

Postal Stationery Notes

Volume 21 No. 2

April 2006

#12 ILLUSTRATED CARDS: "Standard Publishing Company - The Canadian Baptist, Toronto, Ontario" by Chris Ellis

Prior to 1888 the Baptist church community in Ontario and Quebec consisted of largely independent churches in several areas. Numerous attempts had been made to unify these independent communities into one organization as some Baptists believed they needed a unified voice, comparable to that of other protestant denominations, in order to petition the government concerning matters of interest such as the secularization of clergy reserves in the area. However, few of these unification efforts were successful due to ideological splits and varying geographic interests. Eventually, in 1851, a meeting was held in Hamilton, Ontario that led to the formation in what is today southcentral and southwestern Ontario of "The Regular Baptist Missionary Convention of Canada West" and in 1858 "The Canadian Baptist Missionary Convention East" was formed that united the English speaking members from east of modern Kingston, Ontario, into adjacent Quebec. In 1888 these two groups were joined to form one convention that was named the "Baptist Convention of Ontario and Quebec" and it continues to be known by this name today. *Continued on page 15*



Figure 1

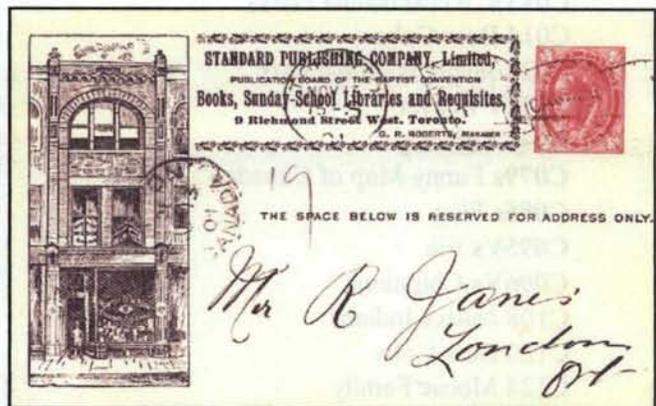


Figure 2

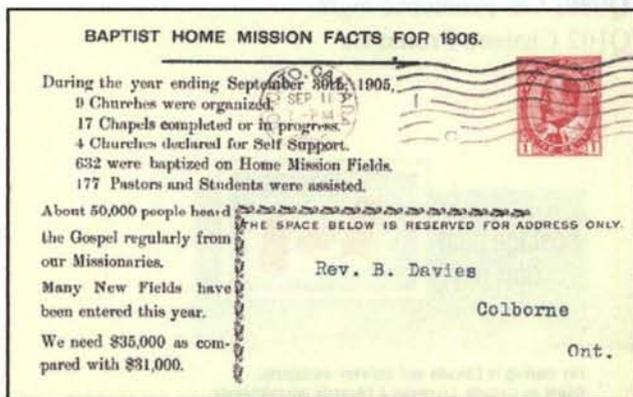


Figure 4

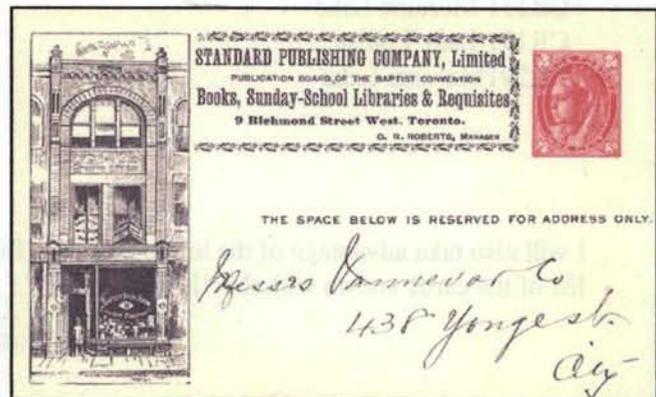


Figure 3

PCF Corner

by Robert Lemire, rlemire000@sympatico.ca

Mercifully, in the present issue of Postal Stationery Notes I have relatively little new to discuss. Yes, there are a number of new reports of cards with the 2005 “small flag” indicia (both sizes, as described in the last issue of PSN). These include C327, CR030, CR291, MTL127, Q505 and VAN506 with the “original” size indicium, and C085 and C095 with the smaller size indicium. We now have over 40 different “2005 flag” indicia cards. A full list of these cards reported as of 2006-02-28 is given below. Cards marked in **bold** have the smaller size indicium. I expect to receive many additions to this list as the spring and summer tourist season approaches.

