

FIRST IMPRESSIONS

NEWSLETTER OF THE BNAPS

FIRST DAY COVER STUDY GROUP

ISSUE 49, JANUARY-MARCH 2022

CONTENTS

Early ArtCraft and Fleetwood Cachets	Gary Dickinson	2
Commercial FDCs, Part V-Sherman Labs	Bob Vogel	8
Darnell FDCs	Jan Pieter (John) van der Ven	11
Messages from the Chairperson and Editor	Bob Vogel, Gary Dickinson	16

EDITOR'S NOTES

Three major articles in this issue include Gary Dickinson's review of the early FDCs produced by the American companies ArtCraft and Fleetwood for Canadian stamp issues. Both started by re-using cachets developed for U.S. stamps before starting to produce FDCs solely intended for Canadian issues. Bob Vogel continues his series of articles about commercial FDCs, this time focusing on those produced by Sherman Laboratories. John van der Ven's contribution presents an overview of the covers published by the Darnell Stamp Company in Montreal. The issue concludes with a financial report from Chairperson Bob Vogel and a plea from your faithful editor for someone to step forward as the new editor in time for Issue 51 (July-September 2022).

BNAPS has issued two new publications dealing with FDCs. Members Andrew Chung and Bob Vogel have collaborated on a handbook titled *Canada Post Office Replacement and Publicity First Day Covers*. Its 122 pages of information complements the fourth edition of Andrew's *Canada Post Office Official First Day Cover Catalogue*. Gary Dickinson examines the *Canadian First Day Covers by Artopages* in a 54-page volume in his handbook series. Both books are obtainable from Longley Auctions, just Google their website.

SUBMITTING ARTICLES

Articles may be submitted in MS Word and scans should be separate attachments in JPEG format at 300 dpi. E-mail submissions should be sent to the Editor, Gary Dickinson at gandbdickinson@shaw.ca.

EARLY ARTCRAFT AND FLEETWOOD CACHETS FOR CANADIAN STAMPS

by Gary Dickinson

ArtCraft and Fleetwood were both prolific producers of first day covers for Canadian stamp issues for many years.

ArtCraft's first appearance on a Canadian FDC was in 1942 and it produced its last special purpose cachet in 1978 although its general purpose cachets that were sold un-serviced continued in use for several years after that. The Fleetwood brand's first use for a Canadian FDC was in 1947 and its last appearance was in 1986.

Both brands first appeared as re-uses of cachets that were intended originally for use with American stamp issues, but gradually they introduced special purpose cachets solely for Canadian stamps.

The early stages of introducing these two brands to the Canadian FDC market are explored in this article.

ArtCraft

The antecedents of ArtCraft's Canadian products are found in two issues of the 1940s, the War Issue of 1942 and the Alexander Graham Bell commemorative of 1947. In both cases ArtCraft took a cachet that had been designed for an American stamp and re-used it for a Canadian issue.

The U.S. War Issue stamp (U.S. Scott 905) appeared on July 4, 1942. Unlike the Canadian War Issue, it was a single 3-cent stamp with a large V dominating the design, as shown in Figure 1. Food production, aircraft production, and shipbuilding were illustrated and named within the V while the text affirmed that it was a "Win the War Stamp."

The Canadian War Issue was a lengthy definitive series that was current for much of the decade from its initiation on July 1, 1942. The same U.S. cachet was used by ArtCraft without alteration as shown in Figure 2 with a block of four stamps (Can. Scott 253). This was the first use of the ArtCraft brand and logo on a Canadian stamp FDC.

Although the Canadian set was issued three days before the American stamp, the jointly used cachet was clearly designed principally for the latter given the use of the singular word "stamp" in the text.

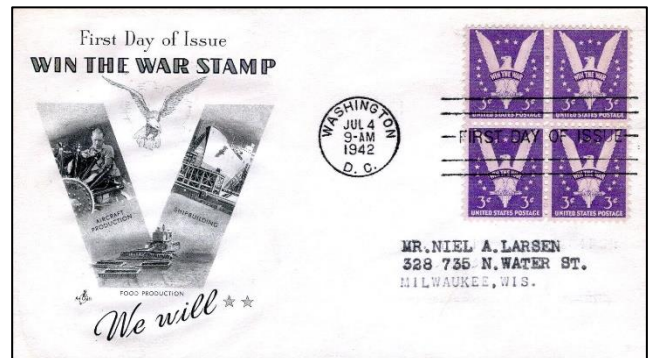


Figure 1

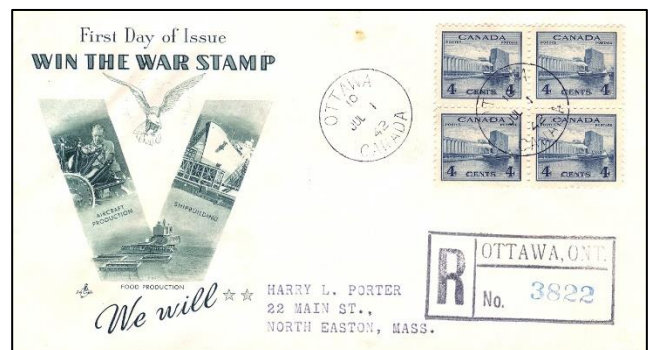


Figure 2

There was a much wider separation in time, about seven years, for the two uses of the ArtCraft Bell cachet. The U.S. stamp (U.S. Scott 893) honouring the inventor was issued on October 28, 1940 whereas the Canadian version (Can. Scott 274) is dated March 3, 1947. The FDCs are shown in Figures 3 and 4.

The artwork and lower portion of the text is identical on the two cachets, however the text at top left differs. The American portion reads "Famous Americans Series—Inventors" while the Canadian counterpart is "100th Anniversary, 1847-1947."

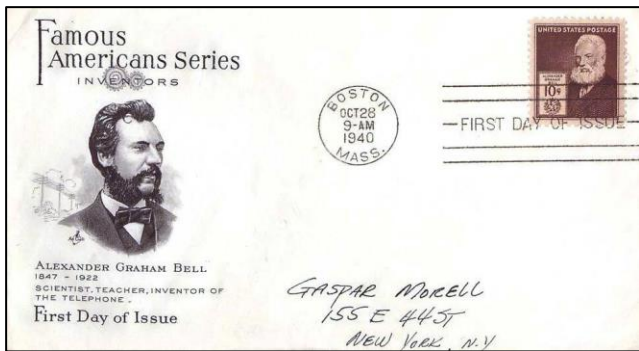


Figure 3

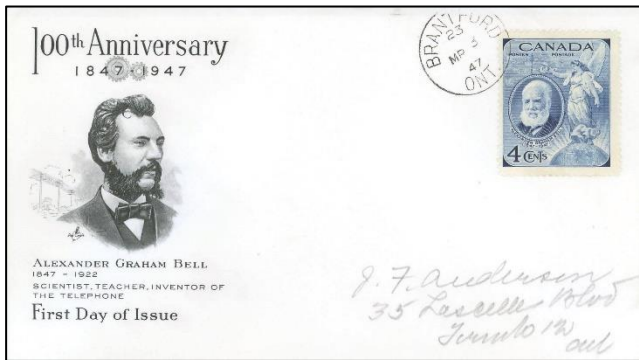


Figure 4

ArtCraft produced special purpose cachets for three Canadian stamps in the four years following the Bell commemorative.

