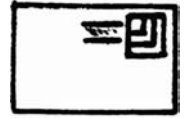
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POSTAL STATIONERY NOTES

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Volume 9, No. 5

January 1991

THE DELAY IN THE NEWSLETTER

You probably have noticed that this issue of Postal Stationery Notes is **unusually late**. I have had a very hectic schedule at work this autumn, particularly after BNAPEX, and have fallen behind on the newsletter and on my correspondence. Problems with the printer for my computer have not helped the situation. Memberships in the Study Group include six issues of the newsletter (i.e., one complete volume). Therefore, no "1991" dues will be requested until Volume 9, No. 6 is mailed. I will try to complete Volume 9 by late January or early February, and get on with Volume 10, No. 1 by March. My apologies to the study group members for these delays.

Robert Lemire

THE STUDY GROUP MEETING AT BNAPEX'90

The annual meeting of the Postal Stationery Study Group of BNAPS was held on Friday, October 19th at BNAPEX'90 in Galveston, Texas. There were twelve BNAPSers in attendance to discuss the special problems of the Admiral Issue. Several interesting items were shown, and it was noted by several members that this is a particularly difficult issue to approach without a good outline. Bill Walton agreed to write an article providing a systematic introduction to the Admiral Issue Post Cards, and the first part of this introduction appears on page 38 of this issue of PSN.

JIM WEBB AND MARK ARONS HONOURED BY THE STUDY GROUP

At the meeting of the Postal Stationery Study Group of BNAPS, held at BNAPEX on October 19th, 1990, it was decided to honour two members who have made major contributions to the field of Canadian postal stationery. Honorary Lifetime Memberships in the Study Group were awarded to Jim Webb and to Mark Arons.

Jim Webb's name is well known to most study group members. He established the catalogue that bears his name, and worked to improve each successive edition of that catalogue over a period of fifteen years. He was the

* Postal Stationery Notes is the newsletter of the BNAPS Postal Stationery Study Group, *
* and is edited by Robert Lemire. All information for the newsletter, and *
* correspondence about the study group, should be addressed to Robert Lemire, Box 549, *
* Pinawa, MB, Canada R0E 1L0. *

first major dealer in decades to consistently promote the collecting of Canadian and Newfoundland postal stationery and to maintain a regular stock of stationery items.

Mark Arons is probably less known to many collectors of BNA postal stationery, especially newer collectors. Beginning in 1959, when almost no one collected postal stationery, he wrote a regular column "Postal Stationery Panorama" for BNA Topics. After four years, a career change put a temporary halt to his writings, but from 1971 to 1977 he prepared "BNA Forum" for the journal "Postal Stationery". His writings helped introduce many collectors to Canadian and Newfoundland postal stationery at a time when there was no other beyond-the-catalogue information being printed.

These two men have contributed much to the field of BNA postal stationery, and our group pays tribute to them and their efforts for the hobby.

A SEQUENTIAL OVERVIEW OF REGULAR ISSUE ADMIRAL POST CARDS

Editor's note: Because this article is longer than many, it will appear in sections over two or three issues of PSN. In some cases reference is made (by number) to cards to be discussed in the sections that will appear in future issues of the Notes. The figures illustrate a selection of cards showing many of the different heading types.

The Admiral post card issue began in 1912, and ended 17 years later in 1929. The financial and production consequences of World War I had a very significant impact on the Admirals from the start, and played a major role in shaping the issue. During its life it underwent an extraordinary series of changes, encompassing rates, colours, dies, headings, provisional issues, card stocks - even the security printer underwent a name change during this period, from American Bank Note Company (Ottawa) to Canadian Bank Note Company.

Only the George VI Issue - which spanned 16 years including World War II - approaches the Admiral Issue in challenging the collector. Yet, despite this - and despite the enormous and deserved attention given the Admiral postal adhesives by B.N.A. philatelists - the Admiral post cards have received surprisingly little systematic study and research.