List of PCF cards with the “2005 flag” indicia

AL008 Banff	MTL066V Olympic Stadium
ATC203 Peggy’s Cove	MTL098 St. Lawrence (night)
ATC207 Puffin	MTL127 Old Montreal
C003 Prairies	MTL536s Jacques Cartier bridge
C009V BC Sunset	MTL547s Town houses
C010V Lake Louise / winter	NF166 Maid of the Mist
C013V Wenkchemna Peaks	NS064V Peggy’s Cove
C014 Bear Cubs	O048Vs Raccoon
C024 Jasper National Park	OT014 Parliament buildings
C042V Beaver	OT022 Parliament Hill
C047 Seal Pup	OT051 Changing of the Guard
C079s Funny Map of Canada	Q028 Rural Quebec – Fall
C085s Flag	Q505 Montmorency Falls
C095Vs Elk	RCMP-C074s RCMP
C096Vs Chipmunk	T147V CN Tower (night)
C108 Native Indians	T171V CN Tower/SkyDome
C120 Bear Cubs	VAN086V Gastown
C124 Moose Family	VAN506 Cruise Ship
C327 Skating Rideau Canal	VQ027 Chateau Frontenac
CR030 Bow Valley	VQ060s Ch. Frontenac winter
CR151 Moraine Lake	VQ089s Ch. Frontenac night
CR191 Lake Louise	VQ102 Chateau Frontenac
CR291 Moraine Lake	

I will also take advantage of the lull to present a full list of the cards known with the “1965 indicium”



For mailing in Canada and delivery worldwide.
Dépôt au Canada. Livraison à l'échelle internationale.

Thanks to Duff Malkin we have one new report—VAN060. It seems as if there are no new printings (at present) with the “1965 indicium”, though it certainly would not surprise me if we found a few more cards with this indicium. Based on the other characteristics of these cards, they were likely all printed in late 2004 or early 2005.

List of known PCF cards with the “1965 flag” indicium

BNG003 Banff Gondola
 C079 Funny Map of Canada
 C085 Canada Flag
 C086 Timber Wolf
 C120 Bear Cubs
 CR030 Bow Valley
 CR107 Banff Springs Hotel
 CR151 Moraine Lake
 CR191 Lake Louise
 CR222 Lake Louise Sunset
 CR249V Mount Edith Cavell
 CR291V Moraine Lake
 CY035V Olympic Flame
 MTL154 Old Montreal
 NF141V Air View
 NF143 Maid of the Mist
 OT014 Parliament buildings
 OT022 Parliament Hill
 OT045V Parliament Hill
 OT073 Mackenzie King Estate

T141 CN Tower
 T146 Toronto City Hall
 T166V CN Tower
 T170V Toronto Aerial View
 T196 Toronto Skyline (night)
 T197 Aerial of Toronto
 T198 Aerial view of Toronto
 T203 Toronto Skyline
 VAN046 Water St., Gastown
 VAN060 Capilano Bridge
 VAN118 Canada Place
 VAN180 Vancouver
 VAN182 Canada Place
 VAN504 Canada Place
 VAN506 Cruise Ship
 VAN510 Totem Poles
 VAN530 Vancouver’s Skyline
 WHS007 Whistler

Also

Brian Cannon has reported RCMP-C104, 1995 flag, 2005 setting, small die (tentative Webb's catalogue number PCF-T3F-C 104), and is trying to obtain more copies.



What's New

in Postal Stationery

ENVELOPES

The latest reported size #10 Tulip envelope date is "2005.12.23" and for the size #8 American Goldfinch envelope the date is "2005.4.22".

Member André Giguère reported additional numbers hidden inside prestamped envelopes issued 1994 to 2000.

