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## Robert Pinot Shares the History of His Covers that were Featured in Our Last Newsletter

We recently published some illustrations of some early Montreal Illustrated mail and member Robert Pinet was gracious enough to fill in some information on the covers. Robert has collected and exhibited Illustrated mail for the past nine years.

I bought the cover with the "J.P. & Co." hand stamp, dated April 17, 1837, shown in fig 1 to the right. According to the notes that accompanied the purchase, it is the earliest known Canadian advertising cover. I bought it thinking it from Montreal but it is actually from Quebec City. The contents are an invoice for advertisements published or arranged by the "Morning Courier for the Country" which was a conservative commercial newspaper published daily in Montreal. It began publication on February 21, 1835 and ceased under that name on October 22, 1849, when the name was changed to the Montreal Courier. Christopher Dunkin was the Editor from May 1837—June 1838. shown in figure 2

The addressee of the cover, John Davidson (circa 1794—after 1834) was a merchant. Davidson also represented Dorchester in the Legislative Assembly of Lower Canada from 1814 to 1827, he was a militia officer, and business man in Quebec City. He also served as Commissioner of Crown lands from July 23, 1841 to October 12, 1842.

According to the notes, *The Canadian law Times* indicated, in reporting an 1893 court case *Stevenson v. Canadian Bank of Commerce*, the existence of a promissory note from J.P. & Co.,. However I have yet to find any information on the company, which I presume operated in Quebec City.

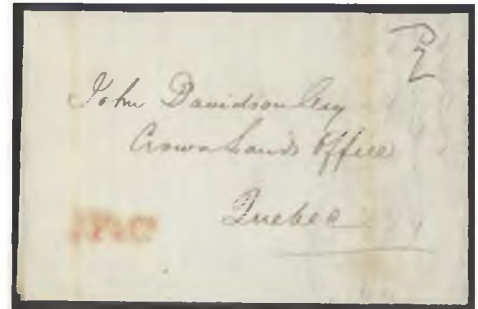


Figure 1

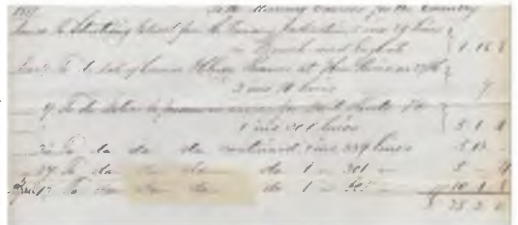


Figure 2

To my knowledge, no earlier Canadian advertising cover exists, I would welcome anyone showing an earlier cover. Continued on page 2

## Exhibiting Questions

At right some thoughts about exhibiting Illustrated Mail.

Take the time to respond with your own thoughts to your Editor

Leopold Beaudet Reports the addition of an Illustrated Mail Exhibit to the ORE

## What Should be Shown in an Illustrated mail Exhibit?

●Robert Pinet Comments: Both the APS and the RPSC include corner cards and postal cards in their definition of exhibiting "Advertising Covers". Not as visually appealing as a full illustrated cover they can be mined for interesting data for a presentation

●Your Editor has an open ended question for the member-

ship. When all or the majority of the illustration appears on the back of an envelope should the back be shown or should a scan of the back be shown and the front (stamp bearing side) face front? I would sure like to see comments from our members, email me at [jb45855@aol.com](mailto:jb45855@aol.com).

●Leopold Beaudet (Director of Education for BNAPS) has writ-

ten to inform us that the Charlottetown three frame exhibit titled "Postal History Of Imperial Oil Atlantic Perspective by Bainard Fitzgerald has been posted on the BNAPS web site in the ORE section. Is this an Illustrated mail exhibit or a Topical Exhibit, and how do we define the difference?

## The Story of My Covers continued from page 1

The second cover I want to discuss is the Donegana Hotel cover dated September 11, 1846 shown at right in figure 3. The Donegana Hotel stood on the north-west corner of Notre-dame St. and Bonsecours Market in Montreal. Originally built as a private residence in 1821, the house served as the vice regal residence of the Governors General of Canada from 1837 until 1843. It briefly housed the high school of Montreal before it was purchased by Jean-Marie Donegana, who enlarged it to become the largest hotel in the

British Colonies. The hotel became famous across Europe and North America, where its reputation was second only to (if not equal to) the Astor House of New York. Donegana's was burned down in the Montreal riots of 1849. A close up of the cover's oblong hand stamp marking is shown in figure 4. I have an identical hand stamp marking on another Donegana cover dated July 4, 1848



Figure 3

## The Montreal Riots, and a New Hotel

The Montreal riots were organized by the Tories, who not only burned down the Donegana Hotel but also the federal Parliament Buildings then then located at Montreal.