One major reason for this may be that most collectors have no real road map of the issue at hand - nothing that provides a broad picture of what was going on, by outlining the flow of the issue. I have often thought that a chronological exhibit of the Admiral cards would be an eye-catching entry in a Canadian-focussed show, but such an exhibit is rarely seen, and the lack of an outline as a starting point may be one of the hindrances to potential exhibitors.

In this article, I will try to provide such an outline as a possible aid to collecting, studying, researching and exhibiting the regular issue Admiral cards. I have deliberately avoided many interesting aspects of shades, printing and card stocks, in an attempt to reduce complexity - but these are all fertile fields worthy of pursuit, each with much wheat to be separated from a great deal of chaff.

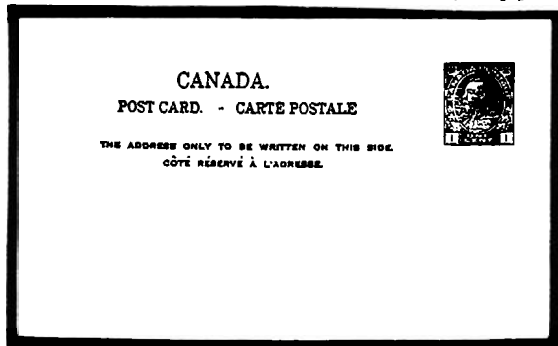
The focus here is on changing rates, colours, dies and headings - each in simplified fashion - but even these variables can be analyzed much further. The article makes no real attempt to go beyond the Webb-listed varieties: it simply groups them sequentially, with some notes of explanation along the way.

When the Admirals were first on sale, they followed the issue pattern of the Company's Maple Leaf and Edward Issue; by 1929, they were essentially in the established patterns that lasted for Canadian post cards until 1951, near the end of the George VI Issue. How this change occurred can be seen step by step.

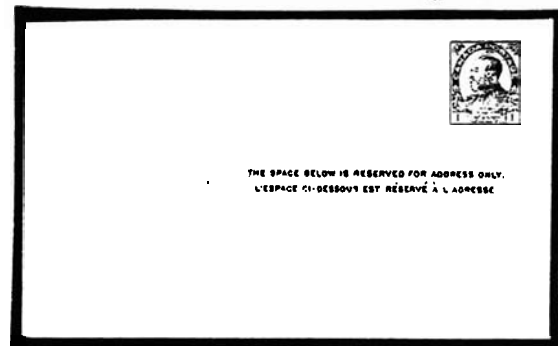
For purposes of this article, I have included "Admiral numbers" as a reference, matched to Webb numbers. The Webb Catalogue is a necessary companion to the article for heading types and stamp dies. ERPs are shown for the cards at the right of each listing.

1912-13: First Issue (2¢ U.P.U. in 1912, others in 1913)

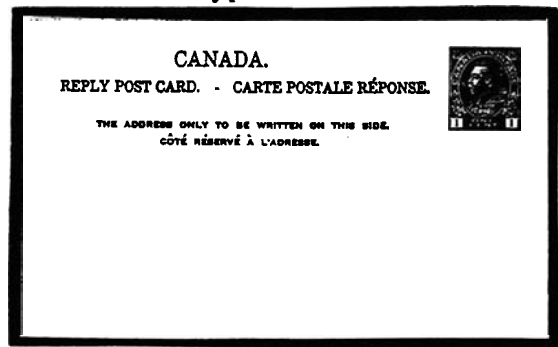
1.	Webb P27i/j	1¢ green, type 8 die II	Sept. 4, 1913
2.	P28c	1¢ carmine, type 4C, die I	Dec. 7, 1913
3.	P28d	1¢ carmine, type 4C, die II	Nov. 7, 1913
4.	P32a	1¢ black & 1¢ black, types 8 & 16	Apr. 6, 1914
5.	P35	2¢ blue, type 17	Jun. 27, 1912



