

# Postal Stationery Notes

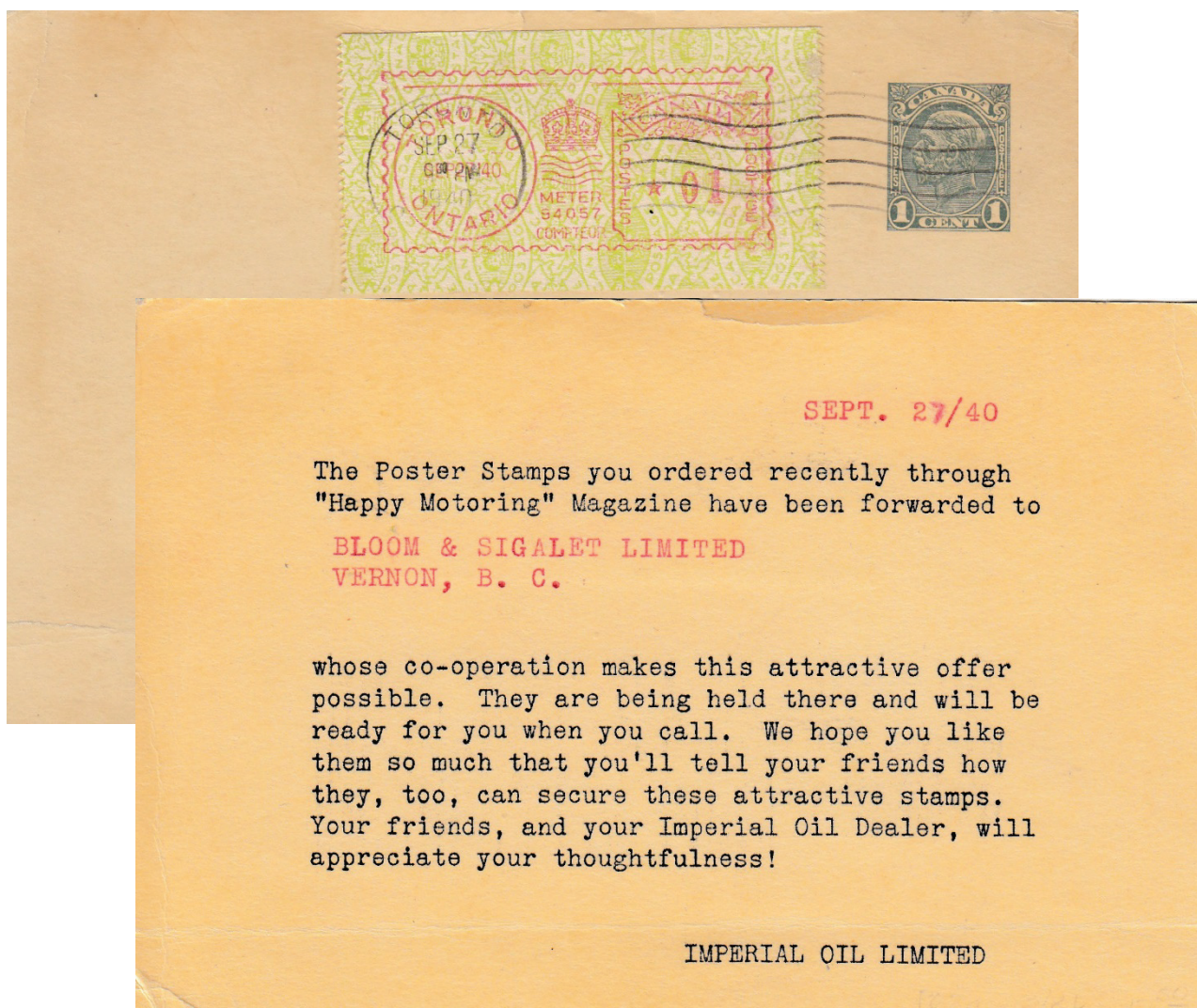
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## KP154c Variety? *from Mike Sagar*

Mike Sagar reports a CBN profile oversized card.

"Slightly different size than listed as KP154c in Webb 152 × 101 mm but a different user. I have had this card for years (I believe it came from Bob Anderson's collection), but finally thought about it when scanning other items. New item? New user?"



~\*\*\*\*\*~ ☒☒☒ ~\*\*\*\*\*~

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*editor's comment:* In Webb's the card KP154c is attributed to "Marvelube". Marvelube was a brand of lubricants sold by Imperial Oil in Canada in the mid-20th century. Mike's card is a George V CBN card but is postmarked 1940 (well into the George VI period), so it appears to be from a printing done several years earlier. The private order 1¢ card would have been appropriate for a printed matter rate advertising card, but with the added meter impression Mike's card seems to have been mailed at the 2¢ post card rate. This card may well have been a residual from the original George V CBN "Marvelube" printing(s?) done for Imperial Oil (the ERP in the PSN 1994 list is October 26 1936), but repurposed for a later Imperial Oil promotional campaign.

