

# THE NEWFIE NEWSLETTER



## NEWSLETTER OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS

**Number 160**

**July/September, 2015**

### CONTENTS AND NEWS

Page 1	News	- Editors
Page 2	For Those Who Love The One-Cent Red Queen Victoria	- Editor Bob Dyer
Page 3	The Perfin Corner	- Barry Senior
Page 4	A Rev. Butler Catalogue	- Barry Senior & Bob Dyer
Page 5-8	Rev. Butler and Eliot Spaulding	- Bruce Robertson
Page 9	Another Multiview Postcard Example	- Brian Stalker
Page 10	Newfoundland Multiview Postcard Types	- Bob Dyer
Page 11-13	Pre-1900 Registered Mail from Newfoundland	- Colin Lewis
Page 14	My Favourite Cover	- Mike Street
Page 15-16	The Newfoundland 1897 1¢ Surcharge	- Jean-Claude Vasseur



### FULL INSCRIPTION SINGLES

Only the NSSC gives prices for 19<sup>th</sup> century inscription pieces. Their standard is that the “piece has to be of sufficient size to be able to read the name”. For earlier “cents” issues that requires only one stamp. The two at the right are Scott #25 and #26 or NSSC #27 & #36.

Later issues, circa 1880, require three stamps to cover full inscriptions. These two stamps catalogue for \$650.



Note: Bruce Robertson is working on a philatelic article on the Rusted family. There were six siblings – all going on to become eminent in their fields. Our Editor, Bob Dyer, is working on a separate piece based on his friendship with the youngest son Dr. Nigel Rusted, who, like his father, was a stamp collector. Capt’n Bruce would welcome hearing from anyone with philatelic examples such as covers or letters from other members of the Rusted ‘clan’ that might help to illuminate the article. He can be contacted at [bruce@prexie.com](mailto:bruce@prexie.com)

Chairman/Editor: Norris (Bob) Dyer, 1708 Granada Court, Petaluma, CA 94954 [nrdyer@comcast.net](mailto:nrdyer@comcast.net)  
Editor: Malcolm Back, 97 Stuart Street, Stouffville, ON L4A 4S4 [mback1217@rogers.com](mailto:mback1217@rogers.com)  
Treasurer/Circulation: Martin Goebel, 13 O’Mara Place, St. John’s NL A1A 5B7 [goebel@nf.sympatico.ca](mailto:goebel@nf.sympatico.ca)

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**FOR THOSE WHO LOVE THE ONE-CENT RED QUEEN**

**VICTORIA**

**by Editor Bob Dyer**



This cover is backstamped June 3<sup>rd</sup>, 1898 with a Boston transit marking after a Newfoundland TPO postmark of May 30<sup>th</sup>. The ten, one-cent stamps pay the registered rate to the U.S.

The first two stamps in the Royal Family set became available in early December, 1897, arriving December 2<sup>nd</sup> on the *Portia*. 400,000 of each were delivered... NSSC shows the first day of use was December 7. The 1¢ was especially in need as PAID ALL hand stamps and 1¢ provisionals had been in use for several months. The two values would be current until June 18, 1898, a relatively short period of time so covers are scarce. At that point the same design would be used, but in green and orange, according to the dictates of the U.P.U. This is the first cover I have seen with ten copies of the red Queen Victoria paying the registered rate to the U.S.

I have written about the Victoria in TOPICS (#69, July-September, 2009) and exhibited the issue at the APSAmeriStamp Show (2010). I purchased this cover after these events, so this is the first time it is being shown.