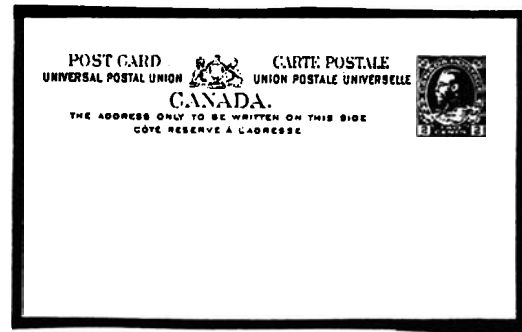
type 8 (#1)



type 4C (#2)



type 16 (#4)



type 17 (#5)

A glance at the Edward Issue in the Catalogue will show that the First Admiral Issue parallels it exactly, with two very significant exceptions.

- a. The headings are now bilingual instead of English only, as they had always been (except for the U.P.U. cards, which were always required in every country to show all the inscriptions in French as the official "international" U.P.U. language). It has long

been held that bilingual headings for the domestic cards were initiated by the Borden government for political reasons after the defeat of Laurier, and this may well have been the case. In any event, a reasonable argument for bilingual headings in a two-language country can surely be made (not necessarily successfully, of course, but it can be made). Political realities in the dominant Anglophone community soon surfaced, however, as the next Admiral Issue shows.

- b. Distinctly different stamp dies now appear, on #2 and #3. The reasons for this are complex, and belong in an Admiral post card handbook or another article. What matters is that identifiable dies occur at least into the 1916 issues, and then again from 1927 to 1929.

The 1¢ green (#1) was intended for individual card purchases over the counter, although of course it could also be purchased in quantities of single cards (as far as I know, it was not ordinarily available in uncut panes of any size). The back could carry an ordinary personal message, or printing of almost any sort, but as the "address only" admonition in the heading suggests, the front was not intended to carry additional printing. This card was replaced outside the Province of Quebec by #6 and #7 of the next issue in mid-1914, and should be collected used in English Canada prior to that. The imposition of War Tax on April 15, 1915 led to the replacement of this card by 2¢ cards (#12 and #13) for personalized messages (handwritten messages, or printed forms with substantial specific information to be filled-in), and this card should be collected prior to that date with personalized use. As a printed matter card, it remained in use for generic printed messages from its introduction until the colour change to orange in 1921 (#25), undergoing interesting changes in shades and stocks.

The 1¢ carmine (#2 and #3) could be purchased in singles or packages of panes, and was intended primarily for larger commercial users. The back could carry anything from a handwritten message to a generic printed message. The front was designed specifically to allow the addition of printed advertising, and it was often (but not always) used this way; only the space below the heading was supposed to be left clear of additional printing, and reserved for the address. A new heading style also replaced these cards within about six months (#8).

The 1¢ & 1¢ black (#4) was also intended for individual over-the-counter purchase but, like the 1¢ green (#1), was quickly replaced in English Canada (by #9). As of April 15, 1915, it served only for generic printed messages, and if the reply half required fill-in information to any significant extent, it technically called for an extra 1¢ postage. No 2¢ & 2¢ reply card was ever issued after April 15, 1915 to replace the lost function of a "personalized message" reply card. (It should be noted that the ERP for this card is currently April 1914, and the card may actually prove to be a 1914 rather than a 1913 issue.) This card remained in use for many years, and was not replaced until the colour change to orange (#31).