In his collection he found the following numbers:

- 43¢ Halifax (EN139) used # 4
- 43¢ Whitehorse (EN140) used # 6
- 43¢ Yellowknife (EN142) used # 2
- 45¢ Edmonton (EN144) mint # 10
- 47¢ Lapland Longspur (EN158a) mint # 7
- 47¢ Lapland Longspur (EN158a) mint # 12
- 47¢ Golden Eagle (EN159) barcode ending "1831" mint # 5
- 45¢ B.C.'s Highway 99 (EN170) mint # 4
- 45¢ B.C.'s Highway 99 (EN170) mint # 9
- 46¢ Year of the Dragon (EN173) mint # 2

I suggest to add all the above newly discovered envelopes to the list of dates and hidden numbers in PSN Volume 21 Number 1.

Has anyone else found additional hidden numbers ?

XPRESSPOST

Earle Covert spotted a surprising printing of tiny letters on the prepaid Xpresspost envelopes featuring Canadian Athletes.

Beside the larger number 102292 on the Regional letter size envelopes and number 102295 on the National envelopes is "Made in China Fabriqué en Chine".

None of the Xpresspost Standard size envelopes nor the Packs and none of the Priority Courier items have that text.

I wonder if the "printed in China" envelopes were shipped to Canada by Xpresspost ?

Now I also found a National letter size "Athletes" Xpresspost envelope with Stéphanie St - Pierre shown on the front.

Has anyone else seen Xpresspost or Priority Courier prepaid items with Canadian Athletes shown on the front which are not listed in the preceding newsletter. (Vol. 21 #1)



DUES: Postal Stationery Study Group dues are Can. \$8.00 or equivalent per volume of six issues.

Dues are now payable if you mailing label reads V21#1. Please renew soon and make your remittance payable to 'JOHN GRACE' not to BNAPS or the Postal Stationery Study Group.

Dues or any change of mailing address should be sent to the Sec./ Treasurer John Grace, 734 Aspen Rd. Pickering, On. L1V 4H2, E-mail jandmgrace@sympatico.ca

All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to dstaecker@rogers.com

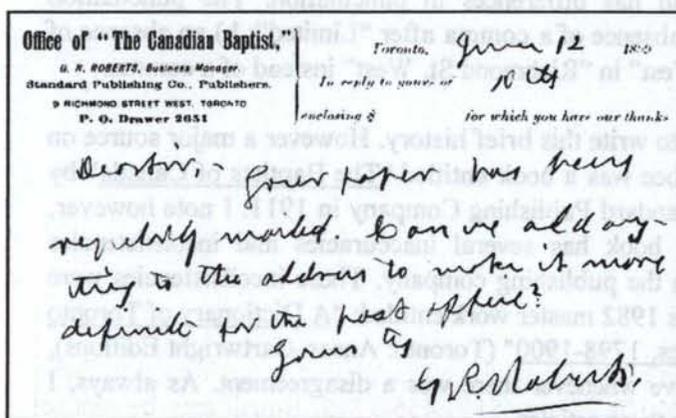


Continued from page 11

("Standard Publishing Company - The Canadian Baptist, Toronto, Ontario".)

As with the attempts to unify the churches of the area, there were several early but ultimately unsuccessful attempts to establish local Baptist newspapers/magazines extending back to 1834. However, in 1854 a Mr. George Winter of Brantford, Canada West, bought a printing plant and began publishing a weekly paper called "The Christian Messenger." Rev. R. A. Fyfe, a Toronto Pastor who had been a major driving force behind church unification and has been referred to as the "greatest name in Canadian Baptist history," purchased the paper in 1859, and moved its operations to Toronto. In 1860 a company was formed as the publisher called the "Canadian Baptist Publishing Co." and the publications was renamed "The Canadian Baptist." At that time the company was run partly as a private or secular enterprise and partly as a religious or denominational effort. However, thanks to a gift of \$40,000 from the Honourable William McMaster, better known publically today for the university he helped establish that bears his name, the publishing effort became strictly a denominational one in 1882 and was placed more directly under control of the Baptist Convention. It became part of a new company called the "Standard Publishing Company," which purchased the "plant and goodwill" of The Canadian Baptist.

