

Postal Stationery Notes

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P4 Census

By Vic Willson

P4 was Canada's first UPU post card, issued at the 2¢ rate as per the Congress of 1875, which set rates for exchange of international mail between member countries. Prior to this issue, a post card was issued for use to the United Kingdom (P3) at the 2¢ rate.

Although August 1, 1878 was the date of Canada's acceptance into the Universal Postal Union, requiring an international use post card, P4 did not appear until August 15, 1879. P3, although inscribed for use to the United Kingdom, was also in use for other international mail during this period, but these uses are somewhat scarce.

P4 however was in use for many years, as Canada's next UPU card was not issued until 1896. No census has ever been published on international uses of P4 that we know of. I have kept a census of my own P4 international uses, and thought it might be interesting to share this with PSSG members, to see how many other uses we might uncover. Below is an example of a P4 foreign usage; please see page 2 for a table of usages I have or have seen.

Send reports of new usages to Vic Willson at lloydwill@aol.com or to PO Box 10026, College Station, TX 77842-0025.



This foreign usage of P4 was sent from Montreal on Jun 25, 1892, to Sonsonate, Salvador (July 14, 1892 San Salvador receiver), where it was redirected to Guatemala, and received on July 27 1892 (Guatemala receiver), and returned (mss marking) Mar. 4, to a collector in Montreal – all for 2¢.

*Illus. courtesy WCWalton
* added to table from this card*

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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.

| P4 CENSUS OF FOREIGN USAGES | | | | |
|-------------------------------|--------------------|--|-----------------------|--------------------|
| Country | P4 year of mailing | | Country | P4 year of mailing |
| Algeria | 1897 | | Great Britain | 1880 |
| Albania | | | Greece | 1890 |
| Antigua | 1895 | | Guatemala | 1892* |
| Argentina | 1885 | | Hawaii | 1896 |
| AUSTRALIAN STATES | | | Holland/Netherlands | 1885 |
| New South Wales | 1884 | | Honduras | 1892 |
| Queensland | 1892 | | Hungary | 1893 |
| South Australia | | | Iceland | 1898 |
| Victoria | 1893 | | India | 1893 |
| Tasmania | 1894 | | Ireland | 1892 |
| Western Aus | 1898 | | Italy | 1892 |
| Austria | 1879 | | Jamaica | 1893 |
| Hungary | ? | | Japan | 1891 |
| Barbados | 1887 | | Latvia | 1896 |
| Belgium | 1883 | | Luxemburg | 1882 |
| Bermuda | 1893 | | Macao | 1893 |
| Bolivia | 1893 | | Madagascar | 1894 |
| Bosnia & Herzegovina | | | Malta | 1892 |
| Brazil | 1893 | | Mexico | 1882 |
| Br. Central African Rep. | ? | | Newfoundland | 1880 |
| Br. Guiana | 1892 | | New Zealand | 1897 |
| Br. Honduras | 1892 | | Norway | 1885 |
| Br. Somaliland | | | Paraguay | 1895 |
| British Treaty Ports in China | | | Persia | 1894 |
| Chefoo | 1888 | | Peru | 1884 |
| Foochow | 1896 | | Philippines | 1893 |
| Bulgaria | 1886 | | Portugal | 1890 |
| Canary Islands | | | Puerto Rico | 1883 |
| Ceylon | 1893 | | Romania | 1888 |
| Chile | | | Russia | ? |
| China | ? | | Siam | 1893 |
| Colombia | 1886 | | South Africa | 1886 |
| Congo Free State | | | Spain | 1885 |
| Cuba | 1894 | | St. Pierre & Miquelon | 1888 |
| Curacao | 1886 | | St. Thomas DWI | ? |
| Danish West Indies | ? | | St. Vincent | 1894 |
| Denmark | 1894 | | Straits Settlement | 1887 |
| Dominican Rep | 1889 | | Sweden | 1889 |
| Dutch East Indies | 1882 | | Switzerland | 1896 |
| Dutch Guiana | | | Trinidad | 1894 |
| El Salvador | 1892* | | Tunisia | 1893 |
| Egypt | 1894 | | Turkey | 1889 |
| Finland | 1893 | | Uruguay | 1893 |
| France | 1879 | | Venezuela | 189? |
| Germany | 1880 | | Zanzibar | 1896 |
| Gibraltar | 1889 | | | |

Printed To Private Order Flag Envelopes: Part 1

By Earle Covert

These Printed to Private Order Envelopes are known from three users– Automotive Opinion Forum, Columbia Recording, and Reader’s Digest. Similar if not identical envelopes are known from Columbia Records and Reader’s Digest using permits instead of postal stationery.

