

Postal Stationery Notes

Volume 23 No. 3

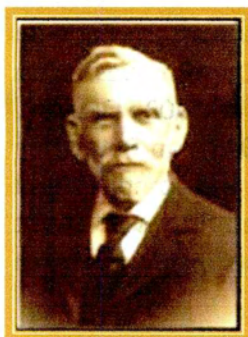
July 2010

#15 ILLUSTRATED CARDS:

"Peter Hay Knife Company, Galt, Ontario"

Chris Ellis

Since their Victorian/Edwardian heyday as producers/users of advertising stationery cards most companies featured in this series have long disappeared or been absorbed by larger firms/conglomerates. However, *The Peter Hay Knife Co.* of Galt (now Cambridge), Ontario still exists and recently celebrated its 125th anniversary, having been founded in 1882.



Peter Hay



The Peter Hay Knife Company*

*<http://peterhayknife.com/History.htm>

Peter Hay was born March 1, 1835 in Lauder, Berwickshire, Scotland, the son of George and Ann (Morrison) Hay. While his parents were in the weaving profession, upon leaving school in 1840 Hay apprenticed as a blacksmith. At the age of 22 in 1857 he emigrated to Canada, initially settling in Montreal where he plied his trade. In 1861 he moved to Galt where he worked first as a foreman for the Goldie and McCulloch Co. foundry until 1869 and then for James Warnock & Co. at their "edge tool works" where he learned about the manufacture of cutting implements that would become the foundation of his own business. Both those companies are familiar in their own right to stationery collectors as regular users of advertising cards. On February 20, 1879, at the age of 43, Hay married Elizabeth Wallace of Galt, who was 12 years his junior, and they had four children including three daughters and a son.

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Emailed copy of PSNotes: To receive PSNotes in colour in pdf format, send your email to John Grace at jpg1353@yahoo.com. 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.

In 1882 Hay started his own business at premises on Victoria Ave. in Galt, manufacturing steel edged cutting tools and machine knives used in woodworking and related manufacturing endeavours for a variety of firms, including his former Goldie and McCulloch Co. employers. Knives could be made to order "of any description" and specific forms made included planer knives, sash knives, moulding knives, star joiner knives, star cutter knives, gauge lathe knives, shaper steel, tenoning spurs, matcher bits and cope cutters, to name but a few examples. The business prospered and Hay was important enough to warrant an entry in the 1886 *A Cyclopaedia of Canadian Biography, Being Chiefly Men of the Time*. There it was said of Hay that "in religion he is a Presbyterian, and in politics a Reformer" and that "his experience has been enlarged" by travelling extensively to major US centres of commerce.

By the late 1880s the company had 12 employees and was producing their specialized knives on demand for firms such as furniture makers across not just Ontario but all of eastern Canada. Hay retired in 1907, and died at Galt at the age of 82 on January 14, 1918. The firm was taken over by a business partner, Alex Gourlay, who had joined the company in 1903. Gourlay, followed by his son Val and grandson Michael, who took over the firm in 1943, ran Peter Hay until the 1990s when the current owners, Cambridge Holdings Ltd., bought the company and took over the day-to-day operations. It still remains a smaller and specialized firm with about 15 employees and its premises are now located in a modern industrial park on Sheldon Drive in east Cambridge.

Peter Hay began using private post cards with illustrated front advertising by at least 1899 and several different examples of such cards are known to me, often showing similar text and illustrations to those later used on postal stationery examples. Sometime around late 1903 to early 1904, the company began using postal stationery cards with pictorial advertising fronts (padpost) and continued to do so until at least 1933. However, few different examples have been recorded after about 1911 so I expect more exist than I have been able to track down. Moreover, even the pre-1911 cards are quite rare, a notable exception being #11 on the list below that is quite common. Hence, I am certain this type listing is incomplete even for the early years. Also, there may be more minor typesetting/text varieties than I list here. As always, I would appreciate any reports of cards differing from those listed here or for any of the businesses in this series on which I have compiled and published data.

