

Postal Stationery Notes



YOUR STATEMENT OF ACCOUNT IS ENCLOSED

Shown above is one of the AGF Mutual Funds special order envelopes mentioned in the last issue. To date four different envelopes and two post cards have been issued. See page 55 for details.

GO Letter Webb numbers assigned

Webb catalogue numbers have been assigned for all the GO Letter types that have appeared to date (including the special order varieties). See page 56 for the complete listing.

New Canada Post products

As I mentioned in the last issue, Earle Covert has sent photocopies of and information on two new Canada Post prepaid products. They are a CD mailer and a photo mailer and are intended to be sold in specialty stores (as well as postal outlets). They are similar in size (about 190 x 170 mm) and somewhat similar in format. The items are illustrated at about 78% on pages 57 and 58.

Another rare revalued card

Peter Zariwny reports the acquisition of the second reported copy (see *PSN* Vol XI, page 46) of a yet-unlisted BABNC revalue on P97. Shown at left, it was lot #2860 in the Feb. 21, 1998 Robert A. Lee auction. Estimated at \$40.00, it went for \$160.00 (plus GST). Thanks, Peter, for sharing the card and information!



Mark Arons

We were saddened to hear of the recent passing of long-time BNAPS member Mark Arons of New Orleans. Mark was one of the very early members of this study group and has long been active in collecting and writing about Canadian postal stationery. He will be missed.

M.L. Baron

We also recently learned of the passing of another study group member, Dr. M. L. Baron of New York. Dr. Baron was also a study group member for many years.

New Stationery issued

Two more envelopes in the continuing Birds of Canada series were issued on the 13th of March. The new #8 features the Gray-crowned Rosy-finch; the #10 pictures the Eastern Screech-owl. Like the previous issue (Grebe and Bluebird), the envelopes are cross-flap type (the first four envelopes in the series had side seams). The new issue incorporates some subtle changes in the printed text:

"FROM/DE" changes to "FROM/EXP." and "TO/A" changes to "TO/DEST." The row of diamonds across the top of the envelopes (they were circles on the first four bird envelopes) changes to a row of triangles. Thanks to Earle Covert, Terry Woodrow and Justus Knierim for first-day cancelled examples. The example sent by Mr. Knierim is, in fact, a first-day cover with a Meaford, Ontario printed corner because that post office got the envelopes in early enough to have the imprinting done by the date of issue.

Below is shown the stamp of the #8 envelope.



At right is the English version of the AGF post card (see page 55).

Scan courtesy of Pierre Gauthier

STAMP/IMBRT 93 1998
CANADA POST CORPORATION / SOCIÉTÉ CANADIENNE DES POSTES

announcements

I sit here this evening, it is near the end of March and this issue is almost ready to print.

It's been an exciting period recently for Canadian postal stationery collectors. There are several new products (photo and CD mailers); there are new regular issues out; there has recently been an interesting group of special-order products released.

Bill Walton and Earle Covert are hard at work on the new edition of the Webb catalogue (as evidenced by inclusion in this newsletter of the newly-assigned numbers for all the GO Letters).

I am staring at a broken printer. It has, in fact, just mangled the last of my pre-gummed address labels (and didn't give me any good ones in the process). So, I'll have to get more. Labels. And, oh yes, I suppose, a printer. I shall try to make something good come of it. Stay tuned.

March 30. The printer has arrived. It does not work (it may be a close relative of a scanner I bought last autumn). I shall have to send it back and await a replacement. That will take some more time.

April 16. All is well. I hope the wait was worth it. We will have color in most issues from now on, on at least one page.

Postal Stationery Notes is the newsletter of the BNAPS Postal Stationery Study Group and is published 6 times per year. Information for future newsletters, and correspondence about the group, should be addressed to the editor: Steven Whitcombe, RR #2 Box 378, Underwood MN 56586 USA (e-mail to spw@prtcl.com)

The Tiger. Powerful. Patient. Alert.
And the symbol of one of the most trusted names in mutual funds. With 39 funds and 40 years of experience in Canada and around the world, AGF puts their knowledge to work for you.

AGF will always be committed to giving you the very best in fund management and retirement solutions.

With the 1998 RSP season ahead, AGF would like to wish you the best of luck and a prosperous future in this, the Year of the Tiger.



