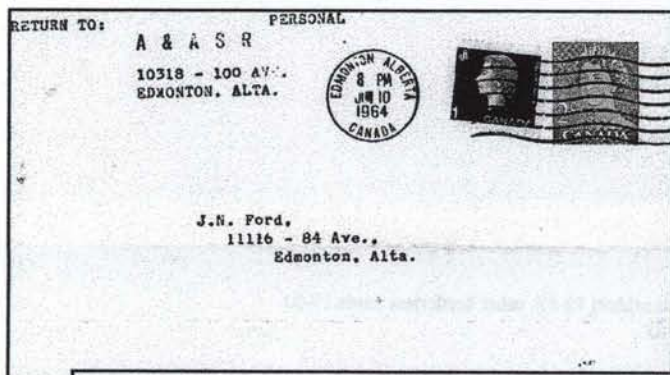
2) On P23 in blue ink (shown). Same text and illustration as #1.

3) On P22 in black ink (shown). Same text and illustration as #1.

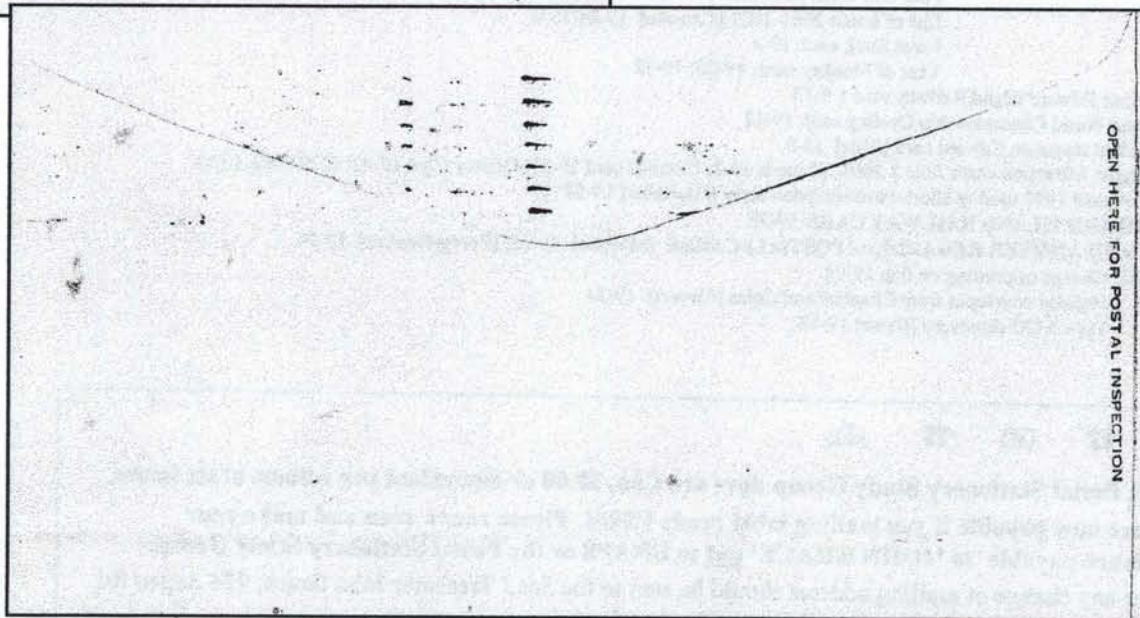
4) On P28d in black ink (shown). Same text and illustration as #1.

Acknowledgements: There are no good published or extensive histories of the Bain firm although some company records are now housed at the University of Guelph. As a result, in order to reconstruct this summary history of the firm and the Bain brothers, I have relied on a very large number of references, ranging from business directories, to newspaper obituaries, to histories of the Woodstock Chamber of Commerce, to pamphlets commemorating Woodstock "Old Boys" Reunions. However, an especially useful source was an article on John Bain's passing which appeared the day he died, March 1, 1933, in *The Daily Sentinel Review - Woodstock and Ingersoll* newspaper, pages 1 & 10.

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A photo copy of this interesting size #8 second Karsh issue envelope was sent in by Peter Zariwny. At first glance it looks like a regular envelope, but closer examination reveals that it must be a private order envelope. It has a somewhat larger stamp impression and the postal inspection notice on the back is in black and in one line (English only). The regular envelopes have the postal inspection notice in two lines (bilingual).