With Reader’s Digest, I saw the same design envelope arrive in the mail to two different people on the same day, one using the postal stationery and one a permit. Bill Walton once speculated that this could be a typical direct mail test to see which got better response.

Pierre Gauthier and (through Pierre), Marcel Bienvenue helped supply scans where I didn’t have them. Readers are asked to send scans at 300 dpi and 50% of any envelopes we have missed.

AUTOMOBILE OPINION FORUM

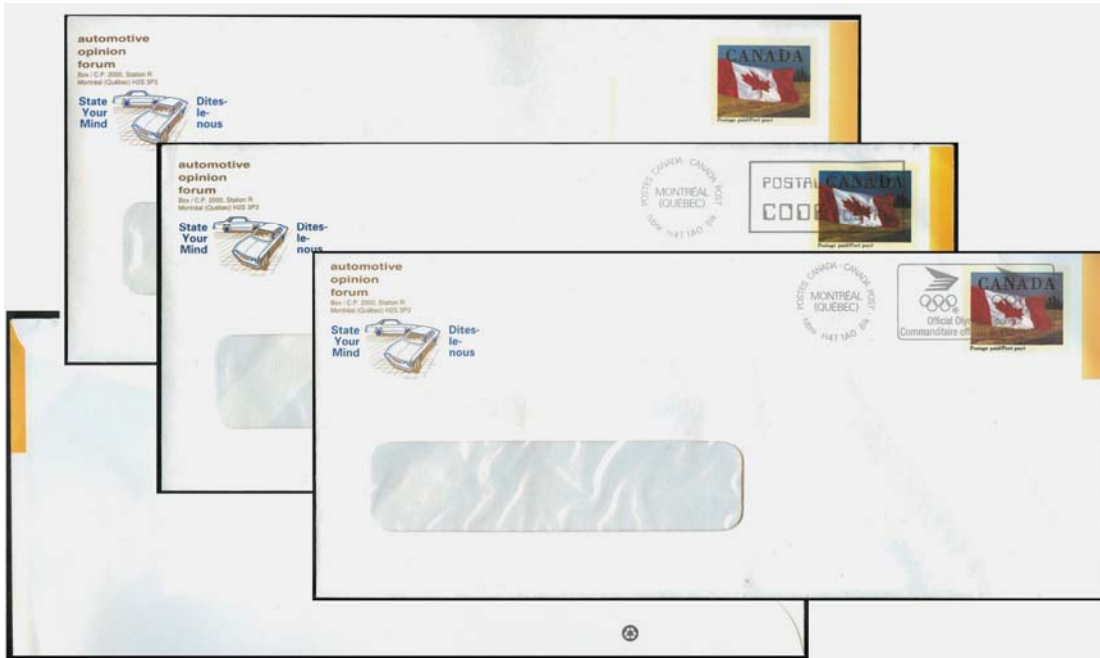


Fig. 1: Automobile Opinion Forum – 3 types, no precancel, Montreal regular precancel and Olympic precancel with recycle logo.



Fig. 2: Automobile Opinion Forum with new corner card and regular Montreal precancel without recycle logo.

COLUMBIA RECORDS



Fig. 3: Columbia Records with regular Toronto Precancel – not known in a French version



Fig. 4: Another Columbia Records with Toronto Precancel – not known in a French version.

READER'S DIGEST



Fig. 5: SÉLECTION DU READER'S DIGEST S95-BGPS Probably exists in an English version – not yet found.



Fig. 6: READER'S DIGEST M95-BGR Not found yet in a French version.



Fig. 7: SÉLECTION DU READER'S DIGEST S95-BDIPS On gold speckled paper. *from Pierre Gauthier*
Not yet found in an English version

