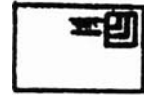
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POSTAL STATIONERY NOTES

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Vol. 12, No. 1**April 1994**

INDEX FOR VOLUME 11

The index for Volume 11 is enclosed. Once again Steven Whitcombe has provided this most important summary of the contents of our newsletters. I, for one, would be completely lost without the eleven indices that have been prepared by Steven since 1983.

PRIORITY POST UPDATE

Last summer, the Regional and National Letter envelopes and Packs dated 10/92 were reported (PSN Vol. 11, pg. 22). The rest of the 10/92 series is gradually appearing. The U.S.A., Europe and Pacific Letter types have now been found. Thanks to Dick Staecker for his reports. Pictures of Priority Post items in Canada Post advertising posters are not identical to any noted so far in Post Office stock, and release of new style envelopes may be in the offing.

The form for mailing the envelopes internationally (dated 92-5) now also bears the logo of "TNT Express Worldwide" (with an Amsterdam address) and "GD Express Worldwide (Canada) Inc." (Mississauga). The form does not have an adhesive back, and presumably must be taped to the envelope.

THE 88¢ AEROGRAMME

As noted in the last issue of PSN, the new 88¢ "kite" aerogrammes were released on February 25, 1994, in anticipation of the rate change on March 1. The aerogrammes are being printed by Canadian Bank Note Company. As expected, the new aerogramme has gum similar to that used on the second printing of the 86¢ aerogramme. Canada Post has now confirmed the second printing of the 86¢ aerogramme was done by CBNC, but apparently the Philatelic Service has none in stock. I have compared copies of the 88¢ issue with copies from both printings of the 86¢ issue. There appear to be minor differences in knife, but these are probably within the normal variation for any single issue. The designer's name is printed in small letters on the front of the (unfolded) new 88¢ aerogramme, on the panel that was blank for previous issues.

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 2124, Deep River, ON, Canada K0J 1P0.

NEW "AUTOMOTIVE FORUM" CARDS AND ENVELOPE - AGAIN

No sooner had I put the last issue of PSN to press, than I received information, first from Pierre Gauthier, then from Canada Post, that the third "corporate set" prepared for the Automotive Opinion Forum was now available from the Philatelic Service.

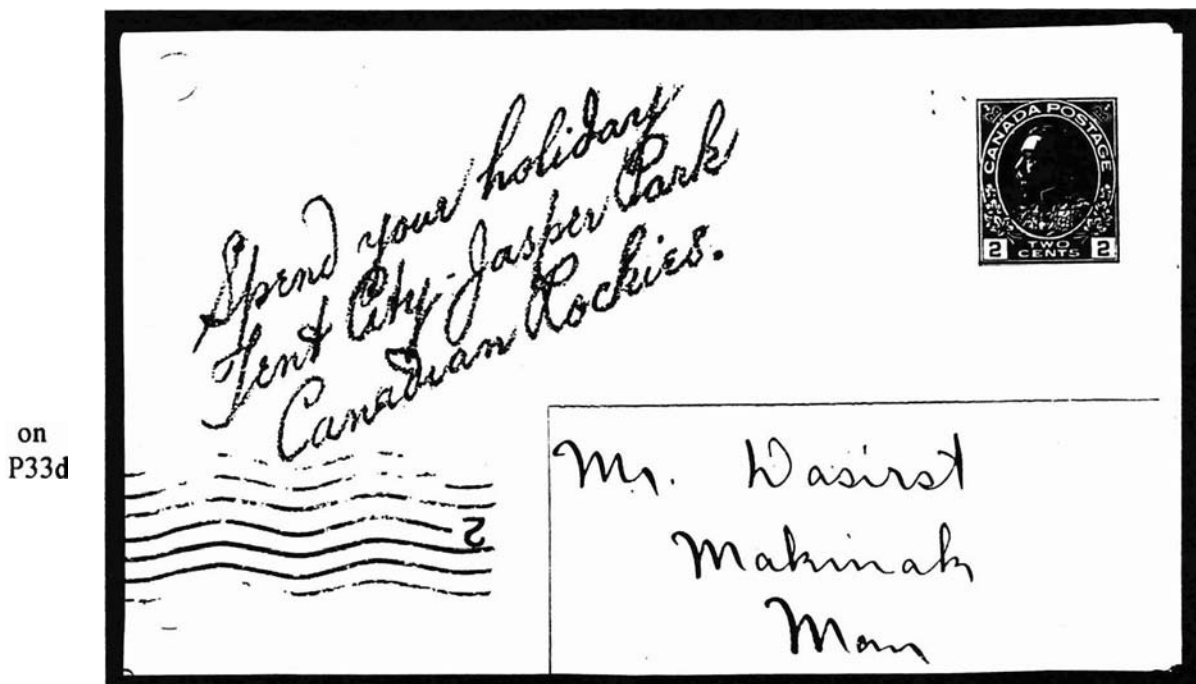
I have received copies. The printed "precancel" has again been changed. Printed, faint yellow "perforations" have been added around the stamp impressions.

