

NEWFOUNDLAND POSTAGE METERS 1928 - 1949

Using adhesive postage stamps created inefficiencies with the growing volume of mail being handled in mailrooms of Newfoundland businesses. To expedite the processing of mail and to help solve employee pilfering of postage stamps, Newfoundland authorized the use of four different postage meter machines for merchants and the GPO during the period of 1928 – 1949.

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Newfoundland meter covers are scarce because they represent less than 15% of the total mail volume. Those with clean impressions and readable meter numbers are harder again for the collector to find.

Significant items are designated with “**L**”
Items of original research are marked with “*Discovery*”



Type 1, meter #1 (GvR), Avalon Telephone Co. , earliest known Specimen Sept 4 1928

And one of the earliest known used Newfoundland meter cover Oct 3, 1928
meter #1 (GvR), United Towns Electric Co. Ltd.

Type 1: Universal Midget

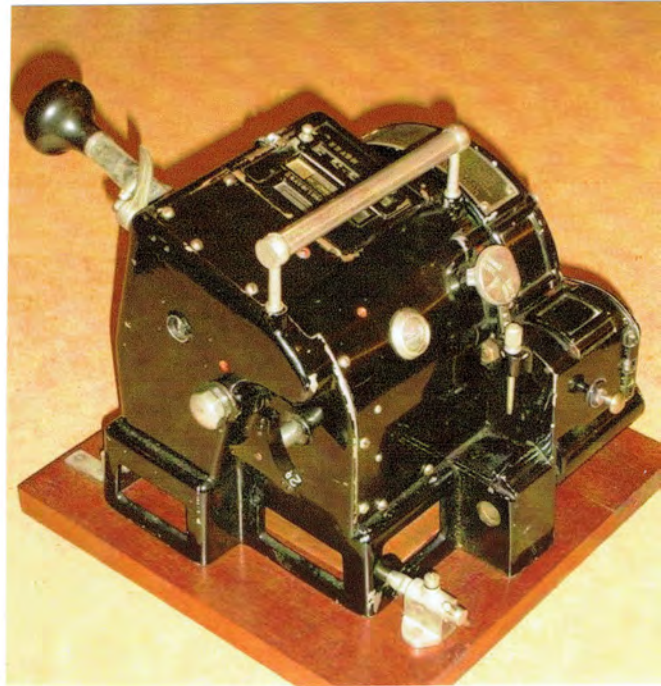
The Universal Postal Frankers of London, England produced the first meters for Newfoundland in 1928. The Midget model was a basic hand cranked machine with three fixed denominations, 1, 2 and 3 cents, and later a 4 cent would replace the 2 cent in meter #6. The die is similar to Great Britain's design with Royal Crown and Cypher *GvR* or *GvIR* at center. Value figure at bottom center with "No" at left and meter number at right with or without town mark impressions in red ink.

There were three Midget type meters that were sold outright to local merchants who were responsible for servicing their own machines.

Meter #1 United Towns Electric Co Ltd.
Avalon Telephone Co. Ltd.
The Electric Shop
Meter #5 Imperial Tobacco Company
Meter #6 Bowring Brothers Limited



Great Britain's design was adopted - copy



Midget type meter machine - www



Meter #1 (*GvR*), Avalon Telephone Co., double strike of 2+3 cents paying 5 cent rate USA 1939

Type1: Universal Midget



rare GviR small crown 200%

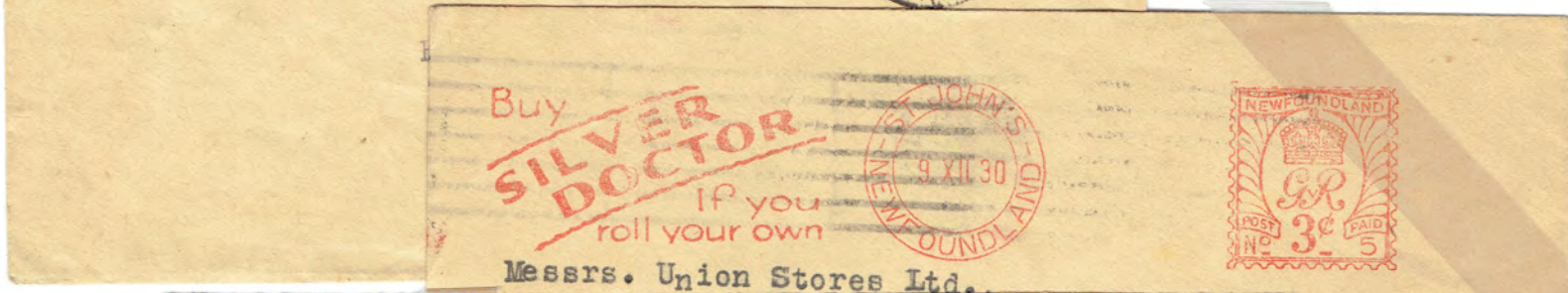


Meter #1 (GviR), Avalon Telephone Co., with small crown, paying 3 cent local rate in 1947



Meter #1, The Electric Shop, paying 2 cent local rate in 1932

Type 1: Universal Midget



Meter #5, Imperial Tobacco Co., paying 4 cent inland rate in 1940, 1 cent circular rate in 1931 and paying 3 cent inland rate in 1930 with different advertising slogans

Type 1: Universal Midget



Copy back 100%



LIVING
CANNED FOOD PRODUCTS
(made in Newfoundland)
AND CREATE EMPLOYMENT



BOWRING'S
Established 1811
AND
Still Going Strong



*Messrs.
W. Tucker & Co. Ltd.
St. John's*



Reverend E.A. Butler,
Sandy Point,
St. Georges.

Meter #6, Bowring Brother Limited: 1st cover, paying 1 cent local per 1oz + 2 cents per extra oz. rate 1942; 2nd, paying 2 cent local rate in 1937; 3rd, 3 cent inland rate in 1932 with advertising; and 4th, 4 cent inland in 1944 as consequence of rate increase on Dec 6 1932.

Type 2: Neo-post

The Roneo Neopost Co. Ltd of London, England manufactured and sold the second type meter starting in 1929. The machines were available in fixed and six limited values, 1-5, 10, or 20 cents. These machines had the capability to print or not to print the town hub to allow combination of values to be used or permit use outside of St. John's. The die design was based on the 1921 Pictorial 2 cent stamp that featured Twin Hills, Tors Cove. The majority of meters used poor smudgy red ink but for extra cost superior green ink impressions could be purchased. Like type 1 meter, type 2 also had the ability to print advertising slogans for businesses to promote their goods and services. The meter numbers designated for Neopost meter businesses were 2-4 and 7-32 with number 10 being unknown. Some of these meter numbers were shared with more than one business.



Die design based on 2 cent
Twin Hills at Tors Cove stamp



Heavy worn die removed from meter #13
George Neal Ltd. machine
empty area at bottom is where
value figure would be entered



Discovery

Limited six value meter
1, 2, 3, 4, 5, and 10 cents



Neo-post meter #13 retired from George Neal Ltd.
photos by exhibitor

Impressions of some "Neopost" Postal and Insurance Franking and Stamp-Cancelling Machines



RONEO
GREAT 11-PM
21 APR 1934 BRITAIN
NEOPOST



NEDERLAND
15 CT.
---N255

Meter # 19, 1930's Neopost Trade Sample Sheet



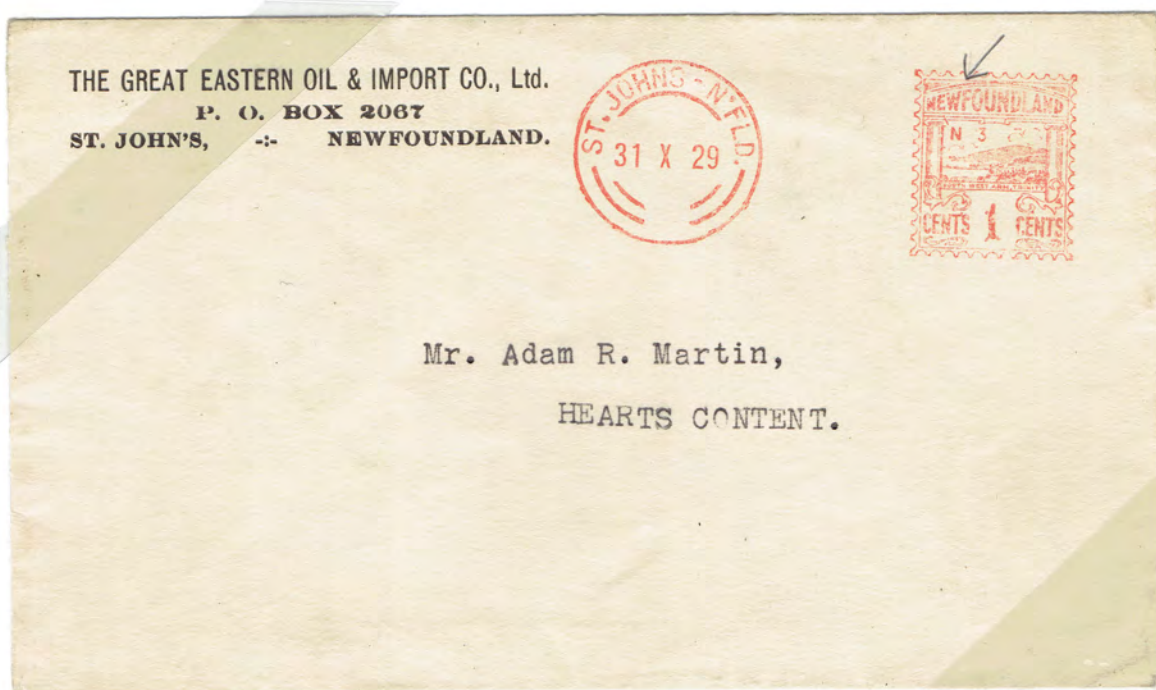
"Neopost" Machines are officially authorised for use in over 25 countries.

RONEO-NEOPOST LIMITED, LONDON, W.C. 1

Type 2: Neo-post



Meter # 2, Newfoundland Light & Power Co. Ltd., 2+2 value, 4 cent rate 1929 to USA
note: fixed value dies have unbroken bottom frames lines

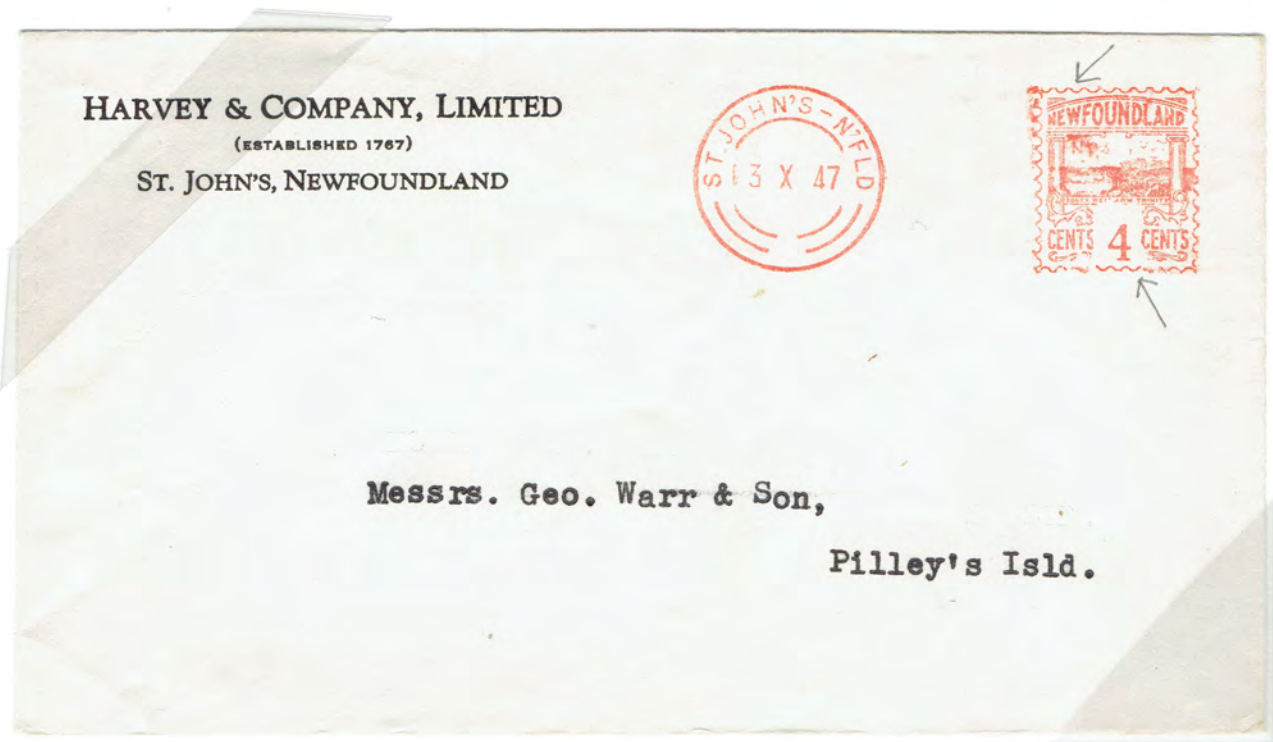


Meter # 3, The Great Eastern Oil & Import Co. Ltd., 1 cent circular rate 1929
note: early dies have straight inner frame line

Type 2: Neo-post



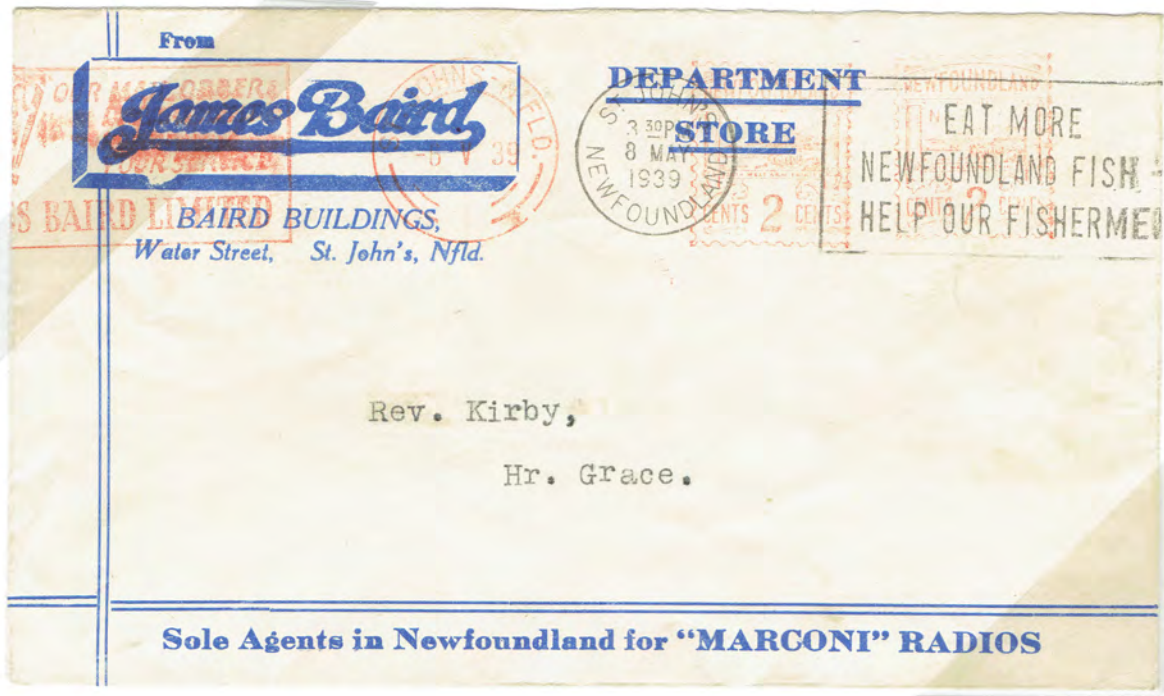
Meter # 4, Harvey & Company Ltd., 3 cent inland rate of 1929



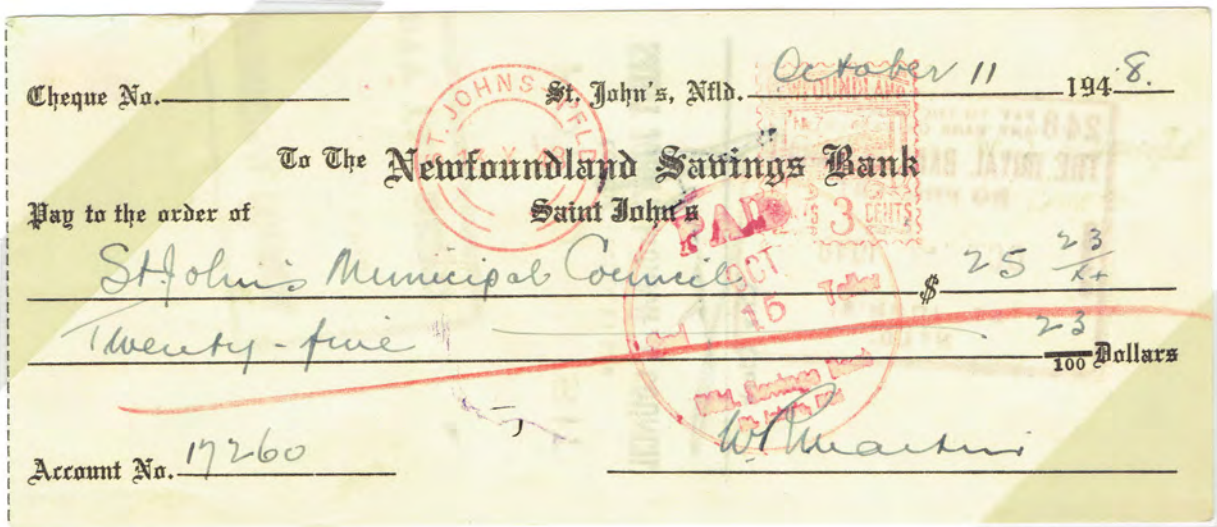
Meter # 4, Harvey & Company Limited, 4 cent inland rate of 1947

note: later limited value dies have no inner straight frame line plus may show bottom frame broken in two places where value slug separates the frame line

Type 2: Neo-post



Meter # 7, James Baird, 2+2 cent extra oz. inland rate 1939



Meter # 7, St. John's Municipal Council, 3 cent cheque tax

Type 2: Neo-post

THE COLONIAL CORDAGE CO. LTD.
ST. JOHN'S, NEWFOUNDLAND

THE COLONIAL CORDAGE CO., LTD.
ST. JOHN'S, NEWFOUNDLAND



The Miltown Lumber Company.
Miltown.