The first of these, and the first exclusively Canadian cachet, was for the Citizenship issue of July 1, 1947 (Scott 275) marking the 80th anniversary of confederation. Shown in Figure 5, the cachet features a person like the one on the stamp along with a maple leaf and the Parliament Buildings.

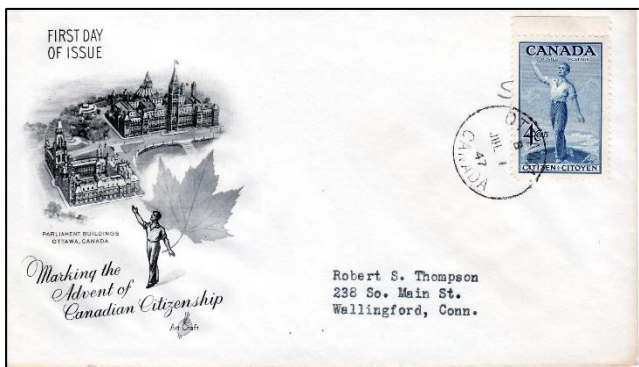


Figure 5

This was followed by two different cachets that ArtCraft produced for the stamp honoring the wedding of Princess Elizabeth and Prince Phillip (Scott 276) that was issued on February 16, 1948. The cachets featured the couple in an informal “at home” portrayal (Figure 6) and a formal wedding pose shown in Figure 7.



Figure 6

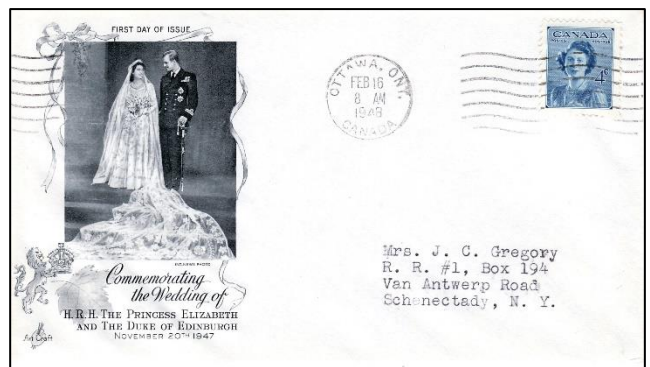


Figure 7

No ArtCraft FDCs were produced for the last stamp issues of the 1940s or for 1950, however the brand reappeared for the September 24, 1951 stamp centenary set of four stamps (Scott 311-314) as shown in Figure 8.

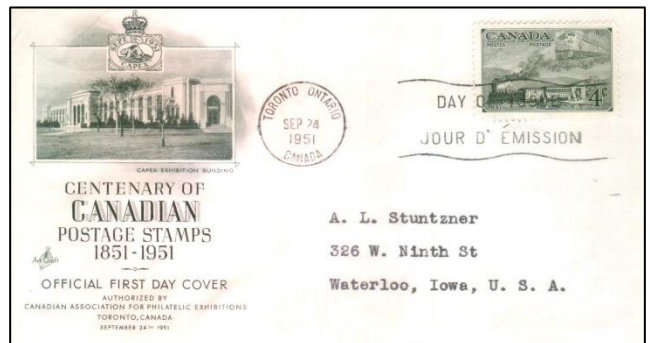


Figure 8

ArtCraft turned again to re-using an American cachet design for the Red Cross commemorative in 1952. The American version (U.S. Scott 1016), shown in Figure 9, was issued on November 21 but the Canadian FDC (Can. Scott 317) appeared on July 26, 1952 and is illustrated in Figure 10. In this case the intended first use of the design is unclear as the Canadian version preceded the American by four months



Figure 9

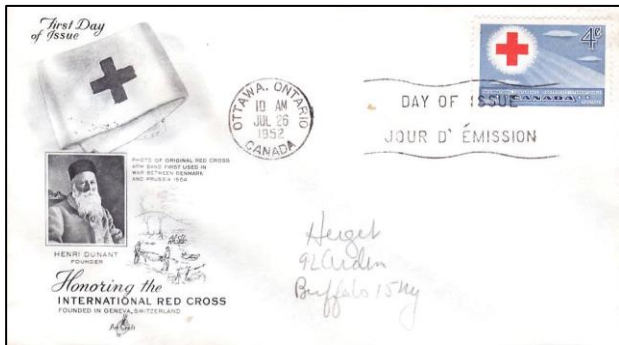


Figure 10

The year 1955 marked the tenth anniversary of the International Civil Aviation Organization (ICAO) and the United Nations issued a set of stamps to mark the occasion.

An ArtCraft cachet was created for the UN stamps and is shown in Figure 11 with a day of issue cancellation dated February 9. Canada followed on June 1 with an ICAO commemorative stamp (Scott 354), and the cachet shown in Figure 12 is identical with the ArtCraft FDC used for the UN issue.



Figure 11

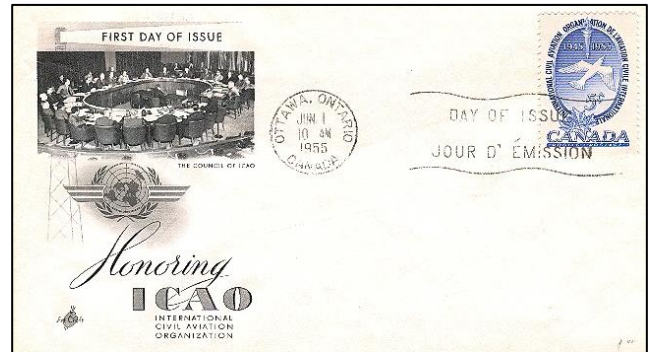


Figure 12

A Canada-specific cachet was prepared by ArtCraft for the 1957 Royal Visit issue (Scott 374). This featured head-and-shoulders portraits of the Queen and Prince and is illustrated in Figure 13.



Figure 13

A fourth double usage FDC was published for the joint stamp issue marking the opening of the St. Lawrence Seaway in 1959. The cachets were identical and depicted two scenes of the entrance to the Seaway and one of its locks.

The FDC with the American stamp (U.S. Scott 1131) is shown in Figure 14 and the Canadian version (Can. Scott 387) is illustrated in Figure 15.

