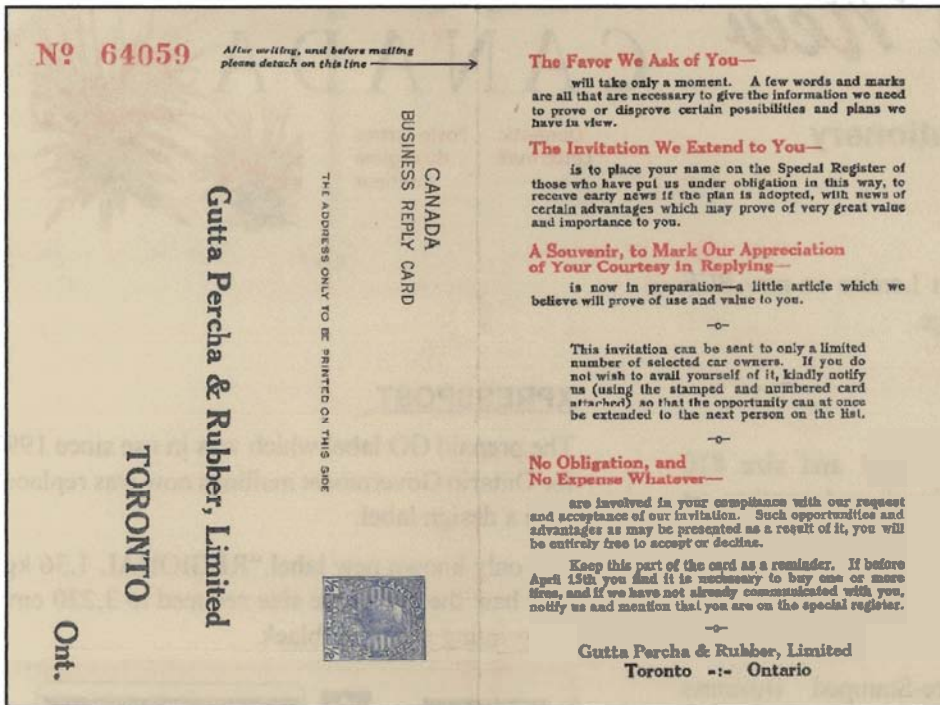


Postal Stationery Notes

Volume 21 No. 6

April 2007



#12 ILLUSTRATED CARDS : "Gutta Percha & Rubber, Limited" by Chris Ellis & Dick Staecker

This unusual business reply card with a ½ cent blue die I postage stamp impression was produced as special order for Gutta Percha & Rubber, Limited in Toronto.

That unusual large size card of 154mm x 203mm probably was issued to facilitate the text for the

detailed request of driving habits to car owners, to be filled, put into a stamped and mail the stamped half with the return address.

The message half has no stamp imprint, therefore the card probably was sent to car owners in a postage paid envelope.

Most likely for record keeping each card was numbered.