Meter #8, The Colonial Cordage Co. Ltd., 3 and 4 cent inland rates

JOB'S STORES LIMITED
ST. JOHN'S, NEWFOUNDLAND



JOB BROTHERS & CO., LIMITED
ST. JOHN'S, NEWFOUNDLAND



Meter #9, Job's Stores Limited, 2 and 4 cent rates

Type 2: Neo-post

RETURN IN FIVE DAYS TO
G. BROWNING & SON, LTD.
ST. JOHN'S
NEWFOUNDLAND



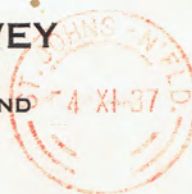
Messrs. W. Tucker & Co. n
Carbonear.

BUY
BROWNING'S BISCUITS
BECAUSE BEST

Meter #11, G. Browning & Son Ltd., 3 and 4 cent rates in green ink

Back 46% copy

BROWNING HARVEY
LIMITED
ST. JOHN'S, NEWFOUNDLAND

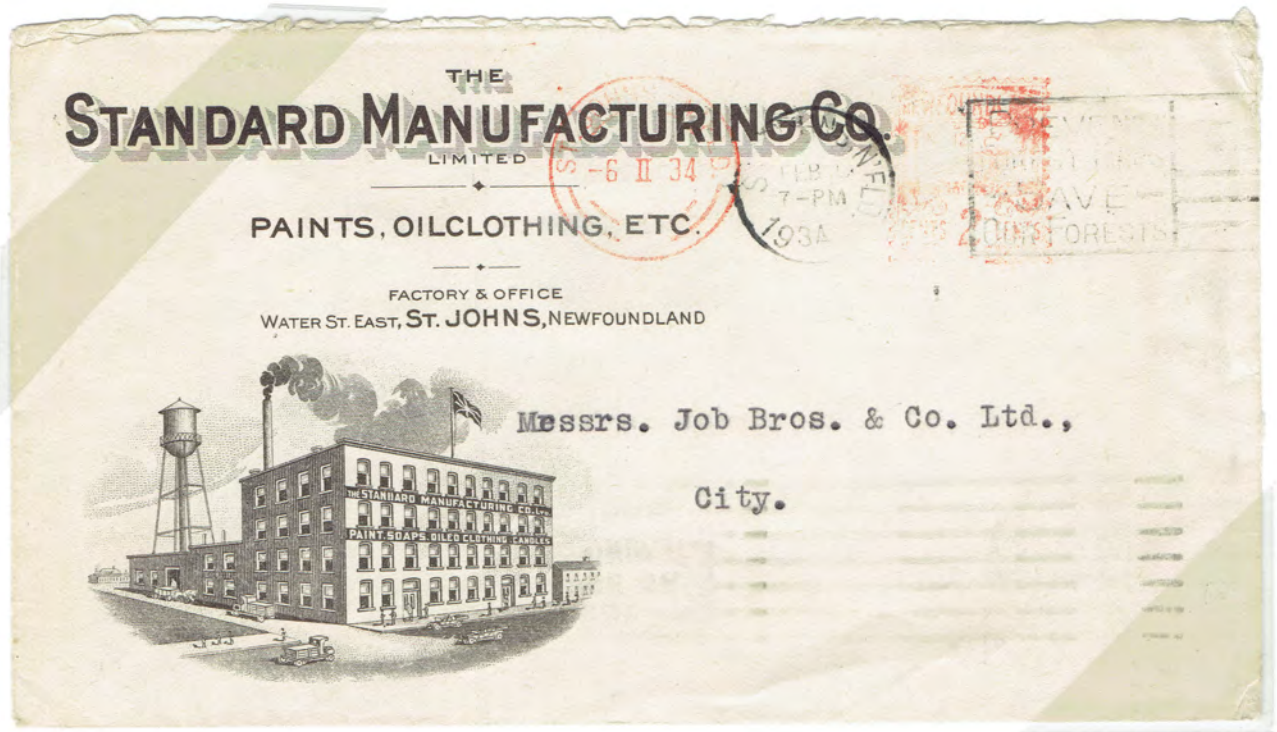


Messrs Cluett Bros.
Belleoram.

Discovery

Meter #11, Browning Harvey Limited, 2+2 paying 4 cent inland rate 1937

Type 2: Neo-post



Meter #12, Standard Manufacturing Co., 2 cent local rate



GEORGE NEAL
LIMITED



ker & Co.,
arbonear.

GEORGE NEAL
LIMITED

WHOLESALE GROCERS
ST. JOHN'S, N.F.

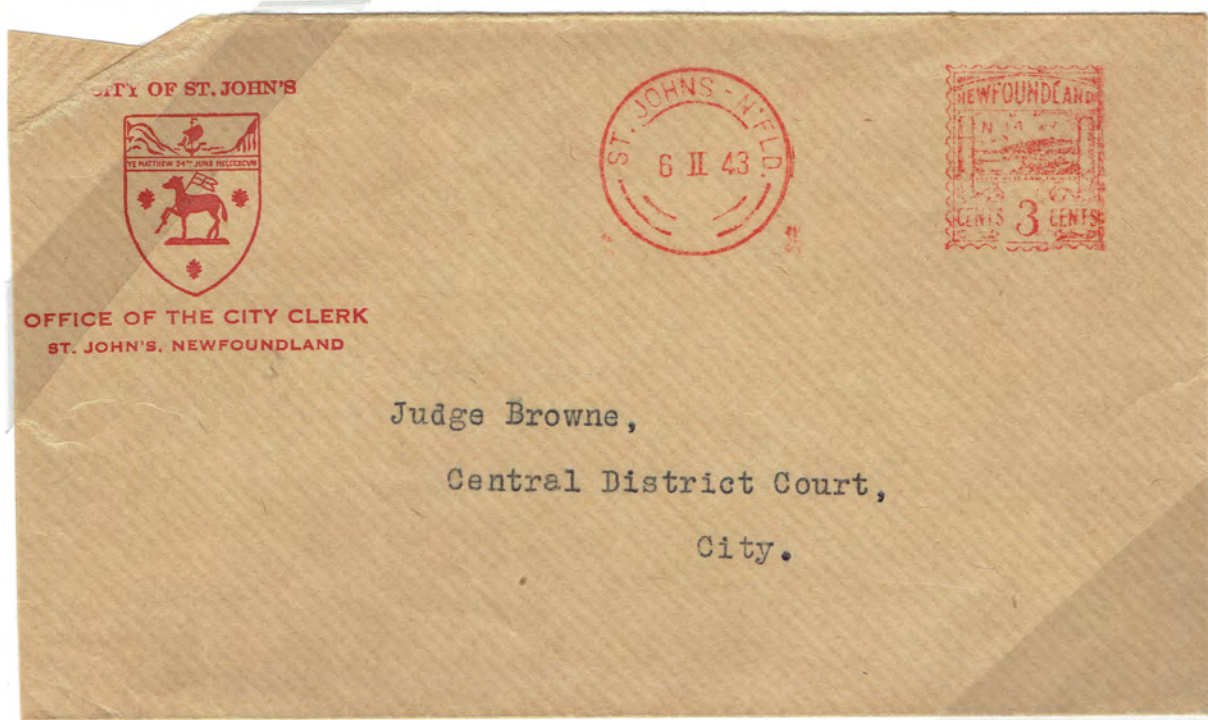
Messrs. Union Stores,
Heart's Content.

THE HOME OF
KIRKMAN'S SOAP

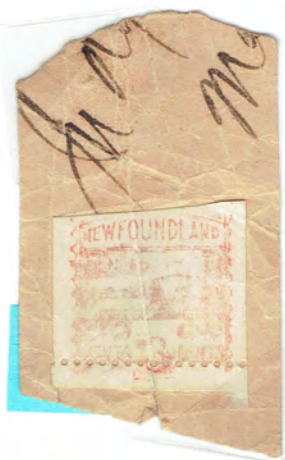
DRINK AND ENJOY **RAINBOW TEA.**

Meter #13, George Neal Limited, 3 and 4 cent inland rates with advertising slogans

Type2: Neo-post



Meter #14, City of St. John's, 3 cent rate - 1 cent local + 2 cent extra oz. in 1943

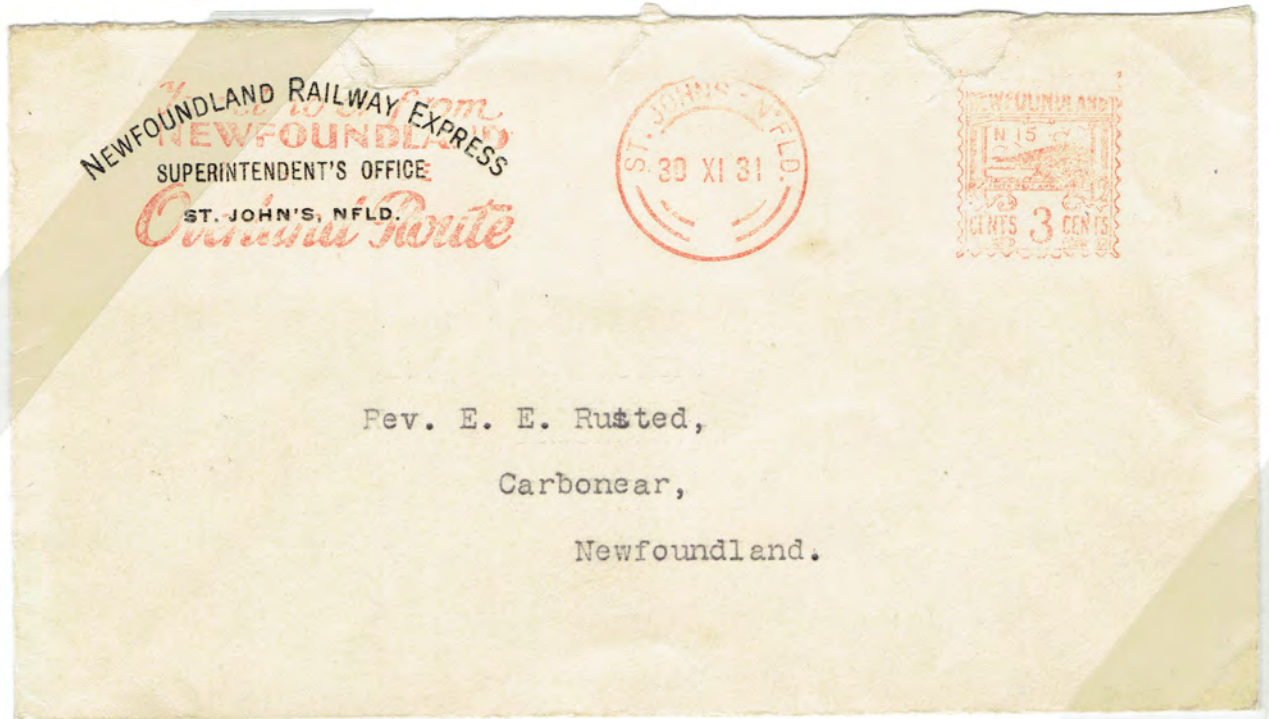


Coil, perforated
3 known



Meter #15, Newfoundland Railway, 3 cent local rate, with advertising slogan in 1947.
note: limited value die showing both broken bottom frame lines and inner straight frame line.

Type 2: Neo-post



Meter #15, Newfoundland Railway Express, 3 cent inland rate with advertising slogan 1931



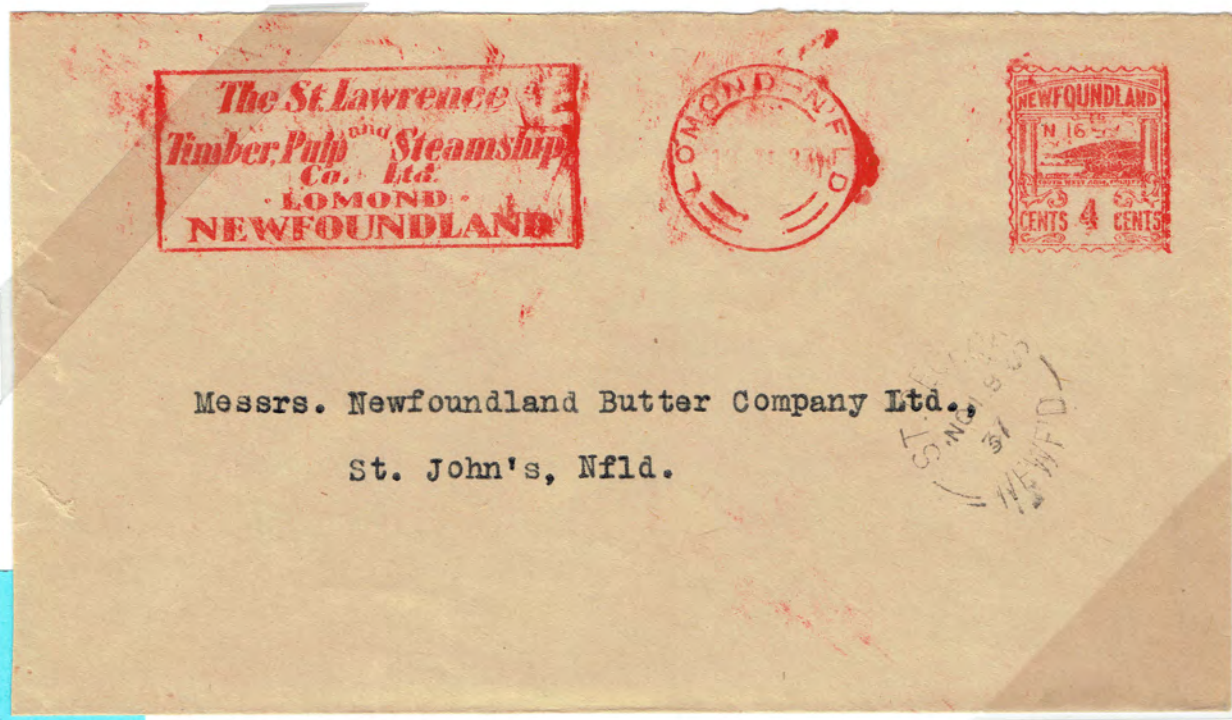
Mrs. Norman Poole,
Pellew's Island.

NEWFOUNDLAND RA

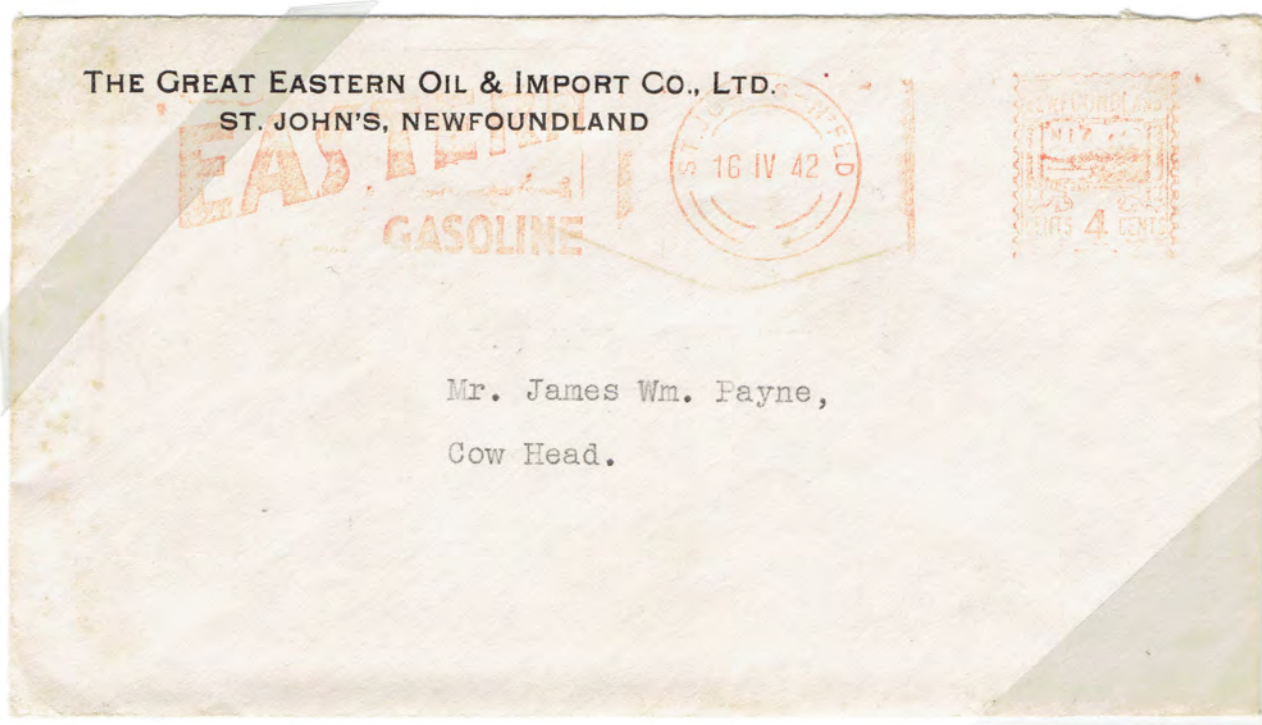


Meter #15, Newfoundland Railway, 4 cent inland and 5 cent USA rate covers with advertising slogans in 1947 & 1946

Type 2: Neo-post



Meter #16, The St. Lawrence Timber, Pulp and Steamship Co. Ltd, Lomond, 4 cent inland rate in 1937



Meter #17, The Great Eastern Oil & Import Co. Ltd., 4 cent inland rate with advertising slogans in 1942

Type 2: Neo-post



Meter #18, T. & M. Winter Ltd., 2 cent drop letter rate 1932 unsealed



Meter #18, T. & M. Winter Ltd., 4 cent inland rate 1935

Type 2: Neo-post

G. J. HAYWARD & CO.
P. O. Box E5081
ST. JOHN'S, NFLD.



The Albert Dickinson Co.,
35th St. at California Avenue,
Chicago,
U. S. A.