Several pastors managed the publishing arm company up until 1886 when the first non-pastor, Mr. George Roberts, became the manager, a position he would hold until 1904 when Mr. R. D. Warren took over (see illustrated reverse of card 1 which has been signed by Roberts). After first being established on King Street near Church Street in Toronto, the paper, associated companies, an affiliated book room or bookseller shop (a shop first established in 1865), and the Baptist Home Mission, moved several times to various downtown Toronto locations, eventually locating at 9 Richmond West in 1890 -- the location listed and shown on the advertising postal stationery cards I have encountered (see included pictures) and an area that housed several booksellers and was nicknamed "bookseller's row." Standard Publishing would continue at that location until around 1905. At that time it was moved down the street to 27 Richmond St. West, which situated it next door to the Methodist Book and Publishing House (William Briggs), the advertising cards from which I have published on elsewhere with the late Horace Harrison in BNA Topics (54(1):18-29, 1997). Parenthetically, one can find stationery cards with text front advertising used from that same 27 Richmond West location by the Baptist Home Mission and I include an illustration of one from my collection with this article for reference. The Canadian Baptist continues to be published today by the Baptist Convention of Ontario and Quebec from its headquarters in Etobicoke, Ontario.

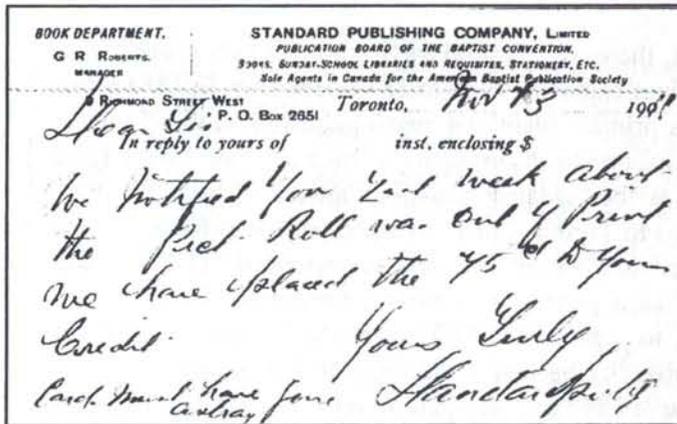


back of card "Figure 1"

In contrast to other publisher/users of advertising cards I have researched, such as the Methodist Book and Publishing House noted above, advertising cards of the Standard Publishing Company are rarer, perhaps because reflecting their Baptist roots, they avoided publishing more secular works and were strictly a religious publishing arm of the convention. They also seem to have used these cards provided with front advertising for only a short time from about 1899 to 1903 and all are on Webb card P18.

I know of only two major types of advertisements, both in black ink, as are

listed below, but as can be seen in the illustrations, and as discussed below, there are two major varieties of the second of these types.



back of card "Figure 2"

1) On P18 (shown). Heading as it would appear on the front page of "The Canadian Baptist Newspaper" to left of stamp, stated to be from "Volume XLV, Toronto, Thursday May 18, 1899, No. 20." (I would be interested to know if other varieties of this card exist with different dates in the newspaper heading but have never seen another one!). To left of address area is text arranged as if newspaper column that reads (slashes indicate line breaks): THE CANADIAN BAPTIST/ PUBLISHED EVERY THURSDAY MORNING AT/ No. 9 RICHMOND ST. WEST, TORONTO,/ BY THE/ STANDARD PUBLISHING

COMPANY./ (LIMITED)/ TERMS:/ In advance, a year \$1.50; six months 75c; three/ months 40c; \$2.00 per annum if not paid in ad-/ vance. A renewal and new subscriber for a/ year, in advance, \$2.75. The date on the label/ shows to what time the paper is paid for. Notify/ the publisher at once of any mistake on label./ Papers are continued until an order is sent for/ discontinuance, and with it, payment for all ar-/ rearages. Terms for advertising on application/ G. R. ROBERTS, BUSINESS MANAGER/ DRAWER 2651, TORONTO. Some lines/printers marks are found in the text (see illustration) including a single short line centered between the lines "(Limited)" and "TERMS:," a short centered dashed line between the line ending with "application" and the line beginning with "G. R. Roberts", and two lines of column width (one thick above one thin line) underlying all the text in that card area.

