

FIRST IMPRESSIONS

NEWSLETTER OF THE BNAPS

FIRST DAY COVER STUDY GROUP

ISSUE 45, JANUARY-MARCH 2021

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EDITOR'S NOTES

There are two contributions from John van der Ven in this issue. The first reviews an unexpectedly large number of Fidelity General Utility cachets that heretofore have not been gathered in one place. His other presence is with a mis-printed Ken Boll cachet for Cachet Craft. In case you haven't seen it yet, the second part of John's FDC collection is up for sale by Sparks Auctions via the Stamp Auction Network. It includes his FDCs from 1960 onwards.

Bob Vogel presents the second in his series on commercial FDCs with a detailed analysis of those attributable to Gaylord Products of Canada Ltd. Charles Verge's examination of three covers from the 1959 Seaway issue completes the trio of substantive articles in Issue 45.

The year 2020 has been a stressful year for everyone and reasons for joy have sometimes been difficult to find. I wish you all a pleasant holiday season and a much improved 2021, with Covid-19 hopefully becoming under control or at least manageable.

SUBMITTING ARTICLES

Articles may be submitted in MS Word and scans should be separate attachments in JPEG format at 300 dpi. E-mail submissions should be sent to the Editor, Gary Dickinson at gandbdickinson@shaw.ca.

GENERAL PURPOSE CACHETS OF THE FIDELITY STAMP COMPANY

by Jan Pieter (John) van der Ven

A founder of the Fidelity Stamp Company, Victor W. Rotnem, started in the small town of Mabel, Minnesota with a precancel stamp business. He later relocated to Washington, D.C. as an attorney with the United States Resettlement Administration. In 1934, together with several other Harvard Law School friends, he formed the Fidelity Stamp Company to trade in United States stamps for collectors.

Over the years the company went through many changes and at one point produced its own FDCs and serviced many cachets produced by other companies. Richard A. Silliman came on board and worked in every department of the company, ending up as the owner of the company.

Fidelity produced many different cachets from its inception and well into the late 1940s. Starting in 1947 the Fidelity cachets were printed by Silliman on a 5"x 8" Pearl hand press. In making a two or three-colour cachet, the platen, rollers, cuts, and type had to be scrupulously cleaned after each colour was printed. So exacting a craftsman was Silliman that a comparison of cacheted FDCs of any issue shows no shift in colour registration, a difficult feat with a hand press. Sometimes the lead-time to produce a new cachet was too short and hence Fidelity produced a General Utility (General Purpose) cachet in 1947-48.

This general-purpose cachet by Fidelity is found for only a short period with several of the Canadian stamps issued in the late 1940s and early 1950s. The same cachet was also issued for several issues from the Canal Zone and some air mails.

An almost endless combination of different colours could be used, with as many as fifteen different cachets known for the same issue. At least eight different colour combinations are

known for the 10-cent brown Fur Resources stamp (Scott 301) from 1950, and there are also multiple examples for the King George VI definitive issue and the 50-cent green Oil Wells issue (Scott 294) from 1950.

Earlier examples with fewer documented varieties are for Scott 276, the 4-cent blue Royal Wedding issue of 1948 and Scott 282, the 4-cent Newfoundland issue from 1949.

On at least one occasion the general purpose cachet design served as the foundation for a special purpose cachet as illustrated in Figure 1.



Figure 1. Special purpose cachet for Scott 294.

Services to Fidelity customers included the sale of cacheted envelopes and servicing of their FDCs as attested by their sampler shown in Figure 2.

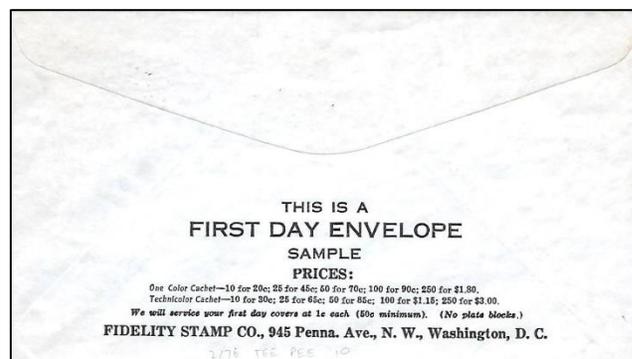


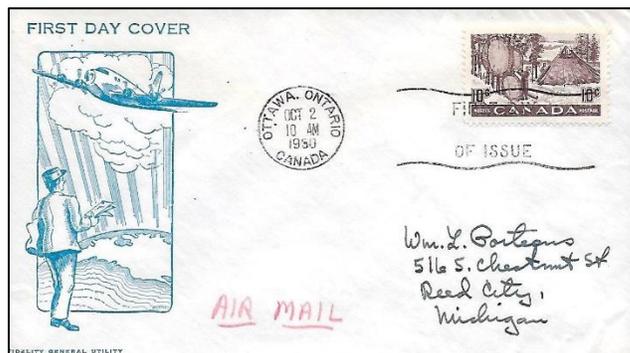
Figure 2. Sample Fidelity envelope

Other than those noted above, over the years I have not found many other Canadian

stamps after 1951 with this general purpose cachet from Fidelity. This might go hand in hand when Fidelity Stamp Company stopped making their own cachets but continued to service the products of other cachet makers for Fidelity subscribers.