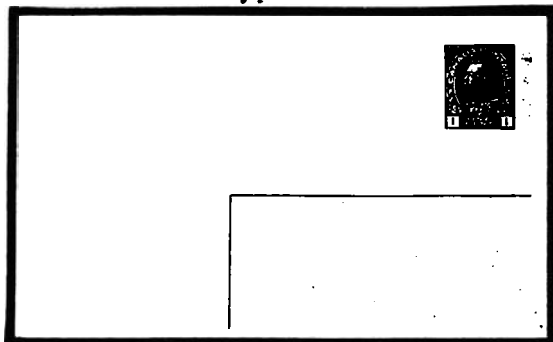
The 2¢ blue U.P.U. (#5) was actually the first Admiral card issued (and the only one to appear in 1912). No doubt it was the easiest card to prepare, because (as with all preceding U.P.U. cards) it was recess printed ("engraved") like the adhesive stamps, and thus the Company had transfer dies readily at hand to lay down the stamp portion of a steel plate; transfer dies for the heading were at hand from production of the Company's earlier U.P.U. cards. The card is scarce used, largely due to the outbreak of World War I, and legitimate usages during the war years are rare. Use after the war is also scarce, and the card was effectively rendered obsolete without additional adhesives as of October 1921, with the rate increase to 6¢ (#32). Thus, although the card saw a nine-year life, it is scarce used correctly (use from April 1915 on to Canada or the United States does not count as an intended usage, although the postage rate is correct). This was also the only Admiral card until 1915 with the heading and stamp printed together and in the same colour.

1912-13: First Issue (2¢ U.P.U. in 1912, others in 1913)

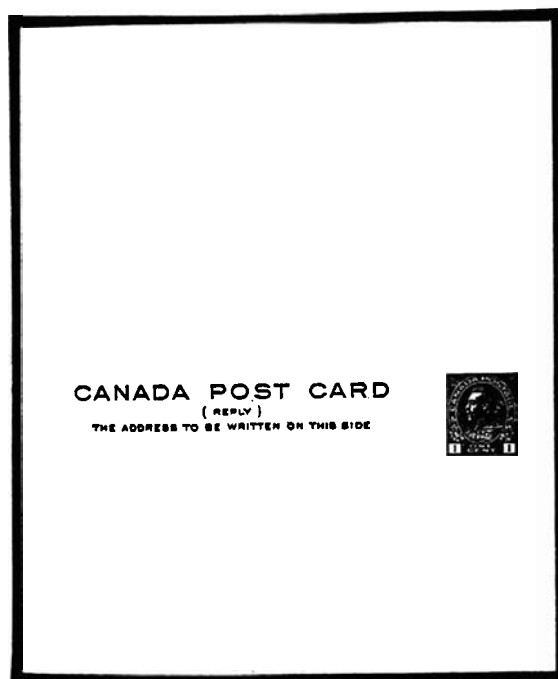
6.	Webb P27f	1¢ green, type 6 die I	Jul. 3, 1914
7.	P27g/h	1¢ green, type 6, die II	Jan. 25, 1915
8.	P28a	1¢ carmine, type 3 (carmine), die I	Apr. 6, 1915
9.	P32	1¢ black & 1¢ black, types 6 & 13	Nov. 19, 1915



type 6 (#7)



type 3 (#8)



type 17 (#9)

I have seen a suggestion that these cards - at least the 1¢ green - were actually prepared prior to the bilingual headings, but were held back initially for political reasons. Whether this is true, or whether they were prepared subsequently, they were clearly issued as a replacement for bilingual headings. This can only be explained by a real or perceived need to eliminate French inscriptions outside the Province of Quebec, to which the bilingual cards appear to have been subsequently restricted (I have not seen Admiral bilingual cards used from Francophone areas of other provinces).

With the issue of these cards (except for #8, which had guide lines only and no language text, and was for use everywhere), the Post Office had backed itself into a long-term production and inventory headache. French inscriptions could hardly be eliminated from Quebec once introduced - but they were thought to be unacceptable elsewhere. Thus, almost every variety of card now required two language versions - a situation that did not begin to be corrected until 1951.

One interesting quirk occurred with the addition of these cards, and remained in place until the change to the simplified headings of 1929 (#43 to #51). The English-only headings followed those of the Maple Leaf and Edward Issues, and thus omitted the word "only" in the address admonition although it already appeared in the bilingual headings.