Discovery



meter #18 - 2009

Meter #18, G. J. Hayward & Co., 5 cent USA rate 1933

Royal Stores Ltd
THE HOUSE FOR VALUE



EAT MORE
NEWFOUNDLAND FISH —
OUR FISHERMEN

The Royal Stores Ltd
THE HOUSE FOR VALUE



Meter #19, The Royal Stores Ltd., 2 cent local rate 1938, 3 cent inland rate 1947

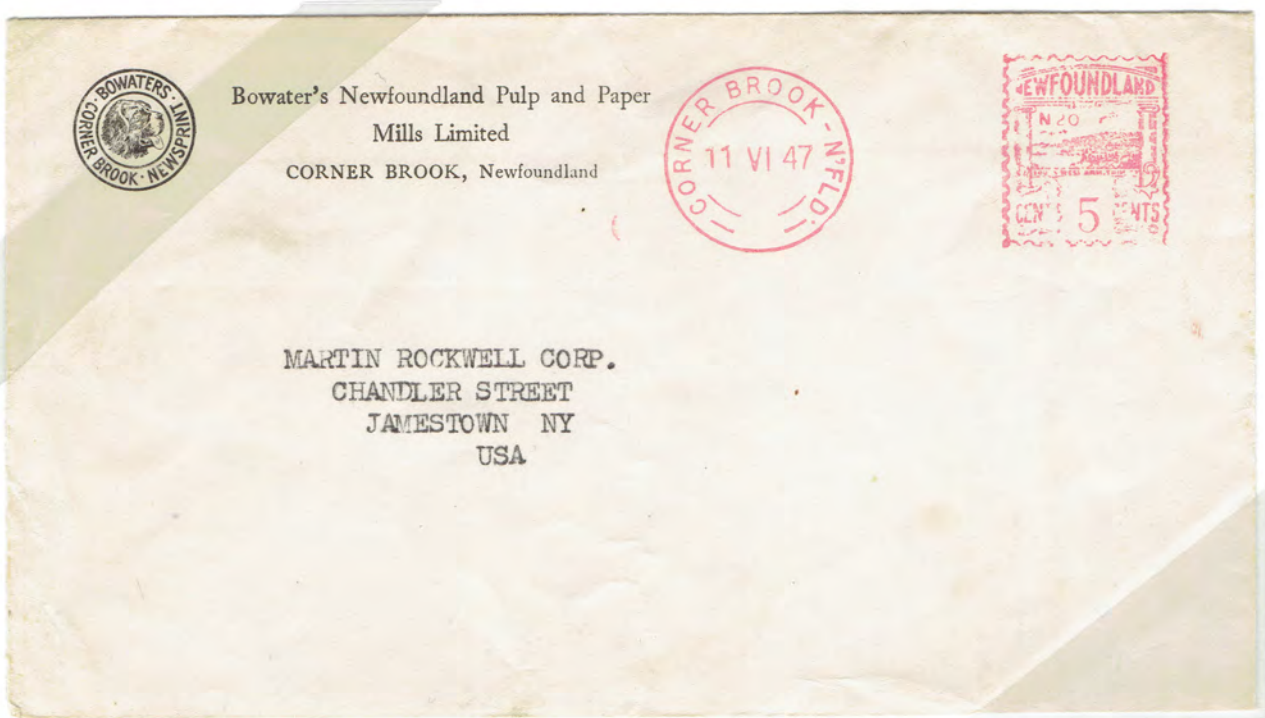


Meter #19, The Royal Stores Ltd., 5+5+5 cents
piece from parcel post

Type 2: Neo-post



Meter #20, International Power & Paper Company of Newfoundland Ltd., 3+3 and 4 cent inland rates for extra weight, date hub removed for Corner Brook usage.



Meter #20, Bowater's Newfoundland Pulp and Paper Mill Limited, 5 cent USA rate 1947

Type 2: Neo-post

meter #20 - 200%



CORNER BROOK GENERAL HOSPITAL
CORNER BROOK, NFLD.



Rev. E. A. Butler,
Sandy Point.

Discovery

Meter #20, Corner Brook General Hospital, 4 cent inland rate 1940, no date hub

HARVEY & CO., LTD.
ST. JOHN'S, NFLD.

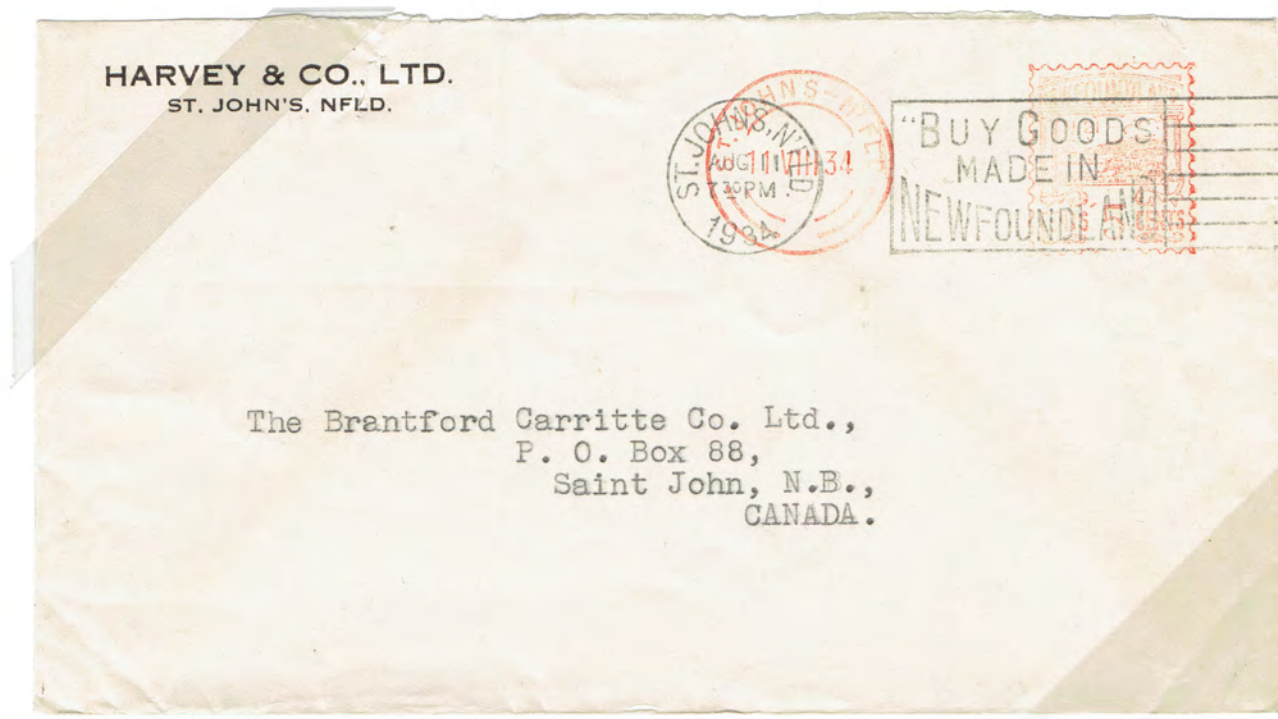


Messrs. W. Tucker & Co.,
Carbonear,

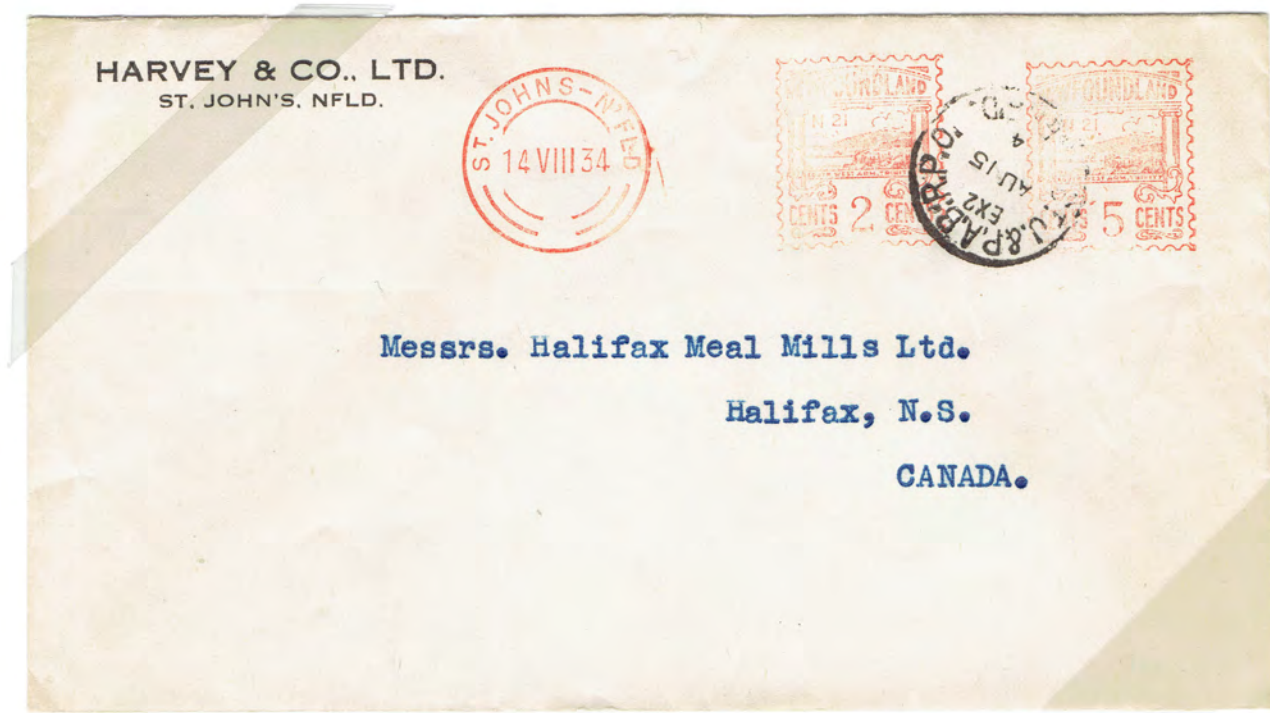
NEWFOUNDLAND

Meter #21, Harvey & Co. Ltd., 4 cent inland rate 1933

Type 2: Neo-post



Meter #21, Harvey & Co. Ltd., 5 cent Canada rate 1934



Meter #21, Harvey & Co. Ltd., 2+5, 7 cent Canada air mail rate 1934

Type 2: Neo-post

back copy 100%



Meter # 22, Steers Limited, 3 cent cheque tax

STEERS, LIMITED
ST. JOHN'S
NEWFOUNDLAND



STEERS
LIMITED
ST. JOHN'S
NEWFOUNDLAND

The Simoniz Company,
2100 Indiana Avenue,
Chicago 16, Ill.,
U. S. A.

PAR AVION

VIA AIR MAIL

CORREO AEREO

Meter #22, Steers Limited, 4 cent inland rate 1938 and 10 cent USA airmail rate 1948

Type 2: Neo-post

ENRICHED
WINDSOR PATENT

— *Newfoundland's Favourite Flour* —

Messrs. Ashbourne's Ltd.,
Twillingate.



200%



Meter #23, Harvey & Co. Ltd., 3+1, 4 inland rate 1945 on advertising cover

Meter # 24, The Royal Stores Ltd.
4+10+10 paying 24 cents Parcel Postage 1935



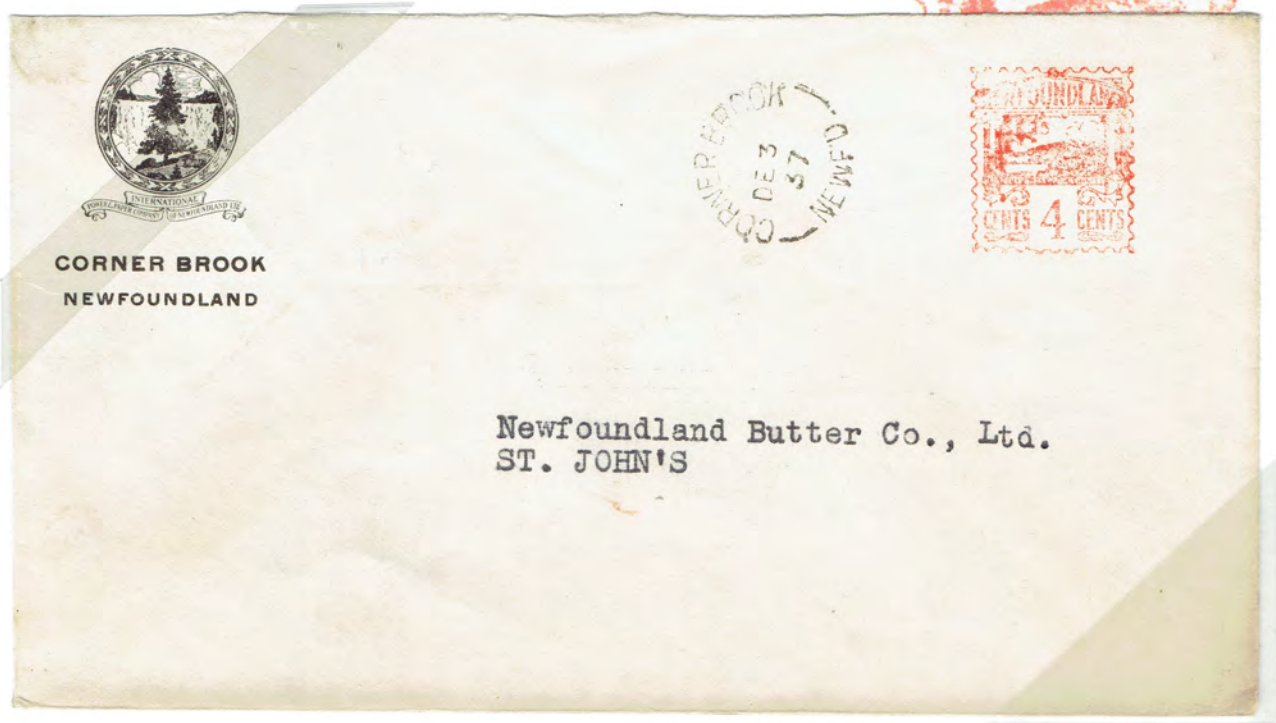
Meter #23, Harvey & Company Limited, 4 cent inland rate 1947