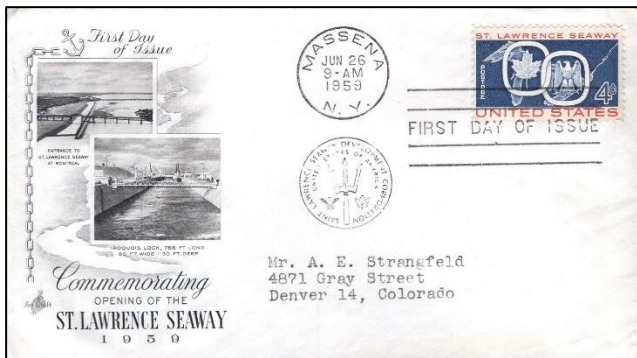


Figure 14

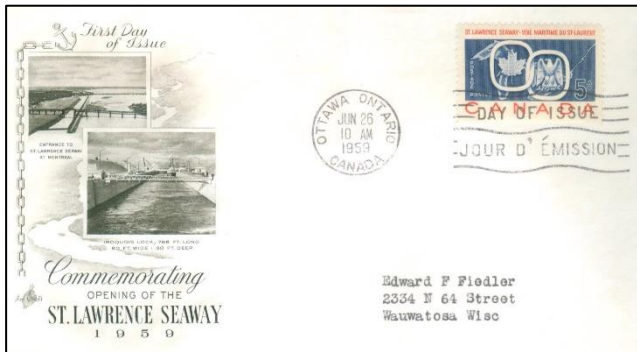


Figure 15

From ArtCraft’s tentative approach to the Canadian marketplace, it is likely that the firm may have concluded that it wasn’t sufficiently large to warrant a comprehensive approach entirely dependent on special purpose, Canada-only cachets as they appeared only occasionally in the following decades.

ArtCraft did, however, create a set of ten general purpose cachets that could be used with any Canadian stamp issue. These cachets were identified by letters A through K (there was no letter “I” as apparently they thought it might be confused with the numeral “1.”

The general purpose cachets were described in an earlier article in *First Impressions* Issue 10 (January-March 2012). The first known use of one of those cachets was for the Abbott stamp in the Prime Ministers series (Can. Scott 318) issued on November 3, 1952 as illustrated in Figure 16.



Figure 16

Fleetwood

Like ArtCraft, Fleetwood’s entry to the Canadian FDC market was cautious and tentative in the beginning. However, as it subsequently developed, Fleetwood became much more committed to offering special purpose designs instead of switching to general purpose cachets as ArtCraft did.

The first appearance of the Fleetwood brand name on a Canadian FDC was on March 3, 1947 with the commemorative stamp (Can. Scott 274) issued to mark the centenary of the birth of Alexander Graham Bell. This cover, shown in Figure 14, was created by Dorothy Knapp who was one of the outstanding American cachet makers of the twentieth century. The cachet is signed both by D.W. Knapp and Fleetwood, but it also contained the text “First Message Transmitted by Telegraph.”

That message was not relevant to the occasion that the Canadian stamp celebrated, and the same cachet had been used three years earlier for a commemorative marking the 100th anniversary of the first telegraph message (See Figure 15). The stamp was U.S. Scott 924 issued on May 24, 1944.



Figure 15

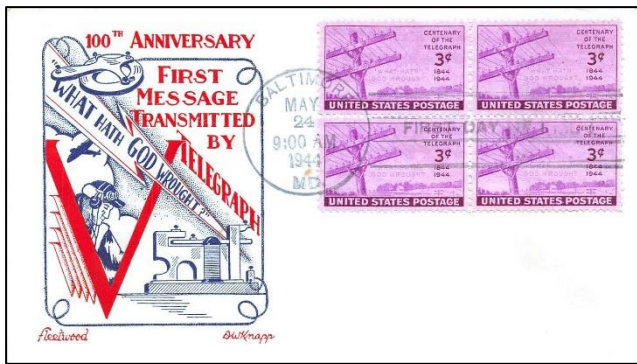


Figure 16

The first Fleetwood FDC designed solely for a Canadian stamp issue is shown in Figure 17. The stamp (Can. Scott 374) was issued on October 10, 1957 and commemorates the Royal Visit of Queen Elizabeth II and Prince Philip to Canada, their first since the Queen ascended to the throne.

Another example of this FDC was featured on the cover of the April 1995 issue of *First Days*, the periodical published by the American First Day Cover Society, to highlight an article about “Fleetwood cachets made for ‘foreign’ FDCs.” That cover photo is addressed to “Fleet/ Pleasantville, N.Y.,” which was Fleetwood founder Milnor Peck’s mailing address.



Figure 17

Double usage of the same cachet by Fleetwood occurred again for the 1958 International Geophysical Year commemoratives issued on March 5, 1958 by Canada and May 31, 1958 by the U.S. The Canadian FDC is illustrated in Figure 18 and the American in Figure 19.

The Canadian stamp (Can. Scott 376) shows a microscope with a globe in the

background while the American version (U.S. Scott 1107) illustrates a solar disc with a pair of hands from Michelangelo’s Sistine Chapel painting of the “Creation of Adam.”

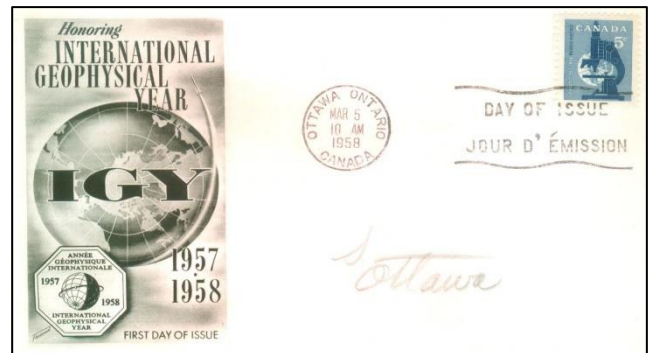


Figure 18

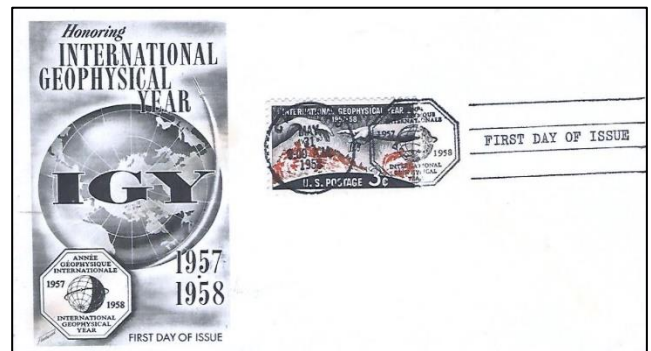


Figure 19

The first joint stamp issue by Canada and the United States marked the opening of the St. Lawrence Seaway in 1959. The two stamps, Can. Scott 387 and U.S. Scott 1131, were issued on June 26.

FDCs are found with either or both stamps, with Figure 20 showing a Canadian stamp usage and Figure 21 featuring the American FDC.



Figure 20



Figure 21

The Fleetwood brand virtually disappeared from the Canadian FDC scene during the 1960s, but the firm's presence was revived in the early 1970s under the brand name Kingswood.

The only documented exception to the 1960s absence is the International Labor Organization (ILO) cachet shown in Figure 22. This was issued on May 21, 1969 for Can. Scott 493, and was a re-use of the artwork, with different text, used originally for a New York United Nations set of stamps celebrating the ILO's 50th anniversary. The U.N. version, shown in Figure 23, was issued on June 5, 1969.