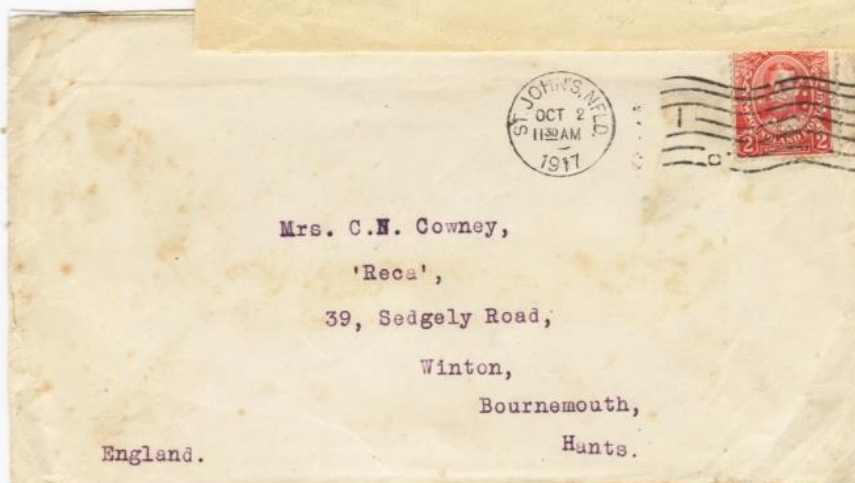
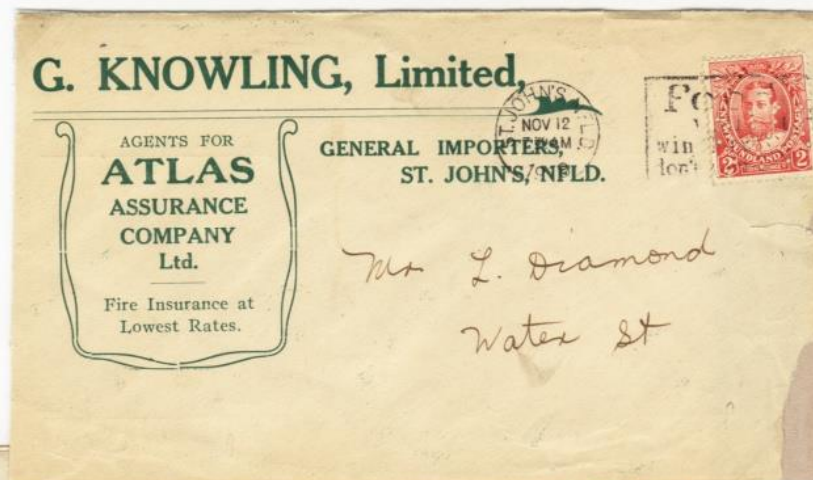
**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**The Perfin Corner by Barry Senior**

A two cent value paying the 1 cent Local Letter Rate and the 1 cent War Tax. This is the only recorded cover for this rate.



Example of an illegally used stamp paying the 2 cent rate to England.

2 cent Inland Letter Rate plus the 1 cent War Tax. This is the only such cover recorded.



**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**AN EARLY REV. BUTLER AD**

***Submitted by Barry Senior with text by Editor Bob Dyer***

This ad was published at the back of Fred Jarrett's *Stamps of British North America* in the **original 1929 version**. Many of us use the 1975 Quarterman reprint which did not include the ads for obvious reasons. The full-sized ad provides us with more information about the reverend.

We learn that Butler must have started collecting Newfoundland while a teenager, around 15-16,

**NEWFOUNDLAND**  
England's Oldest Colony

The "Corner Stone" of British North America.

Of all countries in the world, it is the most popular with Stamp Collectors.

Its Stamps are WORKS OF ART and, taken as a whole, they increase in value about 15% yearly.

I have collected Newfoundland Stamps for 40 years, and during the past ten years I have supplied other collectors with them—in all parts of the world.

**CATALOGUE**

Each year I issue a Special Catalogue of 16-20 pages, fully illustrated, and with notes of interest to collectors.

All stamps are priced in "fine" and "average" condition—both unused and used.

My 1929 prices are net and "rock bottom."

Write to me for a copy. After January I shall have four thousand ready to mail.

**IT IS FREE TO ALL!**

If you collect Newfoundland Stamps—write to "REV. BUTLER."