As with the earlier Peter Hay private postcards, the padpost always include illustrations of one or more machine knives. The advertisements are usually printed in black ink (only one exception that is in red)* and, excepting the first shown Victorian era card, and the last (Arch) card, always include a double horizontal line extending from beside the illustrations at left to below the stamp impression at right, which separates the text advertising on the cards from the address space below. Listed in order of issue from earliest to latest, the cards include:

* If the color illustrations seem to indicate otherwise, it is a reproduction artifact.

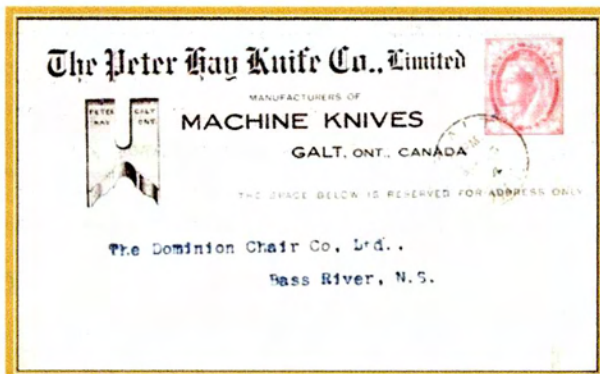


Fig. 1: #1 on P18, with gothic style heading and no dividing line separating the Hay Co. information and the address area.

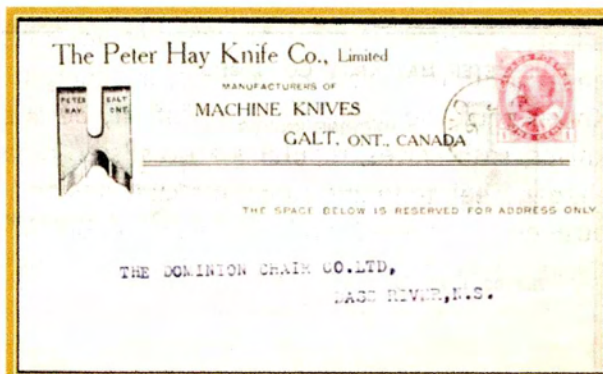


Fig. 2: #2 on P23 - with changes in font style and settings, as described below.

#1) On P18, One Cent Red Victoria (shown used April 25, 1904). Text at upper left reads: "The Peter Hay Knife Co., Limited/ MANUFACTURERS OF/ MACHINE KNIVES/ GALT, ONT., CANADA." (slashes show line breaks). "The Peter Hay Knife Co., Limited" text measures 101 mm long text and is in a bold, fancy, Old English font comparable to that seen on some 1903 era private post cards of the firm. That text line extends above an illustration of a machine knife at left while the rest of the text is found to the right of the illustration in plain unserifed fonts of variable size by each line. The illustration itself is also one often used on earlier private Hay post cards and consists of a single machine knife with a u-shaped depression at the centre top and a somewhat serrated edged v-shaped cutting depression at the bottom centre. The words "PETER/ HAY" occur on the left upper prong of the knife while the words "GALT/ ONT." occur on the upper right prong. The illustration is indented from the left edge such that its upper left corner is aligned with the right side of the "h" in "The" in the line of old English font above. As noted above, this card, unlike all other early issues I have seen, lacks the double horizontal line separating the text from the address space area.

#2) On P23, One Cent Red Edward (shown used July 27, 1906). Text has same wording, line splitting and capitalization as the previous card. However, the upper line of text reading "The Peter Hay Knife Co., Limited" is in a plainer and smaller serifed font and measures 80 mm long and most of the other text lines are smaller than on the previous card and all are serifed. The illustration is the same as that on the previous card but is aligned with the upper line of text of the company name at left rather than indented. This card also is the first to exhibit the double line extending from beside the illustration to the right of the card below the stamp impression separating the text from the address space area, a trait that would continue on subsequently issued cards through at least 1911.

#3) On P23, One Cent Red Edward (shown used January 22, 1907). Text has same wording and line splitting as the previous cards. However, all text is now capitalized and is unserifed and plain. The line reading "THE PETER HAY KNIFE CO., LIMITED" measures 84 mm long. The illustration is the same as that on the previous card but is indented versus the text line above it, its upper left corner lining up with the right side of the "H" in "THE" in a manner similar to the first Victorian card listed above.