CANADIAN NORTHERN RAILWAY MANUSCRIPT CARDS

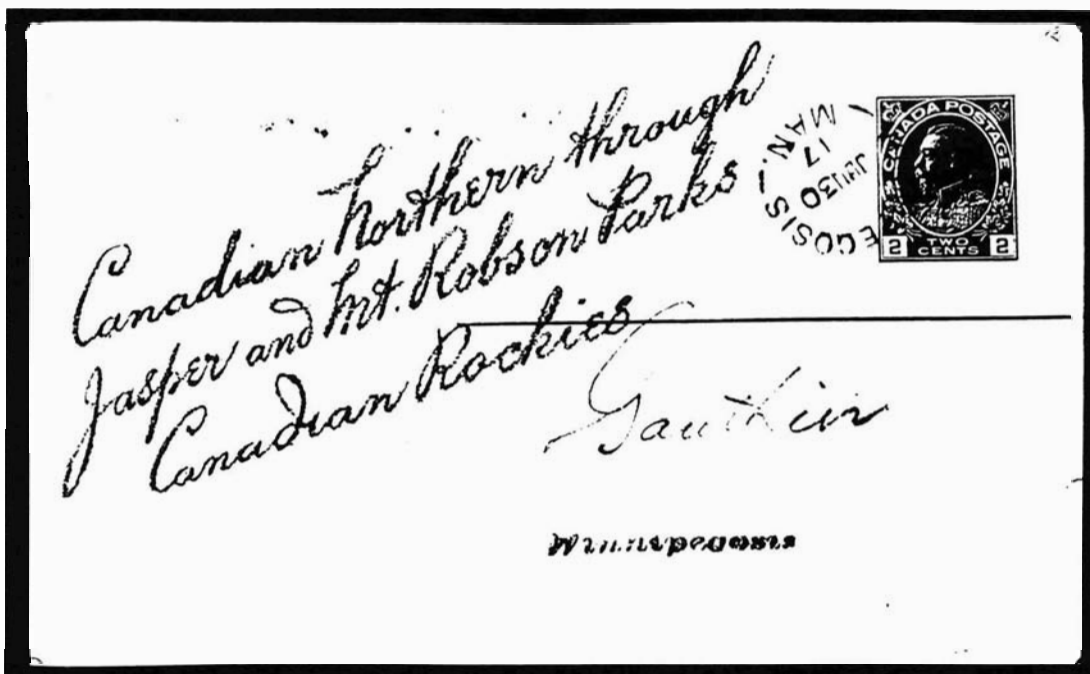
One of the changes in the 6th Webb's was the inclusion of the Canadian Northern Railway "Manuscript Cards". These were listed with the regular Canadian Northern views in the first edition of Webb's, but were dropped in subsequent editions.

Now to many readers of PSN, this might seem academic. I have never seen one of these cards, let alone owned one, and I suspect a number of members of the study group are in a similar position. The catalogue values of between \$100 and \$150 suggest these cards are rather scarce; the lack of a picture of any of them in the catalogue leaves some doubt in at least one reader's mind as to what he should be looking for.