More about Gutta Percha & Rubber, Limited cards see page 54

<p>Read Conditions. Worst roads I have to use. Mark a ring around one of the letters at right:</p> <p>A. Boulevard or Concrete only..... A ..</p> <p>B. Average city conditions; rails, street curbs, parking, traffic speed changes, etc..... B ..</p> <p>C. Country average; sharp ruts, loose pebbles, sharp broken stone, grinding out of mud, etc..... C ..</p> <p>D. Heavy bumps, rut-avalanche, sharp inclines, frost ruts, bridge rails, etc. MUD, oil, wastes, etc..... D ..</p> <p>E. Off roads; fields, woods, stubble, brush, stumps, quarries, rock trails, etc. Unavoidable..... E ..</p>		<p>I accept your invitation. Please place my name on special register to receive prompt news of any developments and important advantages. (Please write very plainly)</p> <p>My Name and Address</p> <table border="1"> <tr> <td colspan="2">MY CAR</td> <td>1</td> <td>2</td> </tr> <tr> <td>Make</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Type or Model</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Year</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tire size</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tire type</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(Fabric, Cord, Balloon, Semi-Balloon, Solid)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Rim, (Climcher or Straight Side)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Spacers</td> <td></td> <td></td> <td></td> </tr> </table>		MY CAR		1	2	Make				Type or Model				Year				Tire size				Tire type				(Fabric, Cord, Balloon, Semi-Balloon, Solid)				Rim, (Climcher or Straight Side)				Spacers			
MY CAR		1	2																																				
Make																																							
Type or Model																																							
Year																																							
Tire size																																							
Tire type																																							
(Fabric, Cord, Balloon, Semi-Balloon, Solid)																																							
Rim, (Climcher or Straight Side)																																							
Spacers																																							
<p>Driving-Skill and Care. My own opinion as to the worst driving my car is likely to have, whether by myself, member of family, or employee. (Mark one letter.)</p> <p>A. Highly expert, never forgetting the car..... A ..</p> <p>B. Expert, but disregarding tires in constant emergencies..... B ..</p> <p>C. Average intelligent careful driver, not expert..... C ..</p> <p>D. Poor driver, intelligent, willing, but incompetent..... D ..</p> <p>E. Bad, wild, rough, careless on road, parking, etc..... E ..</p>		<p>Names of two Dealers from whom I buy Tires, Tubes or Auto Accessories.</p> <p>1. Name Address</p> <p>2. Name Address</p>																																					
<p>Tire Attention. Other than in driving. Attention to tires, tubes, valves and rims. Inspection after each run for kicked up mud, glass, etc. Prompt correction of wrong inflation. Prompt correction of injuries, etc. Care on sand and oil rims. Use of gauge, etc. My own opinion as to the degree of attention any tires on my car will actually receive. (Mark one) A-100% ; B-75% ; C-50% ; D-25% ; E no attention at all.</p> <p>Speed. AVERAGE. On worst roads, miles per hour.....</p> <p>MAX. On best roads, miles per hour.....</p> <p>Never faster than, miles per hour.....</p>		<p>Buying Radius. Longest Distance I usually drive for regular ordinary buying is..... miles; and for special and important buying is..... miles.</p> <p>The most courteous, obliging and enterprising auto-supply dealer I have met within that radius is</p> <p>Name Address</p>																																					
<p>Used mainly for: Business (Mark X) Pleasure Necessary transportation.....</p> <p>Type of tires now on car: High Pressure Balloon Interchangeable or semi-balloon.....</p>		<p>Value-attitude. Which is of first importance to you? "First cost" "Last cost".....</p>																																					
<p>Balloon Tires. Are you thinking of putting them on, with change of wheels and rims? On all four.....</p> <p>On rear only.....</p> <p>Interchangeable or "semi" Balloon tires. Low pressure, without change of wheels; on rims same size as now on. Are you considering them?</p>		<p>(Note: This nomination is specially important to us. Please write plainly. We will consider it confidential if you request it.)</p>																																					
<p>The MAKE of tire chosen by me is usually decided by: A. My own long and careful comparison of performance and value..... A ..</p> <p>B. General impression without real comparison..... B ..</p> <p>C. Dealer's suggestion..... C ..</p> <p>D. Special price..... D ..</p> <p>E. Emergency, necessity, any make that is right size and handy..... E ..</p>		<p>Do you plan to keep your present car through 1925?.....</p> <p>Do you expect to have to buy one or more tires before April 15th?.....</p> <p>Make of tire I now consider is best all around value, and reason.....</p> <p>Make of tires now on my car.....</p> <p>Tire troubles that bother me most; that I would like to be rid of.....</p>																																					

More material is urgently needed to continue the newsletter. Please send any articles, scans or photocopies or anything interesting about postal stationery to Dieter Staecker 384 Regal, London, ON. N5Y 1J7 or e-mail to dstaecker@rogers.com

What's New

in Postal Stationery

CARDS

An updated report by Robert Lemire on new PCF cards found is on the next page.

ENVELOPES

The new regular prepaid size #8 and size #10 envelopes featuring "Attractions" and another set featuring "Flowers" now are all available at post offices. The last new envelopes I was able to acquire was a set of four different flower envelopes in a pack of 10 on March 2.

Confusing is the "8 Pre-Stamped Business Envelopes" text on the size #8 envelope packs, while I counted 25 envelopes in the first "Attractions" envelopes I acquired, but the size #8 and size #10 "Tourist Attractions" envelopes (10 different designs) and size # 8 and size #10 "Flowers" envelopes (4 different designs) are now advertised in "Details" in packs of 10.

Also the text "Check out the spectacular new designs on our 2007 postage-paid envelopes" is not quite correct in my opinion, the Tourist Attraction designs were imprinted on prepaid postcards in 2001/2002 and the flower designs already were used on the 2005 postage stamps.

The issuing date for the new envelopes was supposed to be on January 15, 2007, but were only available when old stock was depleted.

I am trying to establish the earliest usage of the new envelopes. Please let me know if you think that you may have an ERP.



XPRESSPOST

The prepaid GO label which was in use since 1998 for Ontario Government mailings now was replaced with a design label.

The only known new label "RÉGIONAL 1.36 kg" now has the allowable size reduced to 3,220 cm³. All printing now is in black.



In a bulletin for a new Ontario Newborn Screening Program it was stated that a new prepaid and specially designed Xpresspost envelope will be used for testing and reporting results to health care providers.

None of these envelopes have surfaced yet and anyone who may be able to see one, please send me a scan or photo copy.

MORE PCF CARDS

PCF Corner (by Robert Lemire, rlemire000@sympatico.ca)

The flow of (1995 flag die, type IIIb) cards continues. It seems that all new card printings are being prepared with this indicium. A few earlier cards continue to be found. In the case of two "maple leaf" die Calgary cards, CY046 and CY055, Ken and Sandra Eadie noticed that their copies, purchased several months ago, had printed SKU#,s, and the "catalogue" list indicated that CY046 and CY055 did not have SKU#s. Thus, two new cards! Pierre Gauthier and Raymond Therrien scoured Vancouver during their visits and found several new cards (including "leaf" copies of VCT077). Recently, copies of all three cards have been ordered through a post office in western Canada, and the new "leaf" varieties were received. Ken Eadie also reported the new sticker variety on ATC207V (individualized bar code).

