

# Postal Stationery Notes

Volume 24 No. 2

April 2011

## The Elusive Webb's P27I

By Bill Walton

Fig. 1: P27I with Die IA Admiral stamp and green address guideline. Compare with Fig. 2.

Fig. 1



b. Die IA

d. Cat. 61C

Only one example of P27I (Figure 1) has been found, as far as I know. This is the 1¢ green Die IA Admiral with right angle address guideline in green rather than black. It may well be that others exist, and perhaps these notes will help bring any such to light.

My example was purchased accidentally. Hank Narbonne offered it to me at a show, described as P27c – the same card, with the address guideline in black. I never questioned it, thought it was pretty, and took it home. When I finally got around to examining it a few weeks later, I realized the lines were green – but it wasn't the elusive P27d, which has green lines but a Die II stamp. It was (now) obviously an unrecorded Die IA card. (I let Hank know the next time I saw him, and wrote a second check. Hank is a good person to have on your side.)

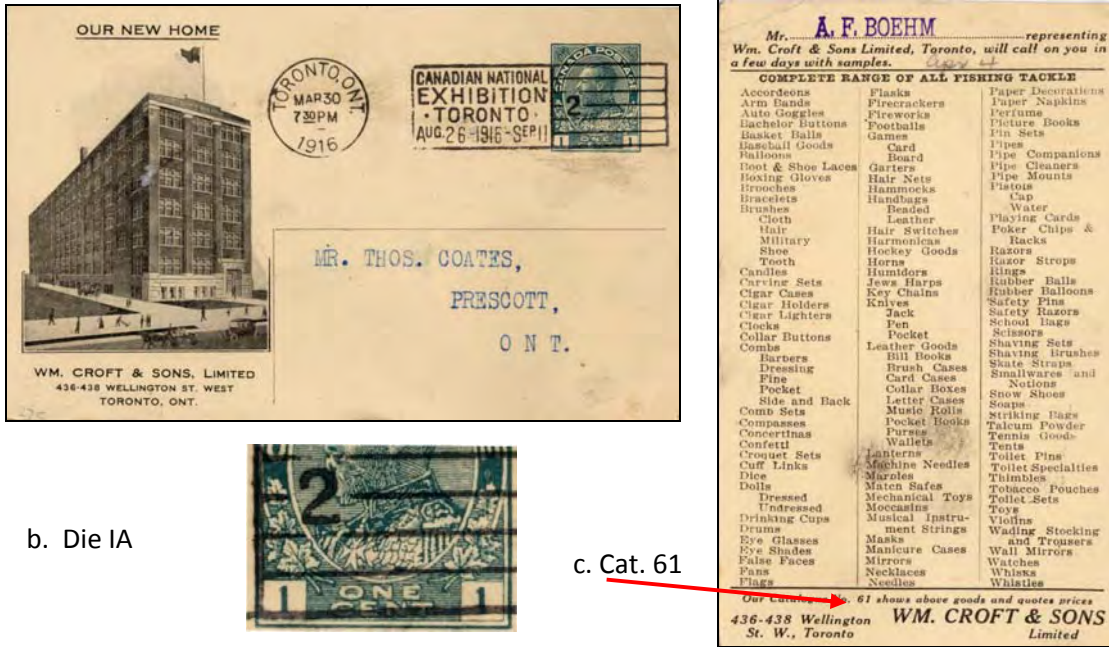
How could Hank and I both have missed this? The answer is simple, and may help unearth others, also masquerading as P27c.

P27c is somewhat scarce but certainly not rare. The stamp (as all Die I varieties) is lithographed (offset), in a typically dark green shade. It is fairly rare unused, but examples (invariably used by Toronto mailers, and – except for the occasional travelling salesman's card – postmarked in Toronto) can be found with a little patience. Wm. Croft and Sons (Toronto) created a nice padpost usage of P27c with their catalogue No. 61 on back, and Figure 2 shows an example postmarked March 30, 1916.

