

# Postal Stationery Notes

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Earle Covert, Chrm PSSG

It is interesting to see in this year's volume of Postal Stationery Notes, the emphasis we have on pictures and what is on the item. Canada Post Corporation is producing more and more pictorial post card issues each year, rather than blank cards with only the monarch's head. Pierre and Bill have four pages devoted to pictorial advertising mainly on the non-address side and three pages looking at what was written on the item. Bill has produced an article reminding us to keep looking at the basic item. I am sure discoveries will be found by observant collectors looking at their material for many years in the future. Have fun looking and writing up your finds for Jean in PSN. *ELC*

## DUES TIME AGAIN!

If you have not already sent your \$8.00 dues check made out to John Grace, at 734 Aspen Rd., Pickering ON, L1V 4H2, please do. If you would prefer to pay via Paypal, you may do so by going to [Paypal](#) and making a payment to [jpg1353@yahoo.com](mailto:jpg1353@yahoo.com) of \$8.00. If you are able to make this a personal Paypal payment (instead of for goods, etc. – LOOK FOR THE TAB BELOW THE PAYMENT BOX) and are drawing from a balance in your Paypal account or using your bank account, there is no Paypal fee charged to you or to us.

We are happy to accept your money either way – why not do it now so as not to forget?  
[Many thanks!](#)

## AND HAPPY NEW YEAR!

~ ☒☒☒ ~

### New Dates

*Robert Lemire*

#### Newly Reported Envelope Printing Date on Current Envelopes

Orchids and Gardens #8 (set of 8)

04.04.10

Fishing Flies #8 (set of 10)

04.04.10

No new PCF additions this issue.

See *What's New* on page 53 for illustrations of upcoming stationery items.

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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](mailto: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.



# What's New

## in Postal Stationery

New issues announced for the first quarter of 2011 are the following:

- 2 postage paid post cards for "Year of the Rabbit" 2011-01-07
- 4 postage paid post cards: "Baby Animals" 2011-01-17
- 2 postage paid post cards: "Black History Month" 2011-02-01
- 2 postage paid post cards: "Sunflowers" 2011-03-01
- 1 postage paid post card: "Sign of the Zodiac (Aries)" 2011-03-21.

These cards are all international postage paid post cards.



Year of the Rabbit, January 7



Baby animals, January 17 – Arctic Hare, Canada Goose, Red Fox, & Polar Bear



Sunflowers, March 1



Black History Month – Carrie Best & Fergie Jenkins, Feb. 1



Aries, Zodiac signs, Mar 21

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## Canadian Postal Stationery with Francophone Advertising: V

*Pierre Gauthier & Bill Walton*

Many Francophone cards had an English equivalent, as national advertisers attempted to reach all parts of Canada. OXO was one such company and here are a few examples:



Fig. 15: Two P57 cards, one in English and one in French. Compare these with the ones below. WCW



Fig. 16: Three P62 cards – one English and two French. Note repetition of ads & designs. PG

Another example for Goodrich Tires:



(P62) Fig. 17: In English, used from Lake Hill, BC (P62).



(P62) Fig. 18: In French, for a seller in St. George PQ.



Fig. 19 & 20: Two more P62 Francophone cards which may well have English equivalents. Both have Toronto mute cancels, as the card in Fig. 18.

PG





Fig. 21: One horizontal card for Goodrich on P62 for Yamaska Auto in St. Hyacinthe. (P62)

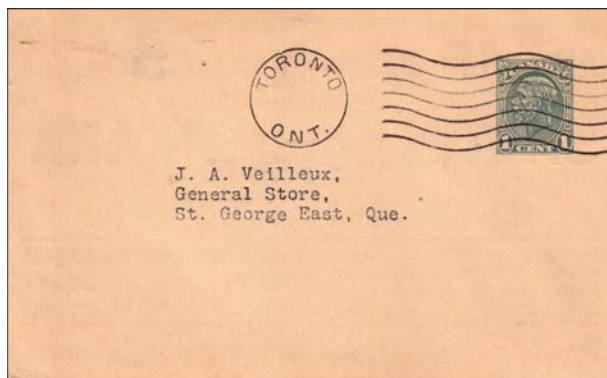
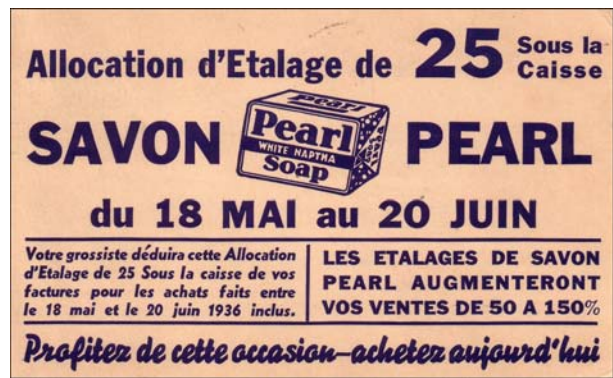