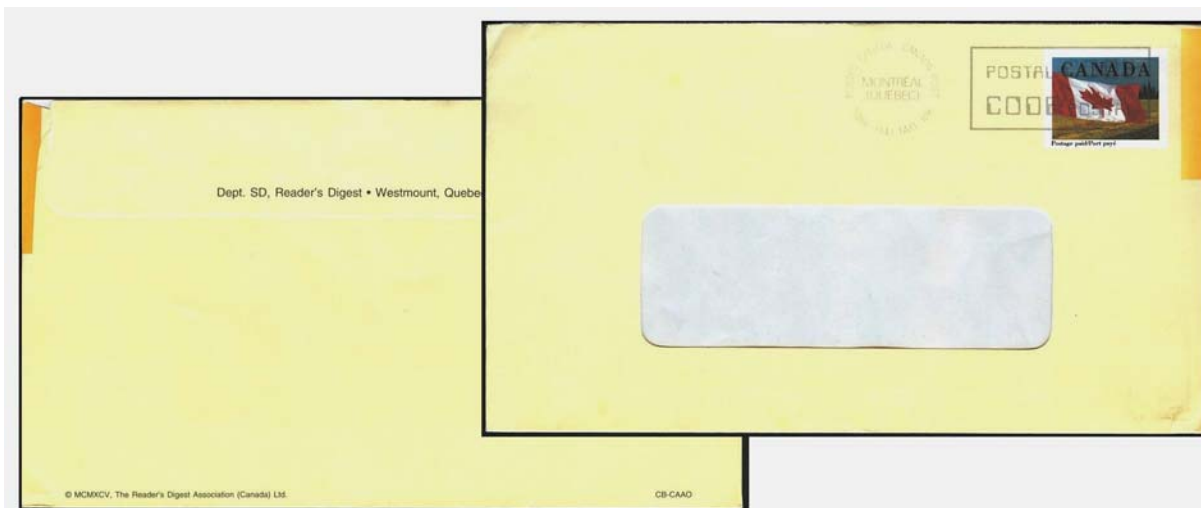


Fig. 8: READER'S DIGEST CB-CAAO – in English. The French version is on a deeper yellow paper, see below.



Fig. 9: SÉLECTION DU READER'S DIGEST (CANADA) LTÉE FCB-CAAO, the French version in a dark yellow paper.



Fig. 10: READER'S DIGEST M95-WST These are always beaten up. I believe they contained a cassette tape.



Fig. 11: SÉLECTION DU READER'S DIGEST (CANADA) LTÉE S95-WFP from Marcel Bienvenue

Additional Reader's Digest items will follow in our next issue.

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Canadian Postal Stationery with Francophone Advertising: VI

Pierre Gauthier & Bill Walton

French ads continued on into the George VI period, with various uses on P66 cards. Here again is a comparison set – 5 tips for Goodrich Tire – shown in both its English and French version, on P66.

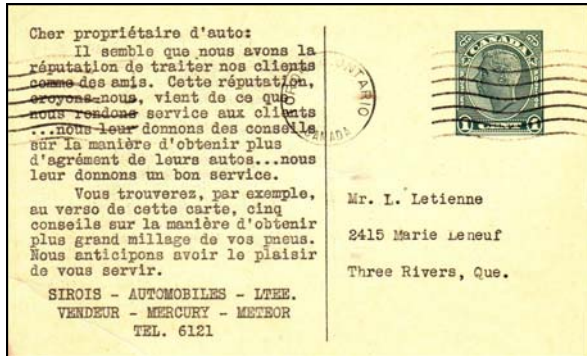


Fig. 29A



(P66)

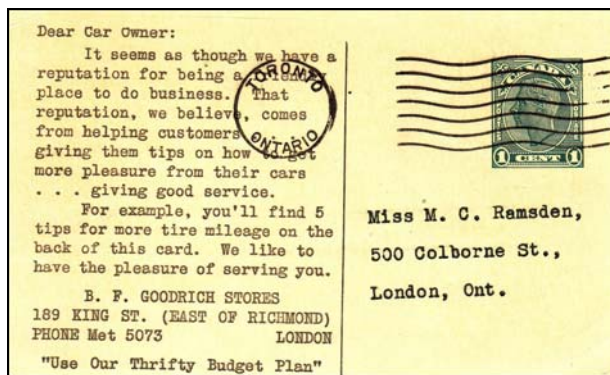


Fig. 29B



(P66)

And two more Goodrich cards in French – one used in Sherbrooke and the other in Montreal.