The one (Fig. 1) example of P27I (so far) was another Wm. Croft padpost card, very similar in appearance, but with obvious differences in the advertising. The typeface on front at bottom is slightly larger and obviously wider. The OUR NEW HOME legend at top is no longer underlined. The back references catalogue No. 61C, not 61. It was mailed 10 months later, with a Jan. 29, 1917 cancel. This was obviously a separate and later usage by Croft.

Fig. 2: P27c with black address guidelines and [on Wm. Croft padpost] for Catalogue No. 61.

Fig. 2



The card itself is of course the critical question. The green address guideline, just as the stamp, is lithographed (offset), in all likelihood on the plate with the stamp, allowing one press pass to print the finished cards with stamp and guideline. As a result, however, THE GREEN ADDRESS GUIDELINE IS IN THE SAME TYPICAL DARK GREEN SHADE – and this allows it to be easily mistaken as black except in good light (often not found at shows), or with a very careful second look. It is unquestionably green, in the shade of the stamp, but could easily be overlooked. Ask Hank – or me.

P27d – the Die II card with green lines – is rare, but 2 or 3 examples are known with American Express advertising, and one from an insurance company in Shedden. As all Die II cards, the stamp (and in this case the green guideline) are relief printed (typographed), in the typical softer green shade, and the lines are obviously green at a glance. Figure 3 shows the corner of the guidelines on all three cards – P27c black lines at left, P27l green lines in the center, and P27d green lines at right. This helps show how the (central P27l) lines could be seen casually as black.

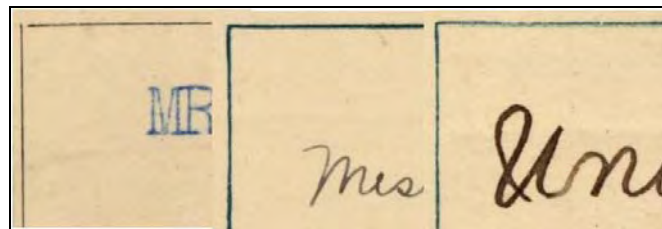


Fig. 3: Guidelines on P27c P27l P27d

Any example of P27c should be looked at again, to be sure it is not P27l. Anyone with the Wm. Croft padpost on any of these cards should check it – if there were cards with catalogue No. 61 and 61C, what about 61A, B, or anything after 61C? Good hunting – we need to find more.

Send new reports to [WaltonWmC@aol.com](mailto:WaltonWmC@aol.com)

**. PRINTED TO PRIVATE ORDER FLAG ENVELOPES: PART 2**

*By Earle Covert*

This continues with additional items produced by/for Reader's Digest, of the Printed to Private Order Flag Envelopes begun in the last issue.

Thanks to Pierre Gauthier and Marcel Bienvenue for the scans which I didn't have. Anyone having other envelopes not shown please contact me. Earle L. Covert: email [ecovert6@gmail.com](mailto:ecovert6@gmail.com), [ecovert@telusplanet.net](mailto:ecovert@telusplanet.net), or Box 1190, Raymond, AB T0K 2S0. All new reports are welcome.



Fig. 12: CITIZENS STATE BANK (This is apparently a real bank in the USA – used by Reader's Digest) M95-BCP English version