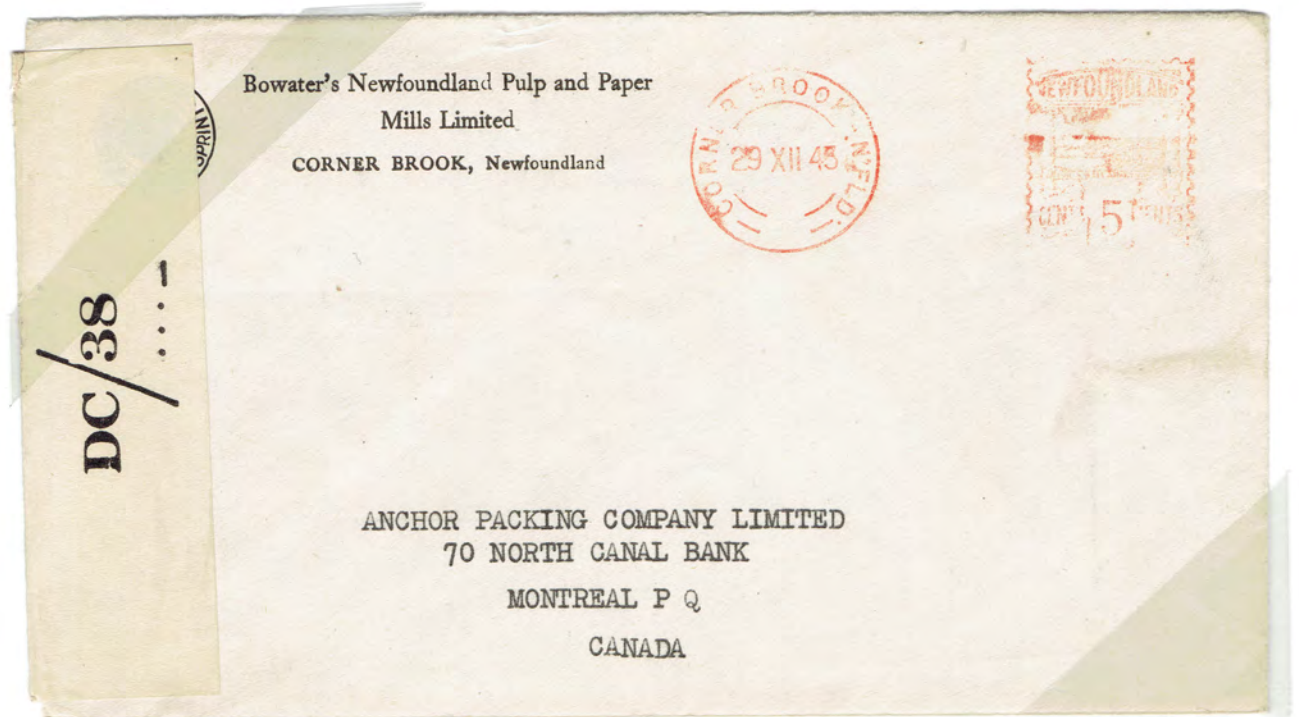
Meter #24, The Royal Stores Ltd, 3 cent cheque tax 1937

back copy 100%

Type 2: Neo-post

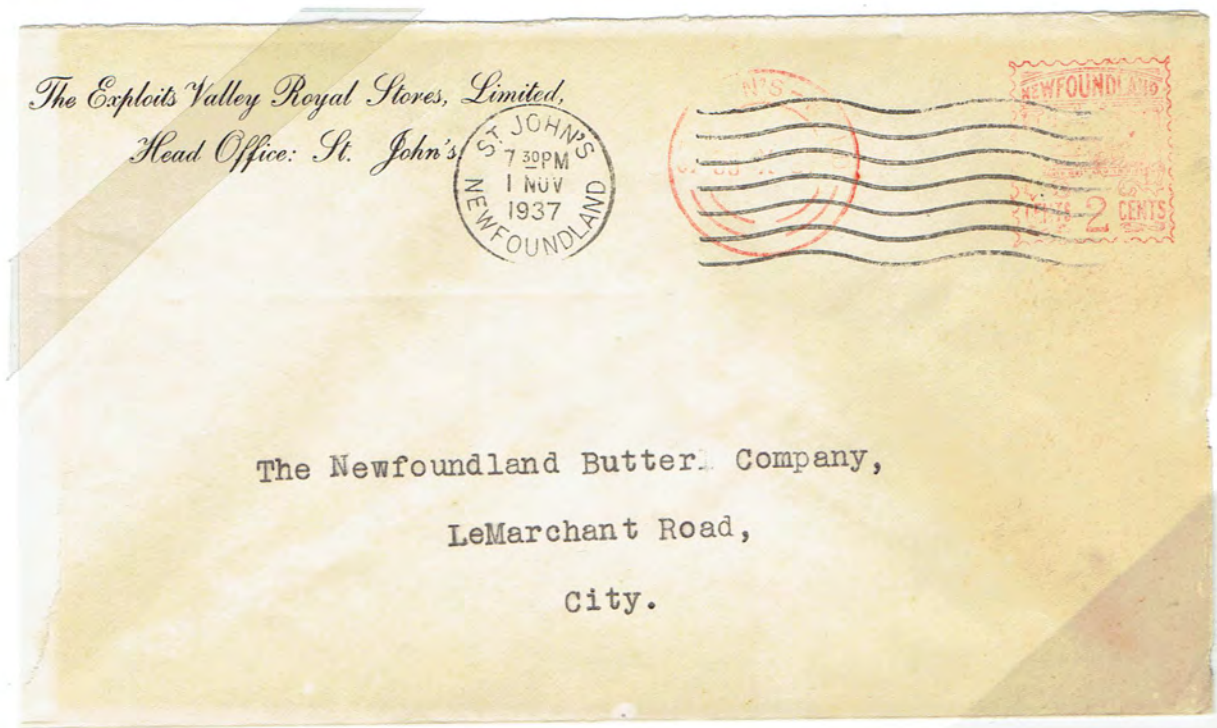


Meter #25, International Power & Paper Company of Newfoundland Ltd, 4 cent inland rate 1937

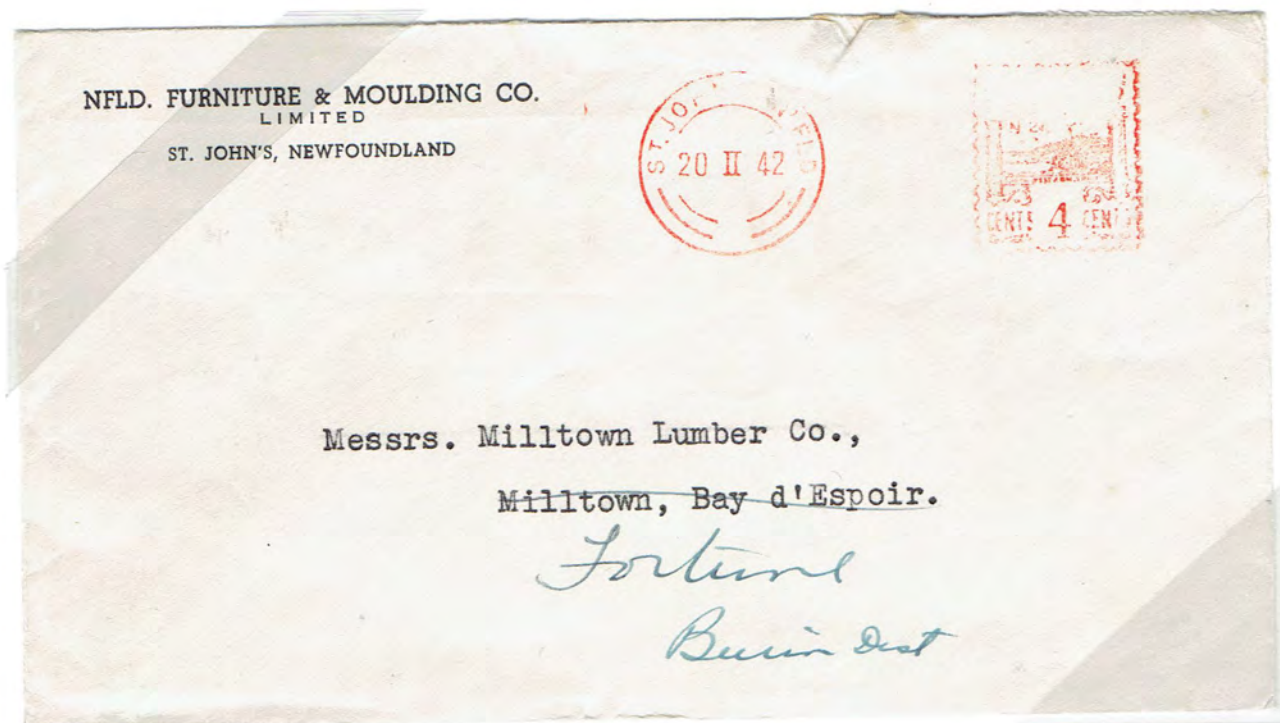


Meter #25, Bowater's Newfoundland Pulp and Paper Mills Limited, 5 cent Canada rate 1945

Type 2: Neo-post



Meter #26, The Exploits Valley Royal Stores Limited, 2 cent local rate 1937

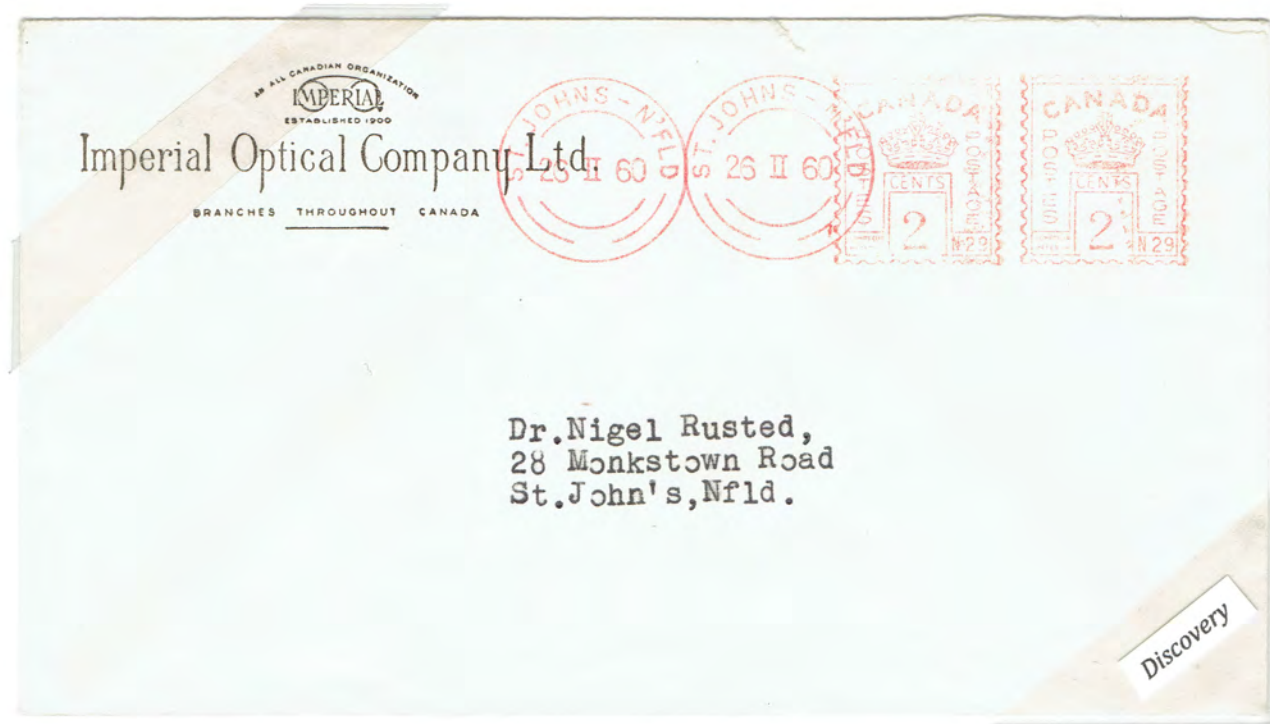


Meter #27, Nfld. Furniture & Moulding Co. Limited, 4 cent inland rate 1942

Type 2: Neo-post



Meter #28, 31, Harvey & Company Limited, 4 cent inland rate 1947



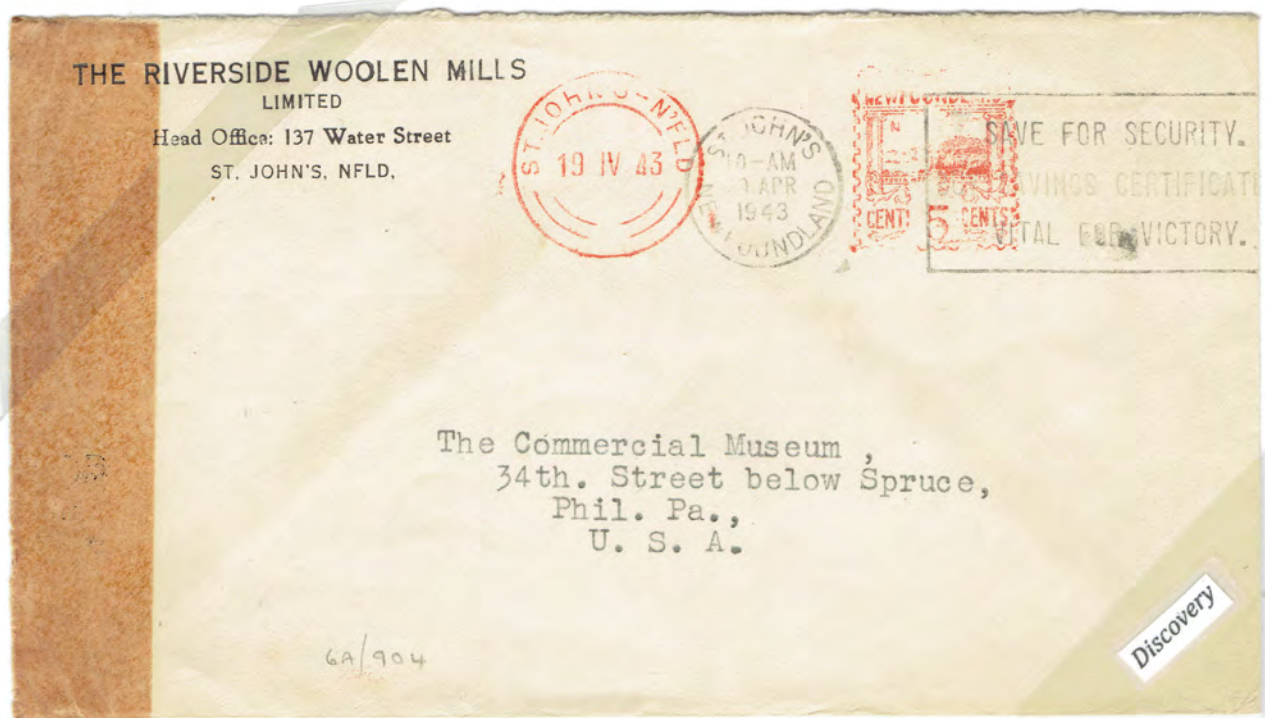
Meter #29, Imperial Optical Company Ltd., 4 cent Canadian rate 1960,
This is the only known meter #29 used on cover.

After Confederation in 1949 some businesses had their machine number transferred to a Canada meter with the same number. Meter numbers also known to be transferred 8, 9, 13, 14, 28, 30 and 32.

Type 2: Neo-post



Meter #30, The Royal Stores Limited, 4 cent inland rate 1947 and 1948 double strike of 4 cent paying inland triple letter rate plus 2 cents each additional oz.



Meter #30, The Riverside Woolen Mills Limited, which was owned by Royal Stores, paying 5 cent USA letter rate in 1943

Type 2: Neo-post

STEERS

ST. JOHN'S
NEW FOUNDLAND



STEERS

ST. JOHN'S
NEW FOUNDLAND



Consumers Import Co., Inc.,
Empire State Building,
350, Fifth Avenue,
NEW YORK 1, N.Y.

PAR AVION

VIA AIR MAIL

CORREO AEREO

May we quote you Rates?

Meter #32, Steers Limited, 4 cent inland rate 1949

Meter #32, Steers Limited, 4+3, 7 cent air mail rate to Canada 1949

UNITED ADJUSTMENT CO.
P.O. BOX E5235
ST. JOHN'S, NEWFOUNDLAND



Rev. E. A. Butler,
Sandy Point,
St. George's.



200%

Discovery

Meter #7, United Adjustment Co., 4 cent inland rate 1948

Company unlisted as having a meter, maybe unknown meter #10 or just a division of Steers Limited using meter #32

Type 3: Pitney-Bowes H5

In 1947, The Pitney Bowes Meter Company of Stamford, Connecticut, U.S.A. supplied the last two type meter machines to Newfoundland. The first model was the H5, a limited value machine with rotary die of five denominations of 1, 2, 3, 4, 5, or 10 cents. The design has the Royal Crown & Cypher over Newfoundland with value table in the center of the box. A scroll design at the bottom contains a stag caribou and the meter number. The town mark is enclosed in a double circle with the M/D/Y inside circle hub. There was only six known meter numbers used with this H5 machine 35500-4 and 355013.