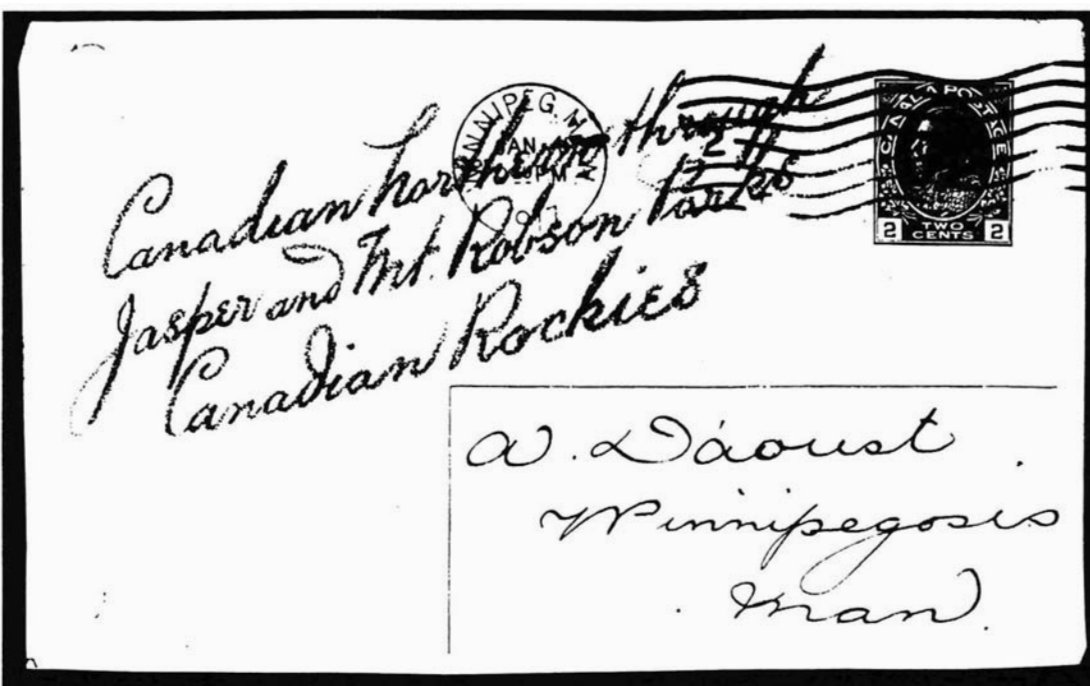
However, as soon as something it listed in the catalogue, it attracts new interest, and this series of cards is no exception. Horace Harrison has supplied pictures of not one, but three of these cards. Not only that, but all three are unlisted in the Webb's 6th edition! As shown below, one, on P33d, reads "Spend your holiday Tent City - Jasper Park Canadian Rockies". The other two read "Canadian Northern through/Jasper and Mt. Robson Parks/Canadian Rockies on P33a and P33d.



on
P33a



on
P33d



One interesting feature of Horace's cards is that although all were used in Manitoba, all were used for different purposes. One is an notice to the shipper, one a notice to the consignee, and the third is from the "Office of Freight Overcharge Adjuster".

THE EATON'S CARDS - THE POST OFFICE FILE

In PSN, Vol. 11, pg. 6, we provided an abstract for a Post Office file (Canadian Archives, RG3 acc. 86-87/396, Box 63 File 13-19-24) concerning special postcards manufactured for the T. Eaton Company.

A number of these private order cards are described in Webb's, and a listing, pictures of some cards, and updates have appeared in PSN (most recently in Vol. 11, pg. 47). The cards were used to announce the availability of new Eaton's catalogues, and were sent to customers who made regular purchases from them. Regular issue cards were used for this purpose for many years prior to the use of private order cards in the 1960's. The customer brought the card in to the local Eaton's Catalogue Office, and exchanged the card for the new catalogue. Hence, used copies tend to come from batches of cards recovered from the catalogue offices, rather than from cards retained by individuals. The result is that certain cards are quite common in dealers' stocks, while others are very difficult to find.

The archives file covers the period from 1961 to 1969. The first enquiry to the post office seems to have come in September, 1961. Initial discussions concerned the possibility of printing 2¢ impressions on white or canary stock, perhaps on regular size cards. Eventually, however, it was decided to print the cards, 3½ x 10", in 14-on format on white stock. The cards were prepared by British American Bank Note Company (BABNC), the standard contract printer of post cards for the post office during this period. The order was handled for Eaton's by Murray Printing Co. of Weston, Ontario.

The 10" width of the cards allowed for a 5½" card (KP91e, perforated at the right) and a 4½" stub to be retained by the catalogue office when the card was mailed to the customer (a full card for Spring-Summer 1963 was shown in PSN, Vol. 9, pg. 27). Murray Printing handled the trimming and perforation of the cards.

