

Postal Stationery Notes

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PSSG MEETING AT BNAPEX 2011

Canadian postal stationery has collectors in more than just North America. Adri Veenstra's Dutch publication on Canadian postal stationery is examined by Bill Walton.

The Postal Stationery Study Group met at BNAPEX in North Bay this year. Chairman Earle Covert opened the meeting with 15 people in attendance.



Robert Lemire brought us up to date on Post Card Factory cards. Bordered views are being replaced by borderless views, and cards are appearing both with and without SKU numbers (stock keeping units) and second bar codes. Earle indicated that the presence of two bar codes allows one for Canada Post record keeping, and one for the retail merchant. He has found that the shops sometimes don't know which is which, and when scanning, often scan the wrong one.

Bill Walton discussed what information we had on the new Mobile App cards from Canada Post – available for \$2.45, using your own picture and printed with the flag stamp indicia. He covers the problems and details of this in “Something New....” on pages 33-37. Charles Livermore took us through a demonstration of the mobile app online, explaining the steps, and then took a photo of the group to send as a post card. Those present were able to order one, with Charles doing the work of sending these out. Thanks, Charles!

Robert Lemire began a discussion of Railway flimsies. Mike Sagar had raised a question of the production of these cards, but unfortunately we were short on time, so this subject will need to be covered in an upcoming issue of Notes.

Present were Earle & Audrey Covert, Bill & Jean Walton, Charles Livermore, Robert Haslewood, Adri Veenstra, George Dresser, C.A. Stillions, Stephen Sacks, Gary Yu, Robert Lemire, Ron Majors, Art Klass, and Don Fraser.

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Emailed copy of PSNotes: To receive PSNotes in colour in pdf format, send your email to John Grace at 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.

What's New in Postal Stationery

Envelopes (new printing dates)

Fishing Flies #8	10.29.10 (10 different)
Orchids and Gardens #8	12.12.10 (8 different)
Fishing Flies #10	12.12.10 (10 different)

*Commemorative envelopes are not considered true postal stationery and thus not covered here.

Commemorative envelopes:

Several new commemorative envelopes have been issued. Please visit Canada Post to see these.*

MENTAL HEALTH AND PREPAID REGISTERED ENVELOPES

Earle L. Covert

Two new pre-paid envelopes have recently appeared, the first of which is the Mental Health envelope, a part of the Support Mental Health campaign



Fig. 1. New Mental Health 2011 for both Xpresspost and Priority Courier are starting to appear. This is the Standard size Regional XP. I have seen the PC in Regional Letter size.

I have now seen the following sizes: Xpresspost Pack Regional, Regional and National Letter and Standard plus the Padded Standard size, but only the Regional Letter size for Priority Courier

The Prepaid Registered Envelopes were a surprise - unannounced and for what purpose?

The Lead Hand in Lethbridge saw one come through 6 to 8 weeks ago and checked on his computer, saw two sizes and ordered them in as "Earle would want them." He then went on holidays and put them on the back counter where I spotted the different colour and asked what they were. He said he ordered 3 of each as he thought I would want a couple. Apparently 3 was the minimum he could order.

If you read on the back it says :

4) Deposit in a street letter box, post office or designated Canada Post Facility. To me "REGISTERED" means a receipt for both posting and delivery. What use is it as a Registered?????

No one has seen any literature on it in the 3 Post Offices I checked in.

This prepaid Standard National is \$9.13 plus tax and the National Letter size was \$10.16 plus tax.

I was told that both sizes of the Registered Envelope were produced for use by the Federal Government but no one has seen one.

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SOMETHING NEW: SELF GENERATED PHOTO CARDS by Bill & Jean Walton

It is now possible to create your own Flag Die view cards, with your own pictures, with a new service Canada Post offers through the Lowe-Martin Group. You can do this from anywhere in the world – you don't need to be in Canada – and have it addressed to anywhere in the world, along with whatever message you choose to include.

We first heard of this from Robin Harris and Pierre Gauthier in June and July of this year. Robin's card (a post card of "The Harris



Fig. 2. Prepaid Registered Mail envelope

Both the Mental Health and the Prepaid Registered were scanned open. The registered cover is a lighter weight and had the winged logo over the inside for security.