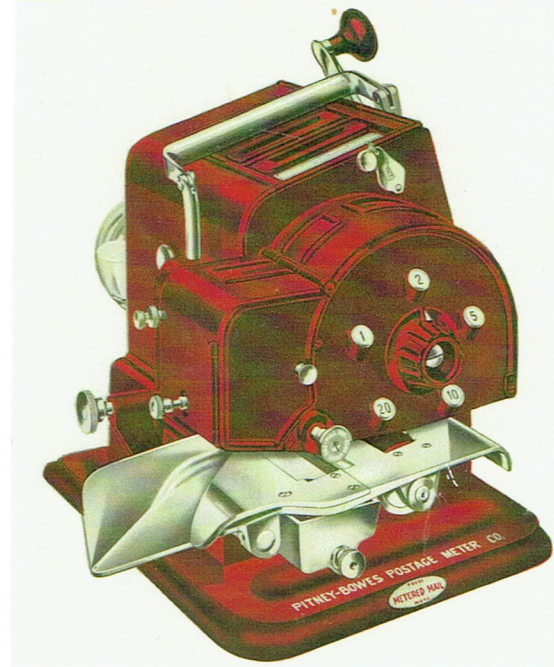
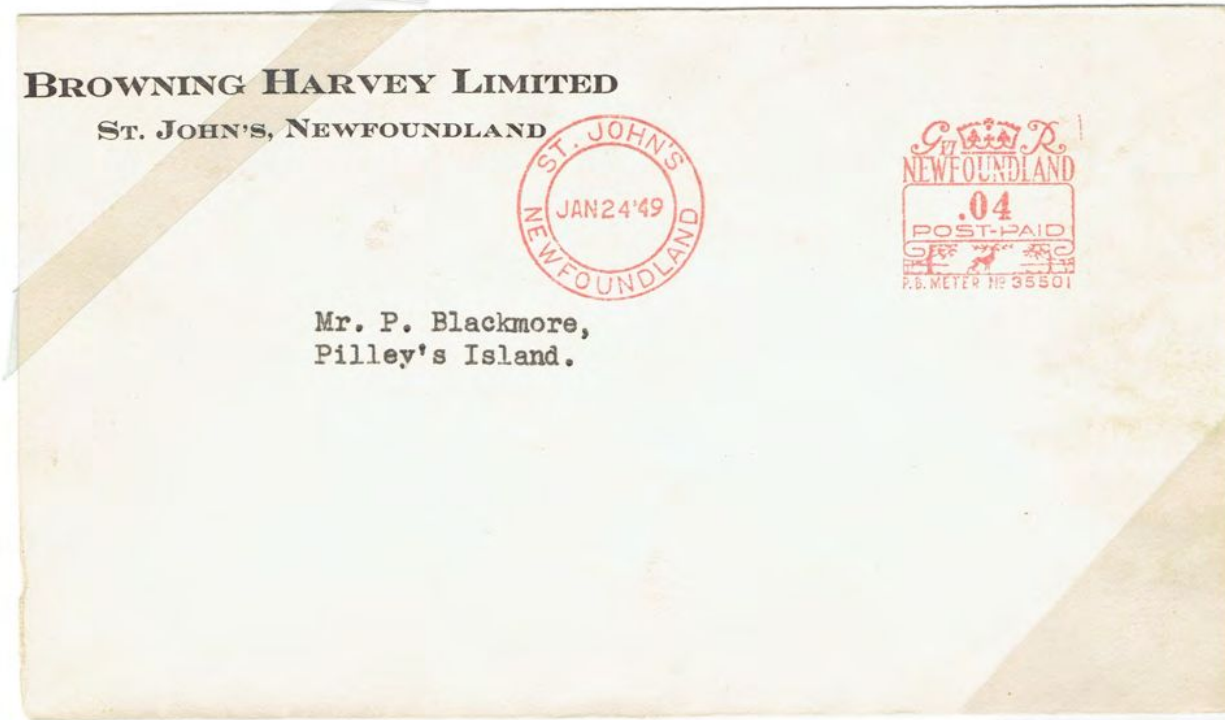


Image from Pitney-Bowes brochure - www



Meter #35500, Imperial Tobacco Co., 1949 piece with 3+3 cents and cover paying 4 cent inland rate 1947

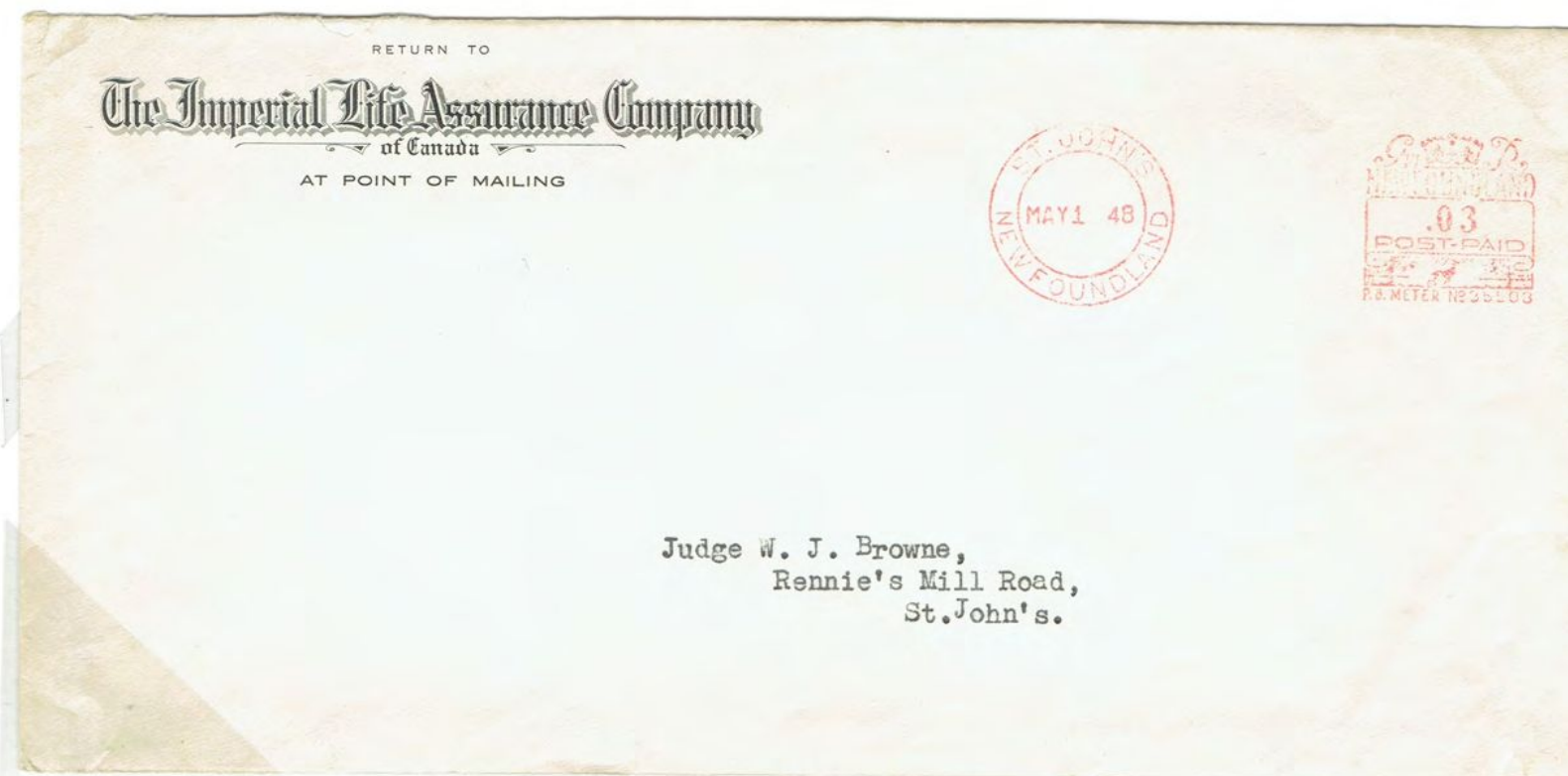
Type 3: Pitney-Bowes H5



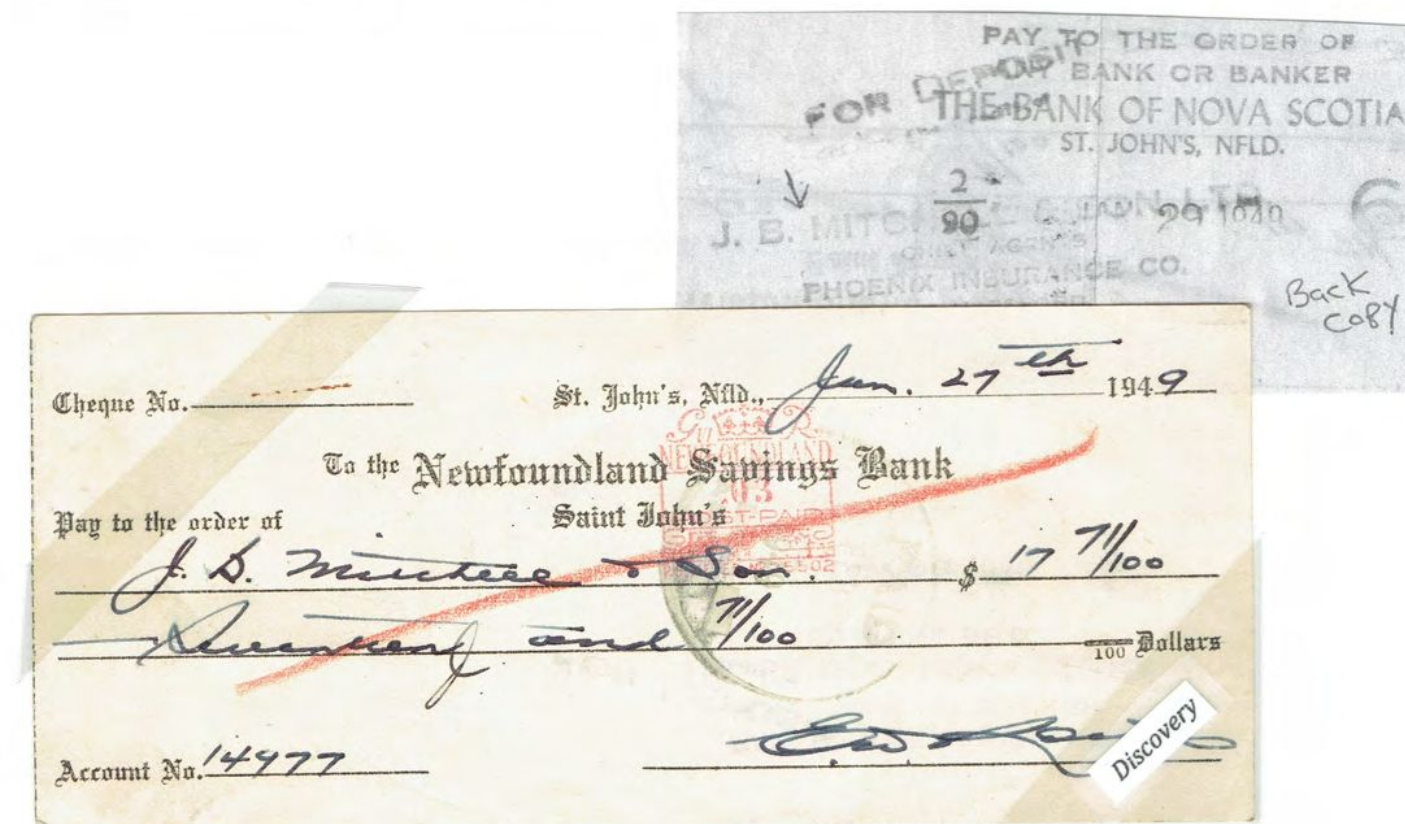
Meter #35501, Browning Harvey Limited, 4 cent inland rate 1949



Meter #35502, Canada Packers Limited, 1 cent local circular rate and 4 cent inland rate 1948



Meter #35503, The Imperial Life Assurance Company, 3 cent local rate 1948

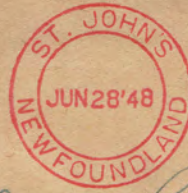


Meter #35502, J. B. Mitchell & Son Ltd., 3 cent tax for cheque deposit on Jan 27 1949.

Type 3: Pitney-Bowes H5



NEWFOUNDLAND RAILWAY

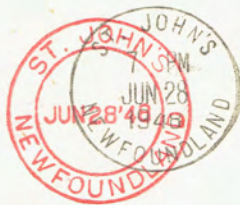


R. R. B.
Form 320

Paul Cohen & Co.
681 Broadway,
New York, N.Y.
U.S.A.

NEWFOUNDLAND RAILWAY

Meter #35504, Newfoundland Railway, 4 cent last day of use proof March 31, 1949,
and 5 cent USA rate cover June 28, 1948.



MESSRS. THE L.S. STARRETT COMPANY,
ATHOL, MASS.,
U.S.A.

NEWFOUNDLAND RAILWAY

BY AIR MAIL
PAR AVION

Meter #35504, Newfoundland Railway, 10 cent USA airmail rate June 28, 1948

Type 3: Pitney-Bowes H5



Meter #35513, Canadian Packers Limited (Corner Brook), 4 inland rate 1948



Type 4: Pitney-Bowes R

The "R" model by Pitney Bowes was the last new meter machine used in Newfoundland before Confederation in 1949. This multi value device had levers on top of machine to allow for use of any denominations of postage from 1 cent to maximum of \$9.99. This was a major improvement from the fixed values of the previous meter machines. As well as being able to print postage with postmark and advertising slogan, this was the only meter machine used in Newfoundland that could print postage on meter tape. The semi-automated R model could print, seal and stack 220 envelopes a minute, offering an efficient modern mailroom to any business small or large. The indicia shows Newfoundland across the top with Royal Crown and Cypher, value box and town mark all in a single unit.

There were two types of date stamps used, M/D/Y (month in letters) or D/M/Y (month in roman numerals). The meters are numbered 180000 - 180017 plus 180023, with 180012 and 180015 being unknown. Pitney Bowes meters were only leased to companies unlike meter types 1 and 2. The impressions from types 3 and 4 were clean and clear due to the regular service performed by Pitney Bowes.



Pitney-Bowes "R" model, photo from www.arago.si.edu

CORNER BROOK GENERAL HOSPITAL
CORNER BROOK, NFLD.

*Help
Prevent
Forest Fires*



Rev. Templeton,
The Rectory,
Curling.



Bowater's Newfoundland Pulp and Paper
Mills Limited
CORNER BROOK, Newfoundland



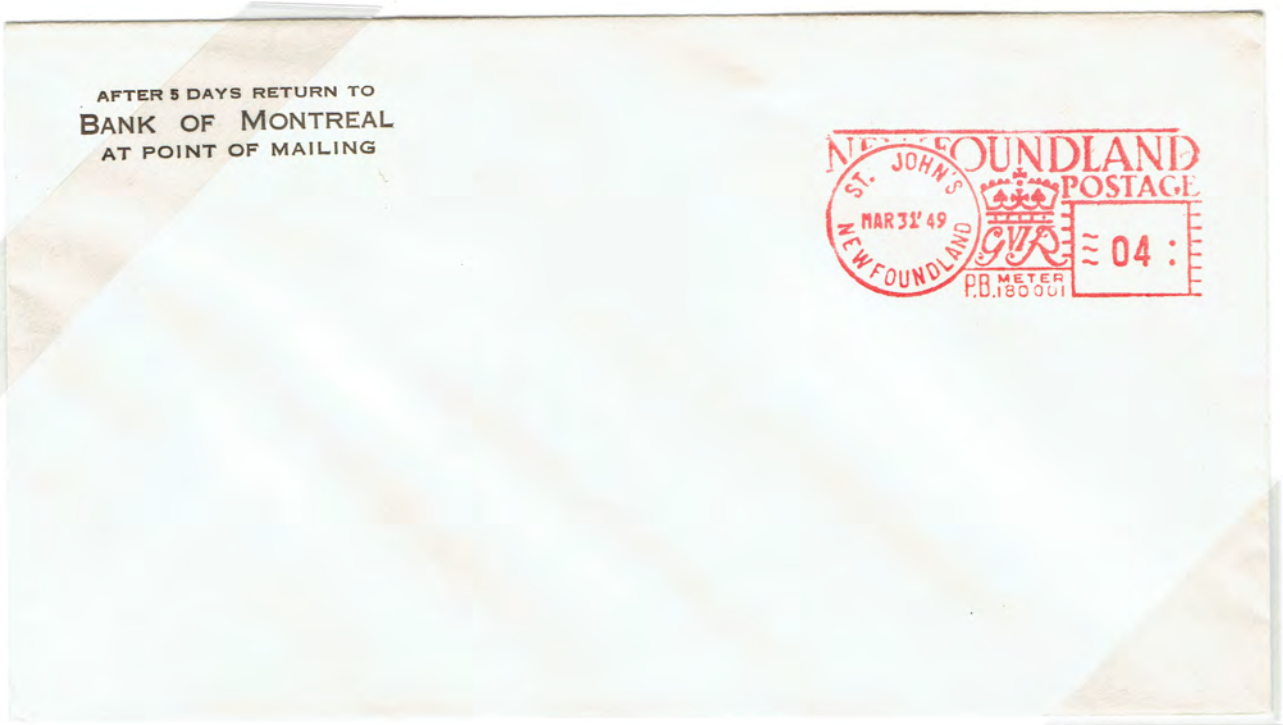
Mr. G.R. Sears,
Research Associate,
The Institute of Paper Chemistry,
Appleton, Wisconsin,
U.S.A.