The initial set of cards, for the 1962 Spring-Summer Catalogue, was ready in November of 1961. There were six types from sheets laid out as follows:

English (14-on sheet)

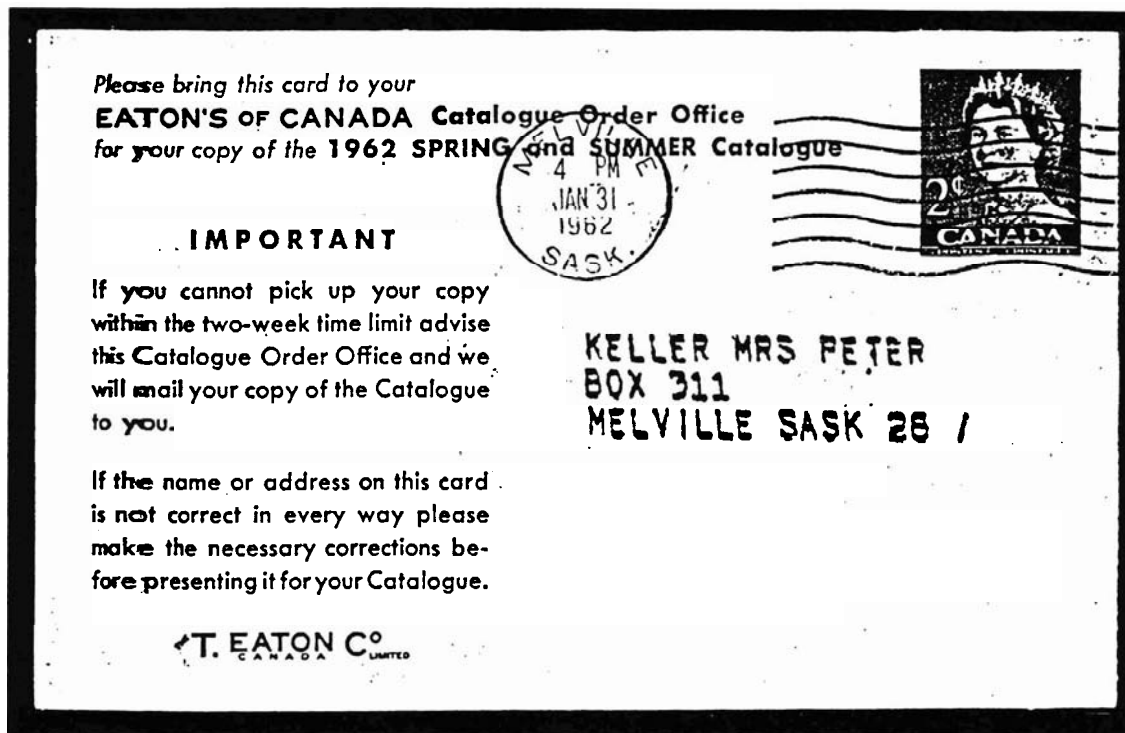
(i)	7	The T. EATON Co. Limited ("signature")	total 140,000	sent to Toronto
(ii)	5	The T. EATON Co. Canada Limited ("signature")	100,000	Winnipeg
(iii)	2	The T. EATON Co. Maritimes Limited ("signature")	40,000	Moncton

French (14-on sheet)

(iv)	12	The T. EATON Co. Limited ("signature")	total 24,000	sent to Toronto
(v)	1	The T. EATON Co. Maritimes Limited ("signature")	2,000	Moncton
(vi)	1	without "signature"	2,000	Moncton

An extra 10,000 cards were later prepared for Winnipeg (English). There were overruns of 250 14-on sheets in English and 150 14-on sheets in French. Of these, 141 14-on sheets were returned to the Post Office and presumably were destroyed. The term "signature" may be slightly misleading. The only copy I have seen from this printing (thanks to John Aitken) is apparently type "(ii)", and the only "signature" is the printed words "THE T. EATON CANADA LIMITED" at the bottom-left of the front of the card (as shown). John's card is postmarked Jan. 31, 1962.

The complications of preparing six different cards quickly led to a decision that future cards would be printed only in two types, one English and one French.