2) On P23 (two varieties shown). This type includes an illustration at left enclosed in a single frame line that pictures the company offices including an upstairs window labelled "Baptist Mission Room." Between that illustration and the stamp there is text encased at its top, bottom and right only in a fancy printed border of closely spaced printer's marks. The text occurs in two settings or varieties. The first reads: "STANDARD PUBLISHING COMPANY, Limited,/ Publication Board of the Baptist Convention/ Books, Sunday-School Libraries and Requisites,/ 9 Richmond West, Toronto./ G. R. ROBERTS, Manager." The second, and apparently later dating, variety has the exact same text as the first but differs slightly in font size and type, appears thinner and less bold, and has differences in punctuation. The punctuation differences are the easiest to spot and include: a) an absence of a comma after "Limited"; b) an absence of a comma after "Requisites"; and c) a period after "West" in "Richmond St. West" instead of a comma.

Acknowledgements: I have relied on several sources to write this brief history. However a major source on the early history of the Baptists in Ontario and Quebec was a book entitled "The Baptists of Canada" by the Rev. E. R. Fitch which was published by the Standard Publishing Company in 1911. I note however, that compared to other sources I consulted, that book has several inaccuracies and inconsistencies concerning the dates that certain events occurred in the publishing company. These inconsistencies were removed if I used the dates given in Elizabeth Hulse's 1982 master work entitled: "A Dictionary of Toronto Printers, Publishers, Booksellers and the Allied Trades, 1798-1900" (Toronto: Anson-Cartwright Editions), so I relied on that other source as more authoritative whenever there was a disagreement. As always, I thank Dick Staecker for his encouragement in writing these articles.

CANADA
BUSINESS REPLY CARD
CARTE RÉPONSE D'AFFAIRES



To the Lady of the House.-
 A la Maitresse de maison.-

A MESSAGE FROM
DIONNE & DIONNE
 4120 St-Catherine St. West
 WESTMOUNT
 Phone FI-7411

SPECIALS for
Thursday - Friday - Saturday .

D & D special blend COFFEE 1b 0.29
 "packed by the makers of
 London HOUSE COFFEE"

MONARCH FLOUR 7 lb pkg. 0.27
 ST. HYACINTHE Wax Beans tin 0.11

LEG of LAMB 1b 0.25
 FILLETS HADDOCK 1b 0.15
 FILLETS HADDIES 1b 0.15
 KIPPERS pkg. 0.15

Cabbage, Green Beans,
 Carrots, Water-cress, Parsley, etc.

All kinds of fresh fruits
 and vegetables

DIONNE & DIONNE
 Phone FI-7411
 February the 20th 1936

The scan of the front and back of the card above was send in by Pierre Gauthier.

It shows a new private precancel variety on card Webb's P91d. The known Montreal user is Dominion Stores. The pecancel consists of three fine black lines 15 mm x 9 mm. The printed date is February 20, 1936 on the back.

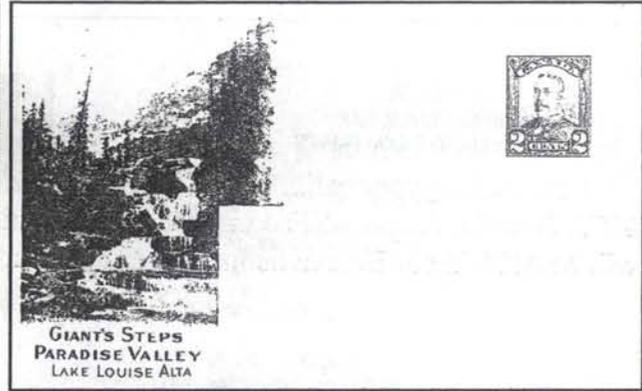
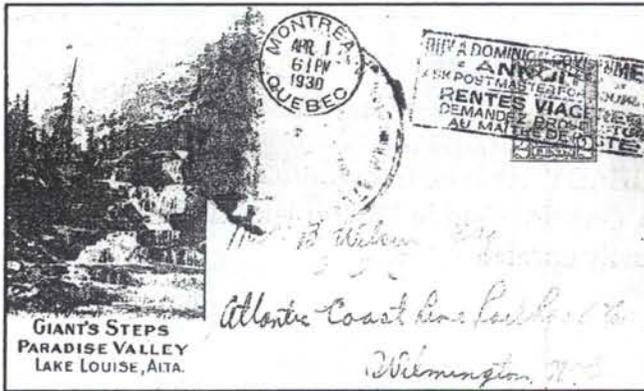
If not called for in Ten Days return to
STETSON, CUTLER & CO.
 INDIANTOWN, SAINT JOHN, N. B.