Homestead”) was produced and ordered on June 30, using his son’s phone. Pierre’s daughter used her phone to send post cards from Australia, where she was travelling — to her parents in Quebec. Supposedly photos, messages, addresses, and payment could be sent from any Iphone or Ipad, Android, or Blackberry device, by downloading a mobile app from Canada Post at: <http://www.canadapost.ca/cpo/mc/persona/l/tools/mobileapp/default.jsf>. In reality however, users with anything other than

Apple devices found they could not make the mobile app work. Complaints to the help number provided did not yield much more than a pro forma response – or so it seemed – but as mobile app users will find, Androids and Blackberrys now work, so apparently the problem was addressed behind the scenes, and the problem fixed by late August or the beginning of September.

Charles Livermore notified us on September 10 that Canada Post had added computer-generated cards to this program – it is now possible to use your computer to go online (<http://www.picturepostcard.ca/>) and create

a post card, uploading pictures and creating messages, with no download or mobile device required

At about this time, CPC offered a bargain of 3 cards for the price of 2 [same picture and message sent to three parties] – for the Toronto International Film Festival. Special decorative strips or borders were available to advertise the film festival. However all orders, with or without film festival add-ons, got the same benefit. CPC promised future specials and is currently running the same 3 for 2 through November 11, making the net price \$1.63 per card – a good deal!



Fig. 1. “The Harris Homestead,” cancelled in Ottawa with large circular Philatelic cancel dated 2011- 7 8 or 9. Number at lower left of address side is the order number, but the prefix is not yet understood.



Fig. 2: Current computer-generated cards are using the die at left.

Note “Sent from canadapost.ca/postcard/Envoyé de postescanada.ca/cartepostale”

Fig. 3. The current mobile app die used when a postcard is ordered from a device such as a Smartphone or Ipad.

Note “Sent from Canada Post mobile app/Envoyé par app mobile Postes Canada”



The computer-generated and mobile app cards have different indicia below the stamp, as shown in Figures 2 and 3. The second text line in Figure 2 begins “Sent from Canadapost.ca/postcard”, while Figure 3 begins “Sent from Canada Post mobile app” – the obvious result of which way the card was ordered. These are clearly two different catalogue listings.

Complicating matters, the early mobile app cards showed narrower spacing in the first text line between the English and French (Figure 4). Note the P of Printed below the in of Posting instead of centered below the n, and the final a of Canada below the er of delivery instead of centered below the r (compare with Figure 2).



Fig. 4. Original mobile app die, with original spacing. There is also a marked quality difference between this and the later dies, either mobile or computer.

More obviously, the printing resolution was much poorer on the early mobile app cards, as Figure 4 compared to Figure 3 shows. This was equally true of the photos on the reverse – the early mobile app cards not only had white borders around the pictures, but showed much poorer picture quality. Figure 5 shows an early mobile app photo from last summer and sent August 11. Figure 6 shows the same picture resent in late September, with markedly improved resolution. (This picture was produced by a digital camera, not taken by a phone camera, and uploaded to the mobile app in one case and to the computer-generated card site in the other.)

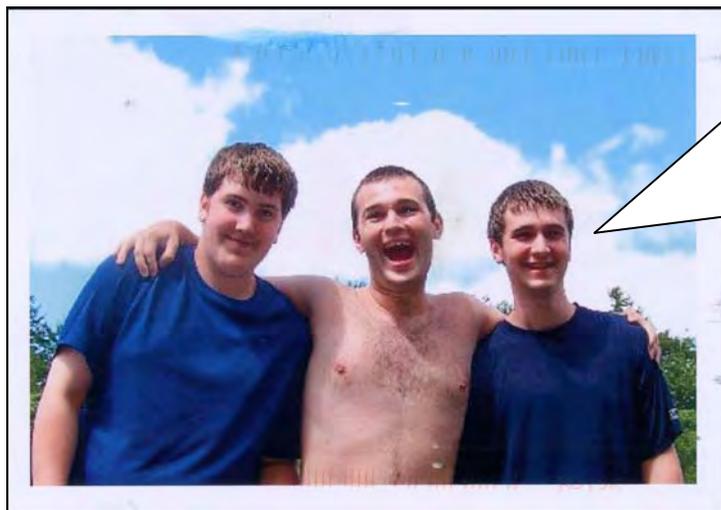


Fig. 5. Photo uploaded to mobile app, August 2011.