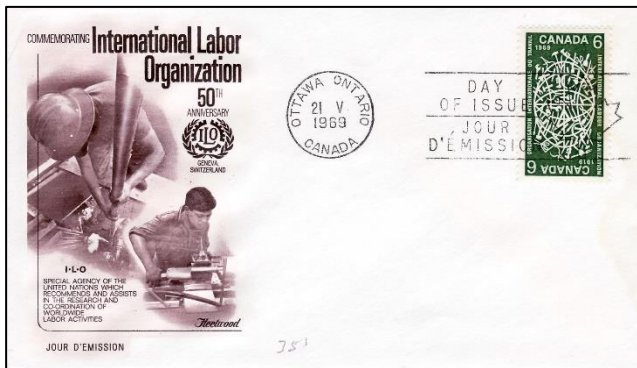


Figure 22



Figure 23

The first Kingswood FDC was for the Christmas, 1969 issue. The example shown in Figure 24 is for Can. Scott 502.

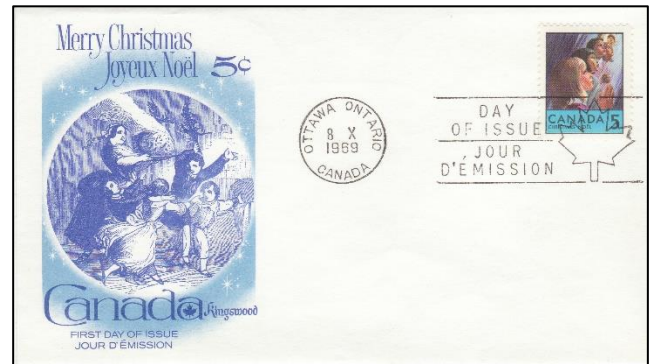


Figure 24

The Fleetwood brand name was resurrected in Canada in 1975, recommencing with a FDC for the Supreme Court issue (Can. Scott 669) illustrated in Figure 25.



Figure 25

From that point onward, Fleetwood published an active program of Canadian FDCs which continued until 1986. At that point the only other American firm remaining with a substantial presence in the Canadian FDC market was Colorano.

Authors Note: I would be pleased to hear about any other possible re-uses of ArtCraft or Fleetwood cachets developed for the FDCs of other countries, preferably if they are accompanied by relevant scans.

COMMERCIAL FIRST DAY COVERS

PART V: SHERMAN LABORATORIES LIMITED

by Bob Vogel

Sherman Laboratories was in Windsor, Ontario and manufactured many biological and ethical drugs. Their first day cover program was short lived, lasting only during 1968 and 1969. Rosecraft cachets (Figure 1) were used throughout their program, only adding their return address on the back of the envelope (Figure 2).

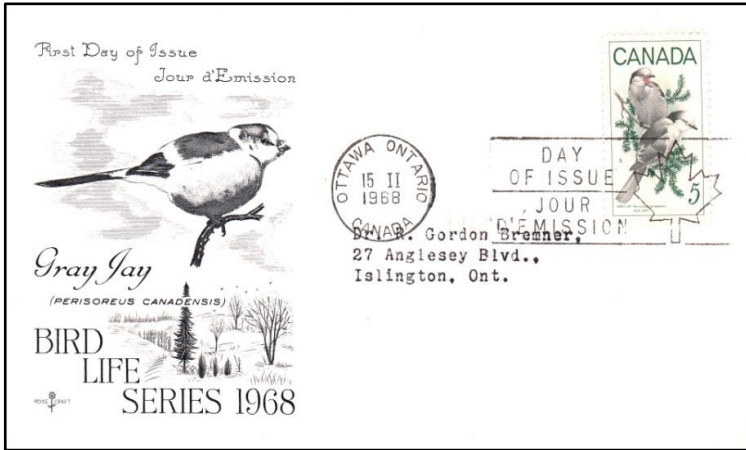


Figure 1. Typical Rosecraft cachet

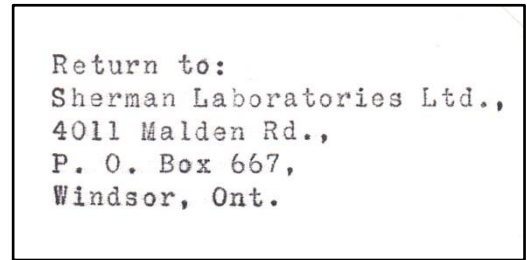


Figure 2. Typed return address

The program began with the Wildlife (Gray Jays, Scott 478) issue in February 1968 and ended with the 6¢ Christmas issue (Scott 503) in 1969. It included all stamps except for the high values in most cases. The issues missing in 1968 were the 15¢ Armistice (Scott 486) and the 6¢ Christmas issue (Scott 489). In 1969 the issues missing were 50¢ Suzor-Côté (Scott 492), 15¢ Alcock- Brown Flight (Scott 494), 6¢ & 25¢ Birds (White Throated Sparrow and Hermit Thrush, Scott 495 and 498), 6c Charlottetown (Scott 499), and the 5¢ Christmas issue (Scott 502).

The covers were addressed to doctors who were the prime target for prescribing Sherman products. In their early offerings a pre-paid Business Reply Post Card (Figures 3 and 4) was included soliciting names for their mailing list. Presumably non-respondents would be removed from their initial list. Their products were listed on the card (indicated by a red arrow), serving as a reminder to use their drugs.