Most Fidelity covers I found came from the United States. From time to time I came across a new colour combination that did not have so I added it to my collection. It made my day when I found another one. Most of the different combination colours or issues are not noted in the Bruce Perkins or Gary Dickinson catalogues, to they are relatively unknown to many collectors. The fourteen known colour variations of the Fidelity General Utility cachet are shown below.

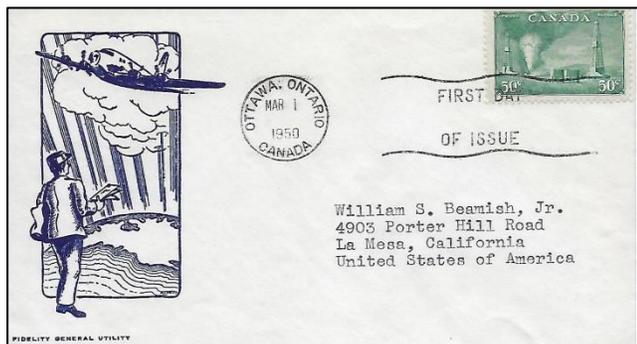
Authors Note: The background information on Fidelity Stamp Company came from an article written by Curtis Patterson in the *First Days* issue of November-December 1974.



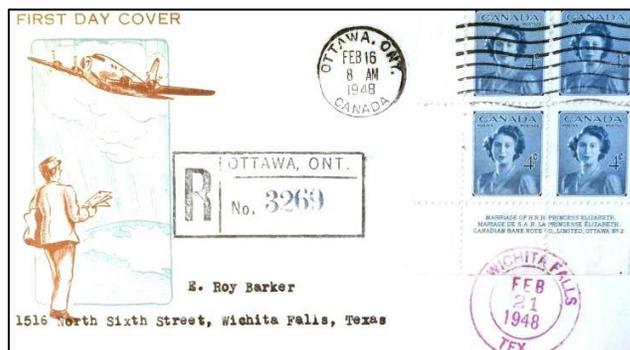
Type 3



Type 4



Type 1



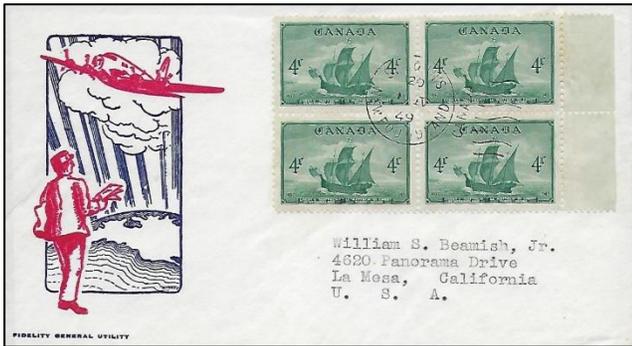
Type 5



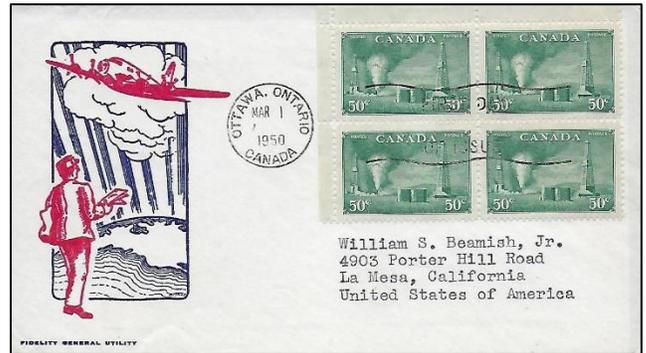
Type 2



Type 6



Type 7



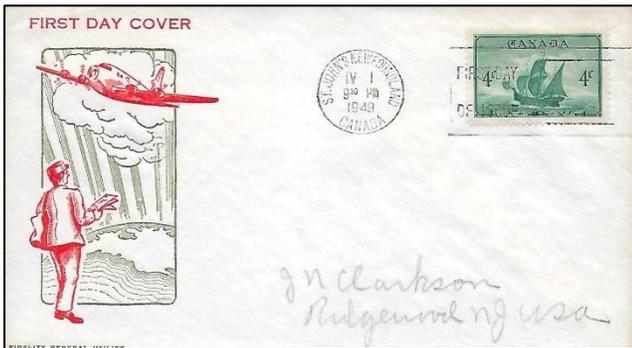
Type 11



Type 8



Type 12



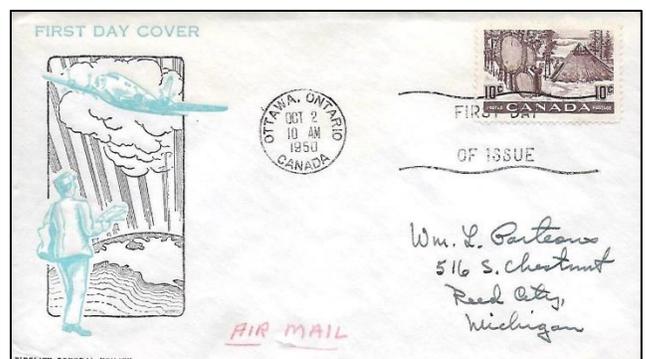
Type 9



Type 13



Type 10



Type 14

COMMERCIAL FIRST DAY COVERS

PART II-GAYLORD PRODUCTS OF CANADA LIMITED

by Bob Vogel

This article features commercial first day covers of the Gaylord Products of Canada of St. Hyacinthe, P.Q. Originally founded in 1931 as the Hump Hair Pin Co. it was incorporated as the Hump Hair Pin Manufacturing Co. of Canada (1940) Ltd. On January 12, 1940 and became Gaylord Products of Canada Ltd. on January 02, 1947. On June 21, 1977 it became 81796 Canada Ltd. until dissolution on August 10, 1984. They manufactured and sold women's hair accessories such as hair pins, rollers, and many more items under the trade name "GAYLA". Like other commercial first days their enclosed letters described the stamp issue and usually advertised one of their products.

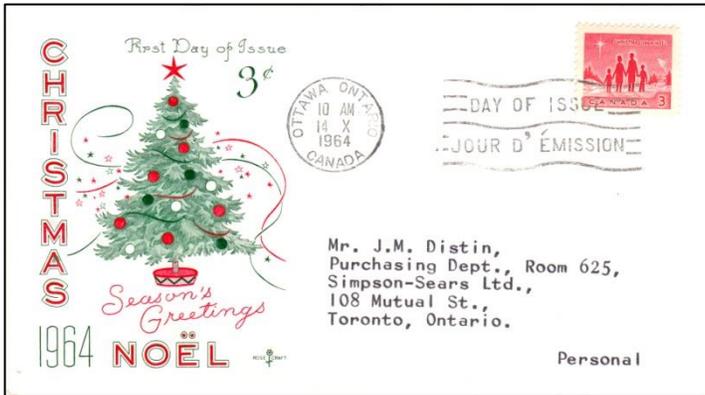


Figure 1.

Figure 1. Typical Rosecraft Cachet showing the typed "Personal." There are no other distinguishing marks and no return address on the envelopes