The minor size difference still needs to be resolved, but in the early editions of Webb's a card (apparently Marvelube) was listed as P62a, 6 × 4"—thus, approximately 152 × 102 mm. In the 1930s when the card was being printed, it is more likely that the size of the card ordered would have been specified in inches, not millimetres. Within measurement uncertainties, this matches the dimensions of Mike's card. **Does anyone have a Marvelube card for comparison?**

## Express Company Flimsy Forms—observations from Mike Sagar

Mike has sent several scans—here are two. Figure 1 shows an unused tab copy of the 3¢ Moore card revalued to 4¢ (**RKP217b-i**) [1, 2]. This is the first copy with a tab I have seen of the revalued card. The file copy (right) shows a clear carbon copy impression of the 4¢ postage value, and perhaps the Post Office Department or CN considered this to be a problem.

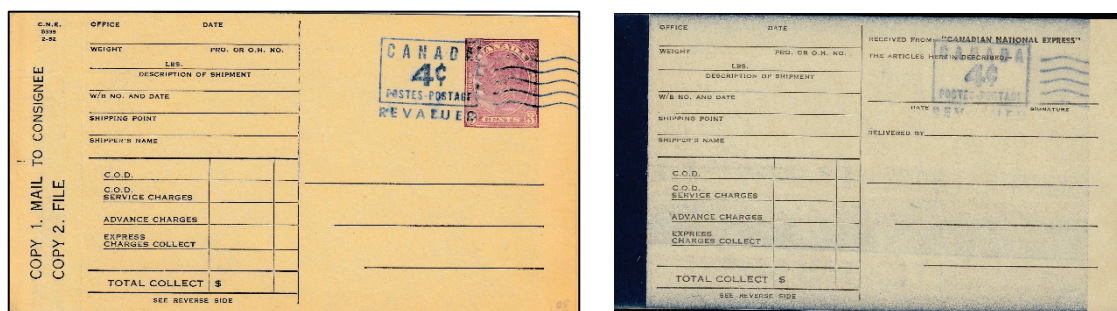


Figure 1

Based on scans of **RKP255f-III** [2, 3], Mike also shows (Figure 2) that there were printings of this 6¢ CP Transport form that used two different buff/yellow stocks for the back "file" card.

## References

- [1] Lemire, R., *The printings of the King George VI Canadian National Express flimsy forms*, PSN, Volume 28, No. 3, pp. 23-28 (2017).
- [2] Lemire, Robert, *Printings of the flimsy advice forms for Canadian National Express, Canadian Pacific Express, and affiliated companies*, privately published (2021)
- [3] Lemire, R., *Printings of the railway advice flimsy forms. Part 11: The CP Express and CP Transport Centennial Issue printings*, PSN, Volume 30, No. 5, pp. 47-50 (2020).

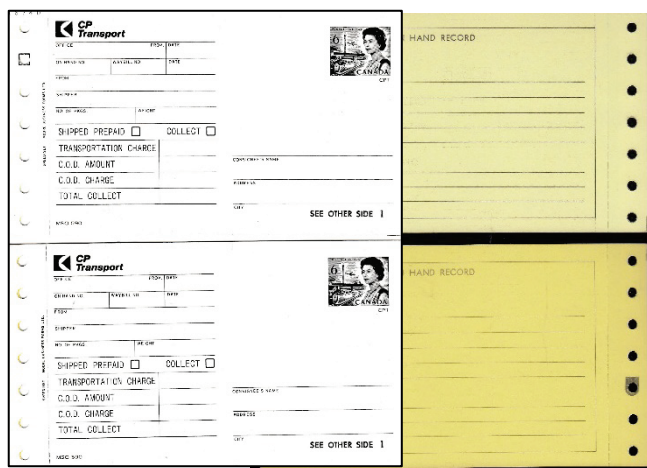


Figure 2



## Illustrated cards #22: Part 1 *by Chris Ellis*

**Gold Manufacturing Co. (A. Jardine and Co.), Baking Aids, Spices, Coffee and Teas, Toronto, Ontario** (Part 2 will appeared in the next issue of PSN.).

In this entry I discuss the history of the Pure Gold Manufacturing Co. of Toronto and document some of the illustrated advertising stationery cards produced by this firm. Unlike other entries in this series, I focus on illustrated ads that occur not just on a series of Edward VII (Webb P24) card fronts (address sides; *e.g.*, Figure 1) but also include documentation of a series of reverse ads that occur on the Victoria Green Leaf Issue (Webb P17) cards (*e.g.*, Figure 2).



**Figure 1: Edward VII Stationery Card with Pure Gold ad for Quick Custard Pudding (PGFr9). On Webb's P24. Used 1914.**



**Figure 2: Ad (PGRev7) on reverse of Queen Victoria One Cent Green Leaf Issue (Webb's P17) Stationery Card.**

I have wanted to do an article on this company for some time. The first advertising cards I ever focused on were those of the William Briggs/Methodist Publishing House. With the help of the late Horace Harrison I co-wrote a paper on those cards in 1997 [1]. At that time Horace also wanted to do something on the Pure Gold cards. He regarded the multi-coloured Edward cards examples with front advertising as some of the most attractive cards ever produced. However, for two reasons, until now such a paper was not to be. First, I was reluctant at the time to discuss cards of which I did not have a single example in my own collection! These are rare and much sought after cards so hard to obtain. Second, and more importantly, I was frustrated in my attempts to find out much information about the firm and especially its founder, Alexander Jardine. There are most certainly no single in depth sources of information about the company. Even today with more online sources available, some information is hard to come by. However, I have managed to cobble together what I consider to be a very reasonable and thorough history of the firm using a myriad of sources.