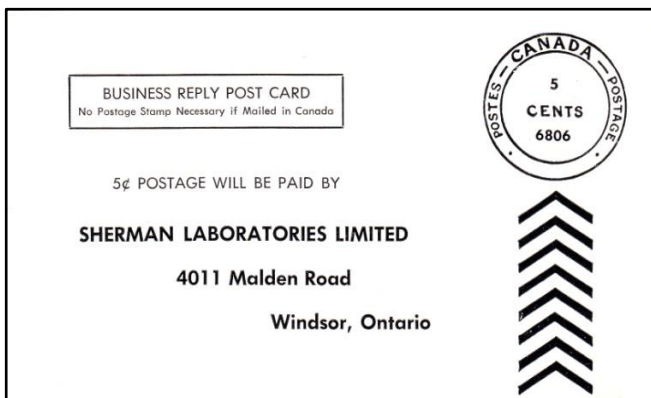


Figure 3. Reply Card front

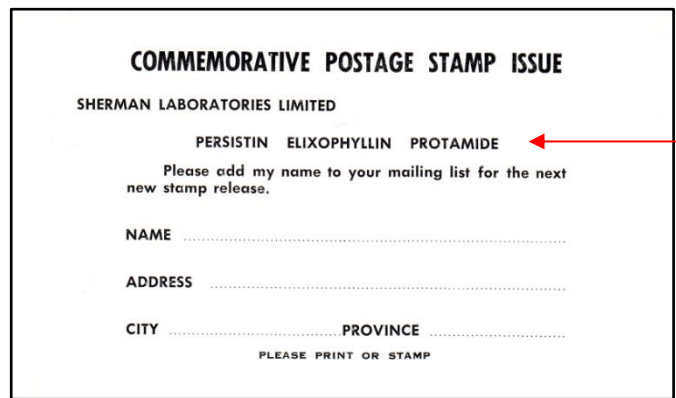


Figure 4. Reply Card back

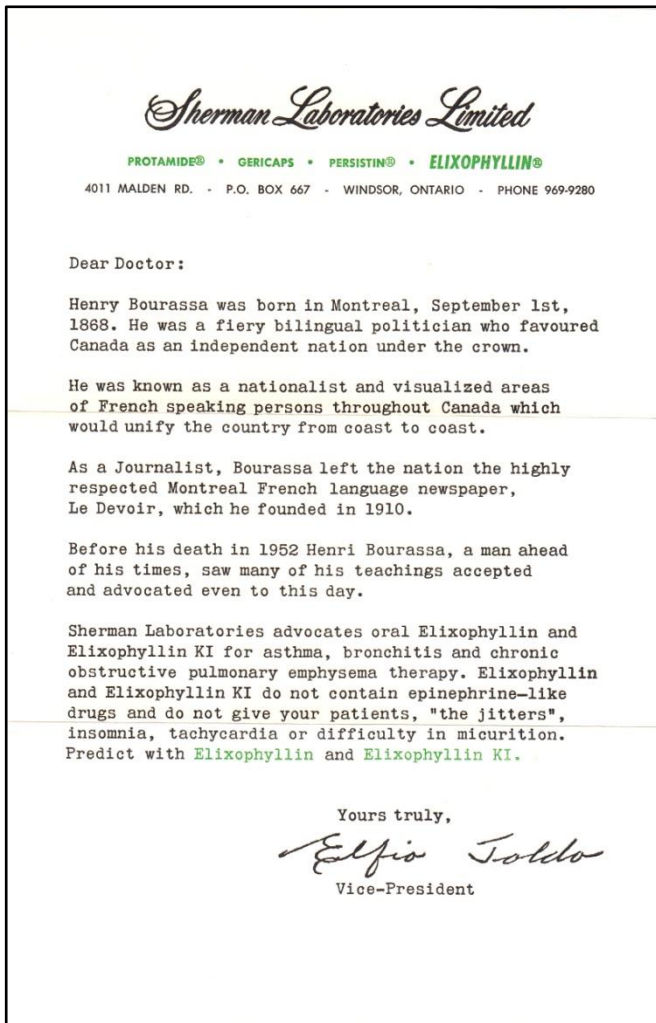


Figure 5. Insert letter, English text

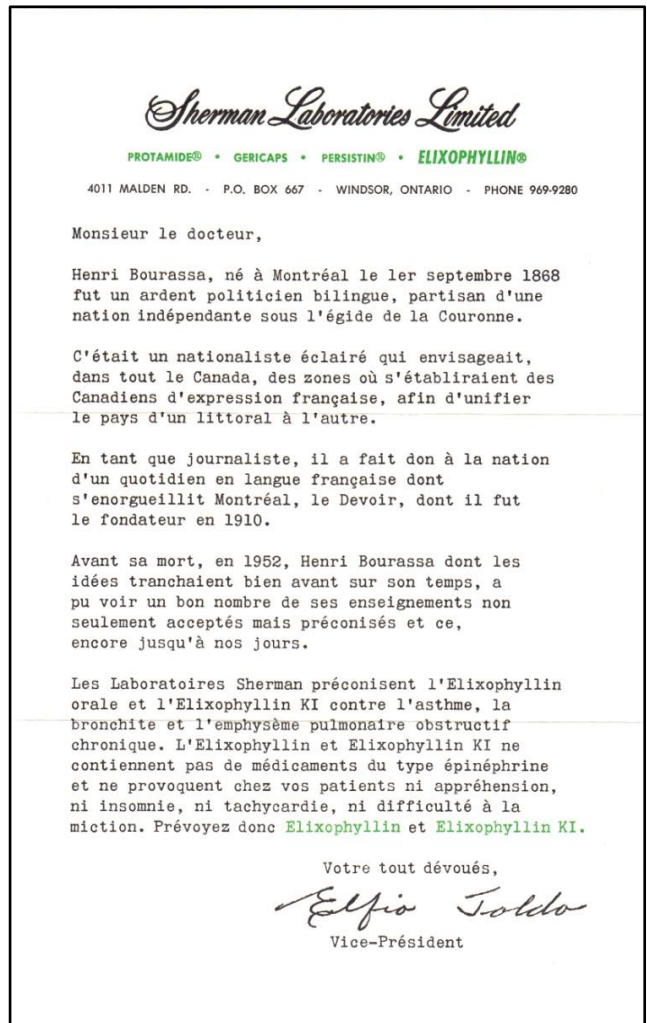


Figure 6. Insert letter, French text

Also enclosed the mailings were letters either in English (Figure 5) or in French text (Figure 6) describing the stamp issue and a paragraph relating to one or more of their drugs. Not knowing exactly when the French text letters started, the first I have is for Henri Bourassa in 1968. As well as the letter enclosures a card (Figures 7 & 8) describing one their drugs was included in some cases.

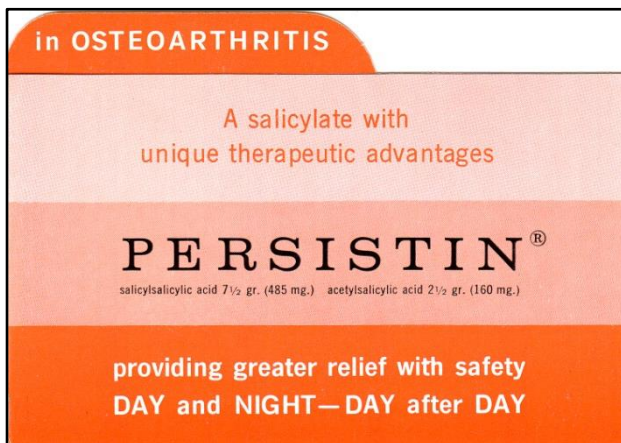


Figure 7. Product insert, front

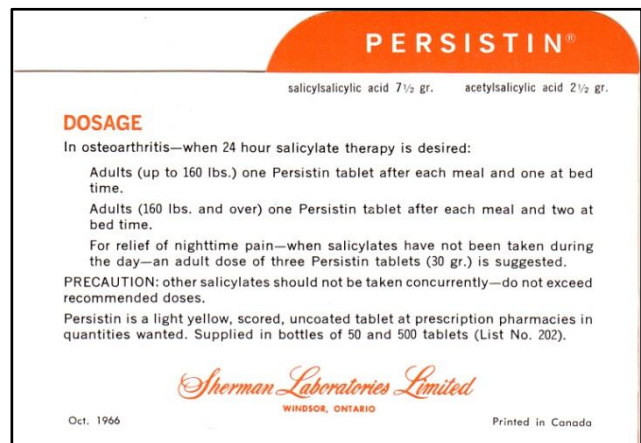


Figure 8. Product insert, back

An anomaly occurred with the 1968 Christmas issue. With having to send FDCs in ahead of time and the late approving of the rate change for First Class mail to 6¢ on November 1st, the same day of issue for both stamps, Sherman had paid 5¢ which would have been short paid. Fortunately, the Third Class Matter rate went to 5¢ the same day and the Sherman covers would qualify as they were unsealed and only contained printed matter. This was rectified for the 1969 Christmas issue.