Figure 2. A typical enclosure in English.

The Gayla letterheads came in three different styles as shown below in Figures 3 to 5.



Figure 3. Type 1 Letterhead showing only their logo.



Figure 4. Type 2 Letterhead showing their logo and a facsimile of the stamp issue.

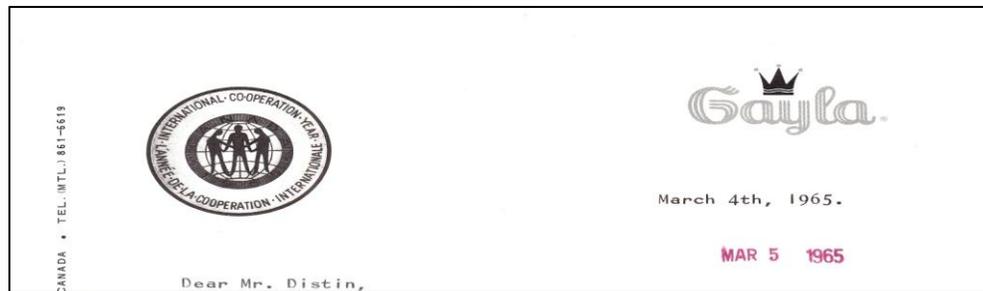


Figure 5. Type 3 Letterhead showing their logo and a facsimile the cachet on the FDC.

TABLE I GAYLORD COMMERCIAL LETTERS
FOUND WITH ROSECRAFT CACHETS

Day of issue	Scott No.	Description
63.05.02	402	Definitive - 2¢ Cameo
64.10.05	433	1964 Royal Visit
64.10.14	434	3¢ Christmas – Star of Bethlehem
64.10.14	435	5¢ Christmas – Star of Bethlehem
64.11.18	436	8¢ Jet Definitive
65.02.03	420	Floral Emblems / Coat of Arms – Nova Scotia
65.02.03	421	Floral Emblems / Coat of Arms – New Brunswick
65.03.03	437	5¢ International Co-operation Year
65.04.28	422	Floral Emblems / Coat of Arms – Manitoba
65.04.28	423	Floral Emblems / Coat of Arms – British Columbia Not Reported
65.06.09	438	Sir Wilfred Grenfell
65.06.30	439	Canadian Flag
65.07.21	424	Floral Emblems / Coat of Arms – Prince Edward Island
65.08.12	440	Sir Winston Churchill
65.09.08	441	Inter-Parliamentary Union
65.09.08	442	Ottawa (1865-1965)
65.10.13	443	Christmas – 3¢ Gifts of the Magi
65.10.13	444	Christmas – 5¢ Gifts of the Magi
66.01.05	445	Alouette II – Space Research
66.01.19	425	Floral Emblems / Coat of Arms – Alberta
66.01.19	426	Floral Emblems / Coat of Arms – Saskatchewan
66.02.23	427	Floral Emblems / Coat of Arms – Newfoundland
66.03.23	428	Floral Emblems / Coat of Arms – Yukon
66.03.23	429	Floral Emblems / Coat of Arms – Northwest Territories
66.04.13	446	La Salle
66.05.02	447	Highway Safety Not Reported
66.05.26	448	London Conference
66.06.30	429A	Coat of Arms of Canada
66.07.27	449	Peaceful Uses of Atomic Energy
66.09.08	450	Commonwealth Parliamentary Association
66.09.08	451	Christmas – 3¢ Praying Hands