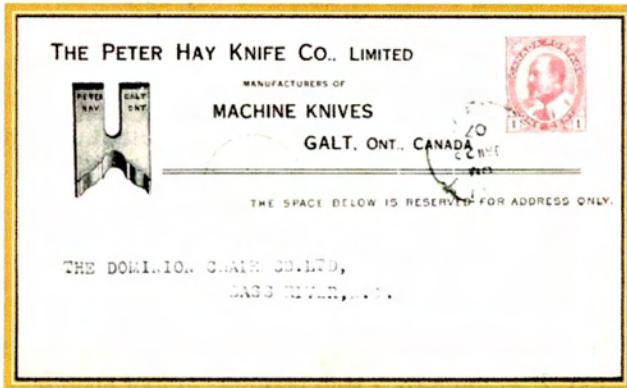


Fig. 3: #3 on P23

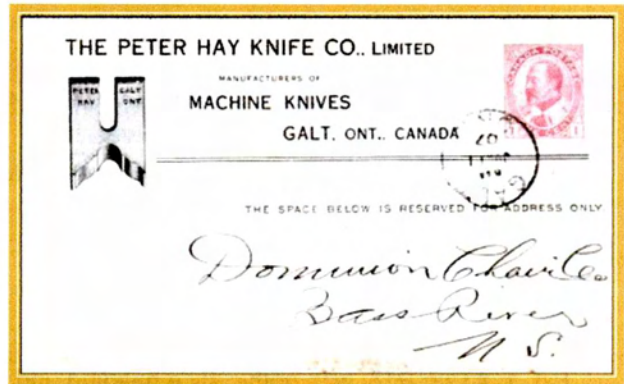


Fig. 4: #4 on P23

#4) On P23, One Cent Red Edward (shown used July 11, 1907). The line reading “THE PETER HAY KNIFE CO., LIMITED” is in a slightly larger font and measures 86 mm long. The illustration is the same as that on the previous cards but is aligned again with the upper line of text of the company name at left rather than indented. Note that there are two type settings of this card that vary based on the horizontal placement of the lowest three lines of text. For example, in the illustrated case the “M” in “Manufacturers” is under the “A” in “HAY”, the “M” in “MACHINE” is under the space between “PETER” and “HAY” and the “G” in “GALT” lines up under the “F” in “KNIFE”. In the other, and apparently slightly later dating (late 1907), type setting the “M” in “Manufacturers” is under the “Y” in “HAY”, the “M” in “MACHINE” is directly under the “H” in “HAY” and the “G” in “GALT” lines up under the “NI” in “KNIFE”.

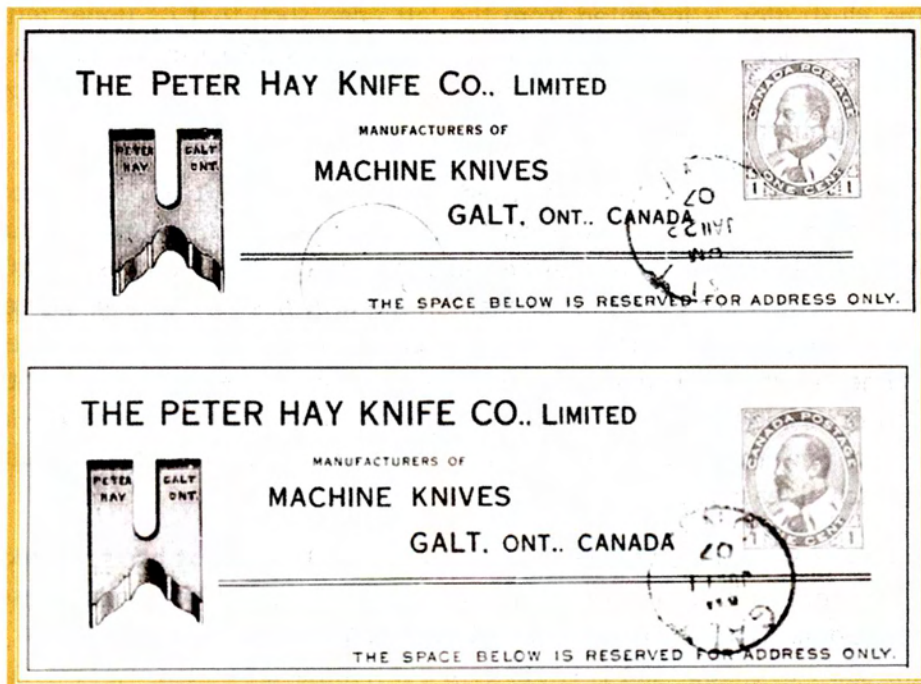


Fig. 5 – illustrating differences in #3 & 4.