I would be interested in any reports of Sherman FDCs in addition to the ones herein. My email address is berlinb@csolve.net.

Scott #	Description	Language	Return Address	Reply Card	Drug Insert
478	Wildlife – Gray Jays	E	N	Y	Y
479	Meteorology		N	Y	
480	Wildlife- Narwhal	E	N		
481	UN – International Hydrological Decade	E	Y		
482	1668 Voyage of the Nonsuch	E	Y		
483	Lacrosse		Y		
484	George Brown	E	Y		
485	Henri Bourassa	E & F	Y		
486	Armistice (high value)				
487	John McCrae	E & F	Y		
488	Christmas – Inuit Soapstone Carving 5¢	E	Y		
489	Christmas – Inuit Soapstone Carving 6¢ (high value)				
490	Curlers	E	Y		
491	Vincent Massey	E & F	Y		
492	Suzor-Côté (high value)				
493	International Labour Organization	E & F	Y		
494	Alcock-Brown Flight (high value)	E & F	Y		
495	Sir William Osler	E & F	Y		
496	Birds – White Throated Sparrow 6¢ (not used)				
497	Birds – Ipswich Sparrow 10¢	E	Y		
498	Birds – Hermit Thrush 25¢ (high value)				
499	Charlottetown Centennial (not seen)				
500	Canada Games	E			Y
501	Sir Isaac Brock	E & F	Y		
502	Christmas – Children Praying 5¢ (not used)				
503	Christmas – Children Praying 6¢	F	Y		

DARNELL FIRST DAY COVERS

by Jan Pieter (John) van der Ven

Darnell first day covers are relatively uncommon, but they are very interesting because of the type of cachet used and the serial numbers most of them carry.

I believe that they were created and produced by Emanuel (Manny) Darnell, who was the publisher of Darnell Publishing Inc. in Montreal and Lyse Rousseau-Darnell who was the editor and president of the company. The Darnells published a colour catalogue for Canadian stamps in a dozen editions between 1980 and 2005. The catalogues listed general prices for FDCs but not Darnells specifically.

It's likely that at one time Darnell's retail outlet was in the Simpson's store on St. Catherine Street in Montreal, or that they ran the Simpson's Stamp and Coin Department as suggested by the rubber-stamped address shown in Figure 1 and the advertising card in Figure 2. This connection is reinforced by two of the FDC items listed on the advertising card, namely the first and last day Expo covers described near the end of this article.

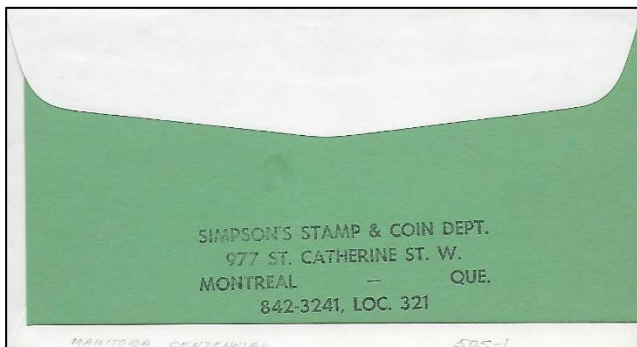


Figure 1. Simpson's Stamp & Coin contact.

FIRST DAY COVERS - PLUS PREMIER JOUR	
<input type="checkbox"/> COD <input type="checkbox"/> CHEQUE <input type="checkbox"/> CHARGE	
<input type="checkbox"/> April 28, 1967	Expo Card 50¢
<input type="checkbox"/> October 2, 1967	USA Habitat 50¢
<input type="checkbox"/> April 10, 1968	Narwhal 40¢
<input type="checkbox"/> May 8, 1968	Hydro 40¢
<input type="checkbox"/> May 17, 1968	Expo First Day 30¢
<input type="checkbox"/> June 5, 1968	Nonsuch 30¢
<input type="checkbox"/> July 3, 1968	Lacrosse 30¢
<input type="checkbox"/> August 21, 1968	Brown 30¢
<input type="checkbox"/> September 4, 1968	Bourassa 30¢
<input type="checkbox"/> October 14, 1968	Expo Last Day 50¢
<input type="checkbox"/> November 1, 1968	6¢ Queen 50¢
<input type="checkbox"/> January 15, 1969	Curling 35¢
<input type="checkbox"/> February 20, 1969	Massey 35¢
<input type="checkbox"/> March 26, 1969	Coté 90¢
<input type="checkbox"/> March 26, 1969	Coté (N. Y.) 95¢
<input type="checkbox"/> June 13, 1969	Trans Atlantic 35¢

CANADA STAMP ALBUM
Fully illustrated with latest supplement
\$4.25

ILLUSTRATED STAMP CATALOGUE
Canada, USA, UN, Newfoundland 80¢

SCOTT WORLD CATALOGUE \$18.00

Simpson's STAMP & COIN SHOP
842-3241 EXT. 321
977 St. Catherine West, Montreal 110, P. Q.
Inquire about our First Day Cover Service

Figure 2. Simpson's advertising card.

It may be that their entry into the FDC market was spurred on by the sale of another Montreal stamp company, the producer of Rosecraft cachets, to an Ottawa buyer in late 1967. (Perkins)

The Darnell FDCs first appeared in mid-1968 and continued until early 1970, a period of less than two years. Most of the stamps issued during that time were included in the Darnell program except for Scott 500 (Canada Games) and 507 (U.N. Biological Program).

The FDCs, by year, were as follows:

1968: Scott 482, 483, 484, 459 (6c orange Centennial), 485, 496, 487.

1969: Scott 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 501, 502, 503, 504.

1970: Scott 460 (6c black Centennial), 505, 506, 508-511.

Their covers are easily identifiable by the name "DARNELL" in all capitals in the lower left corner of the envelope, and it's likely that fewer than 1,000 were made of each type given the range of serial numbers that were applied to most of their products.

Their first cachet, for the "Nonsuch" issue of June 5, 1968, is shown in Figures 3 and 4. The cachet features a facsimile of the stamp, and some copies have a serial number (Figure 3) while at least one does not (Figure 4).

There are a few other documented examples of Darnell FDCs without serial numbers, with two of them shown in Figure 5 for the Ipswich Sparrow stamp (Scott 497) and Figure 6 for the 6c orange Centennial definitive (Scott 459). The limited quantity of Darnell FDCs available for inspection was not sufficiently large to enable determination of whether all or only a few cachets were printed without serial numbers.

The 6c Centennial stamp is one of two from this series that were issued in 1968 and 1970 and were the subjects of Darnell cachets. The second, shown in Figure 7, was for the 6c black (Scott 460) issued on January 7, 1970.