Alexander Jardine (Figure 3) was the second child of four, and eldest of three sons, born to John and Jean Jardine. John and his wife were Scottish immigrants who had moved to eastern Ontario where John worked as a builder and contractor but also farmed. Their son Alexander was born in 1838 in the small hamlet of Algonquin, Augusta Township, Leeds and Grenville County. Unlike that of a younger brother Robert who was a well-known Presbyterian Minister and academic [2], Alexander's early life is not as well-documented. However, at the age of 15 in 1853 he began a mercantile career in the grocery business with Jardine and Co. grocers in Saint John, New Brunswick [3, 4], a firm which one suspects was run by a relative. In 1867 he came to Toronto and for a time worked as a traveller (salesman) for Toronto wholesale grocers Reford and Dillon and then briefly started and ran a tea wholesale business. By age 33 in 1871 he was living with his widowed mother and his widowed sister and her child in Todmorden village. Todmorden was on the Don River in what is today the East York part of Toronto. By that time he was a bookkeeper [3, 4, 5, 6], working for the grocer Patrick G. Close.



**Figure 3: Alexander Jardine in 1893. From [3].**

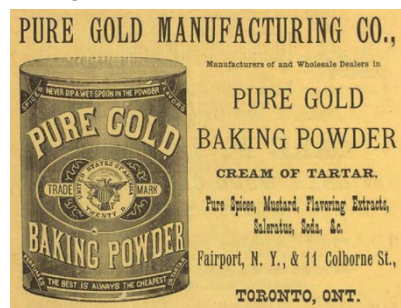
Patrick G. Close started in business in Toronto in the early 1860s [7]. At that time, he established a premises on Palace Street in east Toronto just west of the Don River valley (*e.g.*, just southwest from Todmorden) where he founded a wholesale and retail grocery firm and also served as a liquor merchant. In 1872 the business became strictly a wholesale outlet known as *P.G. Close & Co.* with Alexander Jardine and a third partner, John Sloan, who had both bought into the firm. The business was quite successful and before long had established large premises

at 59-63 Front St. East. Funded by the business success, in 1877 Jardine purchased land to build a house on the elevated north side of Davenport Road in Toronto, just west of where Casa Loma would later be built. He was good friends with the well-known western landscape painter Marmaduke Mathews who lived in the same area. Together they purchased more adjacent land that was developed it into an area called Wychwood Park. Initially seen as more of an artist's colony, it is today a private enclave of largely Arts and Crafts style homes of the quite wealthy and a designated Ontario Heritage District area [8, 9]. The Jardine house at the southwest corner of the property closer to Davenport Road was christened Braemore and still exists today.

Patrick Close retired in 1880 and in 1881 the firm brought in a new, young partner, Herbert D. Mason and was renamed *Sloan, Jardine and Mason*. Jardine, at age 41, was also married in 1880 to Agnes Litster, who was 23 so much his junior [10]. Their union would result in four children: three daughters and a son. The son, Robert Gordon Jardine (b. 1888), named after Alexander's brother, served in World War I in France as a second lieutenant in the Royal Flying Corps, 56th Squadron. He was declared missing in action on July 20, 1917 and is commemorated on the Arras Memorial at Pas de Calais, France [11]. Eventually there would be several business connections between Jardine and the Litster family. Agnes' younger brother James (b. 1864) would work for Pure Gold as a chemist and eventually "Superintendent." Also, in a wedding ceremony officiated by Jardine's younger brother, the Rev. Robert, Agnes' sister Margaret (b. 1862) married James Strachan (b. 1859) in 1886 [12]. Strachan would become a business partner in Pure Gold but at the time of his marriage was listed simply as a "Merchant" born in Montreal; other sources indicate he was raised in Ottawa and was from a well-known family [e.g., 13].

The *Sloan, Jardine and Mason* company was short-lived as unfortunately, Mason died of typhoid fever at the age of only 29 in 1884 [14]. This event coincided with, and perhaps precipitated, Jardine leaving the firm to set up his own "Alexander Jardine and Co." The company he had left continued initially under the name *Sloan and Mason* but later went through several transformations—I have seen stationery cards with reverse ads used by some of those firms. Jardine's new company was situated at 31 Front St. E. (later expanded next door to 33 Front St. to become the "largest factory of the kind in the Dominion" [15]) and was situated on the south side of that street under what is today the *St. Lawrence Centre for the Arts*. The new company focused on importing as well as the processing/manufacturing and packaging of coffee, spices and baking products/aids or a more limited range of business dealings than his former wholesale grocery firm. The new premises, a four story building, were initially christened the *Ardenter Coffee and Spice Mills* [16]. Based on advertisements of the time, the firm first produced a baking soda dubbed "The Perfect" and other spices and products were referred to as a "Pure" brand. In 1885 the baking powder was redubbed "Pure Gold" and Alexander Jardine and Co. were listed as the "proprietors" of the Pure Gold Manufacturing Co. In addition to Jardine, in various city directories/censuses and other sources of the time James Strachan was listed as an owner ("Baking Power Manufacturer") and also as bookkeeper of the company.