#5) On P23, One Cent Red Edward (not shown; an example of this card is illustrated by Gutzman [1988: p. 11]). Text has same wording, line splitting and fonts as the previous card although relative line horizontal placement varies. There are two pictured circular or rotary machine knives (similar to the circular knives shown on card listing #12 below) facing one another with a shaded area in between. The knives have notched cutting edges resembling the blades of a circular saw. There is no company name or logo on the knives.

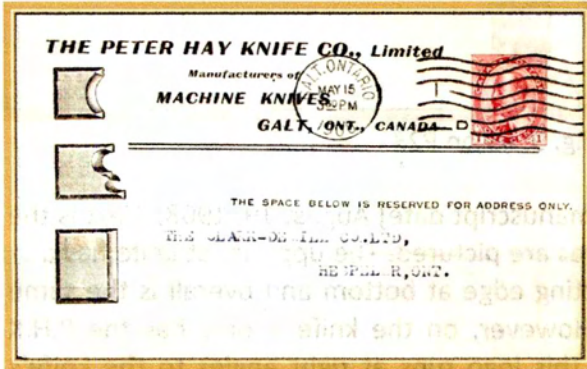


Fig. 6: #6 on P23, illustrating multiple knives.

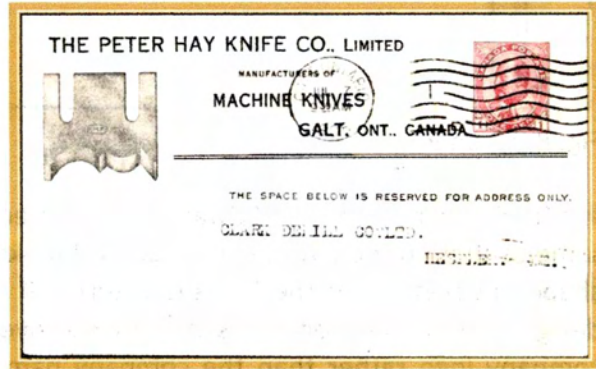


Fig. 7: #7 on P23, showing a new illustration.

#6) On P23, One Cent Red Edward (shown used May 15, 1908). Same text as previous cards but in this example the text is all capitalized except for “Limited/ Manufacturers of” where only the first letters are capitalized. The all capitalized words are in a slanted font lacking serifs and the line reading “THE PETER HAY KNIFE CO., LIMITED” measures 97 mm long. Three knives are shown, all with cutting edges facing the right. The upper knife has a simple concave cutting edge, the middle knife has a double notched cutting edge with the lower notch smaller and extending farther than the upper and the bottom knife has a simple straight cutting edge. There is no company name or logo on the knives.

#7) On P23, One Cent Red Edward (shown used July 7, 1908). Text wording and font is identical to that on cards #3 & #4 above (e.g. plain and unserifed) although again relative horizontal line placement varies. The reading “THE PETER HAY KNIFE CO., LIMITED” is minutely longer than earlier examples being 87 mm. A single rectangular knife is pictured that has two deep u-shaped concavities at top and a complex cutting edge at bottom with two concavities, one of which is completely concave whereas the other has a convex edge at its apex. There is no company name on the knife but it now has a complex, engraved/stamped, company logo, which consists of the letters P.H.K encompassed in an oval shaped “C” with a tiny “o” at right in the open area of the “C” (e.g. “Co”) – see illustration of card #14 below for a larger printed version of this logo.

#8) On P23, One Cent Red Edward (shown used August 19, 1908). Text is the same as that on the previous card although relative line placement varies. Two rectangular knives of the same size are pictured. The uppermost has two parallel grooves running top to bottom while the lowermost knife has a single groove paralleling its length. There is no company name or logo on the knives.