Fig. 13: LA BANQUE CITIZENS STATE S95-BCP French version

*from Pierre Gauthier*



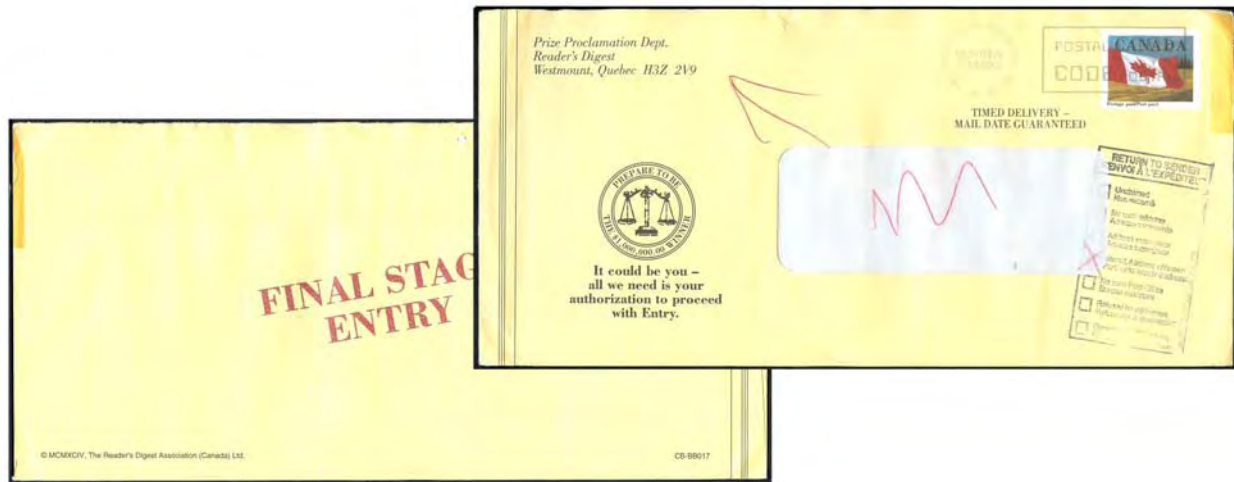


Fig. 14: READER'S DIGEST CB-BBO17 English version

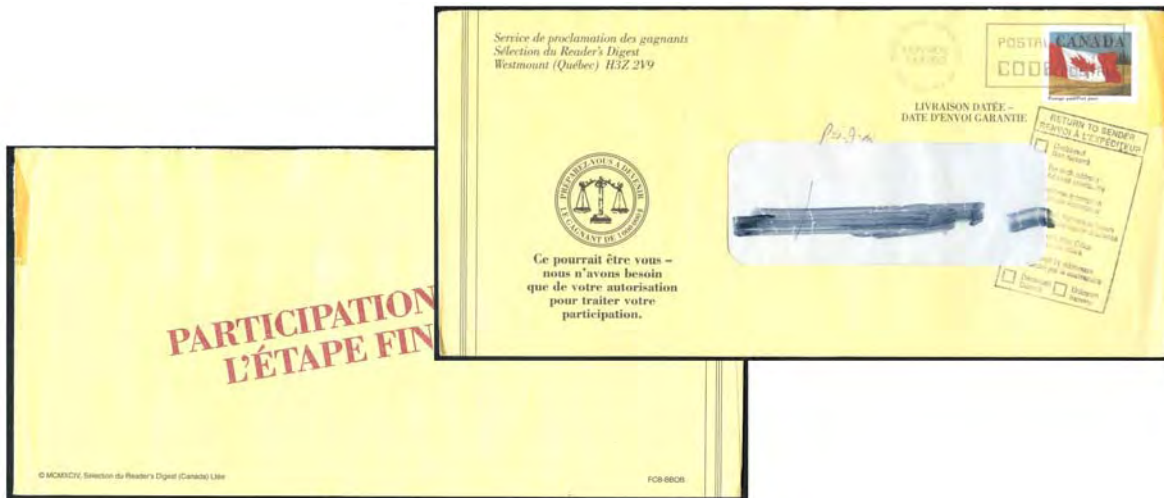


Fig. 15: SELECTION DU READER'S DIGEST FCB-BBOB French version

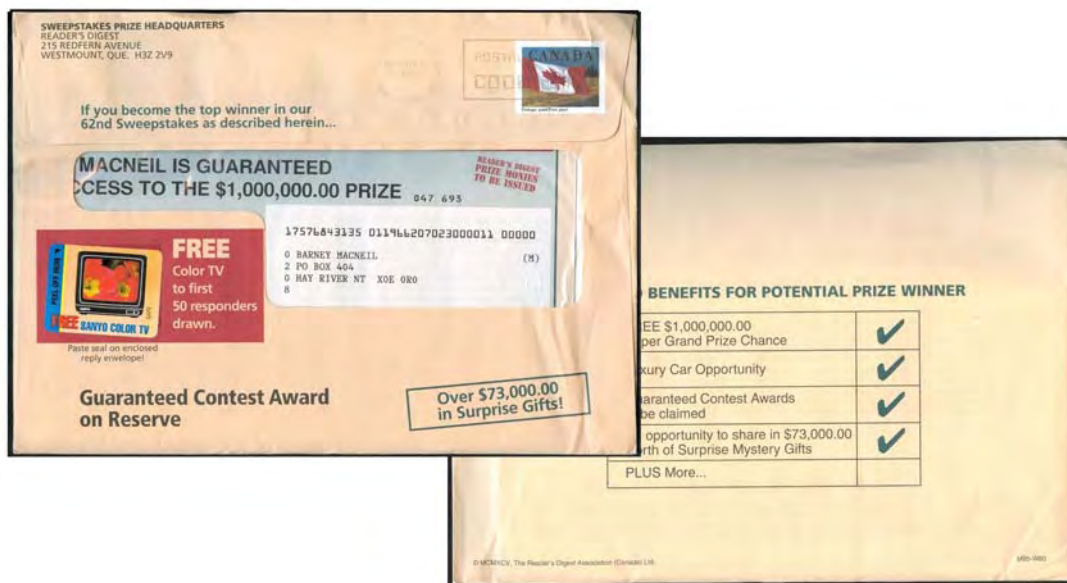


Fig. 16: READER'S DIGEST M95-W60 English version



Fig. 17: SELECTION DU READER'S DIGEST S95-W60 French version from Pierre Gauthier