If you wish to SLL a collection of Newfoundland Stamps and want the highest market price, write to

**Rev. Butler**

**St. Georges                      Newfoundland**

Member of C.P.S., A.P.S., S.P.A., S.T.P.A., A.S.D.A., and Association for Stamp Exhibitions, Inc.

(Editor's Note.—Illustrations in Newfoundland Section are kindly loaned by Rev. Butler, from above Special Catalogue.)

603

His early catalogues were 8" by 6.5" and *were* fully illustrated, at least through 1930. Ron McGuire and I did a survey. several years ago and could not find a copy of the 1931 catalogue (if there was one). By 1932 Butler had reduced the size to 6" X 3"5, leaving no room for illustrations. Was the 1931 copy illustrated?

He printed two 1928 catalogues, one in October, 1927 and the 2<sup>nd</sup> in May, 1928 (with higher prices). Here he promises 4,000 catalogues by January, 1929 with "rock bottom" prices. It is curious that we have not seen a 1929 copy either!

In his 1932 catalogue he claims to have sold Newfoundland stamps to 10,000 customers.

The reduced catalogue size was easier to handle and mail in a 6.5" X 3.5" envelope, usually with an order form.

*Can you find the typo in his text?*

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**REV. BUTLER AND ELIOT SPAULDING**

***By Bruce Robertson (a.k.a. Cap'n Bruce)***

***Tired of collecting Rev. Butler covers? Ever looked more closely at who his customers were? Here Cap'n Bruce takes a closer look at a 1936 cover.***

The romance of Rev Butler's life is obvious. A lone vicar in the years between the early 1920s and the end of the 1940s in Sandy Point, a small Newfoundland out-port settlement, supporting his large family by running a world-wide stamp dealership with the strap-line 'Nfld means Rev. Butler'. (fig.1)

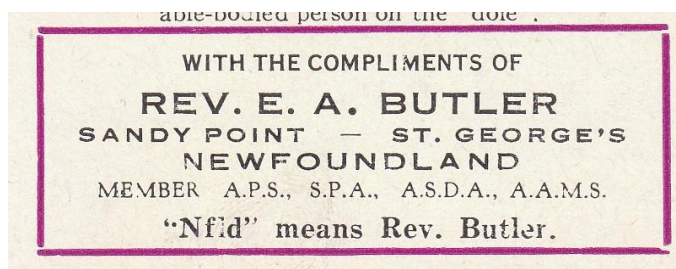


Figure 1: 'Nfld' means Rev. Butler - from a Butler sales catalogue.

Specializing in the stamps of Newfoundland, he advertised in collectors magazines and sent off catalogues and stamps from the tiny post and telegraph office at Sandy Point, across the bay from the larger settlement of St George's, to destinations around the world.

In bad winter weather the mail would often have to be sent across the bay by dog sledge.

It was also bad weather that struck the final blow to Sandy Point, and although the settlement had been in serious decline for some years, in 1951 a severe storm washed away the natural 'causeway' which had connected Sandy Point with the mainland. Today, nothing remains of the settlement apart from a few building foundations, a lone cemetery from Rev Butler's church, and a small disused lighthouse. Nature has reclaimed the settlement and the island has become a wildlife and bird watcher's paradise.

We know little about Butler's business arrangements, although we do know he had a comprehensive filing and recording system involving labels for recording customer's reference numbers. We suspect family and friends might have been recruited to help with the mail, as suggested by the various style of handwriting to be found on Butler's covers [Fig.2].

There would have been none of the communication aids like photocopying and computers, such as we would expect as normal today. Indeed, the use of a manual typewriter on some Butler covers appears only randomly, the earliest in my collection is in the early 1920s [Fig.3], or more regularly in the later part of the 1940s – although, as we will see later, the IBM electronic typewriter had been introduced in the 1930s and had pretty much become eponymous by the time of the introduction of the IBM 'Executive' in 1941.