Apparently, the baking powder business was a somewhat cutthroat enterprise at the time. The company had to take out ads on several occasions warning of sabotage of their free samples by competitors and that others were baking powder counterfeiters selling under the Pure Good name product that was not the real



**Figure 5: 1885 Pure Gold US Company Advertisement from Toronto City Directory [16].**

**Figure 4: 1890 Advertisement from Grip Magazine [18].**

**REWARD.**

We have been recently informed that parties in Toronto and elsewhere have sold Common Alum Baking Powder in bulk and in bags, representing it to be

**"PURE GOLD BAKING POWDER."**

We are determined to put a stop to fraud of this kind, which is worse than highway robbery, in that it not only steals from us our name, the value of which was only obtained by long years of honest dealing and by the superior merit of the article sold under that name, but it is also a fraud upon the purchasers, who are given an inferior article, the manufacturing of which costs about one-fourth of the amount which ours costs, being made up from entirely different and inferior ingredients, thus operating as a fraud upon the purchaser as well as upon us.

We therefore offer a reward of \$10.00, which we will pay to each of the first ten parties who will furnish us with the original packages of the Baking Powder so fraudulently sold to them as "Pure Gold Baking Powder," and who will also give such evidence as will lead to the punishment of the guilty parties.

To prevent the public from being further misled in this way, and to assist in detection of those who have so misrepresented in the past, we may state that we have not sold "PURE GOLD BAKING POWDER" in bulk to retail dealers for nearly two years, but it has been sold in cans or small paper bags, each bag or can being carefully marked with a lithograph label or strip bearing our well-known trade mark or brand of "PURE GOLD," and the name of the "Pure Gold Manufacturing Company," Toronto.

Parties at any time getting Baking Powder as "Pure Gold," and having reason to believe that it is not as represented, will confer a favor upon us by sending package for examination.

**PURE GOLD MANUFACTURING CO.,**  
31 Front Street East, Toronto.

thing (Figure 4; [e.g., 17, 18]). Such shenanigans were undoubtedly fostered by the fact the company had an excellent reputation and stressed from the beginning that the "Pure Gold" trade name reflected the purity and excellence of their products [e.g., 19]. That claim was substantiated by innumerable awards for their products at various industrial exhibitions across Canada and by testimonials from many of the firms they supplied (see especially [17]). However, the Pure Gold brand was actually originated by the 1870s by an American firm, *William Newman and Sons*, based in Fairport, New York, just outside Rochester [20]. They had established a branch office in Toronto in 1879 and marketed in Canada Pure Gold Baking Powder (e.g., Figure 5 [21]).

Jardine and Strachan purchased the interests of the American company and took over making and marketing that product in Canada as a totally separate firm [21], an event perhaps precipitated by the dual facts the Newman company had been bought in 1884 by R.T. French (later to develop French's Mustard) and the plant itself in Fairport burned down in 1885 [22].



**Figure 6: Pure Gold Building on Front St. East, Toronto, in use 1884-1902. Modified from [15].**

Before long Jardine and Co. were packaging and producing a large number of products under the Pure Gold brand name, including even non-consumables such as boot polishes and soap. By 1890 they were employing 40 people and in addition to their expanded 31 to 33 Front St. premises (Figure 6) they were said to also have a large building at 20 Bay St. [19]. In 1891, James Strachan left the firm and started another Toronto business making and selling hats, initially as Strachan and Hay and later as *Strachan Brothers (Dominion Hat Company)*. Jardine became the sole major partner in the Pure Gold firm although in 1896 John Dingle Roberts, became a “co-proprietor.” Roberts had started working for the firm in 1884 as their western representative based in Winnipeg [23]. He moved to Toronto in 1893 and was named Manager in 1894. He had close personal ties to Jardine, roomed for a time with Jardine’s brother-in-law and sister-in-law, and even named one of his sons, born in 1895, Alexander Jardine Roberts. In 1897 Roberts left the firm to run the plant of a newly named firm in Winnipeg, the *Blue Ribbon Manufacturing Co.* [24], a business that would become intertwined later with Pure Gold.

In 1899 the “A. Jardine and Co.” moniker was dropped from the Toronto firm and it was incorporated as a joint stock company, the “*Pure Gold Manufacturing Co. Limited.*” At that time the firm had 60 office employees and 14 travellers and was doing about \$300,000 a year in business. As part of the incorporation,

Richard A. Donald, a King Street grocer [25], came on board as Managing Director [26]. In that same year Agnes Jardine died and Alexander himself died suddenly the following year due to what was recorded as cerebral apoplexy (stroke) [3, 27] and was interred in Mount Pleasant Cemetery in Toronto.