AGF is proud to sponsor
BANK OF MONTREAL
and other mutual fund companies



AGF special-order stationery

AGF Group of Funds has used four different special order envelopes and two different special order post cards for special mailings. There are actually English and French versions of two envelope styles and one post card. All of the items use a stamp impression identical to the 45-cent Year of the Tiger adhesive stamp, with simulated perforations. The envelopes were used to mail statements of account; the post cards were exclusively for a publicity mailing, inspired by the fact that AGF's logo includes a tiger. The post card has on the reverse an enlarged image of the stamp; on the message side is a description of the company.

I have received mail, electronic mail and samples from Mike Street, Pierre Gauthier, Earle Covert, John Grace, Duff Malkin, John Arn and Justus Knierim. Some of the reports, observations and opinions are excerpted below. I'd say the whole thing is somewhat controversial.

From **Duff Malkin:**

Retained one SOE Year of the Tiger window envelope sent by AGF Group of Funds, P.O. Box 50, Toronto Dominion Centre, Toronto, Ont., M5K-1E9, mailed on 17 February, 1998. Their logo appears to have a prowling tiger in it if one goes by the corner card return address. On the back is a small notice in the lower middle which has the World Wildlife Fund logo and reads "AGF is proud to sponsor / World Wildlife Fund, protecting the / tiger and other endangered species." Simulated perforations on the stamp meant that I almost missed getting the piece.

The special order envelopes and cards (tigers) were on sale at our Richmond stamp bourse. Main problem was that the dealer wanted \$100.00 for the French version of the postal card which I would not give. I think the special issues are by their nature perfect set ups for possible speculation even with a further possible involvement of postal employees. One only has to look at the Chinese New Years souvenir sheets to see what some speculation can do and it is not too hard to believe - especially out here wherein lotteries are held for them at stamp bourses - that postal employees could be holding back. At least these items are available and announced through the philatelic services. The private postal stationery pieces seldom have been and then only as an afterthought and, with the one case I know of, it was a different item. Now how can we get that one item in a non-philatelic use? If I see special order postal stationery used I shall pick it up. I do not collect mint. How can we be sure that this person does not have a bloody crate full of these pieces anyway?

From **Pierre Gauthier:**

I sent the information regarding these new postal stationery items to La Presse philatelic columnist, Mr. Denis Masse. The latter published a good article on these private items in this French daily (La Presse, Saturday February 28, 1998, page K8) along with a photo of one of the envelopes.

I subsequently contacted Barry Stephens, AGF Mailing Manager, regarding quantities printed. There were two envelope mailings. The first envelope, available in both French and English format, was used to mail AGF mutual fund holders' annual statement of account. The second, also available in both languages, was used to mail income tax information. The postcards seem to have been used for a publicity mailing.

STATEMENT ENVELOPES:

540,000 English
160,000 French

INCOME TAX ENVELOPES:

240,000 English
60,000 French

POSTCARDS:

16,500 English
4,500 French

As you can see the postcards have very low printings, especially the French one. For your information, Ottawa stamp dealer Ian Kimmerly (613-235-9119; fax 613-235-9504) is selling mint sets of these envelopes for \$20.00 (\$5 per envelope). He also has some postcards and is asking \$80 for the English one and \$125 for the French one. These latter prices seem a bit steep but he told me that he had bought the remainder of these cards. I'm sure that he will market them soon and they will possibly be a hit with Chinese collectors. As for the envelopes, he said that he has only managed to secure 100 copies of each envelope and that his request for 300 more was turned down. You can always try to write to AGF for a copy.

From **John Arn**, a note which will appear in the *Corgi Times*:

. . . the real news is a special printing of 4,000 Year of the Tiger post cards with the tiger stamp indicia for a single corporate customer - the AGF Funds Group. They were mailed on the day of issue of the souvenir sheet. The mailing was done evidently from Ottawa and sent to the investment community. One Broker acknowledges receiving a card but it was not recognized as unique and was not retained.

From **Justus Knierim:**

On Thursday, March 5, I was invited to attend a Professional Men's Business Club whose speaker happened to be a Bob McClelland. His credentials stated that he is a Director, Board of Directors, Member Stamp Advisory Committee, Canada Post Corporation. He talked in general about Canada Post and specifically mentioned that they are actively encouraging the licensing of the non-denominated stamp indicia as used on that trial set of Ottawa/Montreal/Toronto/Canada post cards. He suggested that a service club may wish its own post card and thus could be licensed to use that indicia.

Having said that, I just today received *Canadian Stamp News* and with it the information about the Year of the Tiger stamp imprint not only on envelopes but also on a post card. It appears that we are entering a new era of printed to order stationery using whatever designs are available.