Meter #180000, Corner Brook General Hospital, 4 cent inland rate 1948 and
Bowater's Newfoundland Pulp and Paper Mills Limited, 5 cent rate to USA 1949

Type 4: Pitney-Bowes R

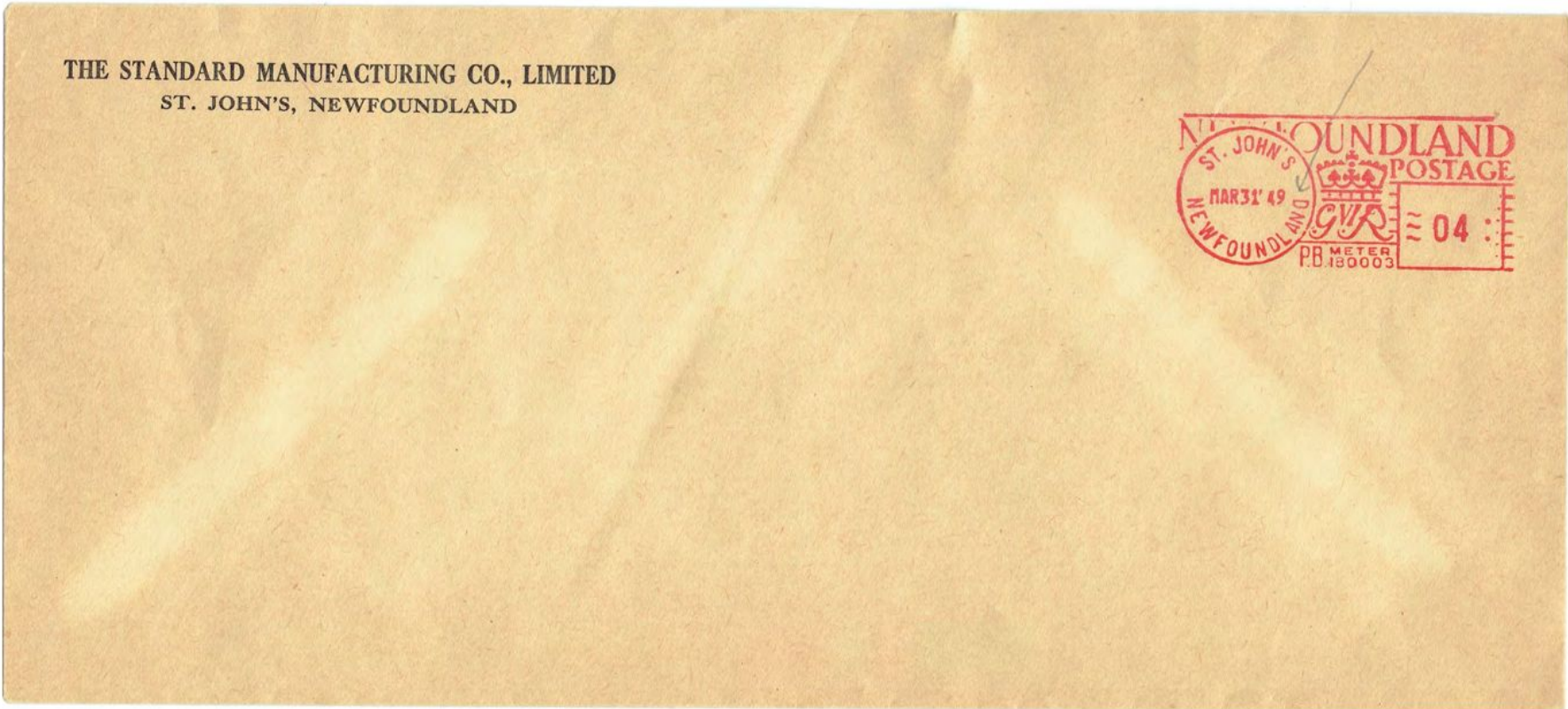


Meter #180001, Bank of Montreal, 4 cent inland rate 1947 with advertising slogan



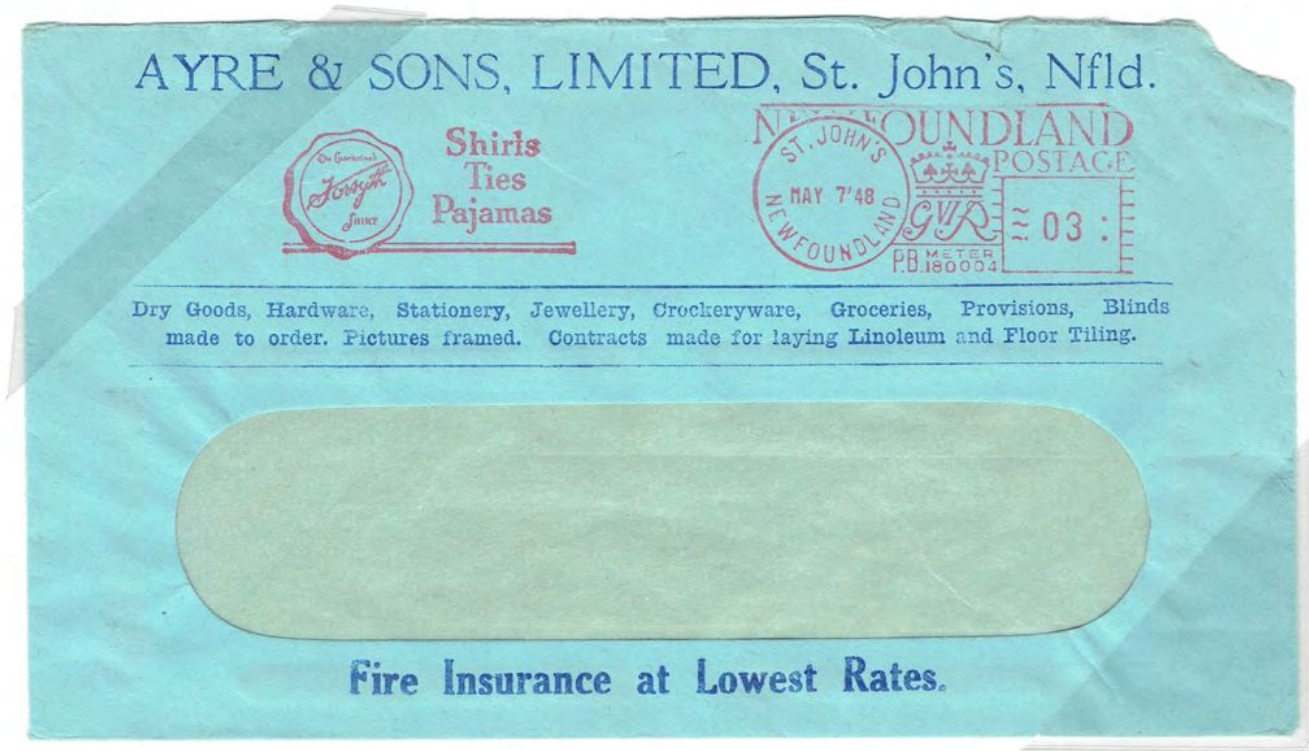
Meter #180001, Bank of Montreal, last day of use proof March 31 1949

Type 4: Pitney-Bowes R



Meter #180003, The Standard Manufacturing Co. Limited

Last day of use proof, March 31, 1949 , note: reversed "D" in Newfoundland

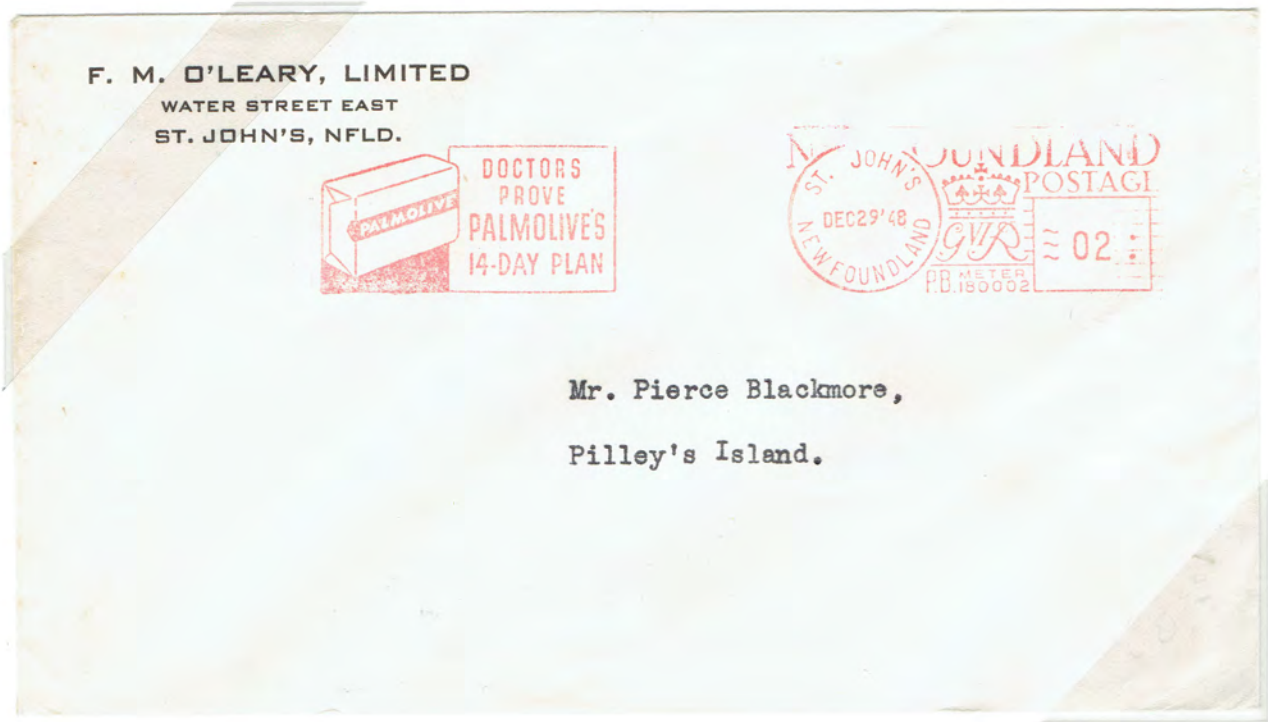


Meter #180004, Ayre & Sons Limited, 3 cent rate 1948 with advertising slogan

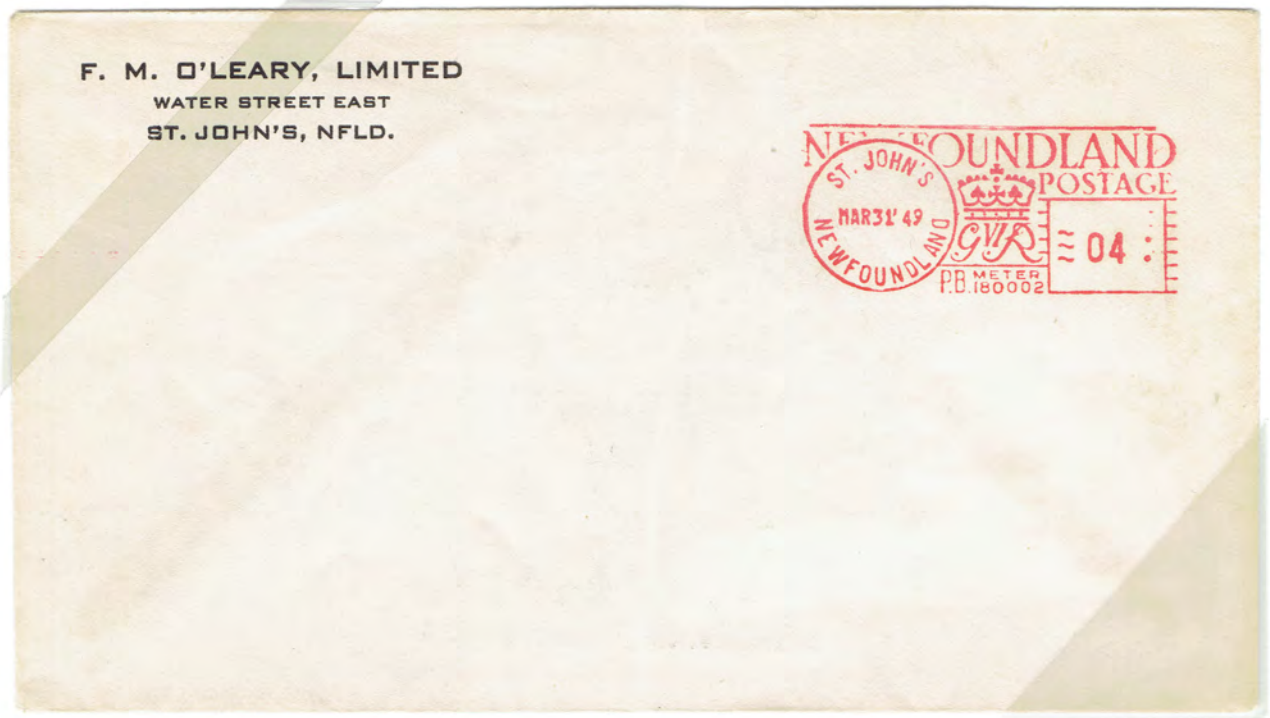


Meter #180005, Imperial Oil Limited, 4 cent rate 1949
note: three wavy lines on the left side of value is replaced with a star on meters onwards

Type 4: Pitney-Bowes R

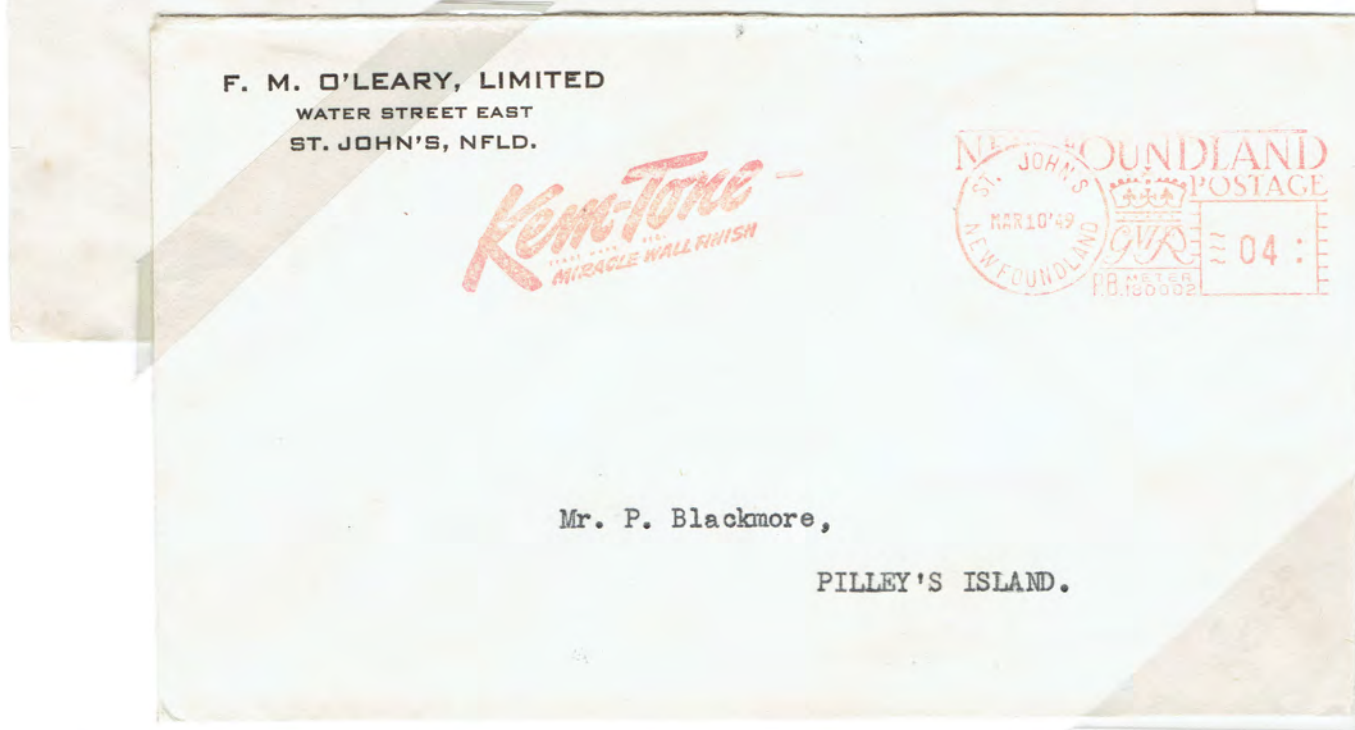
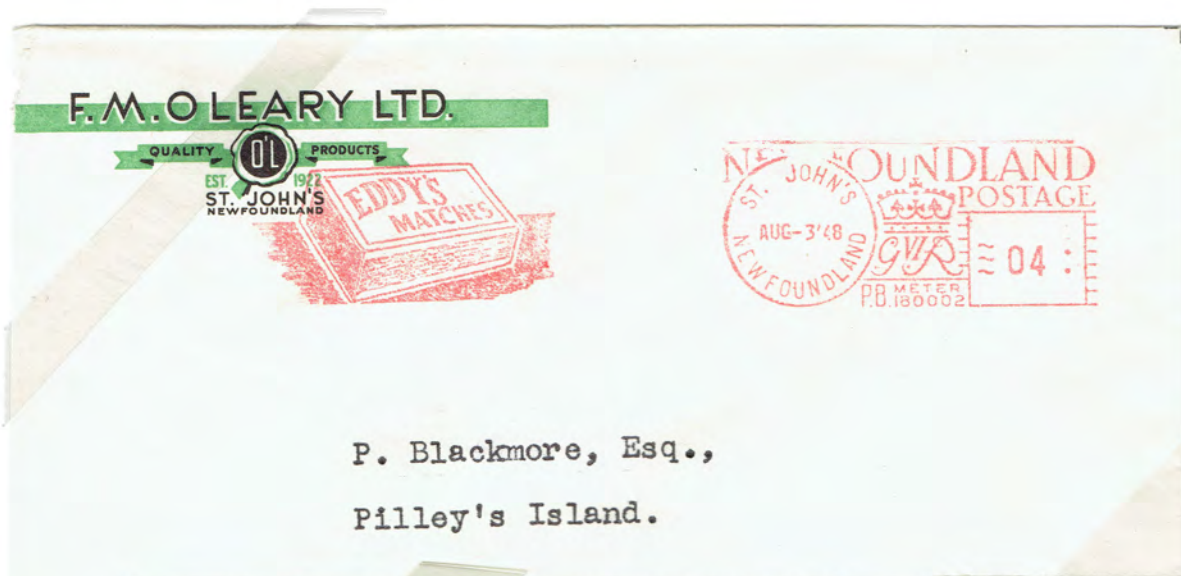