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

***REV. BUTLER AND ELIOT SPAULDING -continued***



Figure 2: Four different styles of handwriting on Butler's covers. Rev Butler's handwriting is top left. Source: Author's collection

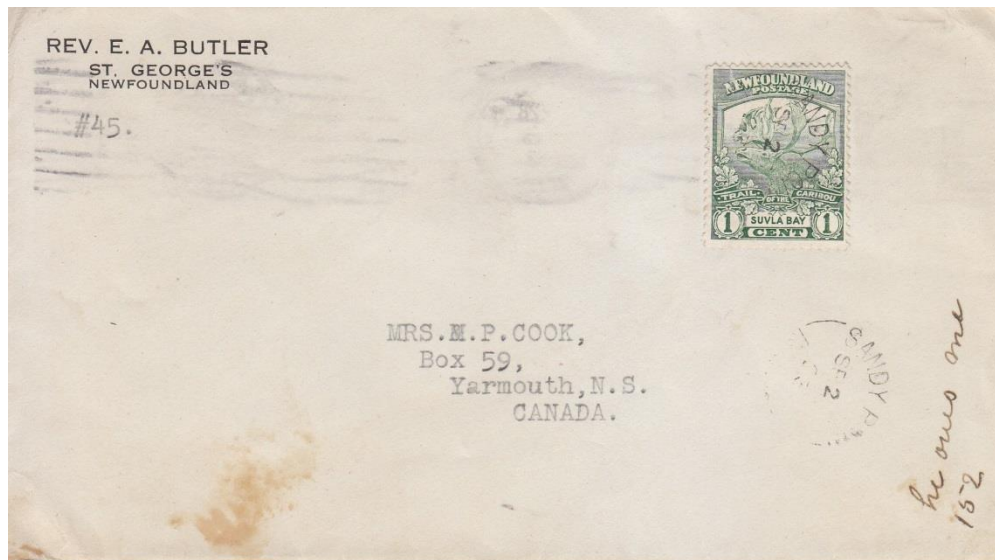


Figure 3: Early Rev. Butler typed address. 1923. Note the number '45' in top left corner – possibly example of Butler's early customer numbering system. Source: Author's collection

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**REV. BUTLER AND ELIOT SPAULDING -continued**

It is highly likely that Rev Butler would not have known that when he sent his hand- written cover to Mr Eliot Spalding in 1936 [Fig.4], it coincided roughly with a bench mark in IBM's development of the electric typewriter in distant New York State. The IBM Electric Typewriter, Model 01 (Improved), was introduced in 1935. Customer acceptance was soon to make it the first successful electric typewriter in the United States.



Figure 4: Butler cover to Eliot Spalding 1936. Source: Author's collection

Eliot J Spalding was a successful east coast businessman, who was a banker, and treasurer of the Lestershire Manufacturing Company, Boston - and later, partner and treasurer of Endicott-Johnson Corporation.

The Endicott-Johnson Shoe Company was a prosperous manufacturer of shoes based in New York's Southern Tier, with factories mostly located in the area's Triple Cities of Binghamton, Johnson City, and Endicott – which is where IBM were to establish their headquarters. An estimated 20,000 people worked in the Shoe Company's factories by the 1920s, and an even greater number worked there during the boom years of the mid-1940s when, helped by footwear it produced for the military during the war years, it was producing 52 million pairs of shoes a year. [Fig. 5]

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**REV. BUTLER AND ELIOT SPAULDING - conclusion**



Figure 5: Eliot Spalding was Treasurer to the Endicott-Johnson Corp., one of America's largest shoe companies run on its 'Square Deal' version of 'welfare capitalism'.

Spalding's position brought him wealth, and it was only natural that he would possess property. He had a comfortable home built for himself in one of the corporation's towns, Johnson City in 1919 and a summer 'camp' in up-state New York. The Johnson City home was so spacious, that he was to sell it and its grounds for a nine-hole golf course.

Spalding also seems to have been as generous as he was successful. In 1950 he donated property to Ticonderoga's Church of the Cross for a seminary retreat before moving to Tuscan, Arizona where his name is remembered in a charitable foundation he endowed there.