Fig. 18: READER'S DIGEST NALB-TYIOE English version

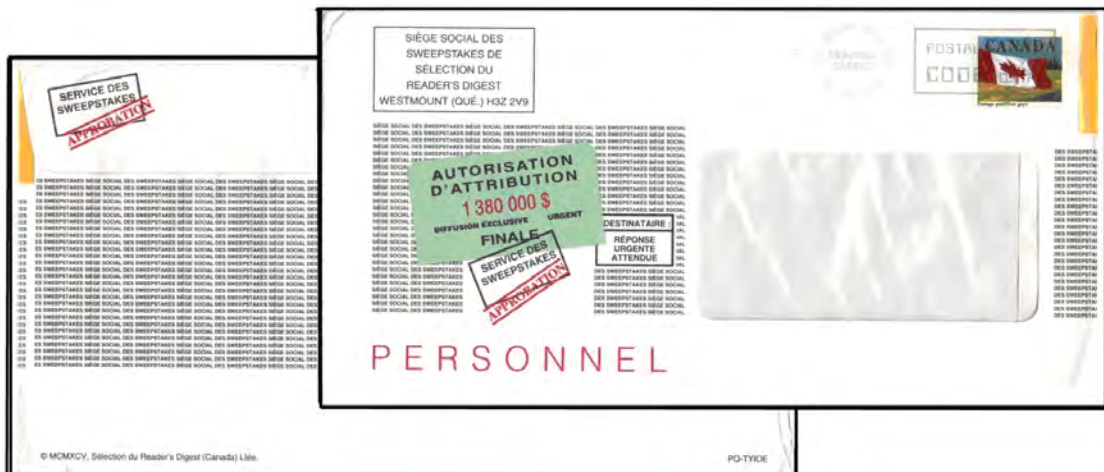


Fig. 19: SELECTION DU READER'S DIGEST PQ-TYIOE French version from Marcel Bienvenue

~ ☒☒☒ ~

## Canadian Postal Stationery with Francophone Advertising: VII

*Pierre Gauthier & Bill Walton*

There remain only a few items we have not yet shown, and these are postal stationery envelopes with advertising in French.