**Table 1: Webb’s P17 cards with reverse illustrated ads used between 1898 and 1902 by the Pure Gold Manufacturing Co.**

PGRev1	Shows large bottle of Vanilla Extract at left and small can of Baking Powder at upper right. Used May 1898 (Figure 7).
PGRev2	Shows package of Pickling Spice at upper left. Used August 1898 (Figure 8).
PGRev3	Shows large bottle of Lemon Extract at left and large box of orange Jelly Powder at right. Used December 1898 (Figures 9 & 10).
PGRev4	Shows large image (label?) of French Dressing for boots and shoes at left and large bottle of Stove Polish at right. Used March 1899. Acknowledgement of order (Figures 11 & 12).
PGRev5	Shows small images from left to right across top of card of Vanilla Extract bottle, Orange Jelly Powder box and French Blacking tin. Used April 1899 (Figure 13).
PGRev6	Shows large images of Orange Jelly Powder box at left and small images of French Blacking tin and Vanilla Extract bottle at upper right. Used July 1899 (Figure 14).
PGRev7	Shows large image of Orange Jelly Powder box at left and large package of Picking Spice at upper right. Used October 1899 (Figure 2).
PGRev8	Shows large image of Lemon Extract bottle at left and package of White Icing at upper right. Used March 1900 (Figure 15).
PGRev9	Shows logo of Lion and Flag in circle in red at lower left. Text includes phrase “Standard of Excellence” in red ink. Used April 1900 (Figure 16).
PGRev10	Shows logo of Lion and Flag in circle in red at upper left. Text includes phrase “Standard of Purity and Strength” in green ink. Used September 1900 (Figure 17).
PGRev11	Shows logo of Lion and Flag in circle in green at upper left and there is an extensive list of spices at upper right. Used November 1900 (Figure 18).
PGRev12	A text ad highlighting in bolded and underscored oversized red text: Flavouring Extracts and Jelly Powder. Used January 1902 (Figure 19).



As noted, I have attempted to document both the reverse ads of Pure Gold on Webb's P17 Queen Victoria Leaf Issue cards, as well as the better known front ads on Webb's P24 Edward VII cards. The P17 ads I am familiar with were in used between May of 1898 and January of 1902. There are 12 (or more) different such ads (Table 1). Surviving examples mainly were used in the southern Ontario region, are printed in red and green inks, and save one that is acknowledgement of an order (PGRev4 in Table 1), served as salesman's calling cards. All but one of the ads, the latest dated, are illustrated, featuring packaged/bottled products early on and logos after 1901. For brevity I only show a couple of selected address sides of these cards.

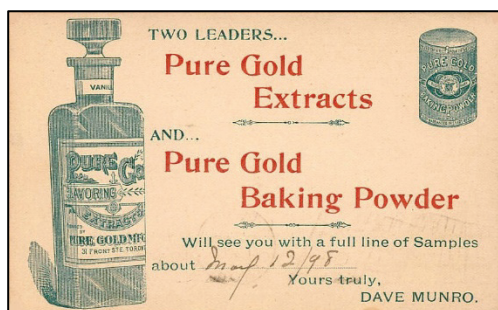


Figure 7: PGRev1 Card. Note that [15, pg. 2]. reads: "On leaving the general offices of the firm we come first into the flavouring extract room where some 30 different flavours are made and put up in their well-known style of bottles".



Figure 8: PGRev2 Card. Note that [15, pg. 2]. reads: "On the east side of the flat is the large spice packing and boxing department..."

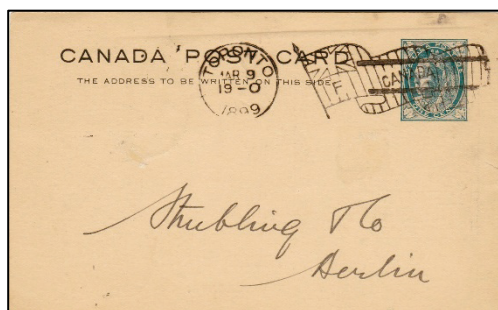


Figure 9: PGRev3 Card Front.



Figure 10: PGRev3 Card Reverse.



Figure 11: PGRev4 Card Front.

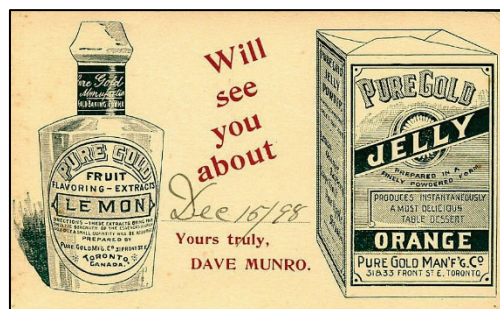


Figure 12: PGRev4 Card Reverse. Note that [15, pg. 2]. reads: "In the basement P.G. French Blacking for gentlemen's boots and P.G. French Dressing for ladies' boots are prepared...we are quite convinced they are not excelled by any goods of the same class....Jet Enamel Paste for stoves is also manufactured in this flat..."

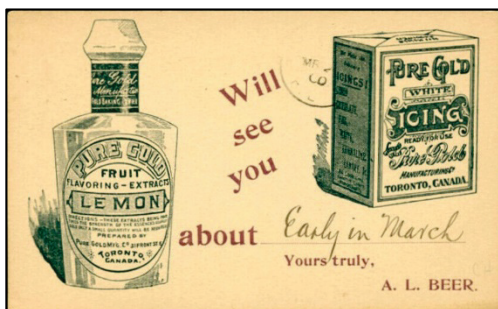


Figure 13: PGRev5 Card.



Figure 14: PGRev6 Card.