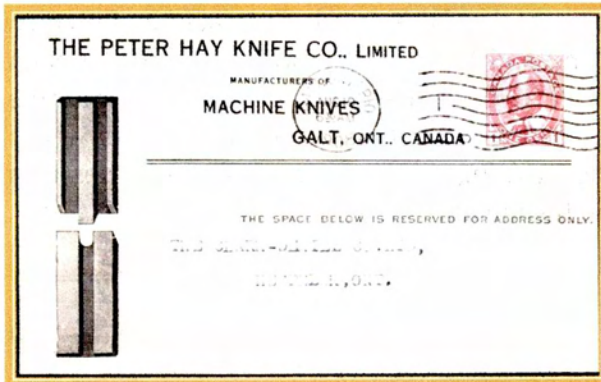


Fig. 8: #8 on P23

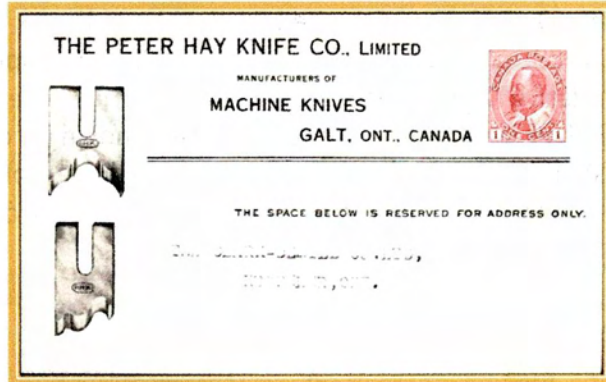


Fig. 9: #9 on P23

#9) On P23, One Cent Red Edward (shown used [manuscript date] August 19, 1908). Text is the same as that on the two previous cards. Two knives are pictured. The uppermost knife has a u-shaped depression at the top and a serrated cutting edge at bottom and overall is the same design as that seen on cards #1 to #3 above. However, on the knife it only has the P.H.K company logo rather than the company name. This logo runs at right angles to the knife's longitudinal axis. The lowermost knife has the same logo and u-shaped concavity at top but the cutting edge at bottom has two concave notches of different widths and depths.

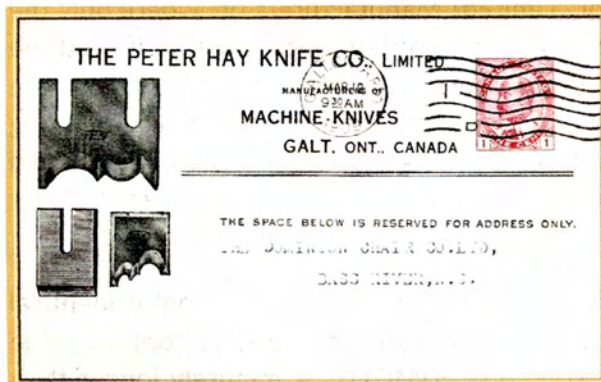


Fig. 10: #10 on P23



Fig. 11: #11 on P23 – all text in red.

#10) On P23, One Cent Red Edward (shown used March 11, 1909). Text is exactly the same as that on the previous three cards although again the relative line placement varies. Three knives are shown. The uppermost is the same complex rectangular form with logo shown alone on card #7 above. The other two smaller knives are placed beside one another below the larger first example. The left one has a square outline with an elongated u-shaped concavity at top and a simple, bevelled, straight, cutting edge at bottom. The right example is similar to one of the examples on card #6 above including the P.H.K Co. engraved company logo, although this example is oriented differently, having the cutting edge to the bottom. The cutting edge is double notched with the left notch narrower and extending farther than the right one from the body of the tool.

#11) On P23, One Cent Red Edward (shown used March 11, 1911) in red ink. Same text and font as previous three cards but the whole card, including the knife, is in red ink. This is the most commonly seen Peter Hay stationery card suggesting it may have been in use for some time. The knife is large and rectangular with a u-shaped notch at top and a complex notch/groove from one face at the bottom. The P.H.K Co. logo is on the left side of the knife running parallel to the longitudinal axis.