It pays to look carefully and to *always* carry a "want list" with you. Just before Christmas I found a gift card shop with several copies of the "1965 flag" T170, thus almost doubling the number of known copies. Some printings of T198, both the "1965 flag" copies and "leaf" copies *without* an SKU#, are scarce. So far we know of only *one* copy of ATC206, 1995 flag indicium die I with an individualized bar code (it ends in 60058). Among the later 1995 flag, type II cards, T197 has been hard to find in quantity. Also watch for C003, 1995 flag, type II. This card was reported; however the discovery copy was lost, and now no copies are known to be in the hands of collectors.

New Reports (as of 2007-04-08)

These are reports received since early October, 2006 (reports from Ken and Sandra Eadie, Earle Covert, Pierre Gauthier, Brian Cannon, Raymond Therrien, Robert Lemire, Raymond Gagné, Dick Staecker and André Bisailon). An up-to-date **draft** electronic version of the full PCF list (WORD format) is available on request (rlemire000@sympatico.ca).

1995 flag indicium, Type I

PCF-T2A

ATC207a (as ATC207 but with bar code sticker)

maple leaf indicium

PCF-T2D

CY046 with SKU# (previously reported without a printed SKU#, and will be listed as PCF-T2D CY046a)

CY055 with SKU# (previously reported without a printed SKU#, and will be listed as PCF-T2D CY055a)

These two printed card numbers really are CY046 and CY055, not CY 046 and CY 055, and thus these cards differ slightly in style from all other cards reprinted with SKU#s.

PCF-T3D
VCT 077

PCF-T3F
VAN 180

1995 flag indicium, Type II

PCF-T2E
CR068, VAN 182, VAN 185
PCF-T3E
T175

1995 flag indicium, Type IIIa

PCF-T2F
C001V

correction

The maple leaf indicium card PCF-T2D "VAN510", reported two issues ago, should appear in the catalogue list under VAN510 as:

(b) VAN 510 with printed SKU#

1995 flag indicium, type IIIb

PCF-T2F

C 006V
C013V
C047
C 060V
C 079
C096V
C097
CR151
NF141V
OT022
OT045V
T146
VAN118
VAN504
VAN510b

PCF-T3F

ACT 218V O 260
BC 020 O 296
BC 021 O 298
BNG003 Q 505V
C180 OT 051V
CR 221 RCMP-C074V
CR249V T172V
CR369 T175
LL 018 VAN 046
MTL 547 VAN 180
NF 176 VAN 182
O 048V VAN 190
O 109 VAN 506
O 197 VQ089
O 259 VQ 103V

Remaining cards known with the 1995 (small) flag die, type IIIa but not yet reported with 1995 (small) flag die, type IIIb

ATC052, C001V, C 092, C95, MTL107, VQ060



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 V22 #1. Please renew soon and make your remittance payable to 'JOHN GRACE' not to BNAPS or the Postal Stationery Study Group.