66.10.12	452	Christmas – 5¢ Praying Hands
67.01.11	453	5¢ Centennial of Canada
67.02.08	454-458	1¢-5¢ Centennial Definitive Not Reported*
67.02.08	461-465B	8¢-\$1.00 Centennial Definitive Not Reported (high value) **
67.04.28	469	expo67
67.05.24	470	Women's Franchise
67.06.30	471	Royal Visit
67.07.19	472	Pan-American Games English and French Text Letters
67.08.31	473	The Canadian Press English and French Text Letters
67.09.15	474	Georges P. Vanier
67.09.28	475	Toronto – Capital of Ontario (1867-1967)
67.10.11	476	Christmas – 3¢ Children Carolling
67.10.11	477	Christmas – 5¢ Children Carolling
68.02.15	478	Canadian Wildlife – Gray Jays
68.03.13	479	Meteorological Readings
68.04.10	480	Canadian Wildlife – Narwhal
68.05.08	481	International Hydrological Decade English and French Text Letters
68.06.05	482	Voyage of the Nonsuch
68.07.03	483	Lacrosse
68.08.21	484	George Brown
68.09.04	485	Henri Bourassa English and French Text Letters
68.10.15	486	Armistice Not Reported (high value) **
68.10.15	487	John McCrae
68.11.15	459	6¢ Orange Centennial Definitive Not reported*
68.11.15	488	Christmas – 5¢ Eskimo Carvings
68.11.15	489	Christmas – 6¢ Eskimo Carvings Not Reported
69.01.15	490	Curling
69.02.20	491	Vincent Massey
69.03.14	492	50¢ Aurèle de Foy Suzor-Côté Not Reported (high value) **
69.05.21	493	International Labour Organization
69.06.13	494	15¢ First Non-Stop Transatlantic Flight
69.06.23	495	Sir William Osler
69.07.23	496	Canadian Wildlife – White-Throated Sparrow
69.07.23	497	10¢ Canadian Wildlife – Ipswich Sparrow Not Reported (high value) **
69.07.23	498	25¢ Canadian Wildlife – Hermit Thrush Not Reported (high value) **
69.08.15	499	Charlottetown (1769-1969)
69.08.15	500	Canada Games
69.09.12	501	Sir Isaac Brock
69.10.08	502	Christmas – 5¢ Children
69.10.08	503	Christmas – 6¢ Children
69.11.12	504	Stephen Leacock
68.11.15	460	6¢ Black Centennial Definitive
70.01.27	505	Manitoba (1870-1970)
70.01.27	506	Northwest Territories (1870-1970)
70.02.18	507	International Biological Programme
70.03.18	508-511	EXPO 70 25¢ values Not Reported (high value) **
70.04.15	512	Henry Kelsey

70.05.13	513	United Nation 25 th Anniversary - 10¢ World Unification
70.05.13	514	United Nation 25 th Anniversary - 15¢ World Unification Not Reported (high value) **
70.06.19	515	Louis Riel
70.06.25	516	Sir Alexander Mackenzie
70.08.12	517	Sir Oliver Mowat
70.09.18	518	The Group of Seven
70.10.07	519	Christmas – Children’s Drawings – 5¢ Santa Clause Not Reported
70.10.07	520	Christmas – Children’s Drawings – 5¢ Horse-drawn Sleigh Not Reported
70.10.07	521	Christmas – Children’s Drawings – 5¢ Nativity Not Reported
70.10.07	522	Christmas – Children’s Drawings – 5¢ Children Skiing
70.10.07	523	Christmas – Children’s Drawings – 5¢ Snowman and Christmas Tree Not Reported
70.10.07	524	Christmas – Children’s Drawings – 6¢ Santa Clause Not Reported
70.10.07	525	Christmas – Children’s Drawings – 6¢ Children and Christmas Tree Not Reported
70.10.07	526	Christmas – Children’s Drawings – 6¢ Toy Store Not Reported
70.10.07	527	Christmas – Children’s Drawings – 6¢ Santa Clause Not Reported
70.10.07	528	Christmas – Children’s Drawings – 6¢ Church
70.10.07	529	Christmas – Children’s Drawings – 10¢ Not Reported (high value) **
70.10.07	530	Christmas – Children’s Drawings – 15¢ Not Reported (high value) **
70.11.04	531	Sir Donald Alexander Smith
71.02.12	532	Emily Carr
71.03.03	533	Discovery of Insulin
71.03.24	534	Sir Ernest Rutherford
71.04.14	535	The Maple Leaf in Four Seasons – Spring English and French Text Letters
71.05.07	539	Louis Joseph Papineau
71.05.07	540	Samuel Hearne
71.06.01	541	Radio Canada International Not Reported
71.06.01	542	Census
71.06.16	536	The Maple Leaf in Four Seasons - Summer
71.06.30	459	7¢ Centennial Definitive Not reported*
71.07.20	552	British Columbia (1897-1971)
71.08.11	553	Paul Kane
71.09.03	537	The Maple Leaf in Four Seasons – Autumn
71.10.06	554	Christmas – 6¢ Snowflake Not Reported
71.10.06	554	Christmas – 7¢ Snowflake
71.10.06	555-557	Christmas – 10¢ & 15¢ Snowflake Not Reported (high values) **
71.10.20	558	Pierre Laporte
71.11.19	538	The Maple Leaf in Four Seasons – Winter
71.12.30	459	8¢ Centennial Definitive
72.03.01	559	World Figure Skating Championships
72.03.17	600-601	\$1.00 Vancouver & \$2.00 Quebec City Not Reported (high values) **
72.04.07	560	World Health Day
72.05.17	561	Frontenac
72.07.06	562-563	Indians of the Plains – Artifacts and Way of Life
72.08.02	582-585	15¢ Earth Sciences – Geology