New Webb numbers for GO Letters

1990 Workers Compensation Board GO LETTER

- SL500 Red 12 x 9 (307 x 230)
SL501 Red 12 x 9 (307 x 230) (W)

TRILLIUM LOGO GO LETTER

1991 Recyclable Paper (on front), hollow logo. Low back.

- SL520 Red 13 x 10 (329 x 255)
SL521 Blue 13 x 10 (329 x 255)

1992 Recycled paper (box on front), hollow logo. High back.

- SL522 Red 13 x 10 (329 x 255)
SL523 Blue 13 x 10 (329 x 255)

1992 Recycled / Paper (on front), solid logo. Low back.

- SL524 Red 13 x 10 (329 x 255)

1993 Printed on Recycled Paper (on back). Low back.

- Toronto phone # still 629-3278
SL526 Red 13 x 10 (329 x 255)
SL527 Blue 13 x 10 (329 x 255)

1994 Printed on Recycled Paper (on back). High back.

- Toronto phone # still 629-3278.
Guaranteed is 44 mm long.
SL528 Red 13 x 10 (329 x 255)

1994 - 1996 Printed on Recycled Paper (on back). High back.

- "GUARANTEED" wider (54mm).
Toronto phone # 673-3278.
SL530 Red 13 x 10 (329 x 255)
SL531 Blue 13 x 10 (329 x 255)

1996 - 1997 Printed on Recycled Paper (on back) in red, now in sloping letters. High back.

- "GUARANTEED" narrower (36mm).
Toronto phone # 673-3278.
There are 3 types of flaps: -
A Usual self adhesive rouletted flap. Adhesive on most of flap.
SL532 Red 13 x 10 (329 x 255)

Window envelope. Printed on Recycled Paper (on back) in black.

- SL 534 Red 13 x 10 (329 x 255) vertical window

B Gummed rouletted flap. Gum only on lower part of flap.

- SL 536 Red 13 x 10 (329 x 255)

C Gummed unrouletted flap. Gum only on lower part of flap.

- SL 538 Red 13 x 10 (329 x 255)
SL 540 Red 13 x 10 (329 x 255) (W)

PAID rather than GUARANTEED SERVICE. REVISED BACK -

- 4 phone numbers but the 2 paragraphs starting
*SERVICE GUARANTEE are dropped. High back.
Self adhesive rouletted flap.
SL 542 Red 13 x 10 (329 x 255)

PAID rather than GUARANTEED SERVICE. ERROR BACK -

- 6 phone numbers starting with Northwestern Ontario
(as on the earlier issues) but the
SERVICE GUARANTEE is dropped. High back.
Self adhesive rouletted flap.
SL 544 Red 13 x 10 (329 x 255)

SMALL ISSUE WITH WINDOW Size is 10 1/2 x 7 1/2
(267 x 190). Printed on Recycled Paper
(on back in blue). Low back.

- 4 phone numbers. Toronto phone # 673-3278.
SL546 Red 13 x 10 (329 x 255) horizontal window
SL547 Blue 13 x 10 (329 x 255) horizontal window

PERSONALIZED LICENCE ISSUE Printed on recycled paper
(on back flap). The flap is at the end.

- SL590 Red 13 3/8 x 7 1/4 (340 x 184)

TRILLIUM GO PACKS

On reinforced paper in a larger size 15 x 12 (396 x 307).

The GO PACKS do not have a recycled notice on them.

NO PHONE NUMBERS ON BACK.

- SL6002 Red 15 x 12 (396 x 307)

PHONE NUMBERS ON BACK.

- SL602 Red 15 x 12 (396 x 307)
SL603 Blue 15 x 12 (396 x 307)

1992 LEGISLATIVE ASSEMBLY SPECIAL LETTER

Printed crest of Ontario in upper left. Queen's Park return address.

Overall white outline of Coat of Arms of Ontario on envelope
instead of trillium.

- SL640 Red 12 x 9 (307 x 230)

ONTARIO HYDRO GO LETTERS

As SL522 but Trillium logo replaced with Ontario Hydro's logo.

FIRST ISSUE Recyclable / Paper (on front), hollow logo.
Low Back.

- SL650 Red

SECOND ISSUE Recycled / Paper (on front), hollow logo.
High Back.

- SL651 Red
SL652 Red "Let's Give tomorrow a hand" blacked out
SL653 as above, "Ontario Hydro" inserted

SMALL ISSUE Size is 9 5/8 x 5 1/2 (243 x 140).