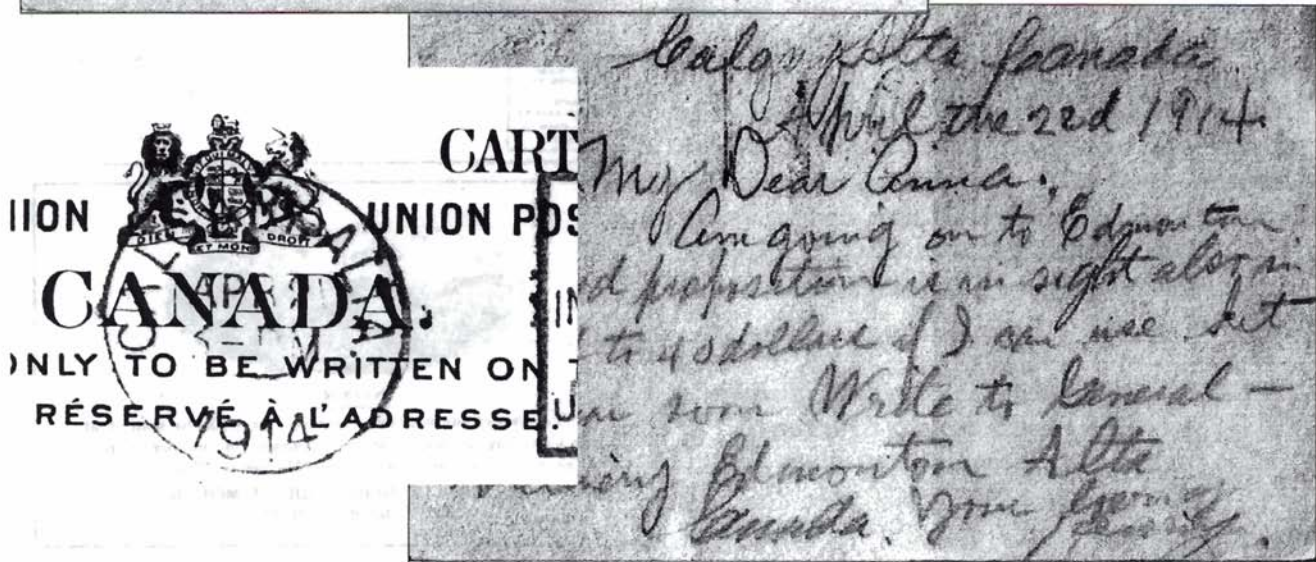
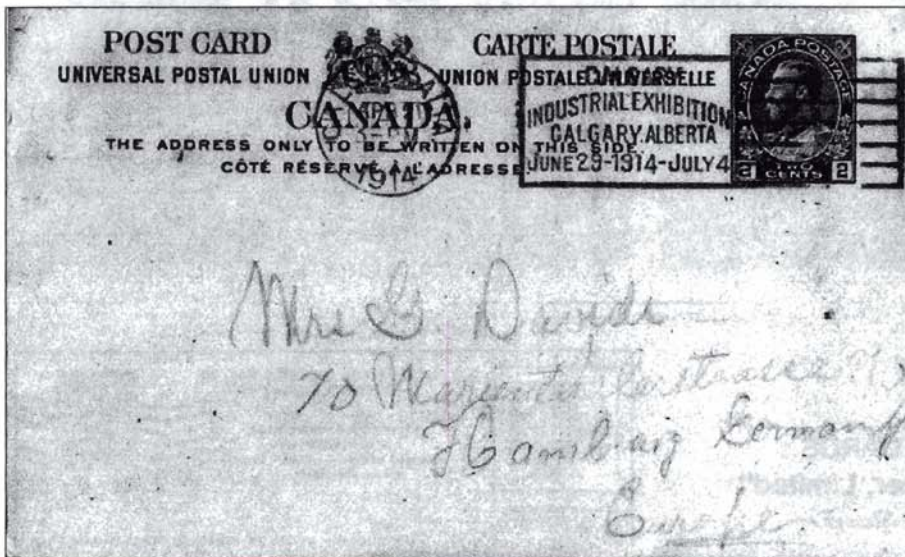
Dues or any change of mailing address should be sent to the Sec./ Treasurer John Grace, 734 Aspen Rd. Pickering, On. L1V 4H2, E-mail jandmgrace@sympatico.ca

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

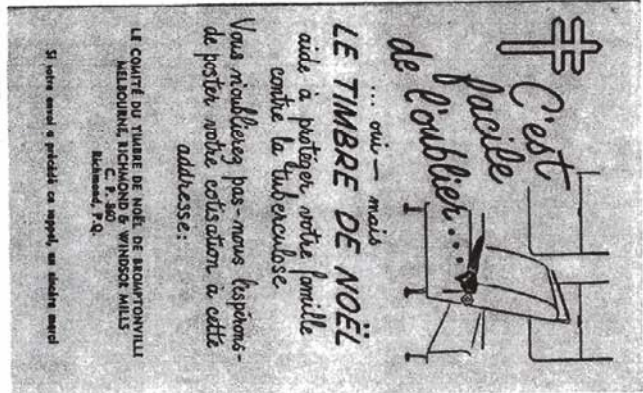
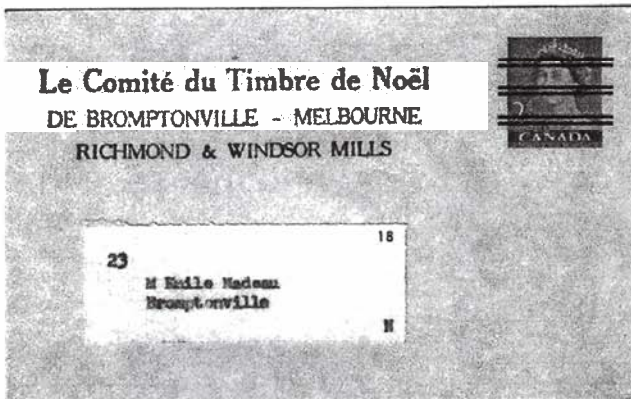
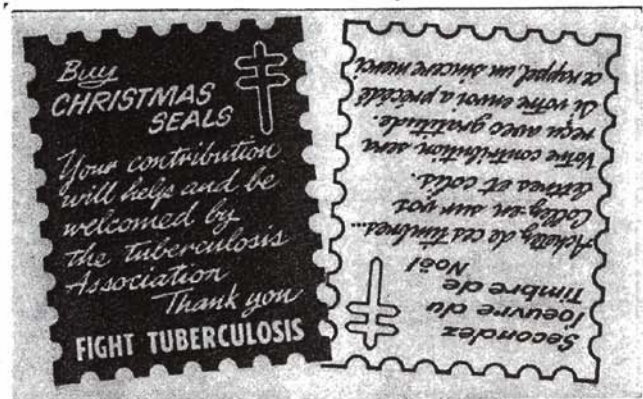
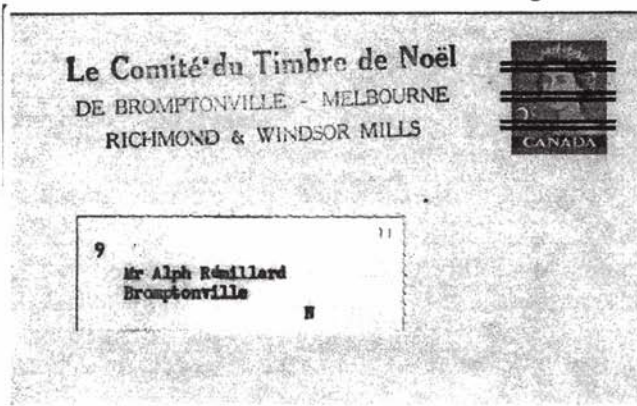


