

# Postal Stationery Notes

Volume 22 No. 6

November 2009

## New Chairman of the Postal Stationery Study Group!

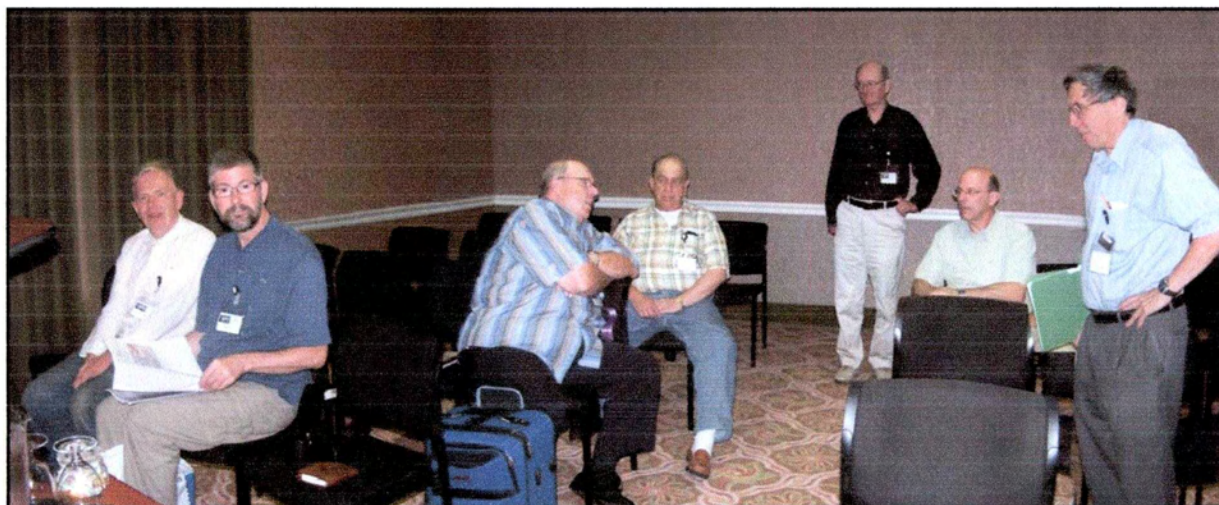


*Earle Covert*

It is with great pleasure that we announce that Earle Covert has agreed to chair the Postal Stationery Study Group. His qualifications are many – his co-authorship of the Webb's Catalog alone, combined with his many years of collecting and exhibiting in the field of Canadian stationery, make him an excellent choice. Thanks, Earle – we appreciate your volunteering to take this on! Please feel free to contact him with new information, thoughts and input, new member invitations, or suggestions and criticisms. Contact information for Earle is listed at the bottom of page 58. We also owe Robert Lemire a debt of gratitude for his long years of service.

## Postal Stationery Study Group Meeting at BNAPEX in Kingston:

A meeting of the Postal Stationery Study Group was held on Friday, September 11, with a number of members in attendance. Robert Lemire conducted a discussion on Post Card Factory cards, and Pierre brought along a nice display of meteorological items which were passed around and discussed. The meeting was then open to questions and topics from members present. Those attending were Robert Haslewood, Adri Veenstra, Earle Covert, Art Klass, Derek Smith, Pierre Gauthier, Bill Walton, Jean Walton, Greg Spring, Peter MacDonald, Don Fraser, Pete Jacobi, and George Dresser [apologies to anyone missed].



L-R: Robert Haslewood, Adri Veenstra, Earle Covert, Art Klass, Derek Smith, Pierre Gauthier, & Robert Lemire.

**Dues time!** Please send your cheque for \$8 (made out to John Grace) for the next volume of PSNotes to John Grace at 734 Aspen Rd Pickering ON, L1V 4H2, Canada.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is essential for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent data collection procedures and the use of advanced analytical techniques to derive meaningful insights from the data. This section also discusses the challenges associated with data integration and the importance of data quality control.

3. The third part of the document focuses on the application of the collected data to inform decision-making and strategic planning. It provides examples of how data analysis can be used to identify trends, forecast future performance, and optimize resource allocation. The document concludes by emphasizing the ongoing nature of data analysis and the need for continuous monitoring and reporting.