Printed on Recycled Paper (on back in blue in
circular logo). High back. No phone numbers.
Form 2075(92-11-10) on back in white.

- SL654 Red

ONTARIO HYDRO GO PACK

On ORANGE PAPER. Printed on recycled paper (on back flap).

Self-adhesive flap. The windows have a glassine cover.

- SL655 9 x 11 (229 x 289), (W) round flap
SL656 9 x 11 (229 x 289), (W) pointed flap, English
SL657 9 x 11 (229 x 289), pointed flap, totally Bilingual

On UNBLEACHED PAPER. Printed on recycled paper,
also recyclable (on back flap). Self-adhesive flap.
Window plain.

- SL658 9 x 11 (229 x 289), (W) rounded flap, in English

(This listing continues on page 59)

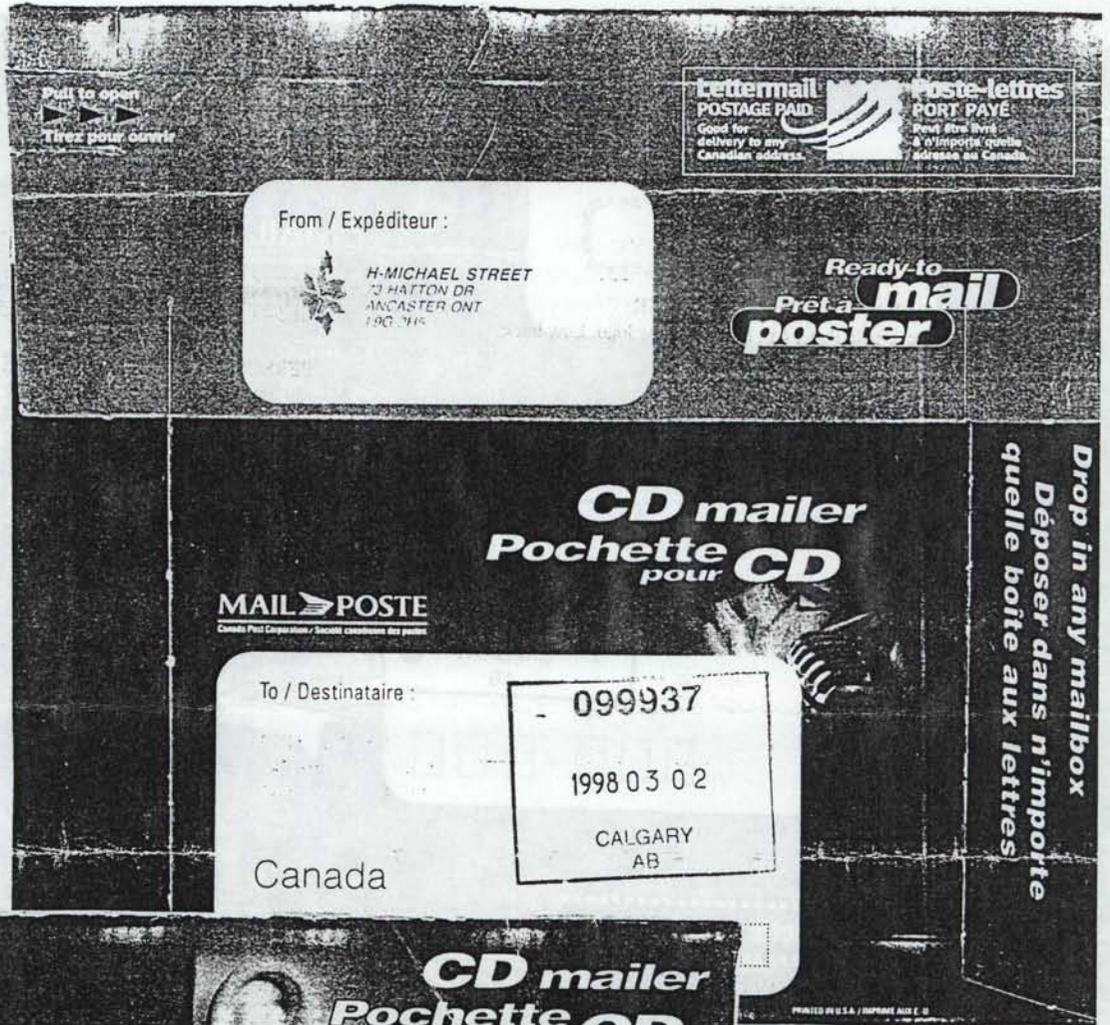
CD Mailer

"Ready to mail / Prêt à poster" in black outline (both sides)

Red under letters "CD"

Address side:
red top;
blue bottom

other side:
red bottom;
rest multicolored



Special Letter Envelope numbers, continued

(continued from page 56)

1992 EDMONTON TELEPHONE

ED TEL repeating logo. Circular recycled logo (on front in light blue). No phone numbers. Flap self-adhesive.