Pierre Gauthier reports a much earlier postmark on the Admiral card P35a (die B)

New date backing a whole six months this die : April 21, 1914 sent to Germany, no receiving stamp.



Two Christmas Seal cards with backs not known before and discovered by Pierre Gauthier.
The first card is in bilingual text and the second card is in French only.



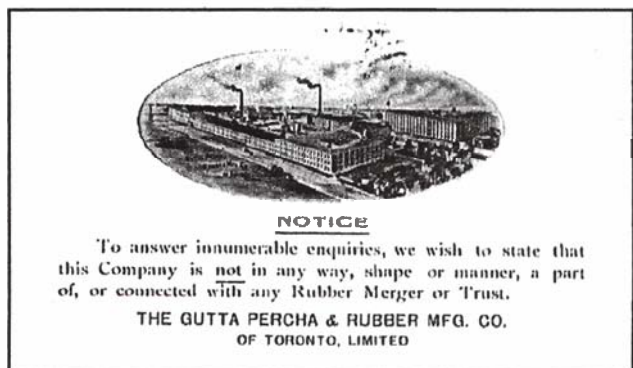
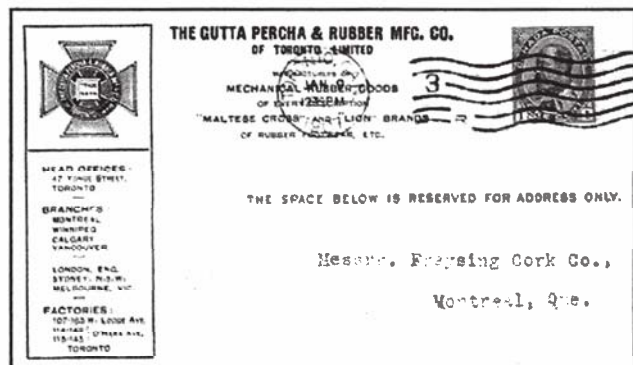
continued from page 49

**#12 ILLUSTRATED CARDS :
"Gutta Percha & Rubber, Limited"**
by Chris Ellis & Dick Staeker

Gutta Percha & Rubber, Limited already existed in 1884 and was listed as a company as late as 1945. Chris Ellis strongly suspects they were actually acquired and became part of the Dominion Rubber Company centered in Montreal during a major expansion and acquisition of other companies by Dominion in 1926 as the wife of Gutta Percha's former director was later Dominion's Chairman of the Board.

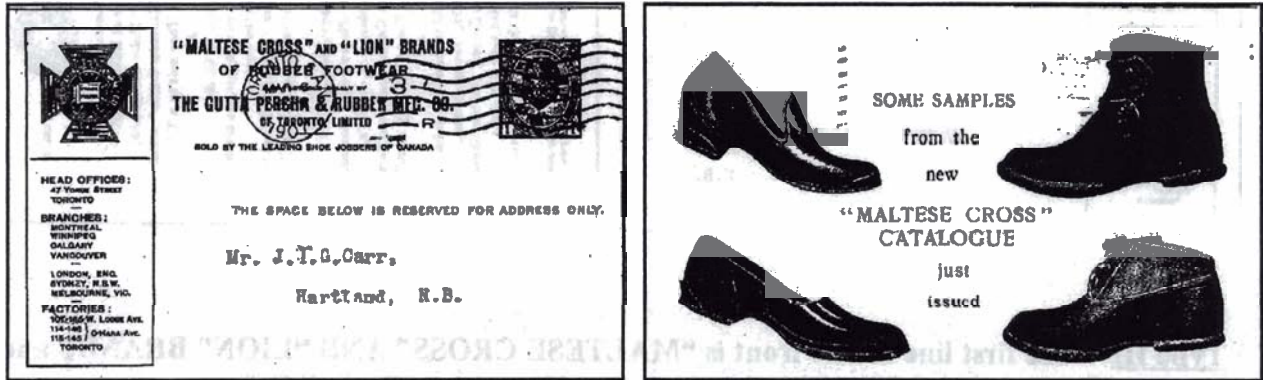
Type I

Card 2. The earliest known card by Gutta Percha showing a framed Maltese Cross on the front and the Toronto factory on the back. Used in January 1907