POSTAL STATIONERY NOTES - INDEX VOLUME 19

AUGUST 2003 to SEPTEMBER 2004

(Volume + page #, e.g. 18-47/48/49 means volume 18, pages 47, 48, and 49)

BNAPEX 2003 report 19-12

BULOVA CARDS [Zariwny] 19-4; [Machum] 19-36; [Zariwny] 19-36

CANADIAN NORTHERN RAILWAY [Ellis & Staecker] 19-11

CHRISTMAS AND EASTER SEAL CARDS [Zariwny] 19-4; [Staecker] 19-36

ENVELOPES

Advertising on envelopes for electricity [Staecker] 19-31

Date coded envelopes (production quantities) [Geijsbeek] 19-33

(discovery) date 2003.10.15. [Gauthier] 19-23;

(discovery) date 2004.03.15 [Gauthier] 19-42

Eagle Envelope colour variety [Sagar] 19-32, 34;

Meteorological envelopes [Covert] 19-7/8/9/10; 19-13/14/15/16/17/18/19/20; 19-27/28/29/30; 19-37/38/39/40
19-44/45/46/47/48/49/50/51; 19-59/60/61

Private order EN540-40c [Fraser] 19-54

Special cahets on 1960's envelopes [Staecker] 19-21

INDEX Vol 18 19-6

ODDS'N'ENDS:[Grace] # 42-49 19-4; # 49-51 (error of numbering) 19-36

POST CARDS

P2 Express card [Staecker] 19-36

Canada Can card 19-2

Canada Celebration Pack card 19-53

Canadian Northern Railway colour variations [Ellis & Staecker] 19-11

Christmas Seal card from USA [Zariwny] 19-4; on P75d [Zariwny] 19-4

Cigarette Order cards [Grace] 19-5

Department of Agriculture reply cards 19-35

Edward cards to overseas [Staecker] 19-41/42

Hydro card as bill 19-4. See also 17-47

Illustrated Cards #8 [Ellis] 19-52/55/56/57/58

Longines-Wittnauer Card on US Franklin [Zariwny] 19-4

Lucy Maud Montgomery Card 19-2

Post Card Factory cards: ATC201A [Lemire] 19-3

Borderless cards [Zariwny] 19-43 [Gauthier] 19-53; other borderless cards 19-53

Colour variations or missing colour 19-53

Four new cards [Gauthier] 19-22

List of Issues 2001-2003 [Cannon] 19-24/25/26

Percé Rock card 19-3

Year of Monkey cards 19-23; 19-32

Prince Edward Island Railway card 1 19-35

Road World Championship Cycling card 19-12

Shifted stamp on Edward card [Ellis] 12-3

Tourist Attraction cards June 2 2003, 10 cards 19-2; Carnival card 19-32; Oratory Card 19-42; CNE Card 19/53

Viewcard 1930 used as short-wave reception reply [Gauthier] 19-58

PRINCE EDWARD ISLAND RAILWAY CARD 19-35

QUESTION AND ANSWER REGARDING POST(AL) CARDS [Molnau] 19-22; [Perry-Hooker] 19-34

XPRESSPOST Change of printing on flap 19-54

Holiday envelopes from Chapters and Coles [Covert] 19-23

Type 5 GO discovery [Ryan] 19-43



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 V20#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

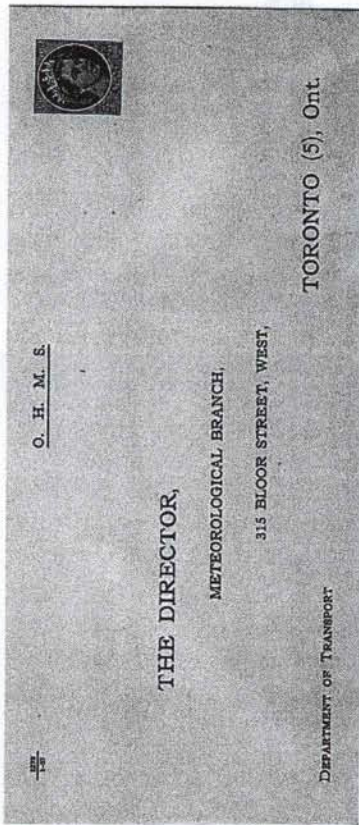
All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to