Eaton's Spring-Summer 1962 Card - Type (ii)

Further cards were similarly prepared for successive Fall-Winter and Spring-Summer catalogues through November 1963. The cards were printed 12-on beginning with the 1963-64 Fall-Winter catalogue. This is the first card found with the back printed in full colour showing a picture of the new catalogue. The cards ordered for the Spring-Summer 1964 catalogue (printed in November 1963) were prepared using the 2¢ 2nd Karsh die to avoid making new plates.

In addition to the perforated cards, 141,600 single cards (printed 24-on) were shipped from BABNC to Murray Printing on May 17, 1963. These were for announcing the availability of the 1963 Christmas Catalogue. To date, none of these cards have been reported. It is not known if there are any obvious characteristics to distinguish them from normal copies of Webb P91, although it is probable the Christmas catalogue cards were printed on whiter stock.

Also, small numbers of cards for "special catalogues" were prepared in November 1963 and February 1964.

Beginning in 1964, the stamp impressions on the cards were printed by Murray Printing under supervision of a Post Office employee, rather than by BABNC. In April of 1964, David Lawrie, vice-president of Murray Printing & Gravure Limited, wrote to the Director of Accounts, Postage Stamp Division, Post Office Department:

"We have been given to understand that the Post Office will make arrangements to have a Postal employee in our plant to check the number of sheets printed etc., and allow us to do the complete printing, including postage, in our plant."

CARDS PRINTED TO SPECIAL ORDER FOR EATON'S

printing date	quantity	Eaton's catalogue	Webb no.	reported	notes
<u>BABNC Printings</u>					
Nov. 1961		1962 Spring-Summer, Eng. (I)	KP91e		a
	as above	Eng.(II)		x	a
		Eng.(III)			a
		Fr.(IV)			a
		Fr.(v)			a
		Fr.(vi)			a
May 1962	315,000	1962 Fall-Winter, Eng.	KP91e	x	
	25,500	Fr.		x	
Nov. 1962	310,000	1963 Spring-Summer, Eng.	KP91e		a
	26,000	Fr.		x	
May 1963	409,200	1963 Fall-Winter, Eng.	KP91e	x	
	Eng. + Fr.	Fr.			
	141,800	Christmas catalogue	?		b
Nov. 1963	297,000	1964 Spring-Summer, Eng.	KP91e	x	
	Eng. + Fr.	Fr.			a
	31,200	"special" catalogue	?		b
Feb. 1964	18,000	"special" catalogue	?		b
<u>Printings by Murray or Southam-Murray</u>					
June 1964	336,000	1964 Fall-Winter, Eng.	?		a
	Eng. + Fr.	Fr.			a
Dec. 1964	327,370	1965 Spring-Summer, Eng.	KP94a	x	
	25,944	Fr.			a
June 1965	354,324	1965 Fall-Winter, Eng.	KP94a	x	
	Eng. + Fr.	Fr.		x	
Dec. 1965	355,440	1966 Spring-Summer, Eng.	KP94g	x	
	Eng. + Fr.	Fr.			a
June 1966	312,284	1966 Fall-Winter, Eng.	KP94m	x	
	62,640	Fr.			a
Dec. 1966	361,680	1967 Spring-Summer, Eng.	KP94m	x	
	total	Fr.(?)			c
June 1967	395,904	1967 Fall-Winter, Eng.	?		a
	total	Fr.(?)			c
Dec. 1967	390,732	1968 Spring-Summer, Eng.	KP94m	x	
	total	Fr.(?)			c.
May 1968	420,416	1968 Fall-Winter, Eng.	?		a
	total	Fr.(?)			c
Dec. 1968	394,600	1969 Spring-Summer, Eng.	KP102e	x	
	total	Fr.(?)			c
June 1969	396,000	1969 Fall-Winter, Eng.	KP102	x	
	total	Fr.(?)			c

(a) The card has not been reported, but its possible existence is assumed based on the post office record.

(b) Although the post office record indicates this card was printed as a special order, it is not clear how different it was in appearance from other copies of P91 used for advertising. It may have been printed on a white stock. None have been reported.

(c) This card may not exist. It would seem reasonable cards in French were prepared, but none have been reported for this catalogue, and the record does not specifically make mention of any after the card for the Fall-Winter 1966 catalogue.