72.08.02	583	15¢ Earth Sciences - Geography Not Reported
72.08.02	584	15¢ Earth Sciences – Photogrammetry
72.08.02	585	15¢ Earth Sciences - Cartography Not Reported

From this point on there are only sporadic reports

72.10.04	564-565	Indians of the Plains – Graphic Symbolism and Dress French Text Letter
73.05.16	616	Joseph Howe French Text Letter
73.09.20	623	1976 Olympic Games – 8¢ Olympic Logo French Text Letter
74.02.22	572	The Indians of the Pacific Coast – Graphic Symbolism French Text Letter
74.04.17	B1	1976 Olympic Games - 8¢+2¢ Olympic Logo French Text Letter

Notes: **Not Reported** indicates they should exist.
Not Reported * low value definitives will not be found
Not Reported (high value) ** will not be found.

During 1974, after William Assad ceased production of the Rosecraft cachets, Gaylord turned to another Canadian, Norman Rosenblum, who manufactured cacheted covers under the name NR Covers. These are less common than the previous cachets therefore the listing below will only show what I have found.

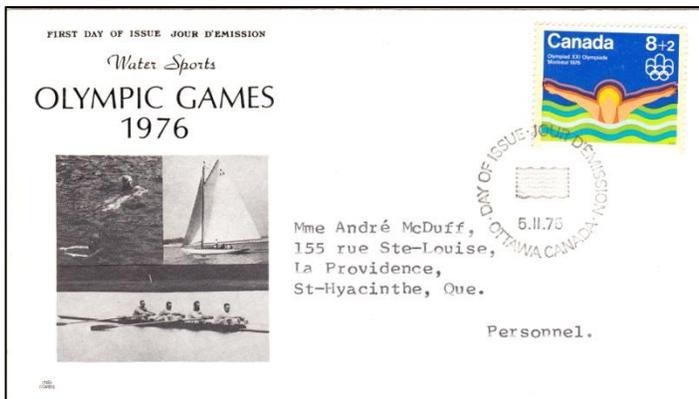


Figure 6. The same typed “Personnel” was also used with the French editions.

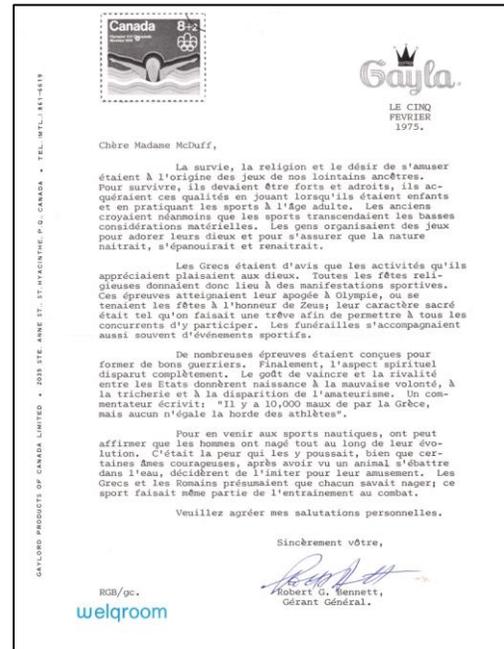


Figure 7. Typical French-text letter.

TABLE II GAYLORD COMMERCIAL LETTERS FOUND WITH NRC CACHETS

74.07.12	640	Agriculture Education
74.07.26	641	Invention of the Telephone
74.08.07	642	World Cycling Championships
74.10.09	648	Universal Postal Union Centenary - 8¢ Mercury and Winged Horses
74.11.29	655	William Hamilton Merritt
75.02.05	B4	1976 Olympic Games – Water Sports - 8¢ + 2¢ Swimming (French Text)
75.04.04	575	Indians of the Sub-Arctic – Dance of the Kutch-Kutchin (French Text)

Gaylord did not restrict their first day cover program just to Canada as shown below with mailing using US and UN stamps.

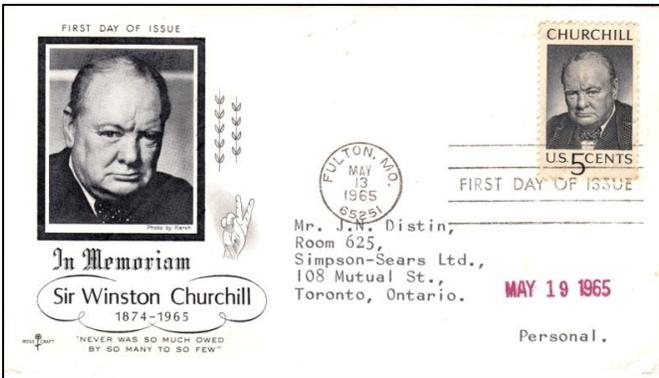


Figure 8. The US stamp (#1264) commemorating Sir Winston Churchill mailed from Fulton MO.