We know little about Spalding's stamp collecting hobby. I have been able to find only two covers – both from Newfoundland.

Interestingly enough, in addition to the Rev Butler cover above, the other is from another noted reverend: Cannon Rusted of Carbonear, whose distinctive handwriting appears on a cover to Spalding dated 1938. [Fig 6].



Fig. 6. Rusted cover to Eliot Spalding 1938. Source: Author's collection

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

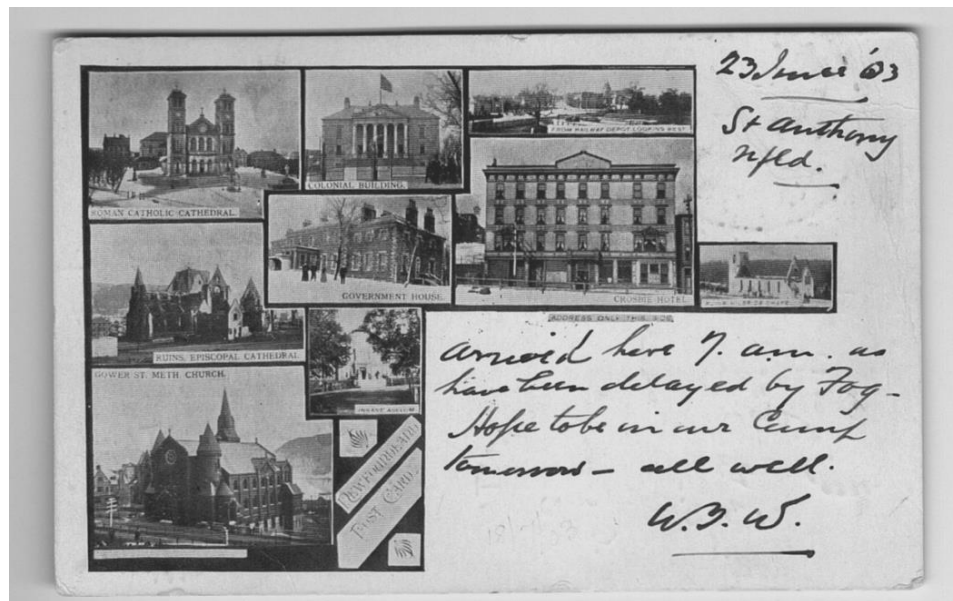
**Number 160**

**July-September, 2015**

**ANOTHER MULTIVIEW POSTCARD EXAMPLE**

**by Brian Stalker**

Another multi-view card has emerged - this one is identical to Bill Walton's figure 1 of the Jan / March 2014 newsletter but with the added bonus of a STRAITS TPO date-stamp.



**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**NEWFOUNDLAND MULTIVIEW POSTCARD TYPES -**

**Editor Bob Dyer**

**J.W. Montgomery, 1902**

NUMBER	DESIGN (UPPER LEFT PHOTO)	SIZE(MM)	COLOR	YEAR USED	"ADDRESS ONLY THIS SIDE"
1	Church (Catholic)	117-118 X75 X76	Black/white	1902., 1903	Yes
1A	Same	<b>147 X 99</b>	<b>Brown</b>	1902	Yes
2	Reid Family	117-118 X75-76	Black/white	1902	Yes
2A	Same	<b>134 X 89</b>	Black/white	1904, 1908	<b>No</b>
3	Tall three-mast ship	137-139 X95-97	Blue	1903	Yes
3A	Same	Unk.	<b>Black/white</b>	Unused	Yes
4	Ship with crew	Unk.	Black/white	Unused	Yes
4A	Same	137-139 X 95-97	<b>Brown</b>	1902	Yes
4B	Same	" "	<b>Blue</b>	1903	Yes
5	Harbor scene	133 X 89	Black/white	1903	<b>No</b>
5A	Same	<b>146 X 92</b>	<b>Blue</b>	<b>1902</b>	Yes