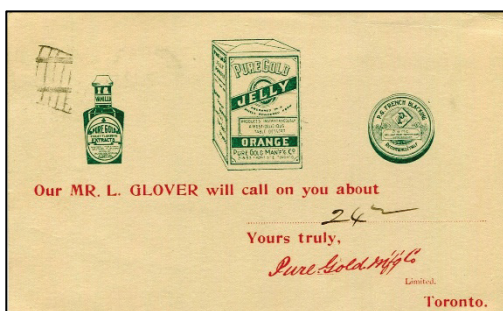


Figure 15: PGRev8 Card.

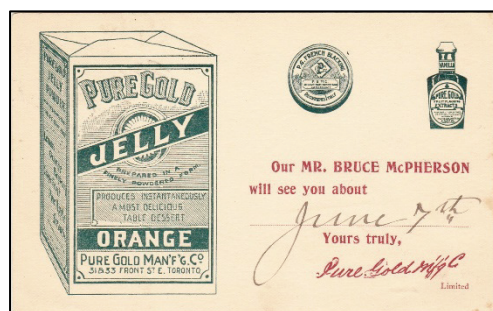


Figure 16: PGRev9 Card.



Figure 17: PGRev11 Card.



Figure 18: PGRev12 Card.

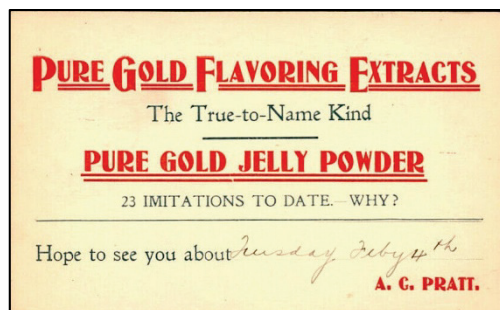


Figure 19: PGRev12 Card.

## References and Endnotes

- [1] Chris Ellis and Horace Harrison (1997): William Briggs (Methodist Book and Publishing House) Postal Stationery Cards with Advertising Fronts. *BNAPS Topics* Vol. 54, No. 1, pp. 18-29.
- [2] George Maclean Rose (editor, 1886): Rev. Robert Jardine, M.A., B.D., D.Sc. In *A Cyclopaedia of Canadian Biography Being Chiefly Men of the Time*, pp. 639-641. Rose Publishing Co., Toronto.

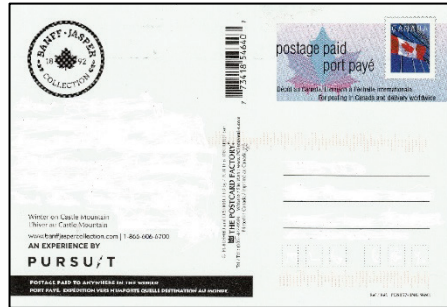
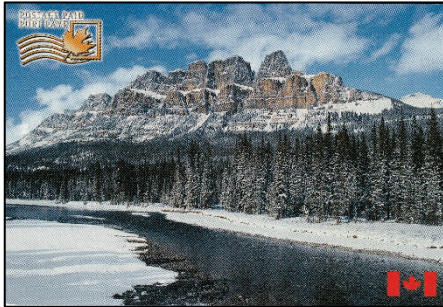