#12) On P23, One Cent Red Edward (shown used November 18, 1911). The text and font does not differ from immediately previous issues. This card has the most complex illustration of all the cards I have seen, with five different circular knives, often with buzz-saw shaped edges, arranged on a shaded background. There is no company name or logo on the knives. The illustration extends the full height of the card. To the right in the edge of the address space is illustrated a “bolt”, probably a mount for the different knife blades. This placement in the address space area is unusual. Given the size of the main illustration, all text has been shifted to the right and as it is in the same font size range as seen on other cards “LIMITED” actually is printed across the top of the stamp impression – also very unusual and along with the illustration in the address space a marked violation of the post office rules governing the placement of front adverts on these cards – perhaps that is why this example is the only one of this card I have ever seen!

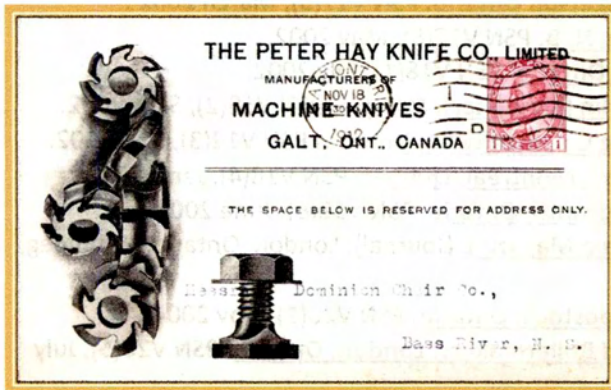


Fig. 12: #12 on P23



Fig. 13: #14 on P43b

#13) On P34e, Two Cent Green Admiral (not shown but an example can be seen in Harrison [2000:157]; see also shown card #14 described below that has the same text and illustrations/logo). The basic text is similar to previous examples except the line breaks are slightly different such that Canada appears on a separate line and Ontario is spelled out (e.g. “The Peter Hay Knife Co., Limited/ MANUFACTURERS OF/ MACHINE KNIVES/ GALT, ONTARIO/ CANADA.”). Moreover, the text is much smaller to accommodate the ‘CANADA POST CARD’ seen on the P34E card such that “The Peter Hay Knife Co., Limited” line is only 55 mm long. There is also some new smaller added text below the illustrations consisting of: “High Speed Shaper Steel/High Speed Shaper Knives”. The card illustrates two overlying steel ingots (“shaper steel”) at centre left and below it at left a single knife with a cutting edge oriented to the right similar to knife examples also shown on Cards #6 and #10 above. The working edge of this knife has two concave cutting margins of unequal depth. Beside the knife on the right is the P.H.K Co. logo.

#14) On P43b, One Cent Green Arch (shown used October 30, 1933). Same text/illustration as card #13 described above. It differs only in that it is printed on a green Arch issue Die II card rather than a green Admiral card.

Acknowledgements: I relied on several brief summaries about Hay and his company for this article/listing. Aside from the modern company's own current web site, and the entry on Hay in the 1886 *A Cyclopaedia of Canadian Biography, Being Chiefly Men of the Time* mentioned in the discussion, sources included the section on the Hay in Jim Quantrell's (1998): *Cambridge Mosaic: An Inquiry into Who's Who in The History of Cambridge*, published by the City of Cambridge Archives, and an article in the *Montreal Herald* of November 4, 1889 on Cambridge businesses that includes a section on the "Galt Machine Knife Works".

References

Gutzman, W. (1988). The Canadian Picture Postcard Catalogue 1988. The Unitrade Press, Toronto.
Harrison, Horace (2000). Canada's Business Postal Cards: An Exhibit Prepared by Horace W. Harrison. British North American Philatelic Society Exhibits Series No. 22.