Fig. 22



PG



Fig. 23: A pair of interesting cards for Pearl Soap (P62)

WCW



These two cards, from 1936 and 1937, offer to grocers a discount per case for creating displays of Pearl Soap, with the advice that displays will increase your sales of Pearl Soap 50 to 150%! Both are sent from Toronto with mute cancels to grocers in Quebec. The second (1937) has the printed direction on front to the postmaster to return the card to Pugsley, Dingman & Co. in Toronto if undeliverable.

Fig. 23a.

**A MONSIEUR LE DIRECTEUR DES POSTES:**  
**En cas de non-livraison priere de retourner à**  
**Pugsley, Dingman & Co., Limited, Eastern**  
**Avenue, Toronto 8, Canada.**

This card shows another soap ad to a pharmacy.

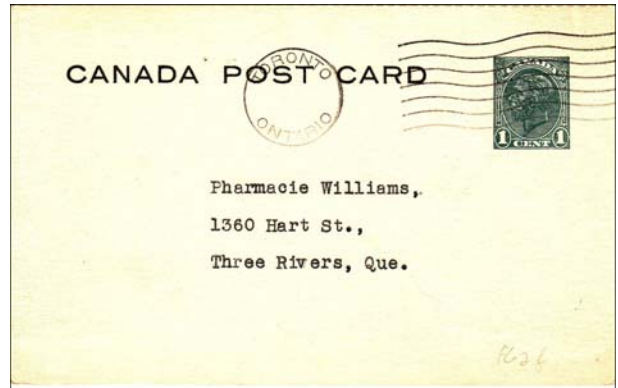


Fig. 24: Many Flowers cold cream soap ad, used with a Toronto mute cancel.

(P62f)

Some hair products advertised to beauty parlors by Henry L. Bellefontaine, Ltd in Montreal:



Fig. 25: With a Montreal mute cancel & 1935 text date.

(P62g)



Fig. 26: Montreal Feb. 26, 1936 cancel

(P62g)



Fig. 27: Used with an April 4 1936 Montreal cancel

(P62g)

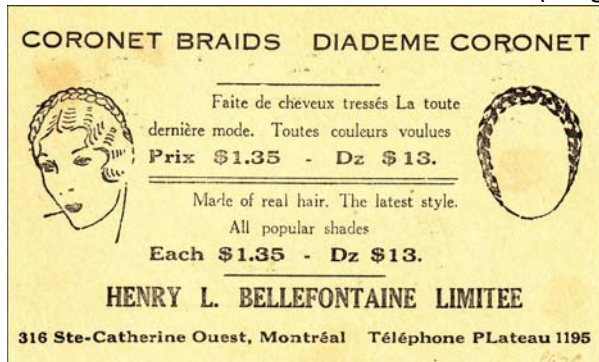


Fig. 28: Montreal June 30, 1936 machine cancel.

(P62g)

All four of these backs appear on P62g – the second, with front shown, with a Feb 26 1936 machine cancel. All have Montreal cancels, the first with no date, the third dated in April 4, 1936, and the fourth with a June 30, 1936 cancel.

This brings us to the end of the George V period. Our next will begin with the George VI period.





# The 1930 Arch Dies I and II

Bill Walton

I recently came across a note I had saved from Jarrett, and realized how little we look at these details, once we have picked points of differentiation.

I thought it might be interesting to others as well:

From Jarrett's BNA Record, March 1931, p. 4:

"1¢ ORANGE GEORGIAN POSTAL CARDS- Noticing two dies in the current postal cards, Gladstone Perry, Hamilton Society, referred to Ottawa and received the following information: "---the original dies prepared by the present manufacturer were not found satisfactory and had to be changed after a certain quantity of cards had been printed. This is why there are two kinds of cards in the different denominations of the 1930 issue. From the first die only the following were printed: 1¢ Orange Bilingual and English; 2¢ Green English only; 1¢ Orange advertising; 1½¢ Business Reply English only; ½¢ Bilingual Business Reply."

The following are the points of difference: In Die I the lines in face are continuous; in Die II they are broken. In Die I the lines of background are horizontal, in Die II they are slanting. In Die I the narrow space between the top of the panel for the right numeral "1" and the bottom of the E of Postage contains two horizontal white lines, in Die II the space is wider, with five lines. There are other differences, but these will suffice.

