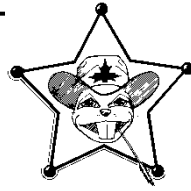


**BEAVER**



**CHATTER**

The Newsletter of the Prairie Beaver Regional Group of the British North America Philatelic Society, Ltd.  
Chairman: **George Dresser** Treasurer: **John Furlong** Editor: **Vic Willson**  
Volume 45, No. 1 Whole Number 153 March 2020

### **March 28 MEETING IN COLLEGE STATION**

We will meet at the St. Mary's Catholic Center, Church Avenue, College Station, Texas 77840, meeting wing on the second floor, probably Room 207, but it should be easy to find. Map p.2

### **A New Perf 12 1/2 Small Queen Cover- Vic Willson**

I am sure we all have accumulated material for one focus that we did not bother to check for some other important characteristic. I have been accumulating a 3¢ Small Queen calendar collection from 1870 to 1897 using two or more covers per month to demonstrate the changes in the stamp over time. At some point some years ago I purchased a March 24, 1870, cover from Halifax shown below. The early years are particularly



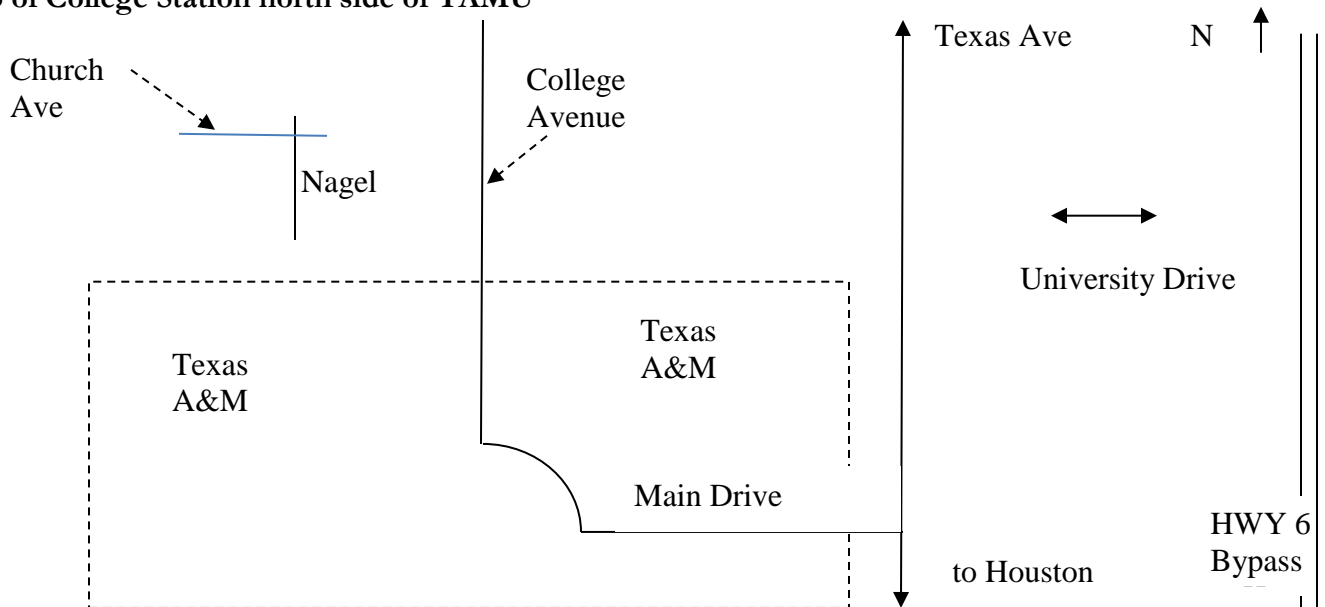
important to the printing of the 3¢ as the colors varied significantly. As a lovely copper red (not my description but common for catalogs) the cover was an excellent example of the early shade. I never bothered to perf it as I just assumed the standard perf 12. The other day I looked at it and put the gauge to it, clearly 12 1/2 all around- how nice to get a valuable cover in your collection without paying much for it. The actual number of covers recorded to date is on the order of 180 or so- it is certainly not rare. The stamp has always

had an appeal to collectors however, and with a large number of Canada collectors including the 3 cent Small Queen in their focus has maintained a high catalog value. With only 5 or 6 mint copies recorded, and only a couple pairs for multiples, the stamp does have the sort of cachet of classic stamps for high valuation.