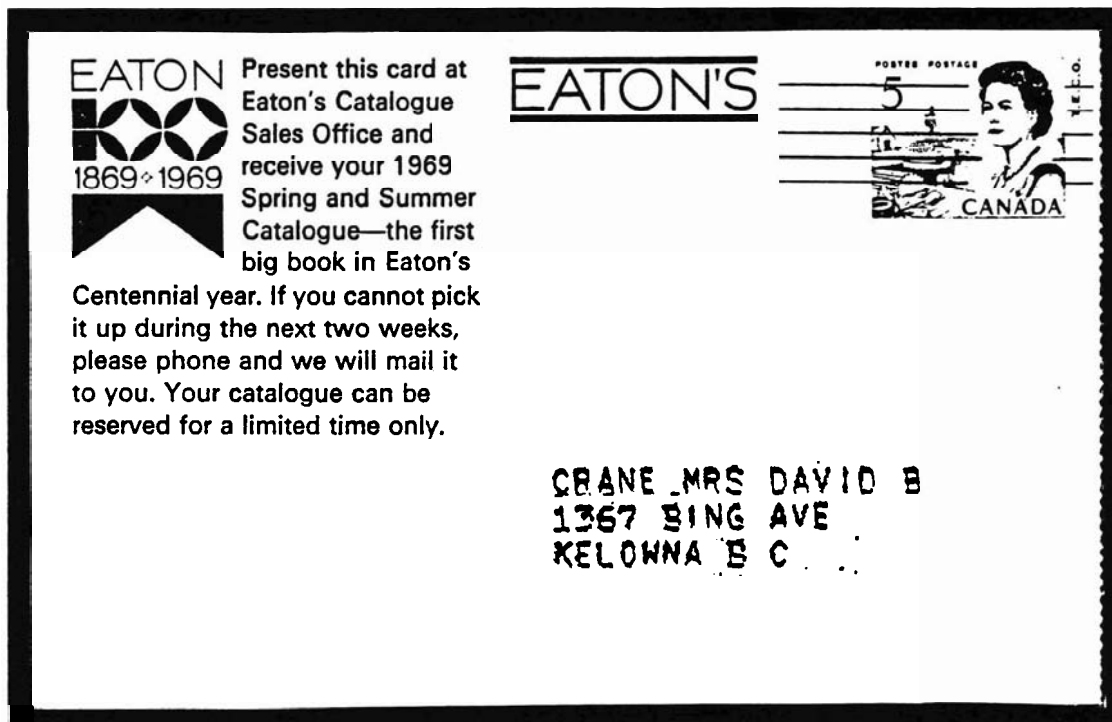
This generated a letter from the Post Office to the District Director of Postal Services, Toronto, reading in part,

"The procedures to be followed will be similar to those followed by your office in the supervision of the printing by Moore Business Forms of postcards for the Ontario Hydro Electric Commission."