The site was sold in 1850 and a hotel rebuilt by American Management as a new Donegana Hotel, which prospered until the 1870's under hotelier Daniel Gale. Gale promoted it in New York papers as a Montreal hotel that was equal to the finest American hosteries. Confederate agent and wine merchant P.C. Martin lived there around 1863, and after the American Civil War the family of ex President Jefferson Davis stayed there during a time in Montreal. In 1880 the second hotel was replaced by the Hôpital Notre-Dame

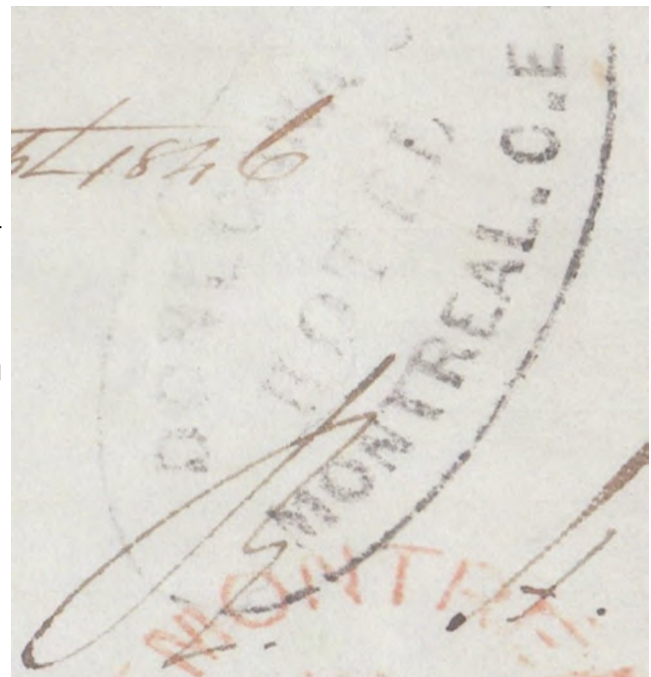


Figure 4

## Chief Judge Comments

In the last issue of Illustrated mail, your Editor asked a general question about how we might guide judges of Illustrated mail exhibits, I got the following from Bill Walton (Chief of BNAPS Judges) "On exhibiting and judging (I presume its BNAPEX exhibits you're thinking about) (ed: yes as a classification already exists at both the Royal and the APS shows) lets wait and see how the group begins to develop its own

frame. Collectors should develop a field the way they like, and then begin the process of educating judges about a new thing— not ask the judges what they should do and then begin with their answers as a set of restrictions. I'm for having fun first. Editor: My question to the members do you agree with Bills input? I think as a member I do



Fig 7

A little gem found at Atlanta, dealer didn't have any Canada beyond this cover

## Charles Livermore Adds to Robert Pinet's Story

From the September 2013 Maresch Auction Charles Livermore quotes; Lot 111 is a folded letter from Hamilton to Kingston dated 29 June 1841 with an **EMBOSSSED** John Roper / Drugs Groceries & c/Caladonia, CW advertising oval in the upper left. It was written up as the **earliest recorded embossed Canadian advertising cover**. The illustration is shown at right as figure 5 (Editors note; The embossing just doesn't show in the scan of this cover. ) Cover estimated at \$350 and realized \$160

Lot 116 is a stampless illustrated Russells hotel, Church Street, Toronto envelope dated 9 May 1854 to Kingsville. It is rated with a 3d hand-stamp. It was listed as the **earliest recorded printed hotel advertising cover**. Shown at right as figure 6. Estimated at \$500 realized \$650 (editors comment; add a little color and look what happens to the price!)

**The Illustrated Mail Study group wishes to thank R. Maresch & Son for giving permission to use their illustrations for this newsletter.**

## Some Very Interesting Illustrated Postal Stationery Not Documented in Webb's Submitted by Bill Walton

In our initial discussions about where our study group should go Bill Walton suggested we stay away from items already documented as such in Webb's Postal Stationery Catalogue and we all were in agreement. Well our friend Bill has sent a number of images of stationery that do not appear in Webb's. I don't personally have a copy of Webb's and so I am referencing the items as best I can using the Unitrade catalogue. Bill I apologize if I get the numbers wrong and ask you to correct me if they are. Shown in figure 8 is a very nice VSM SCIENTIFIC illustration on an envelope U3, in figure 9 is an all over

illustration of the John P. Moore & Co. importers and wholesale dealers in firearms. Shown on page 4 are two E.B. Eddy Company Patriotic Illustrated Envelopes in figure 10 is their patriotic illustration on another U4, the verbiage is significant on this cover where all the branches are listed, in figure 11 on page 4 there is less verbiage on this U7 envelope as the branch locations have been eliminated, the envelope is further enhanced with the addition of a rather nice copy of the Hamilton Flag Cancellation.

Bill commented that the Webb's Catalogue is considering listing the E.B. Eddy envelopes in a future revision of the catalogue. Your Editor is a kind of overall Canadian Postal history collector and darned if Bill and Earle haven't sparked an interest in Postal Stationery in me, just what I needed late in my life is more stuff to buy!



Figure 5, John Roper / Drugs and Groceries embossed illustration



Figure 6, Russells Hotel



Fig 8



Fig 9

Check out BNAPS on the Web

www.BNAPS.ORG



Figure 10



Figure 11

### Don't Forget Modern Illustrated Mail

Over the years I have written a number of articles for both the KGV and QEII newsletters and have emphasized just how there seems to be a dearth of illustrated covers in more modern material. That said I find it is not scarce but does require one to do some searching of dealer material.

Shown at right in figures 12 and 13 are two illustrated telegraph covers. Did you know that both the CPR and the CNR Telegraph companies nearly went out of business during WWII because the telegraph was considered something bearing bad news and people just quit using them. To offset that perception they both introduced many varieties of 'happy' covers.



Figure 12, A CNR "Greetings" illustrated envelope

### Figure 13, A CPR "A Social Telegram"

Two envelopes of just how many? One very collectible area of illustrated mail