Other Articles on Illustrated Advertising by Chris Ellis are available online. Click the blue link:

- #1 Illustrated Cards: [The John Morrow Screw Ltd., Ingersoll Ontario](#). PSN V17(5), March 2002 .
 - #2 Illustrated Cards: [T. McAvity and Sons, Saint John, N. B.](#) PSN V17(6), May 2002.
 - #3 Illustrated Cards: [D. H. Howden and Co., London, Ontario](#). PSN V18(1), July 2002.
 - #4 Illustrated Cards: [The Breithaupt Leather Co., Berlin \(Kitchener\), Ontario](#). PSN V18(2), Sept 2002.
 - #5 Illustrated Cards: [The James Smart Manufacturing Co., Brockville, Ontario](#). PSN V18(3), Nov 2002.
 - #6 Illustrated Cards: [Thomas Robertson and Company, Montreal, Quebec](#). PSN V18(4), Jan 2003.
 - #7 Illustrated Cards: [Gordon, Mackay & Company, Toronto, Ontario](#). PSN V18(6), June 2003.
 - #8 Illustrated Cards: [The Farmer's Advocate and Home Magazine](#) (Journal), London, Ontario (Winnipeg, Manitoba). PSN V19(6), Sep 2004.
 - #9 Illustrated Cards: [The Bain Wagon Company, Woodstock, Ontario](#). PSN V20(1), Nov 2004.
 - #10 Illustrated Cards: [E. Leonard and Sons, Engine and Boilermakers, London, Ontario](#). PSN V20(5), July 2005.
 - #11 Illustrated Cards: [Comic Advertisements of "The McClary Manufacturing Co., London, Ontario."](#) PSN V20(6). November 2005.
 - #12 Illustrated Cards: [Standard Publishing Company – The Canadian Baptist, Toronto, Ontario](#). PSN V21(2), April 2006.
 - #13 Illustrated Cards (mis-numbered 12): [Gutta Percha and Rubber, Limited](#). PSN V21(6), April 2007. (Dick Staecker in collaboration with Chris Ellis).
 - #14: Illustrated Cards: [Laing Packing and Provision Co., Montreal, Quebec](#). PSN V22(6), Nov 2009.
 - #15 Illustrated Cards: [Peter Hay Knife Company, Galt, Ont.](#) PSN V24(3), July 2010.
- and Chris Ellis & Horace Harrison; **William Briggs Methodist Book and Publishing House**. BNA Topics, V54(1). Jan-Mar 1997 Whole number 470 [Visit the BNAPS Horace Harrison Online Library at <http://bnatopics.org/> and click on 470.
- PSNotes Illustrated Advertising articles by Chris Ellis, together in one document: [CEllisAdSeries.pdf](#) [almost 10mbs - a big download]
- Many other articles on advertising on postal stationery exist in back issues of PSNotes ~ INDEX NEEDED!

COME TO BNAPEX! Sept 3-5, 2010 in VICTORIA, BC – PSSG meeting scheduled Sat. 10AM!

PCF Corner

By Robert Lemire

[as of the end of June]

Only a few more newly reported cards; all are Die IIIc. These are reports received since the end of March 2010 (Earle Covert, Raymond Gagné and Robert Lemire).

Send reports to Robert Lemire at
rlemire000@sympatico.ca

PCF-T2H (border)

NF 122 (1 bar code, SKU#)

PCF-T3H (borderless)

C 024 C 047 C 085 C 086 CB012
CR 149 (SKU#) CR 191 CR 284 (one bar code)

Die IIIc cards with a white border C024, C047, C 085, C086, CR191, NF122 (1 bar code, no SKU#), NF 122 (2 bar codes, but with an SKU#), were reported earlier, as were borderless CR149 (no SKU#) and CR 291V (one bar code), and CR 291 (2 bar codes).

What's New in Postal Stationery

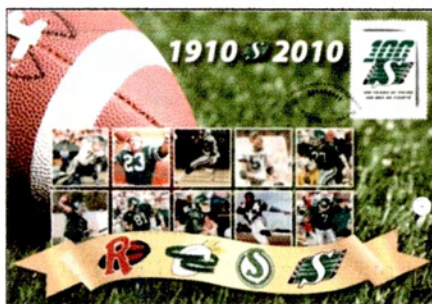
New Postal Cards:

Additions to the Roadside attractions international rate postal cards:

The **Coffee Pot** at Davidson, SK
The **Happy Rock** at Gladstone MB
The steel **Goose** at Wawa, ON, and finally

The giant **Atlantic Puffin** at Longue-Pointe-de-Mingan, Côte-Nord, QC

Each has, as before, a matching stamp. Available July 5, 2010.