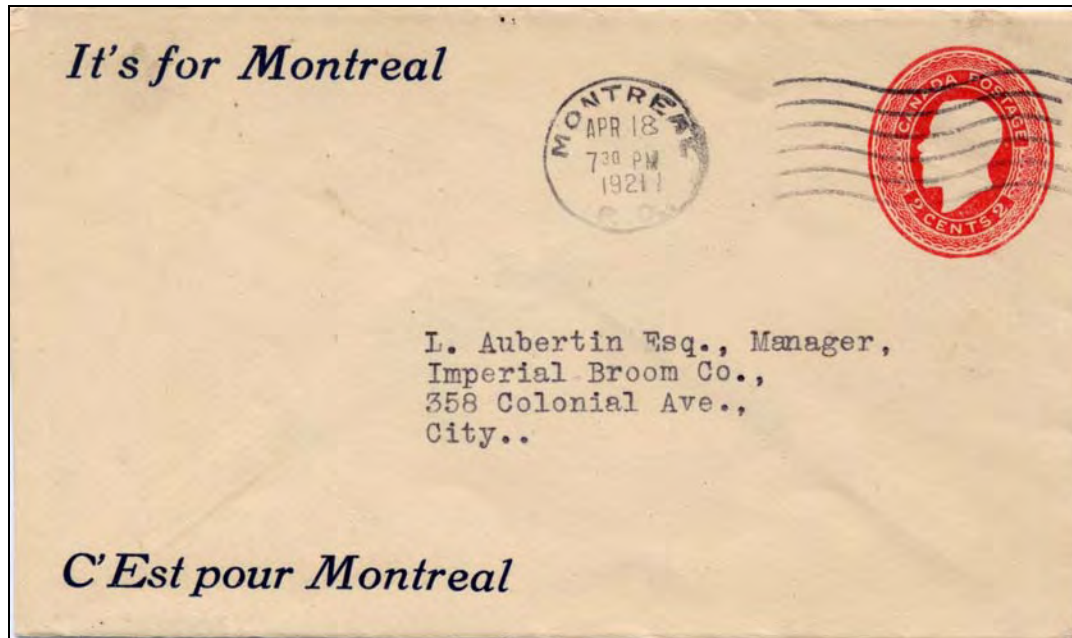


Fig. 39: A George V envelope sent in 1921 with a bilingual message, although one wonders about the capital E in "C'est."  
(EN20)

Two George VI envelopes used from Le Magasin Verreault in Rimouski:



Fig. 40: A December 1939 usage of EN53, sent to a merchant in Montreal.

(EN53)





Fig. 41: A 1944 usage of EN57 with compound die, sent to a merchant in Montreal from Le Magasin Verreault in Rimouski.

(EN57)

And lastly, a nice pharmaceutical cover from Montreal, with advertising both back and front:



Fig. 42: Creosote suppositories? Pure or not, that doesn't sound like much fun! A late use of this George VI item in 1967.

(EN48)

~ ☒☒☒ ~

## PCF Corner

(Robert Lemire: [rlemire000@sympatico.ca](mailto:rlemire000@sympatico.ca))

Raymond Gagné has found yet another new card (shown below) at the Chateau Frontenac Hotel in Quebec City. This card obviously was prepared as part of the celebrations for the 400th anniversary of the founding of Quebec City and, as was the case for CST 7607 (shown in PSN Vol. 23, #5), the indicium is IIIb, so the card is PCF-T3G VQ 7579. Again, it has the latest PCF emblem, (the same emblem as on the Banff "Fairmont" IIIb card), and therefore all characteristics of the card are consistent with it having been printed in early 2008. The SKU# is 260335 and the bar code is 64392 60335.



VQ 7579 Die IIIb

Since the beginning of December a few other new PCF cards have been reported (Raymond Gagné, Pierre Gauthier, Robert Lemire); all these new cards are Die IIIc.

### **PCF-T3H (borderless)**

C 092            MTL 128

MTL154 with the number 60101 under the printed card number and with the new PCF logo  
(The caption has been modified: The old caption said "Place Jacques Carter" which now reads "Place Jacques Cartier". The printed number (not described as the SKU#) doesn't correspond to the PO order number, which is 260094, and doesn't match the bar code which still reads 64392 60102)

NF 141            O 046            VAN 510

Die IIIc cards C 092, NF141V and VAN 510 had previously appeared with white borders.