Poor quality photo image

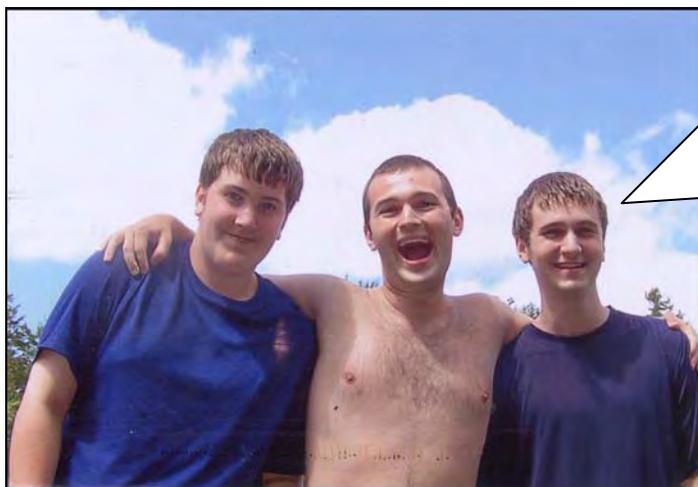
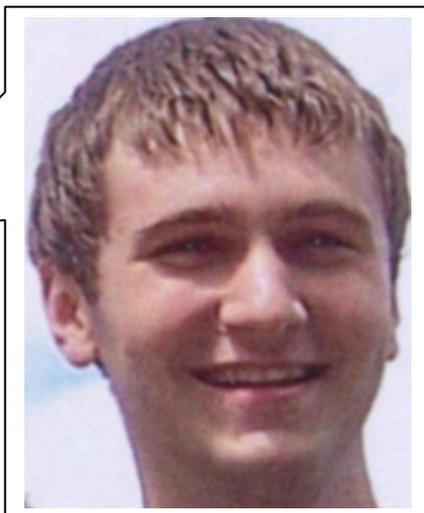


Fig. 6. Photo uploaded by computer, September 2011.



Good quality photo image

All cards have a small vertical number at lower left on the stamp side. The digits to the right of the hyphen appear to reflect the order number that appears with your order online, and on your credit card statement. More on these numbers when we have more information.

There are now numerous borders that can be added to the views (if desired) when ordering, for various holidays, events (such as those for the Toronto International Film Festival), and simple “hellos” and “thank yous” – all in English and French versions, and all likely to change regularly. We view these as a footnote mention in Webb’s, not an endless series of individual listings.

One other note on these cards relates to the quality control issue. While card stock has now evened out to a fairly decent level, the original mobile app cards can be found on both thin and thicker stock. Also, the earlier cards often had ink smears in the photos, showing the cards had not dried properly after printing. Even worse, small sections of the photos often stuck to whatever was on top of them in the mail, leaving white spots when separated. Although partially corrected, these smears and sticky spots are still occurring with some frequency at present, sometimes causing unfortunate blemishes.

One theoretical possibility does exist, though it seems unlikely – a computer-generated card (the Figure 2 text) with the poorer print quality of Figures 4 and 5. Keep your eyes open – this is a changing app, with continuous upgrades. All information on this new postal stationery development will be welcome.



Fig. 7. Early mobile app card sent by Pierre Gauthier's daughter in Australia, using a mobile phone, to her parents in Quebec. It could have been sent from anywhere to anywhere in the world. Cancelled KOA JOX (Ottawa Sorting Centre) dated 11 07 19.

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CORRECTION

George Dresser caught an error in our last issue write-up of an insured use of a 2¢ Edward envelope. We noted the 5¢ as paying for \$200 compensation rather than the correct \$20. George also sent images of two other insured Edward stationery covers along with information, which we will show in the next issue.

PCF Corner

(Robert Lemire: rlemire000@sympatico.ca)

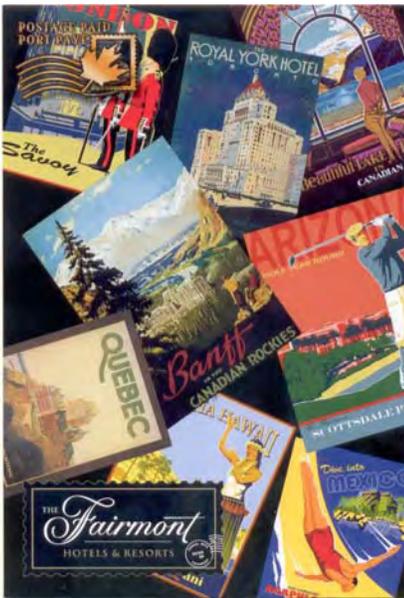
Since mid-July several new PCF cards have been reported (Raymond Gagné, Earle Covert, Robert Lemire); all these new cards are Die IIIc.