4. The fourth part of the document discusses the role of technology in data management and analysis. It explores the use of cloud-based storage solutions, data visualization tools, and artificial intelligence (AI) for predictive modeling. This section also addresses the importance of data security and privacy, particularly in light of increasing regulatory requirements and the potential for data breaches.

5. The final part of the document provides a summary of the key findings and recommendations. It reiterates the importance of a data-driven approach to organizational management and offers practical advice for implementing effective data management practices. The document concludes with a call to action, encouraging all stakeholders to embrace data as a key asset for driving organizational success.



Fig. 1) On P18 (shown in colour). Illustration at centre left of a ham hanging on a nail. On the ham is written: "LAING'S/ ANCHOR BRAND" (slashes show major line breaks). Above ham and between ham and stamp is text in large letters: "Have You Tried Them?/ MILD SUGAR/ CURED." The left side of the ham is inset from the left edge of the card such that it lines up with the "a" in the word "Have" in the line above. Below the ham illustration at left is text in smaller letters: "THE LAING PACKING & PROVISION CO./ MONTREAL." ("PACKING & PROVISION" text is in smaller letters and on two lines).

Fig. 2) On P18 (shown in black and white). Illustration at left same as Fig. 1. Text above ham and extending right towards stamp impression reads: "The Laing PACKING & PROVISION Co./ ...MONTREAL..." ("Packing & Provision" is in smaller lettering in two lines with the first word above the "& Provision"). Text to right of ham and extending down and around "THE SPACE BELOW..." card text reads: "UNEQUALLED/ IN QUALITY/ CURED/ IN/ WHITE/ SUGAR." Text below ham reads: I. C. BOWMAN, Agent./ No. 4 North Wharf, - ST. JOHN, N. B.



Fig. 3: On P18, Mar 3, 1899 from Montreal.

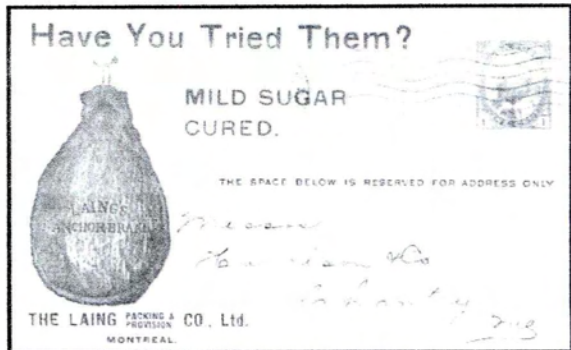


Fig. 4: P23, used June 22, 1905 from Montreal.

Fig. 3) On P18 (shown in colour). Illustration at centre left of a tin of "COOKED OX TONGUE." Text at top reads in large letters: "'ANCHOR BRAND"/CANNED MEATS/ ARE THE BEST.' In smaller letters below the tin is the text: "TRY THEM."

Fig. 4) On P23 (shown in colour). Similar to Fig. 1 above except the spacing between the "MILD SUGAR" and "CURED." line is lessened and the text below the ham illustration reads: "THE LAING PACKING & PROVISION CO., Ltd./ MONTREAL." ("Ltd." has been added to the underlying text). Also, the ham illustration has been moved left towards the edge of the card such that it lines up with the "H" in "Have" in the overlying text. ("PACKING & PROVISION" text is still in smaller font and on two lines).

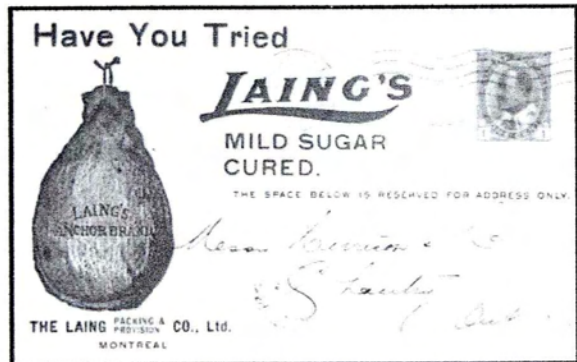


Fig. 5: On P23, used Jan 18, 1906 from Montreal.