This is a summary of the multiview cards I've seen (16). Submit any different varieties to me. Below are four cards from Judith Edwards. I don't have the sizes but they appear to be #3A, 4, 2 (but possibly too small) and 3. *Please submit any corrections also.*



**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**PRE-1900 REGISTERED MAIL FROM NEWFOUNDLAND**

***By Colin Lewis***

As is frequently the case, with earlier surviving covers, a reasonable proportion of them are from registered mail use. In respect of those from Newfoundland they happen to be covers that have been mailed using GPO official stationery envelopes with a lower left corner card address "General Post Office, St. John's, Newfoundland". Additionally, such covers have the printed endorsement at the top "On Postal Service". Many of these covers are addressed to philatelists from overseas locations. One can probably correctly speculate that they contained mint postage stamps and/or postal stationery ordered from the GPO by a collector.

Two of the covers to Belgium and San Marino, Italy, illustrated in this short article, are to known philatelists whilst the third cover to Reunion is also probably to a collector but is not known to me. We must be thankful to these early philatelists/postal historians that they did preserve the covers that they received from overseas; otherwise today there would be a dearth of good postal history available.

The Figure 1 cover is to San Marino and addressed to Otto Bickel who was a prolific collector and amassed a large collection of covers from world-wide locations.



*Fig. 1*

Franked by the January 1888 issue of the 10 cents brigantine, paying the 10 cents per half-ounce registered rate (5c postage plus 5c registration fee). The cover was mailed from St. John's 22 June 1892 although the date slug 2 is missing from the oval registered hammer. It

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**PRE-1900 REGISTERED MAIL - continued**

would have been forwarded in a closed bag direct to London UK by an Allan Line vessel via Liverpool. Struck by a London hooded registered transit hammer on the front dated 30 June. There is an unclear Italian transit backstamp, possibly Firenze (Florence) of 2 July. No San Marino receiver.

The Figure 2 cover is to Bruxelles, Belgium, the French spelling for Brussels. Franked by 1865 Queen Victoria 24 cents, 1871 Queen Victoria 6 Cents dull rose and 1888 5 cents seal dark blue. This pays the registered rate for a 3-ounce letter and if non-philatelic the envelope must have contained postal stationery items.



Fig. 2

The cover was mailed from St. John's 25 August 1894 and in this case date slug 9 is missing from the oval registered hammer. Again forwarded in a closed bag to London UK where it received the London transit registered oval of 3 September. Transferred to the foreign section it was twice struck by the hammer dated 4 September. Received at Brussels same day as shown by back-stamp.

The Figure 3 cover is to Saint Pierre, Ile de la Reunion which is in the Indian Ocean. It is situated 200 kilometres southwest of Mauritius and must be one of the rarest locations where mail was sent from Newfoundland in the nineteenth century. Franked by the January 1888 issue of the 10 cents brigantine, paying the 10 cents per half ounce registered rate (5c postage plus 5c registration fee). The cover was mailed from St. John's 23 July 1889. Again, it was forwarded in a closed bag via Liverpool and London to Paris. The bag would have been opened in Paris and

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**PRE-1900 REGISTERED MAIL - conclusion**



Fig. 3

the cover was back-stamped Paris Etranger (etranger is the French word for foreign and indicates it has been received from a foreign country) transit hamper dated 1 August. Forwarded to Marseilles where it was backstamped 3 August. At Marseilles it would have been placed in a closed bag for transit via a vessel of the “Companie des Messageries Maritimes” shipping line that served the colonies in the Indian Ocean. There is no Reunion receiver. A 2014 BPA certificate of genuineness has been issued for this cover. -end.

**ANOTHER REGISTERED COVER - Editor Bob Dyer**



This cover has the same basic GPO markings Colin described in his article. It's the 10-cent registered rate to the United States, Jan 29, 1898. The stamps are the first 2-cent (Scott 81) from the Royal Family set and the 8-cent from the Cabot issue., Scott 67. As an aside, the 8-cent is tough to find on a proper-rated cover.