- [3] Anonymous (1900): Alex Jardine Dead. President of Pure Gold Found Dead in His Bed by One of his Daughters. *The Globe (Toronto)* Newspaper, Issue of Monday, December 31, 1900, p. 10.
- [4] Anonymous (1893): Alexander Jardine. In *The Toronto Board of Trade: "A Souvenir"; A History of the growth of the Queen City and Its Board of Trade, with Biographical Sketches of the Principal Members thereof*, p. 180. Sabiston Lithographic and Publishing Co., Montreal and Toronto.
- [5] *Canada Census for 1871, Province of Ontario, District No. 45, East York, Sub-District A York County*, p. 91.
- [6] William Henry Irwin (Compiler; 1871): *Robertson & Cook's Toronto City Directory for 1871-72*. Daily Telegraph Printing House, Toronto, p. 99.
- [7] Much of my information in this section was gleaned from many different Toronto Business directories of the time and for the sake of brevity I do not list them all here!
- [8] Keith M. O. Miller (2019): The History and Development of Wychwood Park, 1888-1918. In *Weeds of Wychwood, 1888-2019*, pp. 4-17. Centre for Experiential Research, Toronto.
- [9] John Blumenson (1994): Wychwood Park. In *East/West: A Guide to Where People Live in Downtown Toronto*, edited by Nancy Byrtus, Mark Fram, Michael McClelland, p. 78. Coach House Books, Toronto.
- [10] *Marriage Record for York County Division of Toronto*, February 26, 1880, #013182 (No. 203), p. 398.
- [11] [www.veterans.gc.ca/eng/remembrance/memorials/canadian-virtual-war-memorial/detail/1574289](http://www.veterans.gc.ca/eng/remembrance/memorials/canadian-virtual-war-memorial/detail/1574289), consulted June 20, 2021.
- [12] *Marriage Record for York County Division of Toronto*, June 7, 1886, #0183845 (No. 431), p. 290.
- [13] Anonymous (1939): James Strachan (obituary). *Ottawa Journal* Newspaper, Issue of April 28, p. 21.
- [14] Henry J. Morgan (editor, 1885): *The Dominion Annual Register and Review for the Eighteenth Year of the Canadian Union, 1884*. Hunter Rose & Co., Toronto, p. 236.
- [15] An excellent description of the premises and their production capabilities ("3000 pounds of coffee per day") can be found here: Anonymous (1892): The Pure Gold Manufacturing Co. *The Globe (Toronto)* Newspaper, Issue of September 2, 1892, p. 2.
- [16] Ralph L. Polk and Co. (compilers, 1885): *The Toronto City Directory for 1885*. Hunter, Rose and Co., Toronto.
- [17] Anonymous (1886): There is Nothing Like Documentary Evidence. Advertisement in: *Dominion Churchman, The Organ of the Church of England in Canada*, Issue of January 8, 1886, Volume 12, No. 4, p. 61.
- [18] Anonymous (1890): Reward. Advertisement in: *Grip. An Independent Satirical and Political Journal (Toronto)*, Volume 34, No. 25, p. 428.
- [19] Anonymous (1886): Pure Gold Manufacturing Company. In *Industries of Canada, Historical Sketches of Toronto and Environs; Its Prominent Places and People; Representative Merchants and Manufacturers; Its Improvement Progress and Enterprise*. M.G. Bixby and Co. Publishers Toronto, p. 211.
- [20] Donovan A. Shilling (2015): *Made in Rochester*. Pancoast Publishing, Rochester, New York, p. 171.
- [21] Anonymous (1890): Pure Gold Manufacturing Co. In *Illustrated Toronto: The Queen City of Canada. Its Past, Present and Future*, p. 91. Acme Publishing and Engraving Co., Church St., Toronto.
- [22] Don Record (1949): Aromas of Far East Blend in Elaborate Spice Factory Just Off Main Street. *Democrat and Chronicle Newspaper (Rochester, New York)*, Issue of October 9, 1949, p. 33.
- [23] Anonymous (1926): John D. Roberts Dies Following Short Illness. *The Winnipeg Tribune*, Issue of August 9, 1926, p. 5.
- [24] Anonymous (1897): New Industry. Blue Ribbon Mfg. Co. Established by G.F. Galt to Meet the Needs of the West. *The Winnipeg Tribune* Newspaper, Issue of November 22, 1897, p. 2.
- [25] Anonymous (1893): R. A. Donald. In *The Toronto Board of Trade: "A Souvenir"; A History of the growth of the Queen City and Its Board of Trade, with Biographical Sketches of the Principal Members thereof*, p. 232. Sabiston Lithographic and Publishing Co., Montreal and Toronto.
- [26] Anonymous (1899): DELICACIES: Manufacture of Ingredients for Table Foods An Increasing Local Business Being Done in This Direction--Half a Million a Year. *The Globe (Toronto)* Newspaper, Issue of November 9, 1899, p. 12.
- [27] *Schedule C: Deaths, York County, Division of York Township #030579*, December 30, 1900, pp. 538-539.



## New Views from Erhard Nachtigall

Two new views have been reported, both from Erhard Nachtigall. The first is shown in Figure 1



**Figure 1:** BNF 9693. Message and addressee information have been removed from this scanned image

BNG 9693 - Winter on Castle Mountain, die III d - no underlay, box style sIII, PCF in logo - with TM, no printed SKU number. The centre text reads “THE POSTCARD FACTORY” and “Website / Site web - www.PCFsouvenirs”. The only bar code (UPC), is at the top centre, is 73418 54640. Because sIII and sX are very similar, Erhard measured the style box very carefully—length of the box 93.5 mm, length of the English inscription 49 mm, length of the French inscription 76 mm III.

Erhard also writes:

*“I don't know if readers of PSN know about the "POSTCROSSING" website.*

*This website enables contacts to postcard collectors worldwide. After registering on the website free of charge, you can randomly generate the (postal) address of a postcard collector to whom you are sending a postcard. After the card has been registered with "postcrossing", your own address will be sent to an interested collector. Unfortunately, you cannot specify any country requirements.*

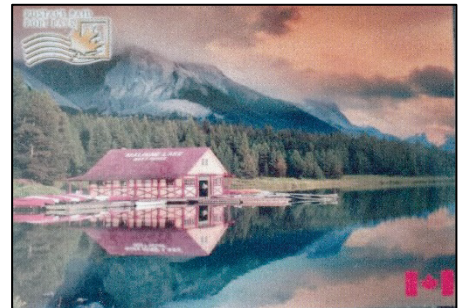
*"Postcrossing" asks the participants to upload the picture page of the postcard to their website and enables all participants to view this picture page. However, it is not allowed to upload the address page. You can try to establish direct contact with a participant by email via "postcrossing". Some participants then answer, many participants unfortunately do not answer.*

*At the end of September, at "postcrossing", I found an image of a PCF card that I had not seen before (Figure 2). The sender of the PCF card is a postcrosser ... from Edmonton AB, the recipient is ... in Finland.*

*Unfortunately, the quality of the image is not good, but the "Postage Paid - Logo" is clearly recognizable. I can also read the inscription “MALIGNE LAKE BOAT HOUSE” on the roof of the boathouse.*

*More than four weeks ago, I sent an email via "postcrossing" to the sender and recipient of the PCF card, requesting a scan of the address page or information about UPC and further details. Unfortunately, I haven't received any replies from either of them so far.*

*The "Postage Paid - Logo" on this card is very similar to the logo on "BNG 9693" (white background for the letters and the wavy lines). That's why I wrote a letter to "banffjasperecollection". Unfortunately, I did not receive an answer from there either.*



**Figure 2**

Thus, based on the “POSTAGE PAID” and the “FLAG” logos, these appear to be from a new series of Postcard Factory cards. So far no study group member has identified a commercial source for purchase of these cards.