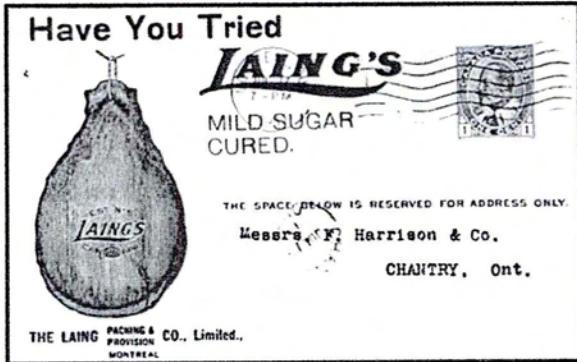


Fig. 6: On P23, used July 17, 1911 from Montreal.



Fig. 5) On P23 (shown in colour). Same as that on Fig. 4 including ham illustration, placement of ham illustration to left such that its left edge lines up with the “H” in “Have” and the text below the illustration. Text at top above illustration and between illustration and stamp now reads: “Have You Tried/ LAING’S/ MILD SUGAR/ CURED.” (LAING’S is in thick script lettering with lower bar of “L” underlining rest of name).

Fig. 6) On P23 (shown in black and white). Same as Fig. 5 except “MILD SUGAR/ CURED.” is in thinner lettering. Also, the text on the ham illustration itself now reads: “EST. No. 5/ LAING’S/ CAN (small crown illustration) APR. The “LAING’S” on the ham is also underlined by extending the lower line of the “L” unlike previous illustrations where there is no underlining. Finally, the “Ltd.” in the line below the ham illustration has been changed to “Limited.”

**Acknowledgements:** Dick Staecker and Robert A. Lee were of immense aid in compiling data on the cards in this series. There are no detailed sources on the Laing company history. I have had to rely on several scattered references for the information available and therefore, the description of the firm’s history is a bit sketchier than for other firms featured in this series. However, for its early history I relied especially on an entry in the book “Montreal Illustrated,” published in 1894, to promote the various businesses of that city.

\*Note: The last entry in this series on Illustrated Cards, “Gutta Percha and Rubber, Limited” by Chris Ellis and Dick Staecker that appeared in PSN 21(6), April 2007 issue, was inadvertently titled “#12” when in fact it should have been #13. #12 features the few cards known of the “Standard Publishing Company – The Canadian Baptist” by Chris Ellis and appeared in PSN 21(2), April 2006.

# What's New

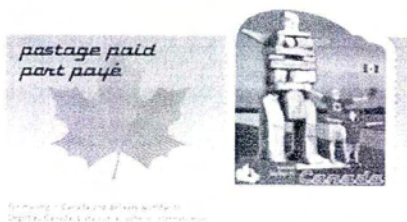
## in Postal Stationery

### New Envelope Dates

Orchids and Gardens #10	04.04.09
Fishing Flies #8 and #10	04.04.09

**Roadside Attractions:** We can now report that the Roadside Attractions prepaid international post cards are printed with indicia matching the “views.” These are shown below and at right.

Inukshuk  
Hay River  
NT



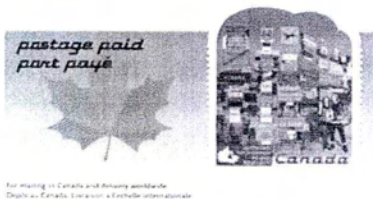
Mr. PG  
Prince  
George  
BC



Pysanka  
Vegreville  
AB



Watson Lake  
Signpost  
Forest  
Watson Lake  
YT



Lastly, Canada Post confirms they did not issue a **Mental Health** envelope in 2009, although they did issue a new Mental Health semi-postal stamp.

Information has been received on a number of new views, including a couple that were completely unexpected, and on some more older views now found with the current die IIIc indicium. Also there is some follow-up on an item discussed in the last issue of PSN.

**2008-2009 New Views**

In the last issue of PSN we noted the discovery of four new Toronto views TOR 2158, TOR 1908, TOR 2340, TOR 1809. Follow-up examination of the PCF website suggested that there also were at least five new Quebec views, five new Rockies views and four new Niagara Falls views to be found. These were dutifully tracked down (thanks to Earle Covert, Michel Ledoux, Raymond Gagné and your persistent PCF reporter) in various shops (but not in PO outlets). Then, Raymond Gagné found an unexpected New Brunswick view (NB 106) at the Hopewell Rocks souvenir shop, and I found a Niagara-on-the-Lake card (CST 7905). The latter two were essentially printed to private order by PCF for specific shops. The other new views were generally available to all PCF outlets (and a late report from Raymond Gagné indicates that the new Quebec views are now available in some post offices). Below is a summary of the new PCF views found over the last year.