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**MY FAVOURITE COVER - by Ron McGuire**

The large piece in figure one is a franked with postage in four denominations of one of my favourite Newfoundland issues; the Long Coronation set. I also prefer postage paid with stamps from the same issue versus mixed issues.

It is part of a wrapper that was registered, confirmed by a portion of the blue pencil cross marking used by Britain and its other post offices to indicate a registered item, addressed to Norway, a scarce destination. The 49 cents in postage pays 10 cents registration, 7 cent UPU rate for the first ounce and 4 cents for each of the additional 8 ounces, [totalling 32 cents] on this 8 to 9 ounce parcel of postage stamps [confirmed by the red on white paper duty related label].

I lifted the label to see what it covered. It revealed a crossed out address: "The Churchwarden, / Sandy Pt., / St. Georges". This confirms that the wrapper had already been used as a mailer, making its reuse, a 'part' turned cover, without the original postage. There is little doubt in my mind because it was mailed with the "SANDY POINT / NO 19 / 37 NEWFD" split ring postmark and contained postage stamps, that it was sent by Rev. E.A. Butler. Furthermore, the label is one he created and had printed to ensure foreign clients would not be subject to duty on their purchases. I recall seeing this label before, but cannot remember if it was on a Butler item. Can anyone confirm they have one?