At left is a new commemorative envelope with domestic postage imprinted which was issued on July 6, celebrating 100 years of the Saskatchewan Roughriders. As these envelopes are precancelled and unavailable at post offices, we do not consider them true postal stationery.

Additions to Postal Stationery with Francophone Advertising: *Pierre Gauthier*
 [Pierre has sent along many additions to the Francophone postal stationery ads – here are two of the earliest. We will bring you the rest in our next issue of PSNotes.]

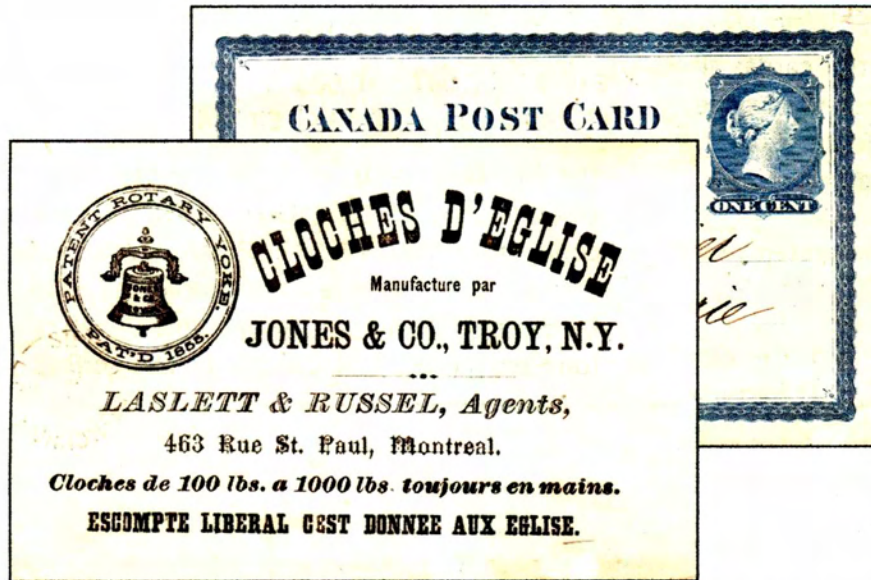


Fig. 1: A very early French ad on P1 for an American church bell company, JONES of Troy, NY. The French is not of a high standard but understandable for the time. Cancellation seems to be Ste-Anne-de-Monnoir, September 2?, 1877?

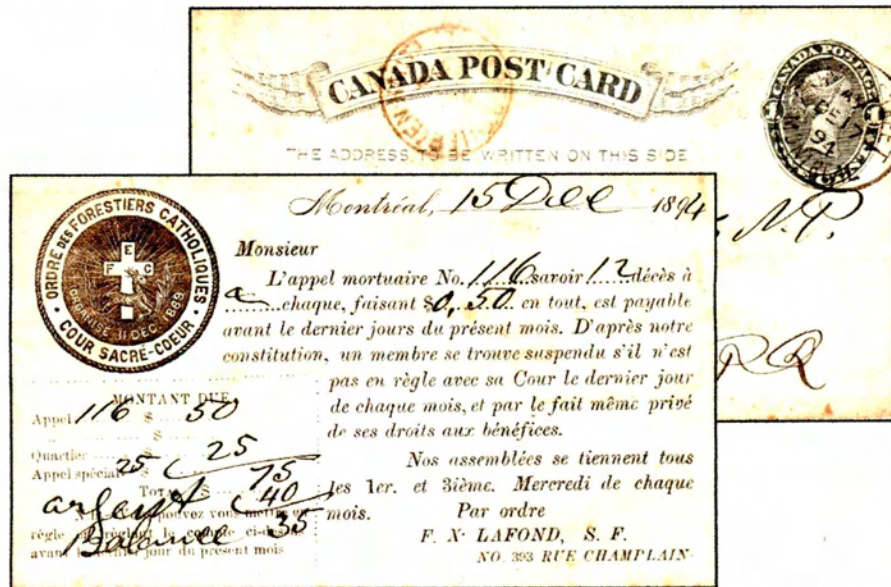


Fig. 2: An 1894 P9 card about dues payable to the “Ordre des Forestiers catholiques”. Similar Foresters cards are often seen in English but are rare in French.

More to follow! Stay tuned!