Miss L. M. Macdougall Lou
Eastport
Maine

This scan is from Richard Parama and it shows a new "Earliest Reported Postmark" on the prepaid envelope EN10. It is dated April 26.1898 and backstamped the following day. Bill Walton's ERP listing is April 29, 1898 for that envelope.





(10-2-30-16681) Form F.C.A. 77 (Old Form 496)

CANADIAN PACIFIC RAILWAY COMPANY
OFFICE OF THE FREIGHT CLAIMS AUDITOR

Montreal, *Alta* 193

Your Claim No. *13479-12* dated *1930* for alleged overcharge is received, and will be given prompt attention.

My number is *13479-12*

Please quote Tariff covering rate claimed.

W. J. CHERRY,
F.C.A.

(79-50-19493) FORMULE 1310

AVIS DE RECEPTION DE FRET. RAPPORT DE DOUANE No. *12*

LA COMPAGNIE DE CHEMIN DE FER DU PACIFIQUE CANADIEN.

Gare *193* Pro. No. *193*

Les effets ci-après décrits qui vous sont expédiés sont arrivés à cette gare dans le Char No. *Initial*. Vous voudrez bien prendre livraison de ces effets sans délai car ils seront gardés ici à vos risques (pour quelque cause que ce soit) et à vos frais.

DESCRIPTION DES EFFETS	PESANTEUR	TAUX	AUTRES CHARGES

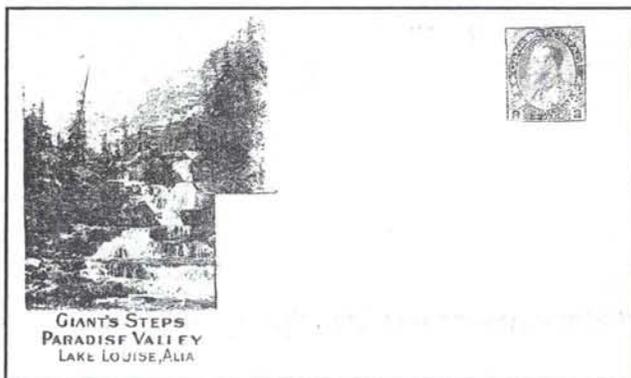
Si les effets ne sont pas retirés durant le temps prescrit par les règlements du Service des Chars ou les règlements concernant les charges d'expédition, des charges seront prélevées aux taux prévus par le tarif en force, et ces charges de même que les charges de fret, constitueront un privilège sur les dits effets. Le consignataire ou l'agent d'expédition qui a pu être libéré devra être tenu à la Compagnie. Quand le consignataire aura fait à l'ordre, il sera tenu de même. Si les effets doivent être délivrés à d'autres qu'au consignataire, veuillez signer votre qui suit.

Délivrer à *Consignataire* Agent

more from Richard Parama,

The above cards are new reports of a variety on the CPR74G, Railway View of the Giant's Steps on the Scroll Issue. One has a comma after 'Lake Louise'; the other does not. I am working on plating the sepia views. At the Fall Prairie Beaver meeting I was showing Erick Middleton some of my findings and pointing out some of the minor retouches at the edges of the actual scenes. Erick immediately pointed out the obvious, the missing comma on one. It turns out the backs are different, one with the comma postmark April 1st 1930, and form on the back dated February 10th 1930. That without the comma is unused, but the form is dated 19th May 1930. Both are in a similar dark brown colour.

There are only 15 possible views for the Scroll issue. The two Giant Step's views may explain which extra view was used to make up the plate setting. Or it may represent yet another setting. I also have an example of this view, with a comma, on a die III Admiral card (CPR74E). It is definitely a different setting. The comma is closer to 'ALTA.' and the colour of the view is distinctly more yellowish. A scan of the front is distinctly more yellowish. (see below.)