<u>card #</u>	<u>view</u>	<u>bottom-left bar code</u>	<u>top-middle bar code</u>	<u>SKU#</u>
CP 017	Chateau Frontenac	64392 60070	73418 20098	260335
CR 2436	Canadian Rockies collage	64392 00409	73418 20852	260356
CR 2523	Mt. Rundle in Winter	64392 00409	73418 20851	260355
CR 2524	Moraine Lake in Winter	64392 00409	73418 20850	260354
CR 2556	Elk/Rainbow at Jasper Park	64392 00409	73418 20832	260357
CR 2557	Jasper National Park	64392 00409	73418 20833	260358
CST 7905	Niagara-on-the-Lake views	64392 60070	-----	260335
NB 106	Hopewell Rocks	-----	64392 60070	260336
NF 803	View of Niagara Falls	64392 00409	73418 20848	260352
NF 1813	Horseshoe Falls	64392 00409	73418 20849	260353
NF 2448	Collage of Niagara Falls	64392 00409	73418 20847	260351
NF 2555	American Falls	64392 00409	73418 20831	260350
Q 2171	La Basilique Sainte Anne	64392 00409	73418 20862	260367
Q 2249	Winter Montmorency Falls	64392 00409	73418 20858	260364
TOR 2158	Skyline at night	64392 00409	73418 20853	260359
TOR 2340	CN Tower at Night	64392 00409	73418 20855	260361
TOR 1908	Waterfront	64392 00409	73418 20854	260360
TOR 1809	CN Tower information	64392 00409	73418 20856	260362
VQ 2427	Collage of Quebec City	64392 00409	73418 20860	260366
VQ 2172	Le Fresque/The Fresco	64392 00409	73418 20861	260368
VQ 2247	Winter at Chateau Frontenac	64392 00409	73418 20859	260365



Looking at the sequences of SKU numbers and bar codes on the new Niagara Falls, Toronto, Rockies and Quebec views, I believe that there may be "missing" cards, but one in particular with the following characteristics:

lower right bar code 64392 00409

centre bar code 73418 20857 (we have everything else from 20848 through 20862)

SKU# 260363 (we have everything else from 260350 through 260368)

It likely would be from a town with several PCF outlets, perhaps a Montreal or Vancouver view, and it probably will not be found in POs.

### **New Reports of cards with the 1995 flag indicium, die IIIc on older views (as of 2009-11-11).**

These are reports received since mid June 2009 (Ken and Sandra Eadie, Earle Covert, Clarence Wigmore Pierre Gauthier, Robert Lemire, Dick Staecker, Michel Ledoux and Raymond Gagné). Except for those marked †, these views are also known with die IIIb. According to the head of PCF, the stamp indicium is printed by Lowe-Martin.

#### **PCF-T2H (with white border)**

C047 CR151  
OT014 T049  
T 146 VAN504

#### **PCF-T3H (borderless)**

C 079 (no SKU#, 1 bar code)*	CR150 (old back**)
CR217V	CR 317
G044	LL018
O 260	VAN 060V †
VAN 086V	VAN 182
VAN 198	VQ 102
WHS040 †	

\* copies with no SKU# and two bar codes have been reported in the last issue of PSN

\*\* this has the "old" PCF emblem and no mention of "Fairmont" in the text on the side of the card with the stamp impression

### **Orientation**

Finally, in the last issue of PSN we noted that the 2-bar code versions of vertical views (CR 291, RCMP 074, T 147) have been rotated 180° with respect to the stamp indicium. The process now seems to be more general. The stamp impression on cards O 260, PRA005V and WHS040V with Die IIIc is at the same end of the card as the top of the vertical view (the reverse of the "old" orientation on the corresponding cards with the Leaf Die or Die IIIb). Also, the "new" orientation is found on the following "new" views (described above) CR 2436, CR 2557 and CST 7905. Die IIIc cards with *both* orientations have been reported for C 042V, G038V, MTL148V, NF 186V, Q 505V, T170V, T171V and T172V. Keep your eyes peeled for a change in orientation of other vertical PCF cards!

