

## Slogan cancels

Since 1897, the Post Office Department has allowed slogan cancels to be used as an advertising medium. It is preferable to collect slogans on cover but the sheer volume of available material and space required will probably convince the collector to narrow his or her sights. The more common material is considered collectable as a cut-out that includes both the slogan and the dater hub cut to approximate size of



two inches by four inches. Collecting slogans from a favorite city, county, or province would be a very formidable challenge.

Many collect slogans on cover with a related advertising or corner-card. The “Classic Period” of slogans is 1912–1919, when the majority of slogans were produced on International canceling equipment. During this period, the popular fair-, flag-, and war-related material made an appearance. Thematic slogan collecting is popular. The *Coutts Slogan Catalogue* includes 46 main topics and scores of sub-topics.

## XIII. POSTAL STATIONERY

Postal stationery comprises government-issued envelopes, postal cards, post bands and wrappers for newspapers and catalogs, letter cards, aerogrammes, letter sheets, and official versions of some of those categories. Similar material is available for both Canada and Newfoundland. *Webb's Postal Stationery Catalogue of Canada and Newfoundland*, edited by Earle Covert and Bill Walton, describes and illustrates the many postal stationery items available.

**Envelopes.** Beginning in 1860, envelopes with a stamp-like impression that paid a postage rate were issued by the Canadian Post Office, with a premium for the cost of the envelope. Most envelopes were developed for either drop letter, printed matter, or first class rate usage. These are often collected by their royal period: Victorian, Edward, George V and VI, and Elizabethan. Some proofs exist for some issues, and errors and varieties can be found for a few in the printing and in the cutting of the paper for the envelope, as well as types of cuts. Mint copies are often preferred for such studies, while used examples illustrate mail to domestic and foreign destinations. Because the envelopes take impressions of cancels well, cancel

usage on envelopes is also of interest. Precancelled and special envelopes for elections form a specialized interest. Companies with large volume mailings could purchase specially printed envelopes for a particular size and shape, creating yet another collecting specialty.

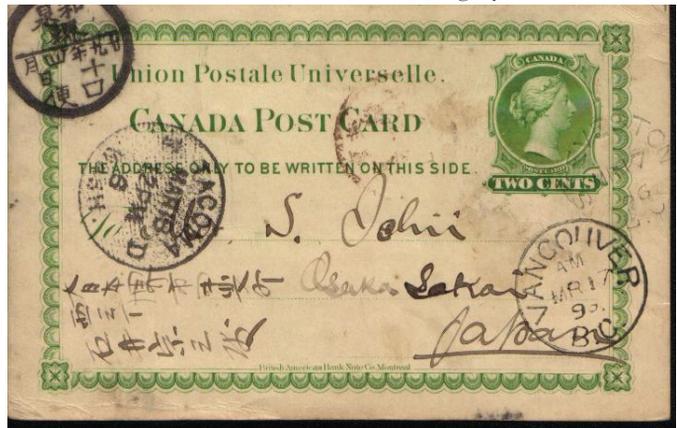


### Postal Cards

Post cards issued by the Canada Post Office are referred to as postal cards, to differentiate them from the privately printed picture post cards introduced at the end of the 19<sup>th</sup> century. Postal cards were issued in 1871 and initially were used only for domestic mail. As countries began to accept postal cards as legitimate mail, international rates were developed with new cards beginning in 1877 and expanded with Canada's 1878 entry into the UPU. Cards are collected by royal period.

Late in the 19<sup>th</sup> century, postal cards were permitted to be overprinted with advertising. Canadian railroads and shipping lines created pictorial cards to show off the beautiful destinations available to tourists. These cards are highly collectible and the many varieties create a lifelong pursuit.

By 1900 many companies used the cards for advertising, and these are also of great interest to card collectors, with advertising on both front and back. In 1932 an official set of 71 picture postal cards



was issued. In 1971 and 1972 view cards, with the picture and stamp design being identical, were issued, victim to the same inflation and not continued. In 1997 through 2000, a joint venture of Canada Post and a private company created picture post cards for mailing by tourists with no price but "POSTAGE PAID" listed, solving the inflation problem of having to print many versions as the postage rates rose.



A special form of postal card was developed to be used for commercial purposes, with two cards joined by perforating cuts. The intent was that a customer was mailed the joint card and could send back a reply card without cost, since the cost was already on the reply half of the card. In the 20<sup>th</sup> century these cards had a cheaper valuation, because most would be discarded, reducing the sender's cost to mail many potential customers.

Some cards in the 1920s onward were precancelled so that the post office would not have to cancel the many thousands of cards a mailer might send out.

These are collected by both card collectors and precancels collectors

**Post Bands and Wrappers.** Beginning in the late 1800s, mailers of newspapers and catalogues could purchase stamped wrappers with gum that could have an address put on them. A few were even precancelled. These are found through the Elizabethan period and are quite collectible.

**Letter Cards.** A special sealable postal card termed a letter card was issued beginning in the 1890s. These letter cards were folded and gum on the edge permitted sealing for privacy in correspondence. Their denominations were for regular 1<sup>st</sup> class rates rather than post card rates. Their use ended almost as they began, with the exception of a new letter card issued in 2000.

**Aerogrammes.** To reduce weight for airmail letters at a time when the costs were higher than regular mail, lightweight paper sheets were printed with airmail rates. Begun in 1947 their issuance and use continues today, when international rates are again quite high.

**Letter Sheets.** In 1973 and 1974, Canada Post tried selling letter sheets with domestic rates stamped on them. These floral design sheets were the victims of rapidly rising rates.

#### XIV. MILITARY MAIL/WAR-RELATED

An extremely large and exciting area of BNA to collect! Some of the earliest areas of study are the French and English wars. This is the stampless era, and you can expect to pay a premium for some of these scarce folded letters and covers. It will help the collector if he or she has some knowledge of the French language. Also within the stampless era is the war of 1812.

In the time of the Large and Small Queen stamps there are the Riel rebellions; in the Small Queen era there is the Nile Expedition. The second Riel Rebellion of 1885 pitted the Native Americans and Métis of the Manitoba and Saskatchewan areas against the Canadian government.

Also, Canadians served in the various armies of the British Empire. There are a limited number of soldier's letters known to exist from these times and



you can expect to pay a large premium for any you might locate. For example, a newly-recorded Canadian cover to a British soldier serving in the Afghan war of 1879 recently was sold in England.

#### Canadian Contingents in the Anglo-Boer War

The special markings on these covers from 1900-1902 include "ENROUTE" and the "CANADIAN CONTINGENT" oval date markings. There are a number of Field Post Office strikes that are well documented in support literature available through the BNAPS book store (see the BNAPS web site for information on the store and member discounts). A number of very attractive patriotic covers exist, including a series with pictures of officers serving in the war, and there are various shades of purple and magenta field post office markings to be looked for by the collector. Almost all patriotic were used domestically or to the U.S., so finding them used overseas is difficult.

#### Before WWI

In 1909 a system of field post offices was established to serve the Canada Militia Camps. In all there were some 30 hammers prepared for 18 different camps. None of these strikes is common and a few are darn scarce if not rare.