CPR 74E

**GIANT'S STEPS
PARADISE VALLEY
LAKE LOUISE ALTA**

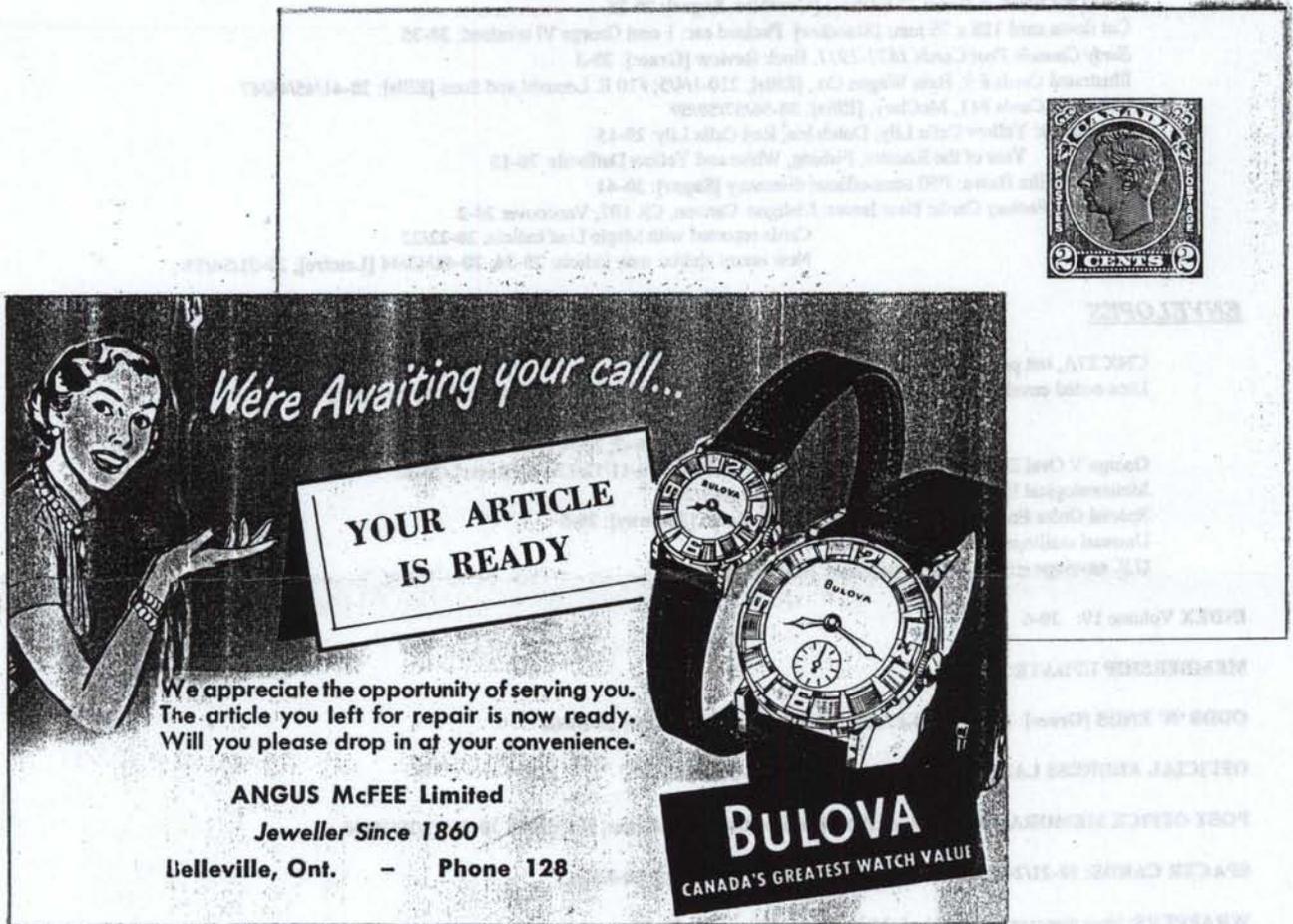
CPR 74G, no comma

**GIANT'S STEPS
PARADISE VALLEY
LAKE LOUISE, ALTA.**

CPR 74G, with comma

BULOVA CARD

Here is a new Bulova card, or, if you prefer, a new jeweller on a familiar Bulova card back: "We're awaiting your call... YOUR ARTICLE IS READY". It is on George VI 2 ¢ olive green #P75. Jeweller Angus McFee Limited of Belleville, Ontario. Used in 1951 or later. This card will be #125 in our Bulova listing when it is eventually updated.