Fig. 30A & B (both P66f)



(P66f)

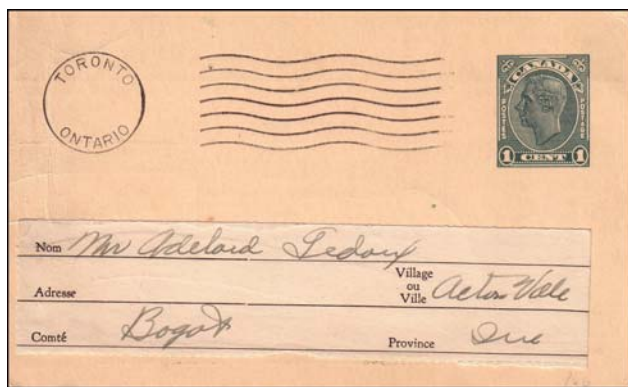


Fig. 31: A Palmolive soap ad with a mute Toronto machine cancel, offering 2 free bars! (P66)

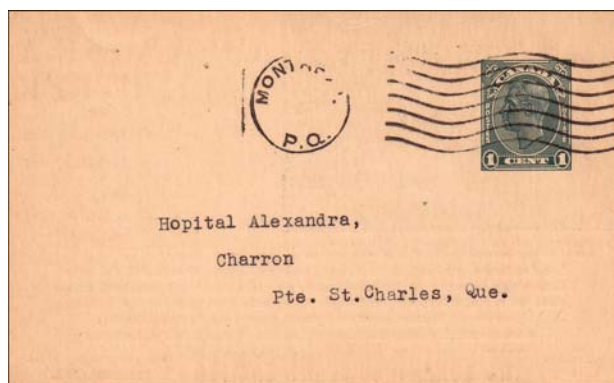


Fig. 32: The Conant Company, Limited, a Montreal firm, with a Montreal mute machine cancel. (P66)



Fig. 33: Bulldog Glue from Canadian Adhesives on a mint P66i card.

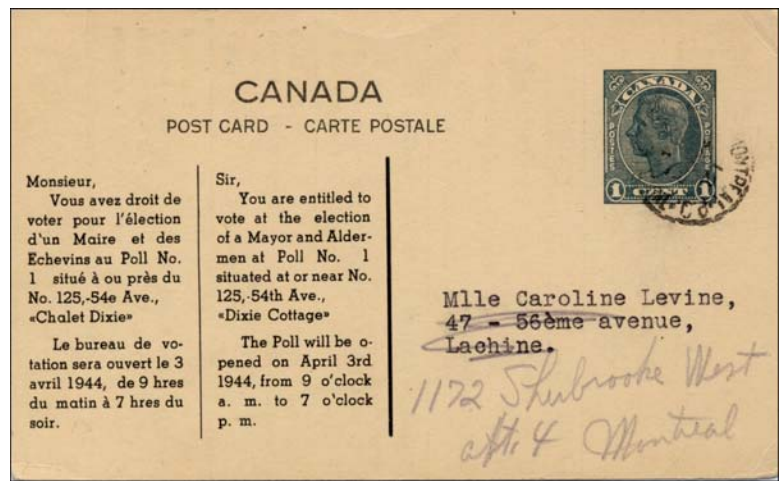


Fig. 34: An election card with text in English and French, sent in March 1944 with a Montreal cancel, the card addresses both Anglophones and Francophones on the same card.

(P66i)

Other advertisers who wanted to reach both Anglophone and Francophone Canadians often did cards in both English and French:

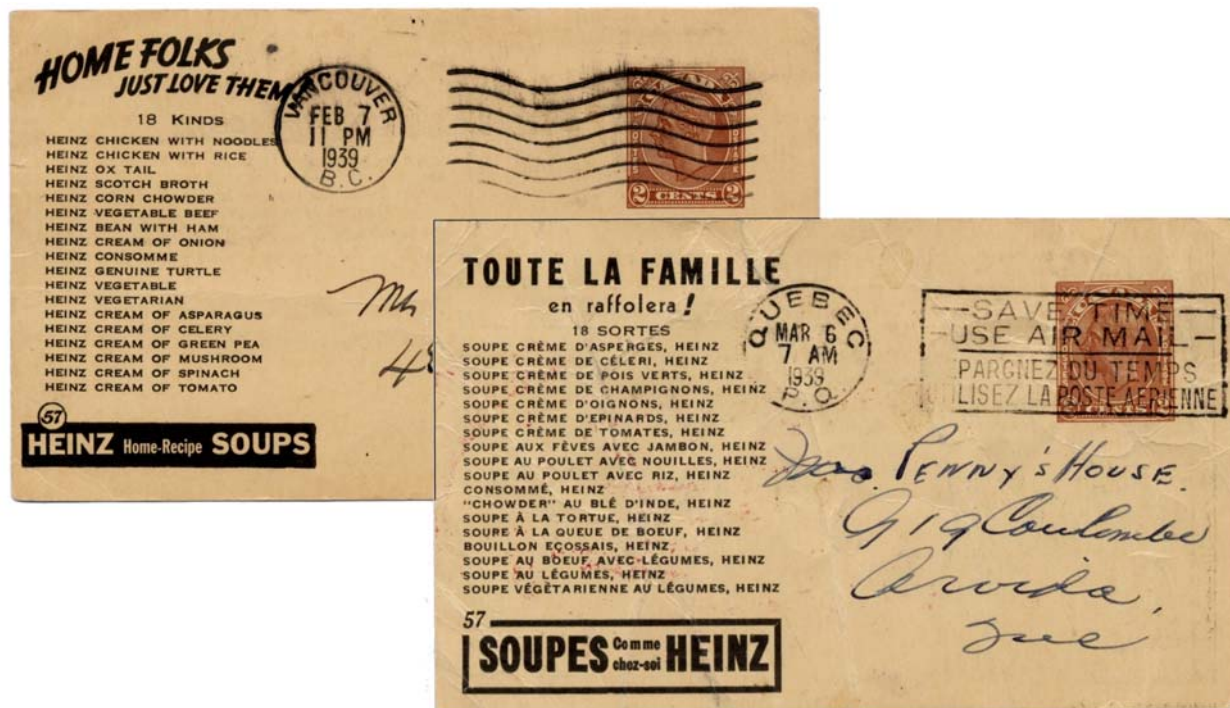


Fig. 35A & B: Heinz used a 2¢ card with advertising for their soups in 1939. These appear to be addressed to consumers, and were not sent at the printed matter rate. (P68 38/O)



Fig. 36A & B: Wm. Rogers introduced a new silverplate flatware pattern, dubbed "April" for Easter 1950. The English copy is sent within Sudbury with a mute cancel, and the French is sent locally with a Ste. Anne de Bellevue cancel. Those smart enough to take advantage of this offer would find that a single place setting would cost a good deal more than \$42 today! (P66d)

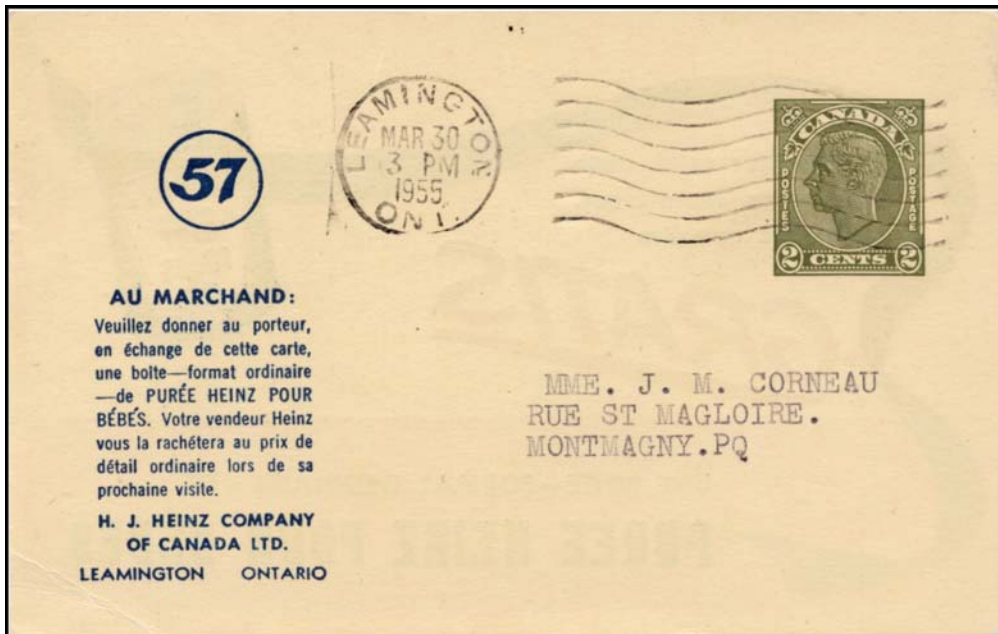


Fig. 37: A later Heinz card, addressed to merchants regarding their baby foods, sent from Leamington, Ontario March 30, 1955, to Montmagny. It likely has an English equivalent. (P75 43/O)

So far, we have only one Elizabethan card to show:



Fig. 38: This card, for an election in 1962, is bilingual and is the only card with French not sent to Quebec. Timmins has a large French language community (39% in 2006), and Mary Gauthier was addressing both language groups. (P91)

Our last section will follow and includes items other than post cards

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