### **WHAT'S NEW: Envelopes (new printing dates)**

Orchids and Gardens # 8      10.29.10 (8 different)

Orchids and Gardens # 10    10.27.10 (8 different)

Canada Post has issued a Permanent Domestic Prepaid # 10 envelope and a Permanent Domestic Prepaid Postcard for the Royal Wedding. Attempts to acquire these at post offices on the day of the wedding were unsuccessful, and Robert Lemire was told that they needed to be ordered through Antigonish. \* \* \* In addition there are prepaid Signs of the Zodiac Postcards being issued monthly, with Aries and Taurus out so far. More information to follow next issue.

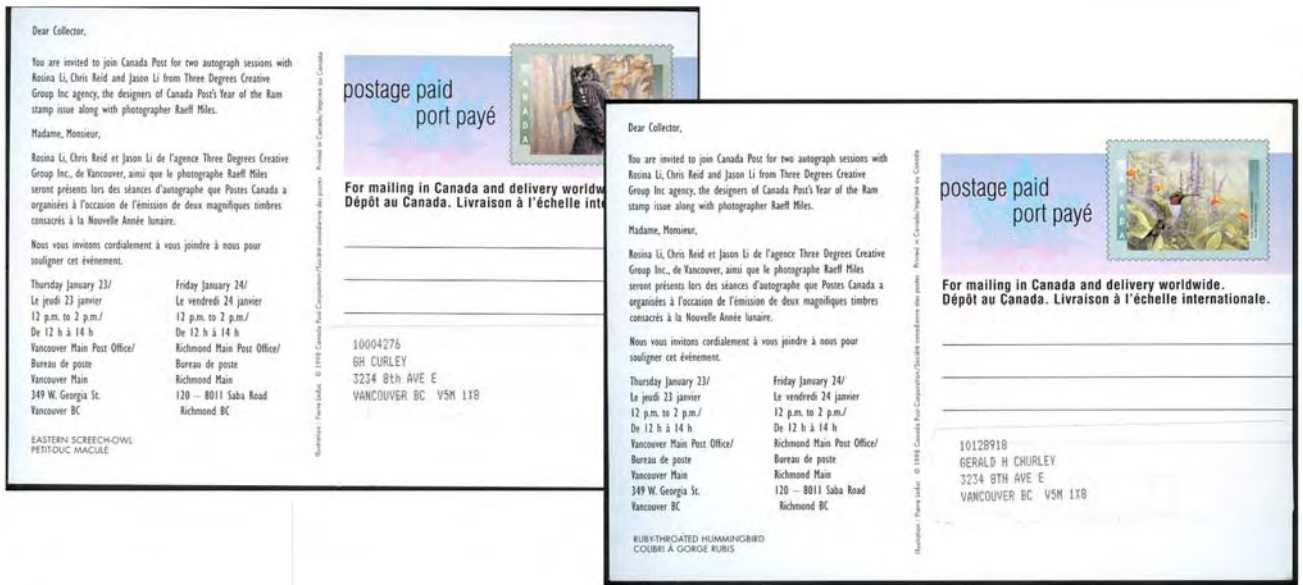
~ ☒☒☒ ~



# Canada Post Ads on Illustrated Postal Stationery

By Earle Covert

The ad on these cards was for an autograph session for the Year of The Ram issued in Jan 2003, identical on both cards. The original cards were available in July 1998, some 4½ years before. There were 5 cards in the series, issued in packages of 5 different, so probably all 5 cards existed with the occasion ad. I would be interested in how many times a similar thing was done. Anyone have other examples?