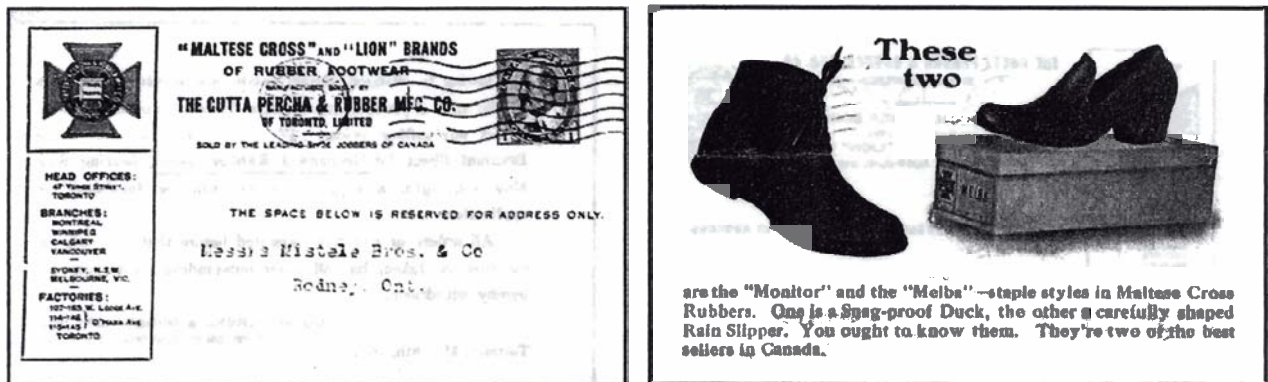


1 cent red King Edward VII prepaid cards
Type II The first line on the front was changed to "MALTESE CROSS" AND "LION" BRANDS

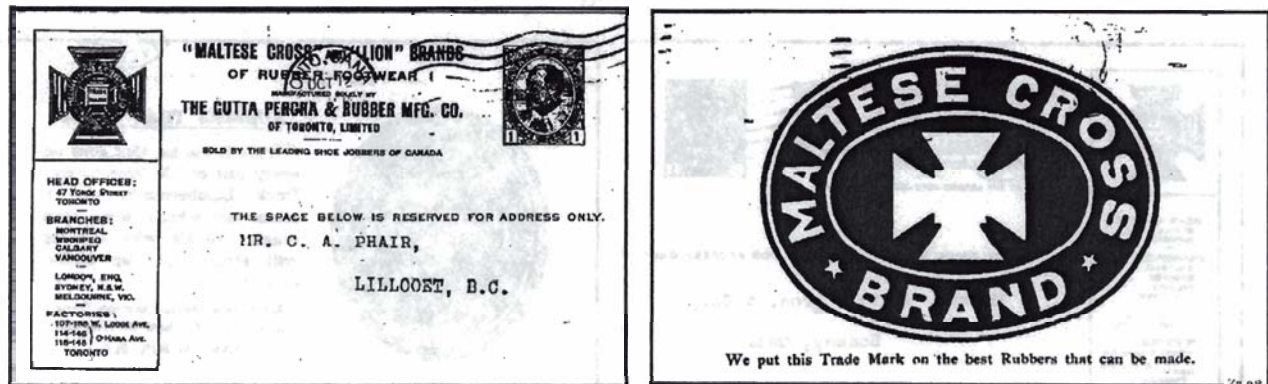
Card 3. Used in March 1907 by Gutta Percha showing a framed Maltese Cross on the front and four sample rubbers from the "MALTESE CROSS" Catalogue.




Card 4. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and two samples from Maltese Cross Rubbers and a shoe box.



Card 5. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark on the back.



Card 6. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark and satisfied customers quotes on the back.



**"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR**

MANUFACTURED EXCLUSIVELY BY
**THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED**

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

MR. A. J. GUIOU,
BUTTERNUT RIDGE, OR HAVELOCK,
N.B.

HEAD OFFICES:
47 TORONTO STREET,
TORONTO

BRANCHES:
MONTREAL
WINNIPEG
CALGARY
VANCOUVER

LONDON, ENG.
SYDNEY, N.S.W.
WELLSBORO, VIO.

FACTORIES:
107-109 W. LORNE AVE.
114-116 } OYAMA AVE.
118-120 } TORONTO

THE BRAND THAT SELLS

Mrs. Blank of Vancouver, B.C.,
Ordered two pairs of Rubbers, 4B.
She said, "Make no mistake,
I want 'Maltese Cross' make.
I've worn them. They suit to a T."

Said a Montreal boy to his dad,
"These Rubbers you bought me are bad.
If I'd been the boss
I'd have got 'Maltese Cross';
They're the best ones that ever I had."