FLAP CORNERS MORE SHARP AND ROULETTE TYPE A. (see XPRESSPOST re types of roulettes on flaps).

SL670 Red with black & very dark blue, 12 x 9 (306 x 230)

FLAP CORNERS MORE ROUNDED AND ROULETTE TYPE B. (see XPRESSPOST re types of roulettes on flaps).

SL671 Red with black & medium blue, 12 x 9 (306 x 230)

1992 AIR CANADA

Air Canada Logo (maple leaf in a circle) repeating. Recycled paper logo in a circle on back.

1992 FIRST ISSUE. Form number on front at lower left.

SL680 Red 9 x 4 1/4 (228 x 104) (ACF 139L)

SL681 Blue 9 x 4 1/4 (228 x 104) (ACF 139N)

1992 SECOND ISSUE. Form number on back at lower left and date at lower right.

SL682 Red 9 x 4 1/4 (228 x 104) (ACF 139L 2066(92-11-10))

SL683 Blue 9 x 4 1/4 (228 x 104) (ACF 139N 2055(92-11-10))

NEW BRUNSWICK

New Brunswick repeating logo. Recycled / Paper with outline logo (on front in colour of envelope). No phone numbers.

SL690 Red 12 x 9 (306 x 230)

SL691 Blue 12 x 9 (306 x 230)

NOTE: *This is a preliminary listing; numbers are subject to change!* Nevertheless, beginning with the next issue of PSN, GO Letters will be referred to in all articles using these numbers. Editor

Sorry for the confusion

At the very last minute, I had to make some changes in the newsletter layout; this has contributed to the delay. Numerous relatively unsuccessful tests of printing page 53 with color convinced me to use a heavier stock for that page. Because of weight, I then had to cut the issue from ten pages to eight. Finally, I decided that, as long as I was using the heavy, opaque stock for page 53, I might as well put some color on the other side of the sheet. That caused some more trimming. Ultimately I simply did away with the "In this issue" thing. We'll plan the next issue a bit more carefully, especially since we now know our capabilities before we start.

your editor

Webb's P38b - Why A Pair?

The very existence of this pair of cards raises an interesting question. The cards are standard Type 5 cards of the Scroll issue, and the heading and stamp impressions seem to be identical to known Type 5 single cards in all respects. However, cards with headings were not generally issued in sheets - only as singles as "over-the-counter" Post Office stock. There was a normal Type 1 1-cent card (no heading) available in the Scroll issue, and that card was issued in sheets, and available for added advertising or other printing to be added before the cards were severed.

Of course, the cards were undoubtedly printed in large sheets. However, I know of no other examples from the Maple Leaf issue through to the early 1950s where the standard "over-the-counter" card has been found in multiples. Thus, this might suggest the cards are printer's waste (but little printer's waste has appeared for the George V issues).

Bill Walton has suggested another possibility. The first standard precancel cards, Webb's P29n, were printed on stock with the standard Type 6 heading found on the "over-the-counter" Admiral issue card. A private precancel has also been found on P29d (the later Admiral issue card with the Type 5 heading), and this is listed as P29m. Manley (*Canadian Precancelled Postal Stationery Handbook*, page 30) indicates this Admiral card was used by Strathmore Press. Thus it may well be that sheet stock of the Admiral issue card with the Type 5 heading was supplied for the preparation of that card. It is also then possible that similar stock of the subsequent Scroll issue card was supplied, and that this pair is a remainder from that stock. This is all conjecture, but if a private precancel were to be found on a copy of P38b, it would tend to substantiate this hypothesis. Does anyone have such a card?

Robert Lemire

Horace Harrison's Postal Stationery Potpourri

... returns in the next issue, with several items illustrated in full color.

Some Background Information on the GO Letters and Packs

GO Letters and Packs form part of the "Government of Ontario Integrated Shipping Services" which also offer special rates on regular parcel post and Priority Courier services. Previously, the various services in this group were called the "Government of Ontario Courier Services" (GOCS). In the GOCS period, an "expedited" parcel service was offered in lieu of the regular parcel post now in place. The date of the replacement of the expedited parcel post by the regular service and the date of the renaming of the entire group of services are not known to this writer.