dstaecker@rogers.com



METEOROLOGICAL ENVELOPES

DEN543-40b 5 ¢ blue WILDING, 229 x 102, manila, cross flap 30.00 30.00



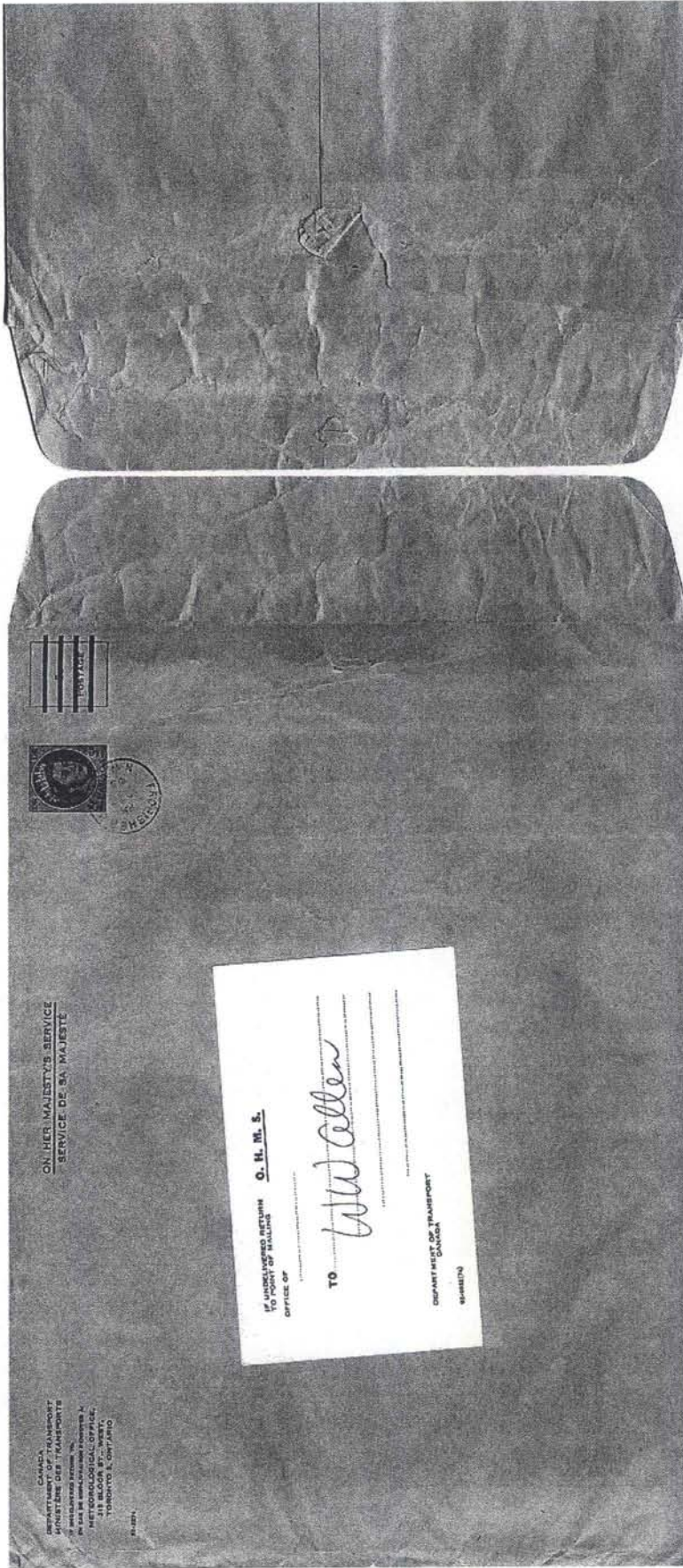
2273 (over) 3-57 // O.H.M.S. // METEOROLOGICAL / RETURNS // THE DIRECTOR, / METEOROLOGICAL BRANCH, / 315 BLOOR STREET,
WEST, / TORONTO(5), ONT. // DEPARTMENT OF TRANSPORT
(PG has used NOV 30, 1959)

The manila paper of EN543-40b is a poor quality paper with a buff tone, compared to the far better quality and browner paper of the others.