A note to a Winnipeg man—
"Dear Charlie:—Please get, if you can,
Some Rubbers like rubber's,
'Maltese Cross', and no others.
They're lovely. Your own Mary Ann."

From the beautiful town of St. John
To the great rolling Saskatchewan,
'Maltese Cross' Rubber Shoes
Are the kind that they use;
Get Rubbers with this trade mark on.

If there's any trouble in getting them, let us send you
a list of the jobbers who can supply you.

Type III The first line on the front is "MALTESE CROSS" AND "LION" BRANDS and now is without "LONDON, ENG." under "BRANCHES"

Card 7. Used in March 1908 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of price adjustments of Rubber Goods.



**THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED**

MANUFACTURERS OF
MECHANICAL RUBBER GOODS
OF EVERY DESCRIPTION
"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR, ETC.

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

J.L. Roulland Esq.,
Montreal P.Q.

HEAD OFFICES:
47 TORONTO STREET,
TORONTO

BRANCHES:
MONTREAL
WINNIPEG
CALGARY
VANCOUVER

SYDNEY, N.S.W.
WELLSBORO, VIO.


FACTORIES:
107-109 W. LORNE AVE.
114-116 } OYAMA AVE.
118-120 } TORONTO

Owing to changed market conditions, involving increases in the cost of production, we have found it necessary to re-adjust our selling prices. We have issued a new Trade Discount Sheet for Mechanical Rubber Goods, bearing date May 1st, 1912, a copy of which will be furnished on application.

All orders or contracts accepted before that date will be executed as taken, but all other outstanding quotations are hereby withdrawn.

**THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED**
Toronto, May 8th, 1912.

Card 8. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" Duck Lumberman's tag on the back.



**"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR**

MANUFACTURED EXCLUSIVELY BY
**THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED**

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

Messrs. Mistele Bros. & Co.,
Rodney, Ont.

HEAD OFFICES:
47 TORONTO STREET,
TORONTO

BRANCHES:
MONTREAL
WINNIPEG
CALGARY
VANCOUVER


SYDNEY, N.S.W.
WELLSBORO, VIO.

FACTORIES:
107-109 W. LORNE AVE.
114-116 } OYAMA AVE.
118-120 } TORONTO


RUBBERS THAT WEAR

This is the tag that goes on every pair of "Maltese Cross" Duck Lumberman's, and it means just what it says—extra tough. Goods with this tag will stand right up against everything.

Look over the full Maltese Cross line, made for hard service and
FAMOUS FOR FIT.



Card 9. Used in Dec. 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark with arm and money on the back.



"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR
Manufactured solely by
THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

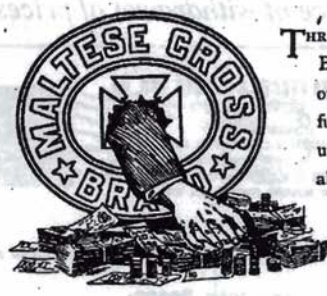
Messrs. Mistole Bros. & Co.,
Rodney, Ont.

HEAD OFFICES:
47 YORK STREET,
TORONTO

BRANCHES:
MONTREAL
WINDSOR
CALGARY
VANCOUVER


SYDNEY, N.S.W.
MELBOURNE, VIC.

FACTORIES:
107-109 W. LOOSE AV.
116-148 O'NEILL AV.
118-140
TORONTO



THROUGH THE "MALTESE CROSS"
BRAND you can get the cream
of the Rubber business. Careful
fitting, stock that will wear,
up-to-date styles, new speci-
alties—all these things push
the sales of Maltese Cross
Rubbers. It's a line that
will pay you to handle.

Card 10. Used in Dec. 1909 by Gutta Percha showing a framed Maltese Cross on the front and two Rain Slipper "Best Sellers" on the back.



"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR
Manufactured solely by
THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

Messrs. Mistole Bros. & Co.
Rodney, Ont.

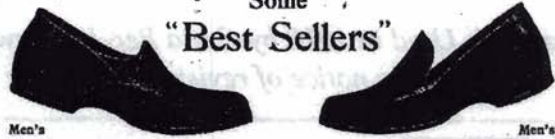
HEAD OFFICES:
47 YORK STREET,
TORONTO

BRANCHES:
MONTREAL
WINDSOR
CALGARY
VANCOUVER

SYDNEY, N.S.W.
MELBOURNE, VIC.

FACTORIES:
107-109 W. LOOSE AV.
116-148 O'NEILL AV.
118-140
TORONTO

Some
"Best Sellers"




Men's
PROTECTOR
Rain Slipper with closed sides

Men's
VALINDA
Rain Slipper

These are the Rubbers that the average man or woman has in mind for rainy weather and spring slush. Both are Maltese Cross quality (which means "the best that can be made"), and come in shapes that fit any ordinary shoe. Probably forty per cent. of the people of Canada want one of these two styles. Have you got them to show?