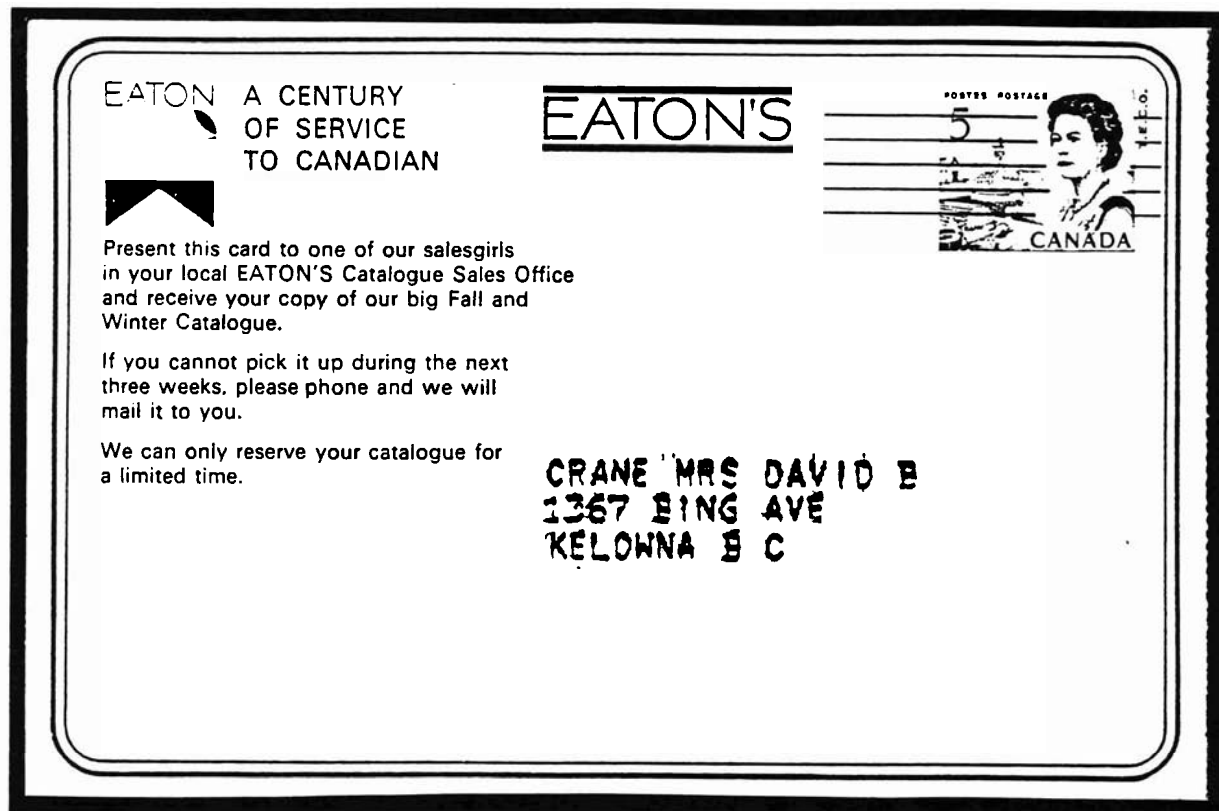
The first printings by Murray were done in early June 1964 using a 12-on 3¢ plate. It appears the normal post card die was used for the Murray printings (Webb KP94a) until December 1965 when the 3¢ cameo envelope die was used to prepare cards announcing the 1966 Spring-Summer catalogue. I did not find anything in the post office file to explain the usage of the envelope die (Webb KP94g).

In June of 1966, there was a letter from the Toronto Post Office that referred to "the new revised procedure for the printing of postage stamp impressions on special orders was used . . ." – apparently a reference to the inclusion of the letters T.E.C.O. at the side of the 3¢ impression. According to Webb's, both the post card and envelope dies were used to print impressions with the initials T.E.C.O. (KP94m and KP94n, respectively), but again there is nothing in the records to explain this. Indeed, I have been unable to trace which card has the envelope die with the initials T.E.C.O., and would appreciate hearing from any member who can identify the card responsible for the listing in Webb's. The plate size was changed to 18-on for the December 1966 printing (Spring-Summer 1967), and the cameo die, not the centennial 3¢ die, continued to be used.

On December 2, 1968 the 5¢ precancelled (envelope) die negative was mailed from Montreal to Toronto, and 394,600 cards (KP102e) were printed by Murray-Southam on December 5, 1968 (for the Spring-Summer 1969 catalogue). A larger size card (KP102) was prepared for the 1969 Fall-Winter catalogue. These cards are shown below and on the next page.



KP102e



KP102

On both cards, for reasons that remain obscure, the precancel lines are printed in black. The precancel bars have the same orientation with respect to the rest of the 5¢ impression as on the precancelled envelopes, but on KP102e, the bars do not extend quite as far to the left as normal. It might be speculated that Murray-Southam, with the multicolour process used to print the rest of the cards, decided to make the precancel bars more obvious by printing them in black. However, there is nothing found so far in the Post Office Department records that provides any information about this puzzle.

A summary of the cards printed for Eaton's is provided on page 6. A number of cards have not yet been reported. Also, questions remain. Were the later cards prepared in both English and French? What size and colour were the Christmas and "special" catalogue cards?

Recently a card illustrating the 1965 Summer sale catalogue has appeared in quantity in dealers' stocks. To all appearances, this is a normal copy of P94 with pictorial advertising in colour. My guess is that it was prepared by Murray Printing on ordinary sheet stock (sold at most large post offices). There is no rouletting at the right, and no evidence the die impression was actually added by Murray Printing.

Robert Lemire

It is with the regret that we note the death of Gene Frampton on January 4, 1994 Gene was a member of the Postal Stationery Study Group for many years.