PCF-T3H (borderless)

C 009	C 010	CST 7568	CST 8862	CST 8863	CST 8878
NF 130	NF 143	VQ 8866	WPG071		

Four of these (C 009, C 010, NF 130, NF 143) are borderless versions of cards that had appeared previously only as views with borders. Die IIIc cards C009V and NF130 previously had been issued with white borders, as had C005V (C 005 was reported in the last issue of PSN). C 009, C 010, NF 143 and WPG071 are post office stock.

However, Raymond Gagné has reported five new views—all apparently are “PCF only” views, not available through Canada Post outlets. Two, shown below, appear to be specially printed for the Fairmont hotel chain, and in particular the Château Frontenac.

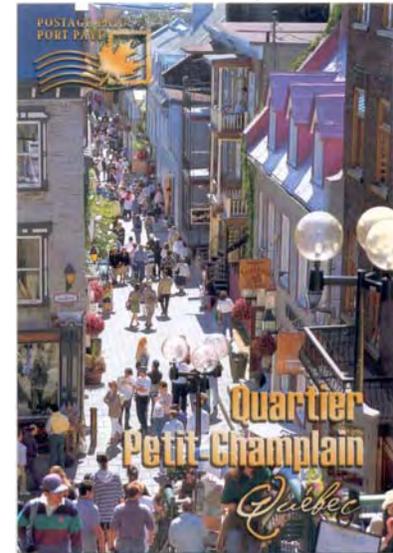


CST 7568



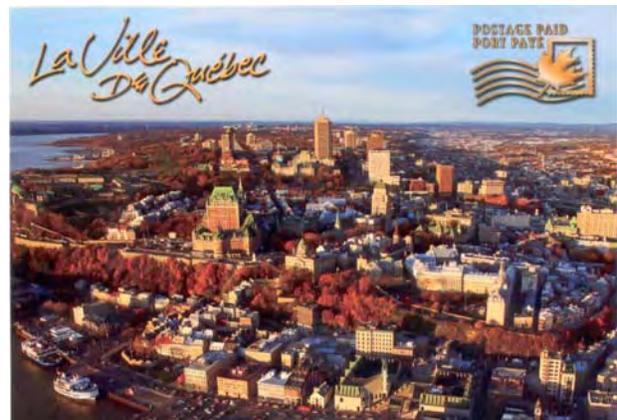
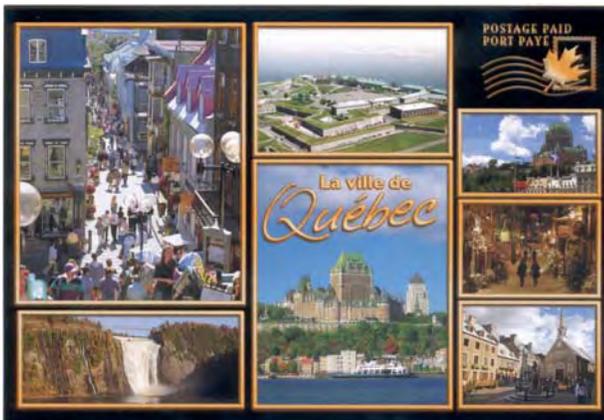
CST 8862

Two other cards, CST 8863 and CST 8878, are a special printing for a group of stores in Québec City, Quartier Petit-Champlain.



CST 8863 (right)
VQ 8866 (below)

CST 8878



The fifth new card, sold in tourist shops in Québec City, is VQ 8866, a view of the city in autumn. The postage prepaid cards seem to be much more popular with retailers there than in most other places in Canada.

Non-CPR Use of CPR Railway View Cards

Bill Walton

A footnote in Webb's below the CPR Green Views listing reads "CPR 3a is also known used with forms from two different users other than CPR on back." Illustrations of these, and some comments, may be of interest to collectors – and a third used on a Multicolored CPR card can be shown as well.