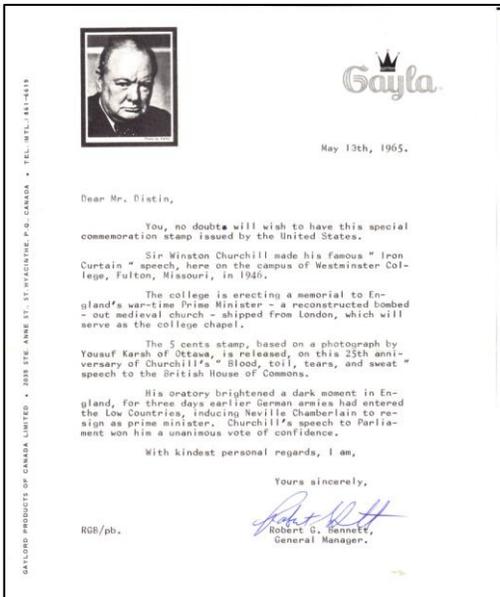


Figure 9. Letter with St. Hyacinthe PQ return address.

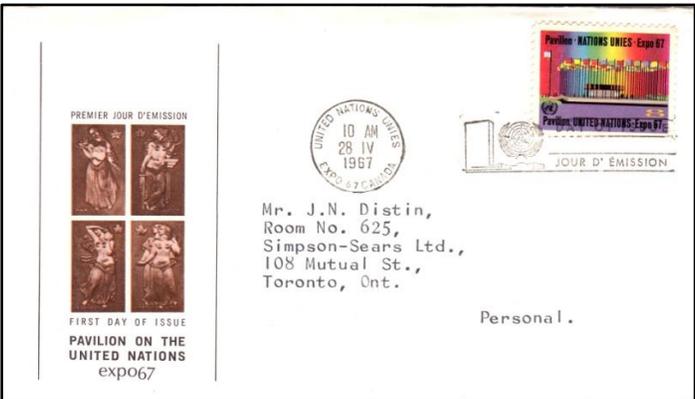


Figure 10. U.N. #172 was the first to be cancelled outside of their offices in New York or Geneva, in this case at EXPO 67 in Montreal.

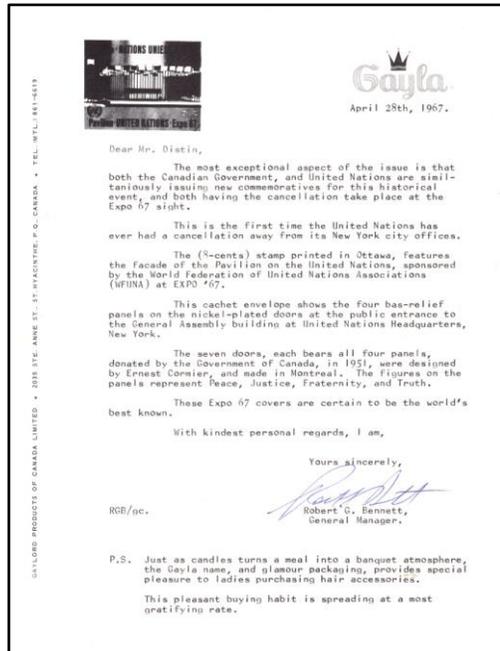


Figure 11. Letter from U.N. #172.

This last FDC plus enclosures is the most significant from Gaylord. It is a replacement cover supplied by Canada Post due to the original being damaged while being serviced. Replacement commercial

FDCs are not common and this is the first reported use of a Rosecraft general purpose cachet being used as a replacement cover.



Figure 14. shows a Rosecraft general purpose cachet pencil addressed indicating it is a replacement cover. It must be post marked in Ottawa with day of issue cancel and contains an apology slip shown in Figure 15.

It is regretted that your cover was damaged in servicing. This cover has been substituted to ensure that you have a souvenir of this first day of issue event.

Postmaster, Ottawa

Votre propre enveloppe a malheureusement été endommagée au cours du traitement. Nous y avons substitué celle-ci afin de vous assurer un souvenir du jour d'émission.

Maître de Poste, Ottawa

Figure 15.