The 1¢ green, Die I (#6) was a supplementary (English) companion to #1. Usages suggest that its distribution was essentially in Ontario, especially in the Toronto area. It can be found with personalized and generic printed messages at the 1¢ rate, and was replaced by #7 before the imposition of the War Tax.

The 1¢ green, Die II (#7) replaced the Die I card (#6) by January 1915, as the new English-only version. It was valid for personalized messages at the 1¢ rate for only about three months until the War Tax, after which the card was replaced for such use by the 2¢ cards (#10 and #11). Like #1, however, it remained in use for generic printed messages until it was replaced in 1921 by the card with the colour changed to orange (#24).

The 1¢ carmine, Die I (#8) was not an addition for English Canada, but rather a non-language substitution - distributed everywhere - for cards #2 and #3. The address space area was now roughly enclosed by a right angle guideline in the lower right, again allowing the rest of the front to be used for advertising. The guidelines, unlike headings on all previous cards prepared for domestic use by the American Bank Note Company, were printed at the same time as the stamp impression, and in the same colour. Issued by early April 1915, the possible use of this card for personalized messages ended within a few days of its issue, and it was replaced for that use by new 2¢ advertising cards (#14 and #15). It remained in use for generic printed messages until later in the year, when confusion with the new identically-coloured 2¢ carmine War Tax cards in all likelihood led to its replacement by a 1¢ green card (#16).

The 1¢ & 1¢ black (#9) was the supplementary (English) companion to #4. It appears not to have been issued until after the imposition of the War Tax, and thus, apparently, only saw duty across its entire lifespan for generic printed messages. Like #4, it remained in use until the colour change to orange (#30).

to be continued Bill Walton

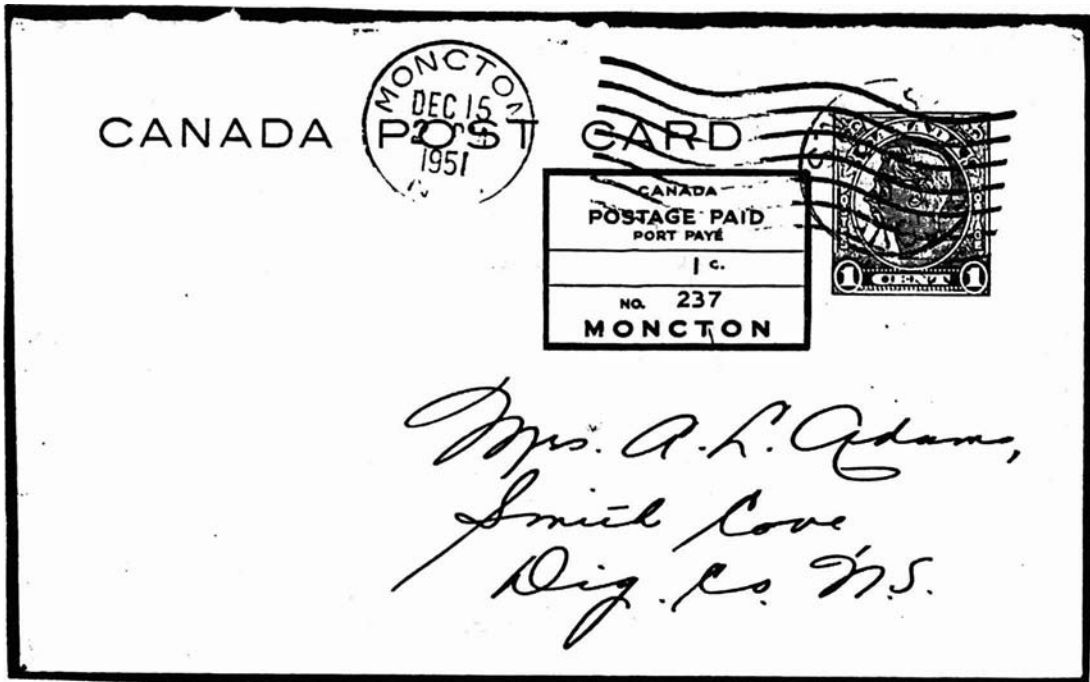
A DIFFERENT TYPE OF REVALUATION - USE OF A BULK MAILING PERMIT ON WEBB P67b

Modified postal cards are an interesting sideline to collect. Although for the most part not listed in the Webb's Catalogue (with good reason), such varieties as privately added headings, privately rouletted cards and