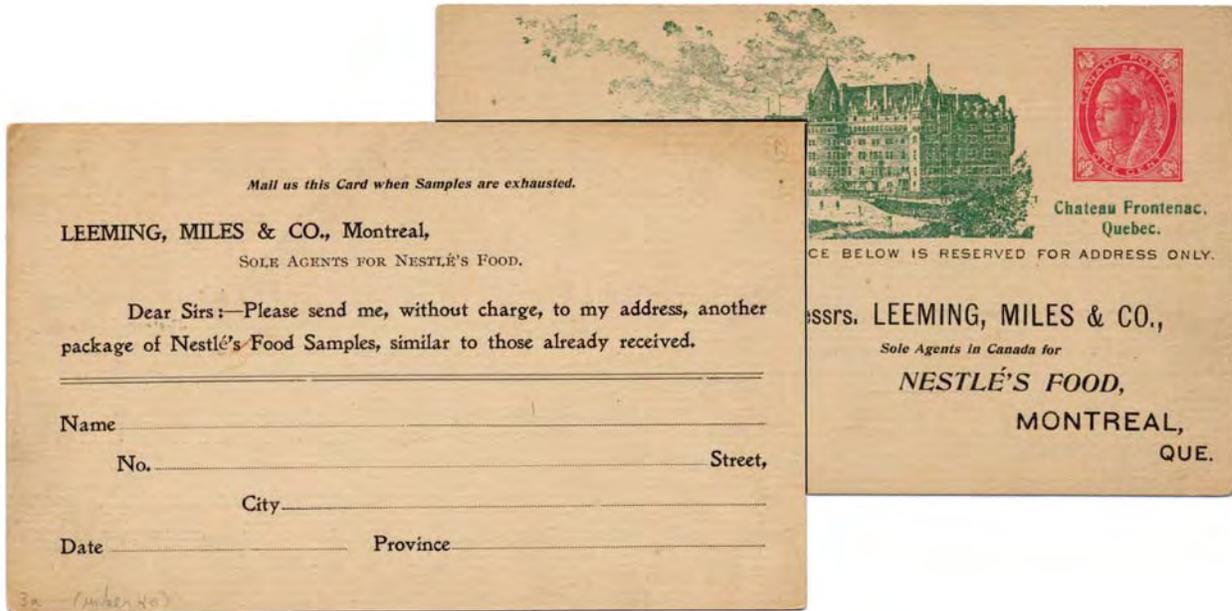


Fig. 1. Leeming, Miles usage of CPR3a.

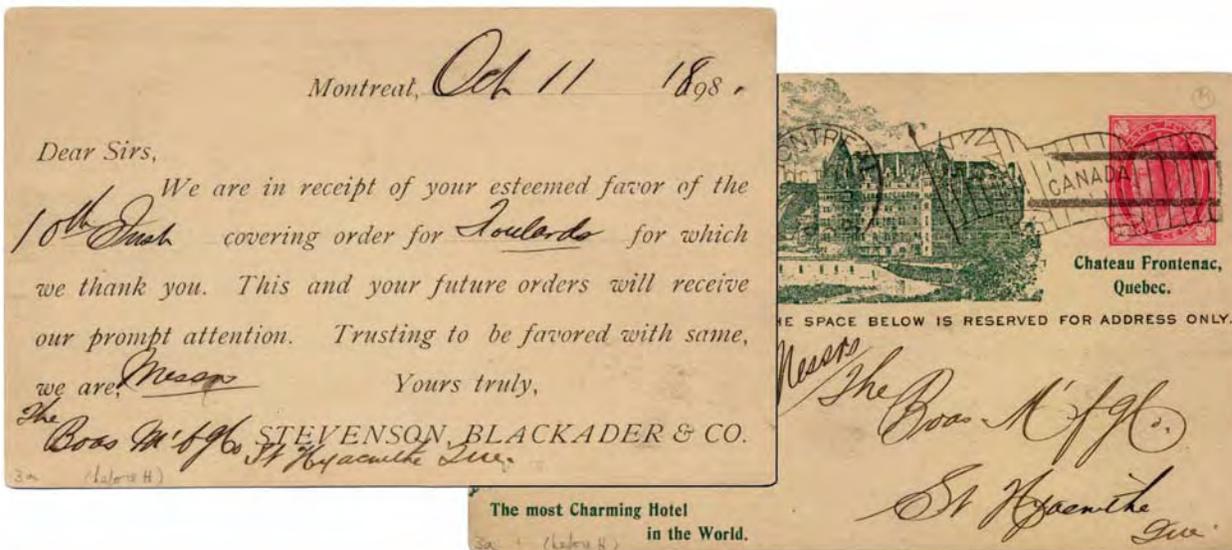


Fig. 2 Stevenson, Blackader use of CPR 3a

Fig.1 shows an unused example of CPR 3a with front address and back printing for Leeming, Miles & Co. This is a scarce card, and I have never seen one used.

