

CANADA 1949 – 1951 DEFINITIVE ISSUE

An exhibit of stamp design, issues, rates and usages

The Purpose

This exhibit shows pre-production and production material for the regular issue, coils, precancels, booklets and official stamps throughout the period of release (1949 to 1951) of the revised *Postes/Postage* and unrevised designs and explains rates and usages up to the end of this definitive period on April 30 1953.

The Exhibit

Following WWII, the Post Office wanted to replace the uniformed images of the King depicted in the *War Issue* with those of him in civilian dress. June 6, 1949 was to be the first day of sale, a date chosen officially in Canada to honour the King's birthday (his actual birth date was 11 December). Shortly before the release date, it was decided that the words "Postes" and "Postage", which had been purposefully omitted to enhance "the artistic emphasis and simplicity of the portrait", should be included in the design to reflect the bilingual nature of Canada. This "*Revised Design*" was issued on 15 Nov 1949. Since a quantity of the original "*Unrevised Design*" had been printed in two plates, the Post Office released these for general sale on 19 Jan 1950.

Exhibit Plan

Frame 1: Pre-production and production material, Regular Issue 1¢ to 4¢ plates, varieties and single usages
Frame 2: Regular Issue 4¢ to 5¢ plates, varieties and single usages; Booklets; Coils
Frame 3: Officials; Precancels; Surface Rates - Domestic 1st Class
Frame 4: Surface Rates - Domestic; International
Frame 5: Air Mail Rates - Domestic; International

Treatment

Title and subtitles on each page will clearly indicate where the viewer is in the exhibit plan. Red bordered material is of significance.

Three major design releases shown in this exhibit are:

Revised Issue
with *Postes/Postage*
November 15, 1949



Unrevised Issue
Postes/Postage omitted
January 19, 1950



Revised Issue
Colour Change
July 25, 1951