cut-down cards add diversity and novelty to the collection. Another popular type of modified card is the privately precancelled card. These are even listed in Webb's in a general way.

Some cards have also been modified by revaluation. When this has been done by the Post Office, cards with the new value indication are listed in Webb's. However, often revaluation was done by the user - either by application of additional stamps or a meter impression.

A third method of revaluing, one that intrigues me, is the use of a "POSTAGE PAID" Bulk Mailing permit. Shown is a permit applied to a 1¢ + 1¢ reply card (green heading - Webb P67b) used by the Maritimes division of The T. Eaton Company Limited.



In Dick Staecker's "The Canadian Permit Postage Stamps Specialized Catalog", this permit is listed as type B46-19. In the introduction to the catalogue, Dick notes that for a long time these permits were restricted to third class mail, and he quotes (pg. 4) from an early circular:

"Mailers of permit bulk mail have to state the number of anticipated pieces and the postage rate per piece. They have to be uniform in weight, bundled for easy counting and addressed in a standardized fashion."

The nature of the card suggests that it was sent out in response to requests for a catalogue, and hence would be an ongoing usage of a form rather than a single bulk mailing. So why the permit, rather than a postage meter or stamps? It seems possible that Eaton's would not want the nuisance of individually stamping their cards, nor the problem of the lack of control over postage use that meters and stamps can present.

Was having an additional stamp added by P.P.S. (ed. note: or more likely, Canadian Bank Note Co., who held the contract) a viable alternative? Probably not - given the overworked state of the Department at the time (according to their annual reports) the turn-around time for the forms to get back to Eaton's may have been too long.

Several other questions come to mind. Whose idea was it to use the permit to revalue the cards - Eaton's or the Post Office? Consequently, who had the work done (presumably by a local printer)? Was it at the behest of Eaton's - to clear up their inventory of stamped forms, or the Post Office - to serve a large customer? Did Eaton's do the Post Office a favour to help them clear up their inventory? We may never know.

Being privately modified cards, these items will probably never achieve catalogue status in Webb's. Nevertheless, it would be interesting to have recorded in PSN any other such cards (or envelopes) in the collections of other Study Group members.

John Aitken

ANOTHER STOLEN STATIONERY COLLECTION

Another major Canadian postal stationery collection has been stolen in the Montreal area. According to Hank Narbonne, the victim was not a BNAPS member, but had an extensive collection, particularly strong in special order material and postal stationery printers' waste items. It apparently included a number of items not listed in Webb's. Collectors and dealers should contact Hank if they are offered material they feel might be from this collection.

THE BNA TOPICS INDEX PROJECT

Charles Livermore is compiling an index for BNA Topics. This massive project is well on its way to completion. However, the selection of index headings for highly specialized areas of BNA philately is an area in which other BNAPS members may be able to offer help. Study Group chairpersons have already been asked to review the current list, but the advice of other specialists is also required. If you wish to help, please contact: Mr. P.C. Livermore, 100-08 Ascian Ave., Forest Hills, NY 11375, U.S.A.

NEW SPECIAL LETTER ENVELOPES ??

John Aitken reports a recent conversation with Andrew Chung. Andrew (a BNAPSer who works for Canada Post) noted that both the red and blue special letter envelopes are now being issued with a rouletted flap - apparently to hinder re-use. It was not reported if the form dates have been changed. Can anyone confirm the release of both sizes of the new style regional and national envelopes, and report on the form dates?