**PRAIRIE BEAVER MEETING, March 28, 2020**  
**SCHEDULE OF ACTIVITIES**

8:45 - 9:00	Coffee, donuts, informal
9:00 - 9:15	Introductions
9:15 - 9:45	Book reviews- new BNAPS books, auctions
9:45 - 10:15	Swap, Sell, Swap
10:15 - 11:00	Presentation: Framework for Illustrated Mail organization: Vic Willson
11:15 - 12:00	Clothesline Exhibit
12:00 - 1:00	Lunch
1:00 - 1:15	Business meeting
1:15 - 1:45	Presentation: Canada's UNESCO World Heritage Site stamps: George Dresser
1:45 - 2:30	Swap, Sell, Buy, Trade
2:30 - 3:00	Presentation: TBA
3:00 - 4:00	Discussion: What should BNAPS do with \$1M?
4:00	Wrap-up

Map of College Station north side of TAMU



## 19<sup>th</sup> CENTURY CANADIAN MAIL TO THE BAHAMAS – Vic Willson

Canadian mail to the Bahamas in the 19<sup>th</sup> century is notable for its scarcity. No covers have been recorded in the 18<sup>th</sup> century or prior to 1871. The rate via NY was 6¢ / ½ oz. on Oct. 1, 1870. Below is a new acquisition showing this rate, only the second example recorded to date, and the earliest recorded cover to the Bahamas from Canada.

Mailed Feb. 17, 1871, from Dorchester NB, the cover transited New York Feb. 20. There is no receiver. Bill Radcliffe has another example in period dated May 15, 1871.



The rate dropped briefly to 3¢ between October 1872 and June 1873, no recorded examples, before being raised to 10¢ through September 1875, again no recorded examples. In October 1875 the 6¢ rate was reestablished and about half a dozen examples are recorded. There is one example of a quadruple rate paid with 15¢ Large Queen and three 3¢ Small Queens from St. Catherines, Ont. Dec. 2, 1875 with NY transit Dec. 15 (delay probably for a

ship to the area carrying US mail).

The rate dropped to 5¢ in April 1878, briefly to 7¢ between April 1879 and June 1880, then fixed at the UPU rate of 5¢ in July 1880, when Bahamas joined the UPU. No examples of the pre UPU rates above have been recorded.

On August 1, 1878, a 12¢ rate via Halifax was available, the additional 7¢ beyond the ordinary 5¢ rate presumably due to difficulties in ship mail to Bahamas. The rate was reduced to 10¢ in April 1879, which remained in effect until July 1887, whereupon all destinations in the Americas were uniformly 5¢ per ½ oz. No examples of the via Halifax route have been definitively recorded. Surprisingly, there appear to be more examples from the 1875-78 period than in the entire 1880-1897 UPU period based on major collections and auctions of Small Queens. After a review of those collections and auctions it appears that this is the earliest recorded mail to the Bahamas.

Nonletter mail is even scarcer. I have never recorded any printed matter in the 19<sup>th</sup> century to Bahamas. I do have an 1894 UPU card (P4) to Nassau, one of only 2 or 3 perhaps. It appears there was little connection between Canada and the Bahamas throughout the 19<sup>th</sup> century

## **A PROPOSED ORGANIZER FOR ILLUSTRATED MAIL- Vic Willson**

A long-popular collecting focus has been on covers with pictorial display of some sort on them. The current philatelic name for this is illustrated mail, and in exhibiting has three listed areas: advertising, patriotic, and event covers. Beyond that, however, there is little to guide a collector or exhibitor. I have had discussions with friends who collect illustrated mail in some fashion mostly during one stamp period, such as Small Queens or Edwards. Check any significant comprehensive exhibit of an issue or stamp published by BNAPS over the last couple decades and you will see illustrated mail included in some way. In US collecting there is a published book on illustrated mail, which was organized by stamp issue. That, however, is certainly not the only way to do it.

I propose a categorization that might help both collectors and exhibitors consider how to organize their illustrated mail. The already-established three areas probably need to remain intact for now given FIFA and APA-RSPC ties in judging, but within them there are various possibilities. Each will be discussed below with a suggested organization.

How comprehensive an area of illustrated mail might be developed depends on things like pocketbook (think Canada Pence covers versus 1970s stamp show covers), availability of material (again Pence covers versus almost any other era), quality of design (extensiveness across the cover, use of color), rarity or desirability of topic (think gun covers versus stamp show covers), or combinations of franking or stationery with topic. One thing at this point is certain: there has been no systematic approach to documenting what exists in illustrated mail for any period of Canadian philately. I have collected fairly broadly in most eras of Canadian philately and have included illustrated covers in most of those collections and exhibits. In doing that I get a pretty good sense of what is available and what it will cost to add something, as will anyone who pursues an area seriously. Still, without a guide to thinking through the possibilities, it is difficult to decide what to go after and not to bother with. For example, in the Pence period the possibilities are quite limited. Many of you may have seen a pictorial hotel cover or a beautiful illustrated boiler works cover, but putting anything together with much variation is almost impossible given there are only about 3000 Pence covers and probably no more than a couple hundred with anything resembling an illustration. Contrast that era with the Small Queens, where there are literally thousands of illustrated covers across dozens of topics or subtopics. With so much available, and with prices from a few dollars to hundreds or even thousands for a cover, some ideas for how and what to go after might be helpful.