Card 11. Used in March 1909 by Gutta Percha showing a framed Maltese Cross on the front and with illustration of dogs tearing on a Maltese Cross shoe on the back.



"MALTESE CROSS" AND "LION" BRANDS
OF RUBBER FOOTWEAR
Manufactured solely by
THE GUTTA PERCHA & RUBBER MFG. CO.
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.


J. L. THOMPSON
PORT HOPE ONT.

HEAD OFFICES:
47 YORK STREET,
TORONTO

BRANCHES:
MONTREAL
WINDSOR
CALGARY
VANCOUVER

SYDNEY, N.S.W.
MELBOURNE, VIC.

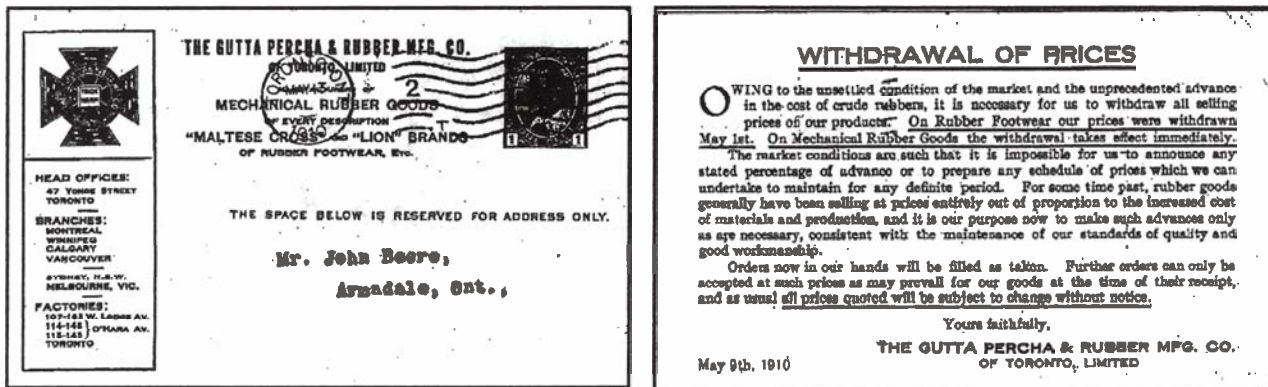
FACTORIES:
107-109 W. LOOSE AV.
116-148 O'NEILL AV.
118-140
TORONTO



ANOTHER WORD
about Maltese Cross BULLDOGS—as to their staying on. The great trouble with most makes of these low-cut sole rubbers is that they slip off the shoe. The BULLDOG holds fast. If properly fitted, there is never any trouble. When you are selling Maltese Cross BULLDOGS you can put this strongly.

Type IV The first line on the front "THE GUTTA PERCHA & RUBBER MFG. CO." as Type I, but now without "LONDON, ENG." under "BRANCHES"

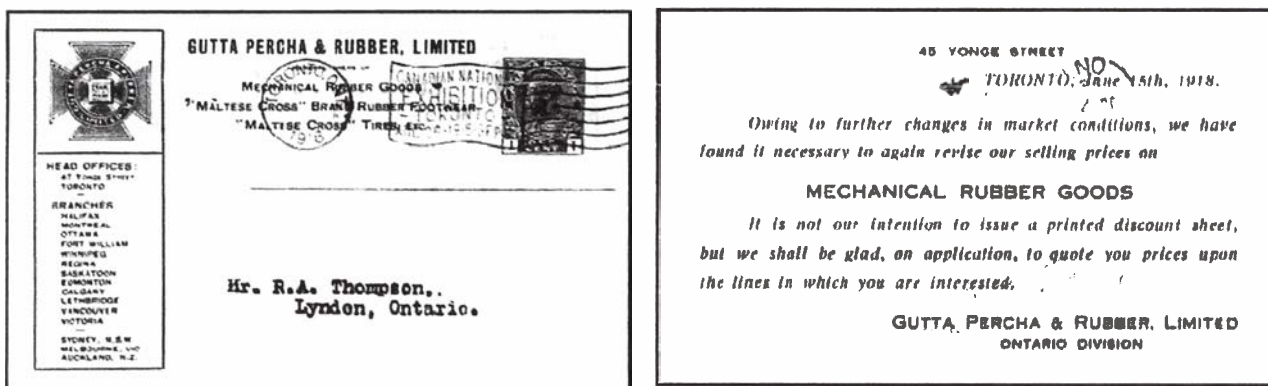
Card 11. Used in May 1910 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of withdrawal of prices on Rubber Goods.



1 cent green Admiral issue type 2 heading prepaid card.

Type V The first line on the front "GUTTA PERCHA & RUBBER, LIMITED"

Card 11. Used in 1918 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of revising the selling prices on Mechanical Rubber Goods.



+++++

A scan of the "FDC" Year of the Pig cards sent to Robert Lemire by Duff Malkin. Too bad, Canada Post messed them up with extra markings.