Meter #180002, F.M. O'Leary Limited, 2 cent circular rate 1948 with advertising slogan



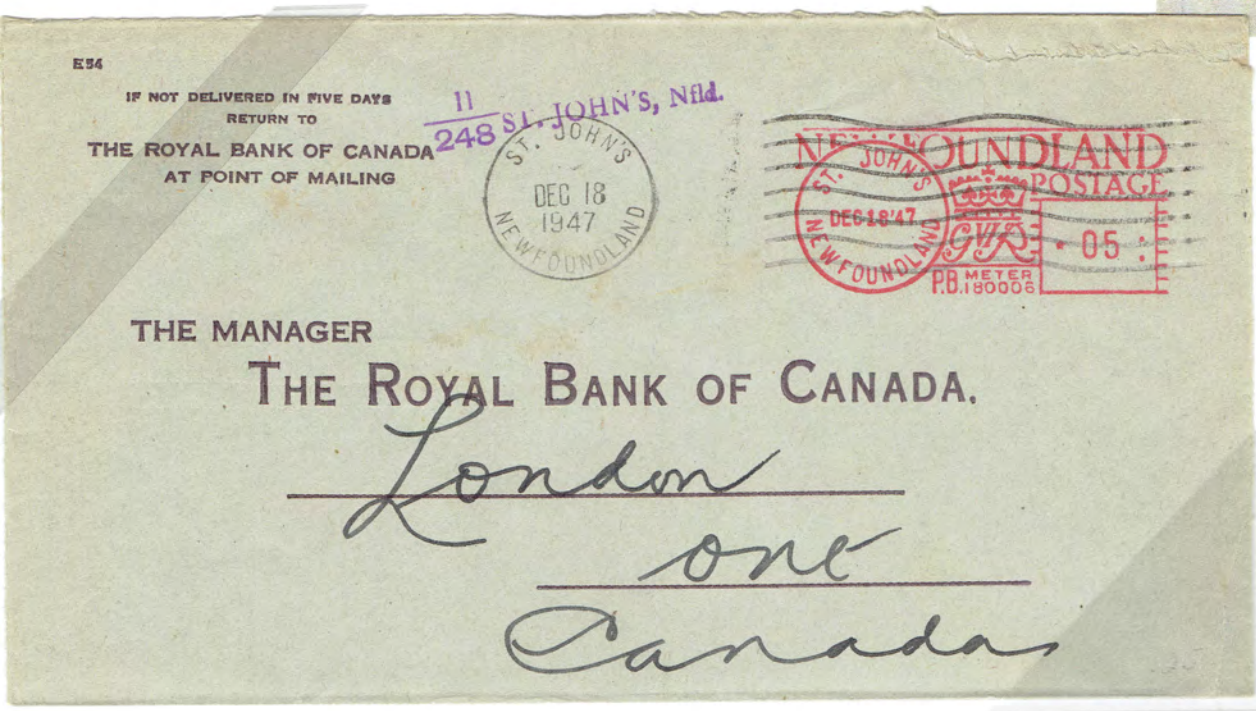
Meter #180002, F.M. O'Leary Limited, last day of use proof March 31, 1949
Last "D" of Newfoundland reversed in date hub to show sample

Type 4: Pitney-Bowes R



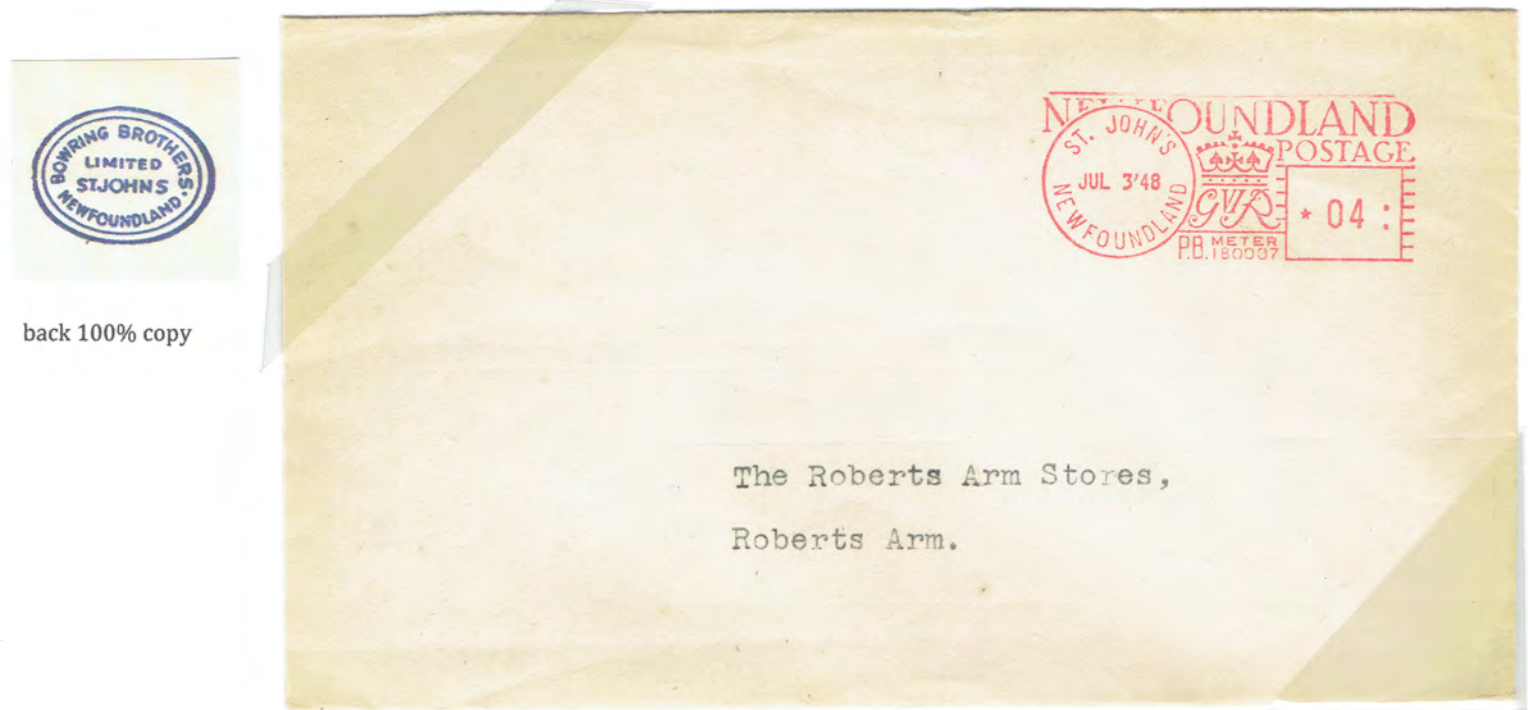
Meter #180002, F.M. O'Leary Limited, 4 cent inland rate 1948-49, with different advertising slogans

Type 4: Pitney-Bowes R



back of meter offset
100% copy

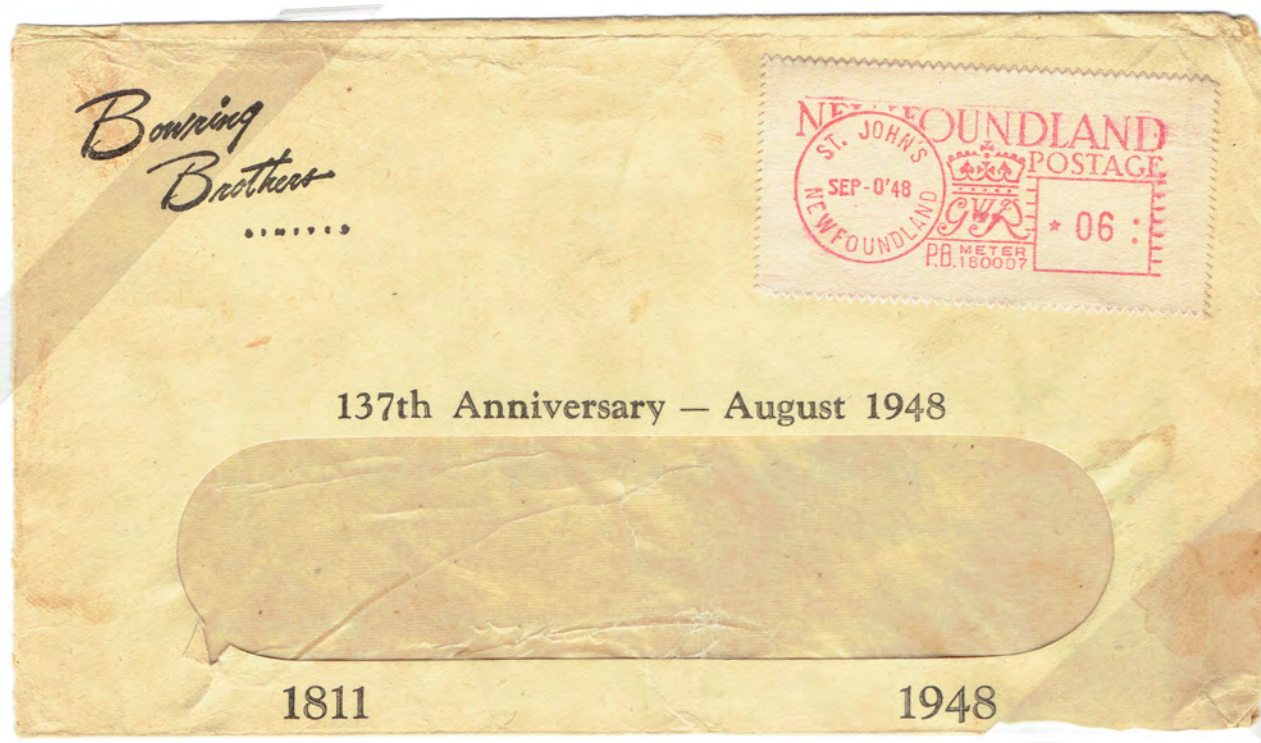
Meter #180006, The Royal Bank of Canada, 5 cent rate to Canada 1947



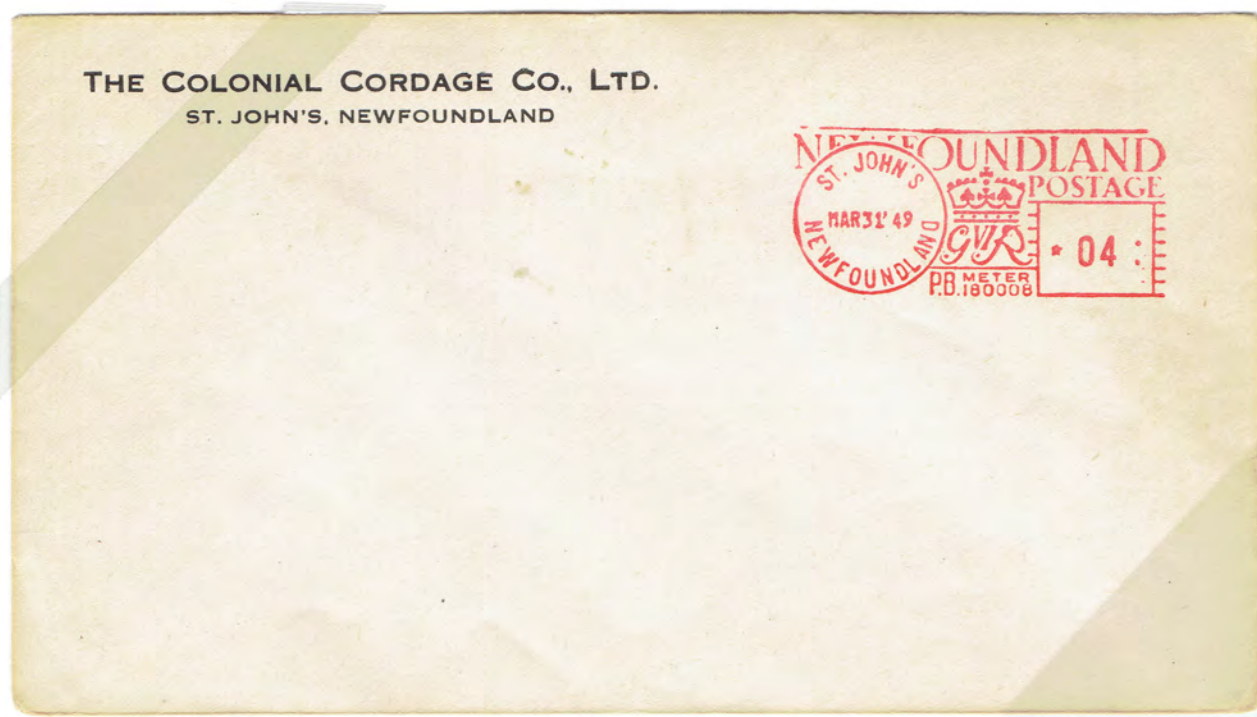
back 100% copy

Meter #180007, Bowring Brothers Limited, 4 cent inland rate 1948

Type 4: Pitney-Bowes R



Meter #180007, Bowring Brothers Limited, 6 cents on meter tape used only on type 4 meters in Nfld.

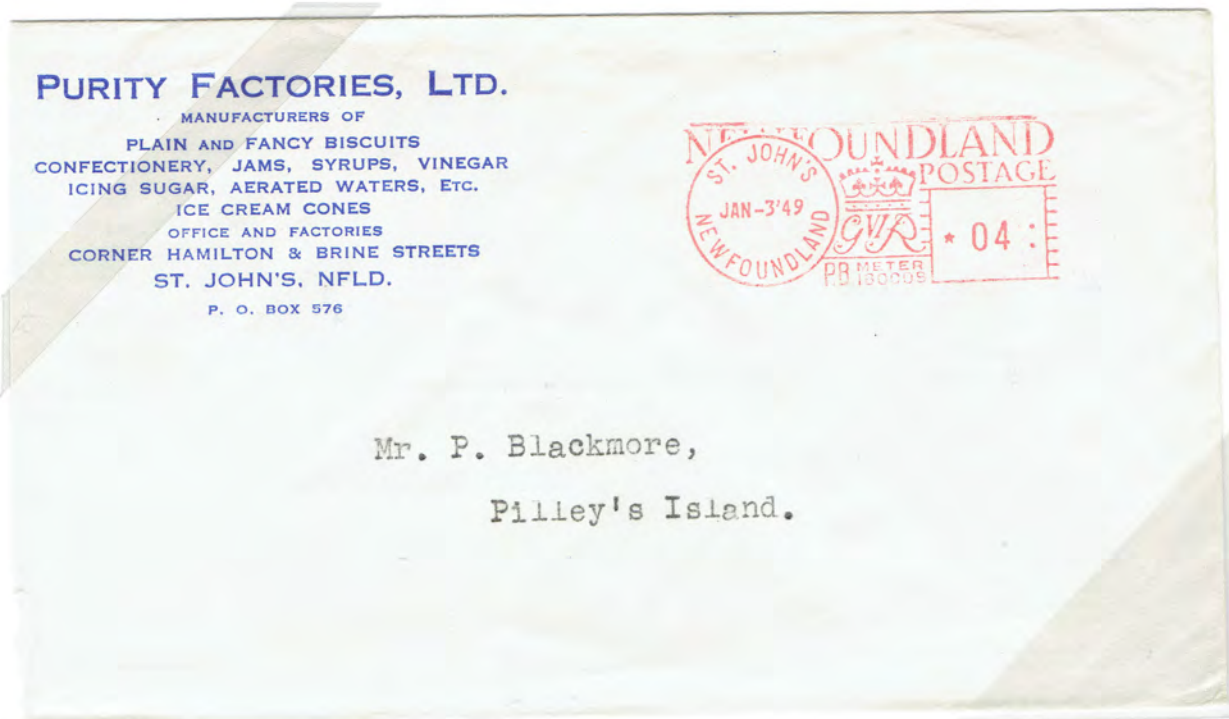


Meter #180008, The Colonial Cordage Co. Ltd., 4 cent last day of use proof March 31, 1949

Type 4: Pitney-Bowes R



Meter #180009, Purity Factories Limited, 3 cent local rate 1949



Meter #180009, Purity Factories Ltd., 4 cent inland rate 1949

Type 4: Pitney-Bowes R

NEWFOUNDLAND BUTTER COMPANY LIMITED

ST. JOHN'S, NEWFOUNDLAND

GREEN LABEL

RICH IN

Vitamins A and D

P. Blackmore, Esq.,

PILLEY'S ISLAND.