Figure 1

**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**THE NEWFOUNDLAND 1897 1¢ SURCHARGE**

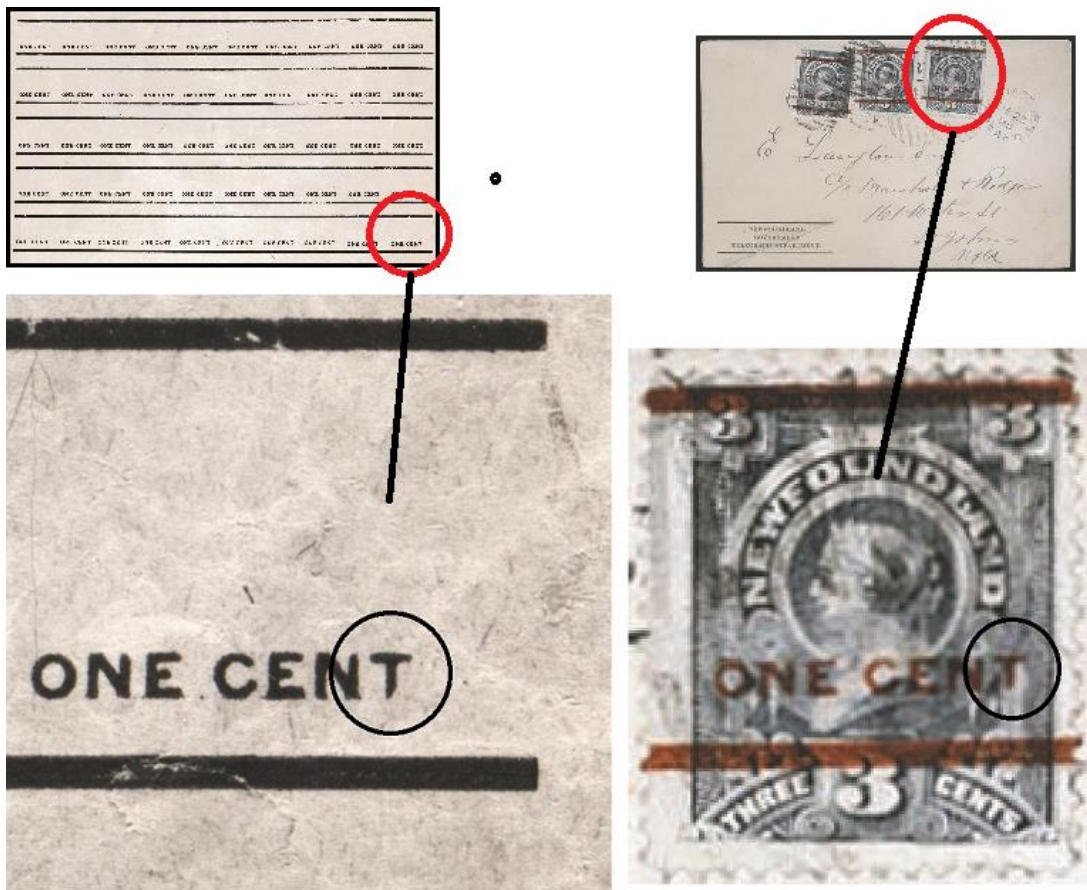
***by Jean-Claude Vasseur***

We've read in the NN columns the result of a longtime work on the 1897 surcharge and its use written by our Editor, Norris (Bob) Dyer, which he has also shown in an exhibit that, I understand, has been awarded three APS Golds.

Recently, in another journal, John Walsh (NSSC Editor) produced a valuable study showing, what is referred to as, essays in red or red and black. He notes that he found them while searching the philatelic marketplace and show that they originated from a significant number of sheets, with 50 images in a 10 x 5 pattern. As identified by John Walsh, there should have been, **at least**, 9 sheets in red and 6 sheets in red and black

From the observations found in his study I am adding some personal findings and conclusions.

As shown in the Walsh study and also found by myself, these essays in red were printed in the format of the proof sheet in red of which an example (out of 4 known on red or white paper) is owned by Norris (Bob) Dyer and a black image (picture scale 1:1) by myself.



**THE NEWFIE NEWSLETTER**  
**OF THE NEWFOUNDLAND STUDY GROUP OF BNAPS**

**Number 160**

**July-September, 2015**

**THE NEWFOUNDLAND 1897 1¢ SURCHARGE - conclusion**

Here I demonstrate these proofs are "Before repairs" and show the main detailed repairs, such as bars in the upper right, G for C in position 24, and damaged vertical line to T in position 50.

An offshoot of this discovery validates the famous cover franked with three stamps bearing the surcharge in red. One of the three stamps does show a variety which exists on the red proof sheet but was corrected in the issued definitive surcharge value. This stamp shows font type III (or C) and is in position 50 of the block. It shows a short vertical line to T in CENT.. Other varieties in these red printings are found to exist only on the red proof sheets and confirm that all these "red essays" were printed from this single printing plate.

Now, a question arises. John Walsh has demonstrated that at least 15 sheets were printed (9 in red and another 6 surcharged in black onto the red printed sheets). Why were there so many essays? Does somebody know other printings (stamps or surcharges) of which so many essays are known WITHOUT VARIATION IN THE PRINTING? I do not.

What about essays in red and blacks? Not shown in the Walsh study are the stamps at right. They are different from those shown by Walsh. Thus there is one more sheet in red! This marginal pair positions 40 and 50 shows the bottom stamp printed font type III (or C).

The interesting thing is that the T in position 50 has lost its bad bottom tip and alternately is showing its horizontal bar somewhat wavy as exists on the issued definitive surcharge. Obviously it has been repaired. Thus it is concluded that the black essays were printed AFTER THE PLATE HAD BEEN REPAIRED.

Note: No proof sheet of the definitive surcharged in black has been spotted to my knowledge.

In my opinion:

- Stamps surcharged in red were printed with the objective to be issued to the public. The result being inappropriate (poor inking, difficulty to read) the red printing was stopped and abandoned. As a consequence, nowadays, this printing has the status of an essay;
- The printing being stopped, there was an opportunity to repair the plate, as seen in the upper right bars and some of the defective letters;
- Essays were made in black – which prove to be a more appropriate color – onto the wasted sheets originally printed in red thus avoiding further sheet loss.

To summarize, **stamps printed in red are an abandoned printing** ... and stamps printed in red and blacks are ... essays in black on abandoned printings in red.