There have been classic Canadian collectors who focused on certain specific areas, such as Fred Jarrett's typewriter collection or Dick Lamb's Rennie Seed Company. Such focused collecting is not the emphasis here. The next level up, say collecting material related to the poultry industry (I plead guilty), can span a hundred years but is still easier to organize around covers advertising sellers of birds, covers with particular bird varieties, companies selling chickenfeed, etc. Under the thematic area this changes to include ancillary material. Again, that is fairly restrictive. Instead, consider how one goes about organizing all illustrated mail for an entire period, such as I have struggled with for the Admiral era between 1912 and 1928. Below I propose an organizing approach that might also be used with other eras or cross-era.

### Advertising covers

I reviewed different approaches to organizing advertising used in the professional literature on advertising. The academic business literature super-groups these into categories of Consumer Goods, Industrial Goods, and Services.

- I. Consumer Goods
  - a. Convenient Goods- frequently purchased and non-durable
    - i. Staples: ordinary foods, tobacco, liquor, coal, household products such as matches, cleaners and soaps, newspapers
    - ii. Impulse products: specialty foods, candy
    - iii. Emergency products: medicine, gravestones,
  - b. Shopping Goods- routinely but less frequent and typically durable or at least not consumed promptly
    - i. Homogeneous Showing: furniture, stoves and heaters, clothing, appliances, batteries, brooms, stationery, magazines
    - ii. Heterogeneous Showing: luxury items, furs, jewelry,
  - c. Specialty Goods: unique characteristics or high brand identification
    - i. radios, guns, gasoline or oil, automobiles, tires, paint
  - d. Unsought Goods: no information routinely available
    - i. New products/technologies: electric washing machine, radios
    - ii. Regularly unsought products: camping equipment, fishing gear, housing
- II. Industrial Goods
  - a. Entering goods:
    - i. Raw materials: Metals, oil, rubber, coal, lumber, furs, wheat, timber
    - ii. Agricultural products
      - 1. Wheat, oats etc. merchants and wholesalers/distributors
      - 2. Animals: poultry, cattle, fur-bearing
    - iii. Fabricating materials: flour, lumber,
    - iv. Facilitating goods: saws, oil, paper
  - b. Foundation goods:
    - i. Installations: buildings and equipment
    - ii. Accessory equipment: pumps, electric motors, farm equipment, commercial ship chandlery
- III. Services
  - a. Buyer-focused
    - i. Household: retail shops. sports clubs, beauty shops, house painters
    - ii. Industrial: training, accounting and banking
    - iii. Transportation: rail, ships,
  - b. Seller-focused
    - i. Private organizations: lawyers, contractors, realtors, movers, doctors
    - ii. Private not-for-profit organizations: Colleges and schools, labor unions, mutual aid societies
    - iii. Public organizations: city government, provincial national government and offices
  - c. Regulation-related
    - i. Extensive Control: banking, electric utilities, telegraph/telephone
    - ii. Near Extensive Control; theaters, travel agencies, hotels, insurance
    - iii. lawyers, doctors, other professionals

Other topics not covered:

- IV. Personal expression
  - a. Patriotic covers: This area can be grouped into historical periods, typically, and is usually associated with conflicts that generate the covers. Within a period, such as the Admiral era 1912-1928, almost all such material revolves around World War I.

- b. Boosterism
  - a. related to cities and regions for commercial attraction
  - b. tourism
- V. Event Covers

Illustrated event covers seem to be grouped around the following:

- a. Exhibitions and fairs
- b. Reunions (school reunions, military groups)
- c. Historical commemorations (battles, buildings, city founding)
- d. Group conferences and meetings (Boy Scouts, Rotary)
- e. Airmail and airport events
- f. Dedications (important structures or projects)

The difficulties are always in deciding where something goes, but one could at least explain why examples are being shown under this organization, as well as use it as a basis for deciding either completeness or to limit the exhibit to some part of the outline.

## A NICE REGISTERED COVER TO BRAZIL- George Dresser



Rate: 5¢ ≤ ½ ounce plus 5¢ registration fee, 10¢

Posted: Vermillion Bay, ONT., JUL 10 09, transit: Fort William & Winnipeg, R.P.O., JUL 10 09, Montreal, Canada, JUL 12 09, REC'D, 7 13 1909, New York, U.S.A., Foreign 7 13 1909, New York red registration label, received:

Porto Alegre, Brazil, 21 AGU 1909



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