1-

DEN543-60 5 ¢ blue WILDING, 306 x 230, kraft, centre seam

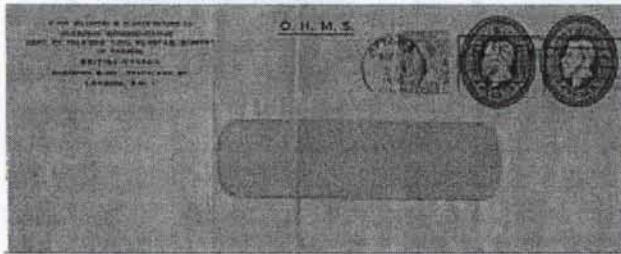
60.00 60.00



1. CANADA / DEPARTMENT OF TRANSPORT / MINISTÈRE DES TRANSPORT / IF UNDELIVERED RETURN TO / EN CAS DE NON-LIVRAISON
 RENOYER À / METEOROLOGICAL OFFICE, / 315 BLOOR ST., WEST / TORONTO 5, ONTARIO / 61-2294 // ON HER MAJESTY'S SERVICE /
 / SERVICE DE SA MAJESTÉ (used ? ? 63, PG has used Feb 11/64)

ODDS 'N' ENDS BY JOHN GRACE

#53. Webb DEN 516. The corner card on this private order envelope reads: IF NOT DELIVERED IN 10 DAYS RETURN TO/OVERSEAS REPRESENTATIVE/DEPT. OF SOLDIERS' CIVIL RE-ESTABLISHMENT/O



OF CANADA/BRITISH BRANCH/CANADIAN BLDG., TRAFALGAR SQ./LONDON, S.W. 1

On the back of the envelope: NOTE TO PENSIONER/If you have changed your address write your new address below. Detach on/dotted line and mail in a new envelope addressed to Department of Soldiers' Civil/Re-establishment of Canada, Canadian Building, Trafalgar Square, LONDON, S.W. 1/ PENSION No.....NAME...../NEW ADDRESS....

2¢ + 2¢ green George V lined hair die side-by-side on manila paper, 222 x 86 mm., with window 101 x 25 mm. with cross-flap. Used: Ottawa, Ont., May 17, 1926. A recent lucky purchase on eBay.

#54.

A new Bulova card reported by Peter Zariwny on Webb P75, 2¢ brown George VI blank card 1943/offset. Colours: dark and light green, dark and light brown, yellow, gold, red, grey and printing in black. Chahley's Jewellery, Grand Forks, B.C. Added to Bulova listing 28.IX.2004 Bulova card total now 122.

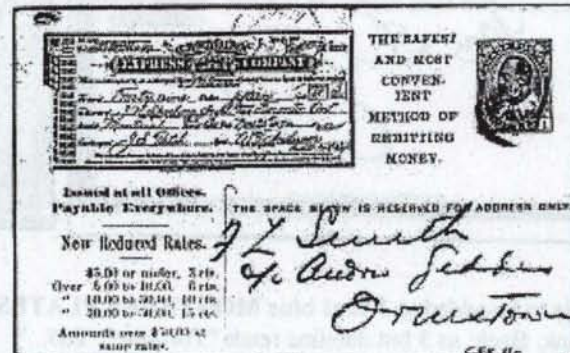
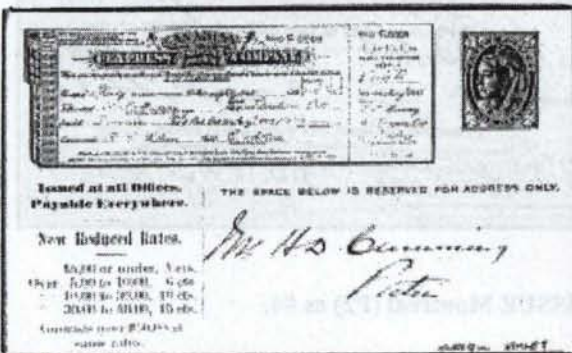
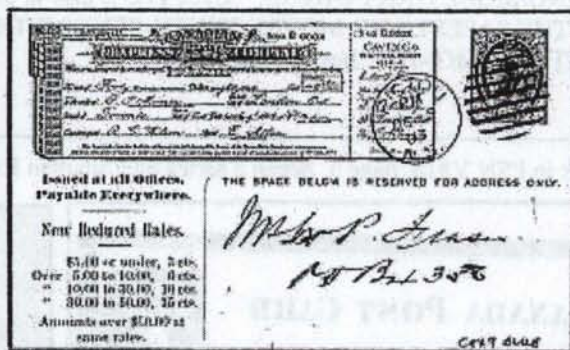


#55.