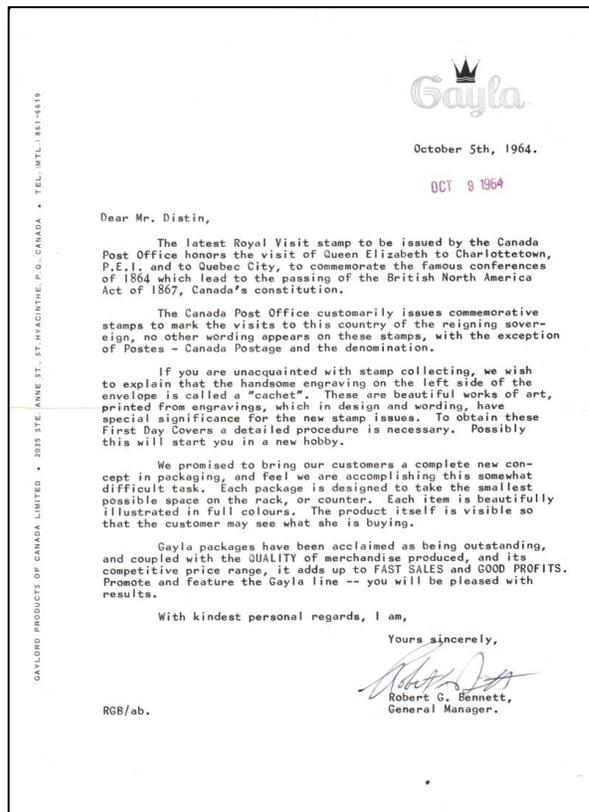


Figure 16. The original letter from Gaylord sent with the Rosecraft replacement.

I would be interested if anyone has further reports of any of these Gaylord FDCs. Please contact me at berlinb@csolve.net.

A KEN BOLL FIRST DAY COVER MISPRINT

SUBMITTED BY JAN PIETER (JOHN) VAN DER VEN

A Cachet Craft FDC by Ken Boll for the Yukon Territory provincial flower and emblem stamp (Scott 428) was published on March 23, 1966. The cachet was printed in purple and black, but at least one cover managed to escape the black portion of the printing.

Both covers went through the mail with two different addressees. The FDC in Figure 1 was addressed to a post office box in Ottawa while the one in Figure 2 went to a collector in Laconia, New Hampshire. The latter cover has a faint grey impression of the black portion of the cachet, but it may be that the hand press ran out of ink leaving the faint impression.

The printing error might just be a fluke, but you might want to check your Cachet Craft covers for Scott 428.



Figure 1. Correct printing.



Figure 2. Printing error with black missing.

THREE 1959 ST. LAWRENCE SEAWAY FDC CACHETS?

TWO MAYBE, ONE IS NOT

by Charles J. G. Verge, RDP, FRPSC, FRPSL

This article is about three first day cachets that perplexed me for some time until I found the answer to one of them in Gary Dickinson's *Catalogue of Privately Produced First Day Covers*. The readers' help would be appreciated for the other two.

I literally wrote the book about the St. Lawrence Seaway Canada-USA joint issue. It is a complete history of the negotiations, design and production of the stamps as well as the discovery of the iconic "inverted" Canadian Seaway stamp. There is also a chapter on the FDCs and the problems associated with providing the first day service.

One of the few complaints the book received was from FDC collectors who wanted to see an exhaustive listing of all the Canadian and U.S. cachets associated with the joint issue included in the book. That specialization was not the primary focus of the book, nor did I collect these FDCs at the time. My major interest was to recount how the post offices dealt with the onslaught of demands they received for FDCs of the issues, their policies concerning the cancellations of the covers, and the problems they faced in dealing with the "demanding" collectors.

I took this complaint to heart and, since the publication of the book, I have collected FDCs of both countries as well as those bearing the stamps of both countries. In the last eleven years it has been an accumulation. Finally, I am putting some order to the several hundred covers I have.

The objective is eventually to develop a multi-frame FDC exhibit of the two stamps, but that may be more than I can chew. I have yet to figure out a proper treatment and how to develop the story. It may turn out that an Open/Display class exhibit would be better.

1. Chickering/Jackson

In addition to the Seaway I also collect Canadian FDCs of the 1950s but I have never paid attention to other Canadian FDCs, so this Chickering/Jackson cover (Figure 1) sat in my box bothering me since I knew, through research for other purposes, that Gladys Jackson did not take on Charles Chickering as a cachet designer until 1964 after he retired from the U.S. Bureau of Engraving and Printing. I also knew that, in later years, Cachet Craft had used the cachets of different cachet makers for their cover service. Therefore, despite its looks and text this cover could not be a FDC for the 1959 St. Lawrence Seaway stamp.

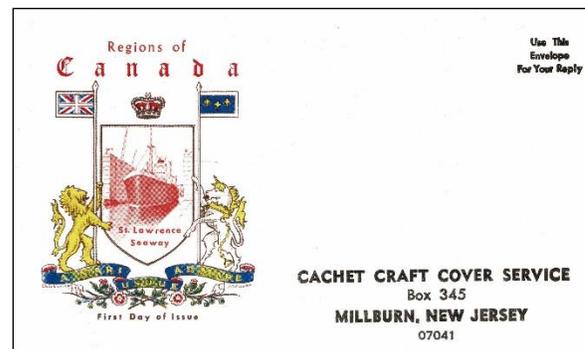


Figure 1. Chickering/Jackson cachet

Once I put the Chickering/Jackson/Cachet Craft information together I then went hunting through Gary's book and found that Chickering/Jackson had produced twelve different cachets for the 1967 Centennial definitive issue of which my cover in Figure 1 was one. It was used for the Centennial definitive 4¢ denomination (Scott 457) that shows the St. Lawrence Seaway. This is the easy one. Many questions remain for Figures 2 and 3.

2. Three-funnel ship and lighthouse

This cacheted cover (Figure 2) clearly indicates that it is for the St. Lawrence Seaway issue. Its three-line text indicates the theme, the purpose, and the date. It is the only cover with this cachet that I have seen in eleven years of collecting the issue. Gary does not list it in his catalogue and I have not seen it listed in any of the Planty/Mellone U.S catalogues that I have been able to consult.