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**ALL MEMBERS:** If you are interested in receiving PSN in colour in pdf format by email, and did not receive it this time, it means we do not have your email on file. Please send an email to John Grace at [jpg1353@yahoo.com](mailto:jpg1353@yahoo.com) if you would like to try it out – it's free! If you prefer this version to the mailed version and ONLY want the online version, let us know and we will remove you from the mailing list for Canada Post copies. But you do not need to choose – you can continue to receive both.

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Santa Letters (letters from 'Santa' sent by Post to children writing to Santa) appeared on a national scale in 1982. Prior to that I have seen letters originating in Halifax, Oshawa and the Montreal area. These were done on a local basis as Postal Employees responded to letters they saw in the mail addressed to Santa Claus and no one knew where to send them.

In 1982 the Canadian Post Office started to produce letters which they sent out to children writing to Santa Claus, using the return address North Pole, Canada H0H 0H0 (ho ho ho). These letters were initially responded to by the local Postal Employees until the volume grew to the point where they could not be handled during working hours. Retired Postal Employees and in some cases volunteers were recruited to answer these letters.

Once the program was established and in full swing, the Post Office produced letters in 3 English versions and 3 French versions in 8½ x 11 inch size to reply to anyone writing to Santa before Christmas. There was a letter in French and a letter in English, again in 8½ x 11 size, to reply to letters received or at least replied to after Christmas. In addition there was blank letter head with the illustrations used on all the current year's letters, which could be used to reply in very special cases. These have included replies in Braille or the really heart-rending cases such as the death of a parent, etc. The letters didn't promise anything but sometimes the form letter did not fit. I have seen letters in a foreign language that Canada Post contracted with a firm – run by BNAPS member Henrik Burgers – to translate. How much of this was done I do not know, but Canada Post claims to have answered letters in at least 25 languages.

The #10-sized envelopes used to send the replies back to the children used a permit. The corner card was in either English or French, Canada's two official languages, and the permit (which was bilingual) had that language first in the permit. The envelopes were changed in most years to have a picture which matched the letterhead used for that year.

Thus there could be 6 before-Christmas letters and 2 after-Christmas letters sent in 2 different envelopes.

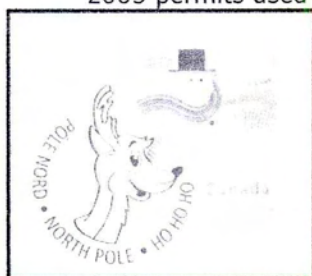
In addition, when a teacher sent in a number of letters written in a classroom without the individuals' addresses, Canada Post produced in most years a poster-sized letter which was folded to fit inside an envelope roughly 9 x 12 inches. The letters were again in English or French with matching pictures. These large envelopes were produced in English and French versions with corners matching the letterhead.

These letters were sent out on a local basis with coordinators in metropolitan areas or the local Postmaster (either female or male). Canada Post's policy was to reply to children from anywhere in the world as well as from Canada. (I do not know how these were handled as obviously they could not be sent from the originating post office in Canada, but in likelihood they were sent from the coordinating office in Ottawa or from where the mail was received in Canada).

In 2006 there was a major change in the envelopes used, making the envelopes collectable as postal stationery. They were produced with an undenominated stamp which had either an English or French precancel. These were in the same letter and the 9 x 12 sizes as previously. There were 4 envelopes in total each year. The letters remained in the same format. They were addressed in the local Post Office and handled as a precancelled piece of postal stationery (or as the Post Office often refers to them as a “pre-stamped” item.) The earlier permits and indicia are shown below:



2005 permits used on Santa letter



2006: Santa indicium with precancels in English & French.



2007: Reindeer indicium with precancels in English & French.

In 2007 the design was changed. That year, someone in the Ottawa area, using Santa envelopes, mailed responses to children which were “inappropriate” (crude). I have never been aware of the contents or whether the individual or individuals concerned were found.

Canada Post’s response in 2008 was to reissue the 2007 design again but with serial numbers on the back with E or F after the number to indicate if it was in English or French. These were used to record to which Canadian post offices the envelopes were sent, as well as to keep track of the individual replying to the children. In 2009, I am told that the Post Office is requiring the Postmaster to keep track by serial number to whom every letter is sent.