## Other PCF Reports (all III d)

(Card designations marked in **colour** would be new line additions to Webb's (reason as underlined))

From Michel Gingras

BNF 371V as reported in PSN Vol. 30, No. 1, but with the more usual centre divider, **TM** after **FACTORY**; box style I and the logo includes TM (also reported by Pierre Gauthier)

From Pierre Gauthier

C 024 **a** Box style III with logo and TM, 2 bar codes

CR 2436 To my knowledge three box style V cards with PCF in the logo have been reported:

- ‘ensemble’ and TM in logo
- ‘ensem-’ with logo without TM in logo
- ‘ensem-’ with logo and with TM in logo

CR 2524 clarification, box style V is known with TM (but it is unknown whether it exists without TM)

From Robert Lemire

O 197**b** PCF in logo with TM, PCFsouvenirs in web address 2 bar codes, box style III, middle heading reads “THE POSTCARD FACTORY”

This view never has been available except in post offices, and previously with one bar code. It appears that at least some cards previously sold in post offices with only one bar code, but in souvenir shops with two bar codes, now also are appearing in post offices with two bar codes. For example, C 085 with two bar codes has been found in a post office.

From Erhard Nachtigall

C 006**b** - U1 sIII - PCF in logo, now with TM, 2 bar codes, PCFsouvenirs in web address

PRA005V - U1 sV no PCF in logo

RCMPC 074**f** with sku, PCF in logo with TM, postcardfactory in web address, 2 bar codes, UR1, box style III

VAN 5140- U1 sIII - PCF in logo, now with TM

VCT 074a - U1 sIII - bold title PCF in logo, now with TM

VCT 074**b** - U1 sIII - bold title PCF in logo, without TM, without chevrons

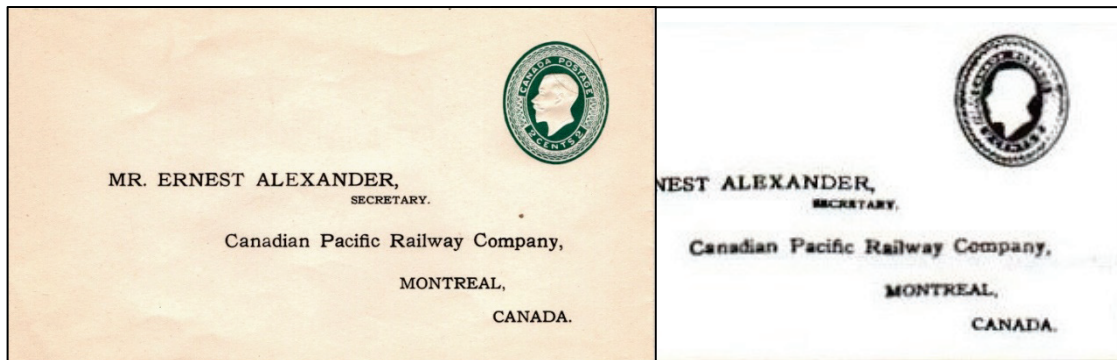
### **Webb’s PCF addendum placed on the BNAPS ORE page**

[Addendum and Update to the Section of \*Webb’s Postal Stationery Catalogue of Canada and Newfoundland 2019 for Canadian Postage-Prepaid Postcard Factory® Cards\* \(6.2 MB pdf\)](#)

This addendum to *Webb’s Postal Stationery Catalogue* contains corrections and additions to the listing of postage-prepaid Postcard Factory® cards, primarily for cards prepared using dies IIIc and IIId (pages 238-259 of the catalogue), though it omits some minor printing varieties. It is anticipated that the addendum will be updated at least annually, as new material is reported. Addendum date: 2021-09-17.

### **Another CPR Proxy Envelope**

Pierre Gauthier has submitted a scan of a CPR proxy envelope that differs from those reported previously [1, 2]. It is closest to the envelope shown in Aitken’s Figure 19 [1], but the ‘S’ of ‘SECRETARY’ is under the ‘D’ of ‘ALEXANDER’, rather than under the ‘ND’, and the ‘M’ of ‘MONTREAL’ is under ‘Ra’ of ‘Railway’, instead of under the first ‘R’.



**Pierre’s envelope (left) and the envelope from Aitken’s Figure 19 [1] (right).**

### **References**

- [1] Aitken, J. D., Canadian Pacific Railway Company Proxy Return Envelopes, *BNAPS Topics*, Vol. 40, No. 5, pp. 37-45 (1983).
- [2] Aitken, J. D., CPR Proxy Return Envelopes - an Update, *PSN*, Vol. 5, No. 2, pp. 11-13 (1986).