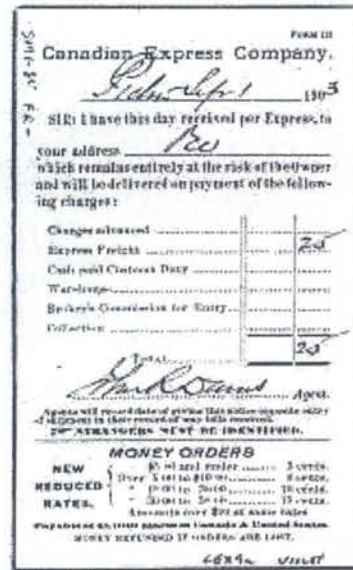
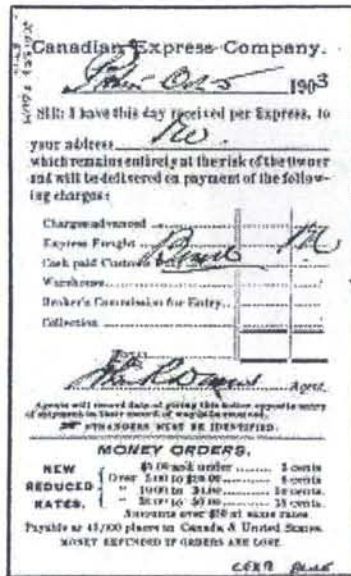
Another Bulova card, also reported by Peter Zariwny, on a 1¢ green Franklin card from the USA. Colours: green, red, yellow, brown, and gold, with printing in black. Sheret Jewelry, Springville, N.Y. Added to listing 28.IX.2004. Total now 123.



#56. CEX6, CEX9, CEX9a, CEX11c



56 (cont.) Here are the backs of the cards on the previous page



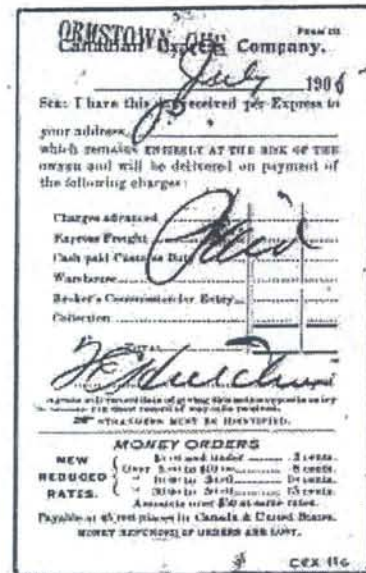
These cards were provided by Chris Ellis, for which we offer many thanks. Refer to earlier articles in PSN V#16, pages 37-39 for fronts and V#17, pages 8-10 and 17-20 for backs.

Notes:

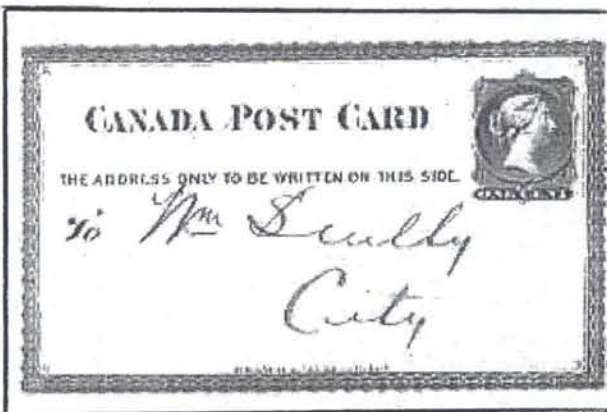
CEX 6 is in French, The card in the PSN article is in English.

CEX 9 and CEX 9a were listed but not illustrated. CEX 9 is in blue and CEX 9a is in violet.

CEX 11 is listed in Webb as CEX 11 in violet, CEX 11a in blue, CEX 11b in black, all with "SAFEST AND/BEST METHOD/ OF/ REMITTING/MONEY/ANYWHERE." CEX 11c is also in blue but with "THE SAFEST/AND MOST/CONVEN-IENT/METHOD OF/REMITTING/MONEY." beside the stamp.



57. Back in PSN V#15, page 5, began a series on Canadian Express Company cards This card, supplied by Dick



Staecker is to be added to 1 cent blue MONTREAL PLATES ISSUE Montreal (P2) as #4. Front: Blank. Back: as 3 but dateline reads "Toronto, ...188..."