Fig. 2 shows a used example of CPR 3a, with back printing for Stevenson, Blackader & Co., postmarked Oct. 11, 1898. This firm acted as agent for the Montreal Cotton Company (whose mills were at Valleyfield). This is very scarce.

How did these anomalous uses occur? All I can offer is speculation.

CPR3a was among the early printings of the green cards, and thus part of the beginning of the CPR's first venture in this form of publicity. It was no doubt discussed at a CPR board meeting when it was initiated. I have long suspected that executives or directors of these other two firms may well have had seats on the CPR Board at this time, and suggested they could use these attractive cards for some of their own mailing. Note that both of these firms, just as CPR, were headquartered in Montreal.

At the onset of such a publicity program this might have sounded appealing to CPR management, at least until they realized it was inappropriate to the CPR prestige image they were developing.

Tracking down the CPR Directors in 1898, and ascertaining their other corporate connections, would be a daunting task, but necessary to prove or disprove this possibility – but it is at least plausible. Are there CPR cards for any other companies in this period that members can confirm?

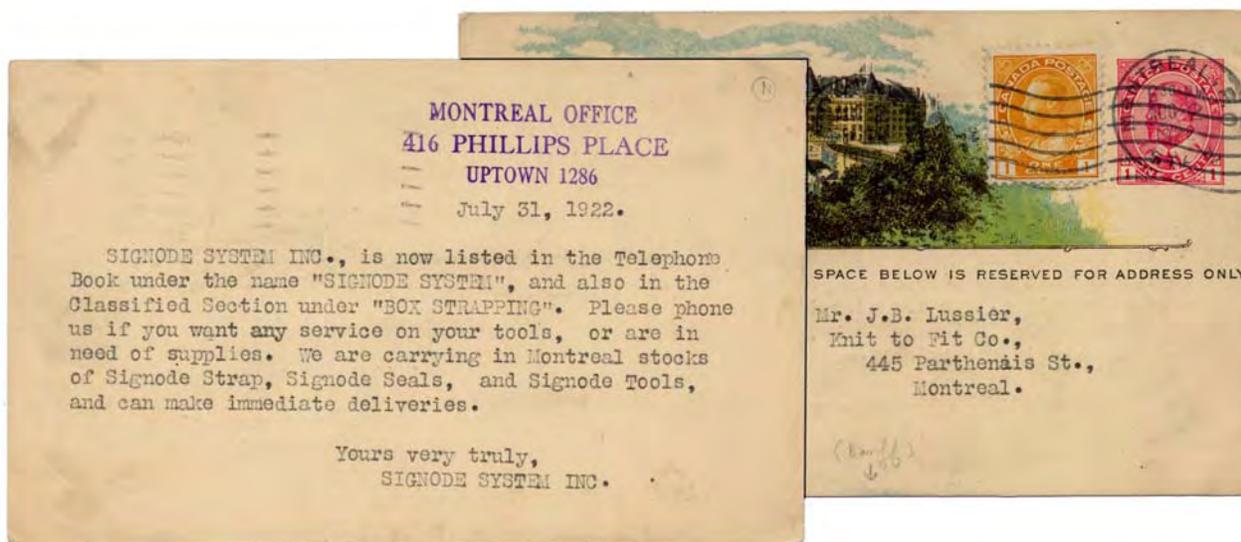


Fig. 3. Signode Systems Montreal Office (CPR B38)

Figure 3 shows a completely different type of use by Signode System's Montreal office on CPR B38, a multicolored view. Unlike the previous two, however, this was used on a card that was long obsolete. The Edward cards gave way to 1¢ Admirals in CPR views by October 1913, and to 2¢ Admirals by July 1915. This card, with added 1¢ Admiral, is postmarked Aug. 2, 1922 – almost 5 years after the CPR conversion to sepia views. How did the Signode Systems Montreal office acquire this card – and were other Edward multicolored views, or other obsolete CPR 1¢ views, also used by them? Again, we may never know for sure, but member reports of any other Signode System CPR views would be welcome—this is the only one I have seen. Send reports to: WaltonWmC@aol.com

ANNOUNCEMENT!

Dick Staecker's collection of postal stationery and duplicates now are at Maresch in Toronto and will be in the February auction. For a free copy of the catalogue, call 416 363 7777, Fax 416 363-6511 or ask with an e-mail from the website www.maresch.com.