The earliest Canada Post document known to this writer in which GO envelopes are mentioned is undated but quotes rates and service conditions effective November 1st, 1990. Significantly, this document makes no mention of GO Packs indicating that they were a later addition to the set. The later addition of the Packs is also evidenced by an undated Canada Post brochure which announced "The New Priority Courier Services." This brochure refers only to GO Letters making no mention of the Packs. This writer acquired his first GO Pack (a red GP2 without a hidden number) in mid-1993.

The Toronto-area phone number on the back of the GO envelopes is that of the local Priority Courier office. However, this office merely forwards all orders it receives to a Canada Post "Major Accounts" office in downtown Toronto. In the Toronto area, it is general practice for users of the envelopes to order directly from the Major Accounts office. It is the address and phone/fax numbers of this office which appear on the official GO envelope order form.

GO envelopes are currently ordered in multiples of ten with ten being the minimum quantity for any one type. At one time, orders were made in multiples of twenty-four. All orders are shipped from Canada Post's Retail Service Centre in Ottawa via security registered mail or, under special circumstances, by Priority Courier.

For a minimum order of 5000 of any one size of envelope, consisting of red and blue versions in any proportion, Canada Post will print, free of charge, the customer's address and logo as a corner card. This extra printing is applied, not by the envelope's printer, but by Canada Post to whatever stock is on hand at the Retail Service Centre. It appears that most corner cards are printed by Canada Post.

In addition to the corner-card service, Canada Post will supply, for a minimum of 50,000 "units", specially customized GO envelopes at the same price as the regular issues. This customization can include dimensions, windows, special graphics or messages, replacement of the trilliums with some other logo, *et cetera*.

Chris Ryan

Briefs

From **Mike Sagar**: I recently purchased 17 used 1c orange Die II Admiral post bands with the entire back (inside) covered with advertising to the Cranbrook Trading Company. There are 14 different ads, a couple with product shots, but mostly grocery type products listed. I have never seen this type of item before - does anyone know anything about them?

From **Erick Middleton**: I was examining my Canadian illustrated railway post card collection and made an interesting but unexplainable observation. In my CPR railway card collection nearly all the items postmarked after 4/15/15 (when additional postage for war tax was imposed) are still rated at one cent (even those mailed to England and France). This may have been okay if the tax wasn't applicable to printed matter. However, in my GTR railway card collection nearly all the items postmarked after 4/15/15 have either a one cent adhesive applied or use the two cent post card and all have printed matter on reverse. Is my collection just an anomaly or is there some other explanation? Perhaps some members of PSSG have an answer.

From **Scott Traquair**: in checking the article on XPRESSPOST envelopes (PG. 27 Vol XIV #3), I think that you have the images reversed - the "shortened prod. no.'s" example is actually on the right, while the "extended prod. no" example is on the left. (*Right you are, Scott. Thanks for catching the error -- spw*)

From **Duff Malkin**: A dealer here showed me two items used by Canadian Forces in the 1960's where the "p" of "par avion" is capitalised on one and not on the other. There are thicker letters on one than on the other too. In short two varieties. Any comment on these? The British varieties of forces letters of the same time bear "par avion" in lower case as per the Canadian example. Assuming that the people who made the airletters were the same could it be that the British form of "par avion" was used on one order at least of stationery ordered for Canada? All mine are "Par avion." I just saw the Air Mail catalogue for Canada and our postal stationery pieces. Looks pretty good.

John D. Arn has sent me a copy of a letter sent from the **Postcard Factory** (yes, *them* again) to Howard Ness (who had evidently written in an attempt to purchase perhaps a set or so of the prepaid view cards about which we've heard so much recently). The letter is from Ann Sorley, who is in the Customer Service branch. The letter says, in part:

ALL of our cards are sold in packs of 25 of the same design and the minimum order is \$300.00 + postage. The cost per card is \$1.00.

As you can appreciate, we are not set up to deal with postcard collectors who usually want to purchase 1 or 2 of this, 1 or 2 of that. We deal primarily with retail stores . . .

. . . these cards have been printed several times in various quantities.

Pierre Gauthier has prepared a preliminary listing of the recent Province of Quebec special order stationery (first mentioned in Vol XIII #1). Pierre sent it months ago . . . it will be in the next issue of the newsletter.