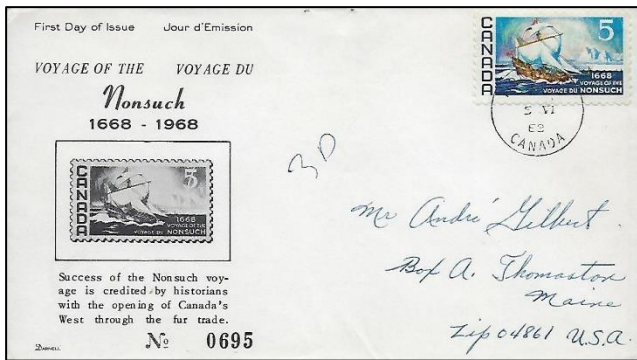


Figure 3. Scott 482 with serial number.



Figure 7. Scott 460 with serial number.

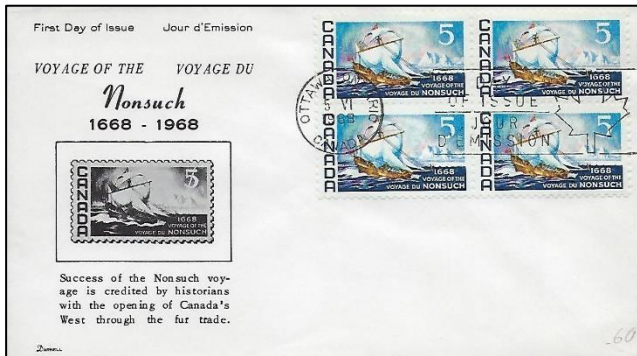


Figure 4. Scott 482 without serial number.

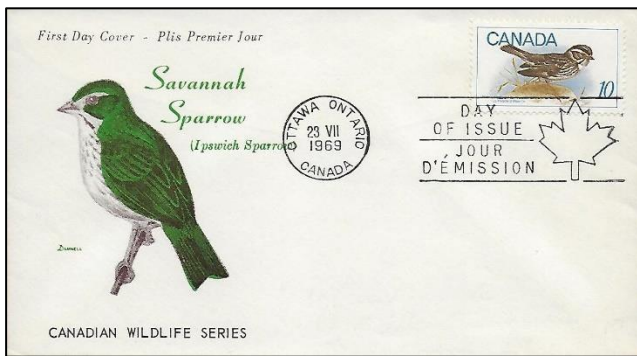


Figure 5. Scott 497 without serial number.



Figure 6. Scott 459 without serial number.

Envelope stuffers or inserts were not commonly found in Darnell FDCs, but when they were, they tended to be atypical types. For example, the Leacock cover shown in Figure 8 in one instance had the post office French announcement of the issue (Figure 9) enclosed with a stamp affixed and a note from "Olaf."

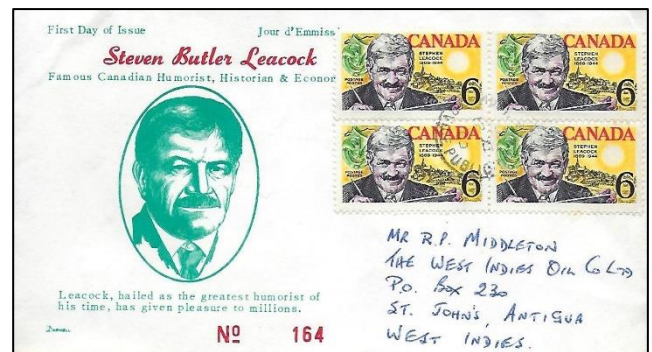


Figure 8. Scott 504.

At other times a trimmed version of the Darnell FDC was used as an enclosure. Examples of this practice are illustrated in Figures 10 and 11 for the International Labor Organization and Curling cachets. These stuffers were reduced at the bottom so that the Darnell name and serial numbers did not appear.

Some customers ordered more than one copy of Darnell FDCs and may have received them with consecutive serial numbers. Two examples of this practice are shown here in Figures 12 and 13 with covers addressed to Montreal collectors, both of whom received four covers for Scott 487 and 505. The first of these sets has the highest serial numbers documented for a Darnell FDC.

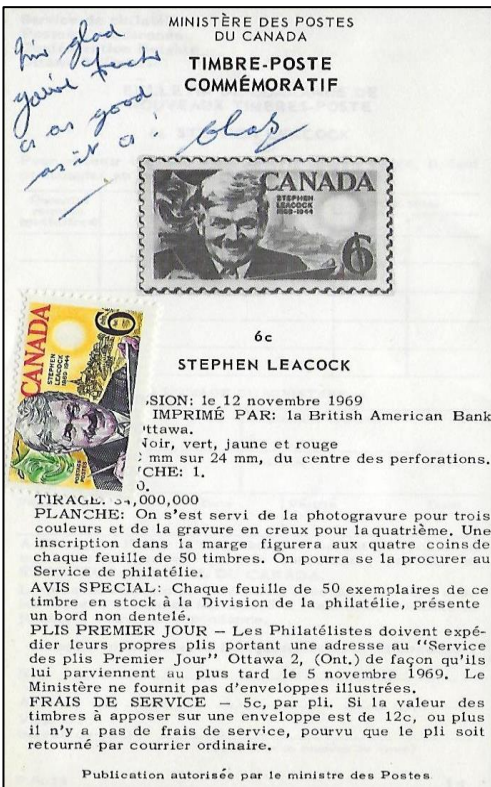


Figure 9. Stuffer for Leacock FDC.



Figure 10. ILO FDC stuffer.

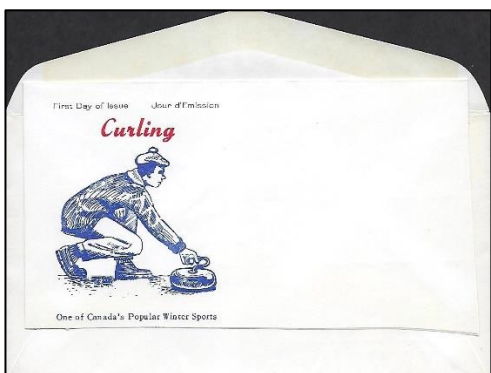


Figure 11. Curling issue stuffer.



Figure 12. Four FDCs for Scott 487.

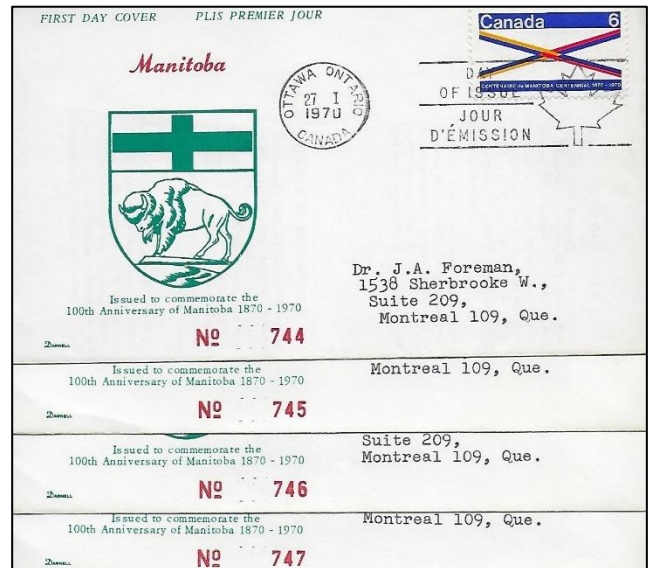


Figure 13. Four FDCs for Scott 505.