2008: The same indicium was used, but the back was changed.



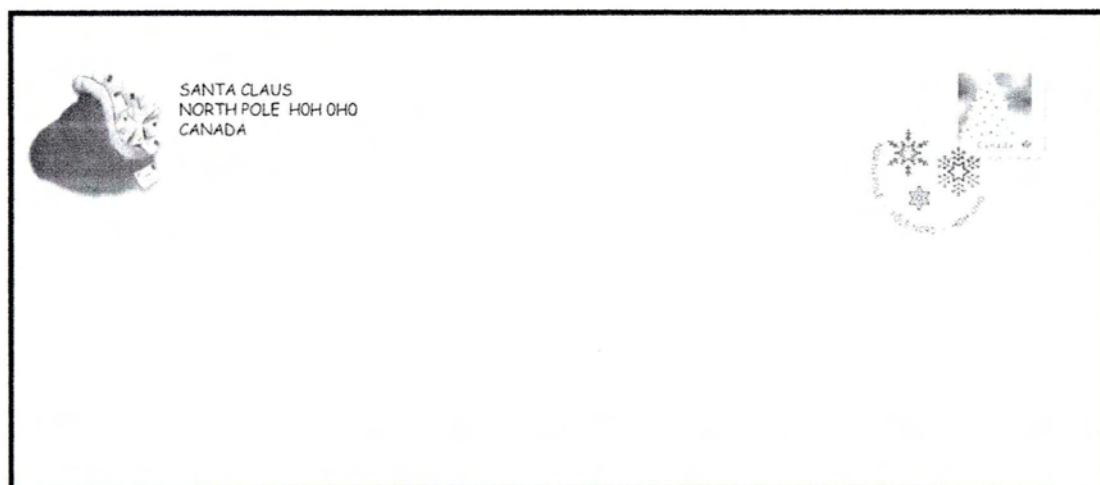
Recycled note with F [French] and E [English] on 2008 envelopes.





2008 envelope backs.

Prior to the incidents in 2007, I could usually get a Postmaster to give me a few of each of the letters especially after they were no longer needed and just before they were to be sent back to a central Provincial Santa Letter Coordinators office. The classroom sized letters and envelopes have always been hard to come by. This was especially true in 2008, when I only have a report of an English and a French version being in a collector's hands, and I have seen only scans of the back of the envelopes. After Christmas last year, I had a number of letters (but not all the versions) given to me plus a few of the envelopes.



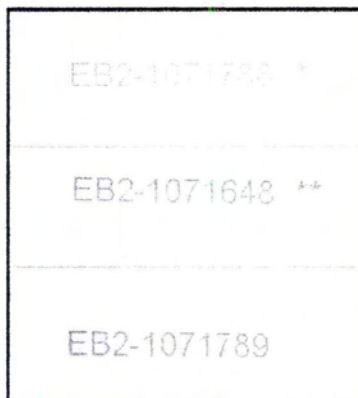
2009 envelope front (English version): Note the undenominated Christmas Tree indicium for domestic postage (P).



Reverse of the 2009 Santa Envelope, with grey number center bottom, and recycling note moved to lower left corner. These envelopes are "official" envelopes.

As I write this on November 19, 2009, I was able to get a 2009 #10-sized (small) envelope for my collection only after I had written a letter to Santa Claus. However, I have "borrowed" the English versions of the 2009 Santa Letter Envelopes long enough to scan the numbers shown, but had to return them on pain of death.

There is a curiosity in the numbers on the backs of the 2009 envelopes. I have only seen English envelopes at two Post Offices. The end envelope on a bundle of 15 had "\*\*\*" after the number. The end envelope on a bundle of 25 had "\*\*" after the number. The remainder of envelopes in each size pack had no mark after the number. What the significance of this I do not know.



2009: Variations in the number (center back) of English small-sized envelope.

These items were never easy to come by, and now, because of the 2007 incident, even more difficult. If you would like to obtain them, I suggest that you enlist the help of children in your family and send off a letter to Santa at North Pole, Canada H0H 0H0. I would be interested in reports and scans of returns from Canada Post. Of less interest to postal stationery collectors, Canada Post now offers the same service by email at <http://www.canadapost.ca/dec/santa/default-e.asp>.