NEW POST CARDS

Thanks to **Robert Lemire** we can announce the appearance of new cards to match the Hollywood stamp issue. The issue date is to be May 23, 2006. The Post Office order numbers are

262144
262145
262146
262147

Robert gave the following references: Canada Post Stock Assortment List, Spring 2006 and Spring 2006 mail-in order form.

POSTAL STATIONERY NOTES - INDEX VOLUME 20

NOVEMBER 2004 to NOVEMBER 2005

(Volume + page #, e.g. 18-47/48/49 means volume 18, pages 47, 48, and 49)

Volume and page numbers in **bold**

POST CARDS

Cards not listed in Webb 7th Edition: [**Gauthier, Sagar**]: 20-26
Cut down card 128 x 76 mm: [**Staecker**] Packard car: 1 cent George VI revalued: 30-35
Early Canada Post Cards 1871-1911, Book Review [**Grace**]: 20-3
Illustrated Cards # 9, Bain Wagon Co., [**Ellis**], 210-1/4/5; #10 E. Leonard and Sons [**Ellis**]: 20-41/45/46/47
Illustrated Cards #11, McClary, [**Ellis**]: 20-56/57/58/59
New Issues: Yellow Calla Lily, Dutch Iris, Red Calla Lily: 20-15
Year of the Rooster, Fishing, White and Yellow Daffodils: 20-15
National Film Board: P80 semi-official discovery [**Sagar**]: 20-44
Post Card Factory Cards: New Issues: Maligne Canyon, CR 107, Vancouver 20-2
Cards reported with Maple Leaf indicia: 20-22/23
New issues and/or new indicia: 20-34; 20-42/43/44 [**Lemire**]; 20-51/54/55

ENVELOPES

CNX 27A, but printing in black: 20-53
Date coded envelopes, #10 Scarlet Tanager, 24.03.15: 20-2; 2004.12.29: 20-32; 2005.03.11: 20-42
#10 Tulip, 2004.03.15: 20-2; 2004.12.29: 20-32
#8, American Goldfinch, 24.07.02: 20-2; 2004.11.02: 20-32
George V Oval Die Envelopes Varieties: [**Walton, Lemire**]20-11/12/13/14; [**Basar**]: 20-22
Meteorological Envelopes [**Covert**]: 20-7/8; 20-18/19/20
Special Order Envelope: new discovery, 2 cents Karsh [**Zariwny**]: 20-5
Unusual mailings [**Staecker**]: 20-35
U.S. envelope similar to CPR envelope: [**Gauthier**]: 20-53

INDEX Volume 19: 20-6

MEMBERSHIP UPDATE: 20-60

ODDS 'N' ENDS [**Grace**]: 20-9/10; 20-17; 20-27/28/29/30; 20-48/49/50; 20-59/60

OFFICIAL ADDRESS LABELS: [**Staecker, Zariwny**] 20-31/34

POST OFFICE MEMORANDUM re abolishing postal stationery [**Staecker, Harrison**]: 20-36/37/38/39/40

SPACER CARDS: 20-21/24/25 [**Sagar**]; double surcharge: [**Zariwny**]: 20-33/34

WRAPPERS: New discovery [**Gauthier**], Meteorological wrapper: 20-16

XPRESSPOST/PRIORITY COURIER: Branding of Xpresspost envelopes: 20-15/16; Sears: 20-32/33; Carleton: 20-52/53 [**Ryan**]
Canadian athletes: 20-52
Defective envelopes: 20-44
Passport envelopes: 20-52
Prepaid Distribution Products Simplification Initiative: 20-2

PLEASE NOTE

If your address label reads V20#1 or earlier you will be removed from the mailing list on March 31. If your label reads V21#1 your \$8.00 dues should be paid now, or you will be removed from the list on May 31 after the next issue of PSN. If you believe I have made a mistake, please get in touch. jandmgrace@sympatico.ca