Meter #180010, Newfoundland Butter Company Limited, 4 cent inland 1949

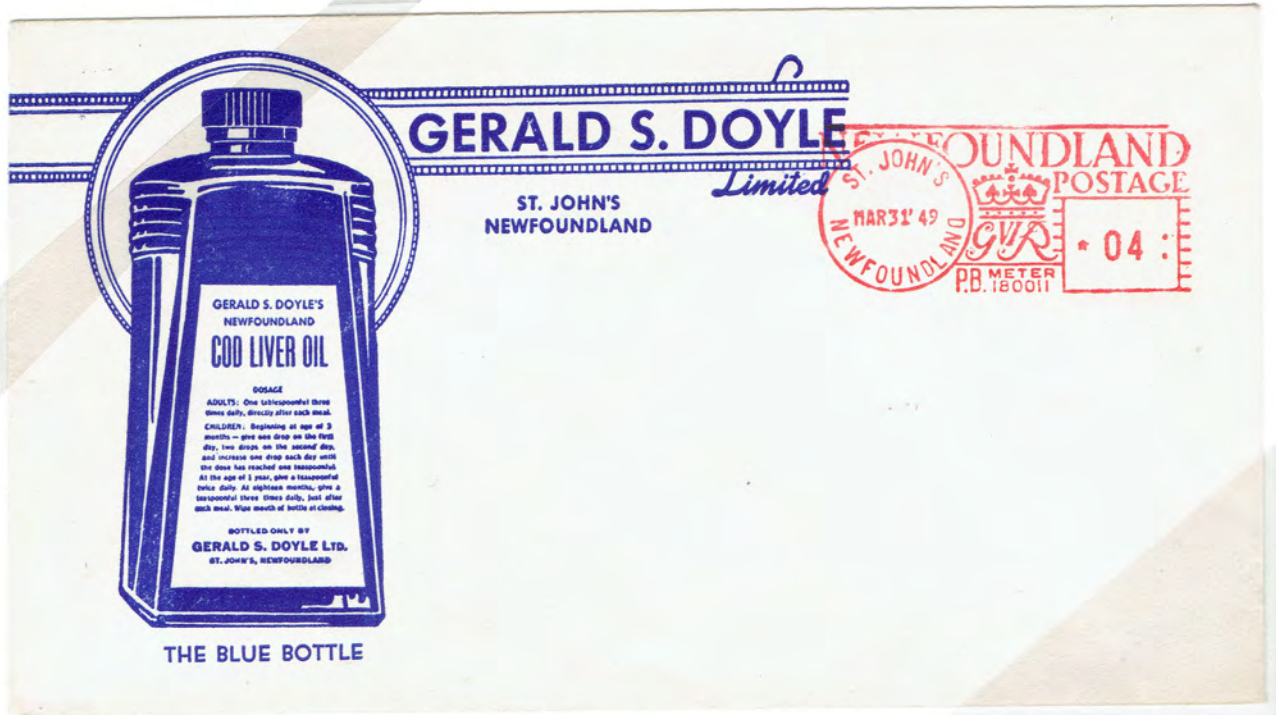


Rev. Canon E.E. Rusted, R.D.,

Carbonear.

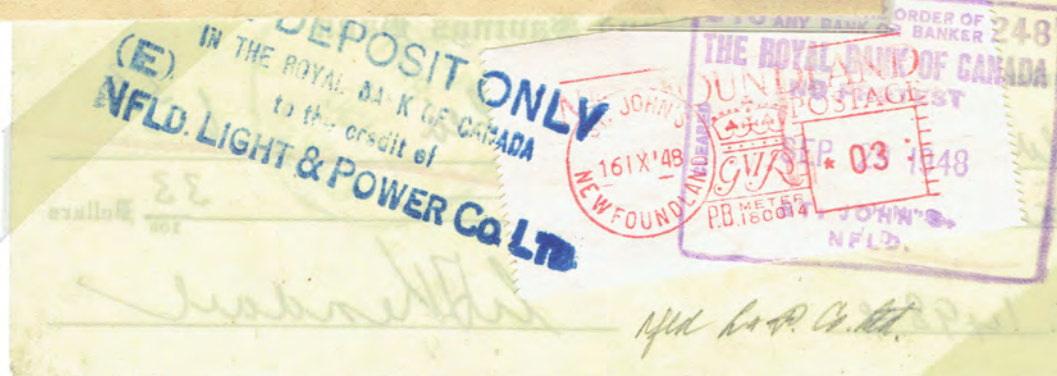
Meter #180011, Red Cross, 2 cent circular rate 1948

Type 4: Pitney-Bowes R



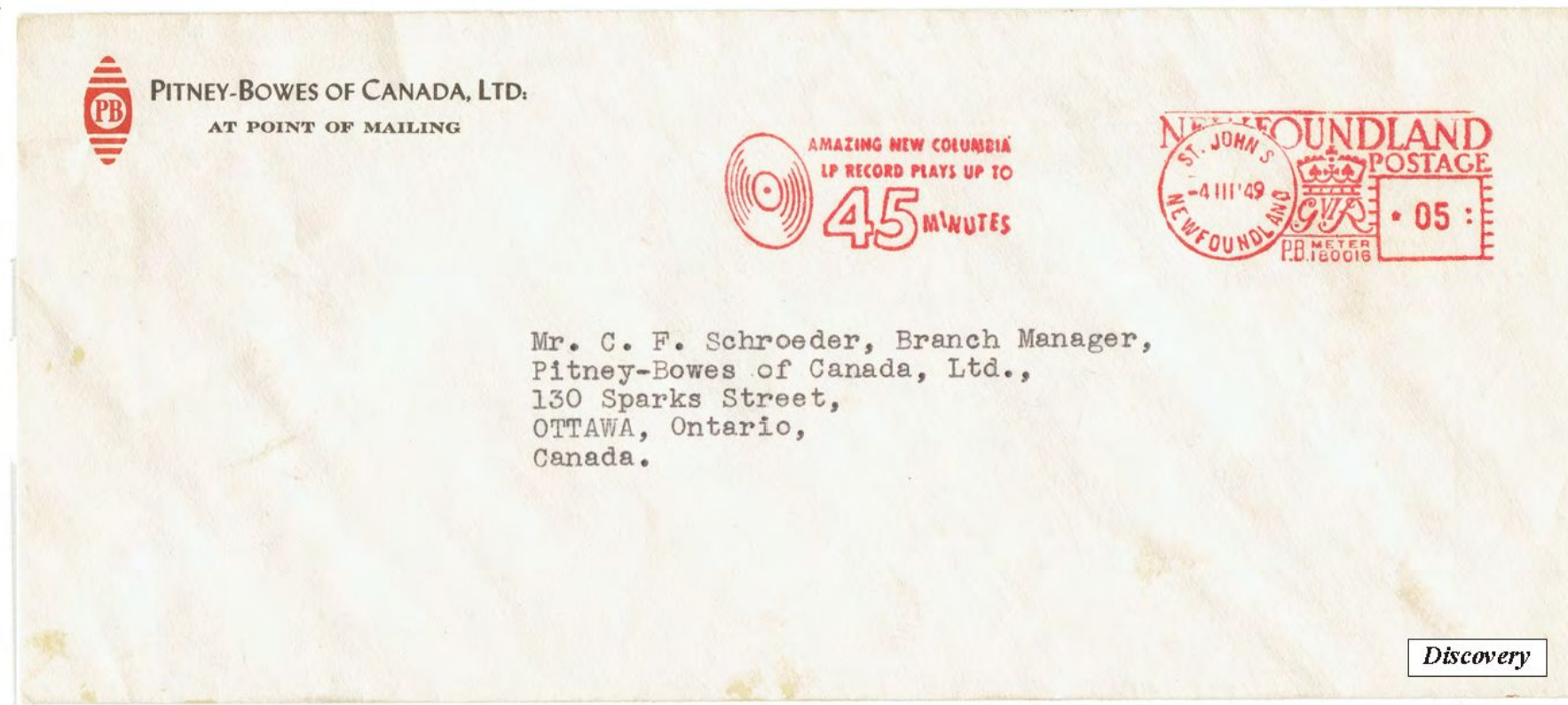
Meter #180011, Gerald S. Doyle Limited, 4 cent last day of use proof March 31, 1949

NEWFOUNDLAND LIGHT & POWER CO., LTD.,
P. O. BOX 976
ST. JOHN'S, . . . NEWFOUNDLAND.



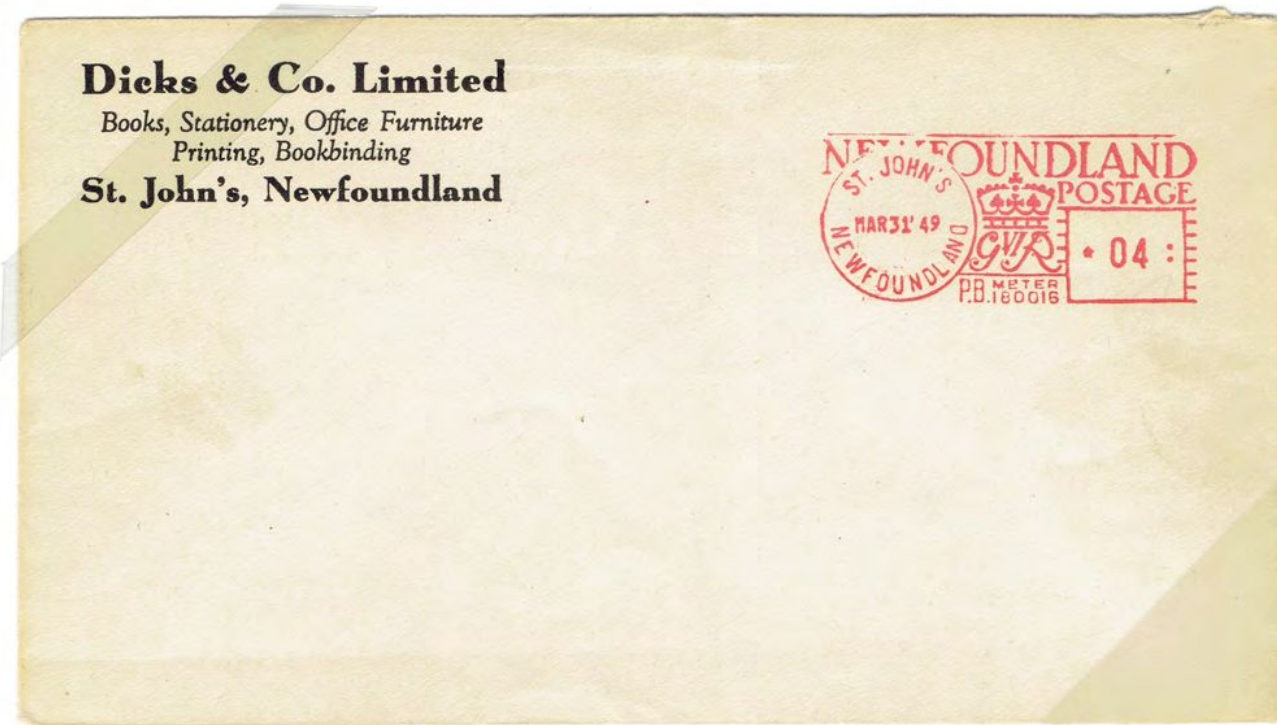
Meter #180014, Newfoundland Light & Power Co. Ltd., 3 cent rate 1949 and 3 cent rate for cheque tax
 Note: change in date format 14 III '49 , 16 IX '48 and use of meter tap

Type 4: Pitney-Bowes R

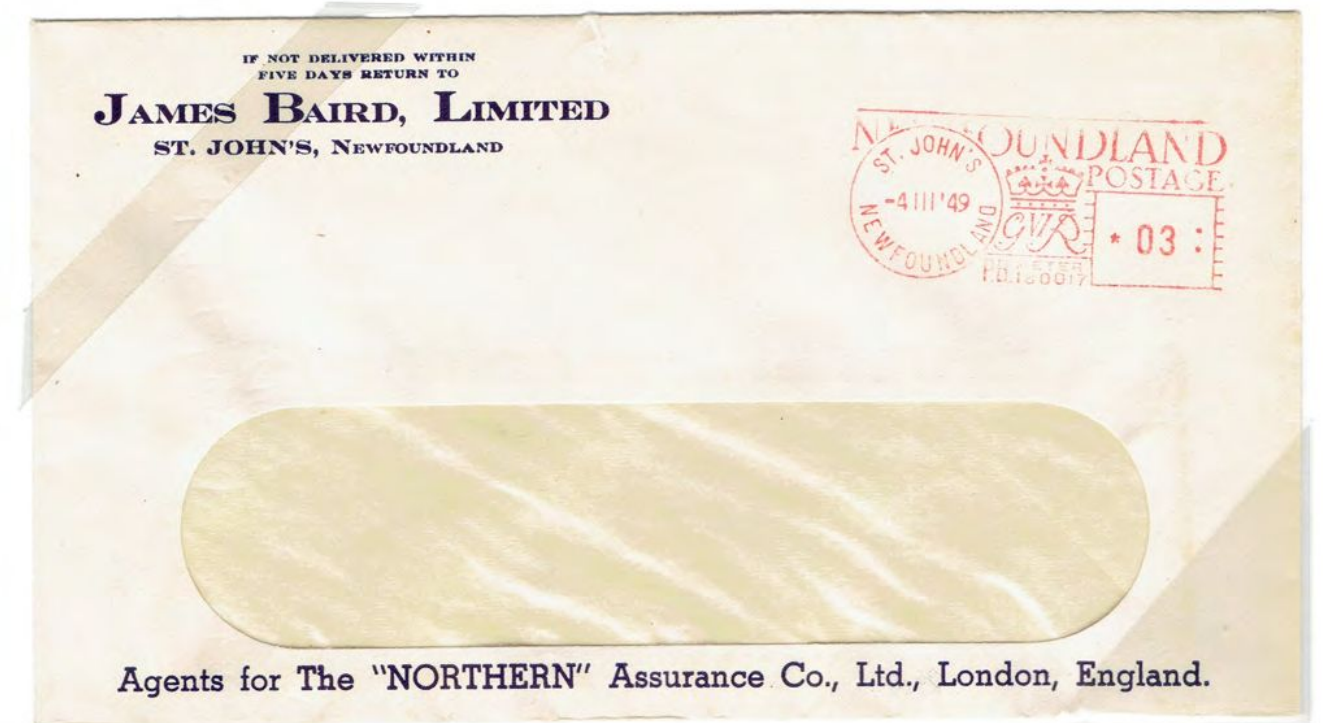


Meter #180016, Pitney-Bowes of Canada Ltd., 5 cent rate Canada 1949 with advertising slogan

Dicks & Co. was the local agent for Pitney-Bowes Agent for Newfoundland



Meter #180016, Dicks & Co. Limited, 4 cent last day of use proof March 31, 1949



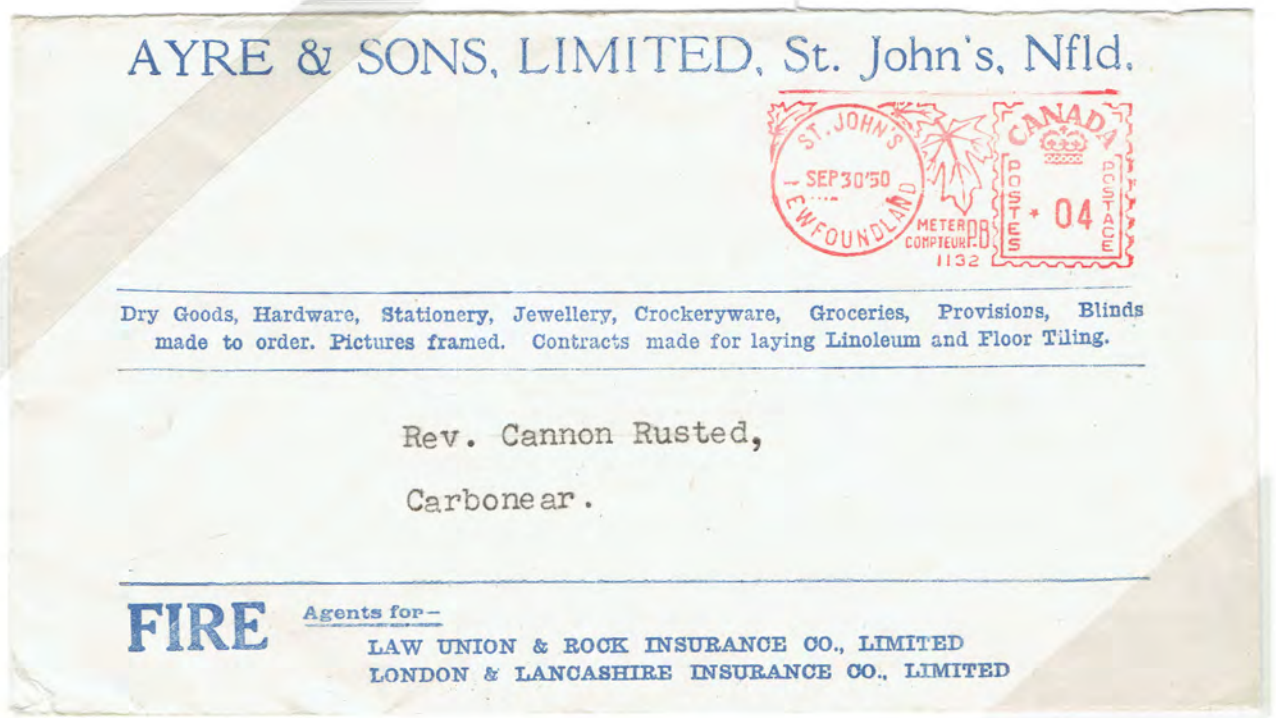
Meter #180017, James Baird Limited, 3 rate, 4 III '49 date format

Type 4: Pitney-Bowes R



200%

Meter #180023, St. John's General Post Office, 90 cent parcel post rate tape, -9 XI '48 date format



After Confederation, all Newfoundland meters had to be replaced by Canadian models
Pitney Bowes RT model with Canadian meter #1132, Ayre & Sons Limited
4 cent inland rate Sept 30, 1950