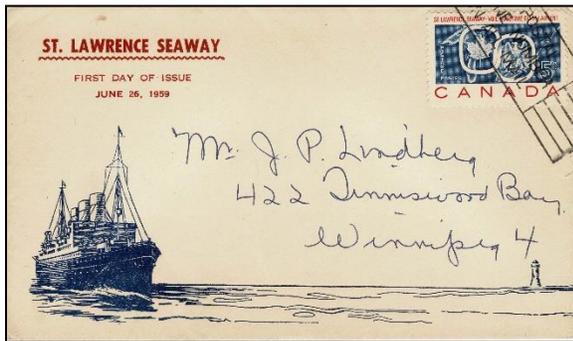


Figure 2. Three-funnel ship

Although the cover bears a copy of the Canadian stamp, I am unable to confirm that it is a first day of issue cover. The unusual position of the slogan cancel does not show the circular date stamp usually associated with a slogan cancel. The slogan in the cancel, "USE POSTAL ZONE NUMBER ON ALL MAIL" (Coutts #U180) was only used in Winnipeg during 1956-1962, 1966 and 1968-1971. It is more than likely contemporary to the stamp availability. There are no other markings in the cachet or on the cover that could help indicate its source (U.S. or Canada).

3. The Famous Stamp Co.

This cover has illustrations front (Figure 3) and back (Figure 4) and is likely of American origin. The front shows a map from the Atlantic to Duluth, Minnesota, the technical end of the Seaway. The design is similar to the background design on the

stamps of both countries. The reverse has a more detailed map from the St. Lambert Lock to the Iroquois Control Dam and Locks. The back flap has a return address for The Famous Stamp Co. which is the same as that of the addressee, Harrison W. Dunseth, on the front. Dunseth (1888-1966) lived all his life in Cincinnati, Ohio and was the owner of The Famous Stamp Co. He was keenly interested in aerophilately. There are no other identifying marks on the envelope. Was it prepared for the Seaway joint issue? Was it used only with American stamps or also with Canadian stamps or with a combination of both?

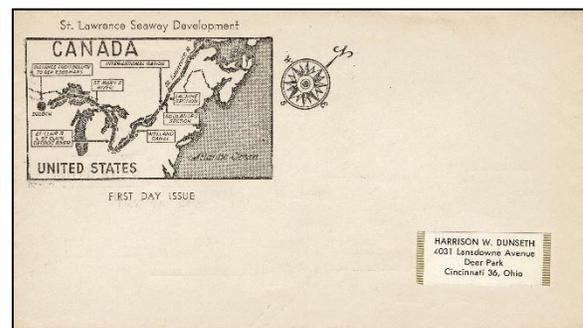


Figure 3. Front of Famous Stamp cover

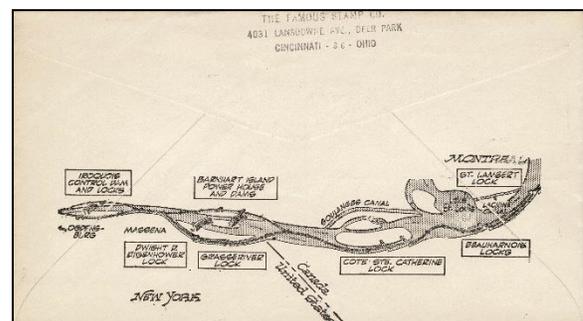


Figure 4. Back of Famous Stamp cover

I consulted with the research assistants at the American Philatelic Research Library but they were unable to come up with any additional information about these cachets or about Harrison Dunseth. I hope readers will be able to help me in my quest.

References

1. British North America Philatelic Society, 2020.
2. *The 1959 St. Lawrence Seaway Joint Issue and its Invert*. Toronto, Vincent Graves Greene Philatelic Research Foundation, 2009.

A NOTE RE FDC CANCELLATIONS FROM DOUG LINGARD

On page 10 of the October-December Issue of *First Impressions* there was an article on the recent cancels on Canada Post OFDCs. Last year as part of ORAPEX 2019, we had Canada Post organize a tour of the Lowe-Martin printing plant here in Ottawa where they print some of the Canadian postage stamps. During the CPC/Lowe-Martin presentation, it was stated that the printing company that receives a contract to produce Canadian stamps must also print the FDCs to go with that stamp or issue of stamps as well as affix the stamps and cancel them. Lowe-Martin showed us the old Heidelberg printing press they use for printing the OFDCs and printing a cancel on the stamp or stamps on these OFDCs. So in the case of the stamps that Lowe-Martin produces, the cancels on the OFDCs are indeed applied by a printing press as Peter Lepold has indicated. Presumably any other company printing Canadian stamps would use a similar approach of printing the cancels on their OFDCs, since they must cancel the stamps on these OFDCs as part of their contract to produce any Canada Post stamps. Using a hand cancel to cancel several thousand covers would take too long and if done by hand, some cancels would probably not be in the exact correct position on the OFDC. That is indeed why there is a slight difference between the cancels on Canada Post OFDCs and those private FDCs that are presumably cancelled by hand.