As the Darnell company was based in Montreal, it is not surprising that it would pay tribute to Expo 67 which was held there from April 27 to October 29, 1967. The foreman of their tribute, however, was rather unusual.

A stamp (Scott 469) to mark the opening of the exposition was issued by Canada Post on April 28, 1967, about a year before Darnell started producing FDCs. The Darnell "first day" cover shown in Figure 14 was posted on May 11, 1968 and has the dates May 17-October 14, 1968 as part of the text. Their "last day" cover in Figure 15 is postmarked October 14, 1968.

None of the Darnell dates correspond with actual dates of the stamp issue or the anniversary

dates of Expo 67, so the purpose of the covers remains a mystery. However, these covers and dates do help to confirm the relationship between Darnell and Simpson's noted earlier.

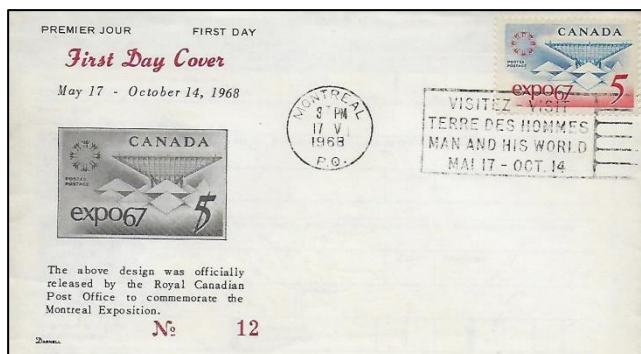


Figure 14. "First Day Cover" for Scott 469.

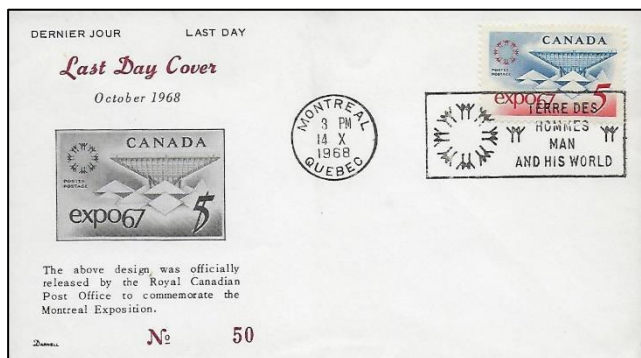


Figure 15. "Last Day Cover" for Scott 469.

A selection of other Darnell FDCs follows. The early cachets featured facsimile images of the stamps themselves while later products tended to be more complex and detailed.



Figure 16. Scott 484, unused FDC.

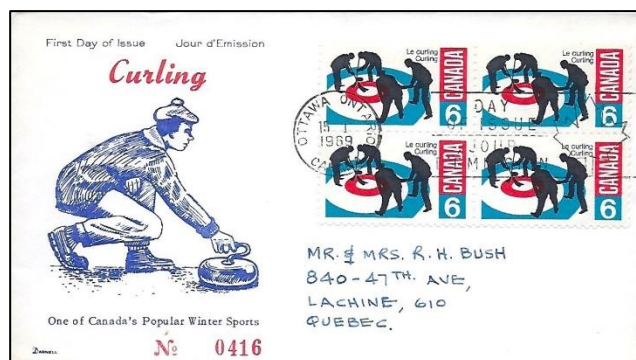


Figure 17. Scott 490.

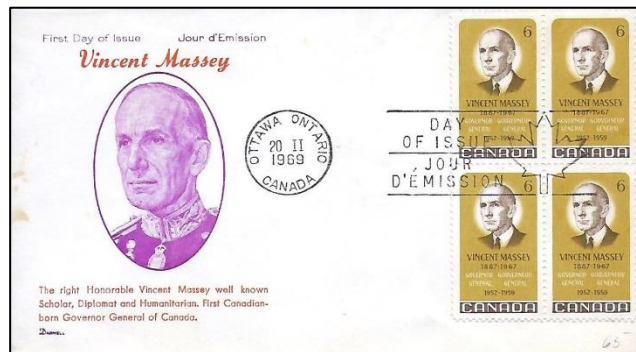


Figure 18. Scott 491.

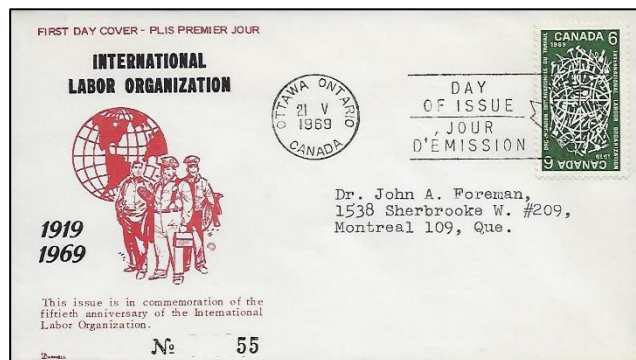


Figure 19. Scott 493.



Figure 20. Scott 505.



Figure 21. Scott 506.



Figure 22. Scott 508-511.

The last FDC carrying the Darnell signature is shown in Figure 22. It features the four stamps in the Expo 70 issue of March 18, 1970.

Reference

Bruce Perkins. "Darnell Stamp Co. Cachets." *First Days*. Vol. 45, No. 2 (March 2000). pp. 114-116.

CHAIRPERSON AND TREASURER REPORT FOR 2021

Submitted by Bob Vogel

Currently our bank balance stands at \$344.74. The only expense outstanding will be Gary's yearly expense creating and mailing out the newsletter. We have not asked for membership dues since 2016 except for new members joining. We have been able to maintain our bank balance due to some kind donations from our members and a couple of paid ads from auction houses. Hopefully we will not have to ask for dues until late 2022. Presently our membership stands at 48.

I would like to thank Gary for the great job as Interim Editor in producing a first class newsletter as well as all the contributors. I'm sure Gary would like to have his drawer full of articles from all of you.

The virtual Study Group meeting at BNAPEX 2021 was a tremendous success with more guests than members. You can view this meeting on the BNAPS website at bnaps.org.

HELP WANTED

Gary Dickinson

I've enjoyed my tenure as Editor, and more recently Interim Editor, for 40 of the 49 issues of *First Impressions*, but believe that it's now time for me to withdraw to allow for new ideas and directions for the newsletter.

I intend that Issue 50 (April-June 2022) will be my last one as Interim Editor and will prepare an index of articles covering the first 49 issues as my last hurrah. This should make the back issues of the newsletter more useful and the articles more accessible to our members and others who might be interested in developing or expanding an interest in first day covers.

Anyone who would be interested in taking over this post should contact our Chairperson, Bob Vogel, at berlinb@csolve.net. I will do everything I can to help make the transition a smooth one.