

ILLUSTRATED MAIL

THE NEWSLETTER OF THE ILLUSTRATED MAIL STUDY GROUP OF BNAPS

**EARLY ILLUSTRATED MAIL IN CANADA
BY CHARLES LIVERMORE****INSIDE THIS ISSUE:****JOHN ROPER
DRUGS 2****INSIDE STORY 2****INSIDE STORY 2****INSIDE STORY 3****INSIDE STORY 4****INSIDE STORY 5****INSIDE STORY 6**

Charles Livermore sent along these items which has been illustrated with the kind permission of R. Maresch & Son (<http://maresch.com>), these were in their September 2013 auction catalogue. The first three of these items are presented as ‘required to complete a picture’ as they do not meet the

specific idea of an illustrated cover but an exhibit would be faulted for not having them. A number of these covers illustrated here were reported as the earliest known of their type and I thought



Fig 1 The Earliest Known Canadian Advertising Cover

their reporting would of importance to the Illustrated Mail Study Group. If anyone has earlier covers in these categories I think it would be important to report them in the newsletter with a scan and a write up.

This was lot 110, described as a stampless folded letter, being an invoice for printing charges from **J.P. & Co.**, with their initials by straight line **hand-stamp** in red on front. It is rated with a manuscript **2d** (the carrier rate for letters delivered from post-office of addressee). It was suggested this is **THE EARLIEST KNOWN CANADIAN ADVERTISING COVER.**

No date is indicated in the description and when I spoke with an individual at the auction house no firm date could be attached to the item. It was suggested the claim was based on the dates of operation of the advertiser but no further information was offered. If anyone has additional information on the validity of the claim it would be useful to include in the newsletter. Lot 110 was estimated at \$350 and realized \$180

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EARLY ILLUSTRATED MAIL BY CHARLES LIVERMORE**EMBOSSSED ADVERTISING COVER**

Lot 111 was described as a folded letter from Hamilton to Kingston dated 29 June 1841 with an **EMBOSSSED** John Roper / Drugs & Groceries / Caledonia, **CW** advertising oval in the upper left. It was written up as the **earliest recorded embossed stampless Canadian advertising cover**. The embossing is very difficult to discern in this newsletter but evidence is visible when you look closely. This lot was estimated at \$350 and realized \$160



Early Embossed John Roper Drugs cover

Editors comment: I think it looks as if there were a couple of assumptions made about the previous two illustrated Mail items, the date of use in the first cover shown in fig. 1 and the statement of the second shown in fig 2, being the earliest embossed advertising cover. Both statements could not be substantiated and the prices realized reflected the lack of substantiation.

EARLY ILLUSTRATED MAIL BY CHARLES LIVERMORE

Lot 113 is a stampless envelope dated Montreal 11 September 1845, with a Donocana's Hotel OVAL advertising stamp in the upper left corner. It has a manuscript "1" (for letters picked up at the post office). It was listed as the **EALIEST RECORDED CANADIAN STAMPLESS HOTEL ADVERTISING COVER**. It was estimated at \$350 and realized \$325

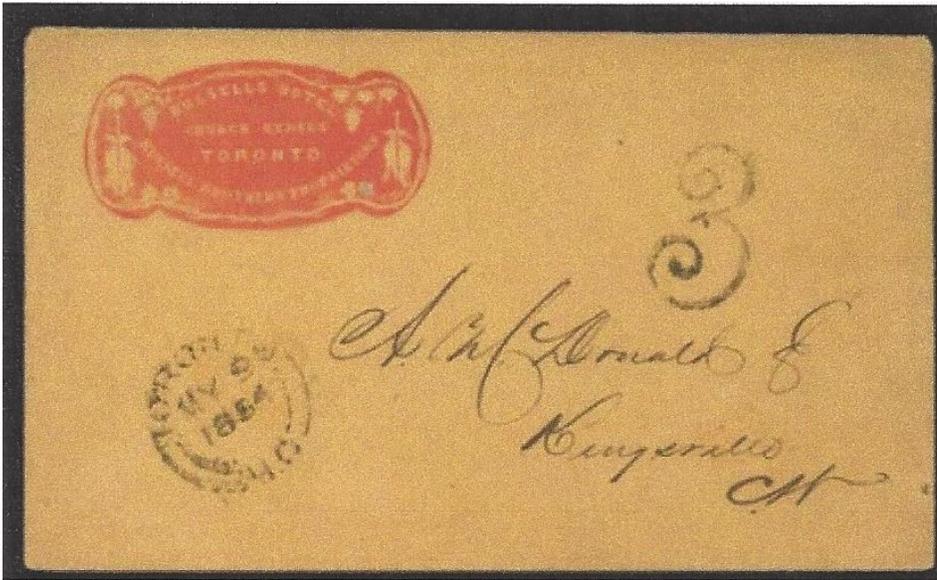


Lot 113 listed as Canada's earliest hotel advertising cover

What do you think about these as "required to complete" status

RUSSELLS HOTEL, EARLIEST PRINTED ILLUSTRATED

The cover shown on the next page was lot 116 and was listed as stampless illustrated Russells Hotel, Church Street, Toronto advertising envelope dated 9 May 1854 to Kingsville. It is rated with a 3d handstamp. It was listed as the **earliest recorded printed illustrated hotel advertising cover**. It was estimated at \$500 and was hammered down at \$650



Russelles Hotel earliest printed illustrated hotel advertising cover

I received a number of scans of other covers from various members of our study group and one very important piece of input from Bill Walton suggesting we go slow on trying to define just exactly what constitutes an exhibit of illustrated covers as we will start to define that as we get more and more input from members. I admit I must concur.

To all members, if you submit a scan please also provide some verbiage for me to include in the newsletter. I don't have any idea as to where a particular illustrated cover will take you in your collection.

MODERN ADVERTISING IS A WHOLE NEW BALL PARK

This is an area I think is infinite in its potential to excite and affordable. Below I am showing a modern illustrated cover from Cranbrook, BC paying the drop letter rate. It advertises The Scott Fruit Company. They were wholesale dealers in the area and emphasized "High-N-Dry Ginger Ale on their commercial envelopes. Advertising such as this was often supplied by the selling company to wholesalers. The local wholesaler had only to submit their name and sales information and the company would send them a quantity of envelopes for their use.



A preview on something different for the next Illustrated mail Newsletter. Please remember I need pictures and words for the next edition.