Mr. Perry is in need of specimens of Die I in the 1¢ Orange Advertising, 1½¢ English Business Reply, and the ½¢ Bilingual Business Reply."

Fig. 1



DIE I 200%

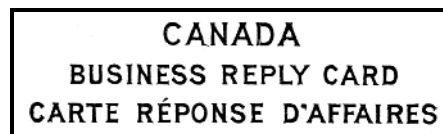
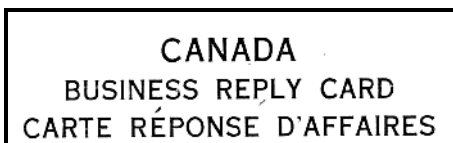
LINES OF SHADING BEHIND THE HEAD ARE HORIZONTAL

Fig. 2



DIE II 200%

LINES OF SHADING BEHIND THE HEAD ARE SLANTING





## Unusual and Exotic Postal Stationery Usages

Bill Walton

The fifth in our continuing series. We would welcome other contributions to this series from other members.

### 5: Submitting articles to a newspaper on postal stationery.

No doubt many of you have seen old post cards crammed with information, or written in more than one direction, overlapping. This card is one of those – and from what we can learn from the Windsor Public Library in Windsor, Vermont, this was a typical submission from S.M. Unfortunately our efforts to identify the reporter have failed.



Fig. 1: P1 sent from Montreal on Oct. 12, 1874 to a newspaper in Windsor, Vermont. We show the back of the card enlarged to 150%. It must have taken an editor with patience! Definitely 2¢ worth!

This appeared as an article in the Vermont Journal (published in Windsor, Vermont) on Oct 17, 1874, with the headline, "Post Card from Canada" and the byline, S.M. The text is interesting.

Montreal, Oct. 12, 1874

You will find many cities in which a greater number of languages are used than in this, but few where so many persons can speak fluently two. On the streets and in the markets; in all factories, shops and on the public works; in all public offices, hotels and stores, you hear constantly the two languages. But as there are always many in the throng who can speak only one, it is necessary for all public officers, book-keepers, clerks, etc. to be able to speak both. Step any day into the Court house. One witness gives his testimony in French, the next, perhaps, in English, and a sworn interpreter is at hand to translate from one language to the other. A lawyer gets up and makes a plea in English, speaking it so well that you would not think his organs of speech accustomed to any other language; but all at once, he delivers himself as eloquently in French. The judge speaks to this one in French, to that one in English, and addresses the jury in both. In all assemblies where political questions are discussed, or questions of a public interest are examined, the two languages go side by side. This Postal Card could pass along to you almost as readily in French as in English. I have known little children learning the two so equally that they did not know one from the other, and would frequently begin a sentence in one and finish it in the other. As they grow up of course they learn to distinguish between them but will continue to use both as mother tongues. The English predominates in commercial circles, the French in domestic. More Canadians use the former, than English the latter language. And I protest here once more against your up-start Yankee correspondents representing the Canadians in the province of Quebec as using a patois in any

We have another example by the same writer to the same newspaper in 1877, with a similar crowded back, so this apparently was a continuing enterprise:

Fig. 2: A second card 3 years later to the same newspaper.

*Our thanks to the Director of the Windsor Public Library, Jen Cary, who took the time to search the microfilmed records to find the article printed from this submission.*

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other sense than that an uneducated community don't speak so correctly as an assembly of learned men.

The Post Office department commenced a free house to house delivery of letters thro' the city on the 1st inst. It is quite an undertaking and will be sometime before all the machinery necessary to accomplish it will get into good running order. Several branch offices will be established to aid in the collection and distribution of mail matter. It will greatly lessen the throng(?) at the general post office. The new post office has been slowly up all summer, and, apparently, is nearly ready for the roofing. It will be a splendid building when completed.

No denomination can equal the Catholics in getting up a demonstration. Yesterday, in sight of my window, a bell for a new church was christened. Flags floated in the winds, bands of music filled the air with stirring strains; city cars and carriages came loaded with an eager throng, and the multitude hastened along on foot. The bishop was there and many priests aided in the ceremony. No Protestant community could have made so much show had a saint come down from heaven. The triumphal arches in that(?) celebration at Quebec the other day cost five thousand dollars, and the illumination, thirty thousand.

No frost during the week. Heavy rain on Friday. Strong Westerly wind yesterday that threw the leaves to earth in millions and a decidedly autumnal day. Pleasant this morning - Wind north. thermometer 38 at 7.

S. M.