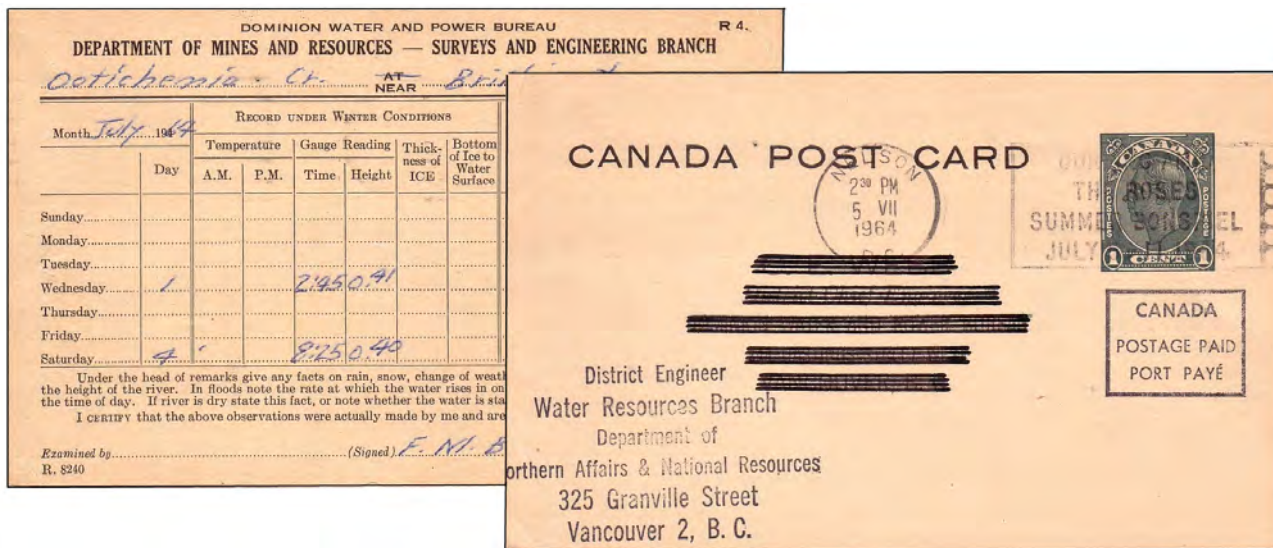


~ ☒☒☒☒ ~

# New Official Post Card

By Pierre Gauthier

Pierre contributes the following card with type 2 handstamp to the known official cards – the first in this group on the 1¢ value.



~ ☒☒☒☒ ~

## Unusual and Exotic Postal Stationery Usages

*Bill Walton*

The sixth in our continuing series. We would welcome other contributions to this series from other members.

### **6: Artwork on Postal Stationery.**

Not often, but occasionally, we see cards or envelopes decorated with art work – not the printed kind, such as appears on the McClary cards, but done by an individual to send to a correspondent, just as a whim, or to share an event. We saved this one from one of Hugo Deshayé's lists in August of 2009 – perhaps it now rests in the hands of one of our members:



This nice illustration on EN13 was sent from Deer Park, Ontario to Bristol, England on November 27, 1902. It appears to be unsigned.

Other examples have been seen on post cards – perhaps others have some they would like to show. I have only a few examples in my own collection.

~\*\*\*\*\*~ ☒☒☒ ~\*\*\*\*\*~

**PSNotes Contact information:** Chairman: Earle L. Covert, [ecovert@telusplanet.net](mailto:ecovert@telusplanet.net), Box 1190, Raymond, AB T0K 2S0, phone 403-752-4548. For articles, news or reports: John Grace, our Secretary-Treasurer, and contact person for the study group ([jpg1353@yahoo.com](mailto:jpg1353@yahoo.com), 734 Aspen Rd Pickering ON, L1V 4H2), and Jean Walton ([jwalton971@aol.com](mailto:jwalton971@aol.com), or [PSSG@comcast.net](mailto:PSSG@comcast.net), 125 Turtleback Rd, Califon NJ 07830), layout/copy editor for Postal Stationery Notes.

**Emailed copy of PSNotes:** To receive PSNotes in colour in pdf format, send your email to John Grace at [jpg1353@yahoo.com](mailto:jpg1353@yahoo.com). It's free! If you prefer this version to the mailed version and ONLY want the online version, let us know and we will remove you from the mailing list for Canada Post copies. But you do not need to choose – you can continue to receive both.